



Deloitte.

Movie Revenue Proposal

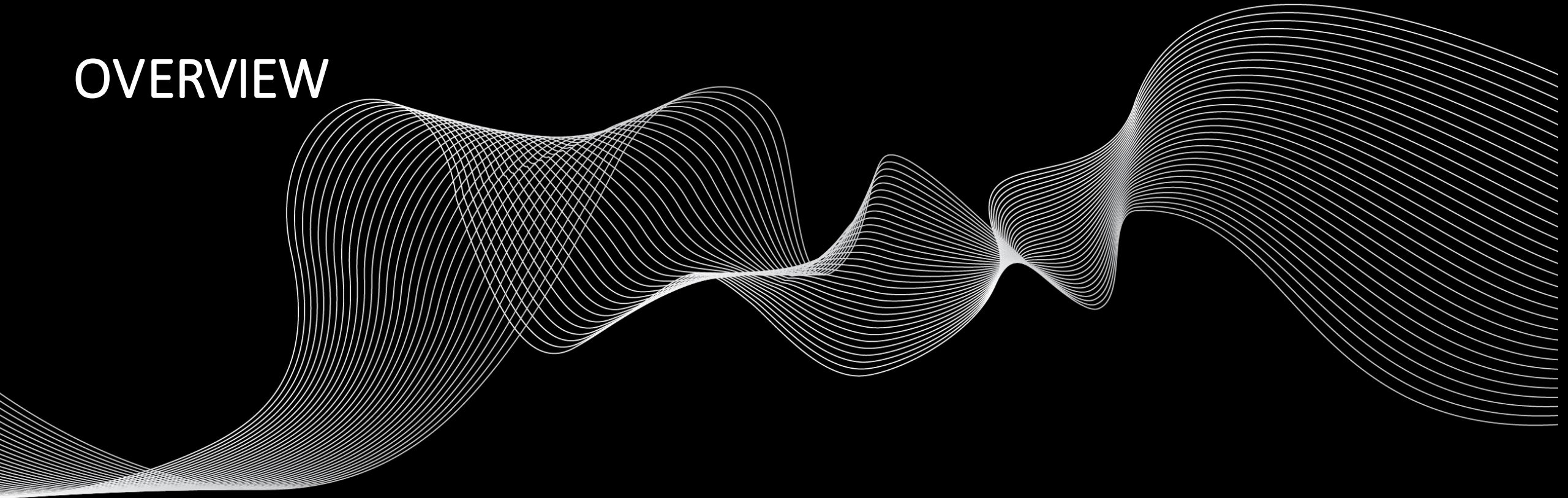
Agenda


1 | OVERVIEW

2 | LOOKING INTO THE DATA

3 | RECOMMENDATION

OVERVIEW



An abstract network diagram with nodes and lines is visible in the background, primarily on the left and bottom right sides. The nodes are represented by small grey circles of varying sizes, and they are connected by thin, light grey lines, creating a web-like structure.

**Our GOAL is to give the
OPTIMAL film production recommendation
in order to launch Computing Vision
as a COMPETITIVE force in
the film industry.**

The Question

What makes for a successful film?

We want to discover what characteristics make a movie 'successful' in terms of revenue



3 Points of Comparison



Seasonality

**What is the optimal
time or season to
release a movie?**



Run Time

**What is the ideal length
of a movie in terms of
revenue?**



Movie Genres

**What movie genre has the
highest potential for
revenue?**

We performed
exploratory data
analysis using
historical data

Our approach

- We explored and analyzed wide-scale movie data focusing on the last decade.
- We chose to look at gross domestic revenue as our main metric
- Film companies take a higher cut of domestic revenue, according to Gizmodo
- Using the information we've gathered; we have made 3 business recommendations based on research of previous movies



LOOKING INTO THE DATA

When is the Best Time to Release a Movie?

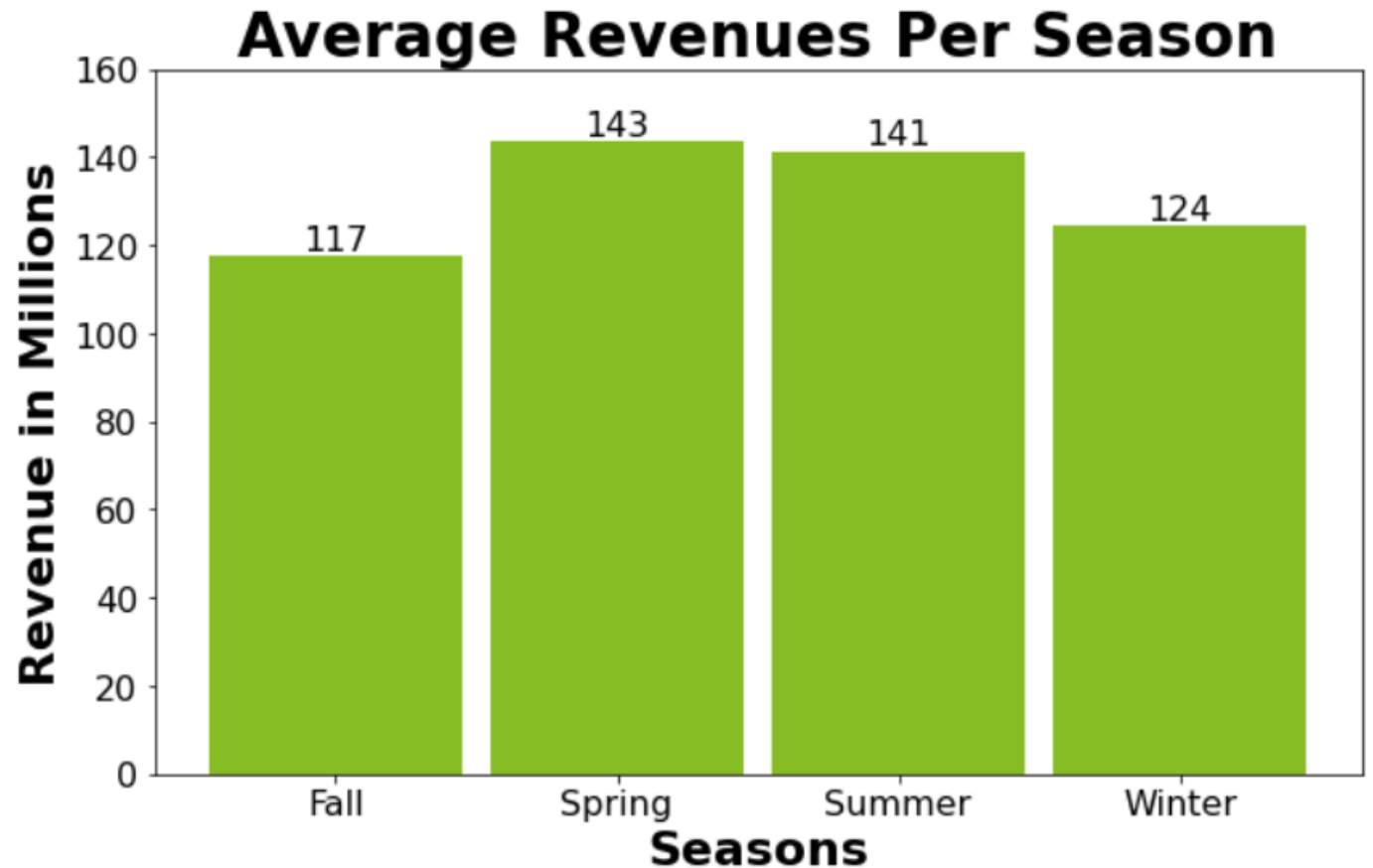
We decided to look at revenue by season and month, to have an understanding if a specific time of the year affects revenue



Seasonality Analysis

Seasons were defined as follows:

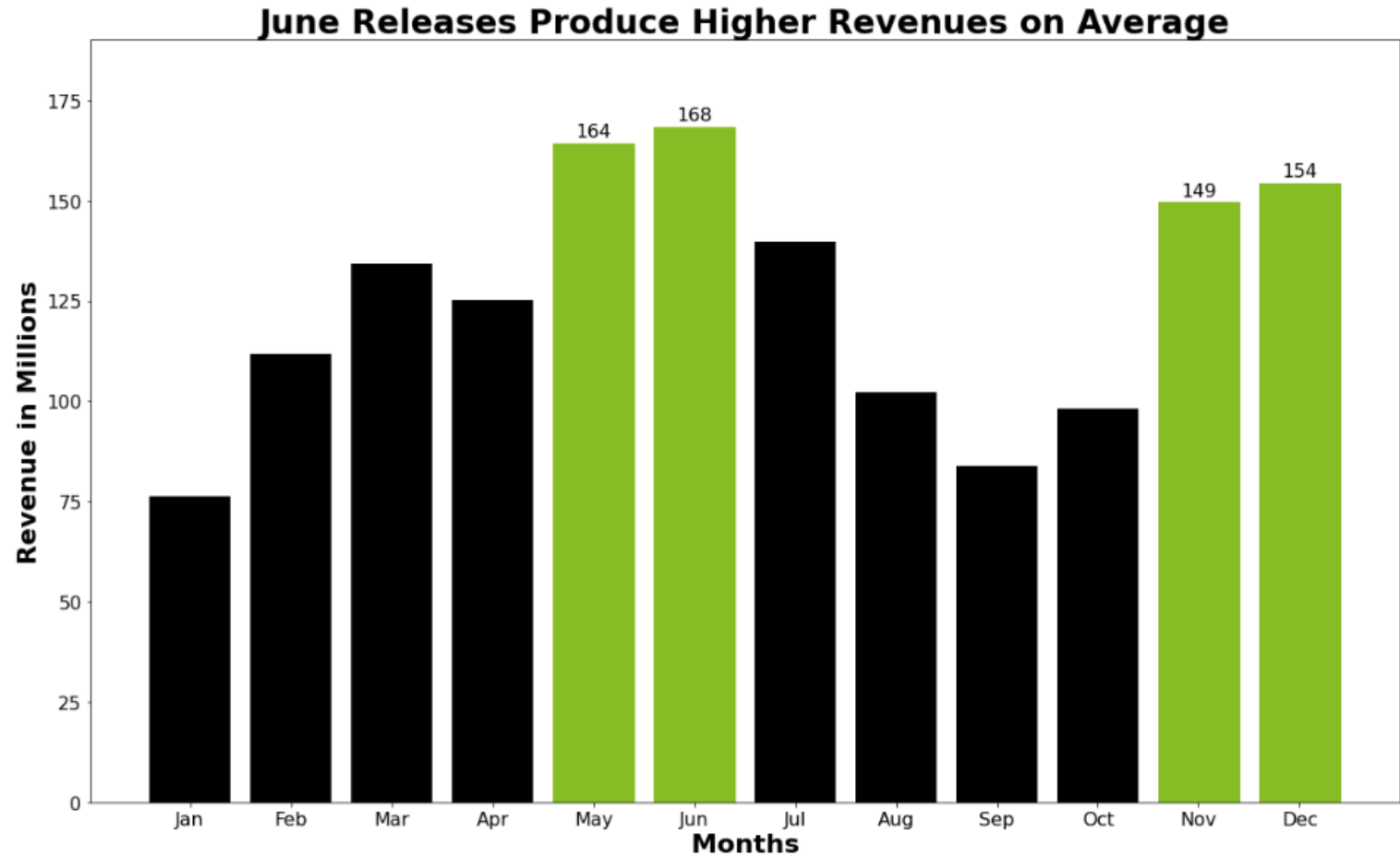
- **Summer:** June - August
- **Fall:** September - November
- **Winter:** December - February
- **Spring:** March - May



Our Findings: Summer and Spring outperformed the other seasons

Average Revenue by Release Date

- With further evaluation, we found that months where kids are out of school, have higher revenues on average
- June movie releases produce the higher revenue on average

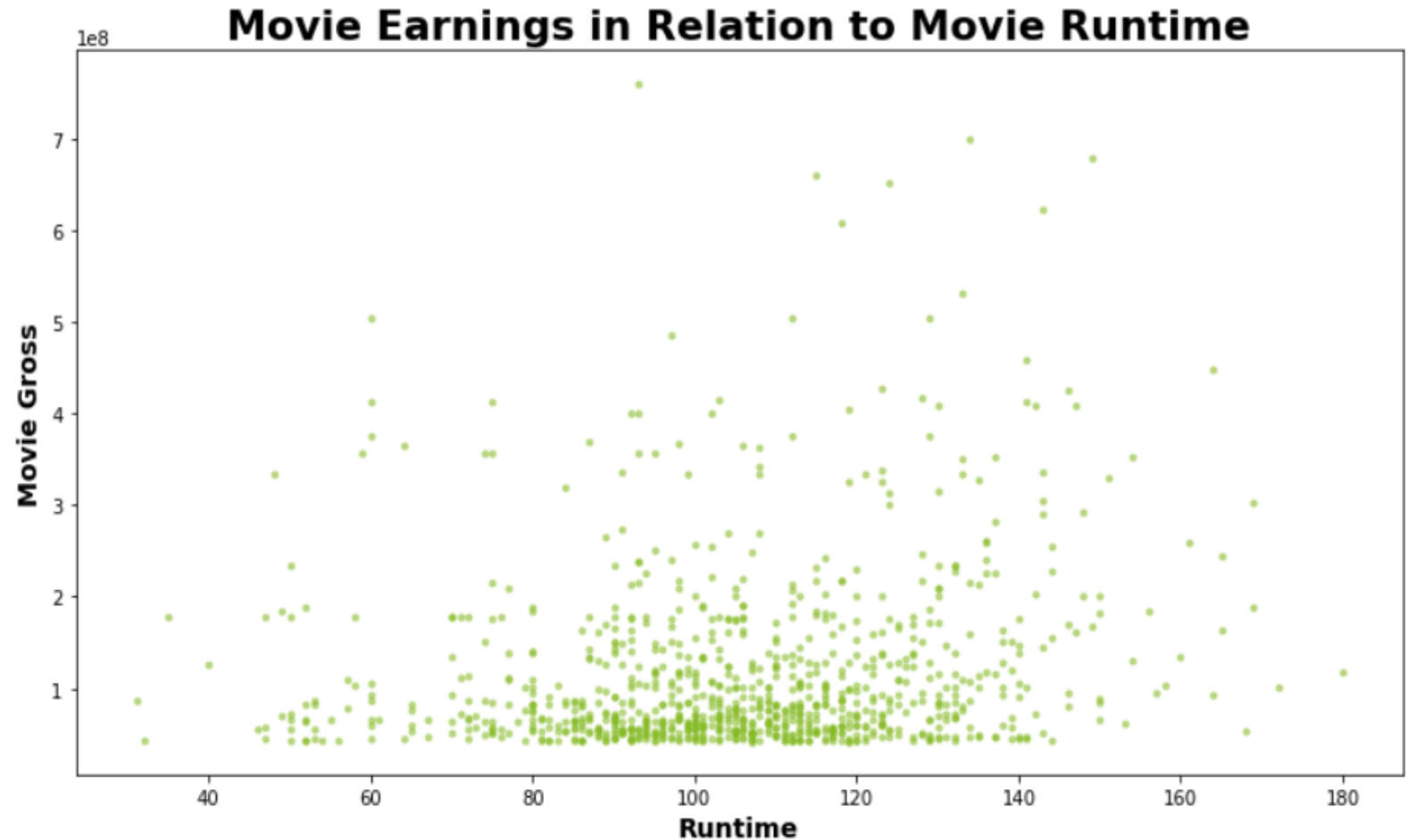


What is the Best Runtime?

We decided to look at the amount of revenue generated in terms of movie runtime



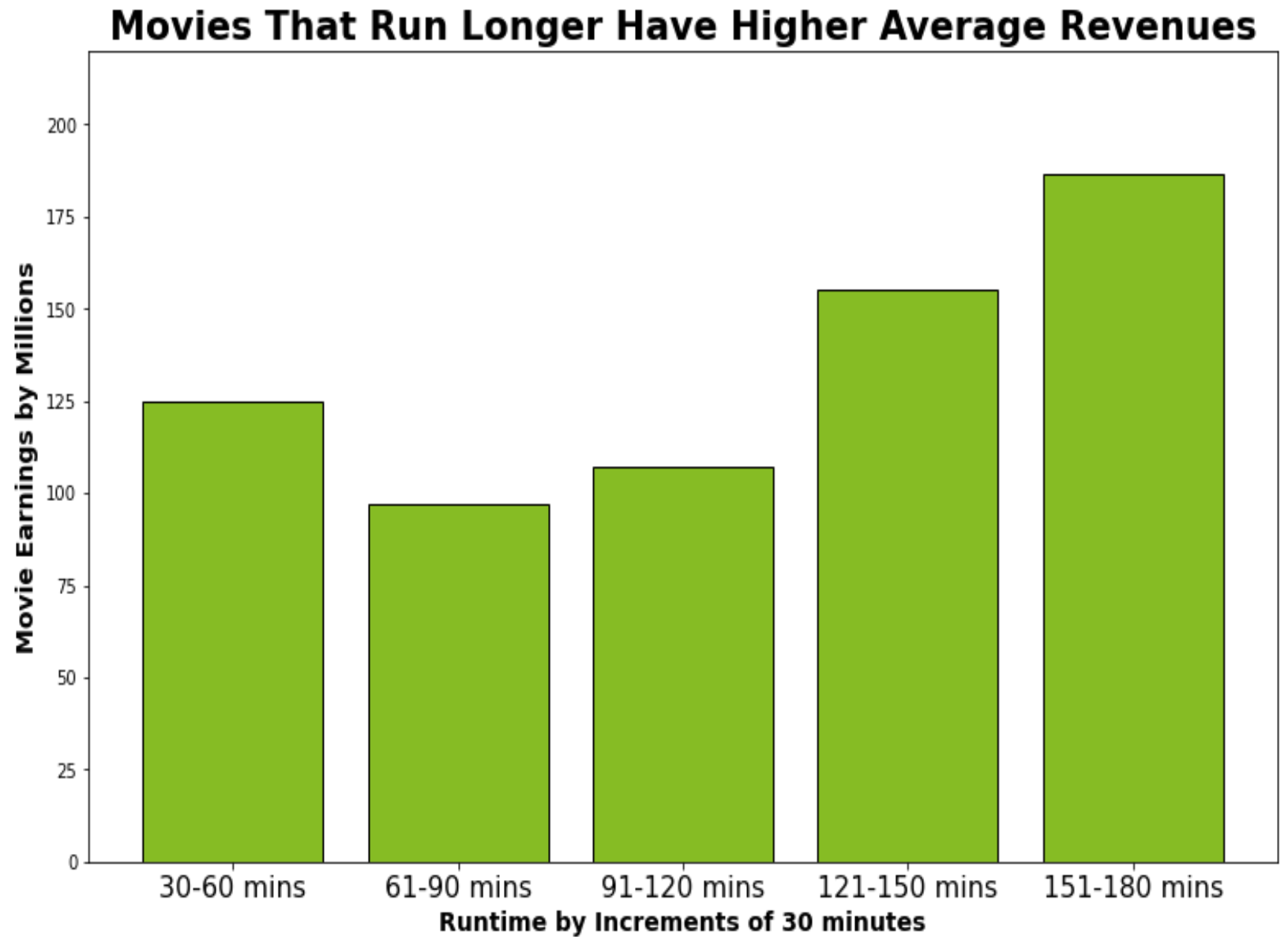
Movie Runtimes Compared to Revenue



This Scatter plot represents a wholistic view of movie earnings and their runtimes for movies that earned above the average revenue of **\$41,873,326**.

Runtime Charts

Average revenue based on a runtime of 30 min intervals





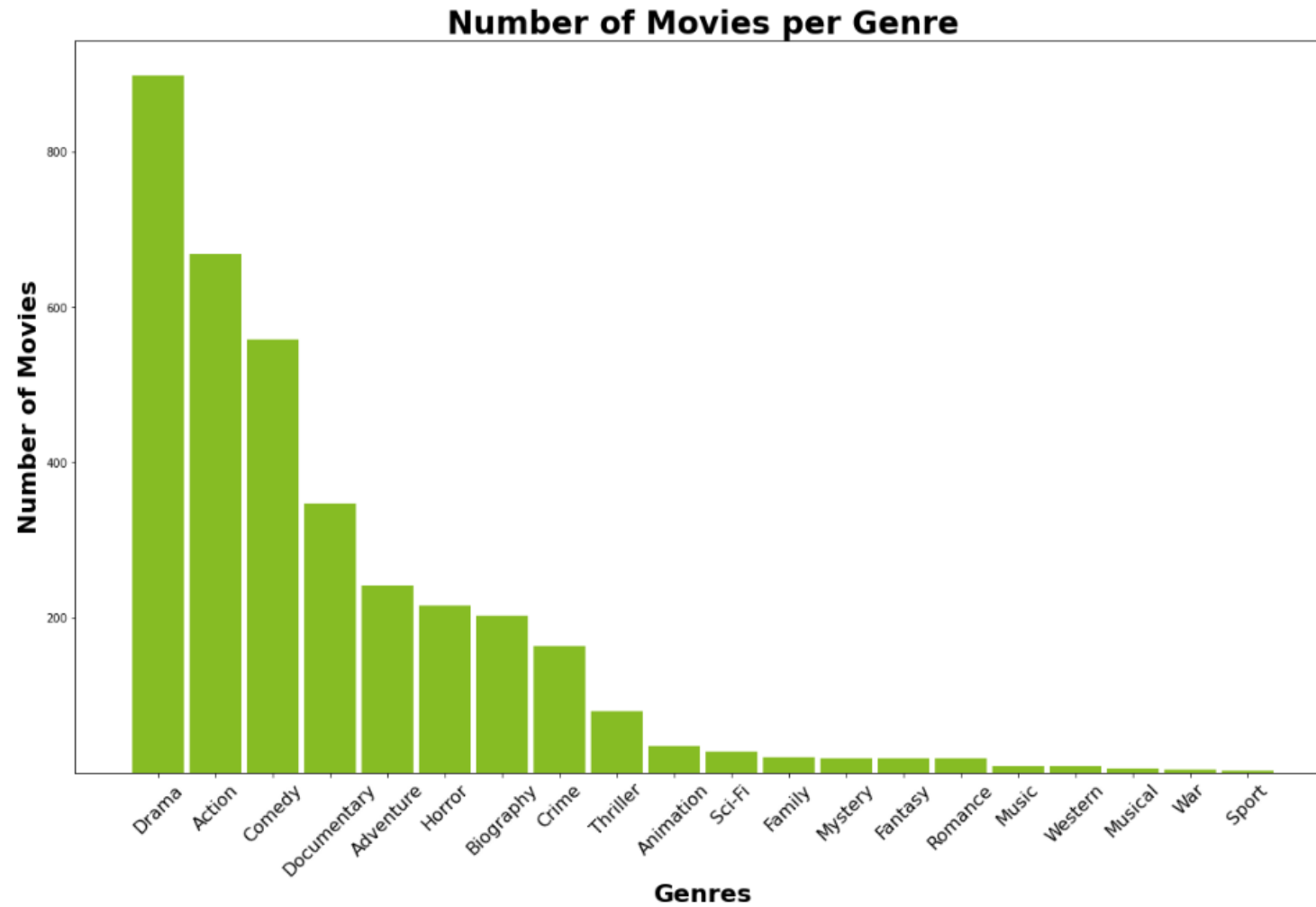
What is the Best Genre to Produce?

We decided to look at the amount of revenue generated by each genre to have an understanding if a specific genre performs better than the rest.



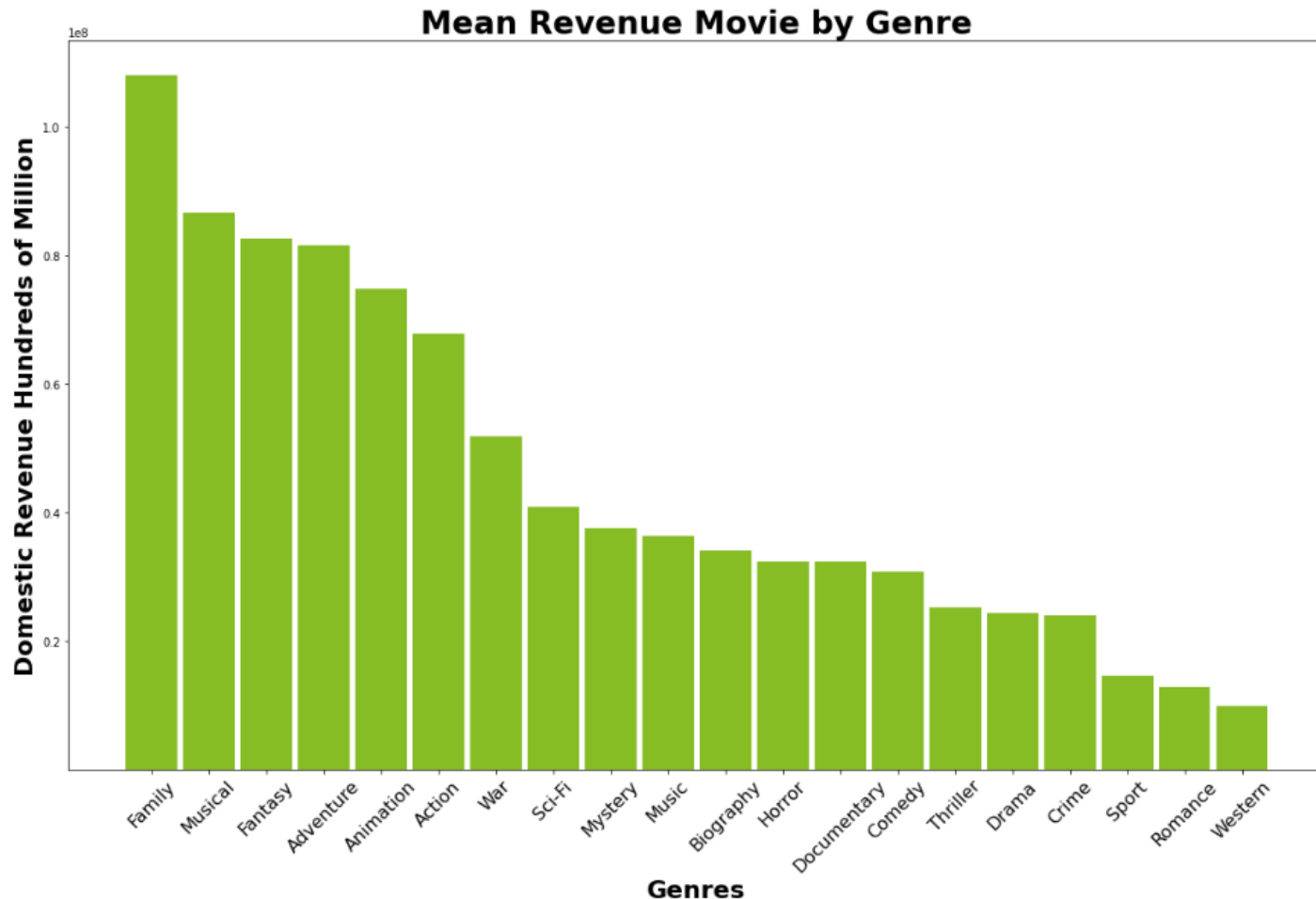
Genre Analysis

- Oversaturation in drama and action Genres



Hypothesis Test: Family vs Other Genres

We conducted a one sample t-test at the alpha level of 0.05 using SciPy, a statistical program, to determine if the mean gross domestic revenue of Family movies is significantly greater than the rest of the movies in our dataset.



- We chose the family genre for our hypothesis test because of the record-breaking success of film franchises such as Toy Story and the Incredibles
- We can conclude that family movies have a significantly greater mean gross domestic revenue compared to the rest of the data

RECOMMENDATIONS

Recommendations to Optimize Gross Revenue

1 Seasonality

We recommend timing the release of movies for **June** to maximize revenue potential.

2 Run Time

We recommend producing movies **151 - 180 minutes** in length, to maximize potential revenue.

3 Genre

We recommend the business to focus on producing **Family** movies and related genres (adventure, animation)

Future Work



Most successful directors



Which actors pull in the most amount of revenue



Do streaming services play a role in the future of the movie industry

Thank you

Thank you for listening to our proposal. Please do not hesitate to reach out to any one of us regarding any comments or queries you may have.

Connect with the Team



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