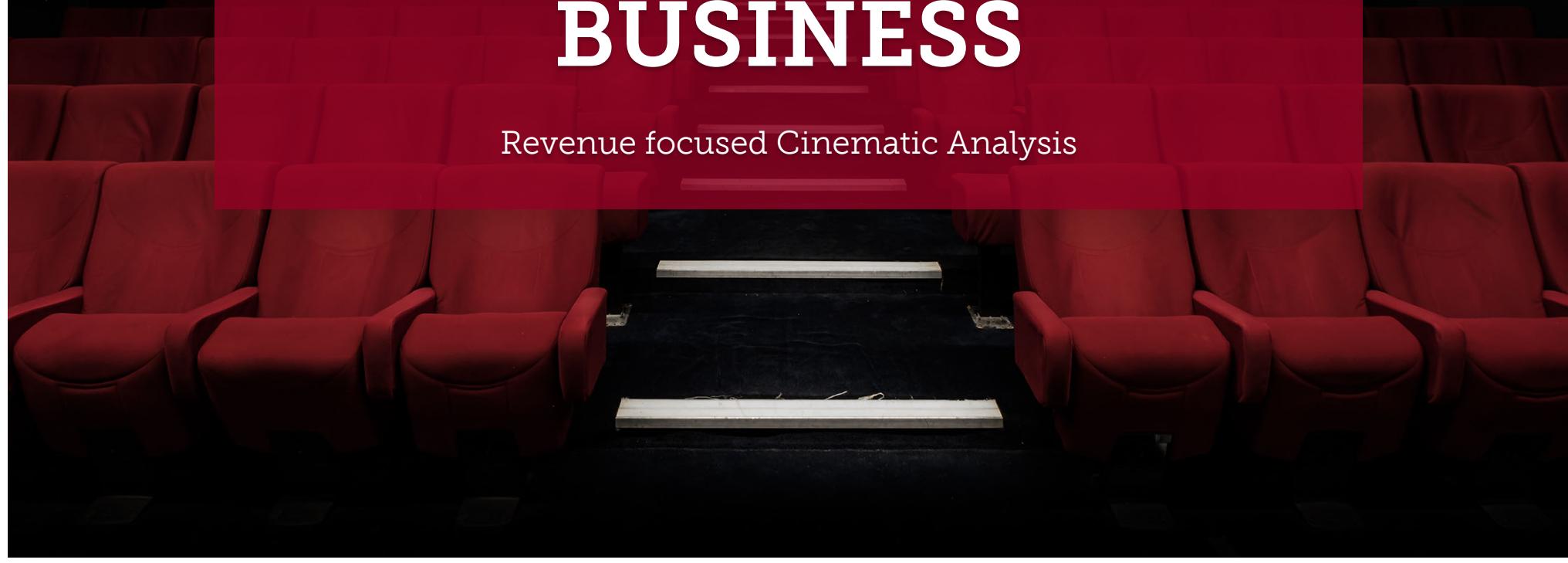


FILM STUDIO SUCCESS FOR LARGE BUSINESS

Revenue focused Cinematic Analysis





'As a well established company looking to enter the movie production business, which elements should I focus on?' - *Vice President of Movies at Microsoft*



Business Value:

When including box office and home entertainment revenue, the global film industry was worth \$136 billion in 2018.



Methodology:

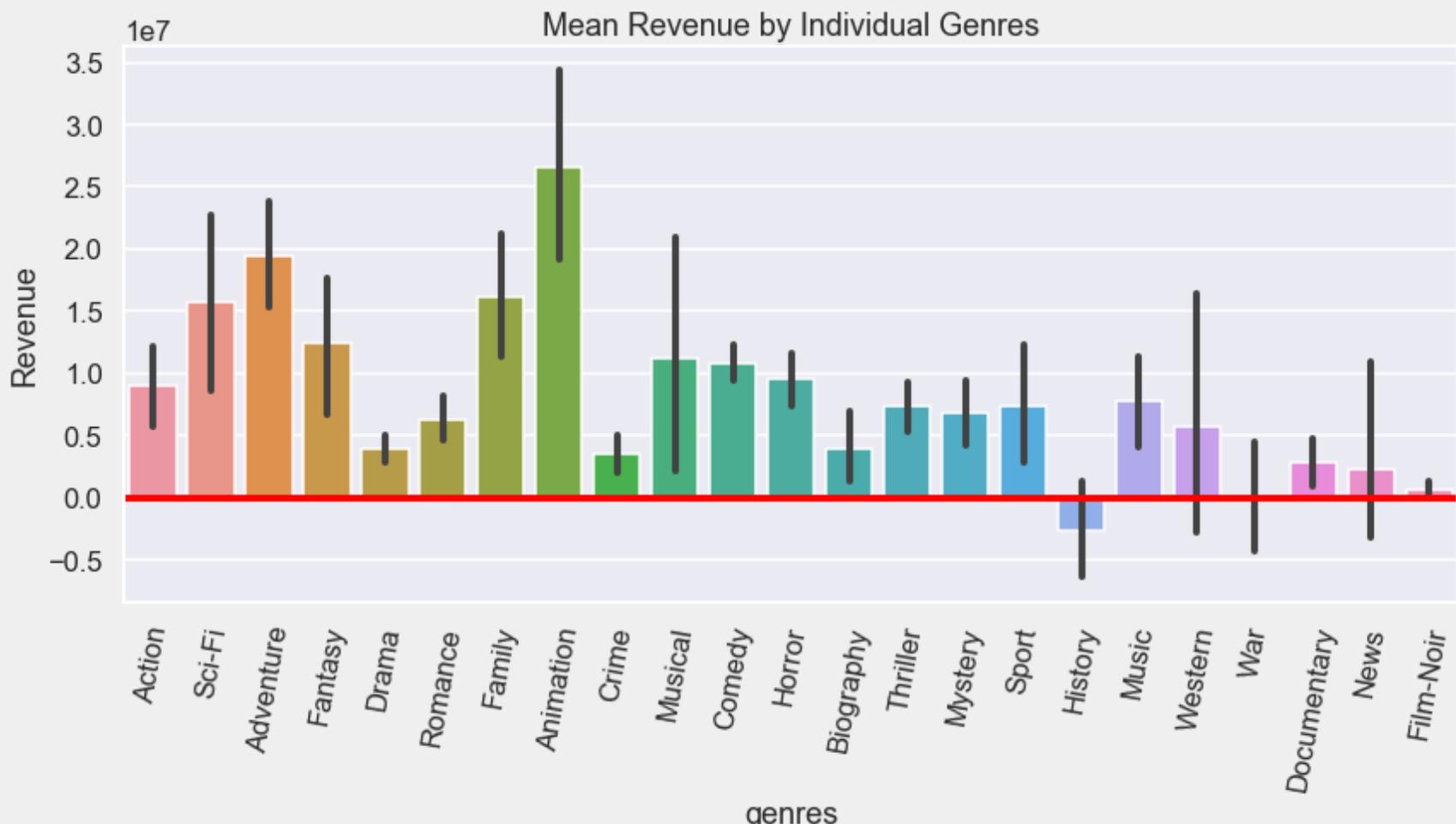
R.O.S.E.M.E.D

'R'research the movie industry, 'O'btain the necessary data, 'S'crub the data
to get it into a useable format, and then 'E'xplore the data for insights.



Genres:

"The public has an appetite for anything about imagination - anything that is as far away from reality as is creatively possible." - Steven Spielberg

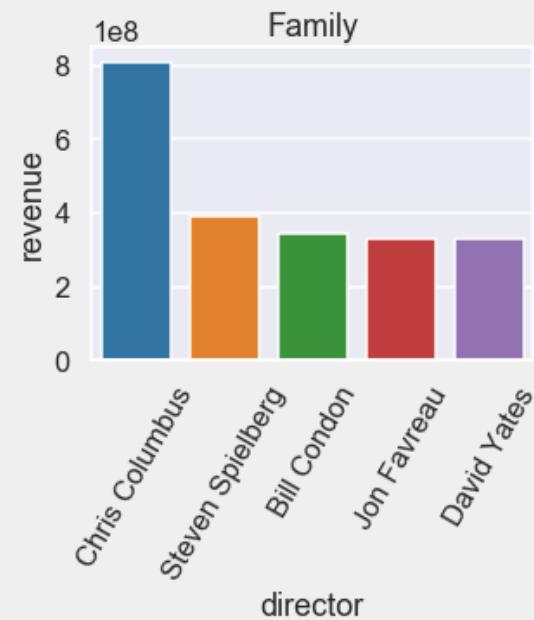
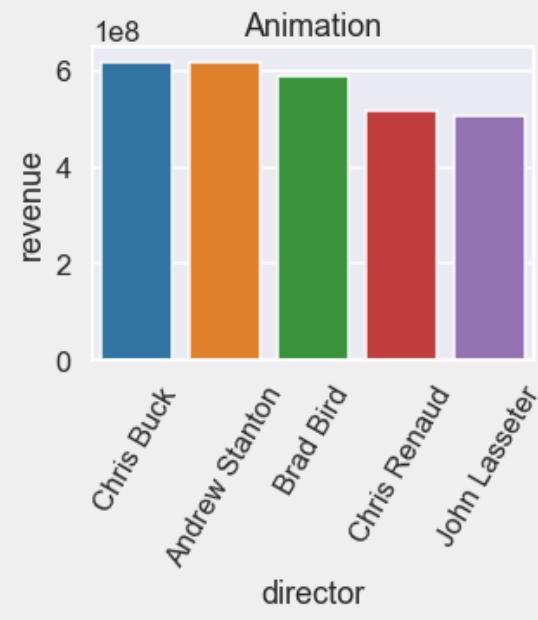
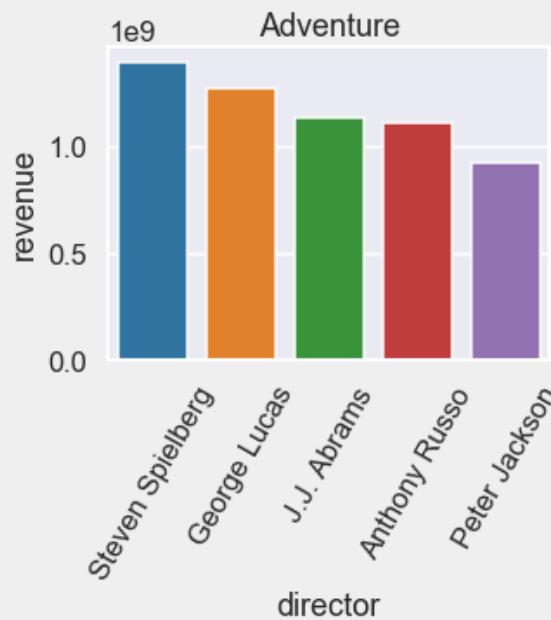


Best Bet: Animation, Adventure, and Family



Directors:

"I think, at the end of the day, filmmaking is a team, but eventually there's got to be a captain." - Ridley Scott

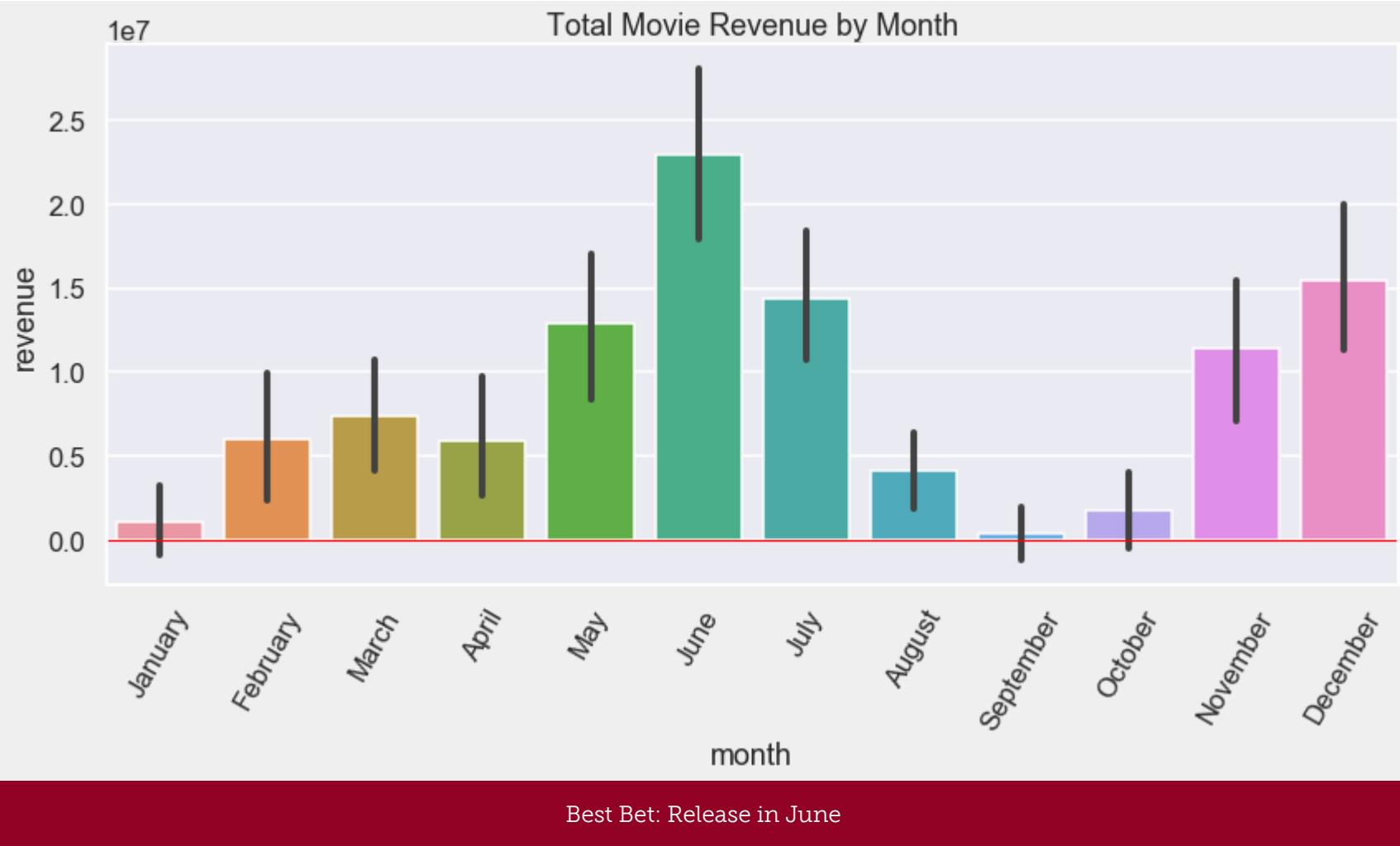


Best Bet: Steven Spielberg



Release Date:

"Summer just would not be complete without movie theater fun and family movie nights." - Tori

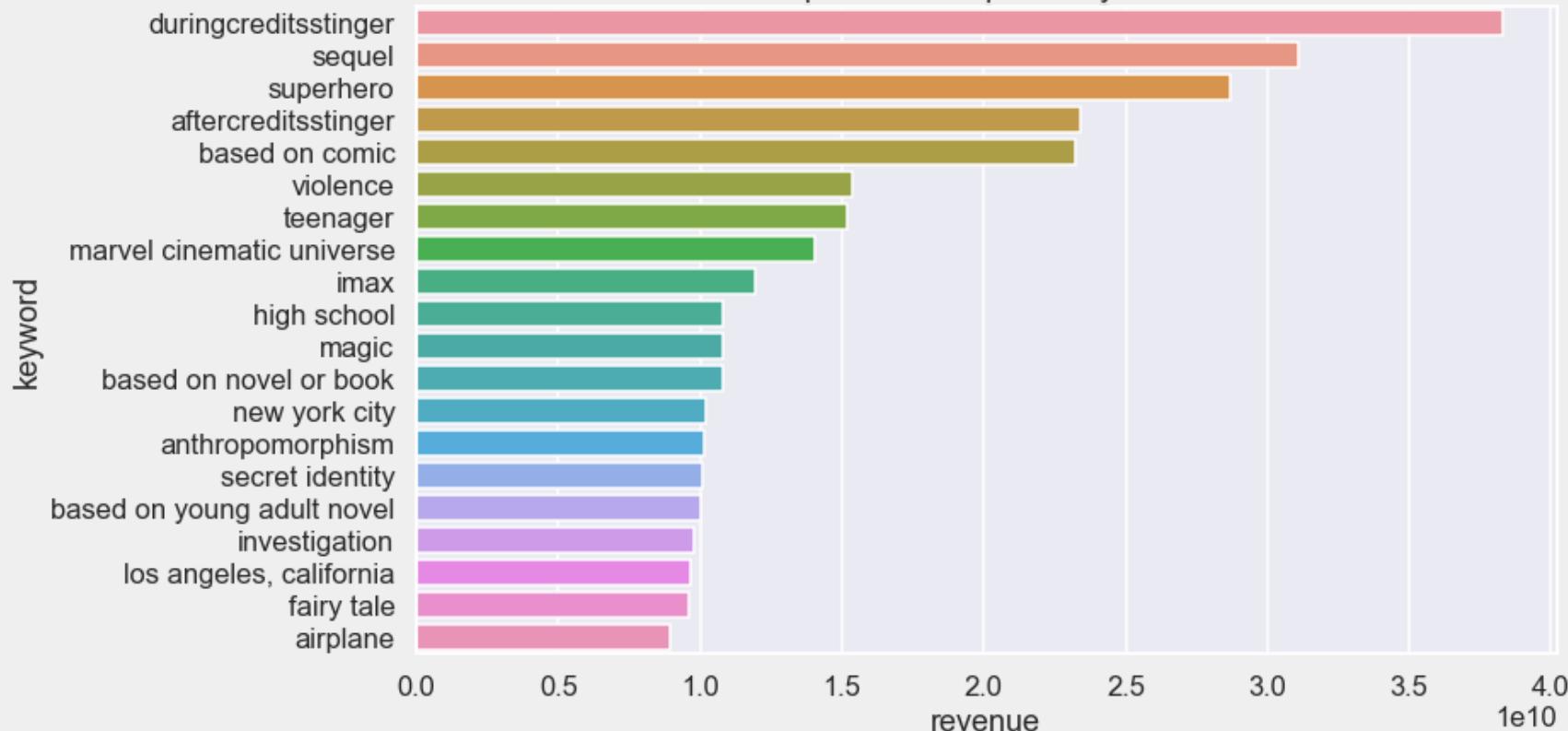




Content:

"The more successful the villain, the more successful the picture. - Alfred Hitchcock

Top 20 Most Popular Keywords:



Best Bet: Violent teenager superhero sequel based on a comic



Future Work and Next Steps:

- Analyze the impact that different actors or actresses have on a movies success
- Include foreign markets and worldwide revenue in the analysis
- Create a model to predict the monetary success of a proposed film



Thank You for Your Time!

I appreciate how valuable your time is, but I'm confident the insights contained in this presentation were well worth the time invested.

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Credits:

Created with images by Felix Mooneeram - "Shooting this for album art for the band Easy Kill. We wanted to reflect the references in the lyrics to movies and cinema; whilst also showing the desolate/isolated emotions dealt with in the album, too." • Denise Jans - "My grandfather has made a lot of movie with his 8 mm camera. This is one of the old movie roles which we converted to a digital file. I thought, why not photograph it since we aren't going to use it anymore. Movie Roles" • Jeremy Yap - "untitled image" • Peter Lewicki - "Theatre Interior" • Georgia Vagim - "Night at The Movies" • Denise Jans - "My grandfather filmed a lot back in his days and we are slowly converting his old footage to digital. So this old film roll was done and I decided to again try to capture a 8mm filmroll in a different way. This is my take on another 8mm film roll." • Ahmet Yalçınkaya - "untitled image" • Linus Mimietz - "untitled image" • Denise Jans - "I found some old Disney film on 8mm film and thought why not try to photograph a filmroll again." • Denise Jans - "8mm filmrolls" • Charles Deluvio - "Can't watch a movie without a little Orville"