



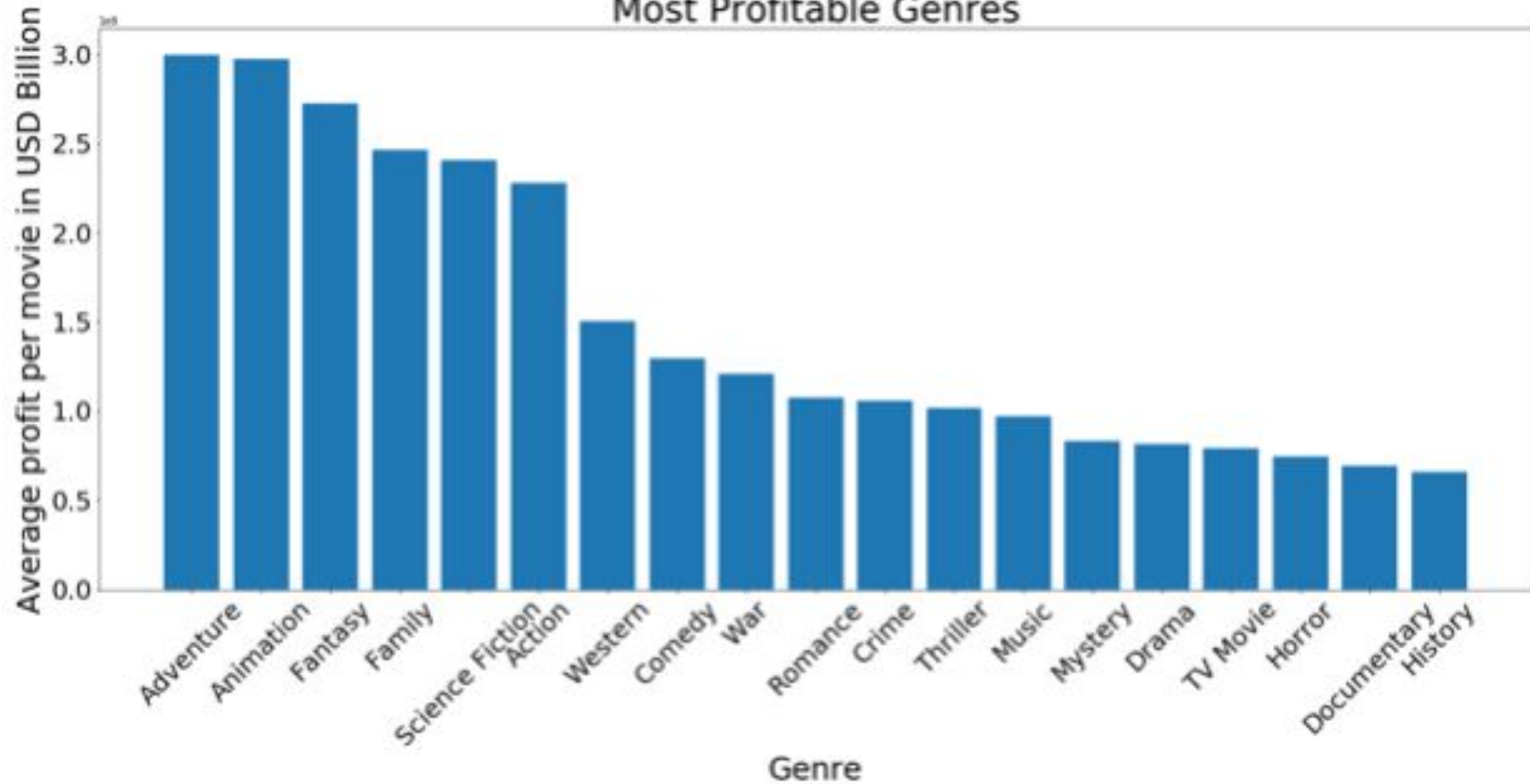
# Movie Industry Analysis

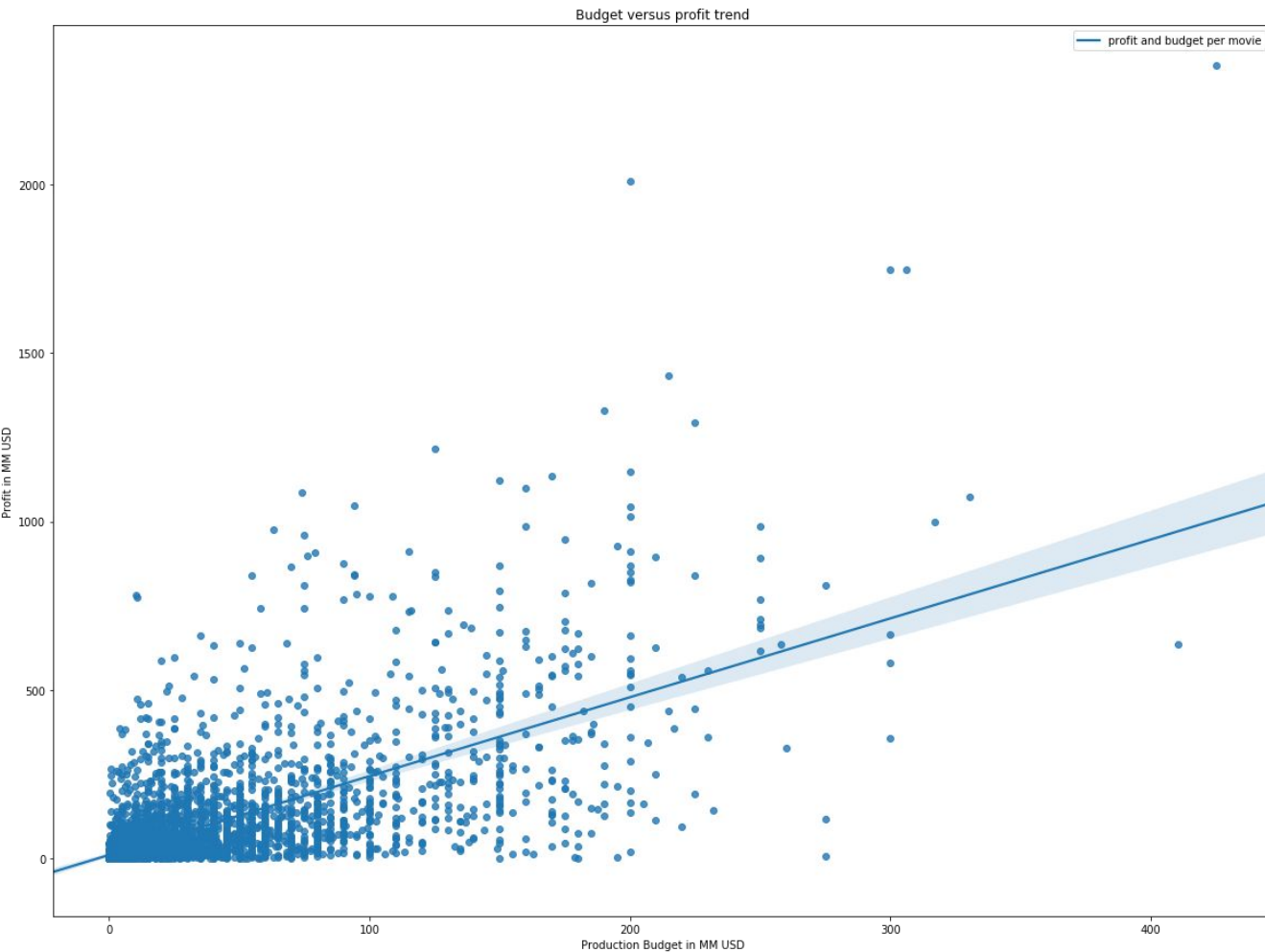
*What films should you be making?*



Alex Tyryshkin, Ayesha Heffner, & Ben Mauss

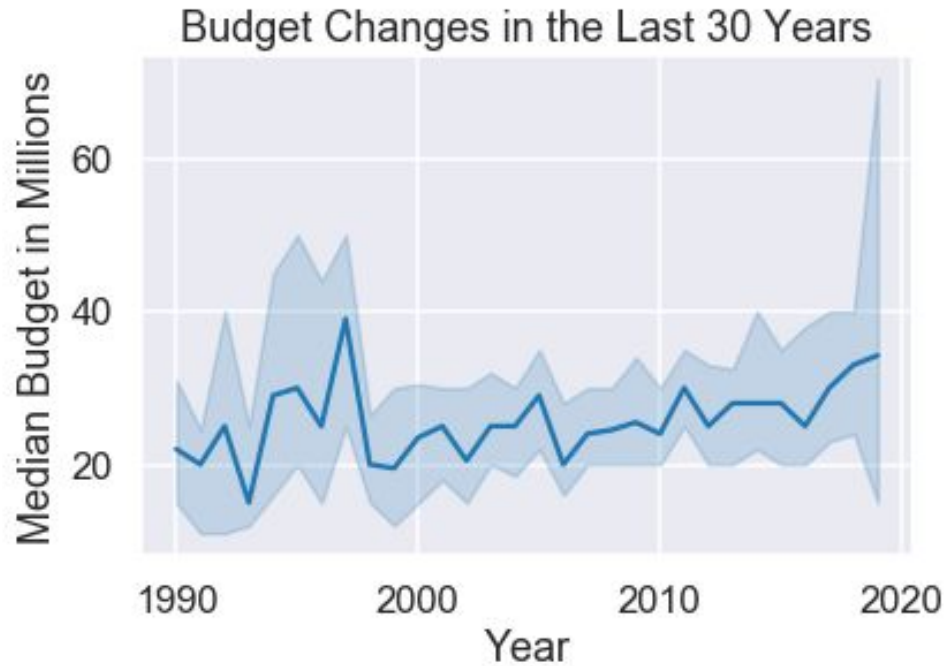
Most Profitable Genres





**Does Budget  
Affect Your  
Profit?**

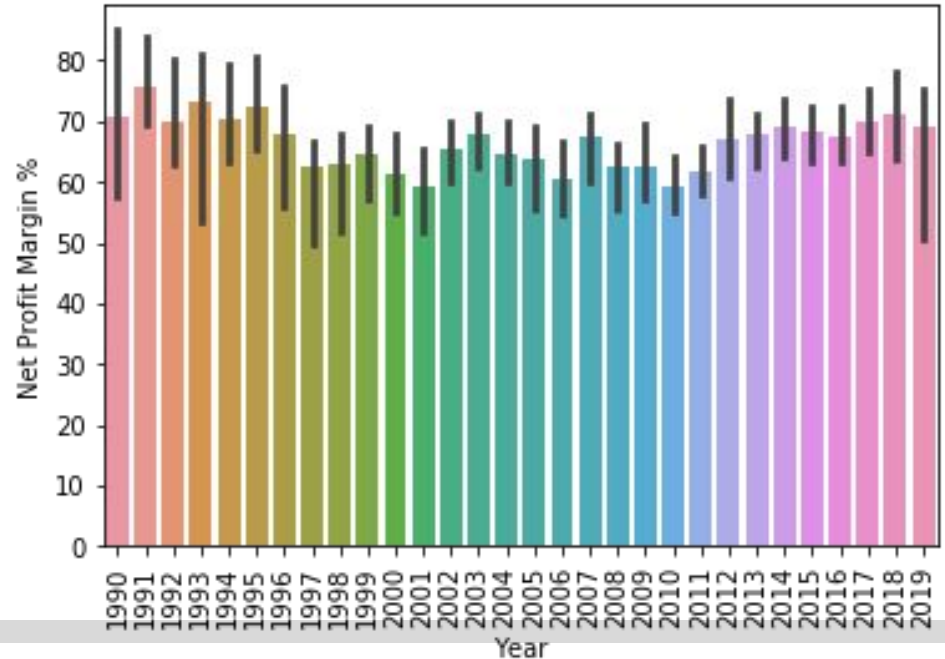
How much should we expect  
to spend?

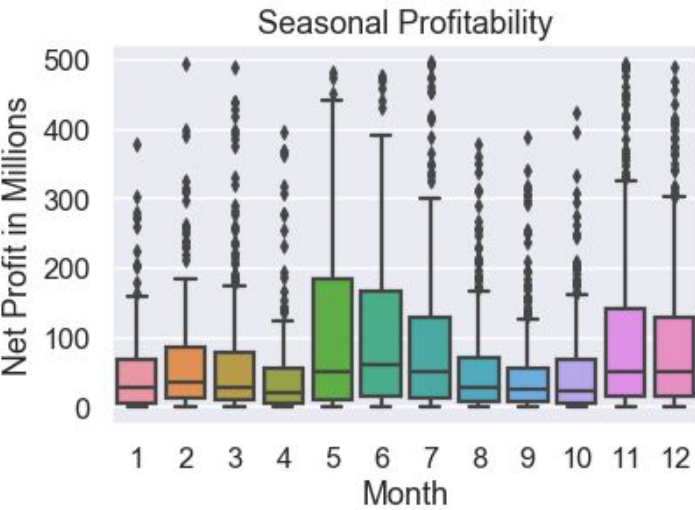


Around \$38 Million

# Changes in the Profit Margin over the Years

- ❑ Profit tends to be higher in flourishing economy
- ❑ You can still profit in struggling economy
- ❑ Budget wisely





Which season is the most profitable?

- ☐ Profits tend to go up Start of spring through Summer
- ☐ Down trends seen in winter and Fall
- ☐ Profits up again in Winter/Holiday Season

# Types of Data Used

Categories of data used include:

- Movie genres
- Worldwide Gross
- Production Budgets
- Movie release dates
- Information on directors and other element of production

# Recommendations

1. Adventure and animation are good genres to work in
2. To maximize profits, aim to release between May and July
3. The higher the budget can mean a higher outcome, if properly vetted
4. The state of economy will impact the net margin, but this can be negated through good use of budget.
5. Start your venture with a budget of \$38 million and expect a steady rise in expenditures in the future as well.



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## Future Work

How much money is spent on marketing and promotion and what does it yield?

Is it worth starting your own streaming service?

More in-depth analysis on reaching the overseas market

# Thank You

Data courtesy of:

- ❖ Box Office Mojo
- ❖ The Numbers
- ❖ The Movie Database