

MOVIE STUDIO RECOMMENDATION

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OUR TEAM



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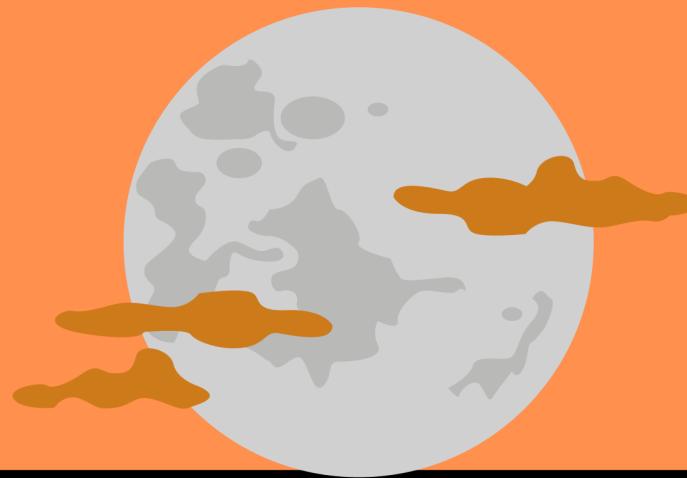
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AGENDA

01

Business Problem

02

Data Overview

03

Data Analysis

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Recommendations

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Further
Investigations

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Q & A





BUSINESS PROBLEM

New Movie Studio

Analyze the Box Office Data and determine which direction our new movie studio is best to move toward.

BOTTOMLINE

Jumpscare to Start

The Horror genre has the highest median ROI among the top grossing genres with 270%.



Budget is the Key

We recommend a budget of \$10 million per movie production.



Director as Creative Lead

Chris Lofing was found to have more than 35000% higher average ROI than the next leading directorial candidate.



The Numbers

IMDb

DATA OVERVIEW

Master dataset consists of:

- movie title
- year
- genres
- directors
- budget
- ROI

Filtered by:

- Years: 2010–2022

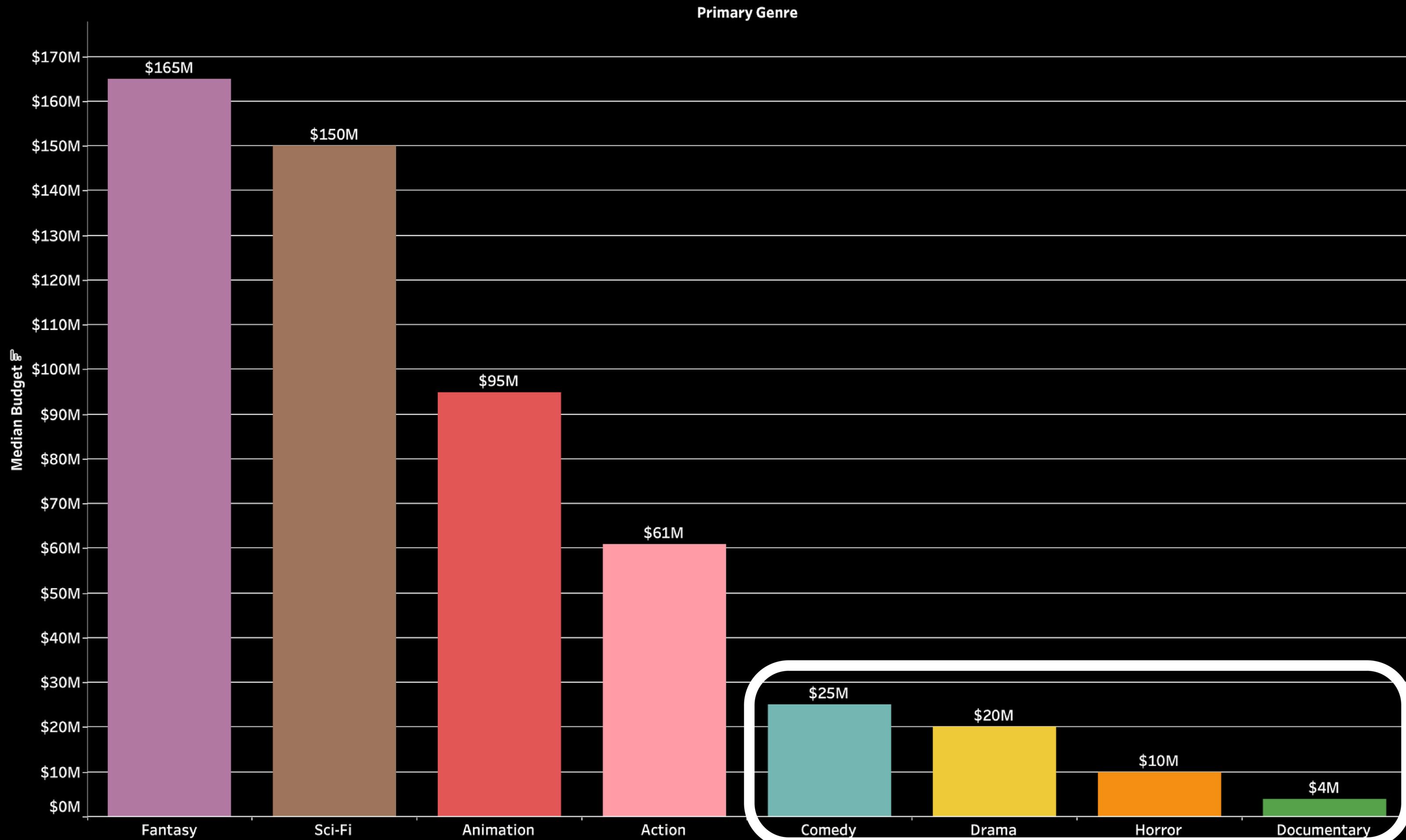
Outside research:

- IMDb

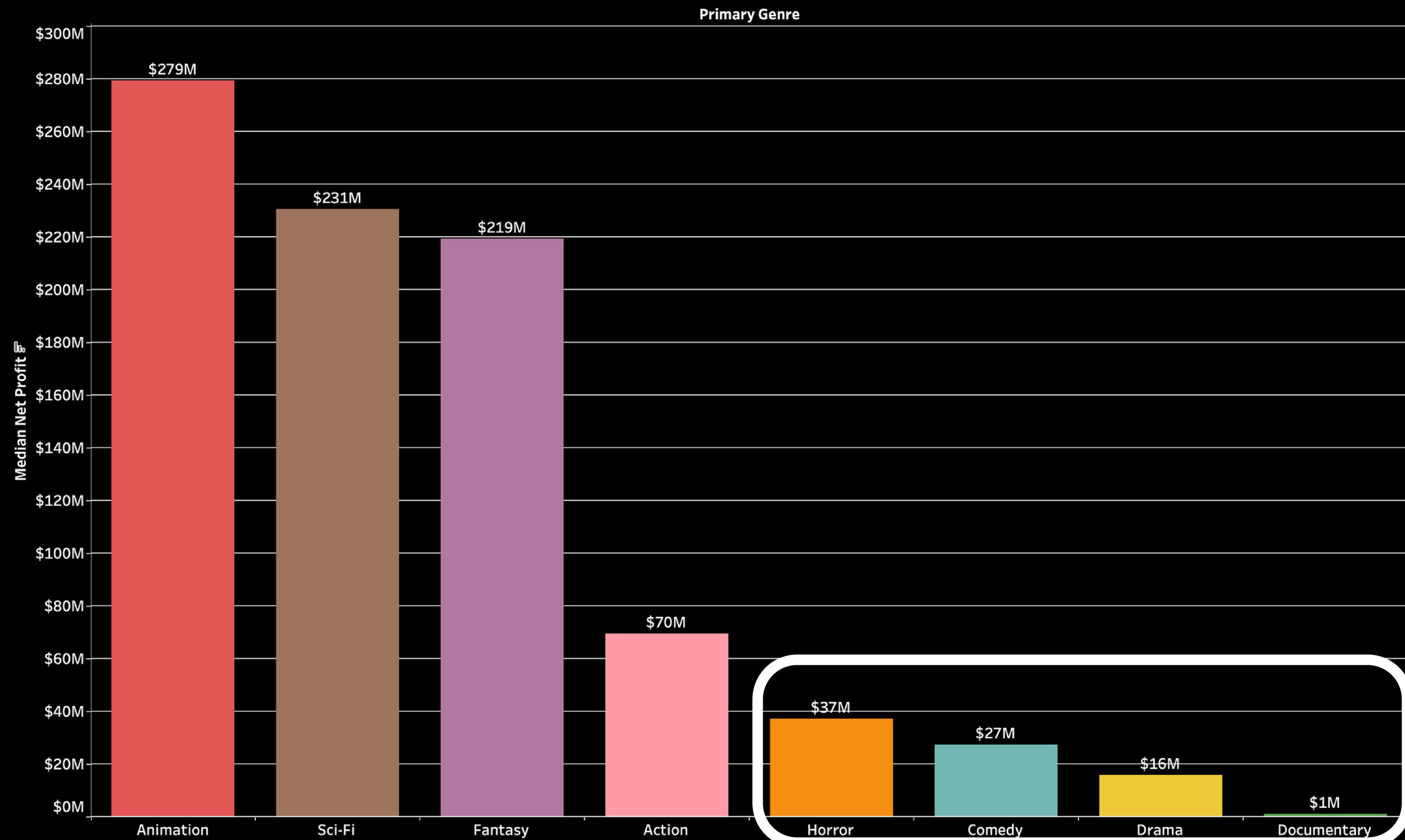


DATA ANALYSIS

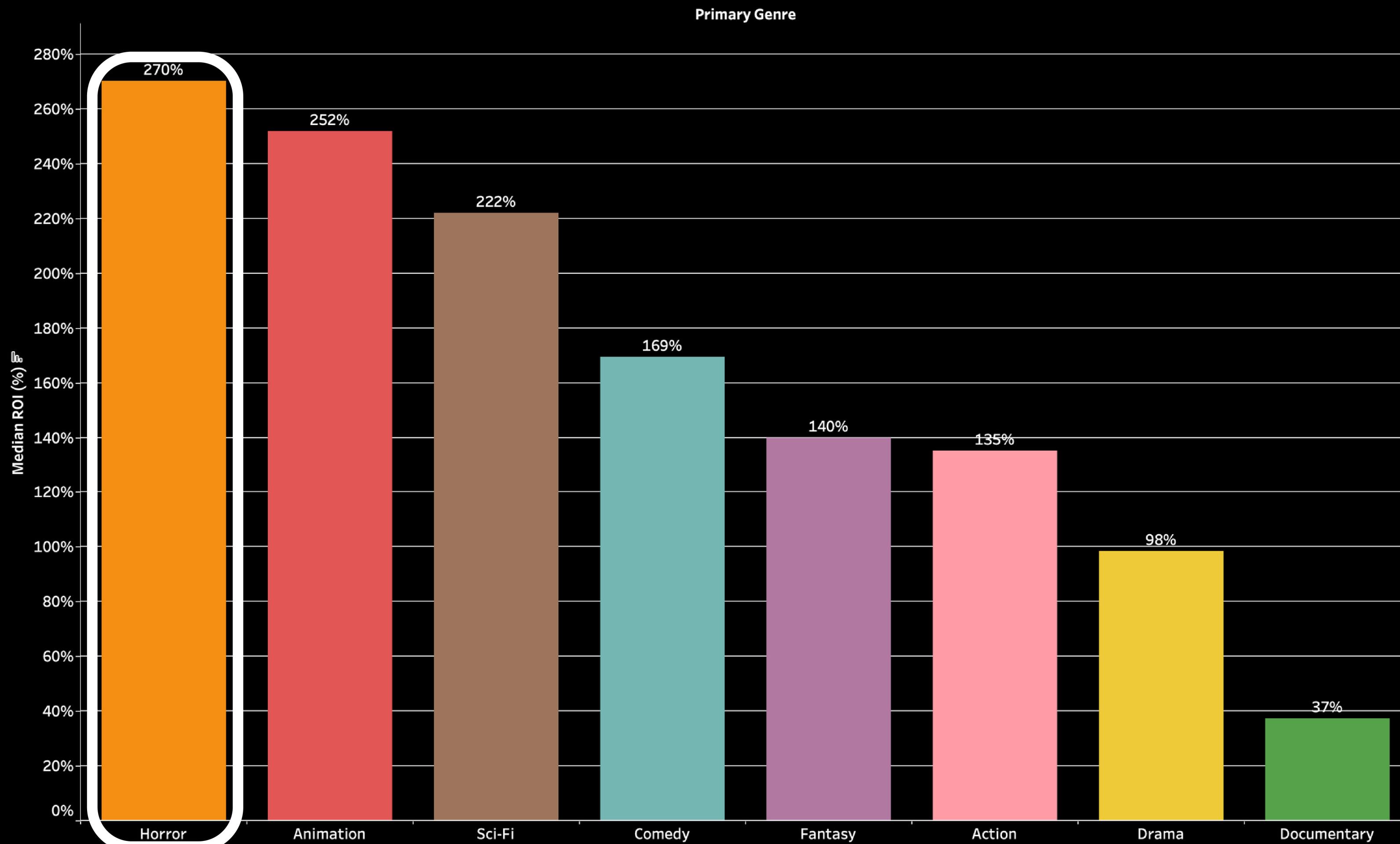
Genre vs Median Budget



Genre vs Median Net Profit

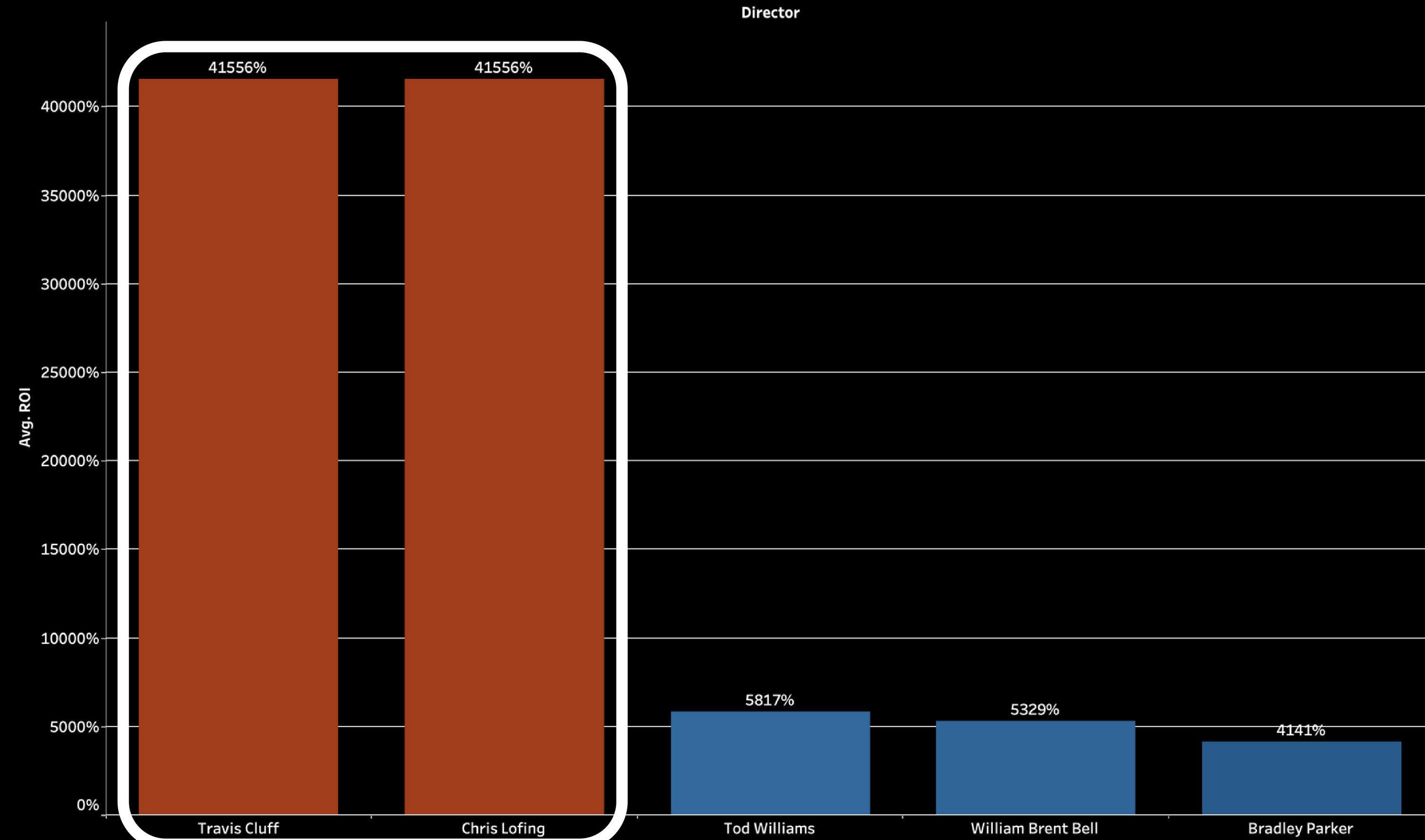


Genre vs Median ROI

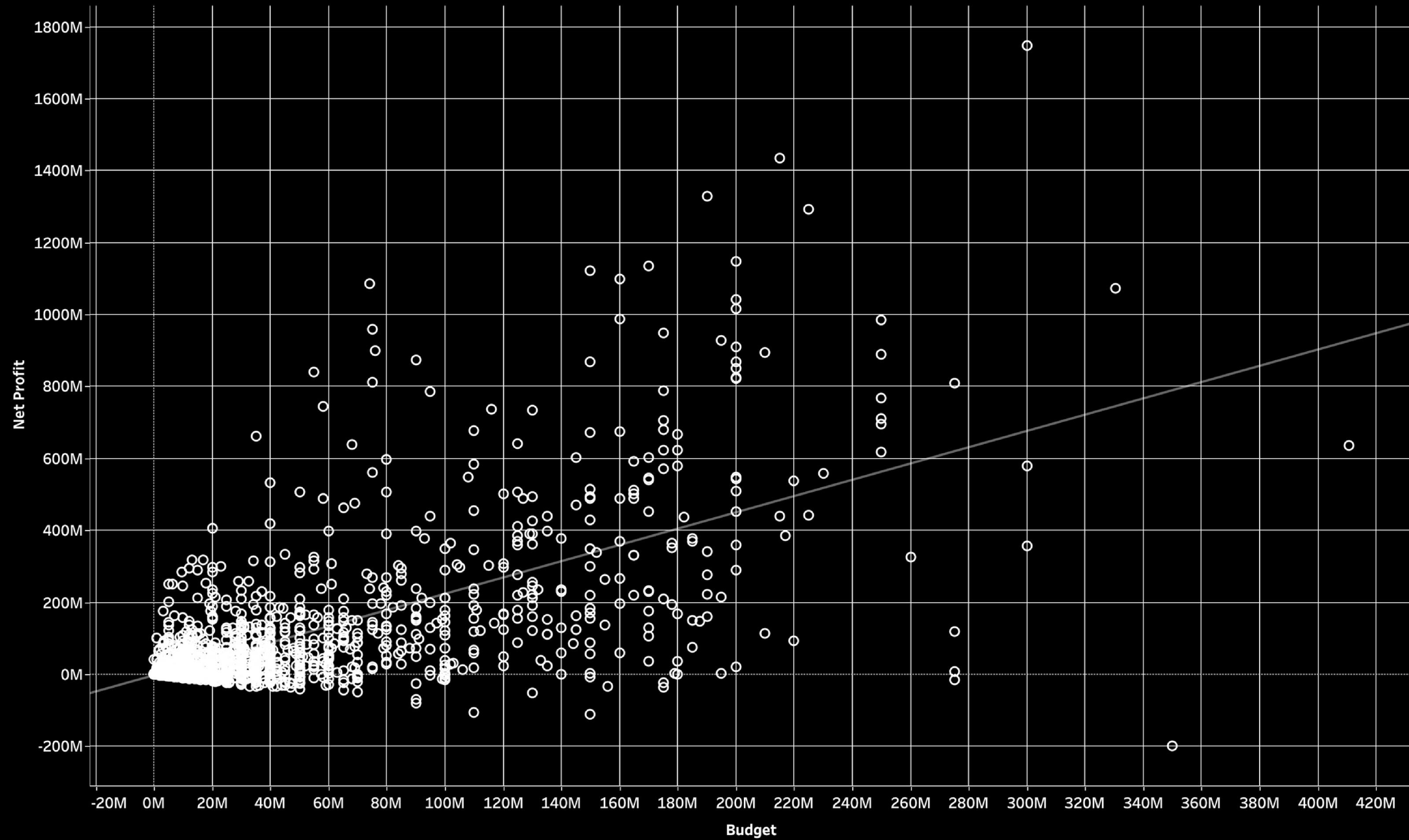


Horror Directors vs Average ROI

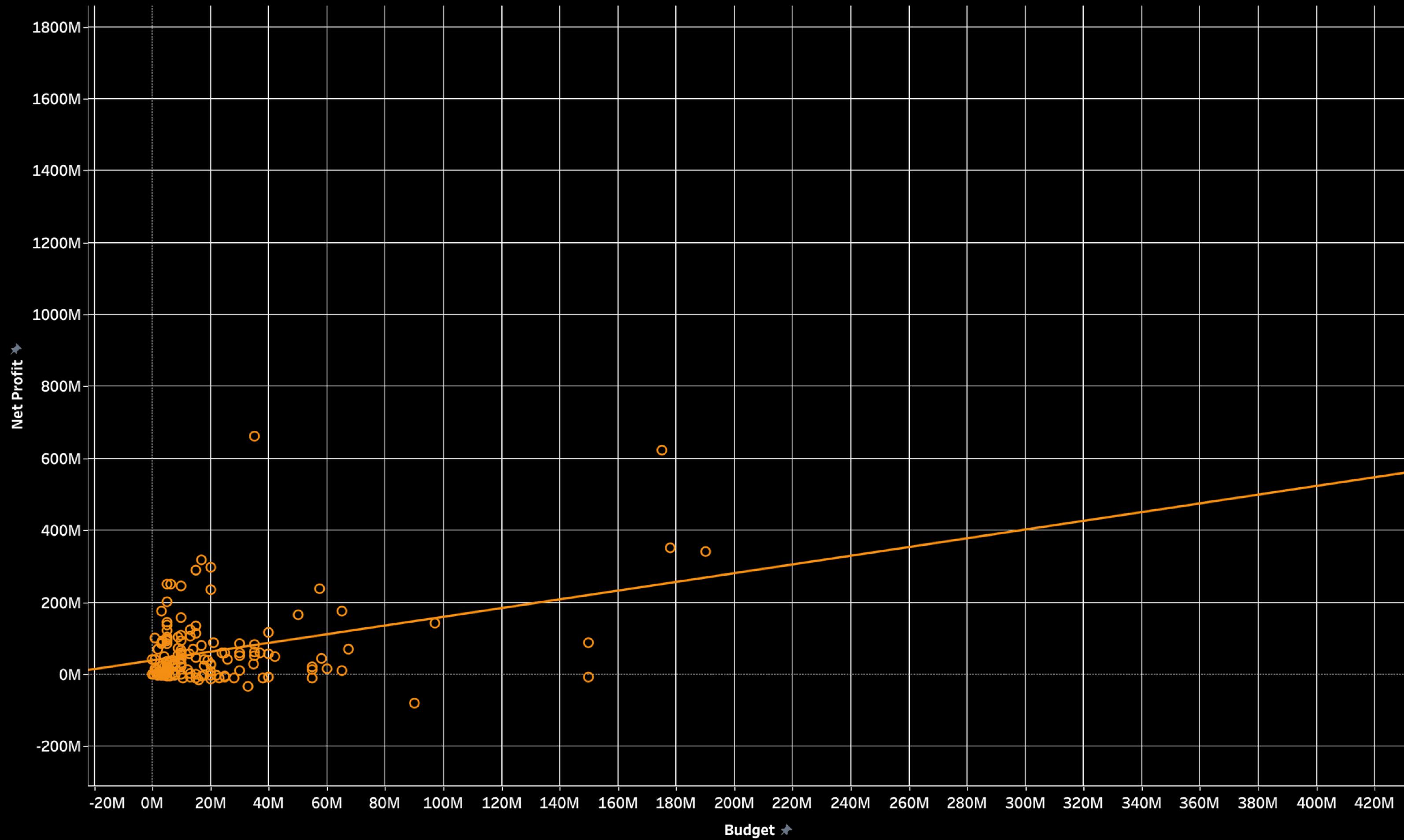
Horror Directors vs Average ROI



Linear Regression of Budget vs Net Profit for All Genres



Linear Regression of Budget vs Net Profit of Horror Genre



CONCLUSIONS



RECOMMENDATIONS



Horror Genre

- The horror genre has the most median ROI.



\$10M budget

- As a new movie studio, a budget of \$10M per movie is ideal.



Chris Lofing as Director

- An award-nominated movie director and writer
- High average ROI in his track record.

FURTHER INVESTIGATIONS

Marketing

How much marketing, such as movie trailers, social media advertisement, are needed to increase earning potential.

Distribution

Possibility of partnering with a larger movie production company for wider distribution.

Animation

As our studio grows, we should think about the possibility of moving on to the animation genre.



Questions?



CONTACT US!



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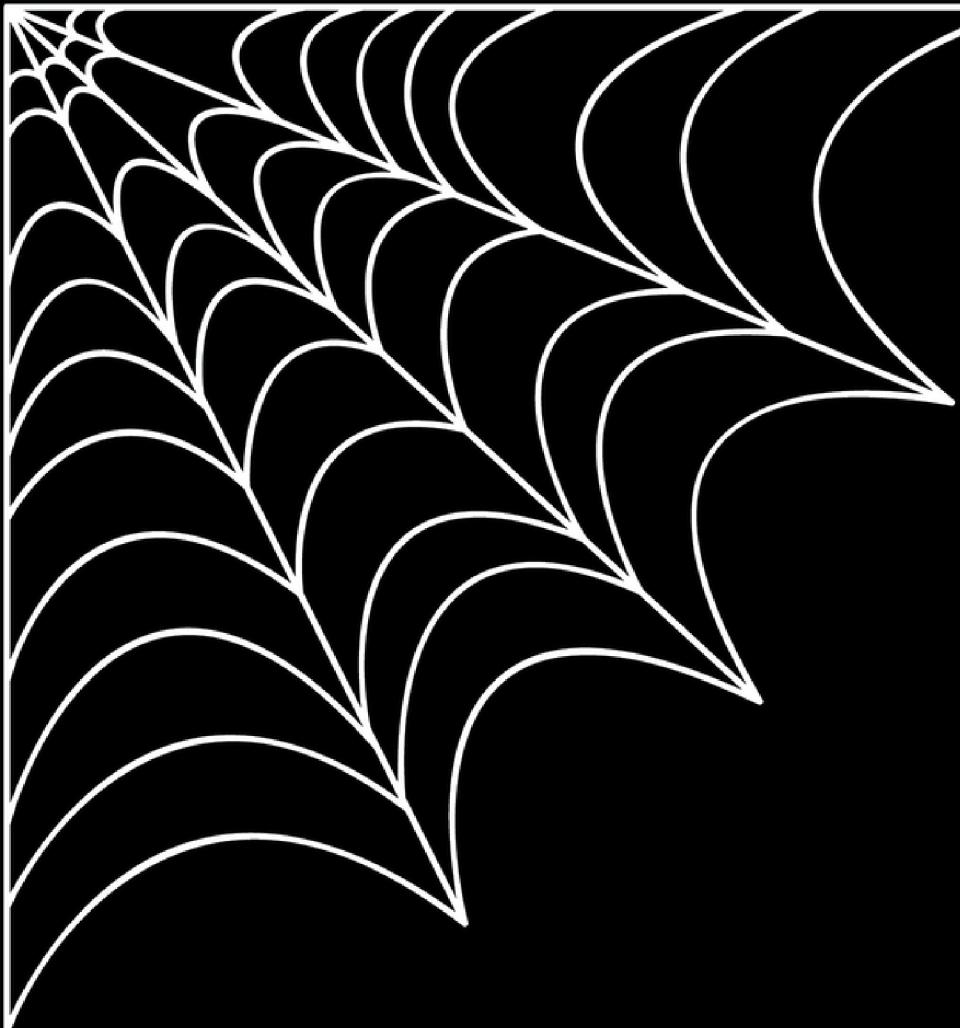
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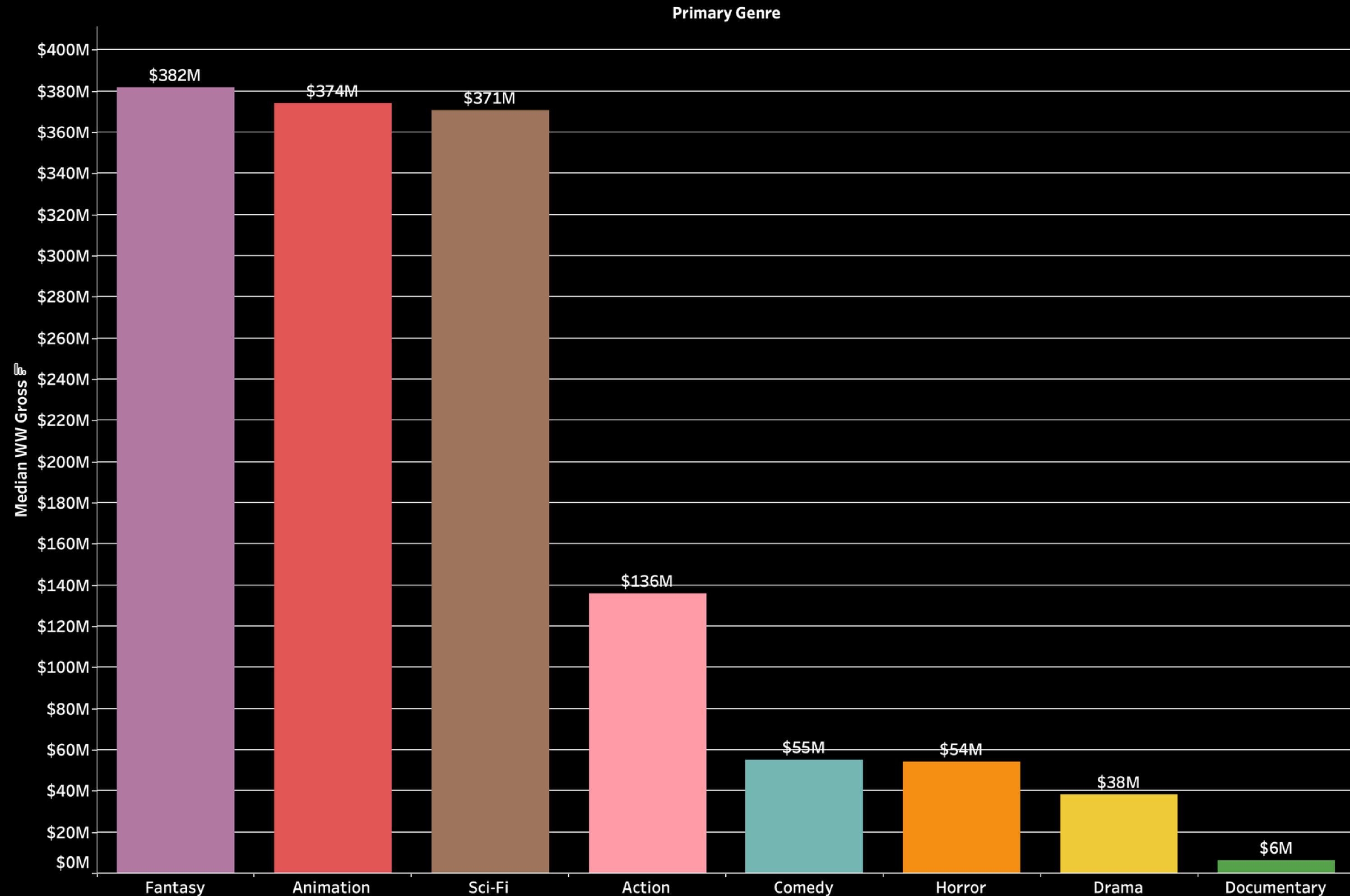
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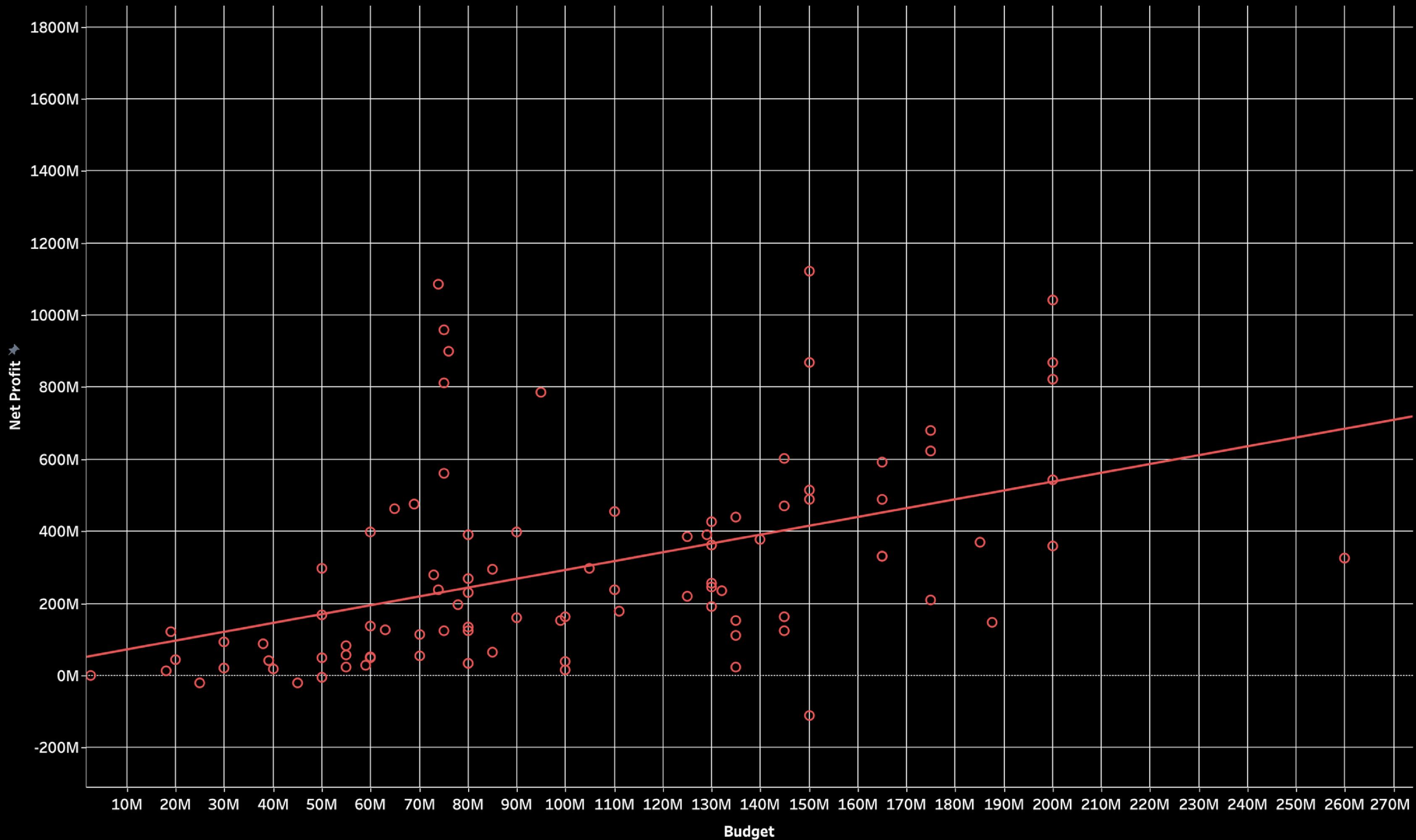
APPENDIX



Genre vs Median Worldwide Gross Box Office



Linear Regression of Budget vs Net Profit for Animation Genre



Animation Directors vs Average ROI

