



Movie Studio Analysis

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9/23/2025



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.

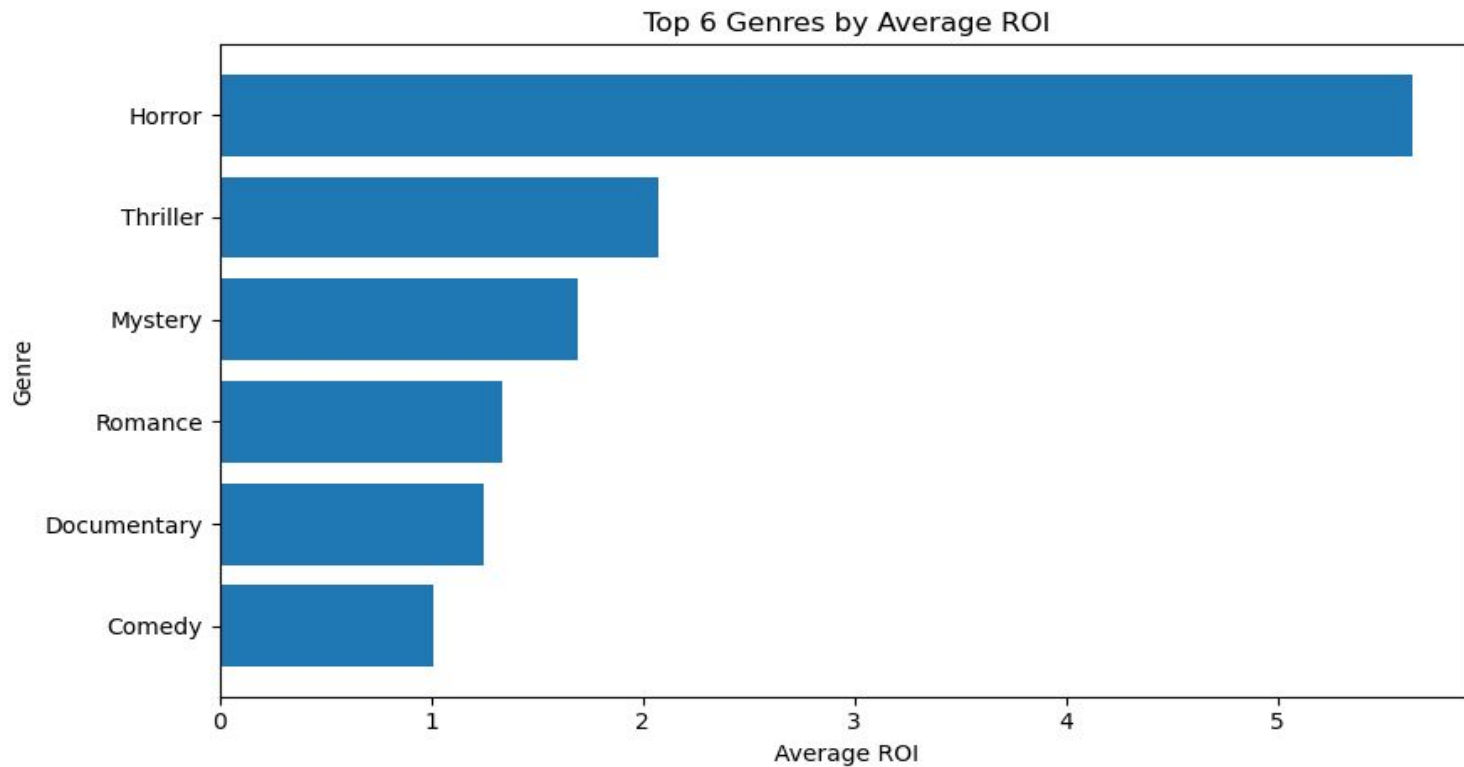


Business Objective

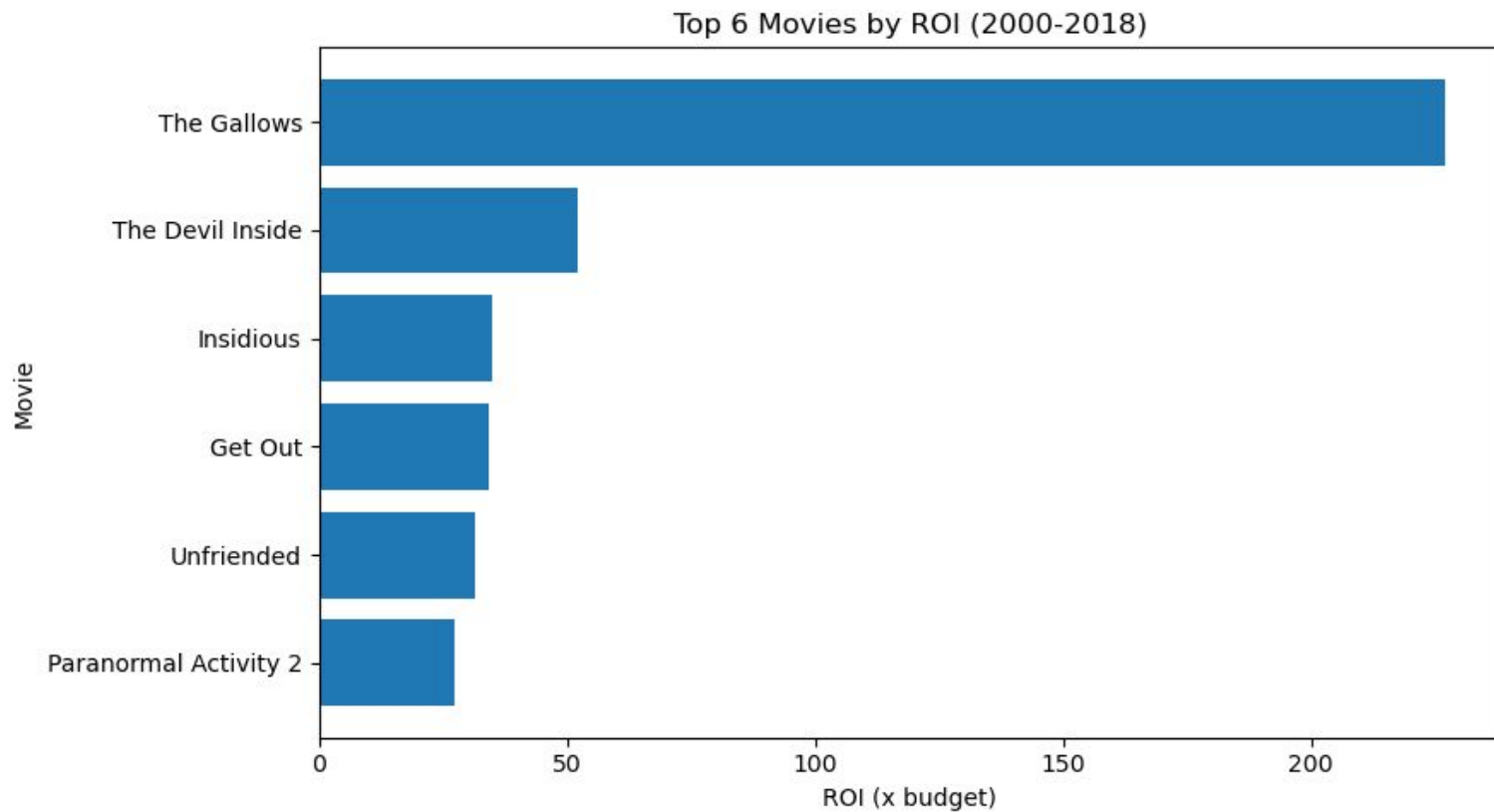
The goal is to provide three data-driven recommendations for a new movie studio entering the market:

- 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

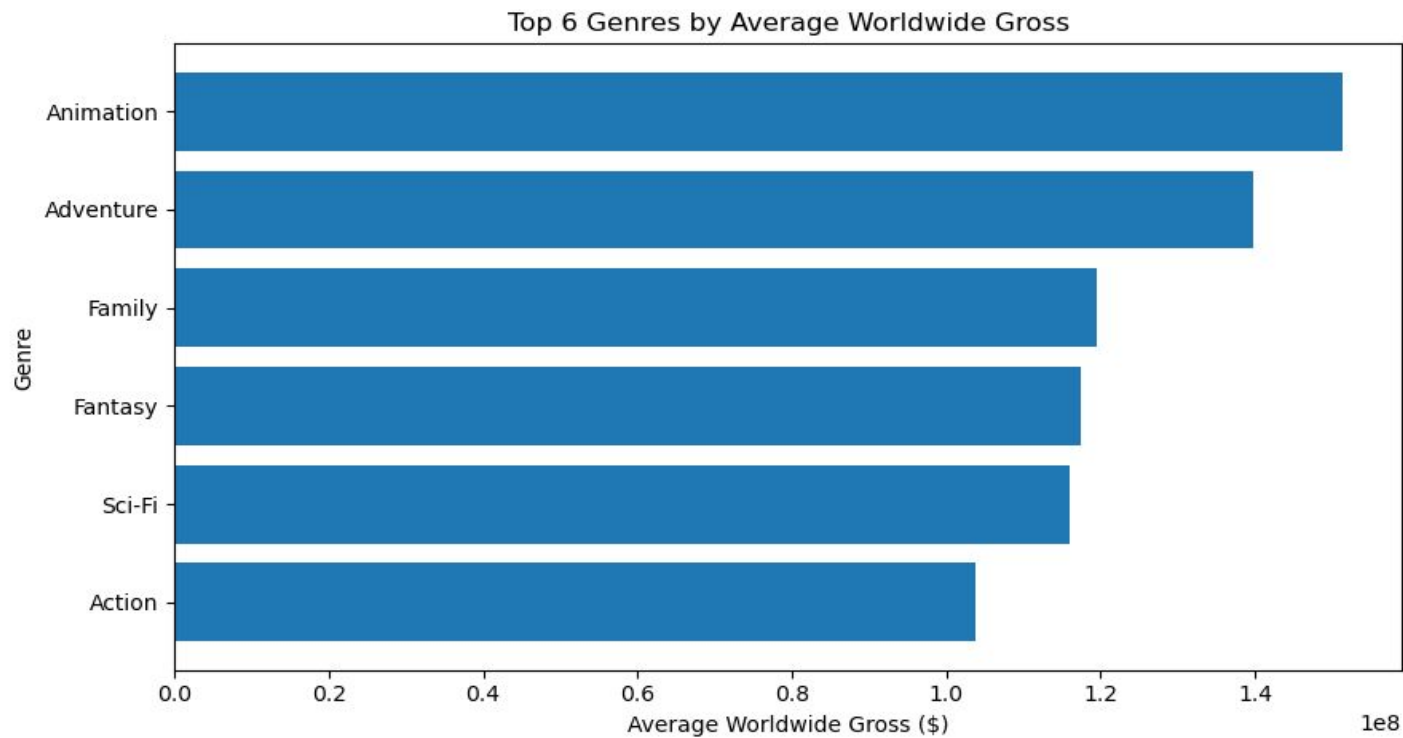




Recommendation 1

- *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

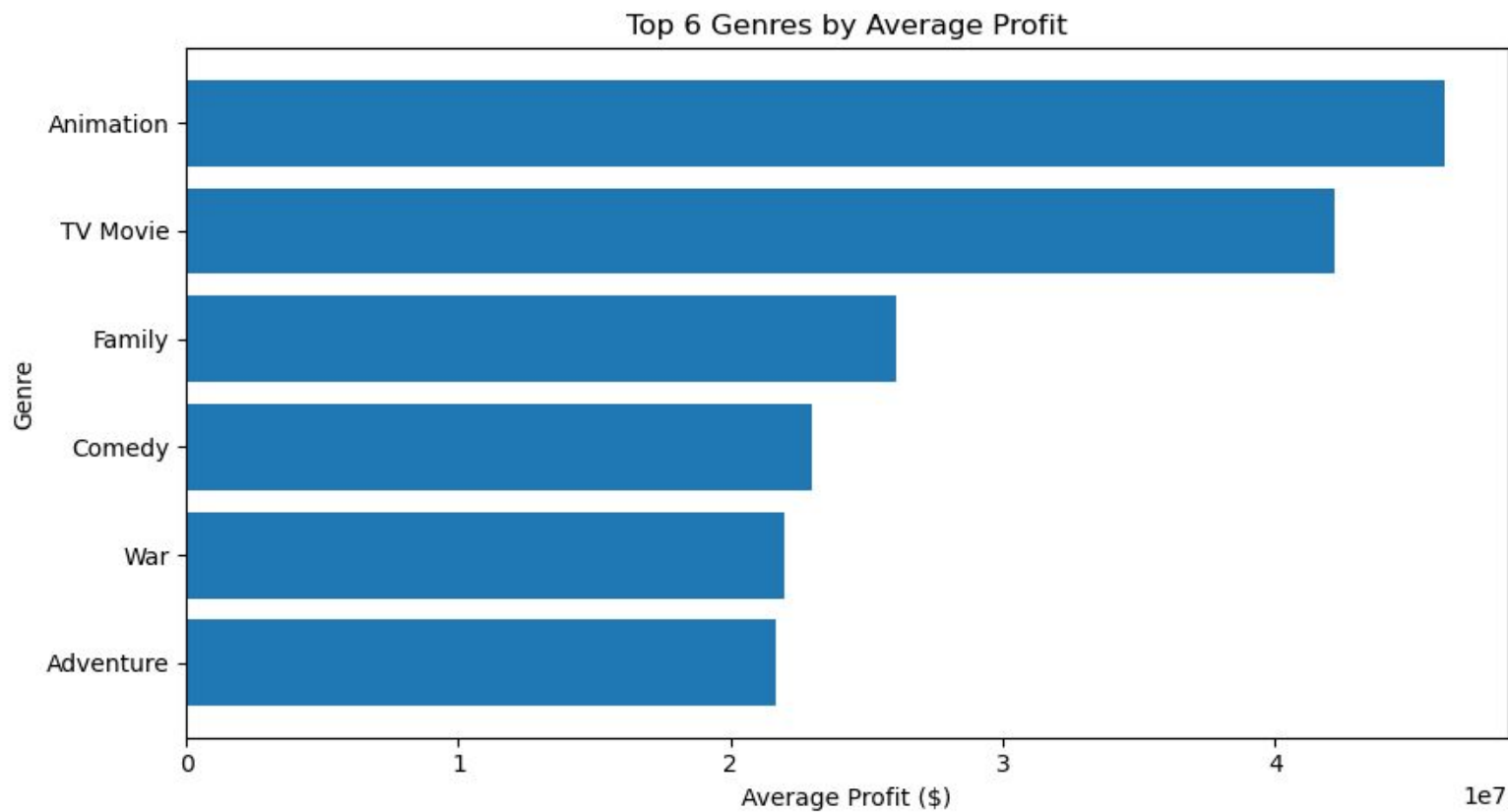




Recommendation 2

- *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





Recommendation 3

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



Conclusion

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