

# What makes the most money?

Cooper Thompson, John Daniels, Bryan Arteaga  
from MMC

# Summary

Analyzed data from multiple databases to see how budget, genre, and release month effect the profit and popularity of movies.

# Outline

- 1 Business Problem
- 2 Data
- 3 Methods
- 4 Results
- 5 Conclusion

# The Problem

Figure out how to make our movie studio the most profitable  
and most popular.

# The Data

IMDB

- Genres

TMDB

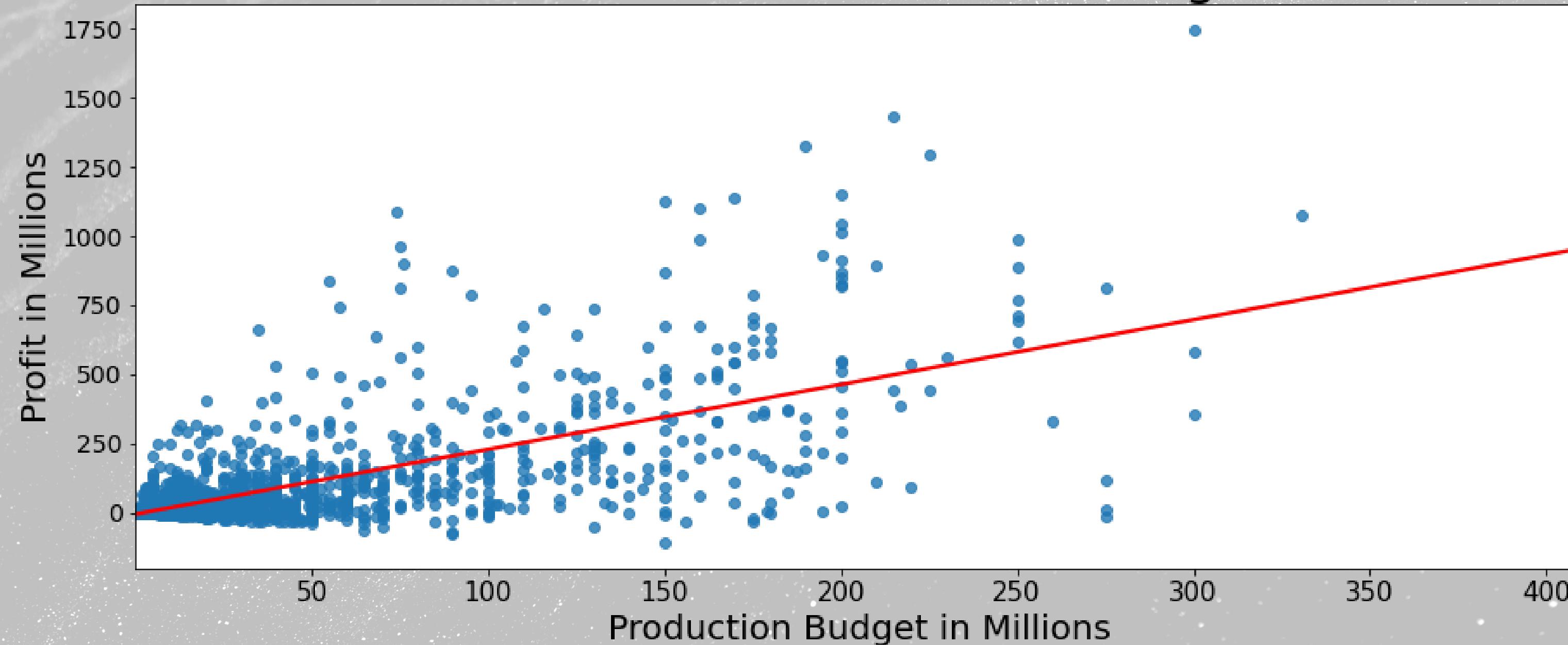
- Popularity

The  
Numbers

- Budget Gross

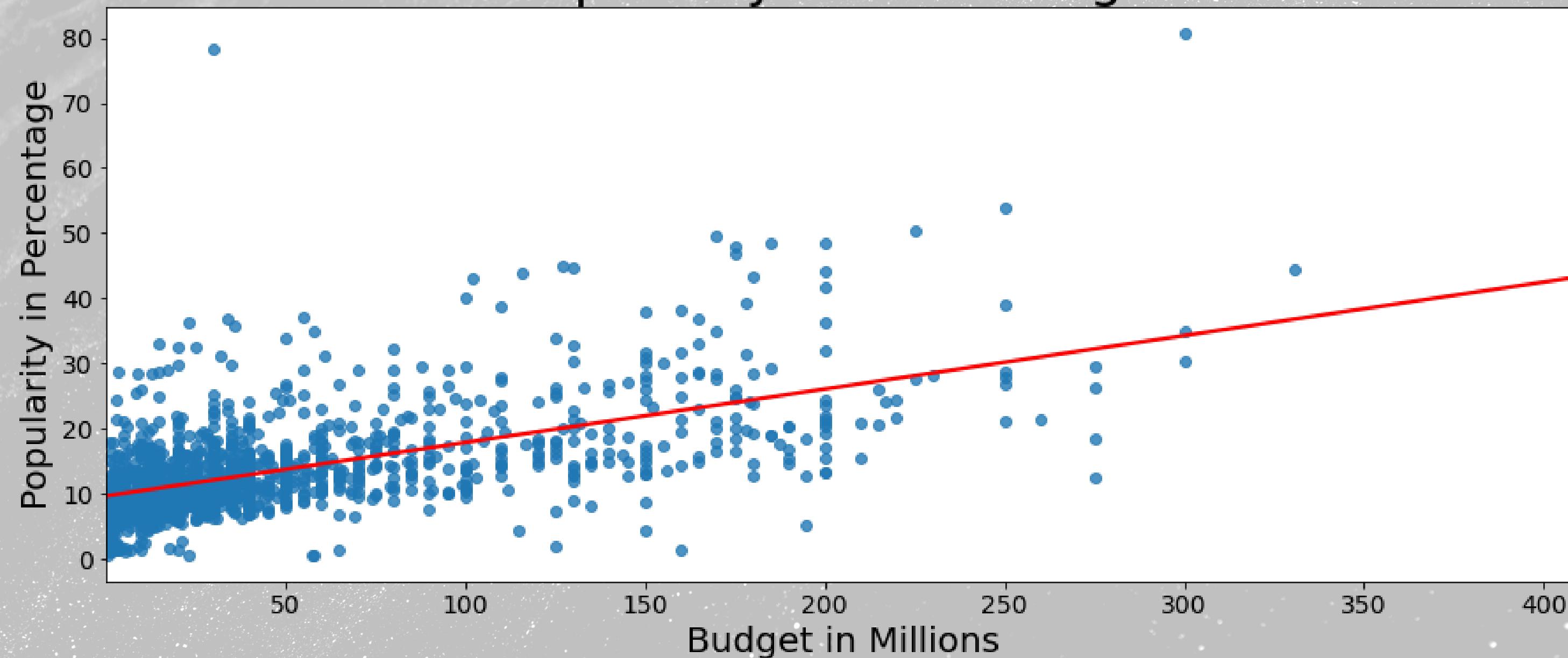
# Results

Profit versus Production Budget



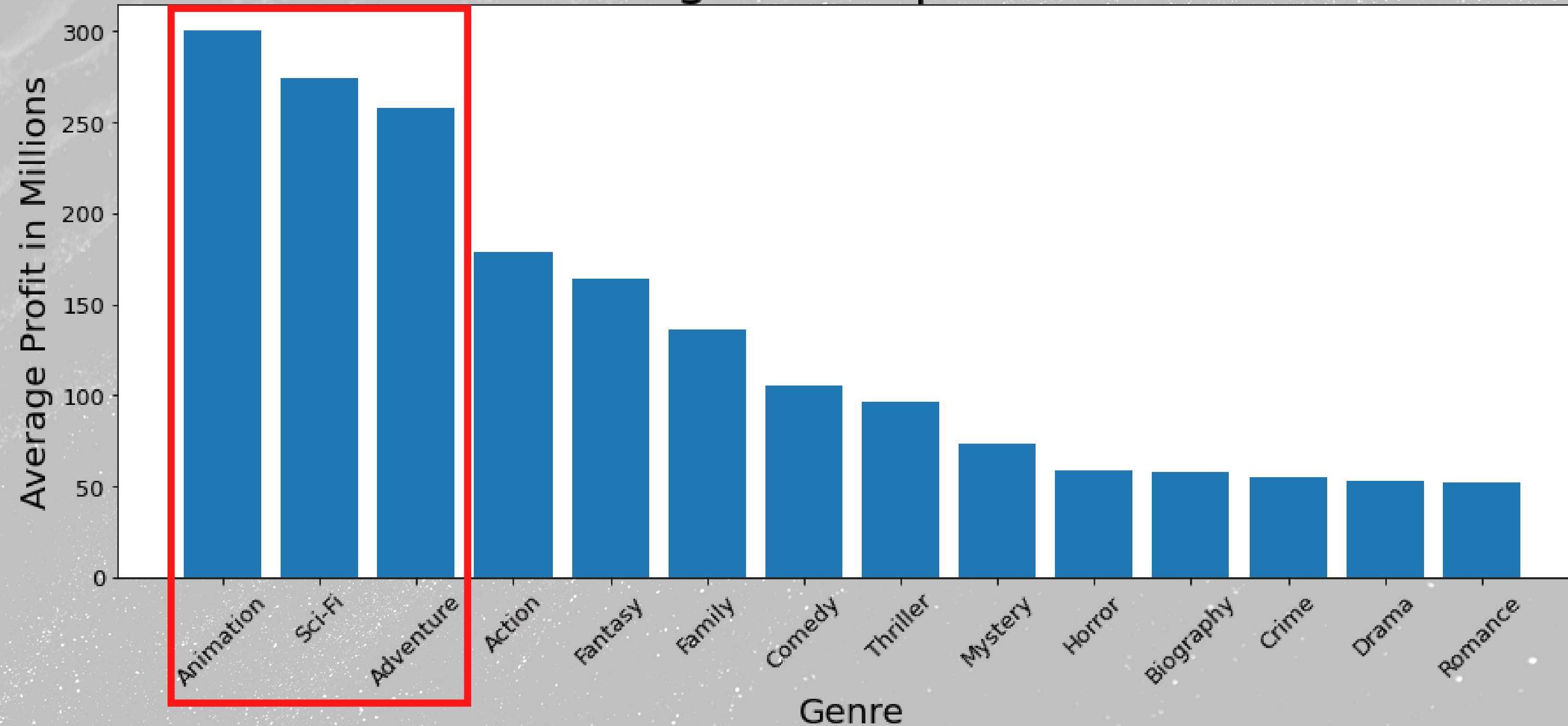
# Results

Popularity versus Budget



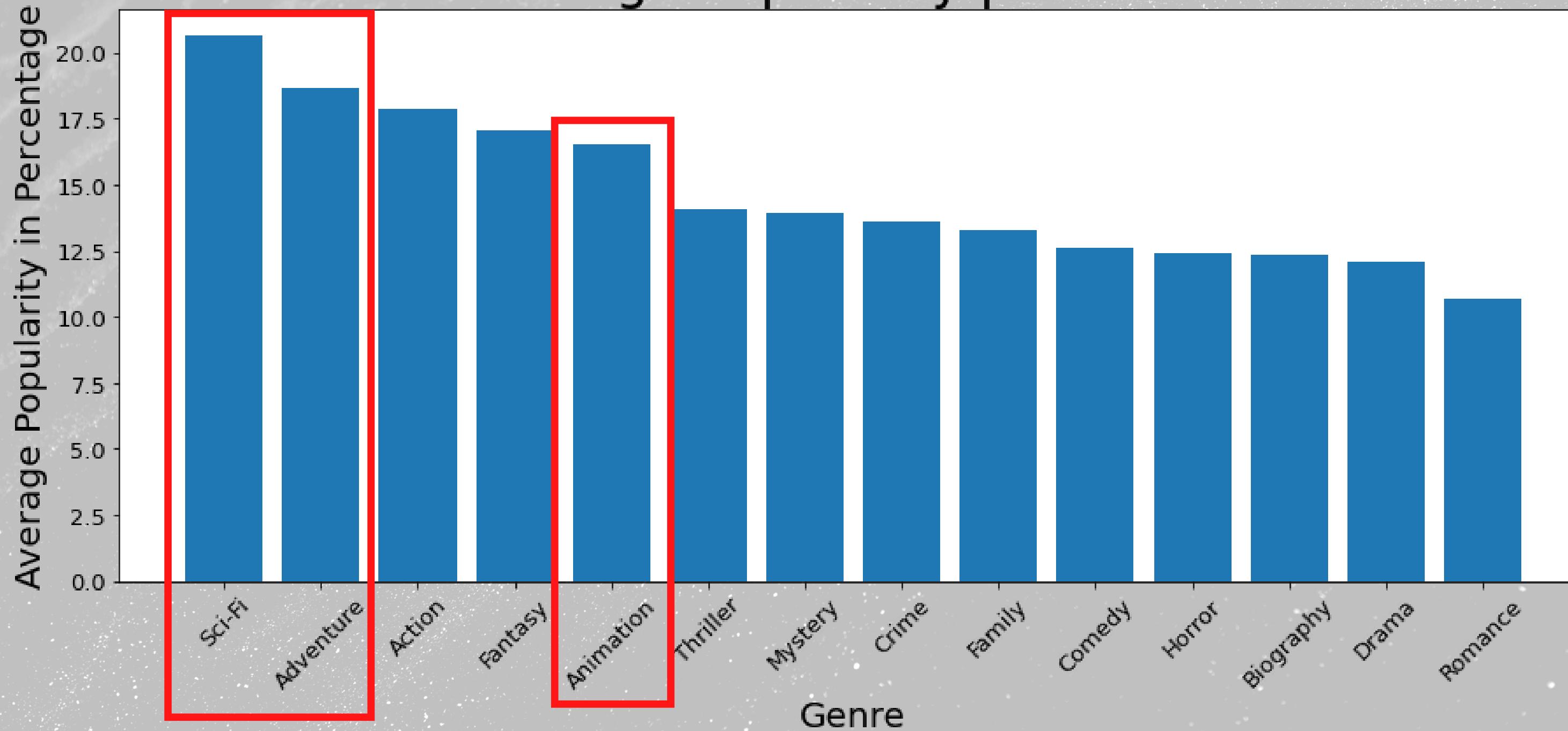
# Results

## Average Profit per Genre



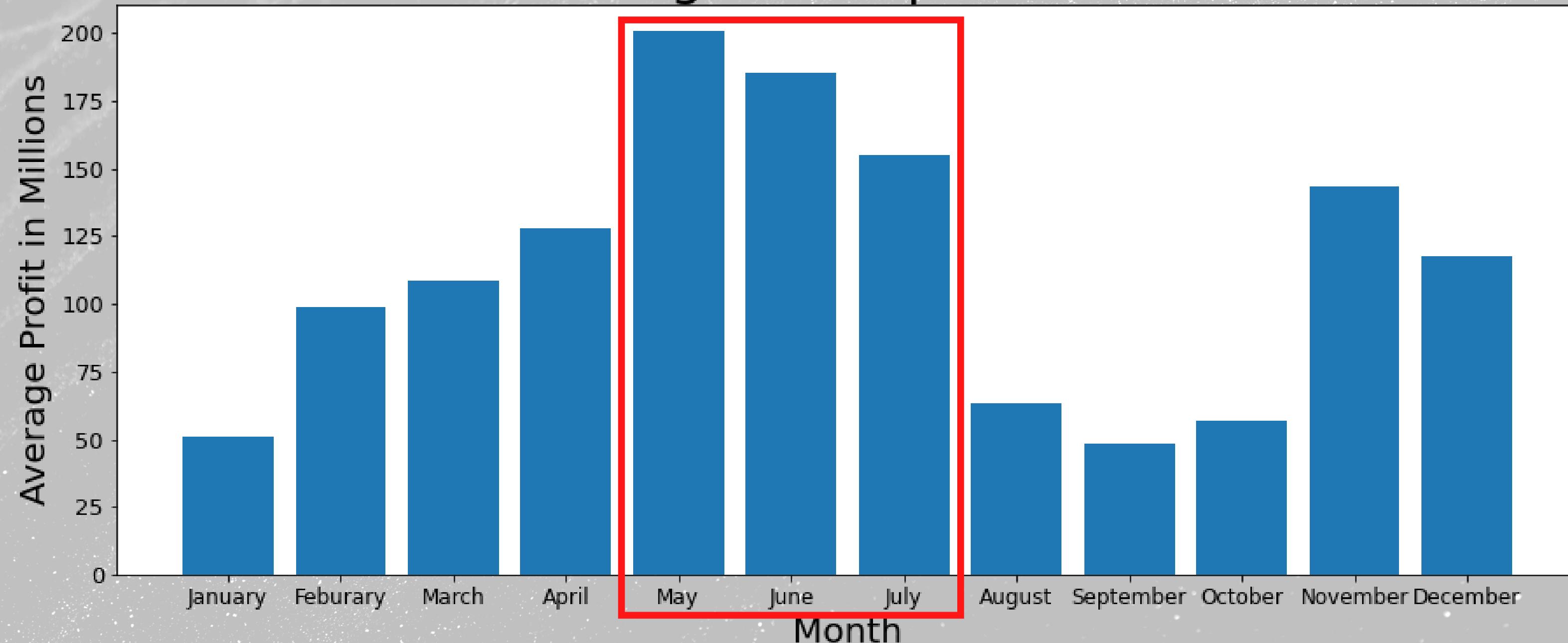
# Results

Average Popularity per Genre



# Results

Average Profit per Month



# Recommendations

1

Budget

2

Genre

3

Month

# What's Next?

- 1 Add more movies
- 2 High end outliers
- 3 Director and Lead Actor/Actress

Thank You Very  
Much!