



RSM PRODUCTIONS - LAUNCH -

June 23, 2023

Our team



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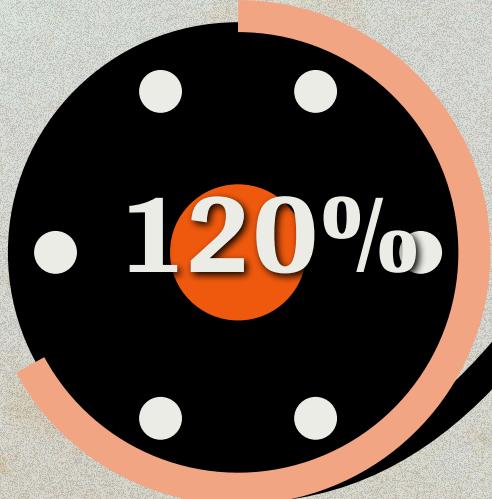
Agenda

- 01. | Business Overview**
- 02. | Data Overview**
- 03. | Data Analysis**
- 04. | Recommendations**
- 05. | Next Steps**

— Bottom Line: —

Animation ROI - 2X industry standard

Industry
Standard ROI

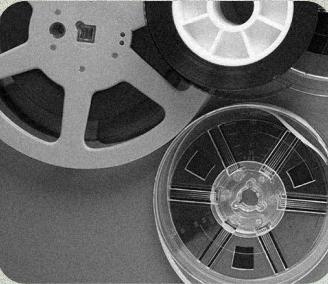


Animation
Median ROI



01.

Business Overview



Business Overview

- Per film revenue has rebounded to 2019 levels
- Action & Adventure movies dominate the market

Sources:

[The Cinema Foundation](#)
[Variety Intelligence Platform](#)
[Nash Information Services](#)





02.

Data Overview

Data Overview

- IMDB Movie Ratings & The Numbers Budget and Revenue
- 2010–2018
- One main genre per movie
- ~ 1.6K Movies
- Limitations: missing recent budget/profit data

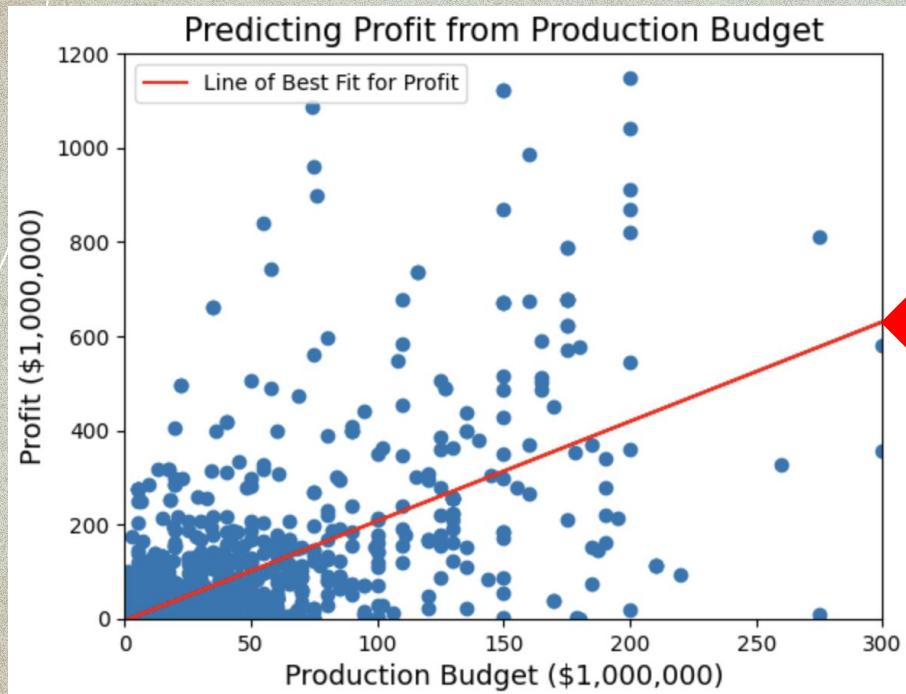




03.

Data Analysis

Production budget explains 38% of variability in Profit



\$ 2.1 million in Profit

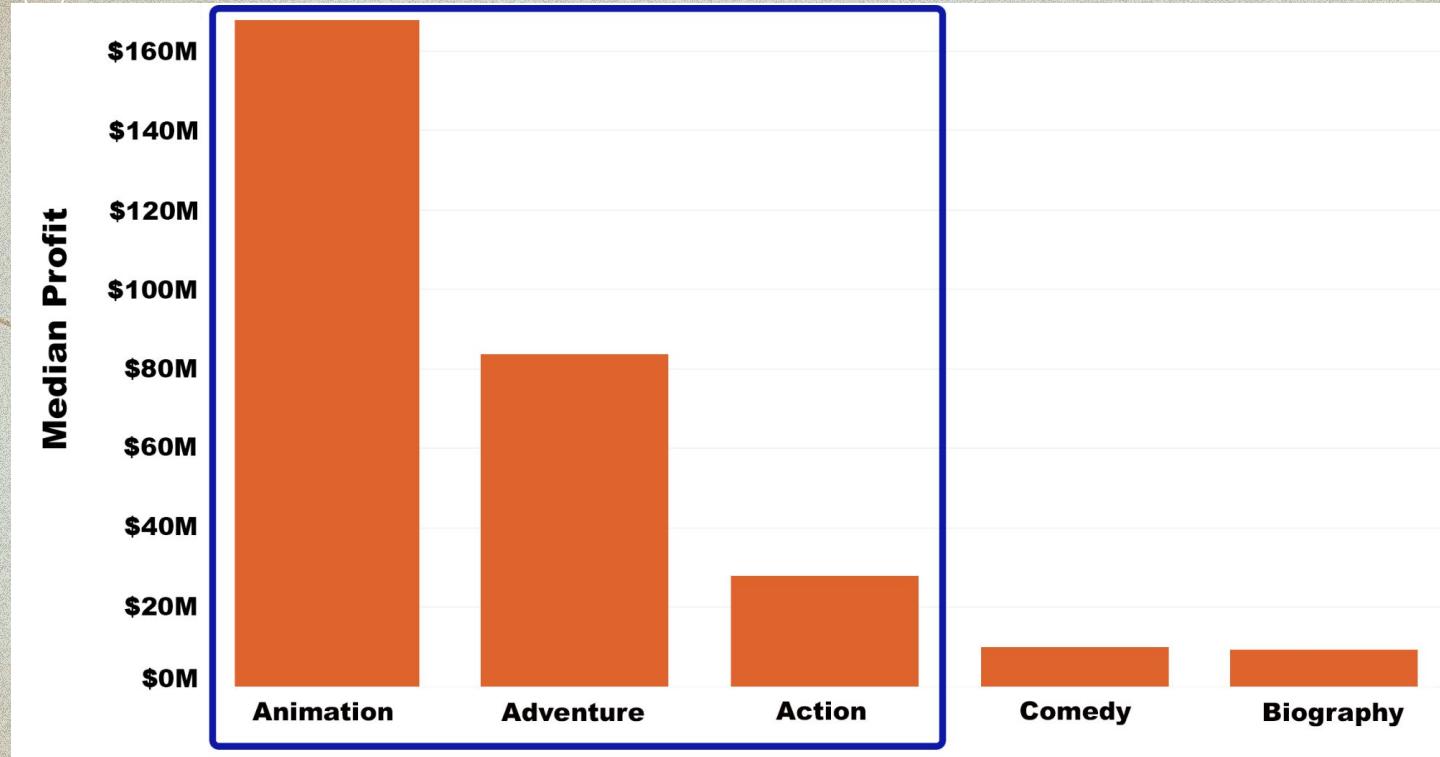


\$ 1 million in
Production Budget



Animation + Action + Adventure = Highest Profits

Median profit by genre in millions



Business Overview

Data Overview

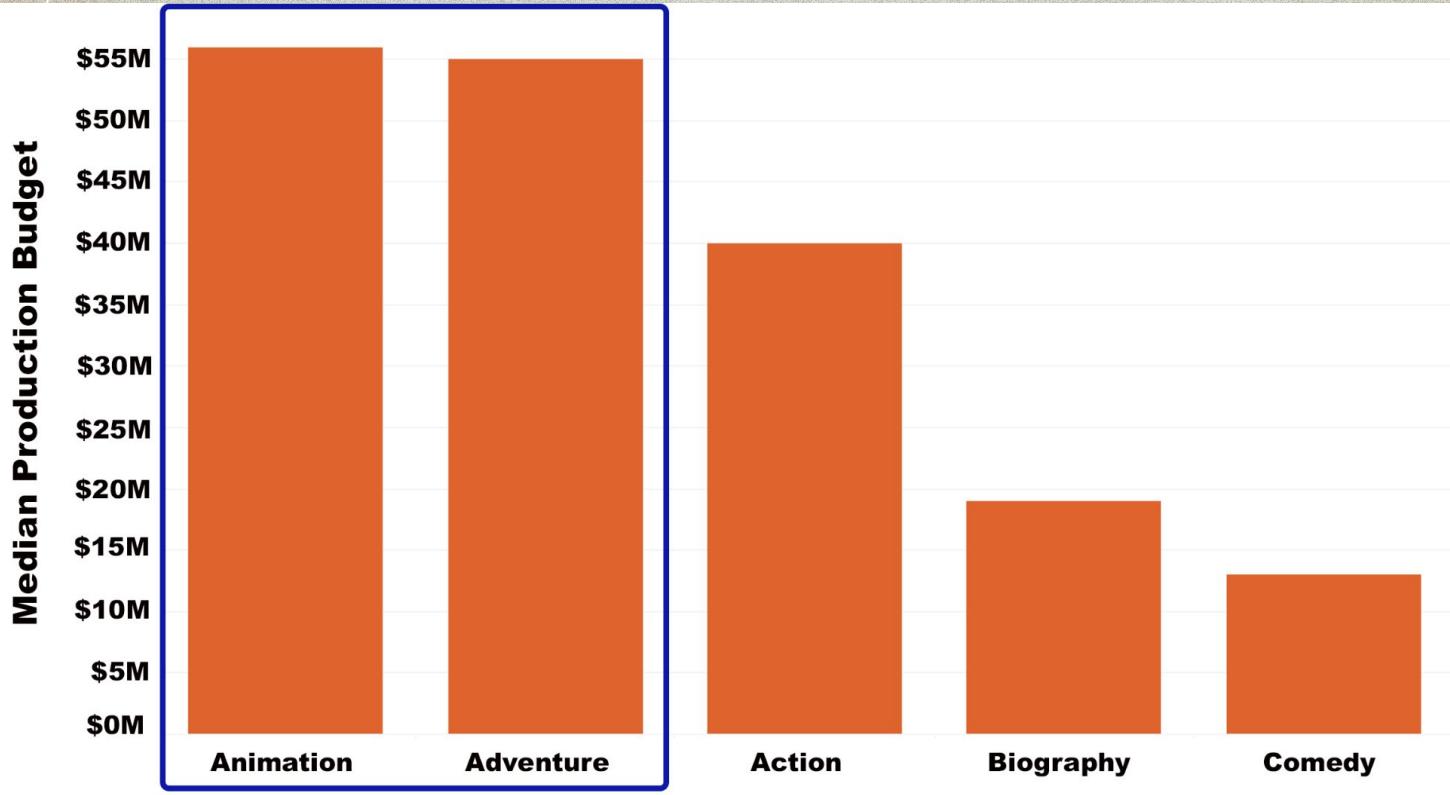
Data Analysis

Recommendations

Next Steps

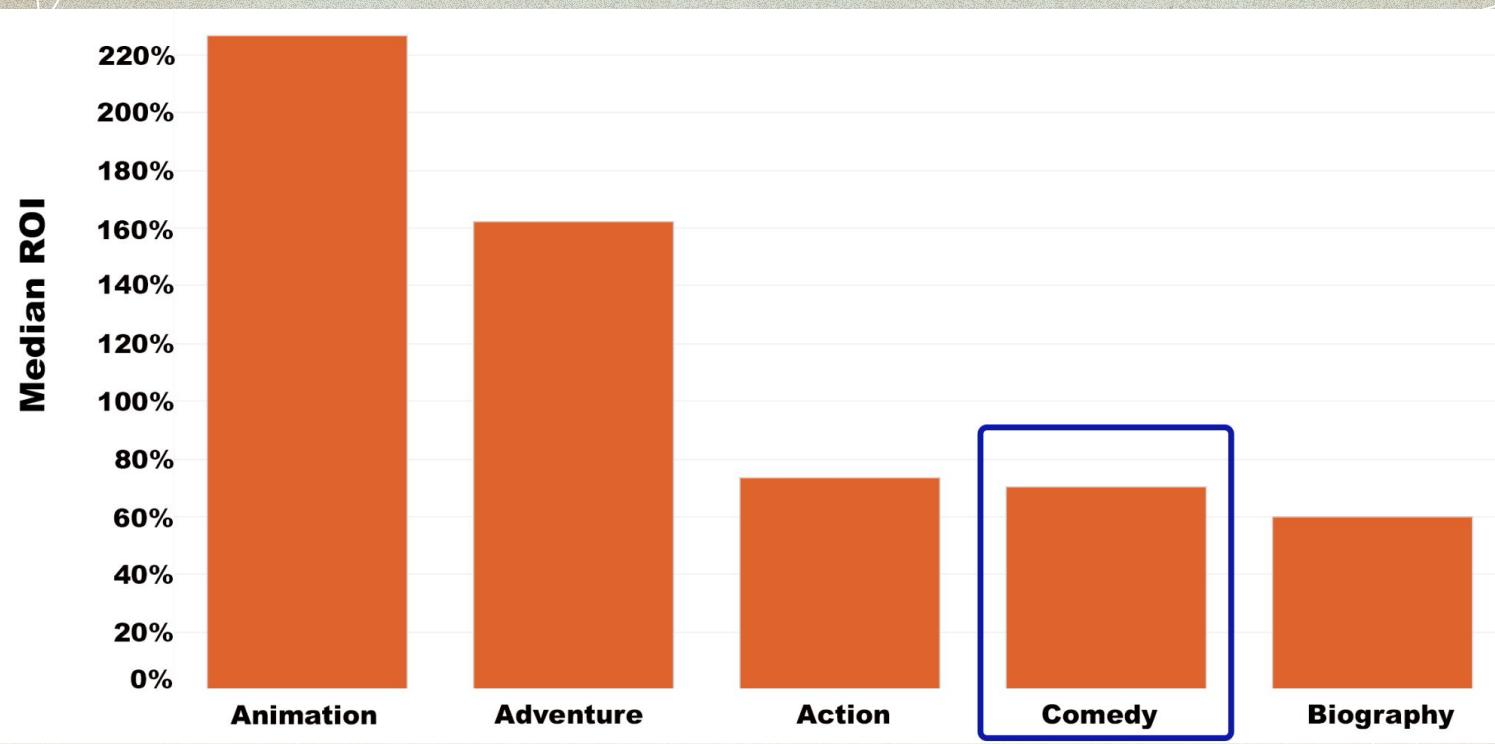
Higher Profits = Higher Budgets

Median budget by genre in millions



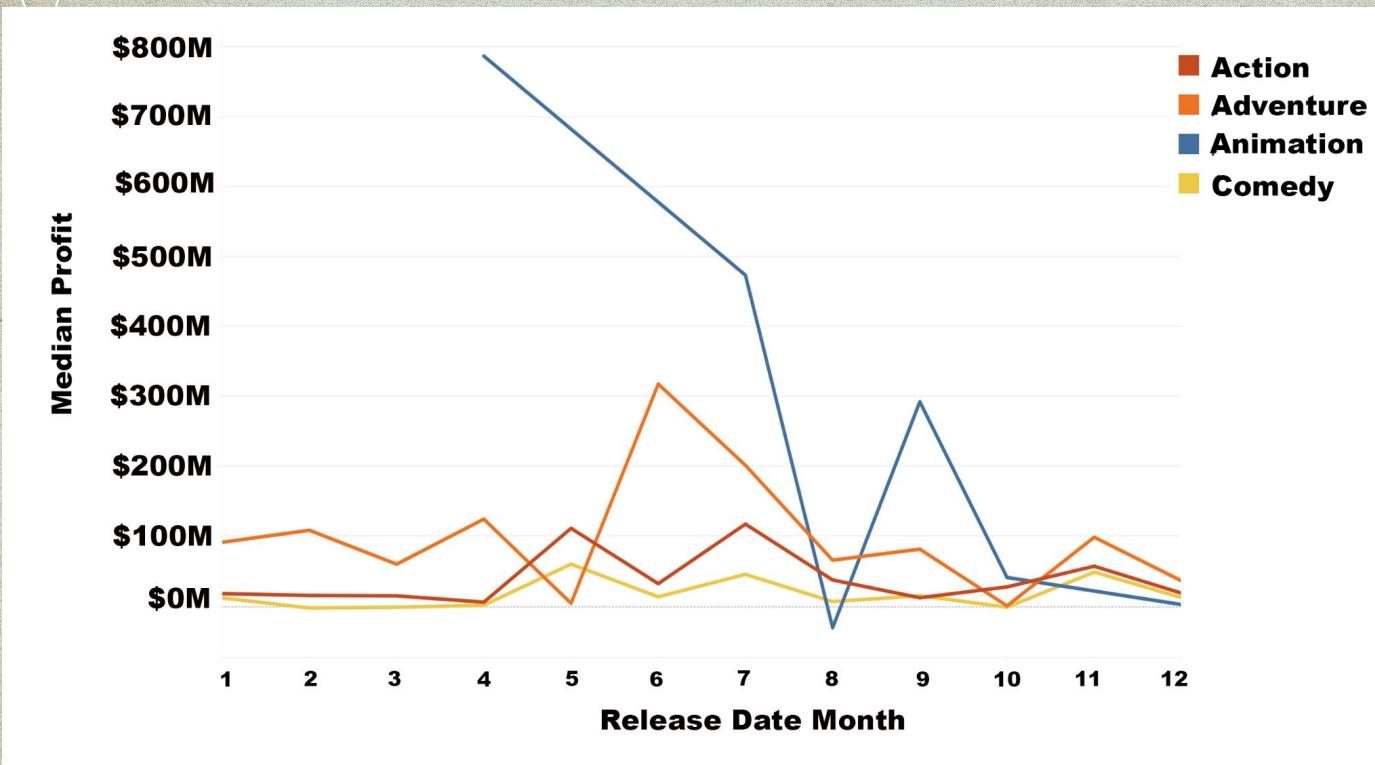
Comedy - Cheap but Effective

Median ROI by Genre



Summer is too Crowded

Median Profit by Month in Millions





04.

Recommendations

Recommendations



**Action, Adventure,
Animation**

High Budget



Comedy

Low Budget



Avoid Summer Release

March - April
October - November





05.

Next Steps

Next Steps



Target Audiences

To optimize marketing



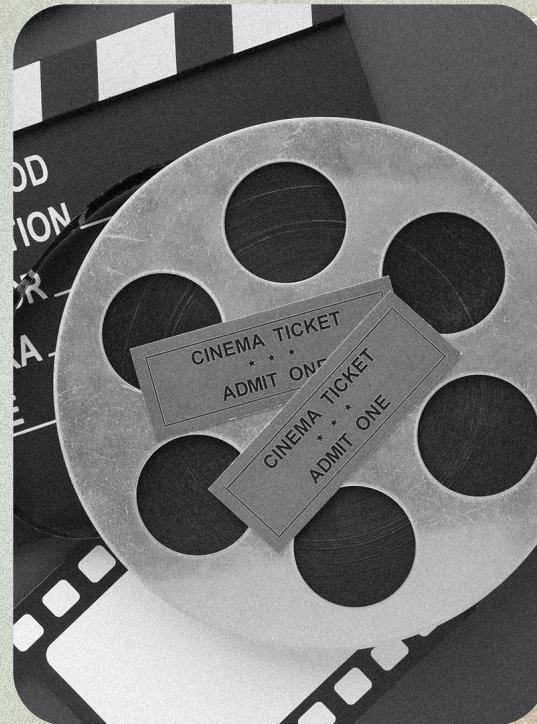
Effects of Run Time

On profit and ROI



Consider Streaming Services

To maximize global accessibility



Thanks! Any Questions?



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