



HOLLYWOOD

# FILM STUDIO ANALYSIS

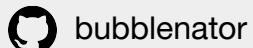
October 27, 2023

# TEAM



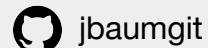
**Andy Shen**

Technical Lead



**John Baumgartner**

GitHub Lead



**Marley Lopez**

Presentation Lead



# AGENDA

**Business Overview**

**Business Proposal**

**Data Overview**

**Data Findings**

**Recommendations**

**Future Insights**

# BUSINESS OVERVIEW

Most numerous film genre within budget

Positive domestic ROI

Most popular season

# FINDINGS

We predict a summer drama with a budget of \$57m will have a domestic ROI of \$61m.



\$57m



DRAMA

Minari (2020)



SUMMER

Pierrot Le Fou (1965)

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# DATA OVERVIEW

**Dataset:**

The Numbers

IMDB

**Limitations:**

Data from 2010-2018

**Filtering:**

Primarily domestic releases

Do The Right Thing (1989)

## DATA FINDING 1:

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

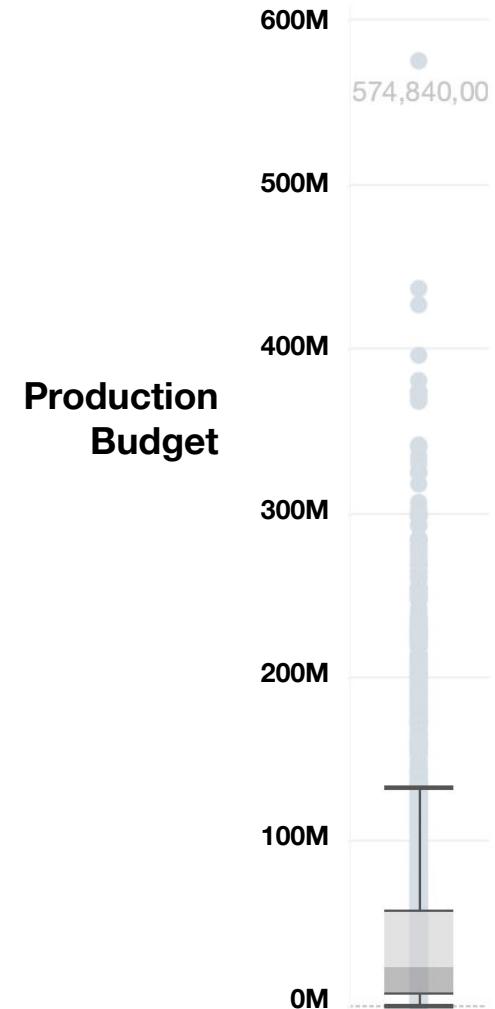
Upper Whisker: 132,080,000

Upper Hinge: 57,120,000

Median: 23,400,000

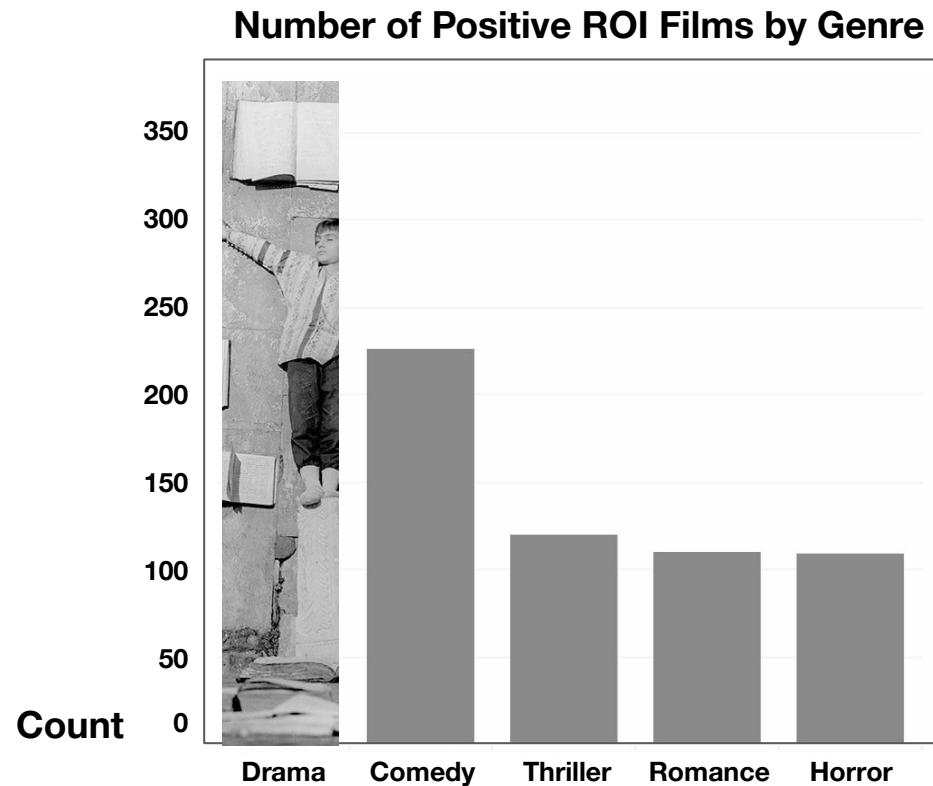
Lower Hinge: 6,350,000

Lower Whisker: 1,848



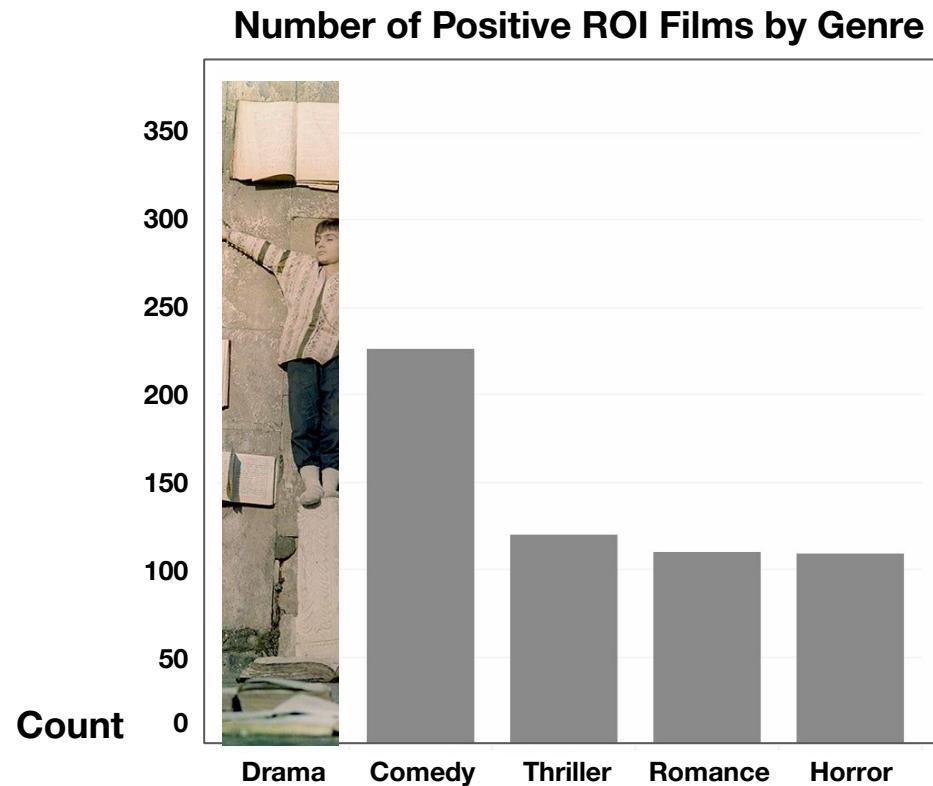
## DATA FINDING 2:

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



## DATA FINDING 2:

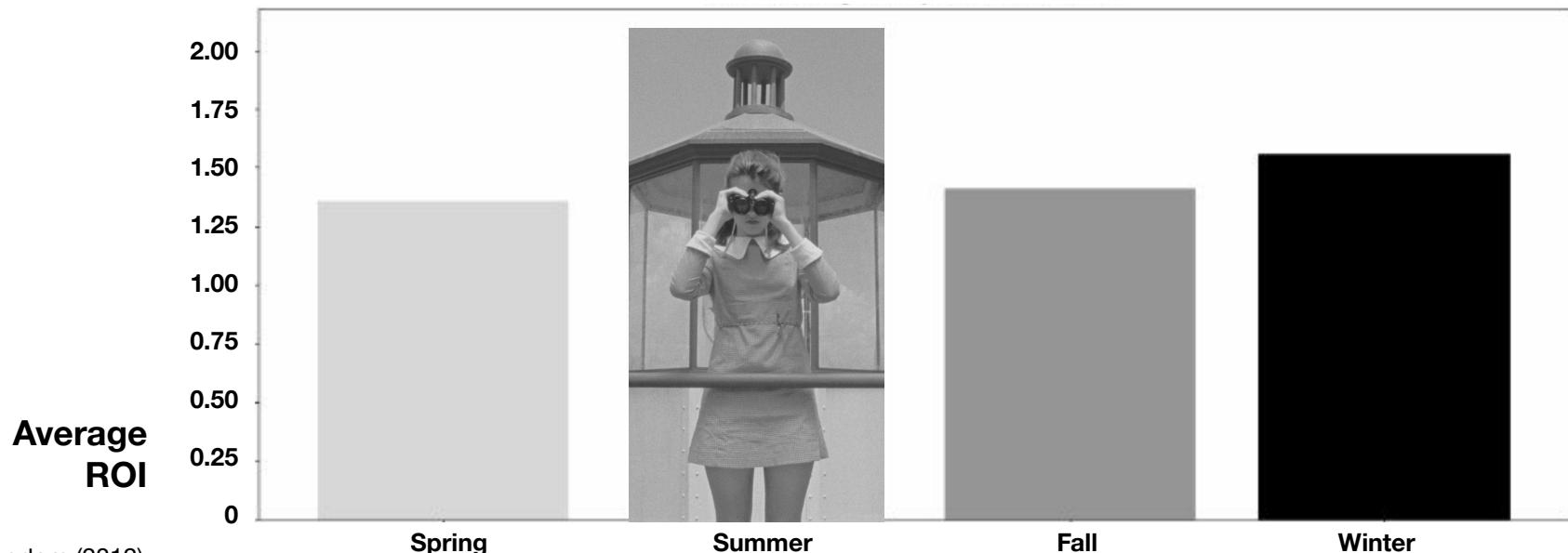
**Within a budget of \$57m, the most popular genre to produce, with a consistently positive ROI, is drama.**



## DATA FINDING 3:

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

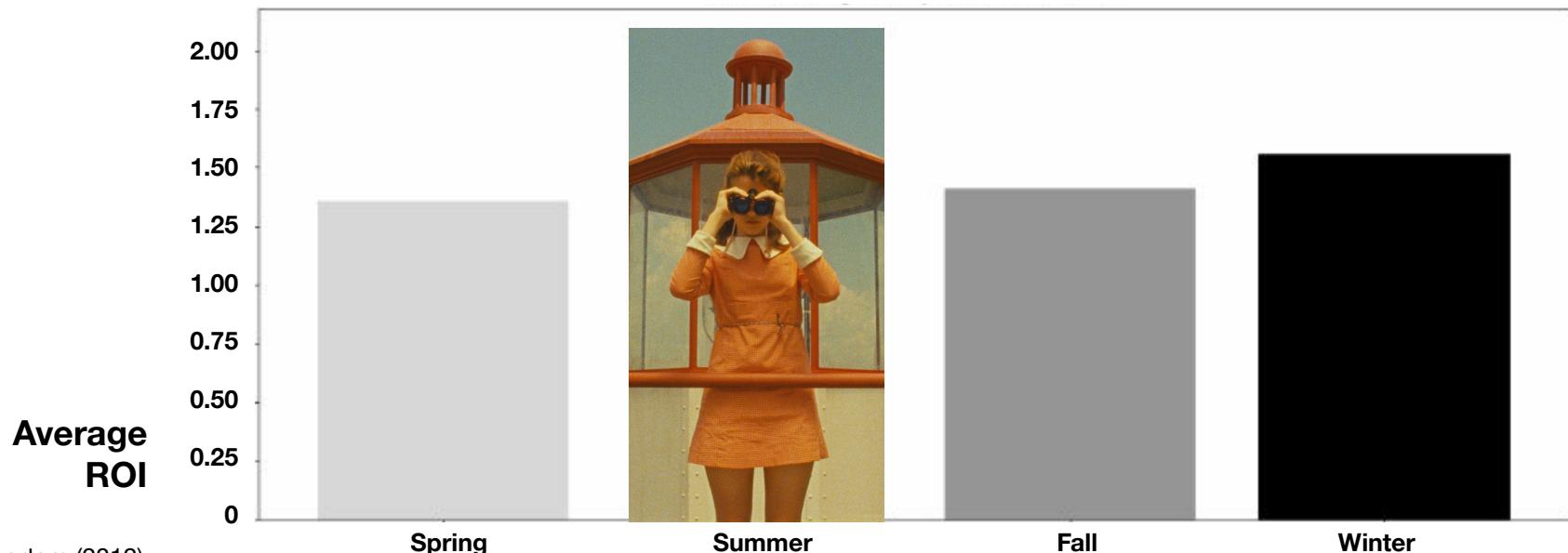
Average ROI by Season of Release, Drama



## DATA FINDING 3:

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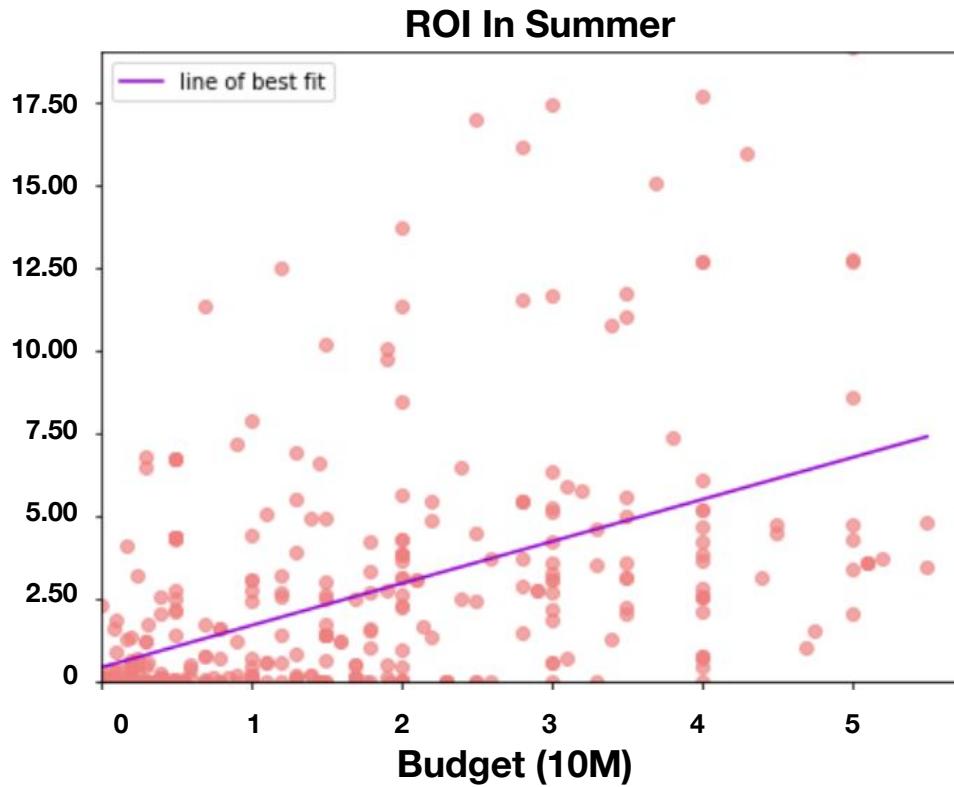
Average ROI by Season of Release, Drama



# 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)





The Tragedy of Macbeth (2021)

# RECOMMENDATION

Drama

Summer

\$57m



# FUTURE INSIGHTS

**Expand to NLP models and streaming data to study long-term profits of franchises and holiday films.**

**Review more recent data to confirm trends.**

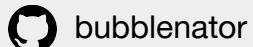
**Look into international expansion.**

# TEAM



**Andy Shen**

Technical Lead



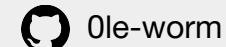
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# QUESTIONS?

Coffee & Cigarettes (2003)

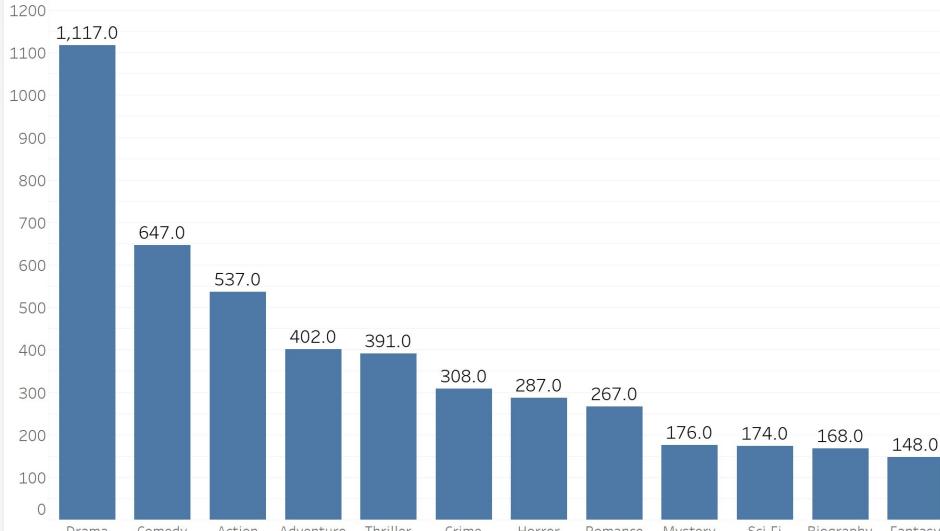
# APPENDIX



The Artist (2011)

# APPENDIX I:

Number of Films by Genre



Number of Profitable Films by Genre

