

# How To Make A Profitable Movie

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# Hello Microsoft!

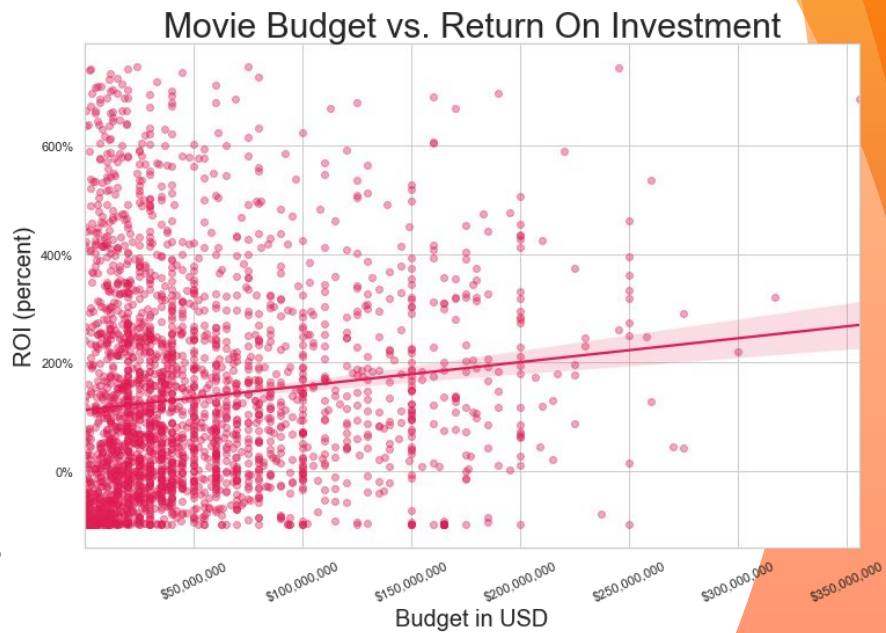
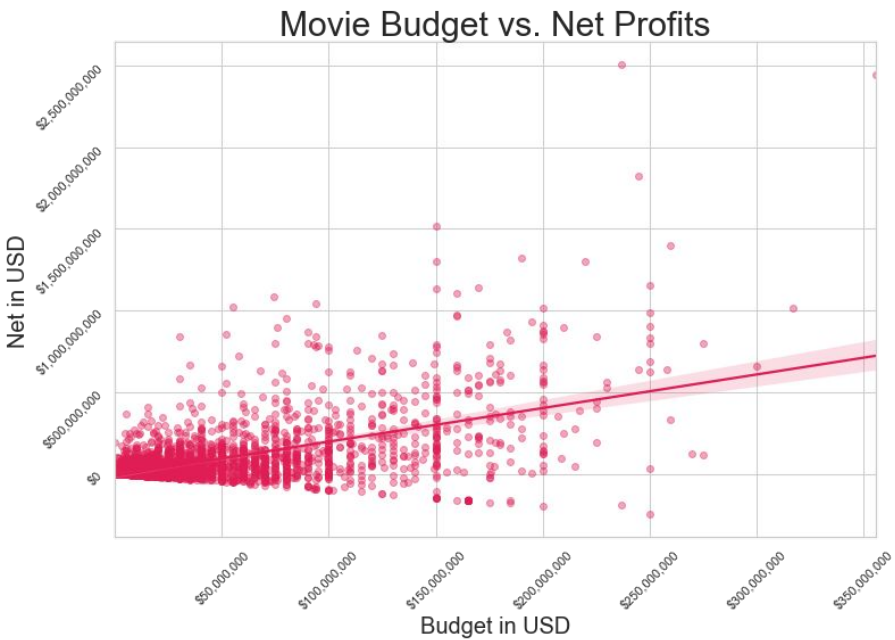
- Producing movies can be a great way to make money.
- It doesn't have to feel like a game of chance.
- I will give you three actionable recommendations by the end of this presentation.
- Let's see what the movie data says...

**1.**

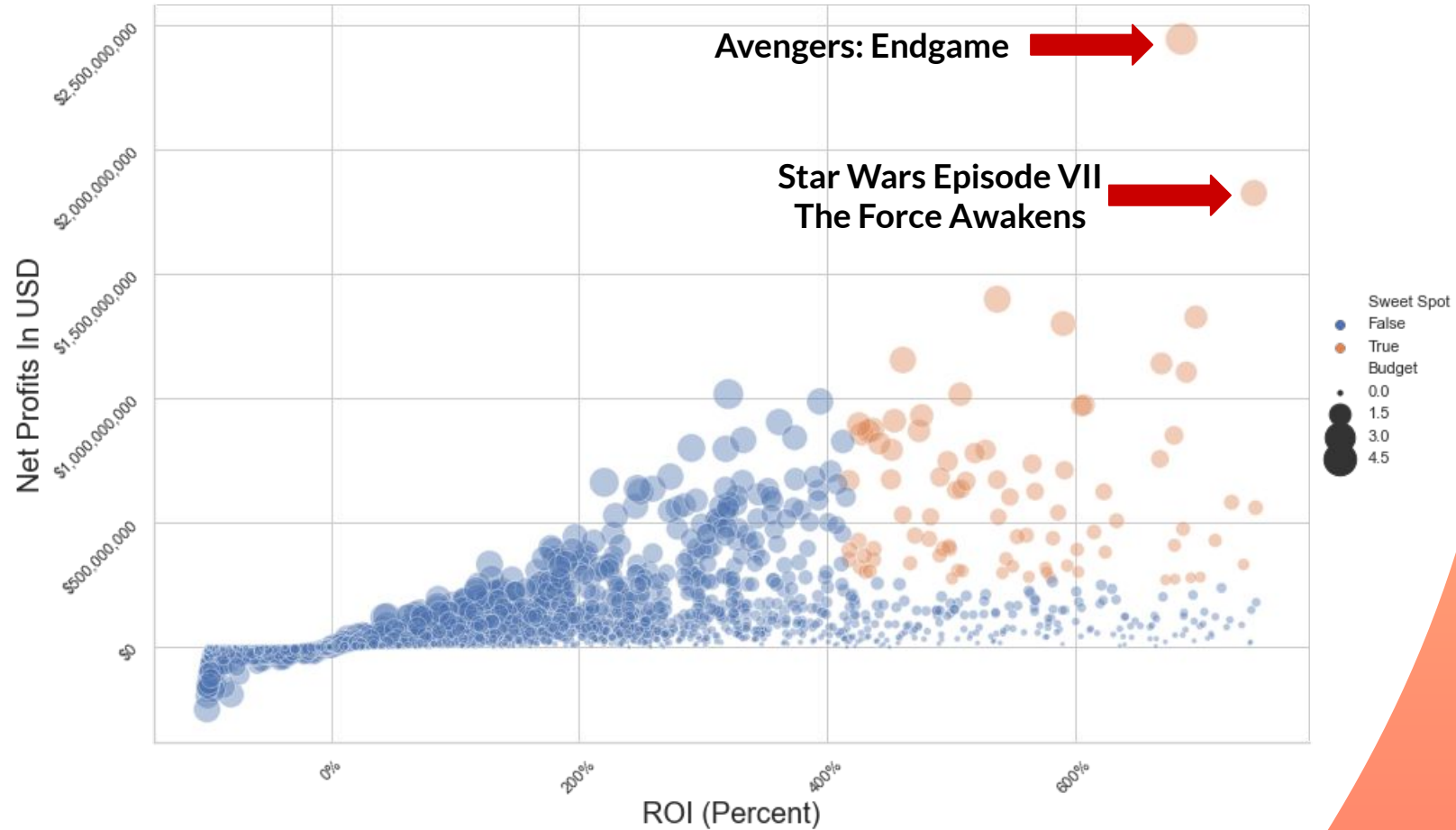
**What should the  
budget of the movie  
be?**

# Net Profits and ROI

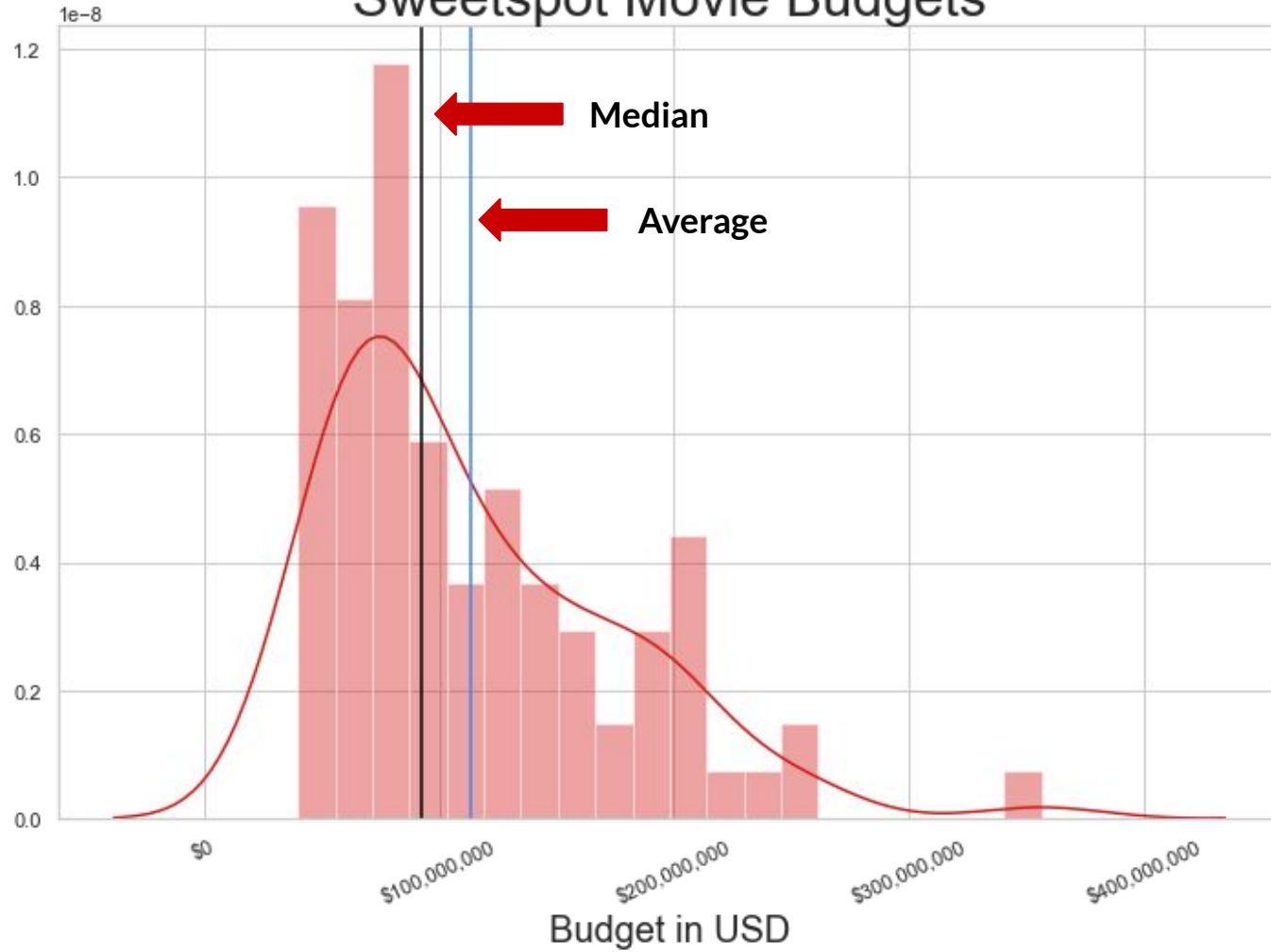
- A high return on investment does not always mean that a large amount of money was made
- Ideally ROI and net profits would both be high



# ROI and Net Profits For Movies



# Sweetspot Movie Budgets



**1. What should the budget of the movie be?**

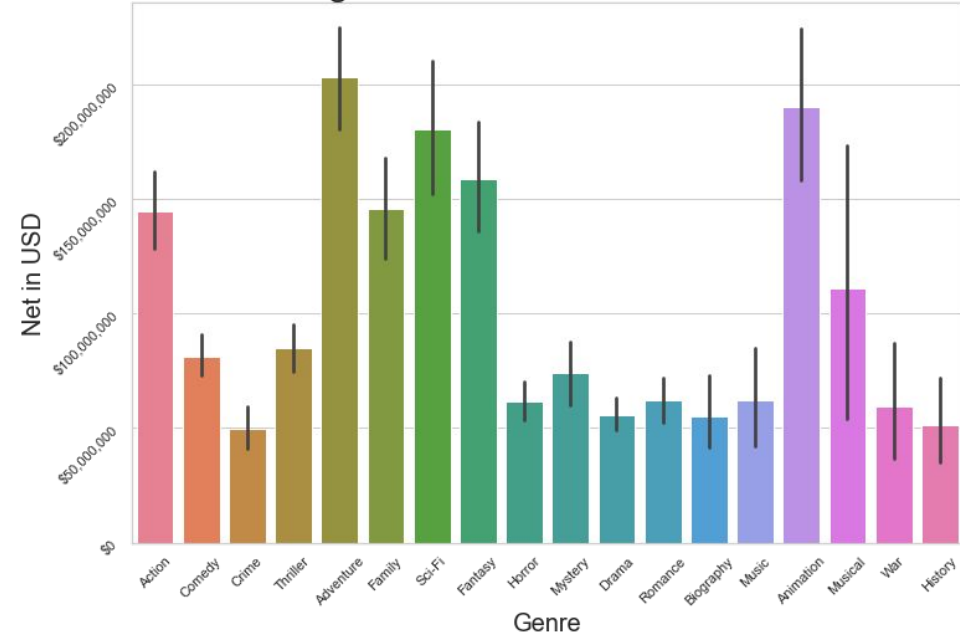
**The budget should be  
between 93 million and  
114 million USD.**



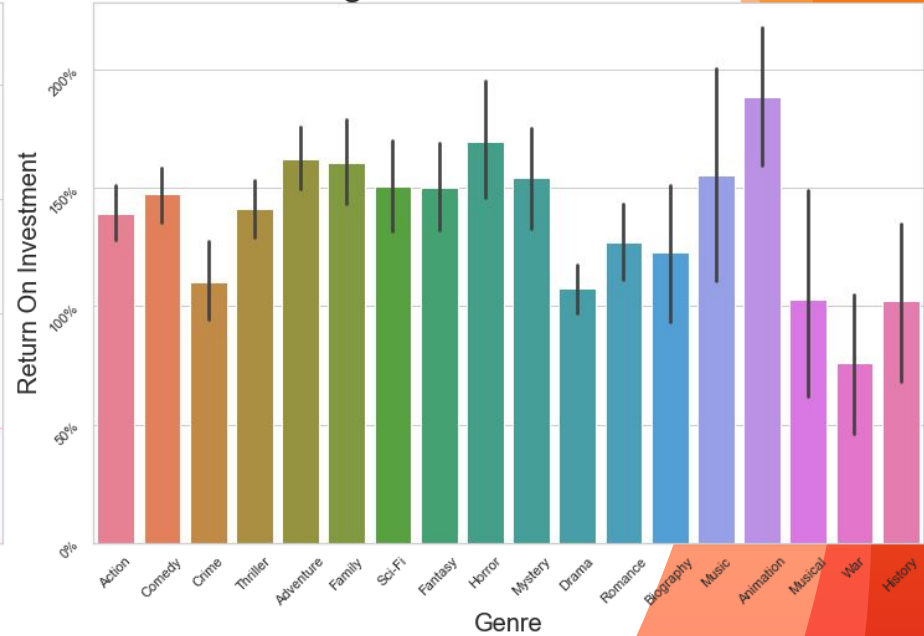
**2.**

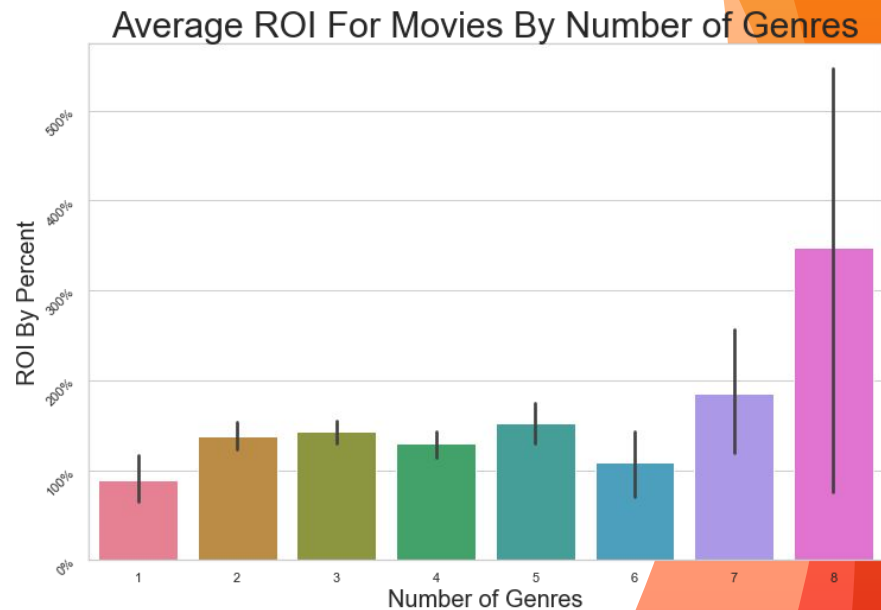
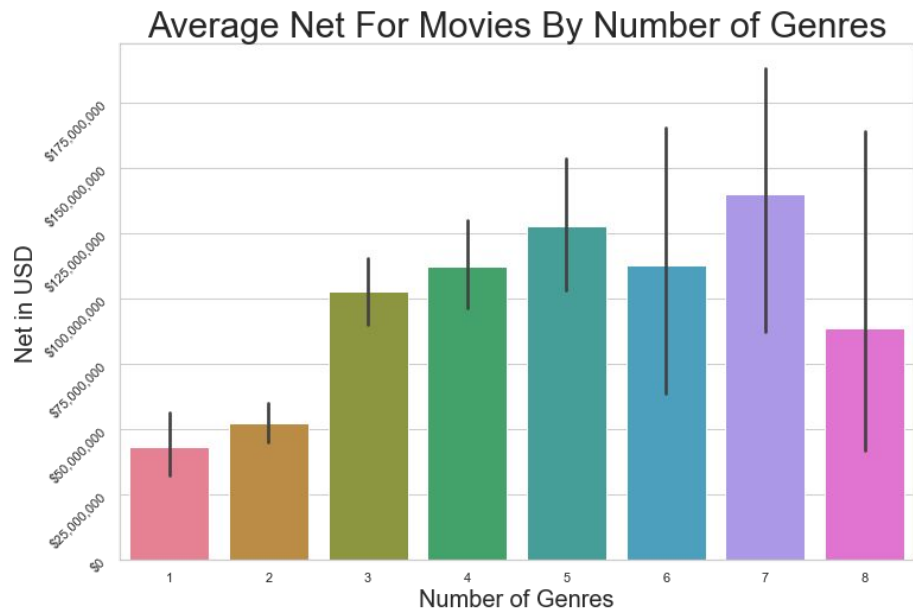
**What genre should the movie be?**

### Average Net Profits For Movie Genres



### Average ROI For Movie Genres





## **2. What genre should the movie be?**

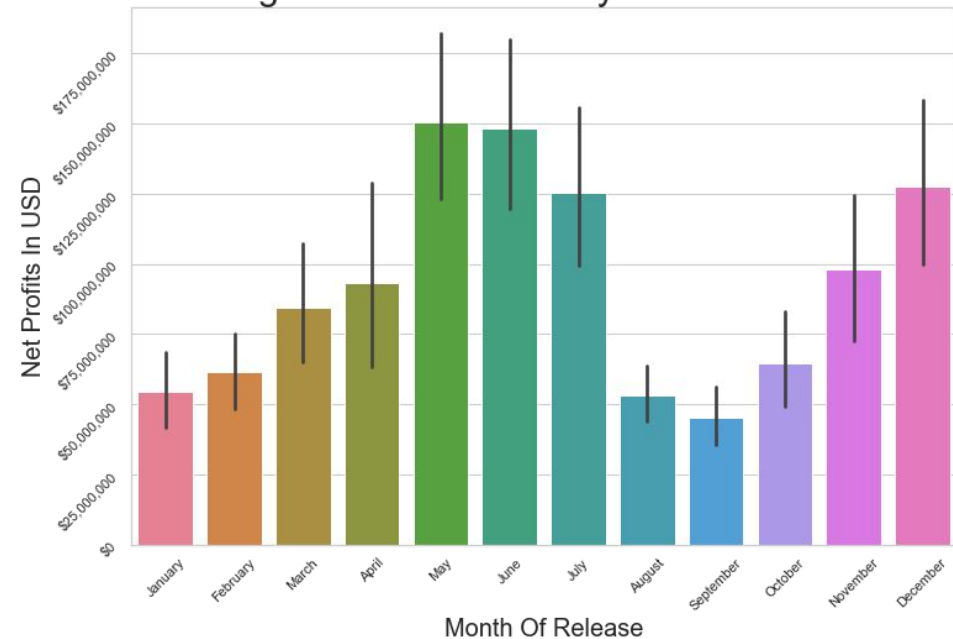
**The movie should have 5 genres that include animation, sci-fi, fantasy, and adventure. The fifth genre should be either action or family.**

**3.**

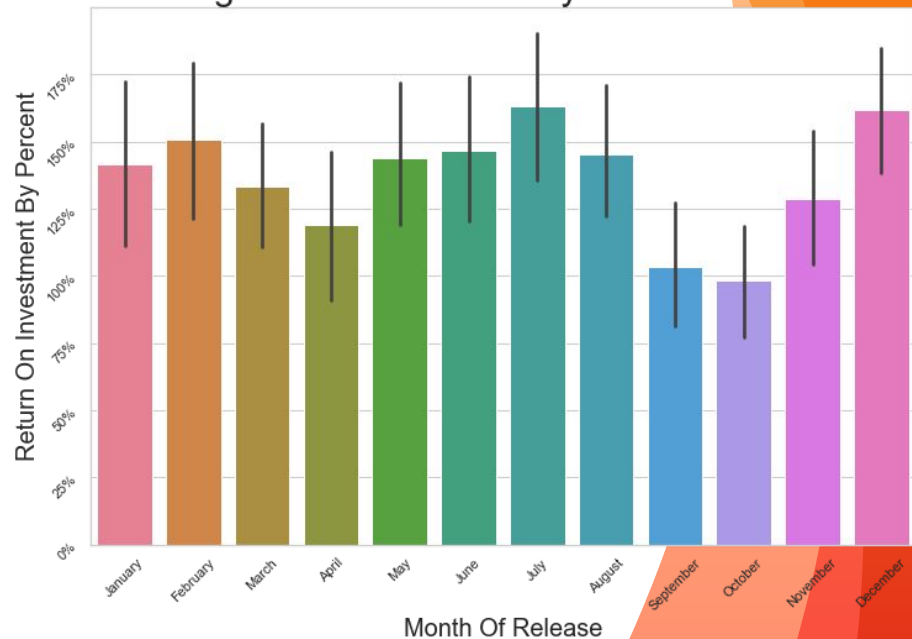
**What month should  
the movie be  
released?**



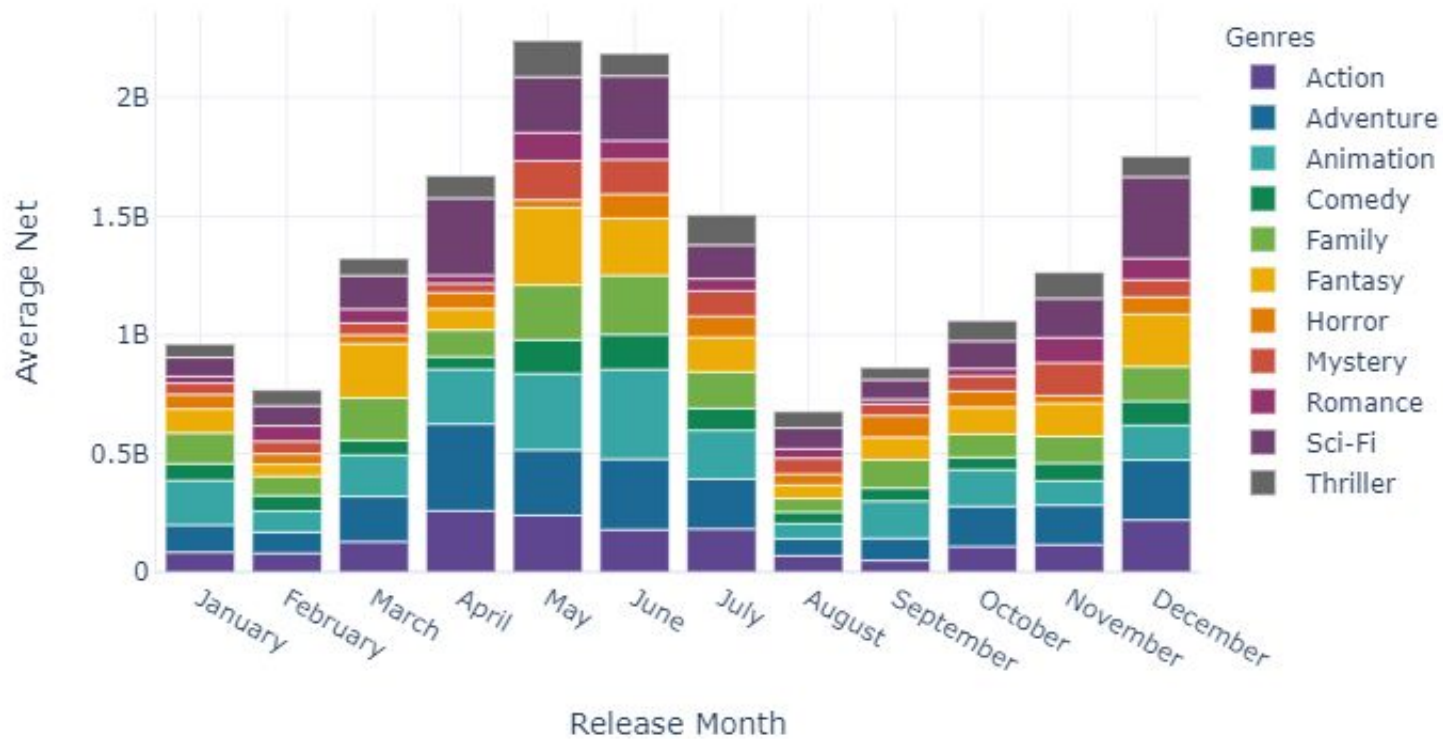
### Average Net For Movies By Month Of Release



### Average ROI For Movies By Month Of Release



## Average Net Profits Per Genre By Month



**3. What month should the movie be released?**

**The movie should be  
released in May or  
June.**



# Summary

- 1. The budget should be 93 million to 114 million.**
- 2. The movie should have 5 genres that include animation, sci-fi, fantasy, and adventure. The fifth genre should be either action or family.**
- 3. The movie should be released in May or June.**

# Future Work

- **Award winners:**
  - Does winning awards increase a movie's or studio's earnings overall?
- **Movie franchises:**
  - What factors contribute to a successful movie franchise?
- **Pandemic impact:**
  - How will the pandemic change movies?

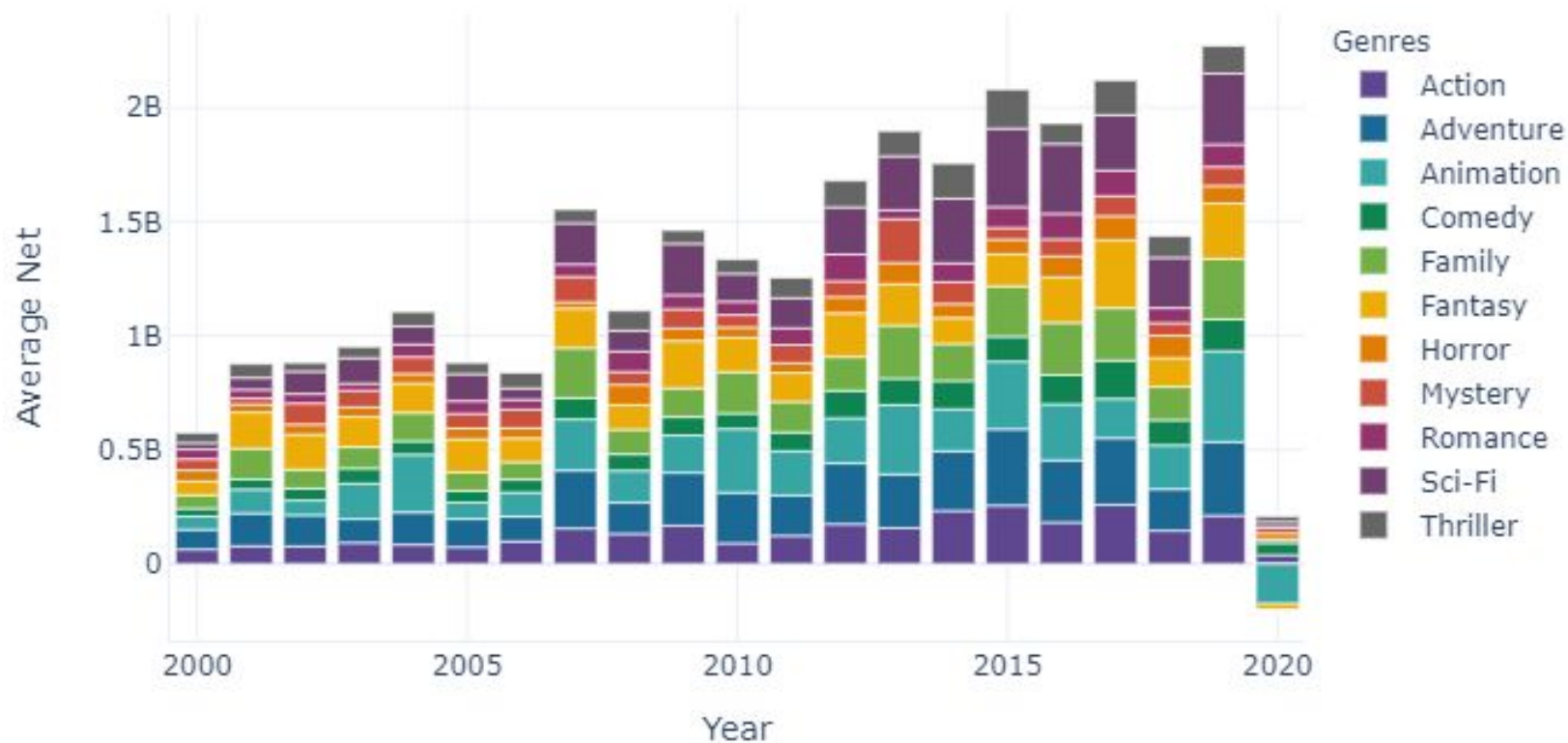
# Thanks!

Thank you for your time.  
Any questions?

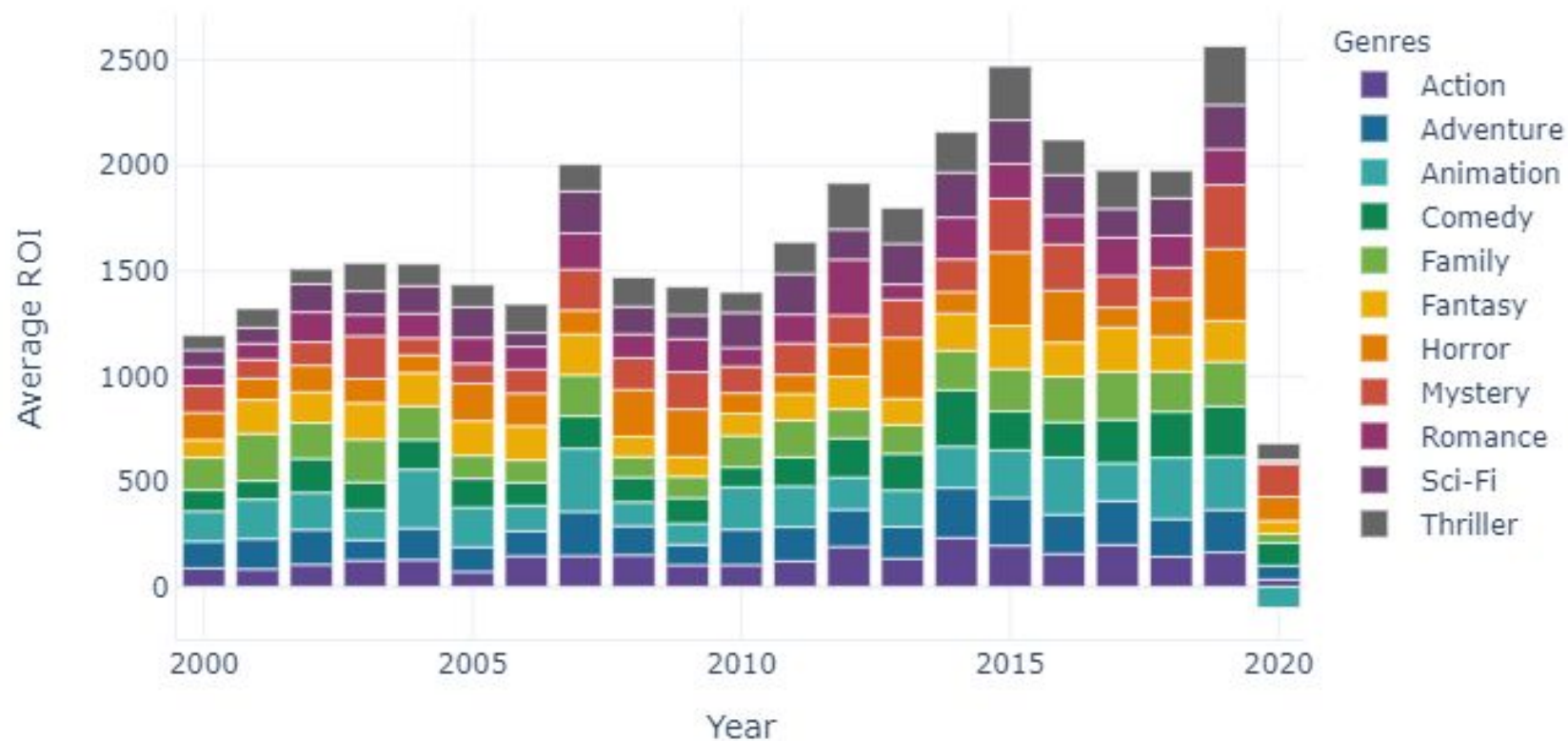
# Appendix

More visualizations made for this project for further information.

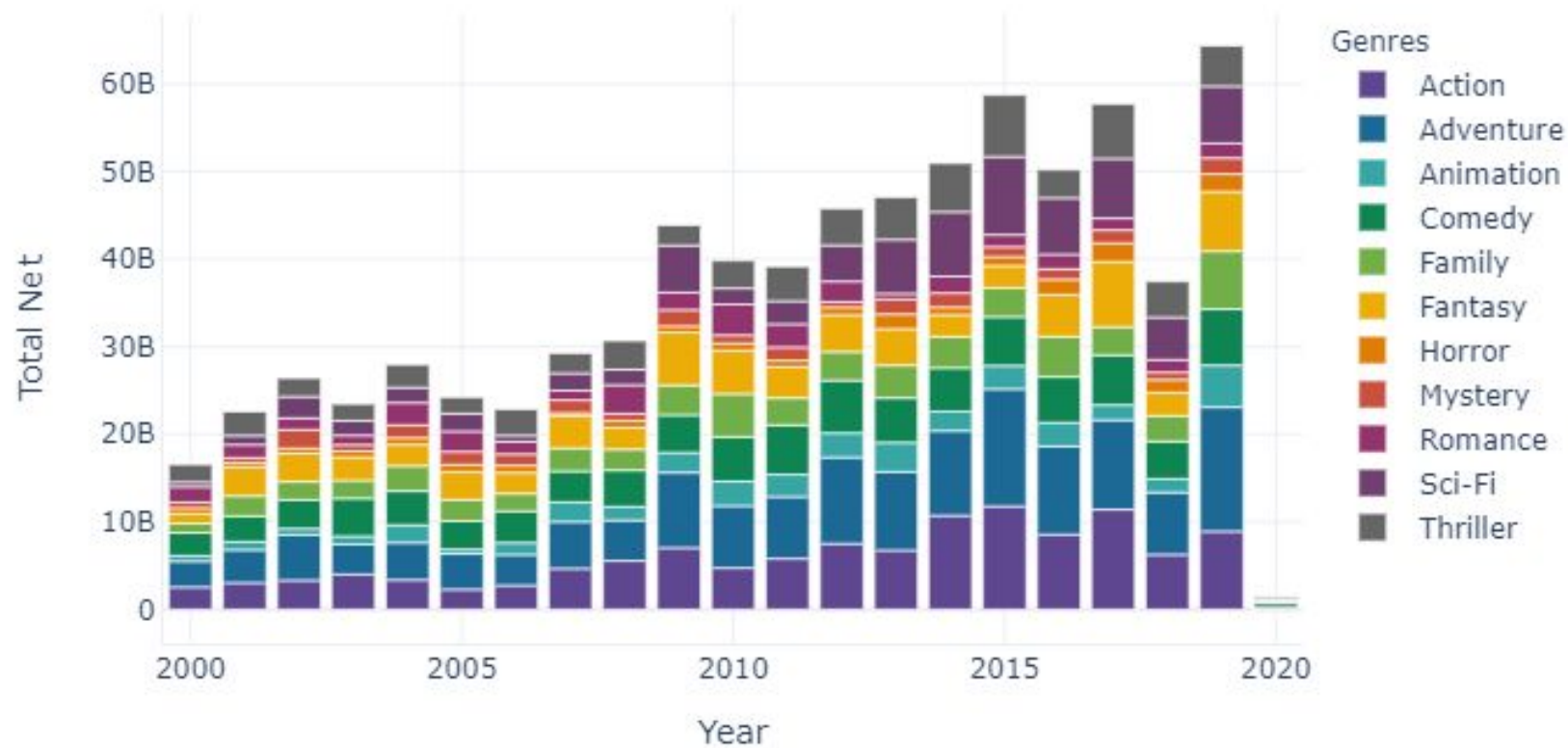
## Average Net Profits Per Genre From 2000 To 2020



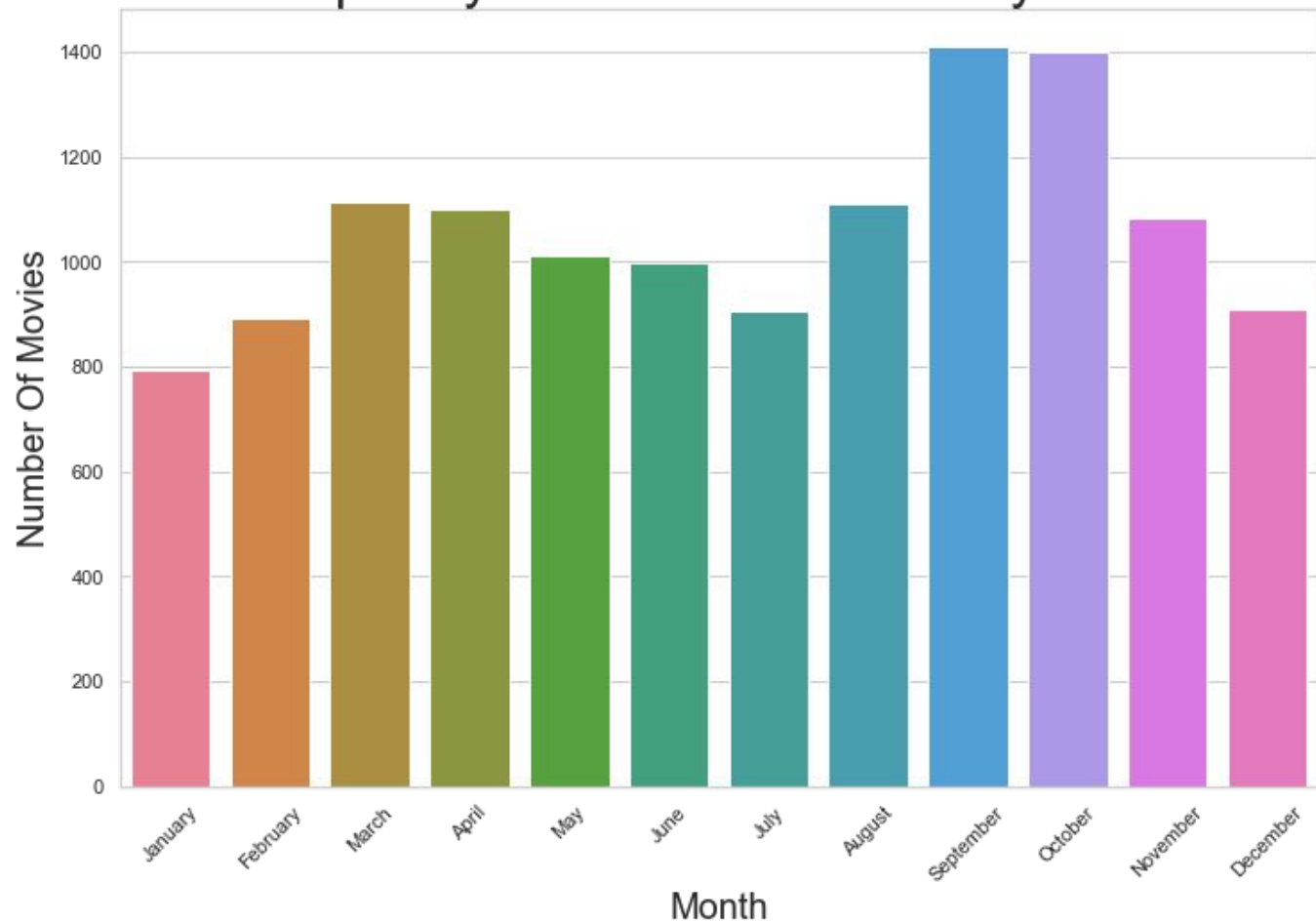
## Average ROI Per Genre From 2000 To 2020



## Total Net Profits Per Genre From 2000 To 2020



# Frequency Of Movie Releases By Month





## Average ROI Per Genre By Month

