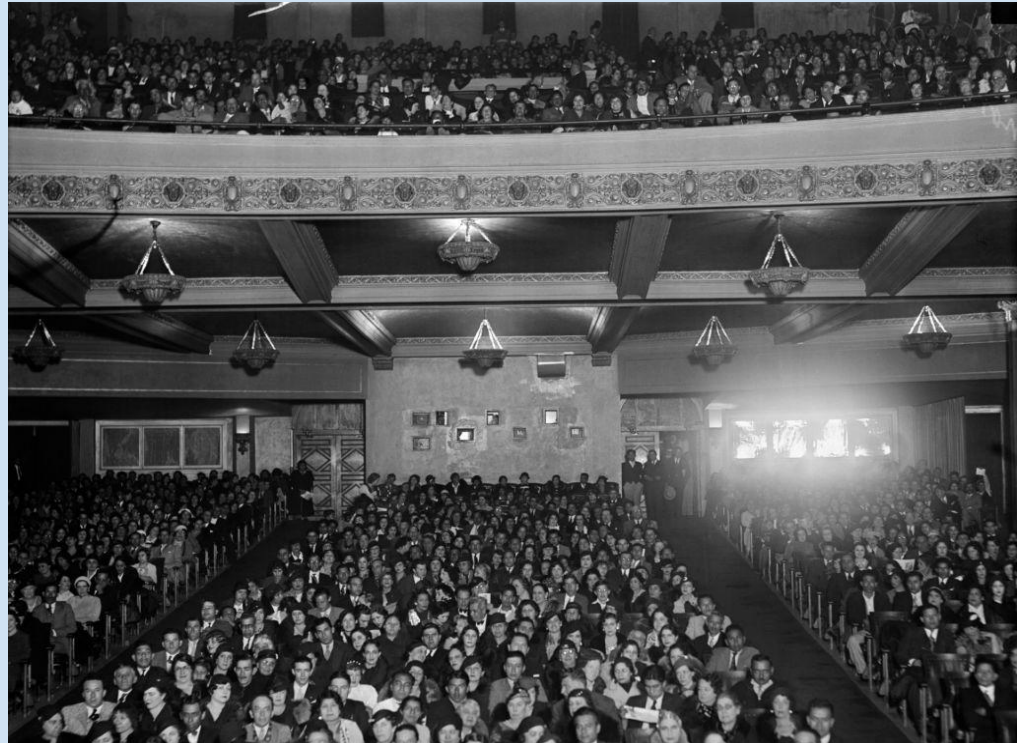


BOX OFFICE BOOM

Cracking the Code: Strategies for Box Office Success

Presentation by Chisum Lindauer and James Warsing



MOVIES ARE STORYTELLING



Data Understanding

Sources:

- **IMDb:** Merged two datasets for accuracy.
- **Box Office Mojo:** Financials.
- **The Numbers:** Budgets.
- **APIs:** The Movie Database, RapidAPI's Movies Database. Collected data for 4 days.

Result:

- Compiled data for 2739 movies
- Profit, Budget, and ROI

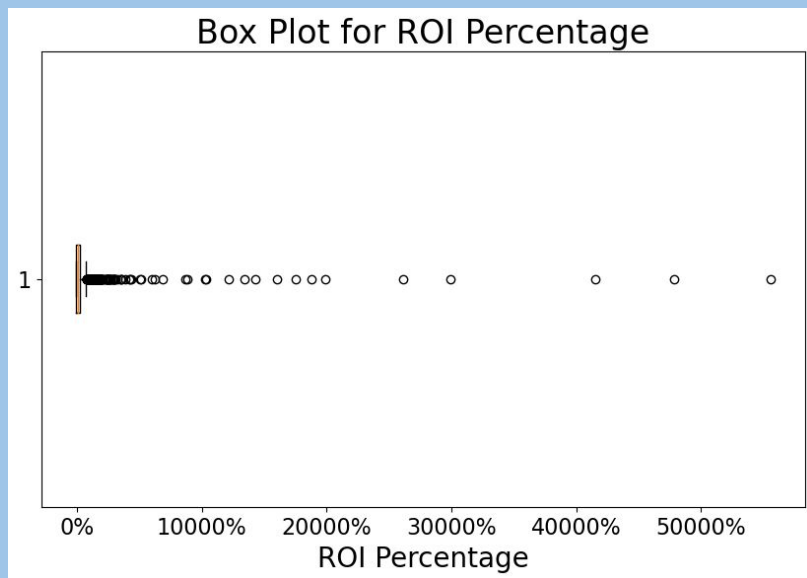
ANALYSIS GOALS

How do these affect profit and ROI?

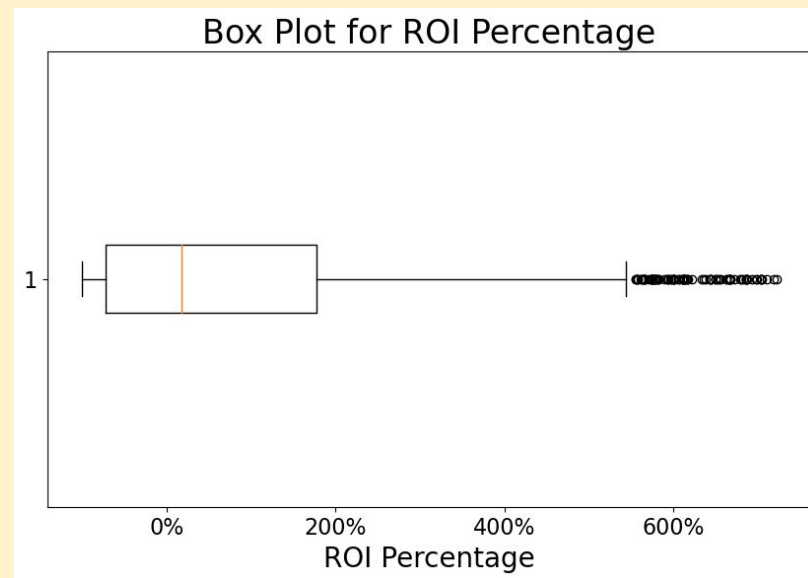
- Number of Reviews
- Average Review
- Budget
- Start Year
- Genre
- Genre: Director, Lead Actor or Writer?

Outliers

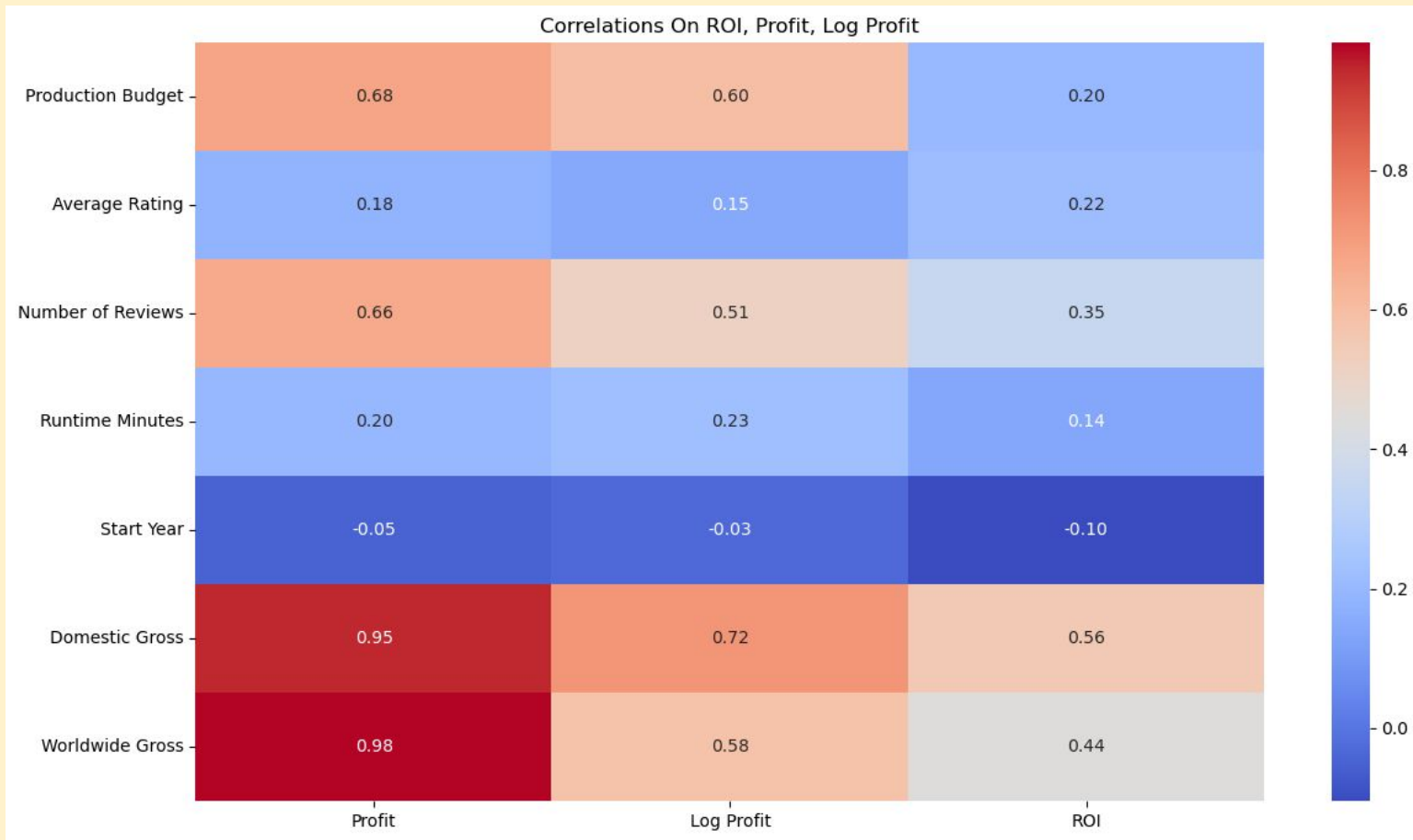
With outliers:



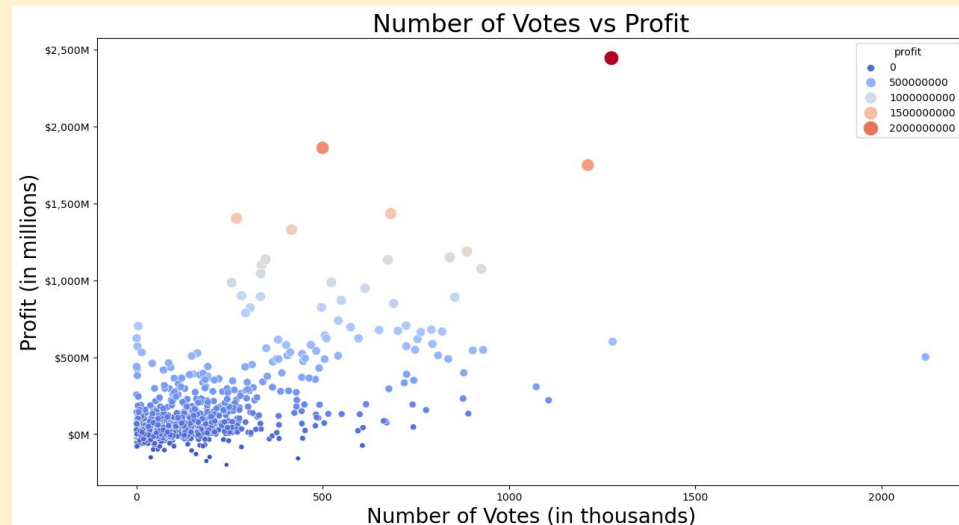
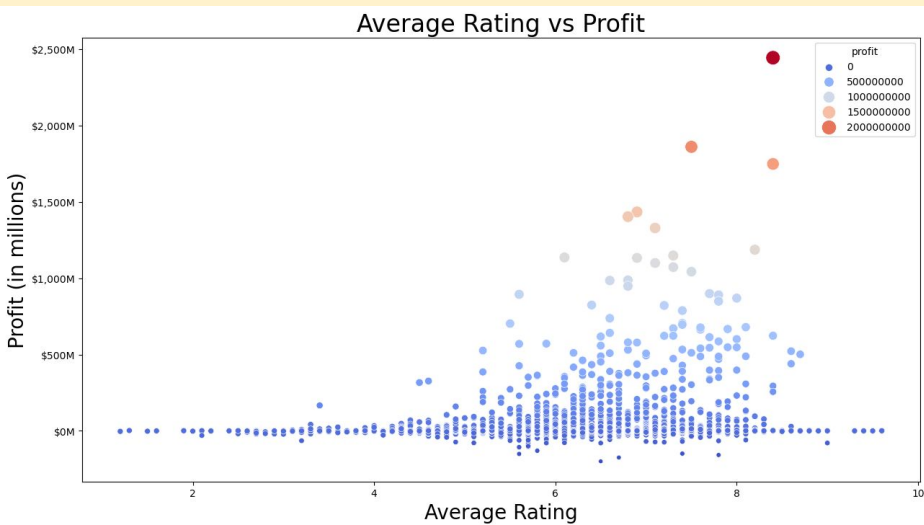
Without Outliers:



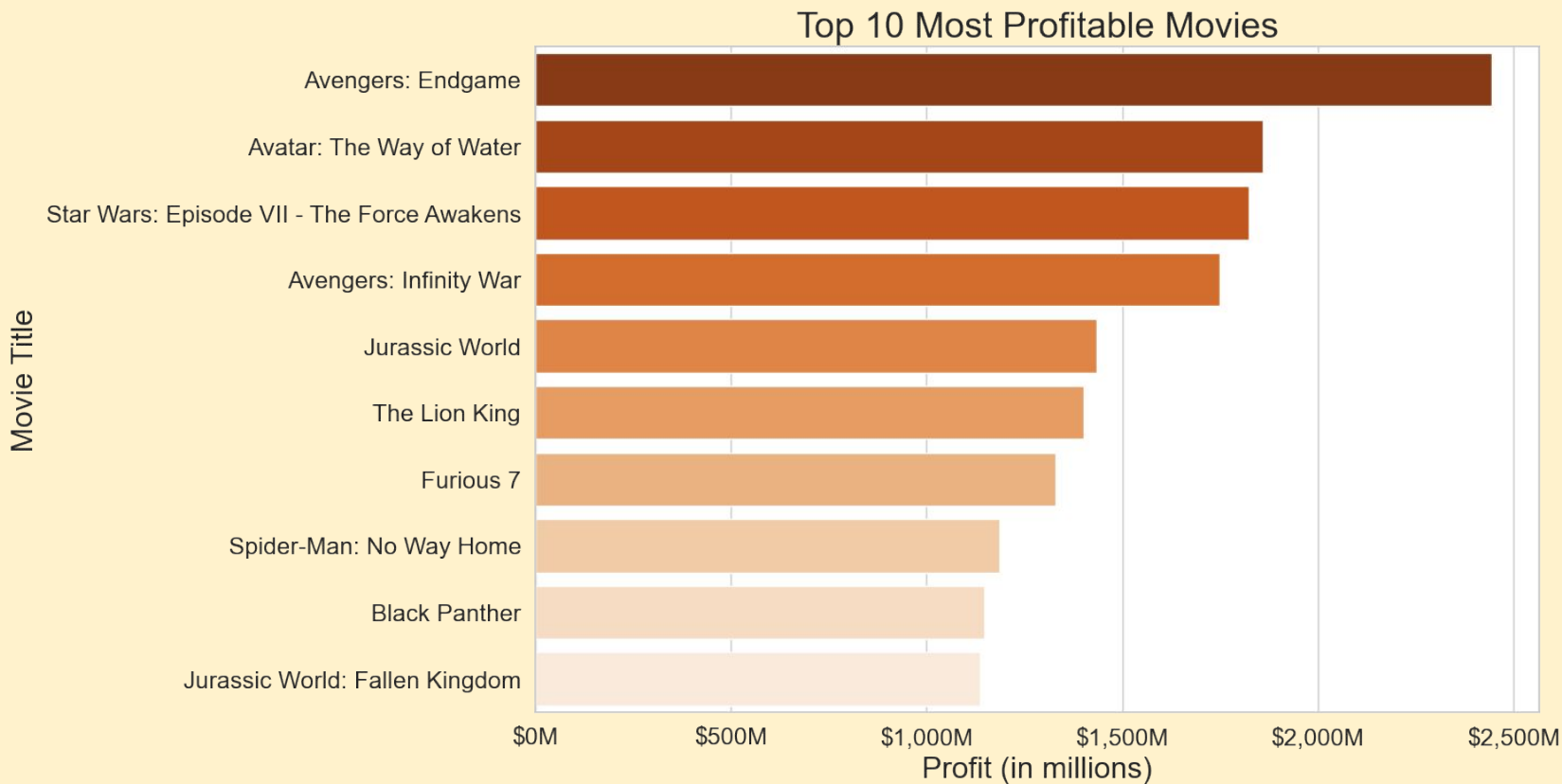
ANALYZING VS ROI



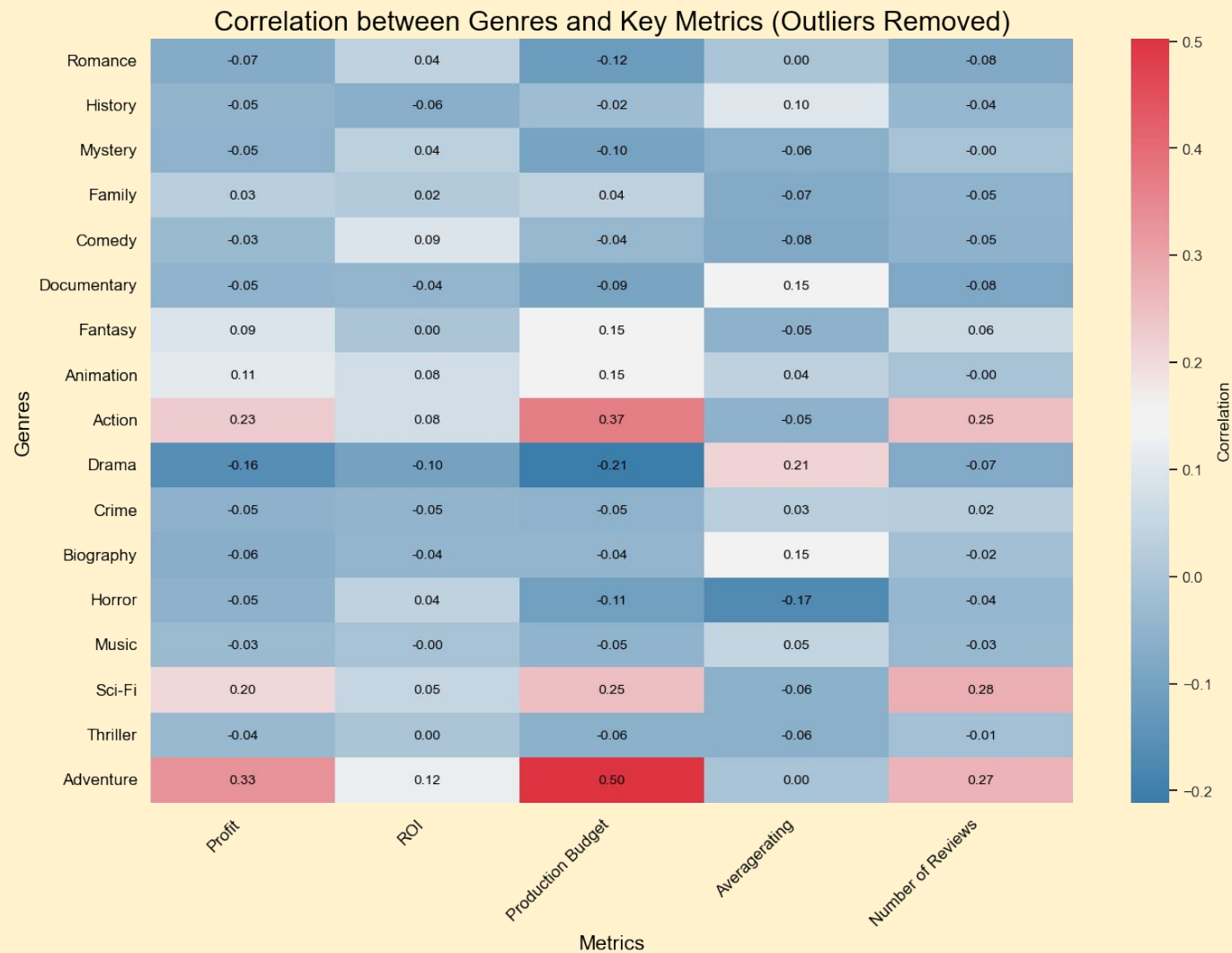
RATINGS: A DEEPER LOOK ON PROFIT



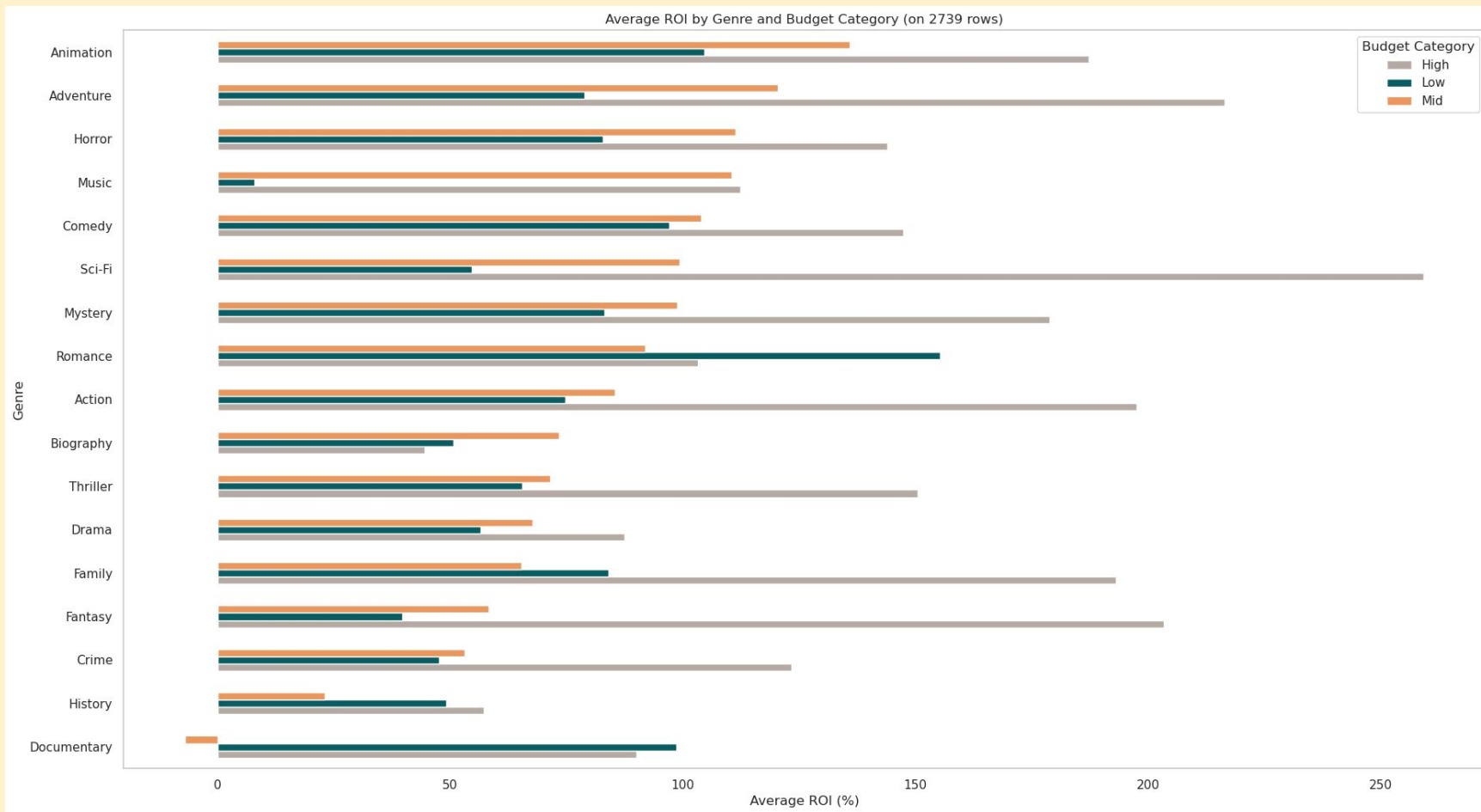
TOP PROFIT MOVIES



GENRES

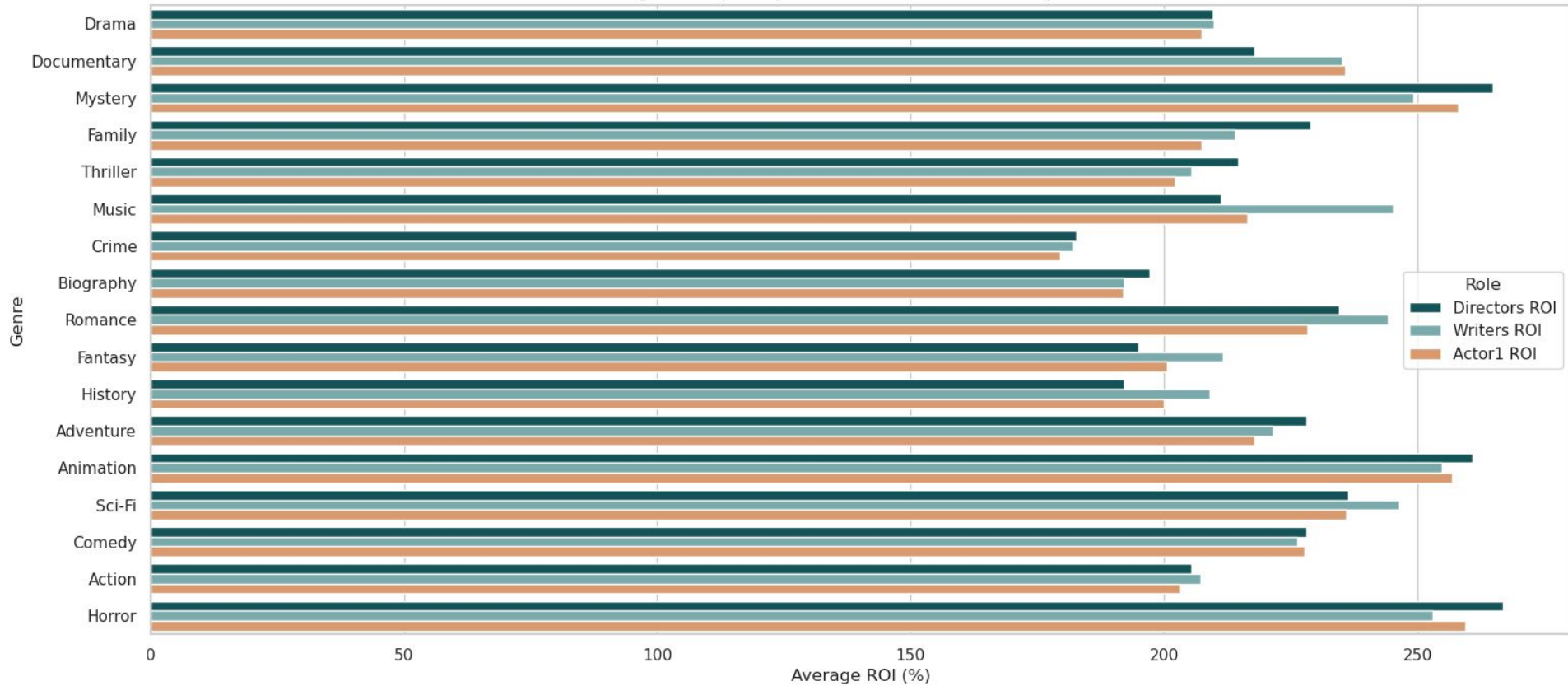


ROI BY GENRE AND BUDGET

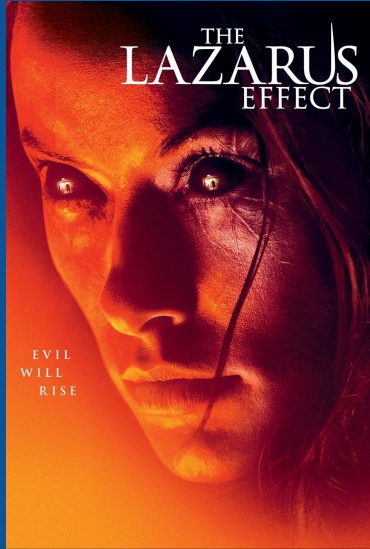




Average ROI Impact by Directors, Writers, and Actors per Genre



GENRE BUDGET EXAMPLES



The Lazarus Effect

\$5 million budget and
\$38 million box office,
David Gelb



Fallen Leaves

\$1.5 million budget and
\$12 million box office
critically acclaimed, Aki
Kaurismaki

"None of the pictures I take a risk in cost a lot, so it doesn't take much for them to turn a profit. We don't deal in big budgets. We know what we want and we shoot it and we don't waste anything."

- Clint Eastwood

CONCLUSIONS

1. **Number of Reviews** - High engagement is a strong indicator of profitability. It could also indicate more people seeing the movie. Non predictive alone.
2. **Good Reviews** - A higher review score significantly impacts profit and ROI. Ensure the movie is of high quality to enhance box office success. Non predictive alone.
3. **Budget, Genre and Role** - Bigger budgets mean more risk but more reward. Starting out with smaller risk and good ROI is a winning break in strategy.

Genre	Budget	Budget Range	Edge on ROI Impact
Romance	Low Budget	Less than \$2M	Writer
Horror	Mid Budget	\$2M - \$15M	Director
Animation	Mid Budget	\$8M - \$82M	Director
Action, Adventure, Sci-Fi	High Budget	In the Future	

4. **Start Year:** There is no time like the present as ROI decreases for movies as time goes on.

NEXT STEPS

1. Number of reviews and review scores can't predict. We need the full reviews and analyze their contents. Find out what predicts more reviews and better review scores. Then use that as predictive parameters.
2. How do we get "butts in seats"? Analyze data on marketing, promotions, trends, popular ideas, strong IPs, trailer reception and more.
3. Further understand actor, writer and director impact. Build a model to predict good actors, directors and more for our projects. Explore top directors, actors, writers and more.
4. Get more and better data, our data set was limited to under 3000 movies. IMDb and The Numbers both have amazing data, but come with big prices. IMDb's is \$400,000 a year!
5. Use all analysis to build predictive models. Use it to predict the success of movie pitches!

QUESTIONS AND THANK YOU

Thank you for your time, it was a joy to present to you, we'll now take any questions.

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[James Warsing LinkedIn](#)