



Flatiron School Phase 2

Movie Studio Recommendations





Business Question

Your company is planning to launch a movie studio, and I've been tasked with identifying the best path forward. My goal is to present three actionable recommendations to guide your company in building a successful and competitive movie studio.





Success Metric

ROI = Return on Investment

**ROI = ((worldwide gross - production budget) / production budget) x
100**



The Data

Box Office **Mojo**
by IMDbPro

IMDb

THE NUMBERS





Approach

01

Genre

Are there certain genres that yield higher ROI?

02

Run Time

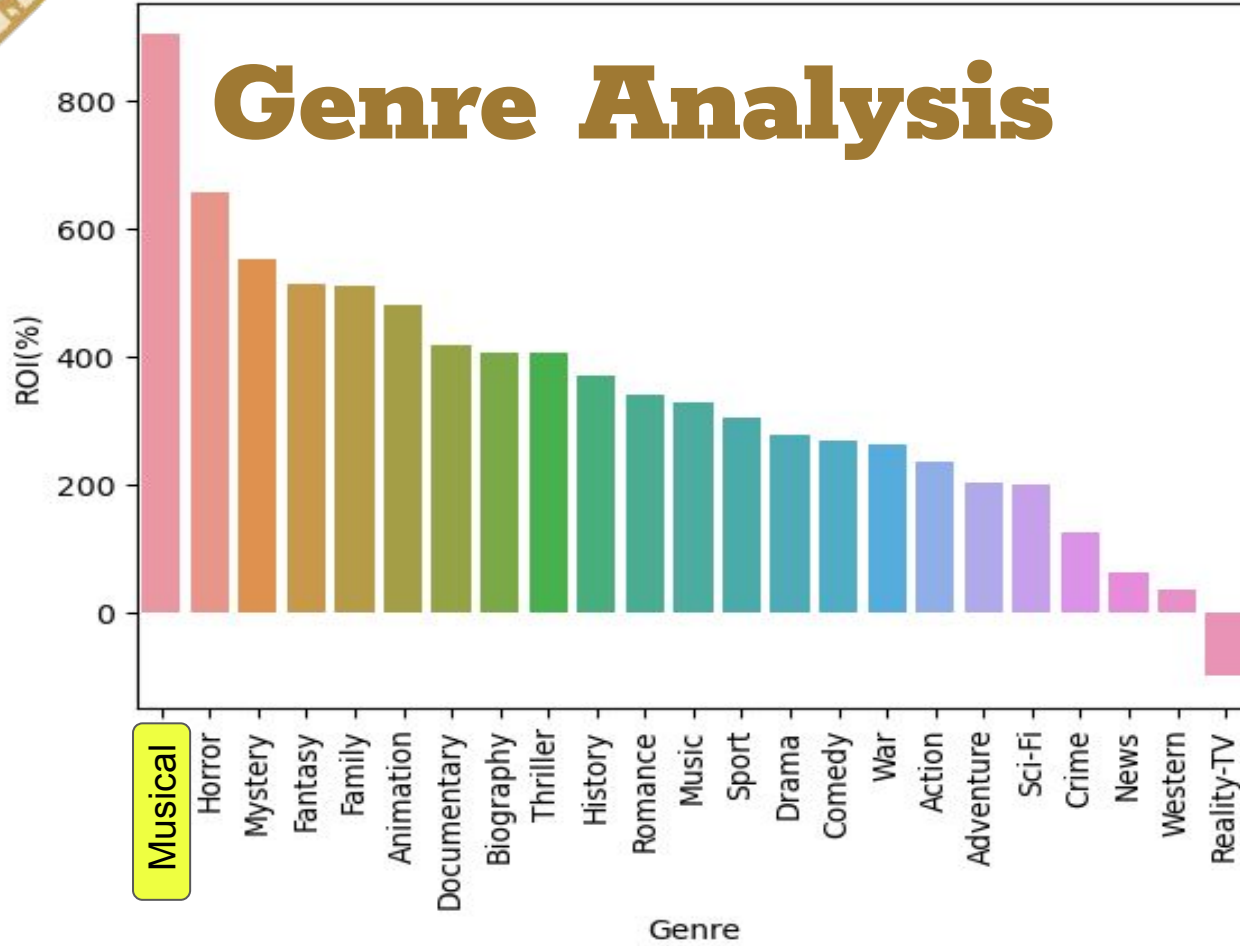
Is there a run time that yields higher ROI?

03

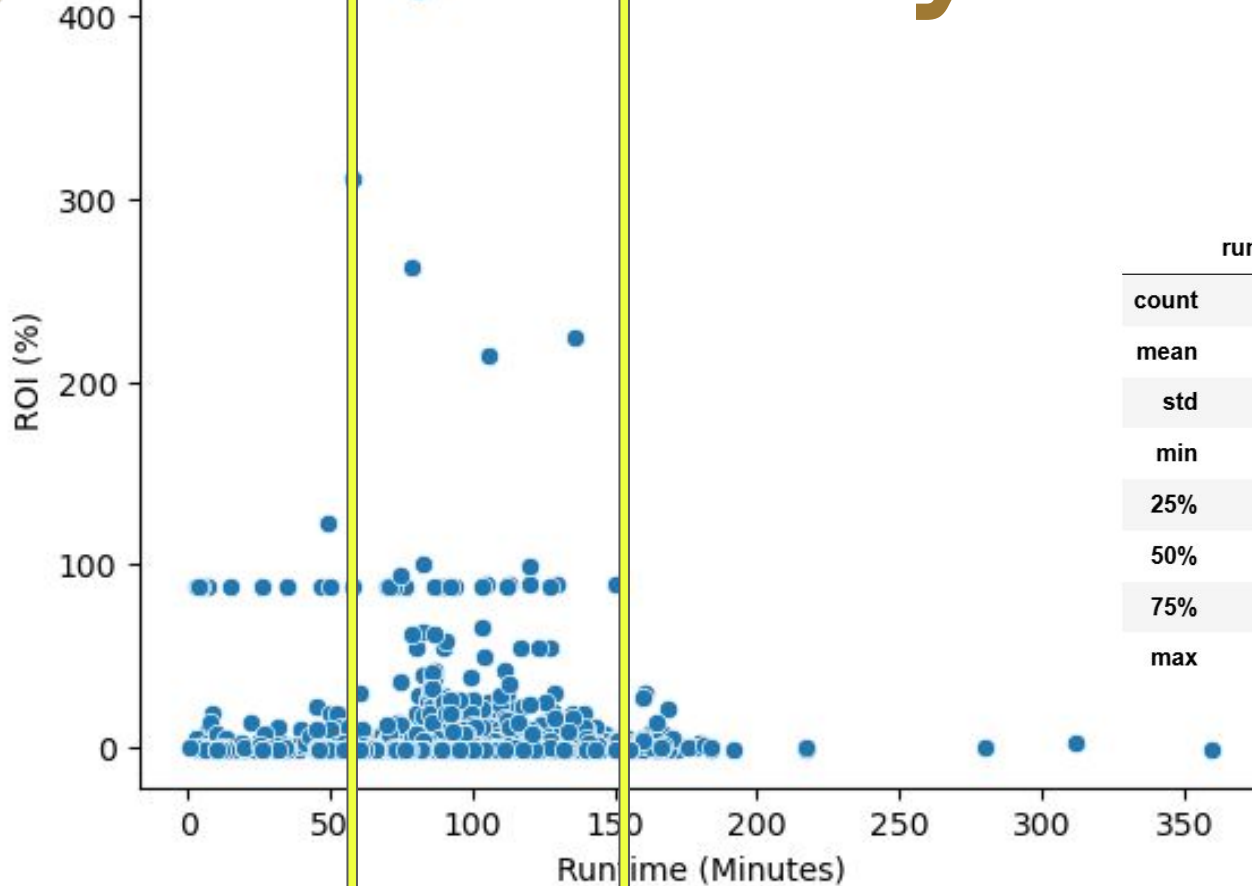
Director

Are there certain directors whose movies yield higher ROI?

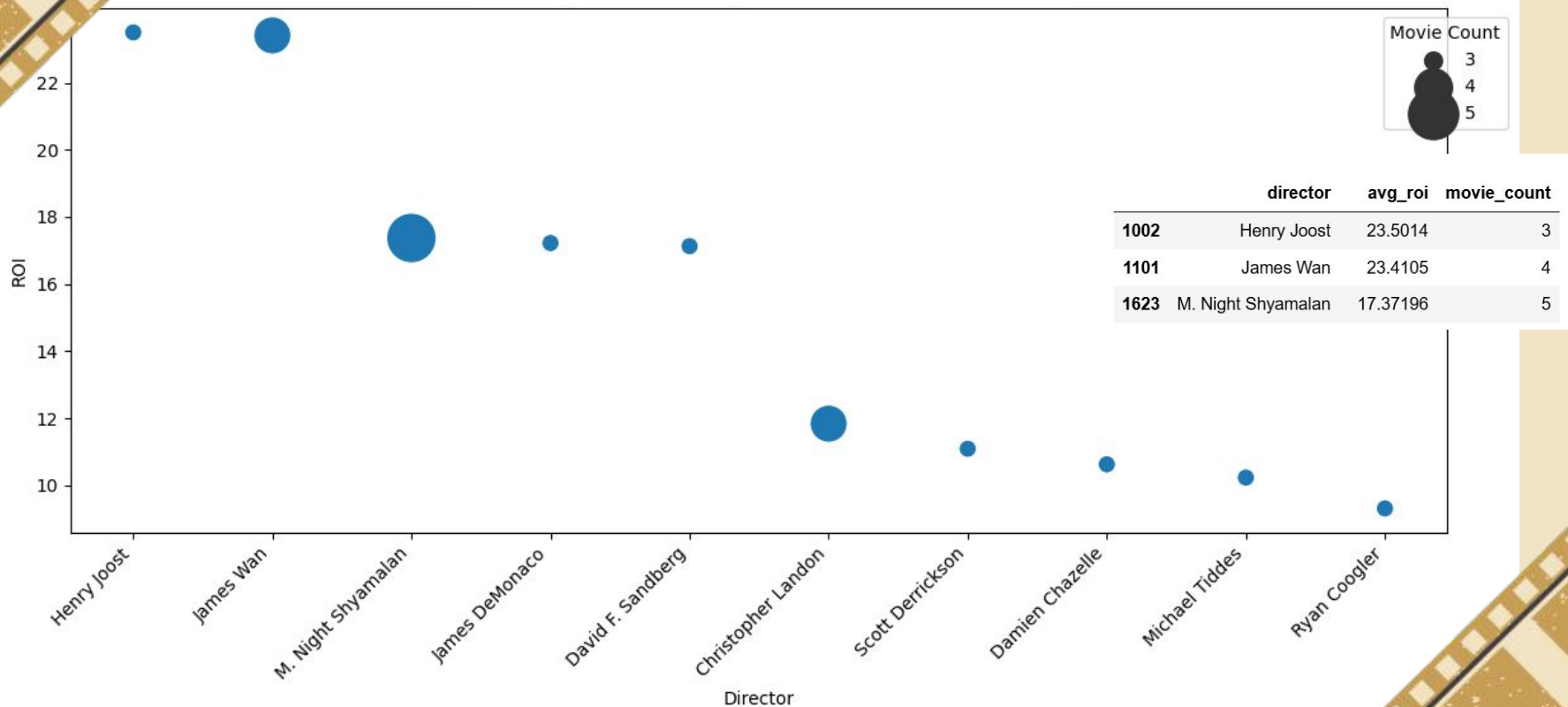
Genre Analysis



Runtime Analysis




Director Analysis





Recommendations

1. **Genre:** Musicals, Horror, Mystery
 2. **Runtime:** between 50 - 150 minutes
aiming for around 93.7 minutes
 3. **Director:** Henry Joost, James Wan, M.
Night Shyamalan
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Next Steps

- Split out analysis by domestic and foreign revenue depending on where our theatre is planning to operate and show our movies
- See if there is a change in results when you analyze short films and feature length films separately.





Questions?