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# Movie Studio Analysis

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## Business Problem

Our company needs recommendations for where to go with our new movie studio, this slideshow will give data and input on where to spread our funds.

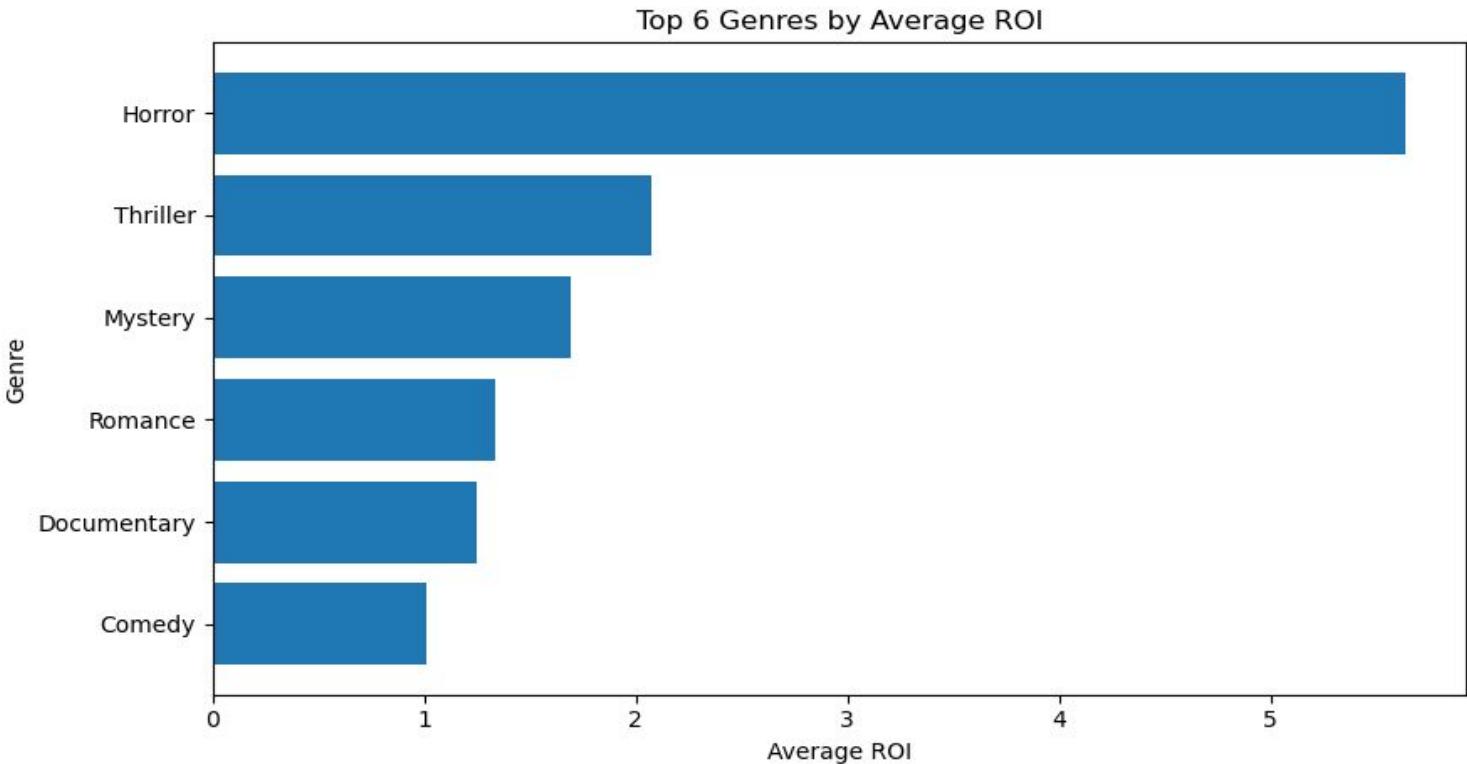


# Business Objective

The goal is to provide three data-driven recommendations for a new movie studio entering the market:

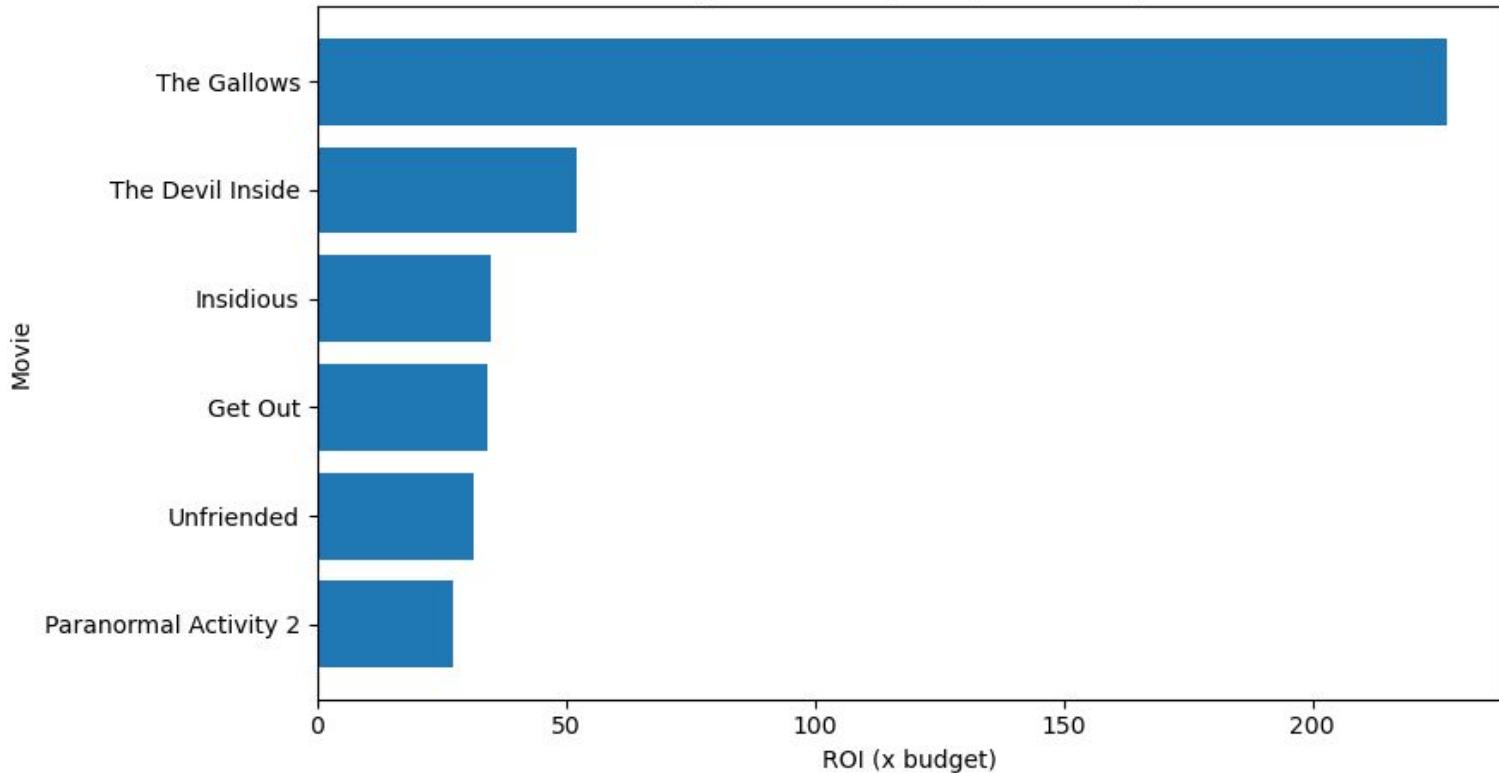
- Low-budget horror films for high ROI potential
- High-revenue animation projects for strong global audience appeal
- A balanced production portfolio combining low-risk horror, family animation, and action films
- Each recommendation is supported by financial data and visualizations of the top-performing genres.

# Data



# Data

Top 6 Movies by ROI (2000-2018)

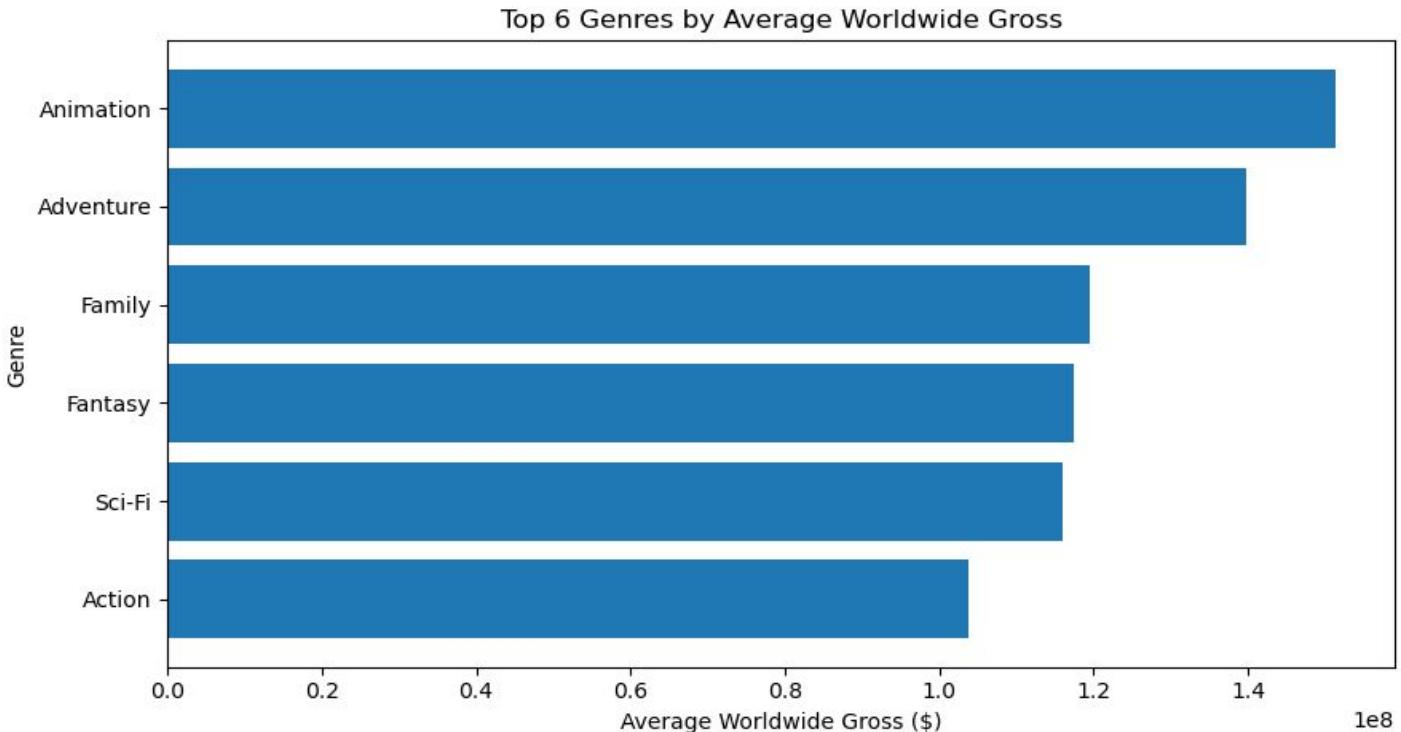




## Recommendation 1

- *Highest ROI, modest budgets*
- *Partner with Fede Alvarez*
- *Proven box office success*
- *\$150M total investment*
- *3–4 mid-tier horror films*
- *One larger-scale feature*
- *Diversified, low-risk strategy*

# Data

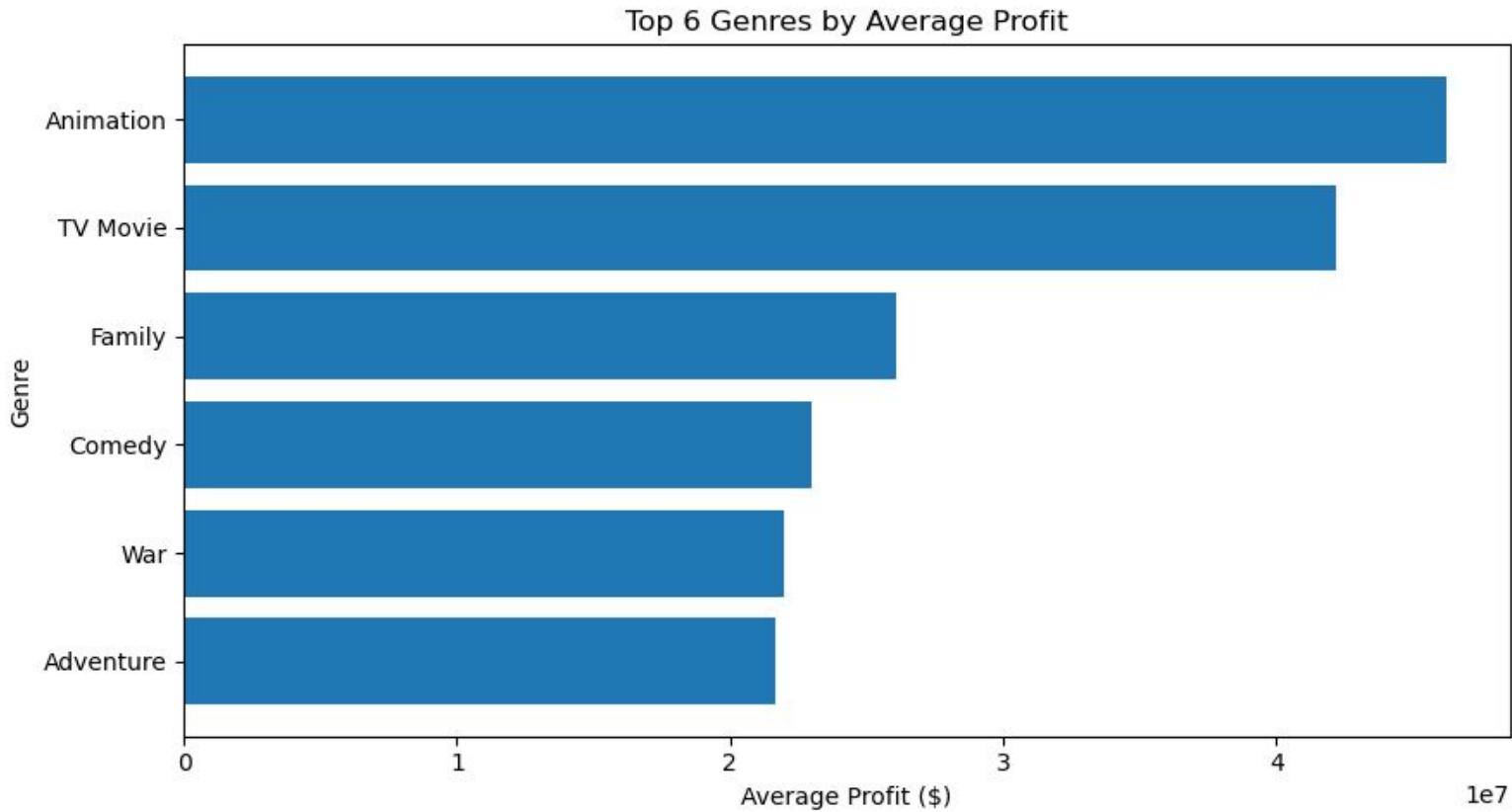


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## Recommendation 2

- *Focus on Animation and Action*
- *Proven Global Box Office Leaders*
- *Partner with Director Pete Docter*
- *Pixar Track Record of Success*
- *\$200–300M for Major Project*

# Data



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## Recommendation 3

- *Combine horror, animation, action*
- *Partner Alvarez, Docter, Tarantino*
- *Low to mid-budget range*
- *\$500M total across projects*
- *Diverse, steady yearly output*

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# Conclusion

- *Data-driven production strategy*
- *Focus on ROI and growth*
- *Balance creativity and profit*
- *Proven directors, global appeal*
- *Establish strong, lasting studio brand*