



Lights, Camera, Data: Building a Profitable Movie Studio

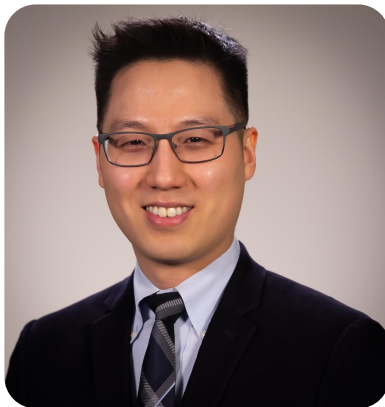
S-Trio Entertainment

03/29/2024

Meet the Team:



Sangwon Shim
GitHub Lead



Sam Choe
Tech Lead



Sarah Prusaitis
Presentation Lead



The Power of Data in Filmmaking

Worldwide gross box office revenue in 2023 - \$ 33.9 billion

A black and white photograph of film reels and a clapperboard. The clapperboard in the top left corner has a checkered pattern and the words "HOLLYWOOD" and "ACTION" are visible. Several film reels are scattered across the frame, with their circular frames and film strips clearly visible. In the bottom left corner, there are some film strips and a ticket stub that says "CINEMA TICKET" and "ADMIT".

Data Overview:

Data Sources:

- IMDB
- Rotten Tomatoes
- The Numbers

Limitations:

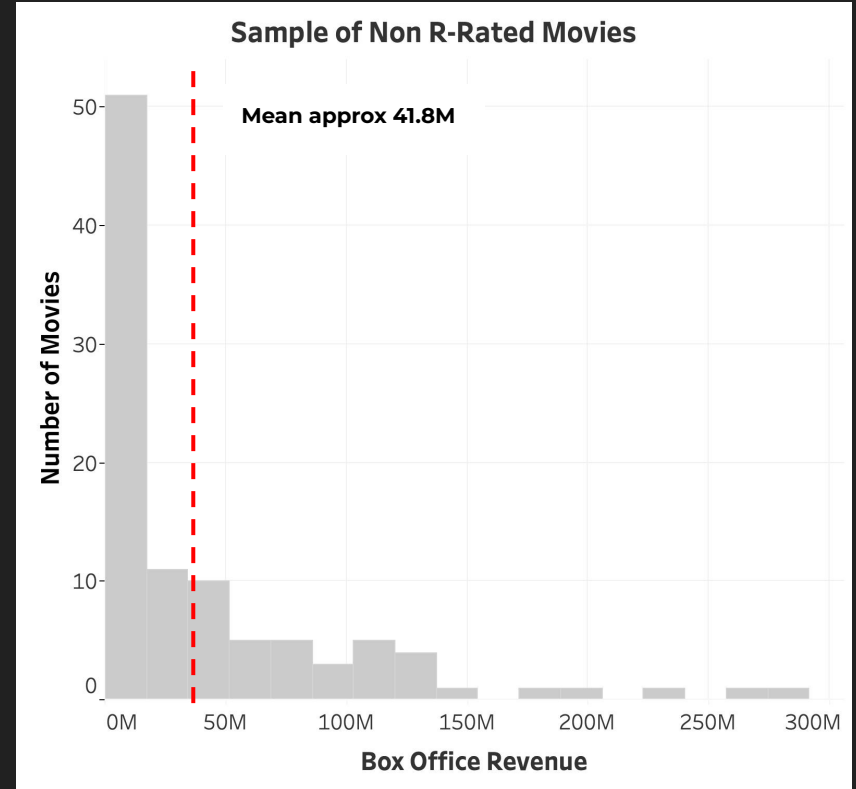
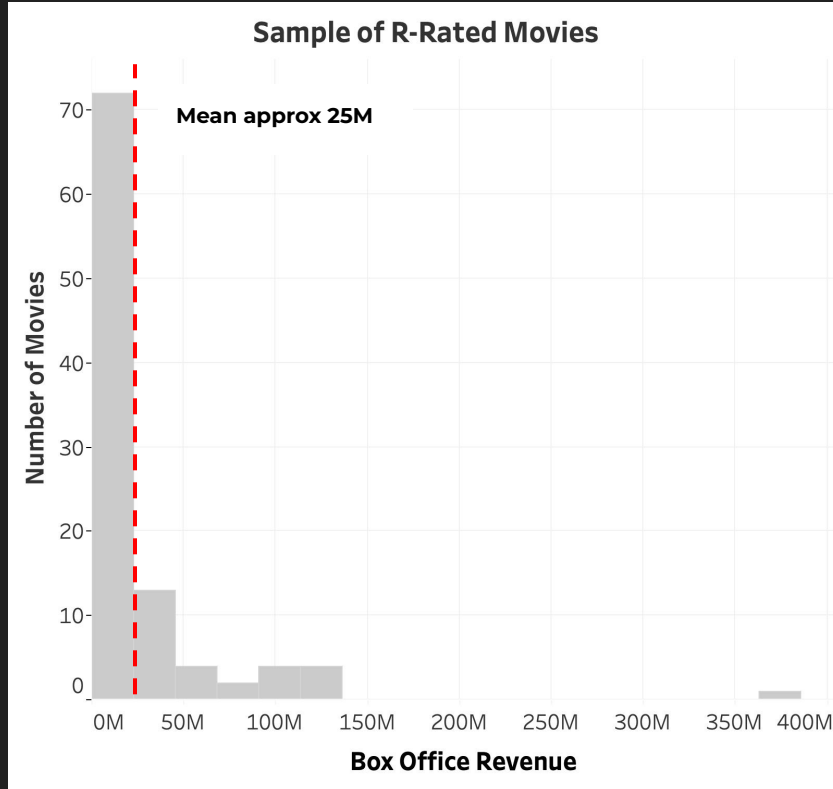
- No adjustment for inflation
- Non-cohesive data set
- Movies with multiple genres



A black and white photograph of film reels and a clapperboard. The clapperboard in the top left corner has a checkered pattern and the words "HOLLYWOOD" and "ACTION" visible. Several film reels are scattered across the frame, with their circular frames and film strips clearly visible. In the bottom left corner, there are some film strips and a partially visible "CINEMA TICKET" stub.

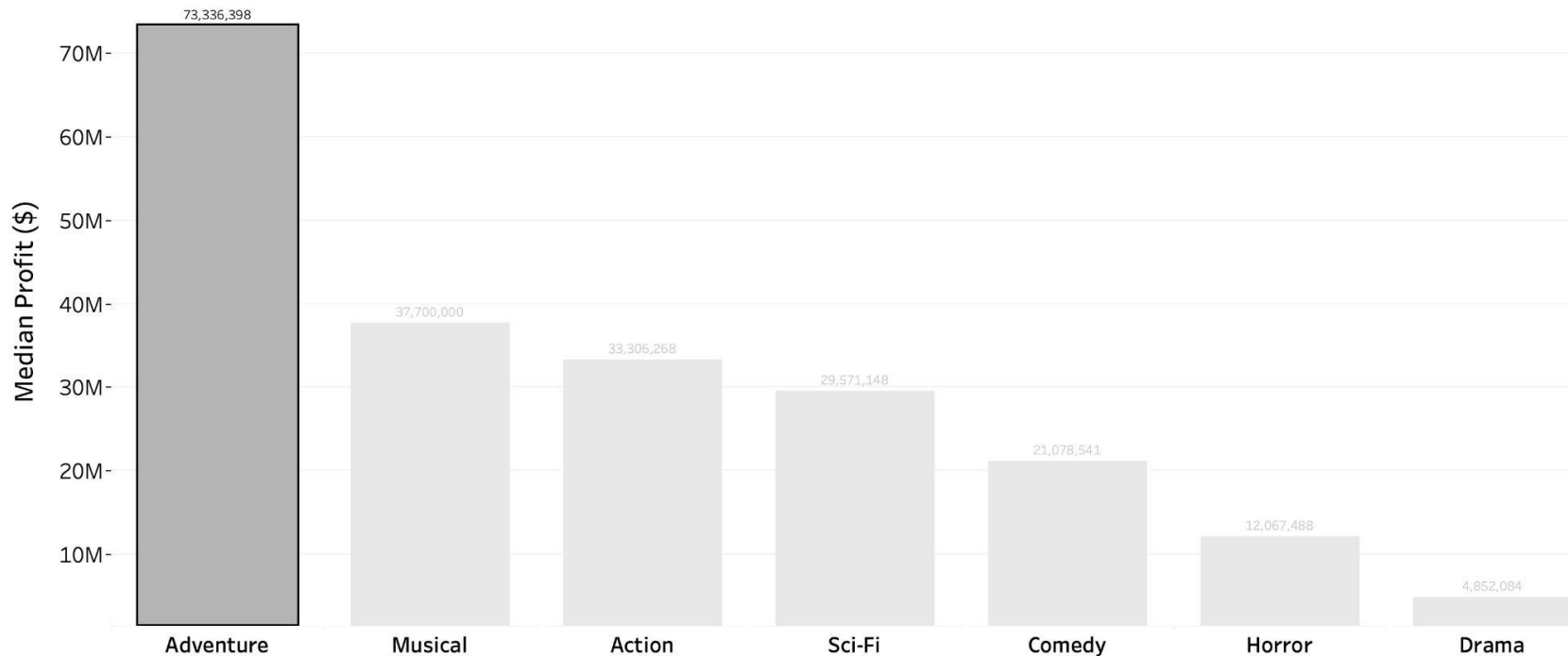
Analysis:

R-Rated Movies Perform Worse Than Non R-Rated Movies

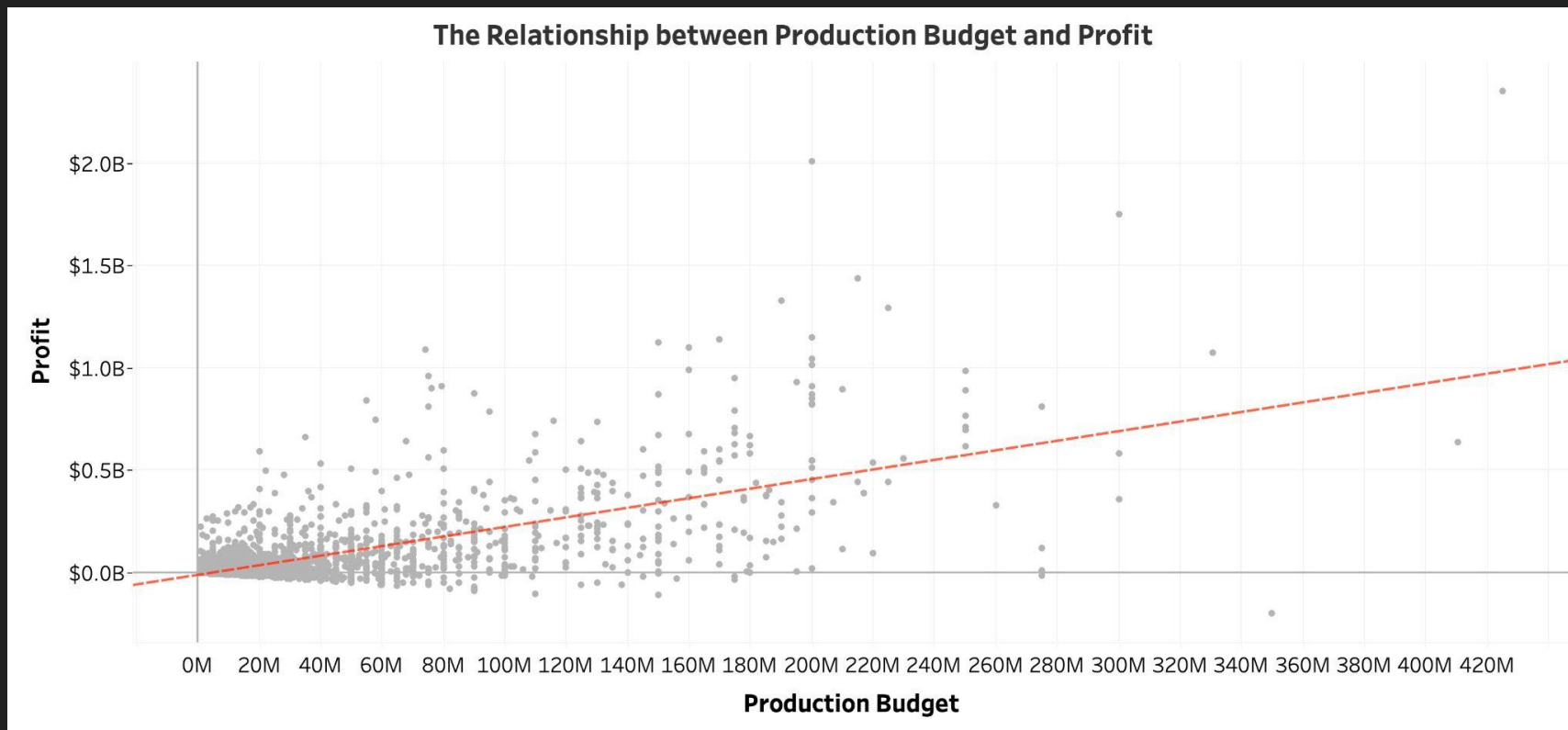


Generally, Adventure Movies Have The Highest Profitability

Median Profit by Genre



Production Budget Explains Some Of The Variance In Profitability



Movie Making Can Be Profitable If Done Correctly

- For every dollar spent on the production budget, \$2.13 in profits is typically generated
- At least, ~\$3.4 million in production budget is needed to breakeven
- To clear \$1 million in profits, we recommend a production budget of ~\$3.9 million

A black and white photograph of film reels and a clapperboard. The clapperboard in the top left corner has a checkered pattern and the words "HOLLYWOOD" and "ACTION" are visible. Several film reels are scattered across the frame, with some showing the film strip. In the bottom left corner, there are two movie tickets; one clearly shows the words "CINEMA TICKET" and "ADMIT".

Recommendations:

Recommendations:

- Focus on non R-rated movies
- Embrace adventure genre
- Approach budget allocation strategically

A black and white photograph of film reels and a clapperboard. The clapperboard in the top left corner has a checkered pattern and the words "HOLLYWOOD" and "ACTION" visible. Several film reels are scattered across the frame, with some showing the film strip. In the bottom left, there are two movie tickets; one clearly shows the words "CINEMA TICKET" and "ADMIT".

Future Steps:

Future Steps:

- Studio partnership strategy
- Talent acquisition strategy



Questions?

S-Trio Entertainment