

MOVIE MAKING



in 2020

Agenda

- **OVERVIEW**

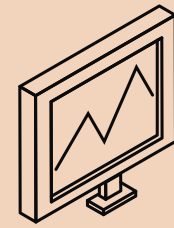
- **COMPETITION ANALYSIS**

- **FINANCIAL ANALYSIS**

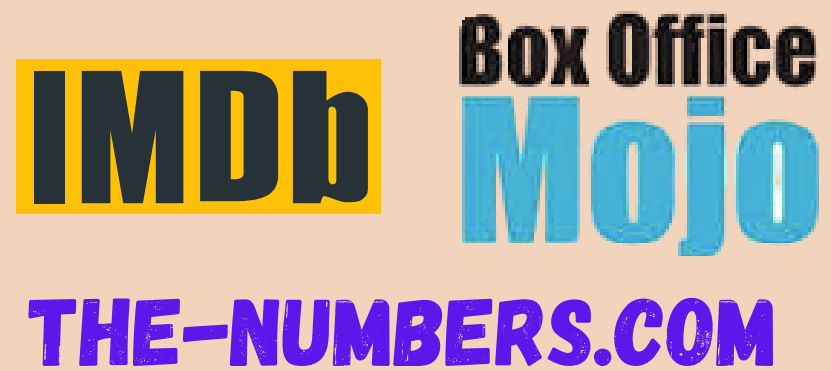
- **WHAT DO PEOPLE LIKE?**

- **THE NETFLIX EFFECT**

- **RECOMMENDATION**



DATA SOURCES

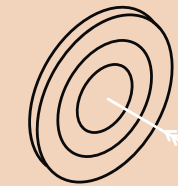


METHOD & APPROACH

GENRES AND FINANCES

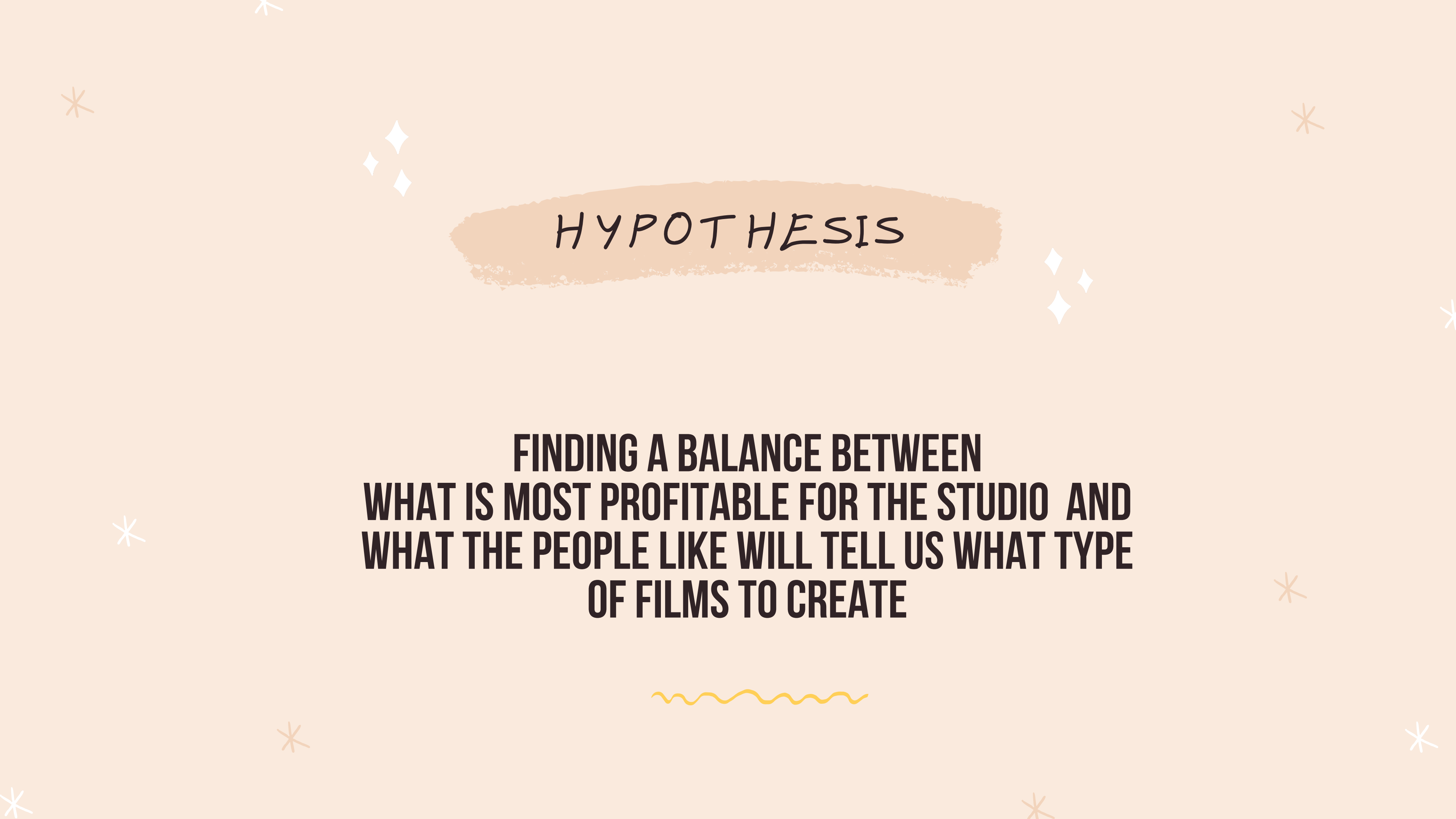


TOOLS



OBJECTIVE

IDENTIFY WHAT TYPE OF MOVIES
TO CREATE

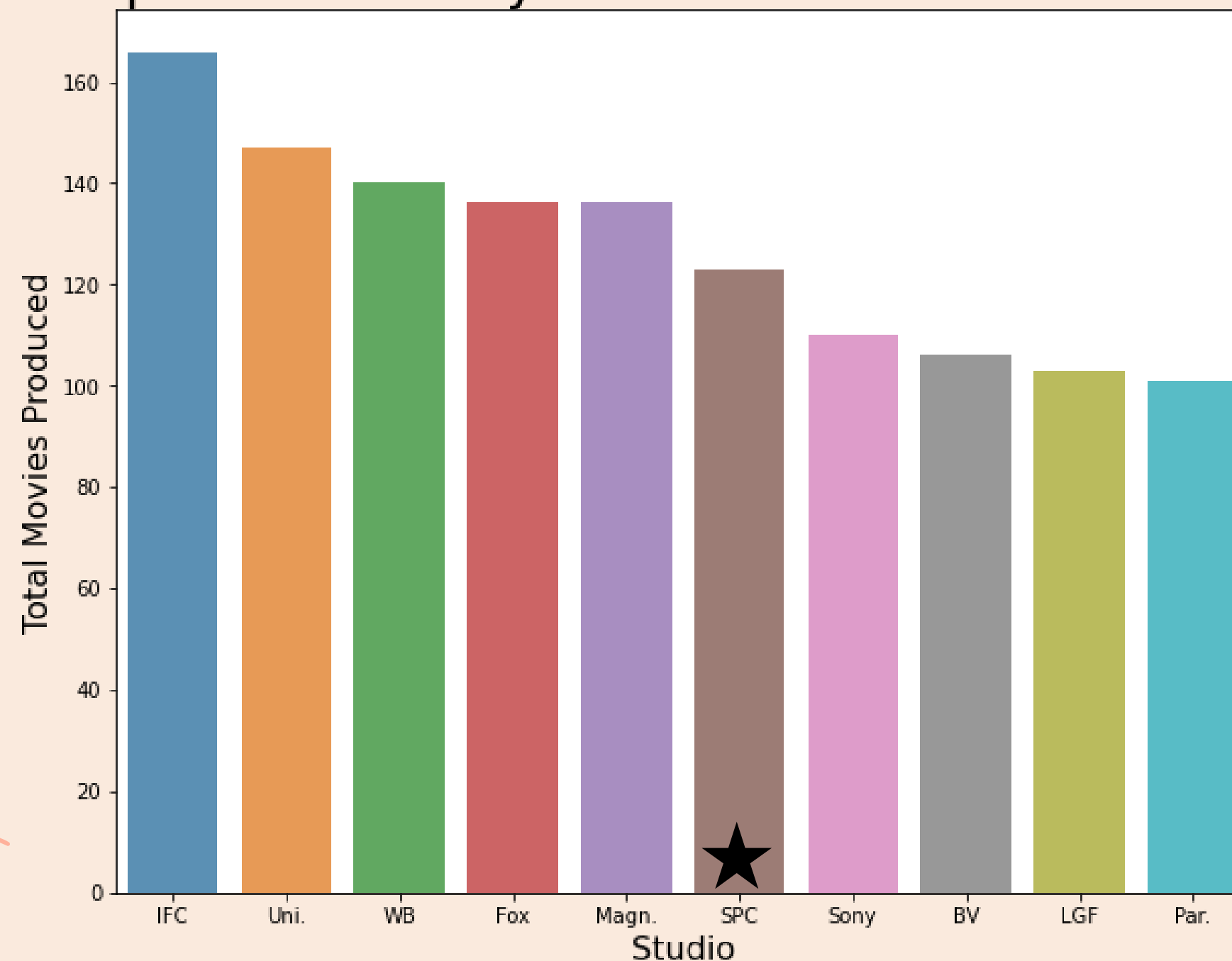


HYPOTHESIS

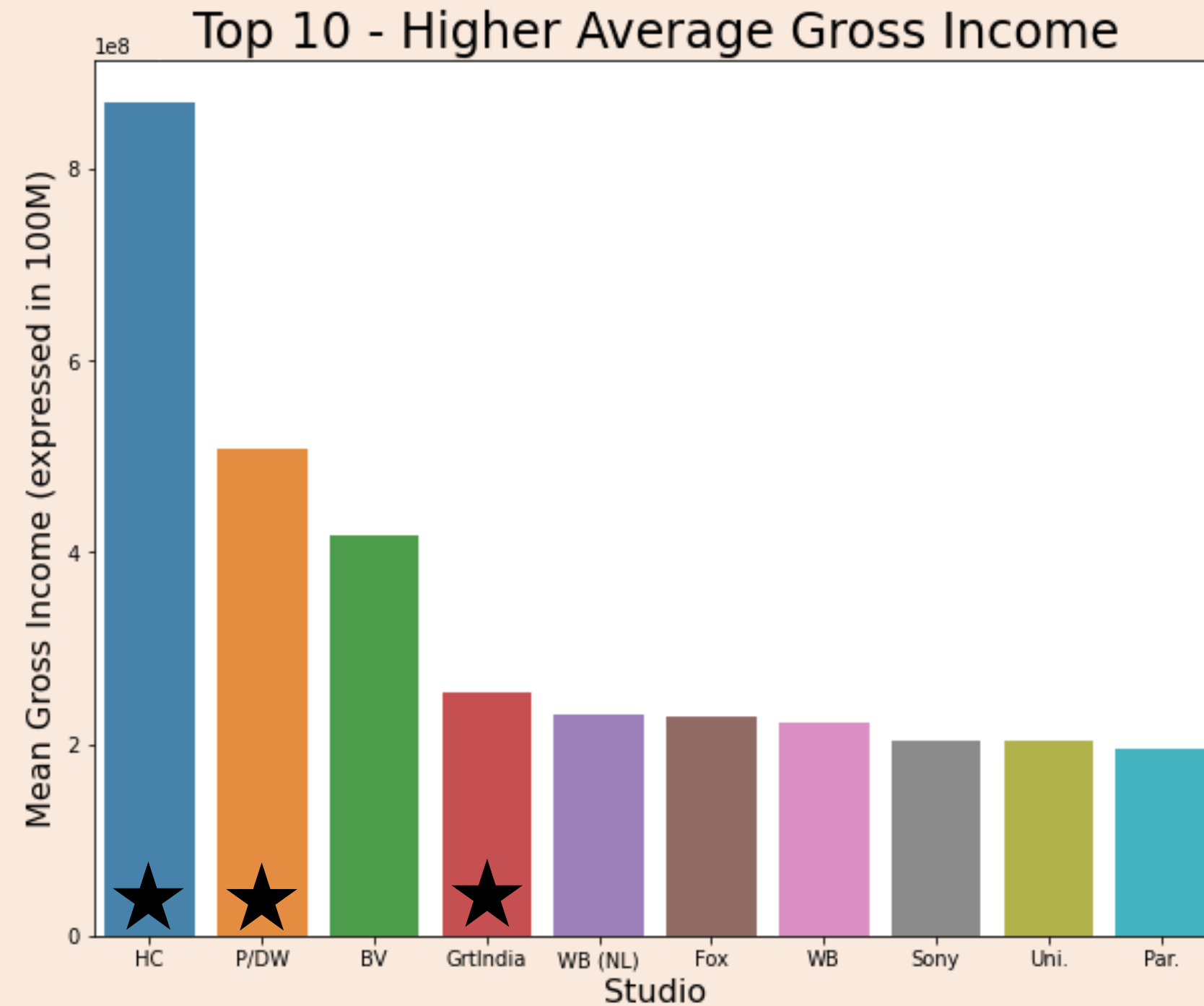
**FINDING A BALANCE BETWEEN
WHAT IS MOST PROFITABLE FOR THE STUDIO AND
WHAT THE PEOPLE LIKE WILL TELL US WHAT TYPE
OF FILMS TO CREATE**

STUDIOS

Top 10 Studios by Number of Movies Produced



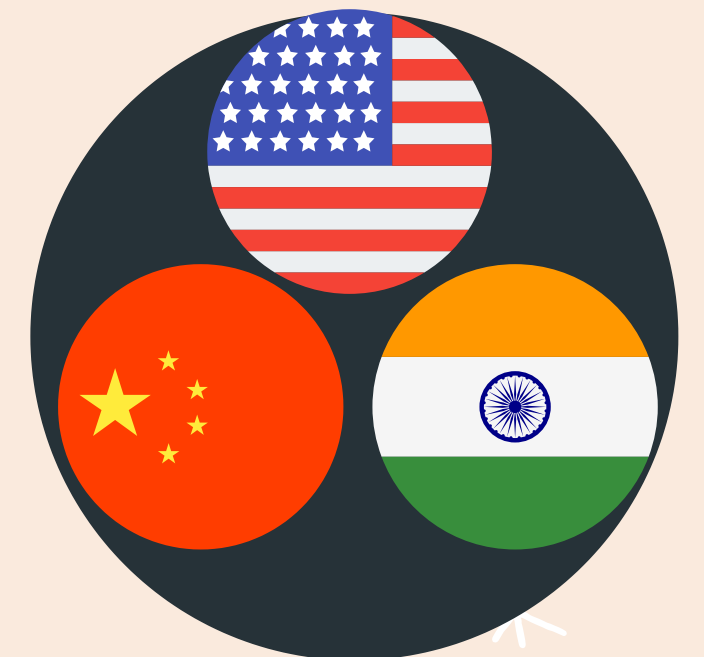
STUDIOS



★ **HC (1):** Wolf Warrior 2

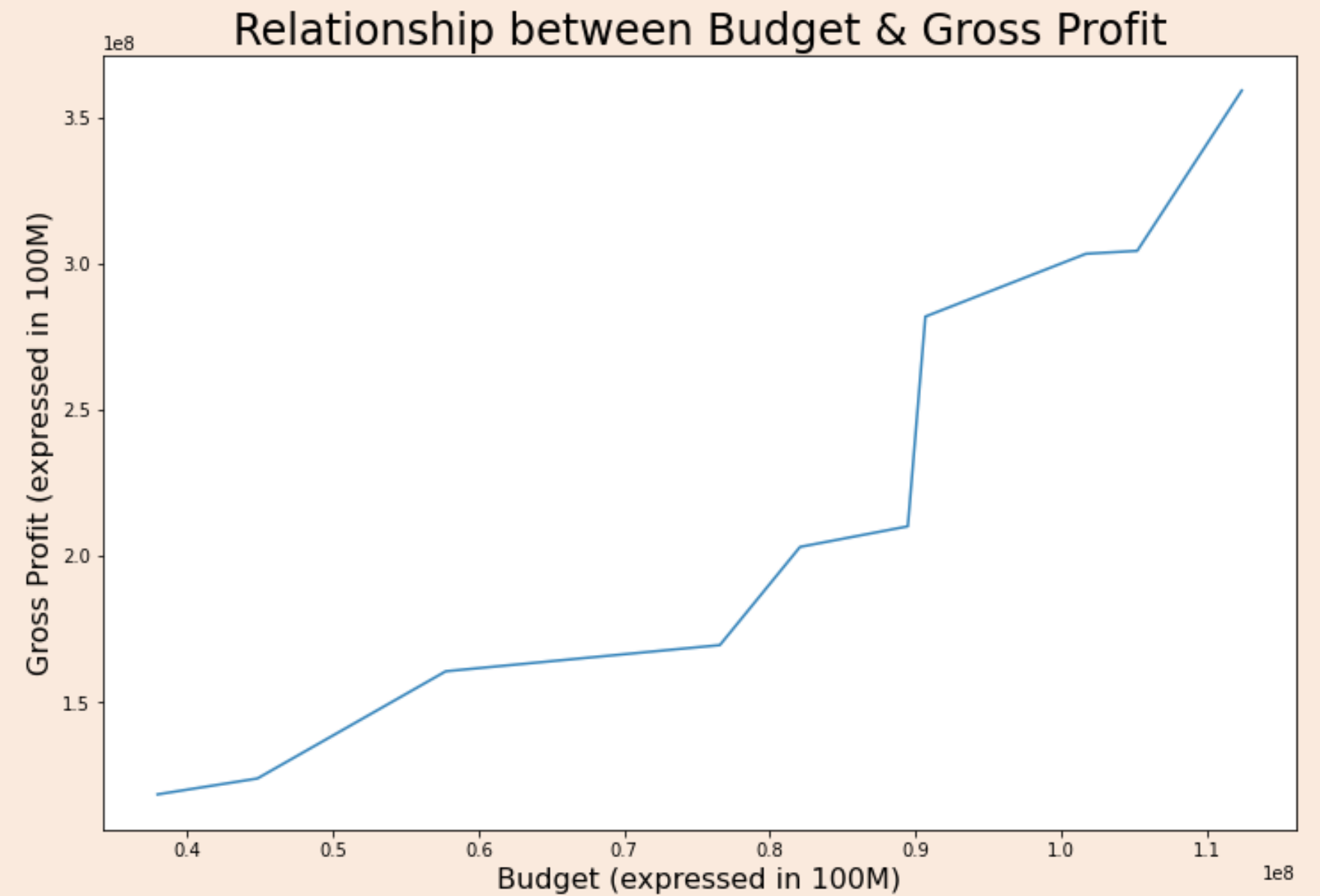
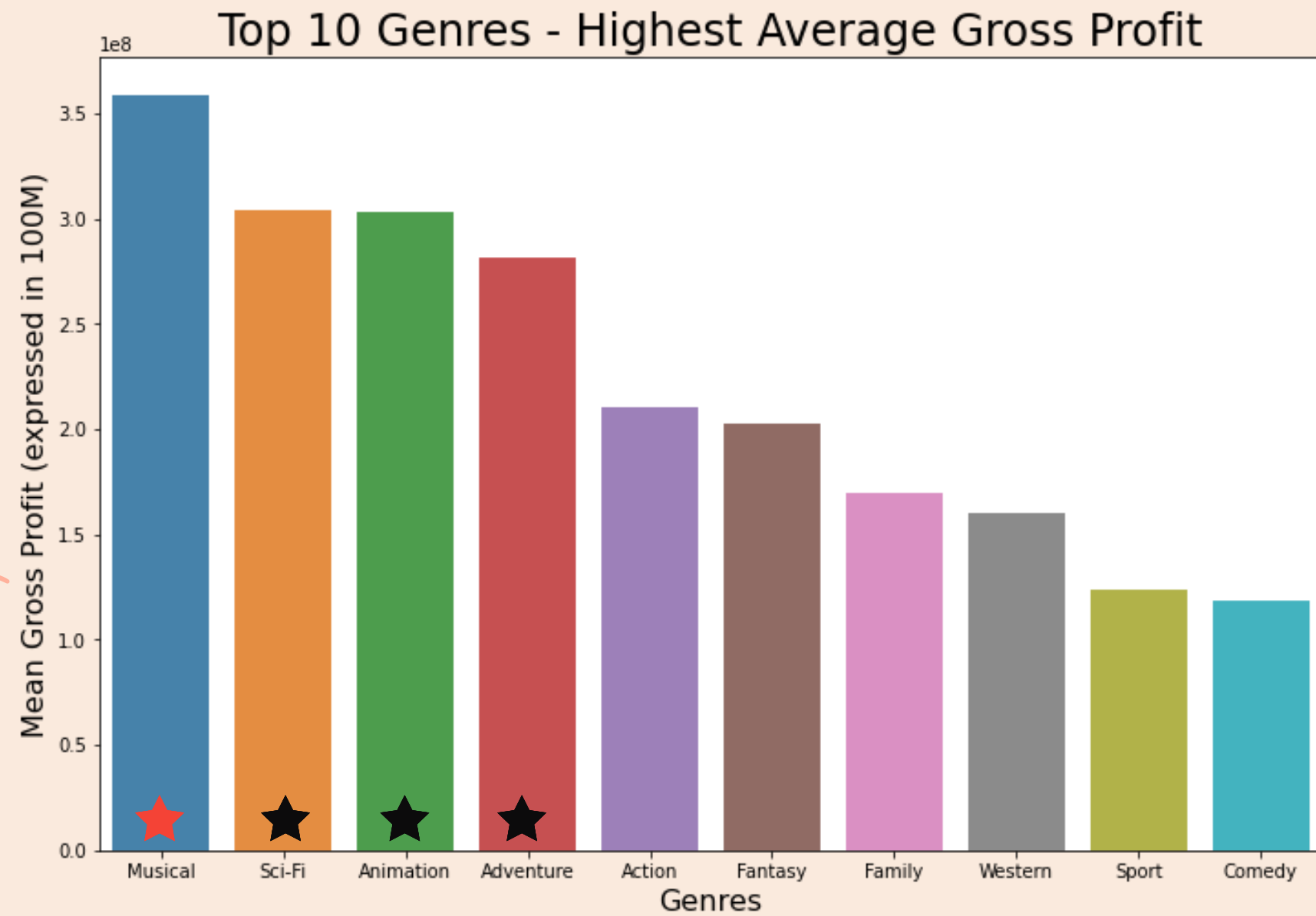
★ **GRT (1):** Baahubali 2: The Conclusion

★ **P/DW(10):**
9 Animated – 1 Comedy



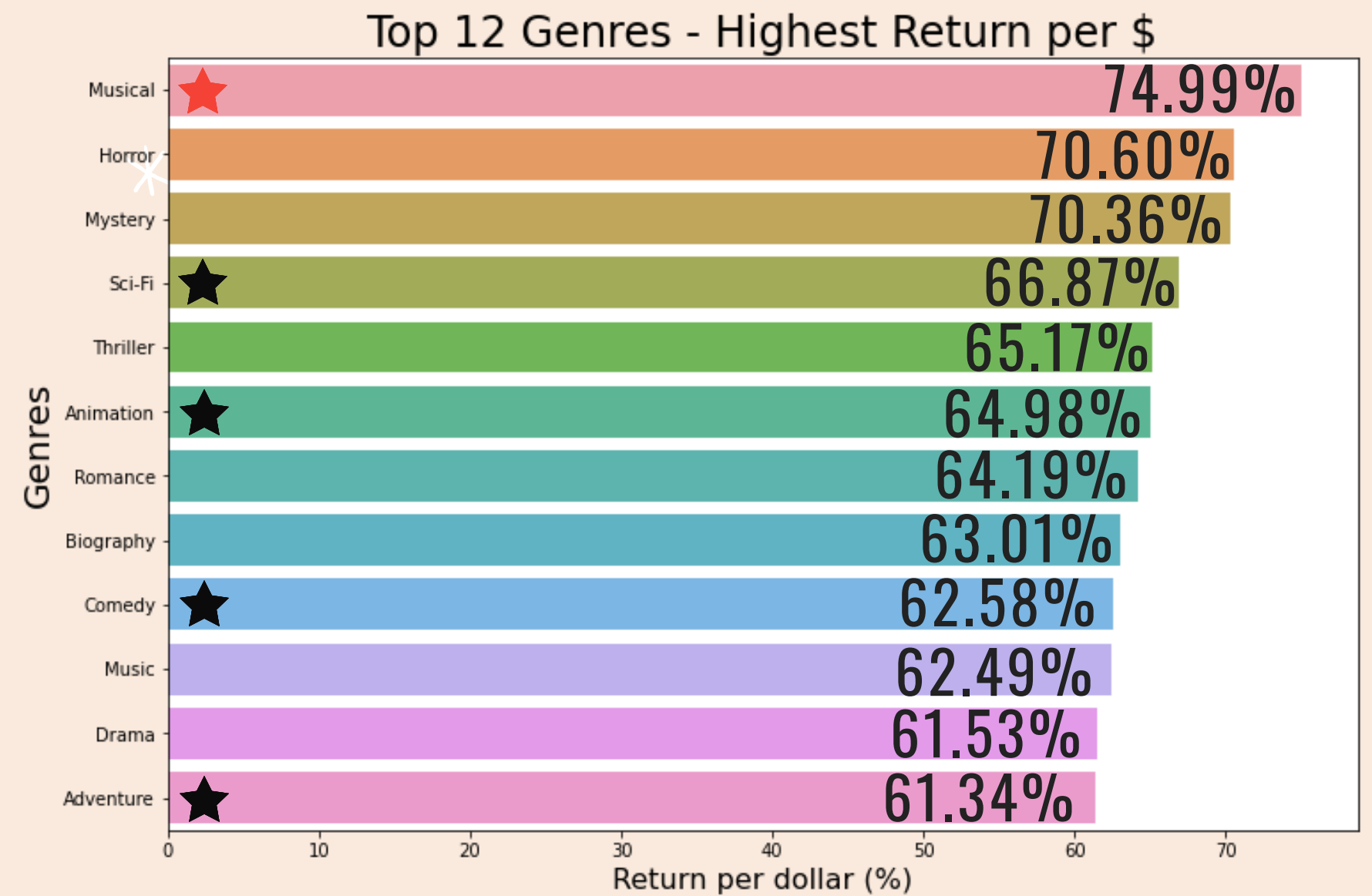
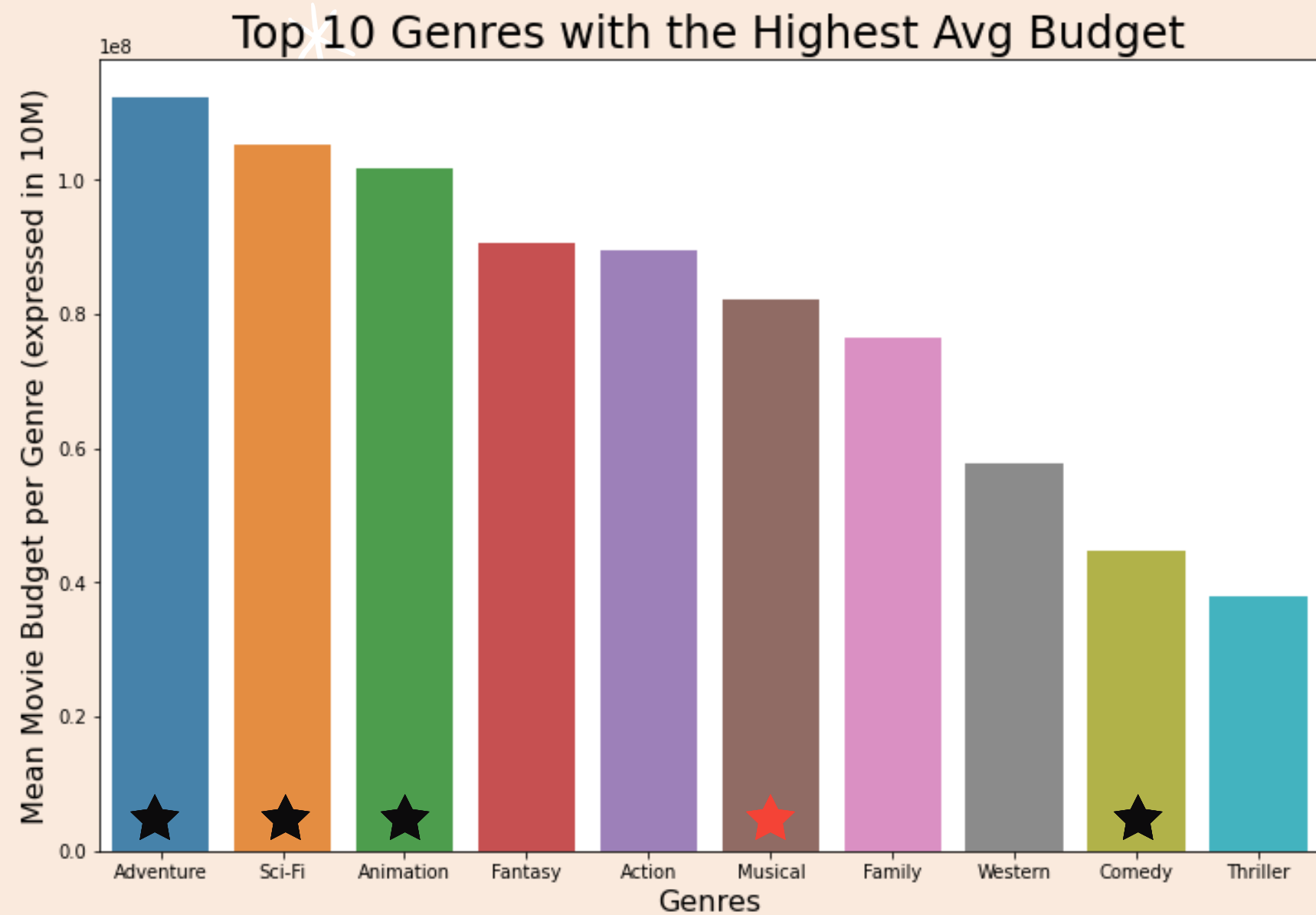
MORE MOVIES \neq MORE INCOME

THE NUMBERS



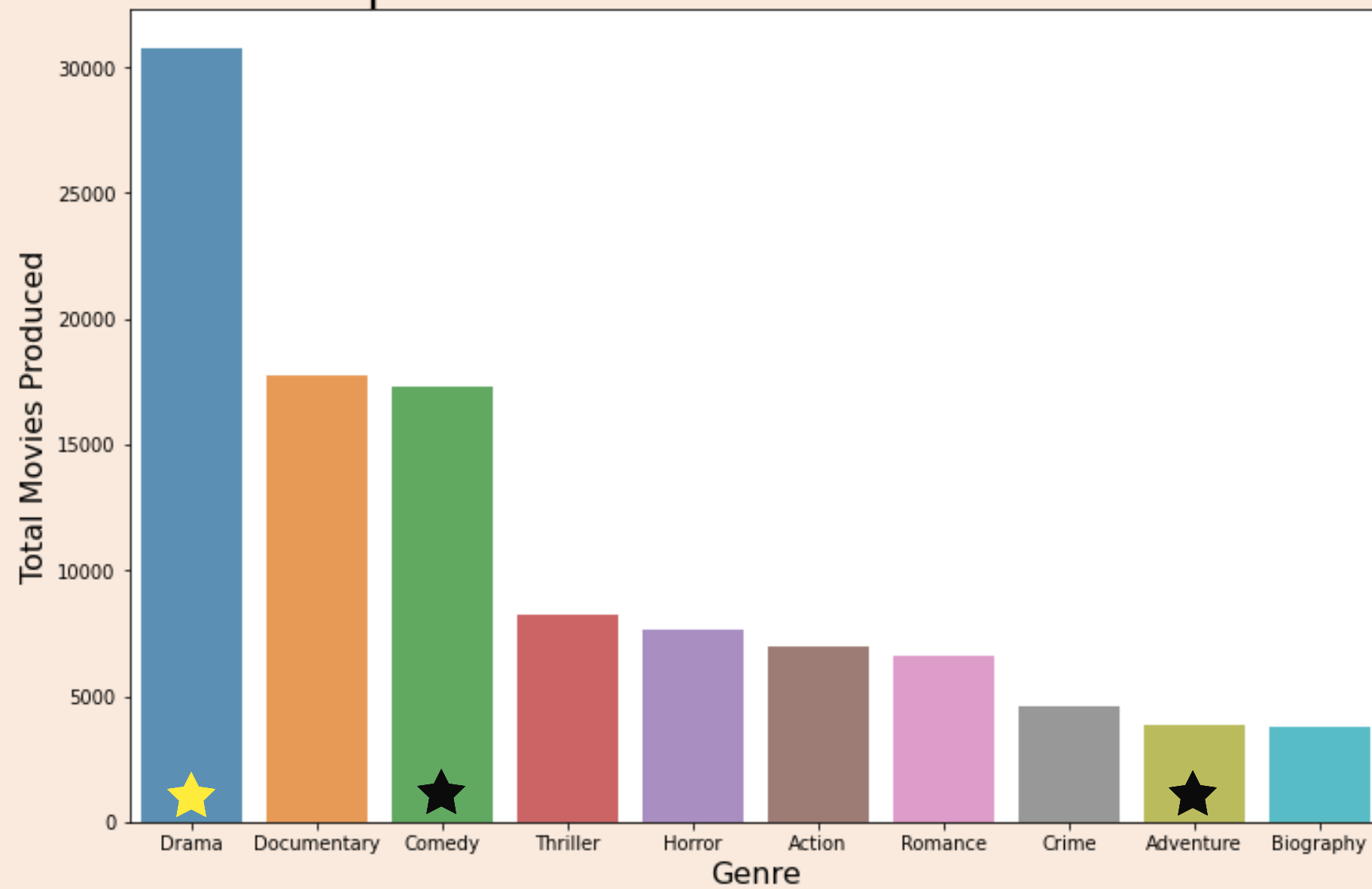
PROFIT MARGIN

$$\frac{(\text{worldwide gross} - \text{budget})}{\text{worldwide gross}}$$

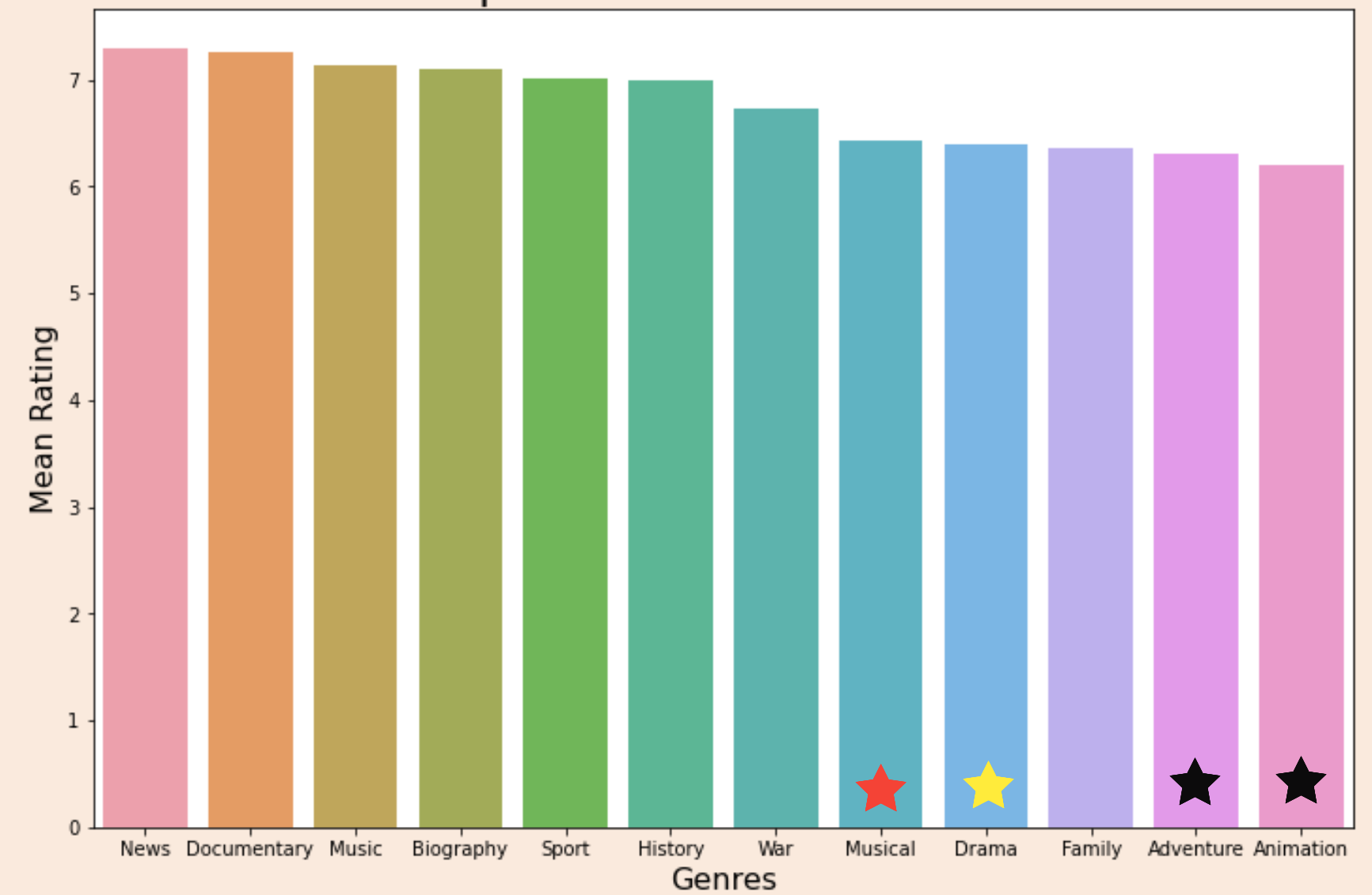


PEOPLE'S PREFERENCES

Top 10 Most Produced Movie Genres

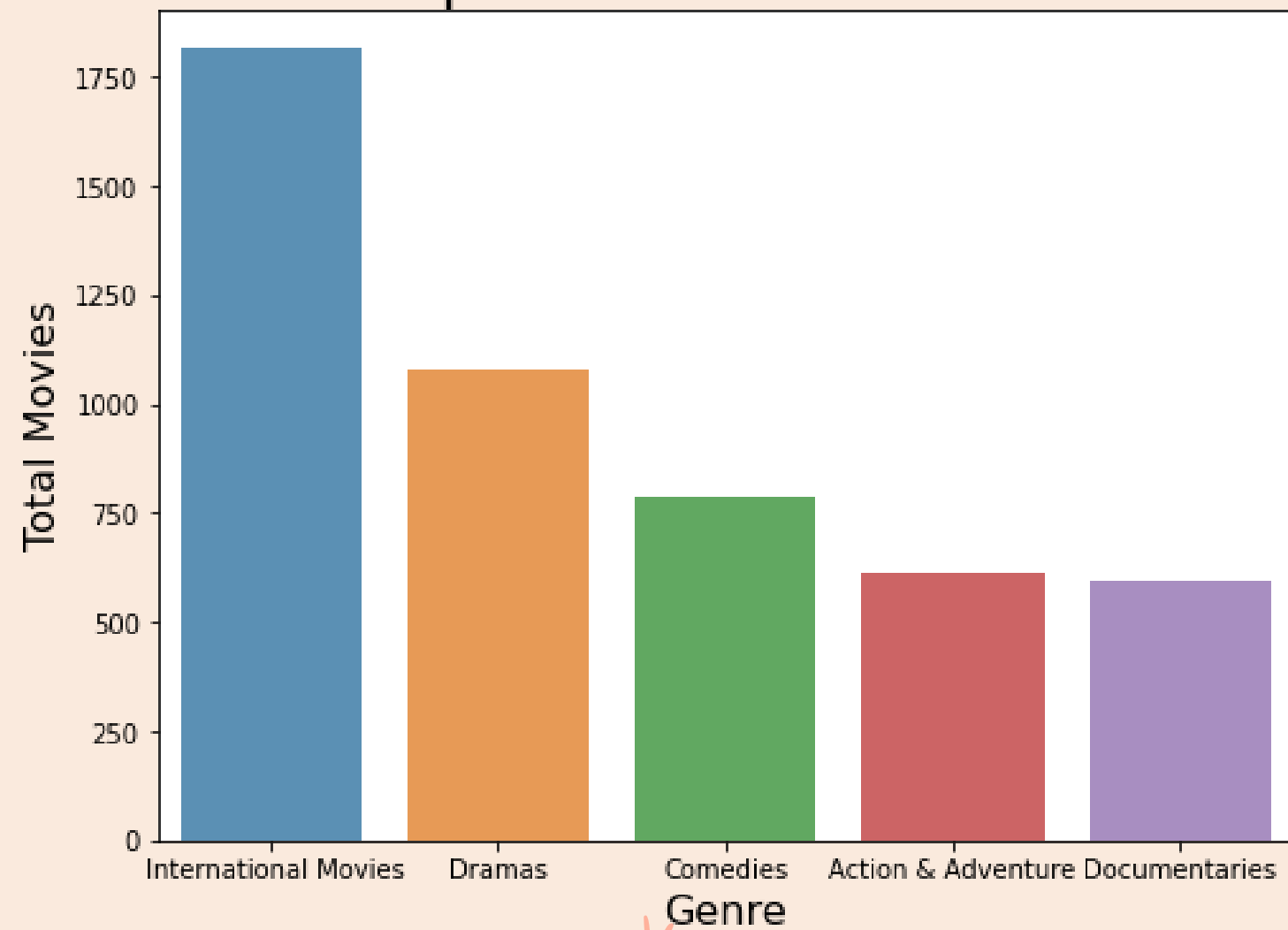


Top 12 Best Rated Genres

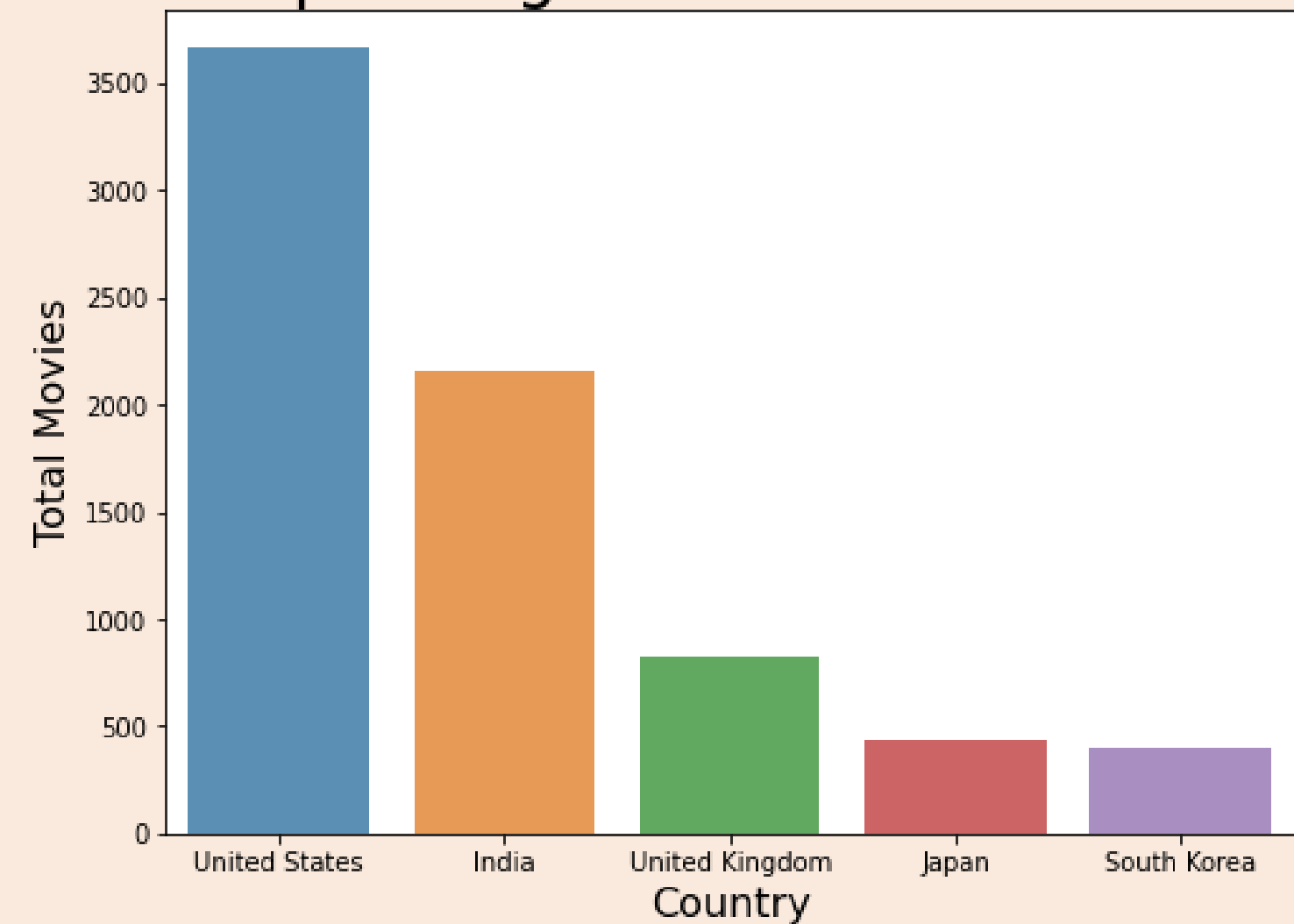


NETFLIX

Top 5 Genres - Netflix



Top 5 Origin Countries - Netflix



DRUMROLL PLEASE!


And the winner is... 

Recommendation ✨

Budget: \$4M - \$10M



Explore International Market

STRENGTHS

- TECH EXPERTS
- MAKING WELL INFORMED DECISIONS

OPPORTUNITIES

- INTERNATIONAL MARKET
- USE TECH KNOWLEDGE FOR THE DISTRIBUTION OF OUR MOVIES

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WEAKNESSES

- INDUSTRY INEXPERIENCE

THREATS

- COVID-19 PANDEMIC
- STREAMING SERVICES

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THANK YOU!

