

Consulting Proposal

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April 8, 2020

Overview

Using data from over 1,000 movies, we have identified trends from movies with a high return on investment.

We chose ROI%, over actual profit, as a better indicator for companies that are newly breaking into the sector.

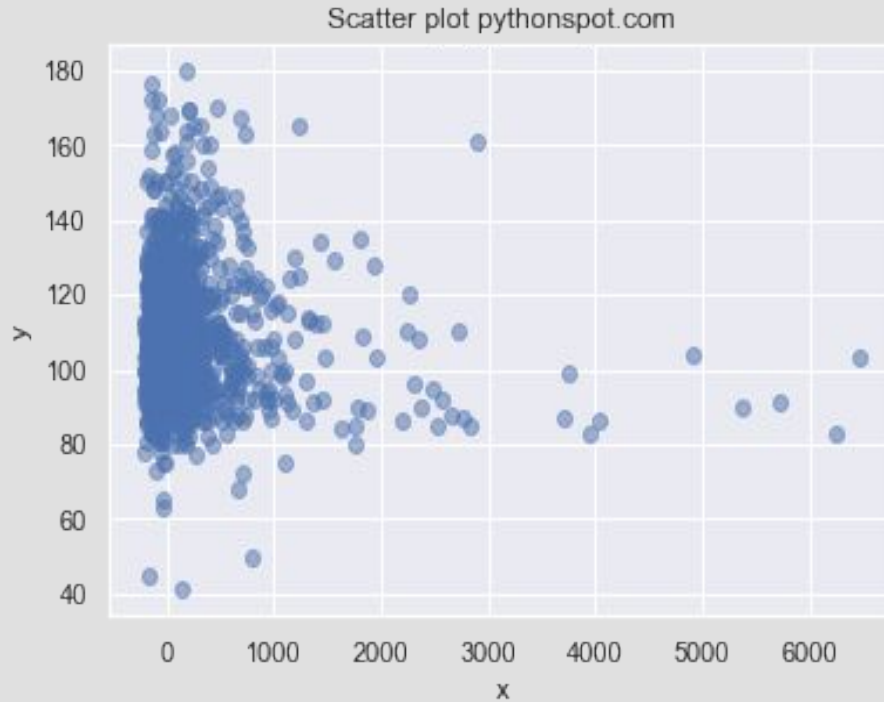
The Three Areas of Analysis

Runtime

Genres

Month of Release

RUNTIME



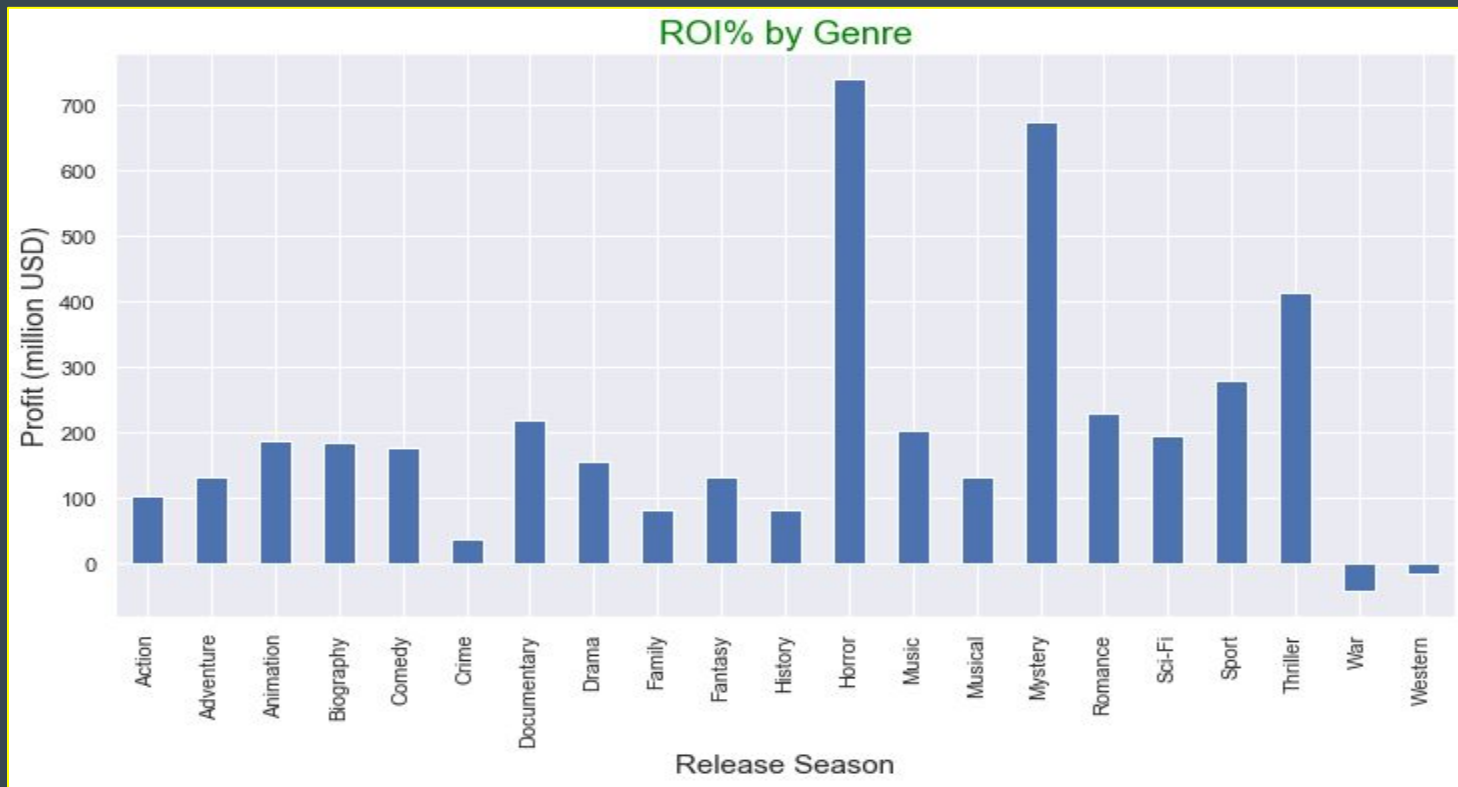
A very high majority of the most profitable movies fall between
80 and 140 minutes.

RUNTIME

It does not guarantee a profitable movie, but it does lower the chance of it not being profitable.

People pay to be entertained for a certain amount of time, but too long and they might be hesitant to see it.

Genres



Genres

Top Genres

- Horror
- Mystery
- Thriller

*We assume this is because the consumer demand stays high, while the cost to produce these movie types is usually low.

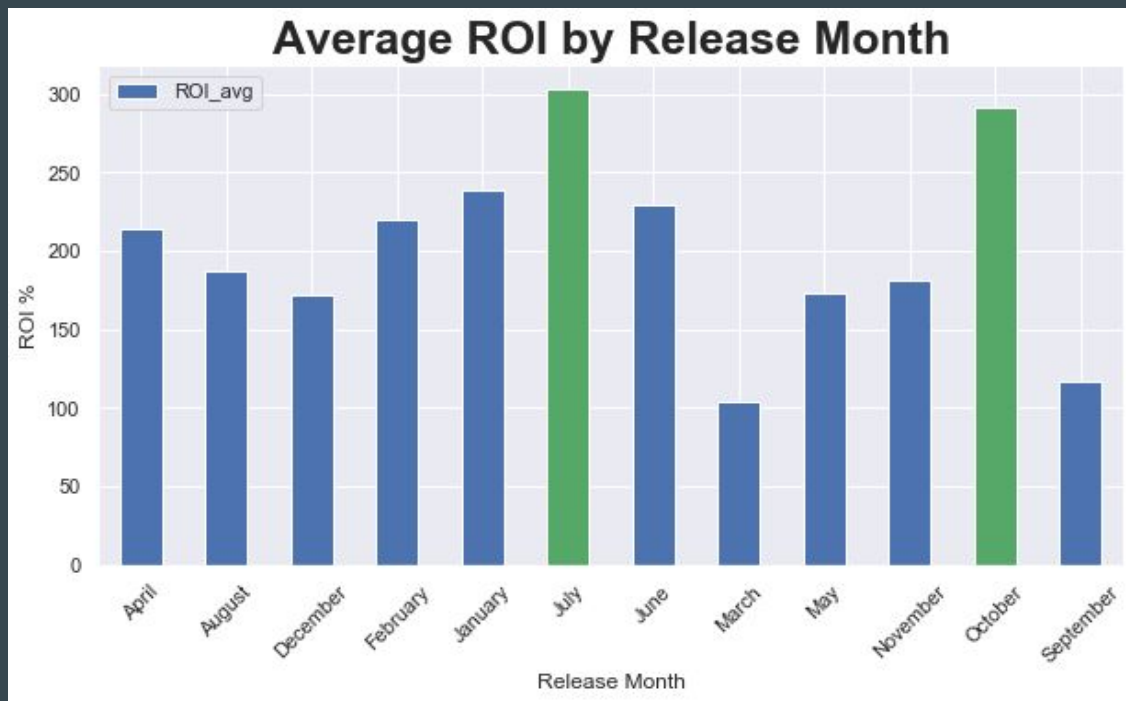
Combine genres for a better chance of success

Release Month

Findings

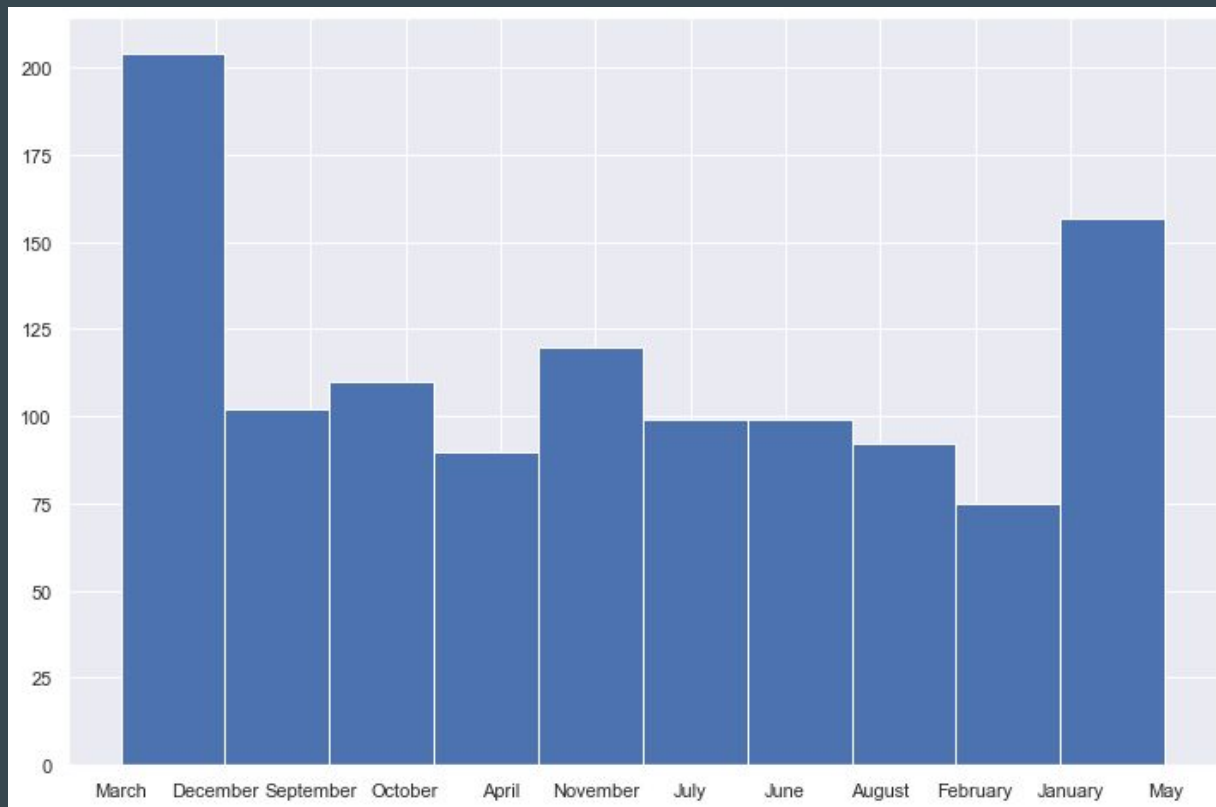
- July
- October

Are the most profitable months to release a movie



Release Month Competition

Not only are *July* and *October* the most profitable months, but they also have some of the lowest number of new releases.



Summary

Runtime

- Between 80 - 140 minutes

Genres

- Horror, Mystery, Thriller
- Similar genres can be combined

Release Months

- July and October

Suggestion

- Release a combination (horror, mystery, thriller) during July with video release during Halloween season, that is 80-140 minutes long.