

No Business Like Show Business

Film Strategy for Box Office Success

Juvenson Edouard
Meghana Pakala
Patrick Yamin

Let's JuMP into it!

Executive Summary

Objective

- Analysis of Box Office Success
- Insights for Content Production

Results & Recommendations

- Top Grossing Genres
- Runtime Limits
- Budget Levels

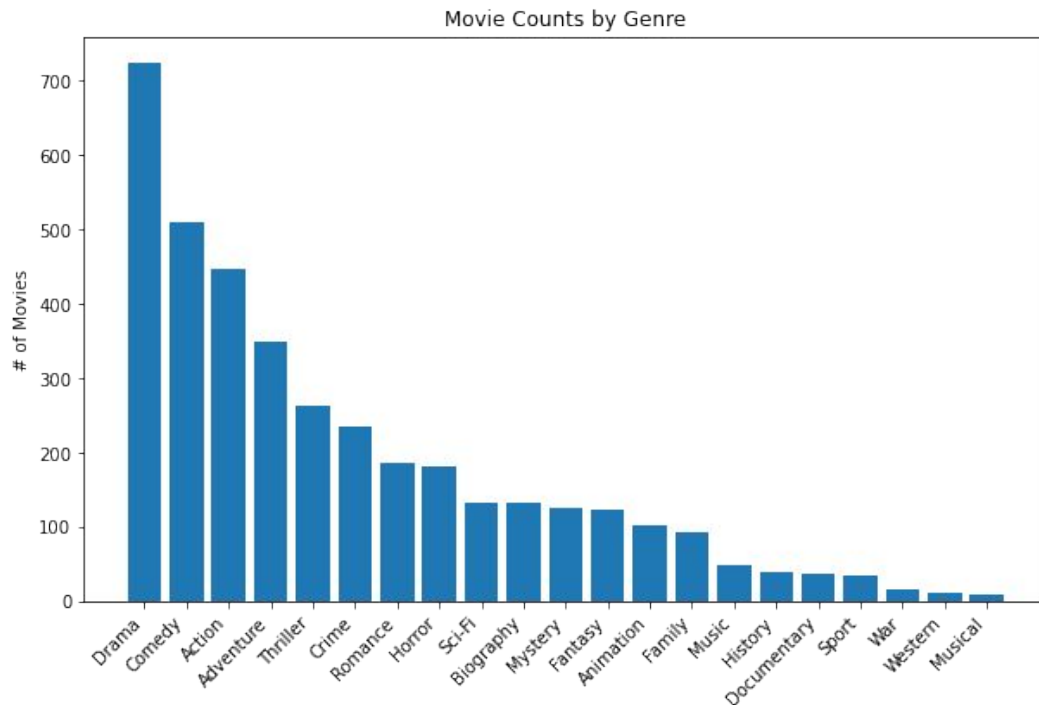
Next Steps

Data Methodology

Data Sources

- IMDb
- The Numbers
- 1490 Films, 2010-2019

Focused Analysis on ROI

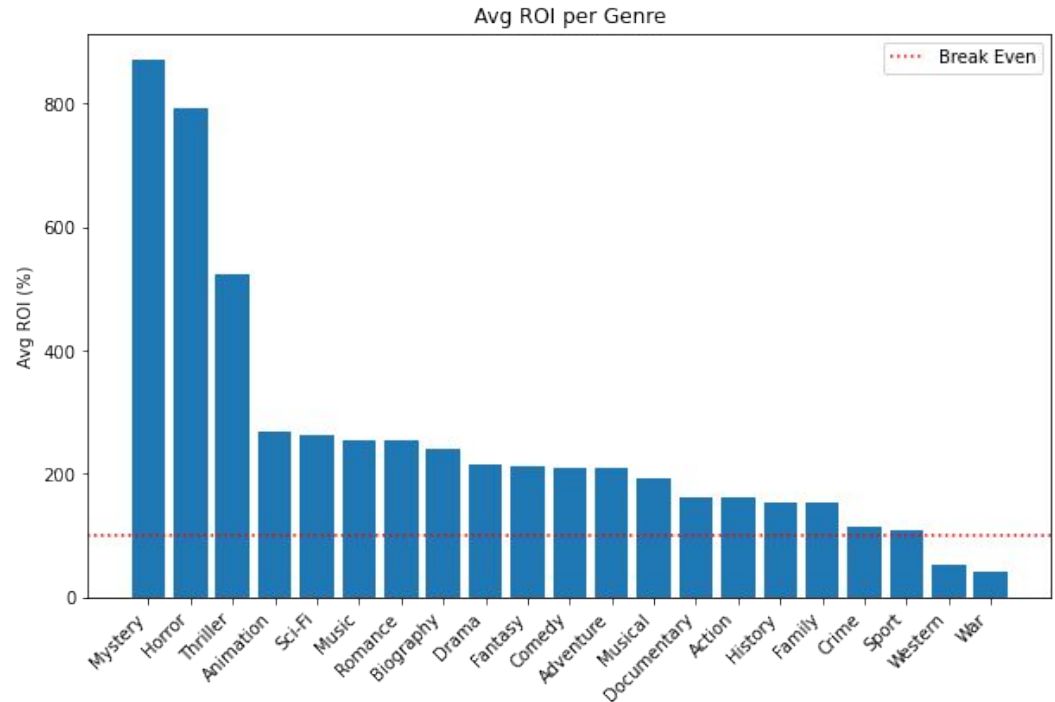


Genre

Genres with highest average ROI:

- Mystery
- Horror
- Thriller

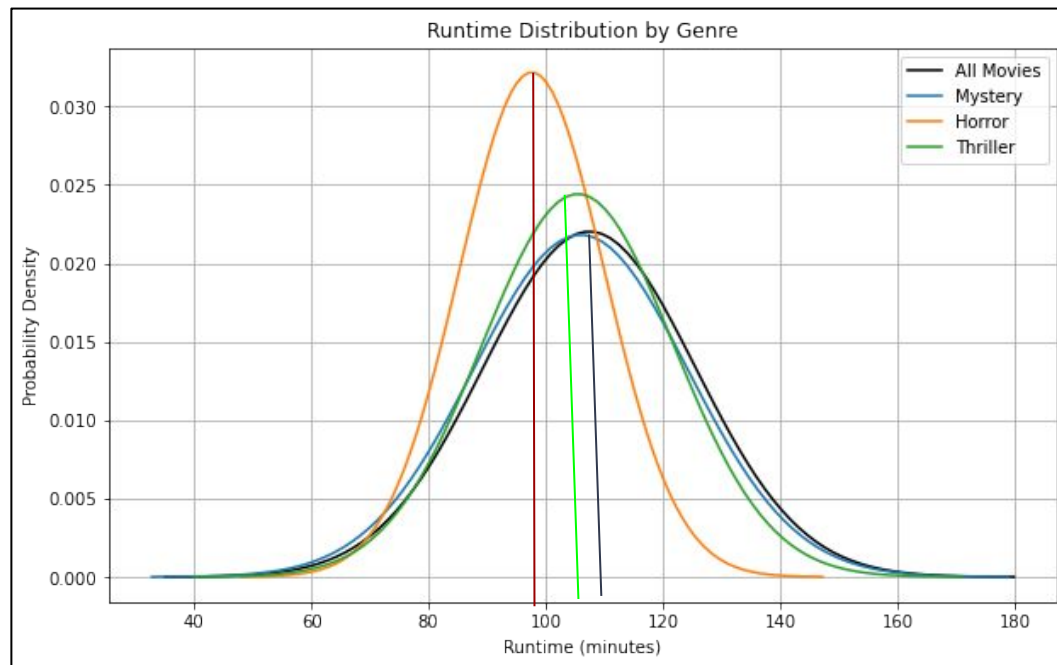
Consider Break Even



Runtime

Average Movie Runtime:

- All Movies - 107
- Mystery - 106
- Horror - 97
- Thriller - 105

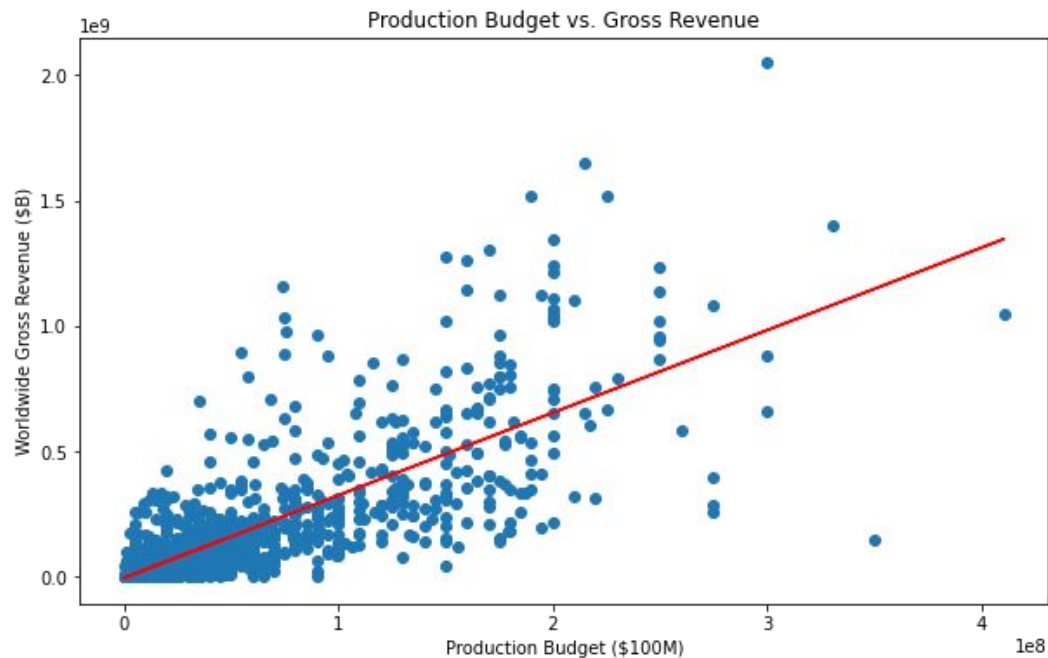


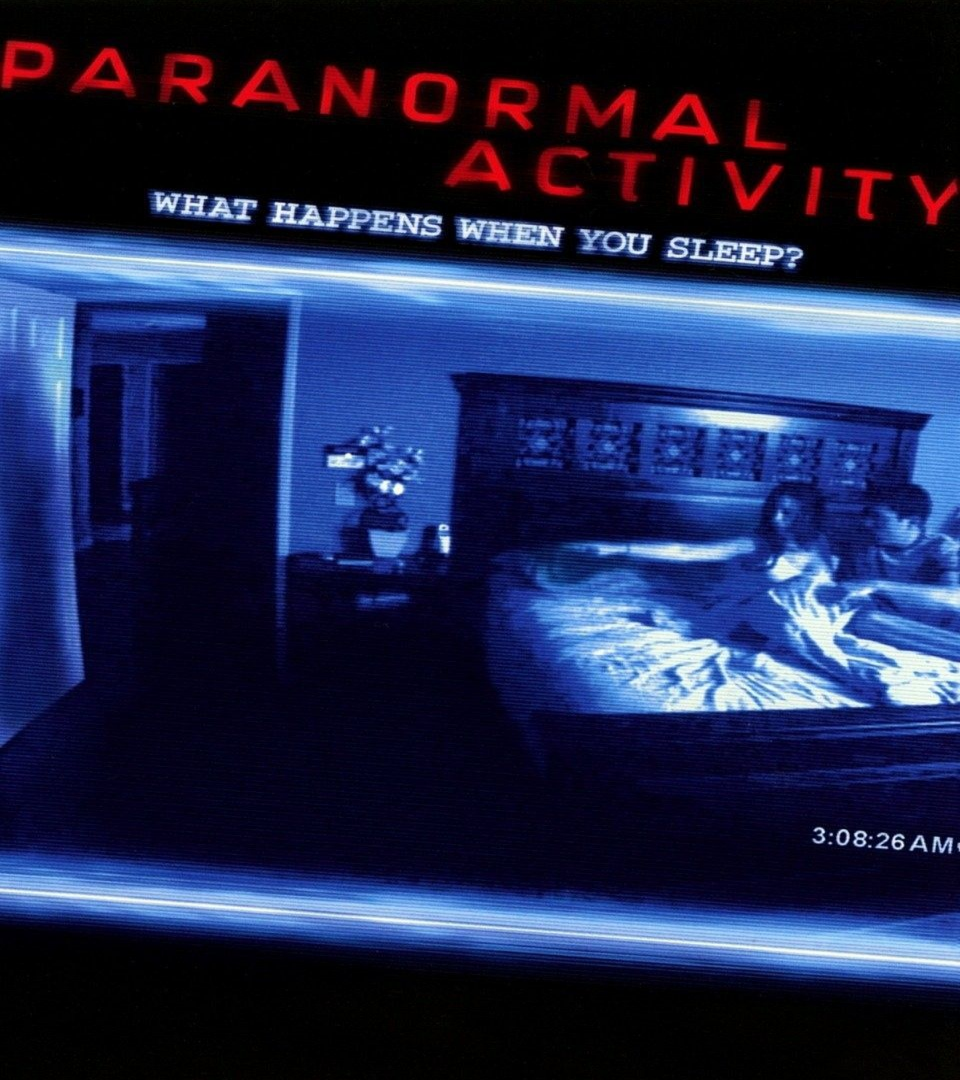
Budget

Industry Standard Budget Levels

- Low Risk, High Reward
- High Risk, Low Reward
-

Goodness of Fit - 62%





Horror | Mystery | Thriller

Runtime under 2 hours

Low Budget, High Reward

Just make Paranormal Activity

Q&A

Contact Info

Patrick Yamin
github.com/pyamin1878

Meghana Pakala
github.com/meghana-pakala

Juvenson Edouard
github.com/juved