



Movie Analysis

Oct 25, 2023

Wes Smolen and Mytreyi Abburu

TEAM



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Role: Technical Lead

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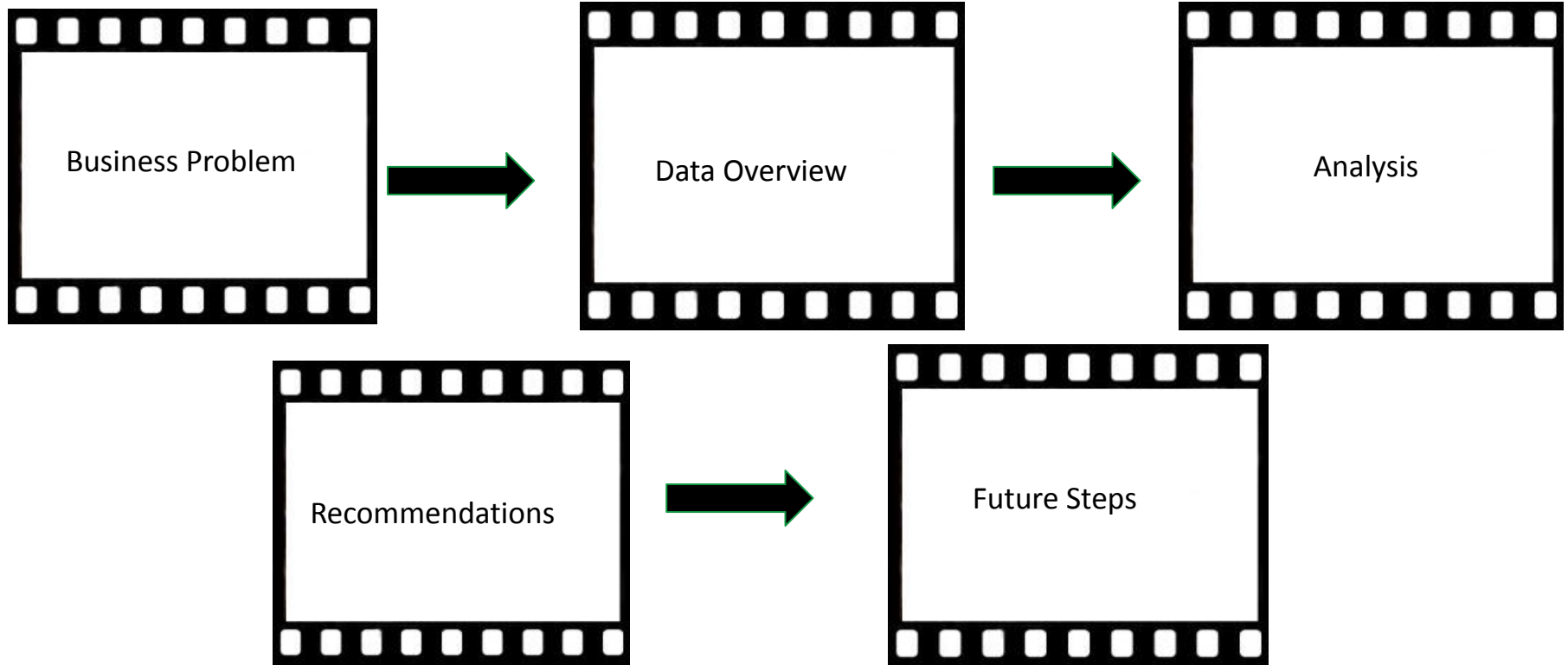
Name: Mytreyi Abburu

Role: Git Hub & Presentation Lead

Contact: abburumk@gmail.com

Github: [myt-hue](https://github.com/myt-hue)

Agenda



Bottom Line: Start making low budget horror movies



**Best Profit per
dollar spent
under 10 mill**



BUSINESS PROBLEM



New studio wants to make movies on limited budget and is deciding what types of movies to make based on the following questions:

- **Which Genre?**
- **Who to hire?**
- **When to release?**



Business Problem

Data Overview

Analysis

Reccs.

Future Insights



DATA OVERVIEW



Data Overview

DATA:

-



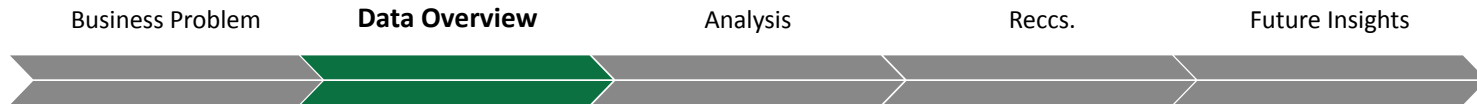
Box Office **Mojo**

FILTERS:

- Genres and Directors from IMDB.
- Profits from budget and worldwide gross.
- Calendar Release timeframe.

LIMITATIONS:

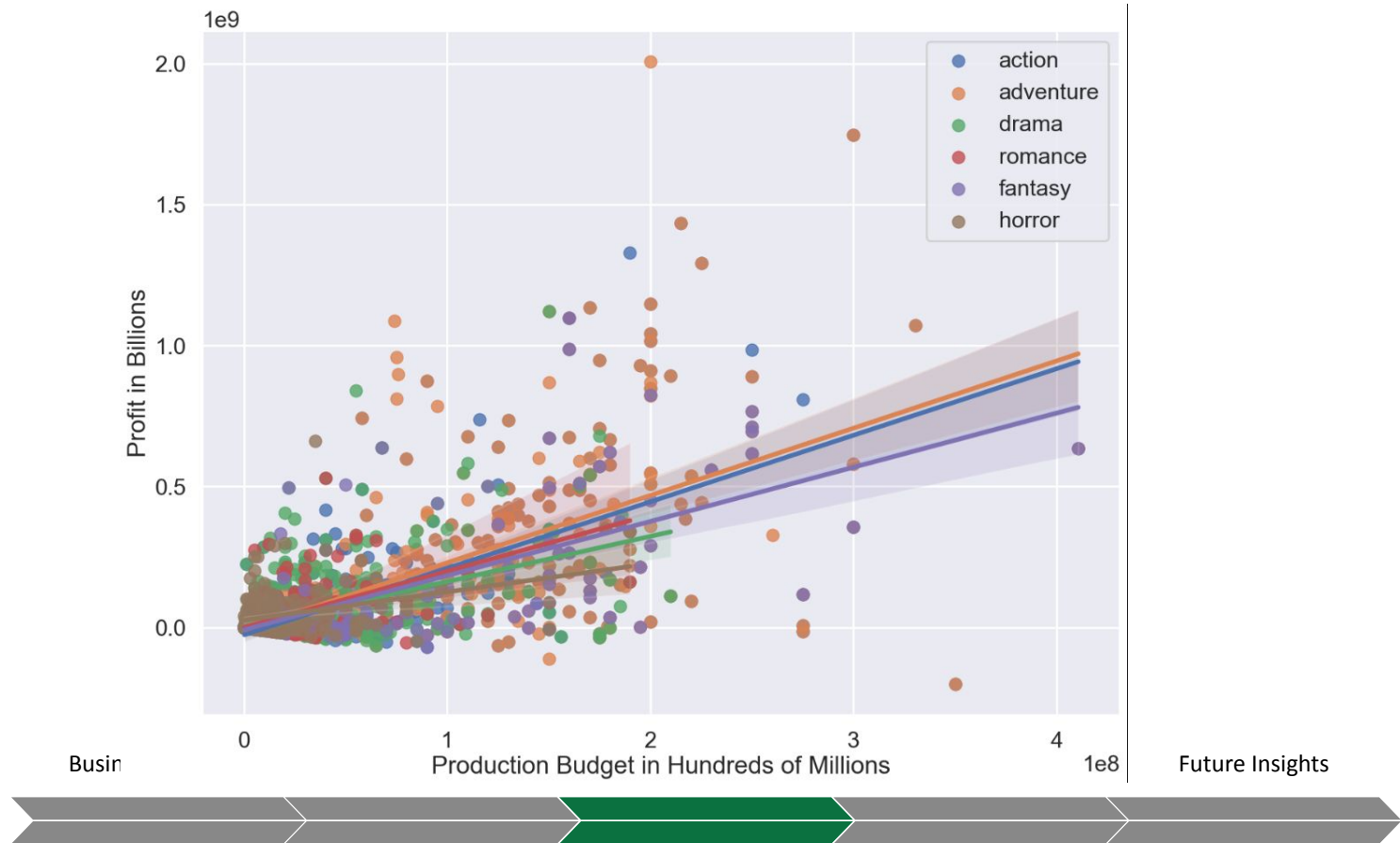
- Incomplete financial reporting from studios.



An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with various buildings, including residential houses and larger commercial structures. A prominent highway with multiple lanes is visible on the right side of the image. The entire image has a monochromatic orange-yellow tint. The word "ANALYSIS" is written in a bold, cyan-colored, sans-serif font across the center of the image, with a thin cyan underline beneath it.

ANALYSIS

Adventure perform the best with unlimited budget



Adventure performs the best with unlimited budget



Profit is highest in Horror Genre Films with a budget of less than 10 million dollars



Business Problem

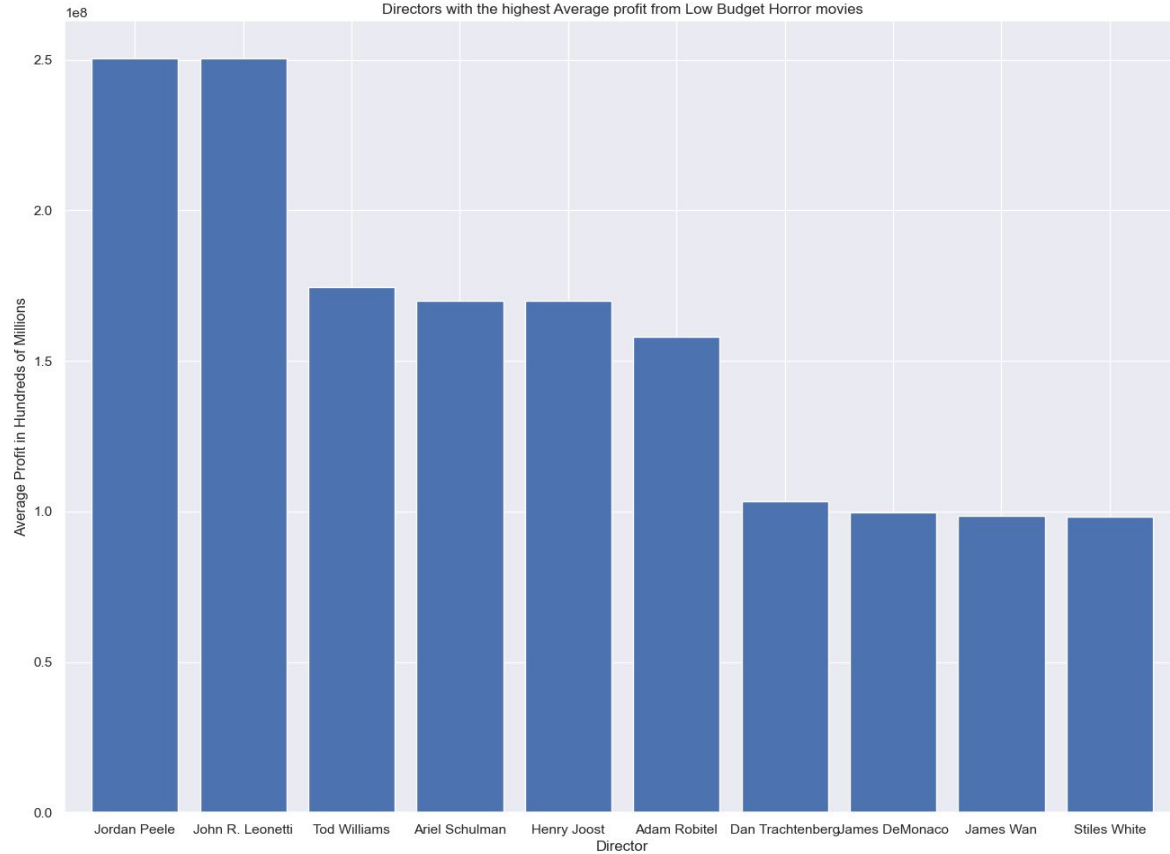
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Directors with the Highest Average Profit



Business Problem

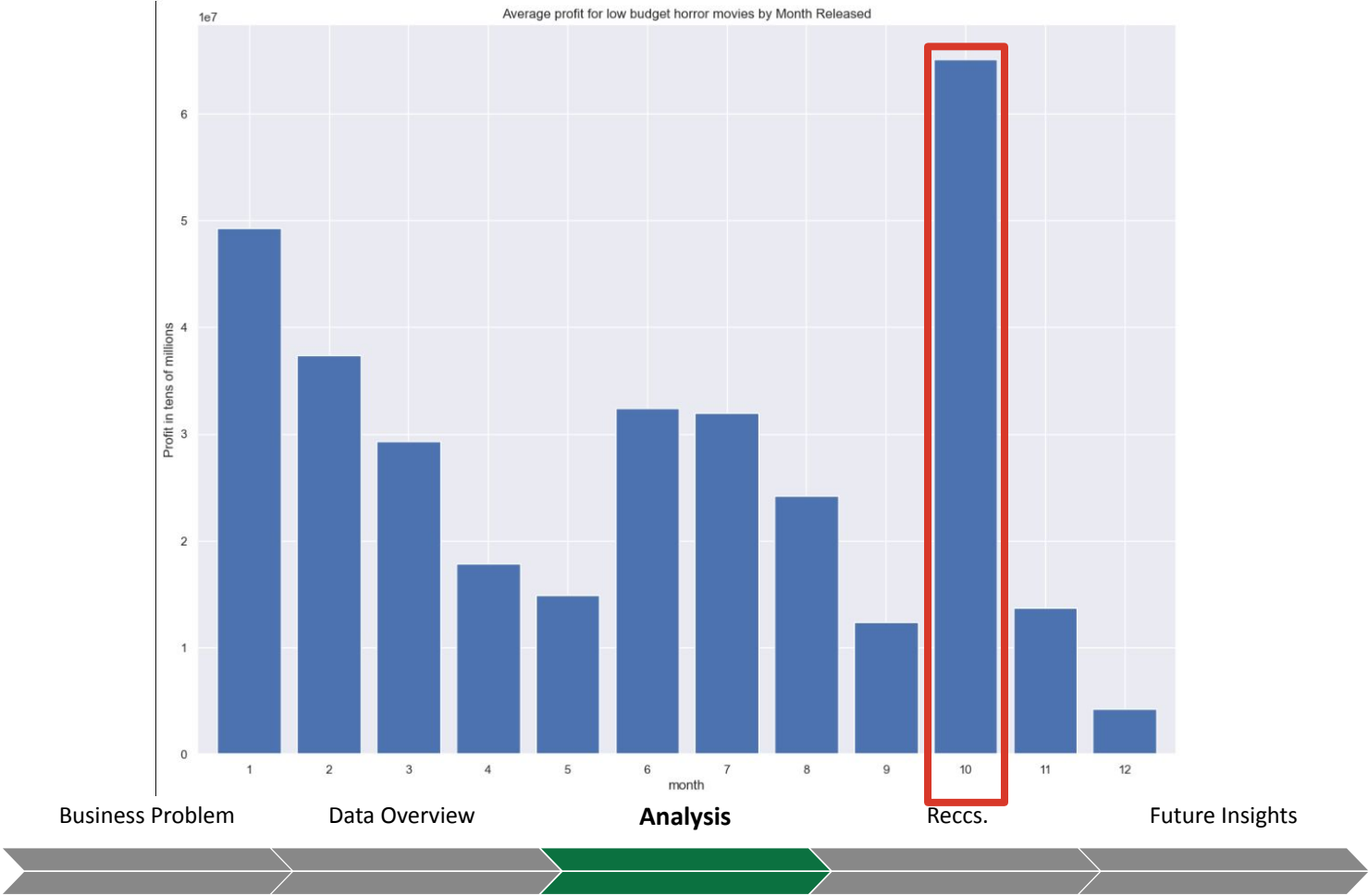
Data Overview

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Reccs.

Future Insights

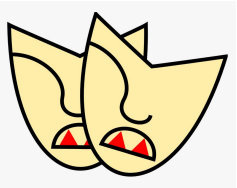
October is the best Month for Average Profit for Horror Movies Released



RECOMMENDATIONS

A photograph of a grand, ornate theater interior. The foreground is filled with rows of plush, red velvet seats. The stage is at the far end, featuring a large, dark, textured backdrop with a central decorative element. The theater's architecture is highly detailed, with ornate balconies on the sides and a rich, warm lighting scheme. The word "RECOMMENDATIONS" is overlaid in large, bold, yellow capital letters across the center of the image.

October is the best Month to release Horror movies in order to generate the most profit

A calendar for October 2023. The calendar shows the days of the week and the dates. The text "OCTOBER 2023" is prominently displayed at the top. The calendar is a standard grid layout with days of the week as columns and dates as rows.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Business Problem

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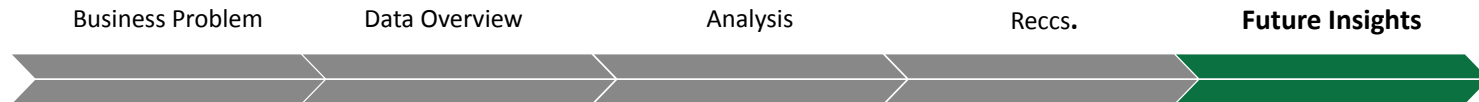


Future Insights

A serene sunset scene over a beach. The sun is a bright, glowing orb on the horizon, casting a long, shimmering reflection across the calm water. The sky transitions from a deep orange near the horizon to a clear, light blue at the top. The foreground shows the textured surface of the sand, with gentle waves lapping at the shore. The overall mood is peaceful and contemplative.



- Analyze Profit generation of Horror movies by country
- Identify up and coming directors while they're still affordable.
- Reassess strategy once established and working with a higher budget.



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Name: Wes Smolen

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Name: Mytreyi Abburu

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Questions

Additional Resources

- <https://stephenfollows.com/what-the-data-says-about-producing-low-budget-horror-films/>
- <https://www.freecodecamp.org/news/whose-reviews-should-you-trust-imdb-rotten-tomatoes-metacritic-or-fandango-7d1010c6cf19/>
- <https://www.themoviedb.org/talk/5daf6eb0ae36680011d7e6ee>