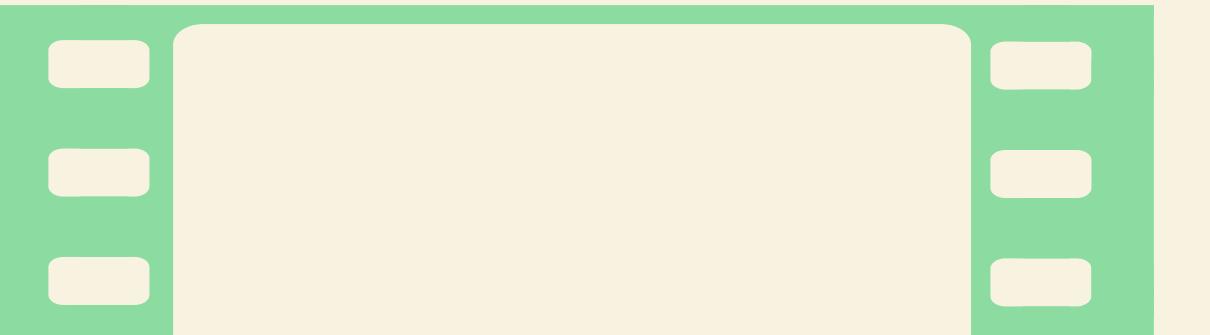
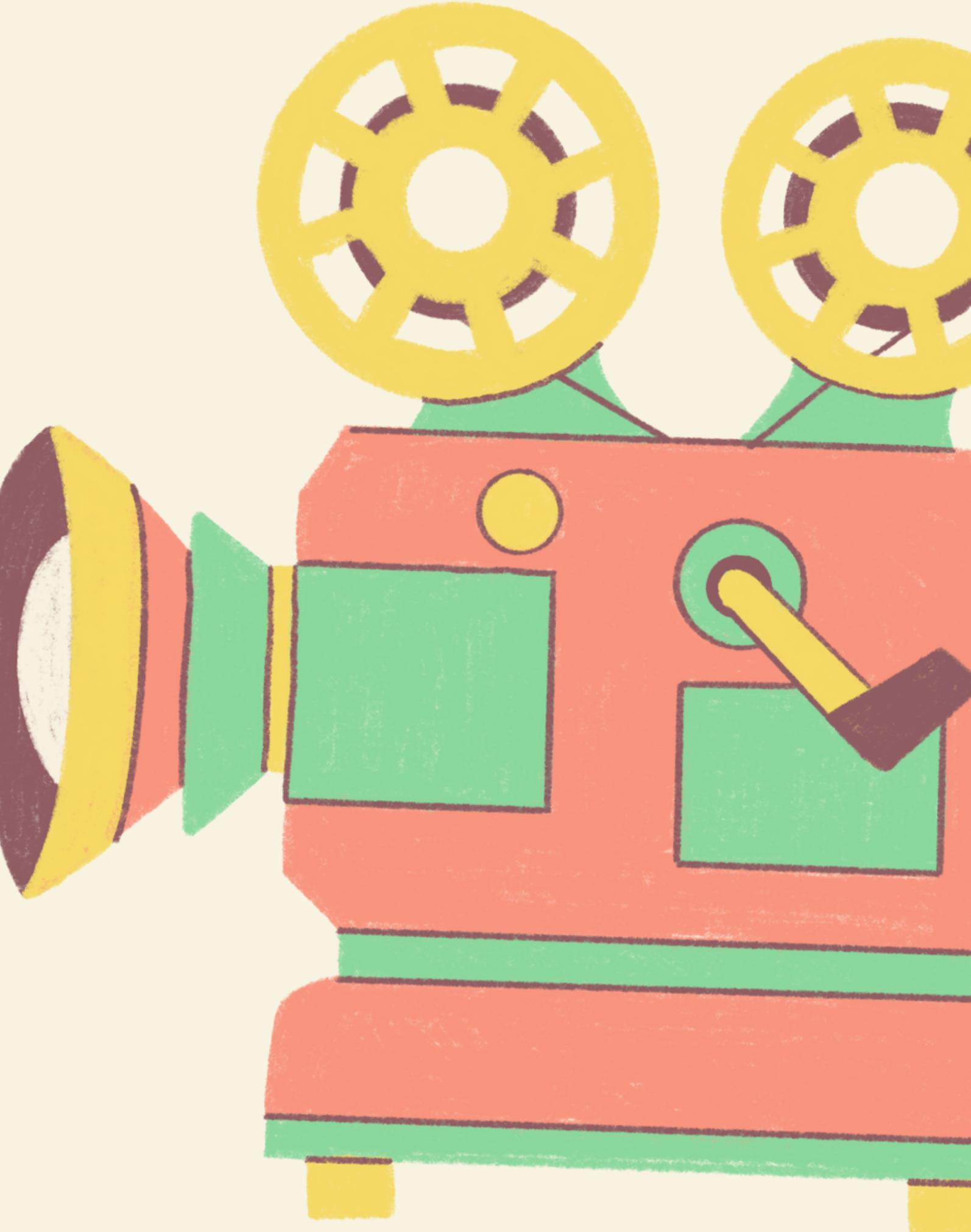


# Film Market Analysis



By Franko Ndou & Anthony Brocco



# Universal Pictures

## Who are they?

One of the largest film studios in the world

Known for Jurassic World, Oppenheimer, The Fast and The Furious Series, and many others!

Industry leading innovation and storytelling

## What do they want?

An above industry standard ROI ( $>1.74$ )

ROI is secondary to critical success. User ratings are much more important.

Looking to create a fantastic film with a critical acclaimed team while pursuing a large ROI.



# Business Problem

Which genres generate the largest ROI?

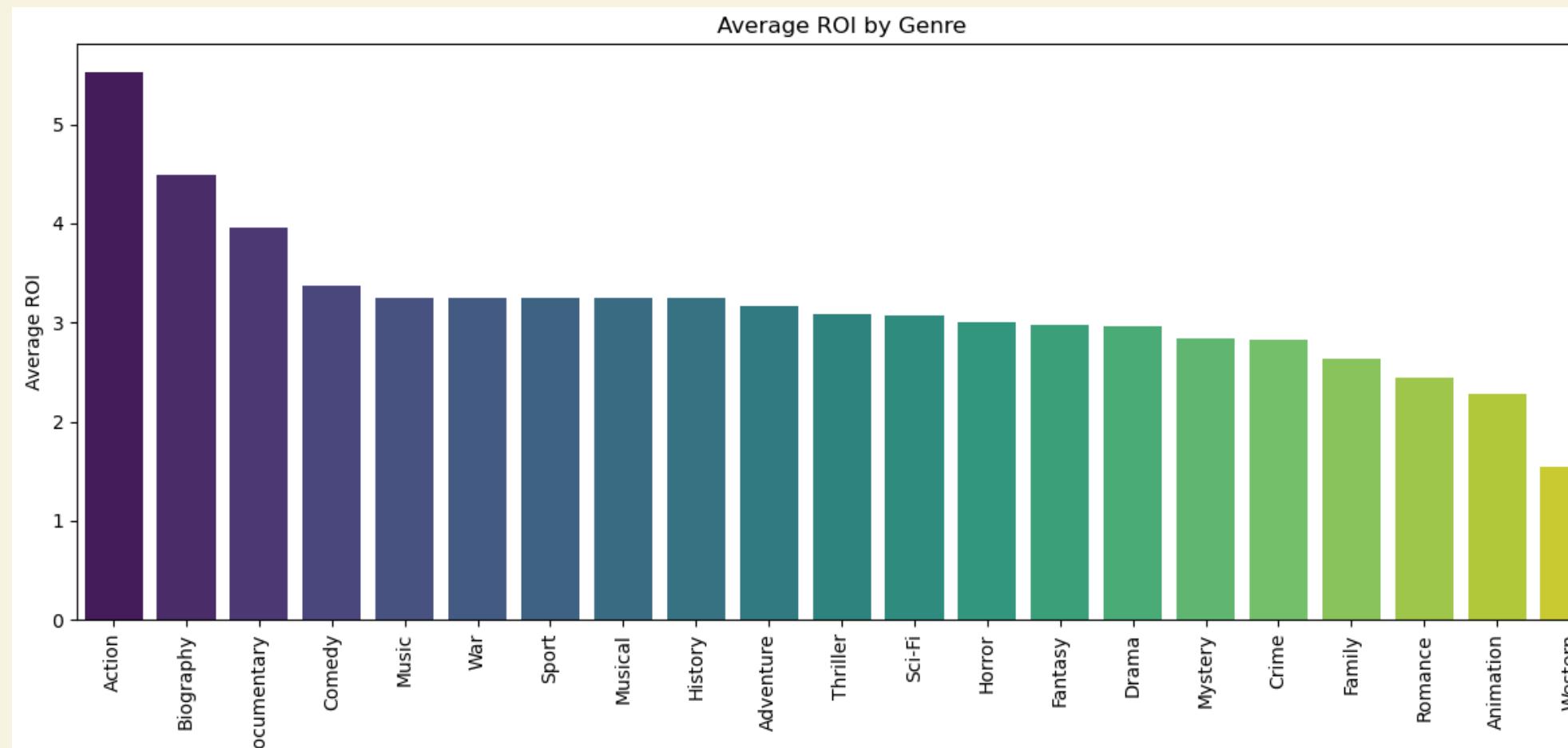
Which days/months should we release our movie?

Who are the highest rated directors with a positive ROI?

What musician(s) should we hire for creating the score?



# Which Genres Generate The Largest ROI?



Action films produce the largest ROI by a massive margin

This should indicate to us to work with a director that has a large filmography of action films



# Who are the highest rated directors with a positive ROI?

This is a table of the 10 highest performing directors within the industry currently.

Out of this list, the three actions directors that stand out are Christopher Nolan, J.J. Abrams and David Fincher

	movie	max_averagerating	numvotes
0	Christopher Nolan	8.6	1299334
1	Joss Whedon	8.1	1183655
2	James Gunn	8.1	948394
3	Tim Miller	8.0	820847
4	J.J. Abrams	8.0	784780
5	George Miller	8.1	780910
6	David Fincher	8.1	761592
7	David Yates	8.1	691835
8	Ridley Scott	8.0	680116
9	Éric Toledano	8.5	677343



## Christopher Nolan Averages

	Unnamed: 0	id	production_budget	domestic_gross	worldwide_gross	ROI	averagerating	numvotes
count	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
mean	111.50	37.50	187500000.00	279700367.00	771545121.00	3.13	8.43	1248687.25

## J.J Abrams

	Unnamed: 0	id	production_budget	domestic_gross	worldwide_gross	ROI	averagerating	numvotes
count	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
mean	579.50	80.50	120000000.00	177891420.00	362677164.50	2.81	7.35	383055.00

## David Fincher Averages

	Unnamed: 0	id	production_budget	domestic_gross	worldwide_gross	ROI	averagerating	numvotes
count	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
mean	891.67	59.33	63666666.67	122415225.33	277621098.00	3.77	7.87	572583.33

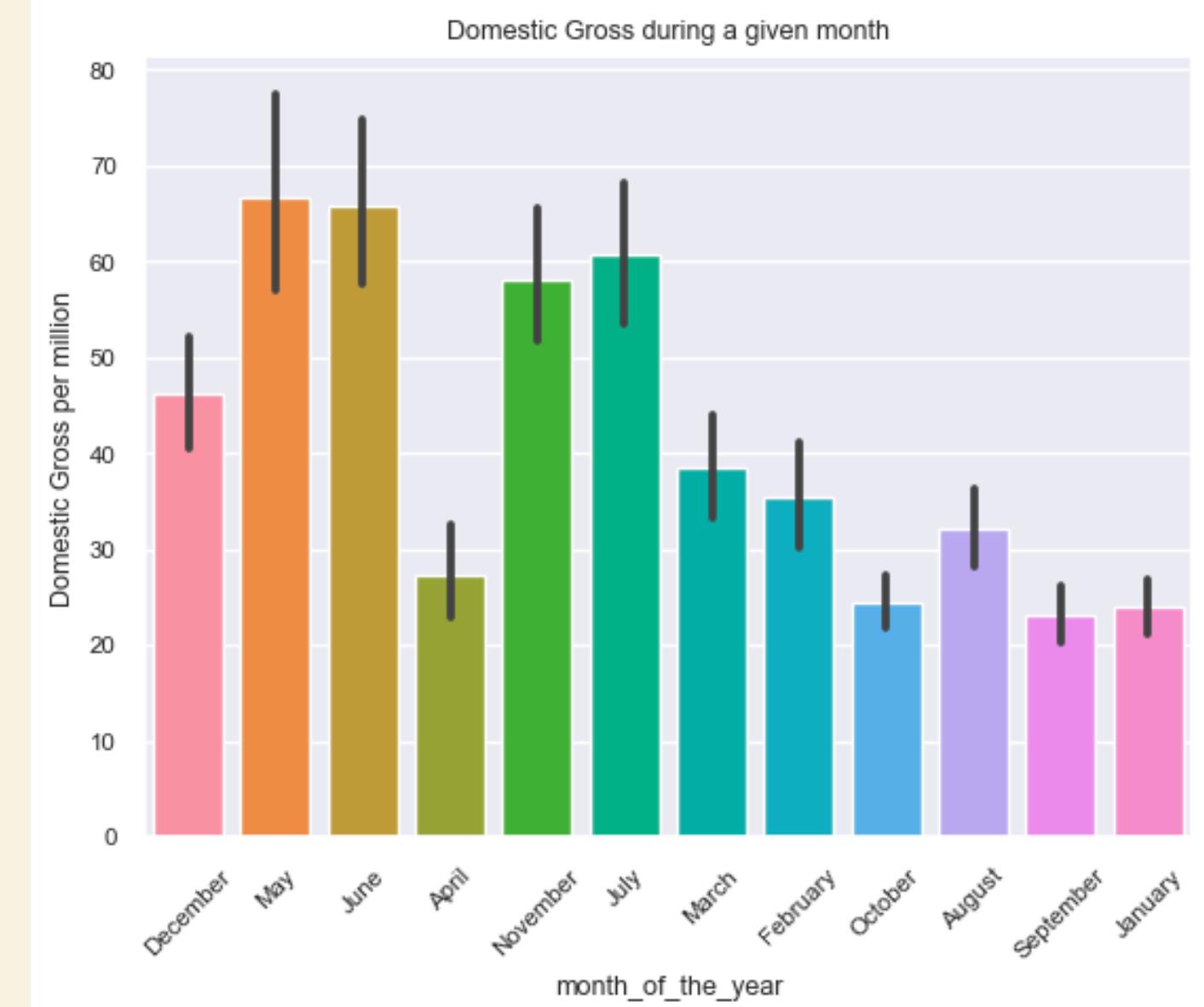
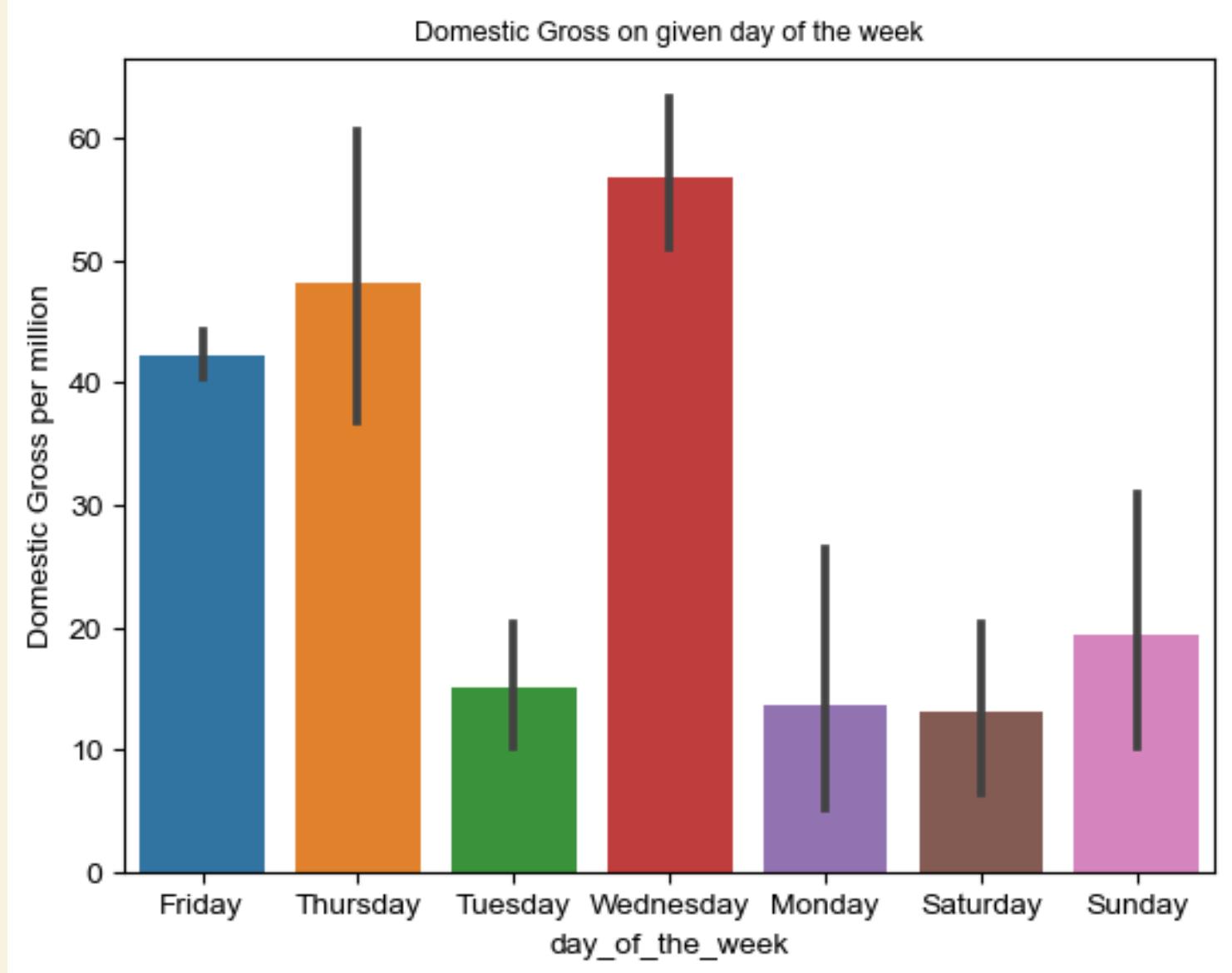
**Christopher Nolan has the highest average rating out of the selected directors**

**He has a 96.2% probability of creating a film with an ROI above the average of 1.74**

# Backup Directors

	primary_name	primary_profession	averagerating	numvotes
0	Alexandre Ottoveggio	actor,stunts,director	8.80	1841066.00
1	James P. Lay	sound_department,writer,director	8.80	1841066.00
2	Talulah Riley	actress,director,writer	8.80	1841066.00
3	Kevin Westley	assistant_director,location_management,miscell...	8.80	1841066.00
4	Chris Patterson	cinematographer,camera_department,director	8.80	1841066.00
5	Douglas Chapman	stunts,actor,assistant_director	8.80	1841066.00
6	Lin Oeding	stunts,director,actor	8.80	1841066.00
7	Hugues Espinasse	camera_department,cinematographer,director	8.80	1841066.00
8	Marion Cotillard	actress,soundtrack,director	8.80	1841066.00
9	Wally Pfister	cinematographer,camera_department,director	8.80	1841066.00

# When should we release our film?



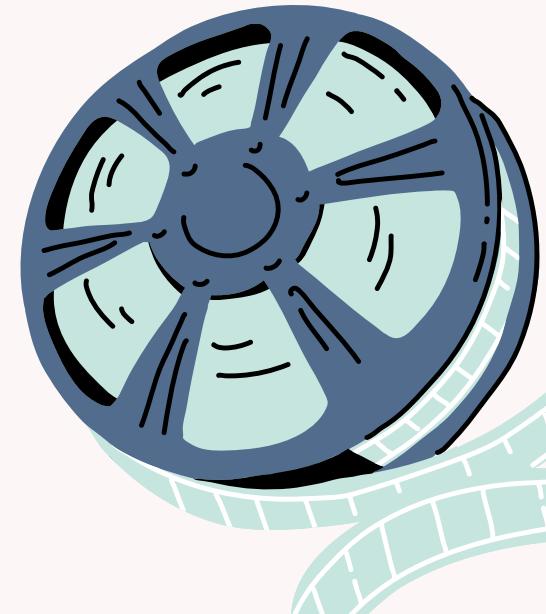
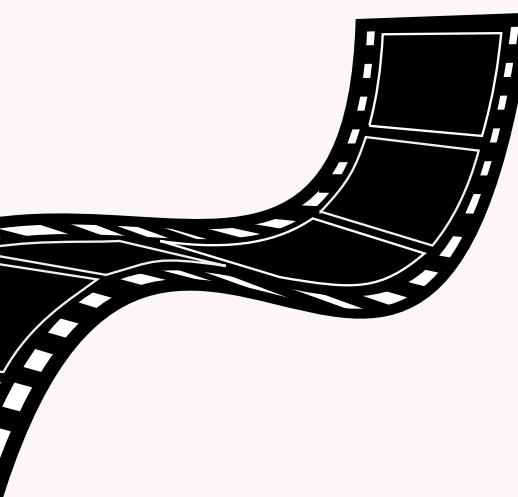
**Day:** Wednesday has the highest ROI  
**Months:** May, June, and July have the highest ROI

# What musician should we hire for creating the score?

- Score dictates the film
- Sets the mood
- Invokes emotions within the audience
- Extremely awkward when not present
- Known for action movies
- Worked on Inception, Planet of the Apes, Top Gun: Maverick, and many more.
- Collectively worked on over 100 films

	primary_name	primary_profession	ROI	averagerating	numvotes
0	Sam Estes	music_department,composer,executive	4.22	8.80	1841066.00
1	Andrew Kawczynski	music_department,composer	4.22	8.80	1841066.00
2	Bruce Fowler	music_department,soundtrack,composer	4.22	8.80	1841066.00
3	Ann Marie Calhoun	music_department,soundtrack,actress	4.22	8.80	1841066.00
4	Satnam Ramgotra	music_department,soundtrack,composer	4.22	8.80	1841066.00
5	Zack Hemsey	soundtrack,composer,music_department	4.22	8.80	1841066.00
6	Lorne Balfe	composer,music_department,soundtrack	4.22	8.80	1841066.00
7	Cillian Murphy	actor,producer,soundtrack	4.22	8.80	1841066.00
8	Steven Kofsky	music_department,producer,soundtrack	4.22	8.80	1841066.00
9	Matt Dunkley	music_department,composer,soundtrack	4.22	8.80	1841066.00

**Sam Estes and Andrew Kawczynski are our two recommendations**



# **Next Steps:**

- Import a database that has a detailed filmography of directors and studios
- Compare how best-sellers in all film genres compete with each other.
- Research how musical data influences the success of films
- Compare and contrast ROI and user rating relative to genre for directors

# Contact Us!

Our GitHubs and Linkedins are provided down below



**Franko Ndou**

[GitHub](#)  
[Linkedin](#)



**Anthony Brocco**

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The background features a pair of heavy red curtains with vertical stripes, tied back at both ends with dark blue bands. They frame a central yellow rectangular area, resembling a stage or presentation backdrop.

# Thank you!

Any questions?