

# Film Revenue Analysis

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John O'Donnell

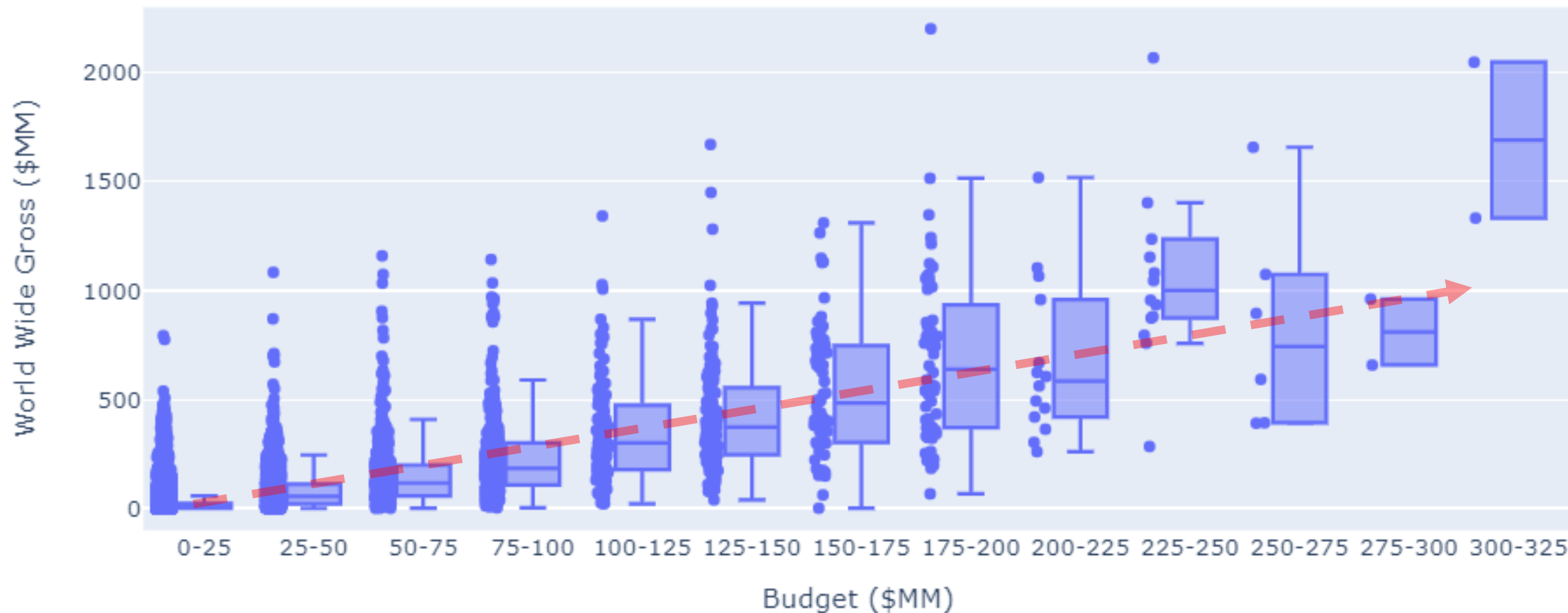
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# Executive Summary

1. **Choose an Appropriate Budget:** Movies with larger budgets tend to generate more revenue
2. **Target Specific Genres:** Animation, Adventure, and Family themed films tend to outperform the other genres
3. **Hire the Right Writers:** There are a handful of writers that dominate the Animation space, and they should be recruited
4. **Cast the Right Actors:** There are 5 voice actors whose films have been very successful in Animation, and they should be recruited as well
5. **Competitive Advantage:** Certain production studios tend to generate more revenue for similar budgets

# Budget vs. Revenue

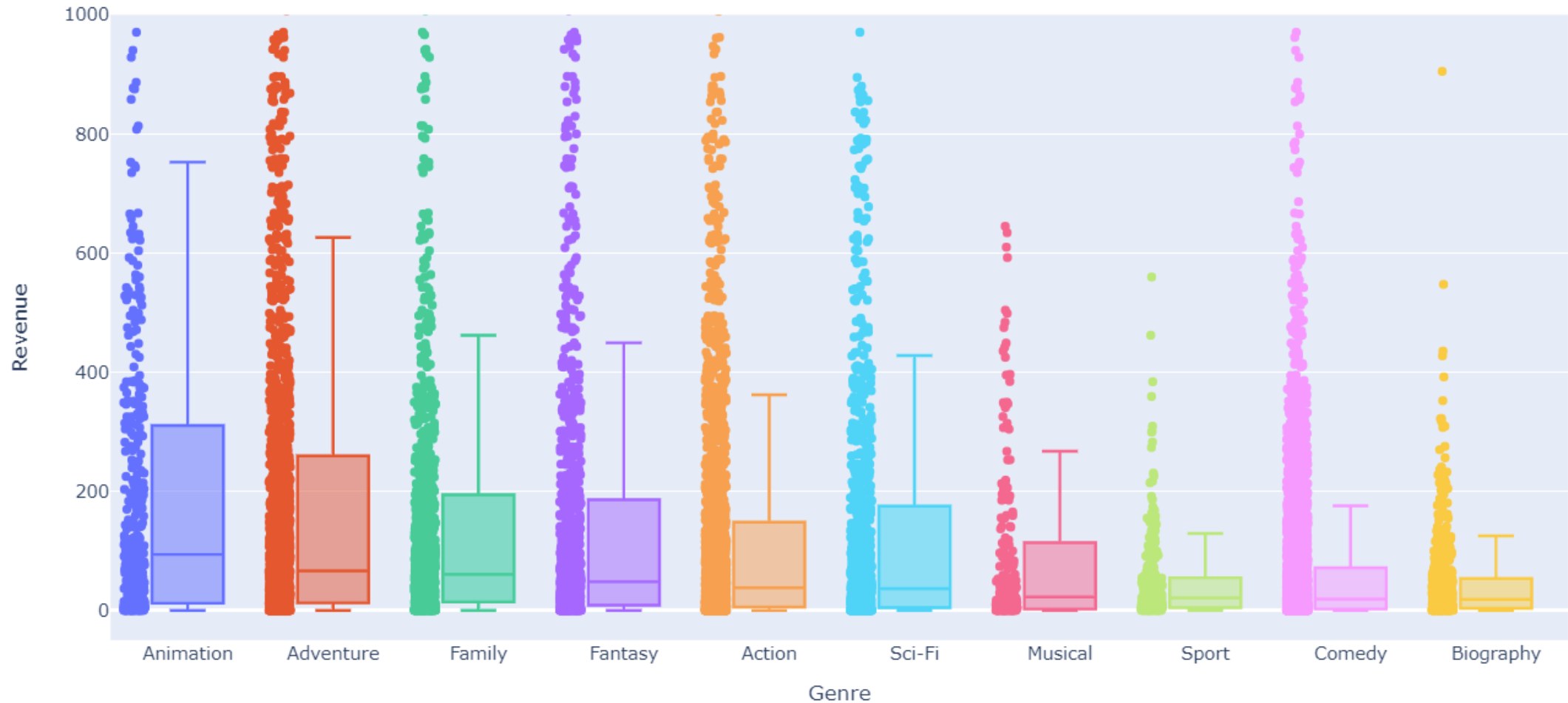
*Larger Budgets Translating to Larger Revenues*



**To have a reasonable probability of meeting or beating a revenue goal, and appropriate budget much be chosen**

# Revenue Across Genres

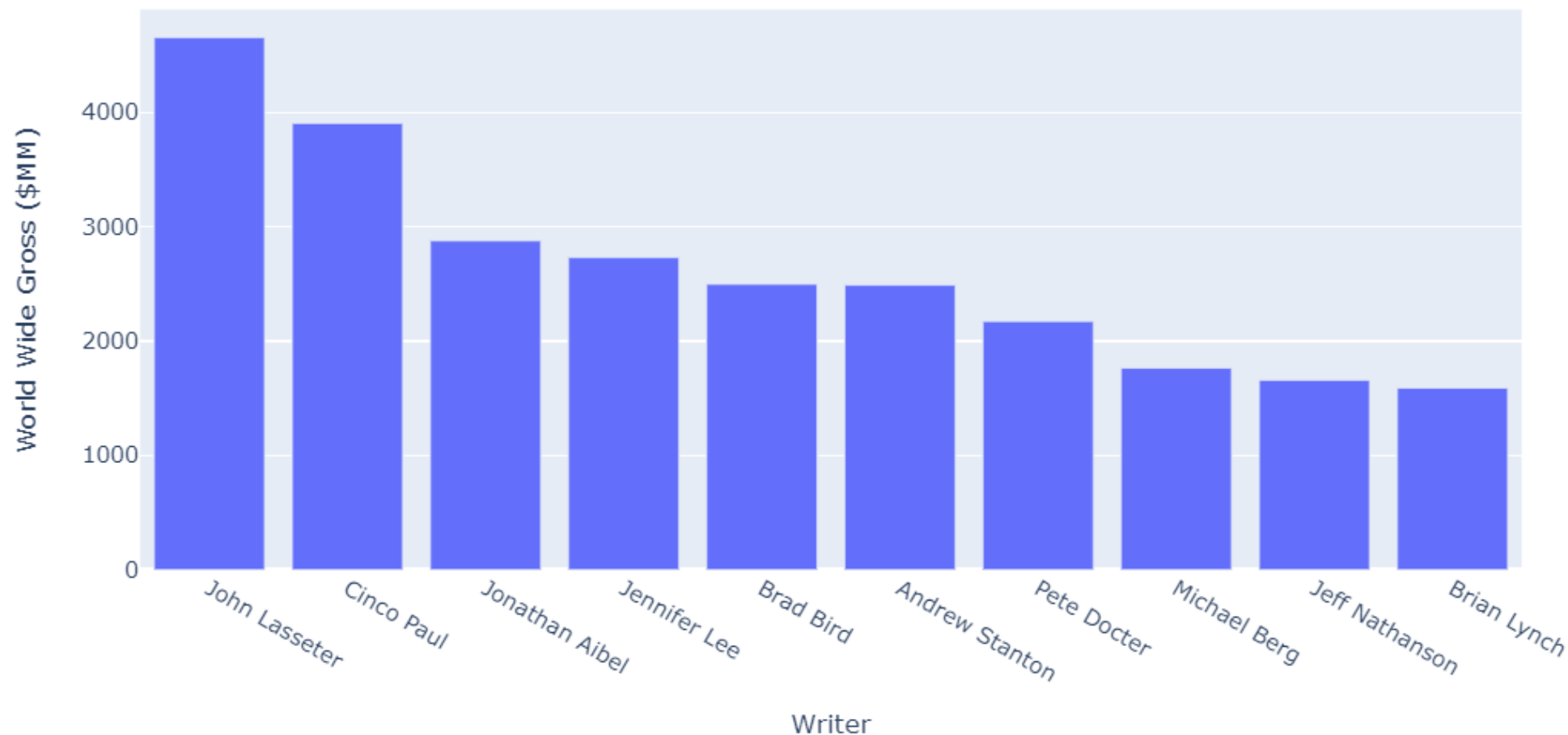
*Animation, Adventure, and Family Generate the Most Revenue*



**Targeting specific themes yield a greater probability of revenue generation**  
**Animation, Adventure, and Family themes should be present in the film**

# Top 10 Writers in Animation

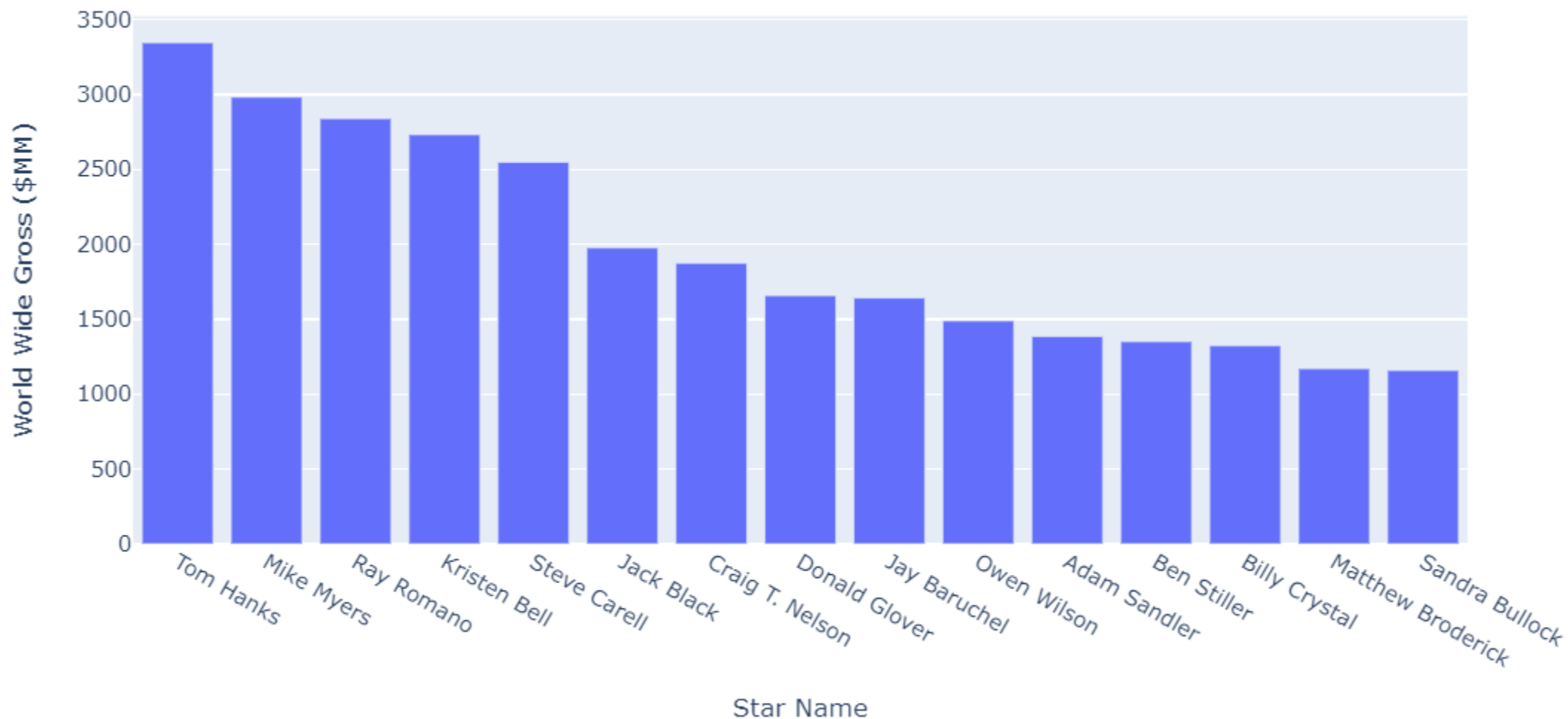
*John Lasseter and Cinco Paul are the Dominant Names in Animation Writing*



**Recruiting experienced and proven writers will lead to more successful films**

# Top 15 Voice Actors in Animation

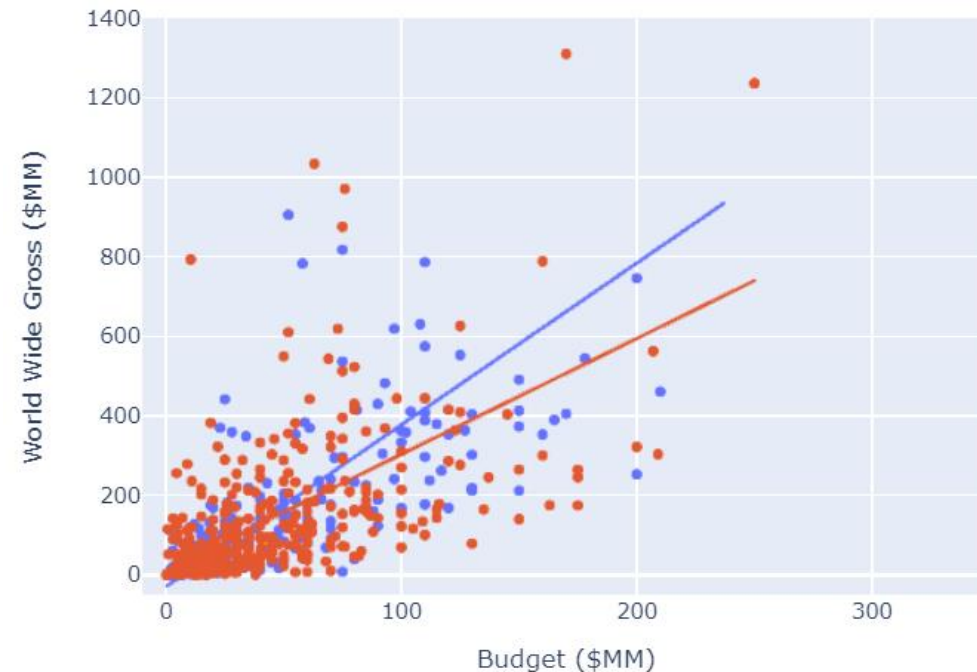
*Top 5 Names Dominate the Space*



**We should cast as many of these stars as possible as their previous films in animation have grossed notably more than their peers**

# Budget vs. Revenue Across Studios

*Twentieth Century Fox Generates the Most Revenue Given a Budget*



**This is a competitive landscape, some studios are outperforming others given similar budgets. Twentieth Century Fox warrants a deeper dive to search for systematic differences.**

# Future Work

1. Analyze more successful studios searching for systematic differences explaining the relationships in budget and revenue
2. Build distributions for Animation/Adventure/Family movies with top writers and voice actors and compare them to other top genre/writer/actor combinations
3. Build machine learning model (linear-regression, random forest, neural net) to predict gross revenue, assess accuracy, analyze feature importance to determine primary drivers





# Thank You

Q&A

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