



HOLLYWOOD

FILM STUDIO ANALYSIS

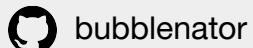
October 27, 2023

TEAM



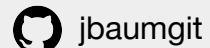
Andy Shen

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 \$61m.



SUMMER



DRAMA

\$57M

FINDINGS

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



Pierrot Le Fou (1965)

SUMMER



Minari (2020)

DRAMA



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\$57M





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.

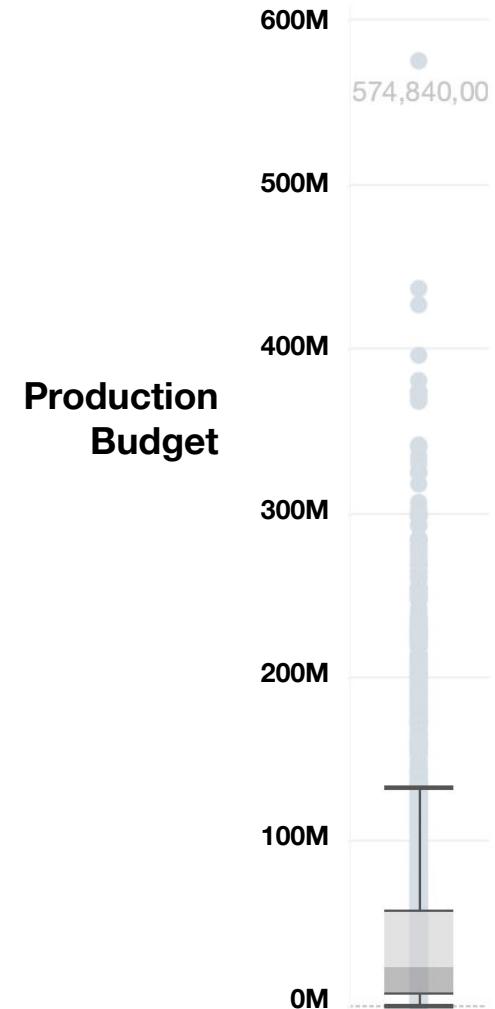
Upper Whisker: 132,080,000

Upper Hinge: 57,120,000

Median: 23,400,000

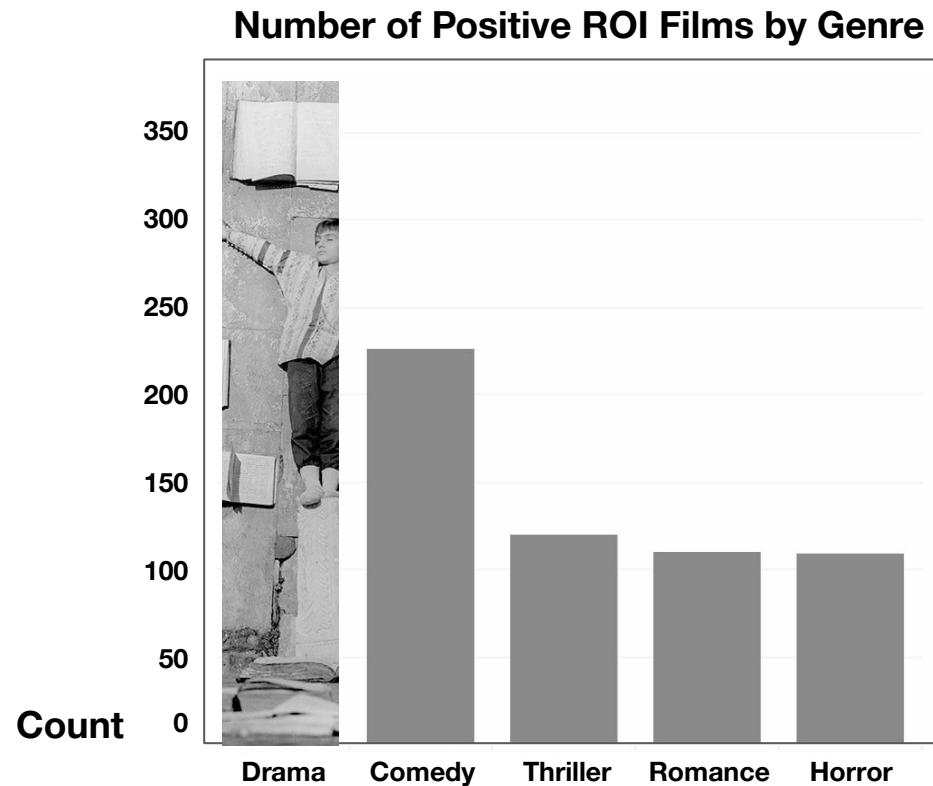
Lower Hinge: 6,350,000

Lower Whisker: 1,848



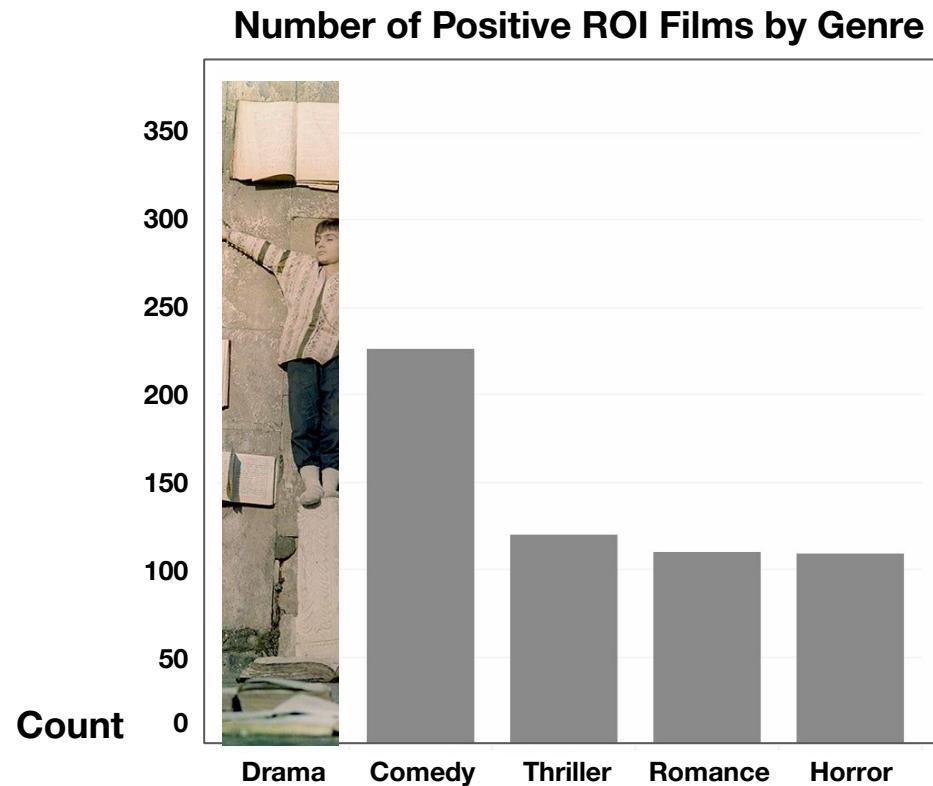
DATA FINDING 2:

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



DATA FINDING 2:

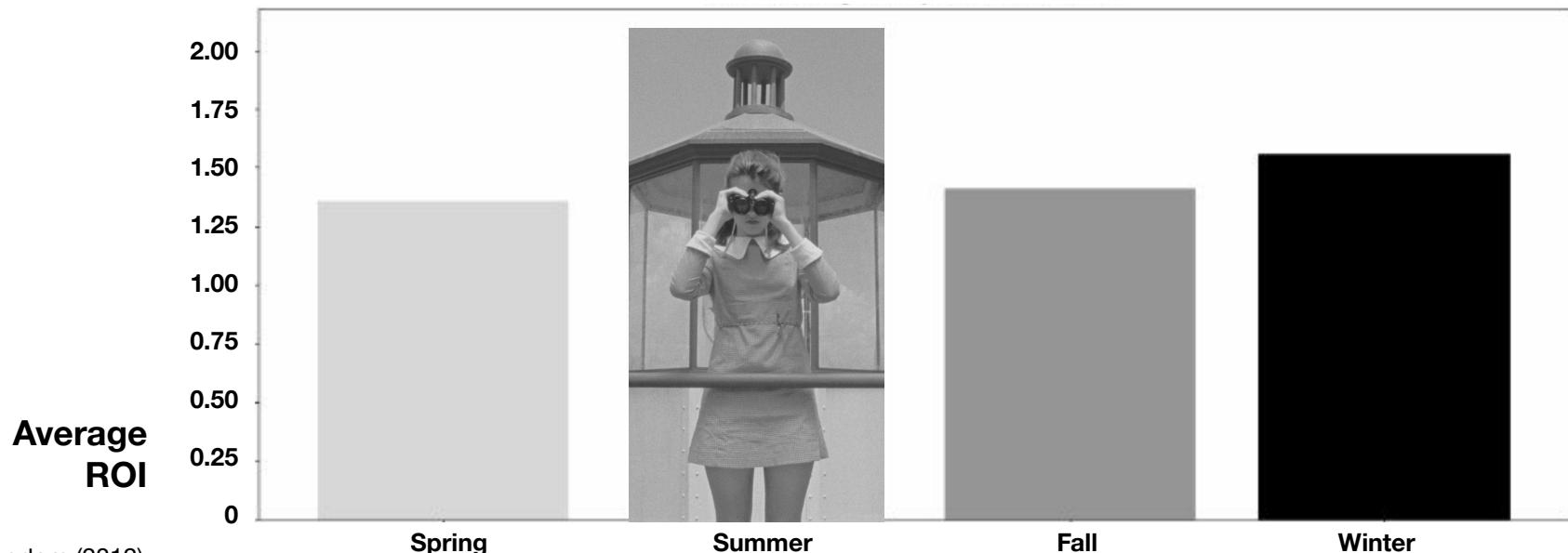
Within a budget of \$57m, the most popular genre to produce, with a consistently positive ROI, is drama.



DATA FINDING 3:

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

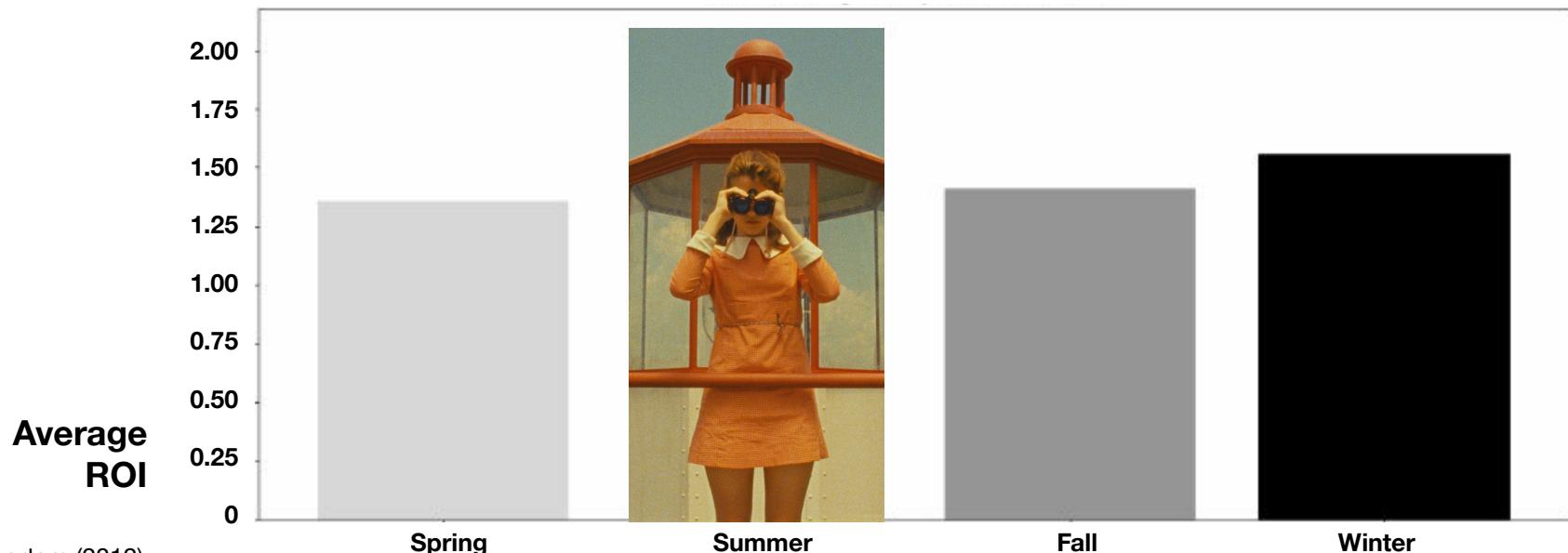
Average ROI by Season of Release, Drama



DATA FINDING 3:

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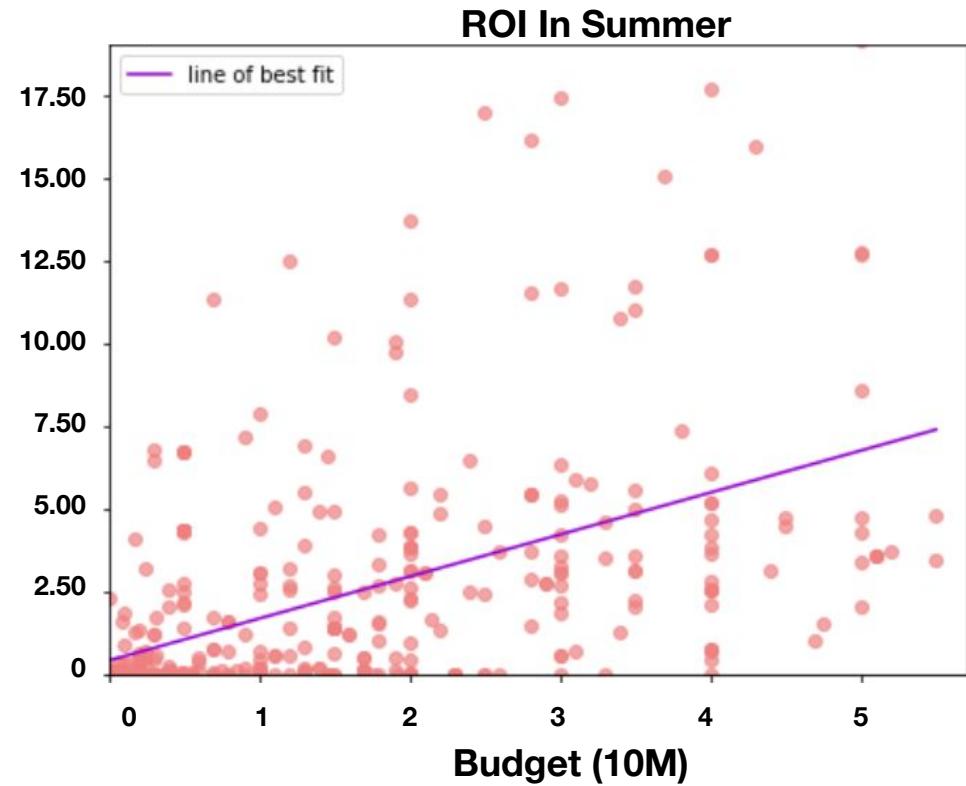
Average ROI by Season of Release, Drama



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)





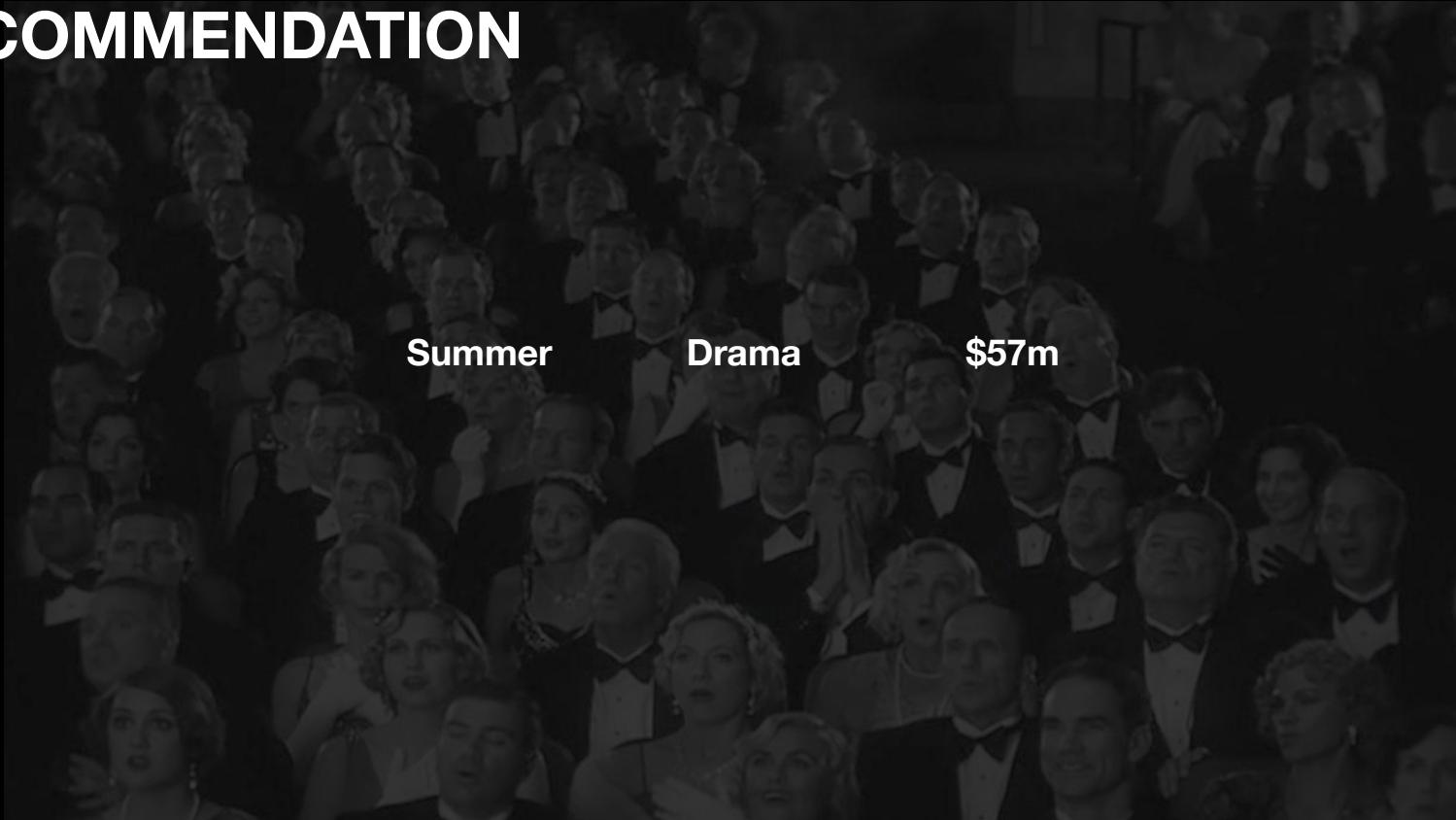
Slow West (2015)

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

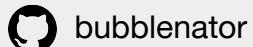
Look into international expansion

TEAM



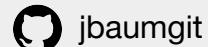
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QUESTIONS?

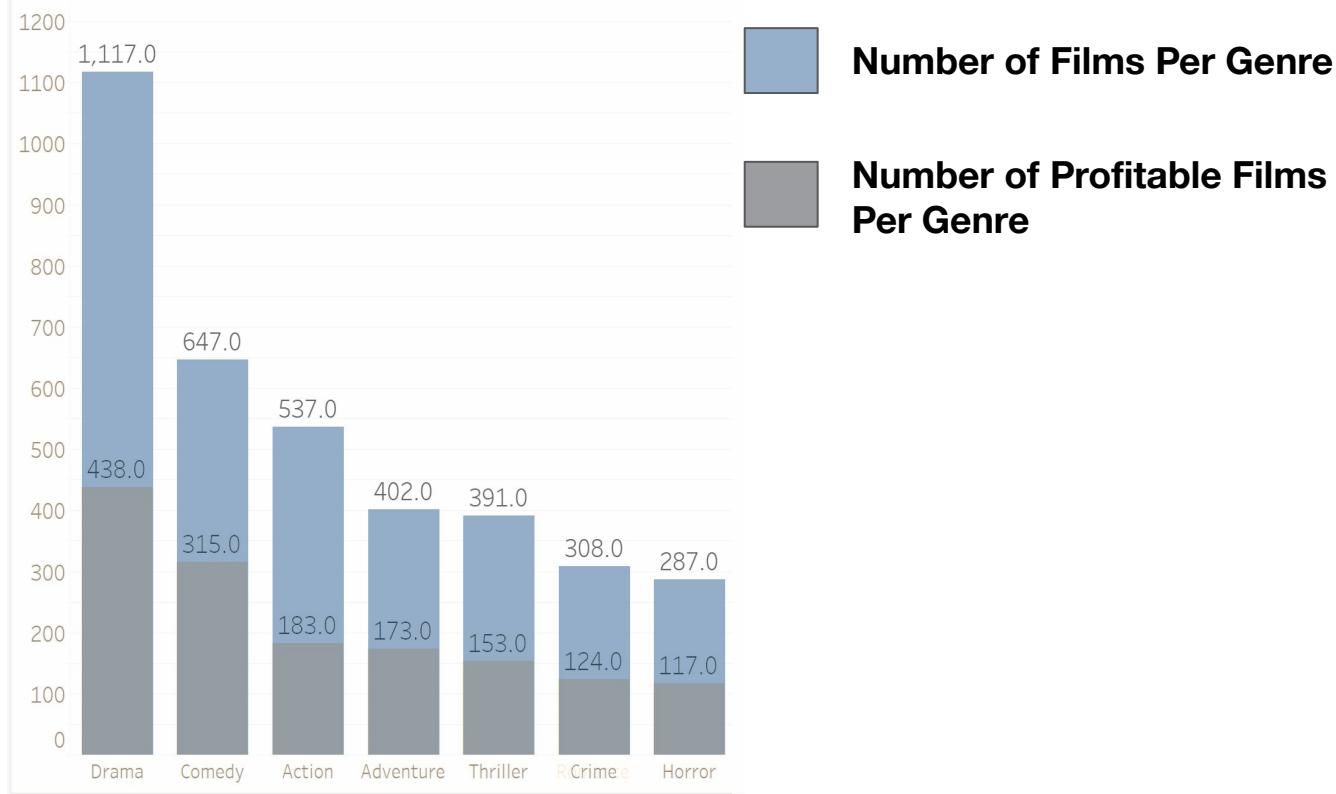
Coffee & Cigarettes (2003)

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