
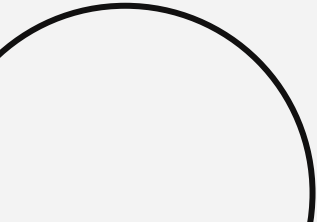




Cinema Consulting

Jay Iraj, Shelley Wang, & Nate Hiatt

December 8, 2023






Business Understanding

The Movie Industry

- Dominated by large & established studios
- Diverse audiences present opportunities for entry
- Stakeholders: studio vs. audience

The Goal

- How to break in as a new studio
 - Provide data-backed recommendations related to film production and deployment
- 



Overview of Recommendations

1. Timing

2. Directors & Writers

3. 3-D

4. Budget



Data Understanding

IMDB

- 150k film records
- Directors, Writers
- Runtime
- Dates
- Lacking financial data

The Numbers

- 6k records
- Production costs
- Gross Revenue

The Movie Database

- 27k records
- Basic film information
- Popularity metrics

Data Filtering

Year

- Filtered for films made on or after **2000**

Budget Outliers

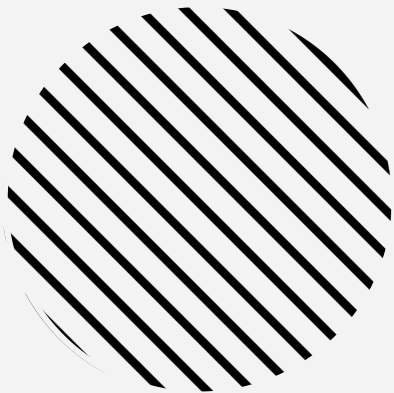
- Filtered out all of the films with outlier production budgets

Limited Data

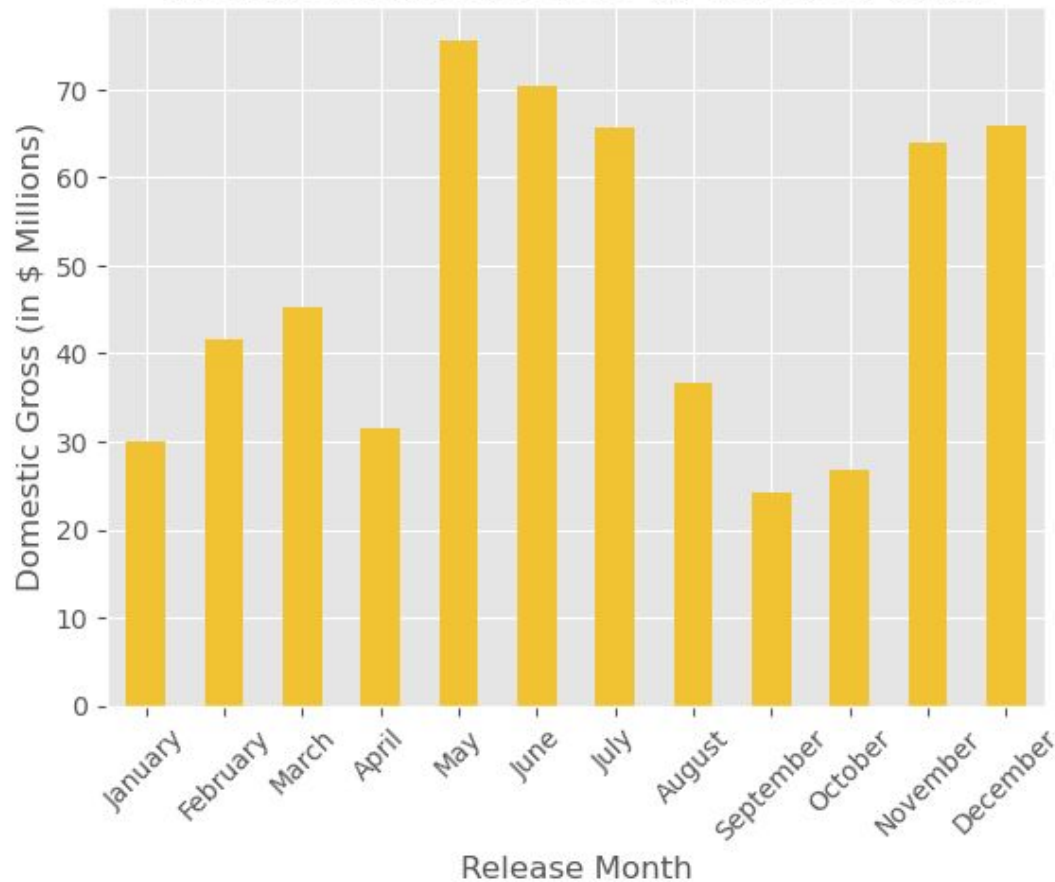
- Not all films had financial data

Recommendation 1:

**Release
Timing**



Average Domestic Gross by Release Month



Summer

Largest peak for domestic gross

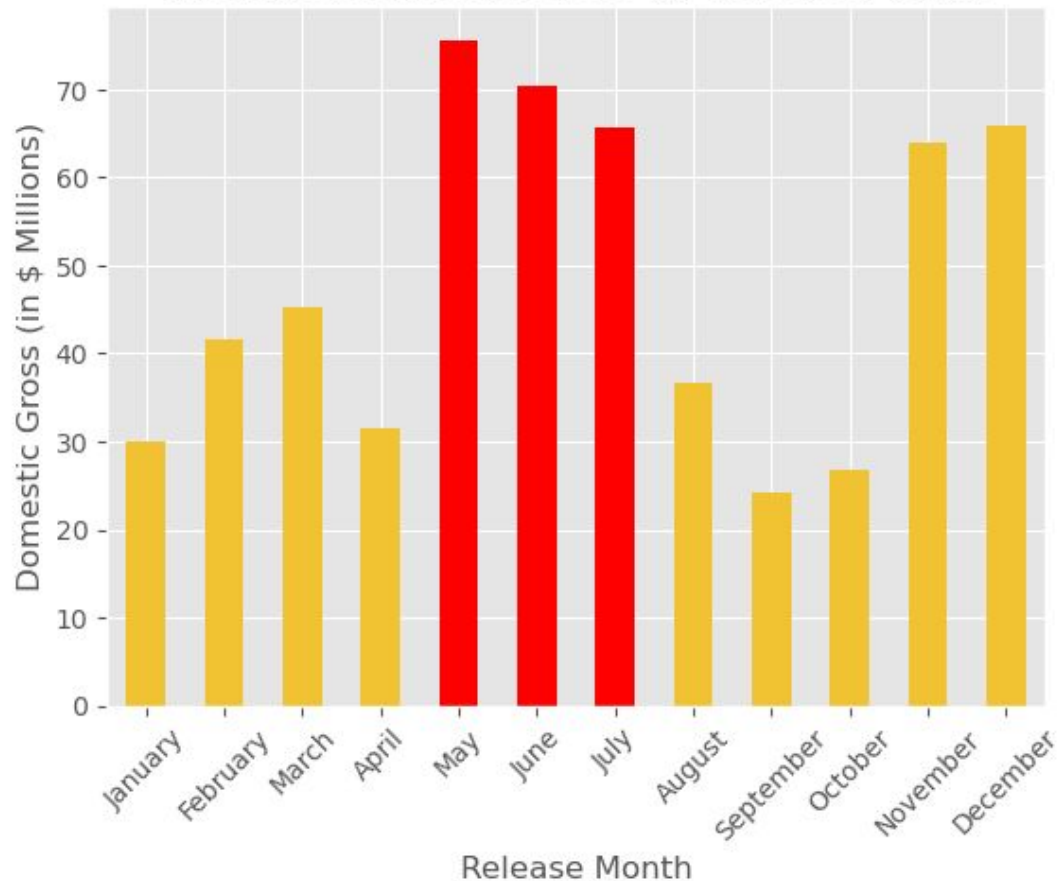
Oscars

Run-up in November and December

Spring Break

Opportunity to break into market?

Average Domestic Gross by Release Month



Summer

Largest peak for domestic gross

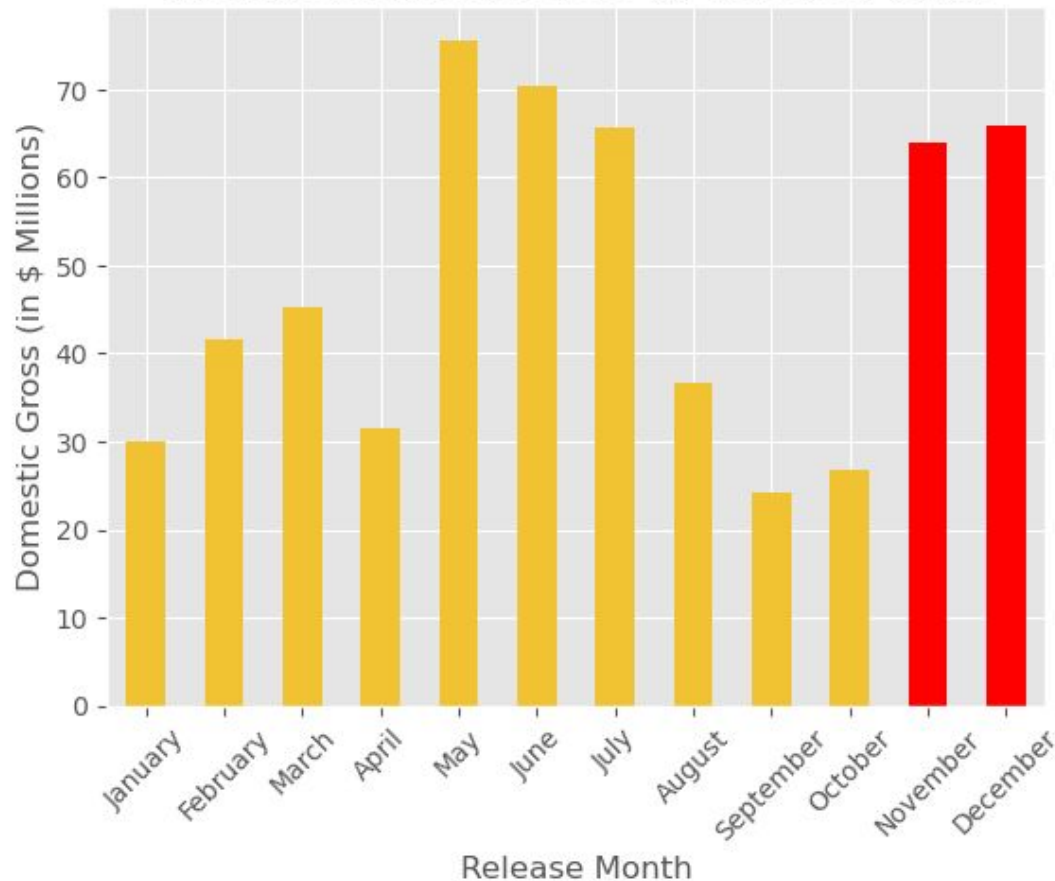
Oscars

Run-up in November and December

Spring Break

Opportunity to break into market?

Average Domestic Gross by Release Month



Summer

Largest peak for domestic gross

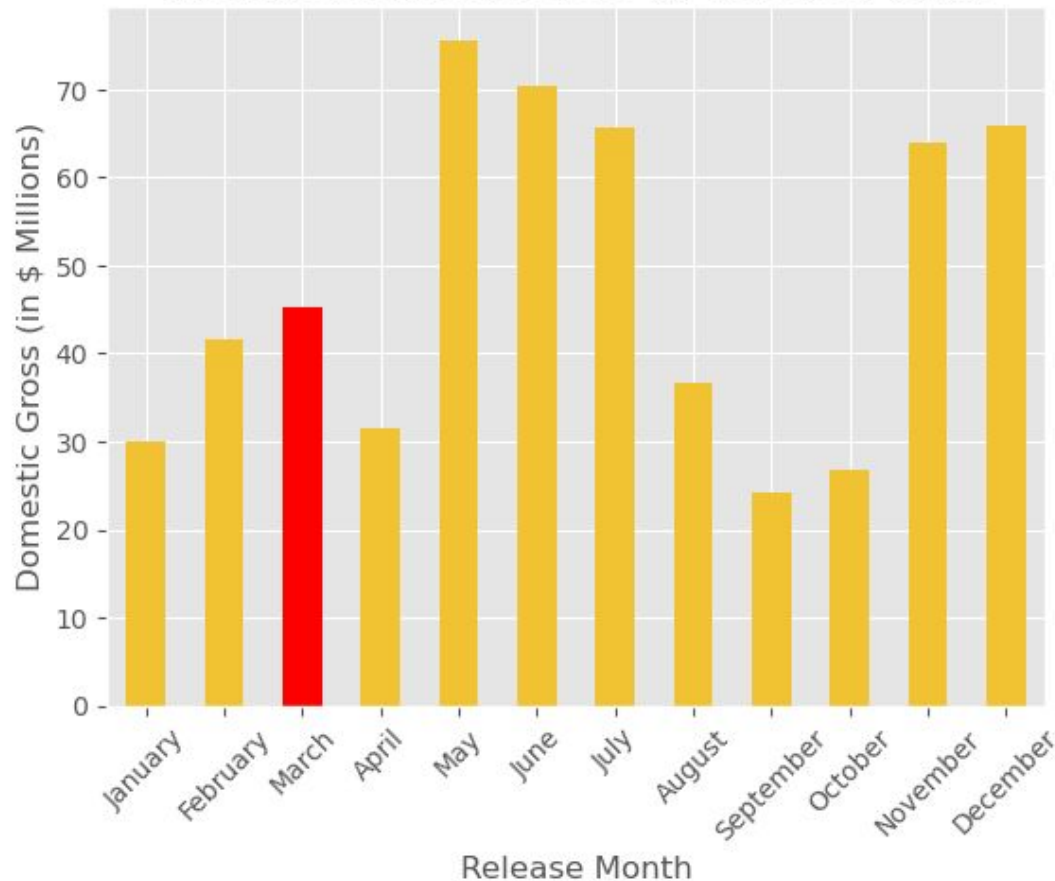
Oscars

Run-up in November and December

Spring Break

Opportunity to break into market?

Average Domestic Gross by Release Month



Summer

Largest peak for domestic gross

Oscars

Run-up in November and December

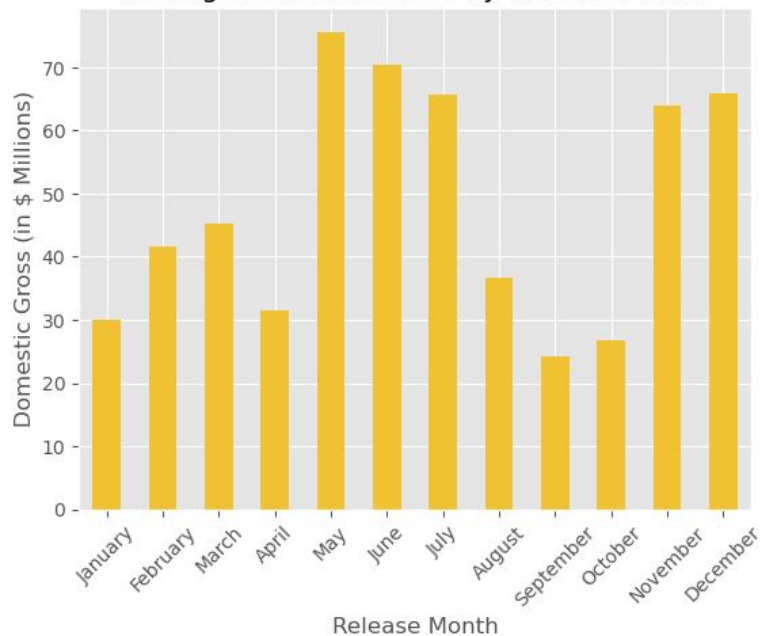
Spring Break

Opportunity to break into market?

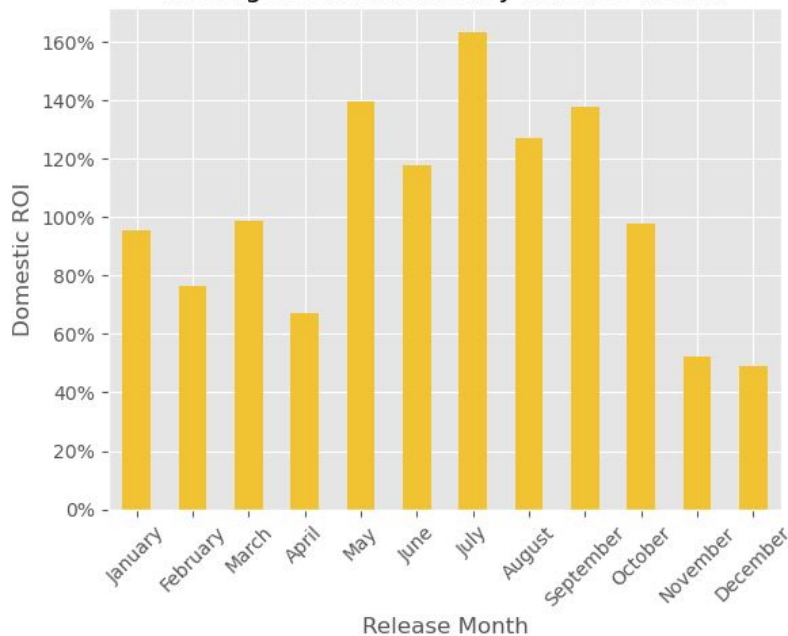


Domestic Gross vs. Domestic ROI

Average Domestic Gross by Release Month



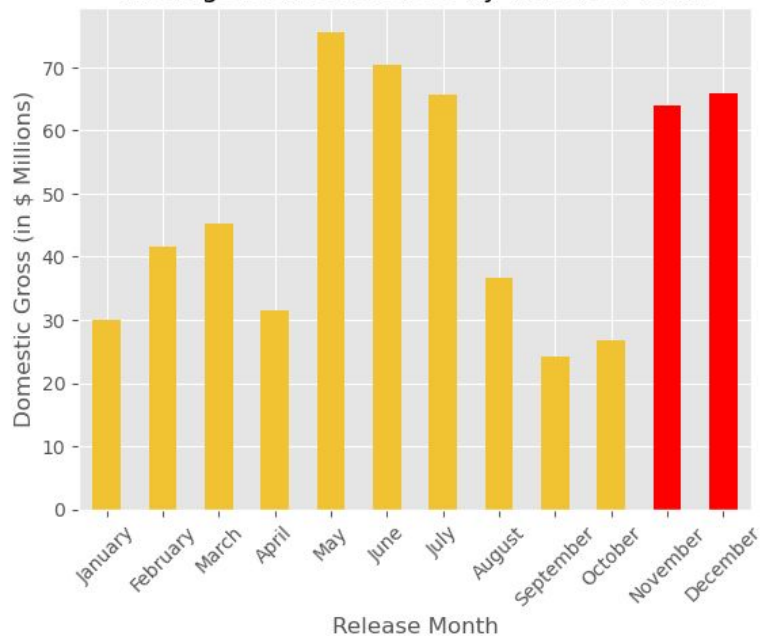
Average Domestic ROI by Release Month



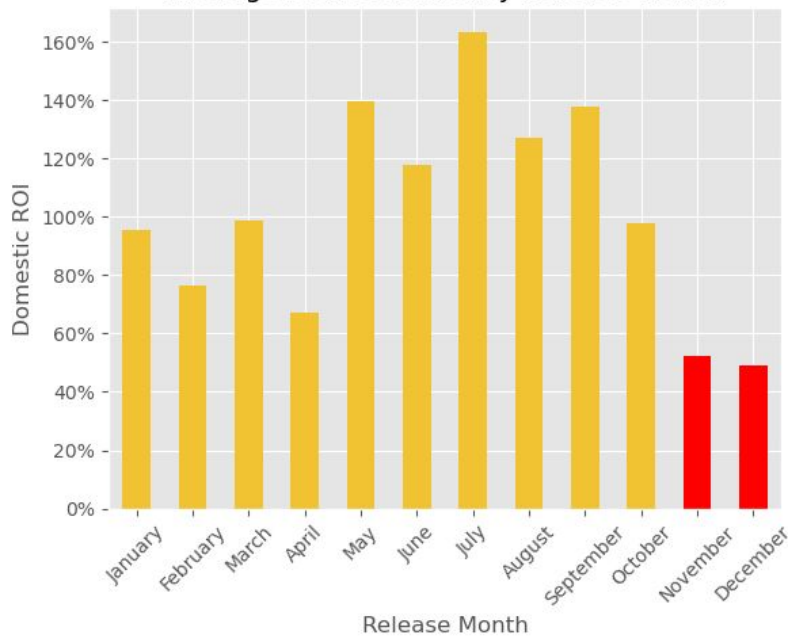


Domestic Gross vs. Domestic ROI

Average Domestic Gross by Release Month

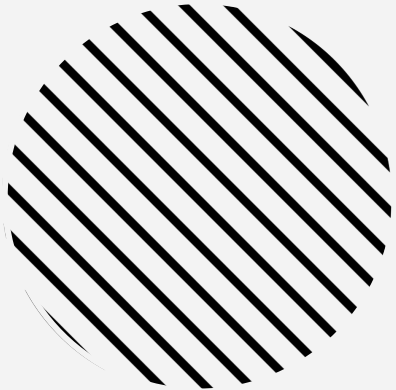


Average Domestic ROI by Release Month



Recommendation 2:

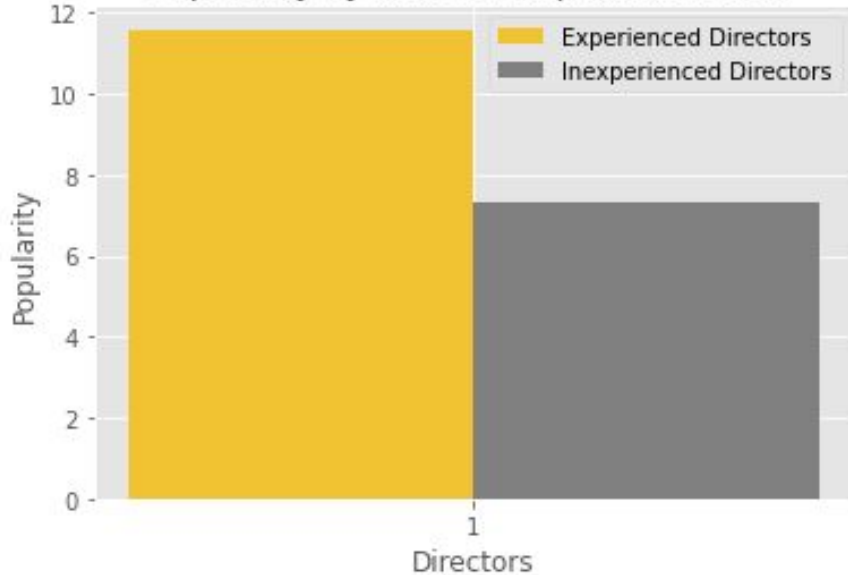
**Directors &
Writers**



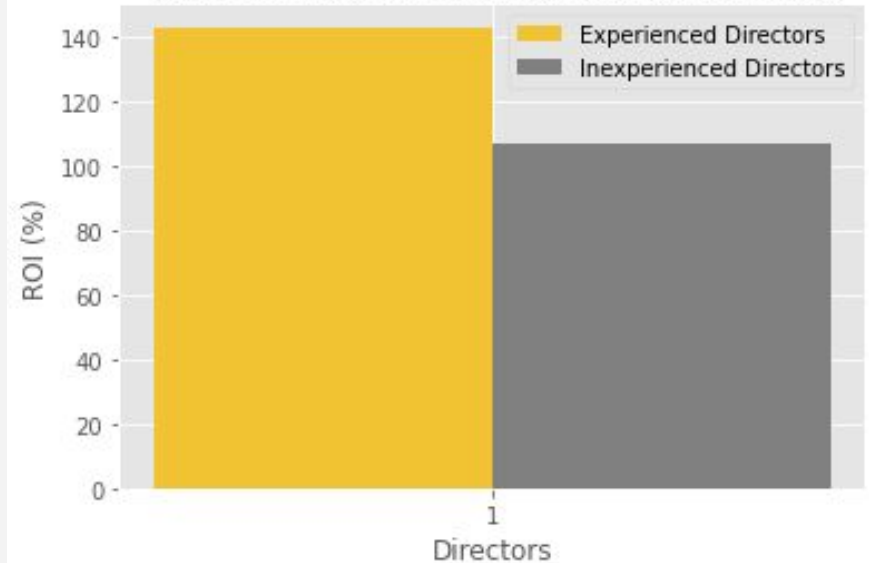


Director Experience Level

Popularity by Director Experience Level

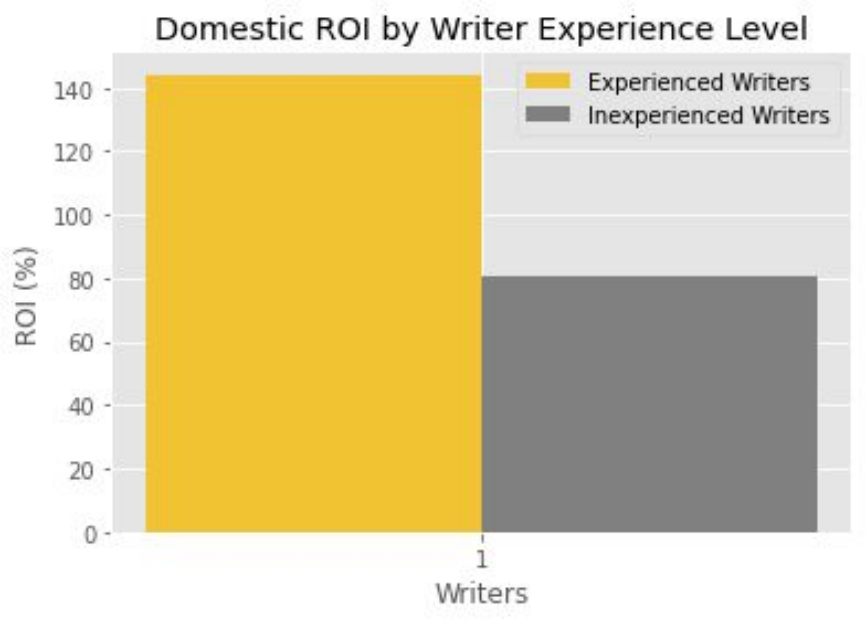
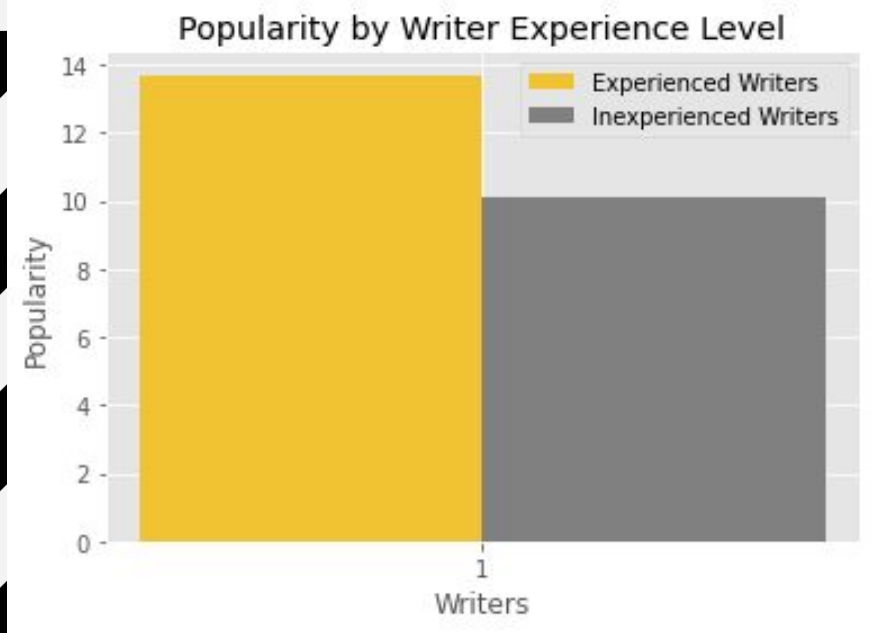


Domestic ROI by Director Experience Level





Writer Experience Level





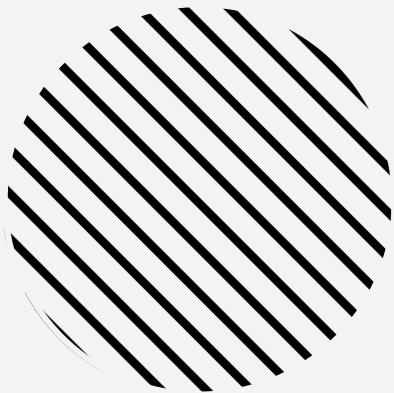
Are these differences significant?

Gross Revenue
Popularity
ROI

Significant

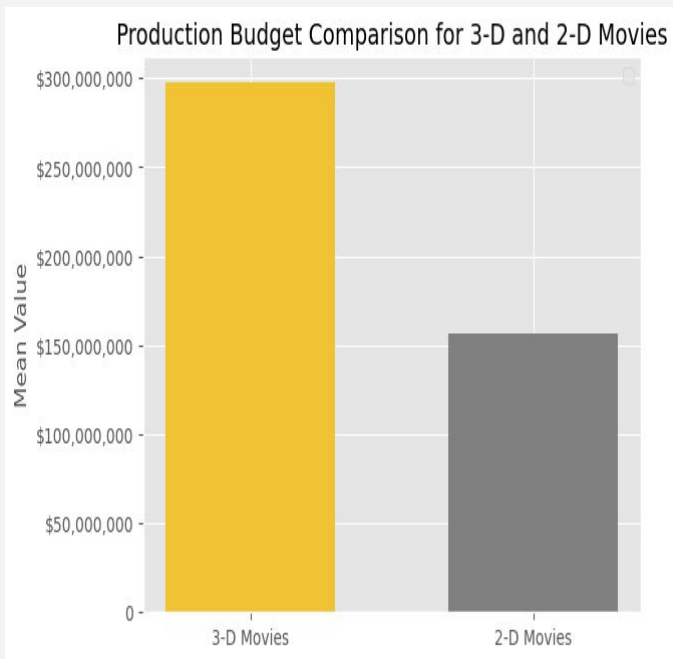
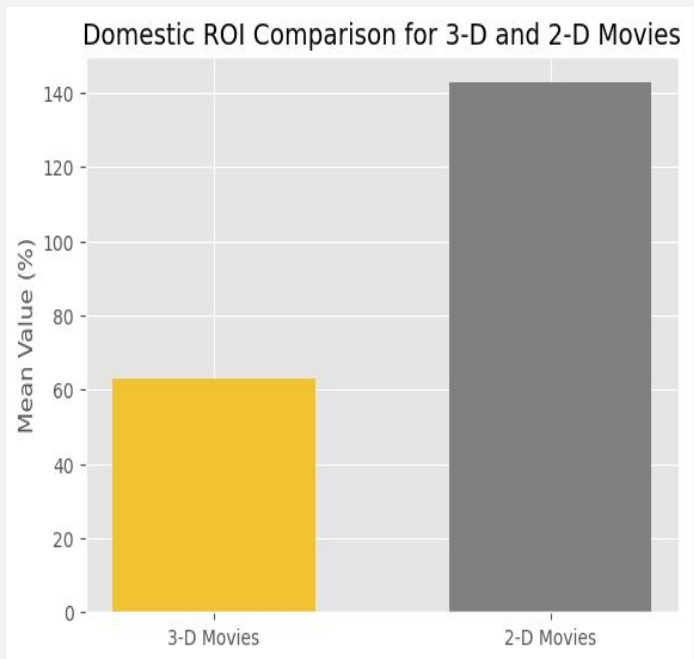
Recommendation 3:

3-D Movies





3-D Movie Analysis

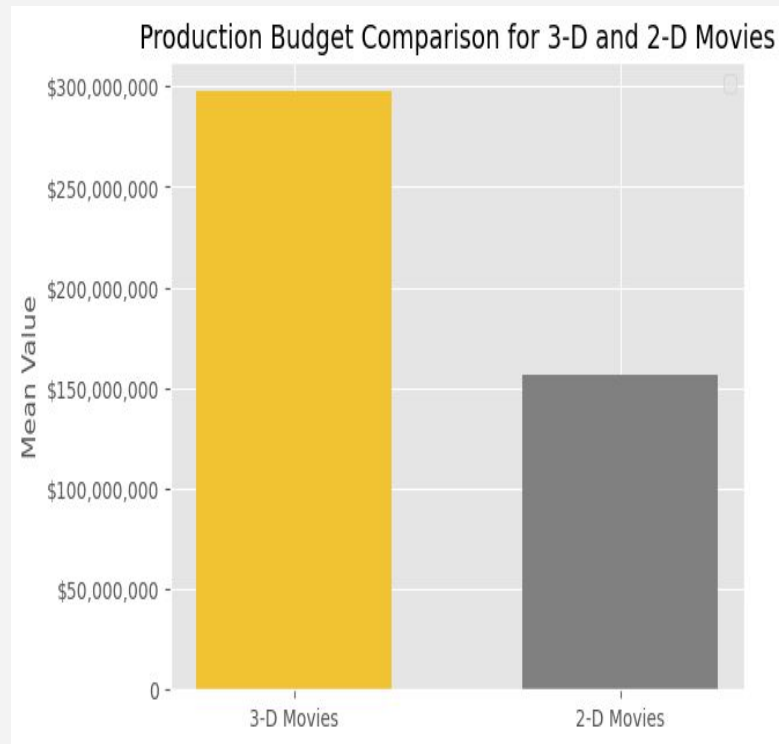
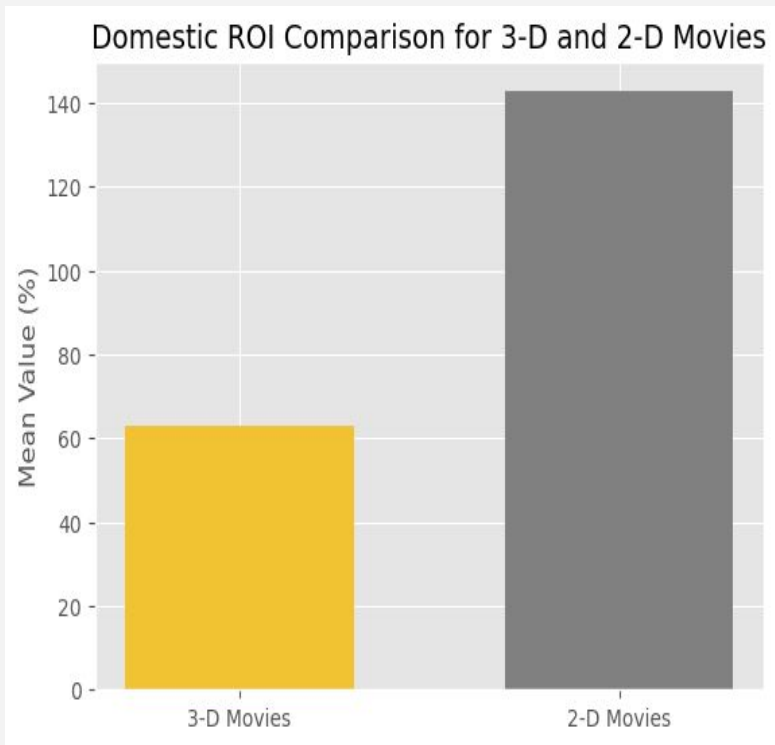


- ROI is higher for 2-D Movies
- No statistically significant differences
- Limited by small sample





3-D Movie Analysis

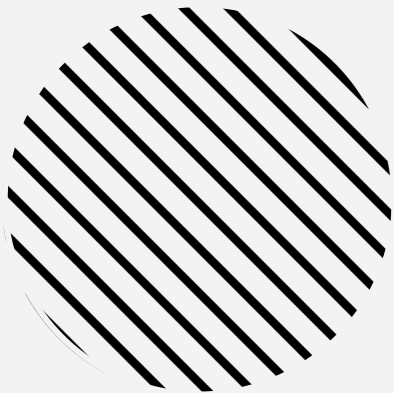


- ROI is higher for 2-D Movies
- No statistically significant differences
- Limited by small sample



Recommendation 4:

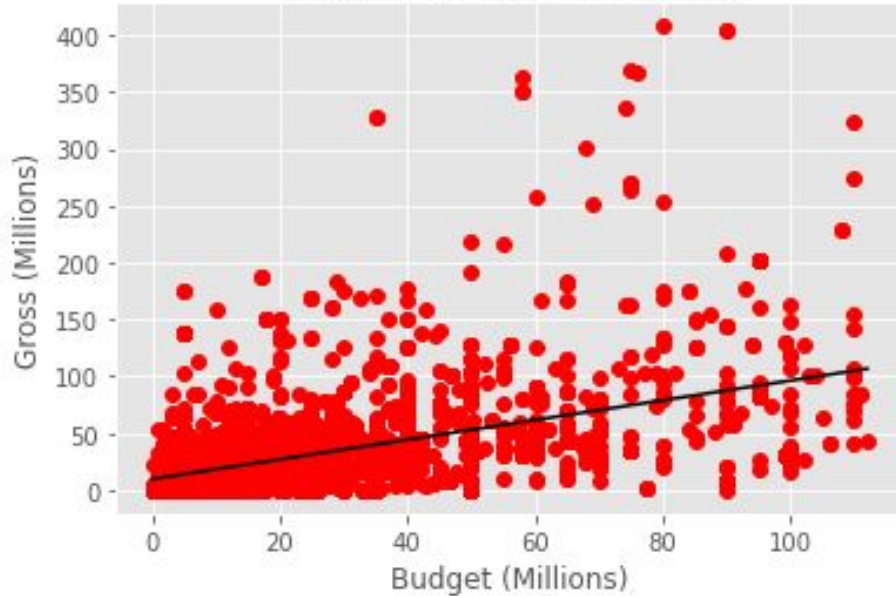
Budget



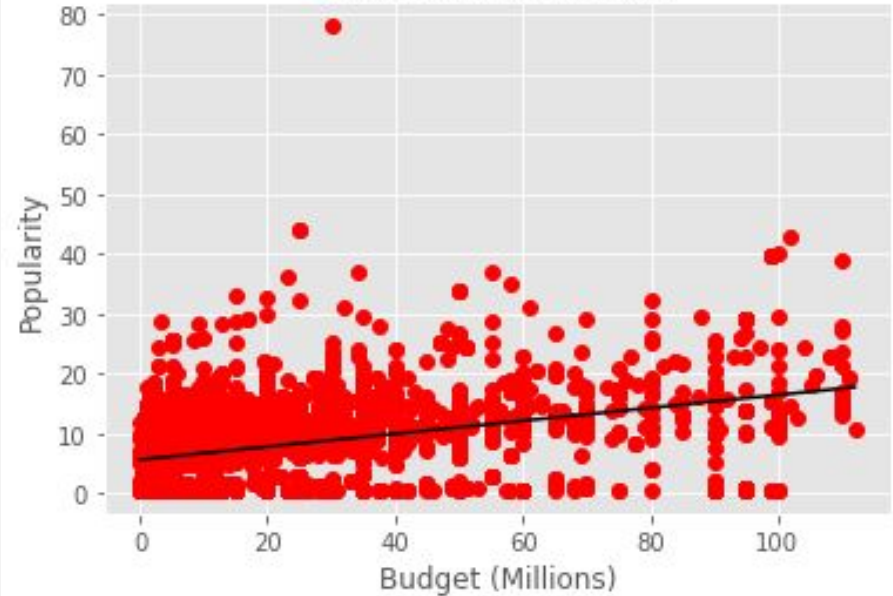


Does Higher Budget \rightarrow Better Outcomes?

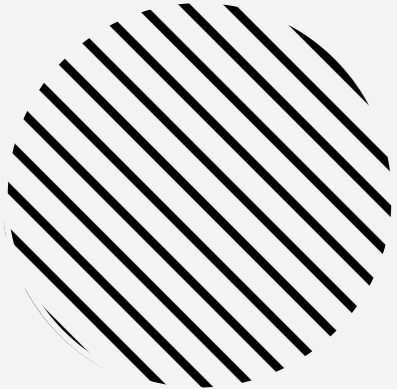
Budget vs. Domestic Gross



Budget vs. Popularity



**So what does the
ideal production look
like?**





Conclusions:

Spring & Summer
Affordable Creators

2-D

More Spending \neq More Revenue






Thanks!

Any questions?

natehiatt@gmail.com
ShelleyLWang@gmail.com
jwi5@georgetown.edu

https://github.com/natehiatt/movie_project



CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

