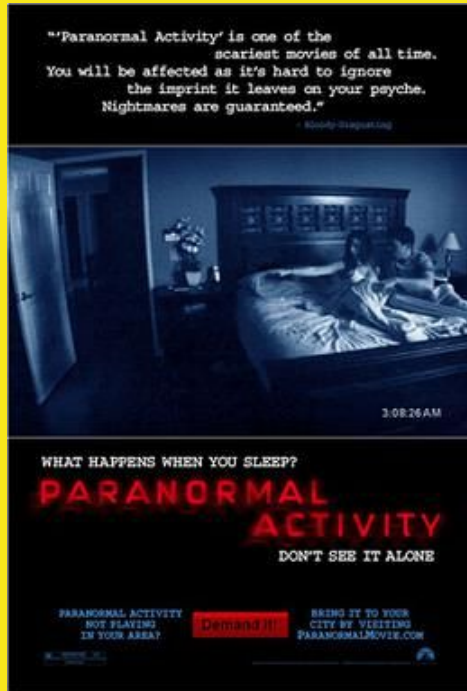


Movie Industry Analysis



Presentation by:
Olu Talabi



Business Understanding:

Launching a new movie studio to capture market share in the booming video industry.

Goal:

Recommend the best types of films for the movie studio to create based on ROI.

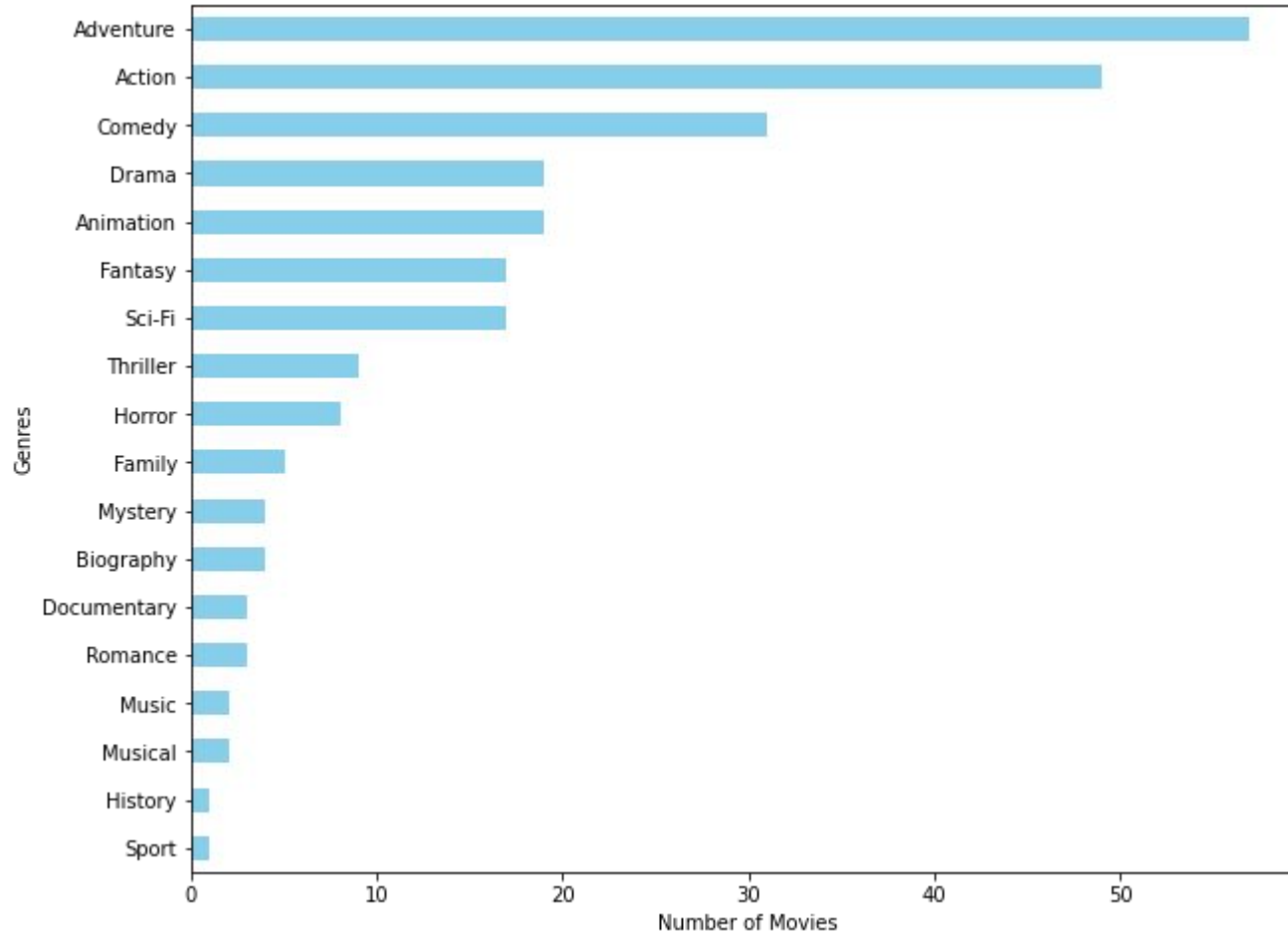
Understanding The Data

Box Office Mojo

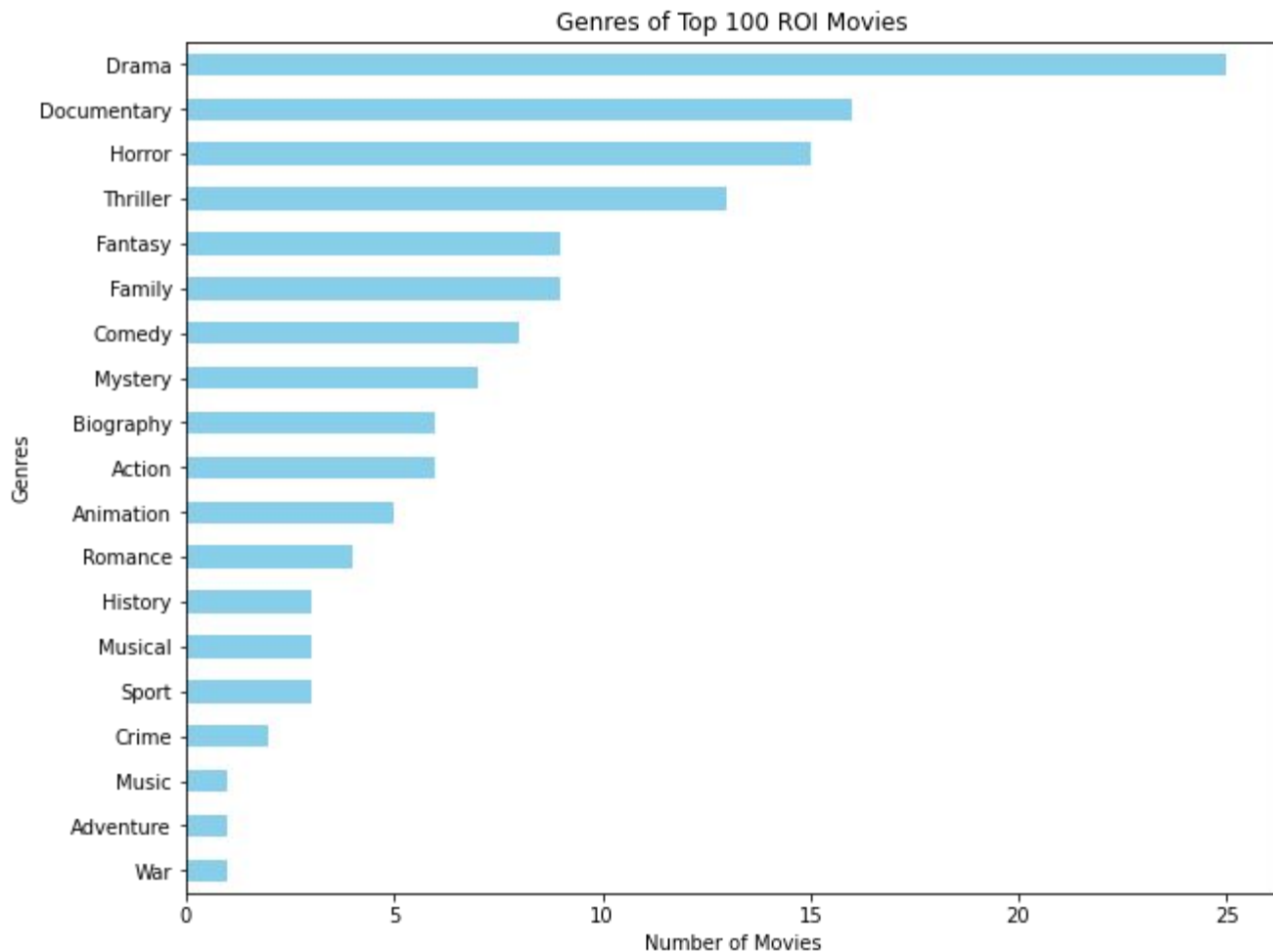
IMDB

The Numbers

Genres of Top 100 Grossing Movies (2016-2018)

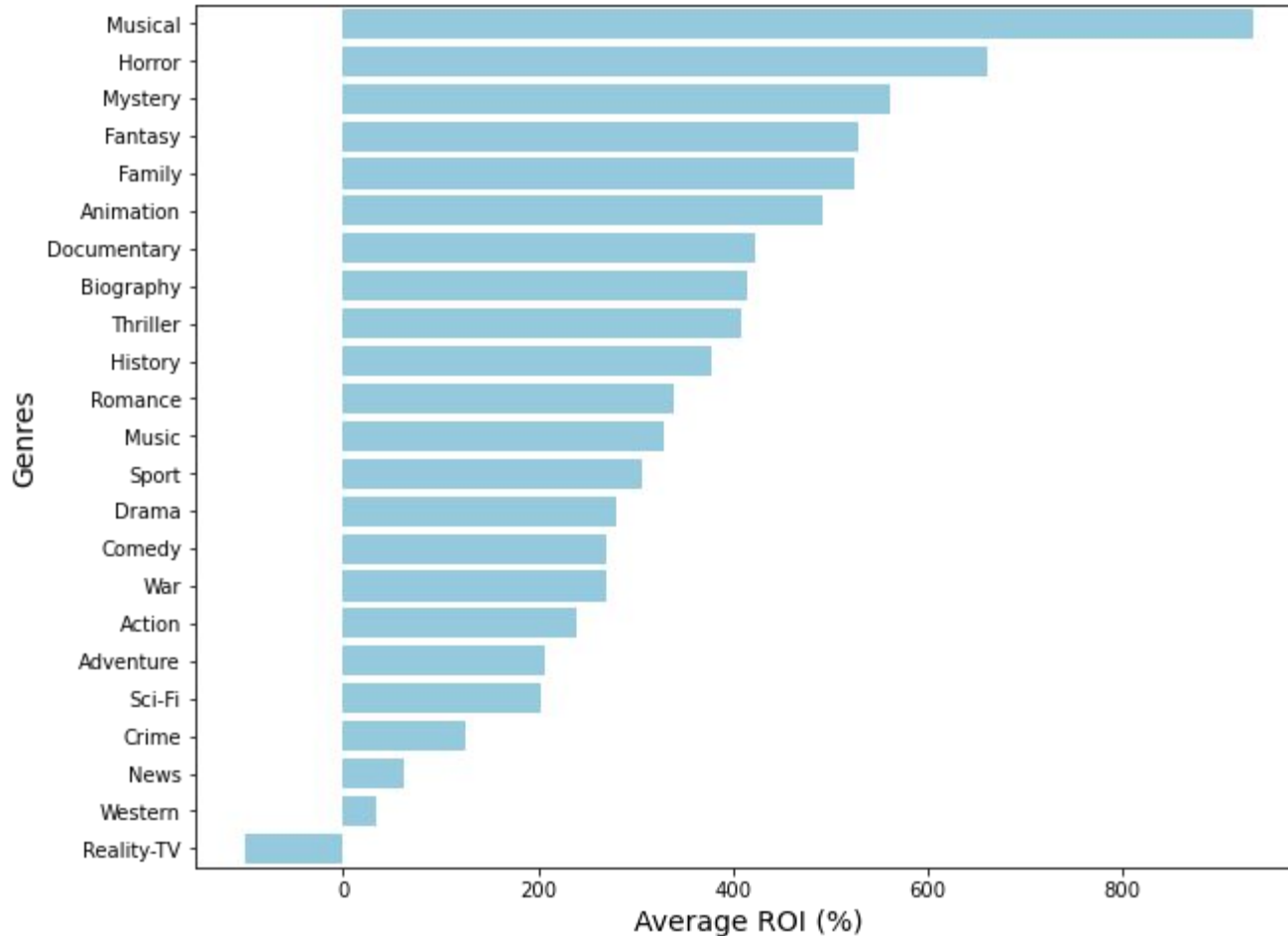


Adventure,
Action and
Comedy films
are the highest
grossing
genres of
movies.

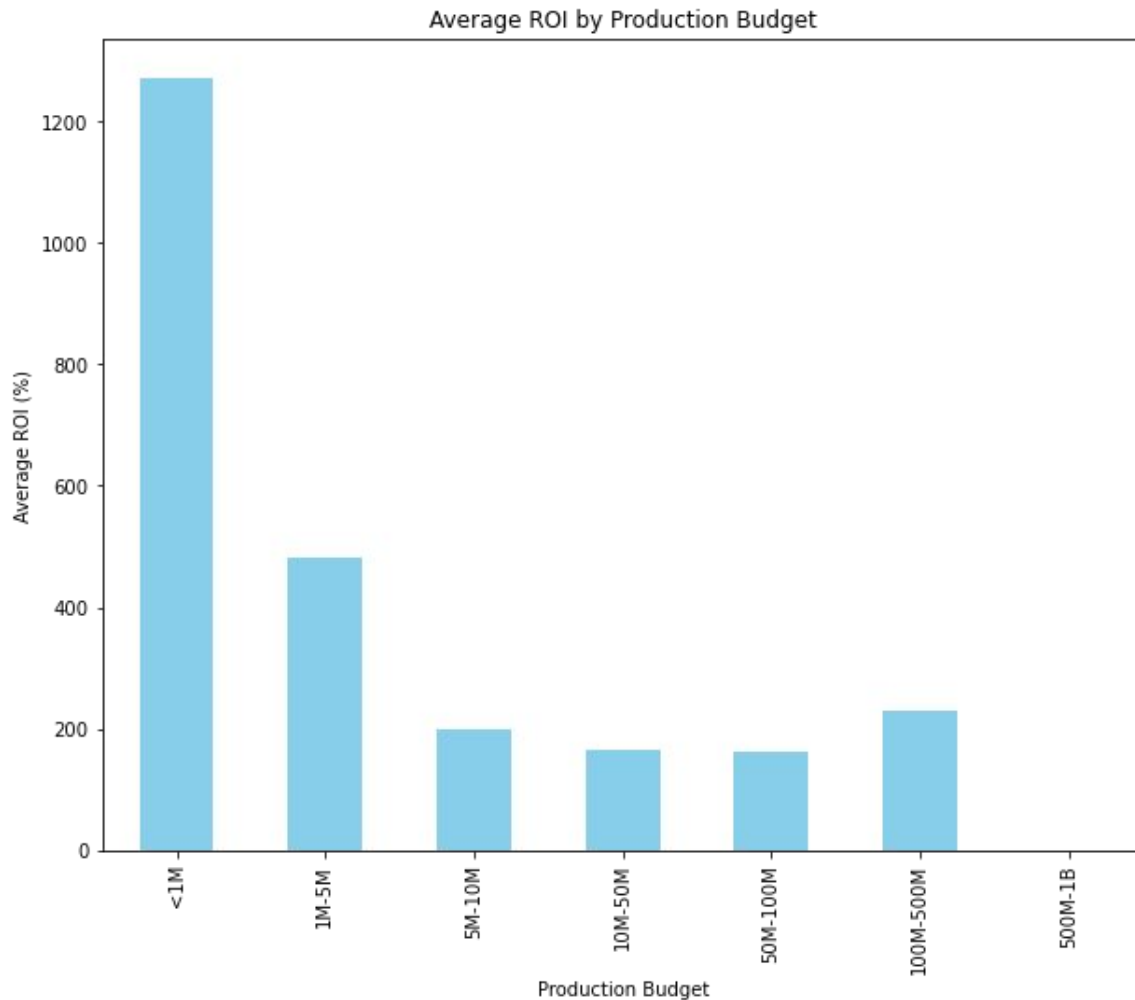


Many Drama,
Documentary,
Horror,
Thriller films
are in the Top
100 movies,
ranked by ROI.

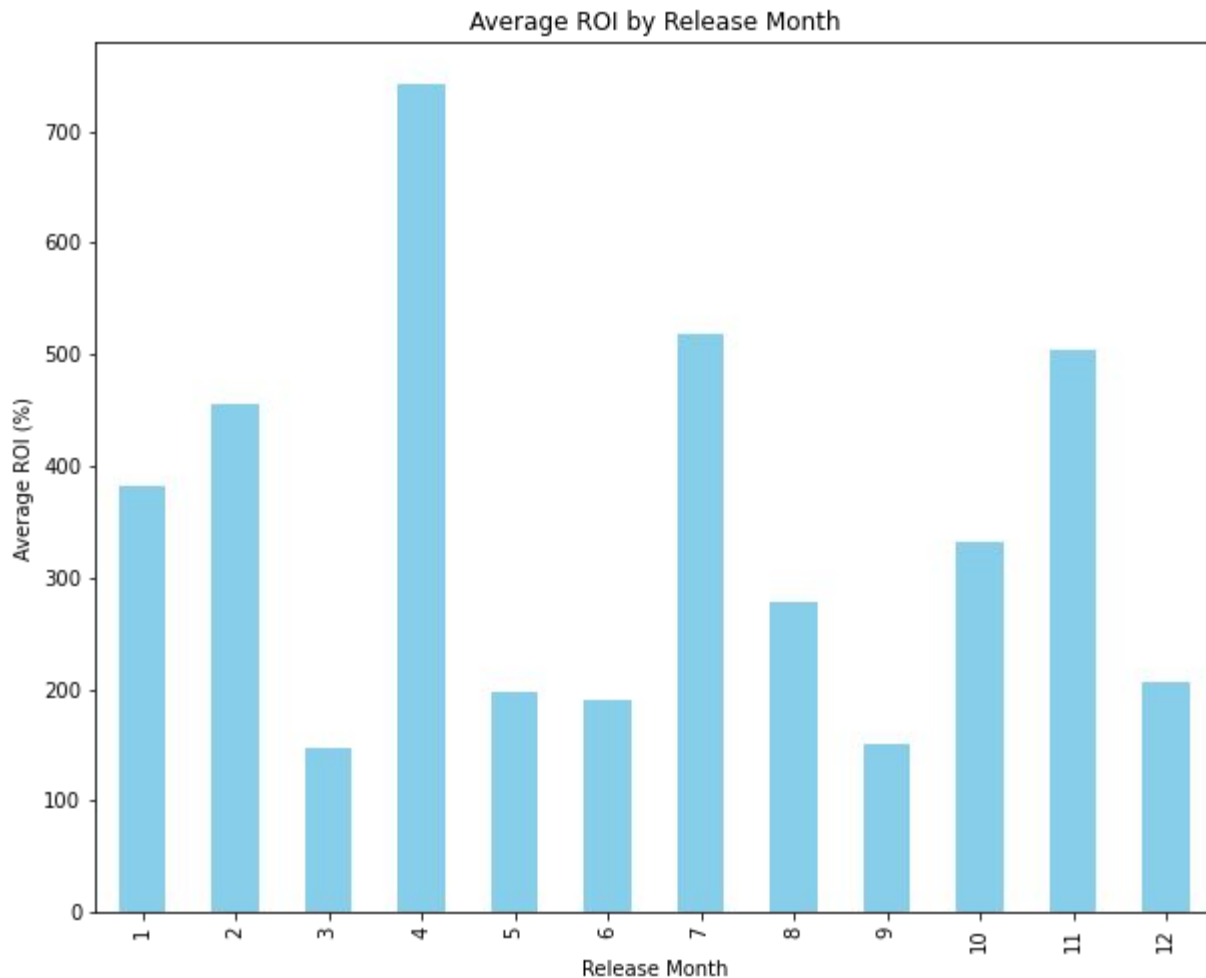
Average ROI of each Genre



Musical, Horror,
Mystery,
Fantasy, Family,
Animation and
Documentary
films offer
excellent ROI.



You can get
incredible ROI
by spending
less than
\$1,000,000 on
production.



Certain months
can offer better
ROI than other
months.

Recommendations For Types of Movies:



- Focus on Horror, Drama, Family, Documentary, Fantasy, Musical, Animation and Thriller genres for maximum ROI, avoid Adventure, Crime, Sci-Fi movies, because they offer poor ROI.
- Target April, July or November for best chance at higher ROI.
- Do not spend more than \$1,000,000 for the first movies to maximize ROI.

Next Steps

- Determine which markets (domestic/international) to release movies
- Determine optimal runtime for best ROI.

Thank you!

Questions?

CONTACT INFO



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