Getting Started: Building a Profitable Movie Studio

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Introduction

Purpose

- Data-driven focus
- Actionable insights
  - Minimize risk

Business Value

- Successful start
- Sustainability
  - Profits
  - Ratings

Overview

Questions

From 2010 - 2019:

1. Which genres were top grossing worldwide and had the highest ROI?

   Of the top genres:

2. How does budget affect financial success?
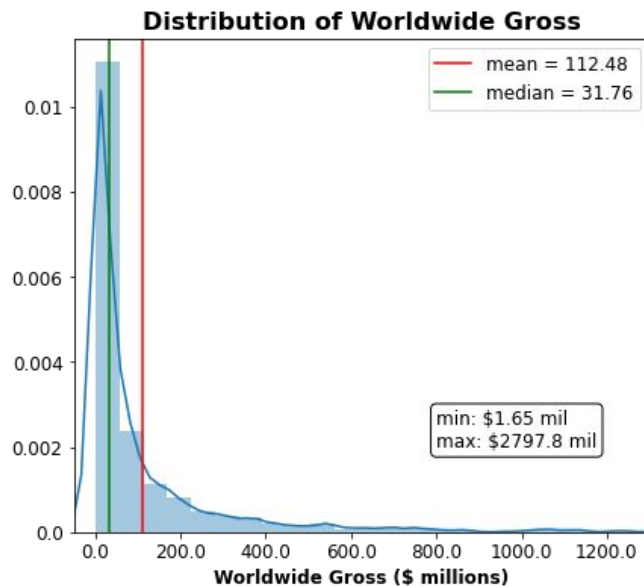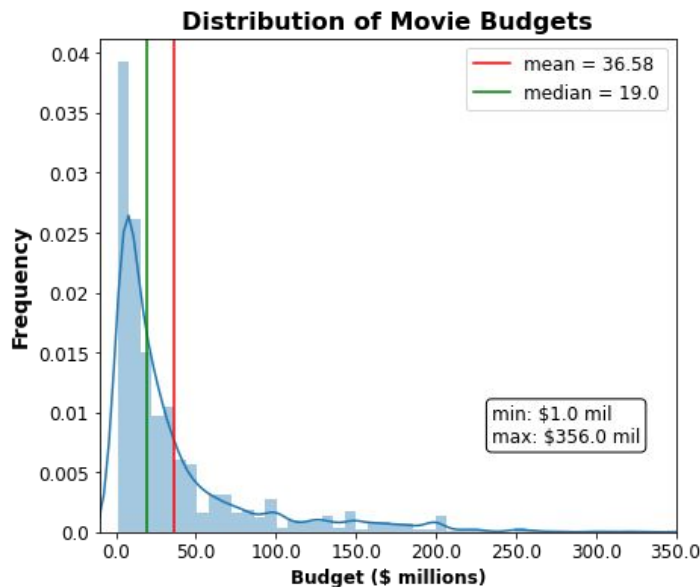
3. How does genre influence rating?

Data

- **Source - IMDb**
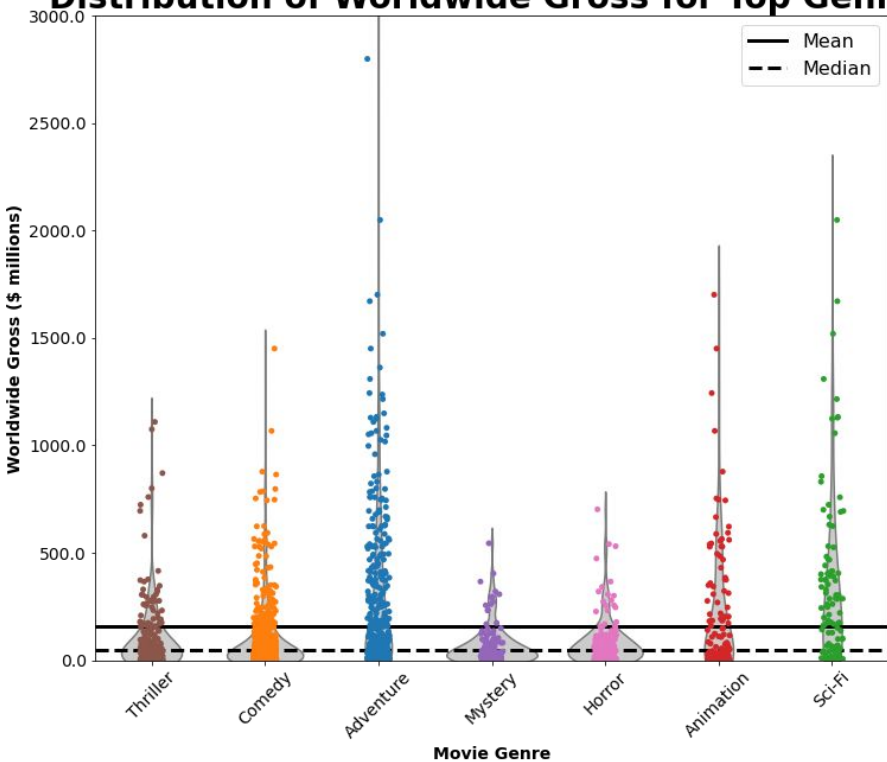 - Published datasets
  - Scraped data

- **Focus on:**
  - Top grossing
  - Budget $1 million or greater

Distribution of Movie Budgets

- mean = 36.58
- median = 19.0
- min: $1.0 mil
- max: $356.0 mil

Distribution of Worldwide Gross

- mean = 112.48
- median = 31.76
- min: $1.65 mil
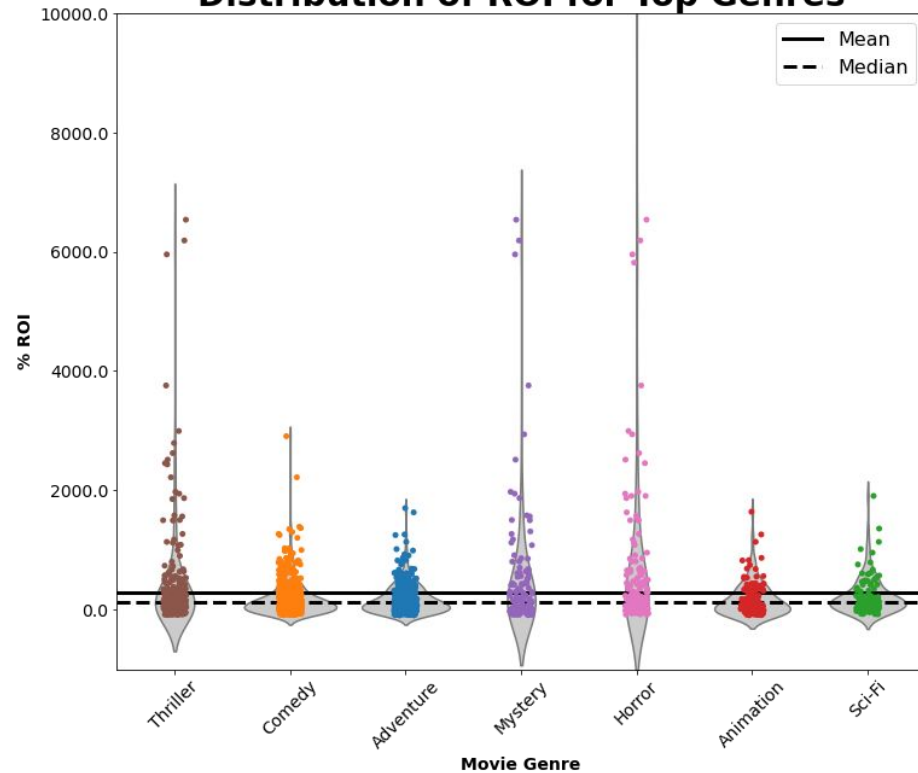- max: $2797.8 mil

Q1. Top Genres

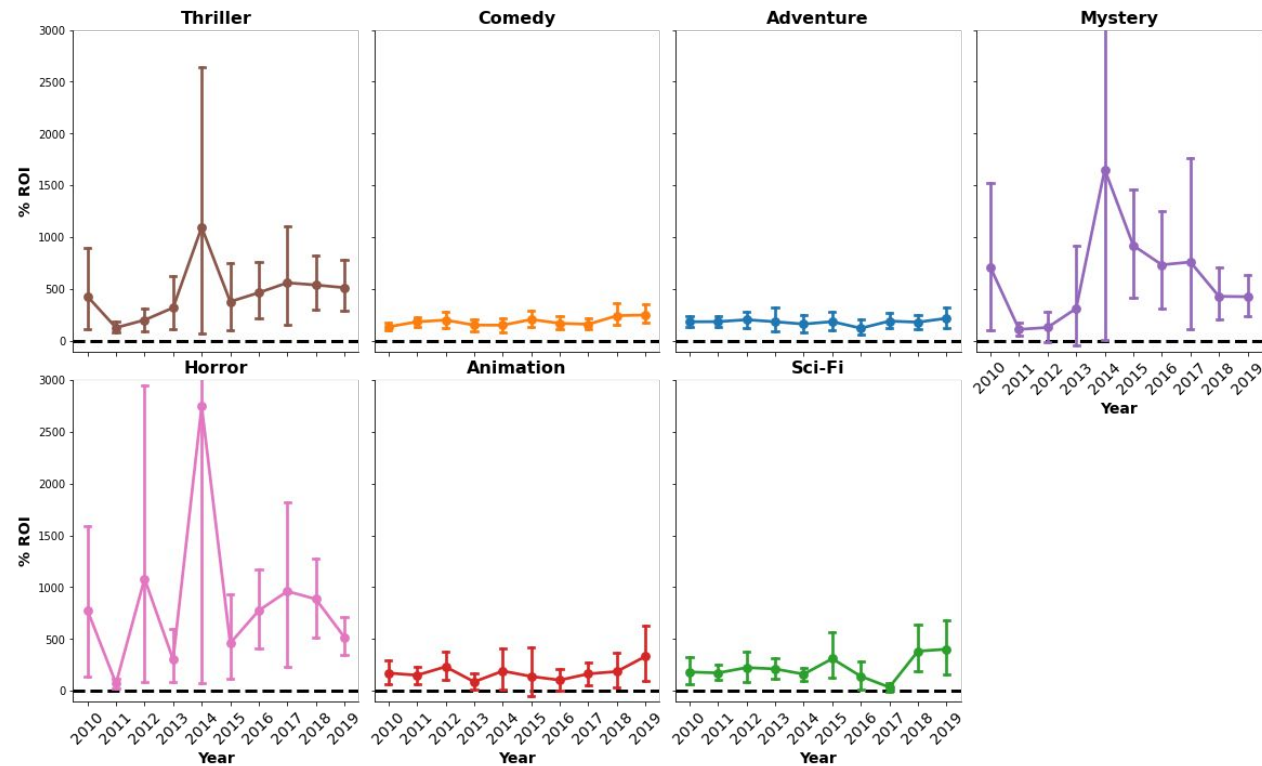**Distribution of Worldwide Gross for Top Genres**

Distribution of ROI for Top Genres
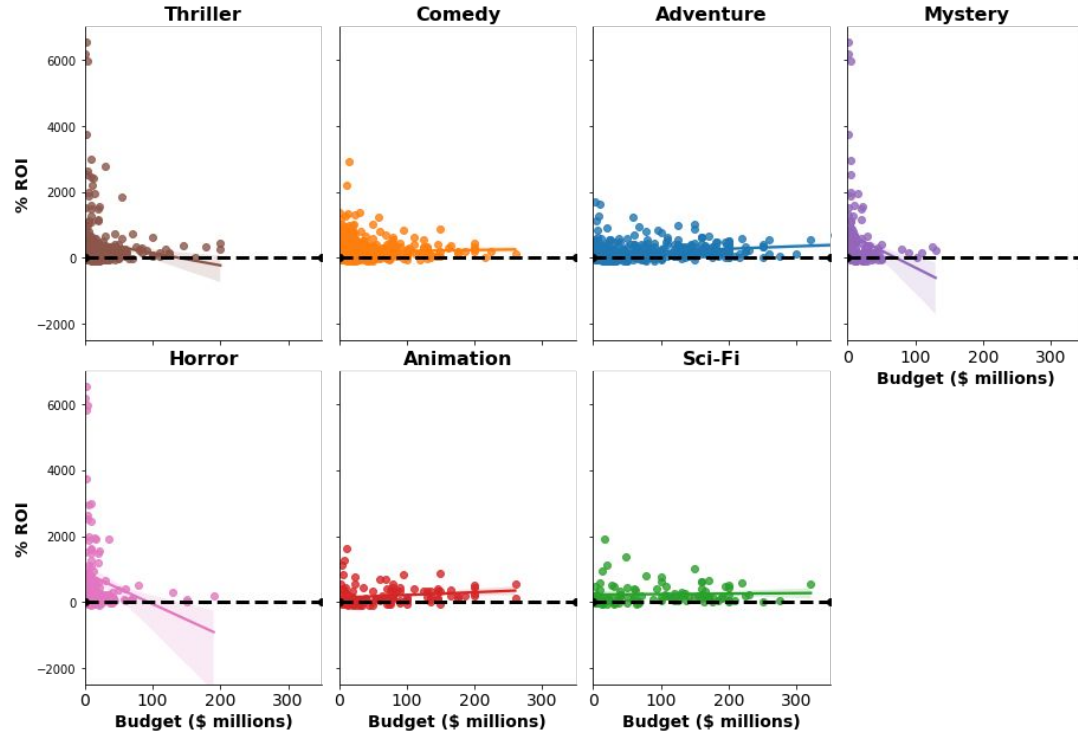
Q1. Top Genres – Recommendations

Change in % ROI Over Time By Genre

- **Primary Focus:**
  - Adventure

- **Secondary Focus:**
  - Comedy

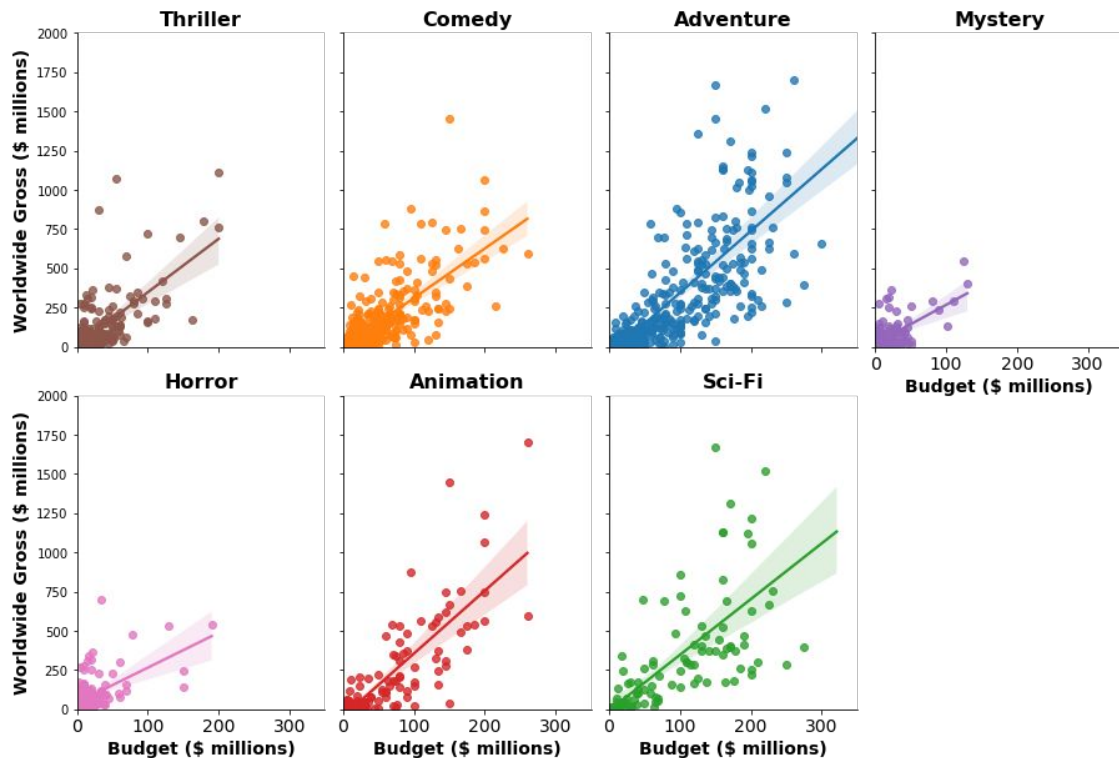- **Consider:**
  - Animation
  - Sci-Fi

Q2. Movie Budget

Effect of Movie Budget on ROI By Genre

Q2. Budget – Recommendations

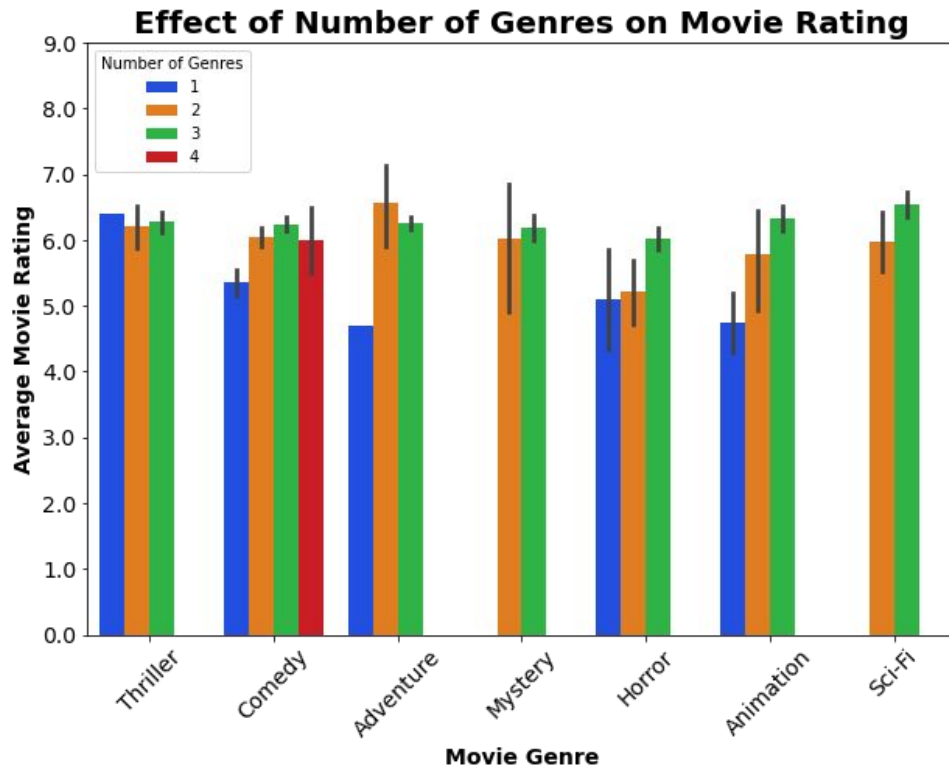Effect of Movie Budget on Worldwide Gross By Genre

- **Adventure:**
  - $60 - $150 million

- **Comedy:**
  - $17 - $75 million

- **Animation / Sci-Fi:**
  - $150 million maximum

Q3. Ratings – Recommendations

- **Adventure:**
  - 2 genres

- **Comedy:**
  - 2 - 3 genres

- **Animation / Sci-Fi:**
  - 3 genres

Effect of Number of Genres on Movie Rating

Future Work

- **Investigate:**
  - Genre combinations
  - Franchise opportunities

- **Identify:**
  - Directors, producers, writers

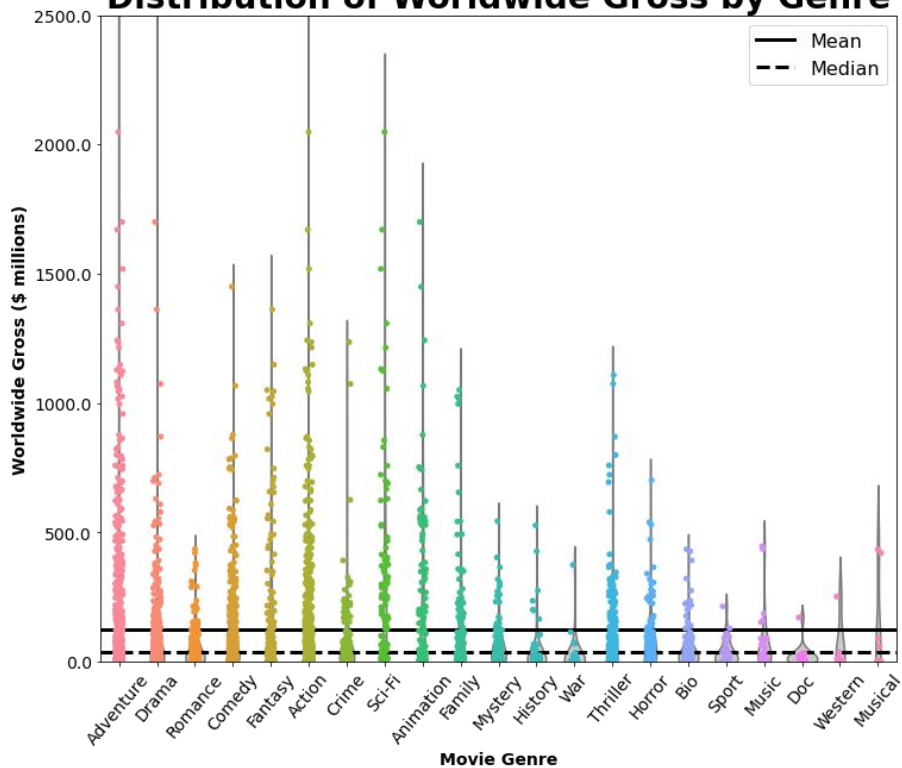- **Fine-tune:**
  - Run-time
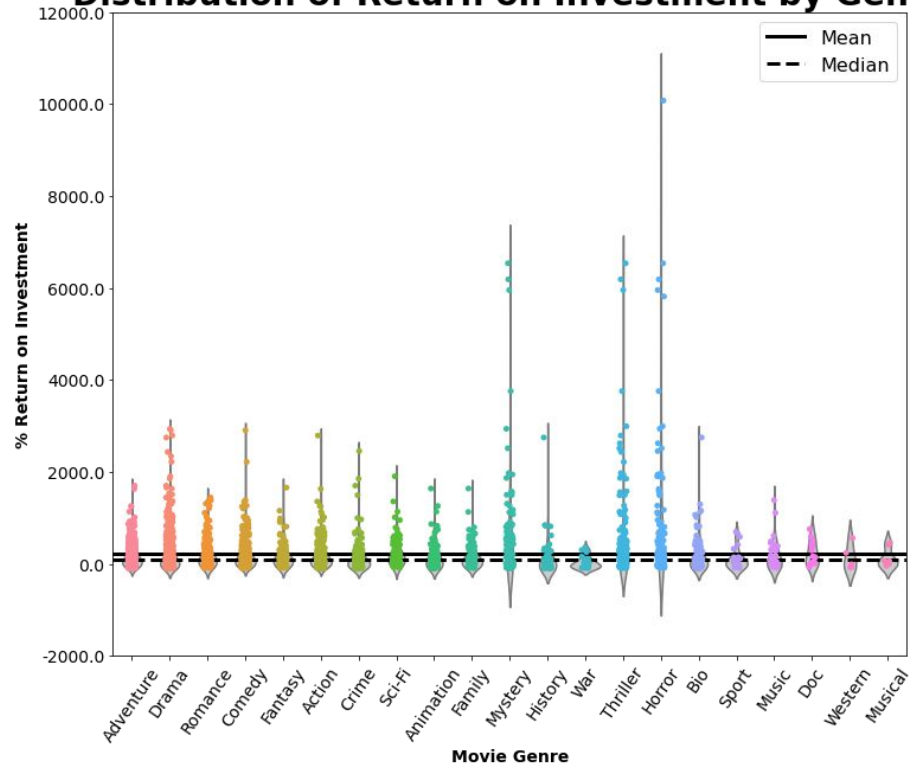 - MPAA rating

Thank You!

Questions?

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https://github.com/zero731

Appendix I
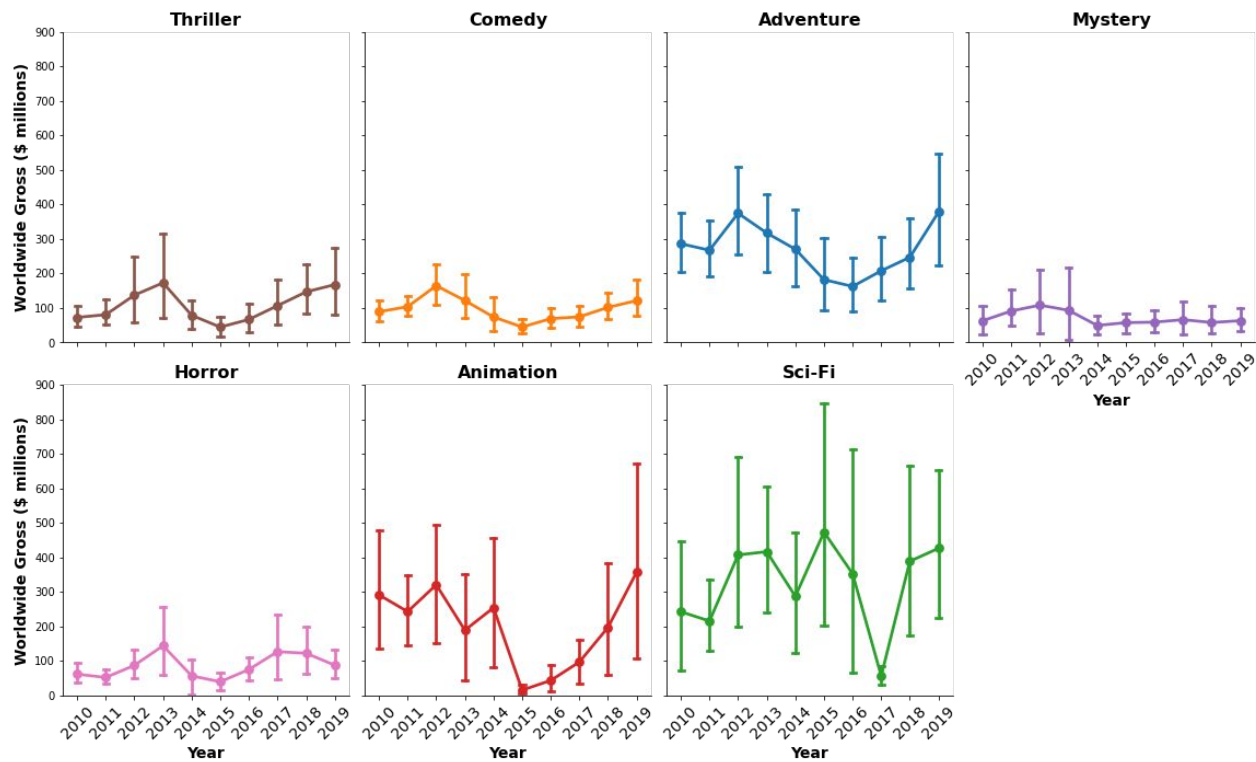

Distribution of Worldwide Gross by Genre

Distribution of Return on Investment by Genre

Appendix II

Change in Worldwide Gross Over Time By Genre

Appendix III

Change in Average Rating Over Time By Genre