No Business like Show Business

ROI & Markets in Film

Presented by
Nathan Bass

Agenda

- Business Context

- Data Understanding

- Processing

- Analysis

- Moving Forward

Context & ROI%

- What Makes a Film Successful?

- ROI > Everything

- Long Term > Short Term Gains

Data Used

Ramasok Group

- **Limited context on financial data**

- **Genres are largely subjective**

- **IMDb zipped SQL DB**

Processing

- 10 total columns used

- Movies with over 5000 votes

- Created genre sub-dataframes

- Grouped target genres into two main dataframes for analysis
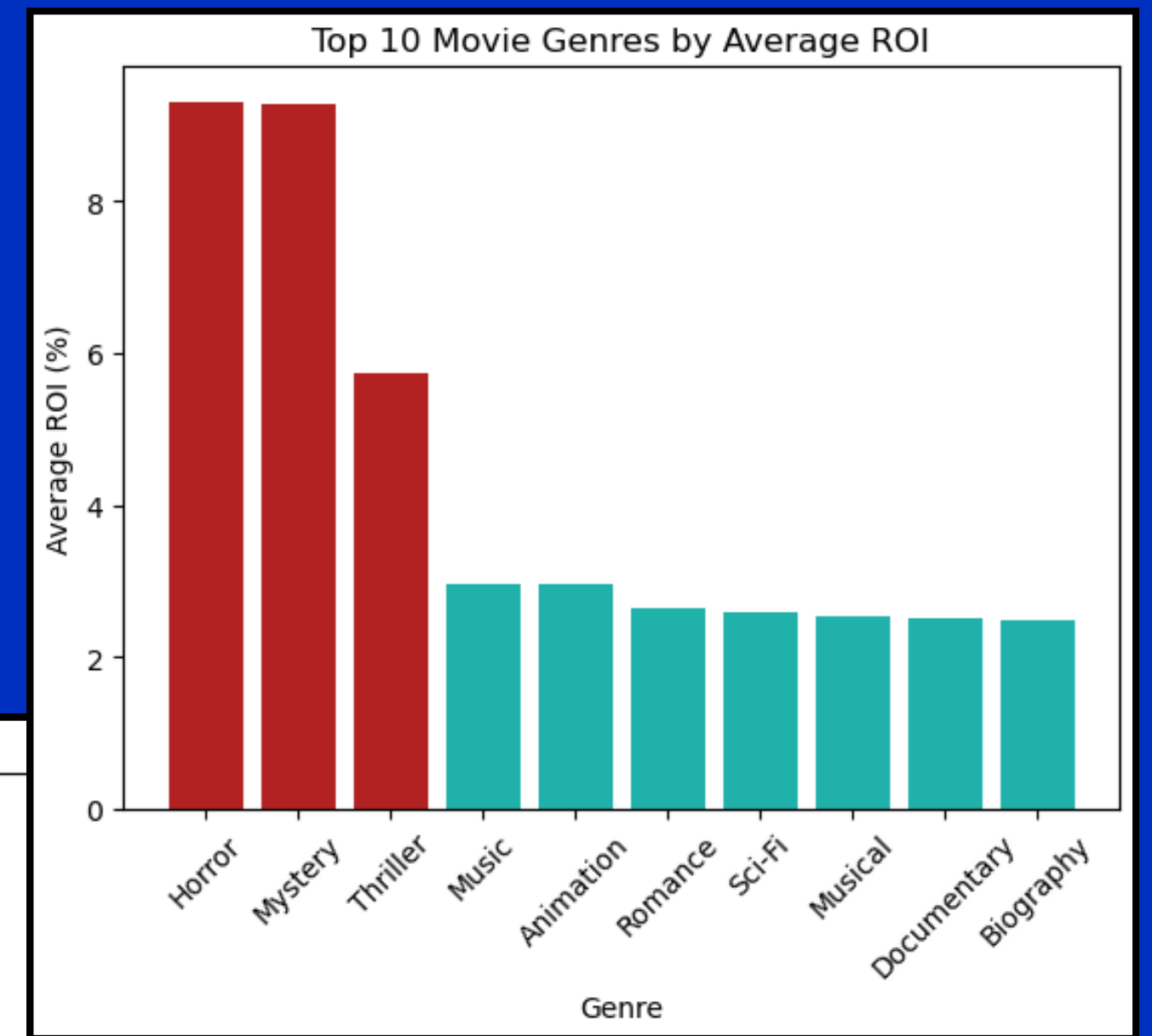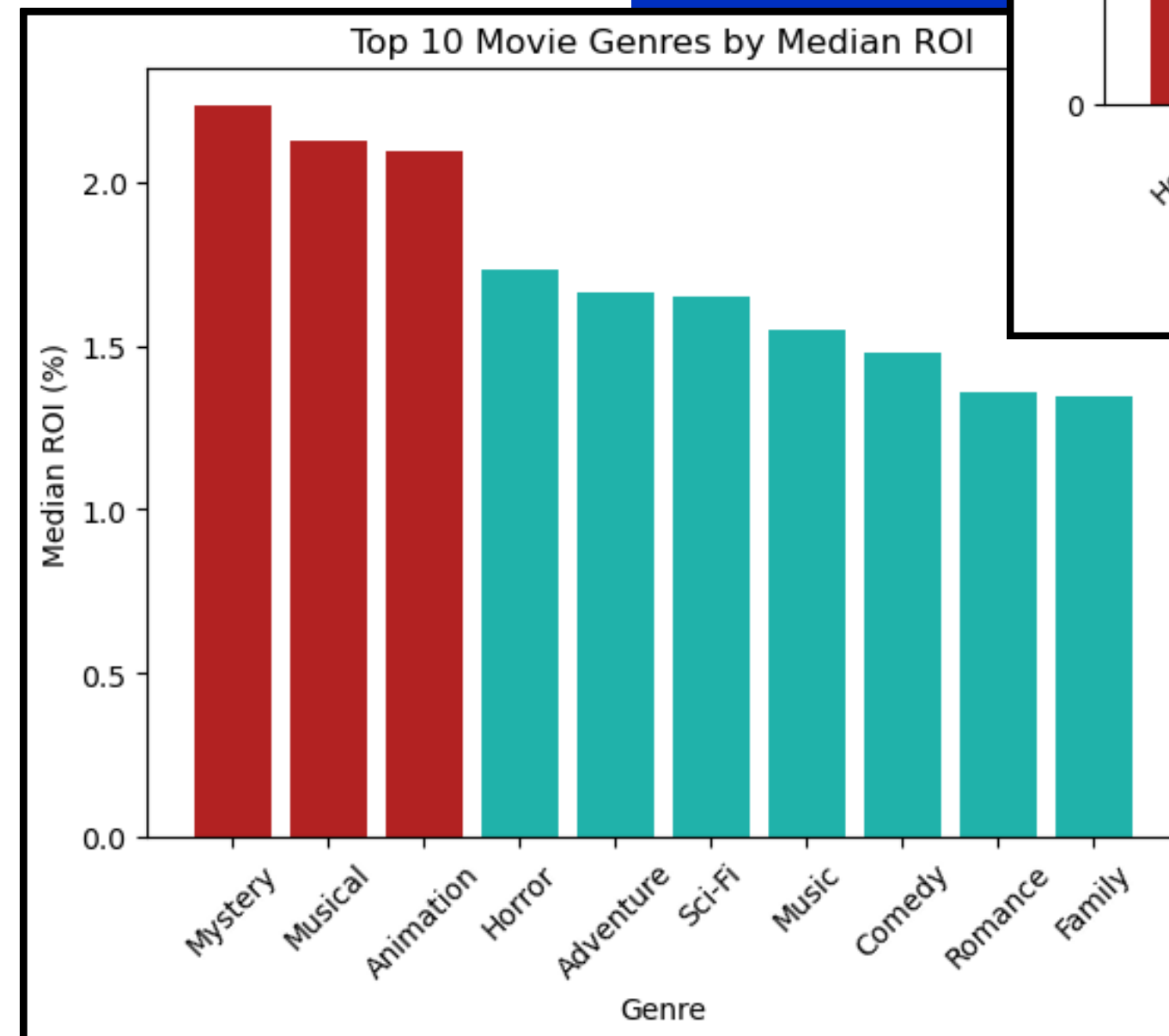
- Removing outliers

Horror Movies: ROI vs. Runtime with Regression Line
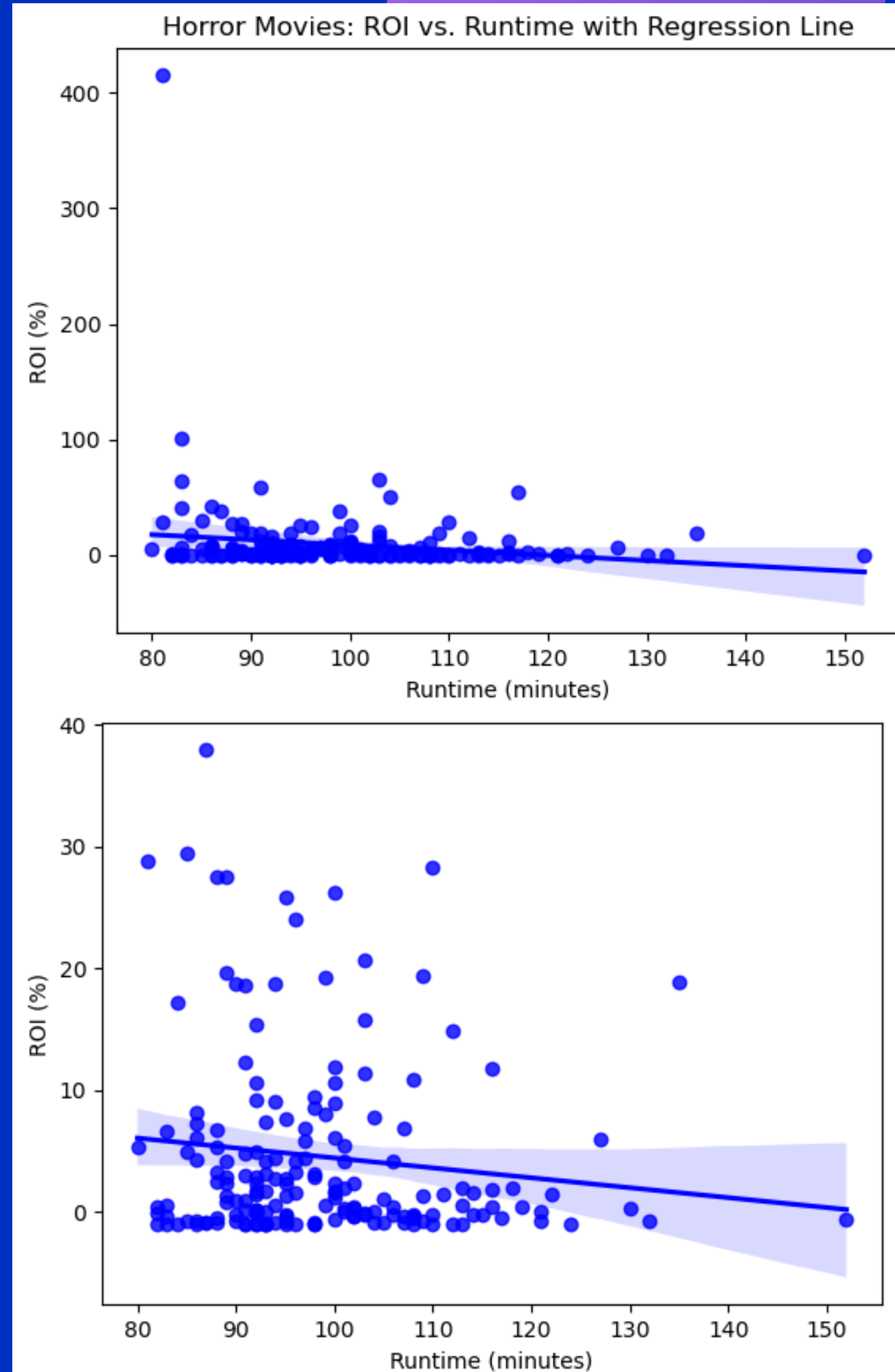
Genres

- **Dark**:
  - Horror
  - Thriller
  - Mystery

- **Light**:
  - Musical
  - Animation
  - Family

Top 10 Movie Genres by Average ROI

Top 10 Movie Genres by Median ROI

Suggested Length

Dark Films: 80-100 Minutes

Light Films: 140-160 Minutes

Average ROI by Movie Runtime for Dark and Light Genres
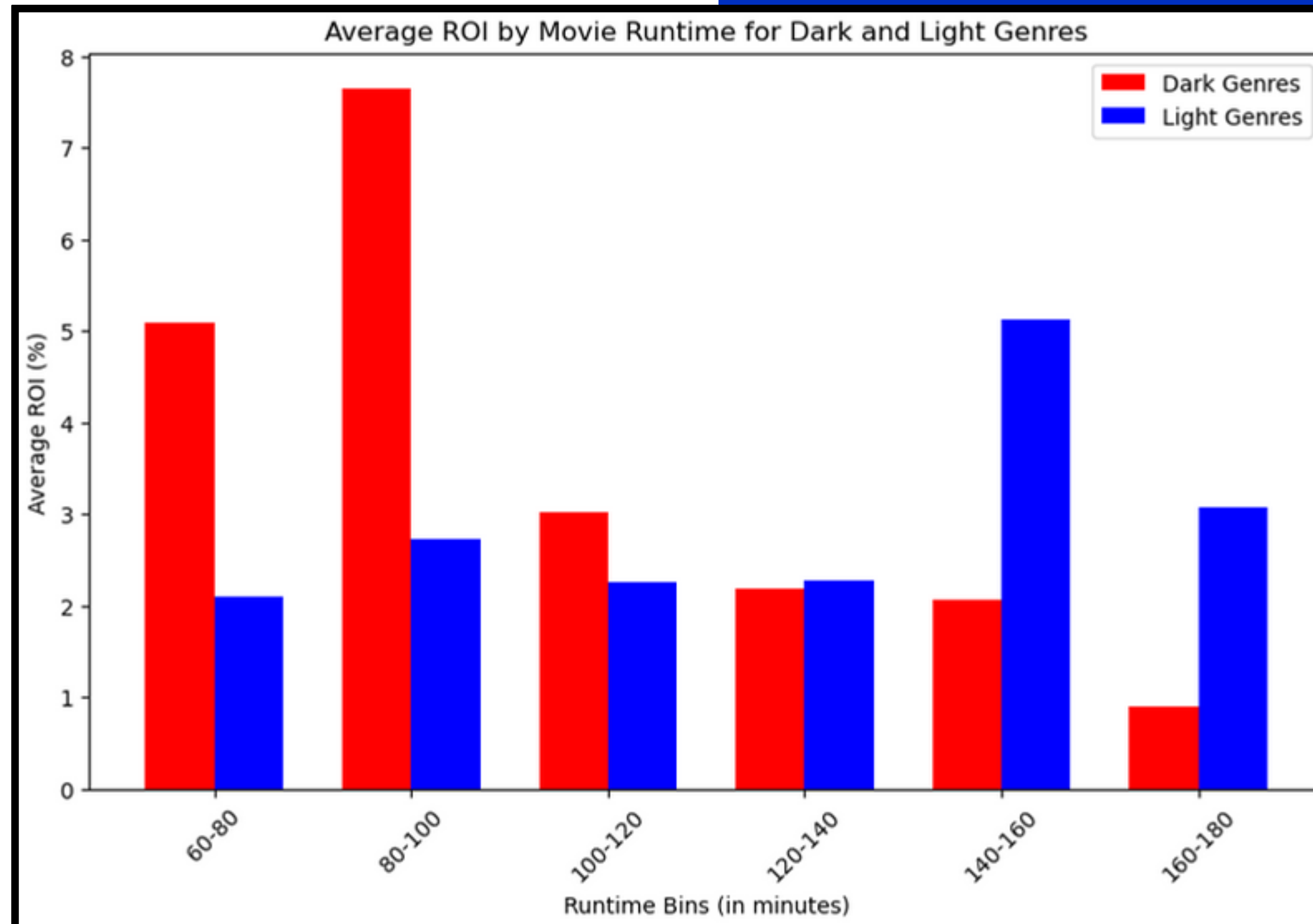
Quantity over Quality

Basically no correlation between the average rating of a film and ROI

Movie Types: ROI vs. Average Rating

Dark (R^2: 0.00)
Light (R^2: 0.11)
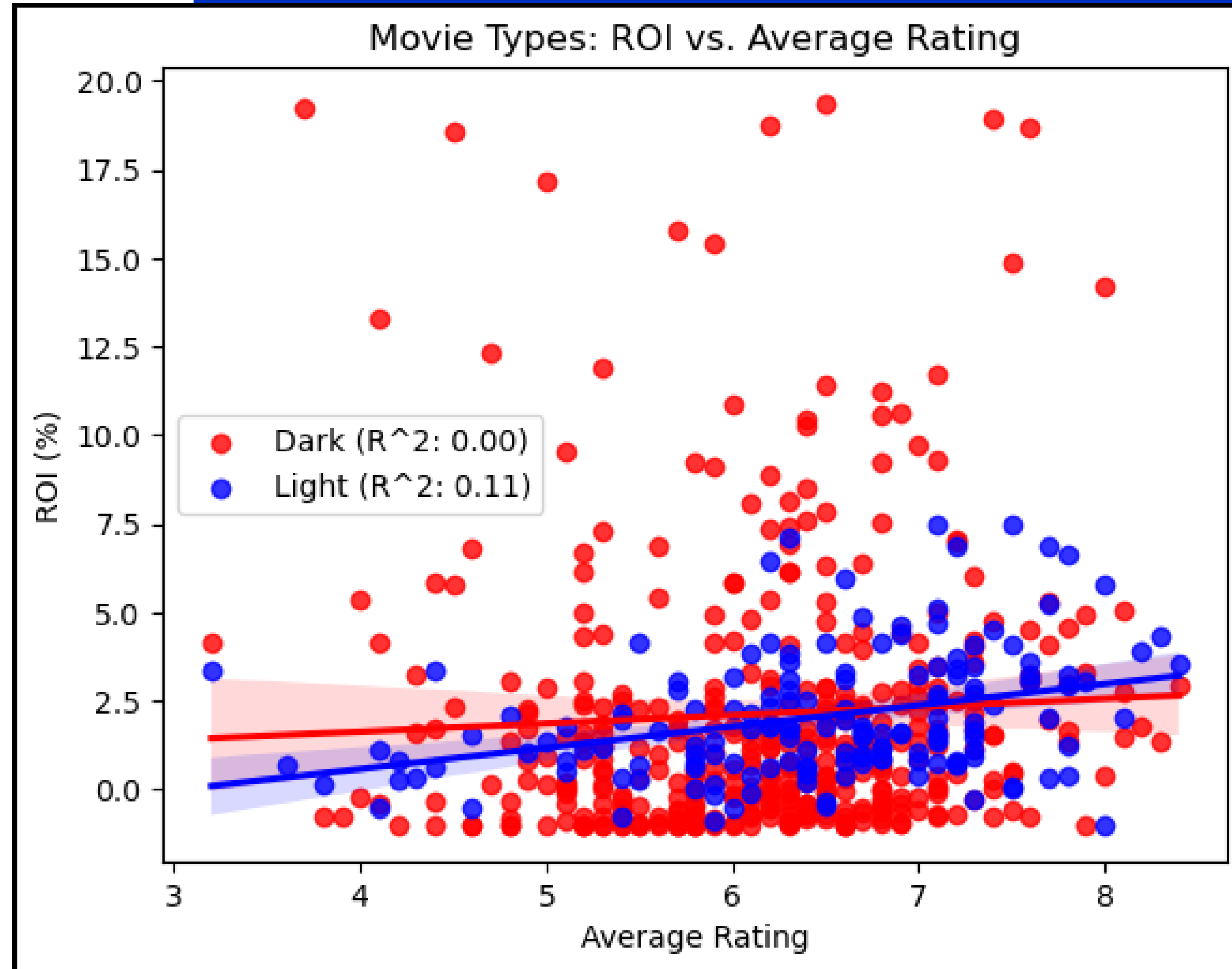
Findings
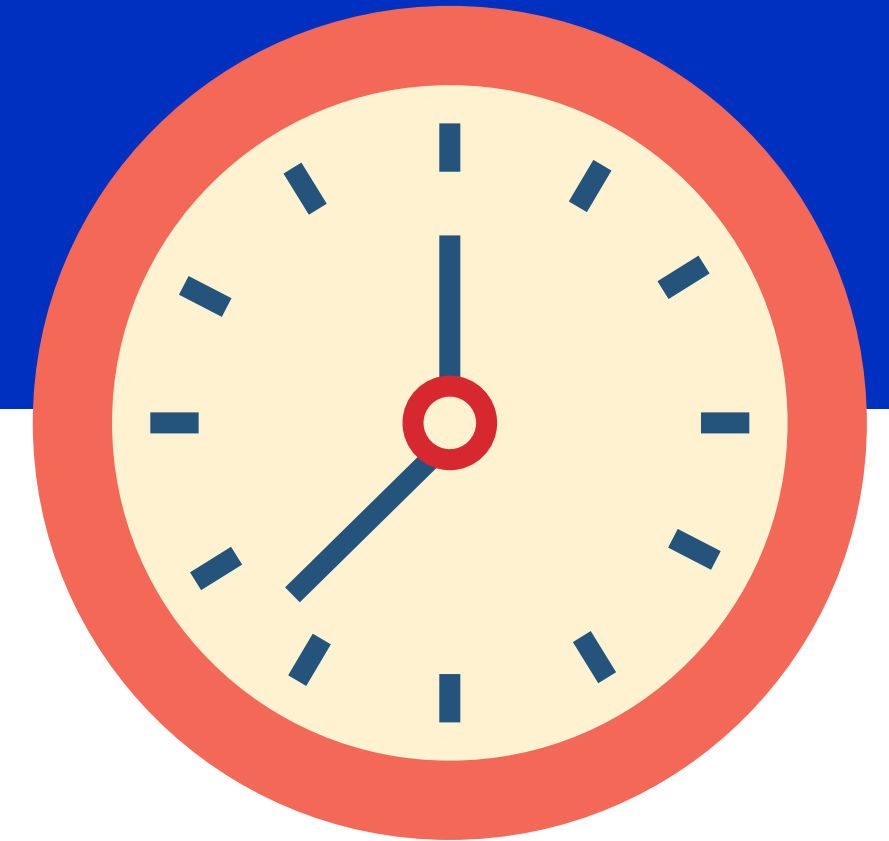
01

Focus on 2 Movie Types

- Dark Films
  - Horror, Thriller, Mystery
- Light Films
  - Musical, Animation, Family

02
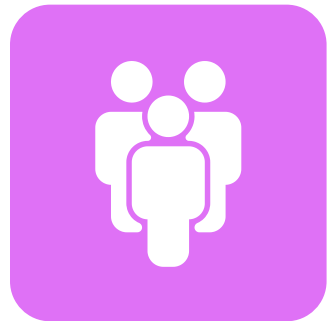
Keep Movies to Specific Length / Runtime

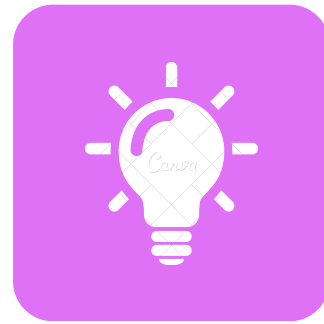- Dark Film: 80-100 minutes
- Light Films: 140-160

03

Quantity over Quality

- Weak Correlation between average rating and ROI%

Next Steps

10 Year Plan

- Crossovers down the road

Franchises?

- Sequels?

Film Distribution

- Genre Percentages

Contact

- Github: https://github.com/basstraining
- Email: bassn727@gmail.com

Thank You!