

# 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

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Business Problem

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Data Analysis

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Results

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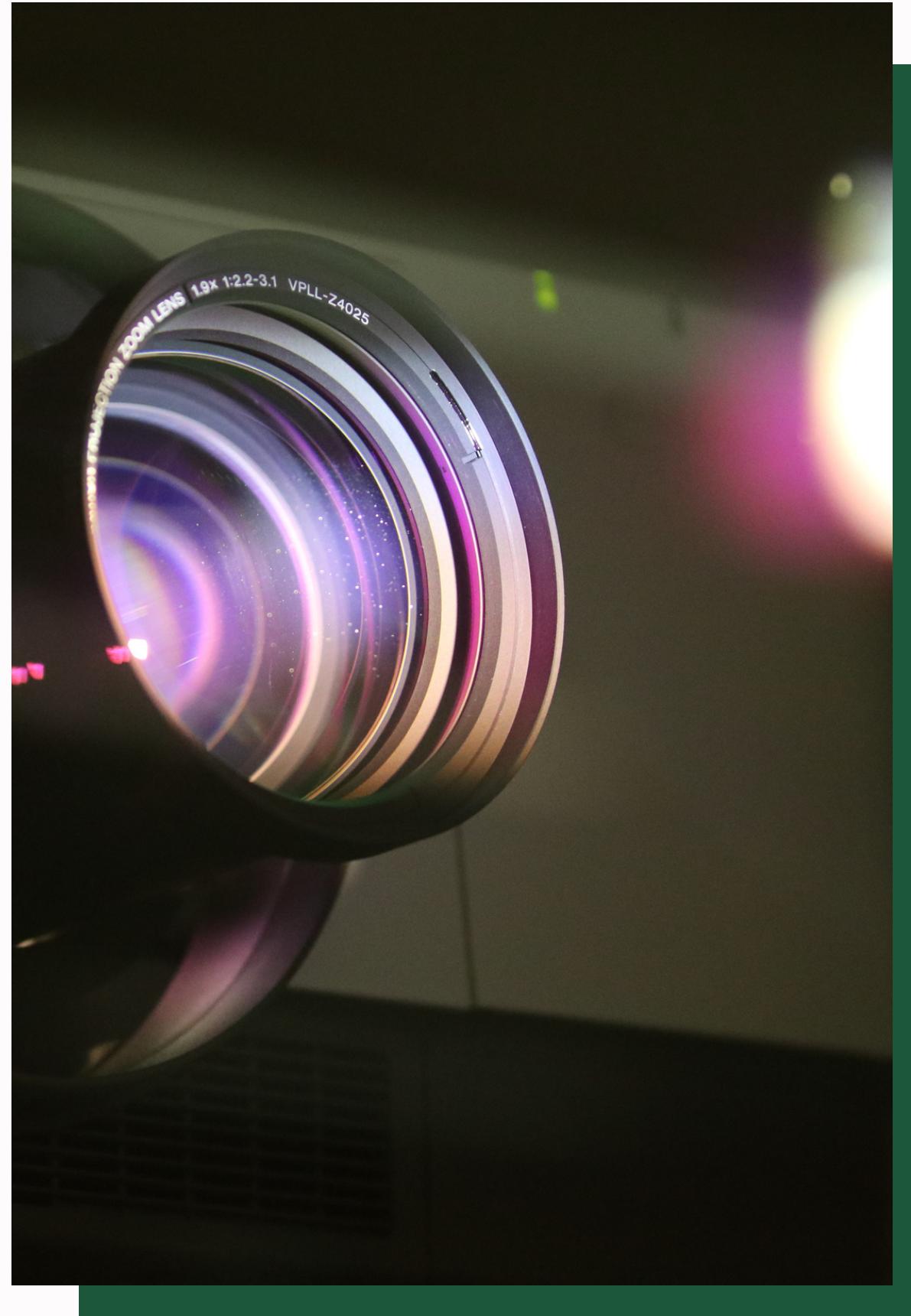
Conclusions

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Next Steps

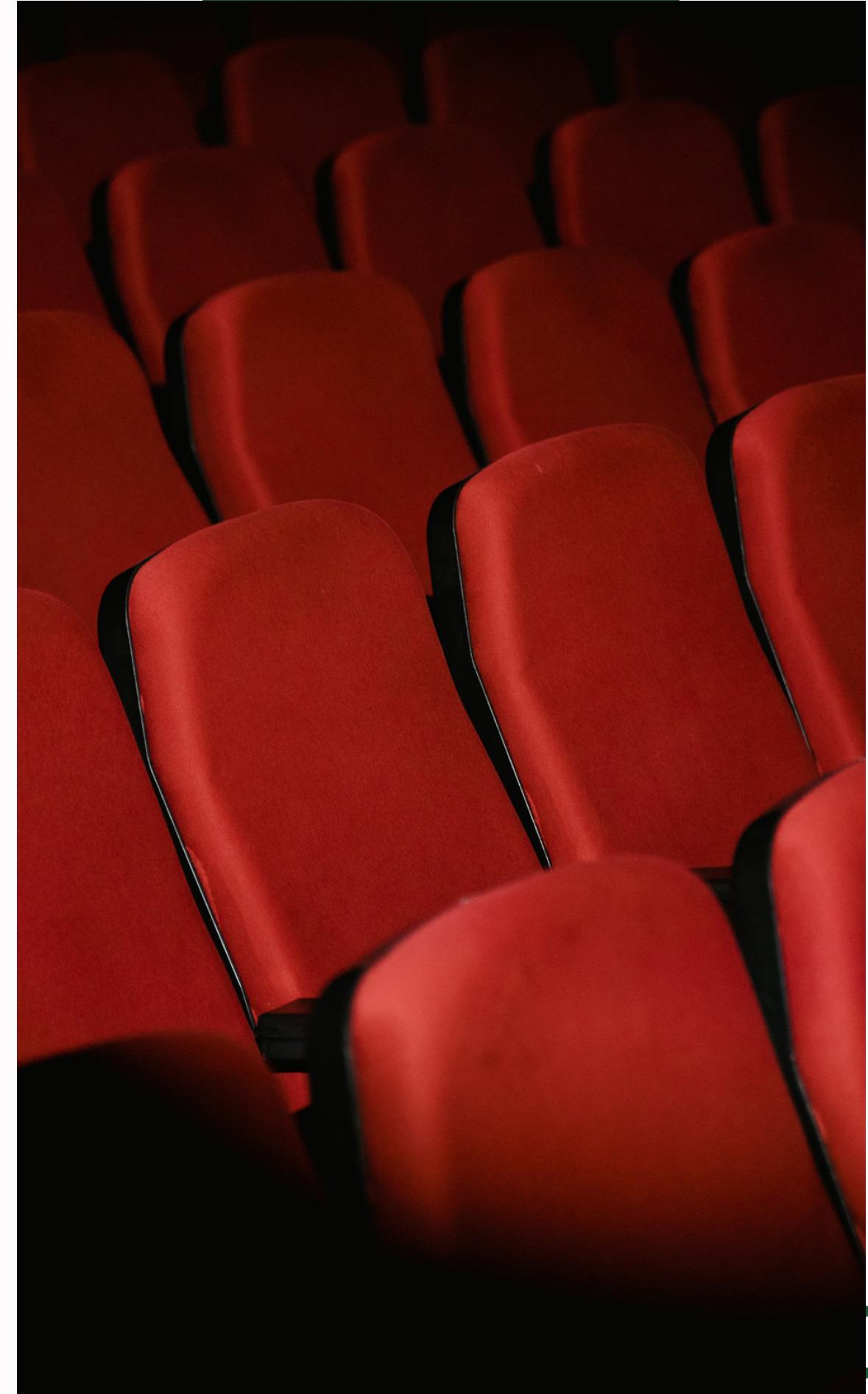
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Contact



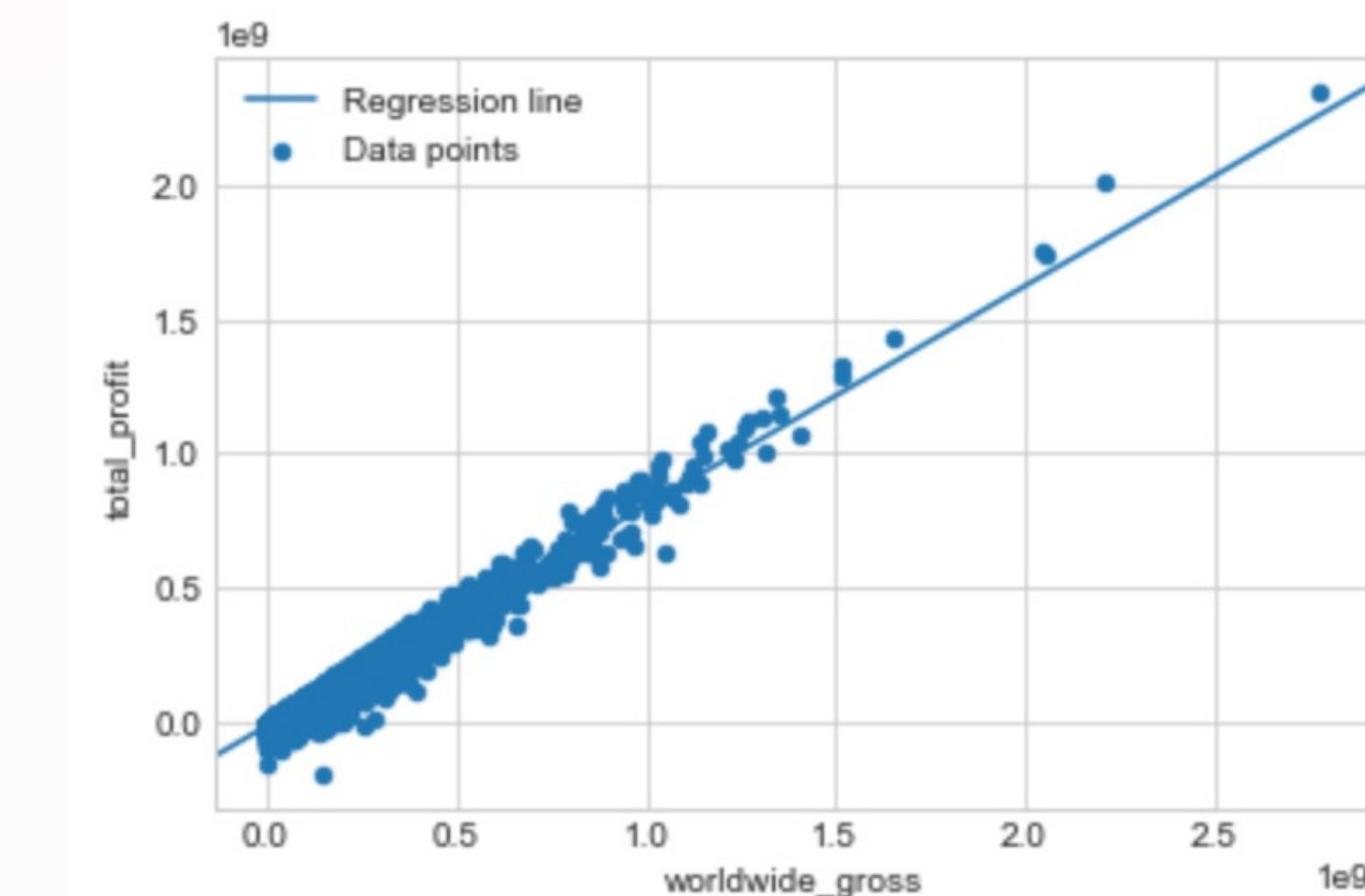
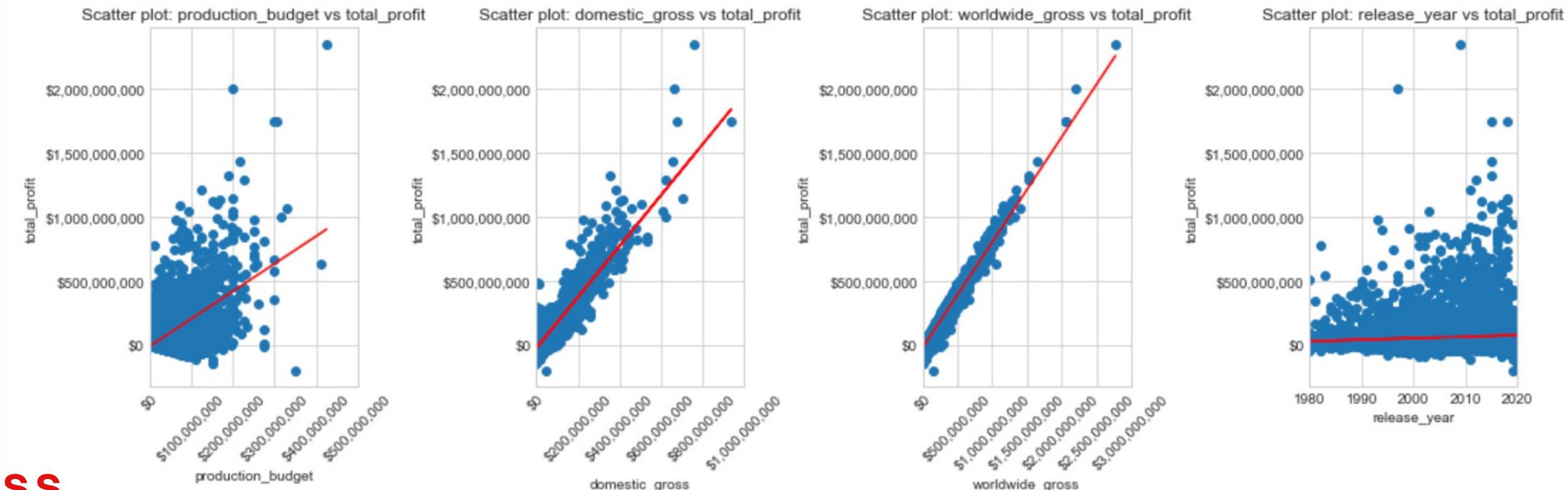
# BUSINESS PROBLEM

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



# Data & Methods

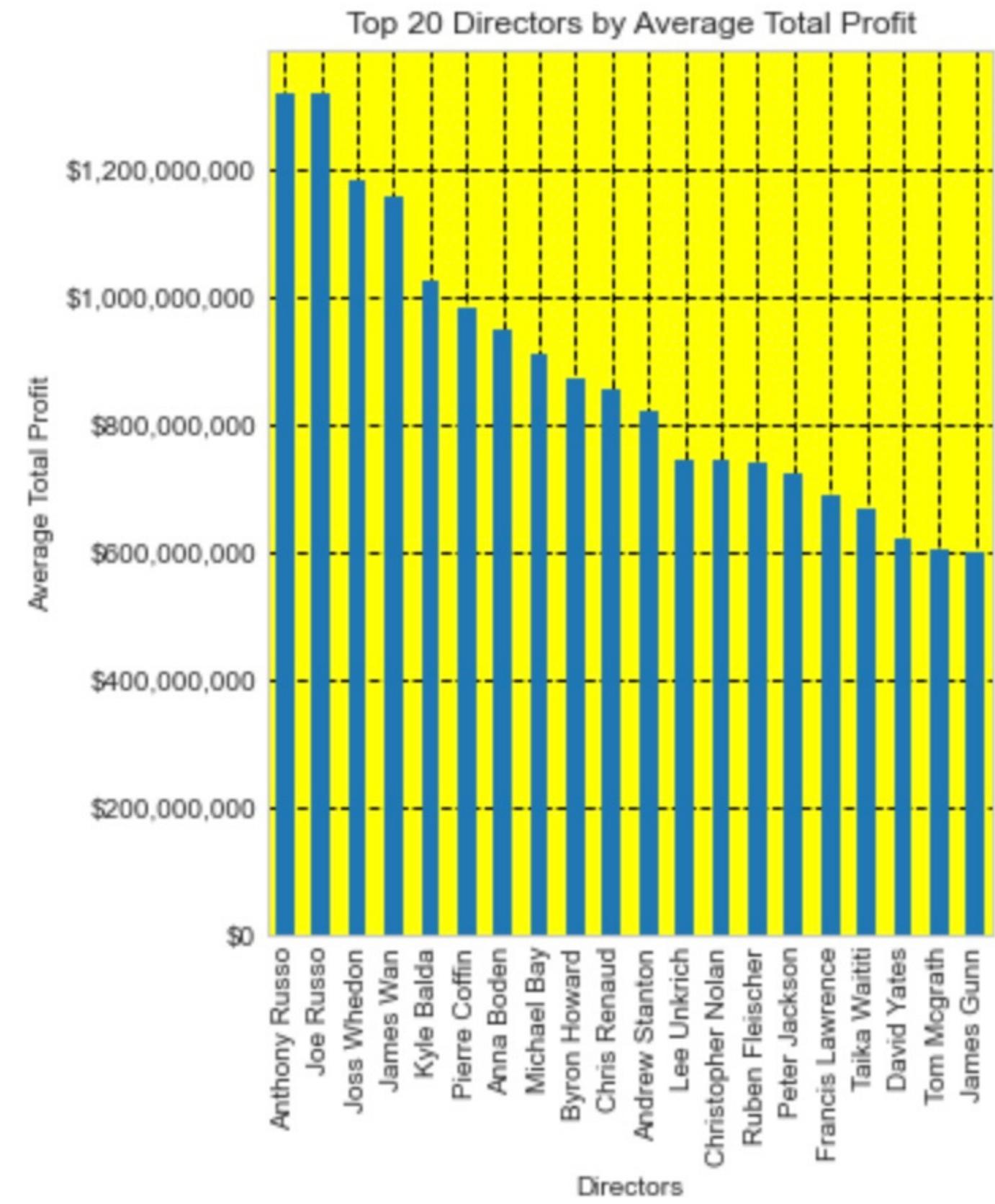
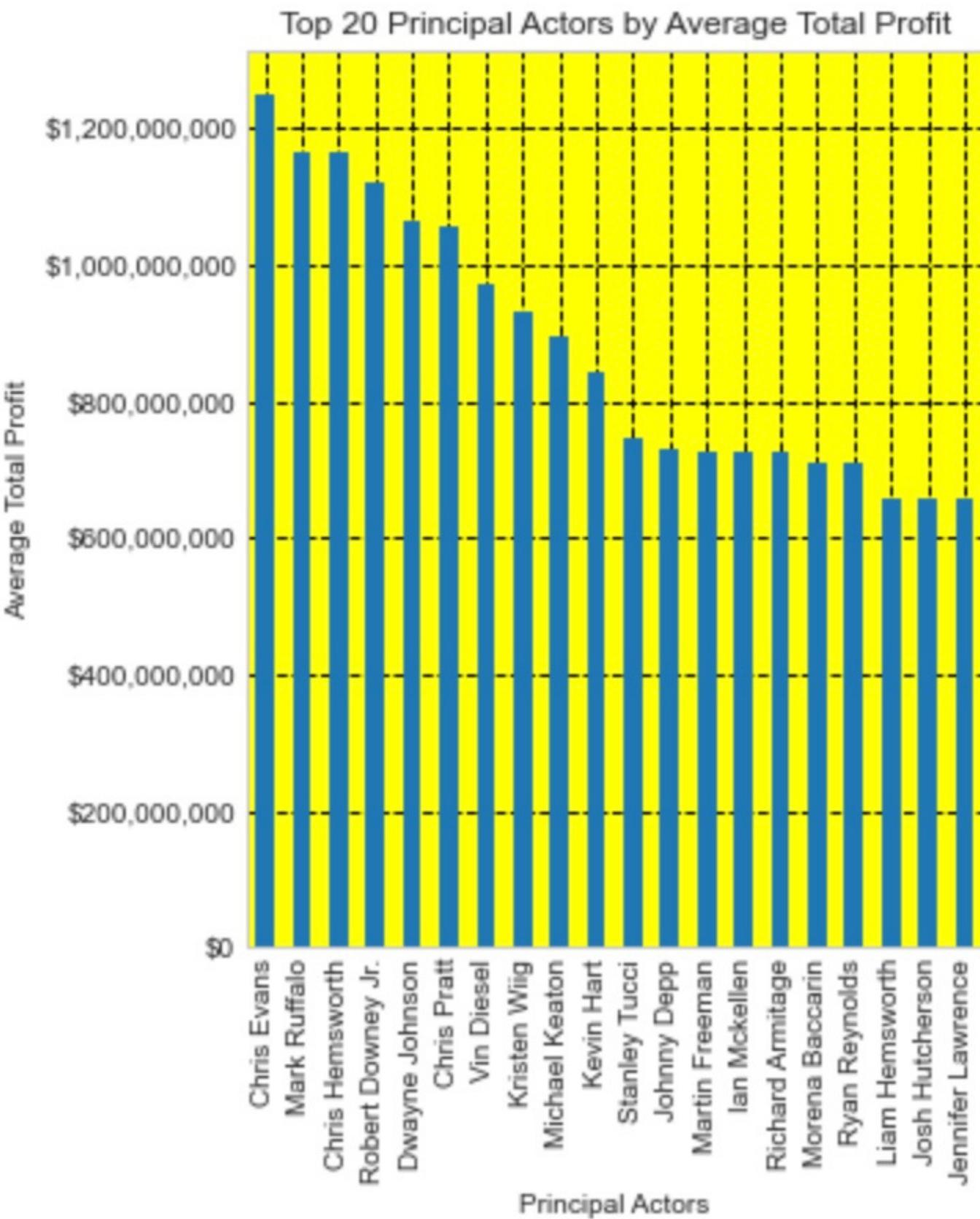
- Correlation to profits between production budget, domestic gross, worldwide gross, and release year
- Worldwide gross has the strongest relationship to the total profits



# Data & Methods

## cont.

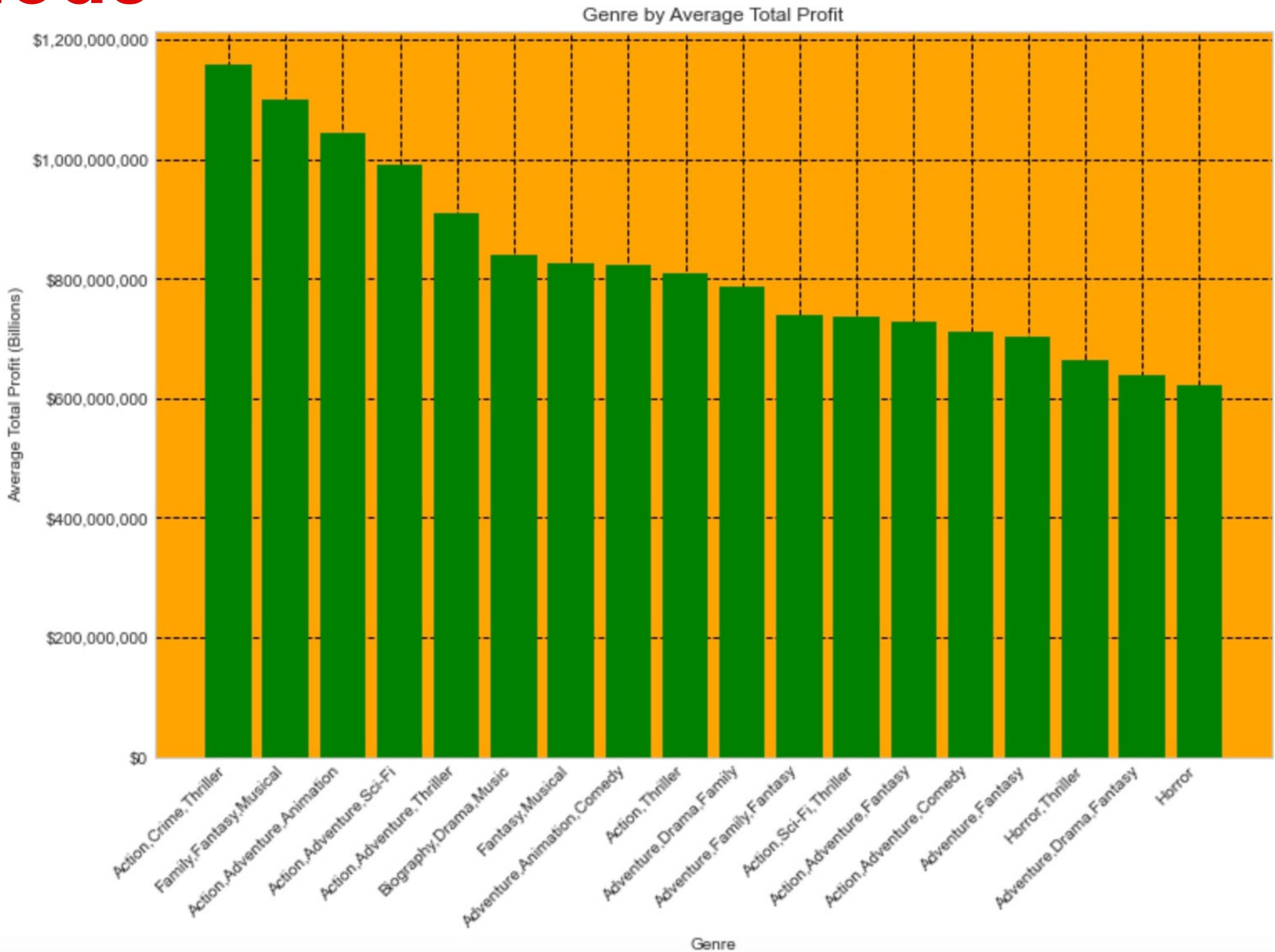
- Top twenty principal actors and directors
- Selected by most frequent affiliation with the highest profitable movies of all time
- Sorted by average total profit of their respective movies



# Data & Methods

cont.

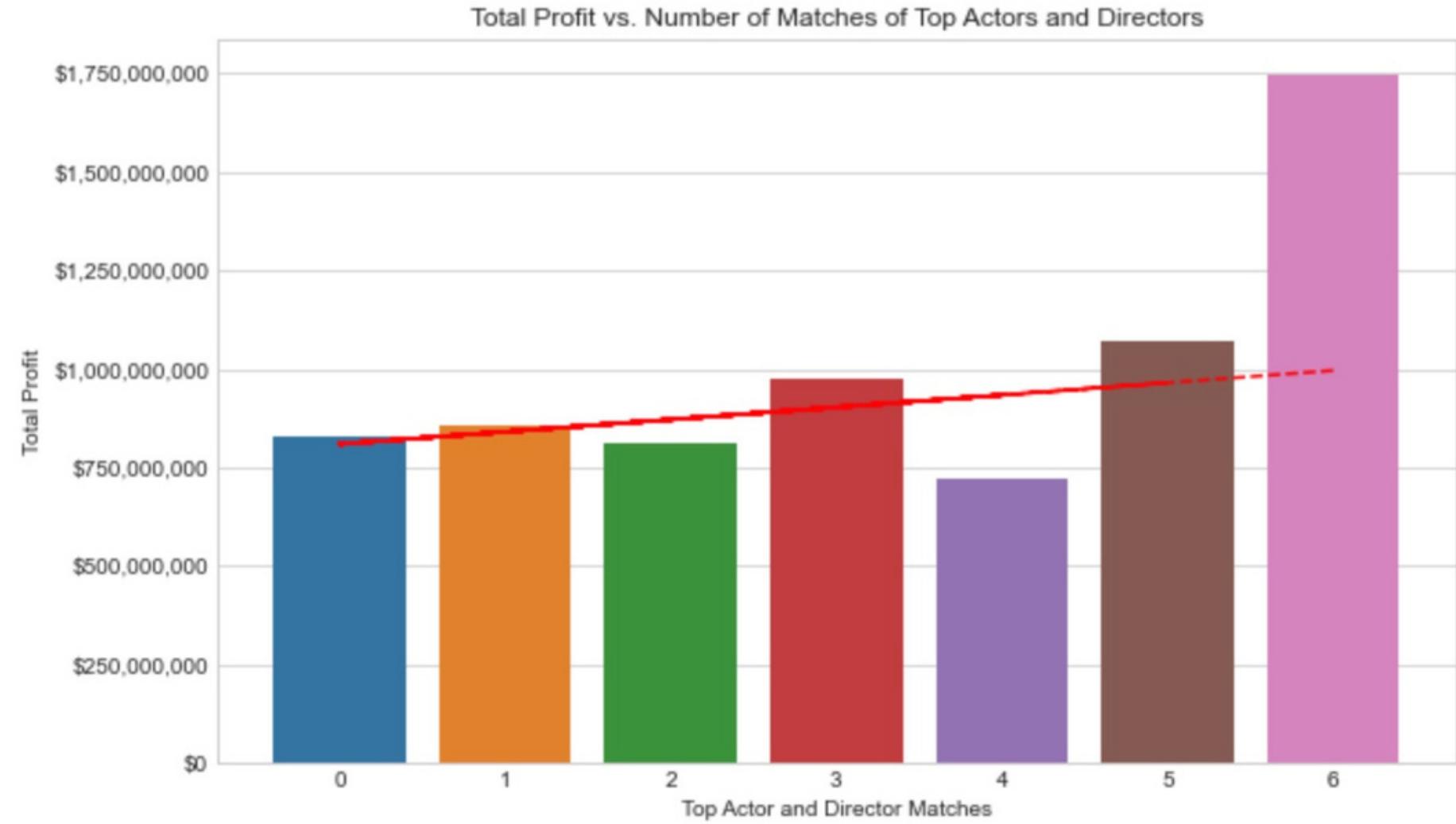
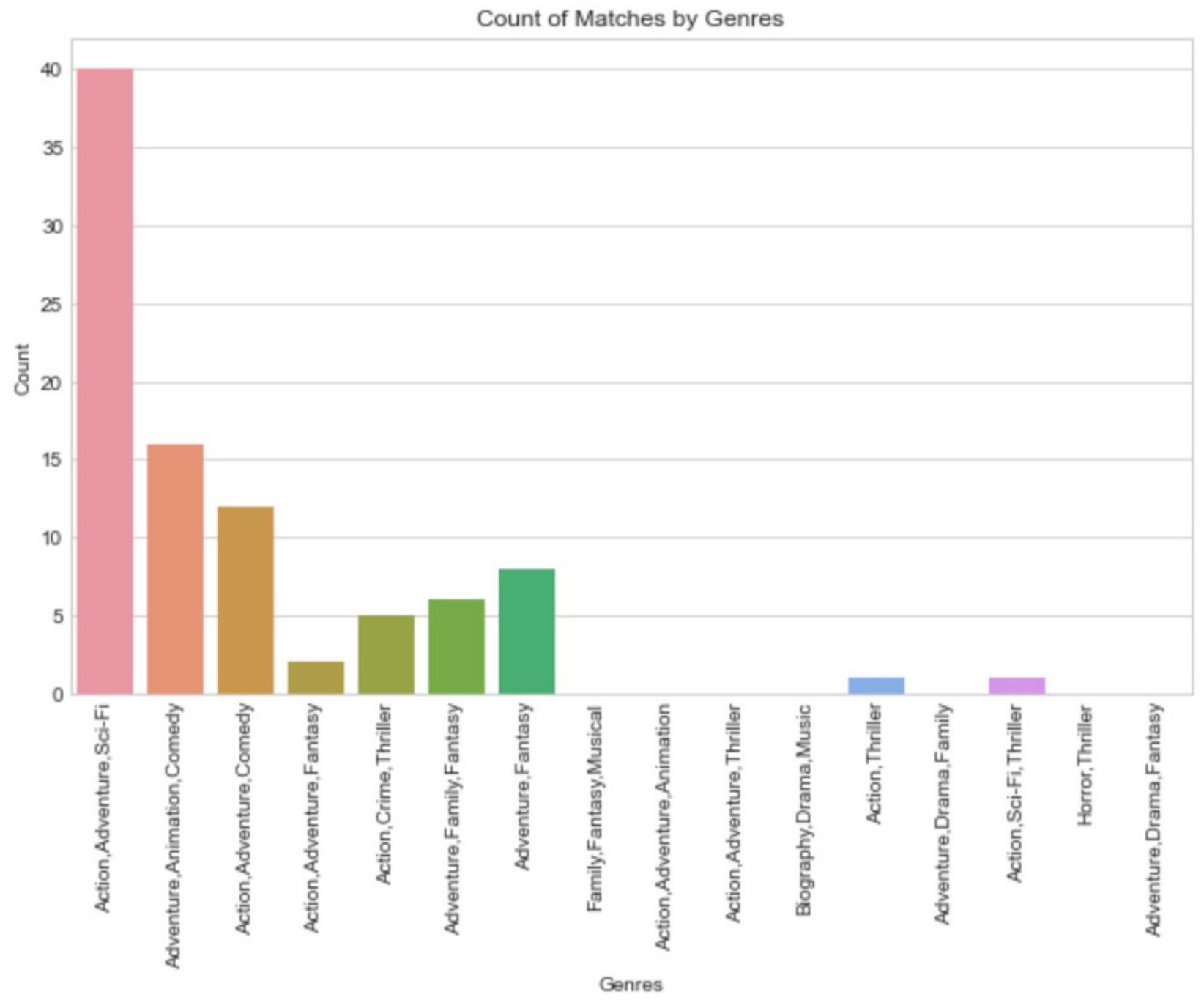
- Top genres by average total profit
- Action/Crime/Thriller ranks #1



# Results

- The strongest relationship to total profit is worldwide gross, NOT production budget
- Chris Evans is the biggest draw as principal actor
- Anthony and Joe Russo are the biggest draw as directors
- Action/Crime/Thriller is the most profitable genre

# Results cont.



- General positive trend between number of top directors/actors enlisted and total profit, but not a strict relationship
- Action/Adventure/Sci-Fi is the genre most affiliated with the top director/actor draws

# CONCLUSIONS

- Focus less on production budget, aim for worldwide release
- Cast certain principal actors such as Chris Evans or Scarlett Johansson and work with certain directors such as the Russo brothers or Christopher Nolan
- Focus on action films as a genre

# NEXT STEPS

- Adjust for inflation on the relationships to profits
- Investigate the impact of streaming on movie profits
- Investigate recent trends for more diverse lead cast/directors

# THANK YOU!

- Questions?
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