

Getting Started: Building a Profitable Movie Studio

Max Steele

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Introduction

Purpose

Business Value

- Data-driven focus
- Actionable insights
 - Minimize risk
- Successful start
- Sustainability
 - Profits
 - Ratings

Overview

Questions

From 2010 - 2019:

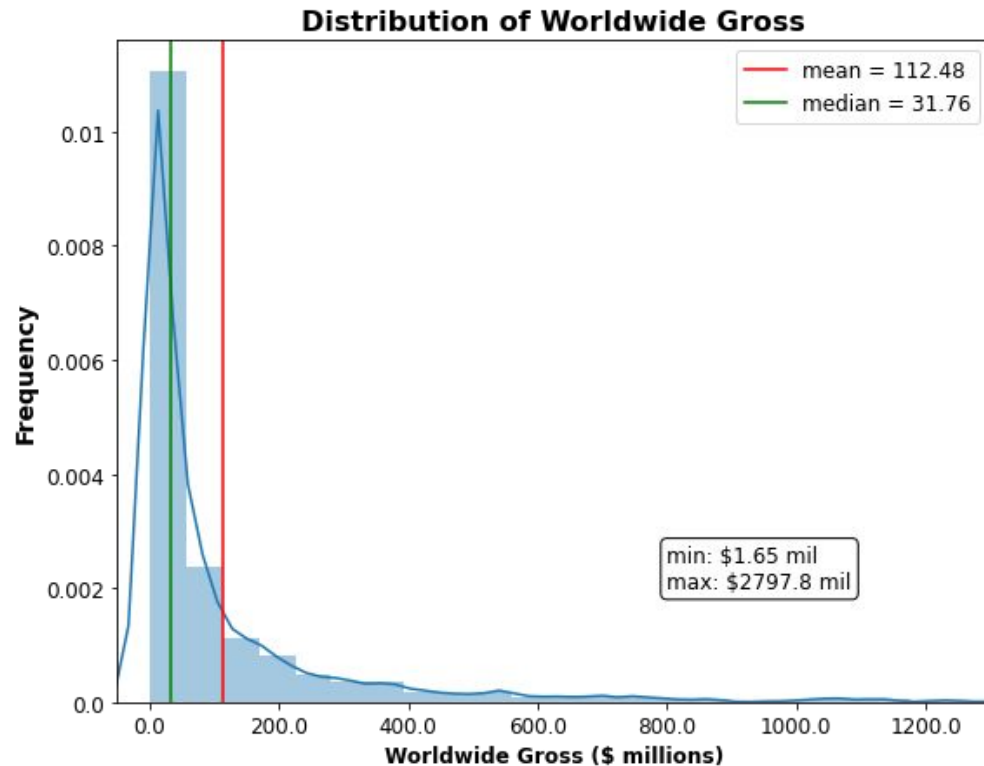
1. Which genres were top grossing worldwide and had the highest ROI?

Of the top genres:

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

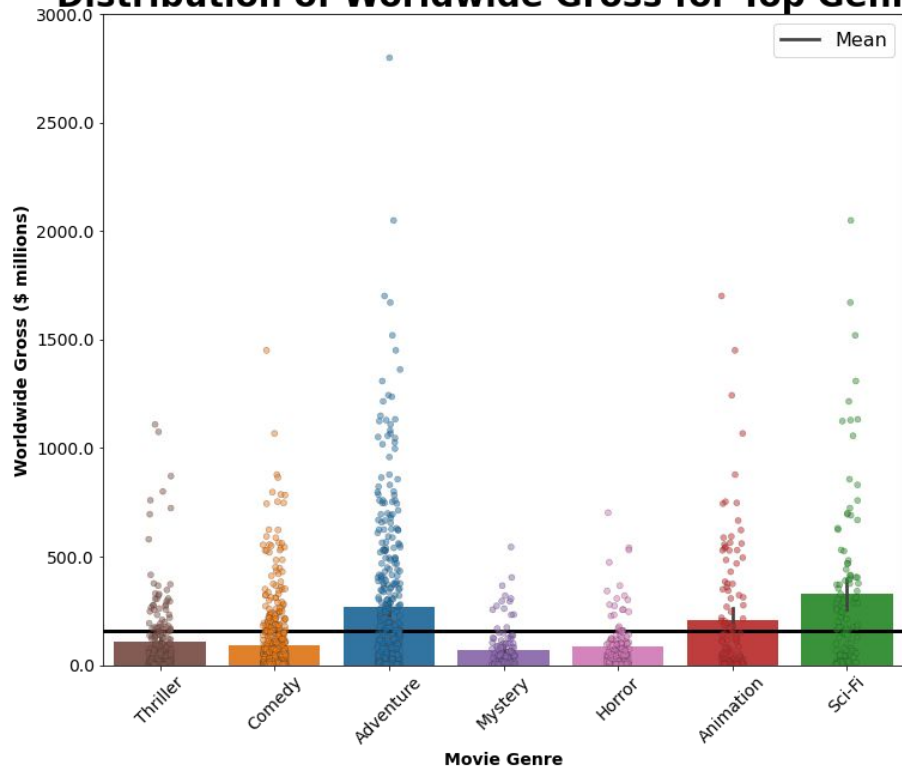
Data

- **Source - IMDb**
 - Published datasets
 - Scraped data
- **Focus on:**
 - Top grossing
 - Budget \$1 million or greater

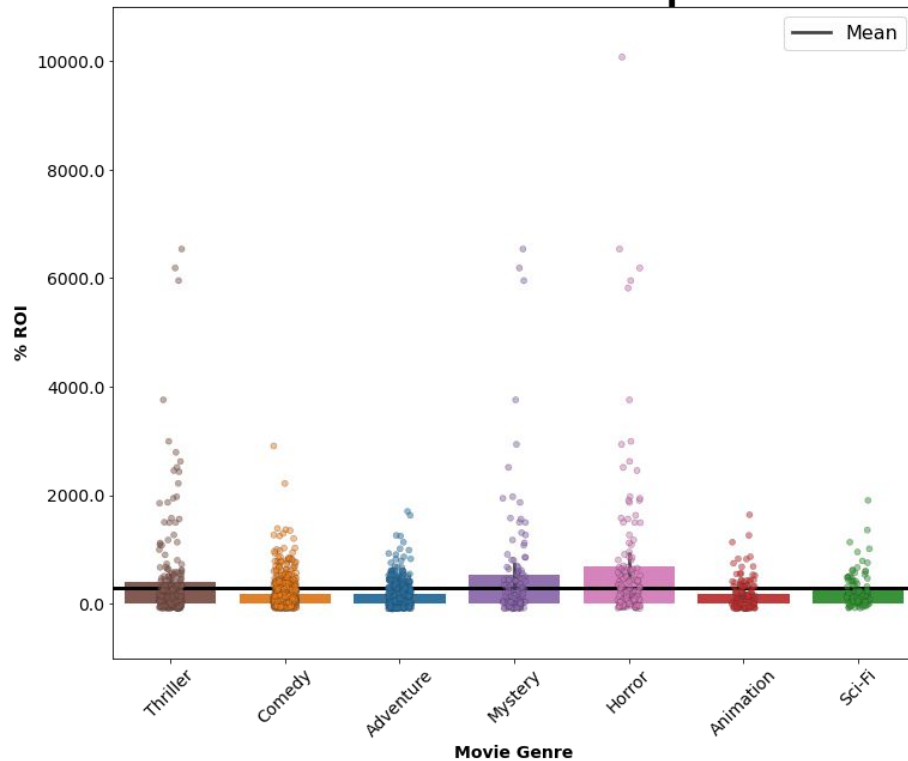


Q1. Top Genres

Distribution of Worldwide Gross for Top Genres

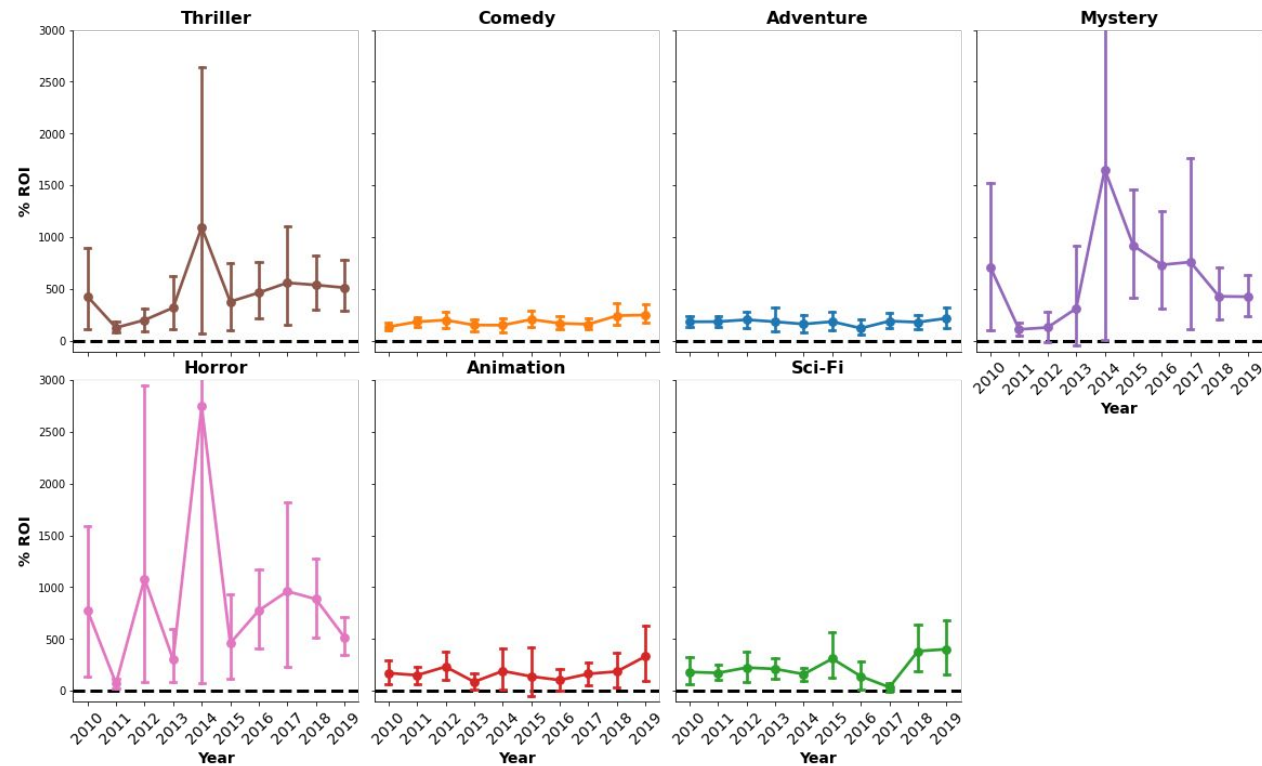


Distribution of ROI for Top Genres



Q1. Top Genres – Recommendations

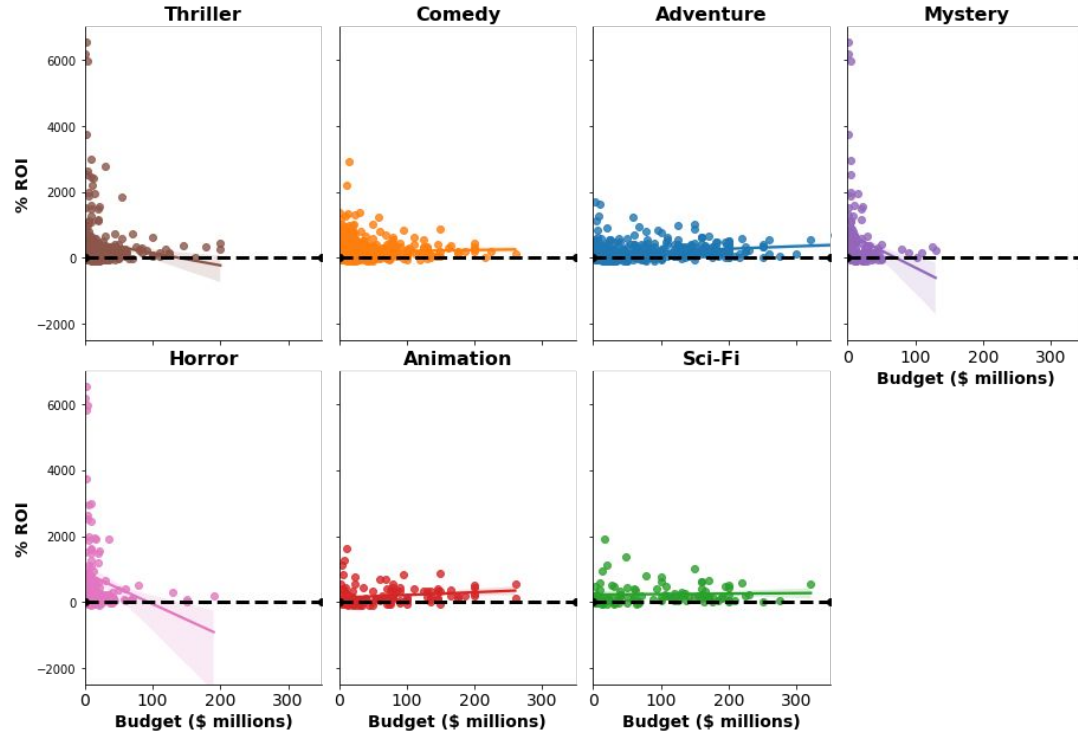
Change in % ROI Over Time By Genre



- **Avoid Volatility:**
 - Thriller, Mystery, Horror
- **Primary Focus:**
 - Adventure
- **Secondary Focus:**
 - Comedy

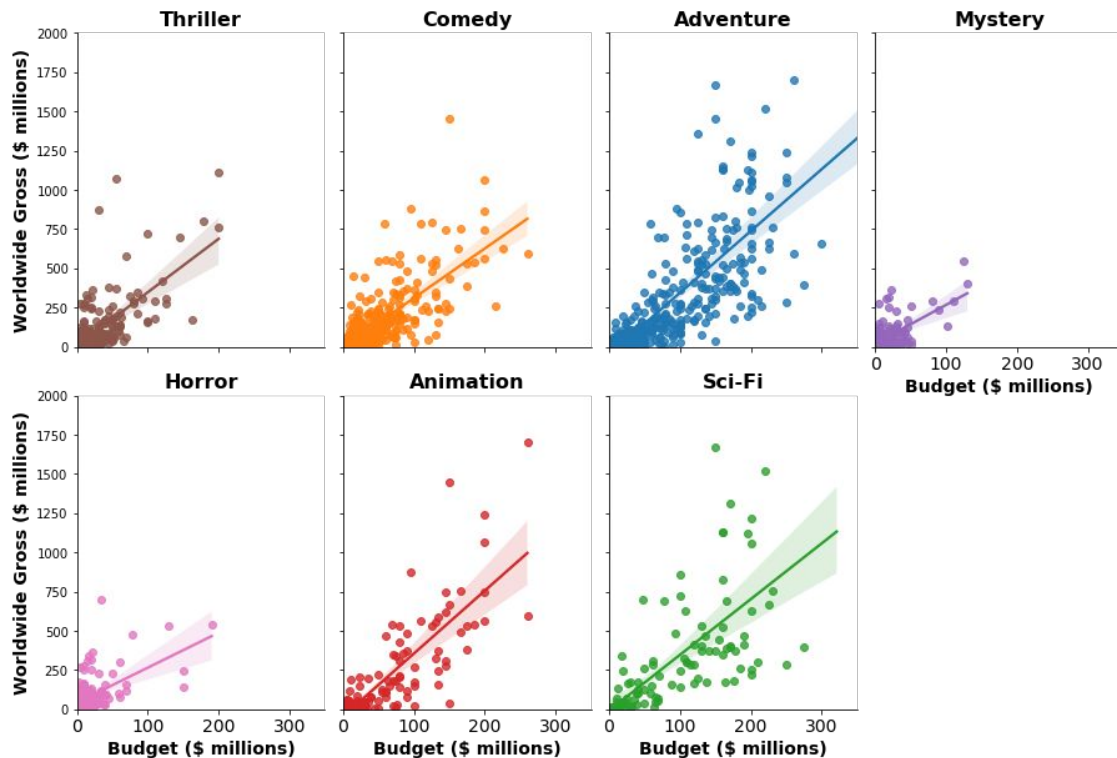
Q2. Movie Budget

Effect of Movie Budget on ROI By Genre



Q2. Budget – Recommendations

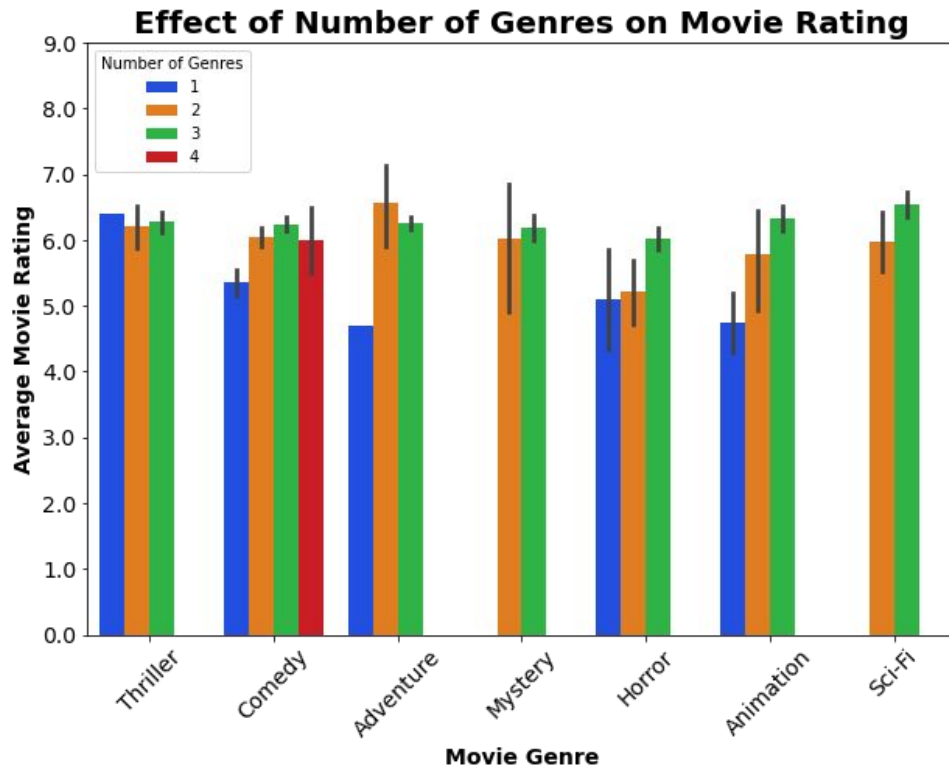
Effect of Movie Budget on Worldwide Gross By Genre



- **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



Summary

- **Avoid volatile genres**
 - Thriller, Mystery, Horror
- **Primary Focus: Adventure**
 - \$60 - \$150 million
 - 2 genres
- **Secondary Focus: Comedy**
 - \$17 - \$75 million
 - 2 - 3 genres
- **Consider Animation and/or Sci-Fi**
 - \$150 million maximum
 - 3 genres

Future Work

- **Investigate:**
 - Genre combinations
 - Franchise opportunities
- **Identify:**
 - Directors, producers, writers
- **Fine-tune:**
 - Run-time
 - MPAA rating

Thank You!

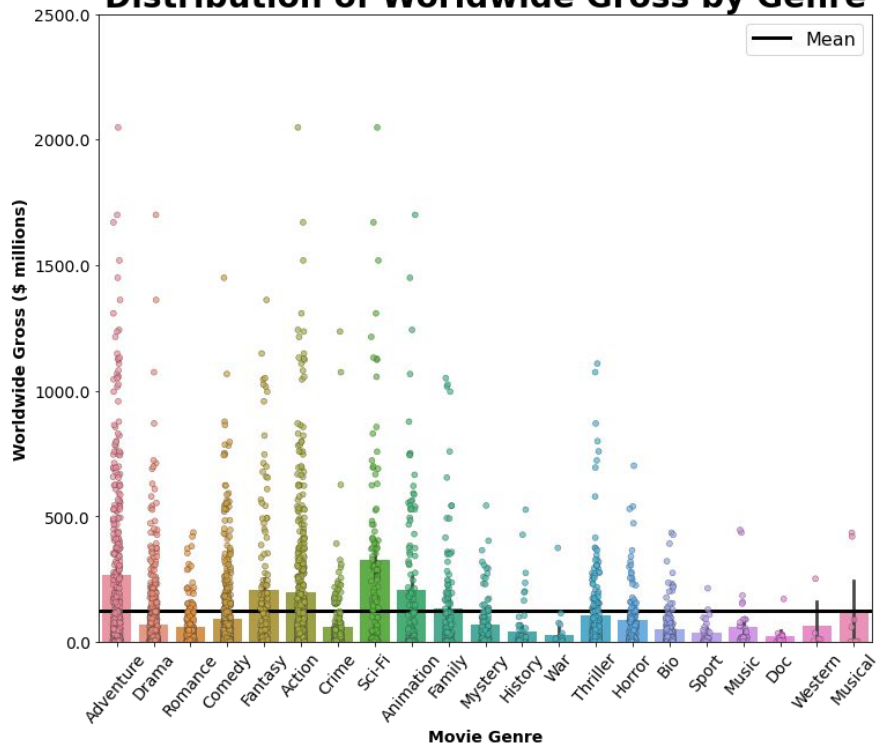
Questions?

Max Steele

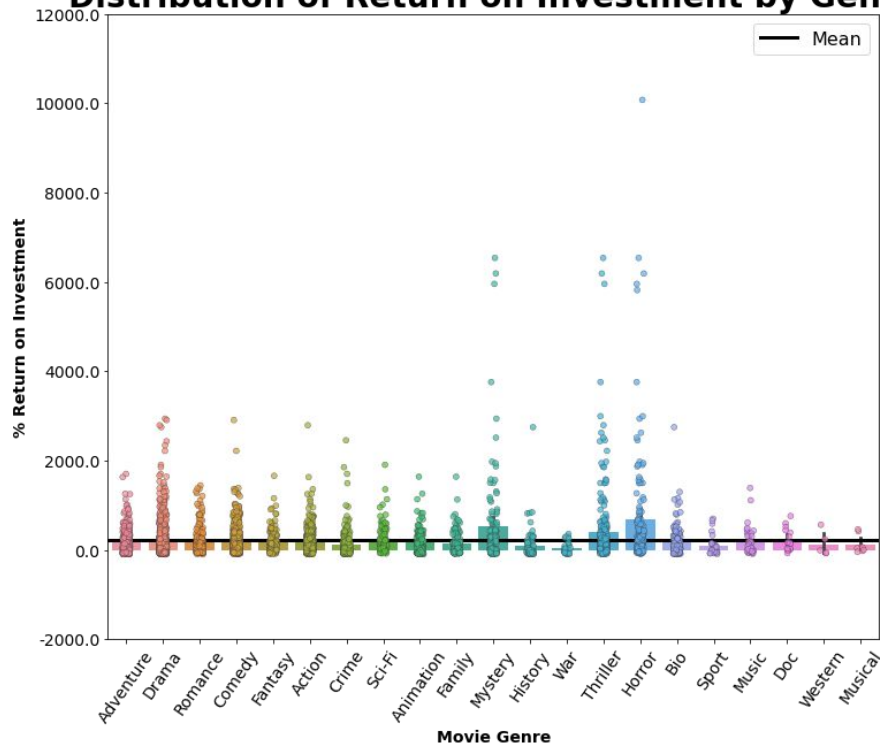
<https://github.com/zero731>

Appendix I

Distribution of Worldwide Gross by Genre

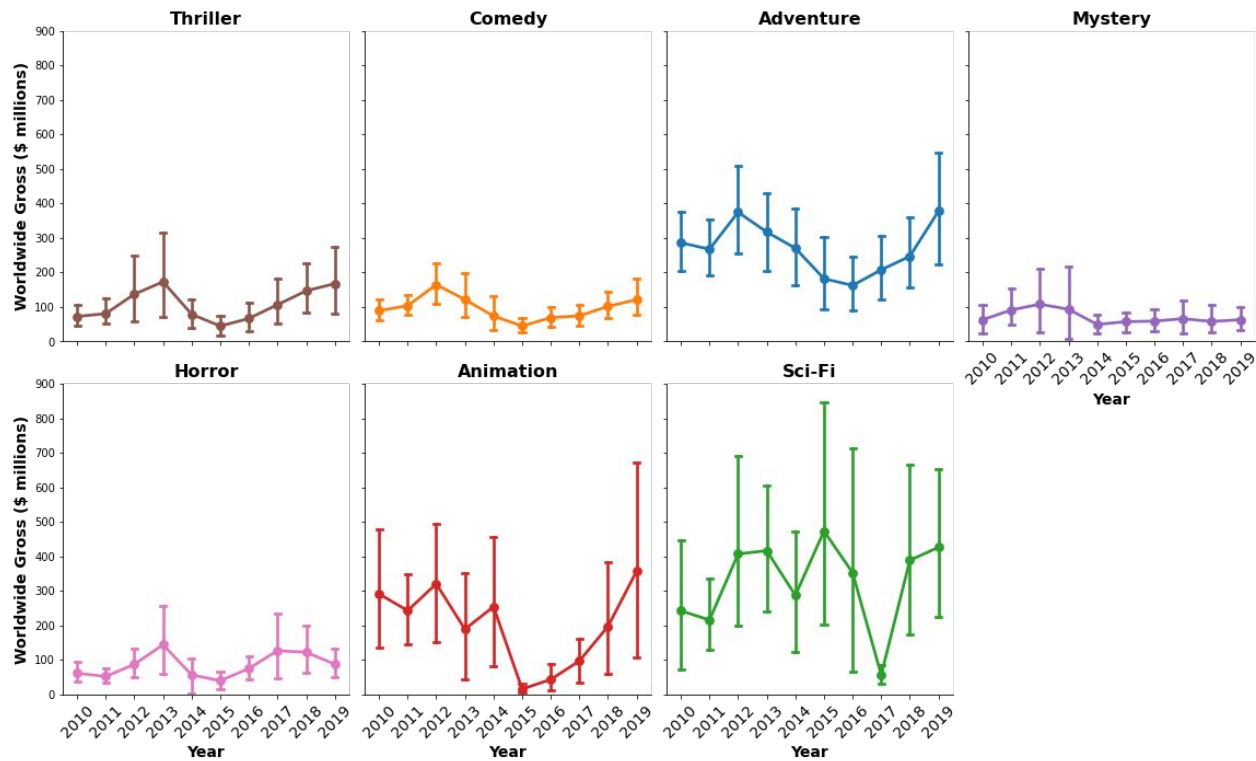


Distribution of Return on Investment by Genre



Appendix II

Change in Worldwide Gross Over Time By Genre



Appendix III

Change in Average Rating Over Time By Genre

