

A stylized illustration of a movie theater stage. Red curtains are pulled back on either side, revealing a dark blue stage. Two spotlights from above illuminate the center. A red carpet with yellow lines leads from the foreground (where rows of red seats are visible) to the stage. Two yellow stanchions with white ropes stand on the stage. Two yellow stars are on the stage floor. The text 'MOVIE DATA ANALYSIS' is centered on the stage.

MOVIE DATA ANALYSIS

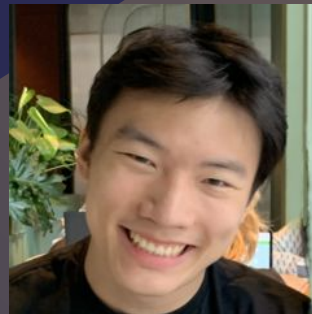
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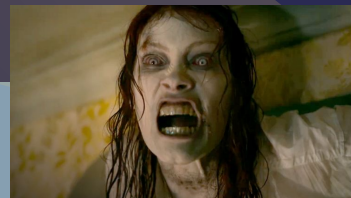
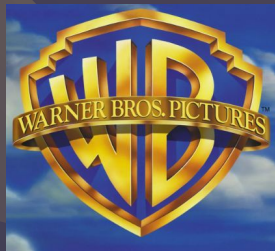


Next Steps

Bottom Line



Horror movies bring in
more than 3x higher
average return on
investment



Business Problem

- 2020's pandemic crippled theater industry, surged streaming
- 2023 has seen nearly 50% increase in sales compared to 2022, down 25% from 2019



A stylized illustration of a theater stage. Red curtains are pulled back on both sides, revealing a dark blue stage. A spotlight from the top left casts a beam of light onto the center of the stage. In the foreground, the backs of several rows of red theater seats are visible. The title "Data Understanding and Analysis" is written in a bold, orange, serif font in the center of the stage.

Data Understanding and Analysis

Data Understanding

- TMDB ratings, Box office gross, Directors, Studios, Genres
- Data goes from 2010-2019
- Only compared movies which had box office data and genres: 1100 movies



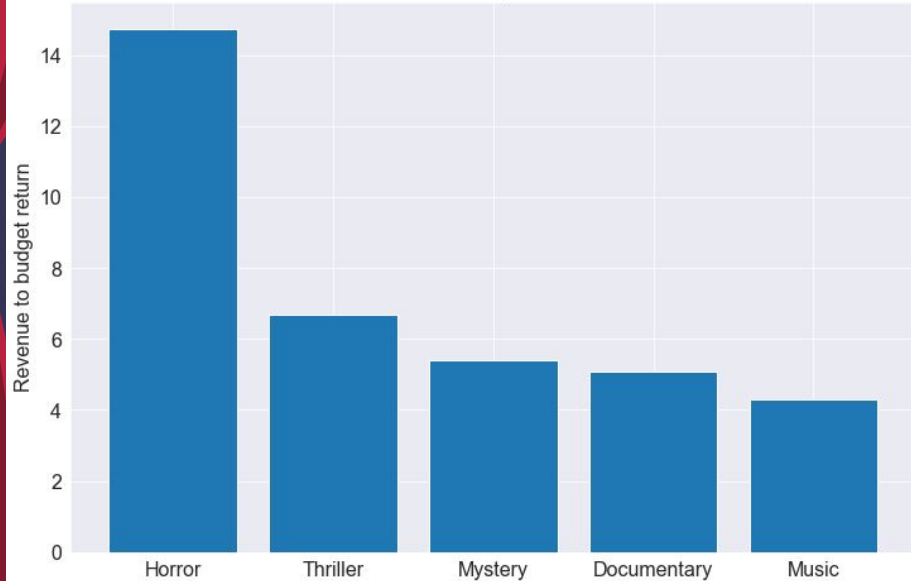
Spend \$ to make \$

- Modeled budget vs revenue
- Every \$1 spent leads to over \$3 in revenue

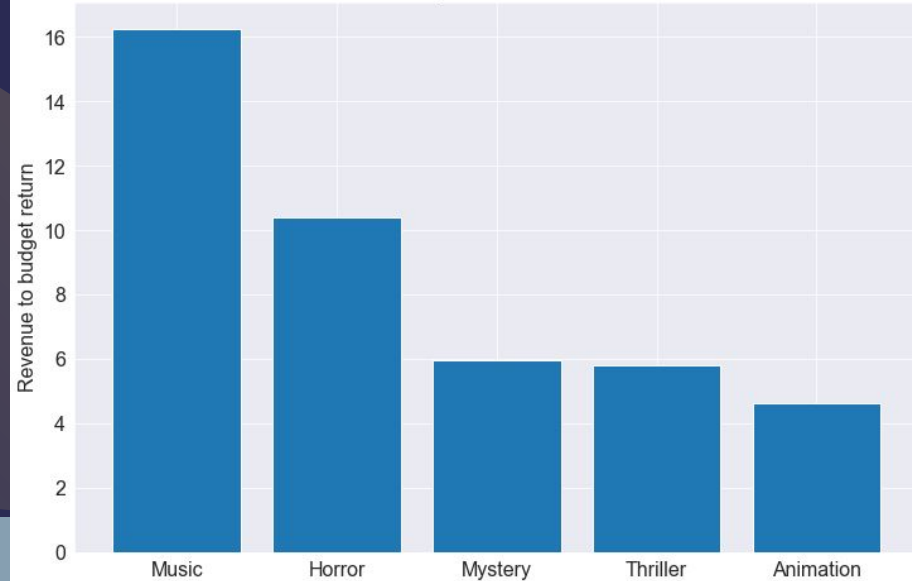


Horror, Thriller, Music and Mystery Provide the Highest ROI

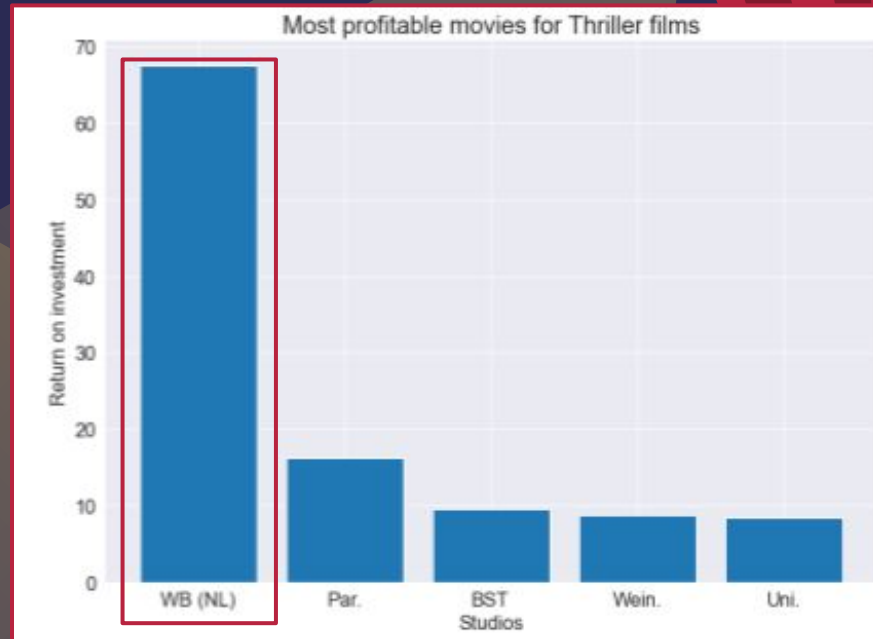
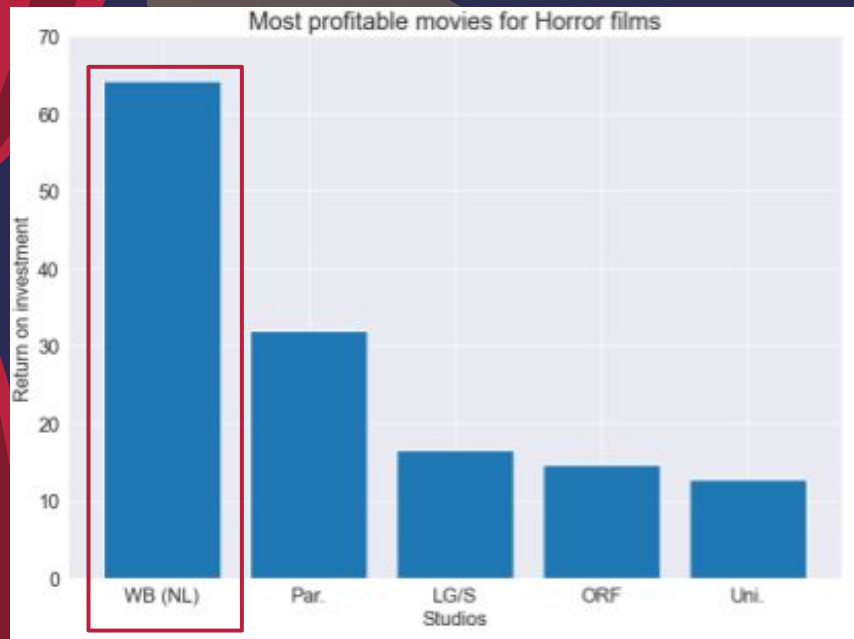
Return on Investment Ratio by Genre for Movies All Time



Return on Investment Ratio by Genre for Movies Released after 2017



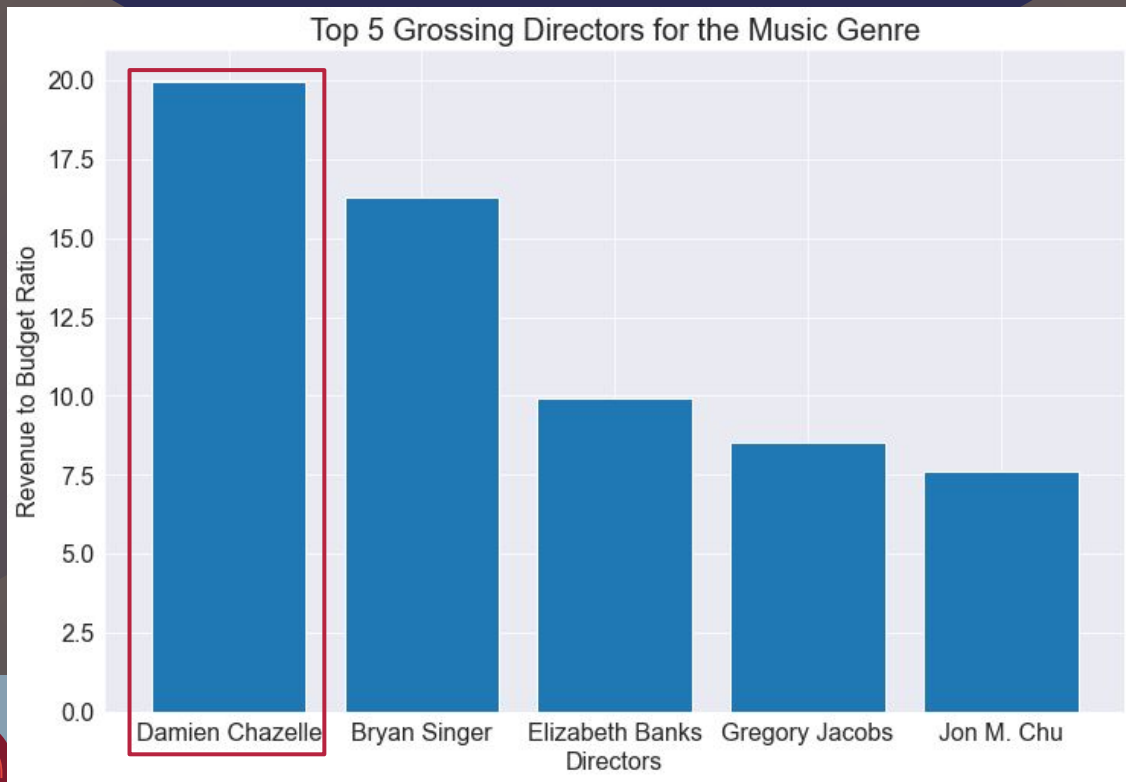
Warner Bros. is the Most Profitable Studio for our Recommended Genres



Warner Bros. is the Most Profitable Studio for our Recommended Genres

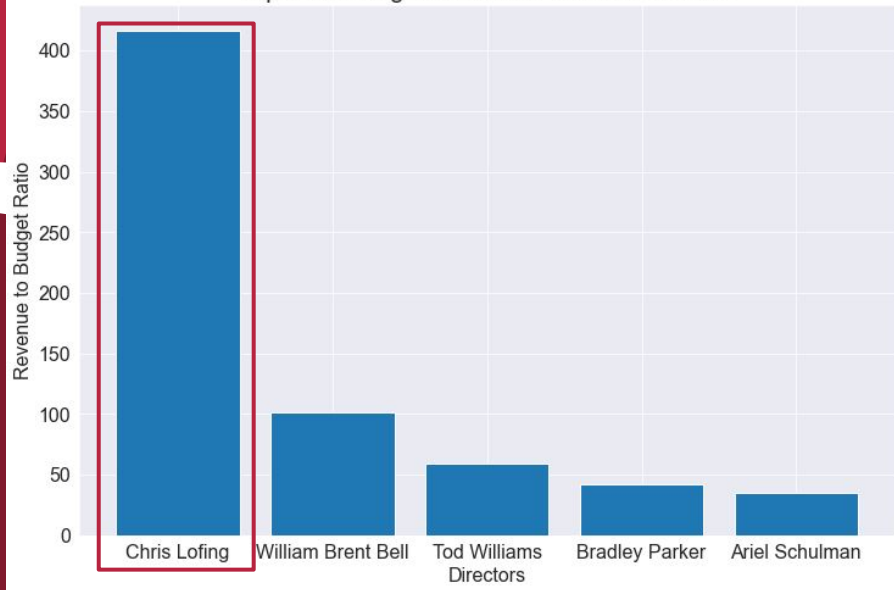


Damien Chazelle as Music Director

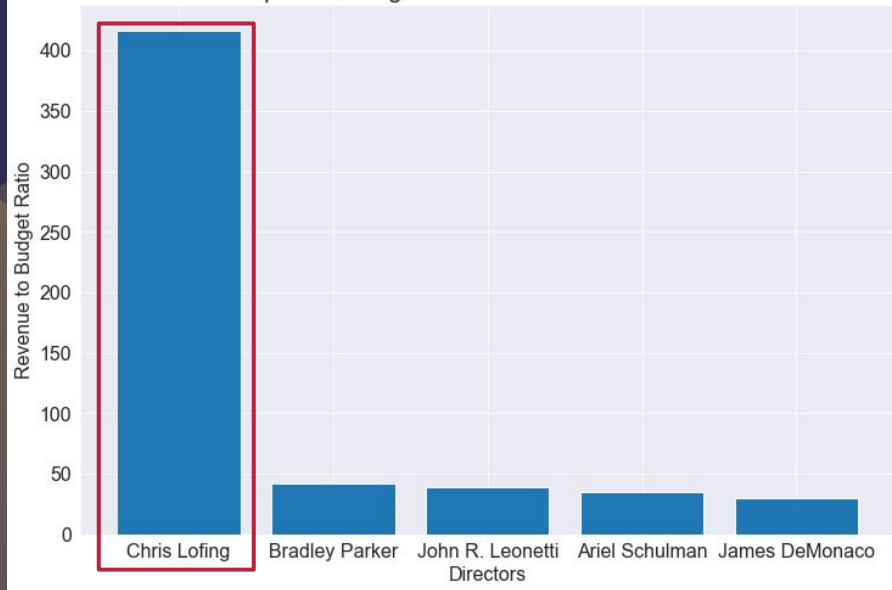


Chris Lofing as Horror Director

Top 5 Grossing Directors for the Horror Genre

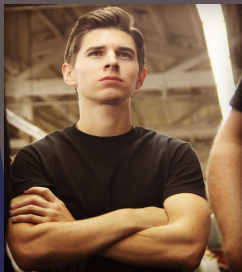


Top 5 Grossing Directors for the Thriller Genre



Directors

Chris Lofing



Damien Chazelle



Jon M. Chu



Bradley Parker



Elizabeth Banks



William Brent Bell





Recommendations and Future Steps

Recommendations



Horror, Thriller,
Mystery, Music



Warner Bros.
& Sony



Chris Lofing, Elizabeth
Banks, William Brent Bell,
Jon M. Chu, Bradley Parker ,
& Damien Chazelle

Next Steps

- Data analysis on most successful actors/actresses for our company
- Expanding past box office to streaming services



Questions

