



UNDERSTANDING THE CURRENT MOVIE INDUSTRY

Key areas to focus for maximum success/profitability in the movie industry



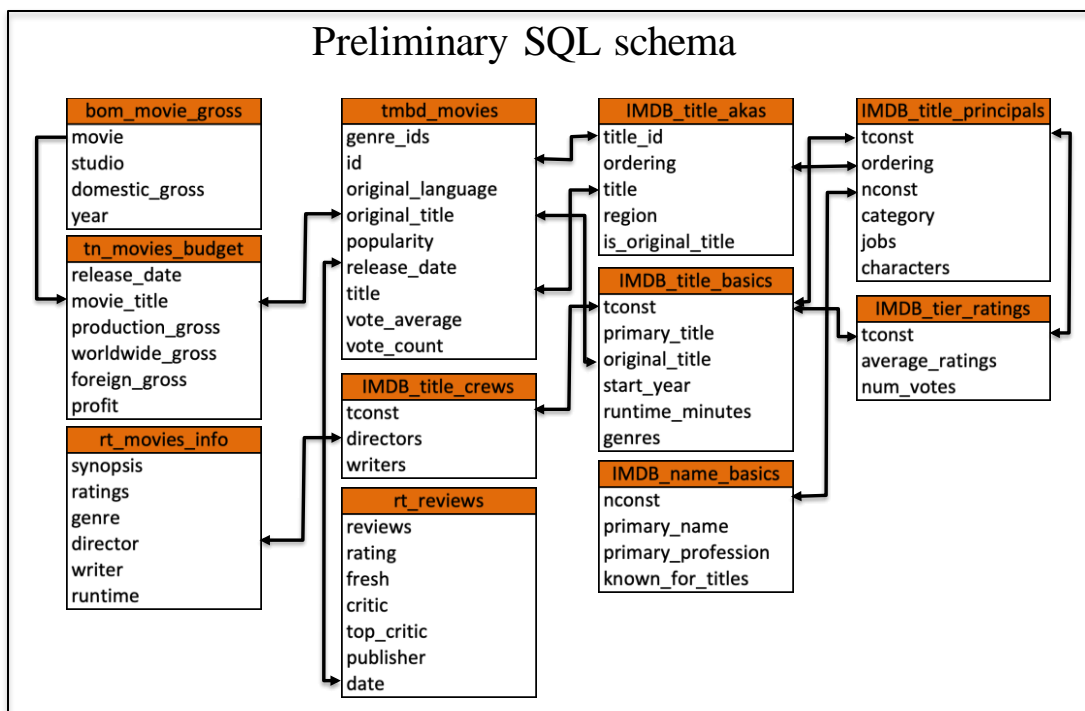
Objective: Identify the key areas to focus for maximum success/profitability in the movie industry

Dataset

- Box Office Mojo
- IMDB
- TMDB
- The Number
- Rotten Tomatoes



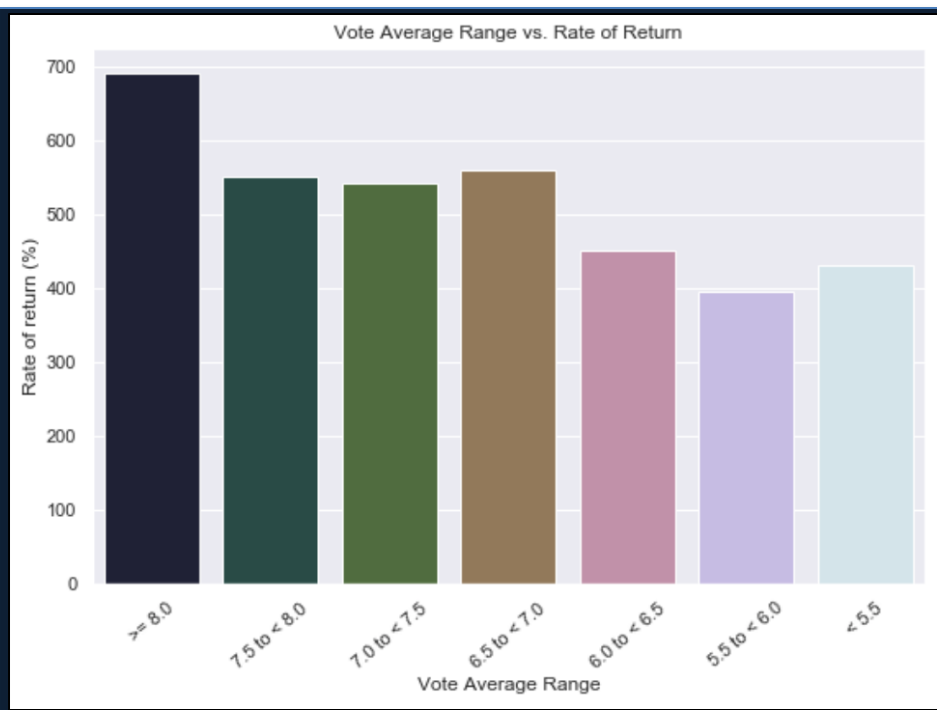
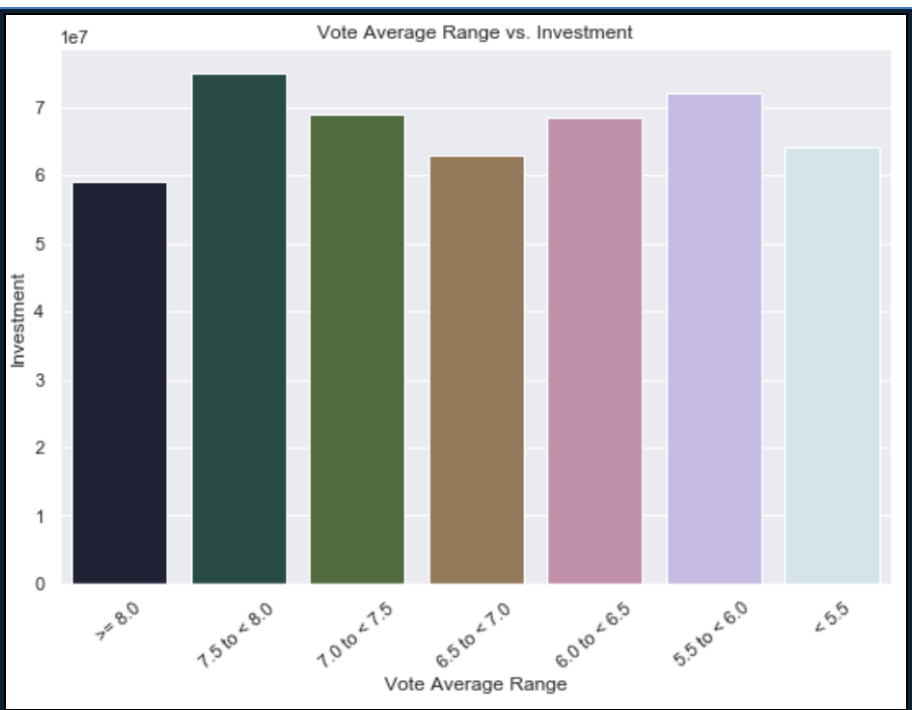
Preliminary SQL schema



Actionable insights

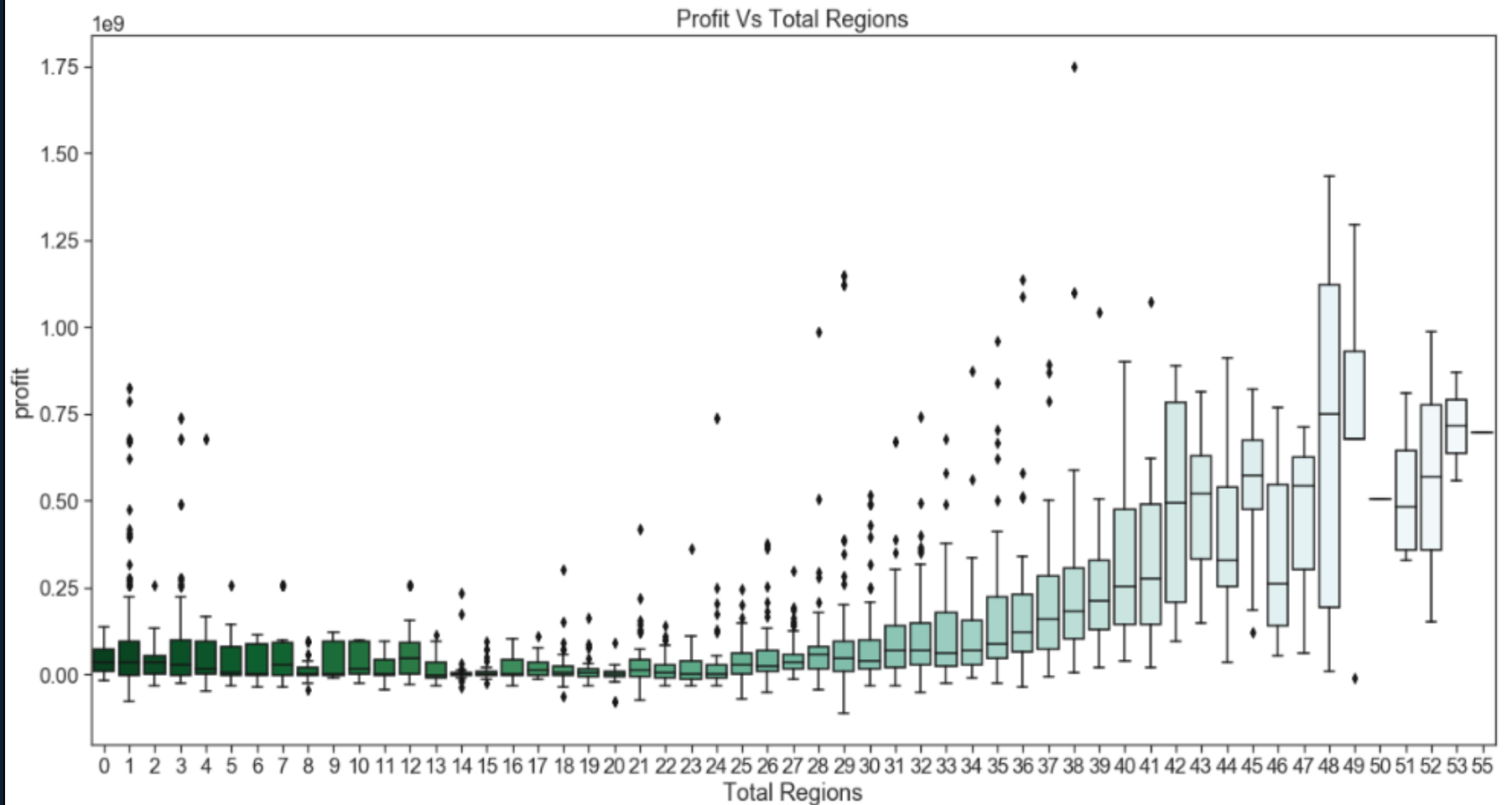
1. Deciding on a movie budget

- No clear relationship between the investment/movie budget and the movie reviews
- Clear relationship between movie vote/reviews and the rate of return
- Highest investment/movie budget doesn't guarantee the highest rate or return
- “Data” suggest that the largest rate of return comes from the lowest budget movies



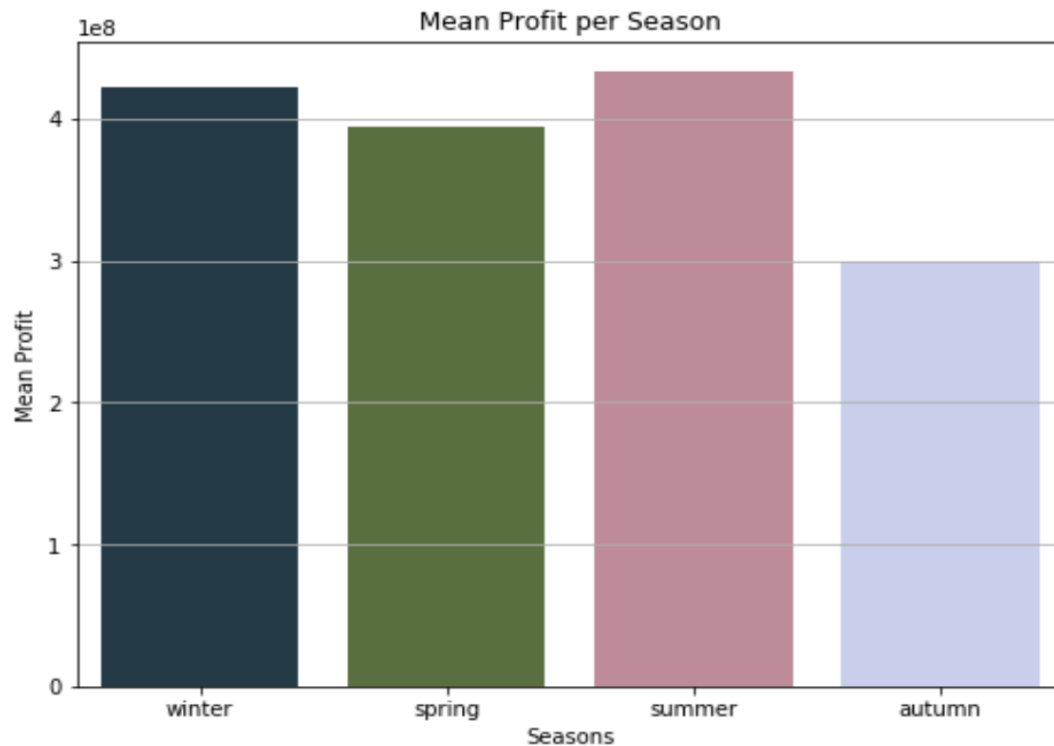
2. Number of locations to release the movie(s)

- Movies released in more regions show a wider range of profitability
- A worldwide release is made easier with a streaming service

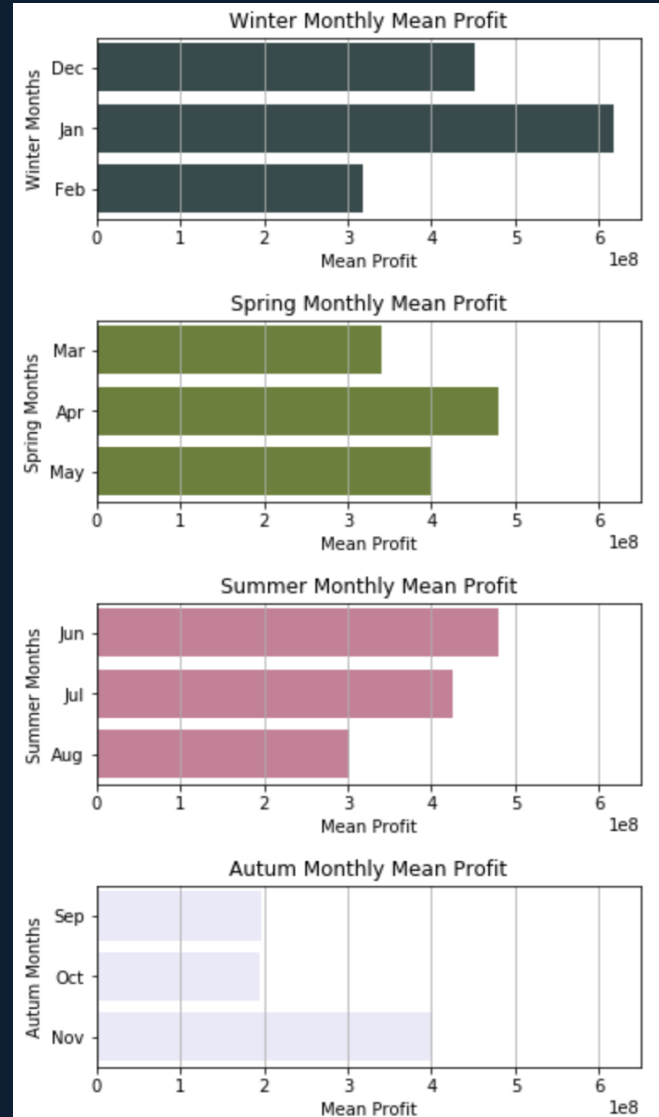


3. Best time of the year to release movie(s)

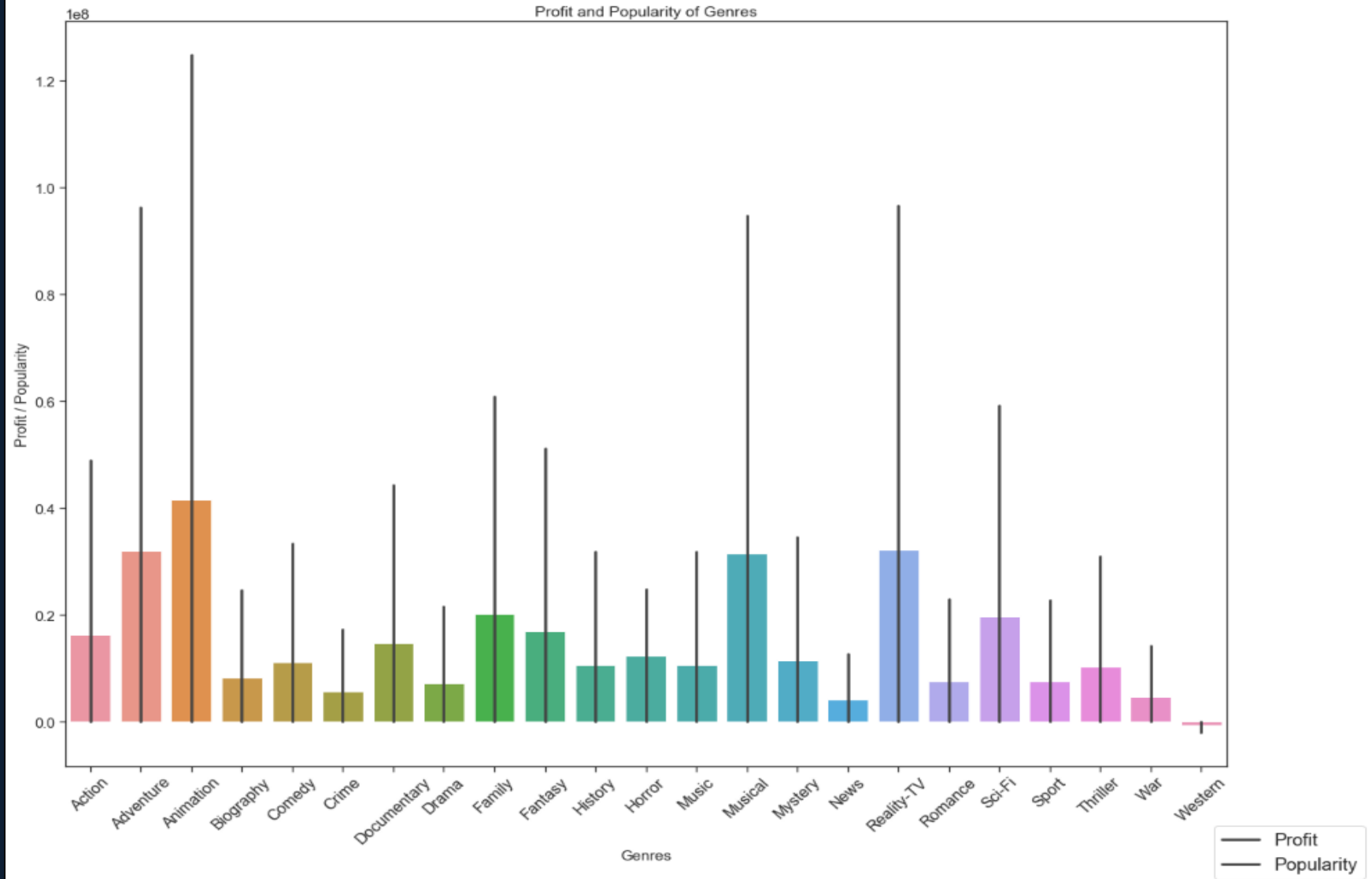
- Summer and the Winter are the most profitable
- Autumn should be avoided
- The month with the highest profit is Jan followed by June



Total Revenue per Season & Month



4. Deciding on which genre(s) to focus on



SUMMARY & RECOMMENDATIONS

- The highest investment/movie budget will not guarantee the highest rate of return. Follow the audience reviews and make decisions accordingly
 - Movies released more than regions have high chance of being big hits but also very big flops
 - Release your block buster movies during the summer and winter focusing on the months of January and June respectively
 - Animation, Adventure, Musical and Reality TV are more popular and profitable
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THANK YOU

Javier Herbas
Neel Patel

