

The background is a vibrant anime-style illustration. On the left, a golden trophy with a crown-like top is partially visible. In the center, a character with short green hair and blue eyes, wearing a dark blue uniform with a white tie, looks forward. To the right, a character with short purple hair and blue eyes, also in a similar uniform, is shown. The background is filled with bright, colorful light effects in shades of yellow, orange, and blue.

“Crunchyroll’s ANIME AWARD of the YEAR Success Analysis”

Carol Chiu

Monday, May 20, 2019

Introductory Python Course

General Assembly

Introduction to the History of Anime

Akira

1980's

**BOOM in popularity
In Japan**

**Innocence:
Ghost in the
Shell**

Gundam

Spirited Away

**data obtained from Wikipedia.com

BUSINESS PROBLEM

-How do I improve sales for the latest anime developed by my Company?

Crunchyroll.com

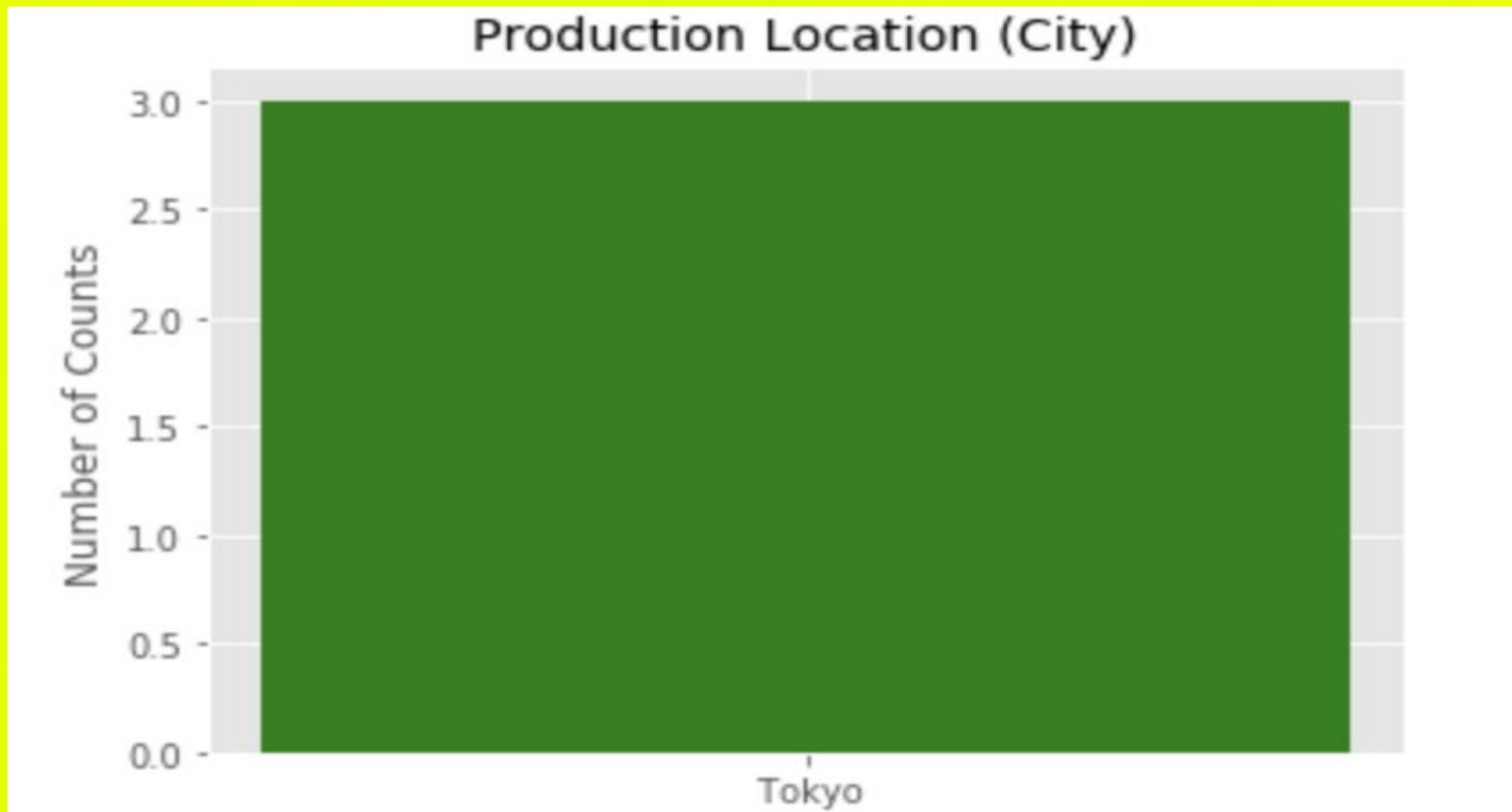
Summary Data on the “Anime Award of the Year” WINNERS for 2017-19

	year	anime_title	company_sponsor	production_location	episode_length	run_month	Netflix_available	starting_budget	sales_and_profit
0	2019	Devilman Crybaby	Science Sura	Tokyo	13	Winter	TRUE	?	?
1	2018	Made in Abyss	Kinema Citrus	Tokyo	10	Summer	TRUE	?	?
2	2017	Yuri On Ice	MAPPA	Tokyo	12	Fall	TRUE	?	?

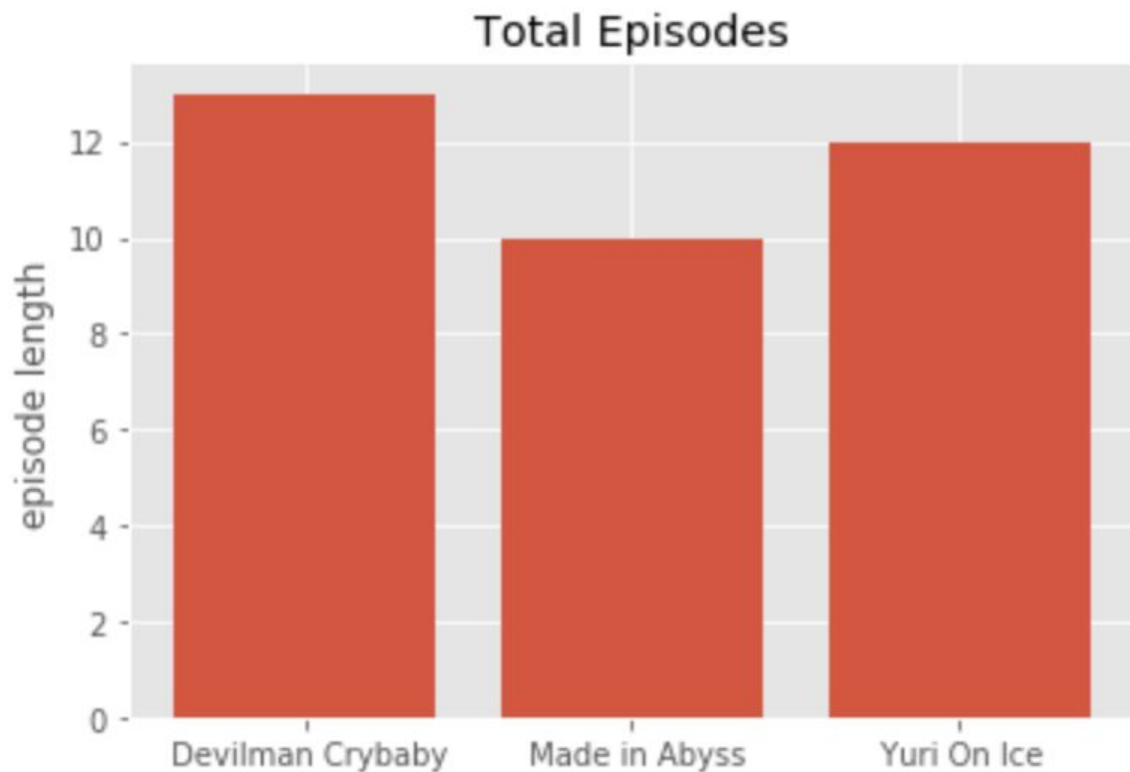
**data obtained from Crunchyroll.com and Wikipedia.com



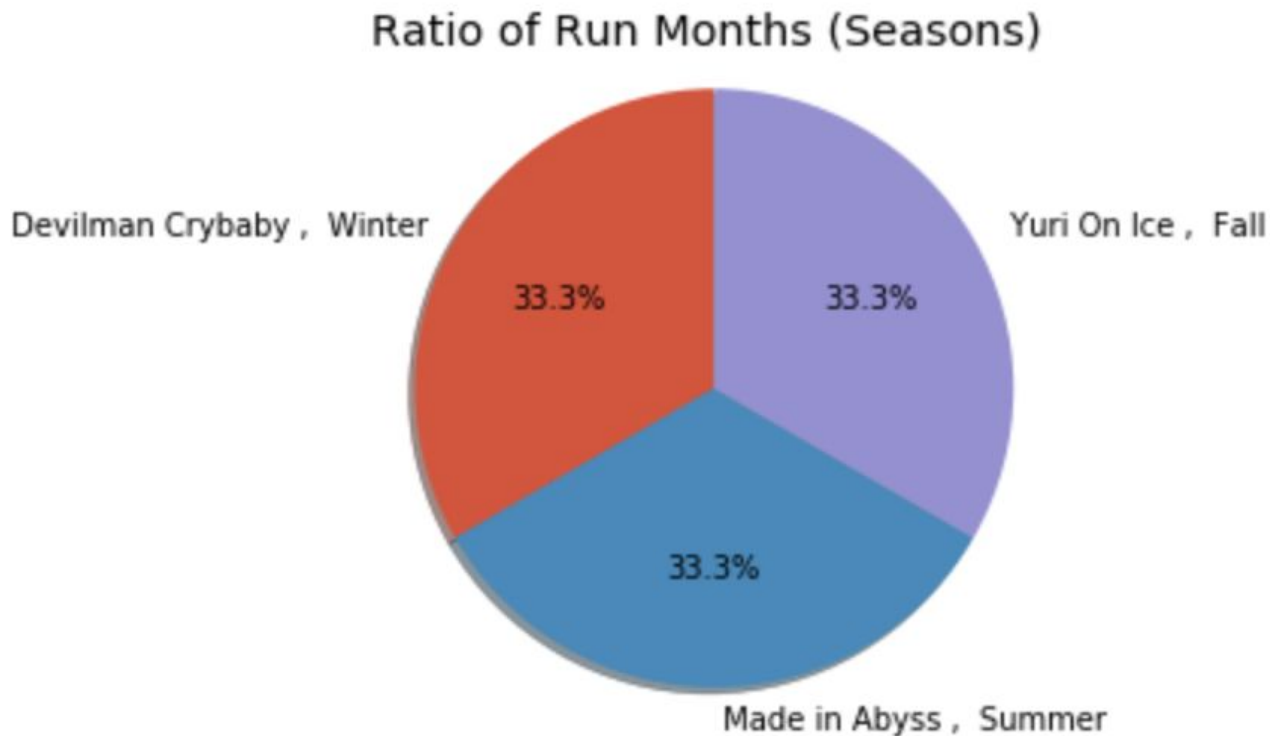
ALL TOKYO?!



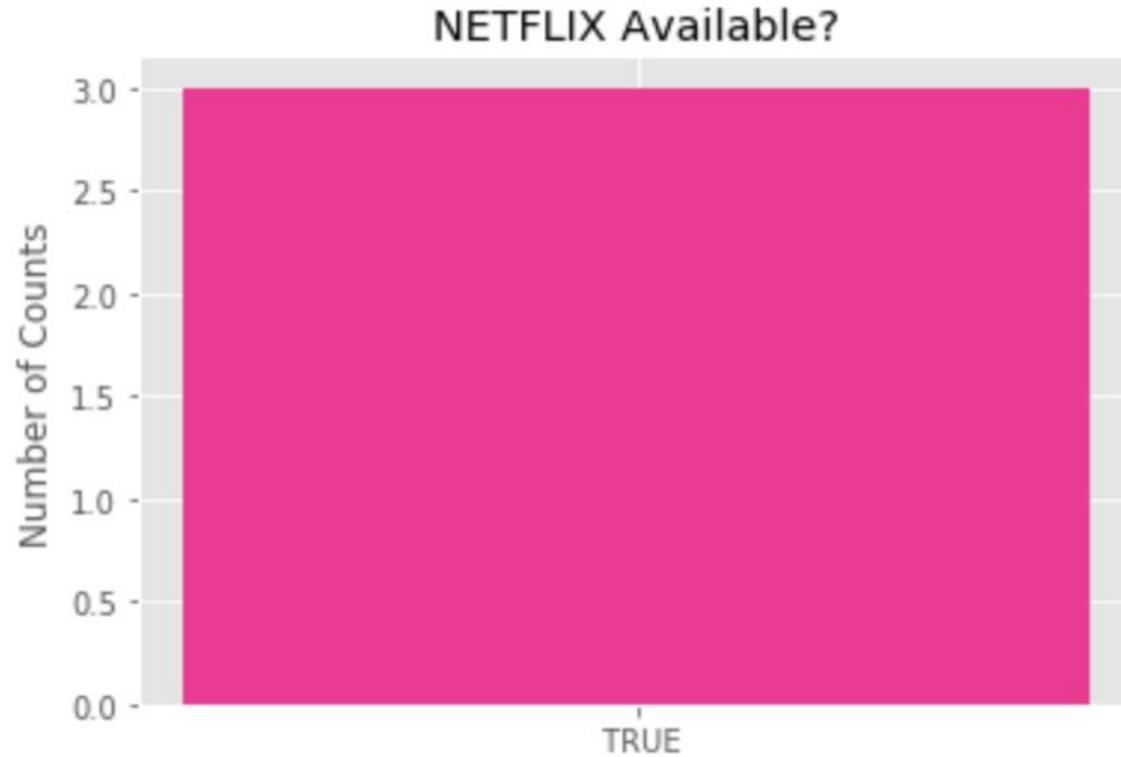
SHORTER IS BETTER?!?



DO THE SEASONS MATTER?!?



CAN “I” FIND IT ON NETFLIX??!!!!



**Not enough data, Projective Analysis
(Realistically and Ideally what I would want to
see)**

HOW ARE SALES GOING?!?

Budget Analysis: Profit and Sales vs Cost of Production (Early Years)



AM I FINALLY MAKING \$\$\$\$\$\$?!?

Budget Analysis: Profit and Sales vs Cost of Production (Later Years)



IMPROVEMENTS FOR THE FUTURE

-MORE DATA, information on budgeting and sales growth, other factors that could affect sales, have the whole inside scoop

-MORE TIME, better coding skills, better visualization for the graphs on Slides 8 and 9, I would shade in the area between the graphs to show profit versus cost (differential equations concept)

CREDITS!!!!

WATCH ANIME

Crunchyroll.com

