



HOLLYWOOD

# FILM STUDIO ANALYSIS

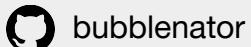
October 27, 2023

# TEAM



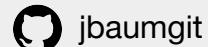
**Andy Shen**

Technical Lead



**John Baumgartner**

GitHub Lead



**Marley Lopez**

Presentation Lead



# AGENDA

**Business Overview**

**Business Proposal**

**Data Overview**

**Data Findings**

**Recommendations**

**Future Insights**

# BUSINESS OVERVIEW

IQR-based budget

Most popular genre with positive ROI

Best season to premier

# FINDINGS

We predict a summer drama with a budget of \$57m will have a domestic gross of \$76m.



**SUMMER**



**DRAMA**

**\$57M**

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Pierrot Le Fou (1965)

SUMMER



Minari (2020)

DRAMA



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# DATA OVERVIEW

**Dataset:**

**The Numbers**

**IMDB**

**Limitations:**

**Data from 2010-2018**

**Filtering:**

**Domestic releases**

**Do The Right Thing (1989)**

## DATA FINDING 1:

**75% of film budgets, excluding outliers, fall below \$57m.**

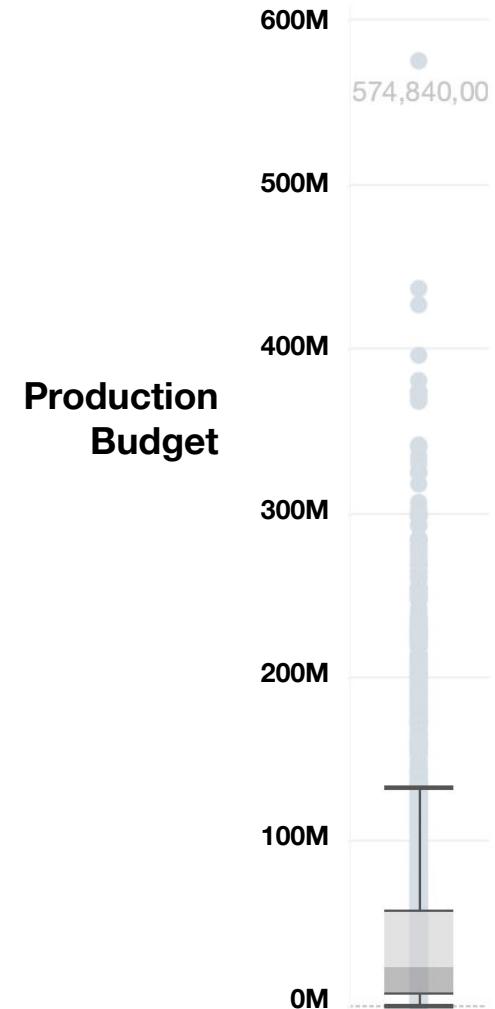
Upper Whisker: 132,080,000

Upper Hinge: 57,120,000

Median: 23,400,000

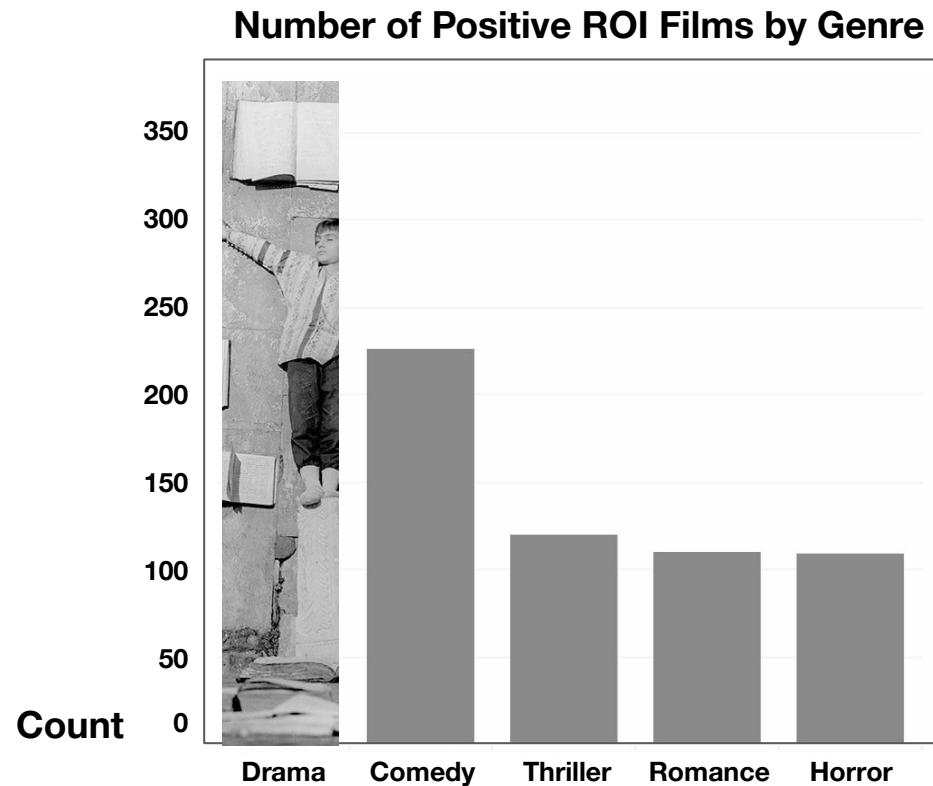
Lower Hinge: 6,350,000

Lower Whisker: 1,848



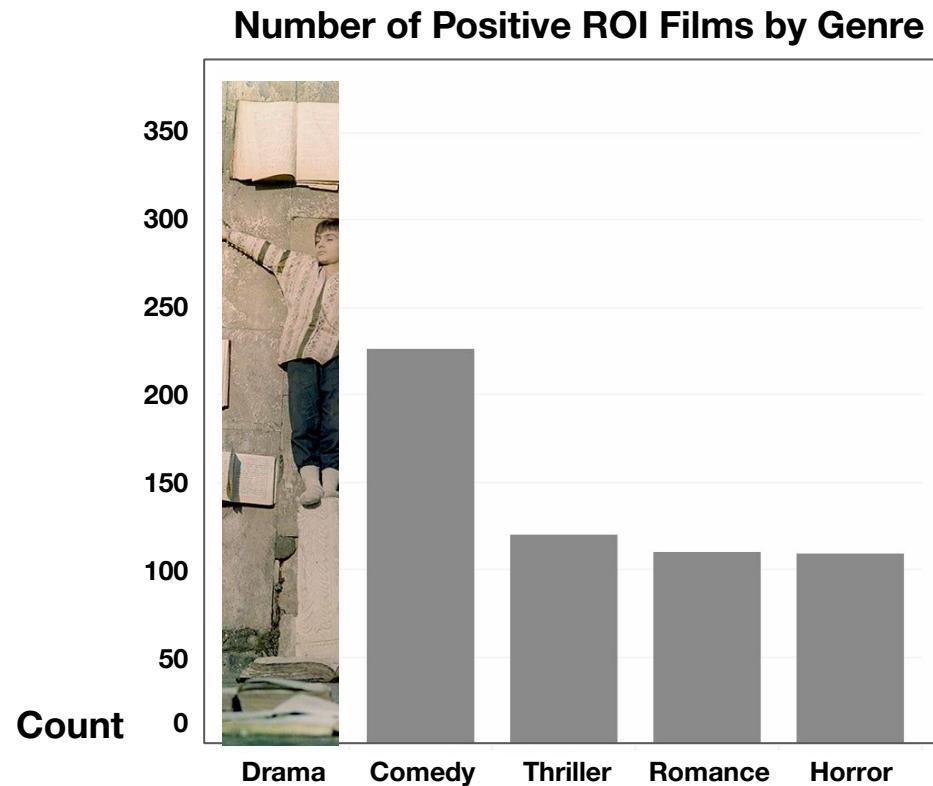
## DATA FINDING 2:

**Within a budget of \$57m, the most popular genre to produce, with a consistently positive ROI, is drama.**



## DATA FINDING 2:

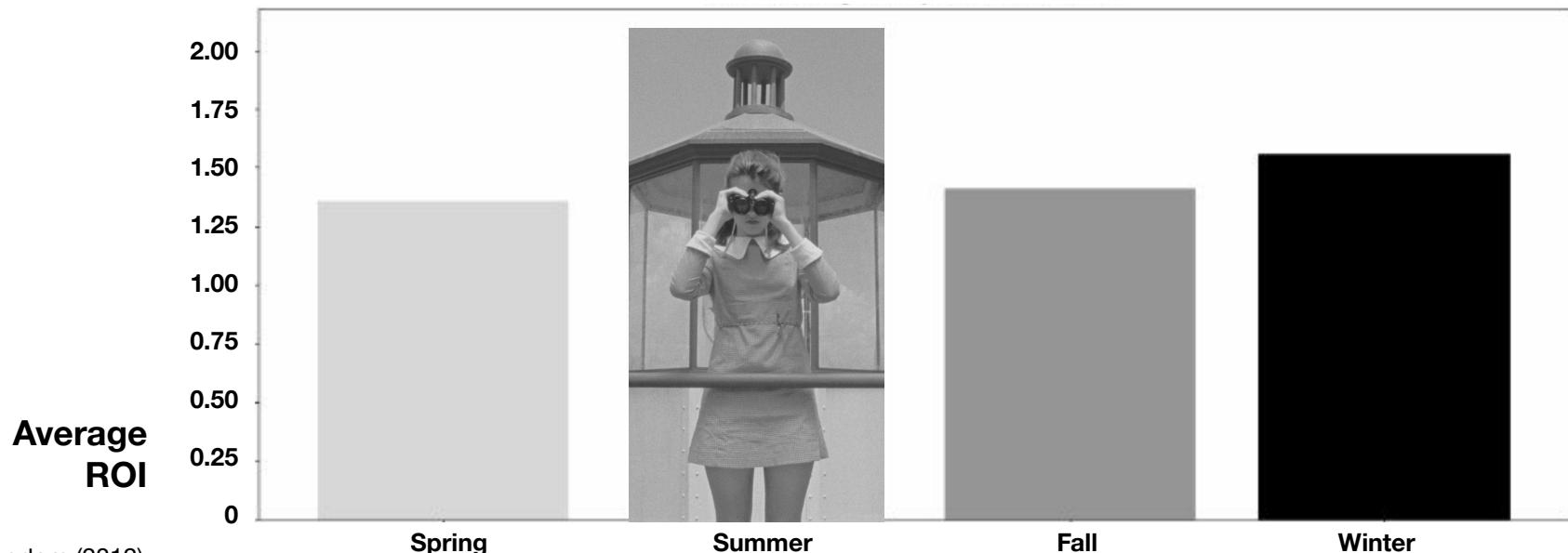
**Within a budget of \$57m, the most popular genre to produce, with a consistently positive ROI, is drama.**



## DATA FINDING 3:

**Summer is the best season  
to release a Drama.**

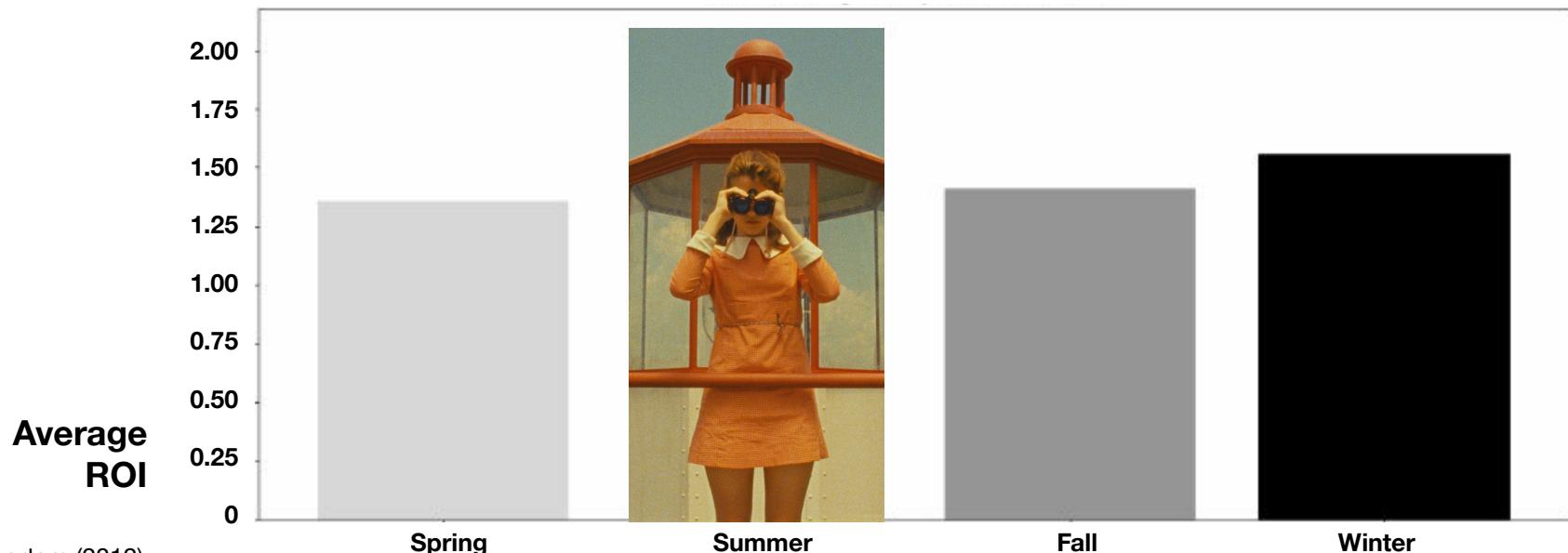
Average ROI by Season of Release, Drama



## DATA FINDING 3:

**Summer is the best season  
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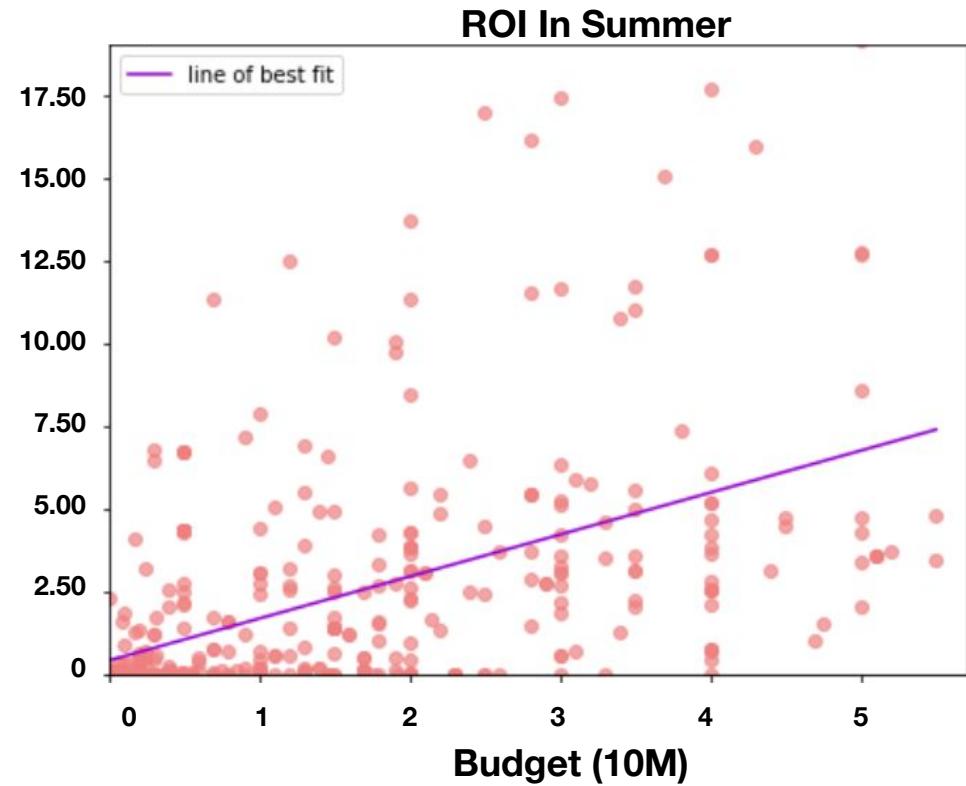
Average ROI by Season of Release, Drama



# LINEAR REGRESSION

We can predict the outcome of a dramatic premier in Summer for a studio working within a budget of \$57 million.

Domestic Gross  
(10M)





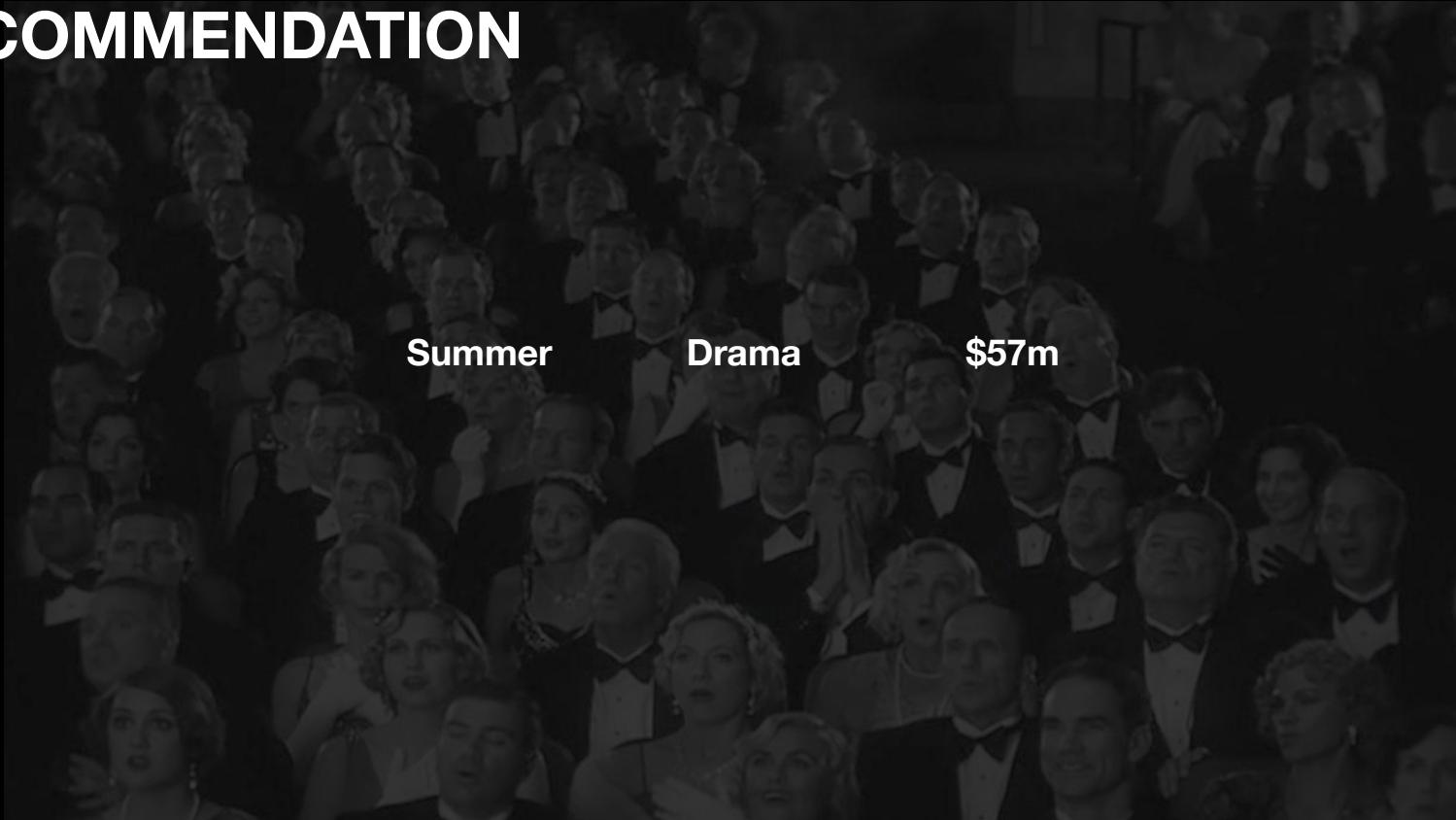
Slow West (2015)

# RECOMMENDATION

Summer

Drama

\$57m





The Tragedy of Macbeth (2021)

# FUTURE INSIGHTS

**Expand to NLP models and streaming data  
to study impact metrics beyond box office**

**Review recent data to confirm trends**

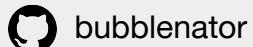
**Look into international expansion**

# TEAM



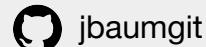
**Andy Shen**

Technical Lead



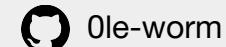
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# QUESTIONS?

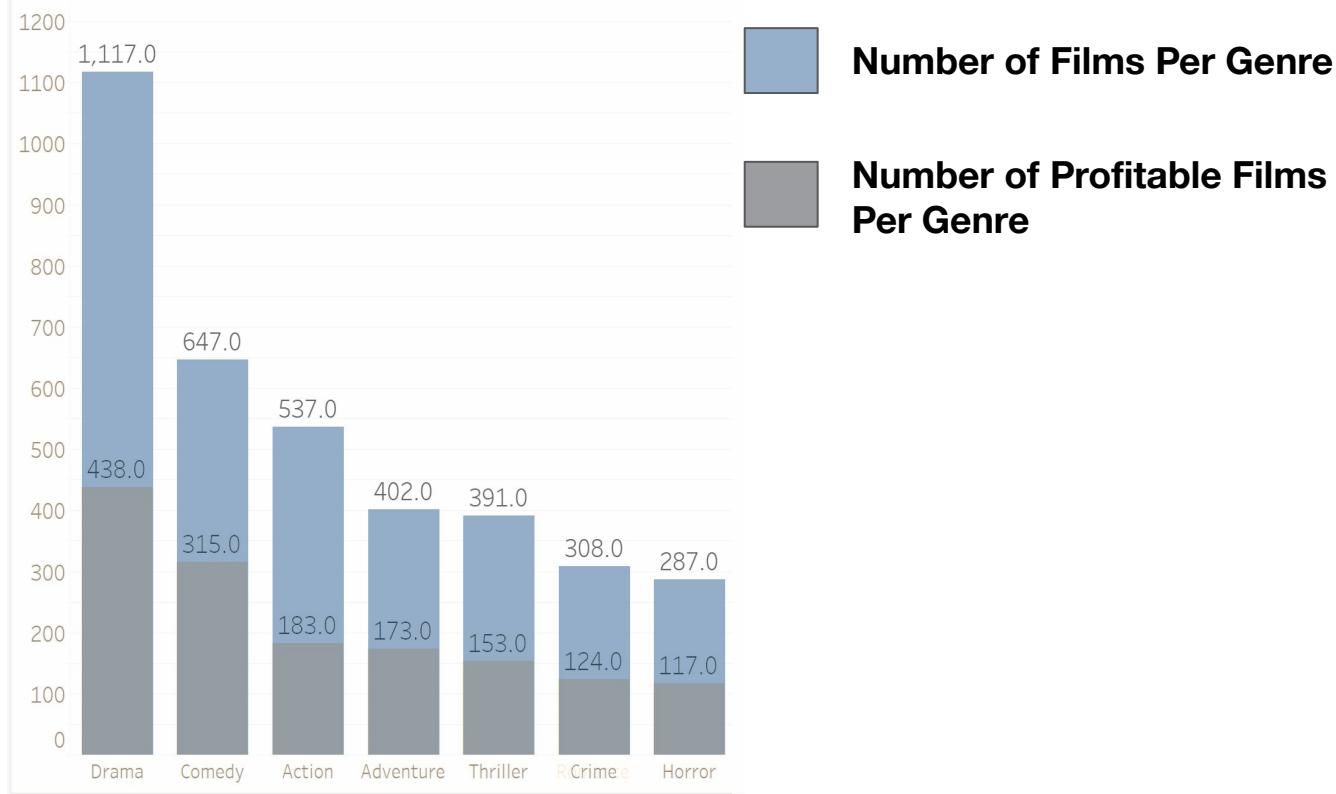
Coffee & Cigarettes (2003)

# APPENDIX



The Artist (2011)

# APPENDIX I: ADDITIONAL GRAPHS



# APPENDIX II: SOURCES

['A24 Achieves Art-House Supremacy With Triumphant Oscar Night'](#), New York Times, 2023

['A24 Oscars History'](#) Consequence Film, 2023

['Apple's New Film Strategy Debuts'](#), New York Times, 2023

['The Demise of Mid-Budget Cinema'](#), The Independent, 2022

['The Global Box Office is Changing Hollywood'](#), BBC, 2014

['Halloween is for Kids, 'Kidults' Too'](#), New York Times, 2023

['What Types of \\$3M-\\$10M Films Break Out?'](#), American Film Market, 2021