

JELLY MOVIE STUDIO PROJECT

~~31~~ 27 OCTOBER, 2023

TEAM



Kari Primiano

19–27 Oct, 2023

Role: Screenwriter
(Github Lead)

Contact:

kkprim@gmail.com



Namsoo Lee

19–27 Oct, 2023

Role: Director
(Tech Lead)

Contact:

likej1218@gmail.com



Andrei Hushcha

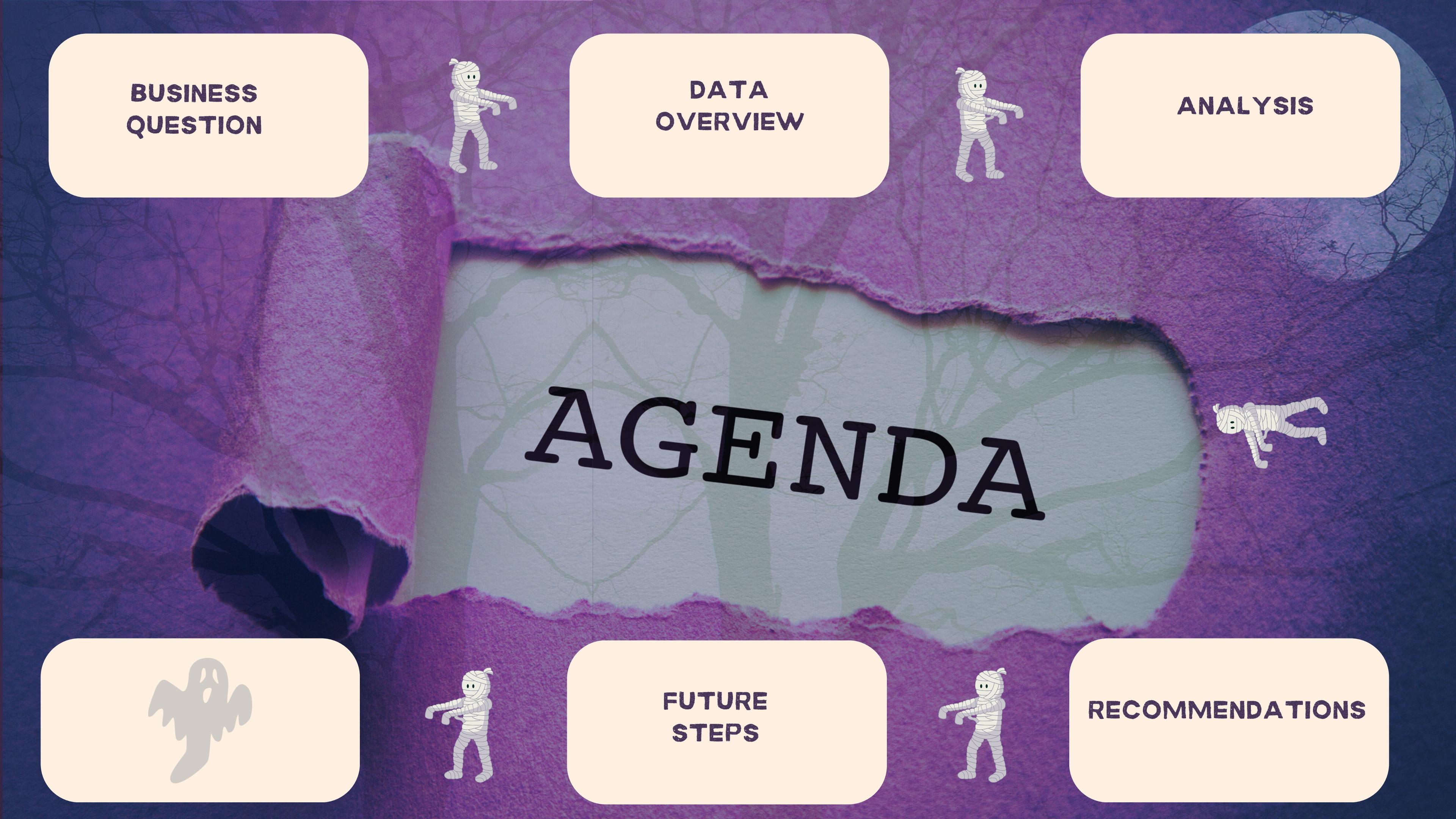
19–27 Oct, 2023

Role: Cinematographer
(Presentation Lead)

Contact:

andrew.hushcha@gmail.com



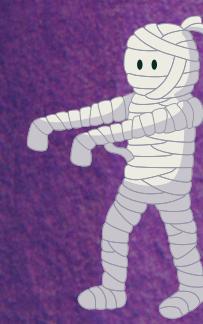


**BUSINESS
QUESTION**

**DATA
OVERVIEW**

ANALYSIS

AGENDA



**FUTURE
STEPS**



RECOMMENDATIONS

FINDINGS



HORROR MOVIES
HAVE THE BEST
ROI(373%)!



CUE THE BOO!!!

BUSINESS PROBLEM

**IDENTIFY MOVIE
FEATURES WITH THE
HIGHEST RETURN ON
INVESTMENT (ROI)**



DATA OVERVIEW

DATA:

- IMDB MOVIE DATABASE
 - RATINGS
 - PEOPLE – WRITERS, DIRECTORS
 - FEATURES INFORMATION
- BOX OFFICE EARNINGS FROM MOJO
- MOVIE BUDGETS FROM THE NUMBERS*

CONDITIONS:

- DOMESTIC
- SINCE 2010
- BOX OFFICE REVENUE
- TOP 10 GENRES BY REVENUE**

DATA LIMITATIONS

DATA GAPS

- MISSING MULTIPLE YEARS
- SAMPLE SIZE DATASETS

FINANCIAL DETAILS

- STREAMING REVENUE
- FULL BUDGETS
- FINAL COSTS

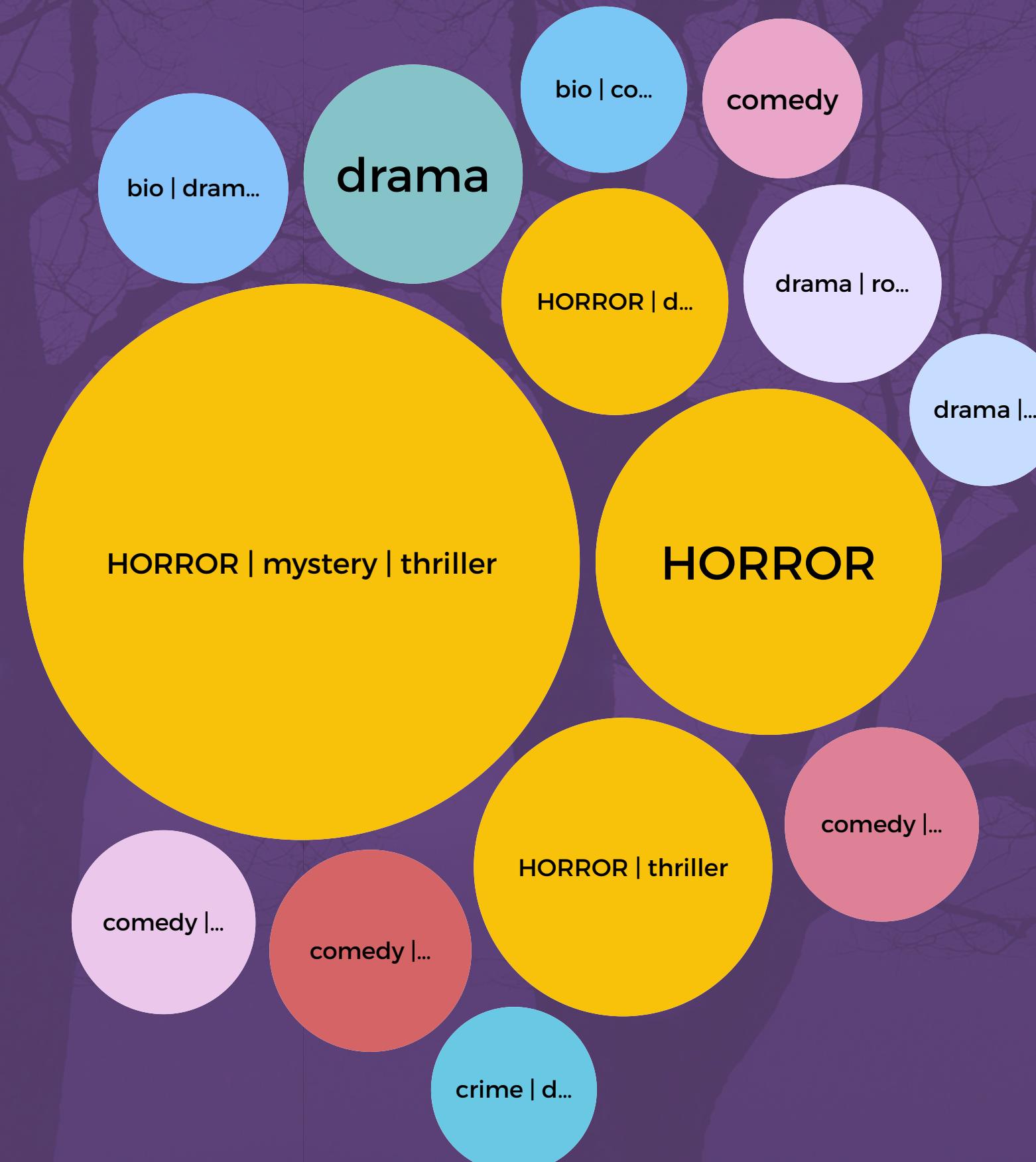
DATA COHESION

- LIMITED NUMBER OF RELEVANT RECORDS WHEN COMBINING INCOMPLETE INFORMATION

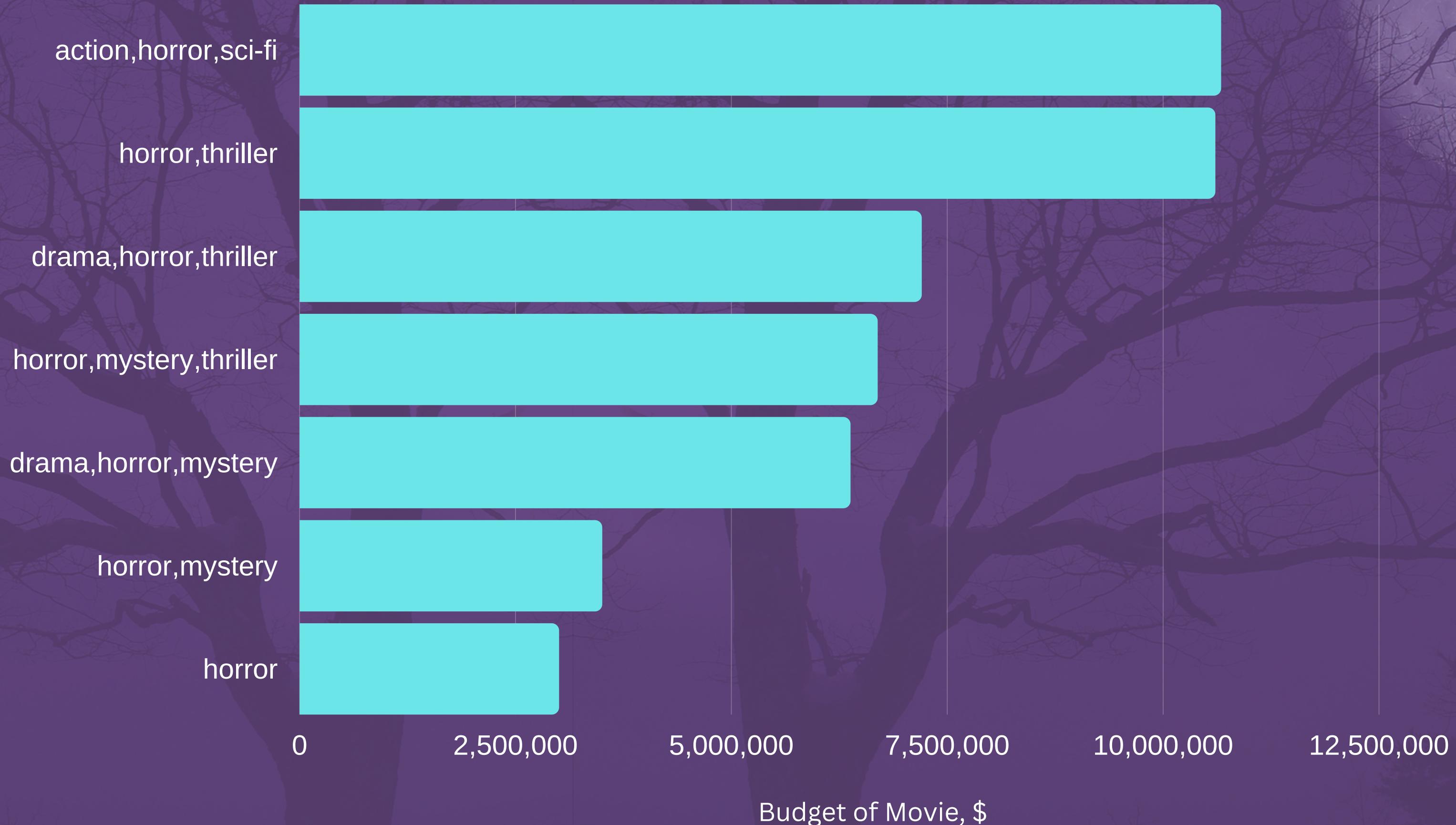
ANALYSIS



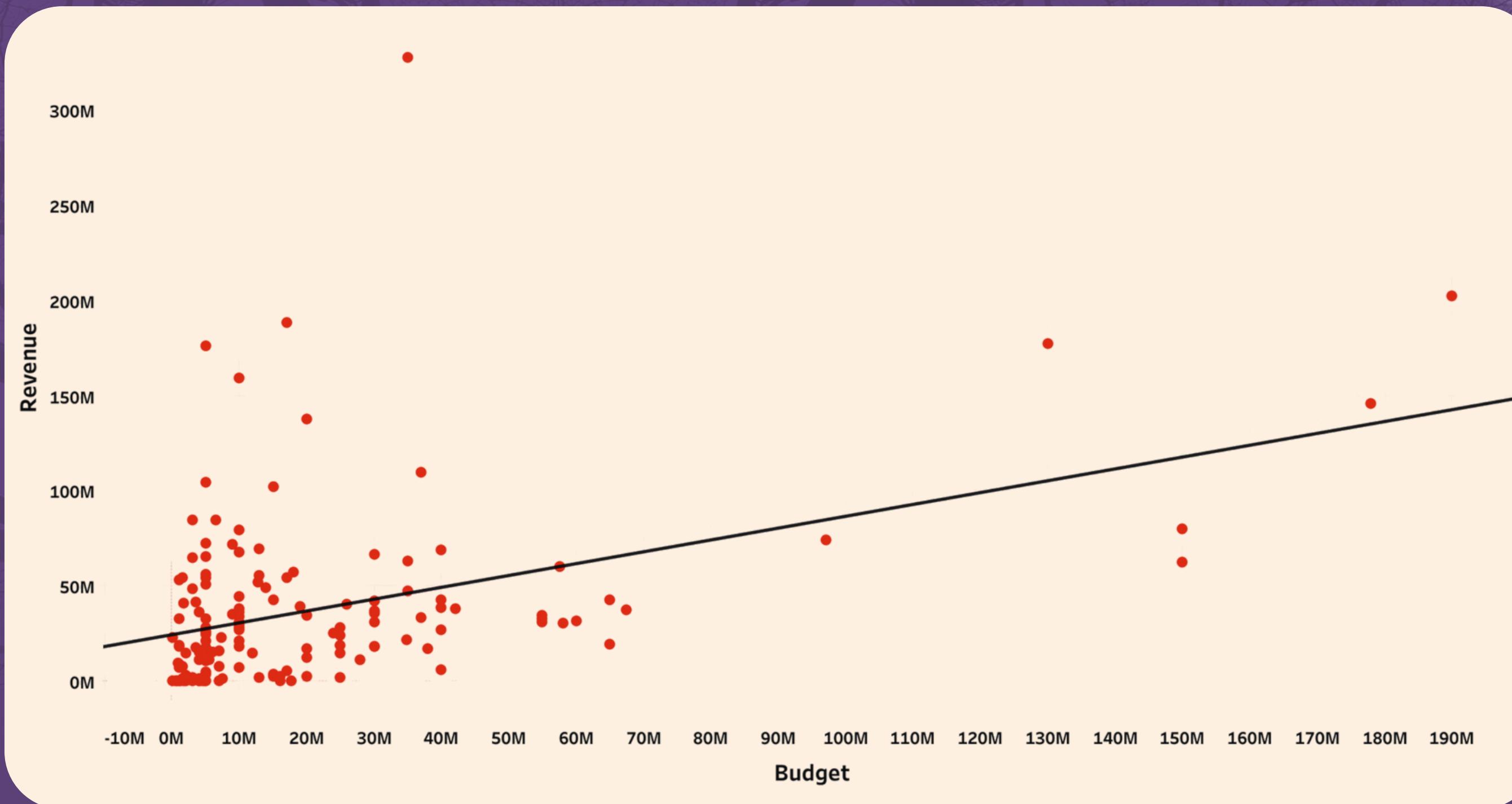
HORROR GENRES ARE IN TOP 4 ROI



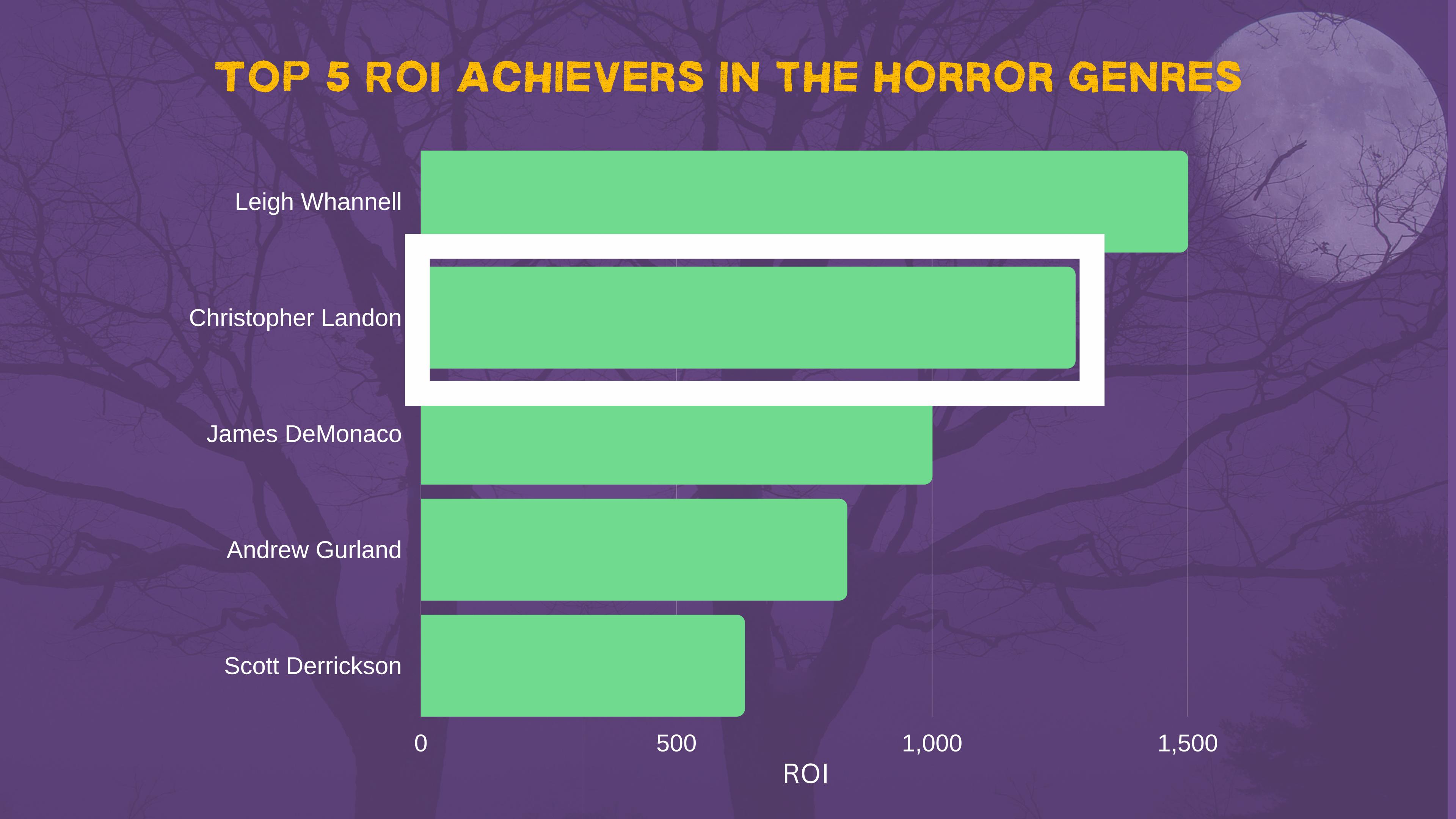
THE BUDGETS ARE \$3M – \$11M IN TOP 25% ROI



LESS THAN \$10M IS ENOUGH TO MAKE HIGH REVENUE



TOP 5 ROI ACHIEVERS IN THE HORROR GENRES



Leigh Whannell

Christopher Landon

James DeMonaco

Andrew Gurland

Scott Derrickson



RECOMMENDATIONS





HORROR GENRE

\$ 7M BUDGET

CHRISTOPHER LANDON



FUTURE INSIGHTS



STREAMING:

INTERNATIONAL:

SEQUELS:

CONSIDER STREAMING PLATFORMS' REVENUE AND AUDIENCE BEFORE COMMITTING TO A DISTRIBUTION CHANNEL

**MANY INFLUENTIAL HORROR MOVIES ARE MADE INTERNATIONALLY.
EXPAND ANALYSIS TO FOREIGN FILMS**

CONSIDER CREATING FILMS WITH SEQUEL POTENTIAL—BUILT-IN AUDIENCES

SOURCE



[HTTPS://WWW.THE-NUMBERS.COM/MOVIE/BUDGETS/ALL](https://www.the-numbers.com/movie/budgets/all)

[HTTPS://WWW.THE-NUMBERS.COM/MARKET/GENRES](https://www.the-numbers.com/market/genres)



A dark, atmospheric night scene featuring silhouettes of bare trees against a light background. Two white, semi-transparent ghost shapes are positioned on the left and right sides of the frame. The central text is overlaid on this background.

TRICK OR TREAT?!



APPENDIX

ROI OF HORROR RELATED GENRES

