

Movies Industry Analysis and Insights

Nick Timpano

Recommendations

Type of Movie

Budget

Talent

Release Time

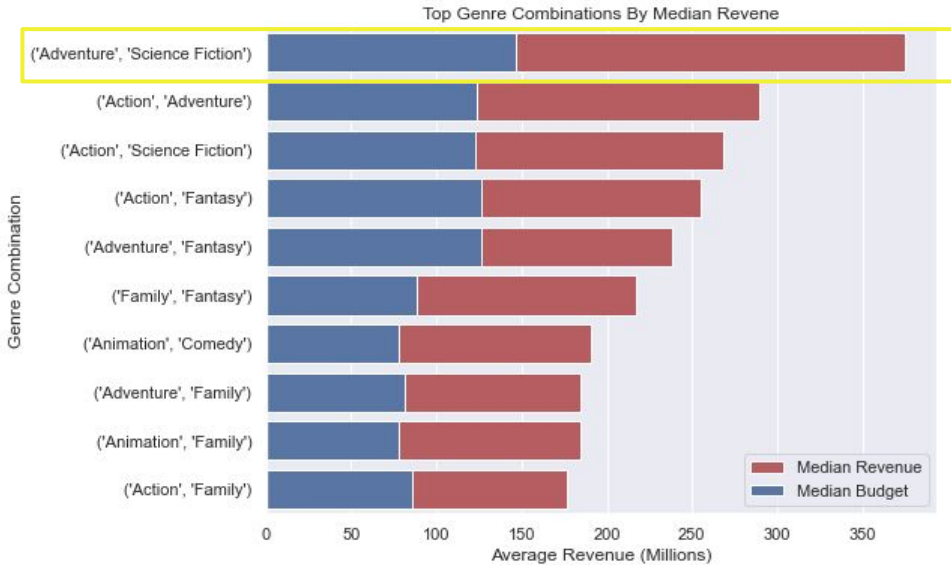
Movie Type (Genre)

Methods (Movie Type)

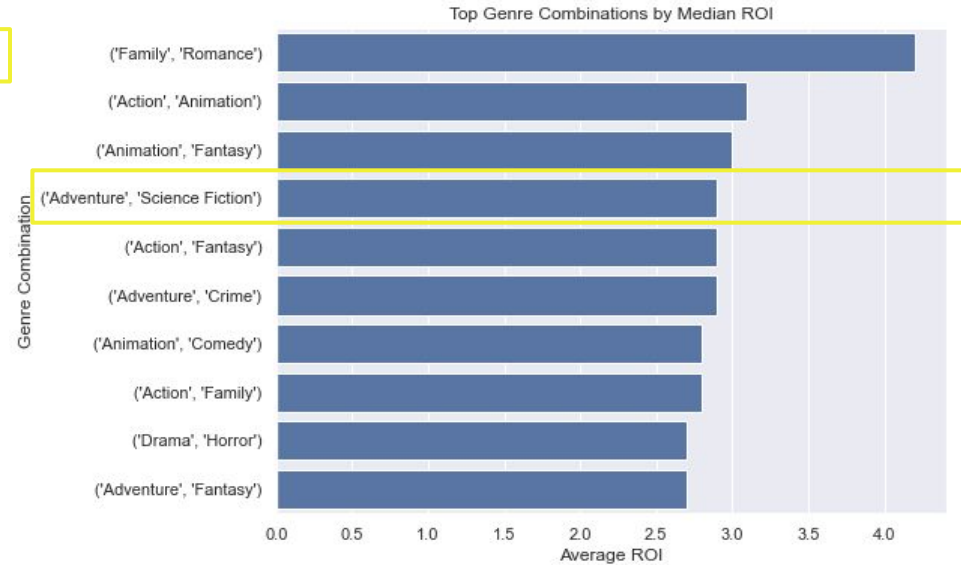
genre combinations in pairs (ie: action/adventure) - 171 combinations in total

Success: revenue and return on investment multiple (revenue/budget)

Top Genre Combination



Revenue: \$375MM



ROI: 2.9X

Conclusion: Adventure/Sci-Fi

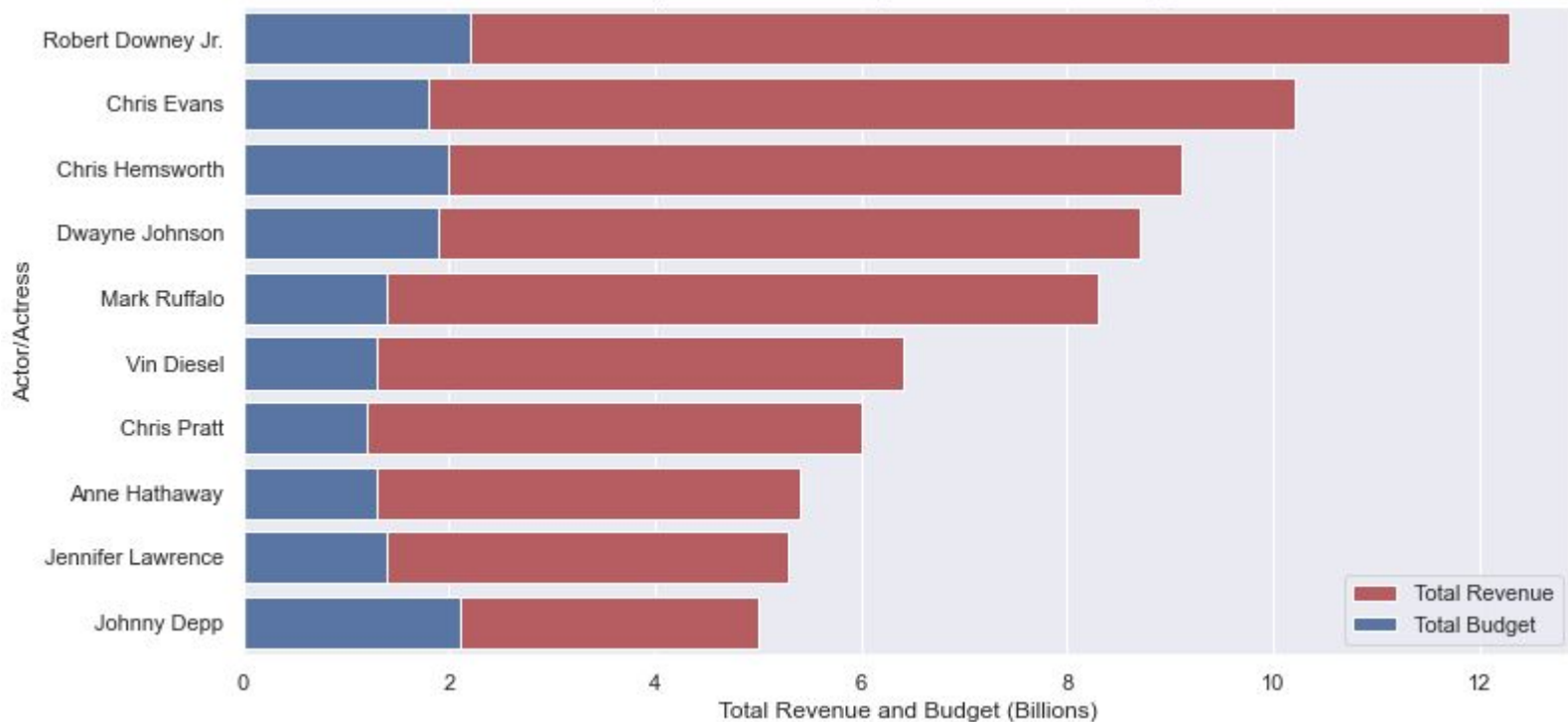
Recruiting (Actors/Actresses)

Methods (Actors/Actresses)

Used data on movies actors/actresses starred in

Looked at gross revenue of movies and average ratings of the movies they were in (IMBD)

Top Actors/Actresses By Gross Revenue and Budget



Conclusion: **Robert Downey Jr.**

Stats

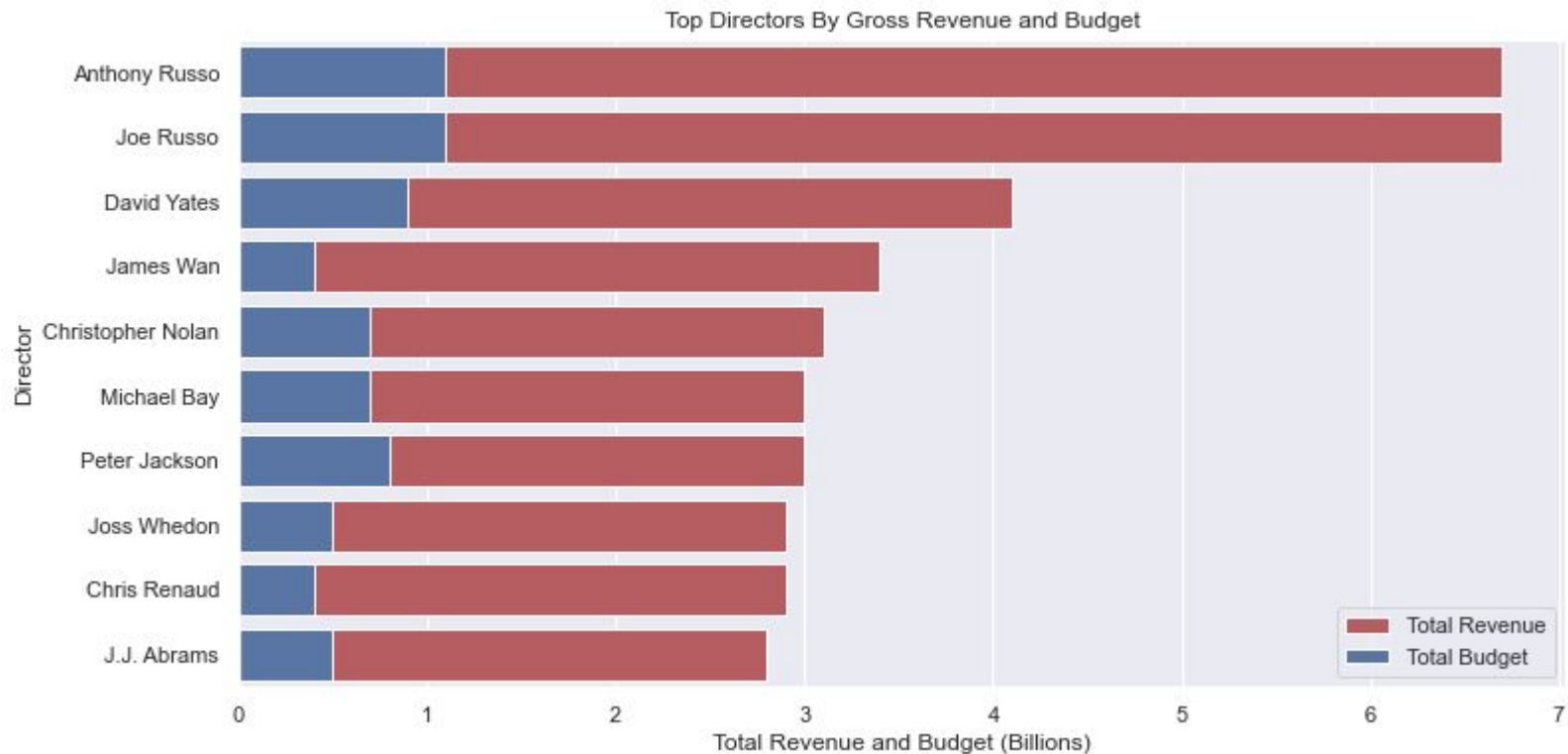
Total Revenue: \$12.3B (#1 Rank)

Median Budget: \$200MM

Total ROI: 5.6 (#3 Rank)

Average Movie Rating: 7.5 (#2 Rank)

Recruiting
(Directors)



Conclusion: **The Russo Brothers**

Stats

Total Revenue: \$12.3B (#1 Rank)

Median Budget: \$275MM

Total ROI: 6.2 (#3 Rank)

Average Movie Rating: 8.26 (#2 Rank)

Best Underrated (Actor/Actress)

Conclusion: Mahershala Ali

Mean rating 7.5, ~780K votes, 6 movies

Alita: Battle Angel, Green Book, The Hunger Games: Mockingjay - Part 2

Underrated: between 500K and 1MM votes, and in at least 5 movies

Best Underrated (Director)

Conclusion: Ryan Coogler

Mean rating 7.5, ~809K votes, 3 movies

Black Panther, Fruitvale Station

Underrated: between 500K and 1MM votes, and in at least 2 movies

Budget

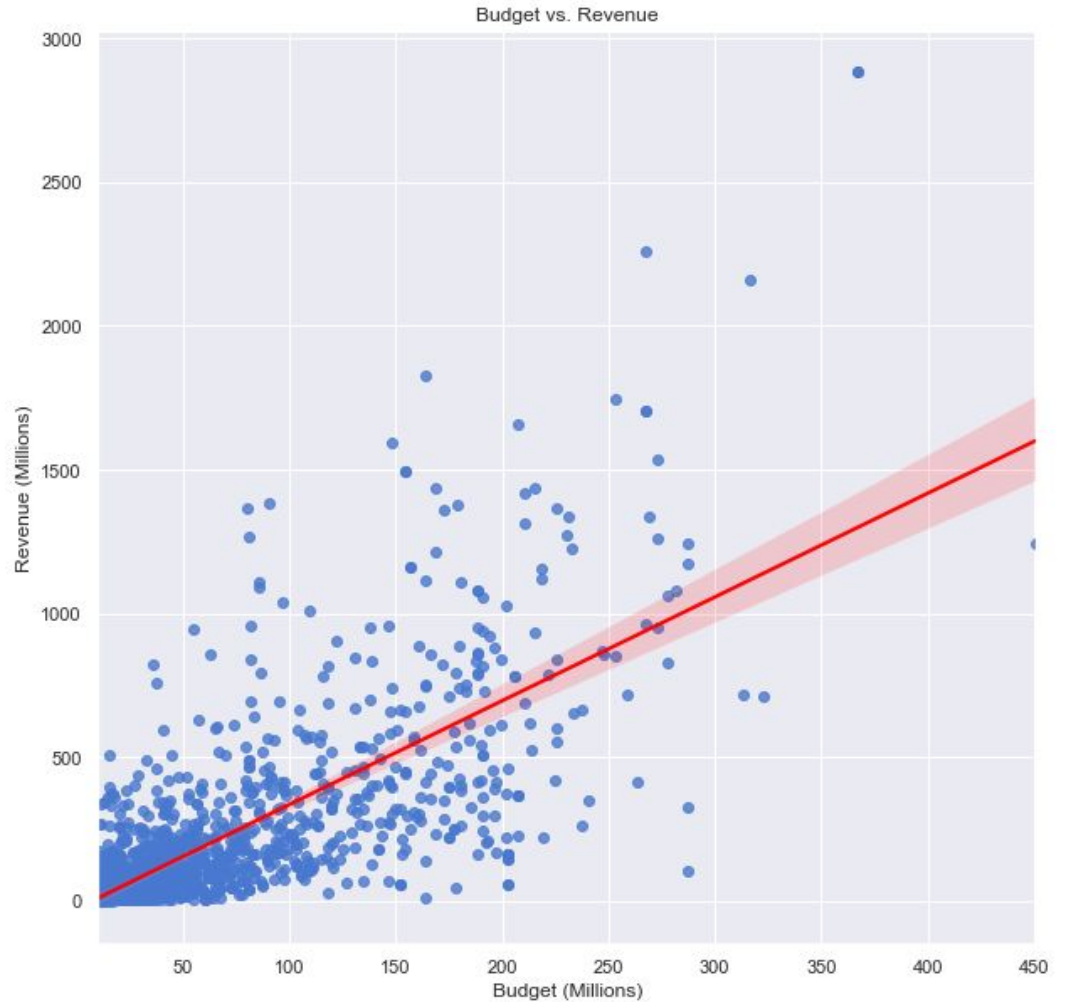
Methods (Budget)

Only considered movies with a budget \geq \$10MM

Inflation adjusted

Budget Vs. Revenue

Revenue and budget are positively correlated.

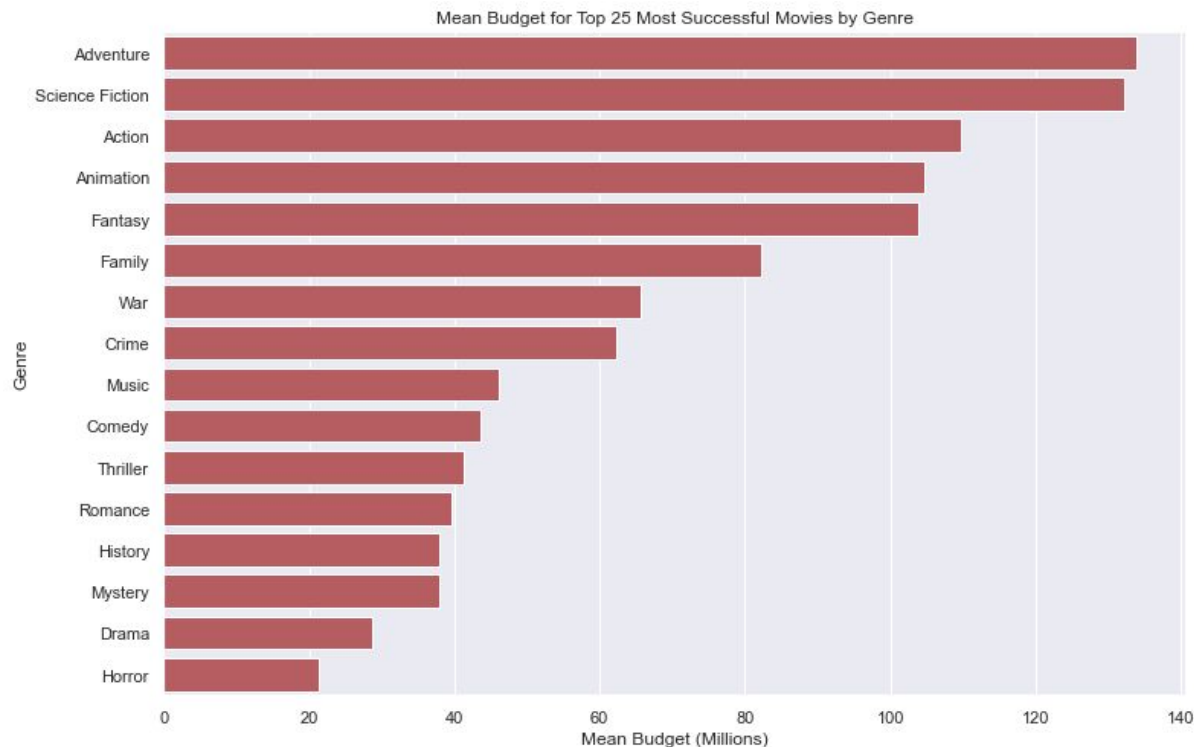


Budget based on movie type

Success: high roi multiple

For each genre, the mean budget of the 25 most successful movies.

Conclusion: If making an adventure/sci-fi movie using the mean of **\$133MM** is suggested.

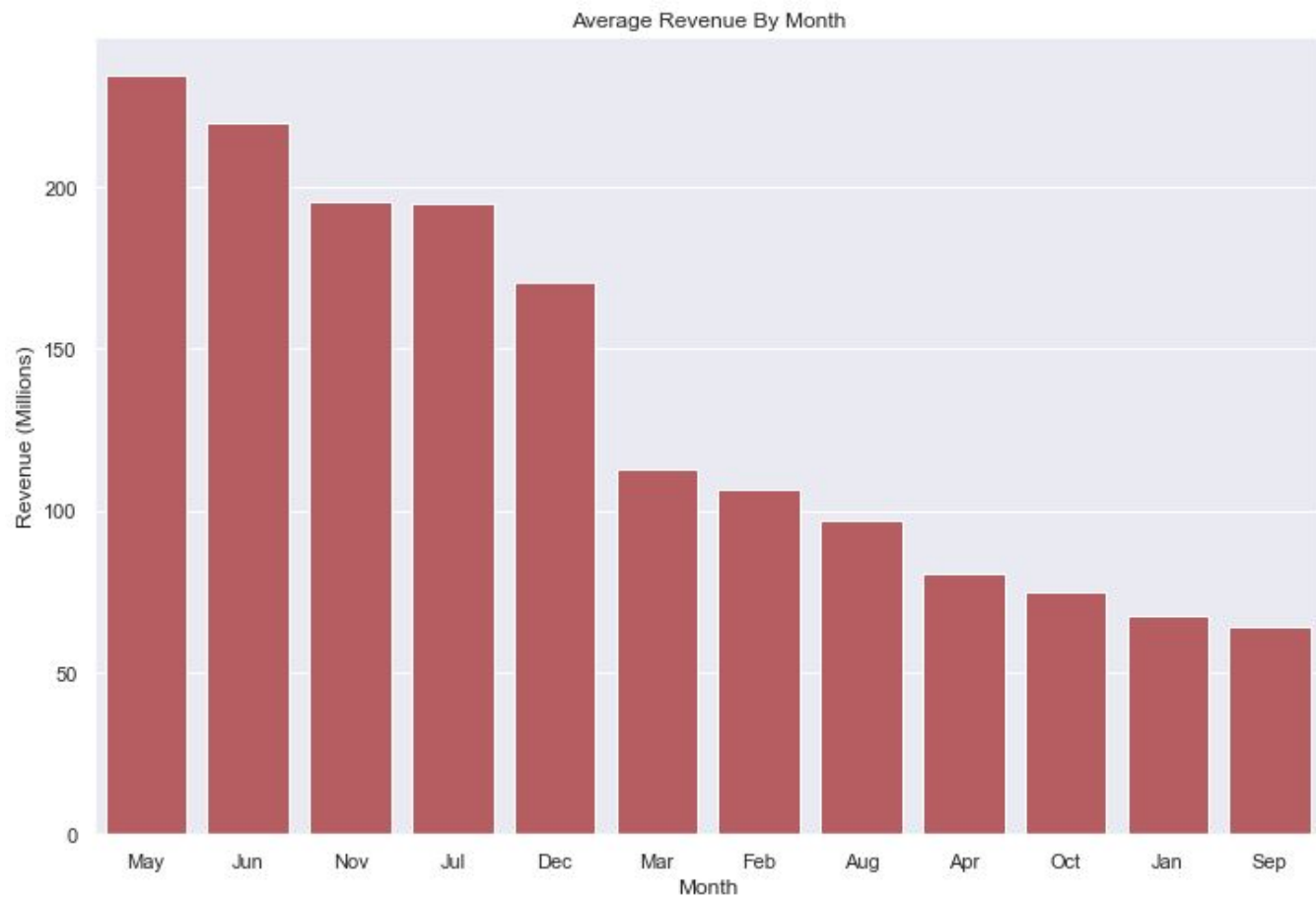


Release Month

Methods (Release Month)

Grouped the movie data by month

Inflation adjusted



Conclusion: **May**

Thank You!