



# The Best Movie Ever

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# *Group Members*

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*Sahim*



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# 01

## *Introduction*

# *Client Overview*

## *Background*

- Up and Coming movie production company.
- Owned by 2 producers with previous industry experience.
- California Based.
- Seeks to disrupt the competitive landscape.
- Has access to the latest production technology.

## *Problem*

- Saturated/competitive film industry.
- No understanding of audience preference.
- High Failure Risk.
- Maintaining high revenue and profit.
- Lack of proven track record as a company.

## *Objectives*

- Identify the Optimal Movie Genre.
- Determine Ideal Budget Range.
- Select director and creative talent.
- Target Audience Analysis.
- Seasonal Release Timing.

# **Dataset (500+, 2012-2016)**

## *Existing Fields*

- Movie Title\*
- Release Date\*\*
  - Year
- Wikipedia Link
- Genre 1, 2\*\*\*
- Director 1, 2\*\*\*
- Cast 1, 2, 3, 4, 5\*
  - Budget\*\*
- Box Office Revenue\*\*\*

## *New Fields*

- Profit\*\*\*
- Profit Percentage

\*= Usage Volume for Analysis

Animated Film

# Adventure Comedy

**Director:** Chris Renaud

**Cast:** Zendaya/Sabrina Carpenter,  
Damson Idris/Tom Holland

**Budget:** \$65-75 Million

**Releasing:** 2028 or 2029

# 02

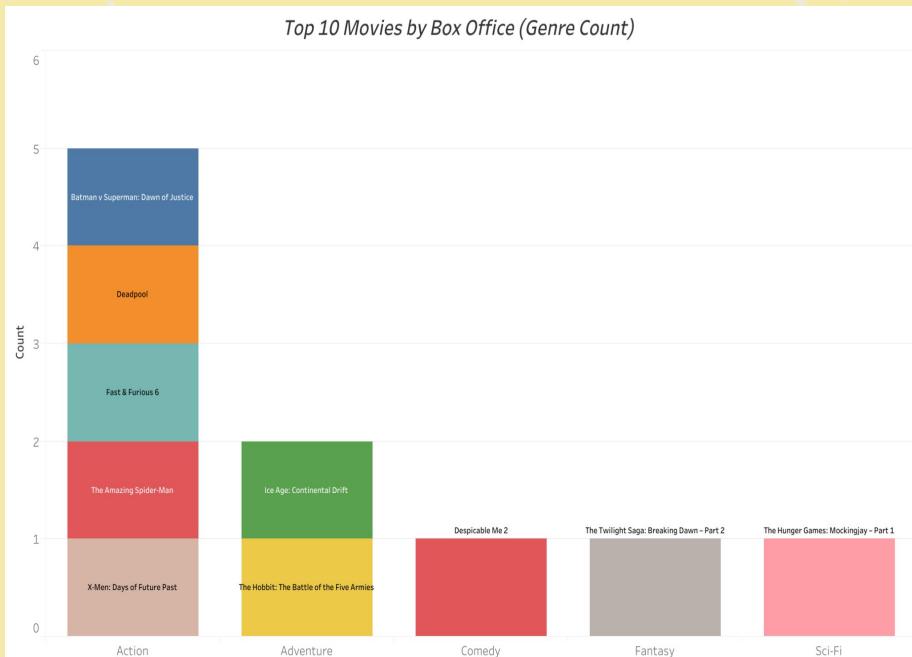
## *Profit and Revenue*

# Top 10 Movies by Box Office Revenue

Top 10 Movies by Box Office Revenue				
Movie Title	Director (1)	Genre (1)	Genre (2)	
Despicable Me 2	Chris Renaud	Comedy	Family	\$970.80M
The Hobbit: The Desolation of Smaug	Peter Jackson	Adventure	Fantasy	\$956.00M
Ice Age: Continental Drift	Steve Martino	Adventure	Null	\$877.00M
Batman v Superman: Dawn of Justice	Zack Snyder	Action	Null	\$872.70M
The Twilight Saga: Breaking Dawn – Part 2	Bill Condon	Fantasy	Drama	\$829.70M
Fast & Furious 6	Justin Lin	Action	Null	\$788.70M
Deadpool	Tim Miller	Action	Null	\$782.60M
The Amazing Spider-Man	Marc Webb	Action	Fantasy	\$757.90M
The Hunger Games: Mockingjay – Part 1	Francis Lawrence	Sci-Fi	Adventure	\$755.40M
X-Men: Days of Future Past	Bryan Singer	Action	Adventure	\$747.90M

- The chart presents the top 10 movies based on box office revenue.
- The top three genres represented are comedy, adventure, and action.
- *Despicable Me 2* ranks as the highest-grossing movie.

# *Top 10 Movies by Box Office Revenue (Genre Count)*



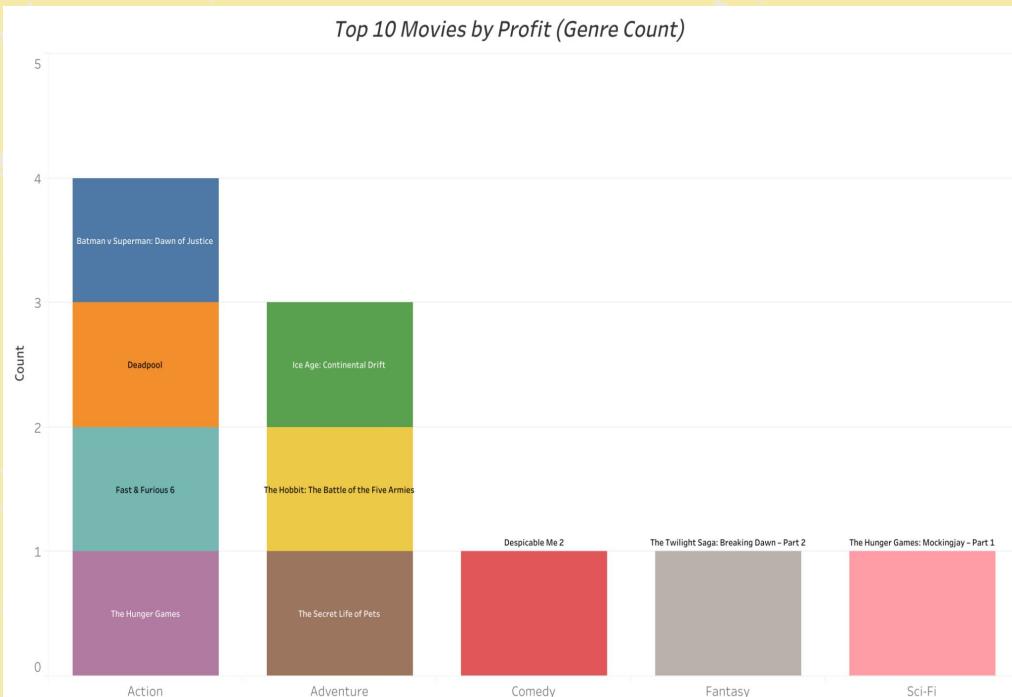
- Stacked Chart highlights the top 10 movies by genre.
- Rankings are based on box office revenue.
- Action takes lead.
- Action, adventure, and comedy emerge as the top three genres.

# Top 10 Movies by Profit

Top 10 Movies by Profit				
Movie Title	Director (1)	Genre (1)	Genre (2)	Profit (\$M)
Despicable Me 2	Chris Renaud	Comedy	Family	\$894.80M
Ice Age: Continental Drift	Steve Martino	Adventure	Null	\$782.00M
Deadpool	Tim Miller	Action	Null	\$724.60M
The Twilight Saga: Breaking Dawn – Part 2	Bill Condon	Fantasy	Drama	\$709.70M
The Hobbit: The Desolation of Smaug	Peter Jackson	Adventure	Fantasy	\$706.00M
The Secret Life of Pets	Chris Renaud	Adventure	Comedy	\$649.90M
The Hunger Games: Mockingjay – Part 1	Francis Lawrence	Sci-Fi	Adventure	\$630.40M
Fast & Furious 6	Justin Lin	Action	Null	\$628.70M
Batman v Superman: Dawn of Justice	Zack Snyder	Action	Null	\$622.70M
The Hunger Games	Gary Ross	Action	Sci-Fi	\$616.40M

- This chart presents the top 10 individual movies ranked by total profit earned.
- Comedy and adventure stand out more than action among the top profitable films.
- One director produced two of the top 10 most profitable movies.

# *Top 10 Movies by Profit (Genre Count)*

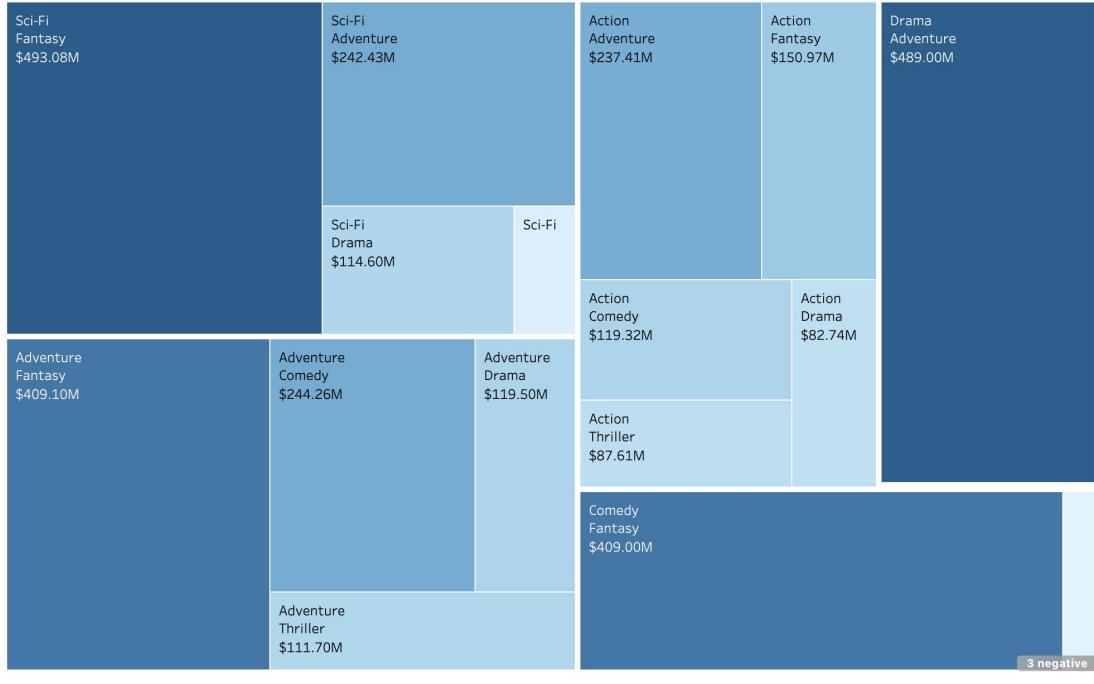


- Adventure rises in the rankings.
- Adventure makes more profit in the top 10 movies.

# 03

## *Genre Selection*

## Top Genre Pairings



## Top Genres with Subgenres by Profit

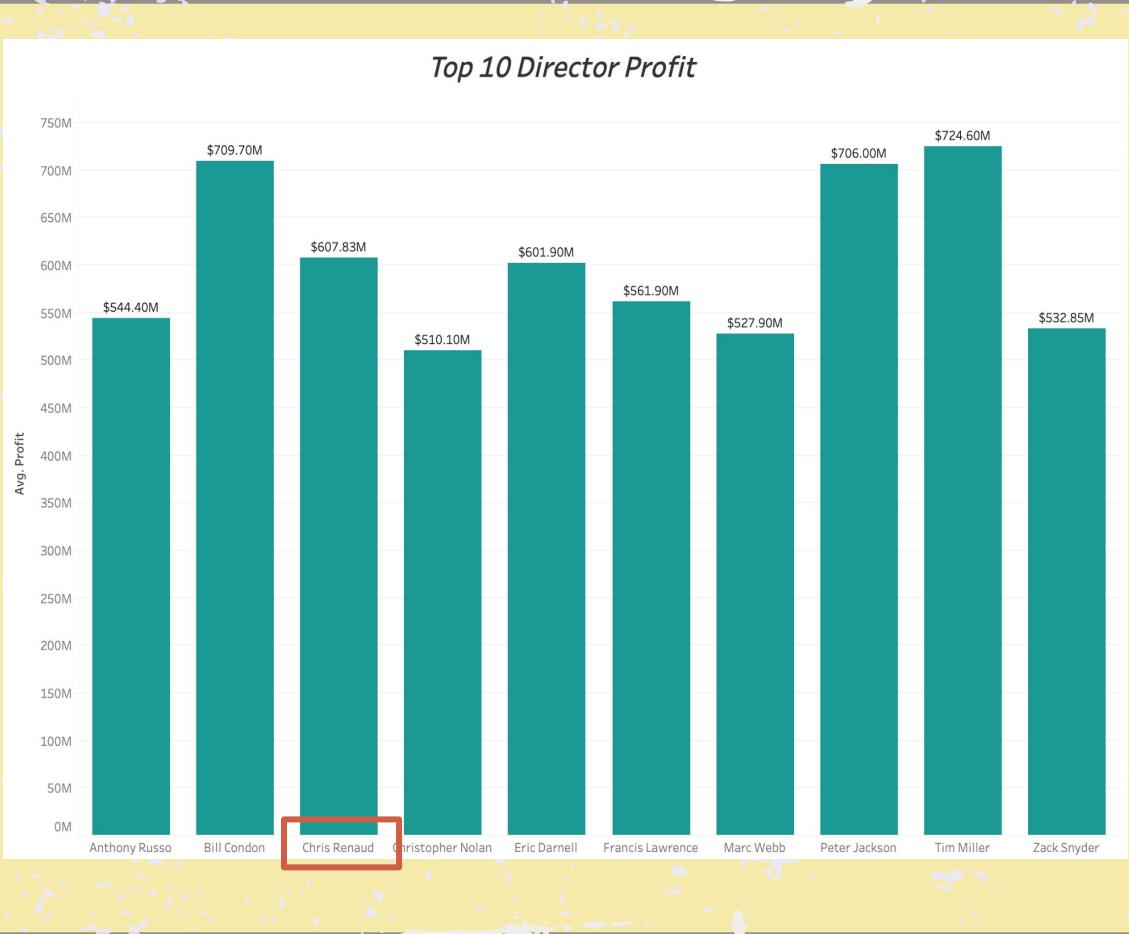
1. Sci - Fi
2. Adventure
3. Action
4. Drama
5. Comedy

\*Here we have a treemap visual that breaks down how well our top 5 genres perform when paired with a secondary genre.

\*Next Steps

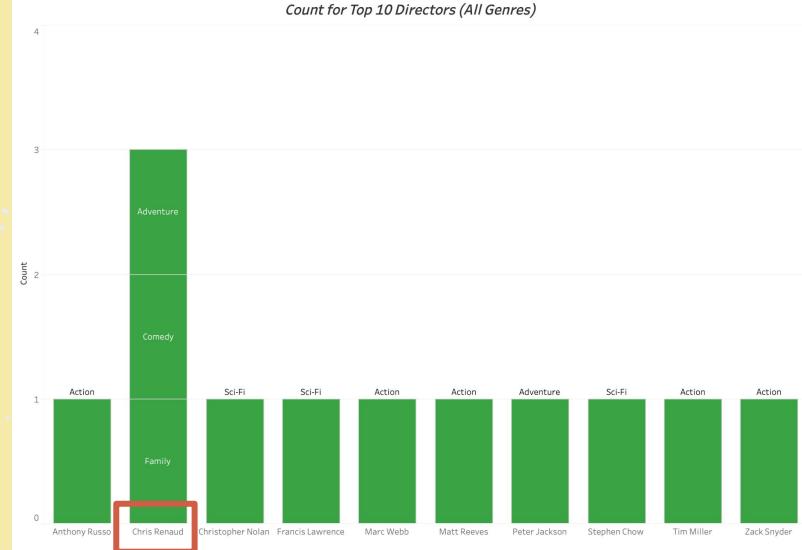
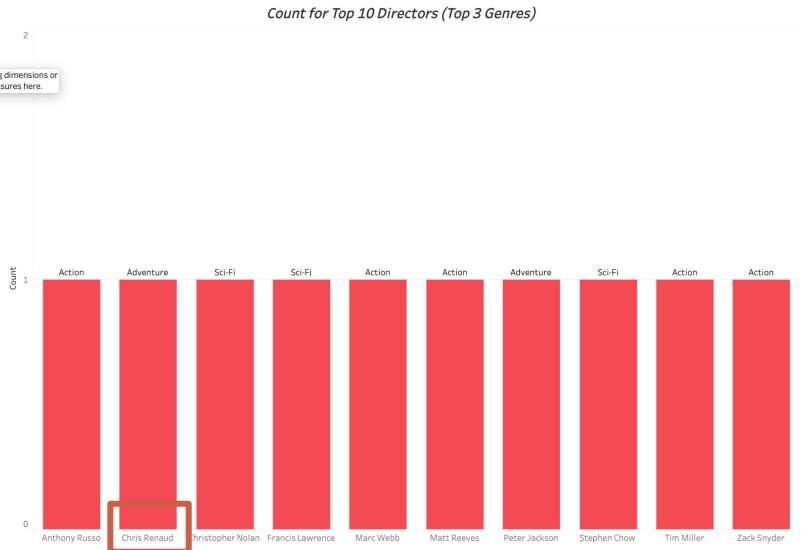
# 04

## *Director Choices*



### **Top 10 Profitable Directors**

1. Tim Miller
2. Bill Condon
3. Peter Jackson
4. Chris Renaud
5. Eric Darnell
6. Francis Lawrence
7. Anthony Russo
8. Zack Snyder
9. Marc Webb
10. Christopher Nolan



## Count for Top 10 directors (From Top 3 genres by Profit)

- Top Directors for the top 3 genres:  
Sci-Fi, Adventure, Action
- How many movies have each director made in the top three genres?

## Total Movie Count for Top 10 directors (All Genres)

- How many movies have each of the top ten directors made in total?
- Which director has the most experience making movies?

# 04

## *Director Finalization*

# *CHRIS RENAUD*



## Experienced in:

Adventure Films

Animated Films

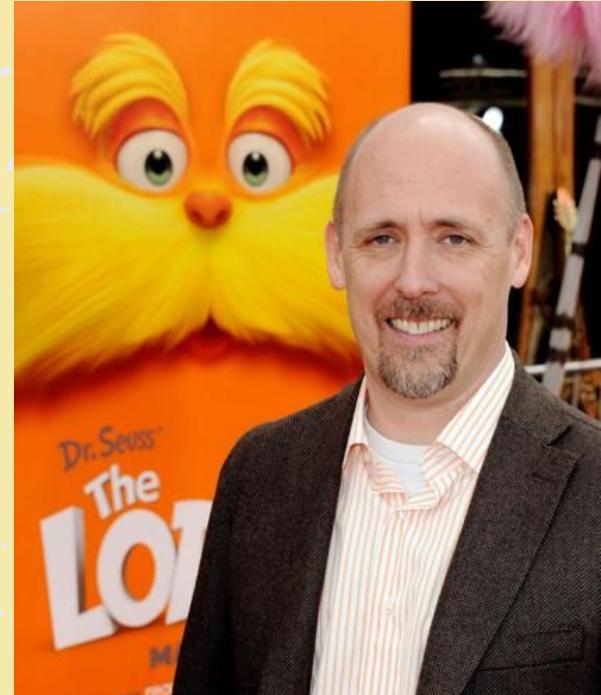
Family Oriented Films

## Notable Movies:

The Lorax (2012)

Despicable Me 2 (2013)

The Secret Life of Pets (2016)



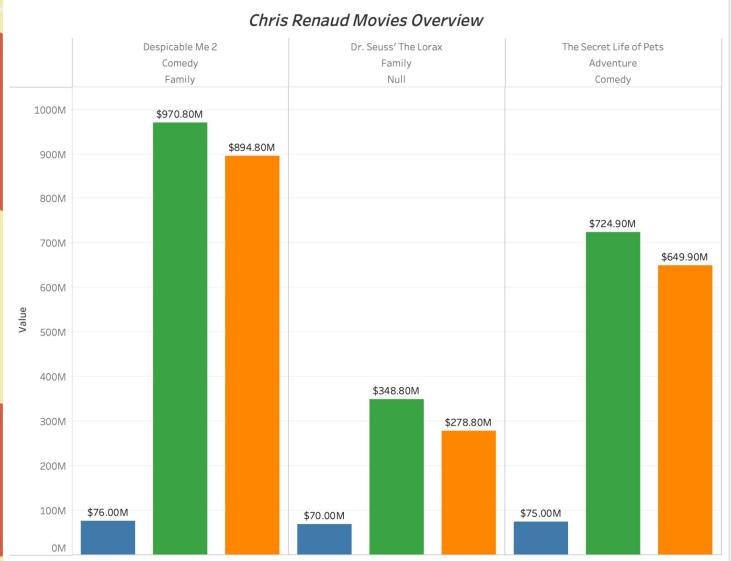
# *Why Chris Renaud X Adventure Comedy ?*

- ✓ Top 10 profitable movie
- ✓ 2 movies in top 10 movies by profit & revenue
- ✓ Most Movies in Top 3 Genre Categories
- ✓ Most Diverse Portfolio
  
- ✓ Adventure Comedy is 5th most profitable genre pairing
- ✓ Chris Renaud has an Adventure Comedy Movie in the Top 10 most profitable movies of all time



# 05

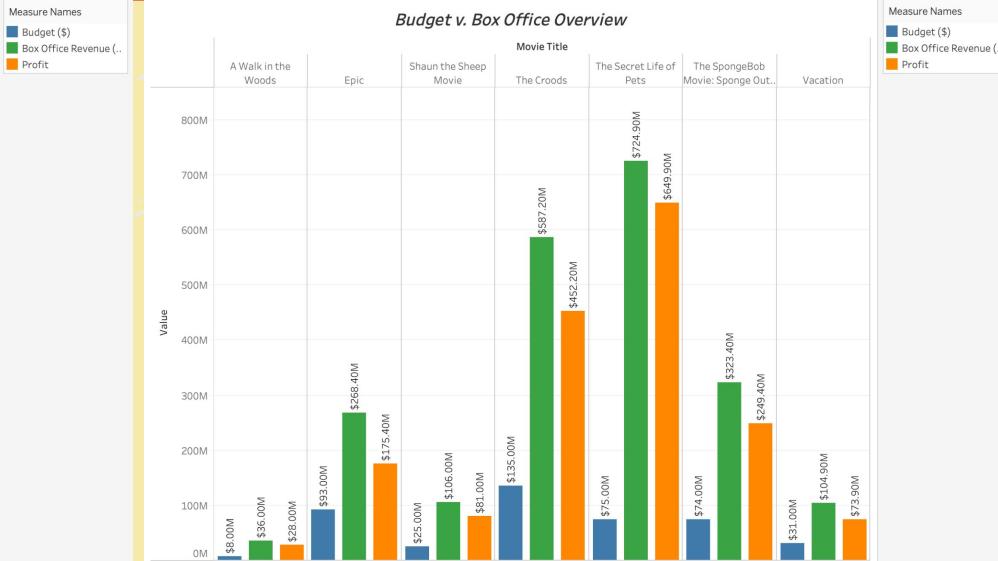
## *Overall Budget*



### C.R Movie Budgets

- Despicable Me 2: \$76M
- The Lorax: \$70M
- The Secret Life of Pets: \$75M
- Average: \$73.667M

**Target: \$65M - \$75M**  
**(Adjustments may be needed)**



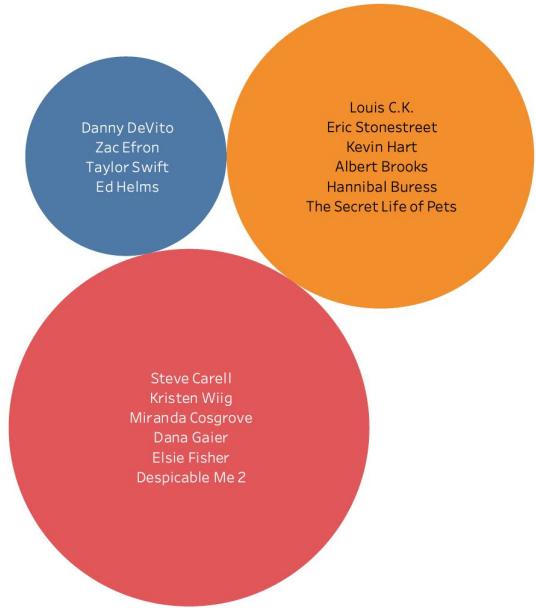
### Adventure-Comedy Movie Budgets

- Max → The Croods(2013): \$135M
- Min → A Walk In the Woods (2015): \$8M
- Median → The Spongebob Movie (2015): \$74M
- Average: \$63M

# 06

## *Cast Members*

### *Chris Renaud's Cast and Profit in Previous Movies*



- Chart Includes top casts for C.R
- Cast included a star/celebrity
  - Steve Carell, Kevin Hart, Taylor Swift
- Animated Film: Needs Voice Actors

### Potential Cast:

#### Main Cast:

Sabrina Carpenter/Zendaya  
Damson Idris/Tom holland  
Steve Carell/Danny Devito  
Kristen Wiig/Sandra Oh  
Kevin Hart/Akwafina

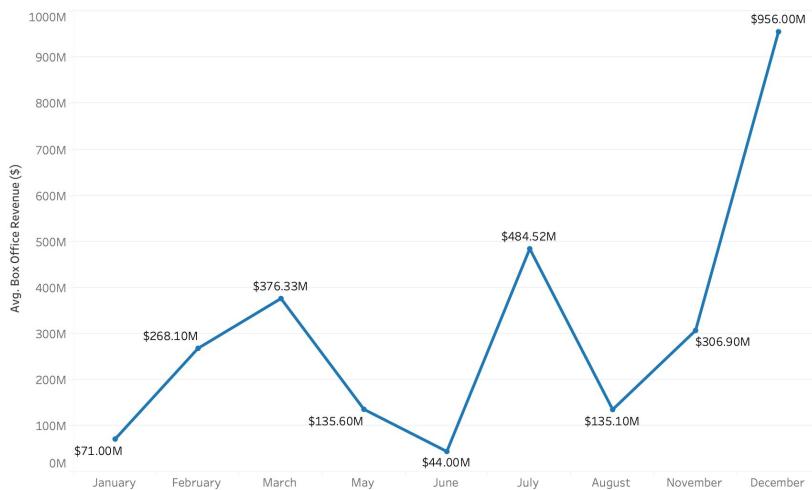
#### Supporting Cast:

Bailey Bass/Jeremy Maguire  
Jack Champion/Caleb McLaughlin  
Keith David/Kevin Michael Richardson  
Jennifer Lewis/Angela Bassett  
Trinity Jo-Bliss/Kierra beasley

07

*Release Date*

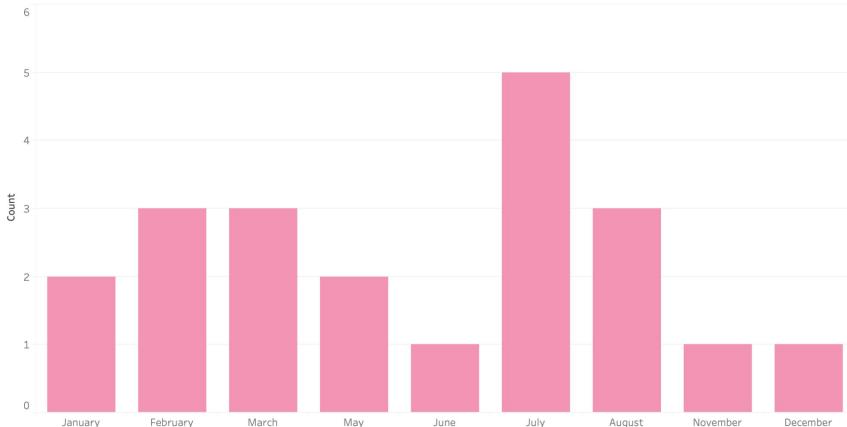
### Average Box Office Revenue for Adventure Movie By Month



- December has one movie total: the data in the line graph is skewed.
- March has 3 movie and July has 5: those months can be taken more accurately as there is more movie data to look at.

- March, July, and December appears to be the top performing months for Adventure movies
- **March:** \$376.33 million
- **July:** \$484.52 million
- **December:** \$956.00 million

### Count for Adventure Movie by Month



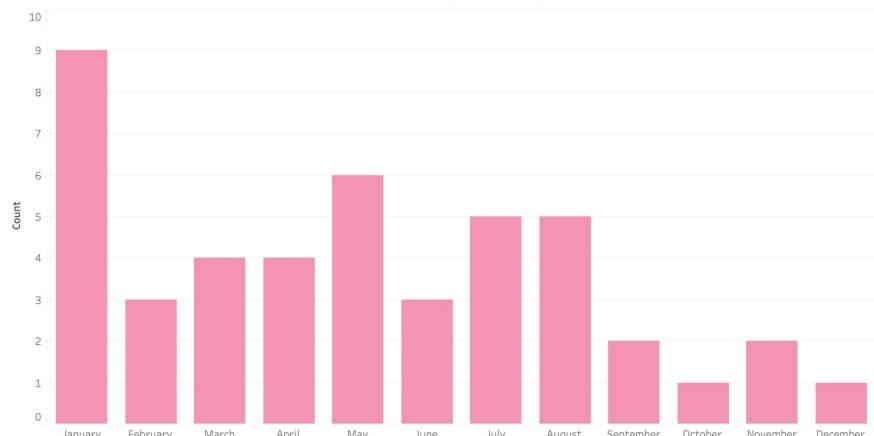
Average Box Office Revenue for Comedy Movie(Sub-Genre) by Release Month

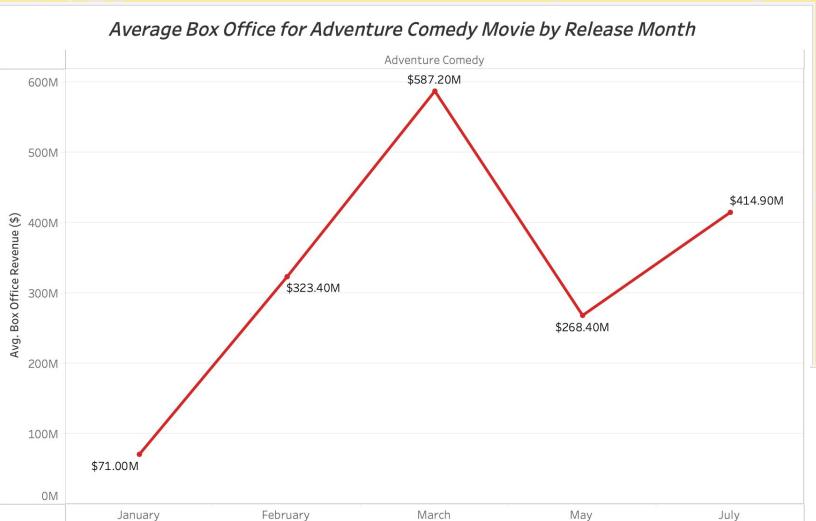


- March has a movie count of 4 and July has a movie count of 5.
- September has a movie count of 2: could be useful, but could mean one movie did good and movie did bad.

- March, July, and September seems to be the best release months for a movie with a Comedy sub-genre.
- **March: \$271.75 million**
- **July: \$309.90 million**
- **September: \$373.65 million**

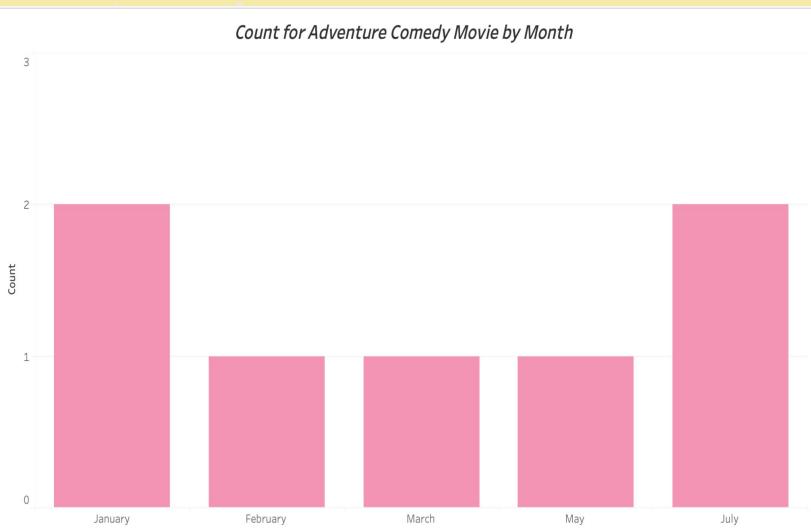
Count for Comedy Movie(Sub-Genre) by Month



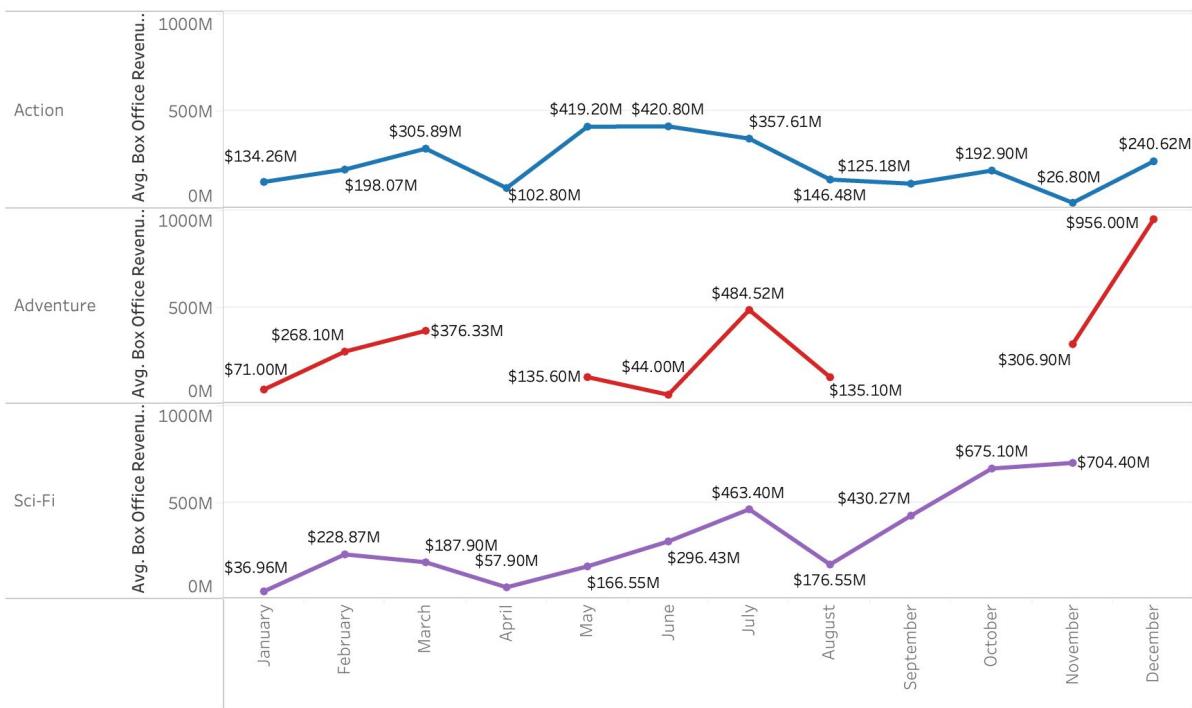


- All of these months are fairly low in movie count so this data should not be taken too much into consideration

- March and July seems to be peak months to release Adventure comedy movies
- January is career low for adventure comedy movies



## Average Box Office Revenue by Release Month for Top 3 Genres



**Release Plan: March/July 2028/2029**  
 \*movies on average will take 2-4 years to make

## Future Movie Release Dates

- **Avatar 4**  
December 21, 2029
- **Peter Pan and the Adventure of Dreams**  
December 25, 2028
- **The Lord of the Rings: The Hunt of Gollum**  
December 2027
- **DC's Dynamic Duo**  
June 30, 2028
- **Untitled Marvel Studio Films**  
February 18, 2028  
May 5, 2028  
November 10, 2028

# 08

## *Concluding Overview*

# Conclusion

## Main Takeaways

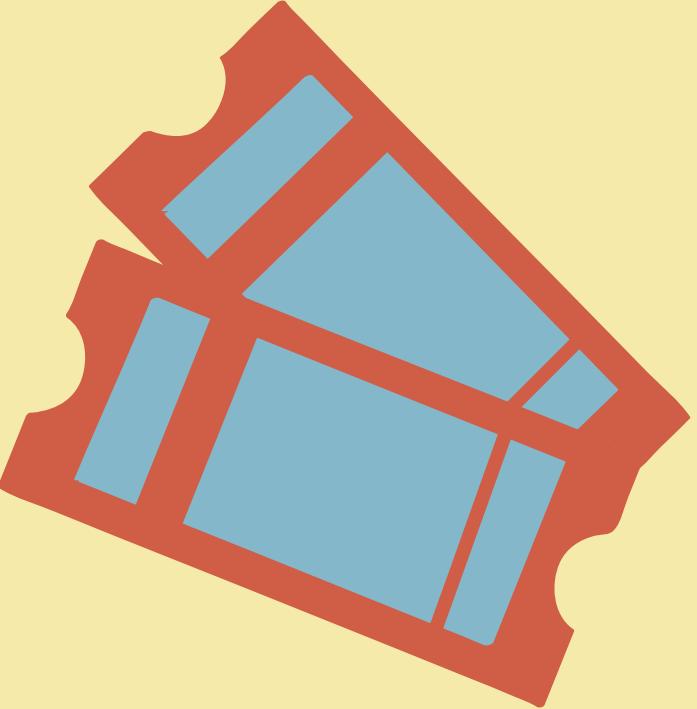
- Director: Chris Renaud experienced in successful Adventure/Animated films
- Movie Genre: Animated Adventure/Comedy
- Targeted Audience: Family/Kids broad, international appeal

## Recommendations

- Budget Range: \$65m - \$75m Affordable, with strong ROI potential
- Title: The Adventure of Melson Morales
- Release Year 2028-2029  
Release Month: March or July
- A financial analyst would need to handle adjustments for inflation.

## Call to Action (CTA)

Collaborating to develop The Adventure of Melson Morales and deliver a profitable, family-friendly hit in 2028-2029.



# Thanks

Do you have any questions?



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