

What movies are profitable and popular?

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 Results
- 4 Conclusion

The Problem

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

The Data

IMDB

- Genres

TMDB

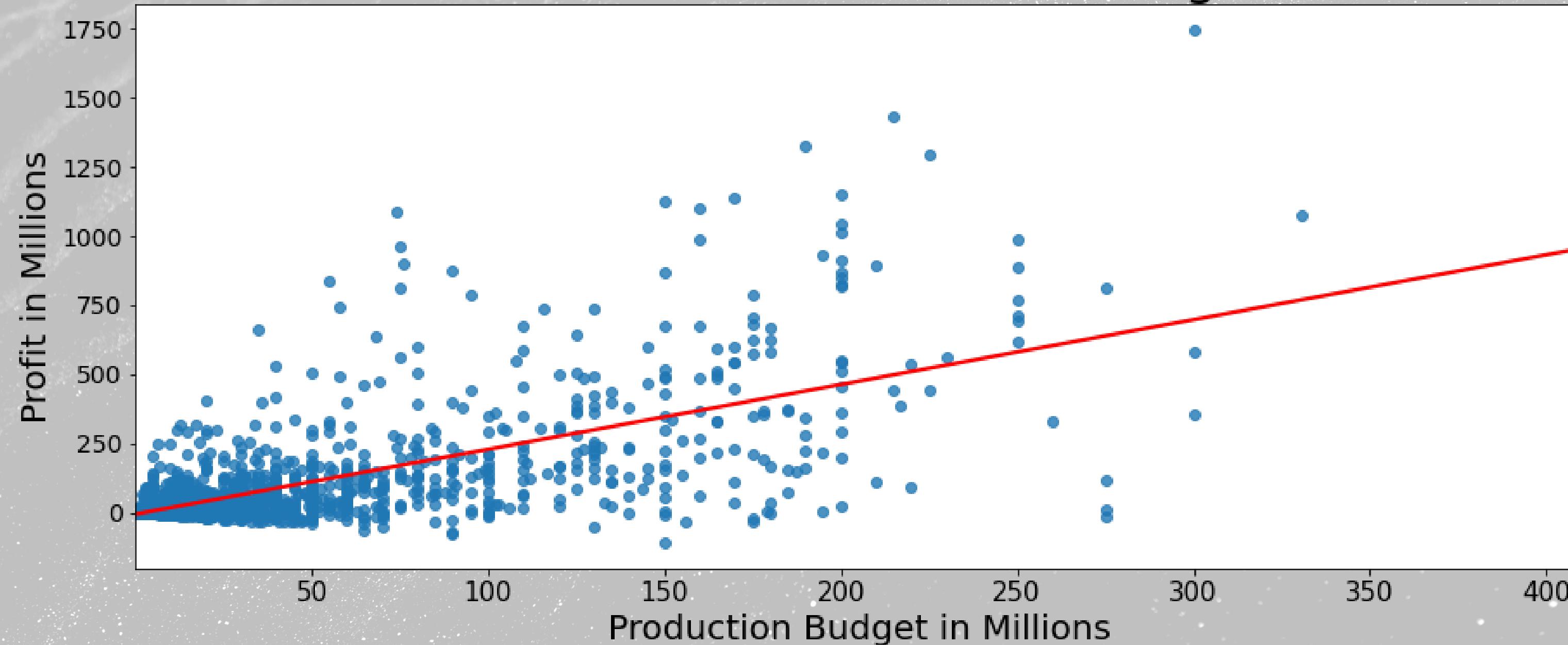
- Popularity

The
Numbers

- Budget / Gross

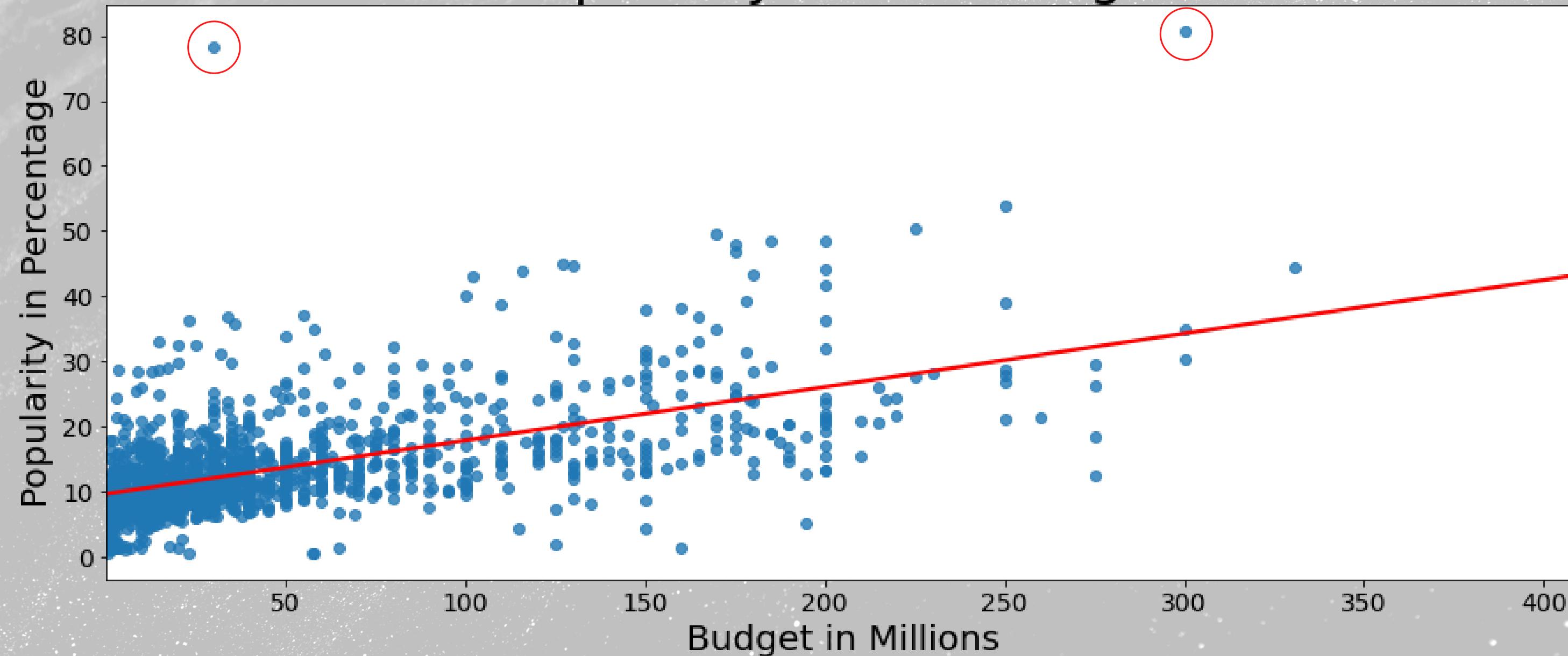
Results

Profit versus Production Budget



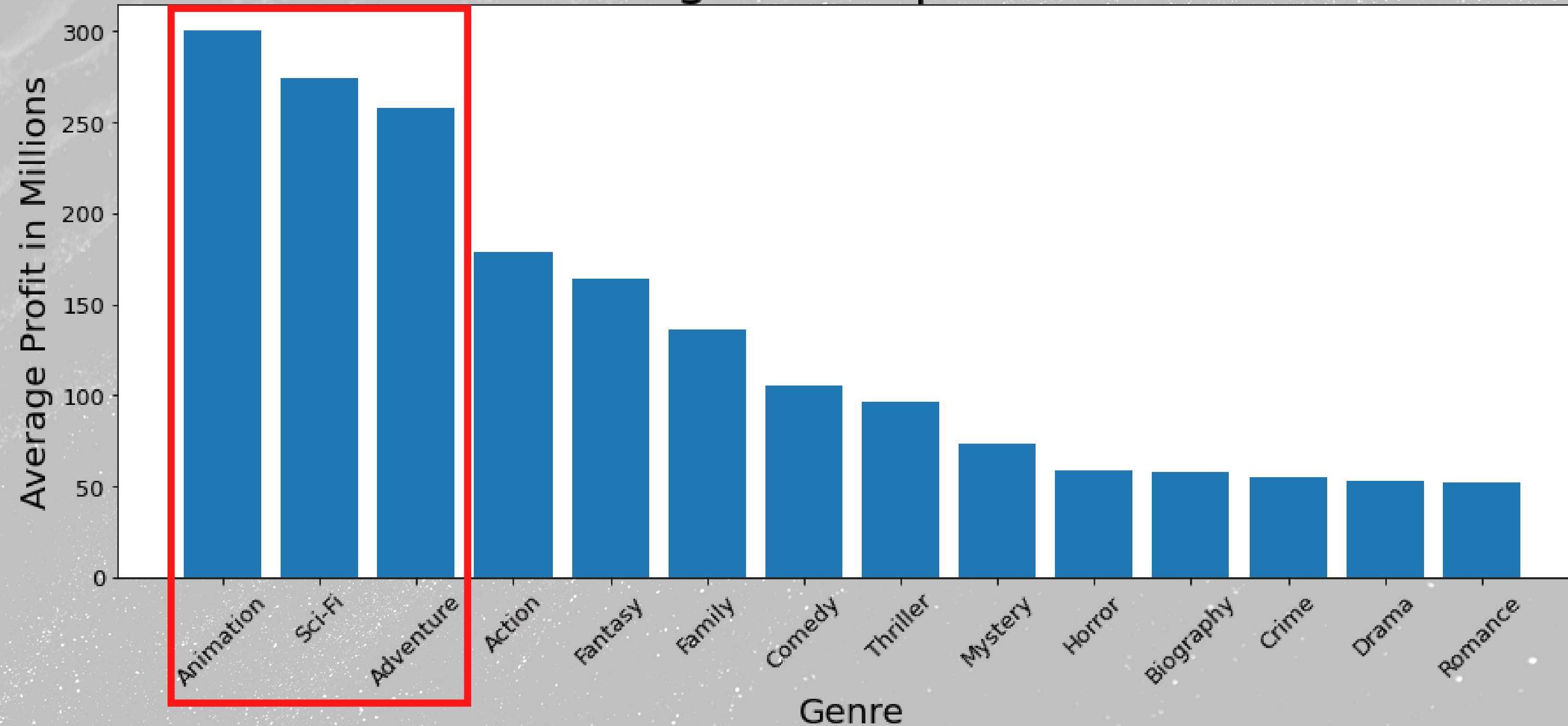
Results

Popularity versus Budget



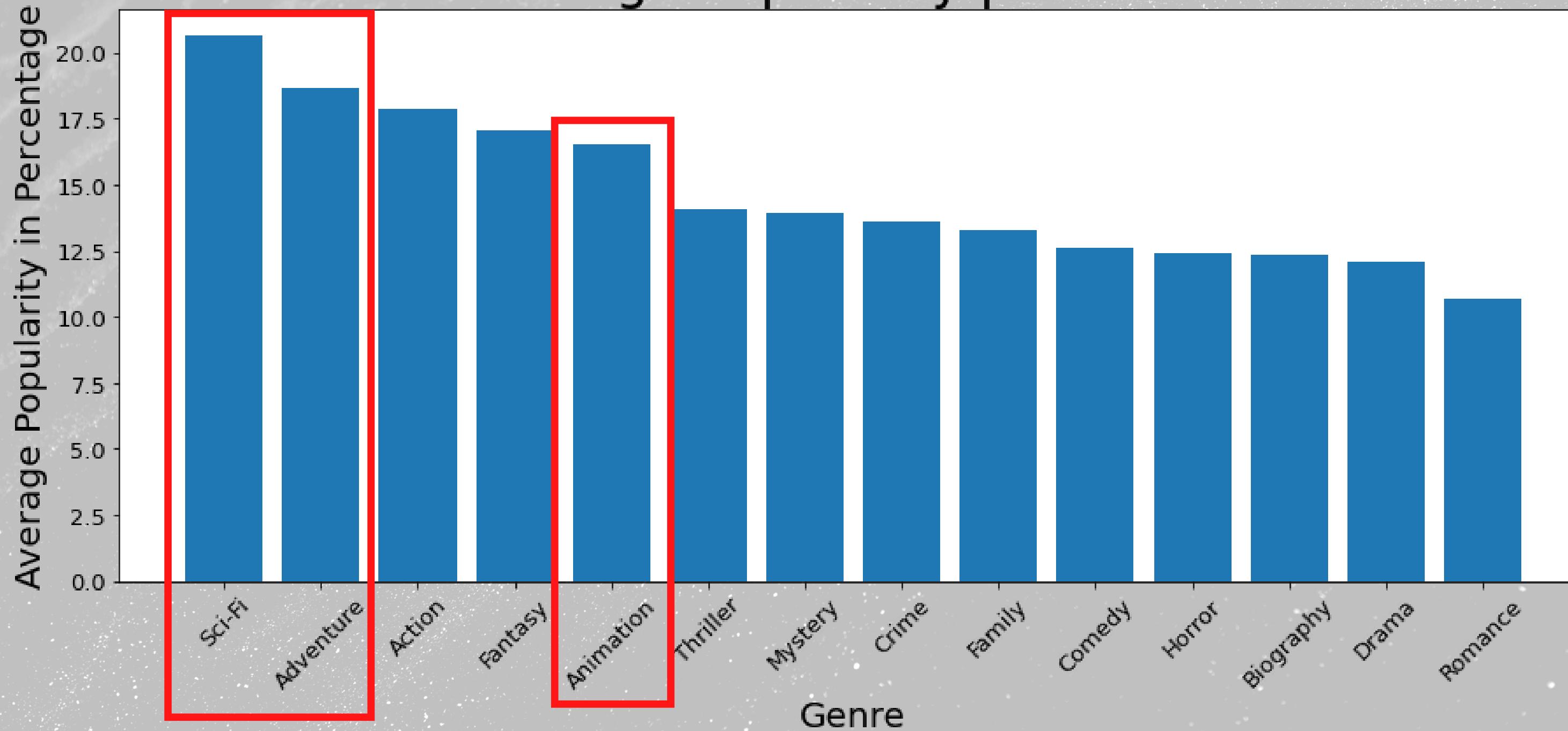
Results

Average Profit per Genre



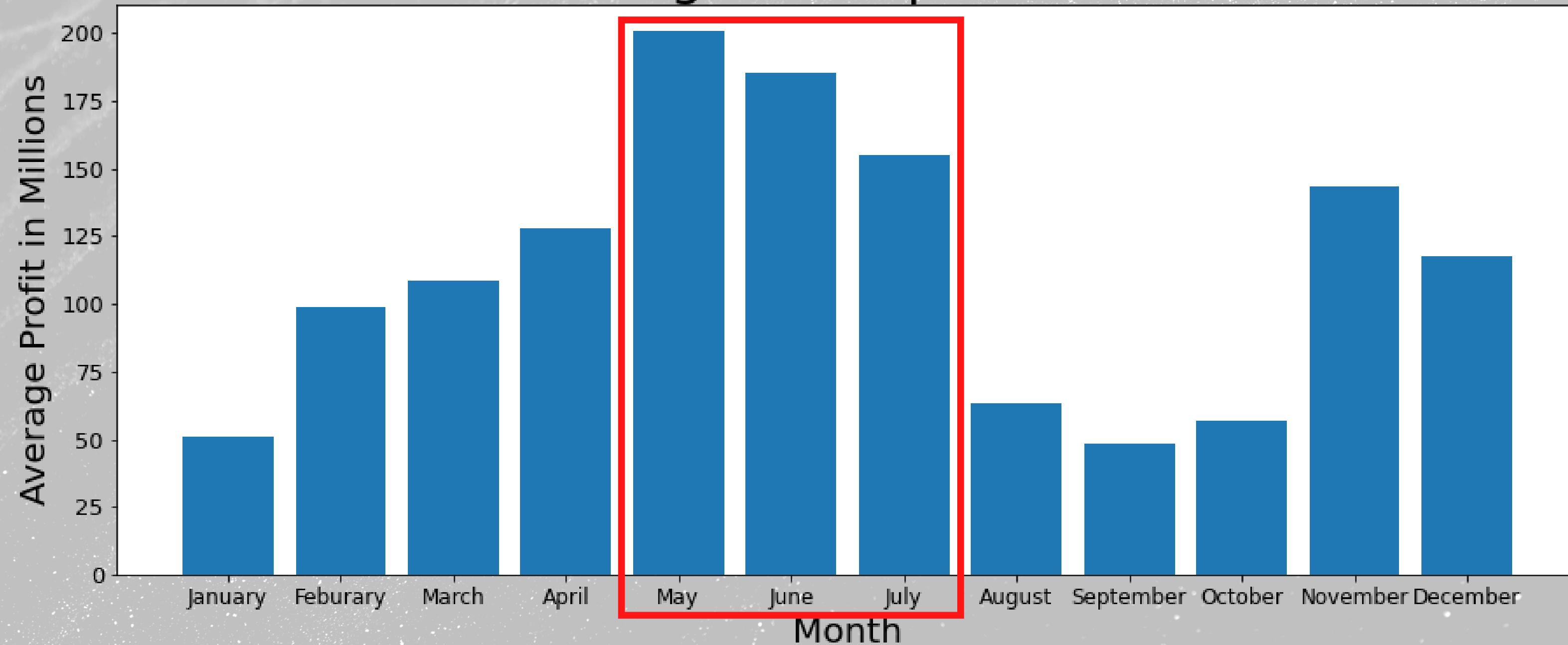
Results

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!