



Considerations for Entering the Movie Industry

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Objective: Discuss a few key questions and considerations regarding entering the movie industry.

Questions:

1. Which movie genre would yield the most success?
2. Which actors and directors should we employee for our production?
3. What should our production budget be? Is production budget a key component in success?
4. How long should our production be? Is there an ideal runtime?

Question #1:

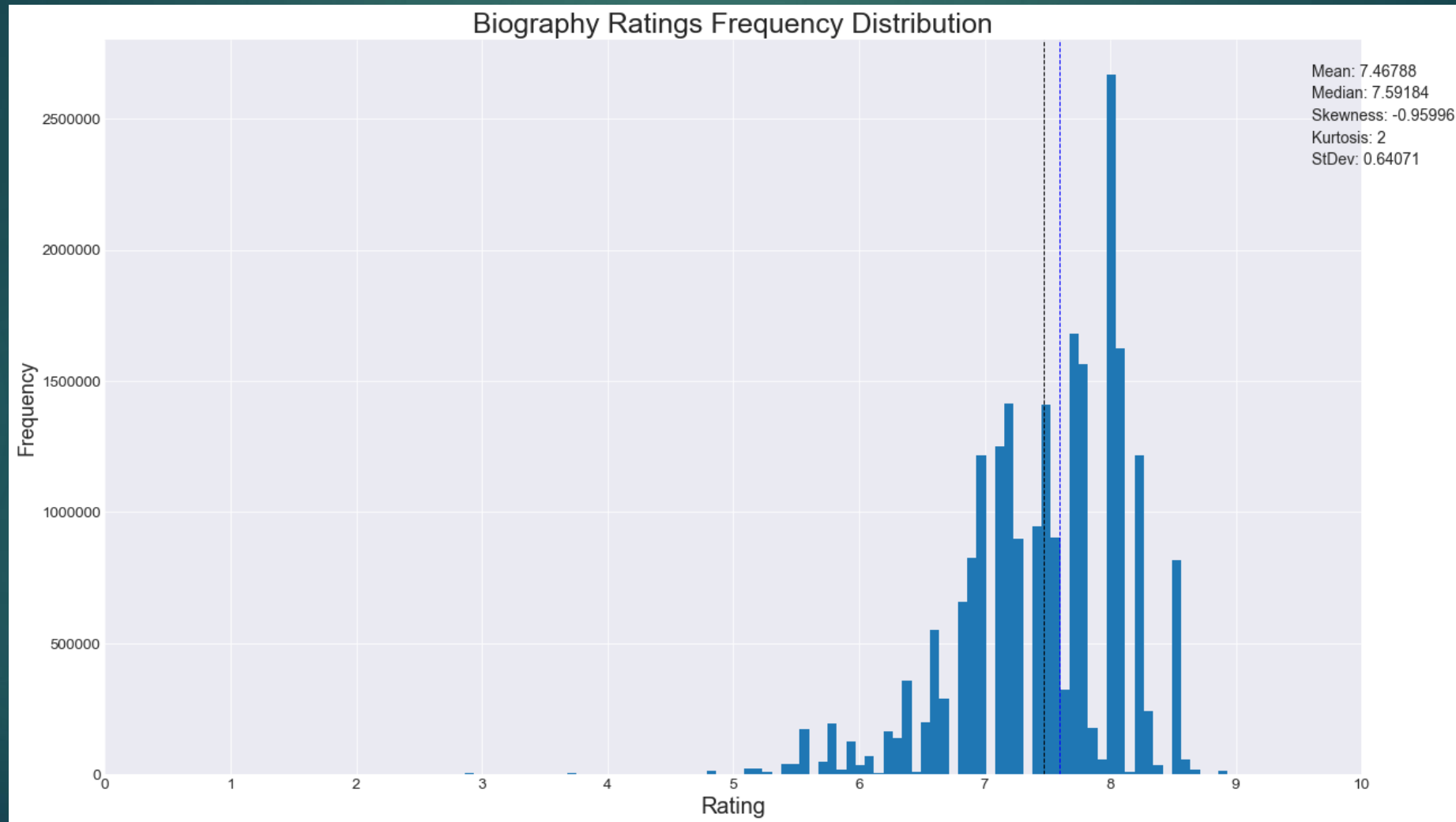
What are the top 3 highest rated movie genres?

- ▶ According to the data, the top 3 highest genres, amongst genres where there is a sufficient number of voting data, are as follows:
 1. Biography
 2. Animation
 3. Sci-Fi

We'll focus on some key metrics and attributes of successful Biography movies.

Question #1 (Cont.)

- Illustrated below is the distribution of all votes for Biography movies

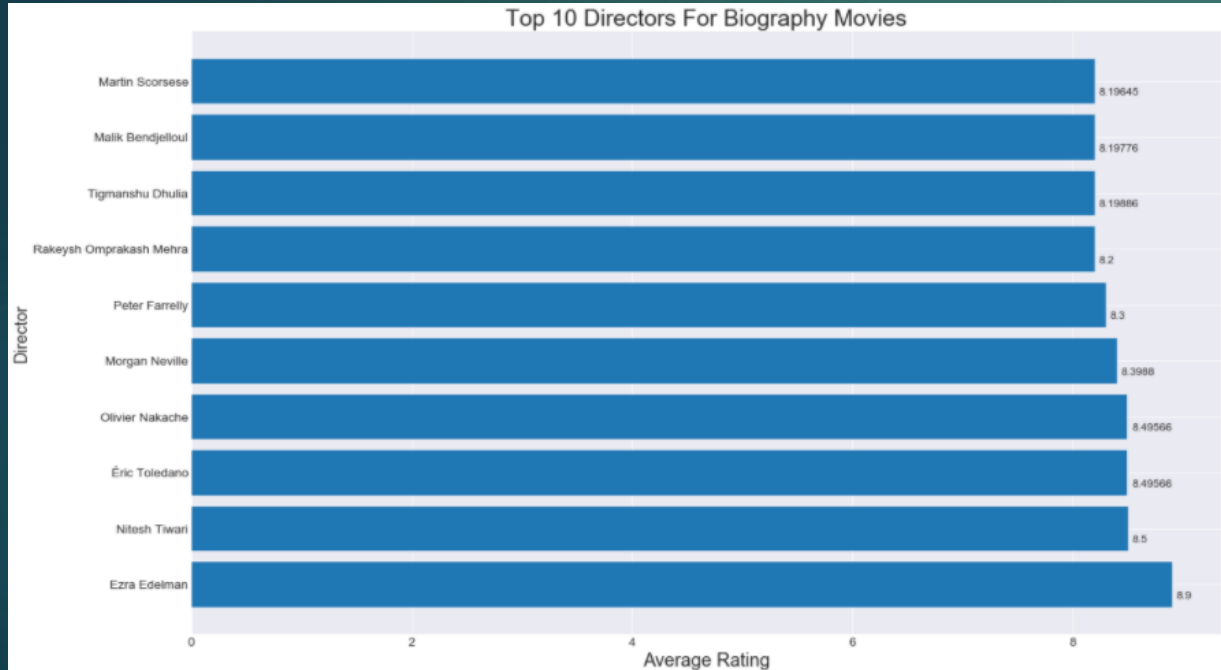


Question #2:

Which actors and directors contributed to more successful Biographies?

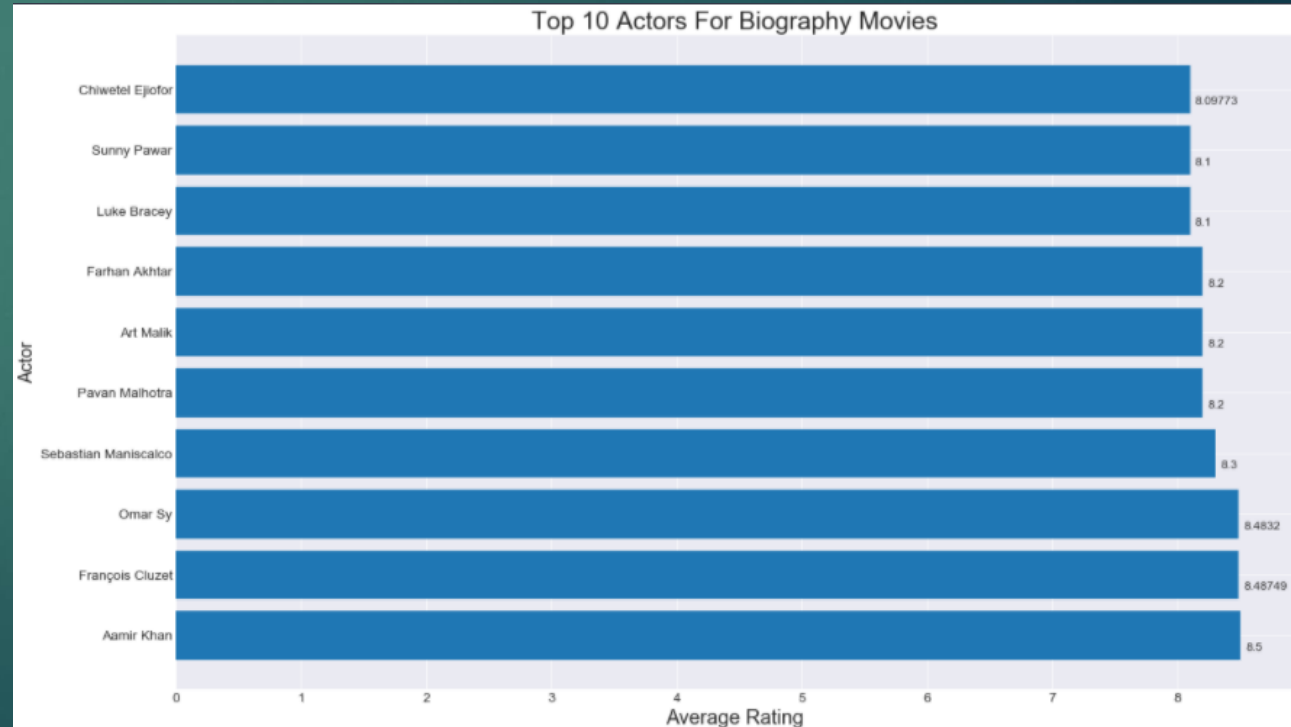
- ▶ The graphs below reflect the actors and directors who were involved in the highest rated movies. The ratings are the weighted average ratings of all the movies they worked in

Top 10 Directors For Biography Movies



Top Director: Ezra Edelman

Top 10 Actors For Biography Movies



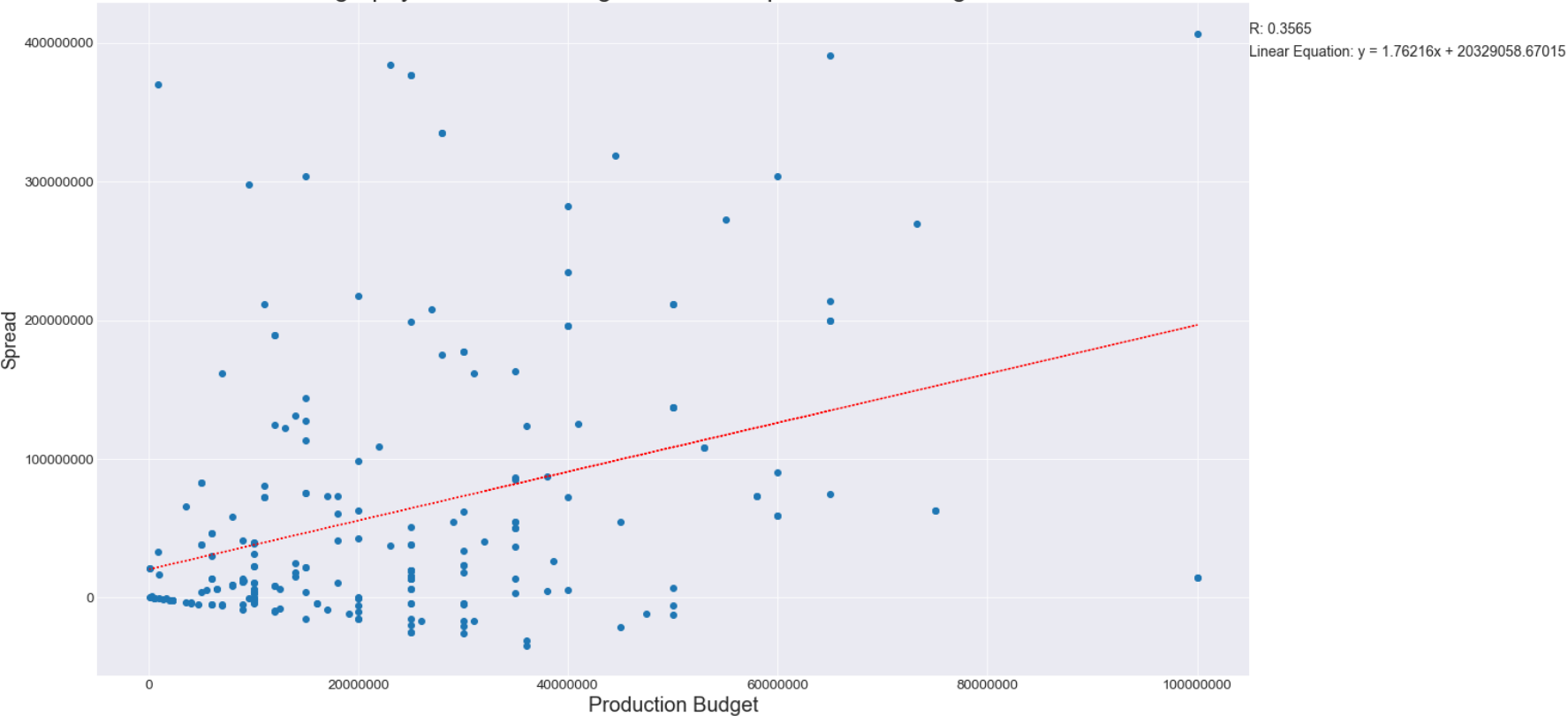
Top Actor: Aamir Khan

Question #3:

What is the relationship between production budget and Gross Spread?

► $\text{Gross Spread} = (\text{Gross Domestic Revenue} + \text{Gross Worldwide Revenue}) - \text{Production Budget}$

Biography Production Budget vs Gross Spread Linear Regression

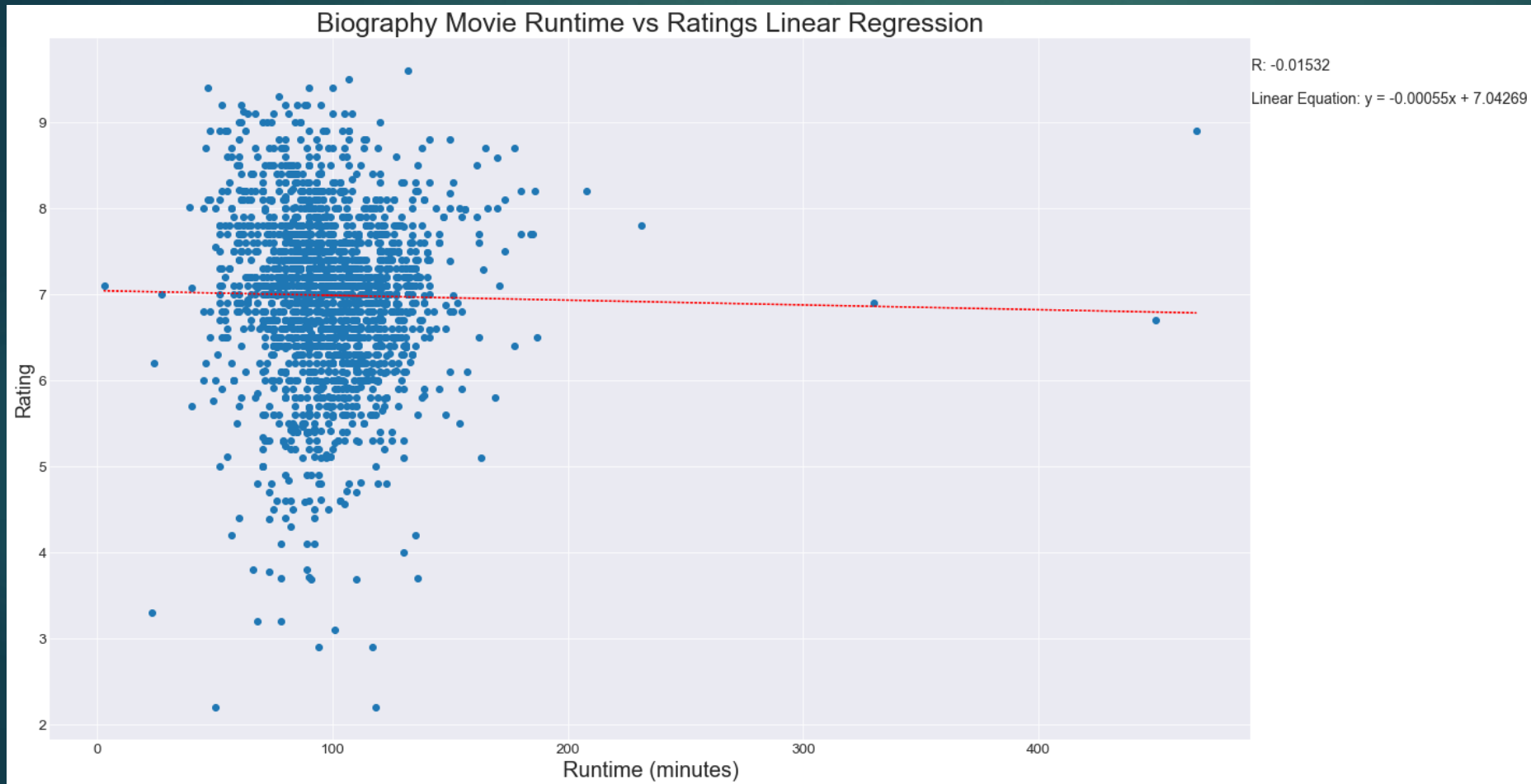


We can see that a majority of the very successful movies in terms of gross spread have production budgets clustered between 20 mio – 60 mio.

However, the overall correlation between production budget and spread is weak.

Question #4:

What is the relationship between runtime and ratings?



We see that there is no linear correlation between runtime and ratings.

We also observe that the majority of movie runtimes are clustered between ~80-120 minutes, so that would be the ideal runtime for our client's new productions.

To conclude..

- ▶ Support advocating for the production of Biographies:
 - ❖ Per our dataset and calculation methodology, Biographies had the highest average ratings.
 - ❖ There are a wide range of actors and directors who are highly successful in the production of Biographies to consider for employment.
 - ❖ There is little reason to use a large production budget to create a successful production, a lower budget has proven to still contribute to success.

Thank you!