

# Crafting a Successful Movie Studio

By Seth Schober

# Today's Agenda

Our Needs

Data Source & Methods

Findings & Our Keys to Success

- The Mingling of Popularity and Profit
- Genres with a Proven History
- The Best Directors

Summary

Next Steps

# Our Needs

## UNDERSTANDING THE FILM INDUSTRY

- Develop data-driven knowledge to become esteemed industry leader
- Determine primary indicators of success
- Discover where is our money best spent

# Primary Data Sources

## IMDB

- 150k+ movies
  - The largest online source of basic movie data.
  - Highly valuable when breaking down data by Genre
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## ROTTEN TOMATOES

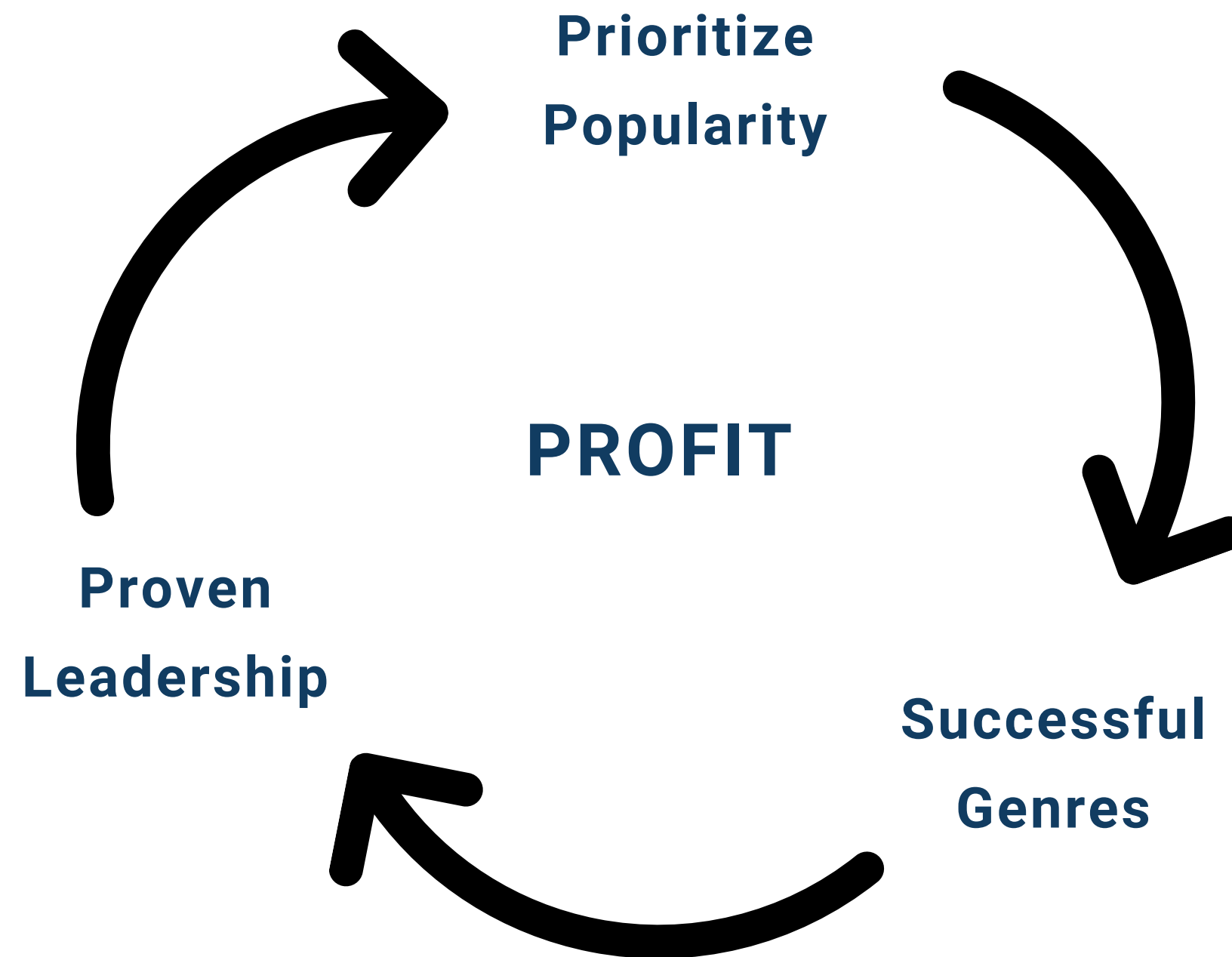
- 1k+ movies
  - Excellent source of consumer reviews and sentiment
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## THE NUMBERS

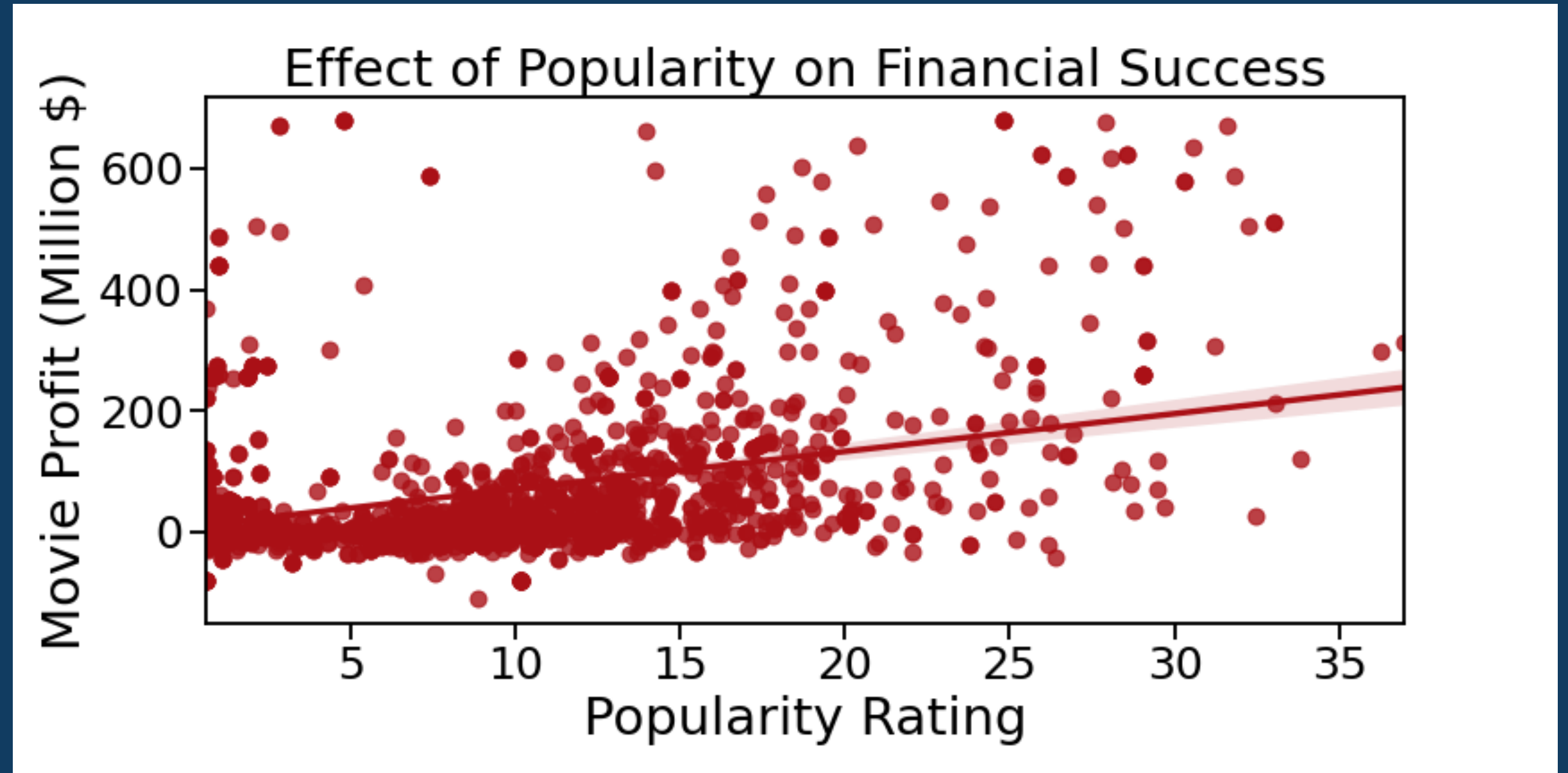
- 5k+ movies
- Essential for for financial evaluations

# Findings

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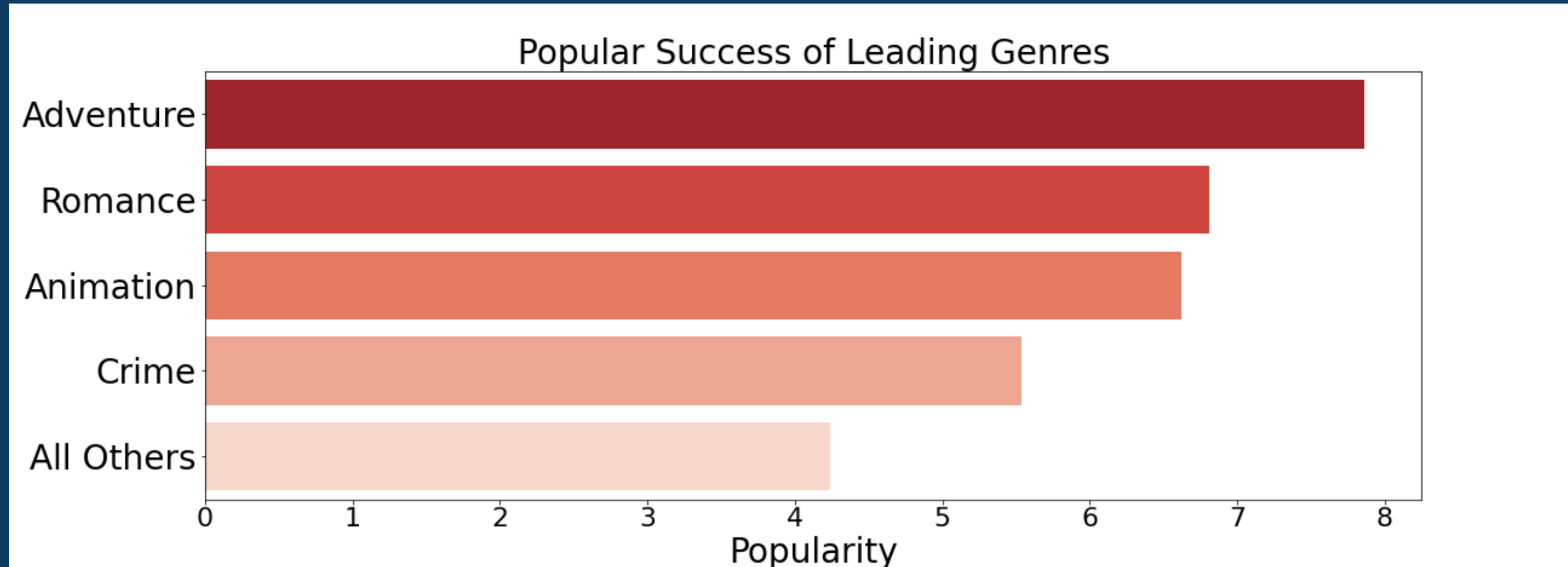


# Prioritize Popularity



- Popularity directly translates to profit with moderate correlation.
- The top priority is creating positive reputation and increasing popularity. Profit follows.

# The Right Genre is Vital

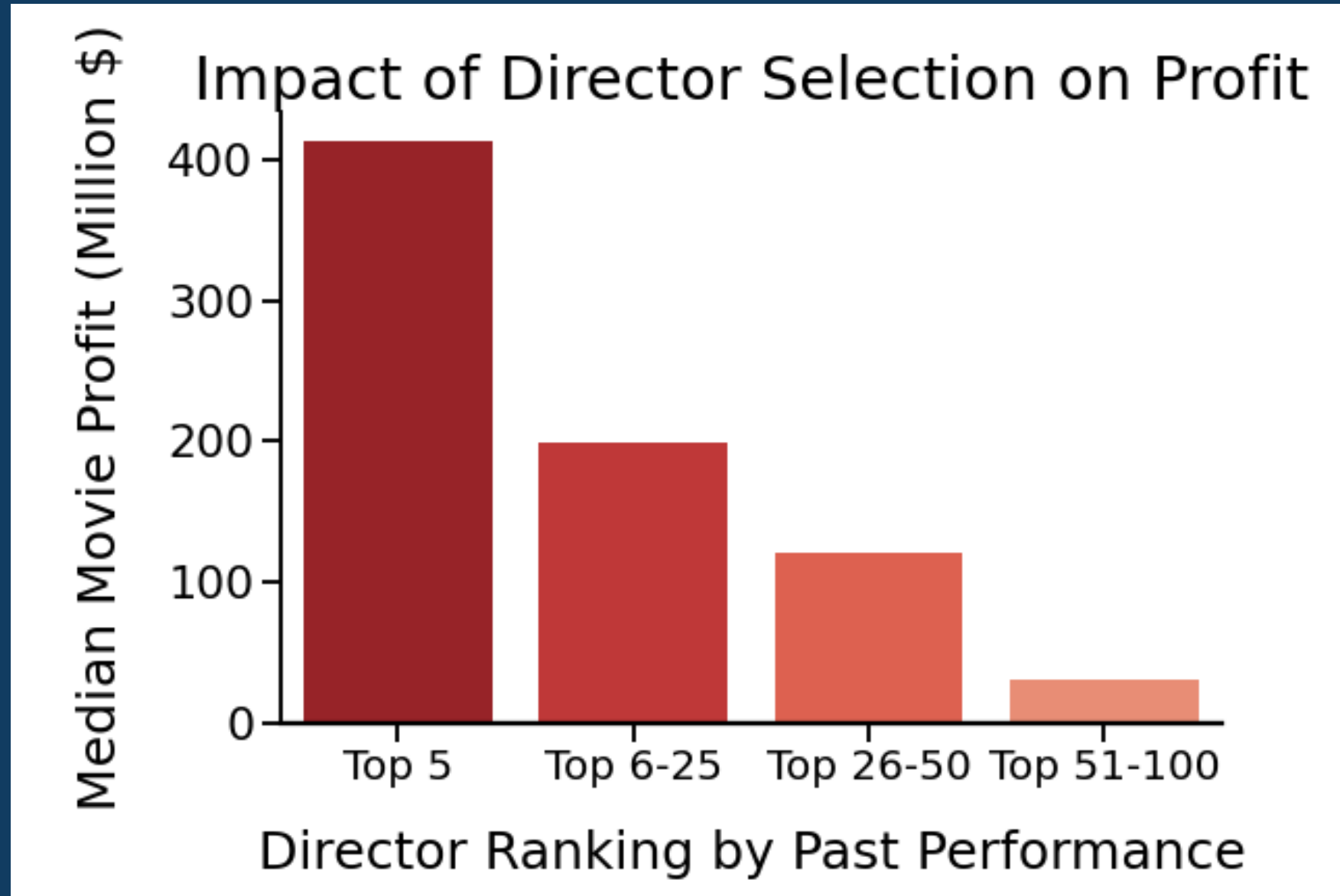


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Content production for sub-prime genres is wasteful

Genre is hugely impactful on popularity, brand imagine, and therefore the bottom line

# Directors Make All the Difference



Top Directors	
1.	Steven Spielberg
2.	Peter Jackson
3.	Michael Bay
4.	James Cameron
5.	Christopher Nolan

Hiring an elite director is amongst the best determining factors of high profit margins



# Summary: Drivers of Success

WHAT WE NEED TO BECOME A LEADING STUDIO



Only the most  
popular genres



Only genres  
proven financially  
lucrative



Only the best  
directors

# Next Steps

## FURTHER INVESTIGATION

Consider additional data sources for verification of findings, including:

- Correlation between profit and popularity
- Top genres

Budget distribution by genre

- Which genres have the lowest risk, i.e. the most consistent returns