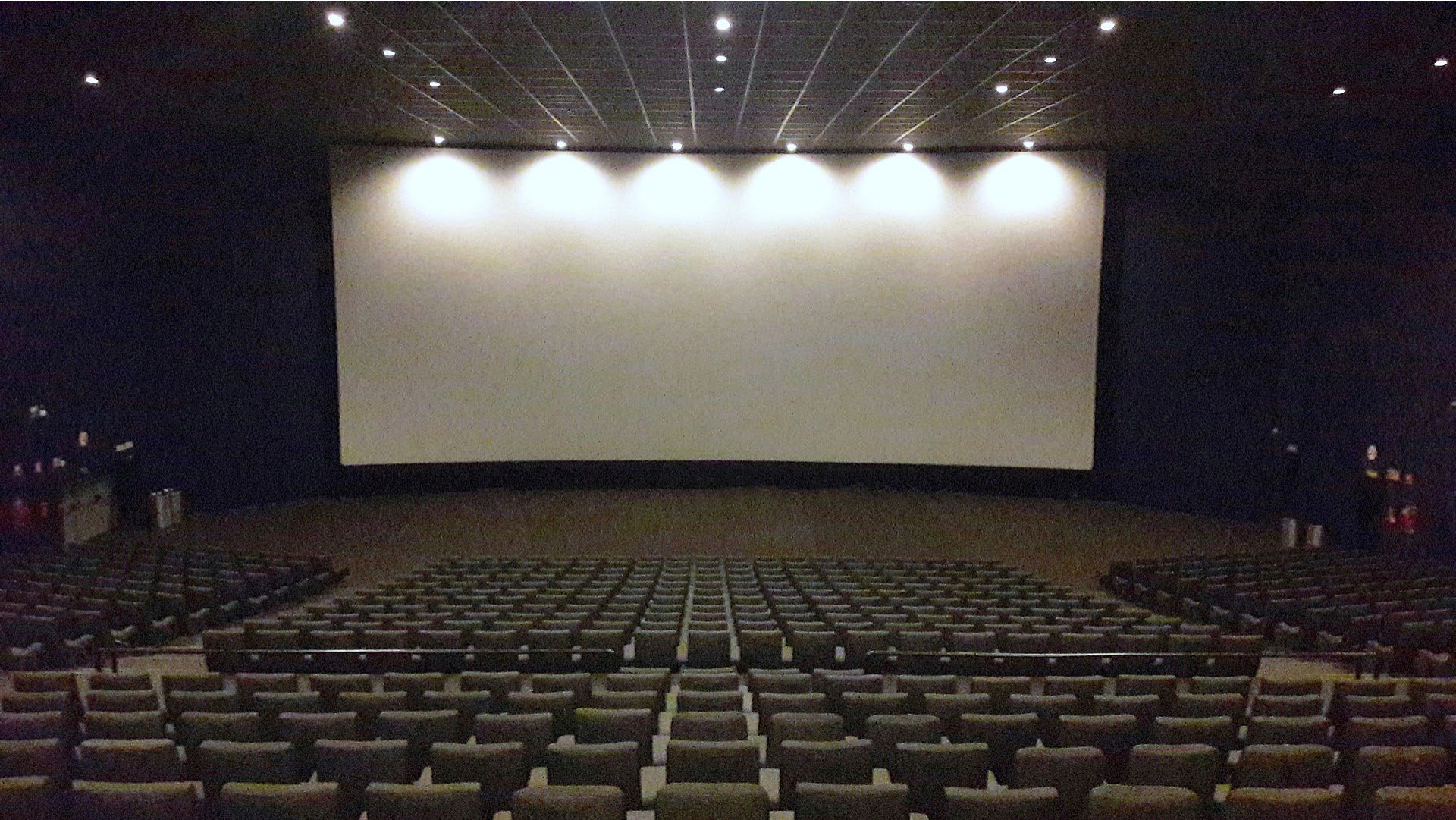


Saving the Movie Industry in a Streaming World

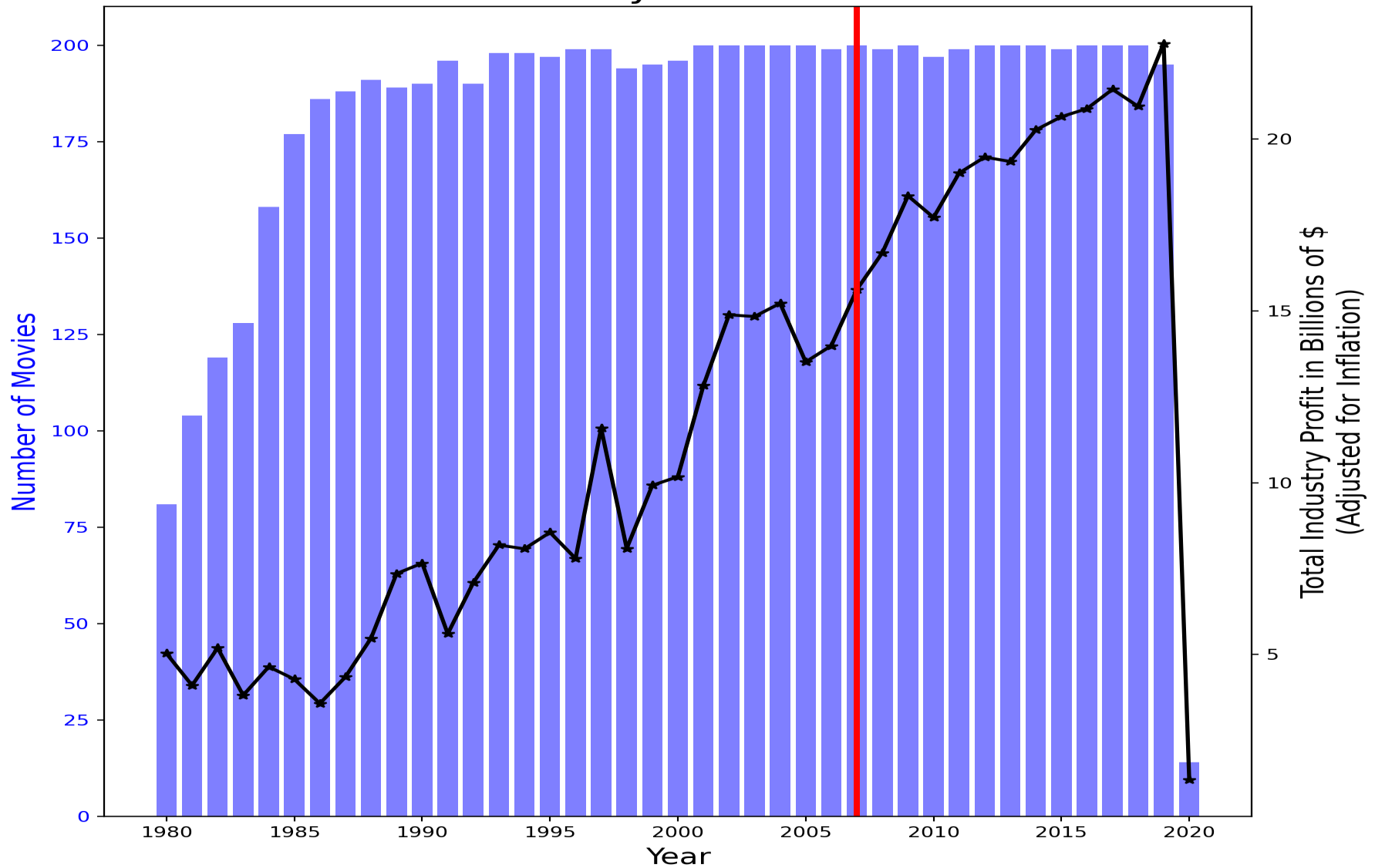


David Kanevsky and Puja KC
DSB 318

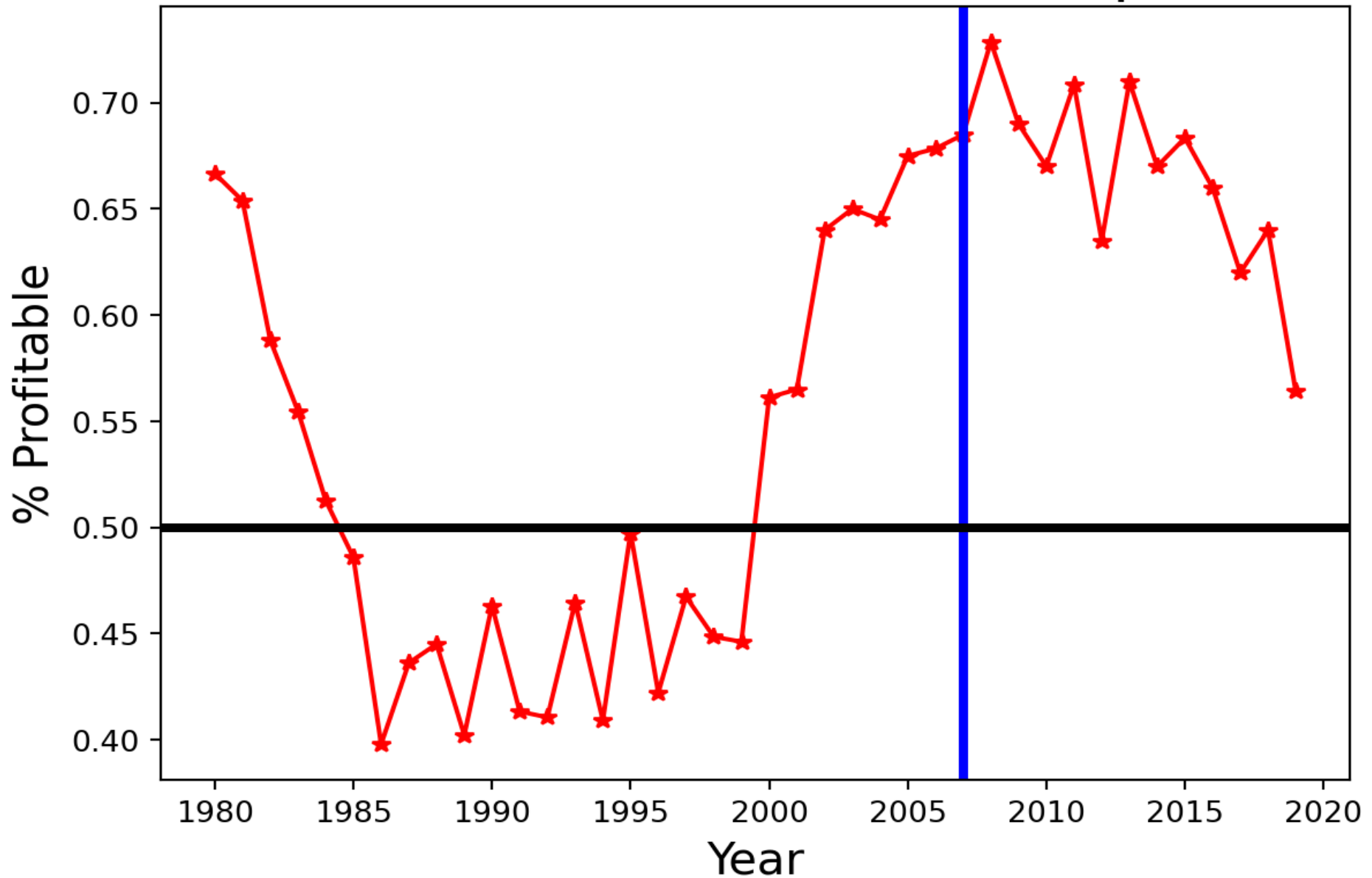
2024-05-017

SLIDE 1

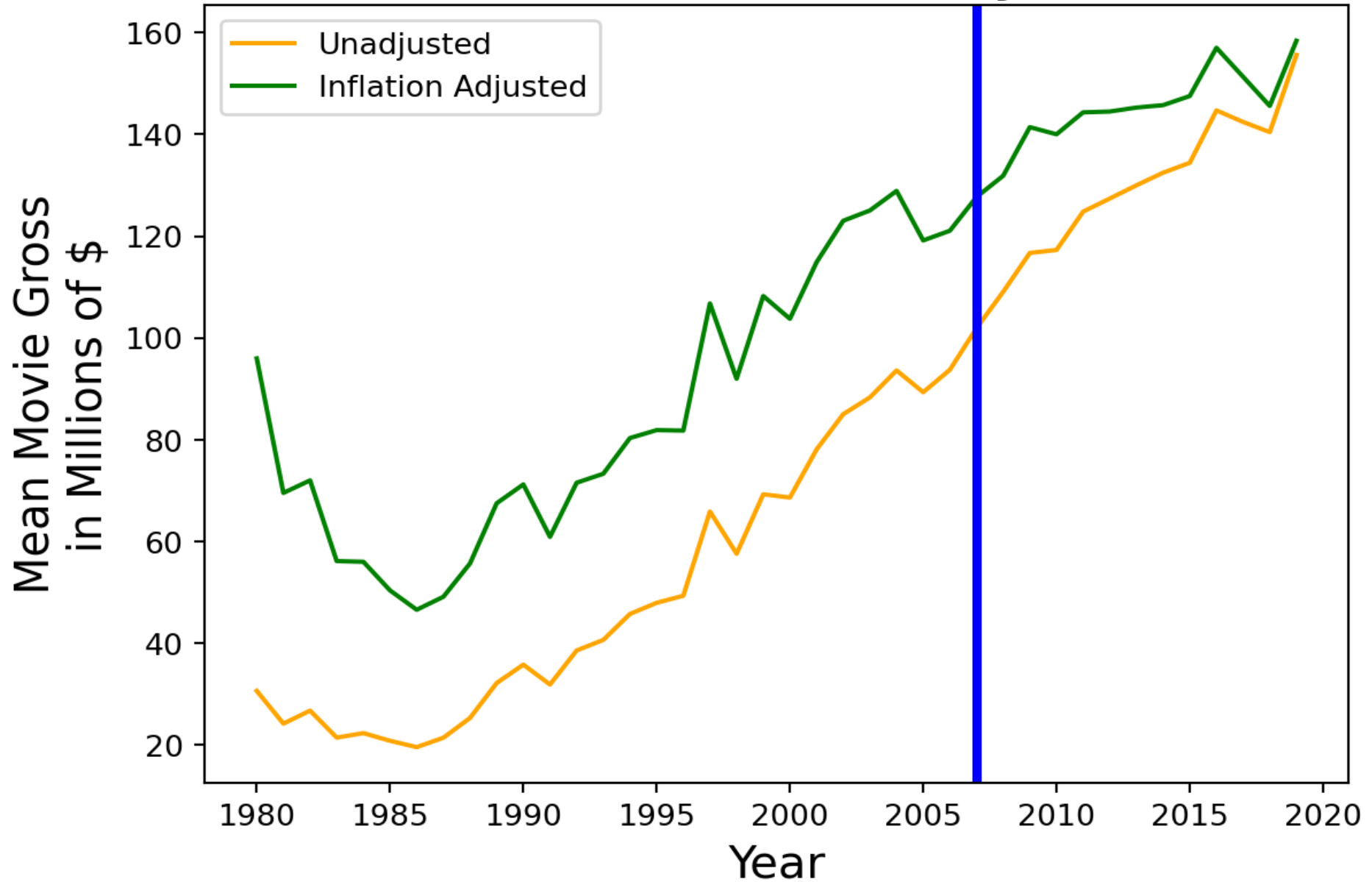
Number of Movies and Total Industry Profit (Inflation Adjusted) by Year



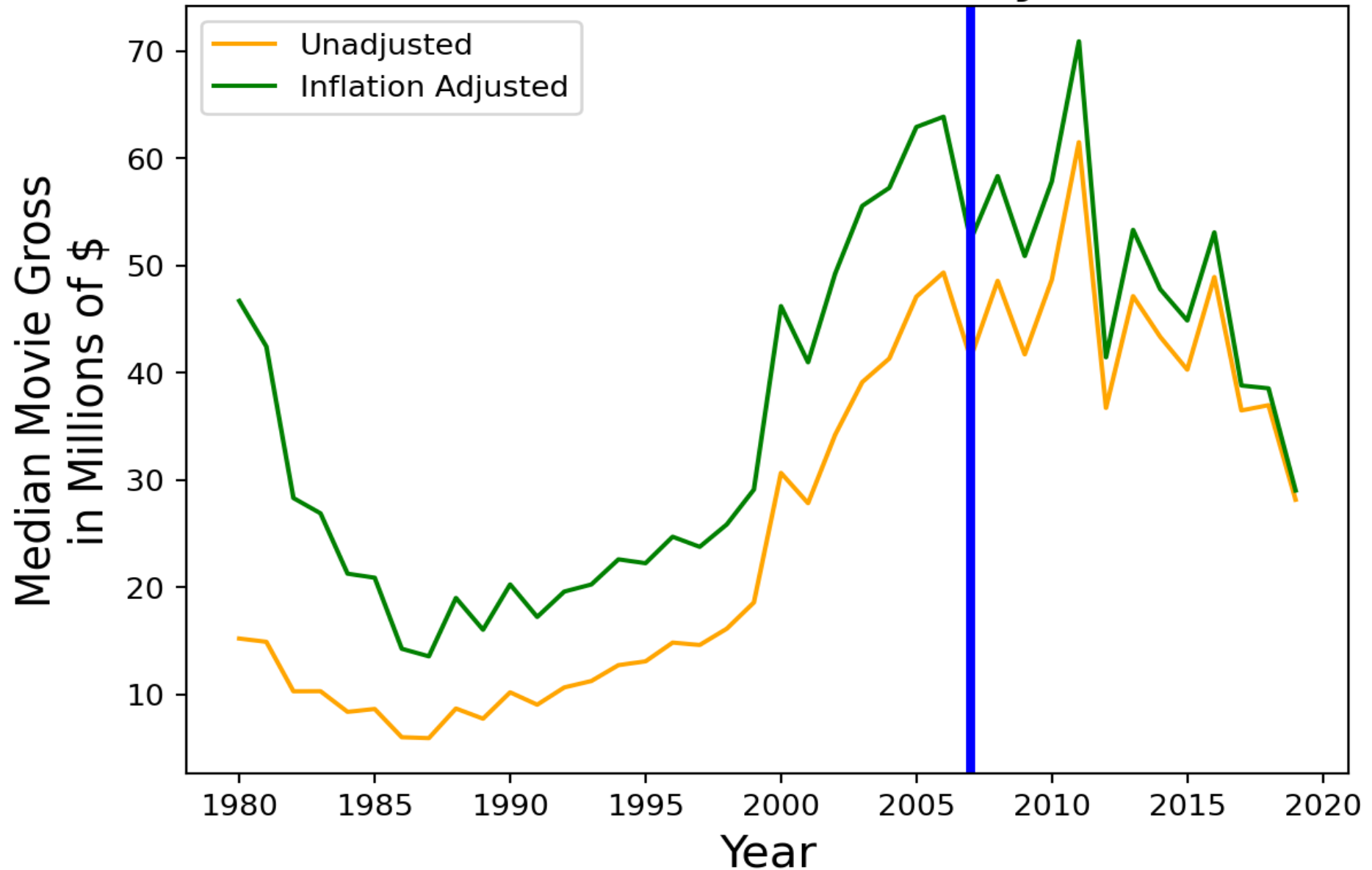
% of Movies that are Profitable per Year



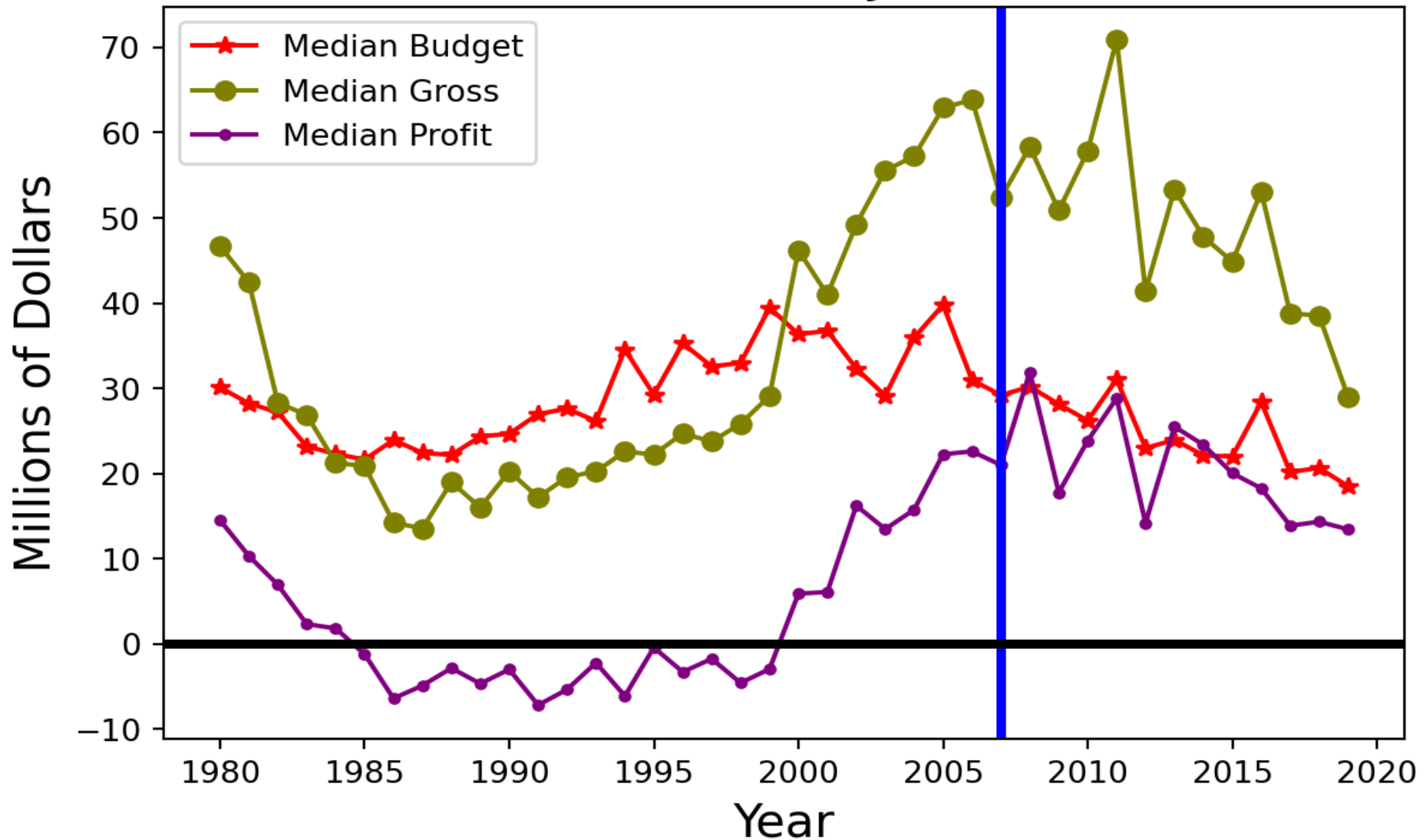
Mean Movie Gross by Year



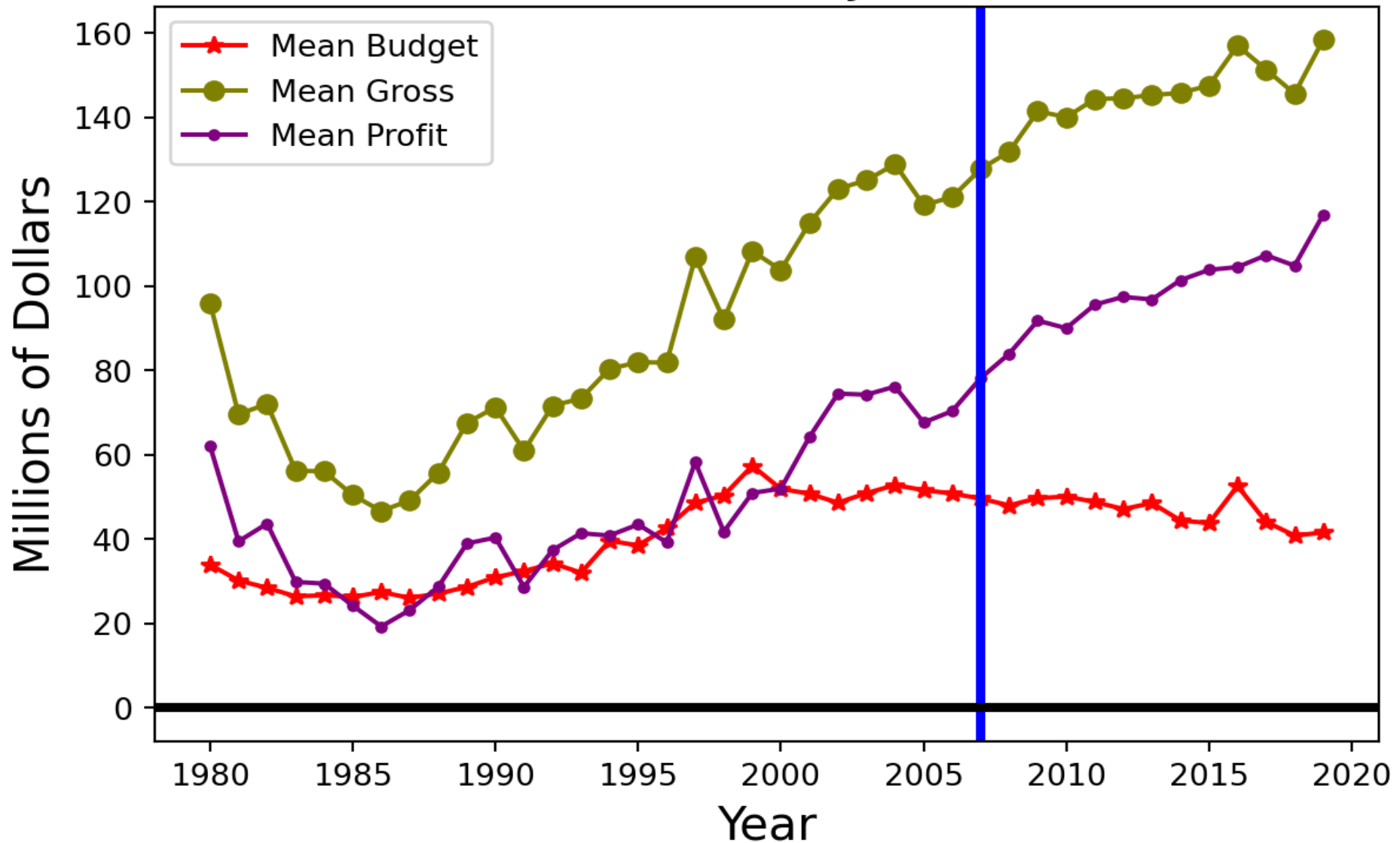
Median Movie Gross by Year



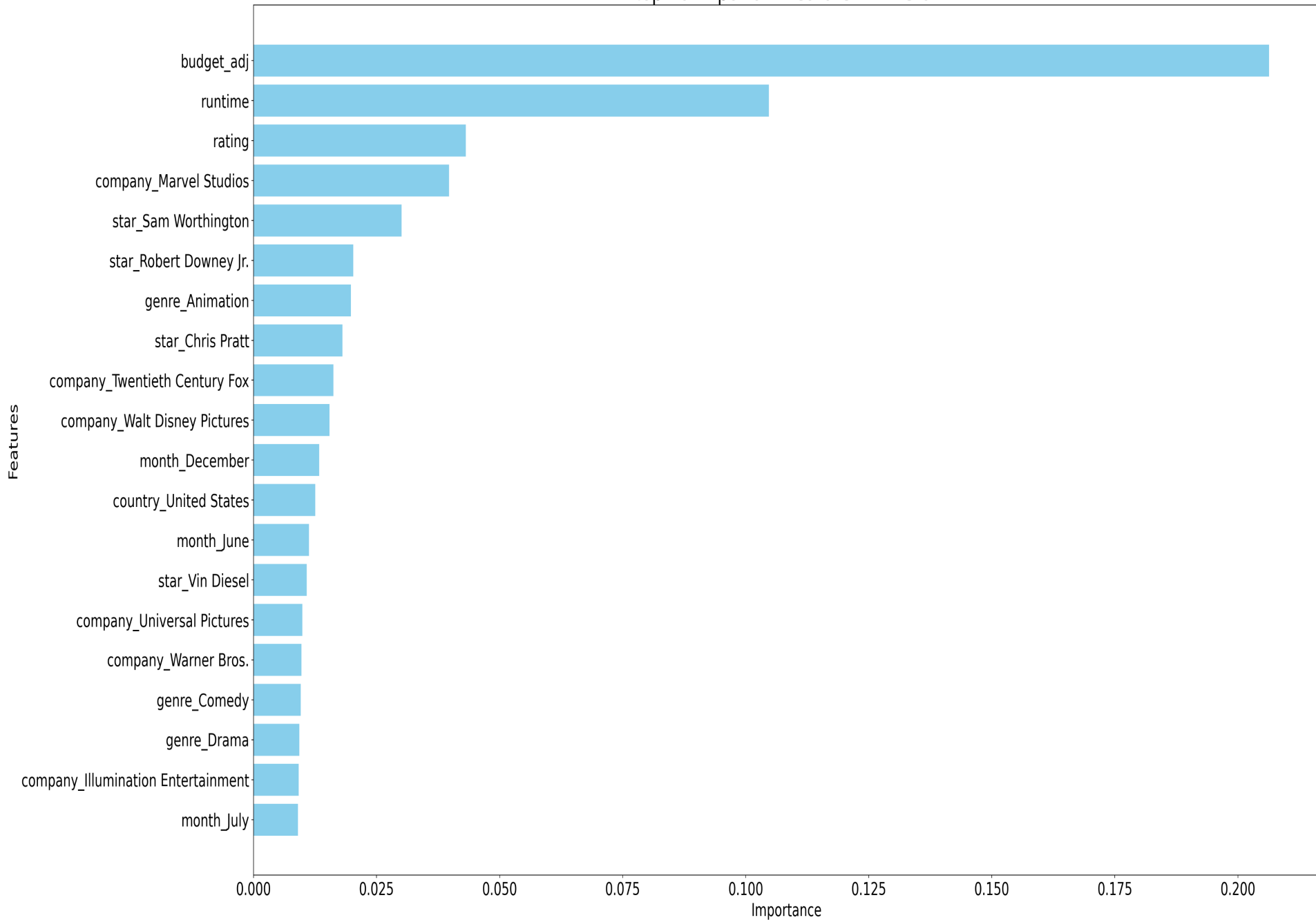
Median Movie Costs & Revenue Per Year (Inflation Adjusted)



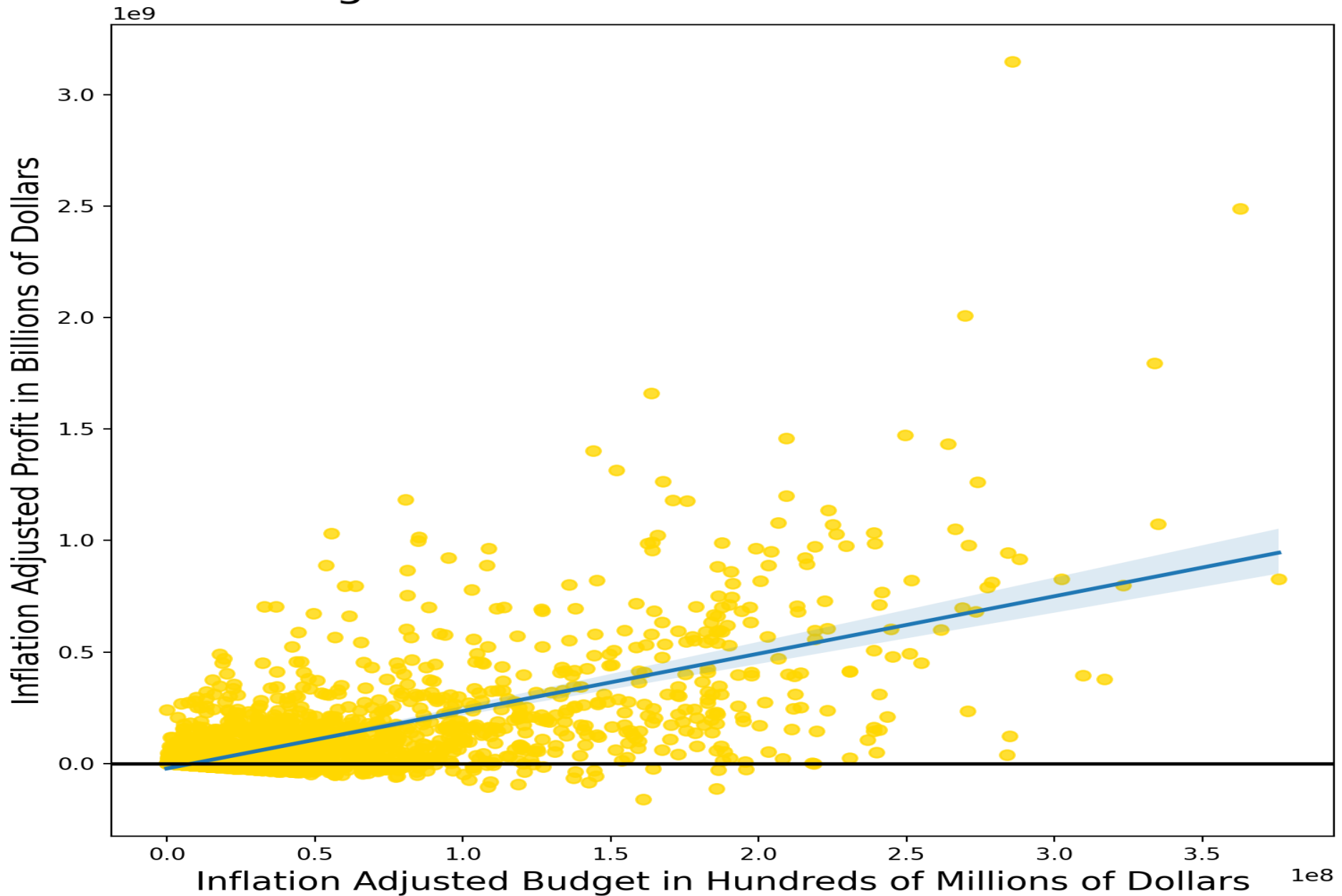
Mean Movie Costs & Revenue Per Year (Inflation Adjusted)



Top 20 Important Feature with Star



Movie Budget vs. Profit for Movies from 2007 to 2019



Conclusions and Recommendations

- You got to spend money to make money.
- Bigger blockbusters with bigger budgets => bigger profits.
- Optimize runtime and rating.
- Release movies in June, July or December that are produced in the United States with key stars like Sam Worthington, Robert Downey Jr., and Chris Pratt.

Next Steps and Caveats

- Update with data post-2021 to see if trends continue or changed post-pandemic.
- Look at % Profitability as a Regression Model to account for costs, as well as Is Profitable or Not as a Classification Model
- Data only accounts for production budget, not promotion budget. And profit not accounting for revenue splits with exhibitors or alternative revenue streams like merchandising.
- Data only has a single actor per movie. Add multiple actors to see impact of not just lead, but supporting actors in driving profits.