



# MOVIE ANALYSIS PROJECT – DATA-DRIVEN FILM SELECTION

MAXIMIZING PROFITABILITY & ROI IN FILM PRODUCTION

BY

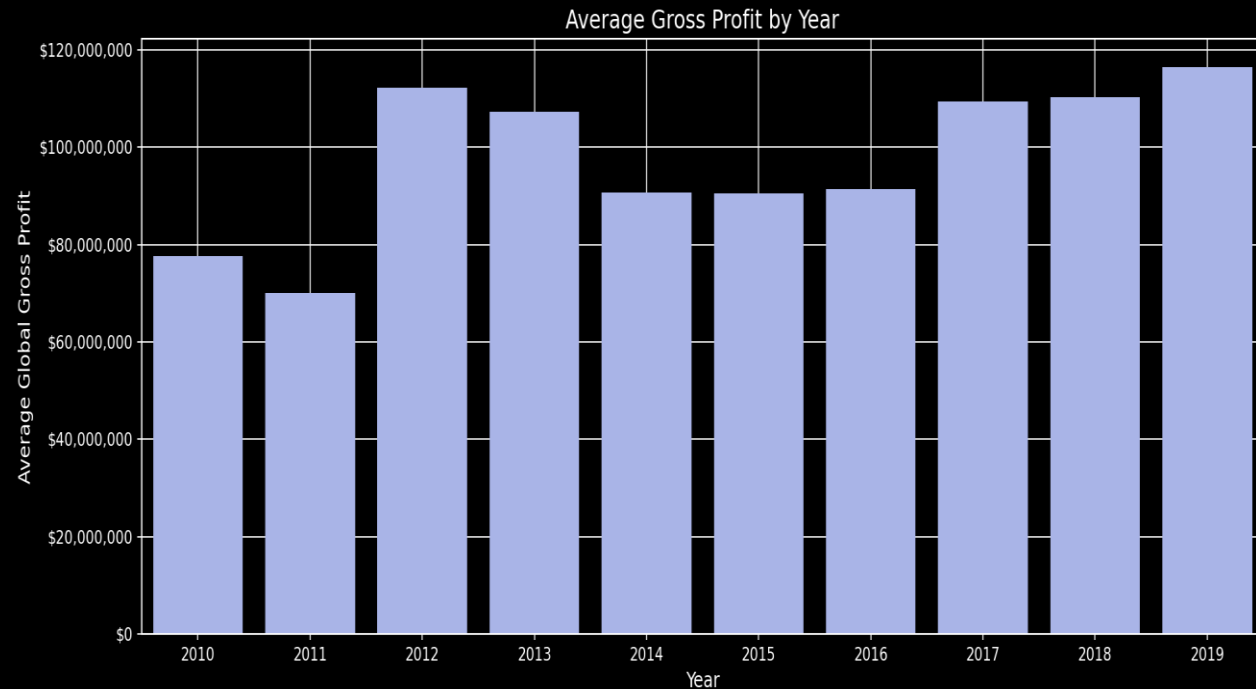
**PATRICIA FUGLO**

# BUSINESS UNDERSTANDING

- **Project Background:** High-risk, capital-intensive industry; need for selecting films with strong financial performance.
- **Real-World Problem:** How to identify films that maximize global gross profit and ROI.
- **Stakeholders:** Studio management, investors, and production teams.

## AVERAGE GROSS PROFIT BY YEAR

- The average gross profit **increases overall** from 2010 through 2019, with some fluctuations in between.
- 2014 and 2018** appear to have particularly high averages, possibly driven by major blockbusters released those years.
- 2013 and 2016** dip below the peak values, suggesting fewer high-grossing films or more moderate hits.

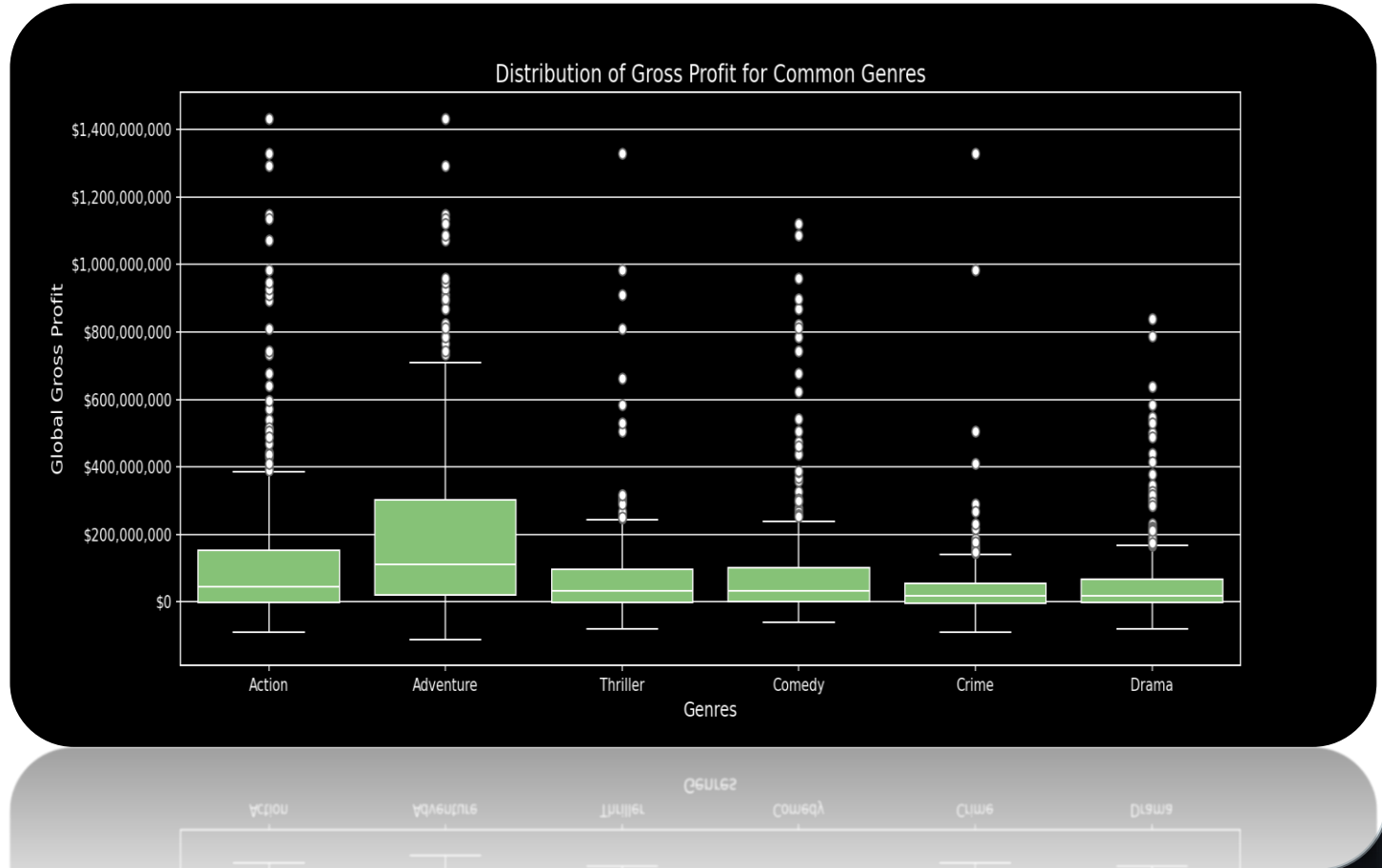


# GROSS PROFIT BY GENRE

**Adventure** has the highest median gross profit and also shows the widest range, with some outliers exceeding \$1 billion.

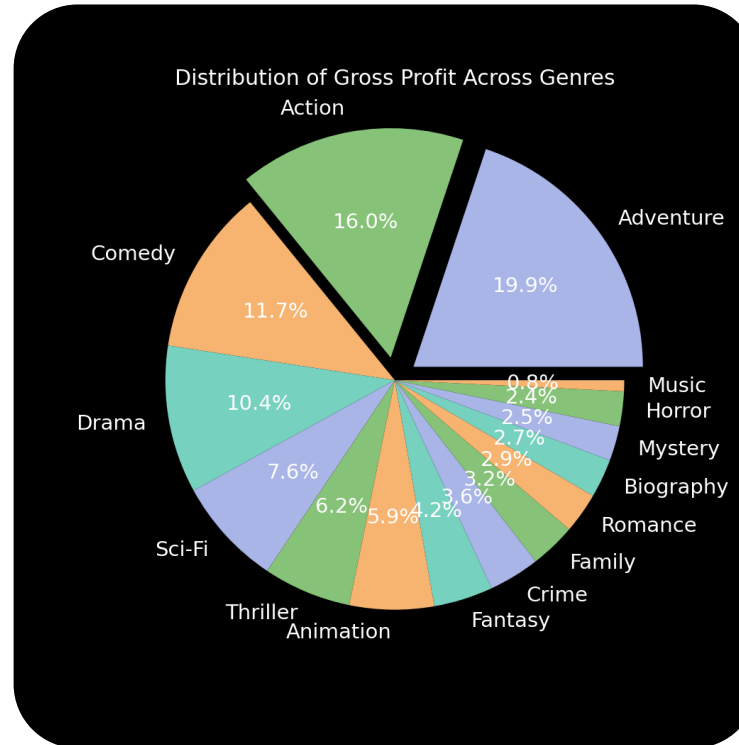
**Action** also exhibits a relatively high median, though slightly lower than Adventure.

**Comedy, Thriller, Crime, and Drama** typically yield lower median profits but still have notable outliers.



## GENRE CONTRIBUTION TO TOTAL GROSS PROFIT

- **Adventure** leads with about **19.9%** of total gross profit.
- **Action** follows at **16%**, while **Comedy** (11.7%) and **Drama** (10.4%) also have substantial shares.
- Genres like **Thriller**, **Sci-Fi**, **Animation**, **Family**, **Crime**, **Fantasy**, etc. split the remainder.

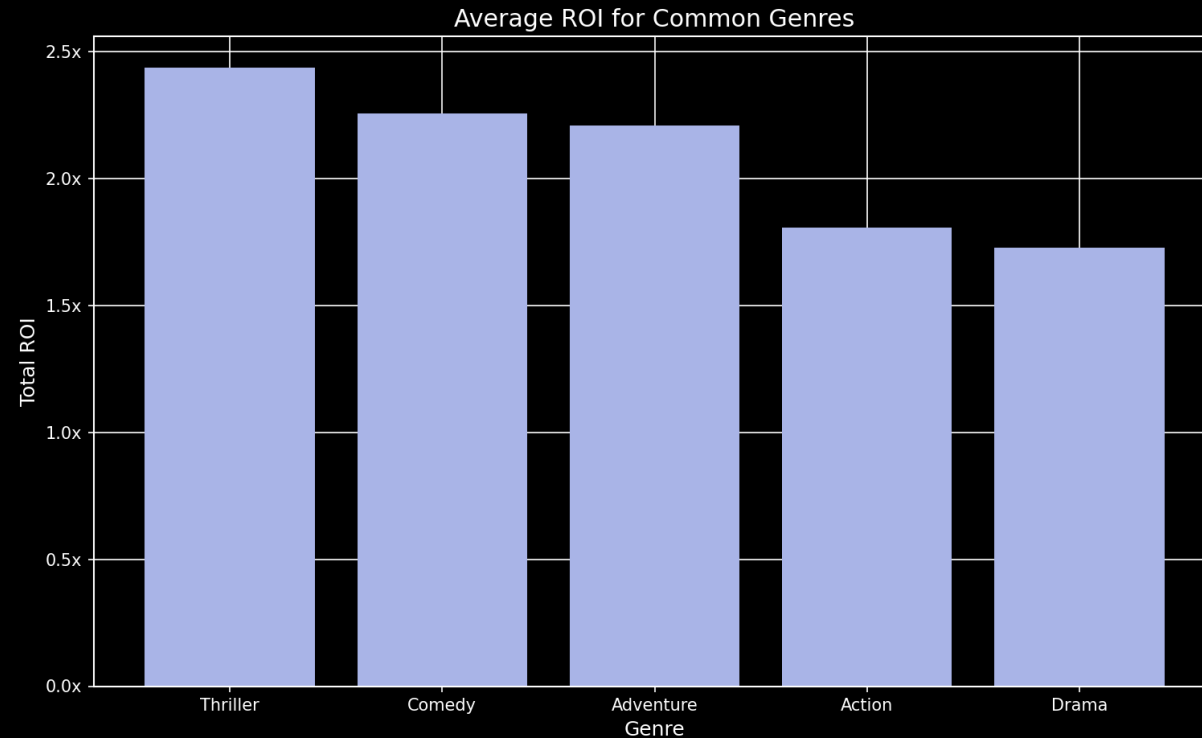


## AVERAGE ROI BY GENRE

- **Thriller** stands out with the highest ROI (over 2.0x, sometimes closer to 2.5x).
- **Comedy** and **Adventure** follow, while **Action** and **Drama** trail slightly behind.
- High ROI often correlates with **lower production budgets** relative to the revenue generated.

### Why It Matters:

- Even if Adventure and Action dominate in absolute profit, **Thrillers** (and sometimes Comedies) can be more **cost-effective** and yield higher returns per dollar spent.
- This insight is crucial for studios looking to balance big-budget blockbusters with **more budget-friendly** but still profitable films.



# AVERAGE ROI FOR TOP ACTORS

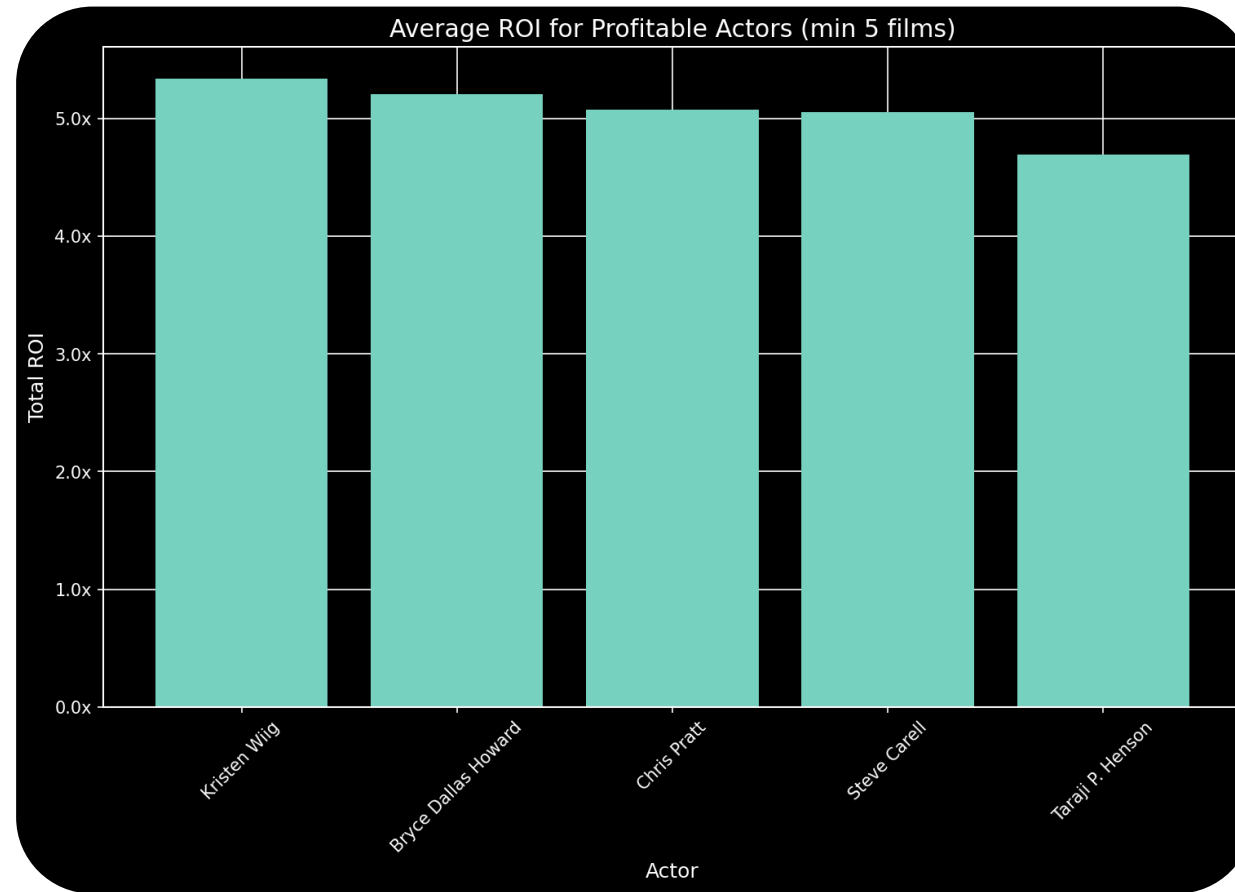
- Kristen Wiig** leads with the highest ROI, slightly above 5x.

- Bryce Dallas Howard, Chris Pratt, Steve Carell, and Taraji P. Henson** also show strong ROIs, ranging roughly between 4x and 5x.

- Actors involved in **consistent box office successes** (franchises, popular genres, or successful comedies) drive higher returns.

## Why It Matters:

- Highlights how **casting decisions** can impact a film's financial success.



## AVERAGE ROI FOR TOP DIRECTORS

- **Francis Lawrence** tops the list, suggesting that franchises like *The Hunger Games* significantly boosted ROI.

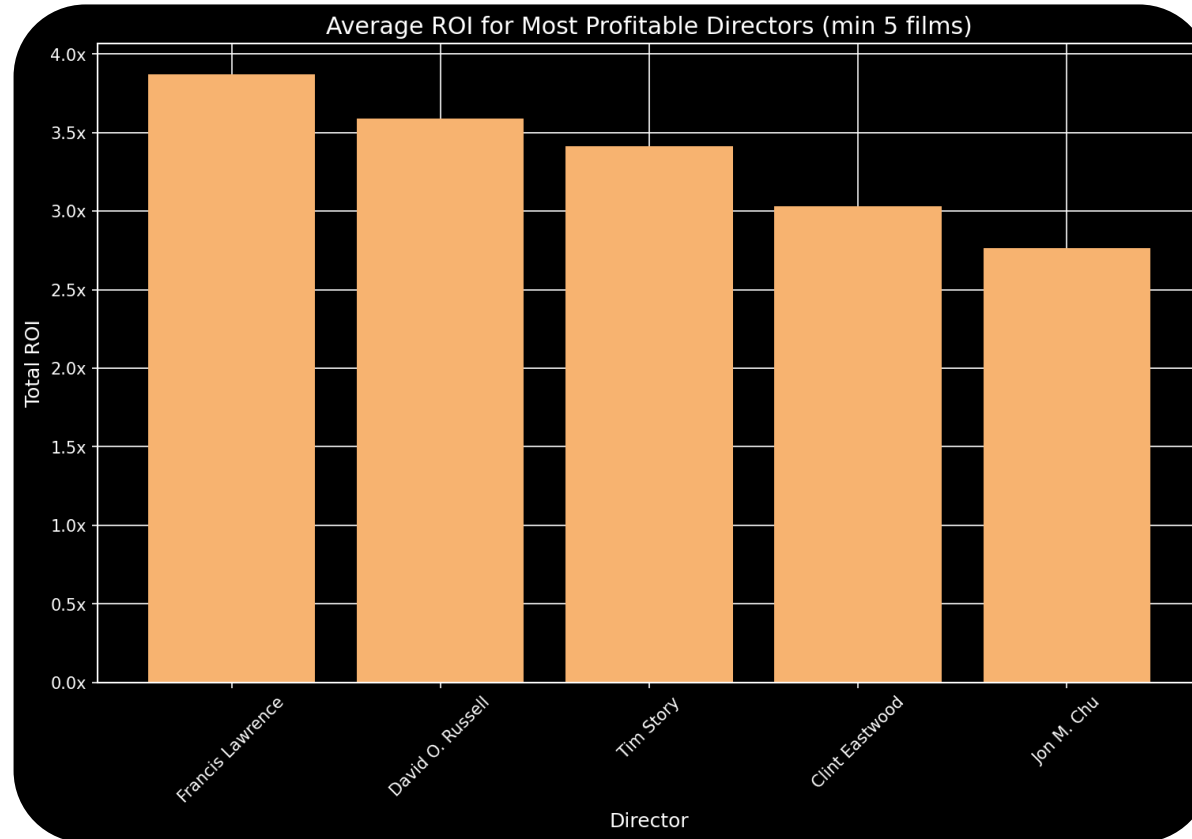
- **David O. Russell** and **Tim Story** follow closely, known for mid-budget, high-return successes.

- **Clint Eastwood** and **Jon M. Chu** also maintain solid ROIs, indicating consistent financial performance across their filmographies.

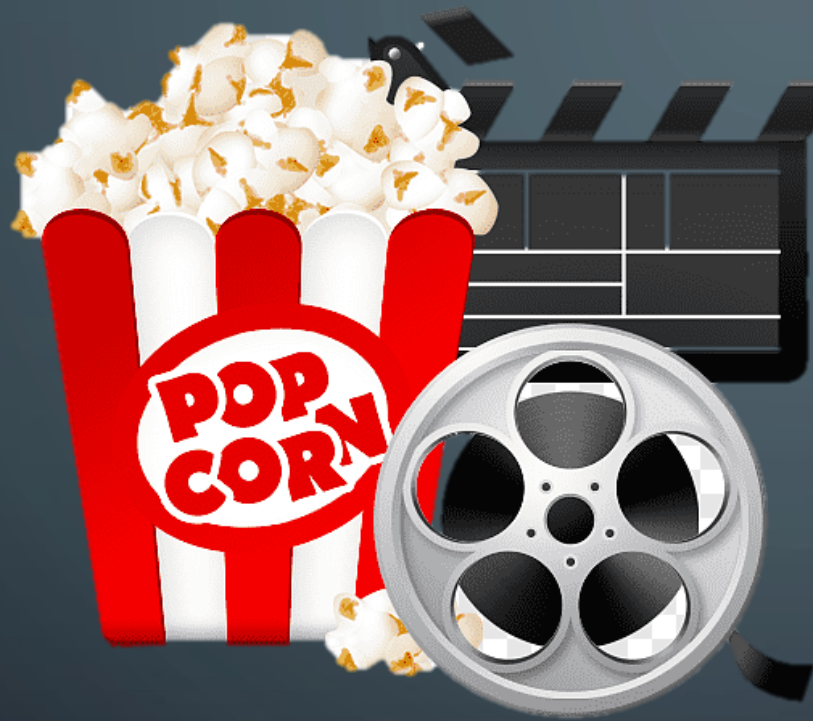
### Why It Matters:

- Reinforces the idea that **director choice** can be a strategic lever for profitability.

- Studios may look to directors with proven track records for future projects to minimize risk and maximize returns.







## BUSINESS IMPLICATIONS & RECOMMENDATIONS

- Blockbusters yield high absolute profits, but low-budget films (especially in genres like Thriller) deliver higher ROI
- Yearly trends indicate optimal release periods
- Talent (actors and directors) influences ROI significantly

### Recommendations:

- Balance big-budget investments with cost-effective projects
- Use historical trends to guide release timing and budgeting decisions



## CONTACT DETAILS

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