

Movie Studio Strategy Review

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Determinants of Success

- Financial success: gross revenue, profit ,profit margin, roi
- Popular success: movie score, number of user reviews, number of critical reviews, Facebook likes
- Critical success: number of awards, critic score (*data not available in current dataset*)

This analysis will focus on financial success and strategies for improving profits moving forward.

Director Analysis

Which directors direct the most profitable movies?

Experienced directors (3+ movies)

- 36 directors have average profit per movie that is 200% above the overall average profit per movie
 - Only directors who directed at least 3 movies are included in the analysis
- These people have a proven track record of directing high-profit movies. **The studio should aim to work with these directors when possible.**

Which directors direct the most profitable movies?

Experienced directors (3+ movies)

- Directors with the highest average profit per movie (as compared to overall average profit per movies):

Director	Avg. profit per movie	Pct. above mean
Francis Lawrence	151.100	8.701
Andrew Adamson	130.612	7.521
Jon Favreau	109.912	6.329
Christopher Nolan	101.028	5.818
Jay Roach	91.789	5.286
Todd Phillips	83.108	4.786
Peter Jackson	82.084	4.727
James Wan	73.468	4.231
Sam Raimi	70.165	4.040
Bill Condon	59.216	3.410

Which directors direct the most profitable movies?

Emerging directors (1 or 2 movies)

- 8 of the 10 directors with the highest average profit per movies have only produced 1 or 2 movies - therefore, they were not included in the previous analysis.
- This indicates that while the studio should aim to work with directors' with a track record of profitable movies, up-and-coming directors should not be ignored.
- Idea for further analysis: can we identify which factors contribute to success movies for first- or second-time directors?

Actor Analysis

Key Actors

- There are 58 main actors with an average profit per movie that is at least 200% above the overall average profit per movie.
- This analysis includes all actors who have been in the key actor in at least 4 movies.
- These people have a proven track record of acting high-profit movies. **The studio should aim to work with these actors when possible.**

Supporting Actors

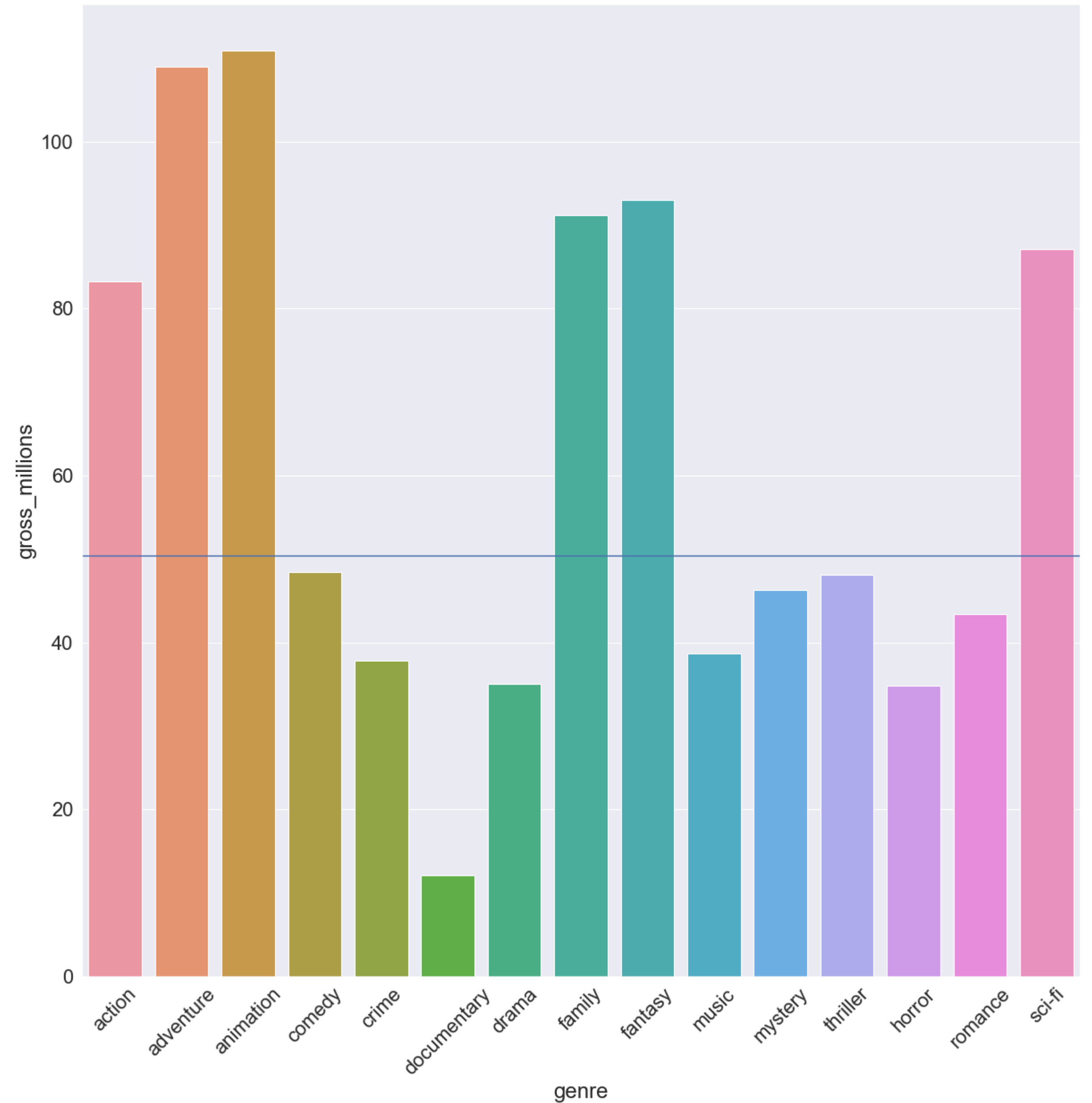
- There are 28 key supporting actors and 20 secondary supporting actors with an average profit per movie that is at least 200% above the overall average profit per movie.
- This analysis includes all actors who have been in the key supporting actor in at least 4 movies and all actors who have been the secondary supporting actors in at least 4 movies.
- These people have a proven track record of acting high-profit movies. **The studio should aim to work with these actors when possible.**
- There is some overlap between the key actor, key supporting actor, and secondary supporting actor lists.

Genre Analysis

Average Gross

1996 - 2016

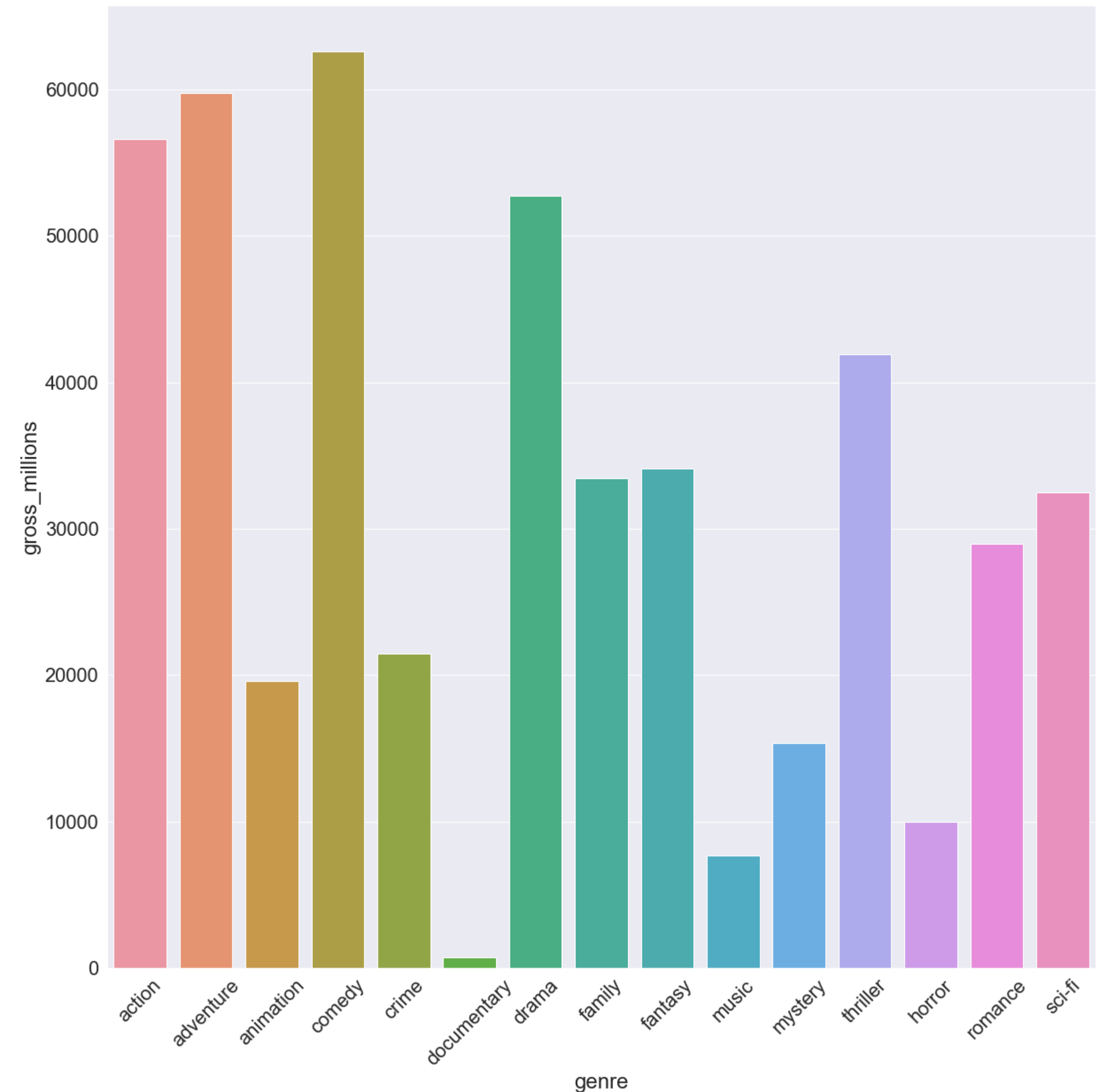
- **Action, Adventure, Animation, Family, Fantasy, and Sci-fi** are the highest grossing, on average.



Total Gross

1996 - 2016

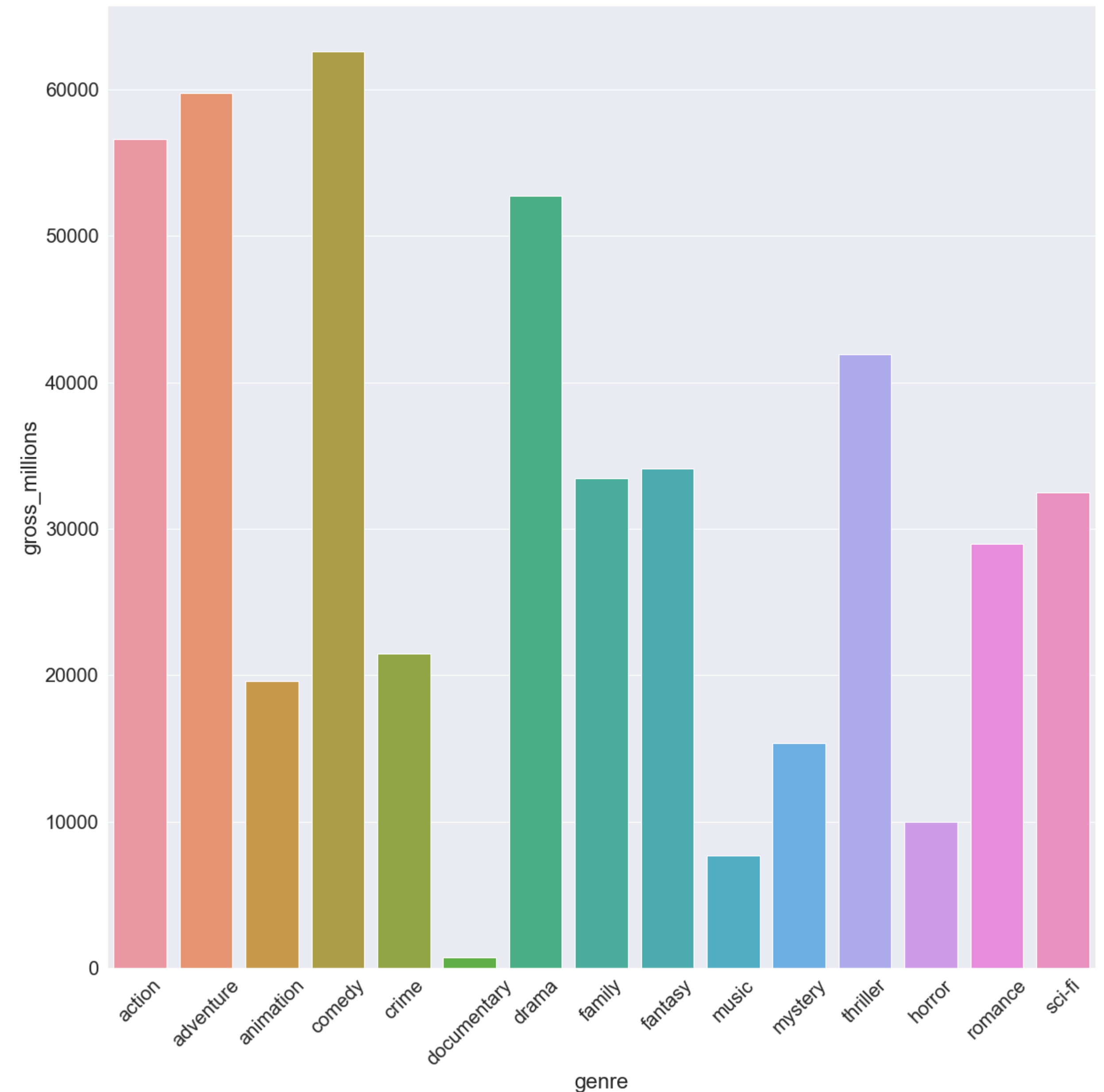
- **Comedy** and **Drama** movies have high total gross earnings, despite moderate average gross earnings. This reflects the large number of dramas and comedies that are produced - 18% of all films in the past 20 years were dramas, while 15% were comedies.



Total Gross

1996 - 2016

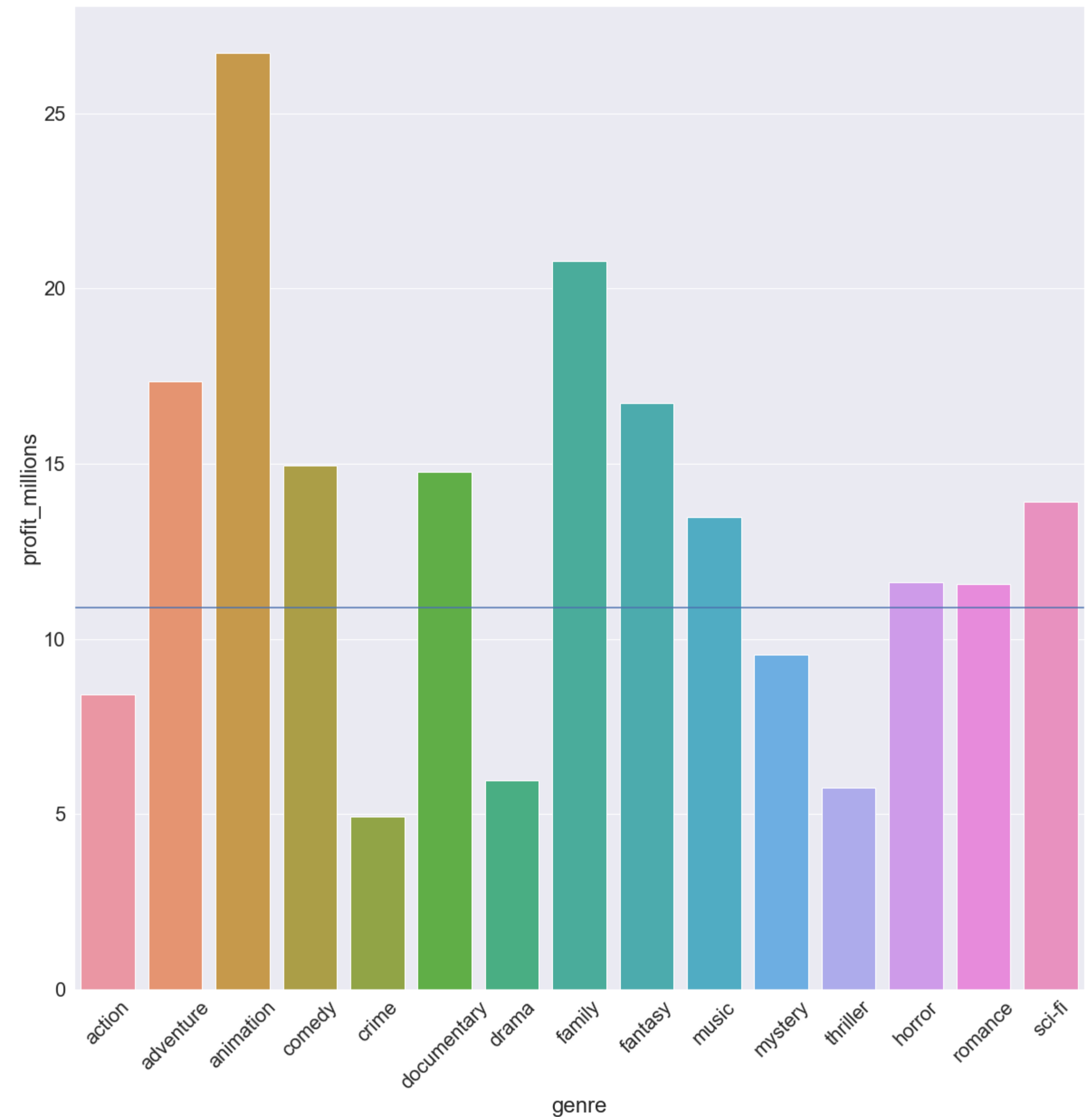
- Despite high average gross, **Animation** had low total gross due to the fact that only 2% of movies are Animations.



Average Profit

1996 - 2016

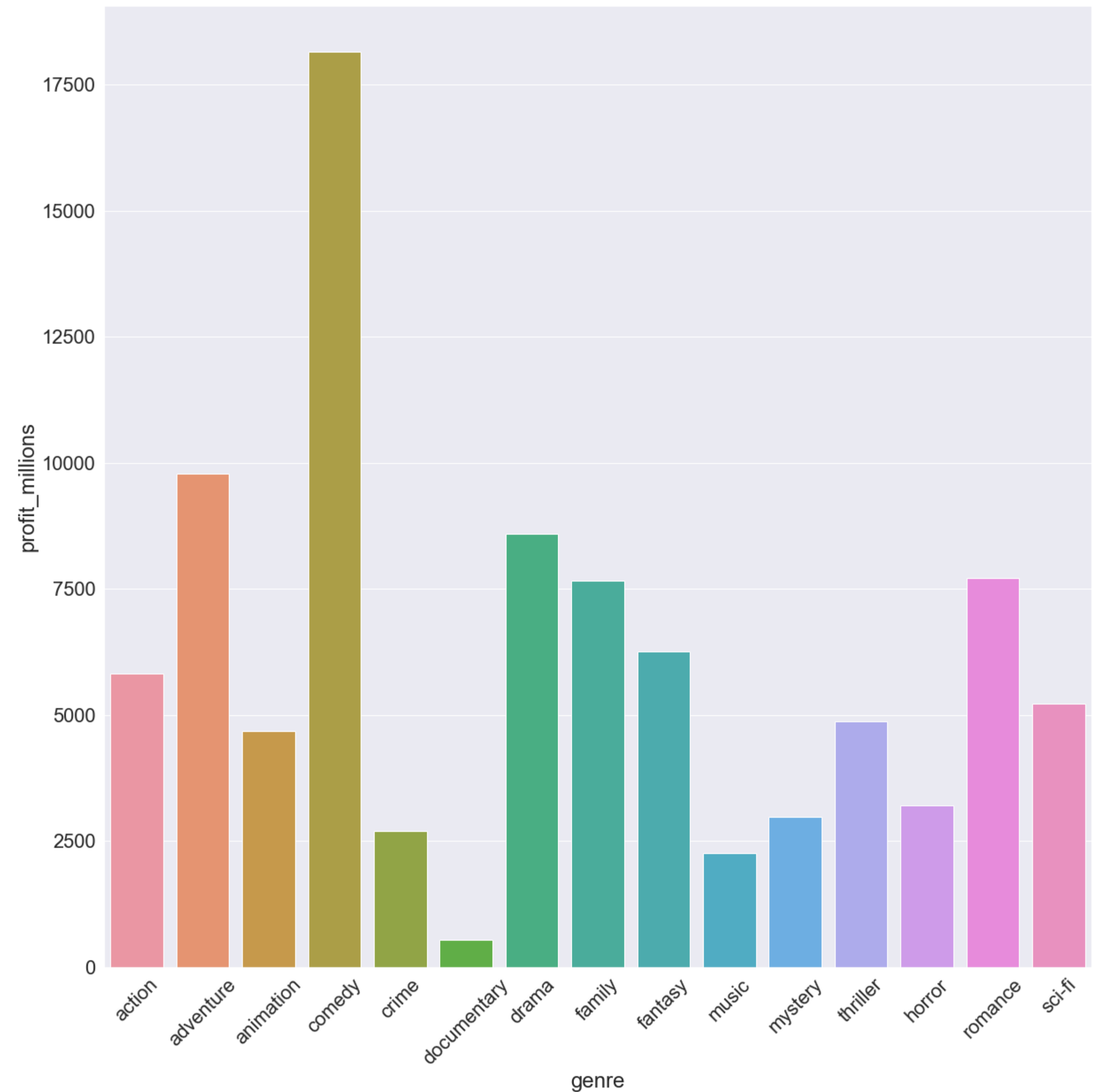
- **Animation** and **Family** movies have the highest average profit.
- **Action, Crime, Drama, and Thriller** tend have below-average profits.



Total Profit

1996 - 2016

- **Comedies** have the highest total profit; comedies are common (15% of all movies) and have above-average profitability



Recommendations

Streamline offerings to focus on two key categories:

- Blockbusters (high margin, low volume)
 - Genres: Action, Adventure, and Fantasy movies
 - Budget: High-budget
 - Frequency: low frequency
- Crowd-pleasers (low margin, high volume)
 - Genres: Romance, Comedy, Animation, Family
 - Budget: low-budget
 - Frequency: high frequency