

Optimizations to Maximize a Movie's Profit

Presented by: Team RFC Dandelions

Business Problems

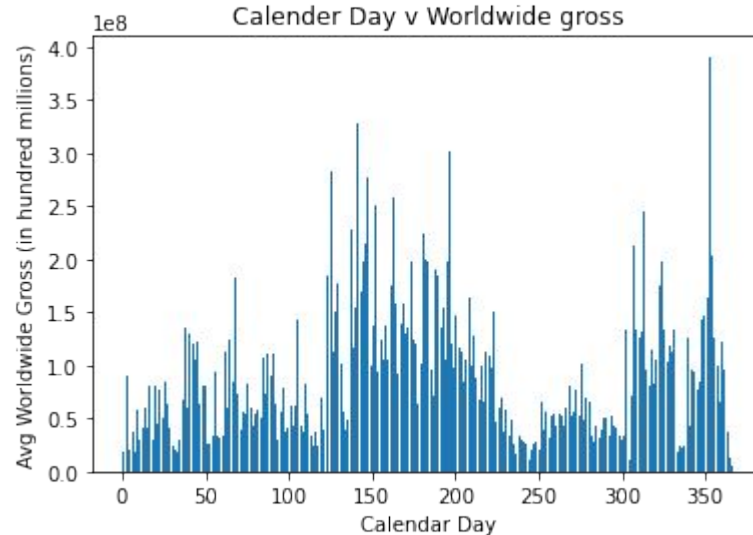
- Relationship between budget & profit/ROI
- Most effective actors & directors
- Optimal genre at stratified budgets
- Best time to release

* Metric of success: Worldwide Profit (WWP)

* Data from: IMDB and The Numbers

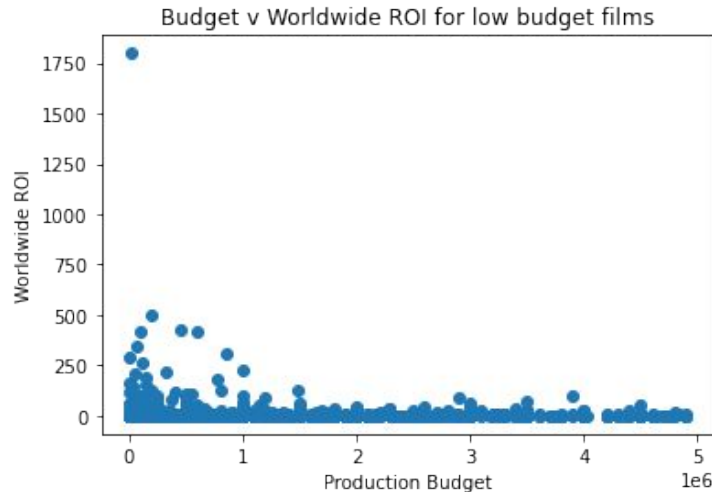
Budget & Profit

- Greater correlation with a higher budget
- Low-budget < \$5M < Mid-budget < \$50M < High-budget
 - Industry Standard
- High budget films return highest profits

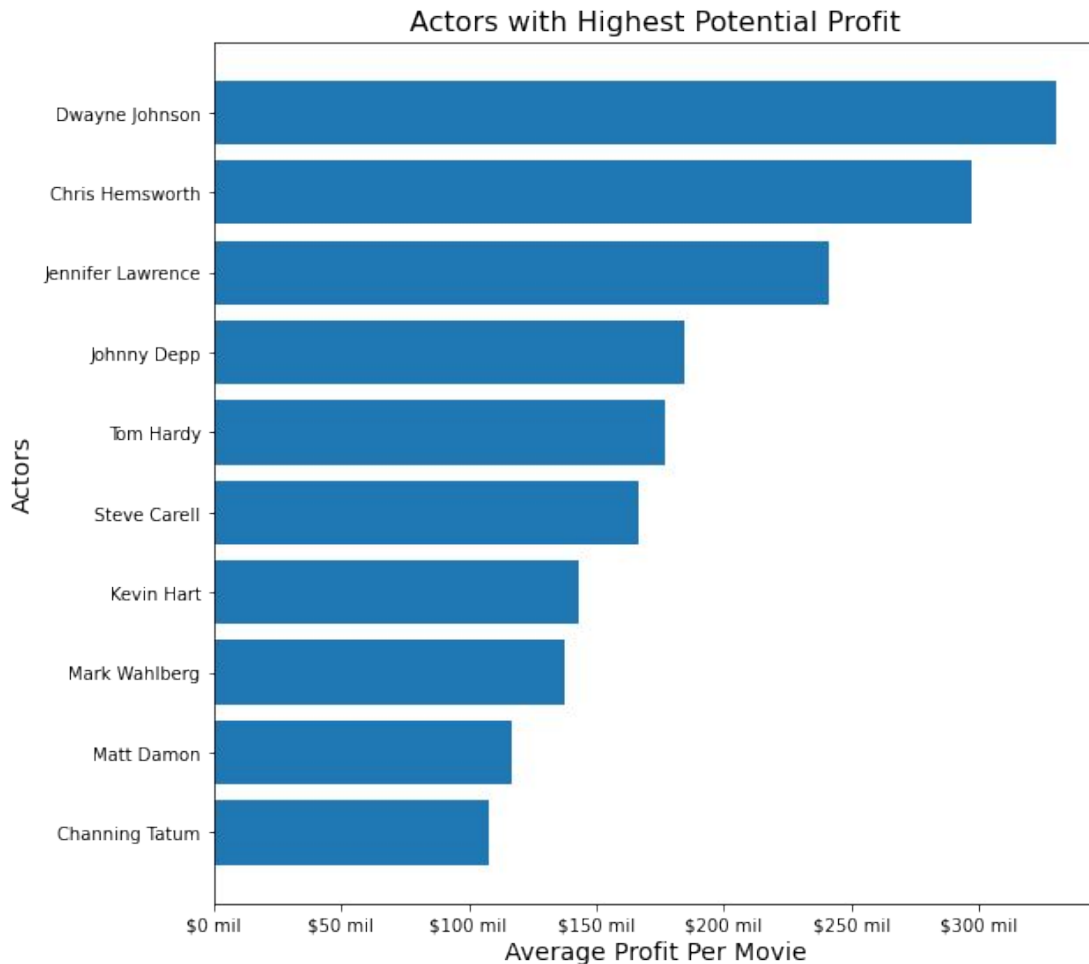
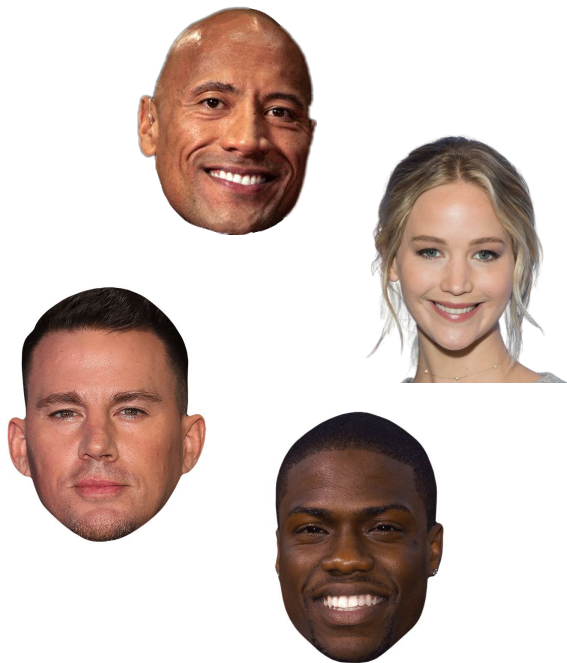


Budget & ROI

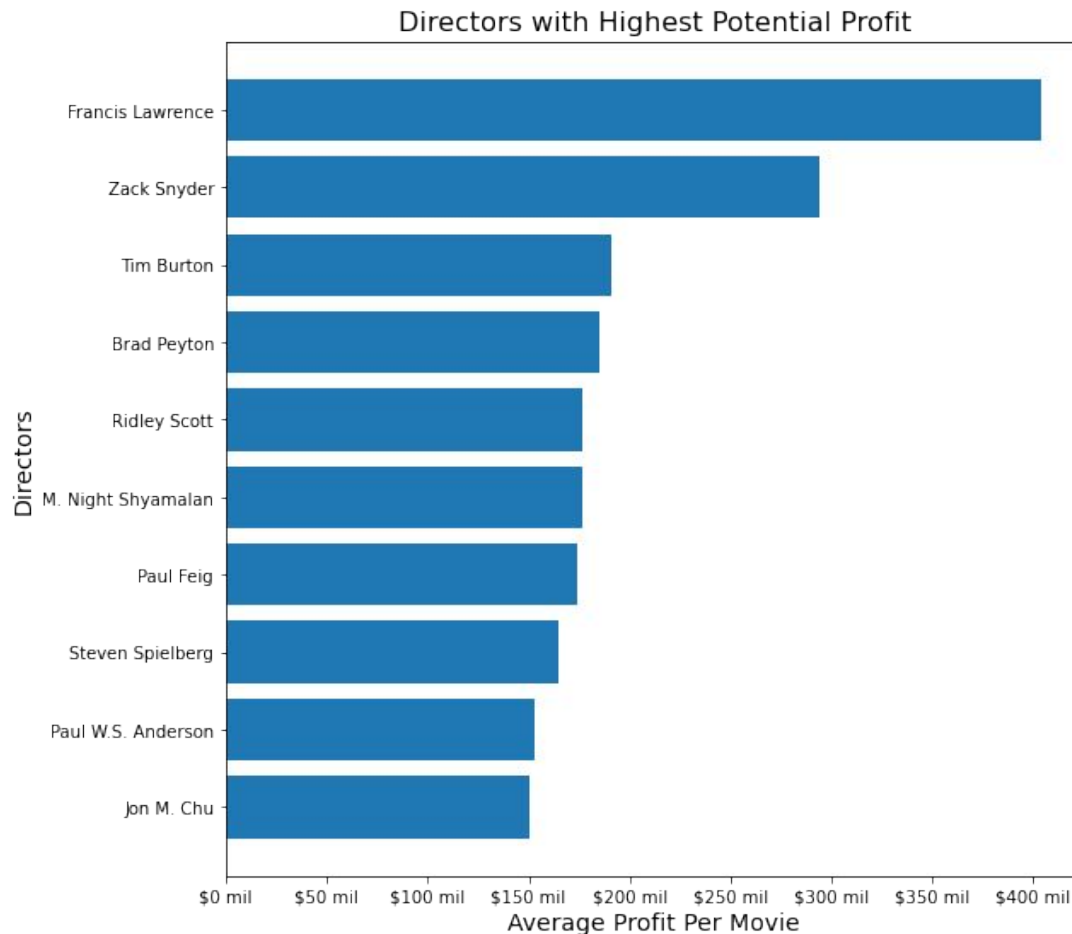
- As spending increases, ROI decreases across the board.
- ROI is greatest for low budget films, which can have ROI over 100x



Actors and Worldwide Profit



Directors and Worldwide Profit



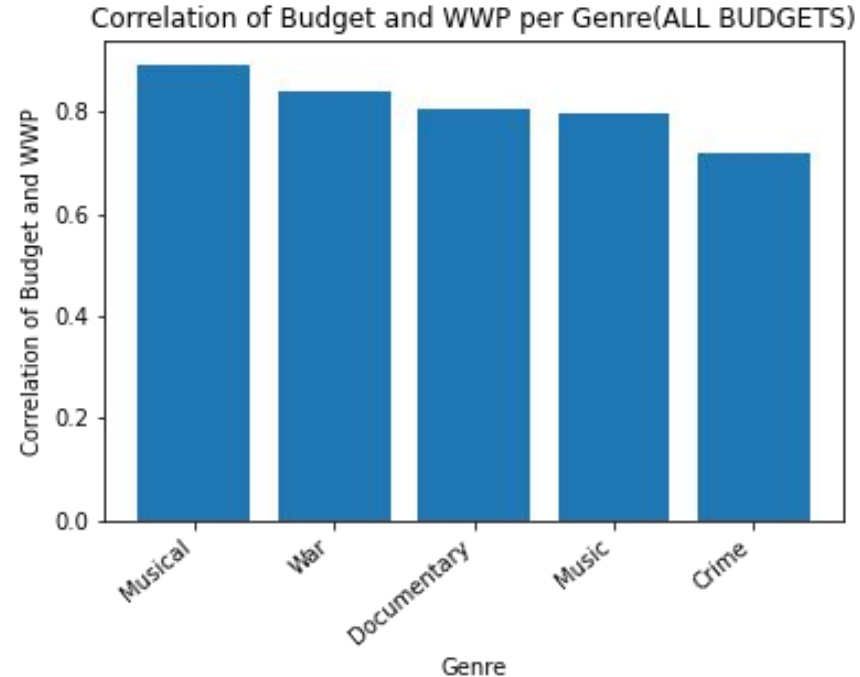
What genre of movie should we make?

- Data set covers:
 - Years: 2010 to 2018
 - Number of movies:1541
- Genre optimizations for stratified movie budgets
- Worldwide Profit (WWP) used as metric of success



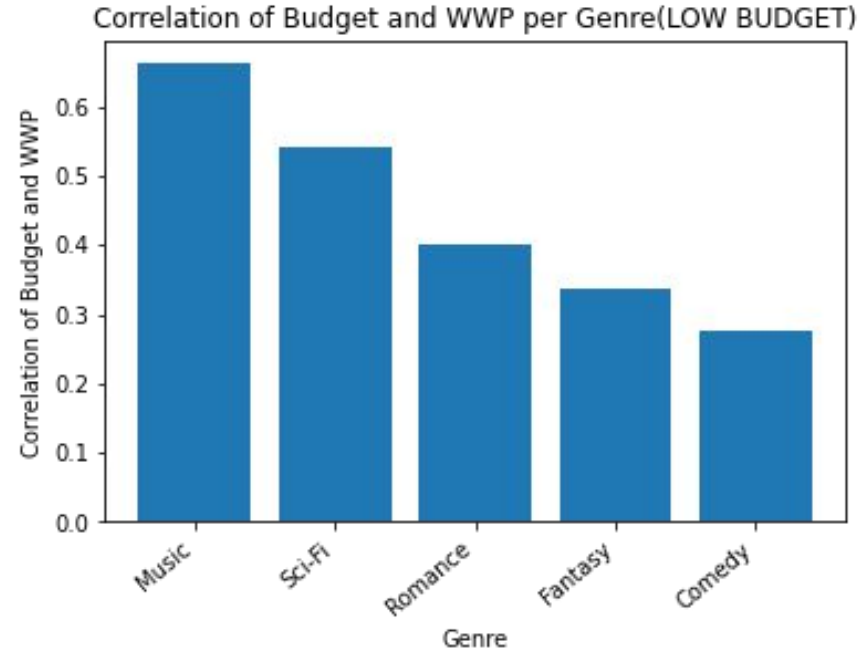
Best overall genre: Musical

- Across all investment amounts
- Domestic + International success
- Least likely to flop



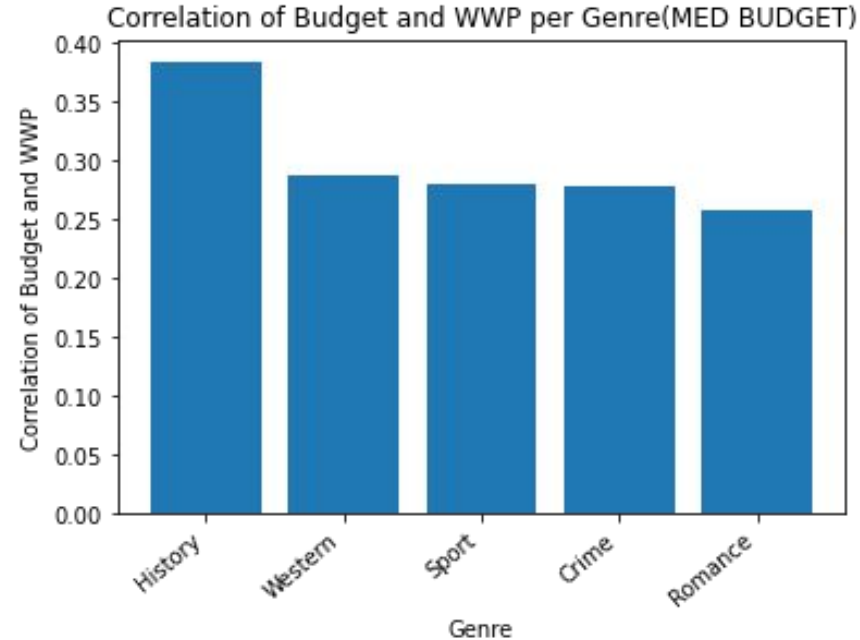
Best low-budget movie genre: Music

- Less than 5 million budget
- High production value at low production cost



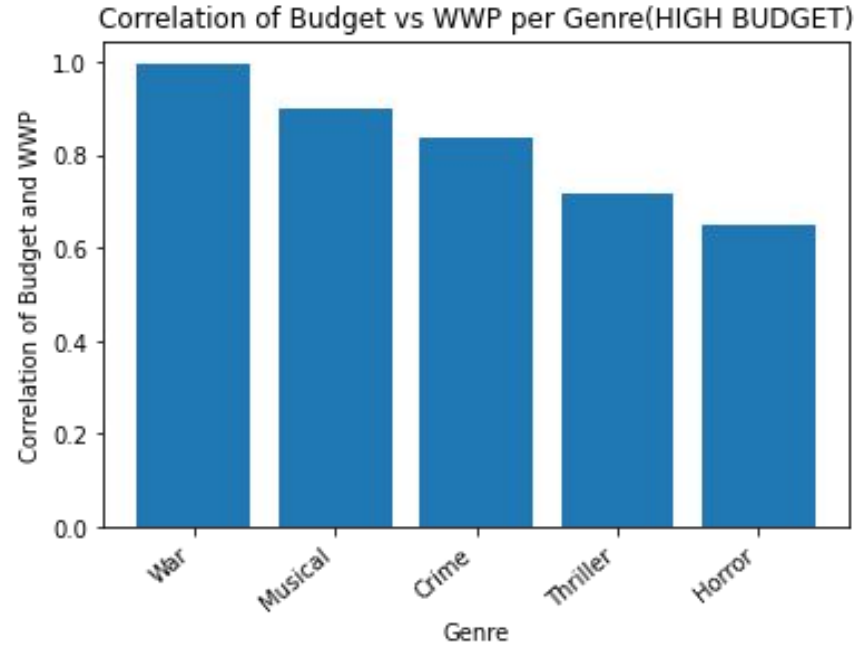
Best medium-budget movie genre: History

- Between 5 million and 50 million
- Dramatized, not documentaries



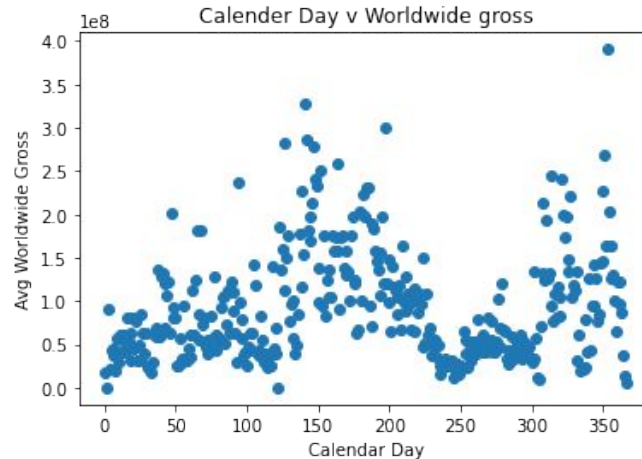
Best high-budget movie genre: War

- 50+million budget
- Moderate domestic success; great worldwide success



When is the best time to release a movie?

- Much more revenue generated in the (NH) summer, in general
- Greater revenue around, Christmas, Thanksgiving, early-mid (NH) spring



Conclusion: Factors for Movie Success

Budget:

50+ million

Actor/Director:

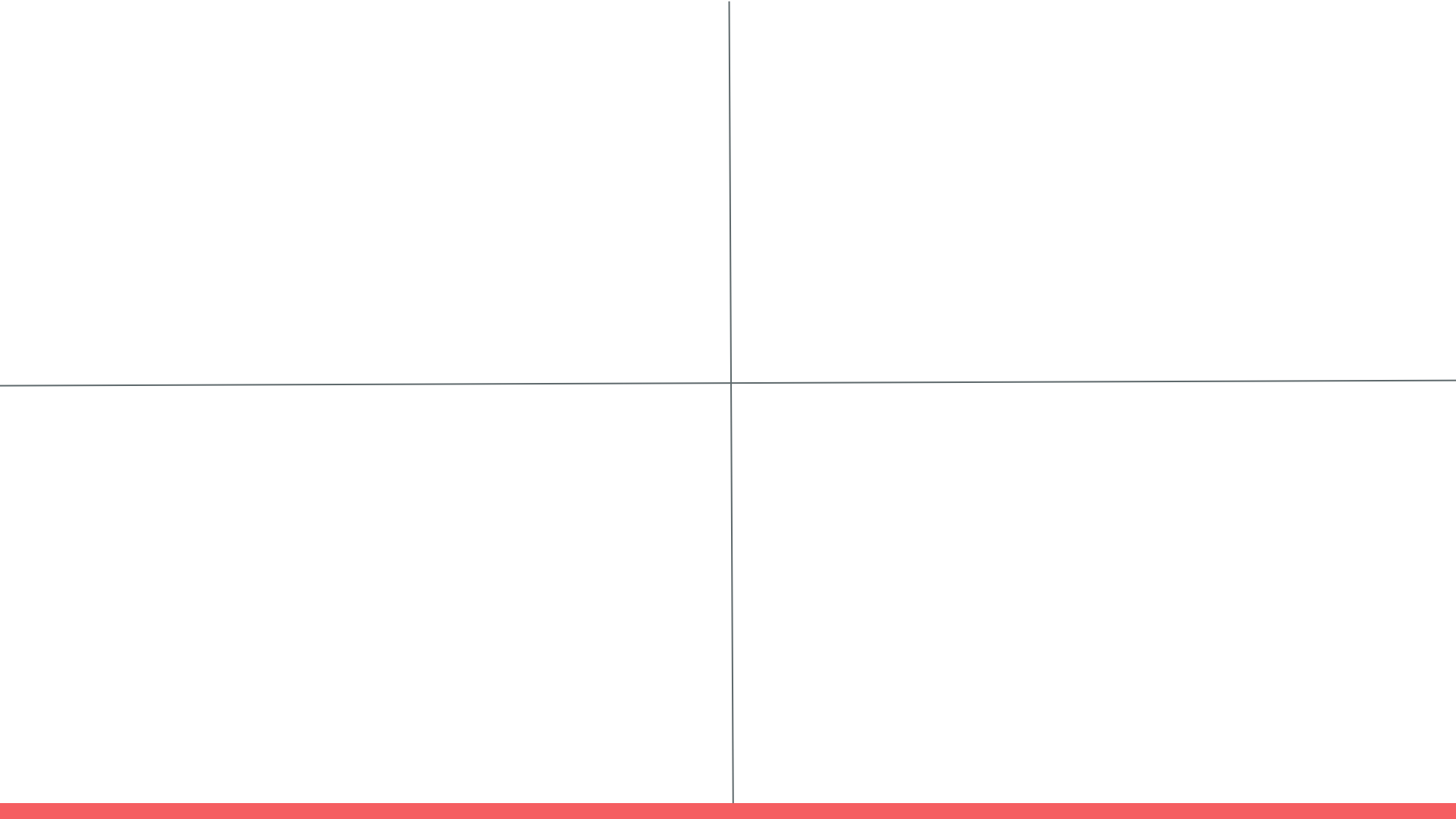
Select from top performing list

Genre:

War

Release Time:

Summer



Conclusions

Budget	High-value Genres	Talent	Release Date
Low budget (< 5M)	Music (low-budget)	Actors & Directors with top	June-Aug
High budget (> 50M)	War (high-budget)	performance metrics	Christmas, Thanksgiving

Thank You!

Any questions?



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