

How To Make A Profitable Movie

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Hello Microsoft!

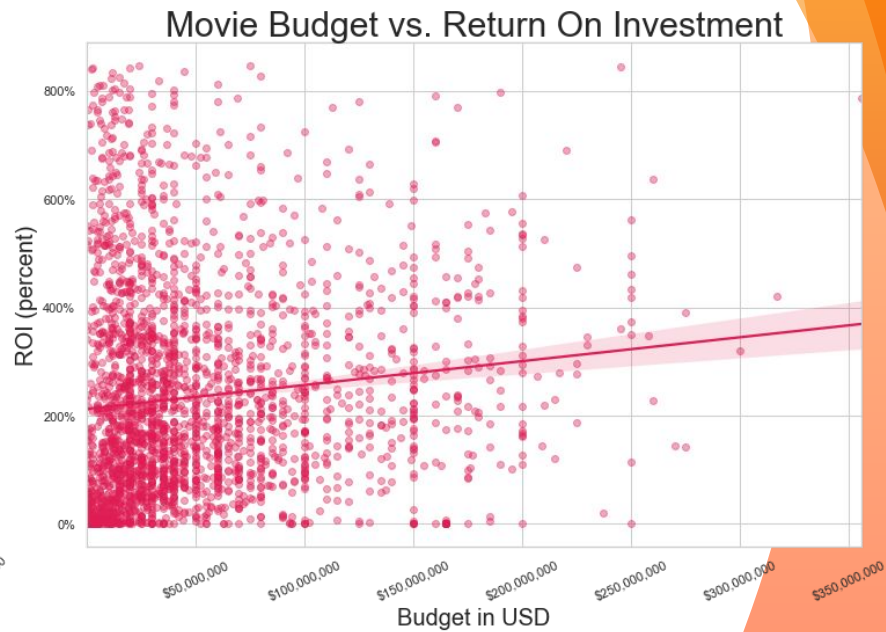
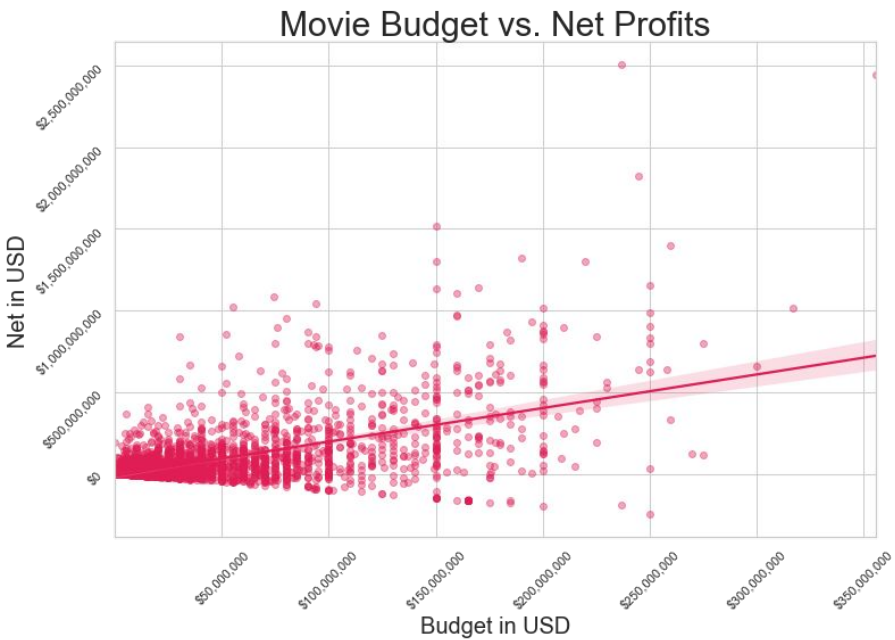
- Producing movies can be a great way to make money.
- It doesn't have to feel like a game of chance.
- I will give you three actionable recommendations by the end of this presentation.
- Let's see what the movie data says...

1.

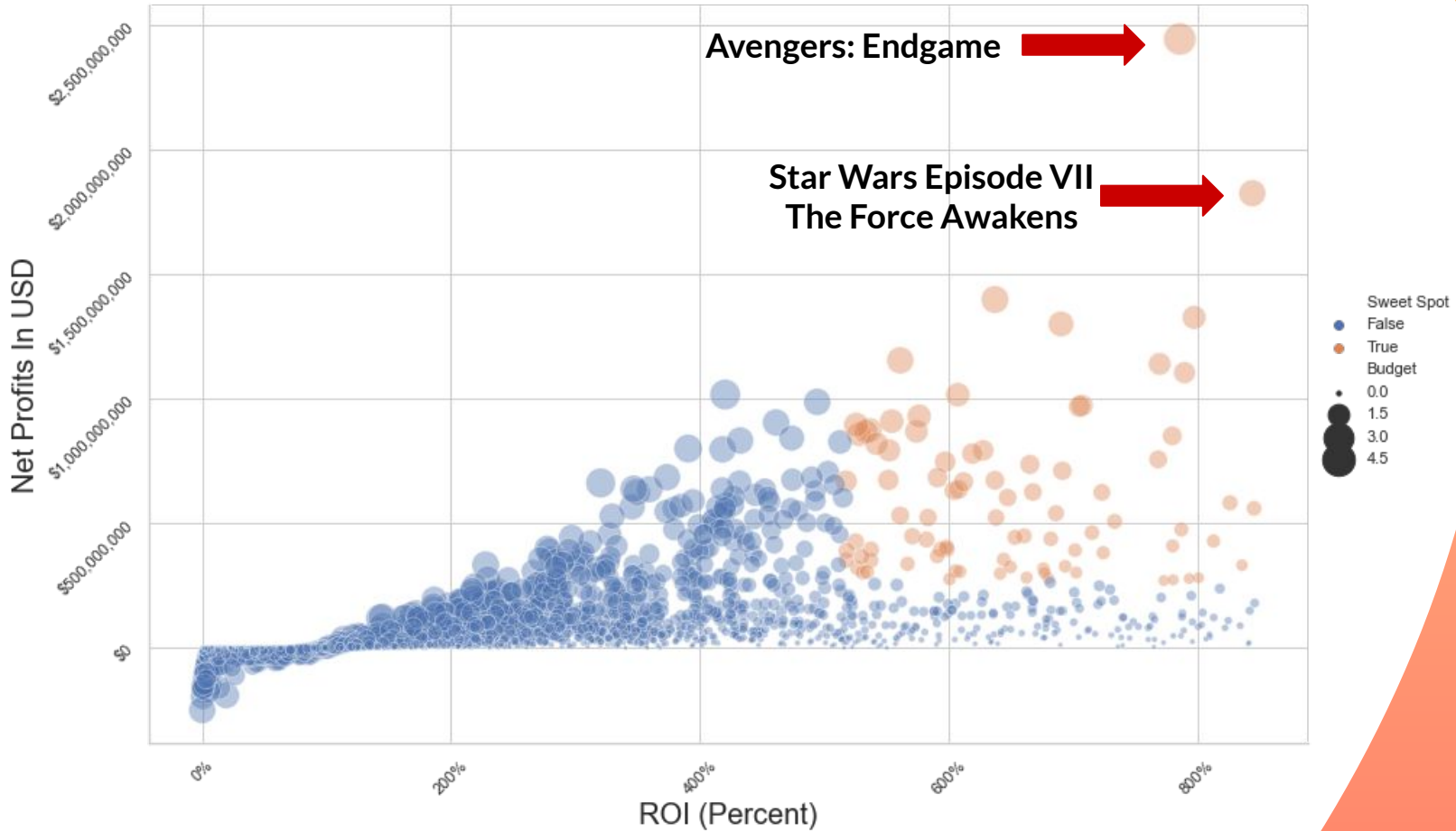
**What should the
budget of the movie
be?**

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



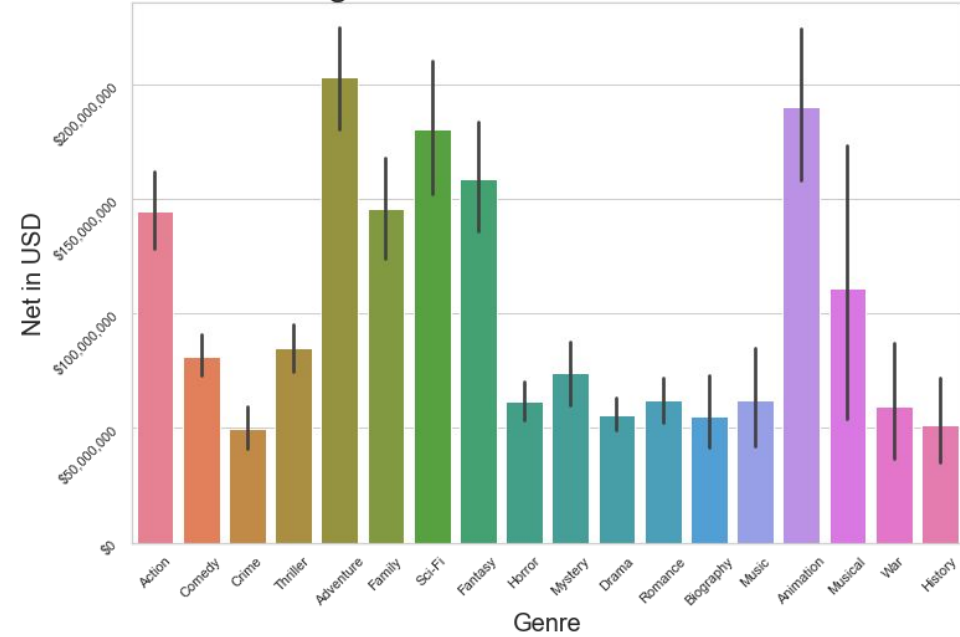
1. What should the budget of the movie be?

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

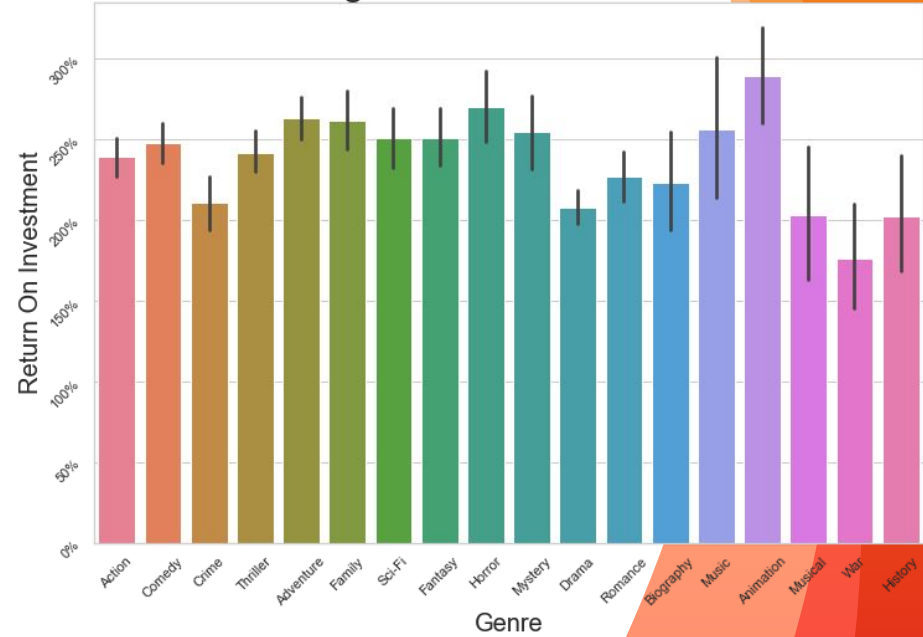
2.

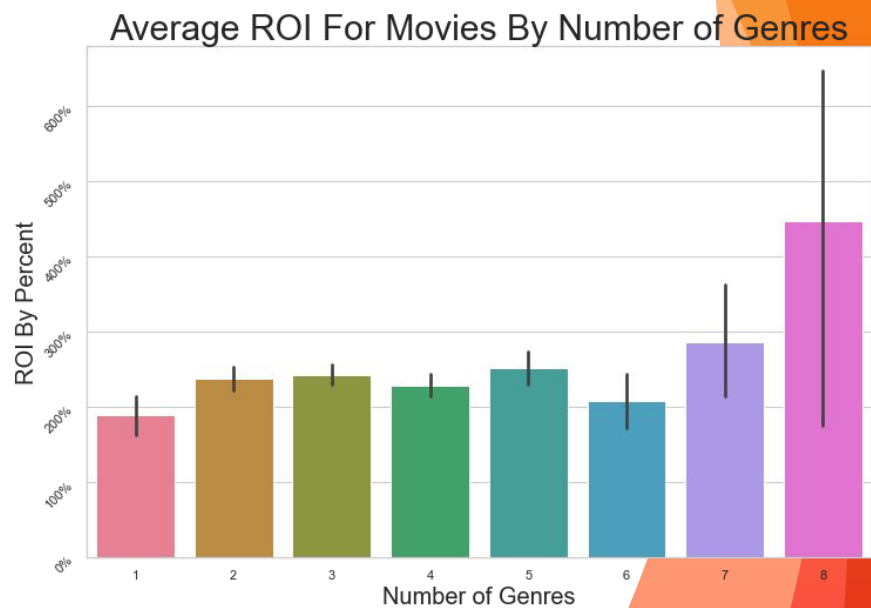
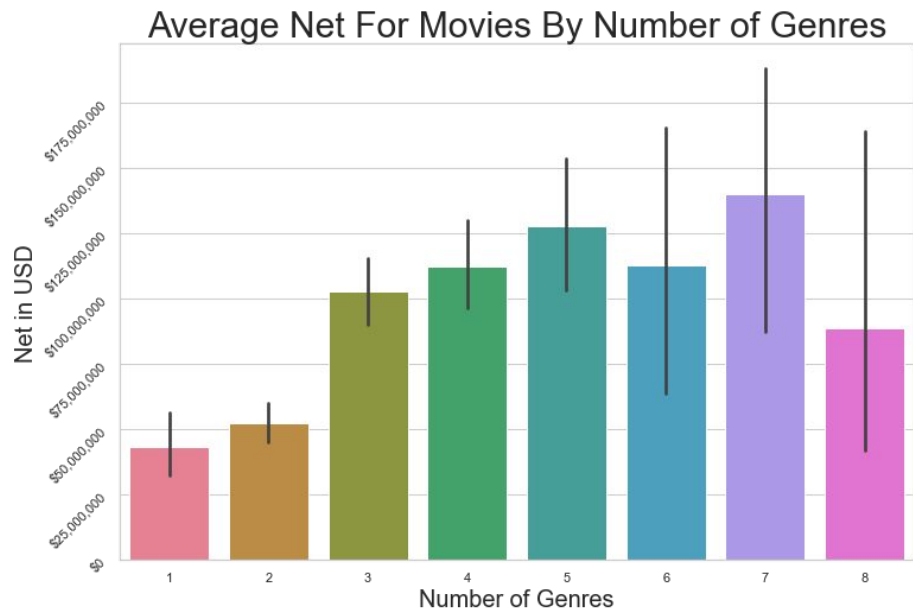
What genre should the movie be?

Average Net Profits For Movie Genres



Average ROI For Movie Genres





2. What genre should the movie be?

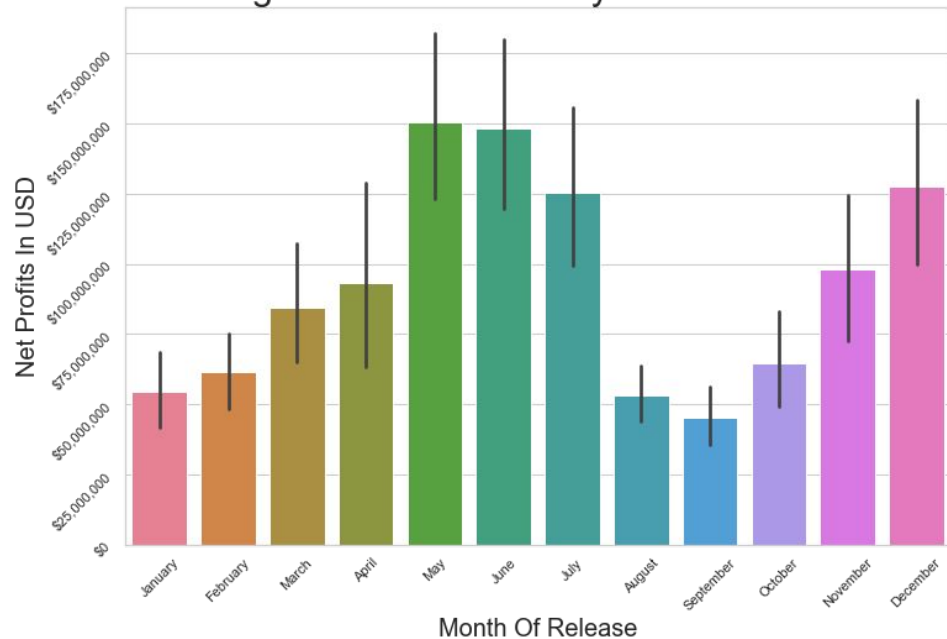
The movie should have 5 genres that include animation, sci-fi, fantasy, and adventure. The fifth genre should be either action or family.

3.

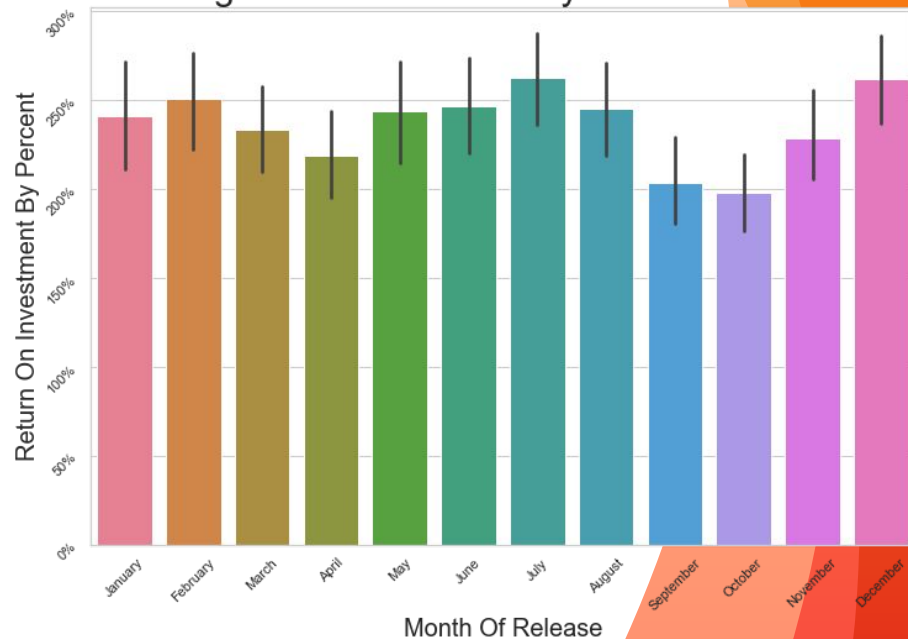
**What month should
the movie be
released?**



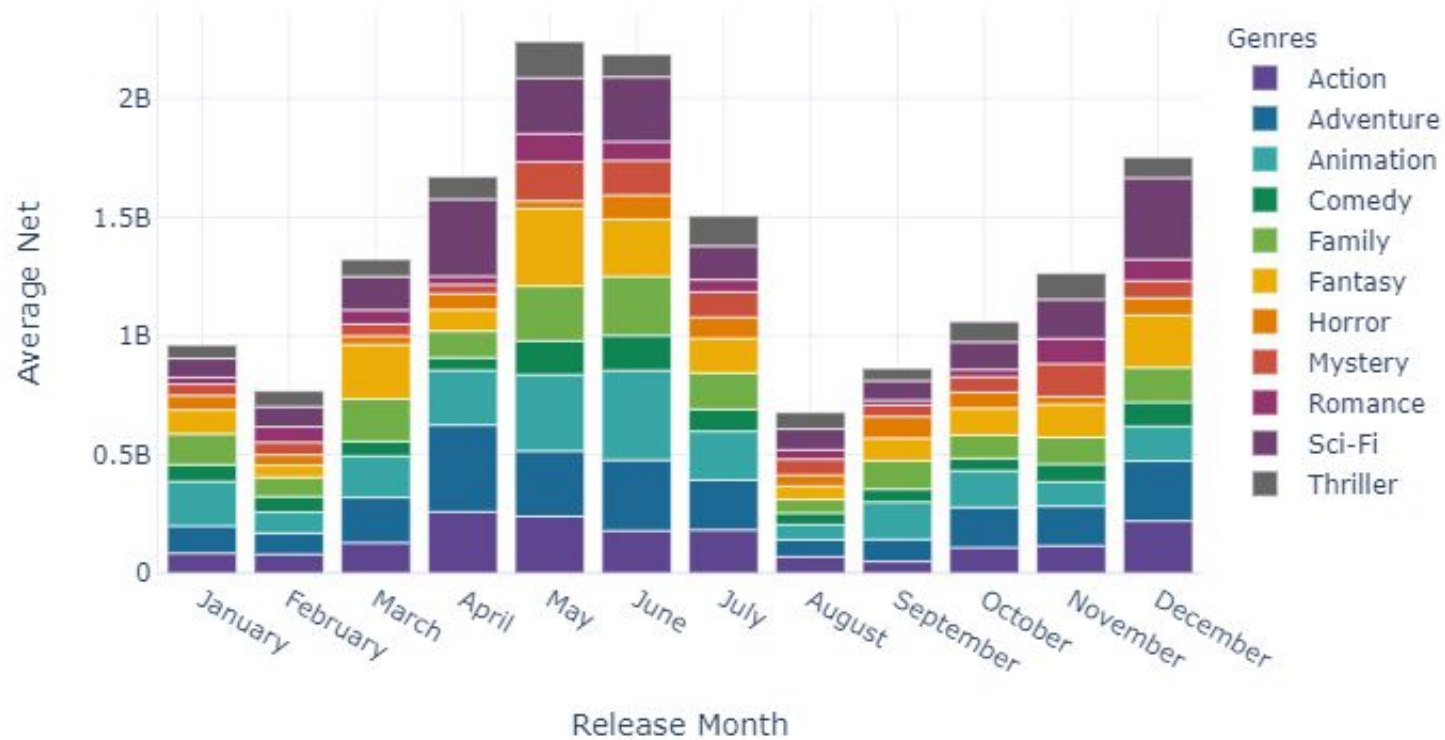
Average Net For Movies By Month Of Release



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?

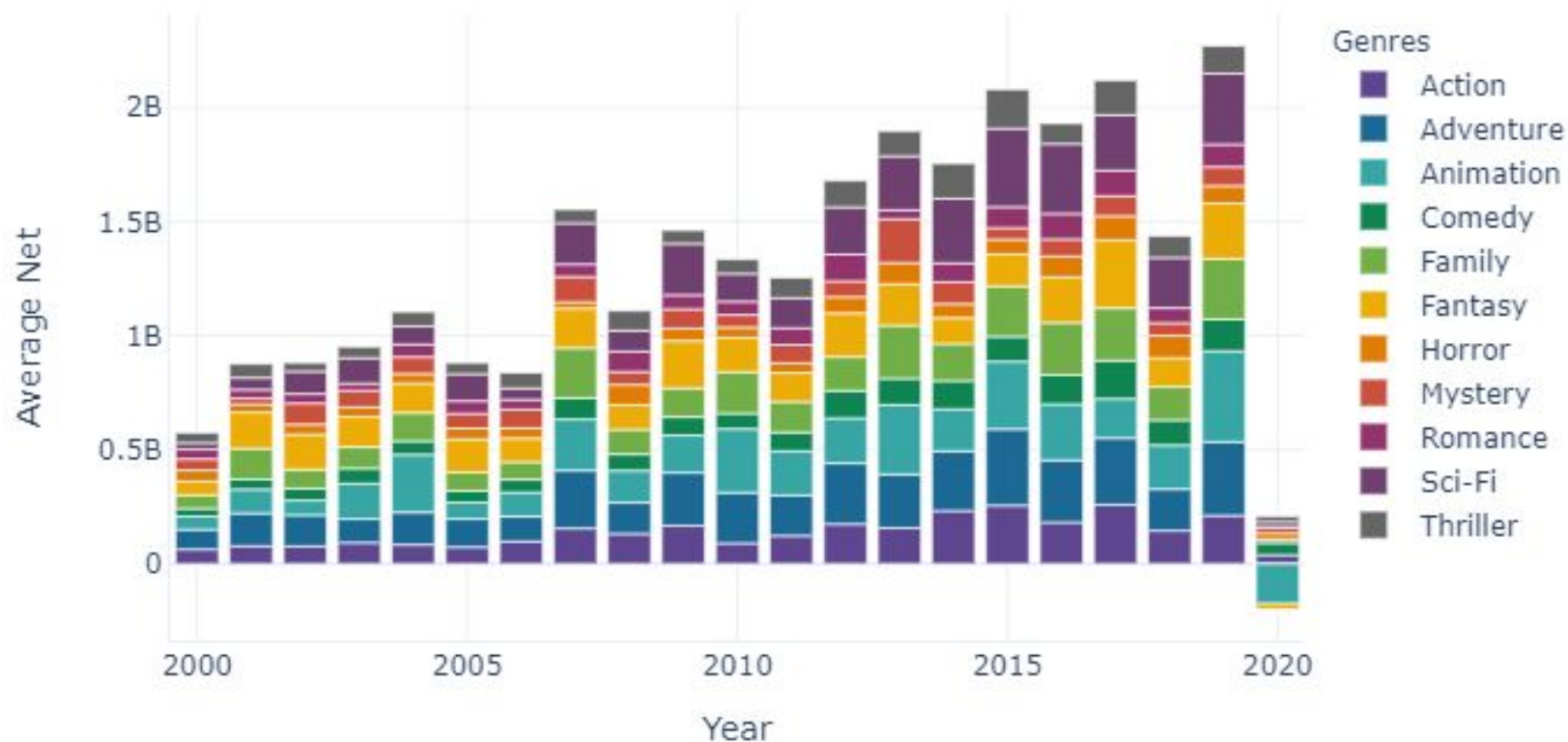
Thanks!

Thank you for your time.
Any questions?

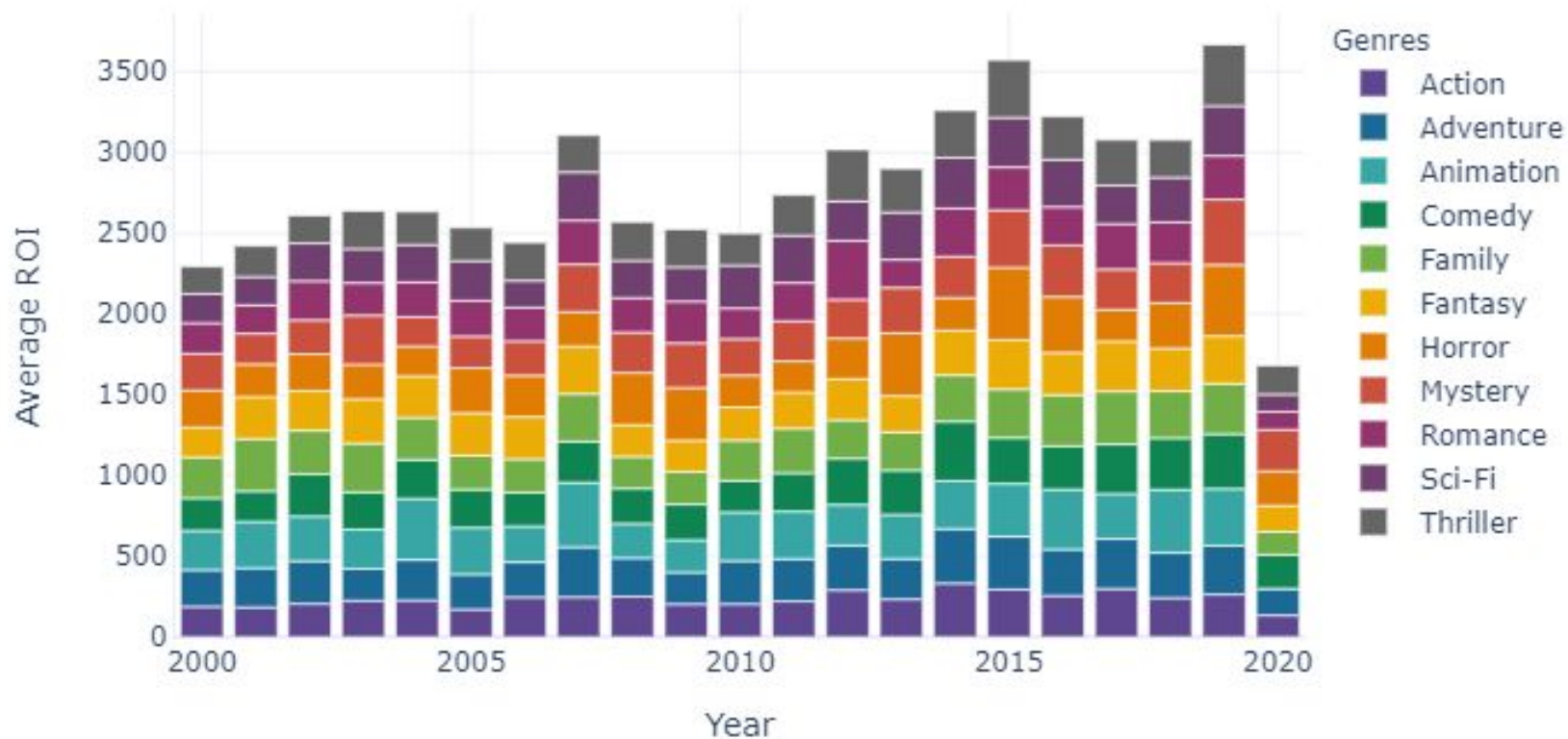
Appendix

More visualizations made for this project for further information.

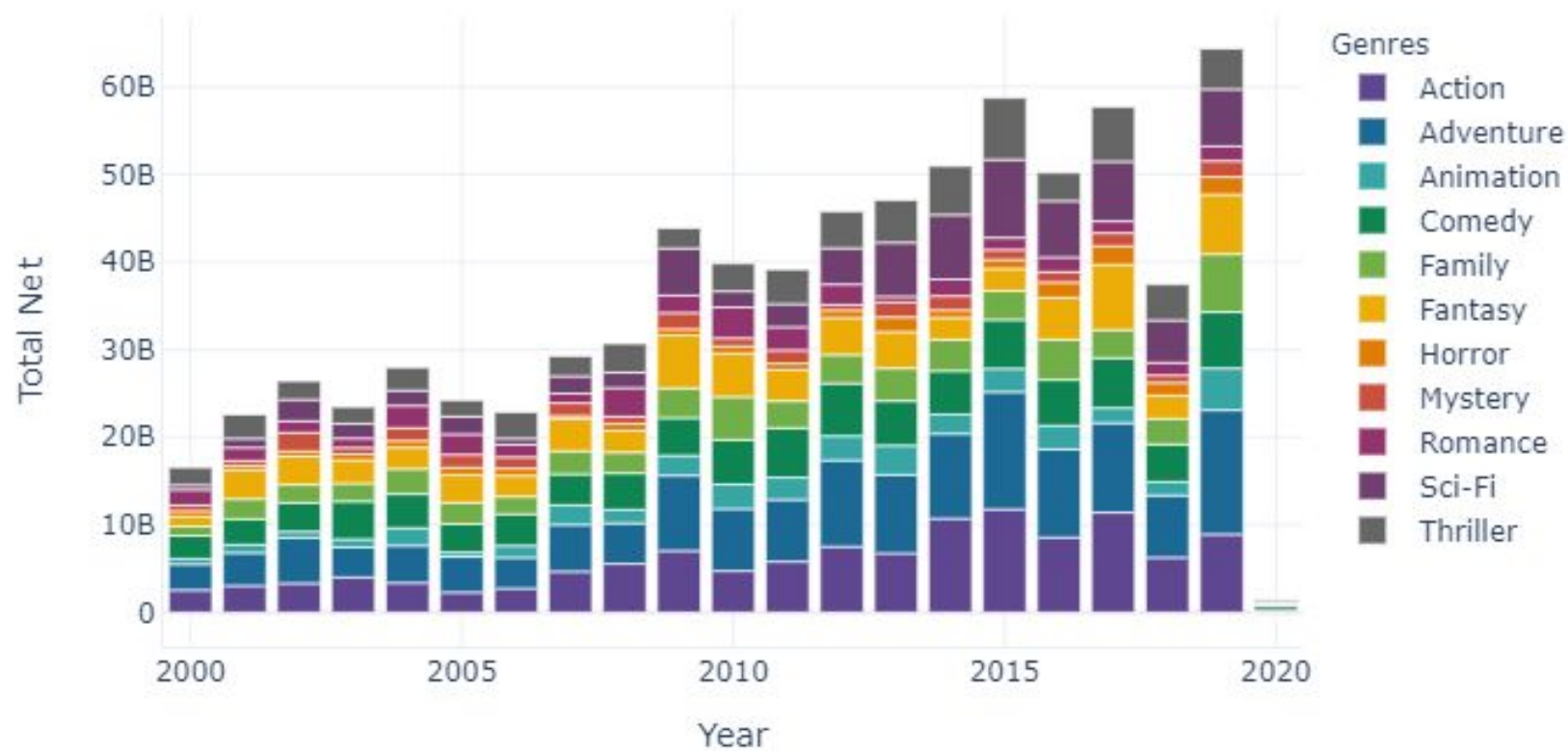
Average Net Profits Per Genre From 2000 To 2020



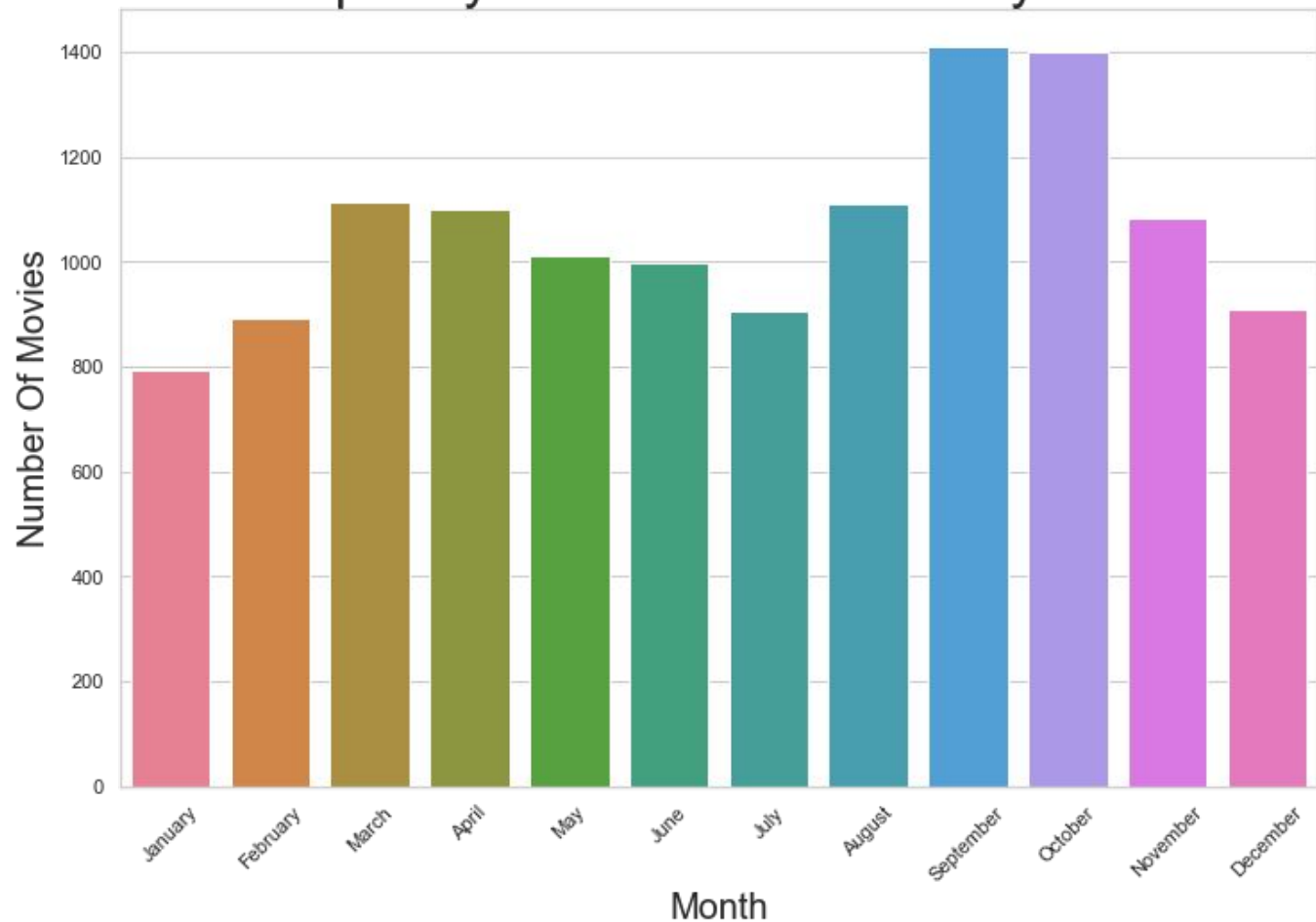
Average ROI Per Genre From 2000 To 2020



Total Net Profits Per Genre From 2000 To 2020



Frequency Of Movie Releases By Month



Average ROI Per Genre By Month

