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### The Team



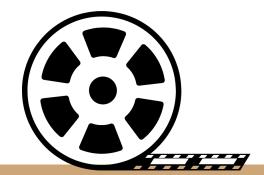
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## Agenda

- Why a Movie Studio?
- The Dataset
- Recommendations
- Conclusions
- Future Lines of Inquiry





# The Power of Movies





### The Entertainment Industry is Projected to Grow

According to <u>Gitnux</u>, the entertainment industry is projected to reach US
 \$42.54 billion by 2027



#### Data Overview

- Data from:
  - IMDb (International Movie Database)
  - Box Office Mojo
  - The Numbers
- Our metric of success? Domestic Profit
- Movies from 2010-2018
- Limitations: streaming, COVID

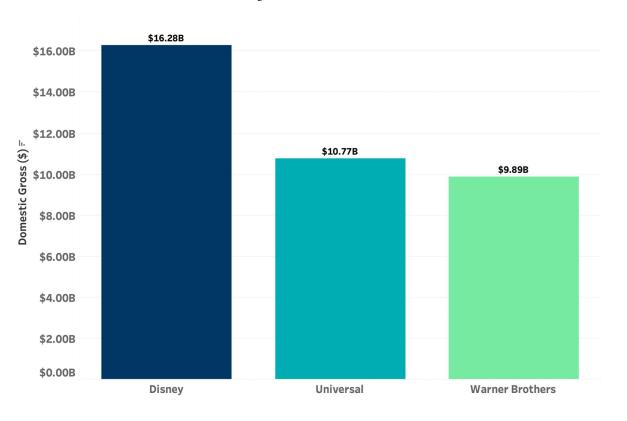




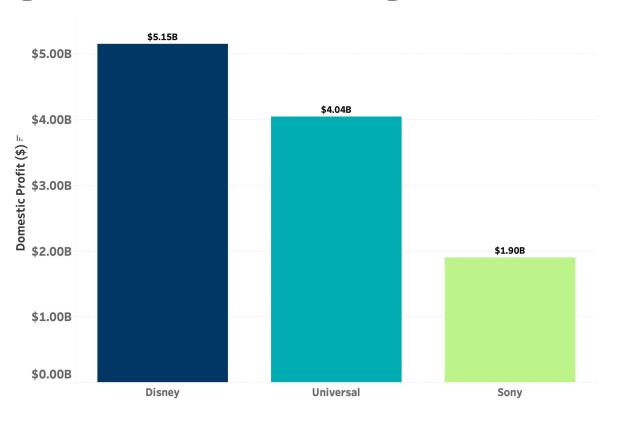




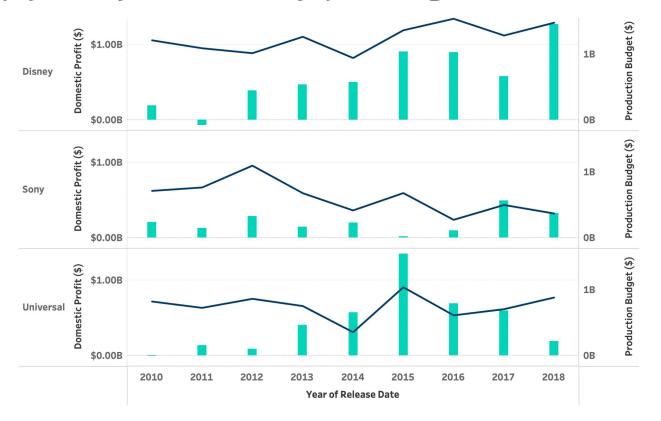
### Top 3 Studios are Disney, Universal, and Warner Bros



## Factoring in Production Budget



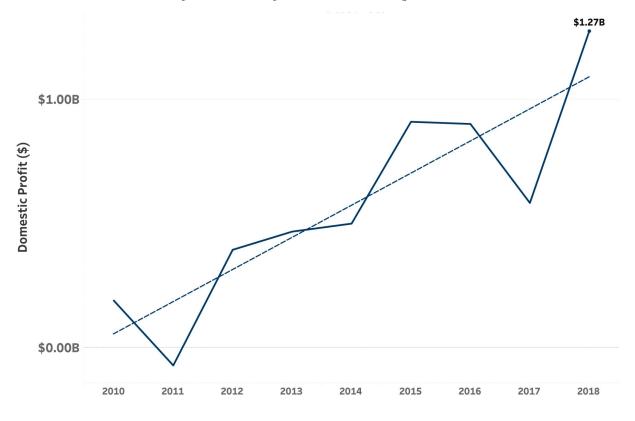
## Disney justifies the lofty budget



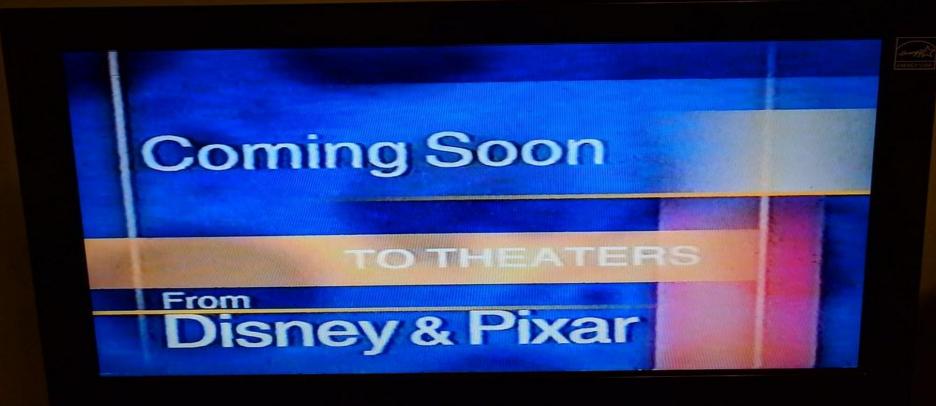
Measure Names

Domestic Profit (\$)
Production Budget (\$)

## Disney Will Likely Stay on Top



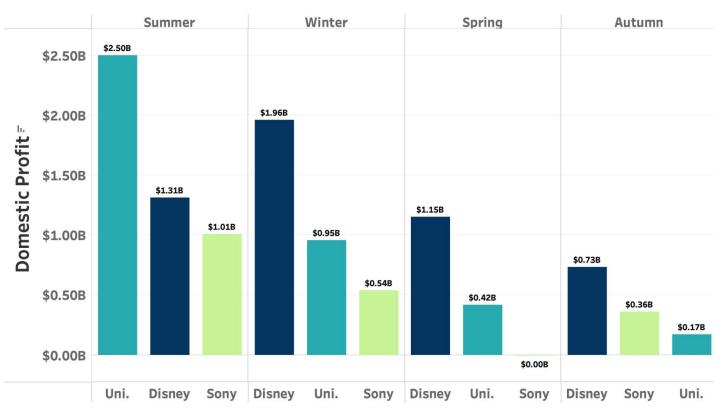
#### When Should You Release?



### Summer Releases Lead to Highest Profits ...



### ... but Disney Shines Through All Seasons



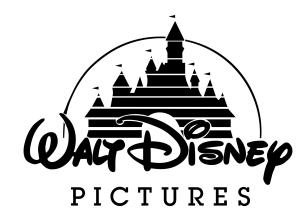


# Adventure, Comedy, and Action dominate

Adventure \$8.68B Comedy \$7.59B	Action \$5.82B	Animation \$3.40B	Thrill \$2.89	
	Drama \$5.53B	Fantasy \$2.17B	Biography \$1.68B	Crime \$1.58B
	Sci-Fi	Horror \$1.43B	Mystery \$1.38B	Family \$1.29B
	\$4.02B	Romance		
		\$1.39B	Music \$0.42B	

#### Conclusion

- Disney is the studio to partner with
- Summertime provides the best window for movie release
- Genres with the highest profits are adventure, comedy and action



## Future Lines of Inquiry

- Could expanding to an international market increase profit?
- Can we expand to other entertainment experiences too?
- Is the direct-to-streaming model for you?





**QUESTIONS?** 

# Thank You!



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