

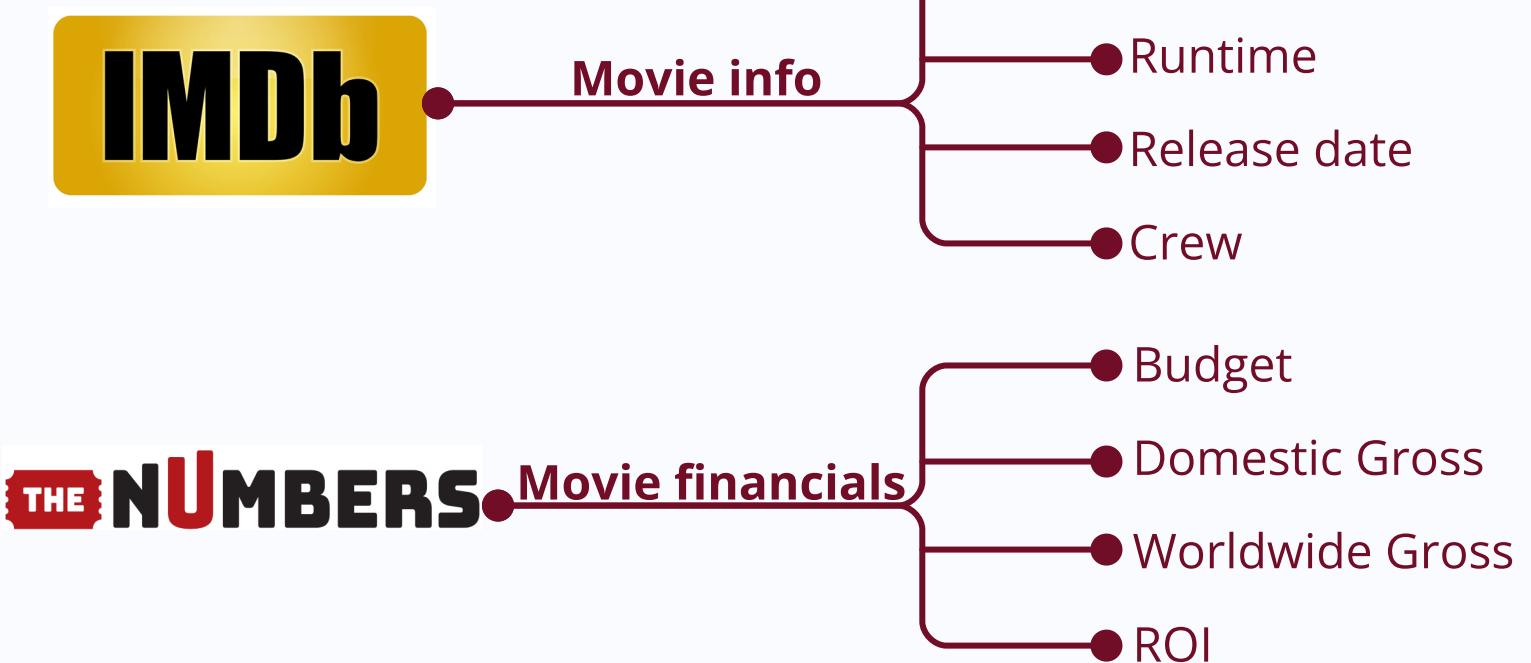
Maximizing ROI in the Film Industry

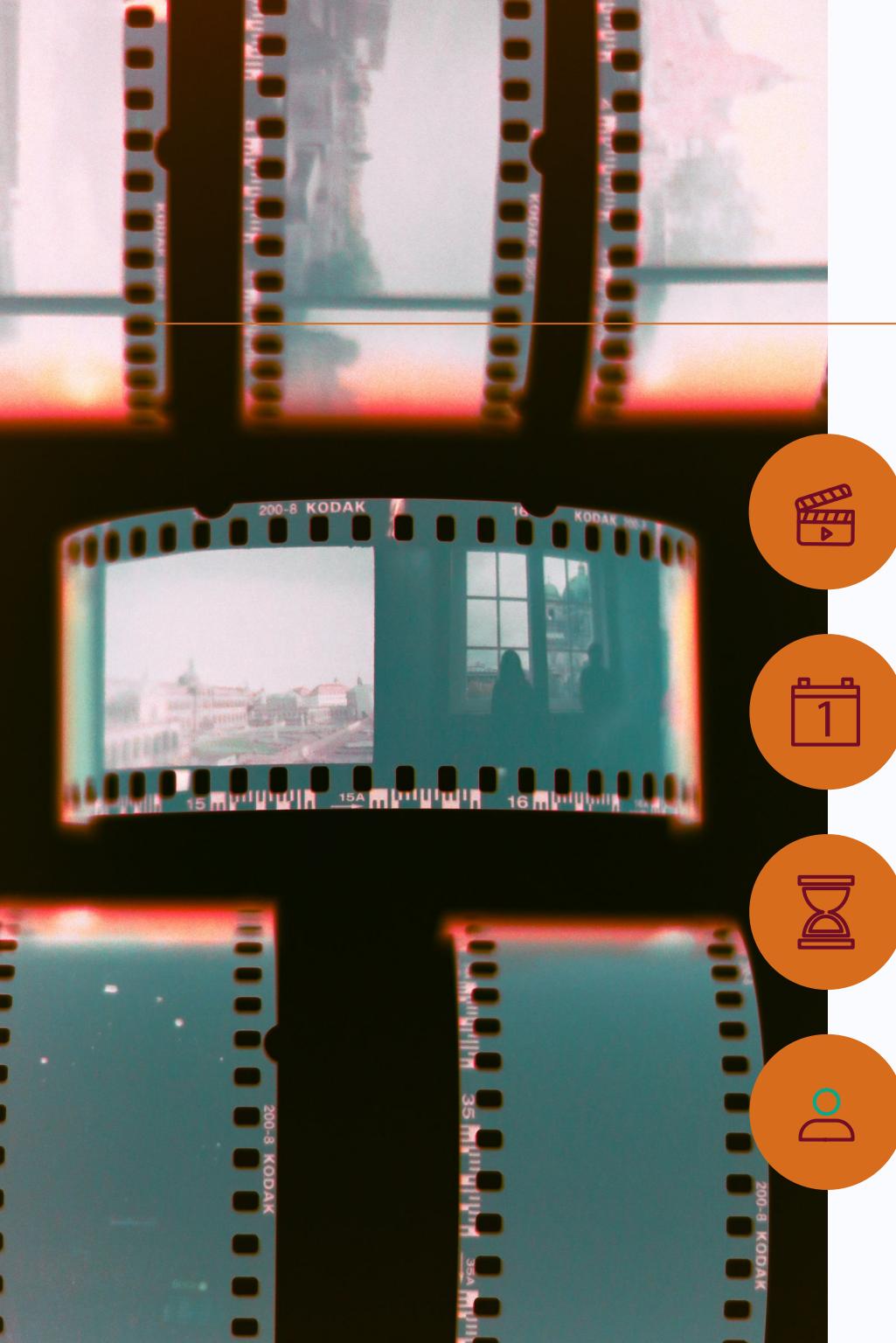
BY
TEM OREDERU & ALI HIJAZY





Data





Questions



WHAT

What Genres should we invest in?



WHEN

When should we release this movie?



HOW LONG

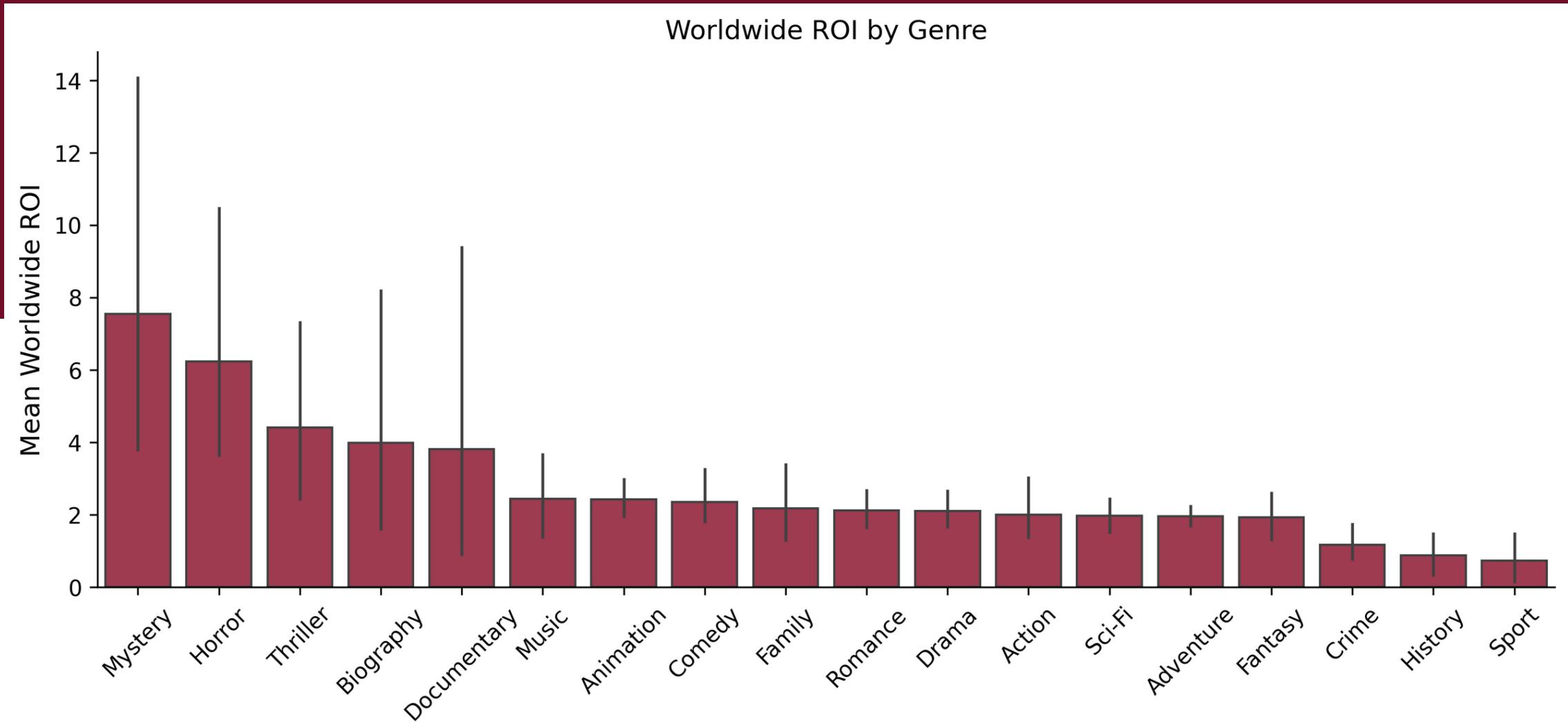
How long should the movie be?



WHO

Who should be the Director and the Writer?

WHAT ARE THE GENRES WITH THE HIGHEST ROI?

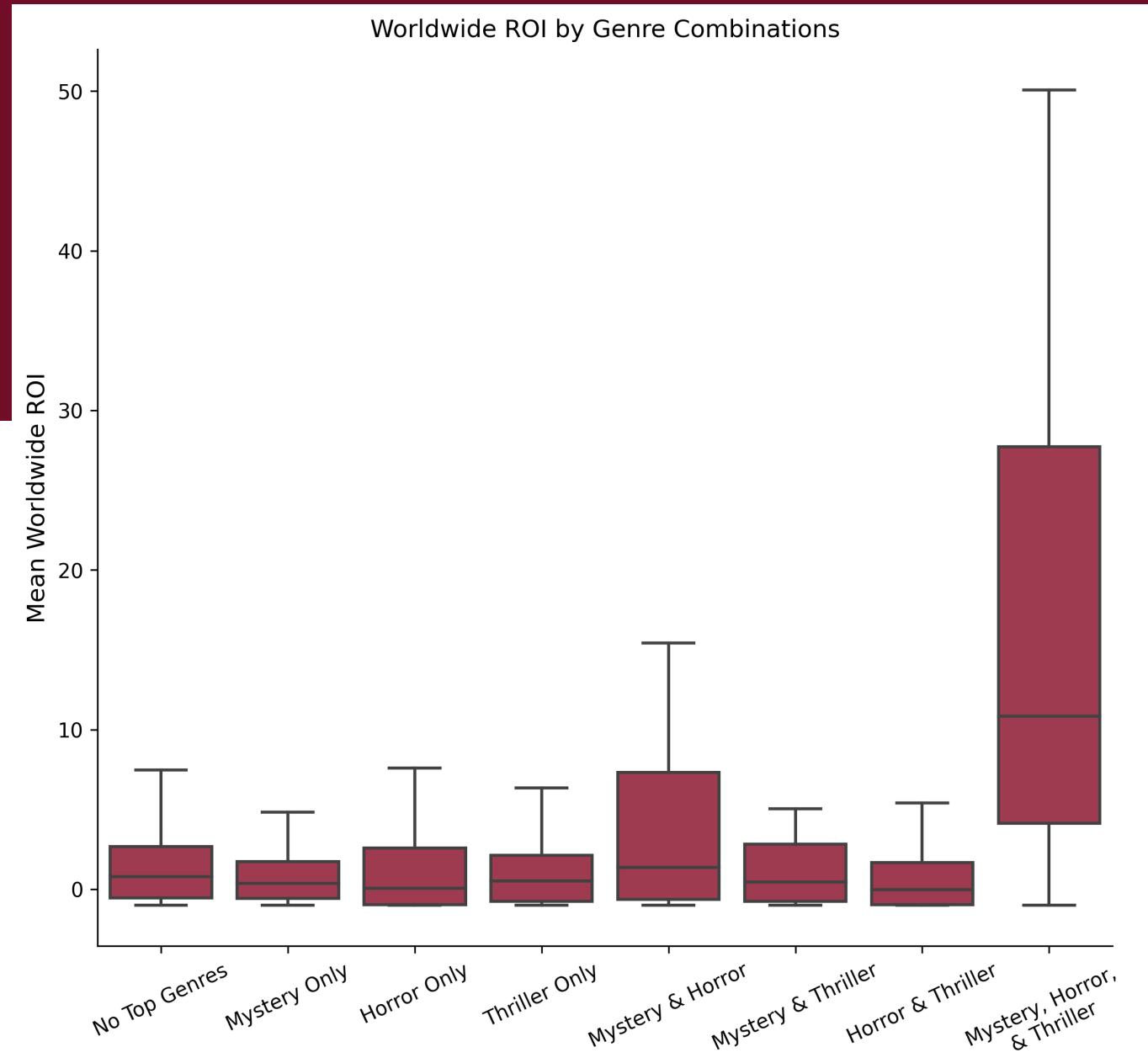


The 3 genres with the highest ROI are: Mystery, Horror, and Thriller

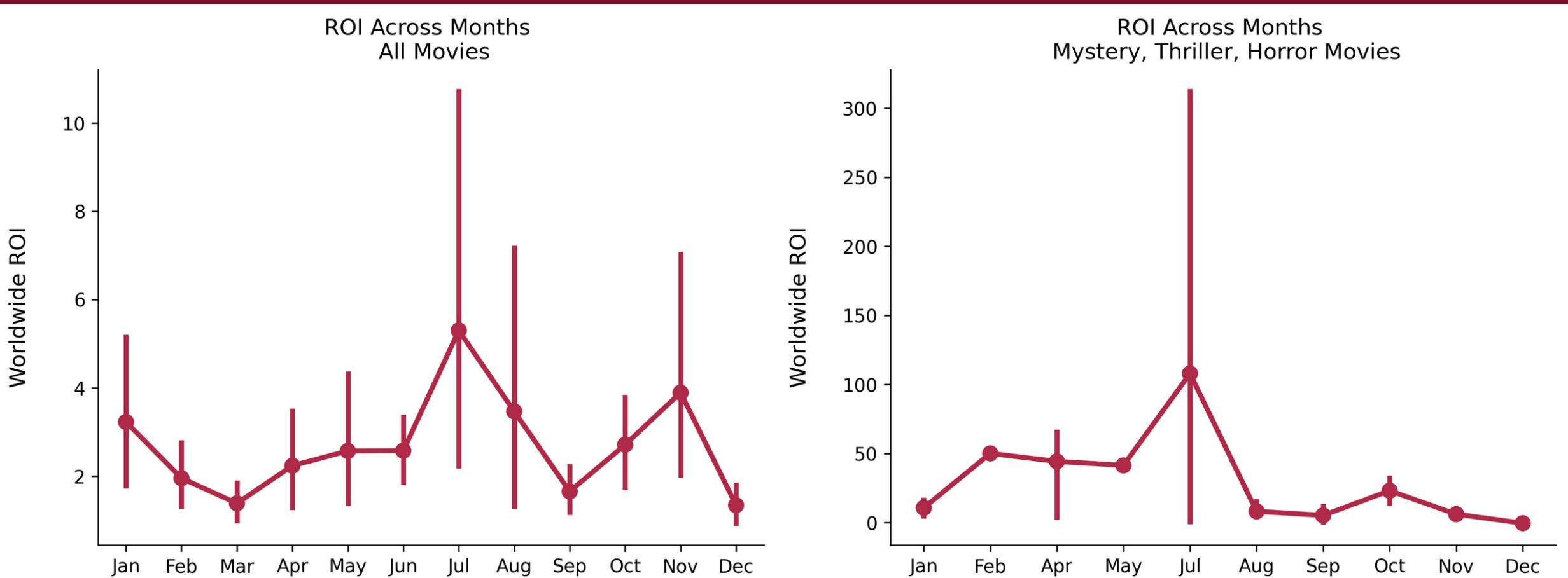
WHAT ARE THE GENRES WITH THE HIGHEST ROI?



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



WHEN IS THE BEST MONTH TO RELEASE THE MOVIE?

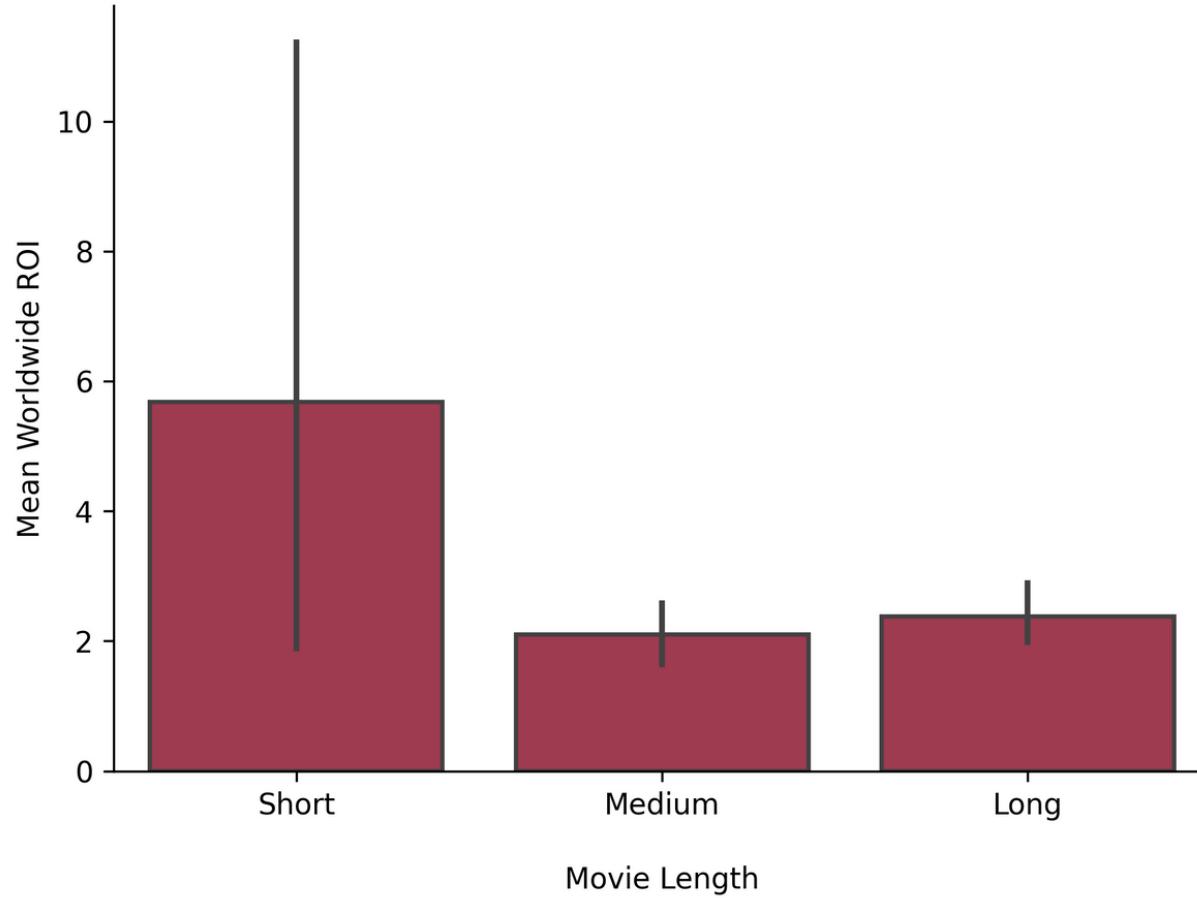


Movies released in July tend to have higher ROI average

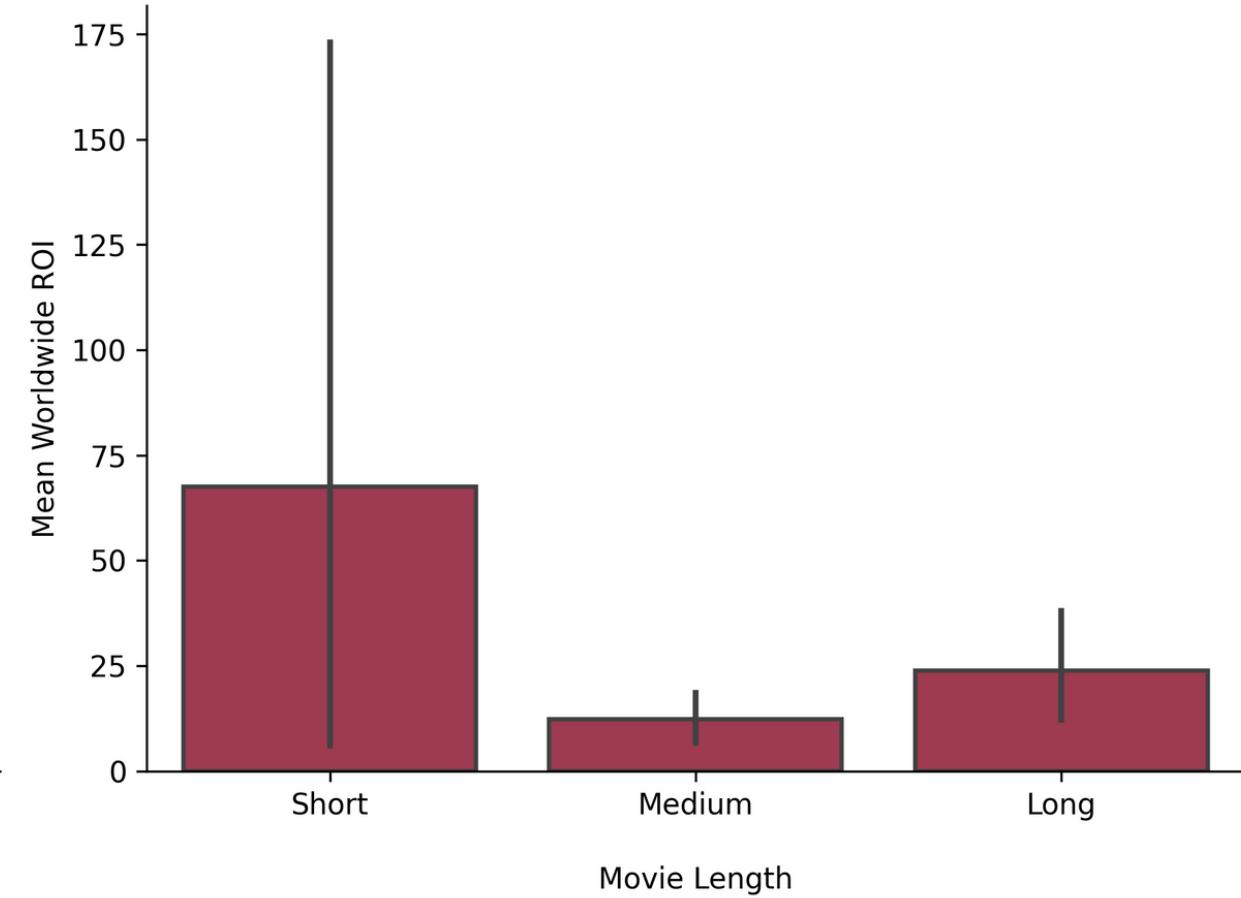
HOW LONG SHOULD THE MOVIE BE?



ROI By Movie Lengths
All Movies



ROI By Movie Lengths
Top Genres

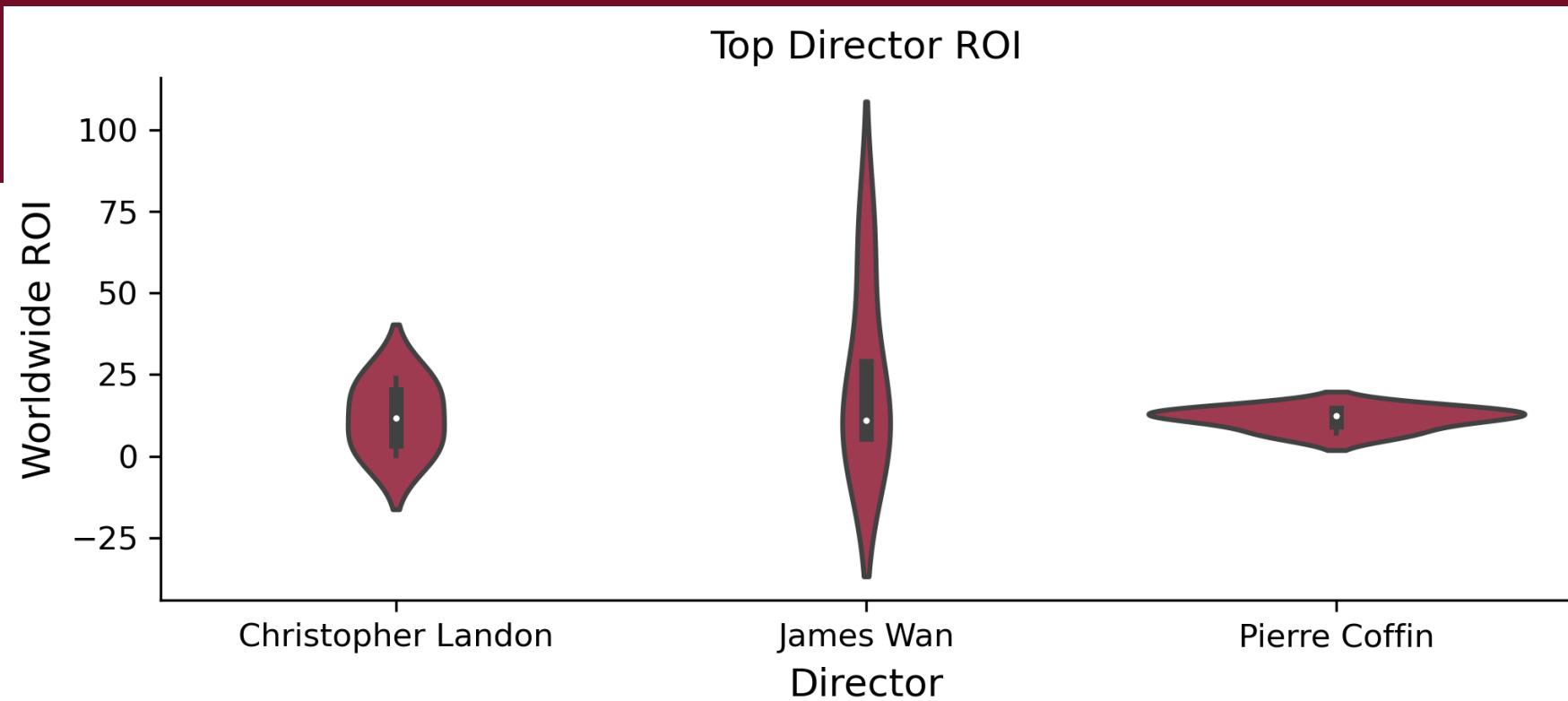


Shorter movies tend to have higher ROI average

WHO ARE THE BEST DIRECTORS AND WRITERS FOR OUR GENRE?



We filtered our directors and writers data for those that have an ROI more than 10 and more than 3 movies of our chosen genre in the database.



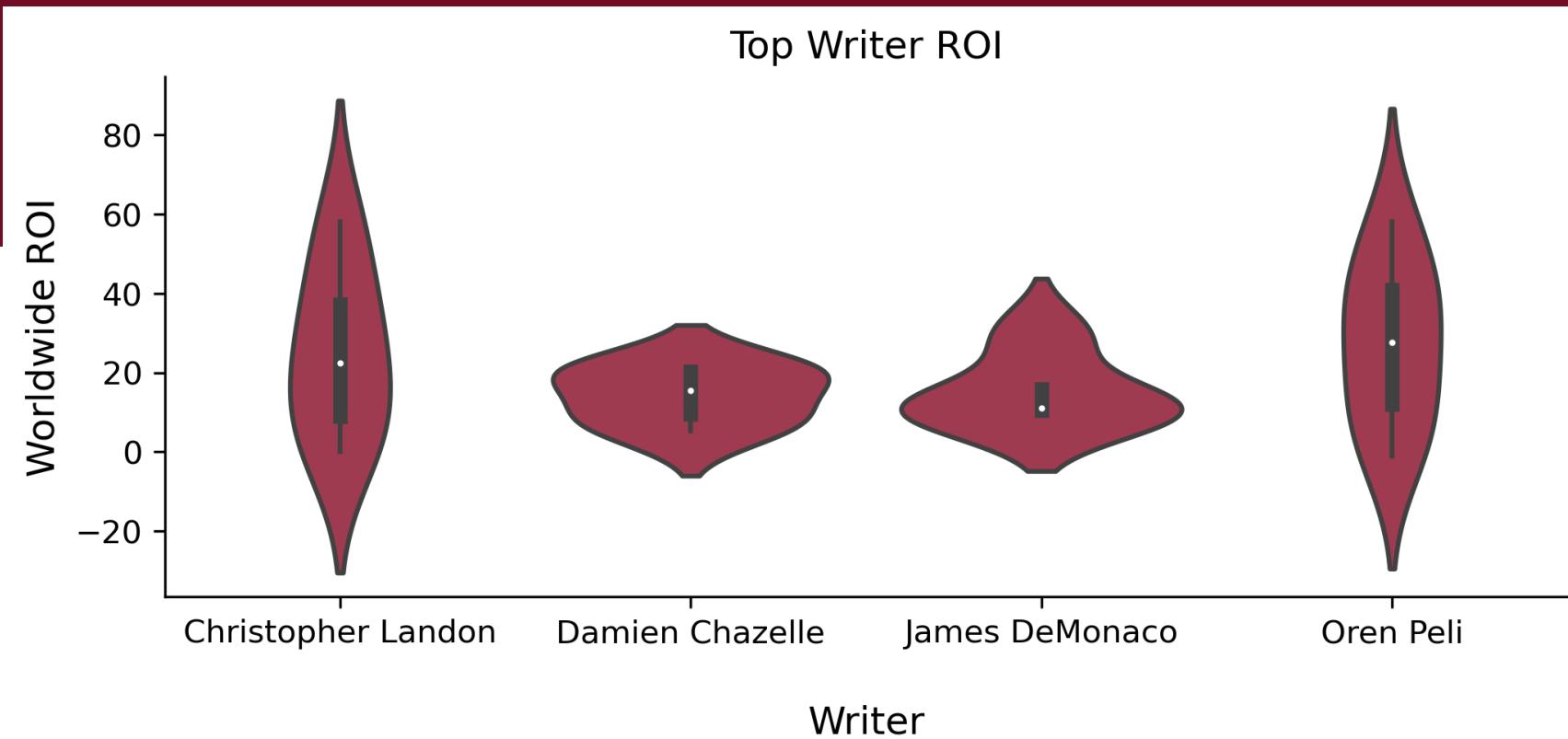
23.4
ROI

4
Movies



JAMES WAN
DIRECTOR

WHO ARE THE BEST DIRECTORS AND WRITERS FOR OUR GENRE?



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.



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 a writer.

Thank You



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Questions?!

