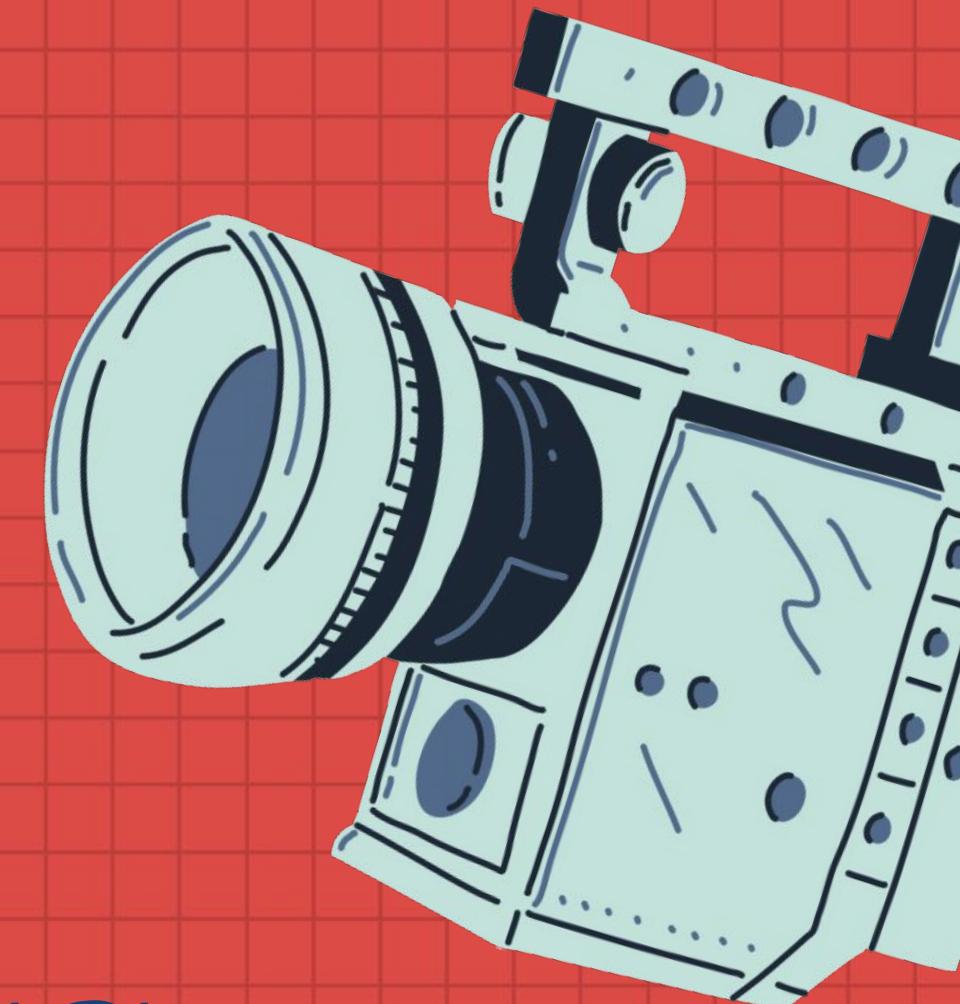
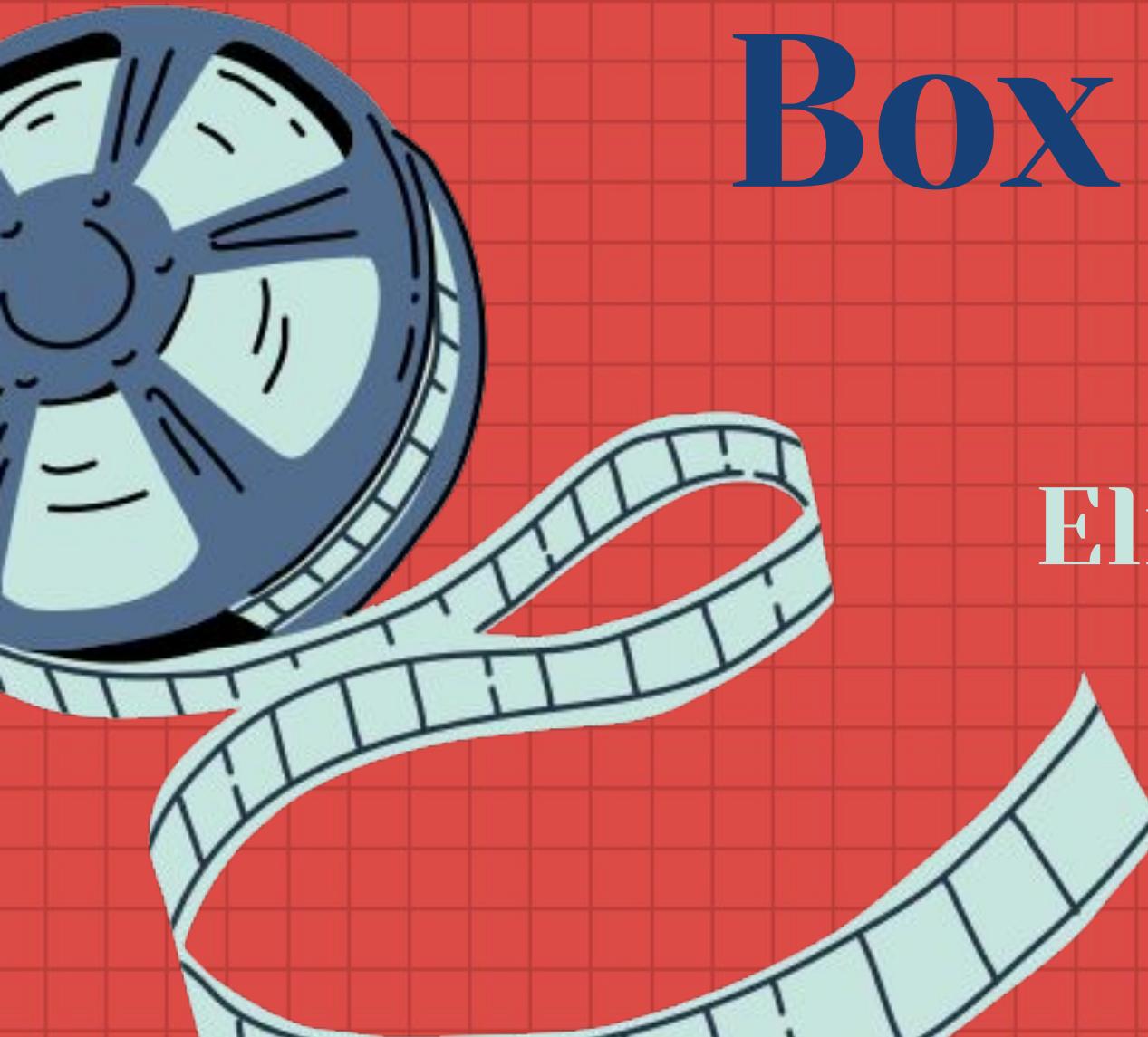


CineVisor Consulting Presents

A Guide to
Box Office Success

Elif Surucu & Ricky Bocek



Overview

Understanding the factors that drive financial success is crucial for any production studio.

1

Budget generously, within reason

2

Don't chase ratings.

3

Stick to profitable genres.

4

Dynamic duos hold broad appeal.

5

Work with known quality directors.





OUTLINE

- 1 Business Understanding
- 2 Data and Methods
- 3 Analysis and Results
- 4 Conclusions





Business Understanding

- Competitive and volatile industry
- Focus on maximizing profits and minimizing risks
- Predicting movie success is challenging
- Box office performance has high variance and few clear drivers



Data & Methods



Data Sources

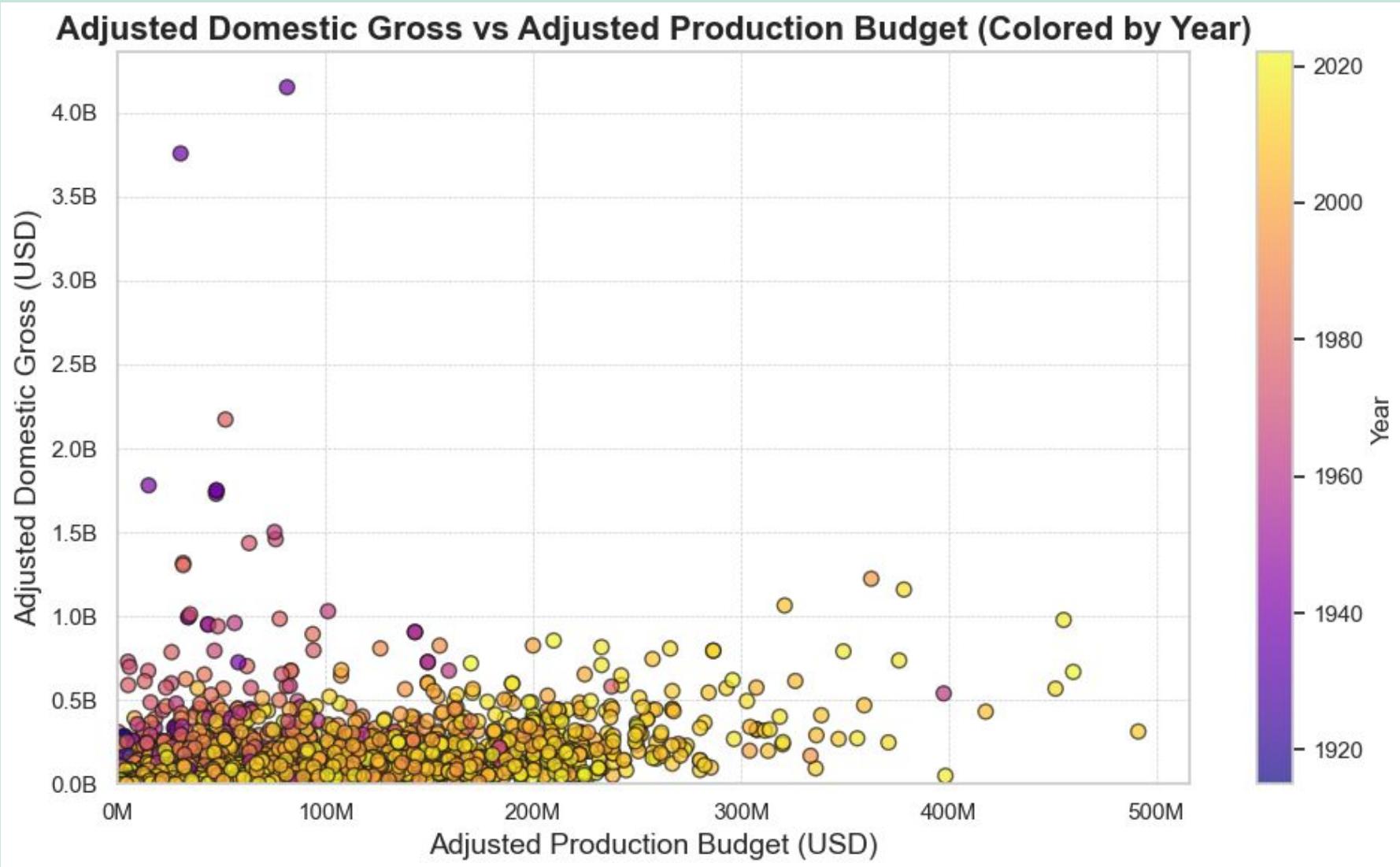
- **IMDb: Features & Ratings**
- **The Numbers: Budget & Revenue**
- **Kaggle (Ultimate Film Statistics Dataset): Budget, Revenue, Approval Score**
- **Federal Bureau of Labor Statistics: Consumer Price Index Tables**

Methods

- **Adjust for inflation**
- **Linear regression: estimate trends and feature impacts**
- **ANOVA: identify key drivers**
- **Post-Hoc Tukey HSD: quantify and describe drivers**

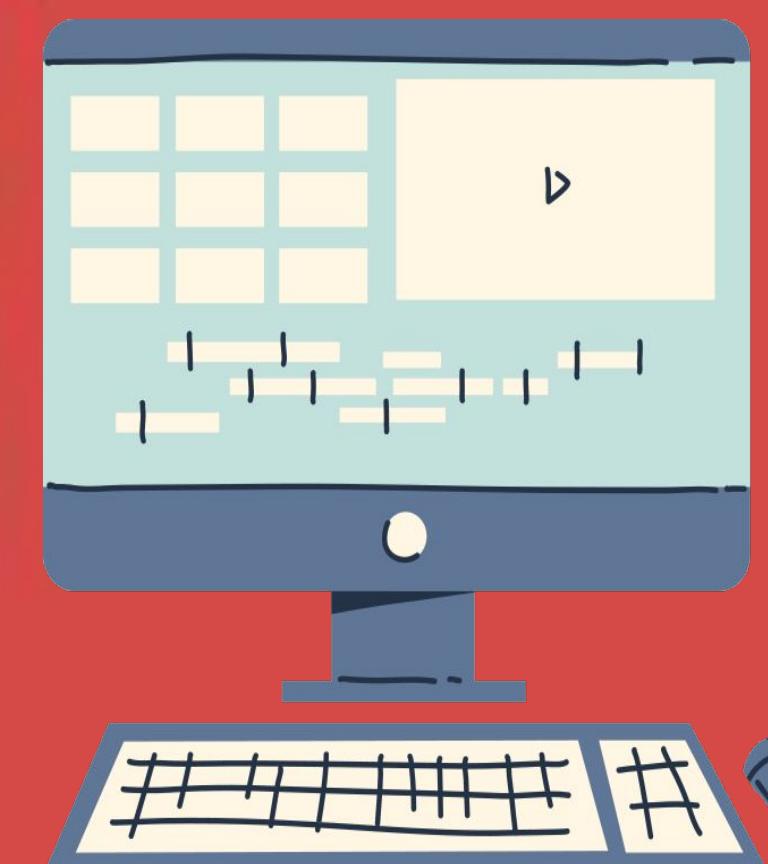


Analysis & Results



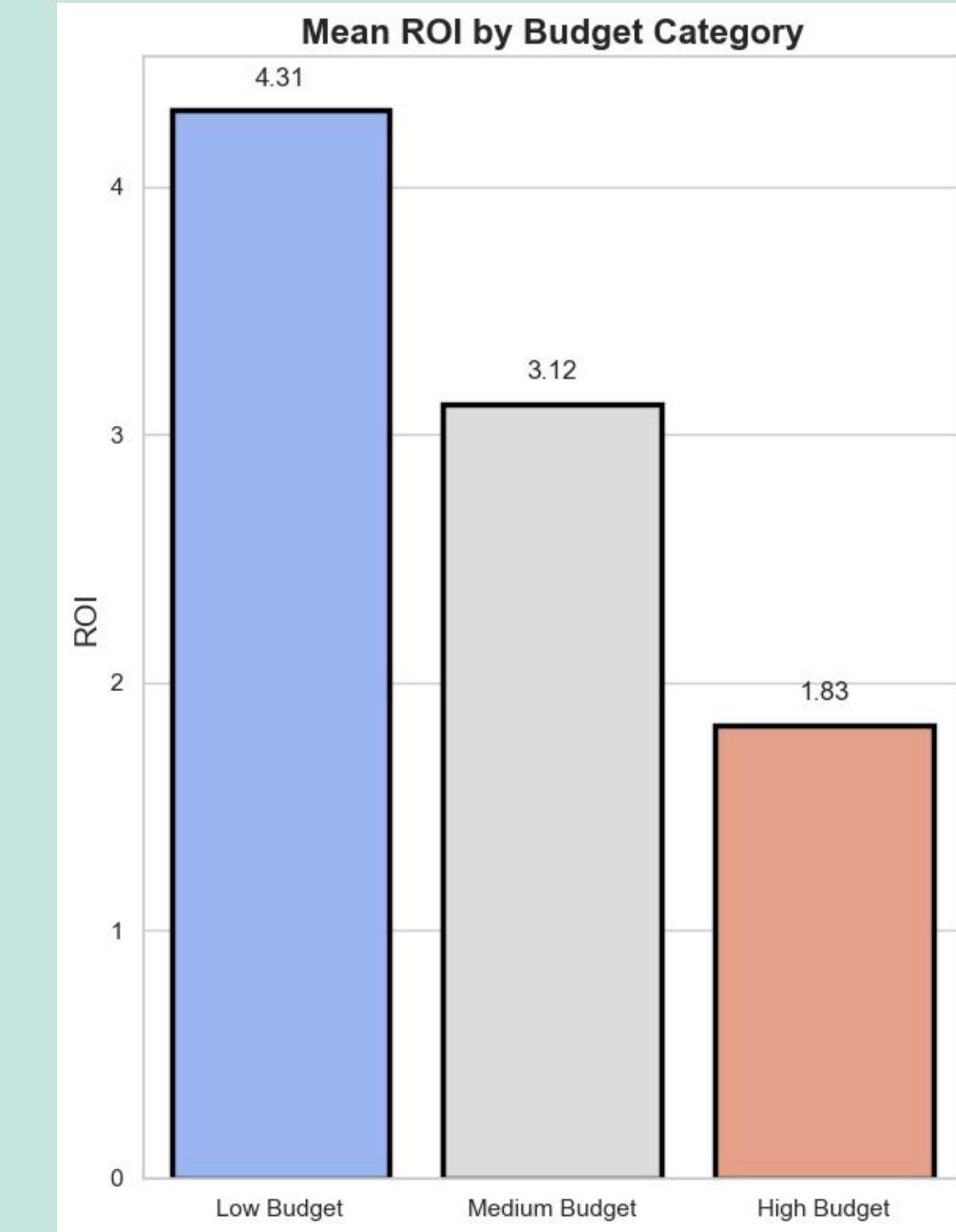
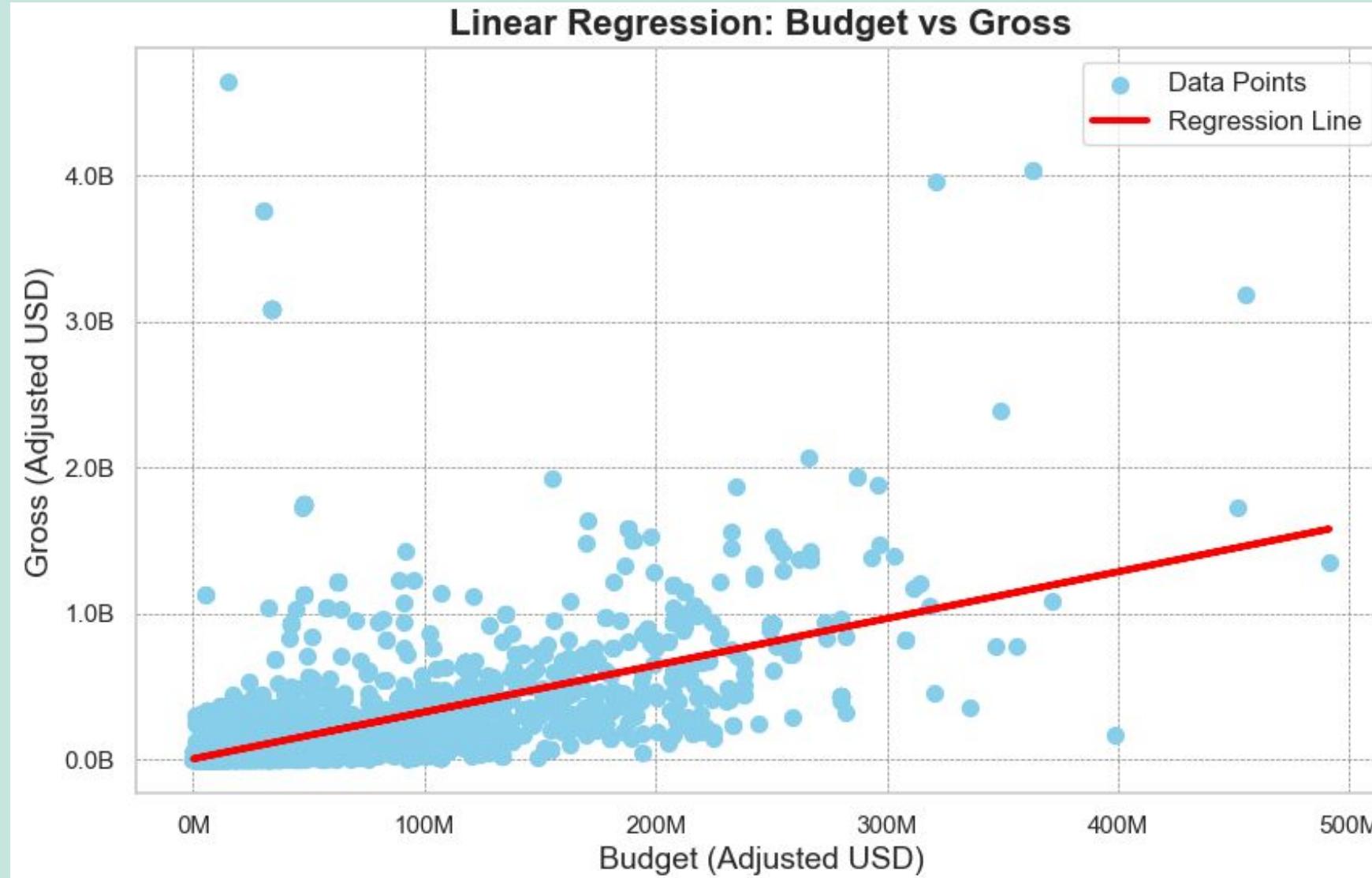
Outliers and Variance

- Budget outliers and revenue outliers have very little overlap.
- Extremely high variance in gross revenue regardless of budget.



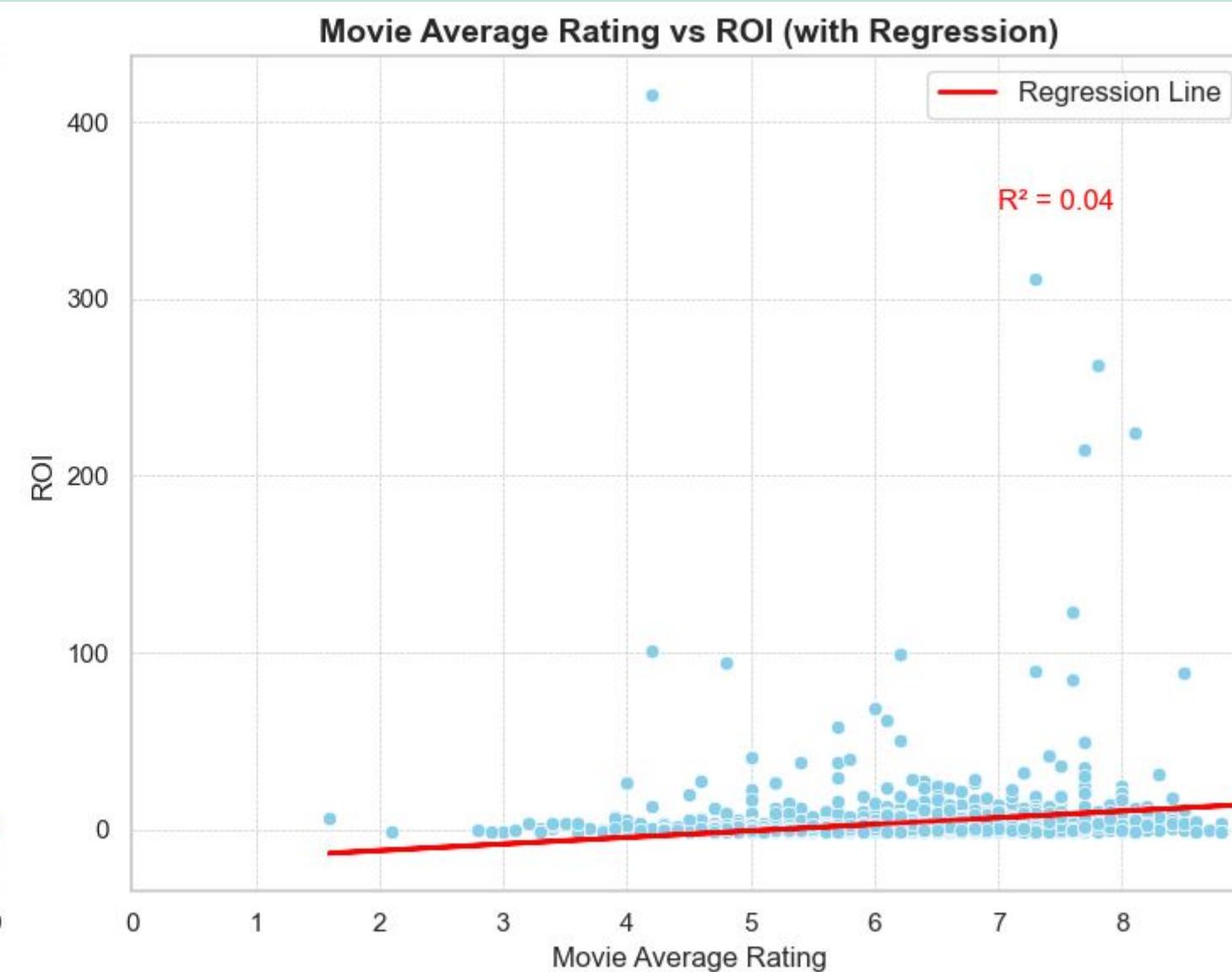
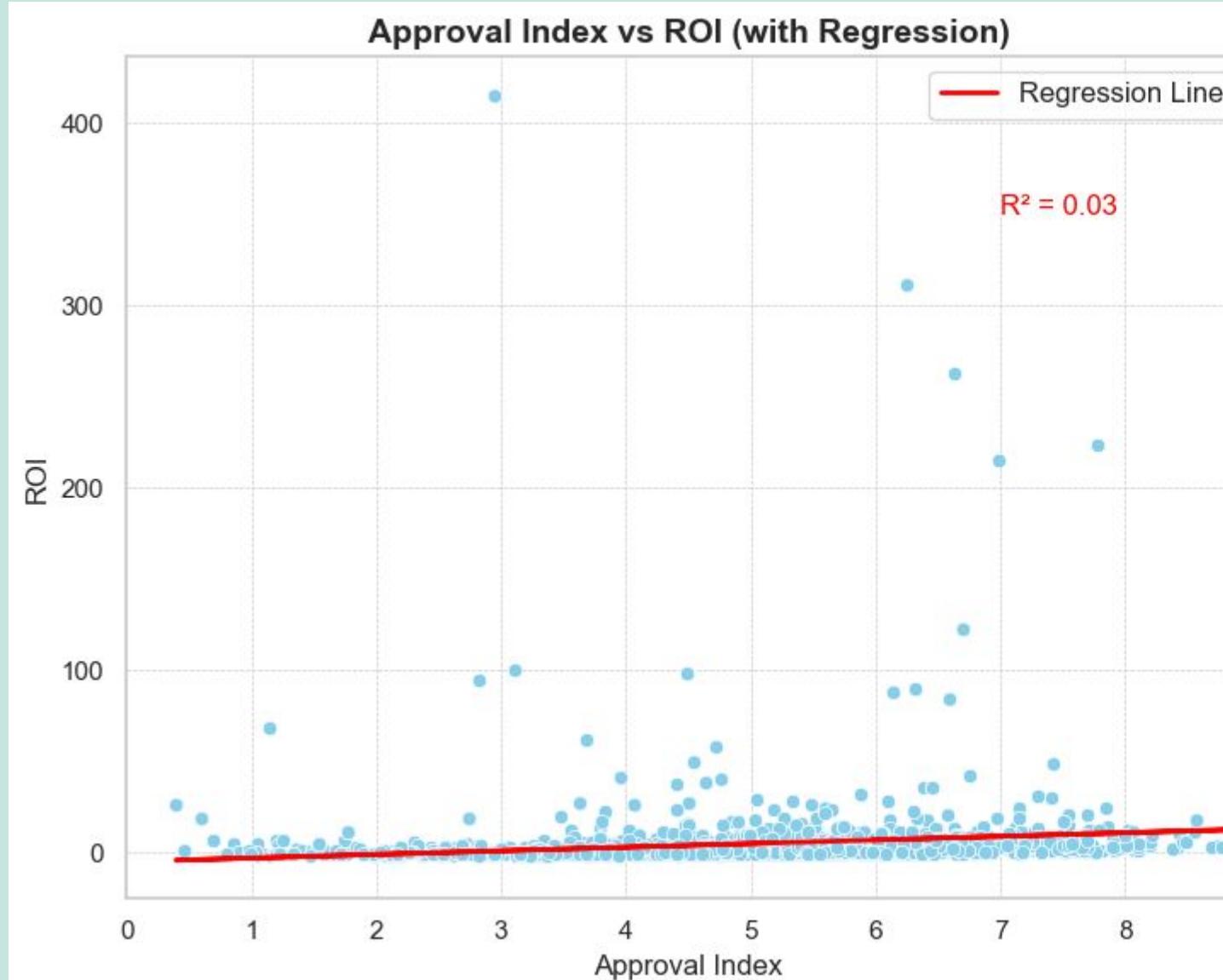
Budget

Low-budget films yield the highest ROI, while high-budget films generate the lowest

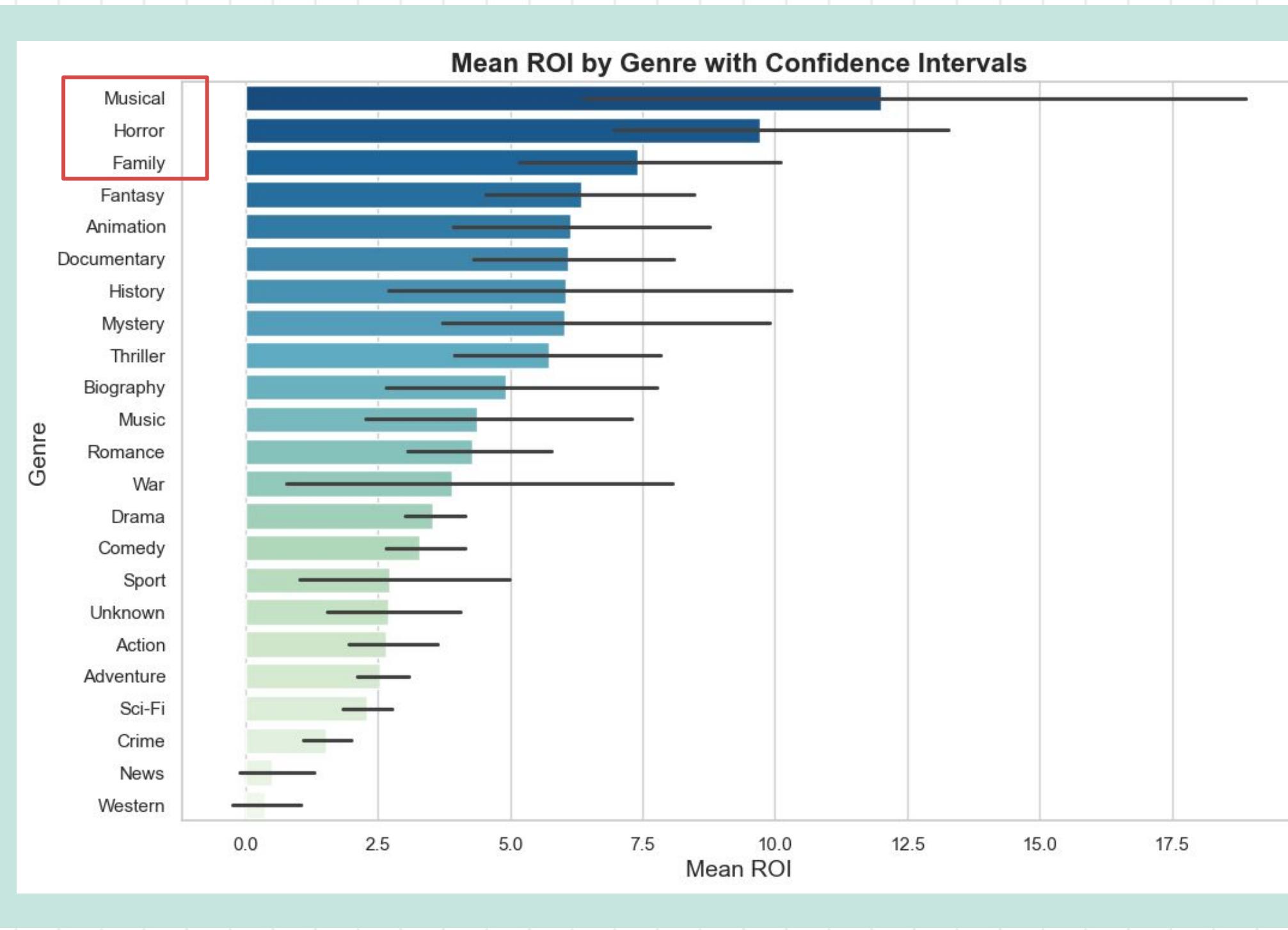


Ratings

Approval Index and Average Ratings show minimal impact on ROI.

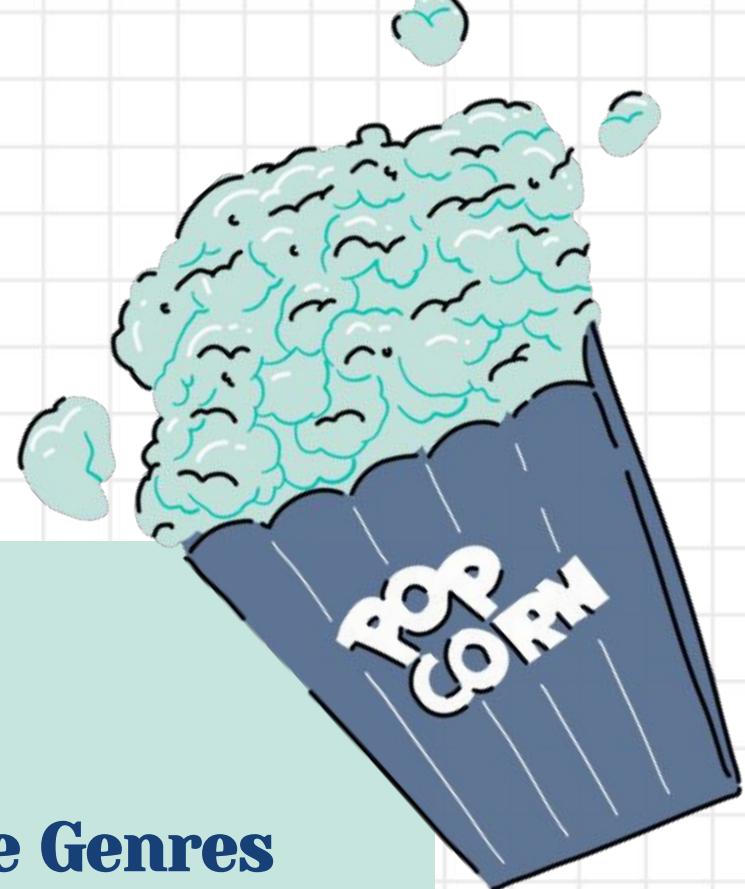


Genre

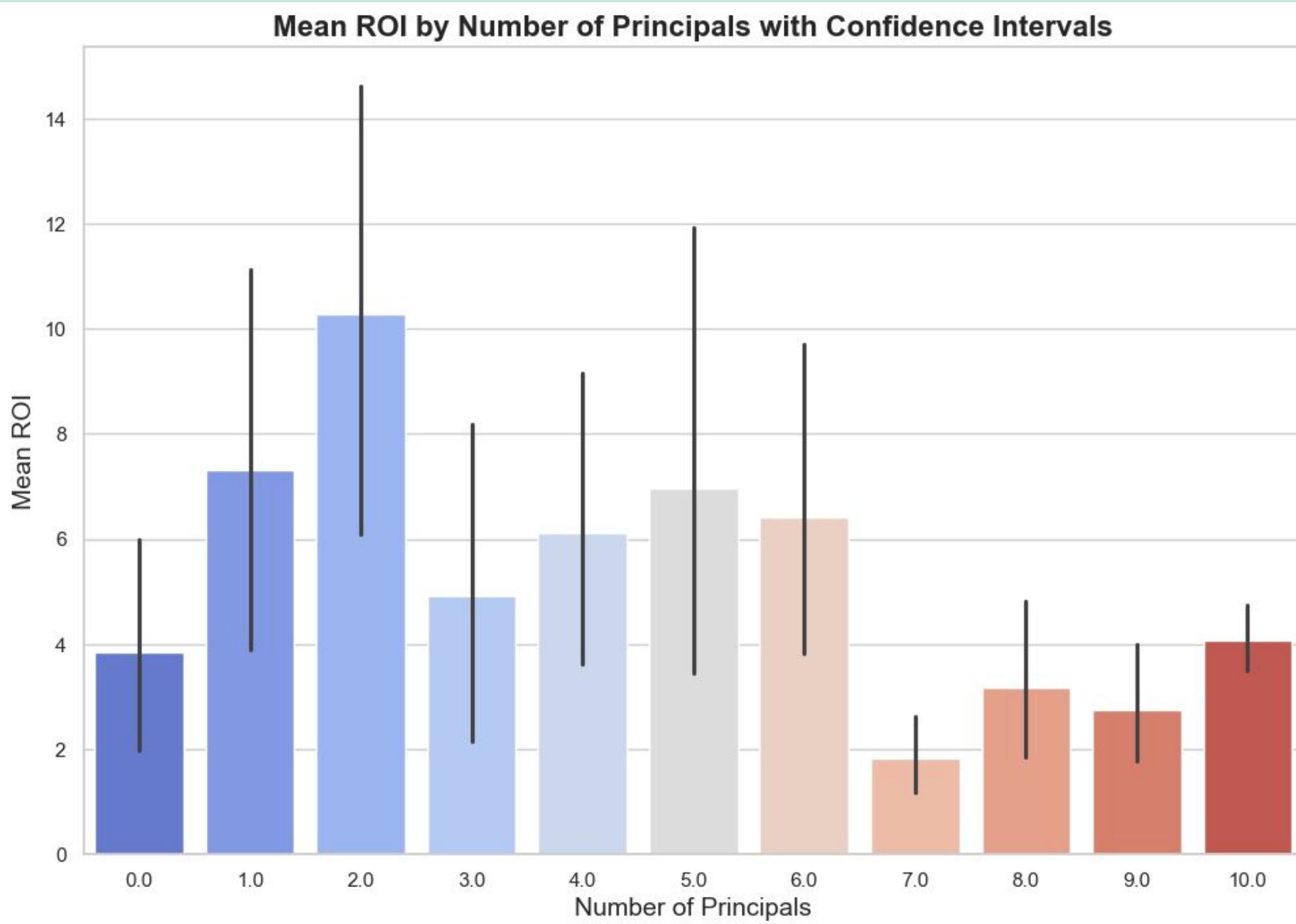


Most Profitable Genres

- Horror: 2nd highest ROI, good confidence
- Musicals: highest ROI, low confidence
- Family: 3rd highest ROI, highest confidence



Dynamic Duo Effect



Focus on dynamic duos: 2 principals yield the highest mean ROI, while casts with 7-10 principals show significantly lower returns.

Directors

Constraints

- Director availability for new projects
- Genre experience
- Overall experience

Recommendations

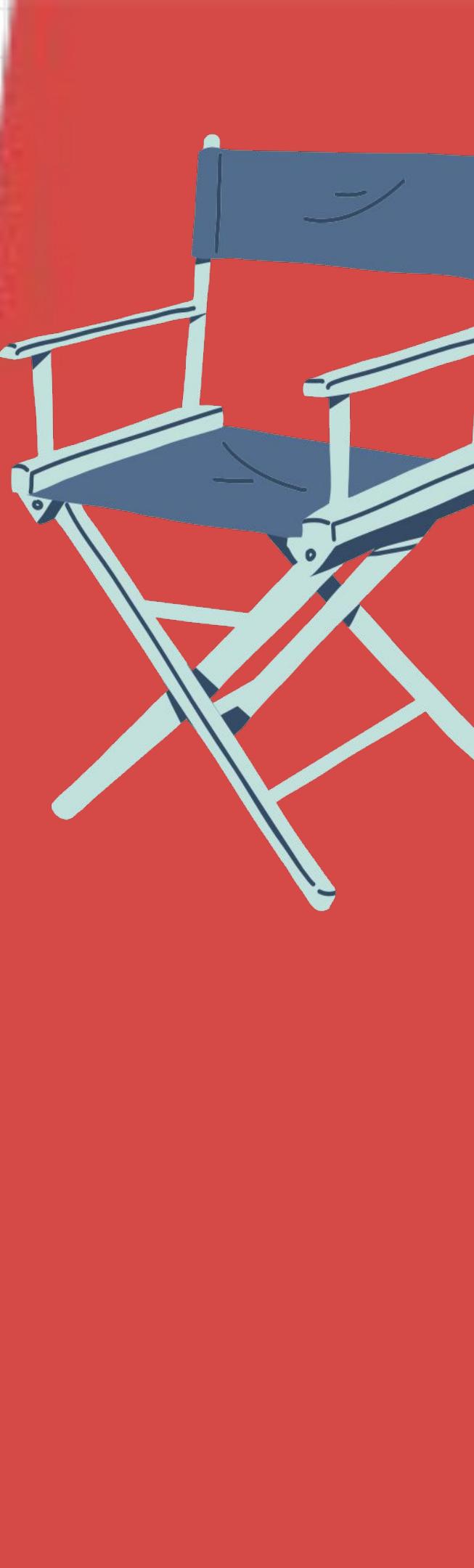
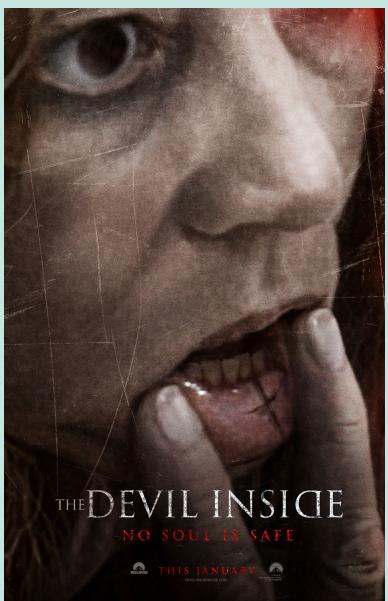
Jordan Peele



Jeff Wadlow



William Brent Bell



Conclusion

&

Next Steps

Untapped Features

Several IMDB dataset features remain to be analyzed.

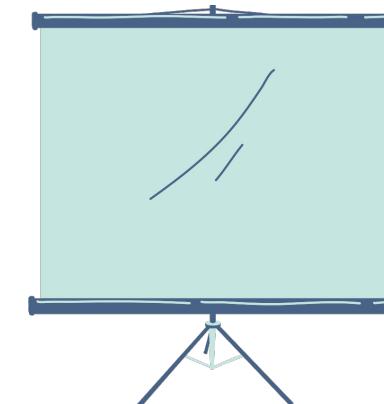
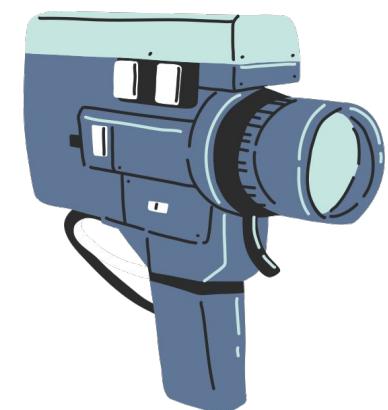
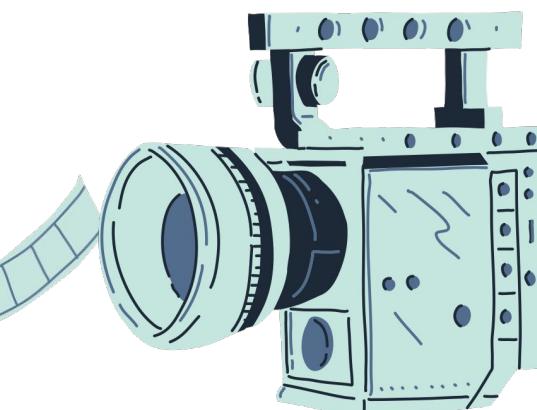
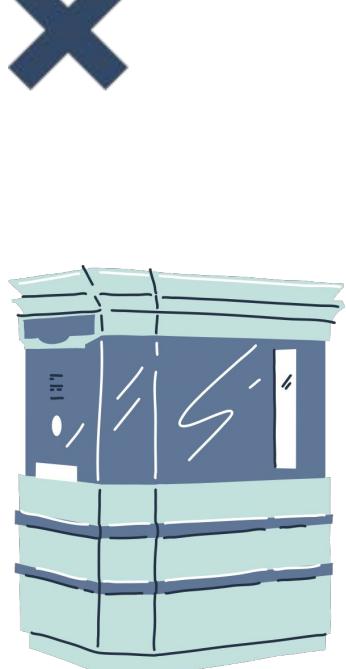
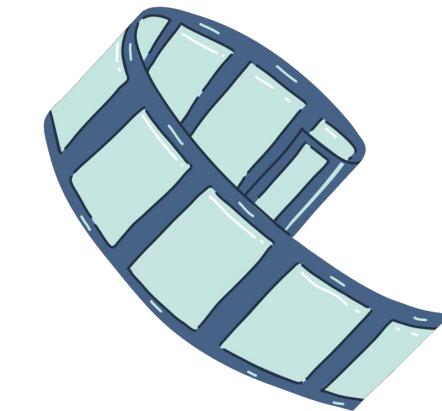
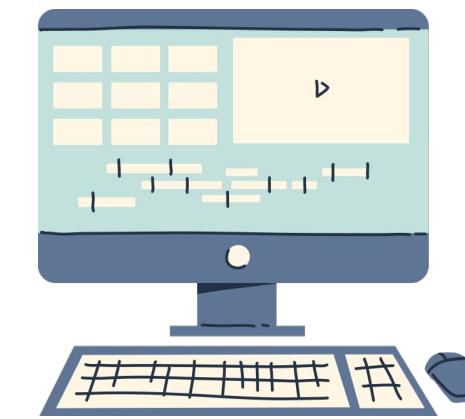
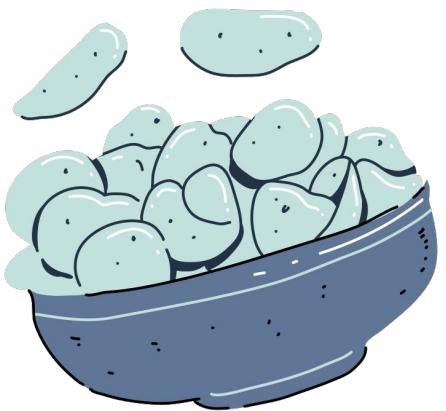
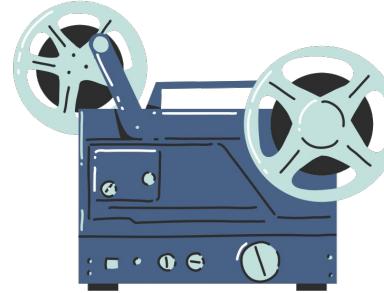
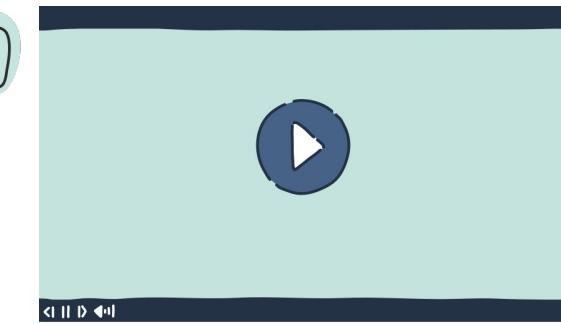
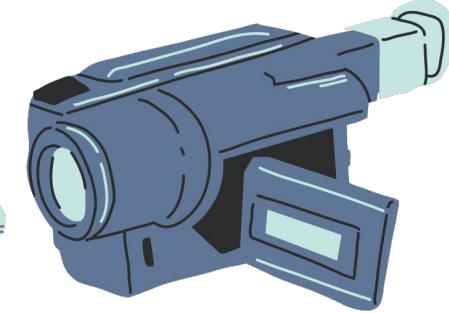
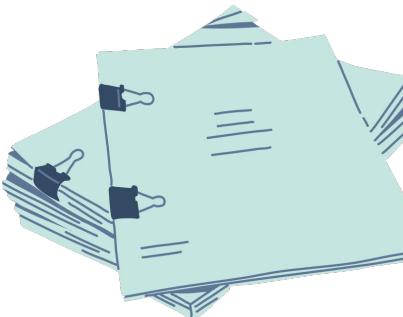
Machine Learning

Combining features into a comprehensive model could enhance analysis.

Further Data

Including deeper production elements and additional economic or cultural context could lead to new insights.

THANK YOU!



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