

# Let's Make a Movie!

*PROD.*

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*SCENE:*

*Team Barbenheimer*

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*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

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

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**GOAL:** • Show you the money!



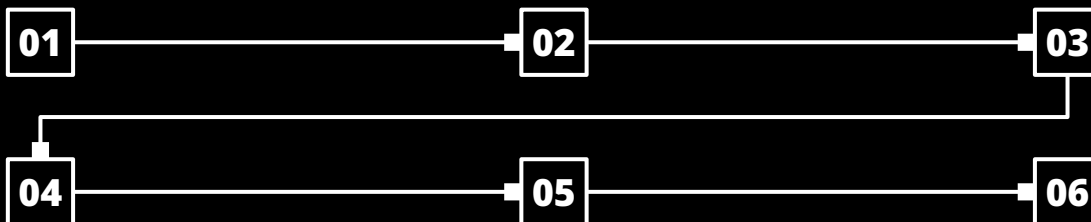
## 02

# DATA & METHODS

Find profit data from  
The Numbers

Find feature info from  
IMDB data

Clean and combine

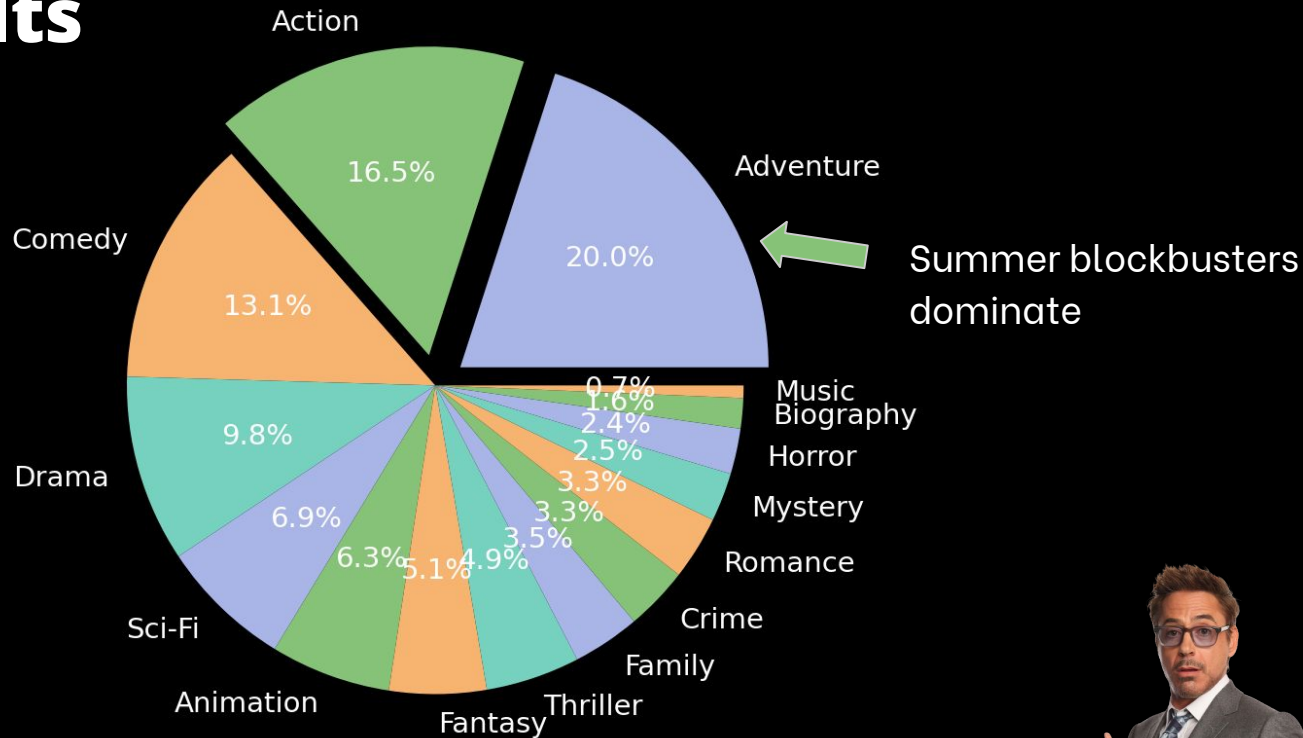


Effect of:  
Genre, Director, Actor **ON**  Budget, Profit, ROI

ACTION!

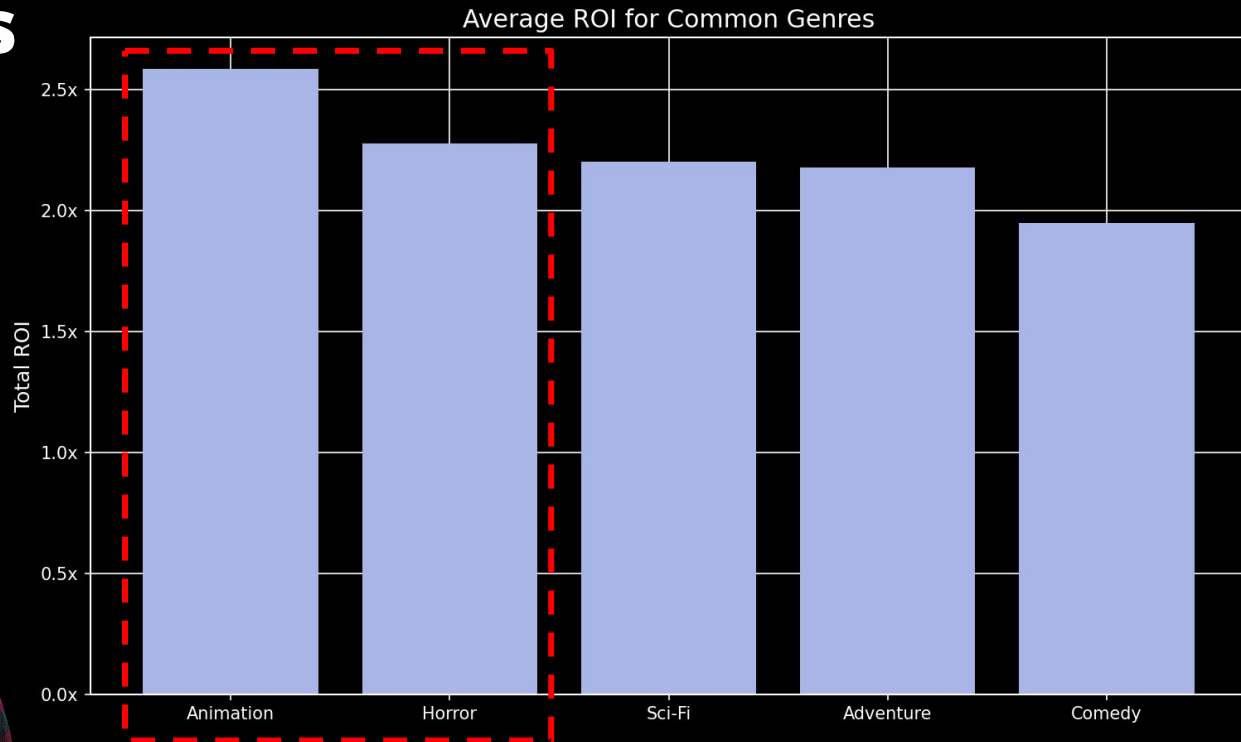
## 03 Results

Distribution of Gross Profit Across Genres

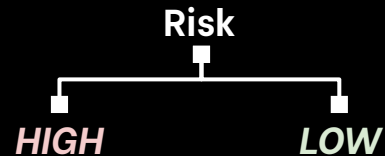


## 03 Results

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

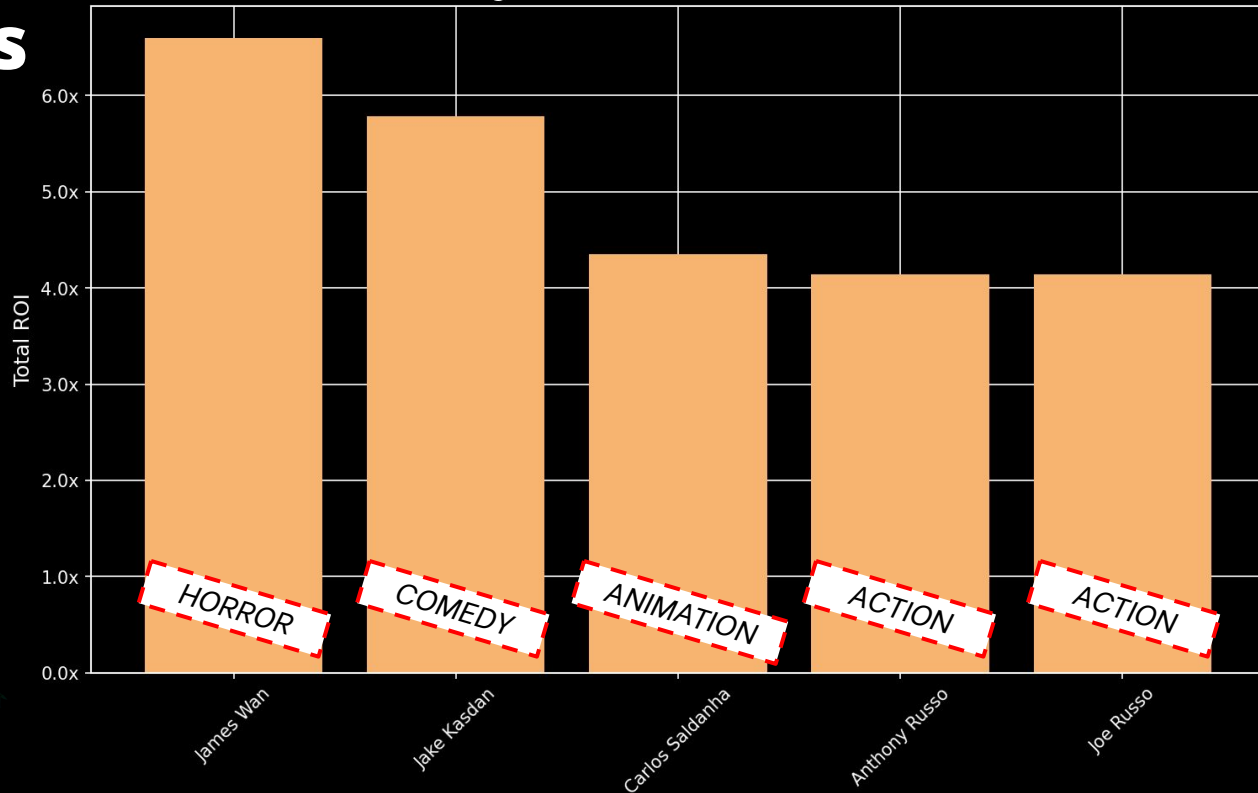
## 03 Results

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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