

MOVIE STUDIO **INITIALIZATION**

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BUSINESS PROBLEM

- New movie studio
- What types of films are currently doing best at the box office?



SUMMARY

Measurement of Success → Movie Profit

Animation

Genre

Pierre Coffin

Director

June

Release
Month

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DATA & METHODS

- The Numbers: Release month, production budget, and worldwide gross
- IMDB: A database with 8 tables
 - Focused on movie titles, directors and genres
- Combined datasets to analyze 3,727 movies

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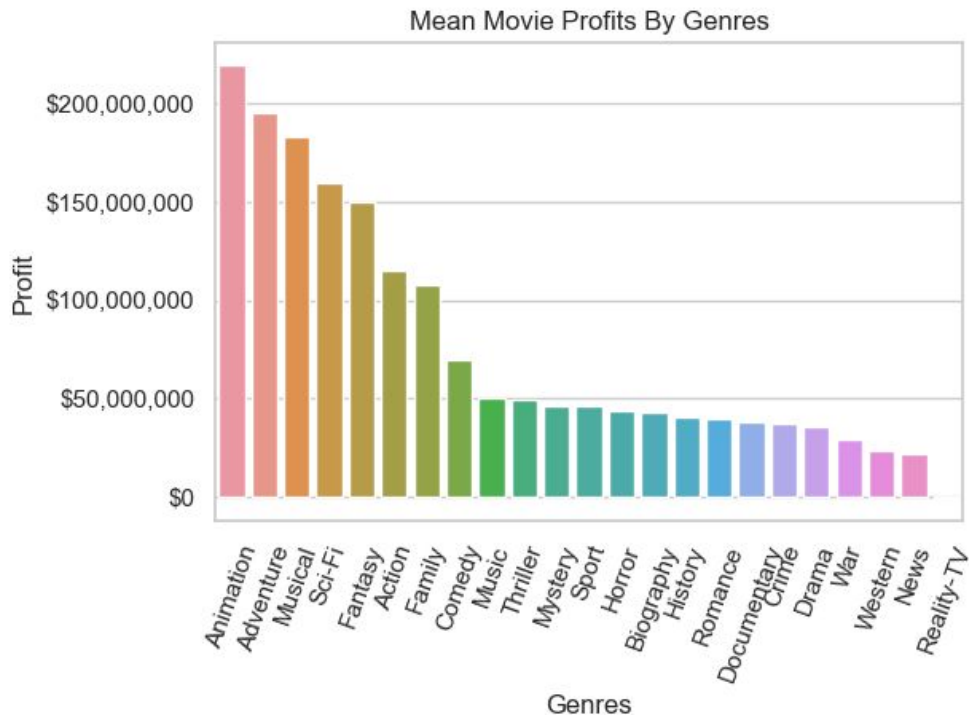
04

NEXT STEPS

RESULTS

Greatest Mean Profits
By Genre:

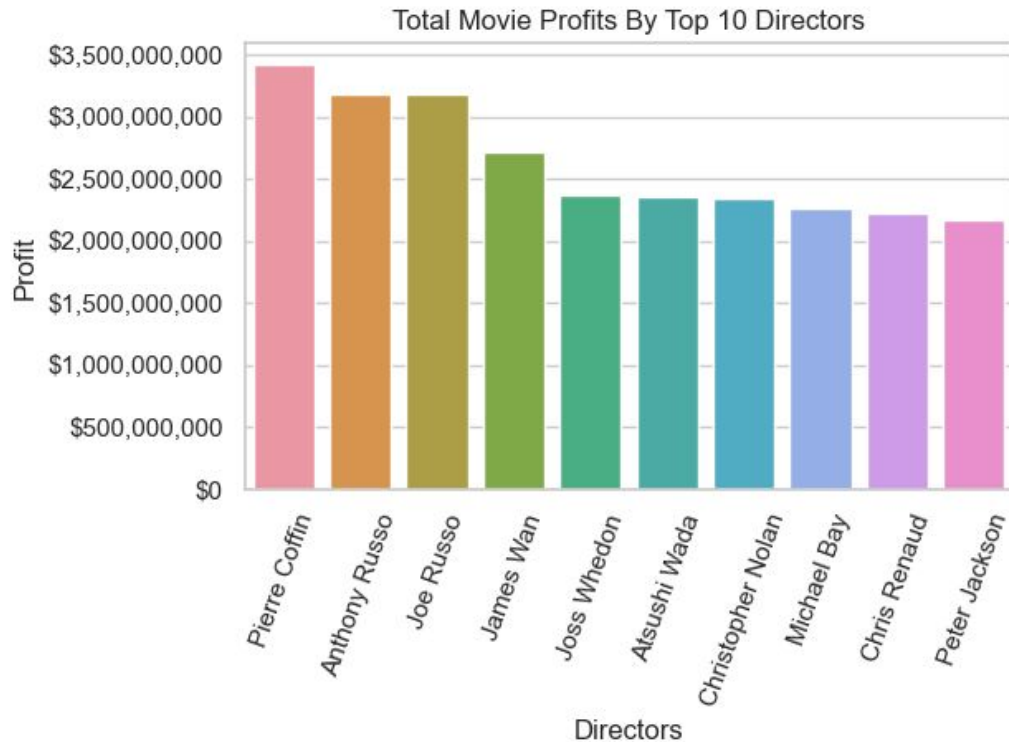
Animation
\$219,399,378



RESULTS

Greatest Sum of
Profits By Director:

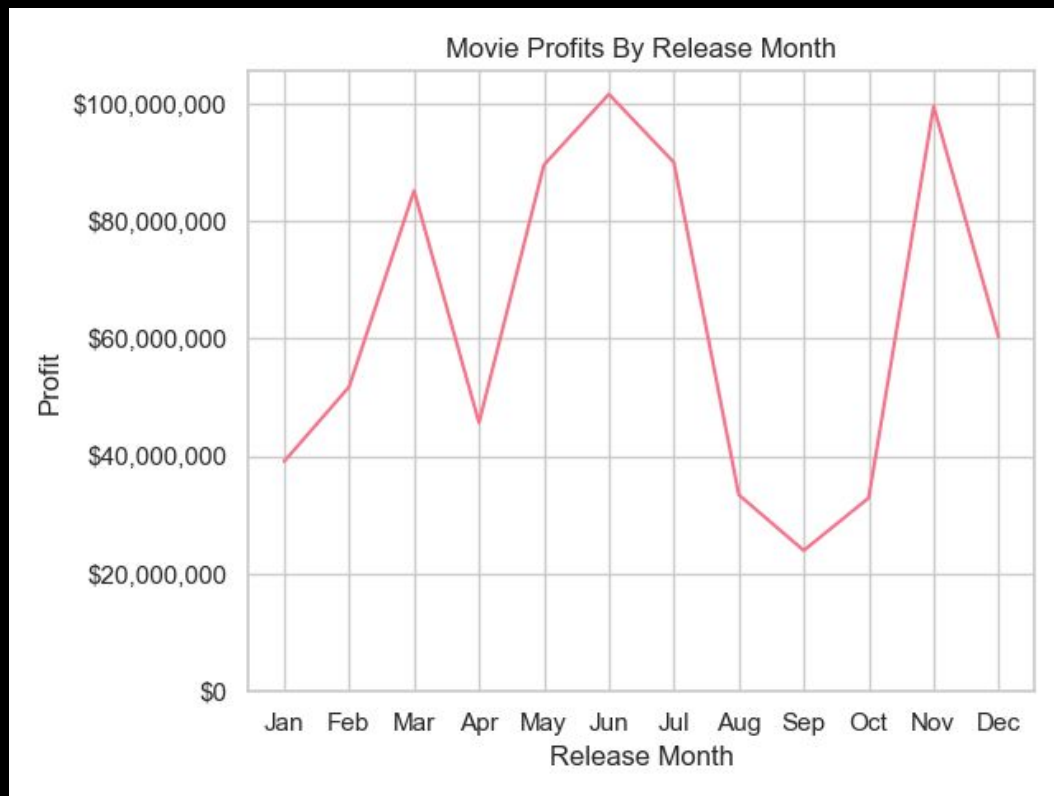
Pierre Coffin
\$3,419,745,331



RESULTS

Greatest Mean Profits
By Release Month:

June
\$101,567,182



RECOMMENDATIONS

Measurement of Success → Movie Profit

Animation

Genre

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NEXT STEPS

- Determine a budget
- Theater, streaming services or both?
- Runtime length?

THANK YOU!

DO YOU HAVE ANY QUESTIONS?

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