



Movie Industry Analysis

STEPHEN LANIER

PROBLEM STATEMENT

- Profitable entry into movie industry
- Metrics of success
- Best chances at start

BUSINESS VALUE

- High profitability
- International marketing
- Brand diversification

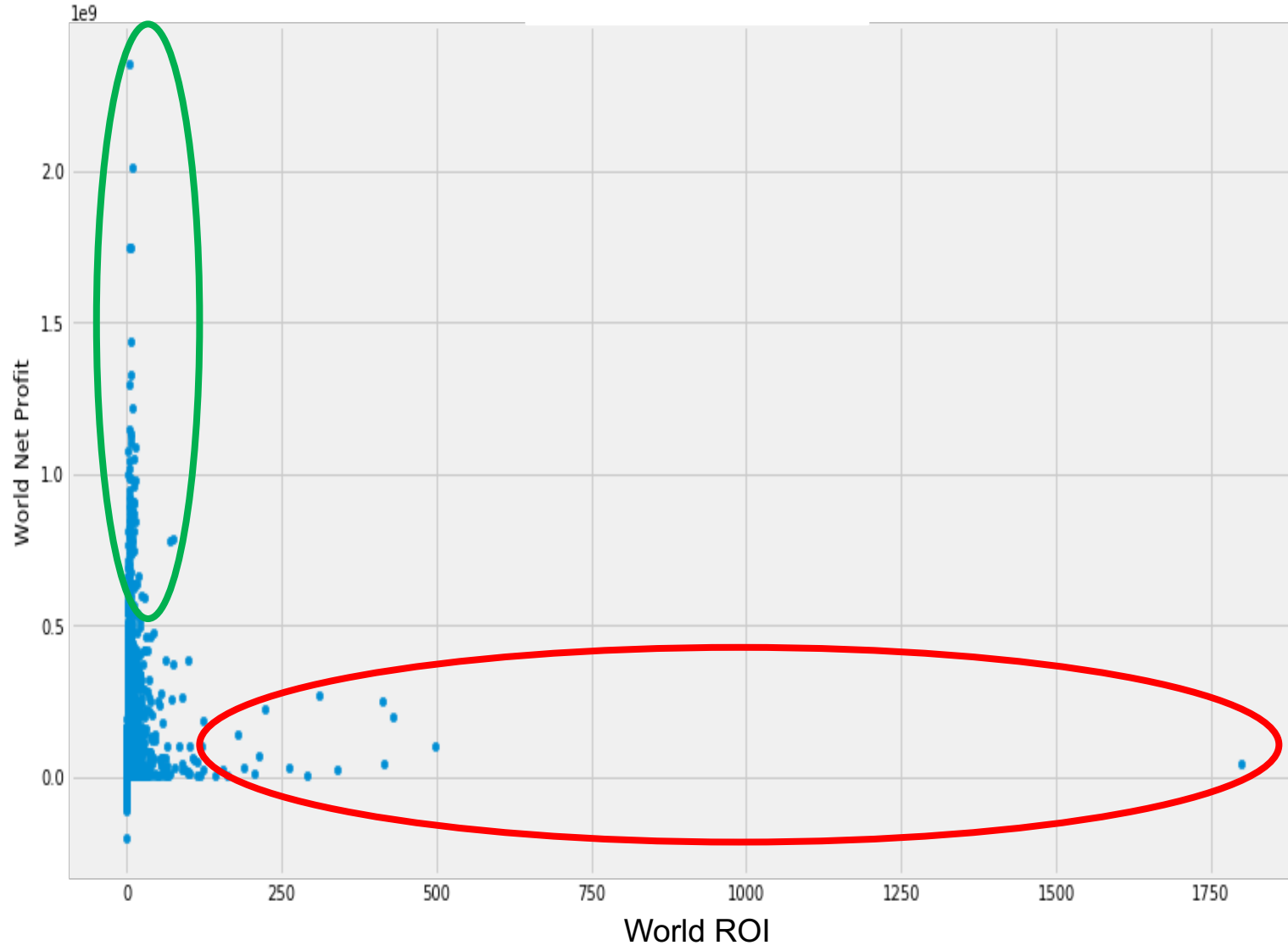
METHODOLOGY

1. Collect data
2. Sieve into strata
3. Qualify differences

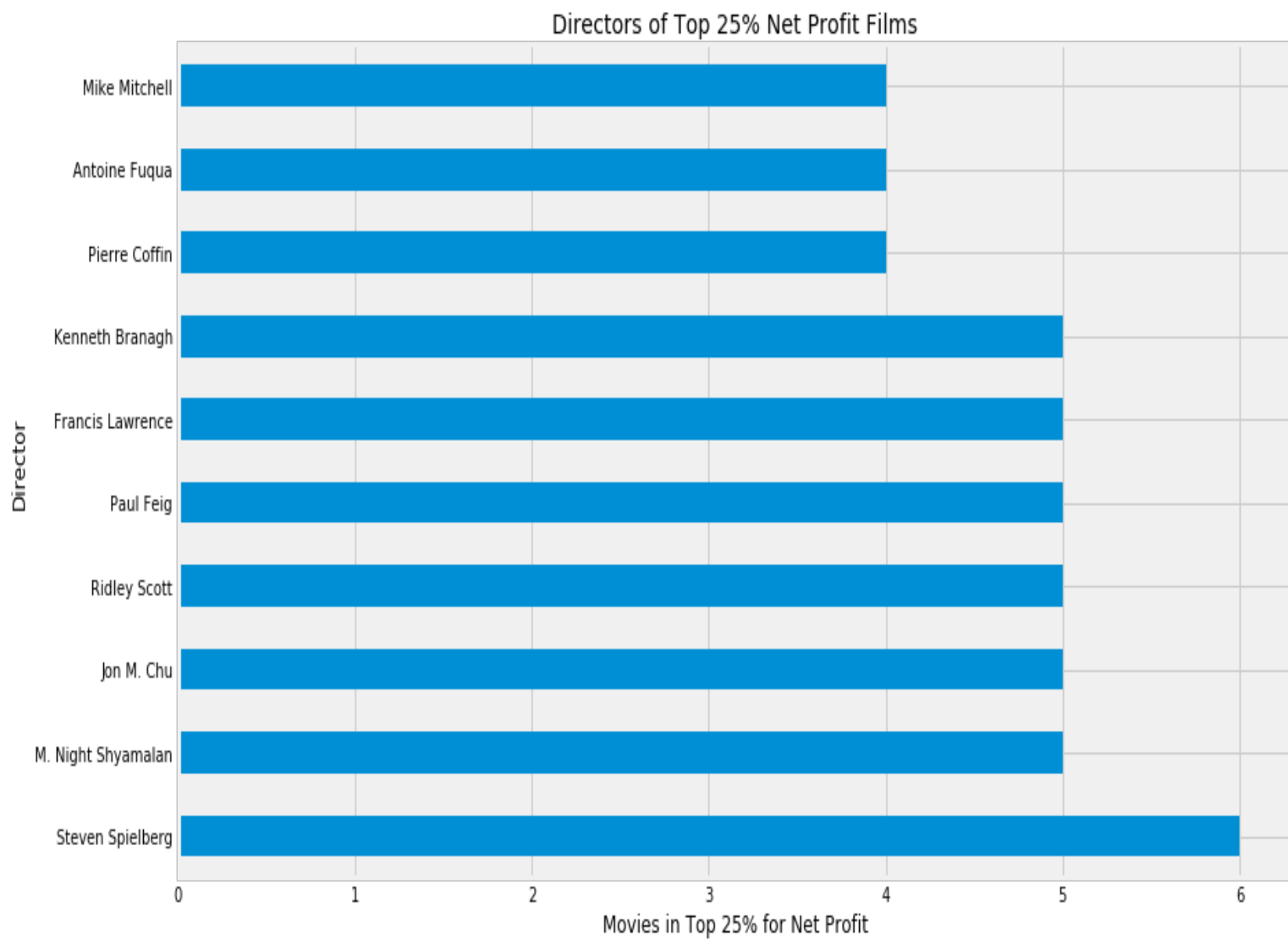
FINDINGS

1. Net profit > ROI
2. Director with portfolio
3. Genre matters
4. Highly indicative keywords

Net Profit vs ROI

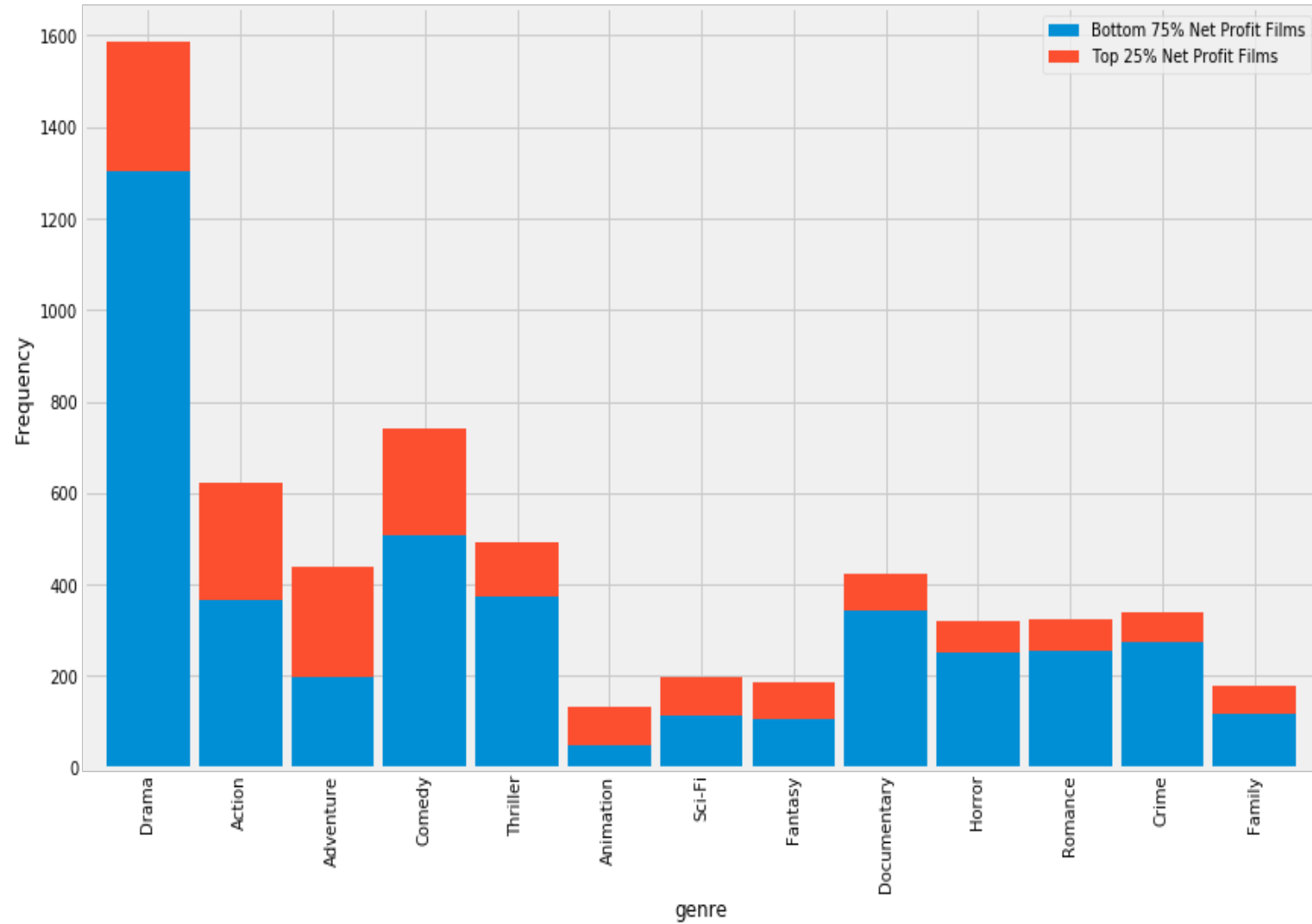


1. NET PROFIT



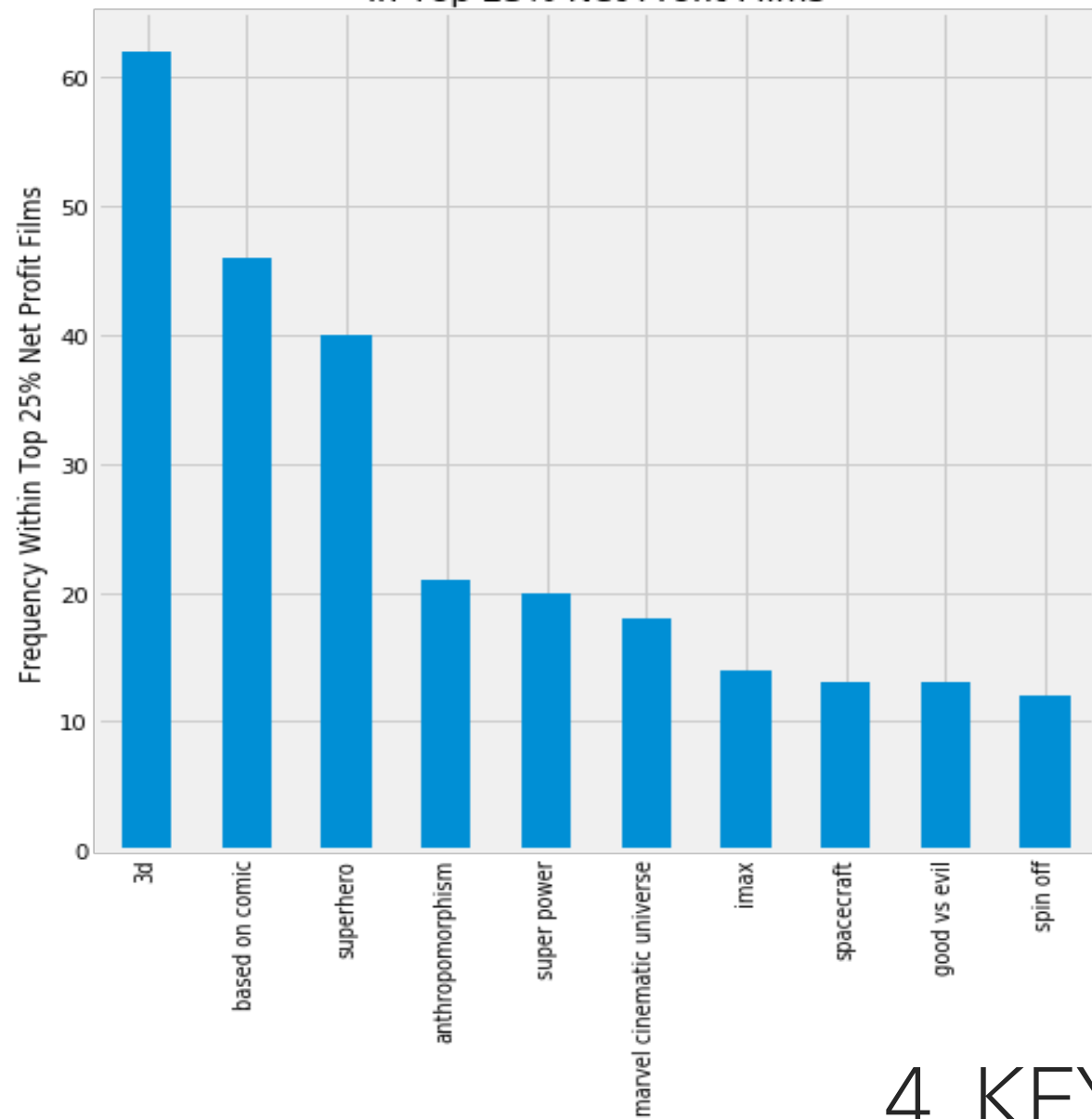
2. DIRECTOR

Genre Counts

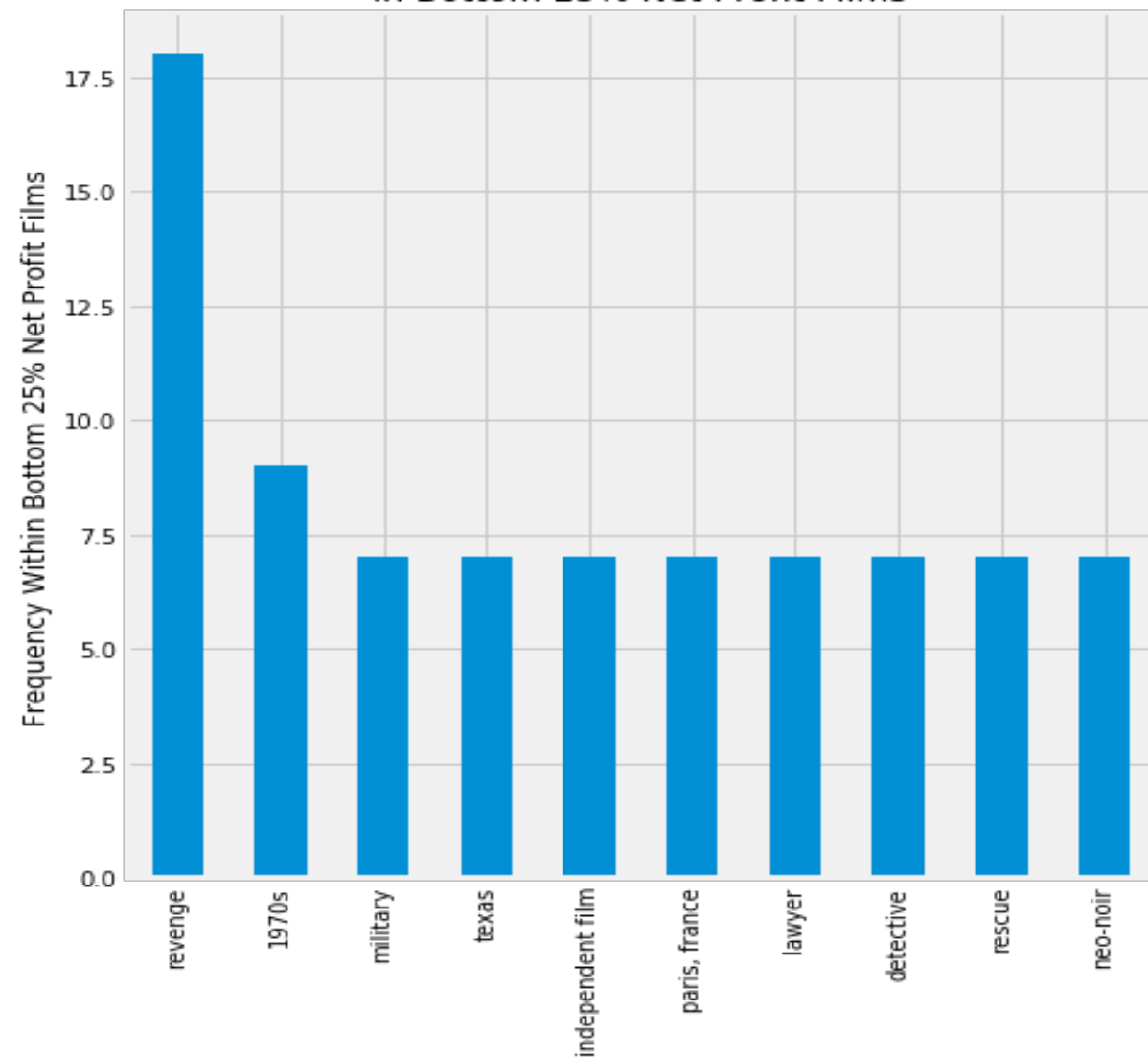


3. GENRE

Most Common of Highly Indicative Keywords
in Top 25% Net Profit Films



Most Common of Highly Indicative Keywords
in Bottom 25% Net Profit Films



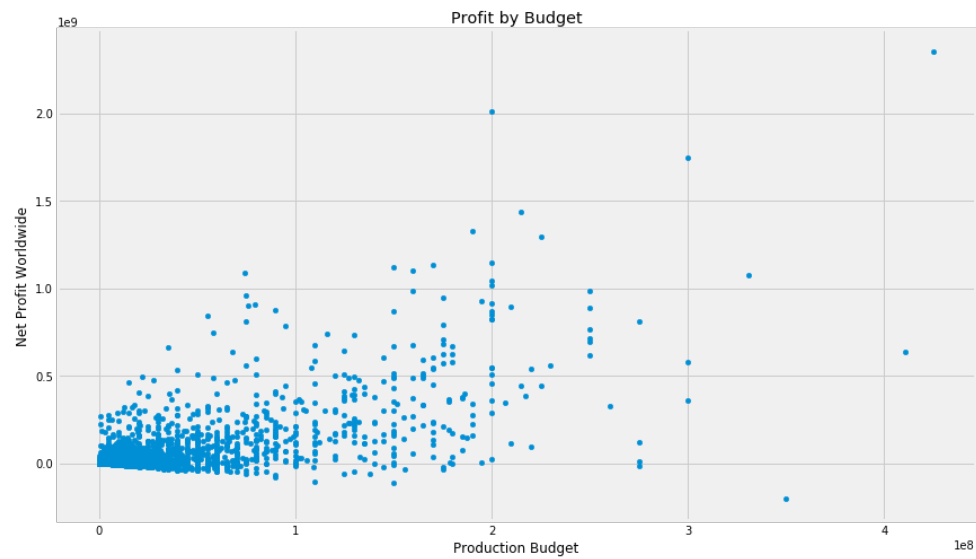
4. KEYWORDS

CONCLUSIONS

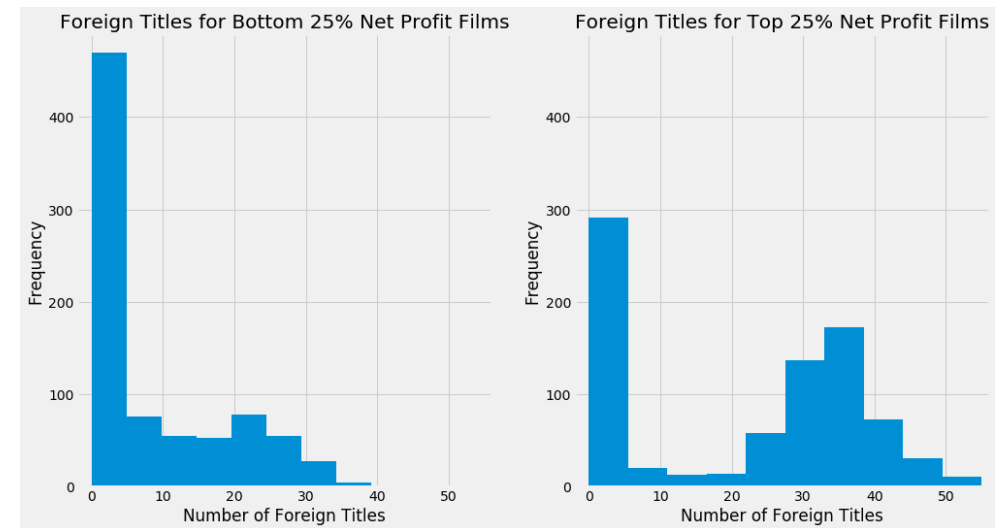
- Invest big for net profit
- Director with successful portfolio
- Genre: action, adventure, sci-fi, fantasy
- Keywords: 3D and IMAX, superheroes, good vs evil

FUTURE WORK

PROFIT GIVEN BUDGET



FOREIGN TITLES



ACKNOWLEDGEMENTS

Kaggle for The Movies Dataset

TMDB for keyword data

Flatiron School's movie data

Thank you!

