

A stack of several white film reels is visible in the background, slightly blurred. One reel in the foreground has some text printed on its edge, though it's not clearly legible.

DATA-DRIVEN INSIGHTS AND RECOMMENDATIONS

MAKING MOVIES

PROBLEM STATEMENT

- ▶ Having created a movie studio, you are looking to enter the film-making industry
- ▶ You would like to **better understand the industry and the characteristics of a successful film**
- ▶ You are after **actionable insights** to maximise your ROI



BUSINESS VALUE

Avengers: Endgame's \$1.2 billion opening weekend is the biggest in movie history

Alex Abad-Santos, Vox, April 2019

Box office cats-tastrophe: Cats projected to lose \$70m

André Wheeler, The Guardian, Dec 2019

OUR APPROACH

- ▶ Are movies profitable?
- ▶ What makes a successful movie?

Budget



Genre



Runtime

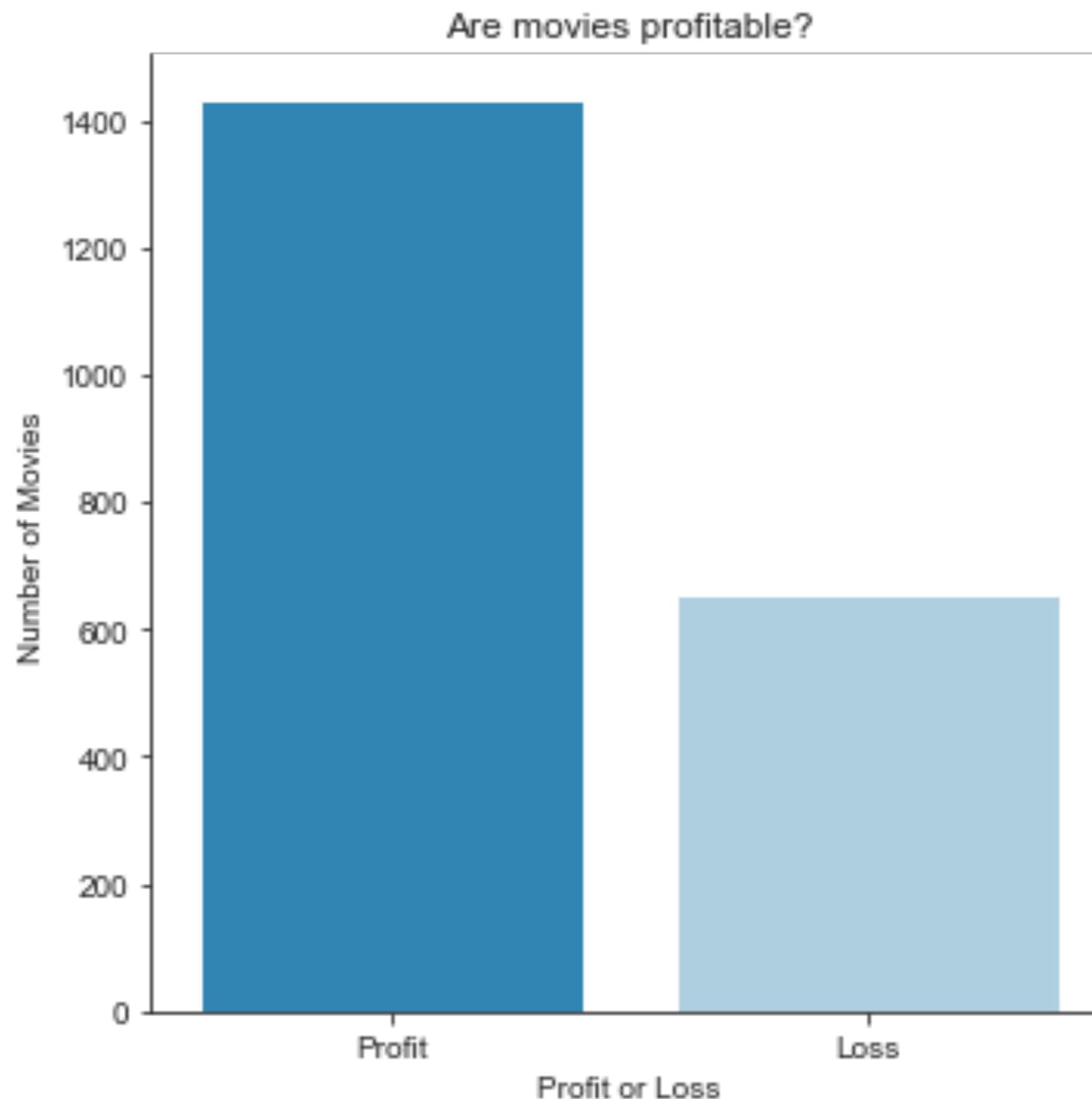


Release day

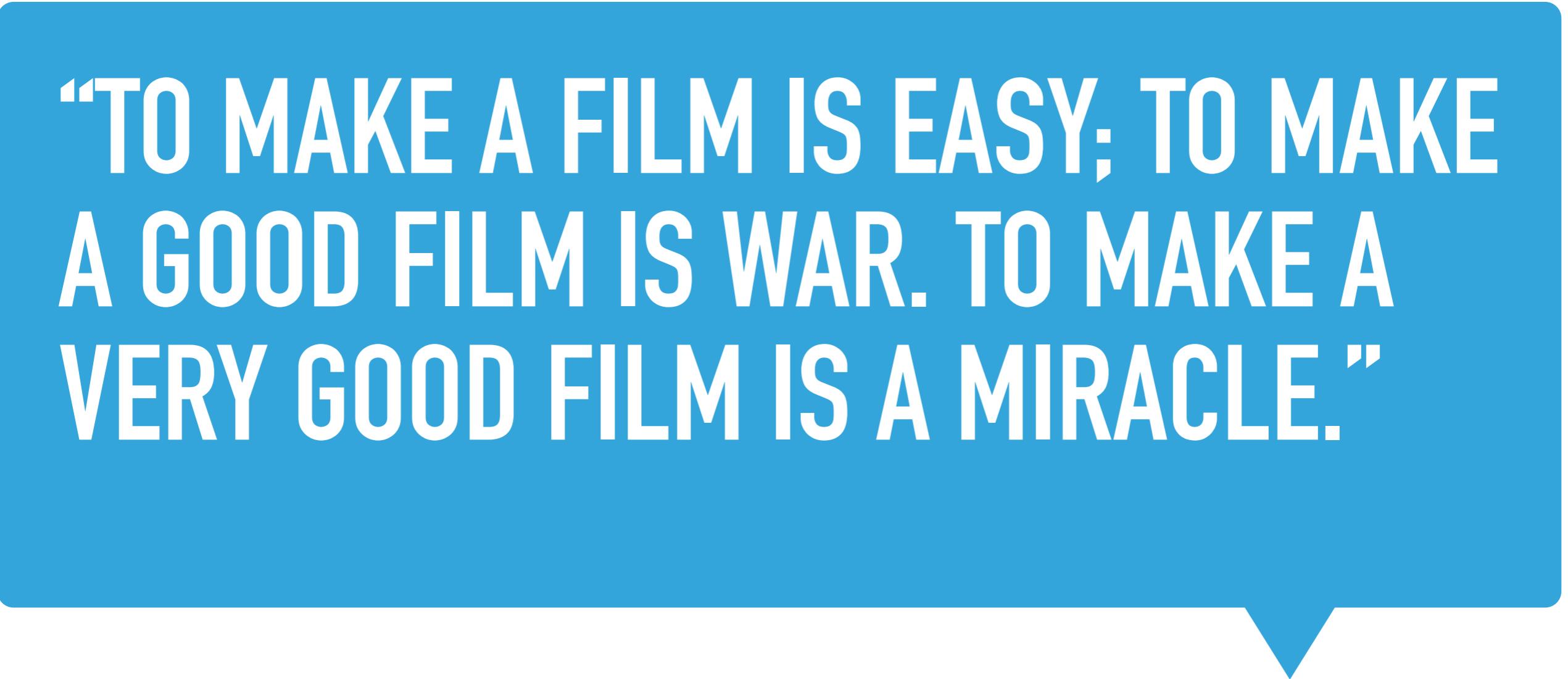


- ▶ Netflix original movies
- ▶ Movies based on video games

PROFIT



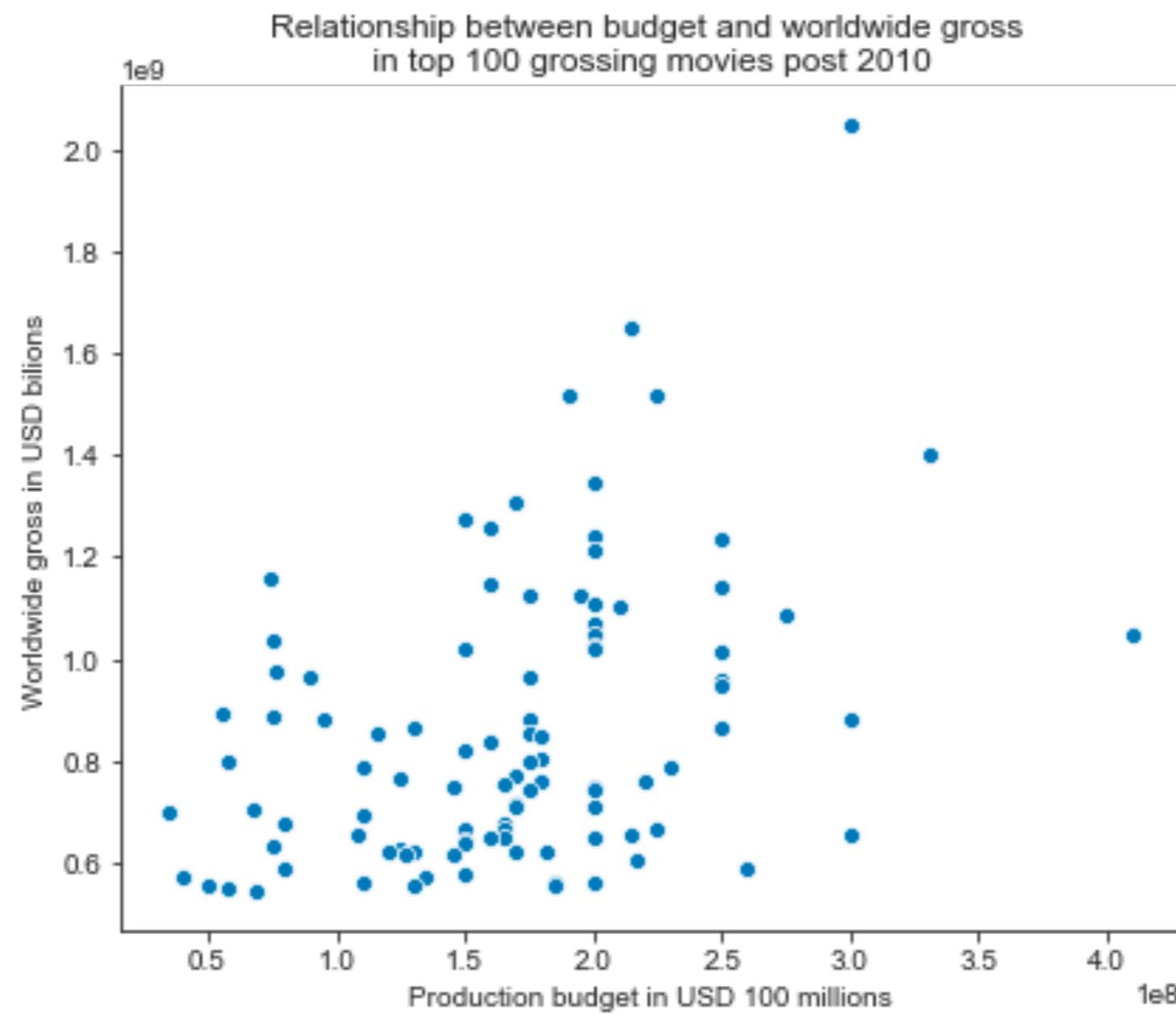
**"TO MAKE A FILM IS EASY; TO MAKE
A GOOD FILM IS WAR. TO MAKE A
VERY GOOD FILM IS A MIRACLE."**



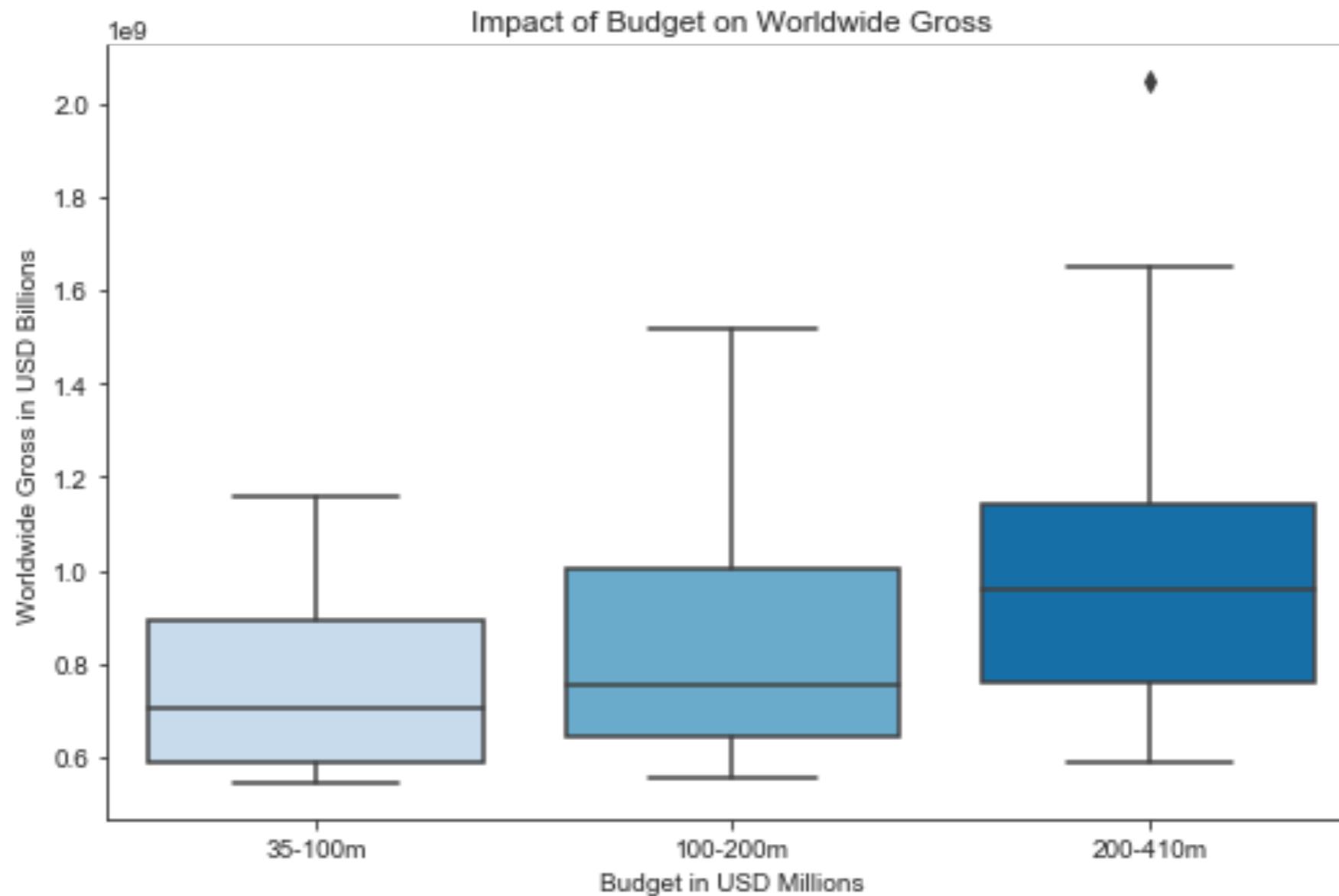
Alejandro Gonzalez Inarritu

MAKING MOVIES

BUDGET

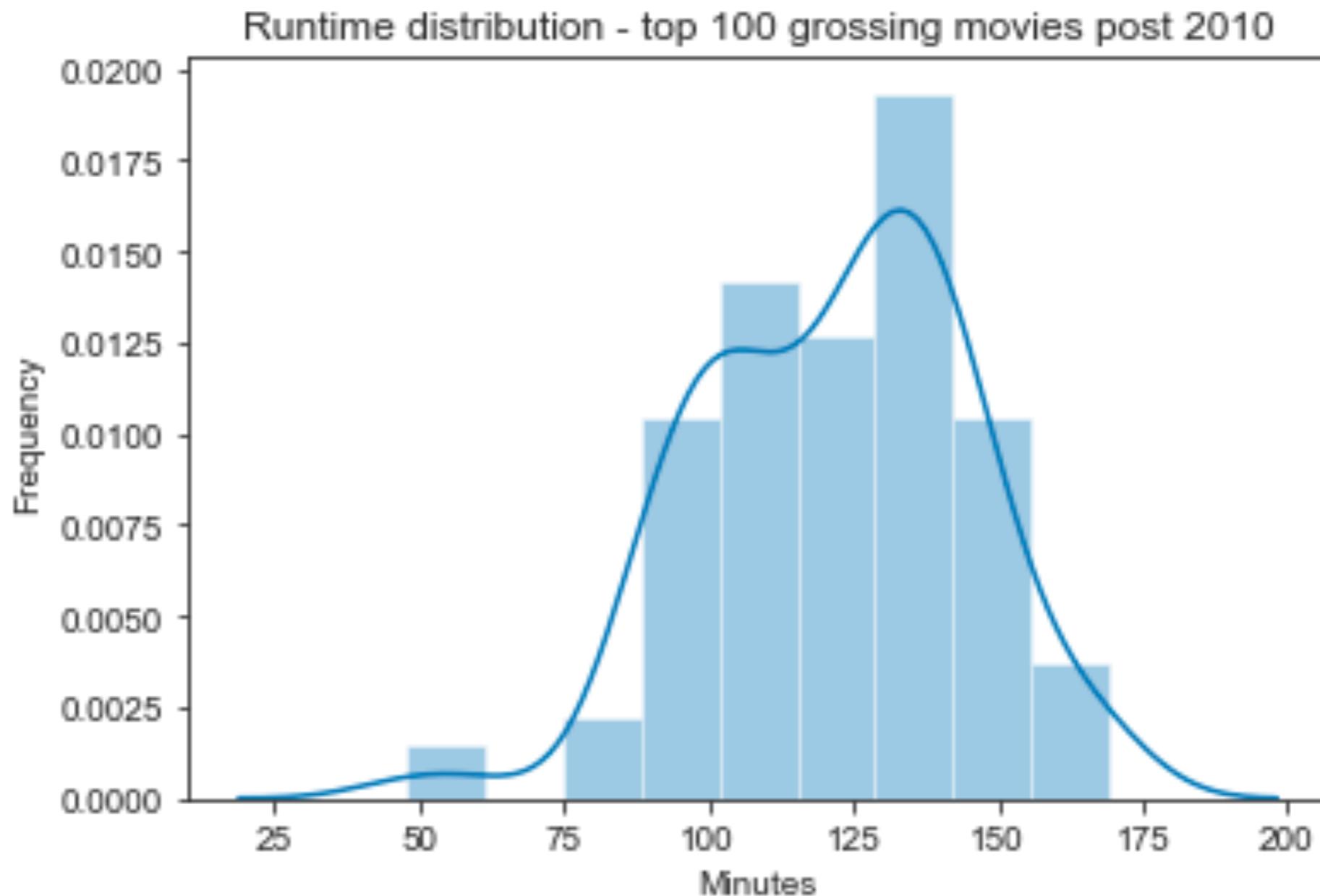


BUDGET



RECOMMENDATION: \$100-200M

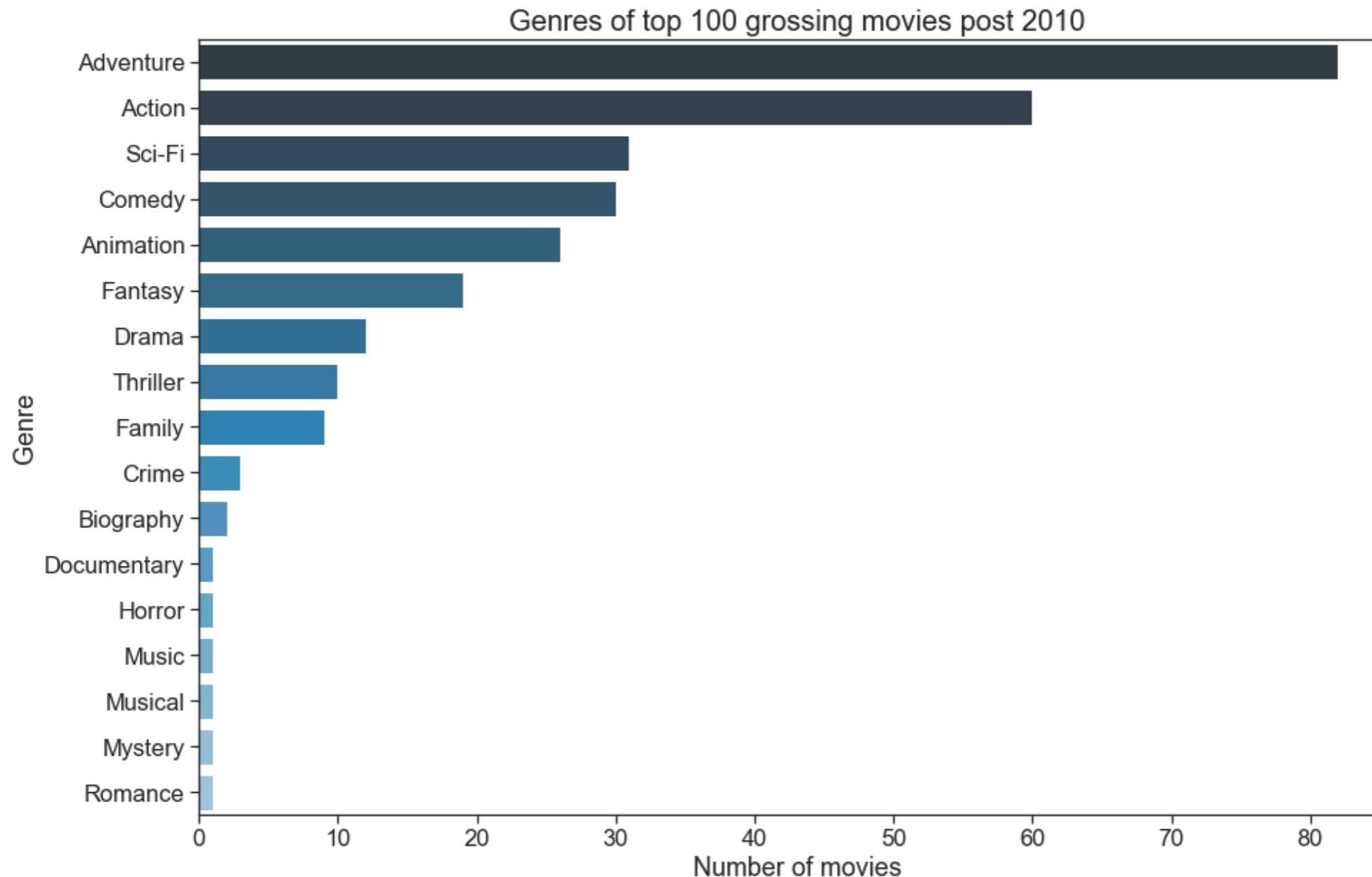
RUNTIME



RECOMMENDATION: ~120 MINS

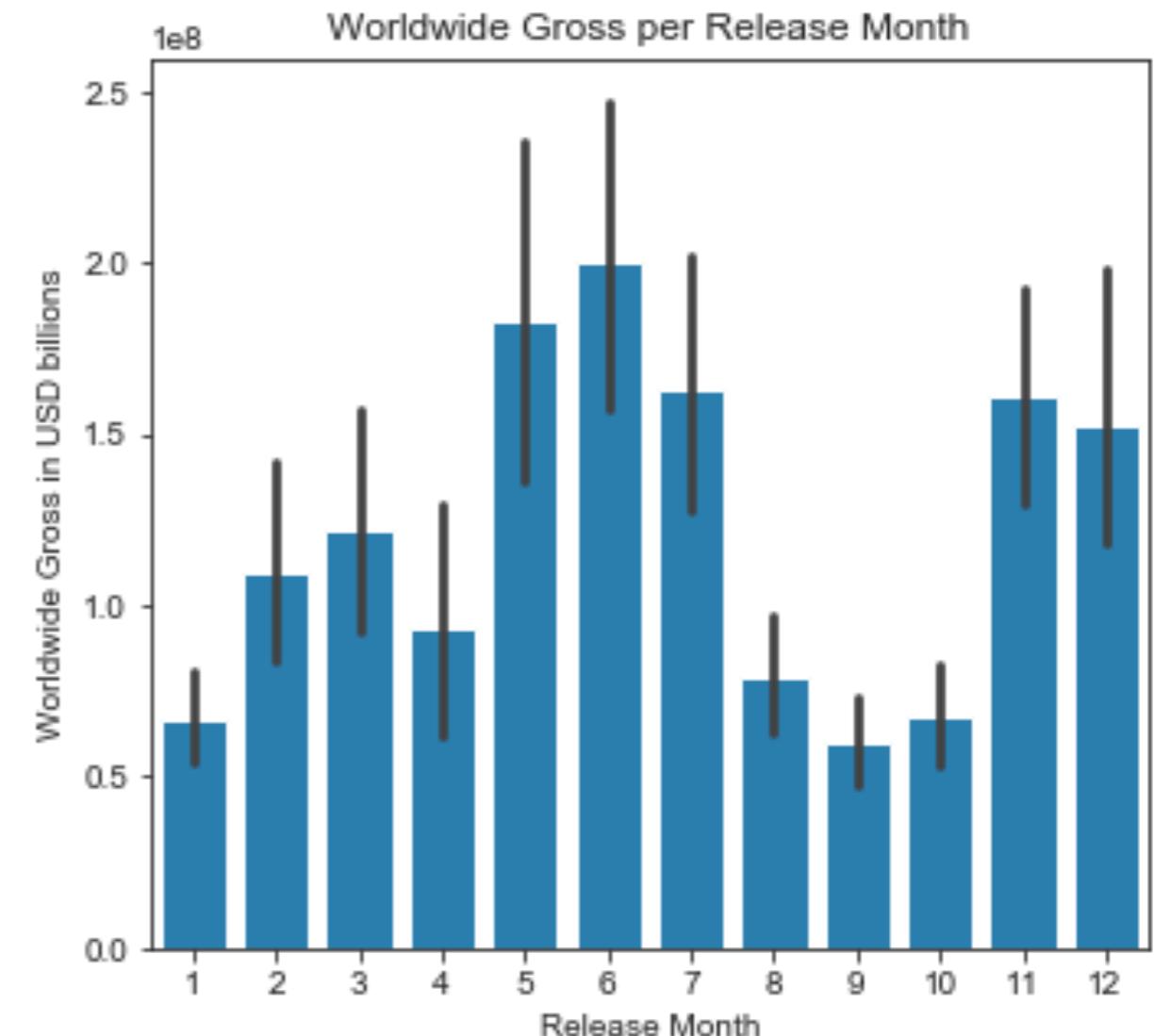
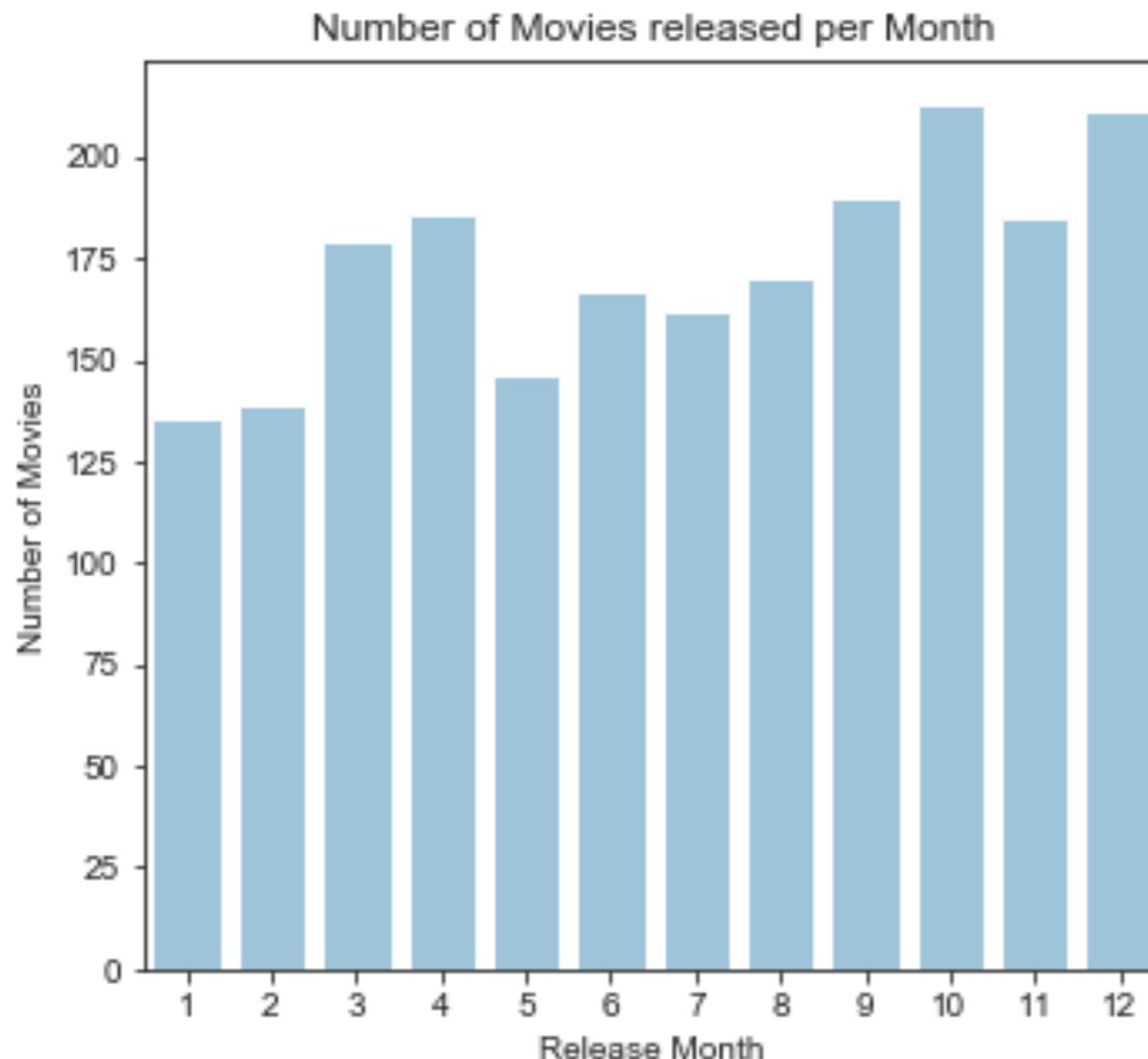
MAKING MOVIES

GENRE



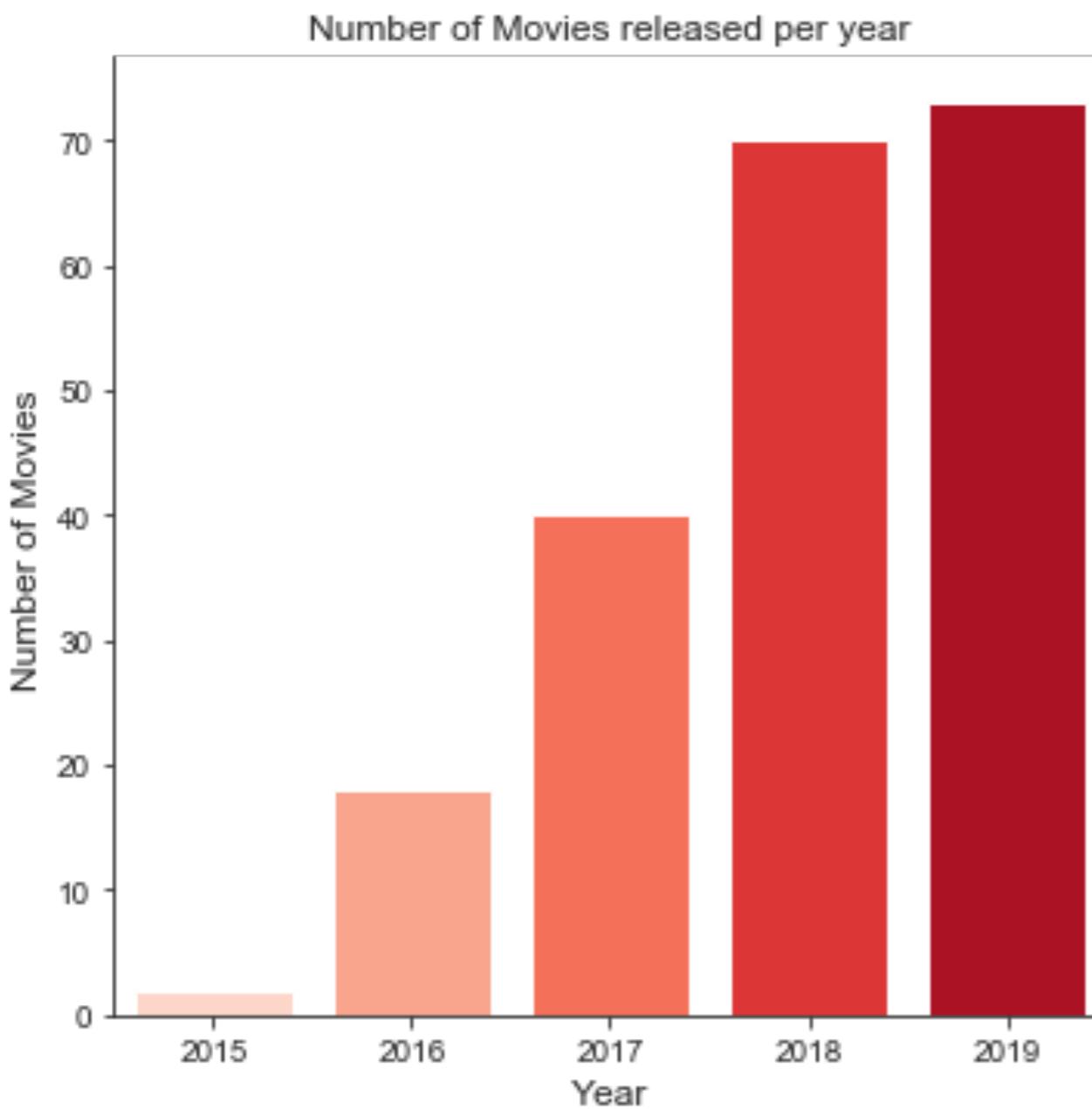
RECOMMENDATION: ACTION/ ADVENTURE

RELEASE MONTH



RECOMMENDATION: MAY/JUNE OR NOVEMBER/DECEMBER

NETFLIX ORIGINAL MOVIES



Runtime:
~ 99 minutes

Release month:
November/December

MOVIES BASED ON VIDEO GAMES

- ▶ 1-3 movies each year
- ▶ Average Gross: \$135m
- ▶ Average Budget: \$50m
- ▶ Action/Adventure dominate
- ▶ Benefit from existing fanbase



RECOMMENDATIONS

- ▶ Budget: at least \$50m and ideally \$100-200m
- ▶ Runtime: ~120 mins
- ▶ Genre: Action/Adventure
- ▶ Release Month: May/June or November/December
- ▶ Decide on distribution model as characteristics differ
- ▶ Consider a movie based on existing video game franchise

FUTURE WORK

- ▶ Further financial analysis - e.g. how to allocate budget
- ▶ Analysis of additional revenue streams e.g. merchandise
- ▶ Investigate top creative talent (director, producer, actors)
- ▶ Sentiment analysis of reviews
- ▶ Analysis of screenplay source e.g. based on novel vs original

**"EVERY TIME I GO TO A MOVIE,
IT'S MAGIC, NO MATTER WHAT
THE MOVIE'S ABOUT."**

Steven Spielberg



THANK YOU

Nadine Amersi-Belton



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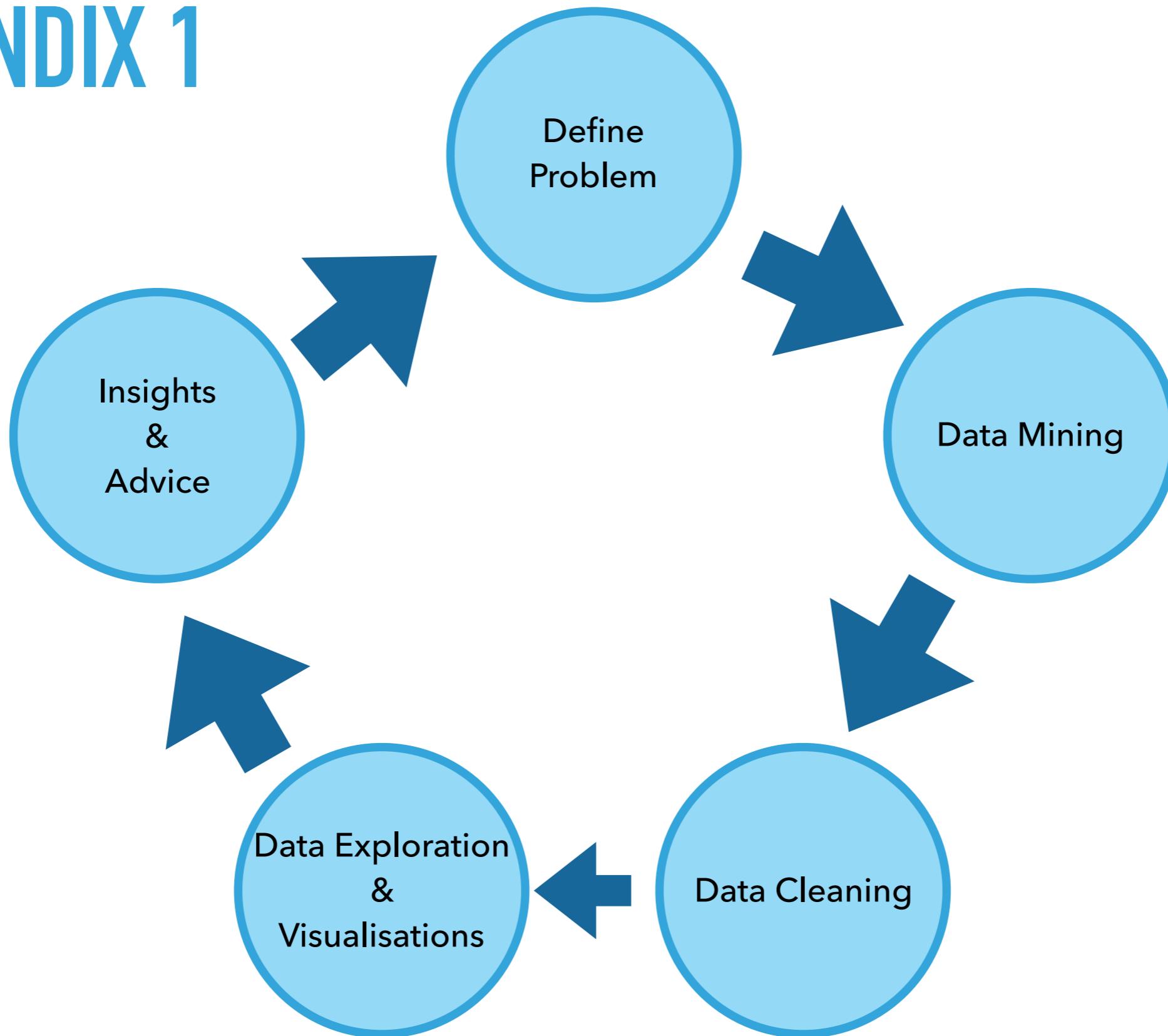


[datascimum](https://twitter.com/datascimum)

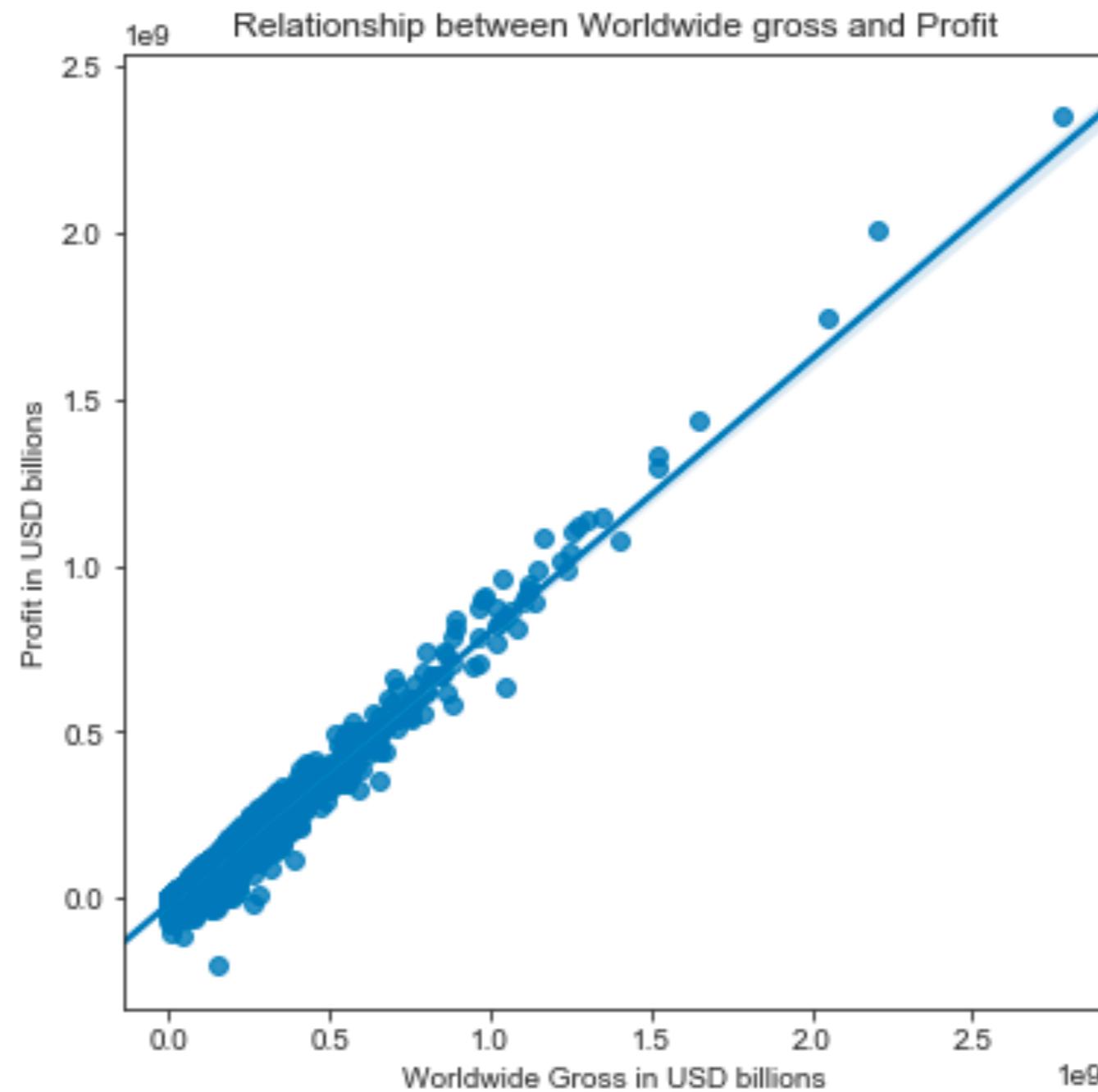


[nadinezab](https://github.com/nadinezab)

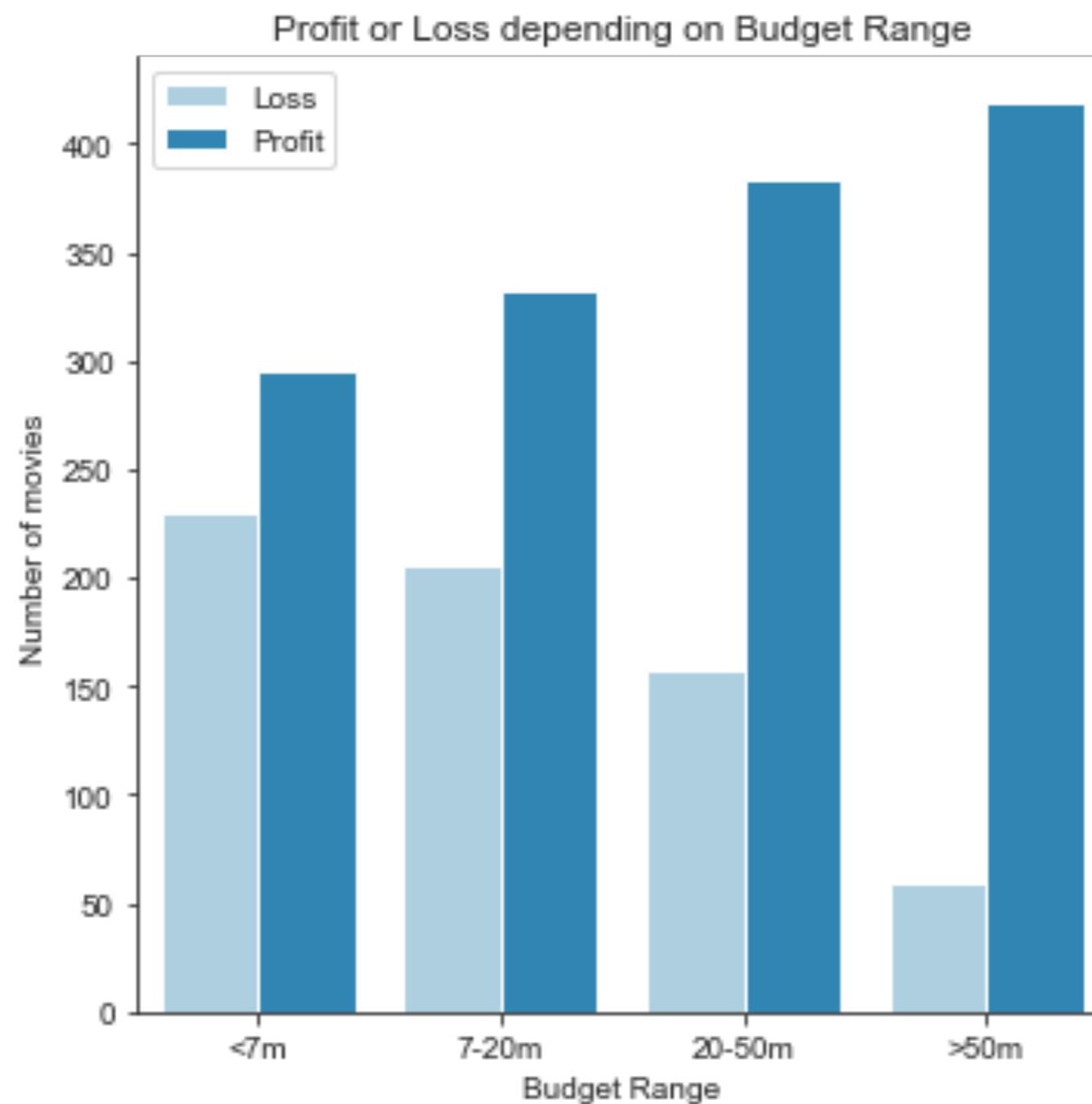
APPENDIX 1



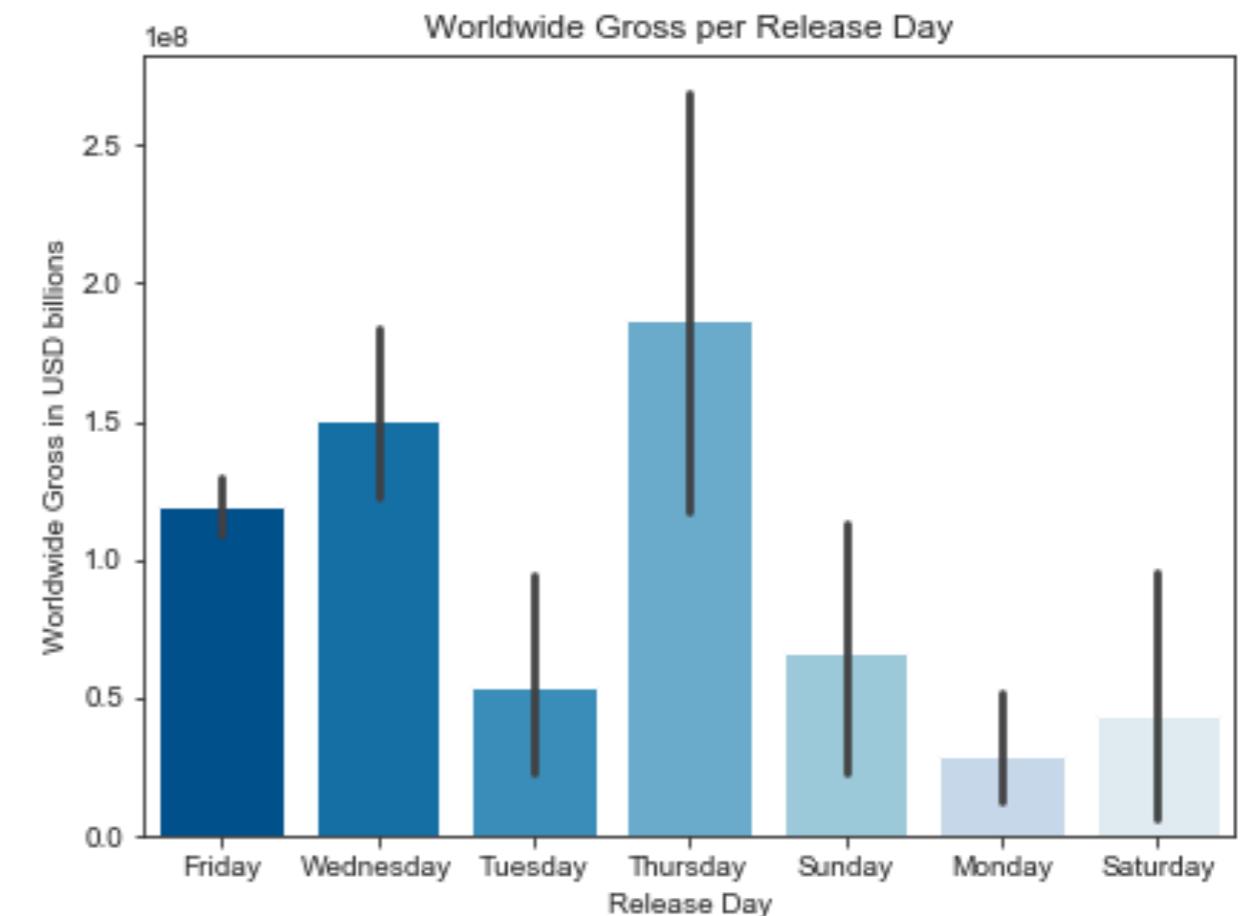
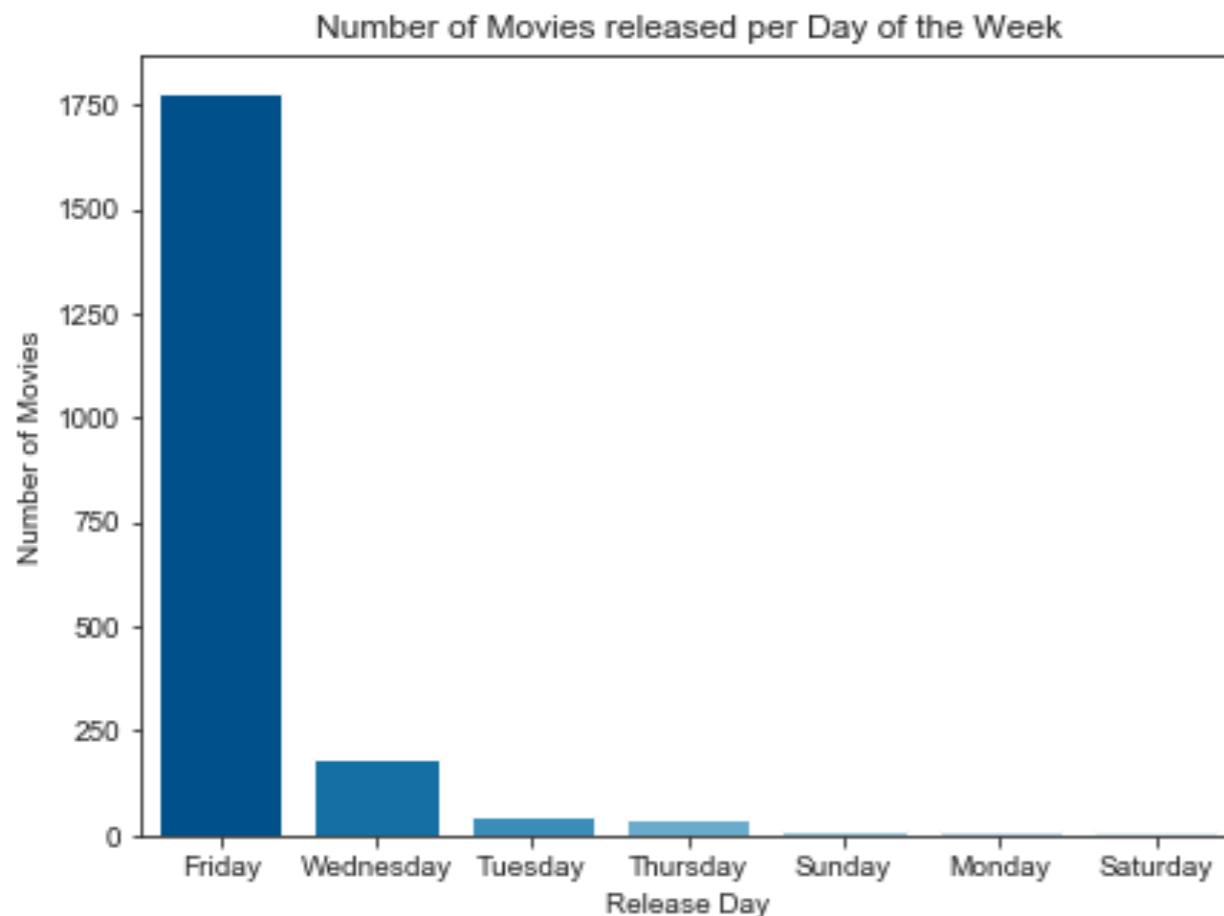
APPENDIX 2 - PROFIT AND WORLDWIDE GROSS



APPENDIX 3 - BUDGET



APPENDIX 4 - RELEASE DAY



MOST POPULAR DAY OF THE WEEK: FRIDAY

APPENDIX 5 - RELEASE MONTH FOR TOP MOVIES

