

# Lightyear Studios Strategy

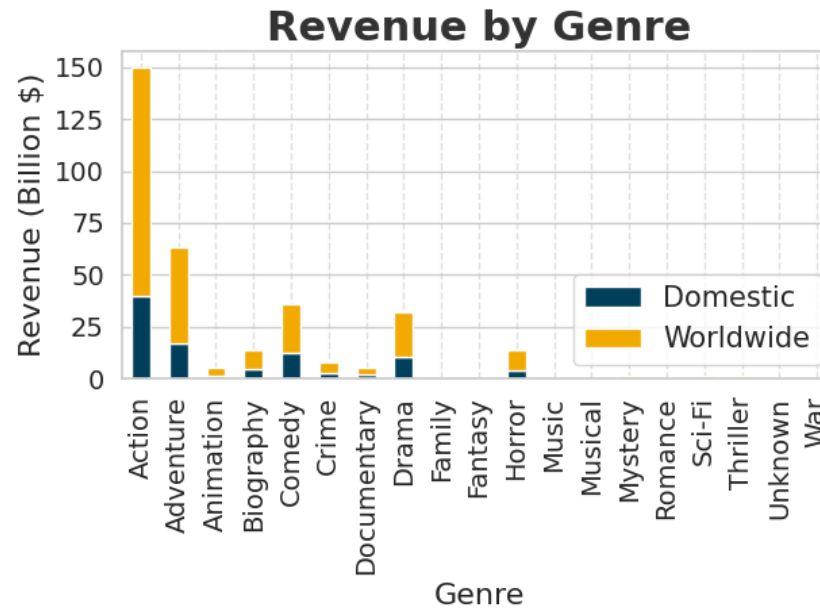
By: Stephen Aussuman Bwanamkubwa

# Overview

- Goal: Guide our new movie studio to profitability using data insights.
- Analysis: 5,000+ movies analyzed from major industry datasets.
- Deliverables: Clear recommendations supported by data and visual

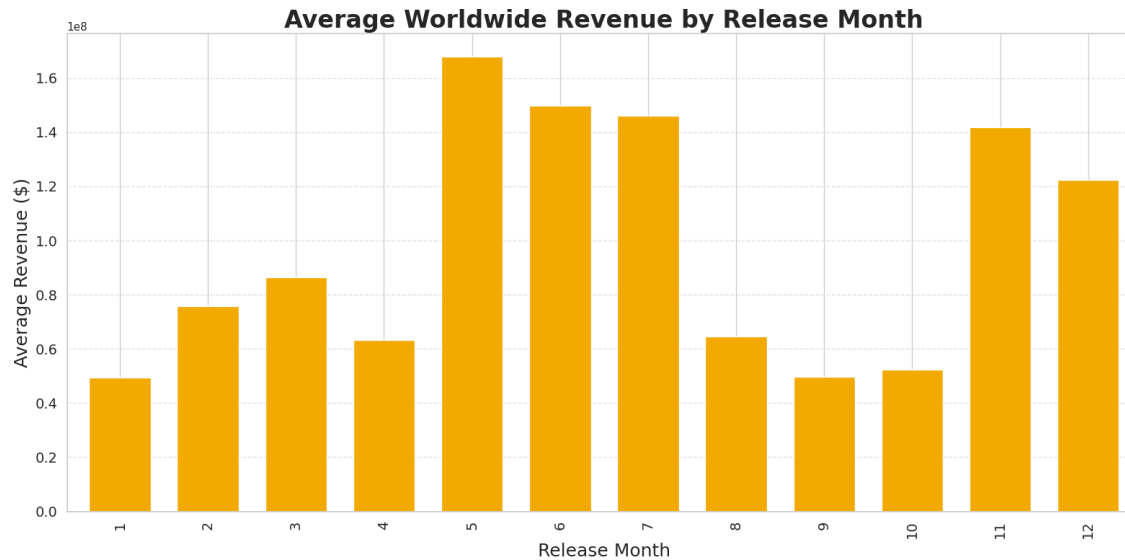
# Genre Performance

- Revenues vary significantly by genre.



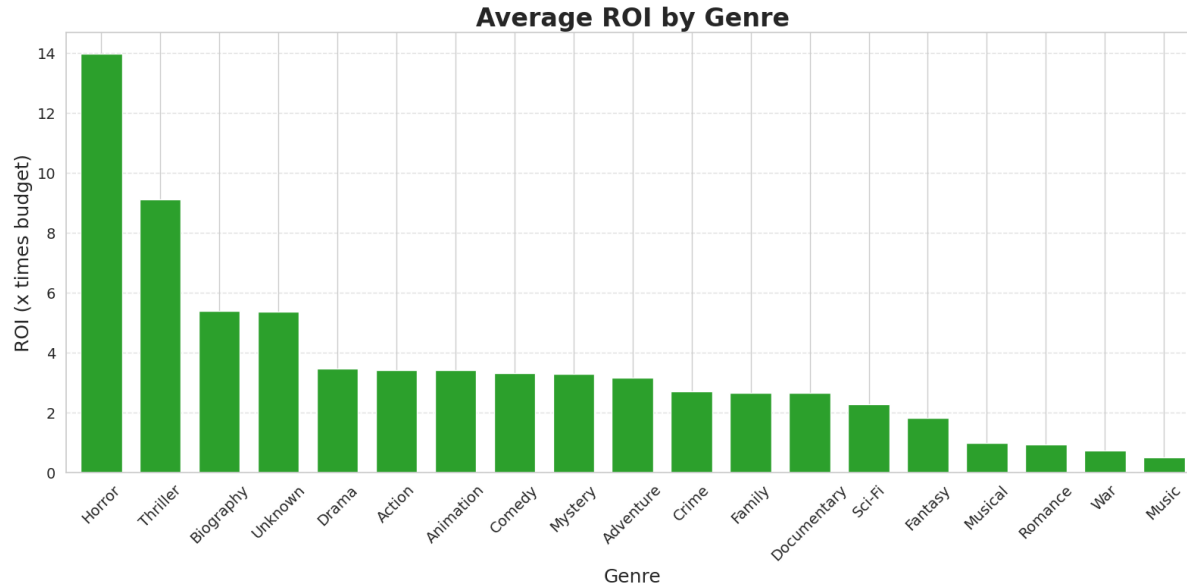
# Timing Matters

- Peak months(summer, holidays) significantly outperform off-peak releases.



# ROI Driven Investments

- Low budget films and genres like Horrors and Thrillers generate much greater returns on investments. These genres should be the main focus.



# Recommendations

- Prioritize high-ROI genres like Horror and Thriller.
- Release major titles during peak seasons.
- Use a mix of low-budget horror & thriller together with high-return films and select blockbusters action and adventures.
-

104

- 115