

Box Office Analysis

Thunderhouse Films

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Cast & Crew



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Agenda

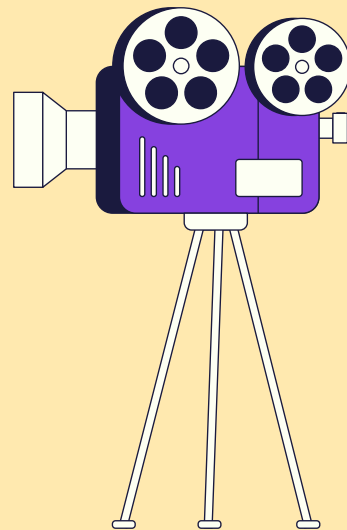
Business Problem

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



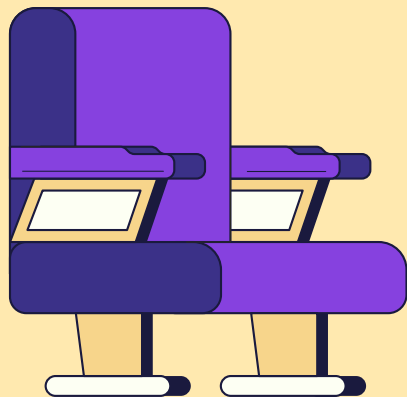
Data Limitations

- 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

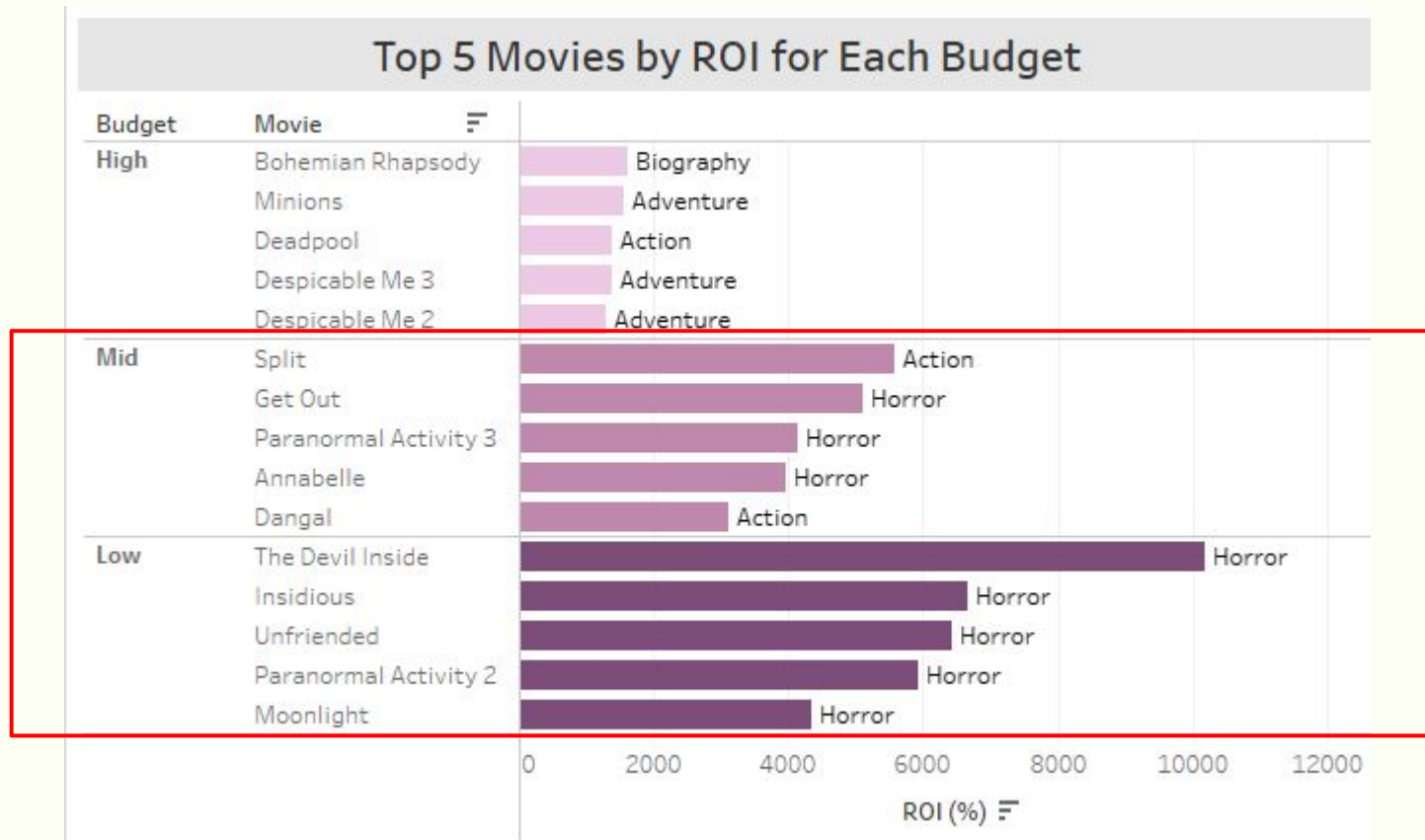


Analysis Overview

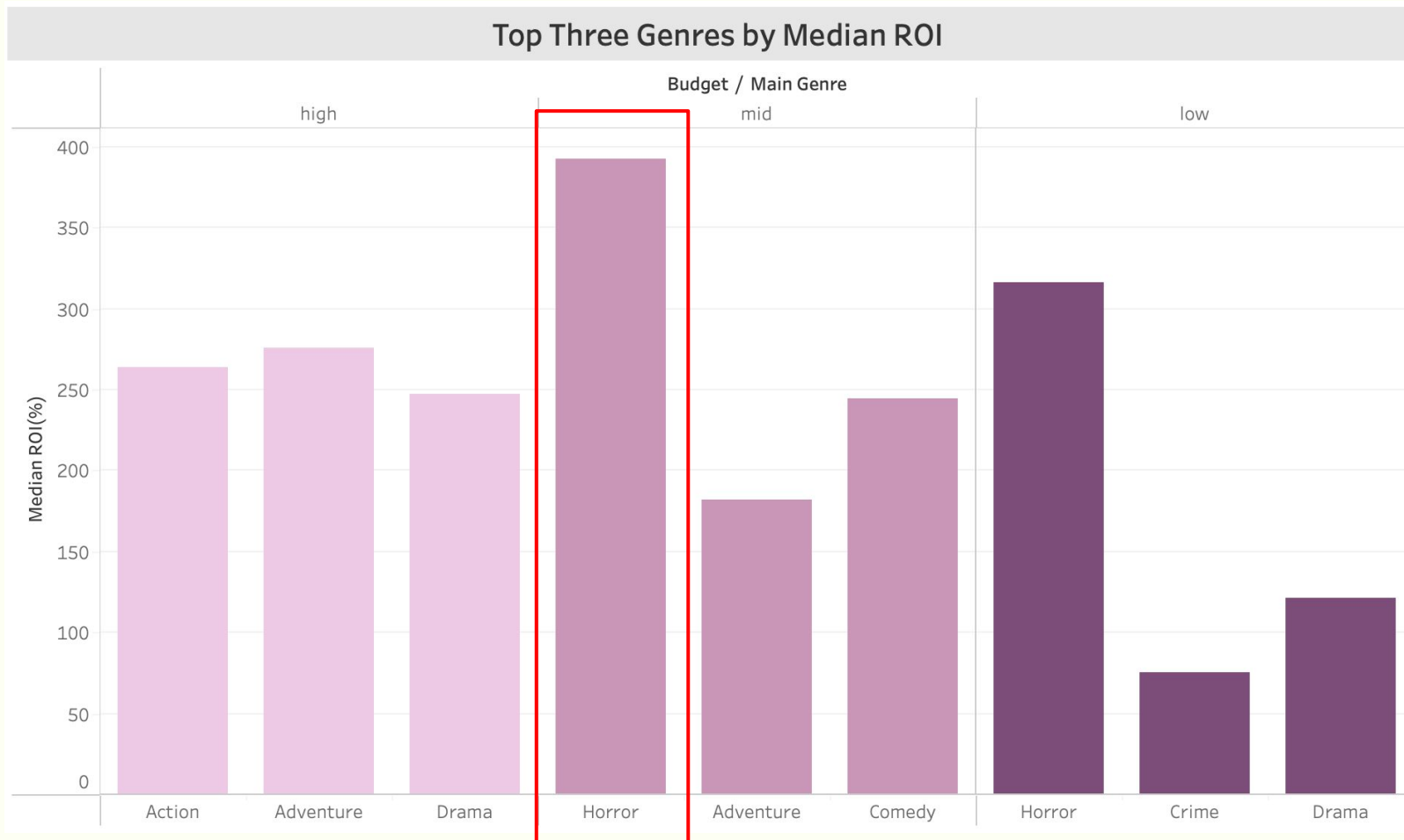
- Production Budget
- Genre
- Release Time
- Regression Model

Highly Lucrative Investment: = Horror

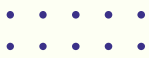
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Highest Return: Horror < 50,000,000

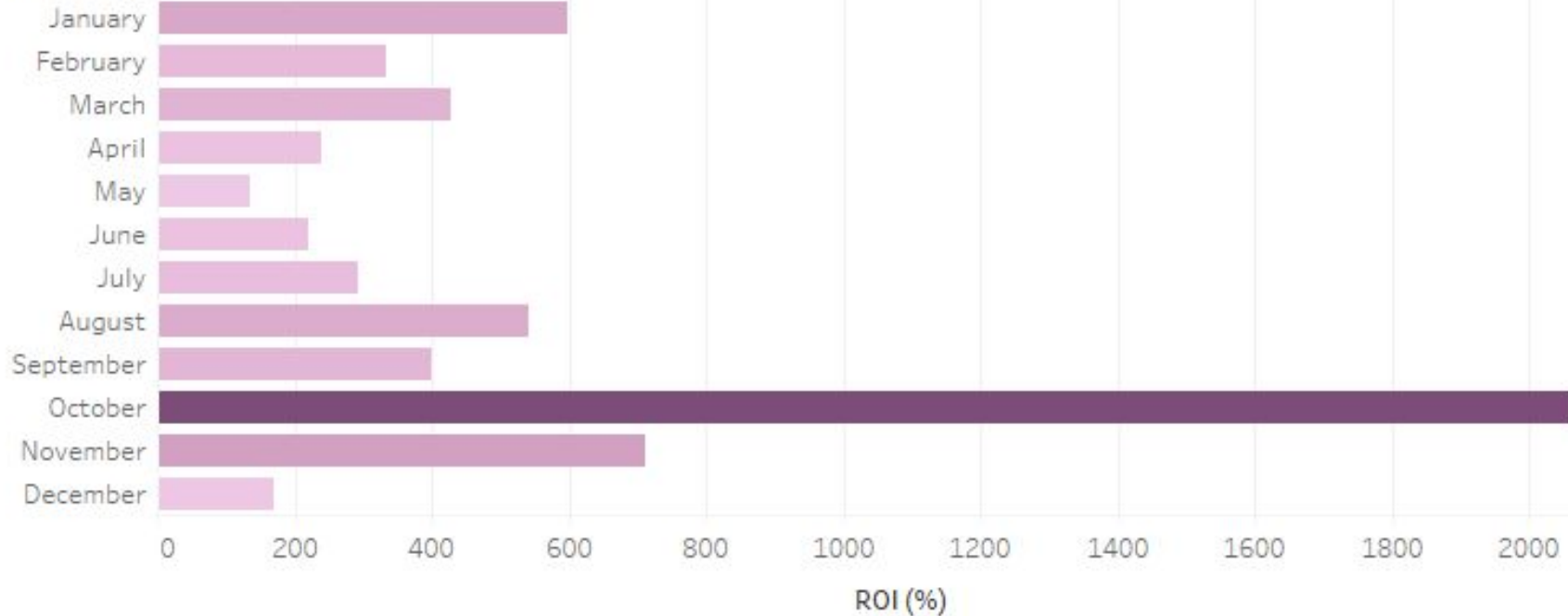


Best Month to Release Horror: October

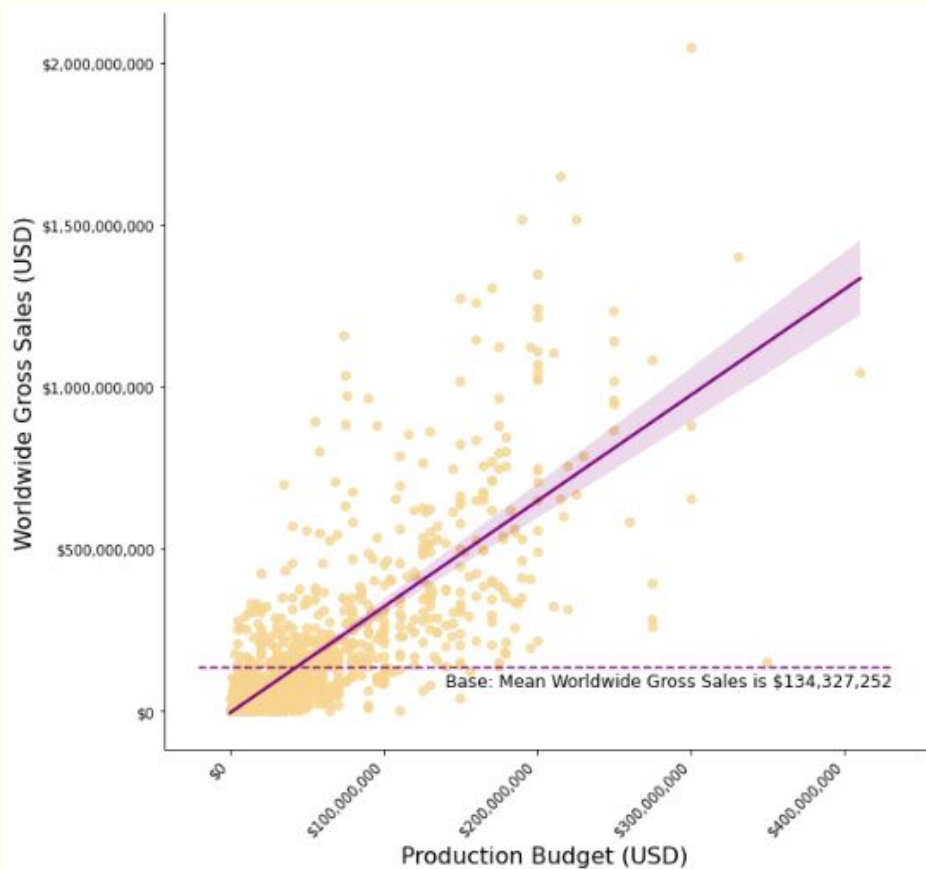


Release Month/ROI: Mid Budget Horror

Month of R..



Mid-Budget Preferred to Low-Budget



- 62% variation explained

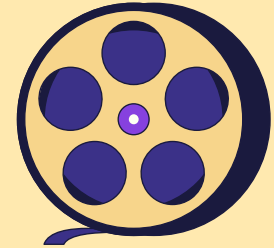
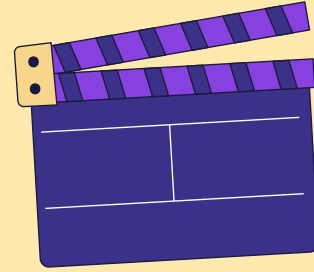
↑
\$1M production budget

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\$3.26M worldwide gross sales

Recommendations

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



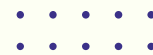


Future Steps

- 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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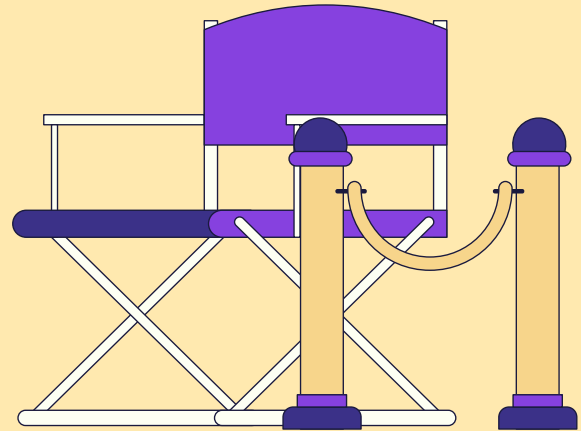
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Thanks!





Sources

- <https://www.studiobinder.com/blog/production-budget/> - **how are film budgets classified**
- https://help.imdb.com/article/contribution/titles/genres/GZDRMS6R742JRGAG?ref=helpms_helppart_inline# - **understand genre classification**
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