

# MOVIE STUDIO ANALYSIS



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# OVERVIEW

## WHY THIS PROJECT?

- **Original video content is now a key driver of success in entertainment.**
- **Major studios and streamers invest heavily; new entrants need smart strategies.**
- **Our company is launching a new movie studio but lacks historical data.**

## OBJECTIVE

**Use EDA to uncover trends in genres, talent, timing, and performance to guide strategic decisions.**

# BUSINESS PROBLEM

We're launching a movie studio but have no experience or historical insight into what types of films succeed.

As a result, key decisions lack support:

DECISION AREA	KEY QUESTIONS
Genre selection	Which genres make the most money?
Release timing	When should we release our films?
Talent acquisition	Who delivers consistent quality?
Budget allocation	Should we invest big or go low-budget?
Franchise development	Are sequels worth it?
Audience targeting	How do MPAA ratings affect revenue?

# GOAL - STAKEHOLDERS

## PRIMARY OBJECTIVE

Uncover meaningful trends in film performance to build a foundation for profitable, audience-resonant content.

## FOCUS AREAS

Maximize return on investment (ROI)  
Increase audience engagement  
Build long-term brand credibility

## OUTCOME

A data-backed roadmap for greenlighting films that balance artistic value with commercial potential.

Each group relies on these insights to shape strategy:

Studio executives & producers	Evaluate projects with lower financial risk
Marketing & distribution teams	Optimize campaigns and release schedules
Creative leaders (directors/writers)	Align storytelling with proven themes
Investors & shareholders	Assess business model viability and growth

# DATA SOURCES

Comprehensive industry view from 5 key datasets

SOURCE	PROVIDES
The Numbers (TN)	Production budgets, box office gross, ROI
Box Office Mojo (BOM)	Domestic/foreign revenue by studio
TMDB	Popularity scores, release dates, vote counts
Rotten Tomatoes (RT)	Reviews, ratings, MPAA info, box office
IMDb (SQLite DB)	Genres, directors, actors, crew, audience ratings

# INDUSTRY TRENDS & OPPORTUNITIES .

## PATTERNS IDENTIFIED

**Fiction outperforms real-life films in ROI and global gross.**

**Horror has 723% average ROI, highest of any genre.**

**Summer (June–July) sees peak box office returns.**

**Sequels get higher audience ratings than originals.**

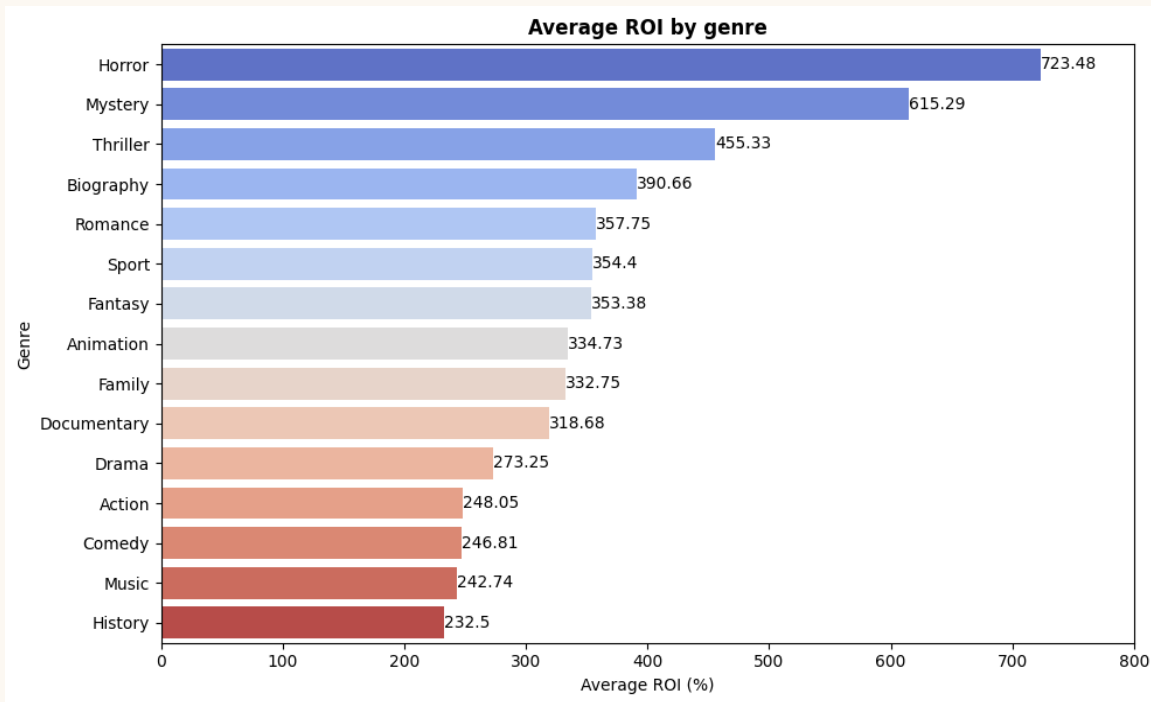
**Niche films (>8 IMDb, <10k votes) have avg rating of 8.56, far above mainstream (6.33).**

**Success isn't just about budget; it's about smart alignment of genre, timing, and talent.**

# GENRES & ROI

**Start with Horror, Mystery, Thriller; high returns even on small budgets.**

**Paranormal Activity (ROI: 43,051%) proves low-cost = high-reward.**





# RELEASE TIMING

## Why?

**Summer = school breaks,  
blockbuster season, high turnout.**

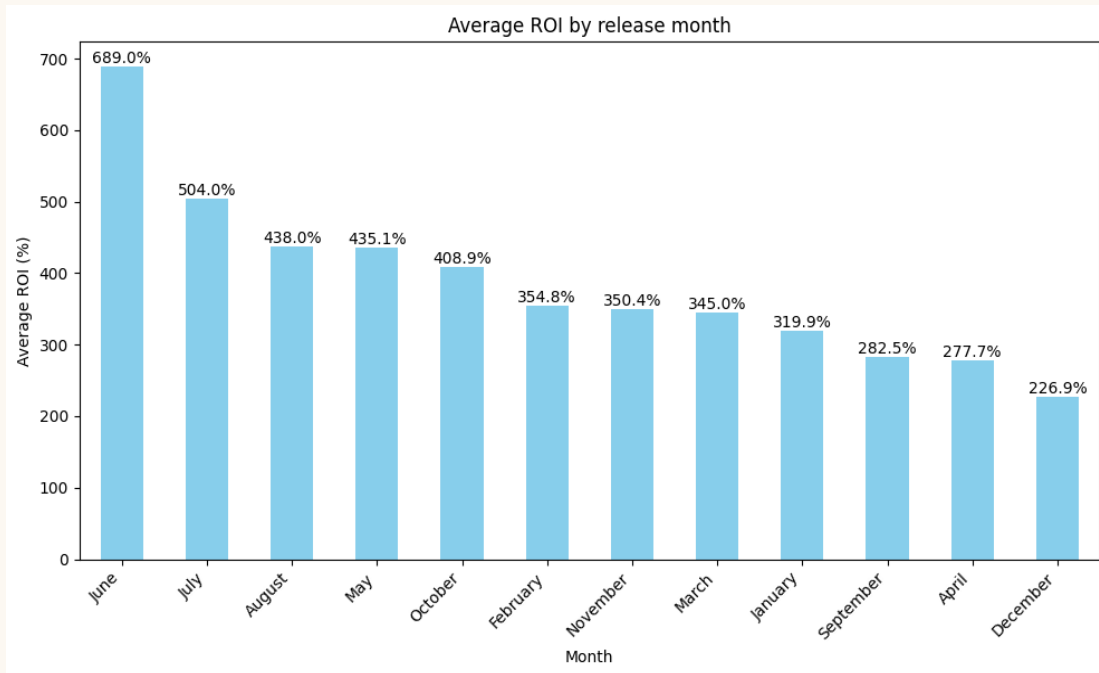
**Christmas also strong; ideal for  
drama, family, comedy films.**

## Recommendation

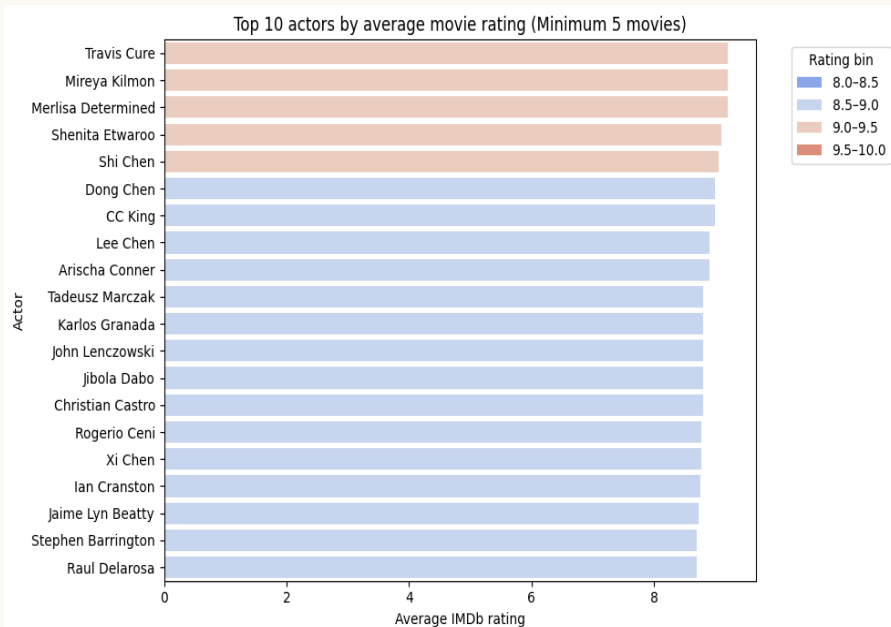
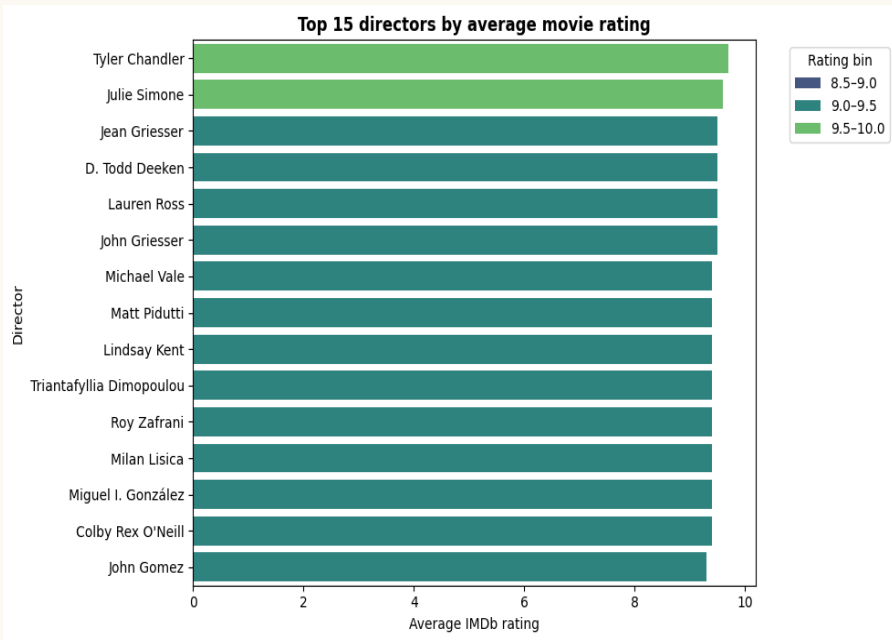
**Summer : high-concept original  
films**

**Christmas : emotionally resonant  
stories**

**Avoid crowded holiday months  
unless targeting families**



# TALENT STRATEGY: DIRECTORS AND ACTORS

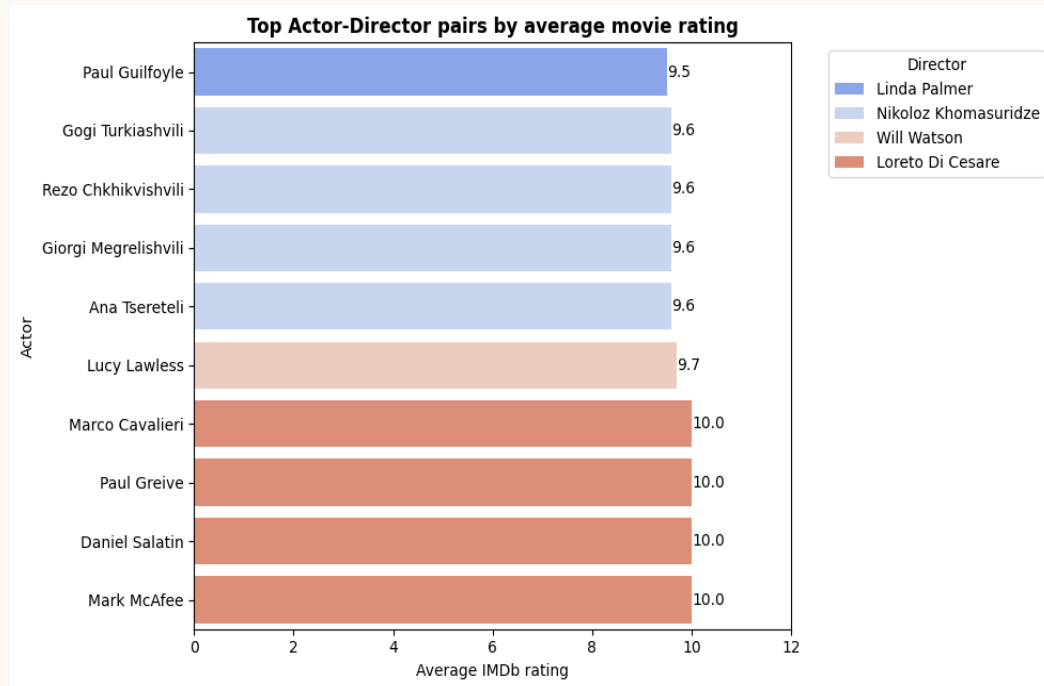


**Hire or partner with top-tier talent to boost quality and credibility**

# TALENT STRATEGY: DIRECTORS-ACTORS PAIRS

**Some collaborations consistently deliver excellence. These pairings suggest creative chemistry matters .**

**Strategic recommendation**  
**Prioritize known successful teams for**  
**flagship projects.**



# FRANCHISE DEVELOPMENT

**Sequels score higher due to**

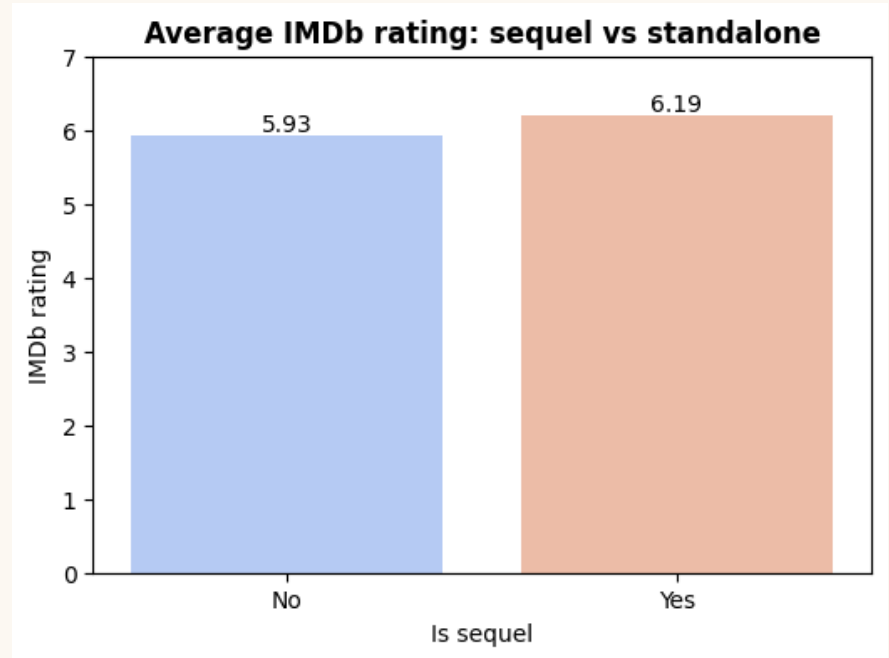
- **Built-in fan base**
- **Brand recognition**
- **Emotional continuity**

**Performance by season**

- **Summer : originals win (blockbuster appeal)**
- **Thanksgiving/valentine's day : sequels perform well**

**Balanced strategy**

- **Launch with original movies in summer**
- **Develop sequels for off-peak seasons**



# NICHE FILM OPPORTUNITY

## Results

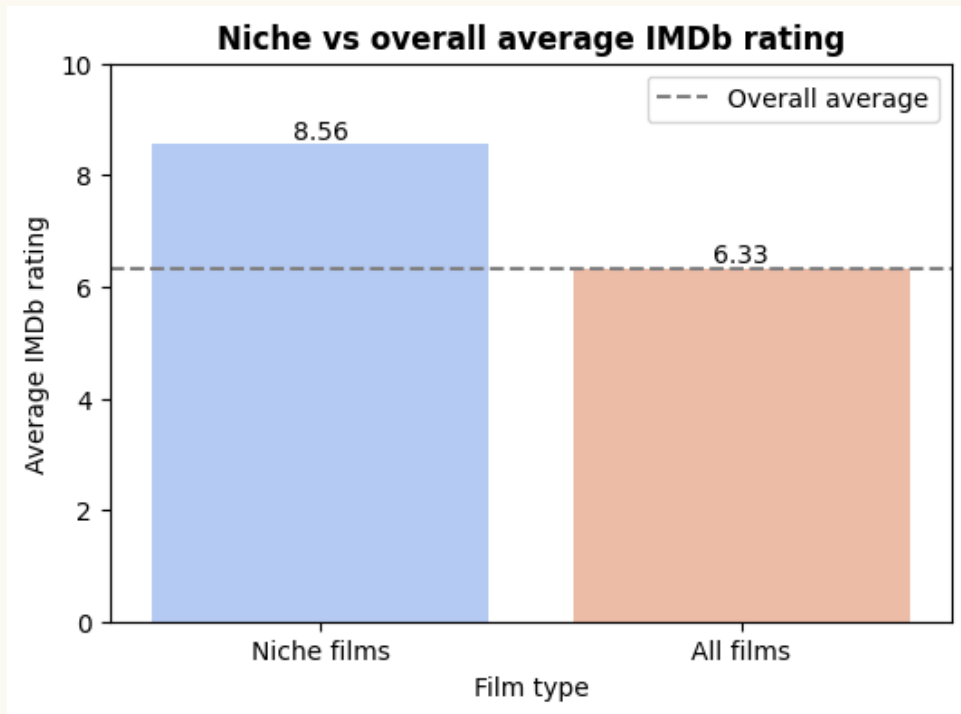
- Avg rating : 8.56 (vs. overall 6.33)
- Often documentaries, biographies, dramas
- Critically loved, but not widely seen

## Examples

- The Act of Killing
- Searching for Sugar Man

## Strategy

- Low-budget, high-impact releases
- Distribute via streaming/festivals
- Build brand authenticity



# AUDIENCE TARGETING: MPAA RATING IMPACT

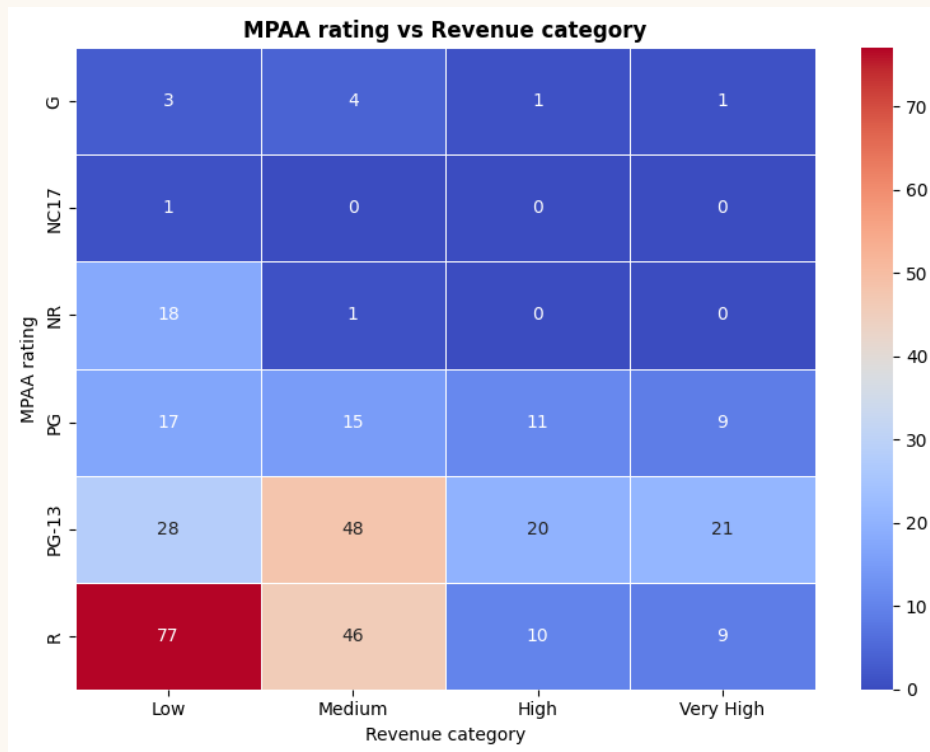
**R : dominates Medium & Very High revenue tiers**

**PG-13 : broad reach; consistent across all levels**

**G : mostly Low revenue**

**NC-17 : minimal presence**

**Focus on R-rated and PG-13 films, widest commercial appeal.**



# RECOMMENDATIONS

**1**

**FOCUS ON HIGH-ROI GENRES  
PRIORITIZE HORROR, MYSTERY, AND THRILLER FILMS**

**2**

**LEVERAGE SEASONAL RELEASE TIMING  
TARGET SUMMER AND CHRISTMAS FOR MAXIMUM ROI**

**3**

**INVEST IN SEQUELS AND FRANCHISE DEVELOPMENT  
LEVERAGE EXISTING AUDIENCE LOYALTY**

# NEXT STEPS

**1**

**AUDIENCE DEMOGRAPHICS DEEP DIVE**

**2**

**SENTIMENT ANALYSIS OF REVIEWS**

**3**

**PREDICTIVE MODELING**



# THANK YOU

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