

# Box Office Analysis

Thunderhouse Films

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# Cast & Crew



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# Agenda

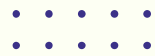
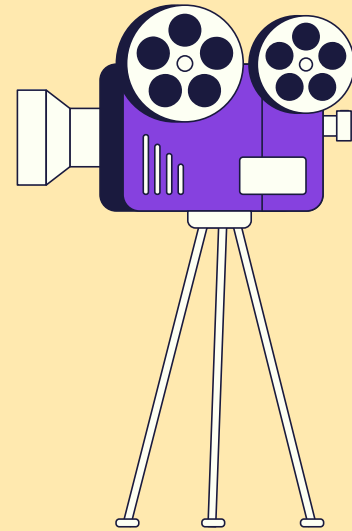
**Business Problem**

**Analysis**

**Future Steps**

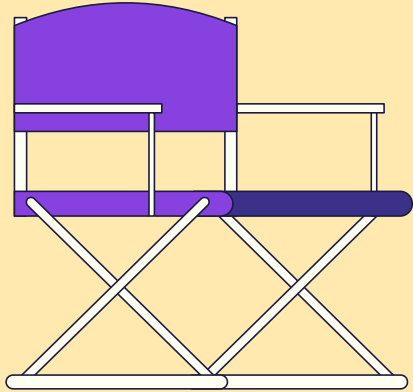
**Data Overview**

**Recommendations**



# Business Problem

- How much to spend on a movie
- What type of genres are most profitable
- Identify best time to release





# Data Limitations

- Inflation
- Missing additional costs
- Missing total net profit (foreign vs. domestic)



# Bottom Line

Mid-budget horror films: Box office kings with a chilling 3.7x ROI.



# Data Overview

## Data Preparation & Filtering

- We merged data from IMDB, TheNumbers and Box Office Mojo
- Films 2010 and after
- Filtered films not released theatrically
- Created ROI metric
- Grouped by budget



# Analysis Overview

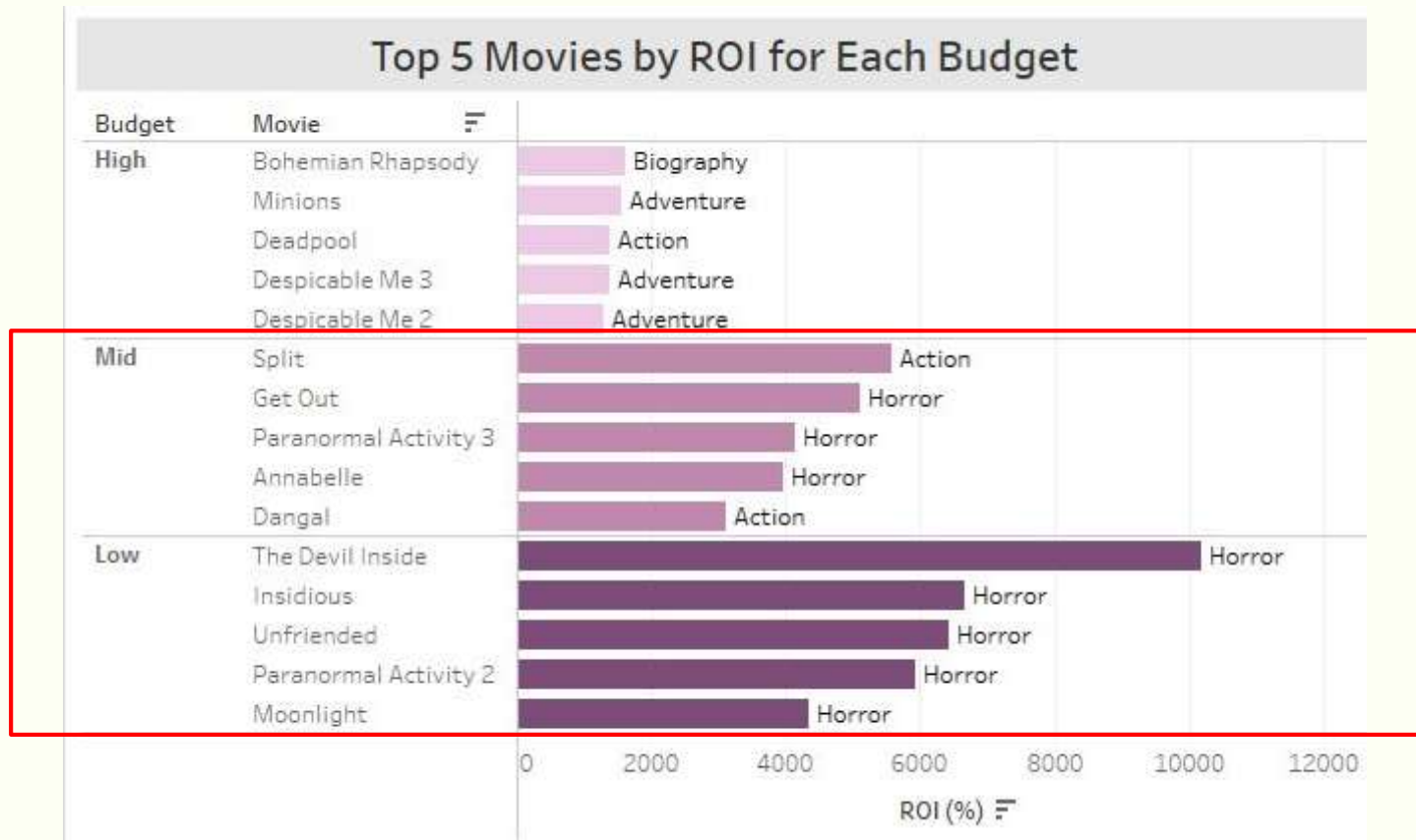
- Production Budget
- Genre
- Release Time
- Regression Model



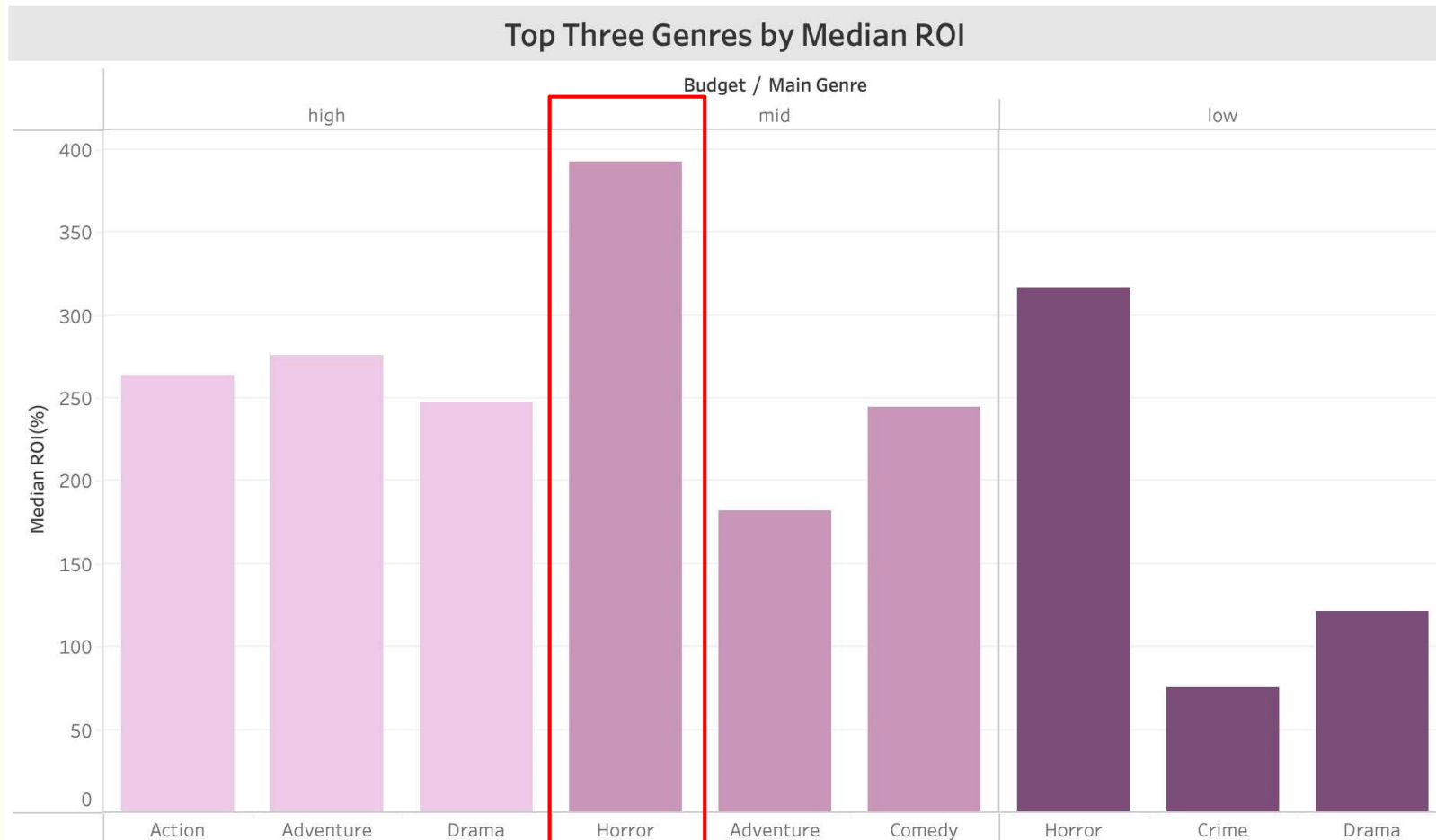


# Highly Lucrative Investment: = Horror

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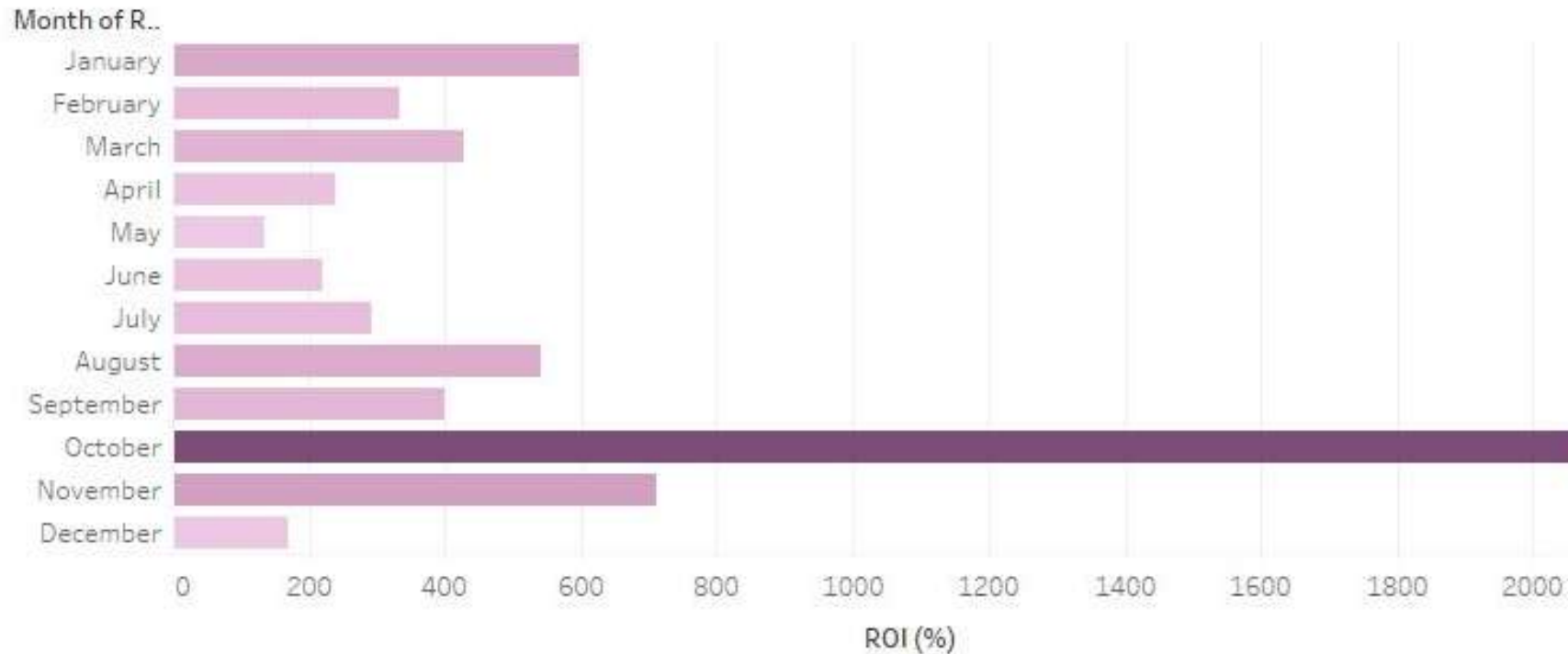
# Highest Return: Horror < 50,000,000



# Best Month to Release Horror: October

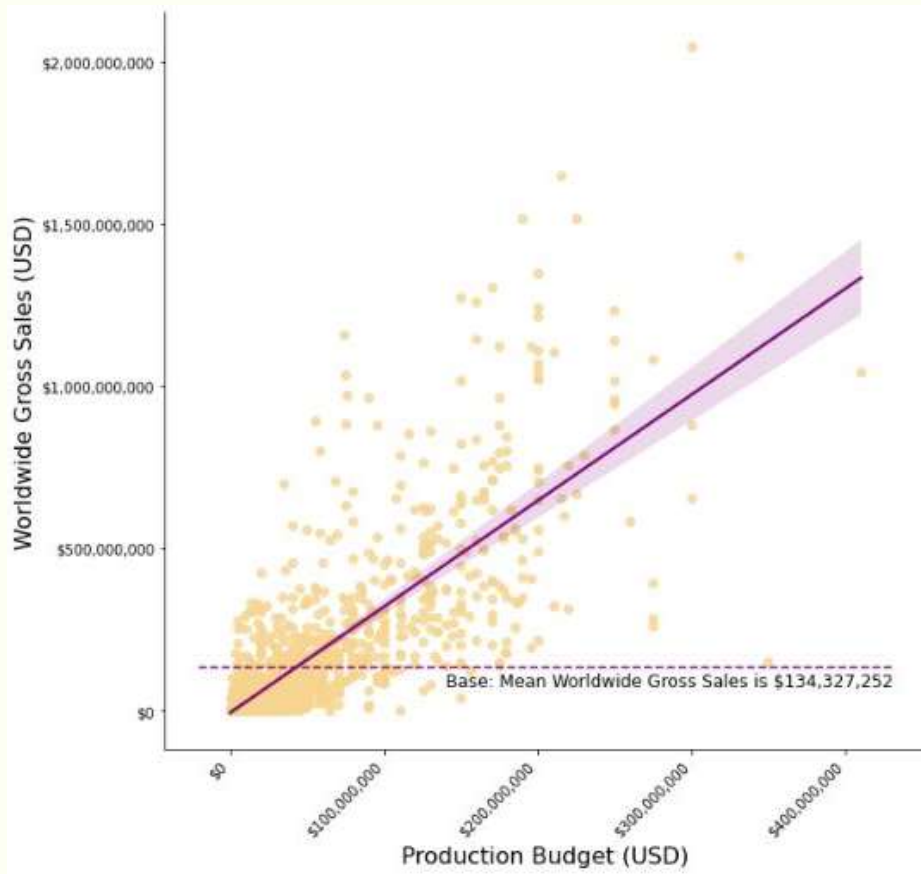
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Release Month/ROI: Mid Budget Horror



# Mid-Budget Preferred to Low-Budget

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- 62% variation explained

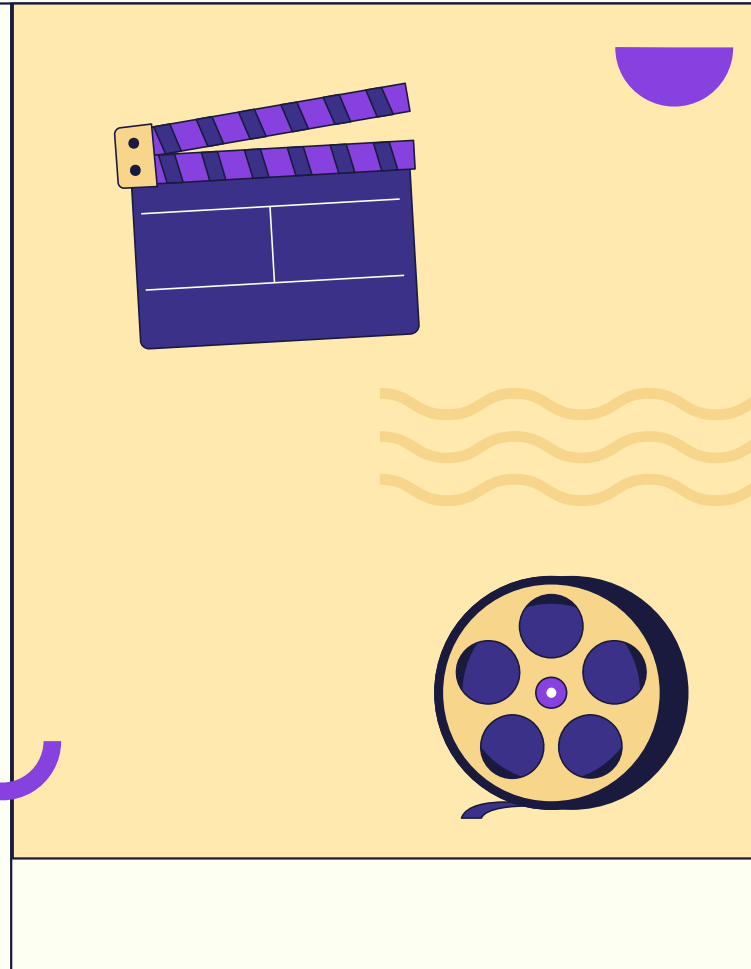
↑ \$1M production budget

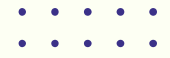
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↑ \$3.26M worldwide gross sales

# Recommendations

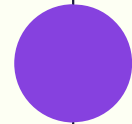
1. **Mid Budget:** ~13,000,000
2. **Genre:** Horror
3. **Month:** October





# Future Steps

- Additional Costs: Marketing, Overhead, etc.
- Additional Revenue: DVD/Streaming Sales, Licensing, etc.
- Explore most-profitable horror films







# 662 million



With a production budget of only 35 million, IT was the highest grossing horror movie between 2010 and 2019





# Questions?



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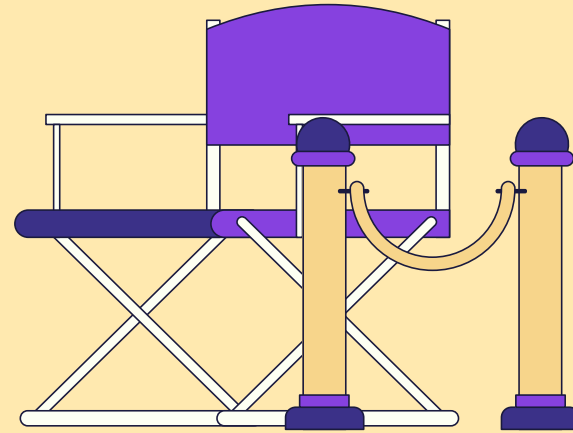
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**Thanks!**





# Sources

- <https://www.studiobinder.com/blog/production-budget/> - **how are film budgets classified**
  - [https://help.imdb.com/article/contribution/titles/genres/GZDRMS6R742JRGAG?ref=helpms\\_helptop\\_inline#](https://help.imdb.com/article/contribution/titles/genres/GZDRMS6R742JRGAG?ref=helpms_helptop_inline#) - **understand genre classification**
  - <https://www.premiumbeat.com/blog/biggest-filmmaking-moments-2010s/> - **for out date range**
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