

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. They are positioned diagonally, with the blue one partially covering the green one.

# An Analysis of the Movie Industry

By Micah Shackelford



# Summary

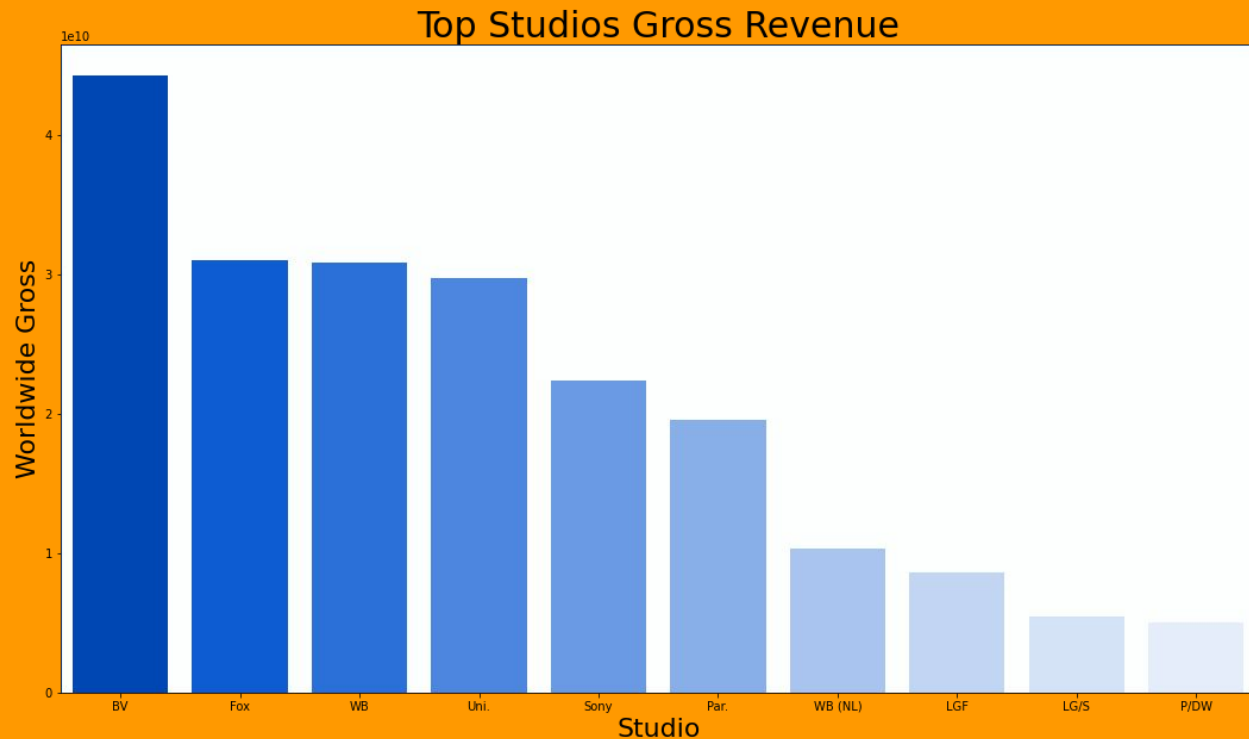
- Looking at other studios for guidance
- Genres and which ones make fiscal sense
- Examining directors



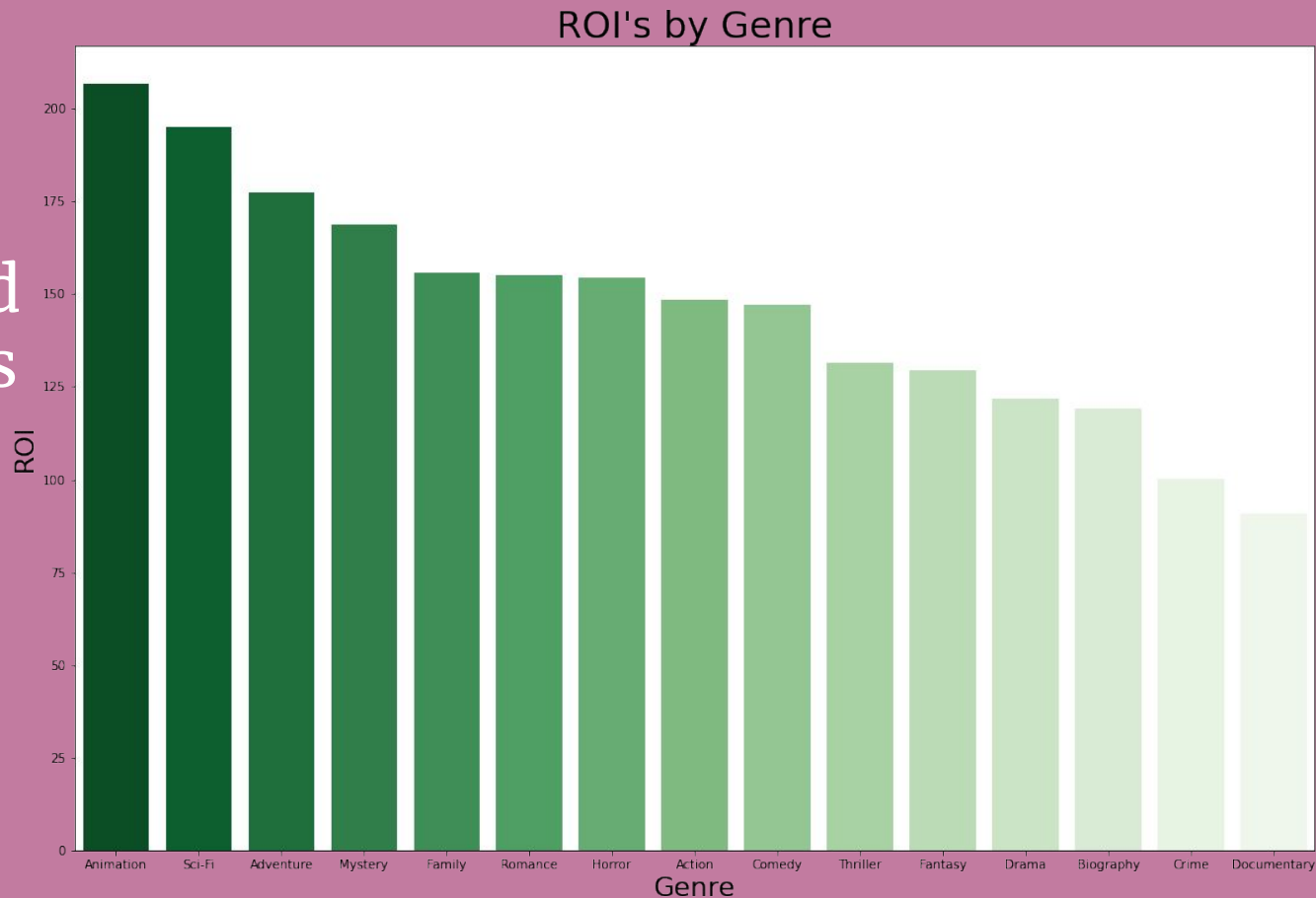
# Data

- Data coming from IMDB, Box Office Mojo, and The Movie Database
- Data includes Genres, Budgets, Revenues, Crew, Ratings, Release Year, etc.

# Which Movie Studios are the Highest Grossing?

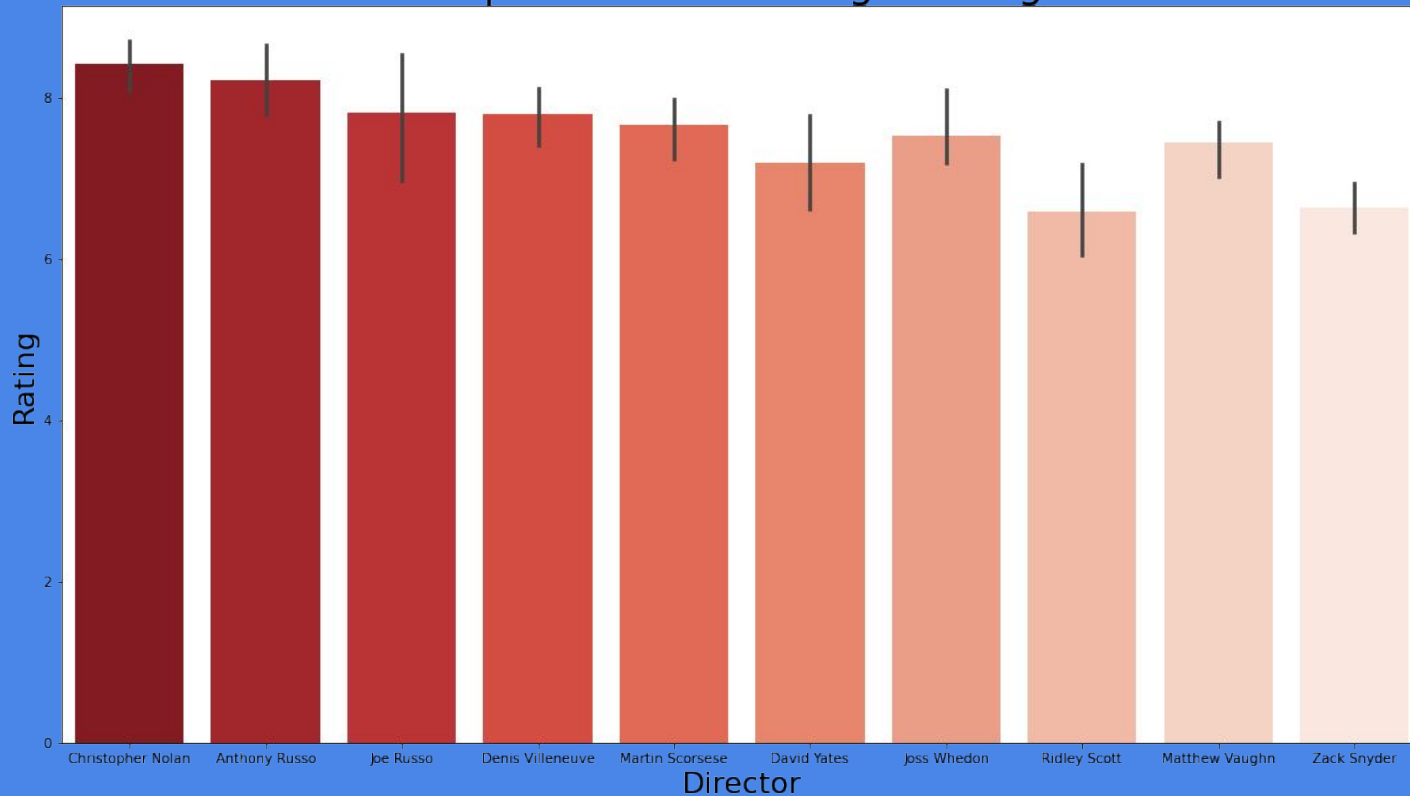


Which genres had the highest ROI's



# Which directors are most popular?

Top Director's Average Rating





# Summary

- Try to either partner up with or follow the business decisions of one of the more profitable studios.
- Look into the specifics of each particular genre out there, especially how much return you will get on your investment for each particular genre.
- Hire a professional, popular director to both generate buzz about your new studio and increase the chance the movie succeeding.
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# Future Analysis

- Further investigate directors. Popular ones will come at a high price, so look into the profits that are made by hiring one of them.
- Dive deeper into the research of popular studios. How much do they budget for each type of film? Do they release certain genres during certain parts of the year?





# Thank You!

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Github: <https://github.com/shackemn>