

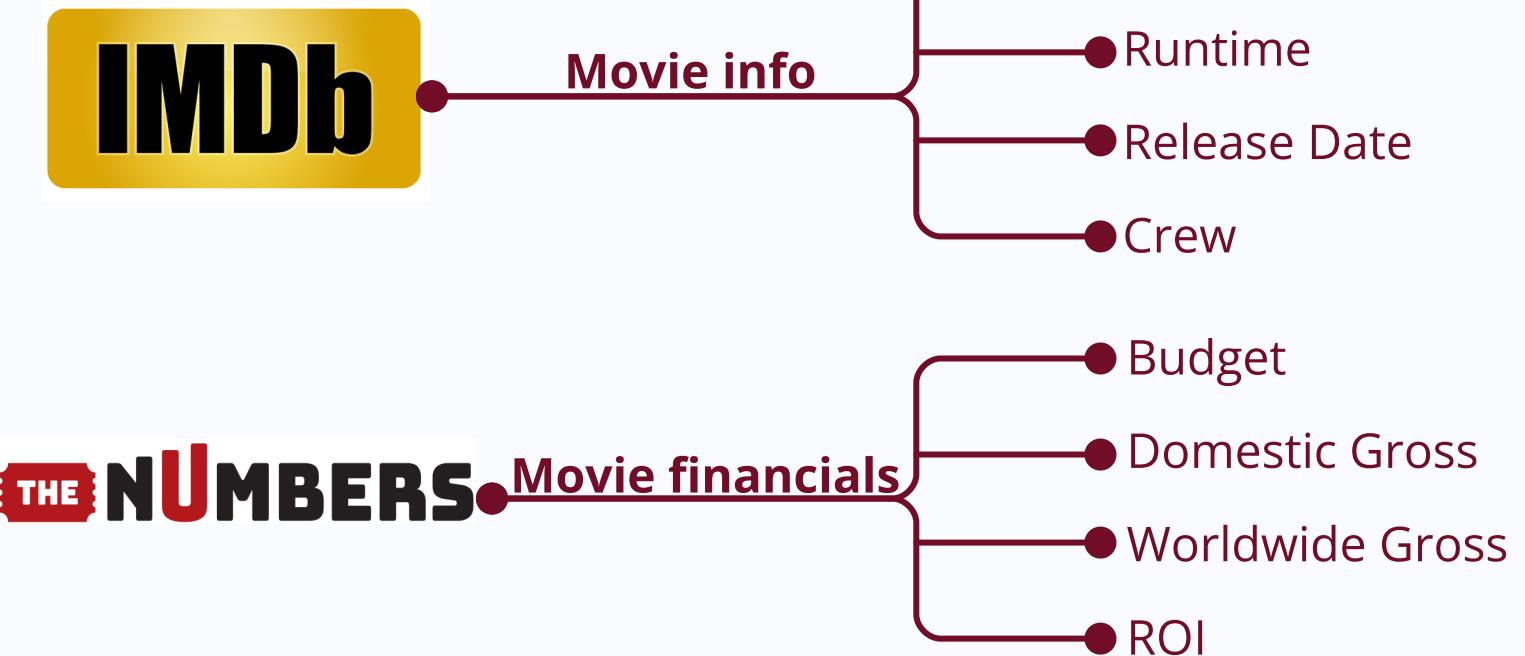
Maximizing ROI in the Film Industry

BY
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Data





Questions



WHAT

What genres should we select?



WHEN

When should we release this movie?



HOW LONG

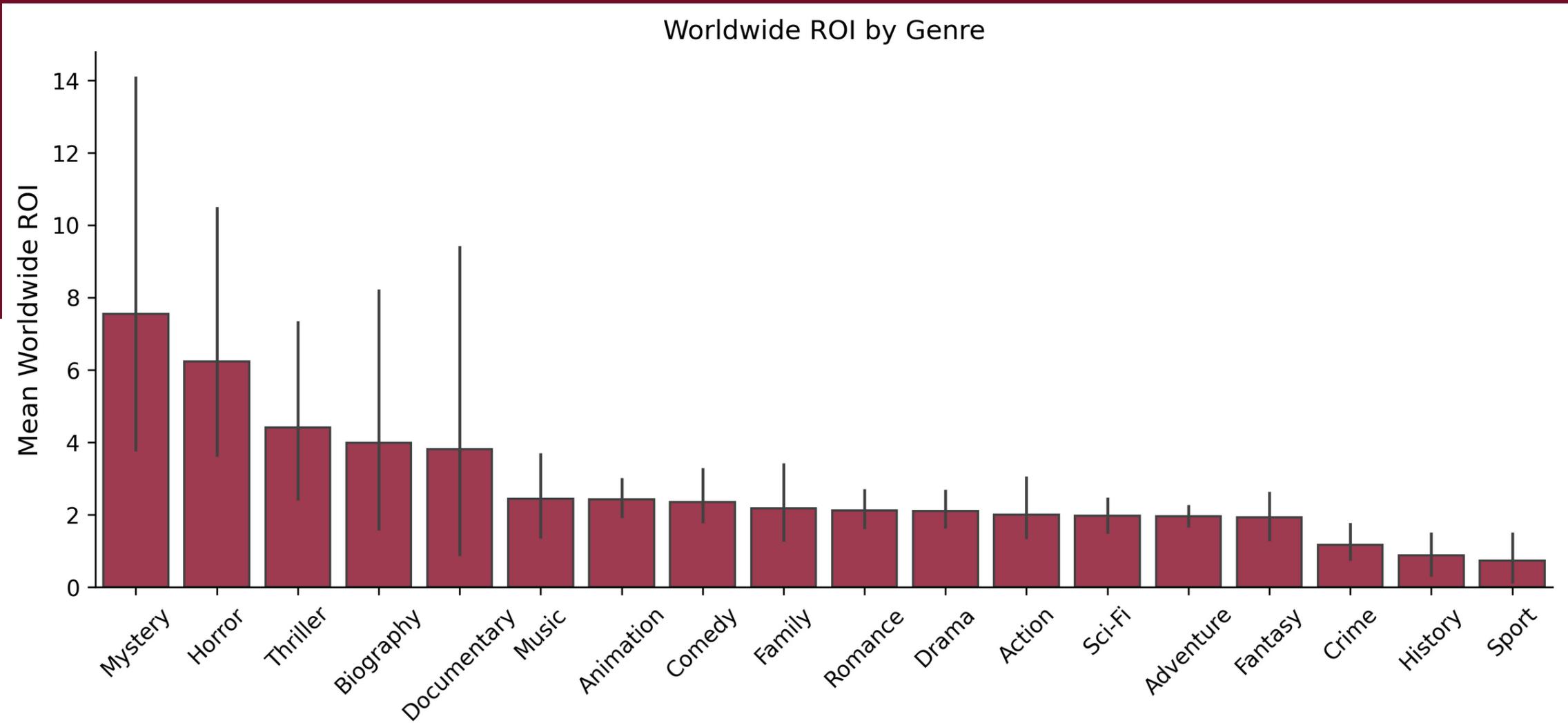
How long should the movie be?



WHO

Who should be on the creative team?

WHAT ARE THE GENRES WITH THE HIGHEST ROI?

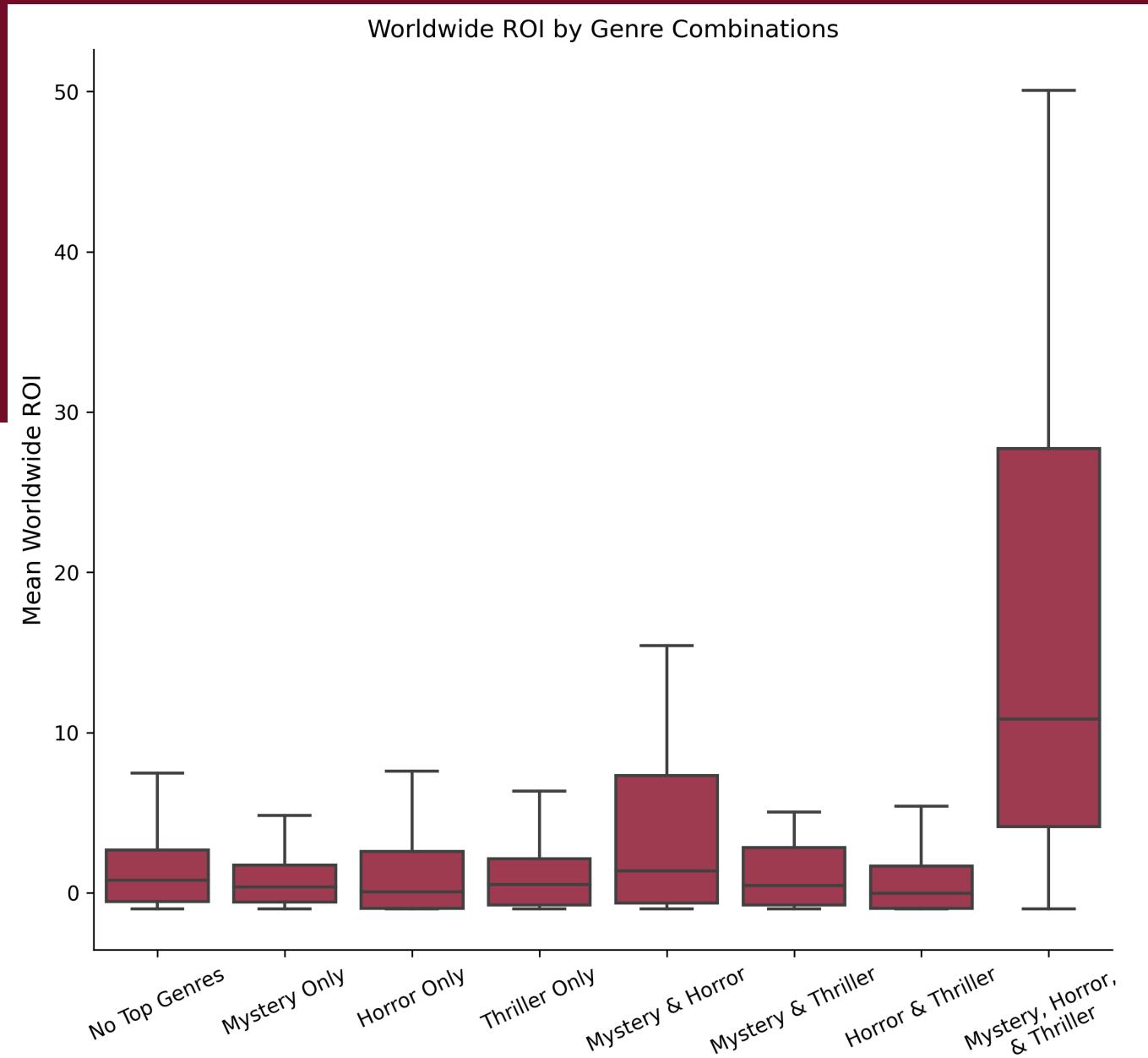


The 3 genres with the highest ROI are: **Mystery, Horror, and Thriller.**

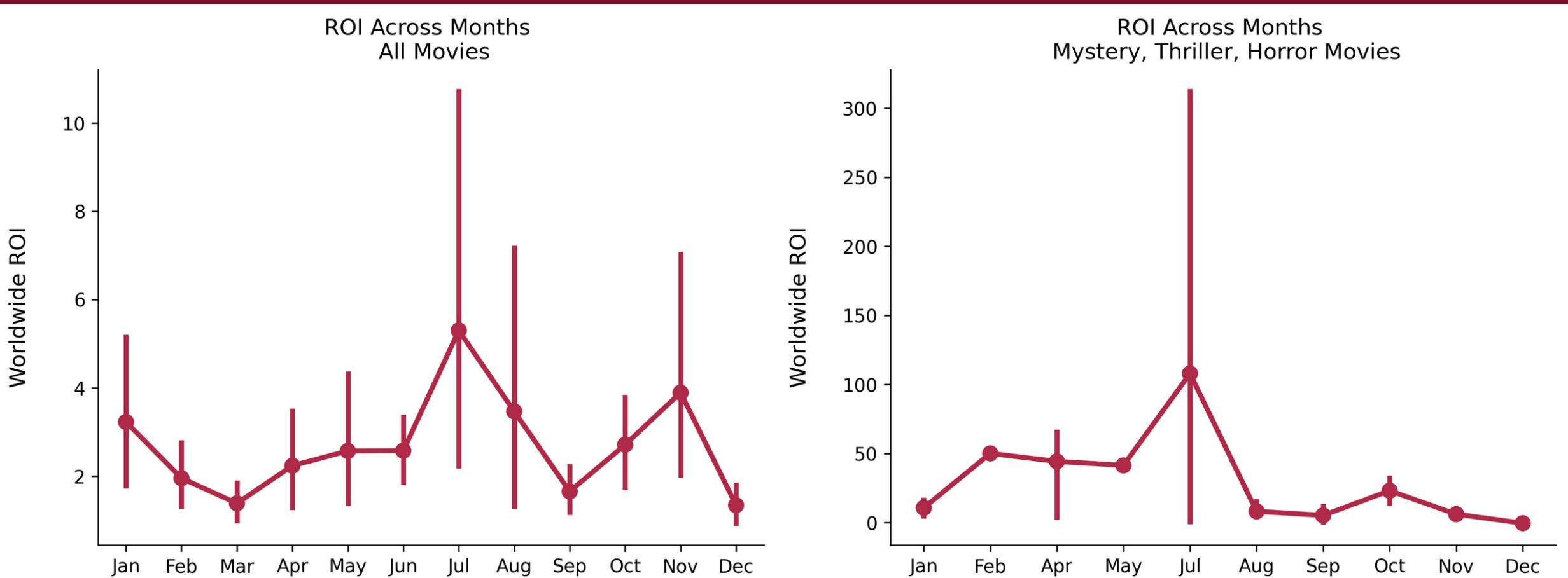
WHAT ARE THE GENRES WITH THE HIGHEST ROI?



The highest ROI goes to movies with all three top genres: Mystery, Horror, and Thriller.



WHEN IS THE BEST MONTH TO RELEASE THE MOVIE?

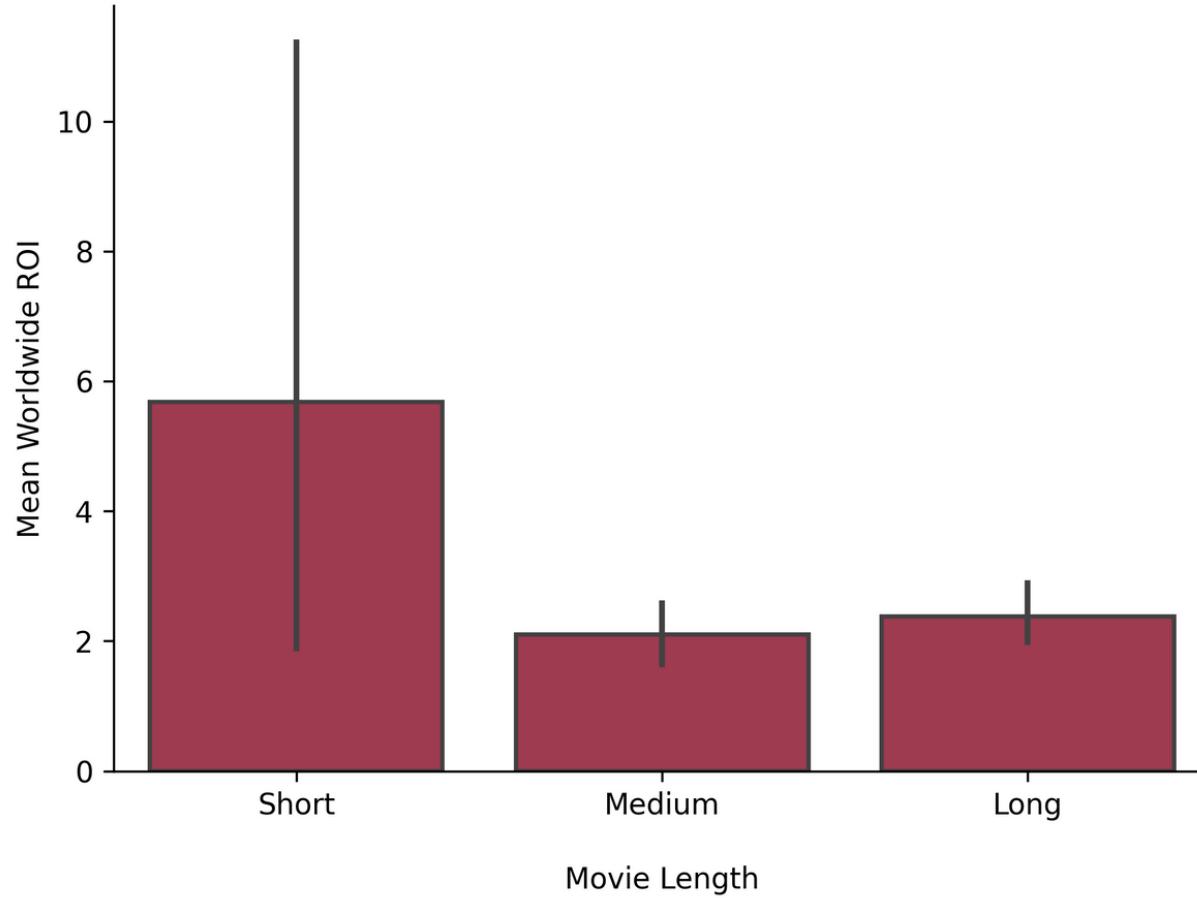


Movies released in July tend to have higher average ROIs.

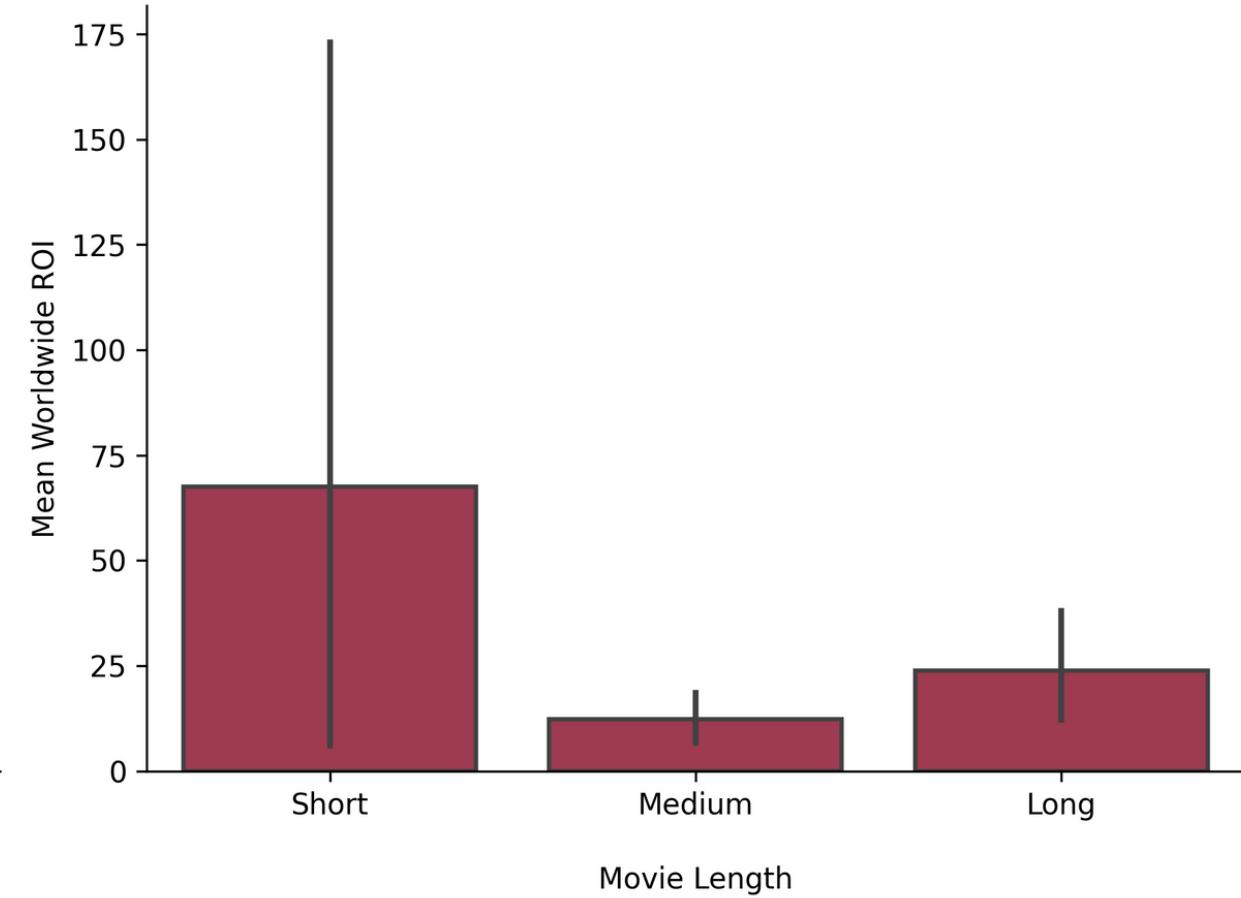
HOW LONG SHOULD THE MOVIE BE?



ROI By Movie Lengths
All Movies



ROI By Movie Lengths
Top Genres

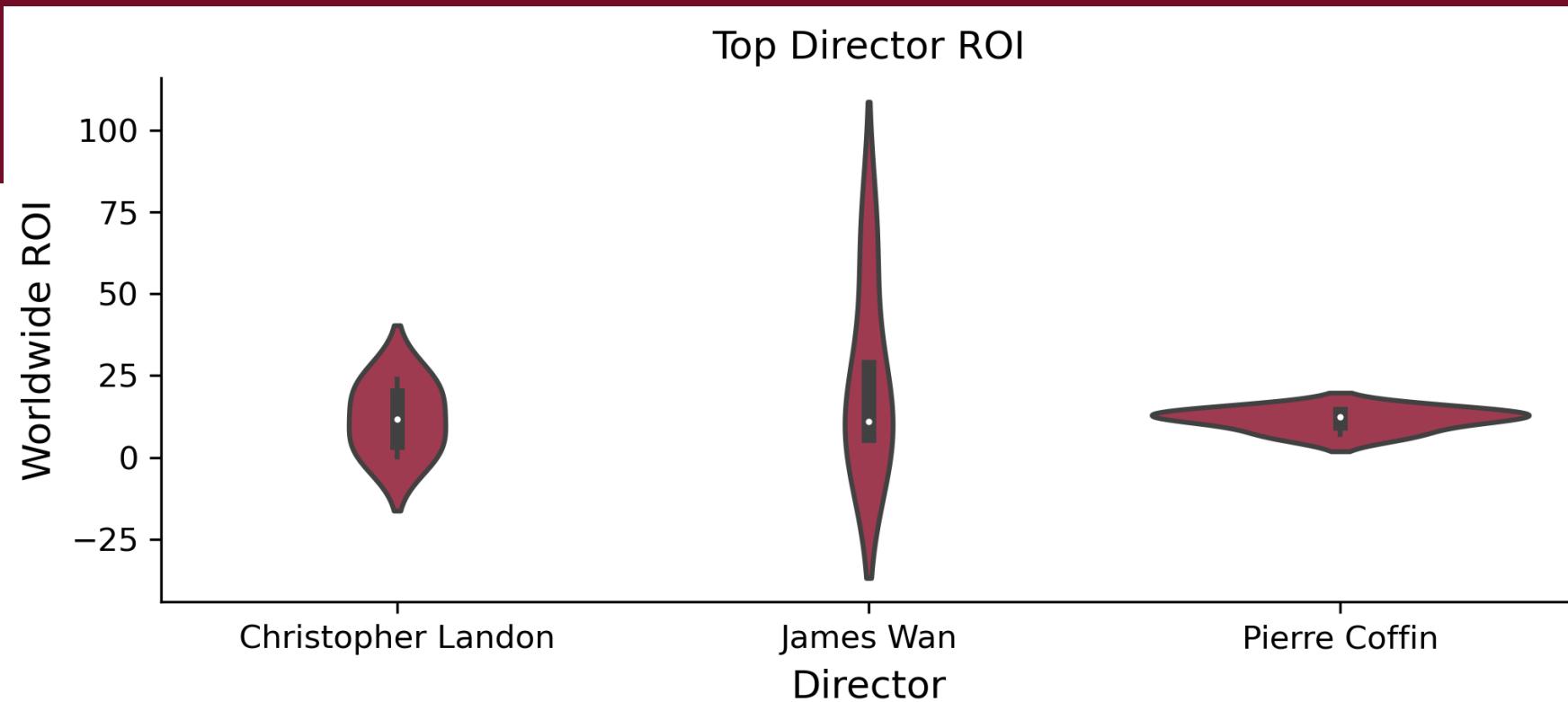


Shorter movies tend to have higher ROIs on average.

WHO SHOULD BE ON THE CREATIVE TEAM?



We selected directors and writers with an ROI greater than 10 and with more than 3 movies of our chosen genres.



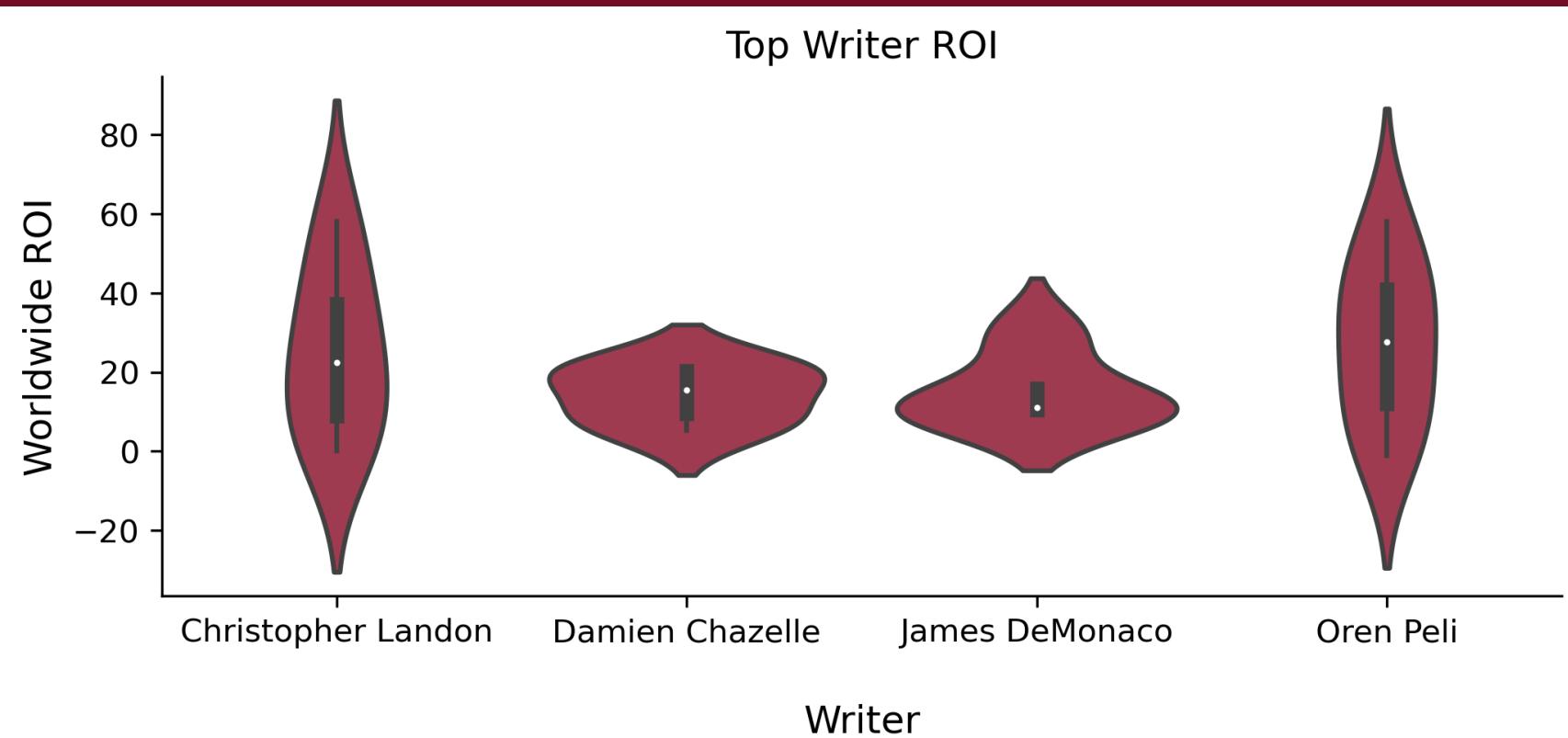
23.4
ROI

4
Movies



JAMES WAN
DIRECTOR

WHO SHOULD BE ON THE CREATIVE TEAM?



27.2
ROI

7
Movies



OREN PELI

24.9
ROI

6
Movies



CHRISTOPHER
LANDON

RECOMMENDATIONS



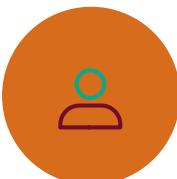
The genre combination with the highest ROI is Thriller, Horror, and Mystery.



The movie should be released in July.



The movie should be short (around 75 minutes).



We recommend James Wan as a director and Christopher Landon or Oren Peli as writers.

Thank You



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Questions?!

