



Expanding Into the Film Industry

Calvin, Eddie, Jake

Analysis Overview

**Exploring
genre
performance
in lower
budget films**

Franchising

**Revenue
Analysis
Across Age
Rating**

This project analyzes which metrics are associated with well performing movies, and turning those into practical findings the company can act on in its first foray into the film industry.

Exploring Genre

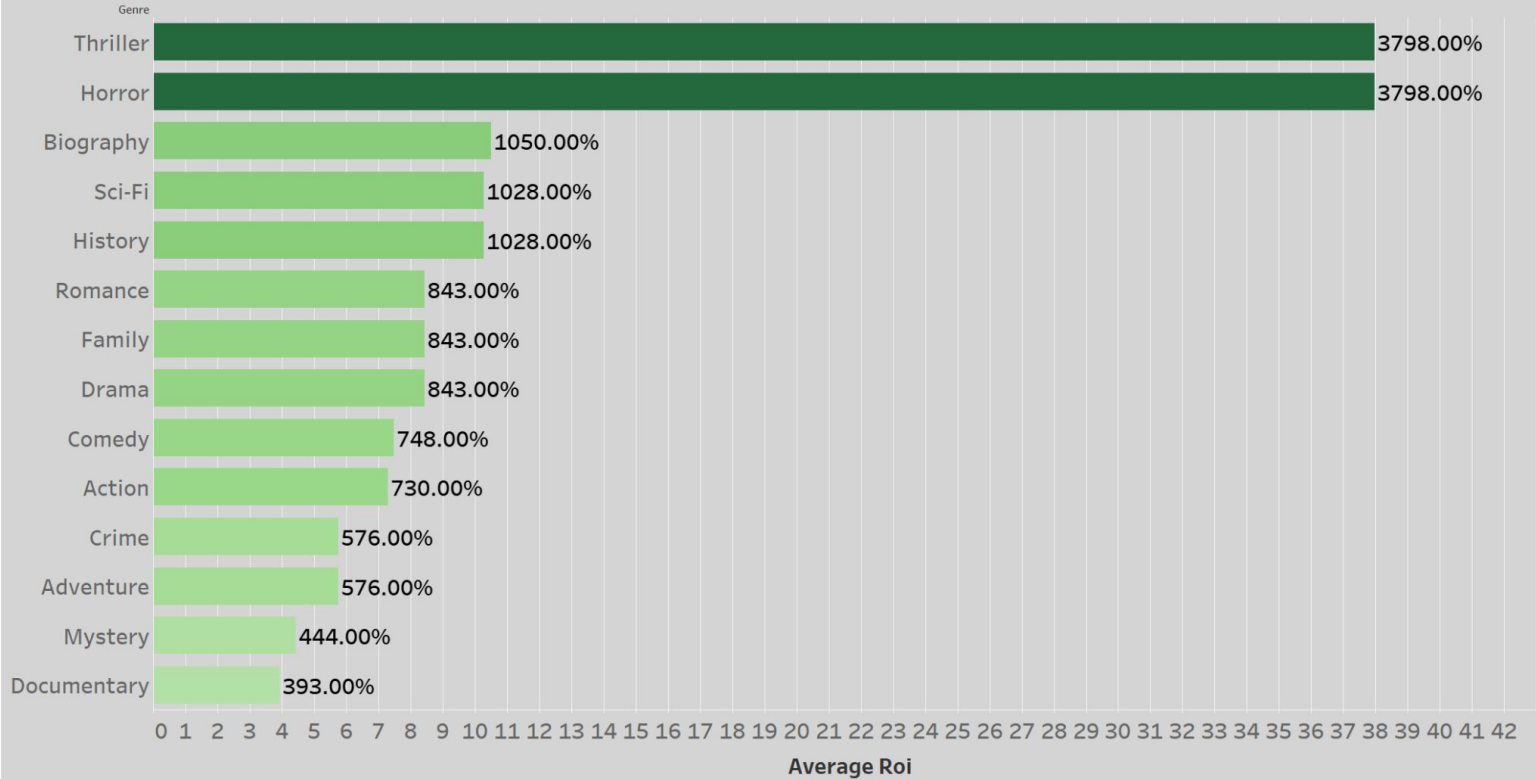
Top 30 Movies by Return on Investment



Average
ROI of
~100

Average
budget of
~2 million

Average Return on Investment per Genre



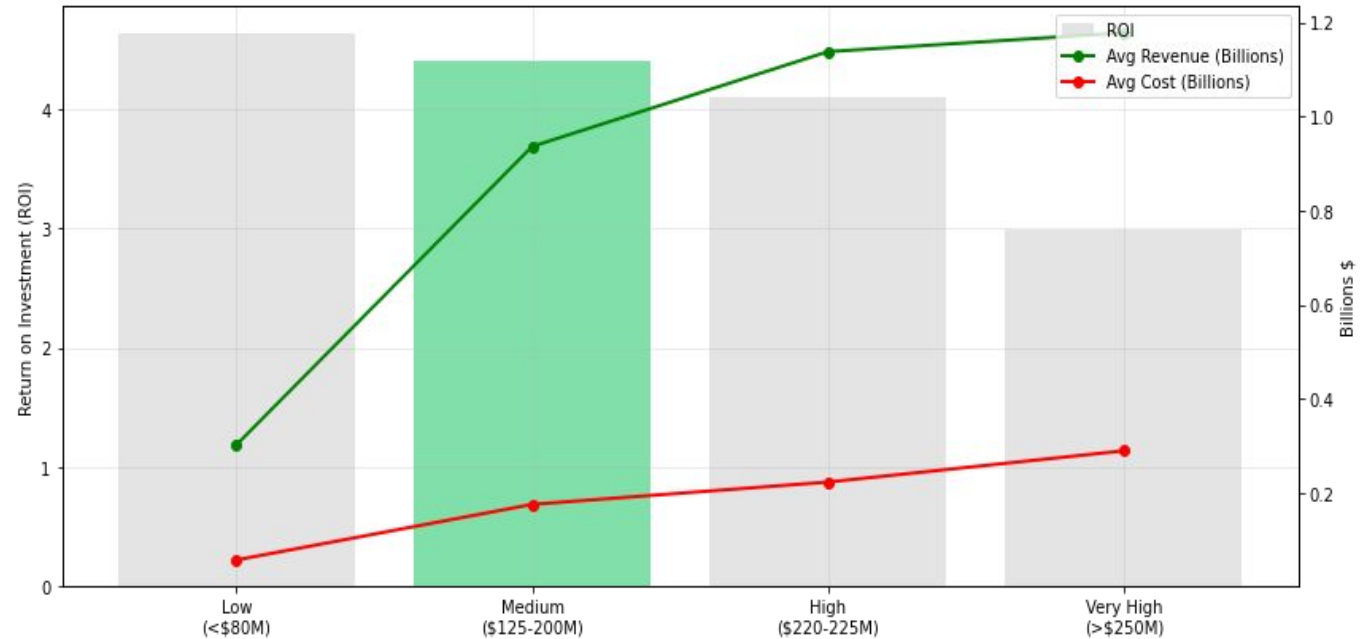


Recommendations

- Stay within smaller budget and focus on higher ROI for first film(s)
- With a budget of 2 million dollars, thrillers and horror films perform the best with a nearly 4000% return on investment

Franchising

Franchise Film Performance by Budget Tier
Analysis of ROI, Revenue, and Production Costs



Budget Tiers:

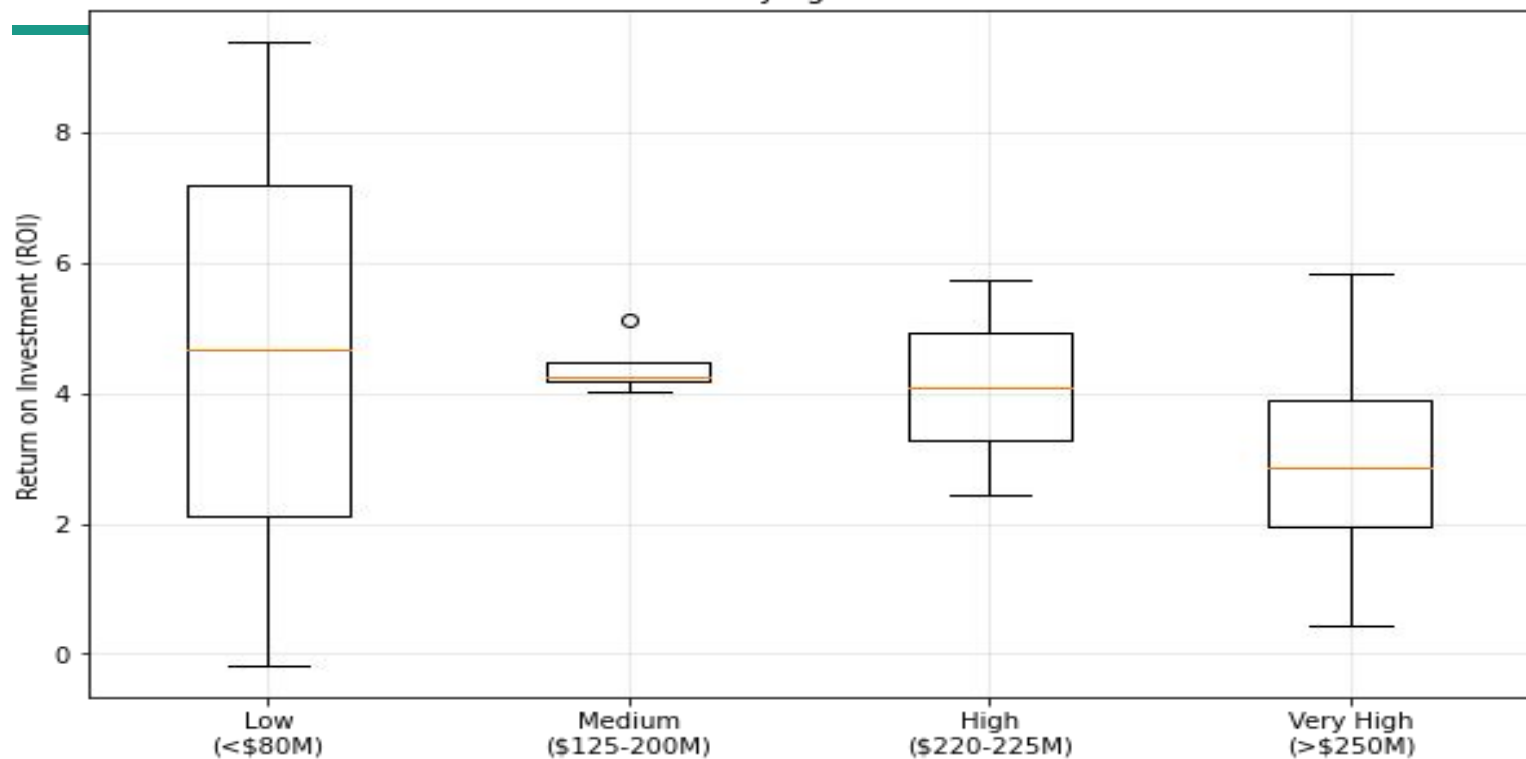
Low: Under \$80M

Medium: \$125M-\$200M

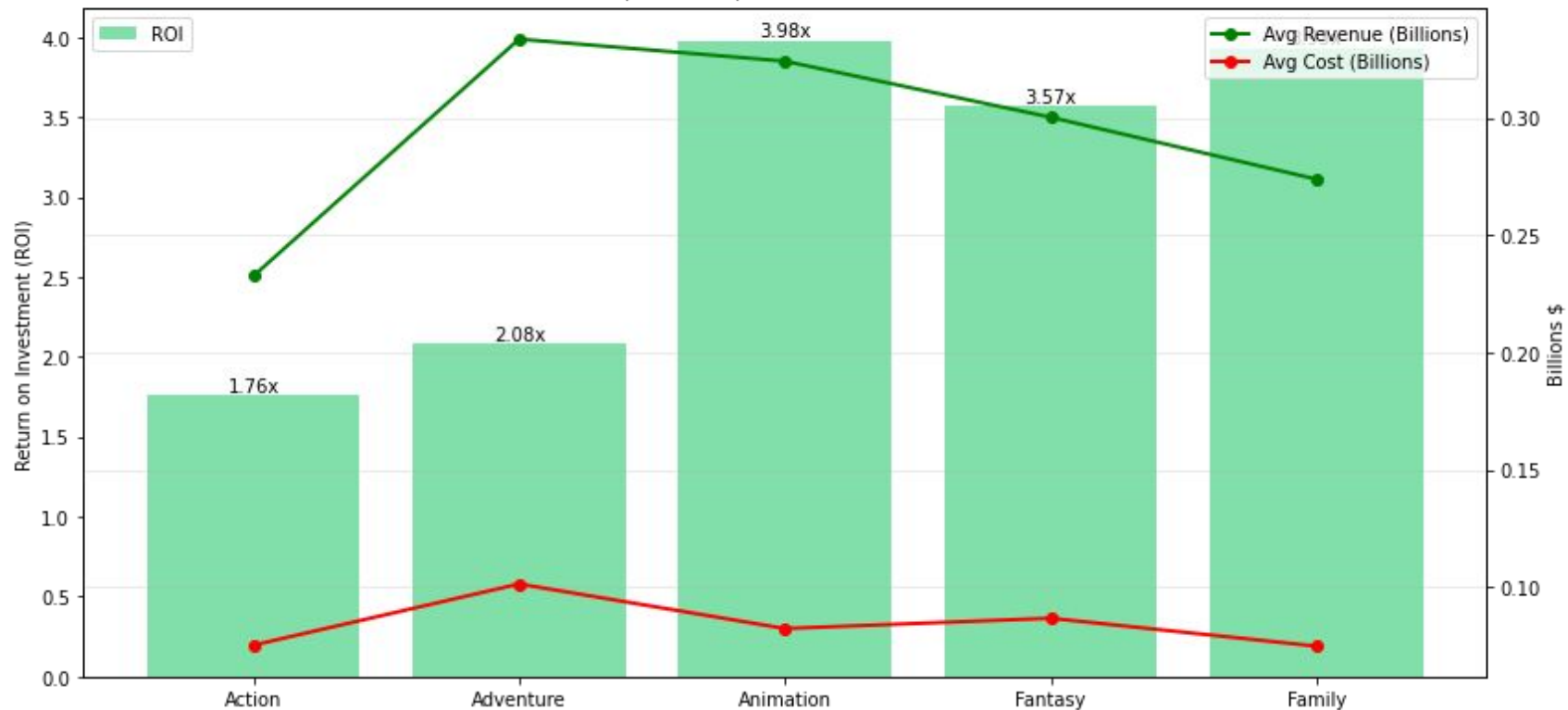
High: \$220M-\$225M

Very High: Above \$250M

ROI Distribution by Budget Tier
Identifying Outliers



Franchise Performance by Genre
ROI, Revenue, and Production Costs



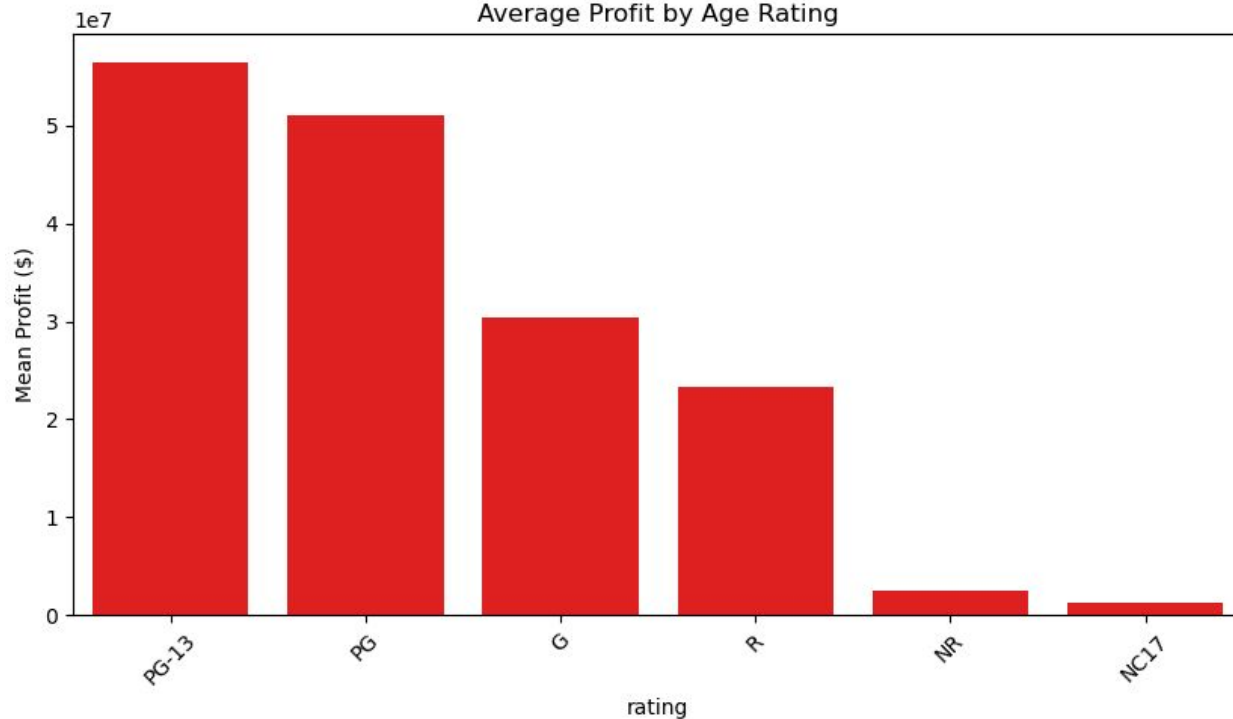


Recommendations In regards to Franchising

1. Focus on medium-budget films (\$125-200M) which offer:
 - Nearly the same ROI as low-budget films
 - Significantly higher revenue potential
 - Consistent, predictable returns
2. Target Animation/Family genres because they show:
 - Highest ROI (3.98x and 3.8x respectively)
 - Strong revenue with lower production costs
 - Proven franchise sustainability

Revenue Analysis Across Age Rating

Average Profit by Age Rating



- **PG-13 and PG movies yield the highest profits.**
- **Broader audience appeal drives greater profitability.**
- **R-rated, NR, and NC-17 movies generate significantly lower revenue.**
- **Non-R-rated movies generate significantly higher earnings potential.**



Business Recommendation: *PG 13* / *PG* > *R* / *G*

- PG-13 & PG movies offer the best balance of accessibility and profitability.
- Expanding audience reach leads to stronger financial performance.
- R-rated & G-rated movies face revenue limitations due to audience restrictions.
- Studios should prioritize PG-13 & PG films for sustained box office success.



Next Steps

- Exploring other datasets to see how streamed movies compare to movies that come out in theaters.
- Explore if there is a strong correlation between a large advertising budget and a movie performing well



Questions?