

Let's Make a Movie!

PROD.

SCENE:

Team Barbenheimer

DATE:

15 September 2023





AGENDA

SECTION:

01

BUSINESS PROBLEM

SECTION:

02

DATA & METHODS

SECTION:

03

RESULTS

SECTION:

04

CONCLUSIONS

01

BUSINESS PROBLEM

OPPORTUNITY: • \$280b+ movie market in '23

CONSTRAINT: • What kind of movie to make?
• Genre? Director? Actor?

GOAL: • Show you the money!



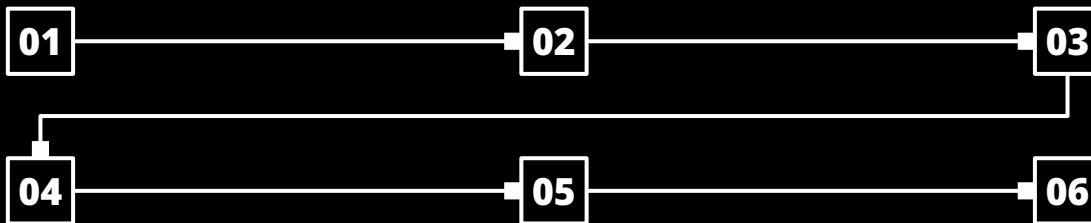
02

DATA & METHODS

Find profit data from
The Numbers

Find feature info from
IMDB data

Clean and combine

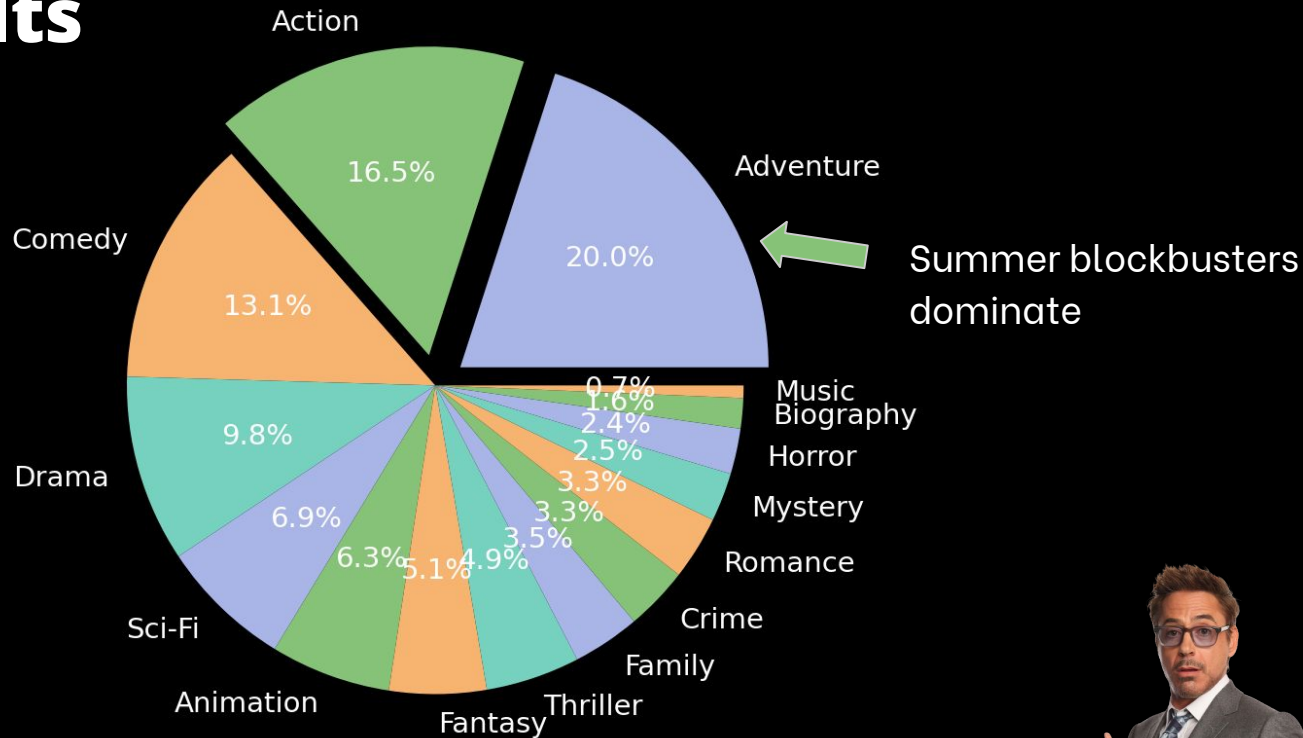


Effect of:
Genre, Director, Actor **ON**  Budget, Profit, ROI

ACTION!

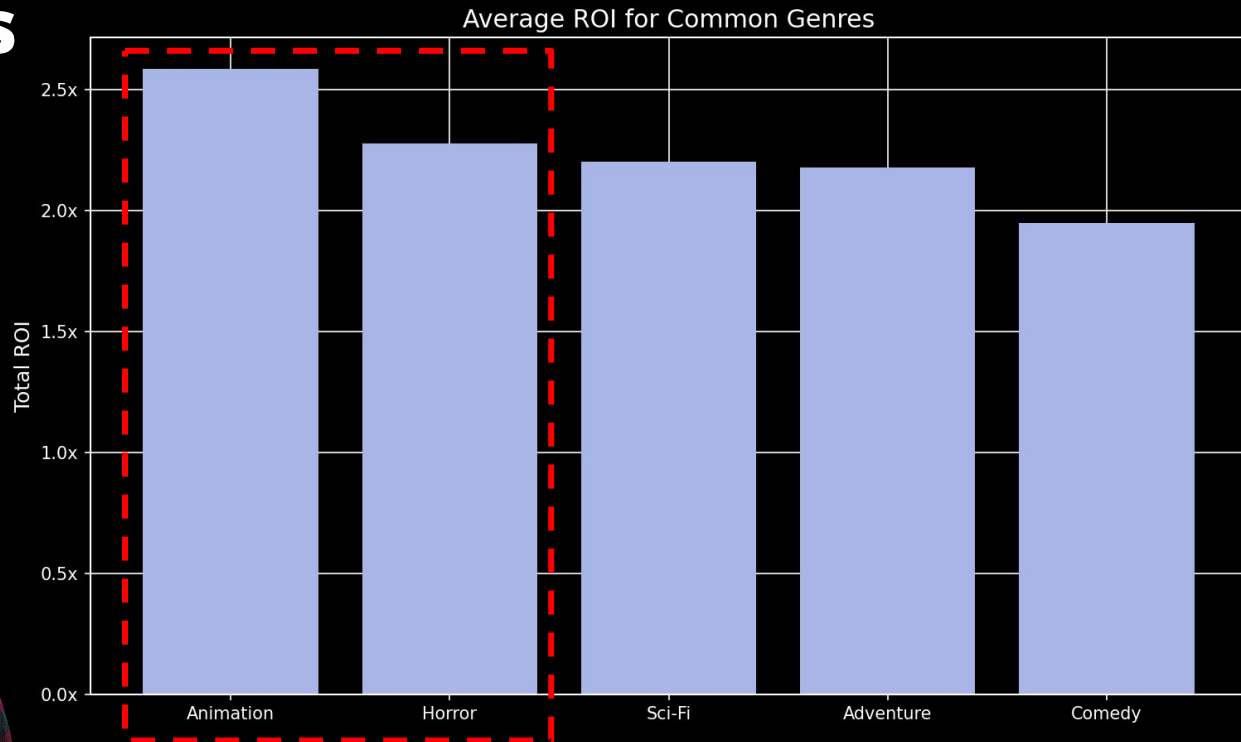
03 Results

Distribution of Gross Profit Across Genres

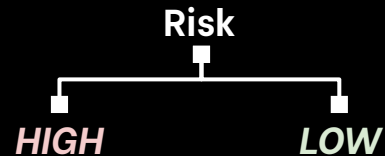


03 Results

Biggest bang
for your buck:
Horror & Animation



03 Results



		ADVENTURE	ACTION	ANIMATION	HORROR
GROSS PROFIT	MEAN:	200m	130m	221m	46m
	MEDIAN	85m	43m	137m	22m
	MAX:	2.35b	2.35b	1.12b	662m
	MIN:	(200m)	(200m)	(110m)	(79m)
BUDGET	MEAN:	92m	74m	86m	20m
ROI		2.18X	1.77X	2.59X	2.28X

* Rounded to nearest million or hundredth of a billion

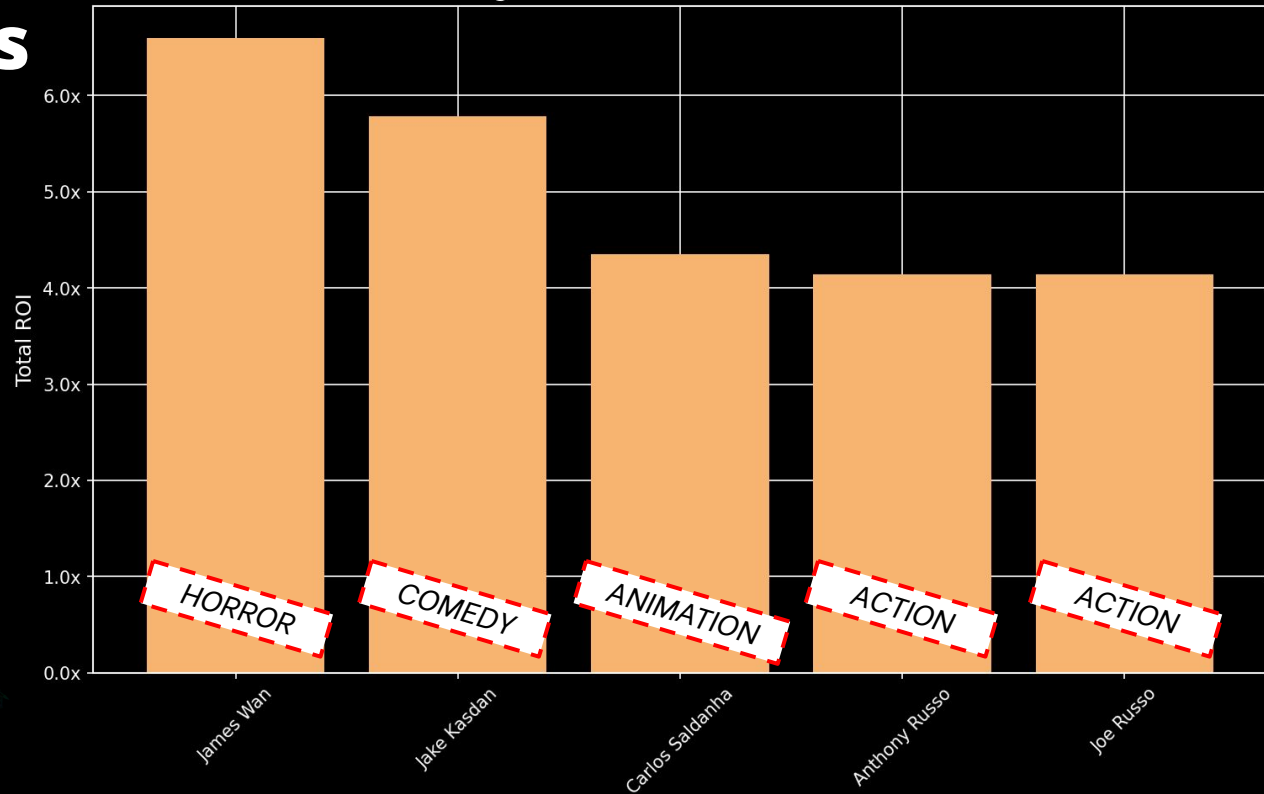
03 Results

James Wan
for Horror

Carlos Saldhana
for Animation



Average ROI for Most Profitable Directors



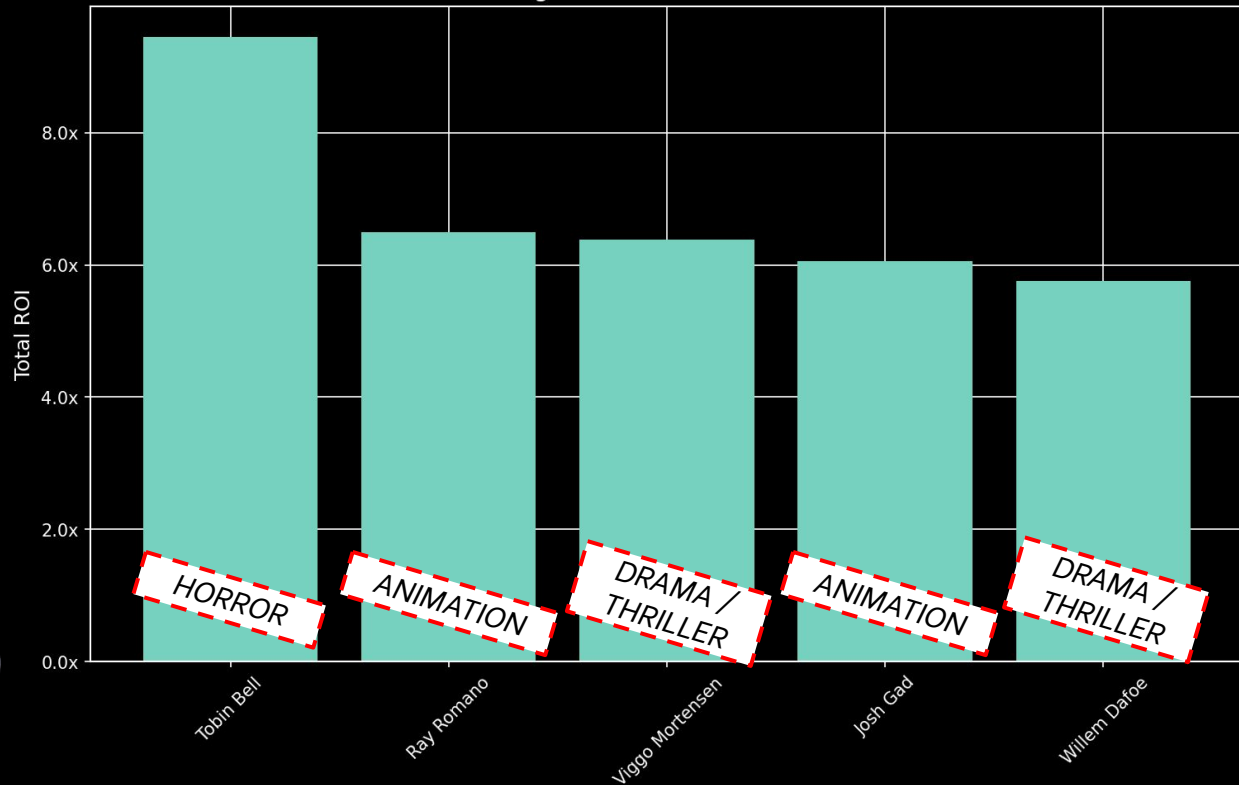
03 Results

Tobin Bell, Viggo
Mortensen
for Horror

Ray Romano, Josh Gad
for Animation



Average ROI for Profitable Actors





04

Conclusions

RISK:

LOW

HIGH

STRATEGY:

- | | |
|-----------------------|-----------------------------|
| • Genre: Horror | • Genre: Animation |
| • Director: James Wan | • Director: Carlos Saldhana |
| • Actor: Tobin Bell | • Actor: Ray Romano |

NEXT STEPS:

- Preliminary budget
- Marketing strategy

THANK YOU!



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