I suggest to the board of representatives at Netflix that they release a long drama film that is rated R, starring Tom Hanks and Leonardo DiCaprio. The film should be written by Lilly Wachowski and directed by Clint Eastwood, and it would be a Christmas drama released in the winter. Leonardo DiCaprio would play Santa while Tom Hanks played the lead role uncovering Santa’s dark past…

Netflix films released in the winter had the highest earnings index at 4.06, the highest IMDB score at 6.77, and the highest number of users reached at 39 million. It could be argued that this is influenced by the fact that winter also had the highest number of films released at 217, other than summer which also had 217 films released. However, summer had the 3rd lowest ratings out of these three factors, with 3.64 for earnings index, 6.48 for IMDB score, and 30 million users reached. This indicates that a film is more likely to been seen and have a positive IMDB score if it is released in the winter. A genre that had many users reached and a high IMDB rating was drama, which is the recommended genre for this pitch. Drama came in second place at number of users reached with 22.8 million people, and fourth in IMDB with a score of 6.88. Films that had the highest rating compared to others were those that were rated R with a score of 6.77. Rated R films also had the second highest earnings index at 3.82. Although Drama had a lower earning index at 3.54, compared to the higher ones such as Sci-Fi at 6.99 and Horror at 6.55, this could be because it had a significantly high budget, coming in at 4th place with $3.5B, compared to its total revenue, coming in at 4th place with $12.6B, meaning it could still be very successful at the box office. The actors with the highest IMDB users reached were Leonardo DiCaprio at 5.9M and Elijah Wood at 3.2M. Leonardo DiCaprio also had the 3rd highest IMDB rating, coming at 7.20, just behind Daniel Day Lewis at 7.25. Although Tom Hanks came in 14th place with 1.6M for IMDB users reached per stars, this is still significantly high. He also came in 5th place in average IMDB rating at a score of 7.08. Lilly Wachowski had the highest revenue by writer at $2.54B, and Clint Eastwood was the second most successful director. Finally, long films had the highest average gross income at just under $40B.

This results suggest that a pitch like this could be very successful for Netflix in terms of a high IMDB rating, high profit, and high number of users reached.