

Enter The...



By Nechama, Ron & Ryan

# Business Problem:

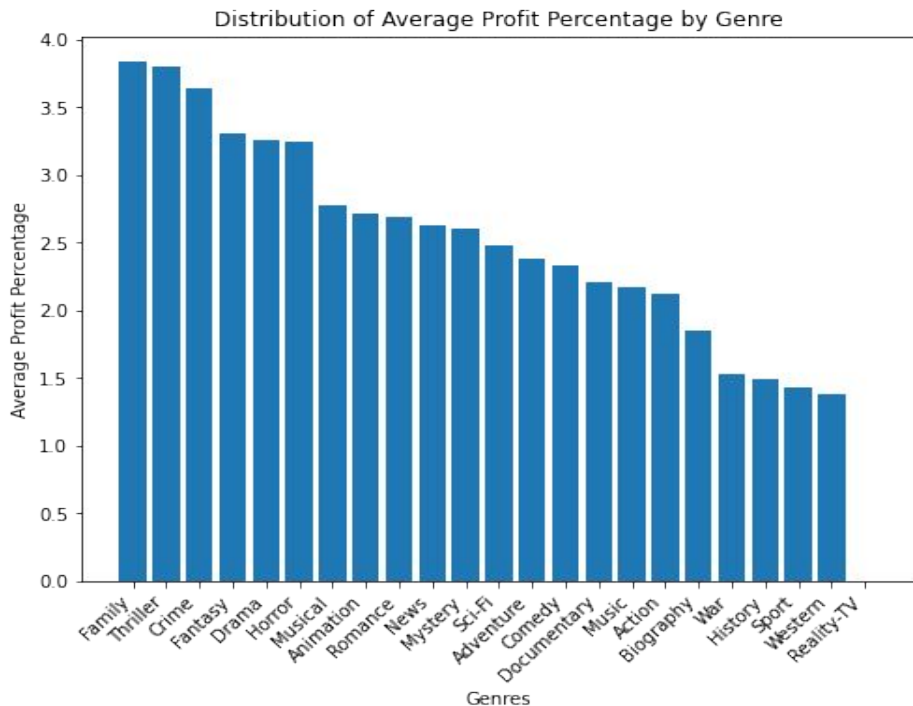
- Company wants to enter the MovieVerse and create a movie studio.
- Success = Highest Revenue / Budget.
- Make recommendation to the company based on the areas of film industry that create highest returns.
- Key Areas:
  - Type of Films (Genre)
  - Best Candidate for Directors / Writers
  - Best Candidate for Actors
  - Average Studio Production Budget for Box Office Film
  - Time of the year to release
  - Average Movie Runtime

## Data Used:

- Rotten Tomatoes,
- The Numbers Database
- IMDB
- Box Office Mojo
- The Movie Database

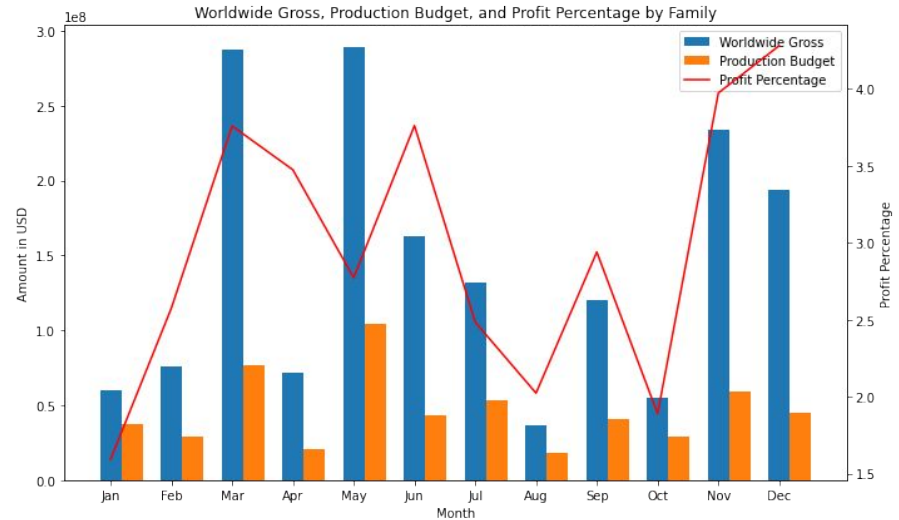
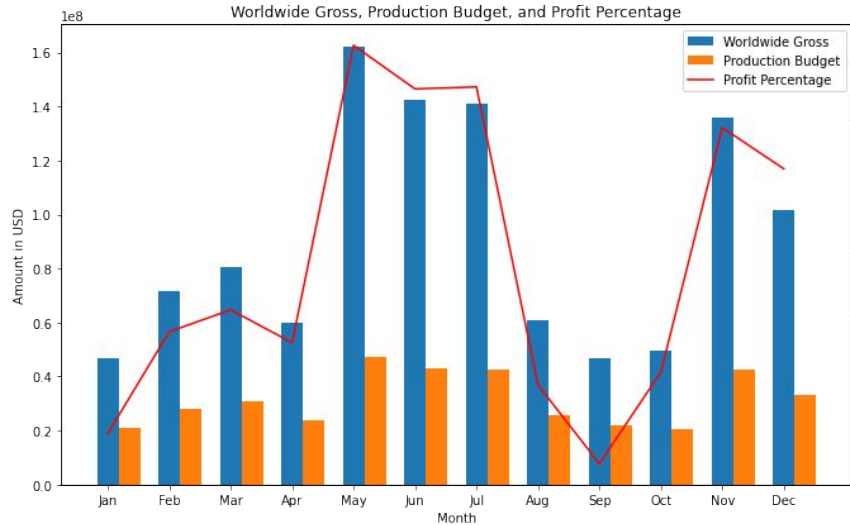


# Average Profit Percentage By Genre



- Highest average percentages in profit had movie genre that included “Family” in their category.
- Trend data calculates the past 10 years.

# Financial Return Grouped by Month



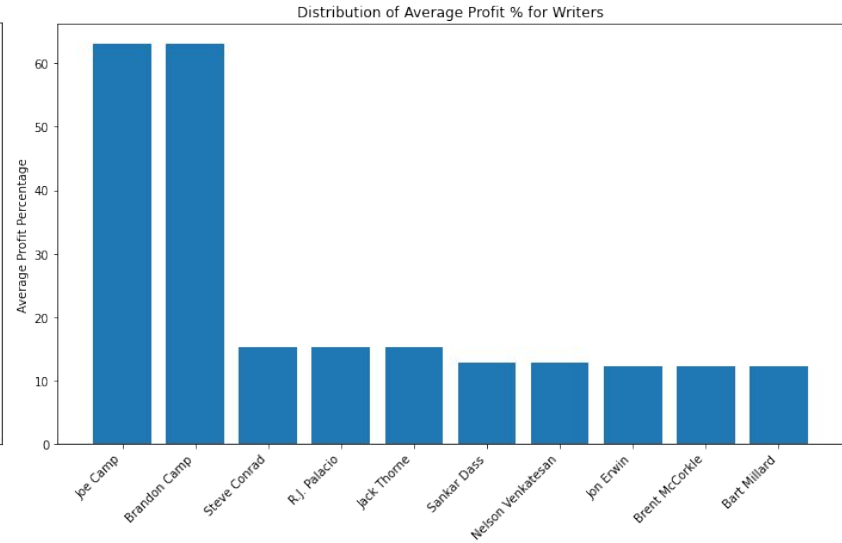
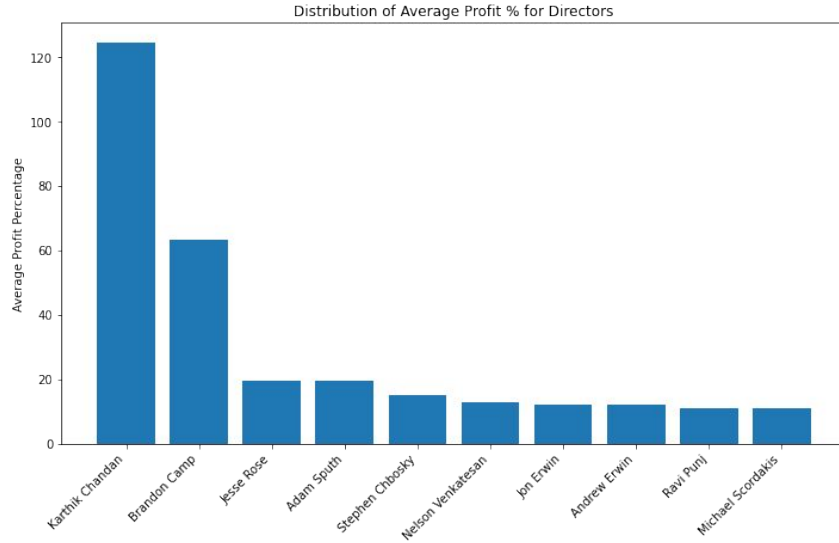
- Production:

- Average Production Budget: Approximately \$65 million for family films

- Gross:

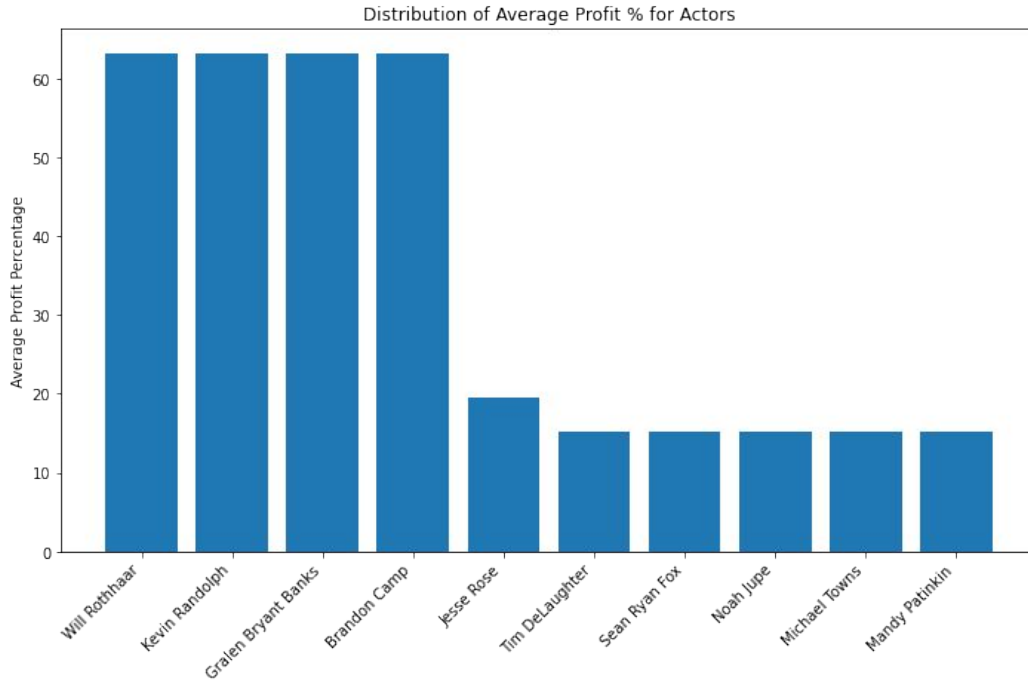
- Peak profitable months for the family category shown to be around spring break period, early summer and holiday period of the year.
- Mid tier for profits June & July.

# Directors and Writers of Successful Family Films



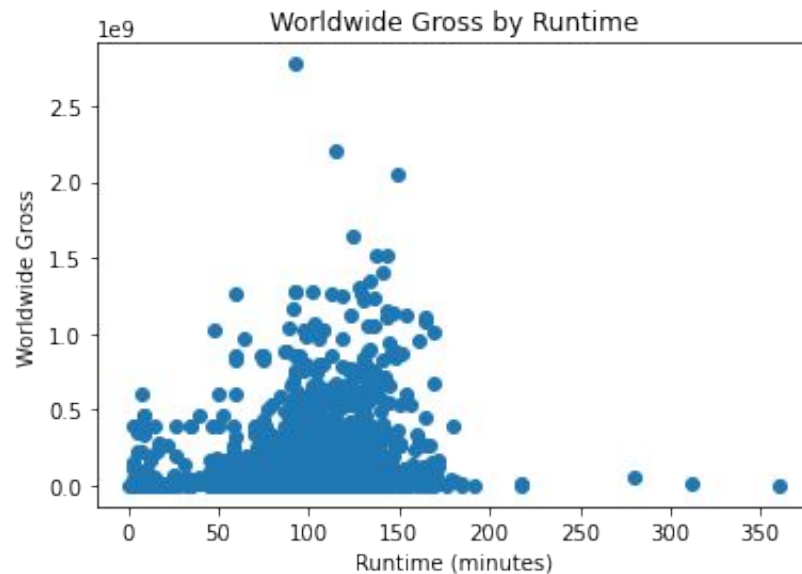
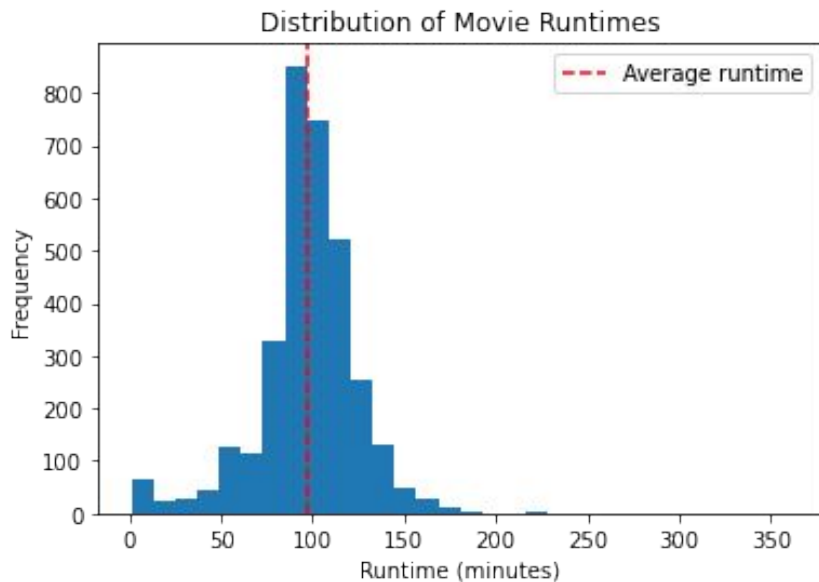
- Brandon Camp and Nelson Venkatesan among the highest profit percentages for both directors and writers category.
- $\text{Average Profit Percentage} = \text{Worldwide Gross} / \text{Production Budget}$

# Actors of Successful Family Films



- Top actor profit percentages over 60%.
- Brandon Camp also included in the highest profit percentage for Actors.

# Movie Runtimes for Family Genre



- Average Movie Runtime: Approximately 100 mins - 1 hour 40 mins
  - Median: 98 mins
  - Mean: 97 mins
- Highest grossing films fall within mean range times.



# Recommendations To The Business

1. Genre: Family
2. Release date period: Holidays (November - December)
3. Director, Writer, Actor: Brandon Camp
4. Runtime for movie: 1 hour 40 minutes
5. Production Budget: \$65 Million



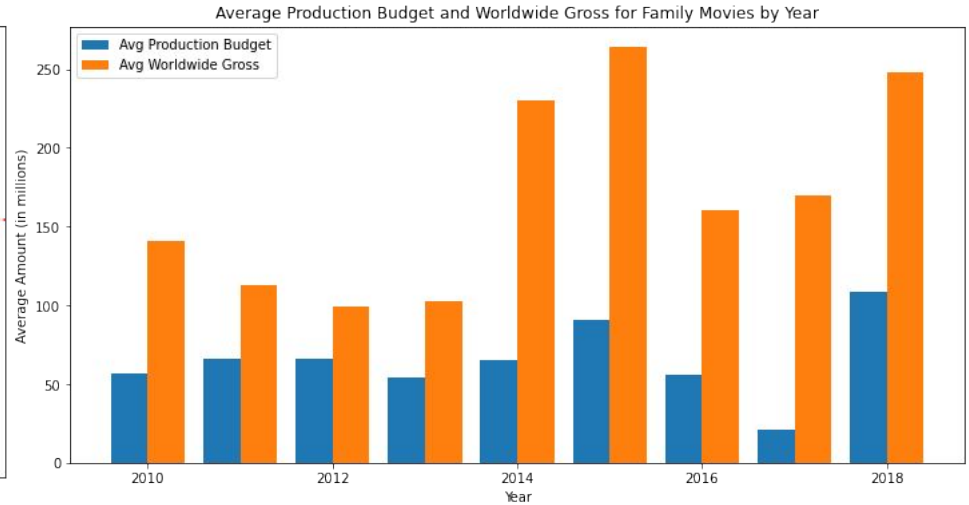
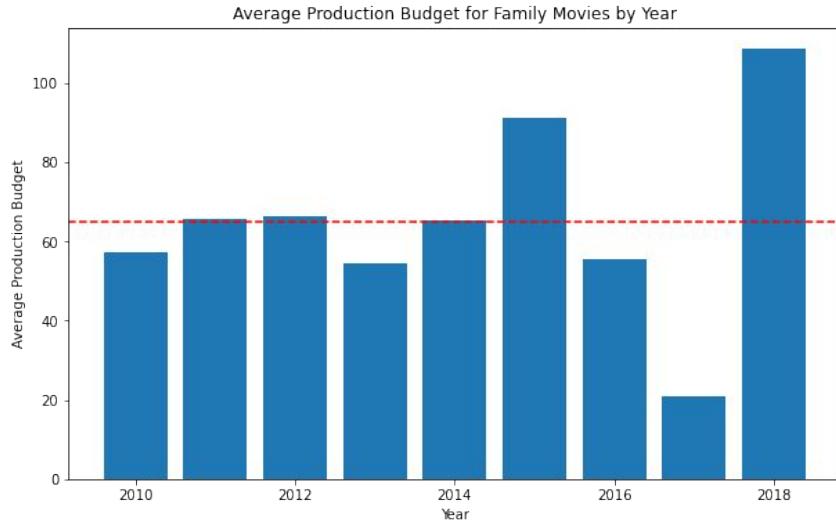


Thank You  
Any Questions?



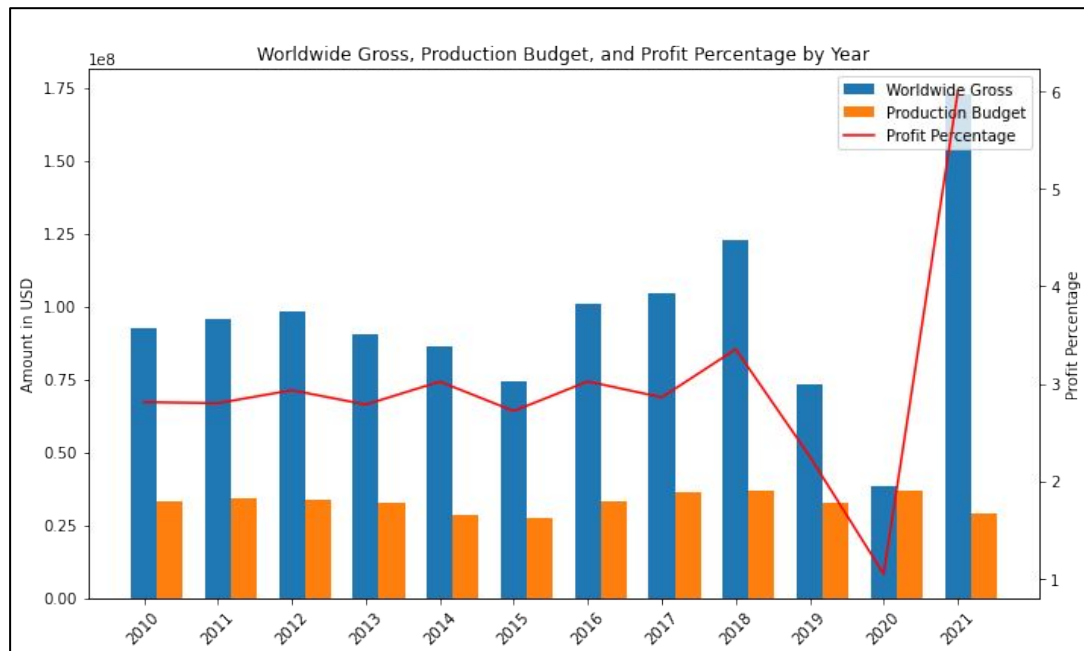
# APPENDIX

# Production Budget by Year: Family Genre



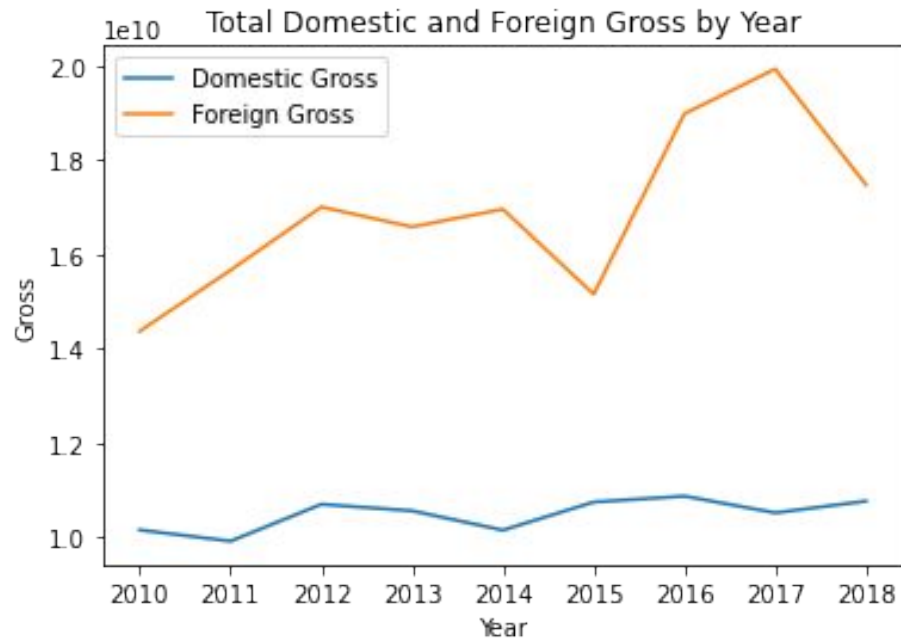
- Average Production Budget: Approximately \$65 million

# Production Spent vs Profit Trend

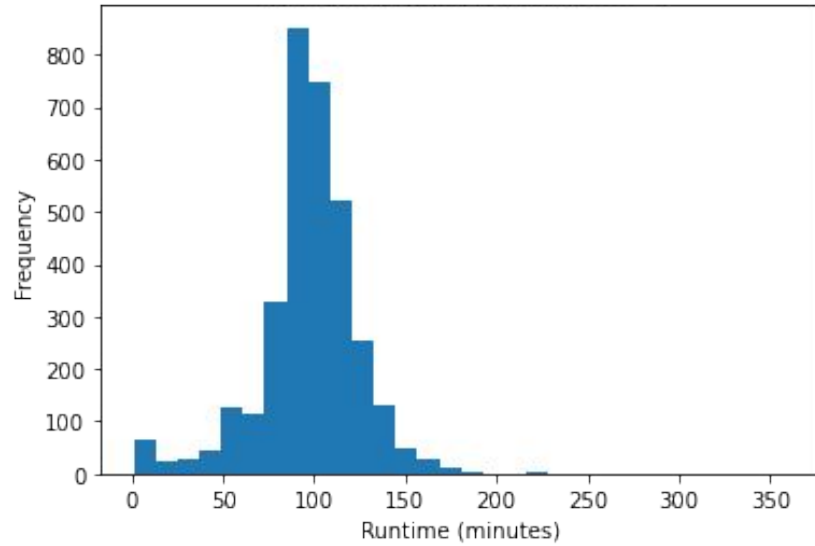


- Total spend in production each year slightly above \$250M each year for the past decade.
- Production spend remained flat during covid.
- Profits doubled each year vs production spend.

# Gross



Distribution of Movie Runtimes



Average Production Budget for Family Movies by Year

