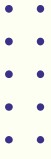
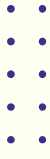


# Box Office Analysis

Thunderhouse Films

June 23rd 2023





# Cast & Crew



Maddie Smithers  
Tech Lead  
[LinkedIn](#) / [GitHub](#)



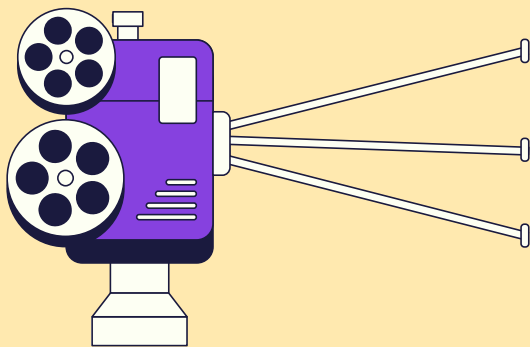
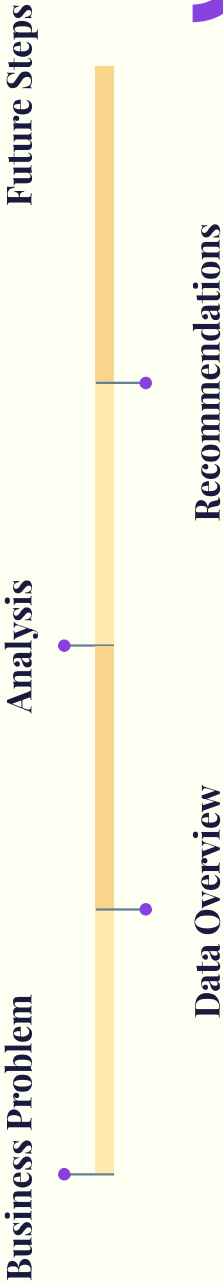
Stuart Clark  
Presentation Lead  
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Lillian Lakes  
GitHub Lead  
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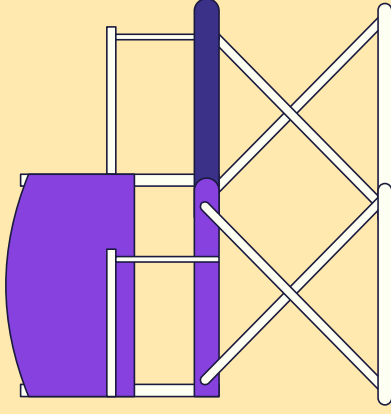


# Agenda







# Business Problem

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



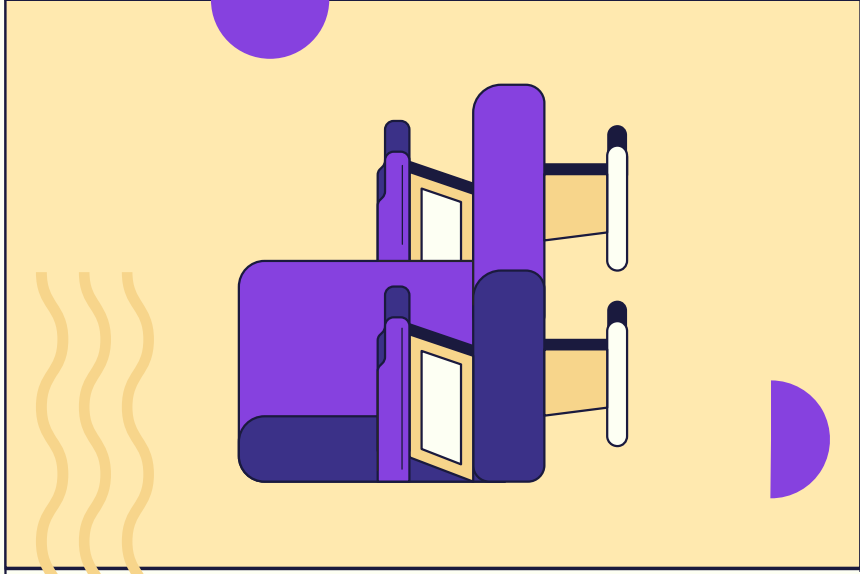


# Data Limitations

- 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



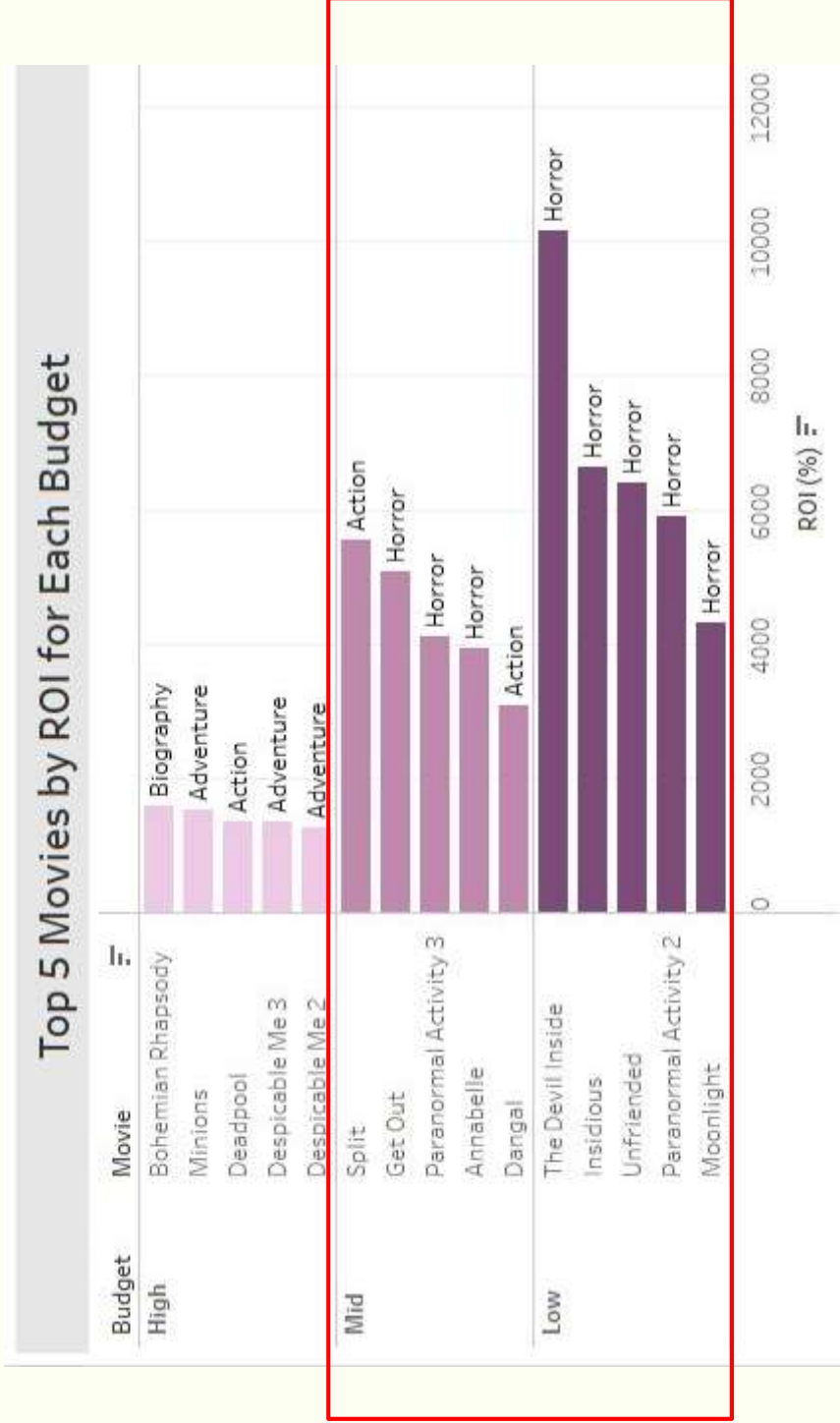
# Analysis Overview

- Production Budget
- Genre
- Release Time
- Regression Model

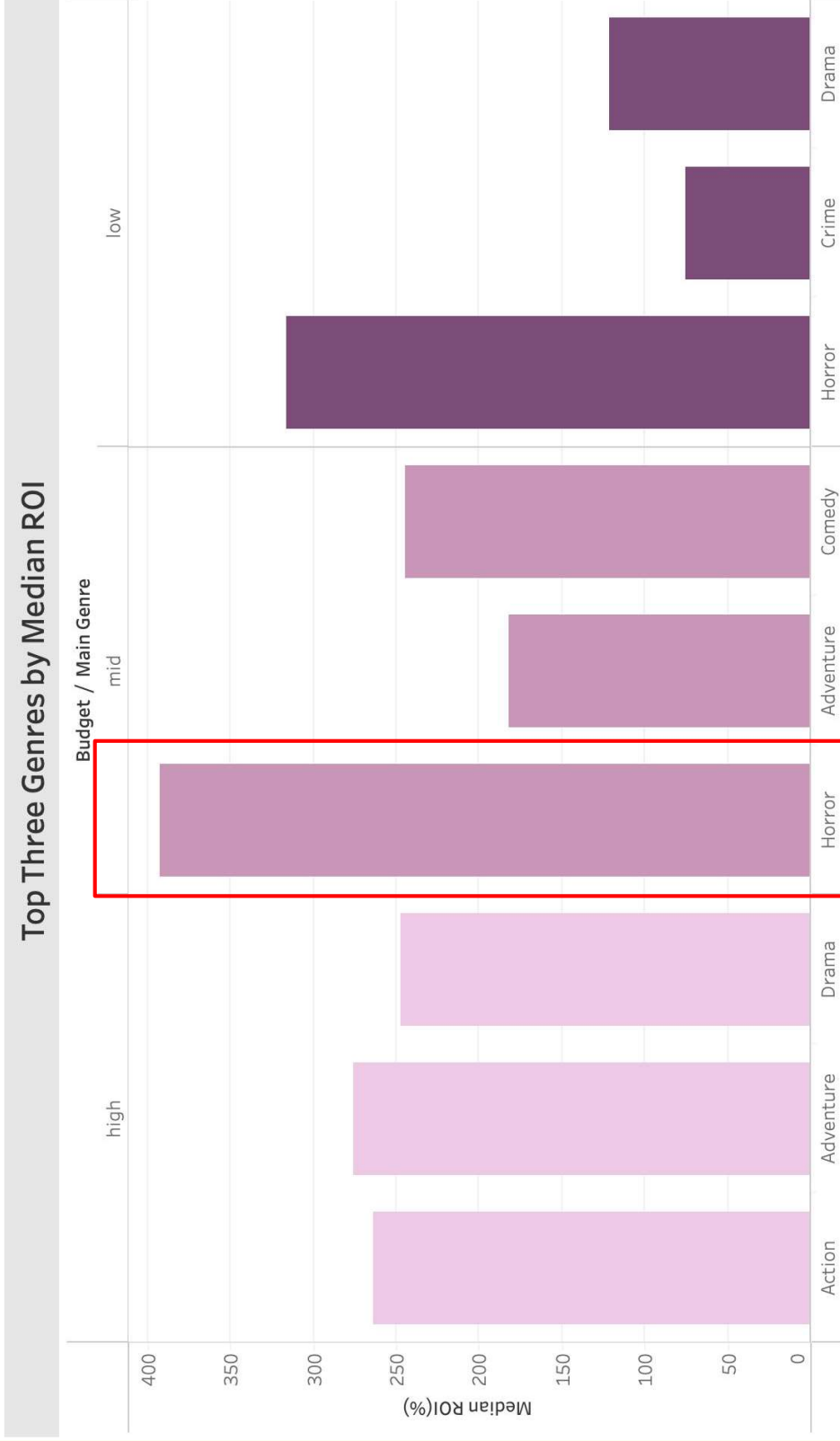
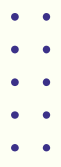




# Highly Lucrative Investment: = Horror :::::

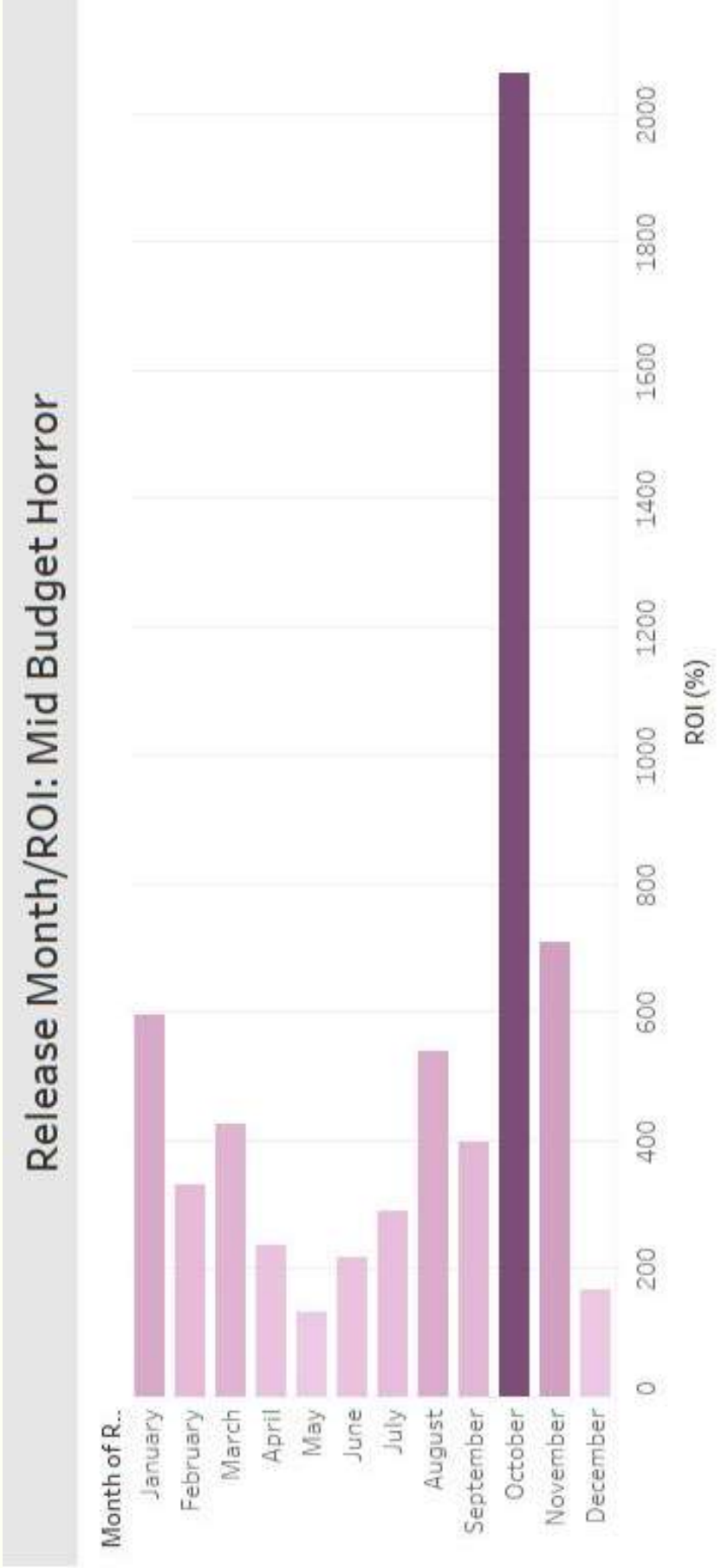


# Highest Return: Horror < 50,000,000



# Best Month to Release Horror: October

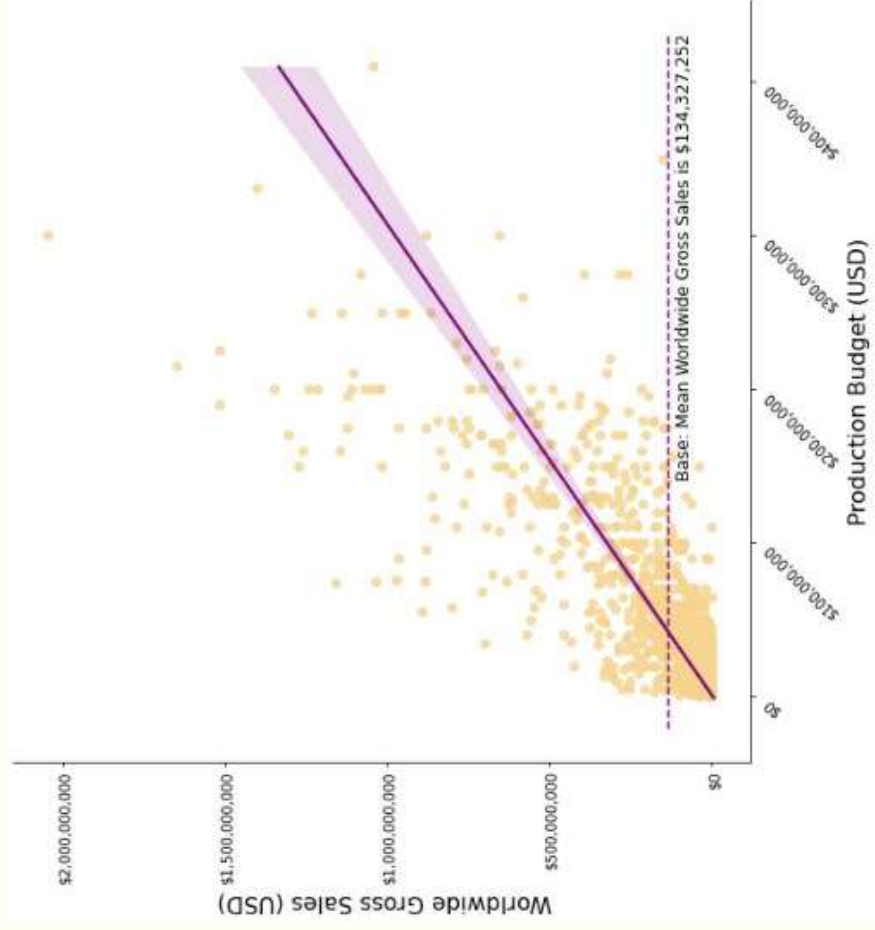
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# Mid-Budget Preferred to Low-Budget :::::

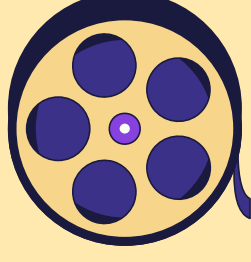
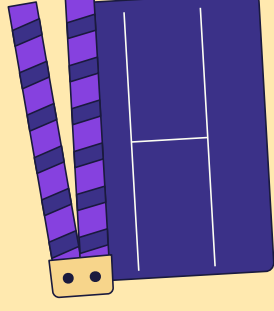
- 62% variation explained

↑ **\$1M production budget**  
=  
↑ **\$3.26M worldwide gross sales**




# Recommendations

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

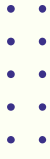




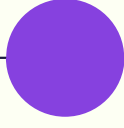
# Future Steps

- 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?



Maddie Smithers  
Tech Lead  
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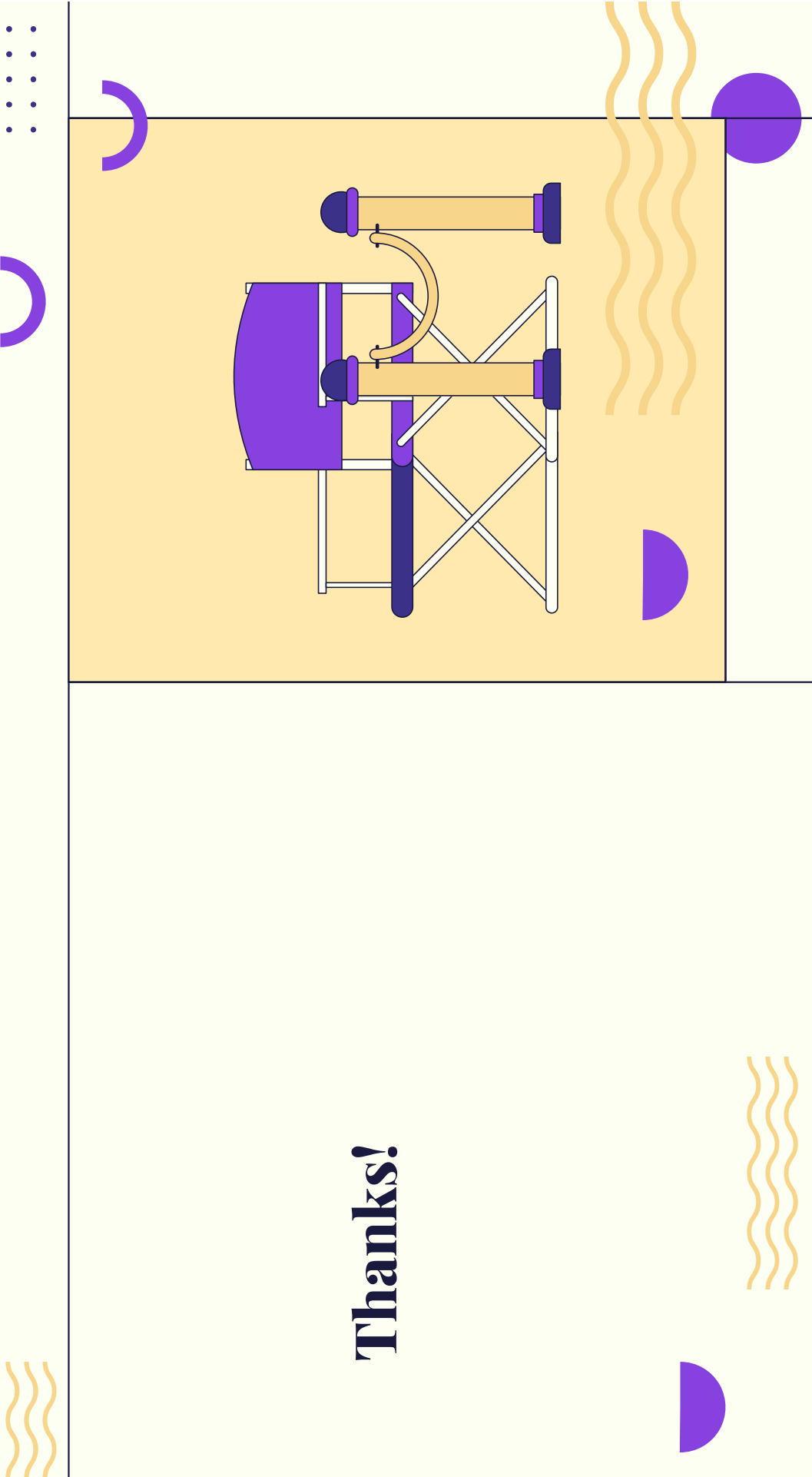
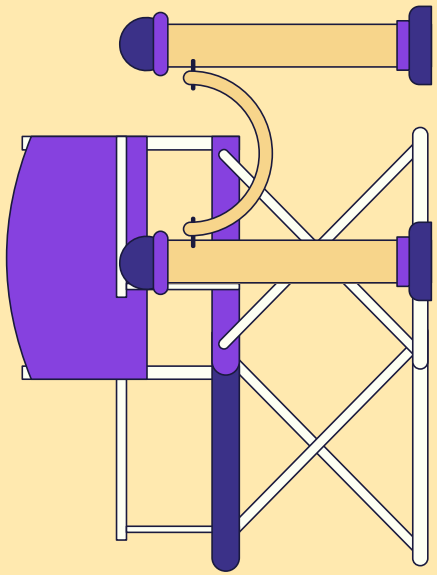
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**Thanks!**





# Sources

- <https://www.studiobinder.com/blog/production-budget/> - **how are film budgets classified**
  - [https://help.imdb.com/article/contribution/titles/genres/GZDRMS6R742IRGAG?ref=helpms\\_helpart\\_inline# - understand genre classification](https://help.imdb.com/article/contribution/titles/genres/GZDRMS6R742IRGAG?ref=helpms_helpart_inline#-understand-genre-classification)
  - <https://www.premiumbeat.com/blog/biggest-filmmaking-moments-2010s/> - **for out date range**
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