

# A Venture Into Film:

3 Key  
Recommendations



“Our mission is to empower every person  
and every organization on the planet to  
achieve more.”

Join the pantheon.



# VARIABLES TO CONSIDER



**BUDGET**



**GENRE**



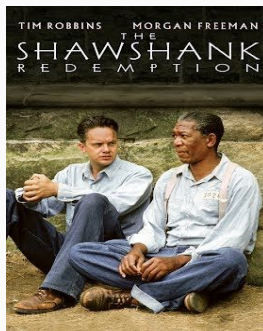
**TIME OF RELEASE**

# BUDGET

We put  
movie titles  
into 3  
categories.



**High:** >  
\$100,000,000



**Mid:** \$1,000,000  
- \$100,000,000

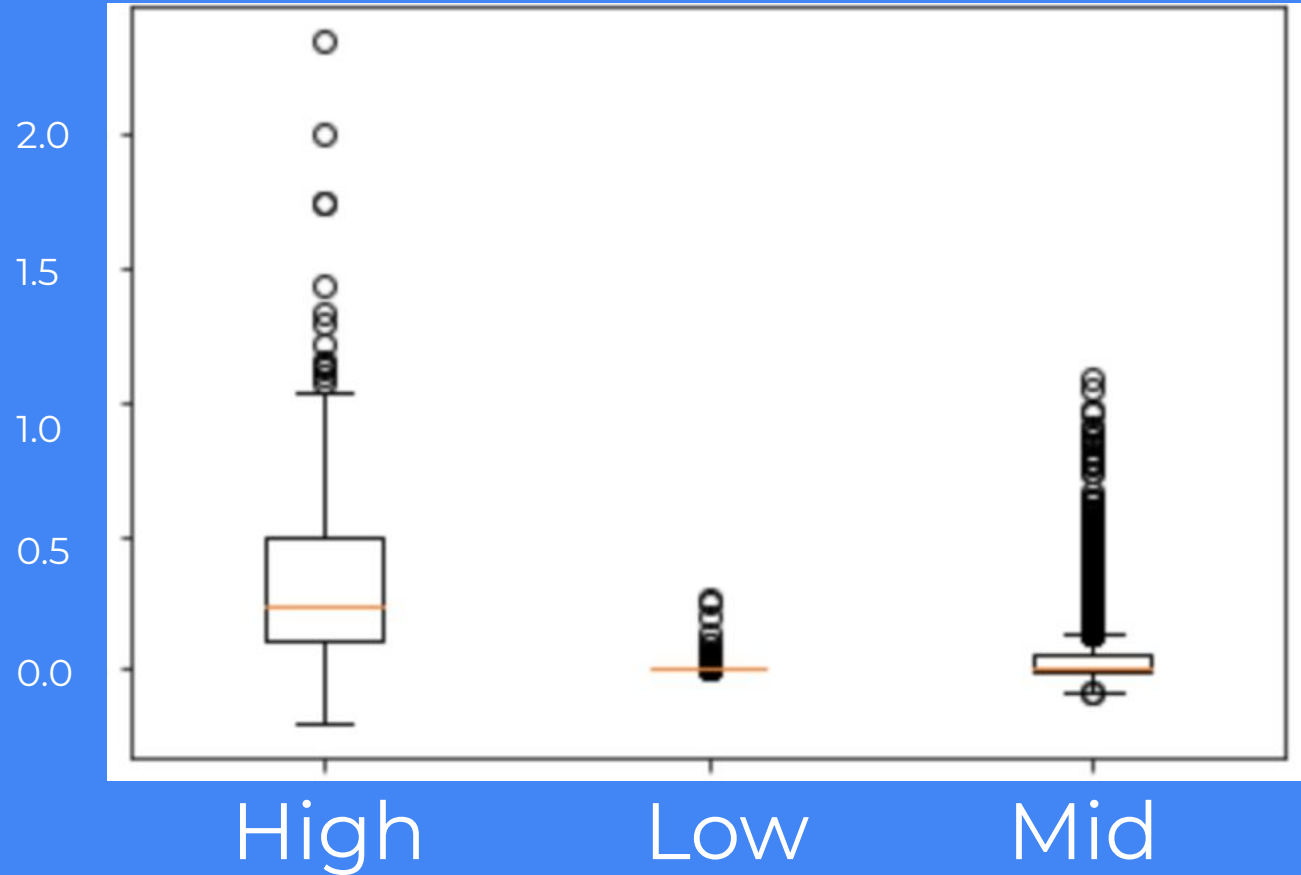


**Low:** <  
\$1,000,000



# Median Profit by Budget

Profit  
(in  
billions  
USD)



**RECOMMENDATION #1:**  
PAY BIG, WIN BIG.

# GENRE

We found  
the highest  
profitable  
genre by  
decade...

40s: Animation

50s: Animation

60s: Adventure

70s: Horror

80s: Sci-Fi

90s: Family

**2000s: Drama**

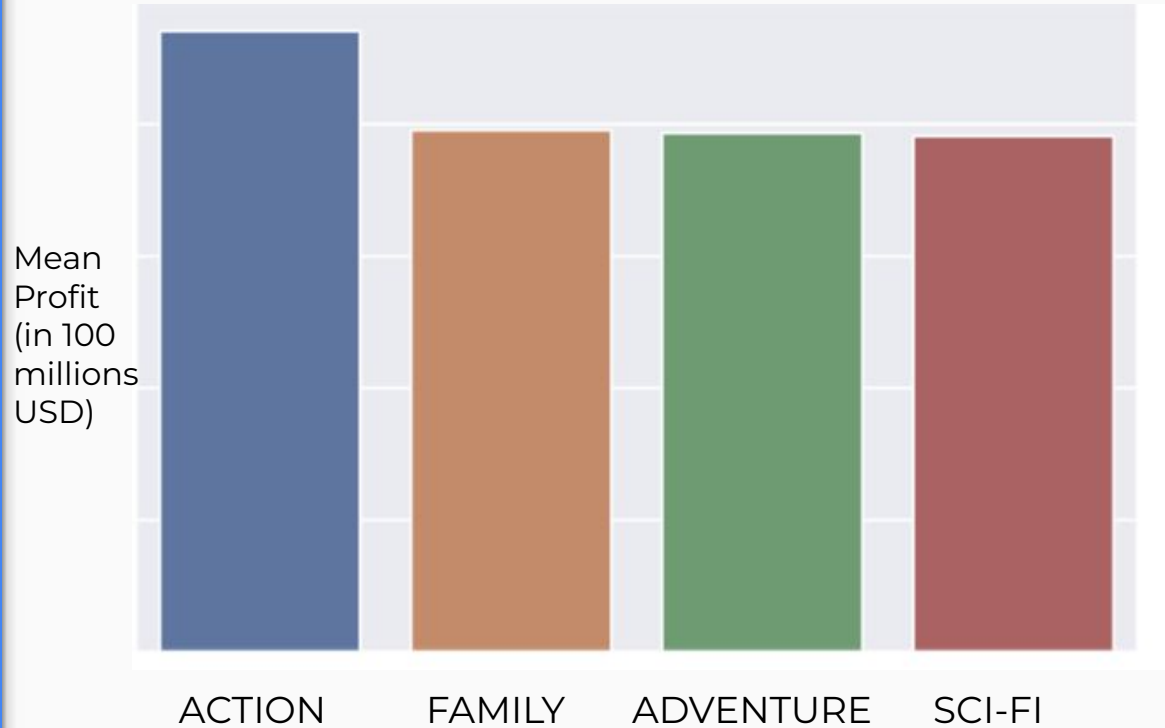
**2010s: Family**

**2020s: Action**



...and then  
the top 4  
genres of all  
time.

Top 4 Genres by Mean Profit

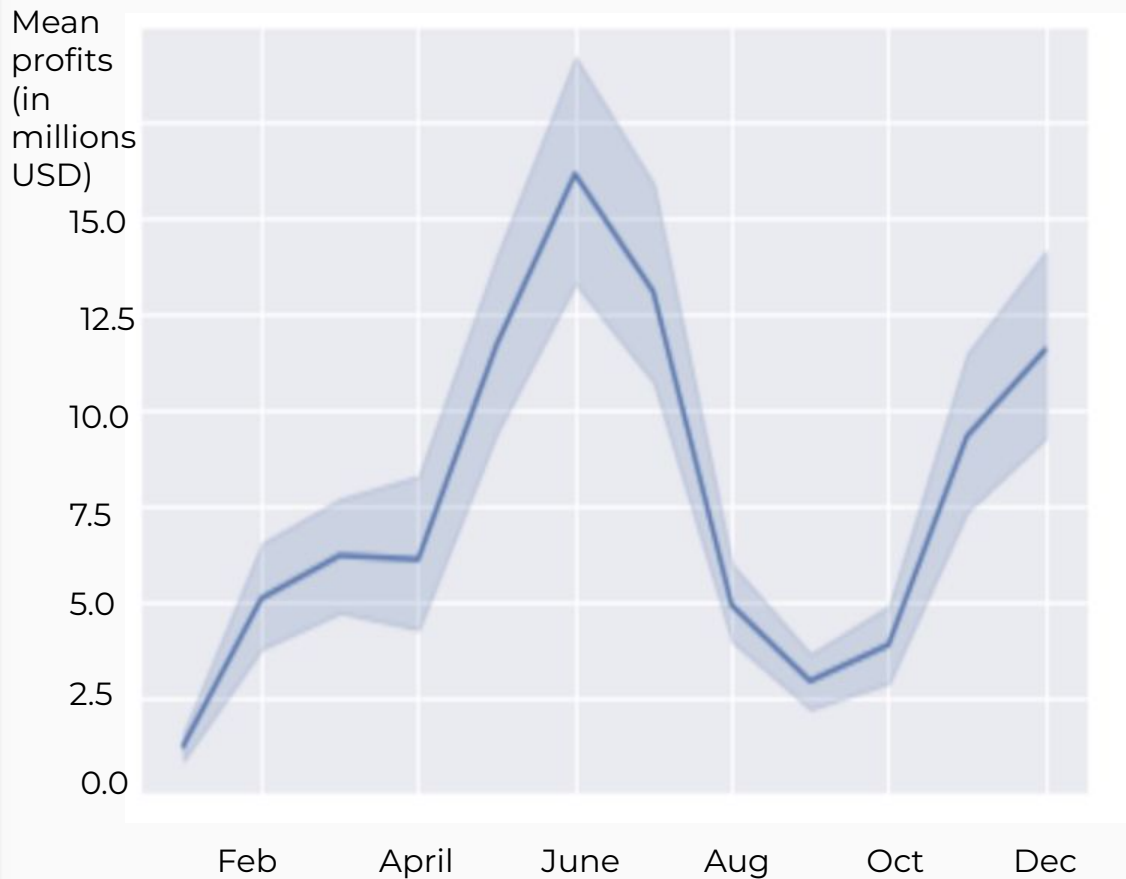


**RECOMMENDATION #2:**  
BRING ON THE ACTION.

# RELEASE MONTH

We grouped the data by month and found when profits spike throughout the year.

Mean Profits by Release Month



**RECOMMENDATION #3:**  
THE SPOTLIGHT'S ON JUNE.

# SUMMING IT ALL UP:

- HIGH BUDGET
- ACTION/ADVENTURE GENRE
- SUMMER BLOCKBUSTER

# QUESTIONS? LET'S CONNECT.

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# THANK YOU!

# IMAGE SOURCES

[https://indianajones.fandom.com/wiki/Paramount\\_Pictures?file=ParamountPictures.jpg](https://indianajones.fandom.com/wiki/Paramount_Pictures?file=ParamountPictures.jpg)

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<https://www.imdb.com/title/tt0071853/>

[https://www.google.com/search?q=shawshank+redemption&sxsrf=ALiCzsZdRLGfJDws6-Bc3ojz0g8ruc7ew:1672197640932&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjp5obTrZv8AhU9E1kFHVzBBxwO\\_AUoAXoECAIQAw&biw=1325&bih=786&dpr=1.8#imgsrc=NIGm7ZuPgL2IXM](https://www.google.com/search?q=shawshank+redemption&sxsrf=ALiCzsZdRLGfJDws6-Bc3ojz0g8ruc7ew:1672197640932&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjp5obTrZv8AhU9E1kFHVzBBxwO_AUoAXoECAIQAw&biw=1325&bih=786&dpr=1.8#imgsrc=NIGm7ZuPgL2IXM)

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<https://www.imdb.com/title/tt0499549/>