

# MOVIE STUDIO PROPOSAL

Overview and  
Recommendations

# SUMMARY

Descriptive analysis of movie database and budget spreadsheets crafts a strategy towards more profitable movie production

Correlation between Worldwide Gross and Profit

Most profitable  
Actors and  
Directors

Most profitable  
Genres

# Content

04

Business Problem

05

Data Analysis

08

Results

09

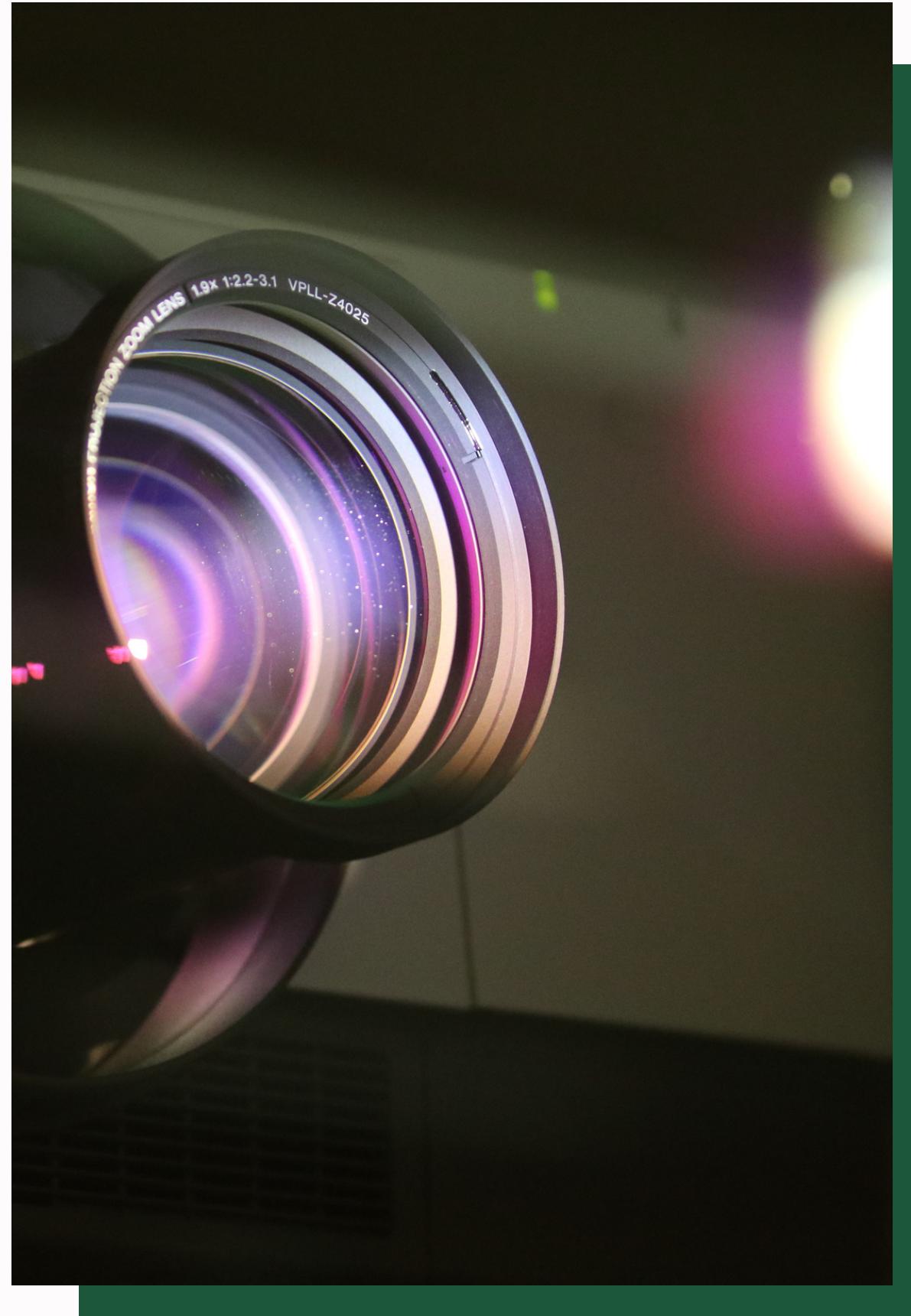
Conclusions

10

Next Steps

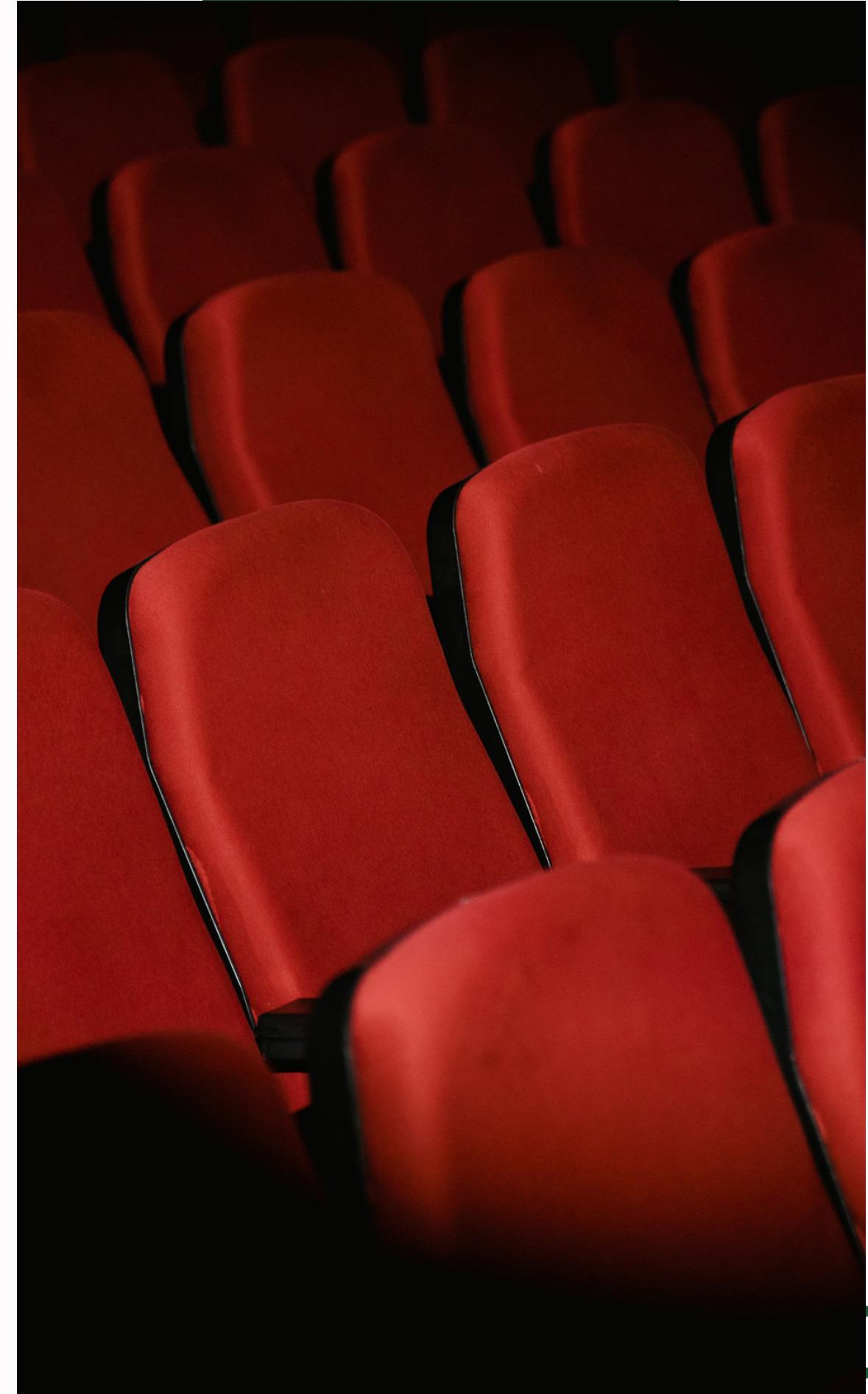
11

Contact



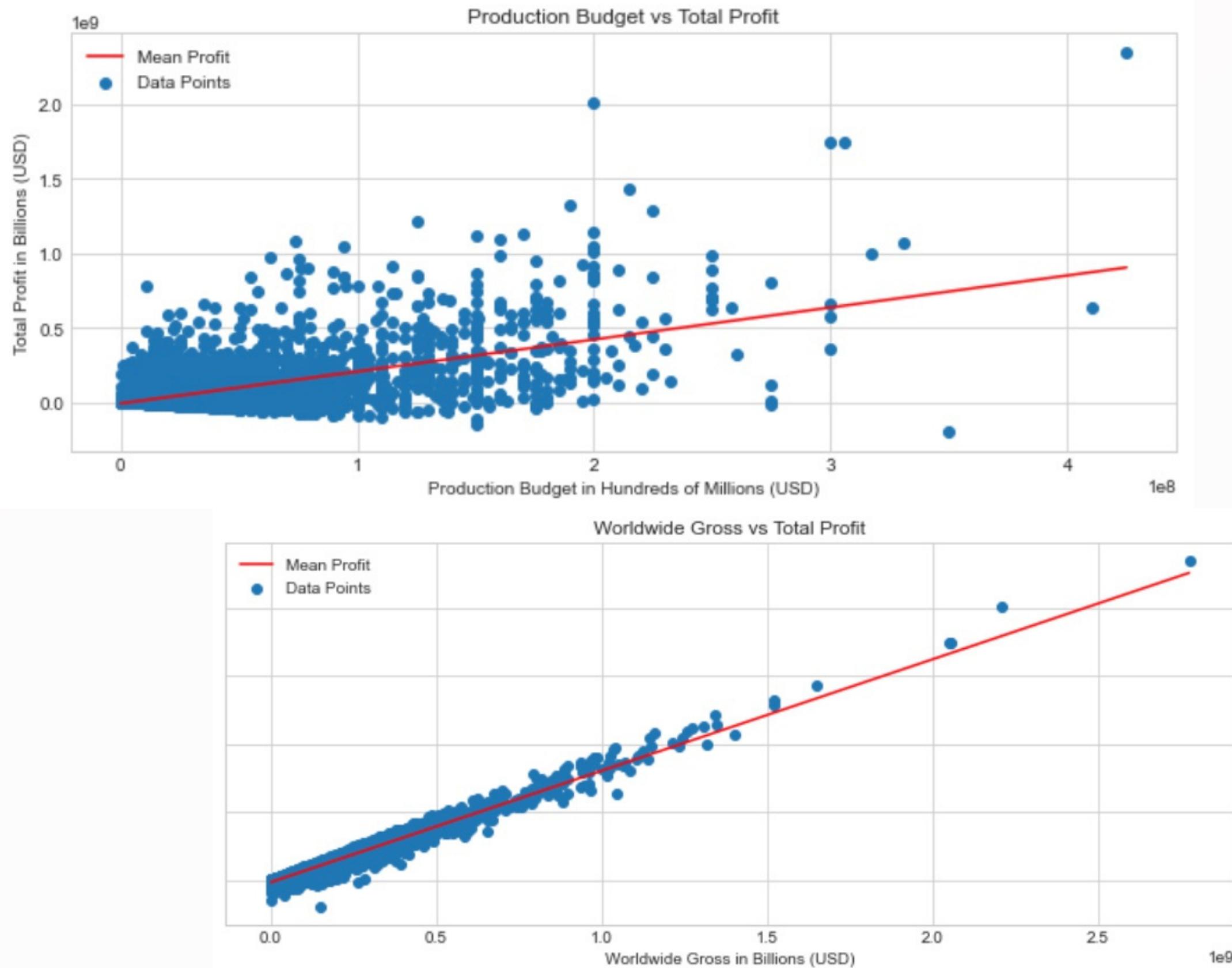
# BUSINESS PROBLEM

- Strongest correlation to profits
- Strongest components of a movie's success



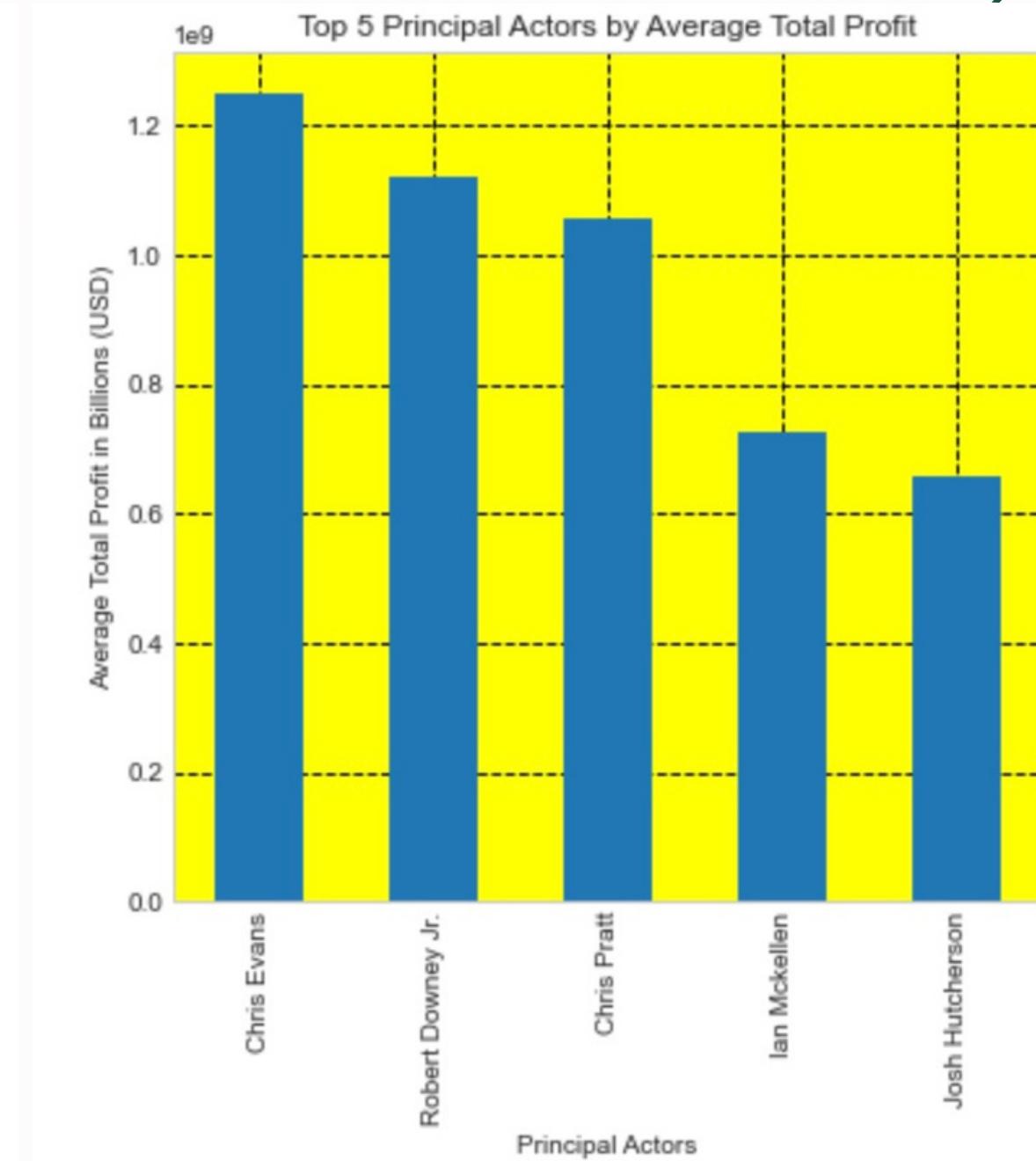
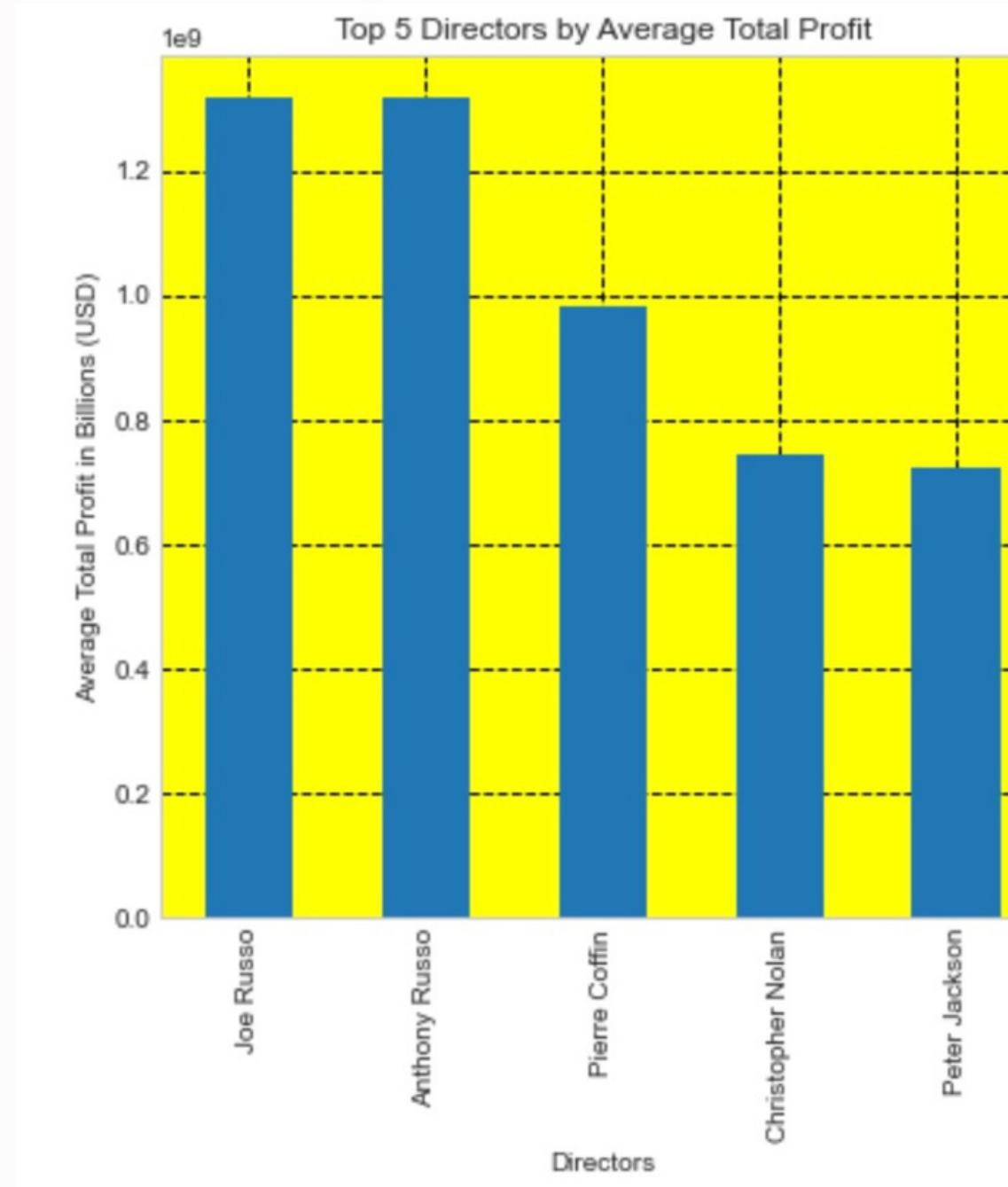
# Data & Methods

- Correlation to profits between production budget and worldwide gross
- Worldwide gross has the strongest relationship to the total profits



# Data & Methods cont.

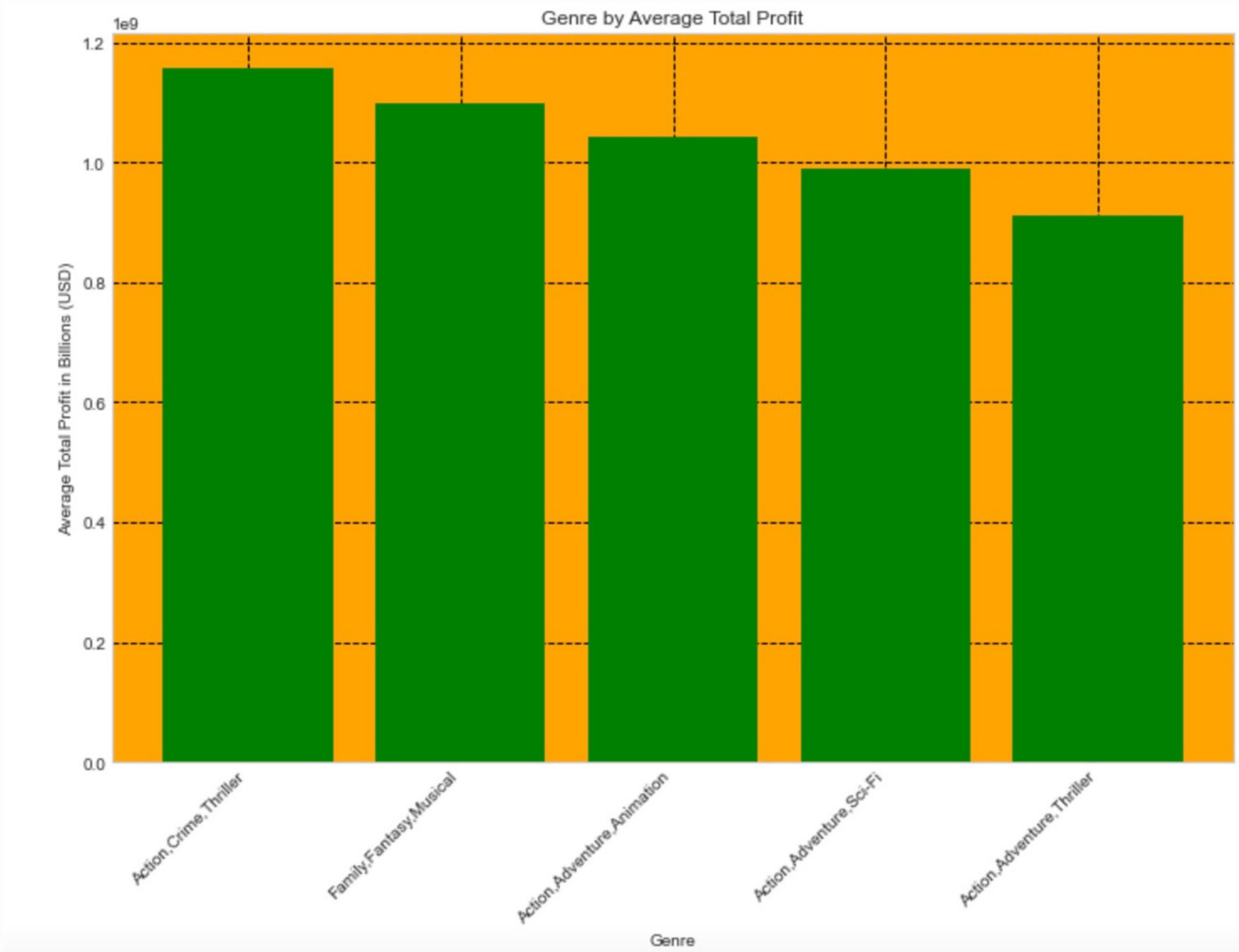
- Top five principal actors and directors
- Selected by highest mean profit and frequent appearance



# Data & Methods

## cont.

- Top genres by average total profit
- Action/Crime/Thriller ranks #1



# Results

- Worldwide gross has strongest relationship to total profit
- Chris Evans is the biggest draw as principal actor
- Anthony and Joe Russo are the biggest draw as directors
- Action is the most profitable genre

# CONCLUSIONS

- Aim for worldwide release
- Cast Chris Evans
- Work with the Russos
- Focus on action films

# NEXT STEPS

- Adjust for inflation on measurements
- Investigate the impact of streaming
- Strategize for more diverse lead cast/directors

# THANK YOU!

- Questions?
- Email: [chrismiley87@gmail.com](mailto:chrismiley87@gmail.com)
- LinkedIn: [linkedin.com/in/christopher-ryan-miley](https://linkedin.com/in/christopher-ryan-miley)
- GitHub: [@chrismiley87](https://github.com/chrismiley87)

