



Movie Visualizations - Data Analysis and Findings

Jonah Flateman
February 11, 2021

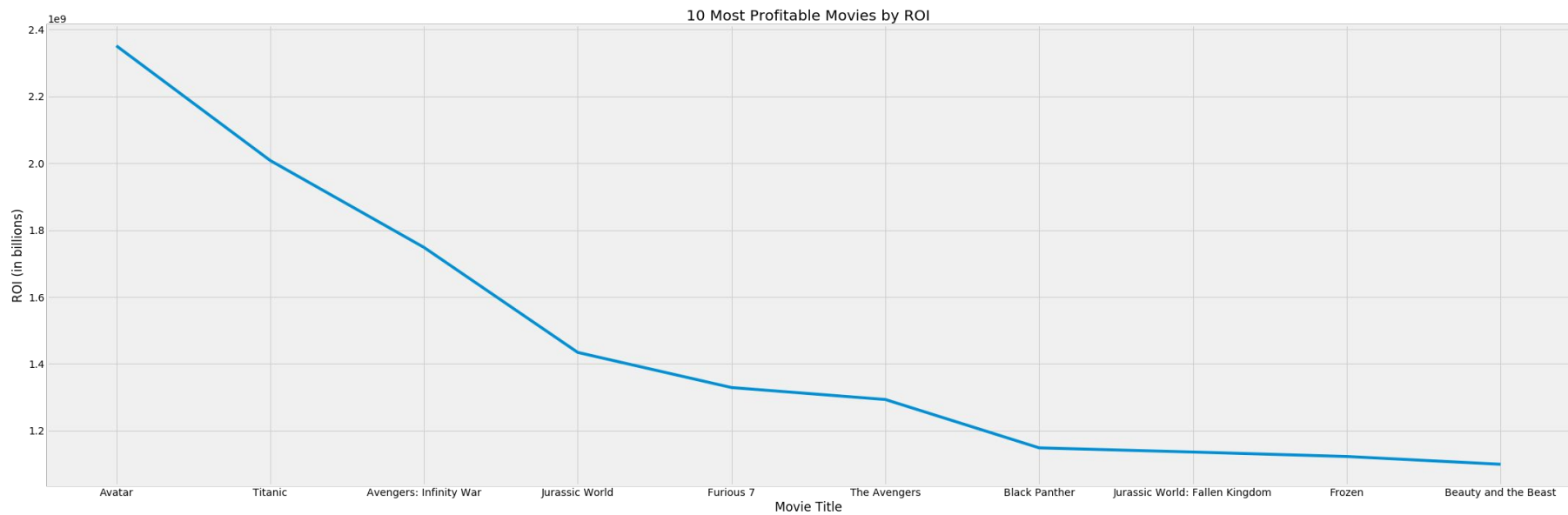


Goal: Maximizing Profit From New Motion Pictures

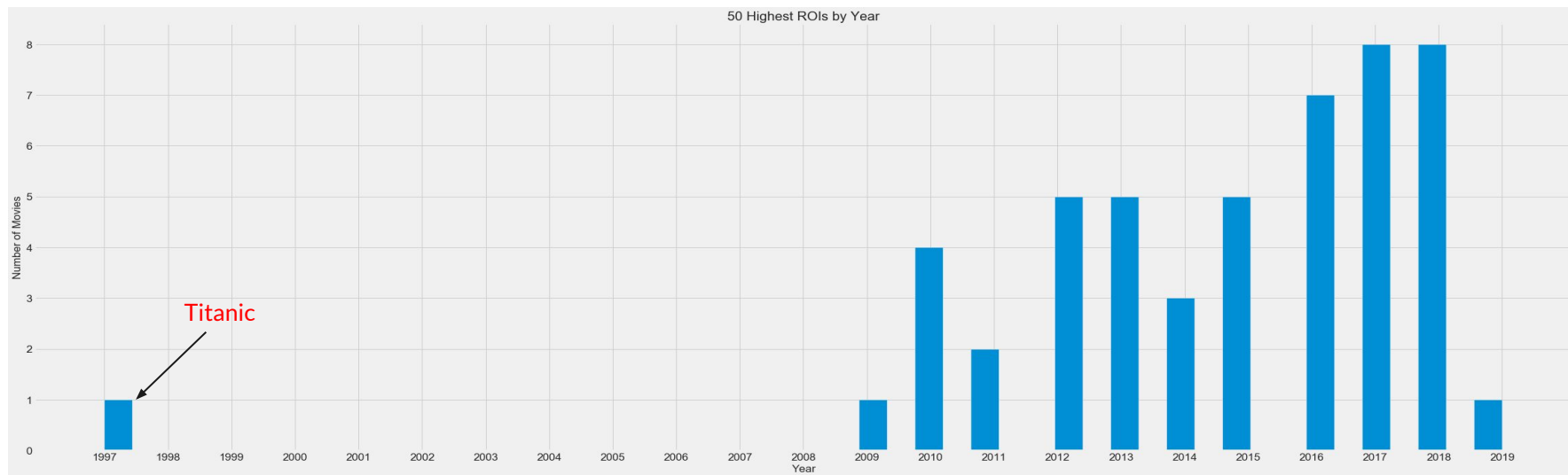
- Variables: Production Budget, Worldwide Gross, Genre, User Rating
 - Using ROI as guide for success
 - Realistic solutions
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- Data taken from The Numbers Movie Budgets and Internet Movie Database



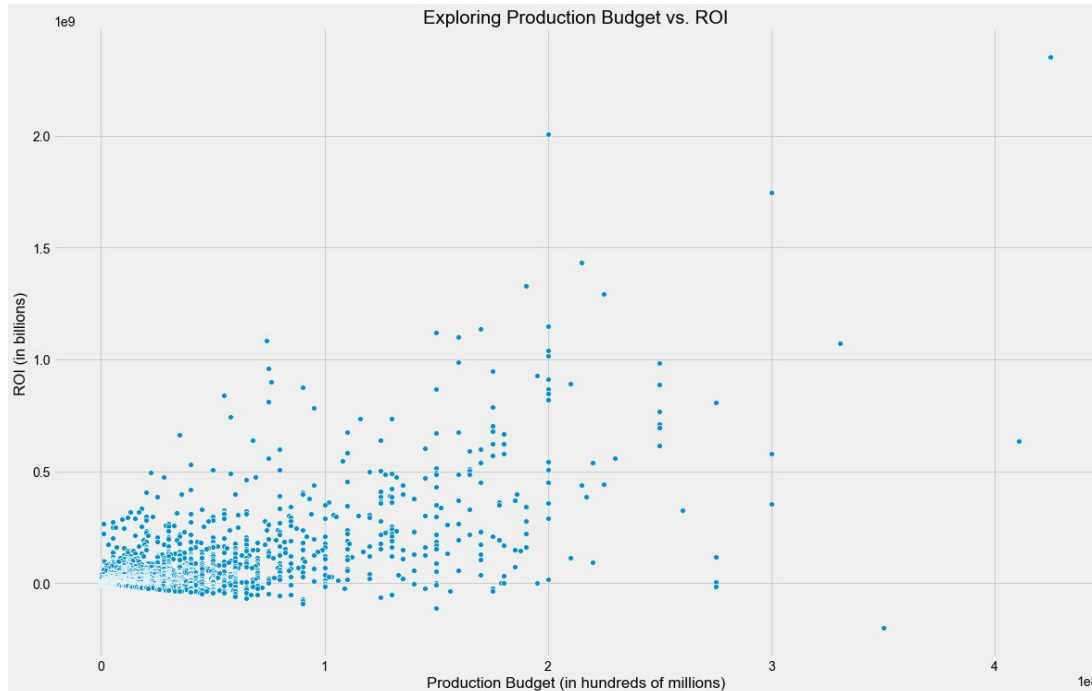
Maximizing ROI



Production Budgets and Release Year - Noticing Trends



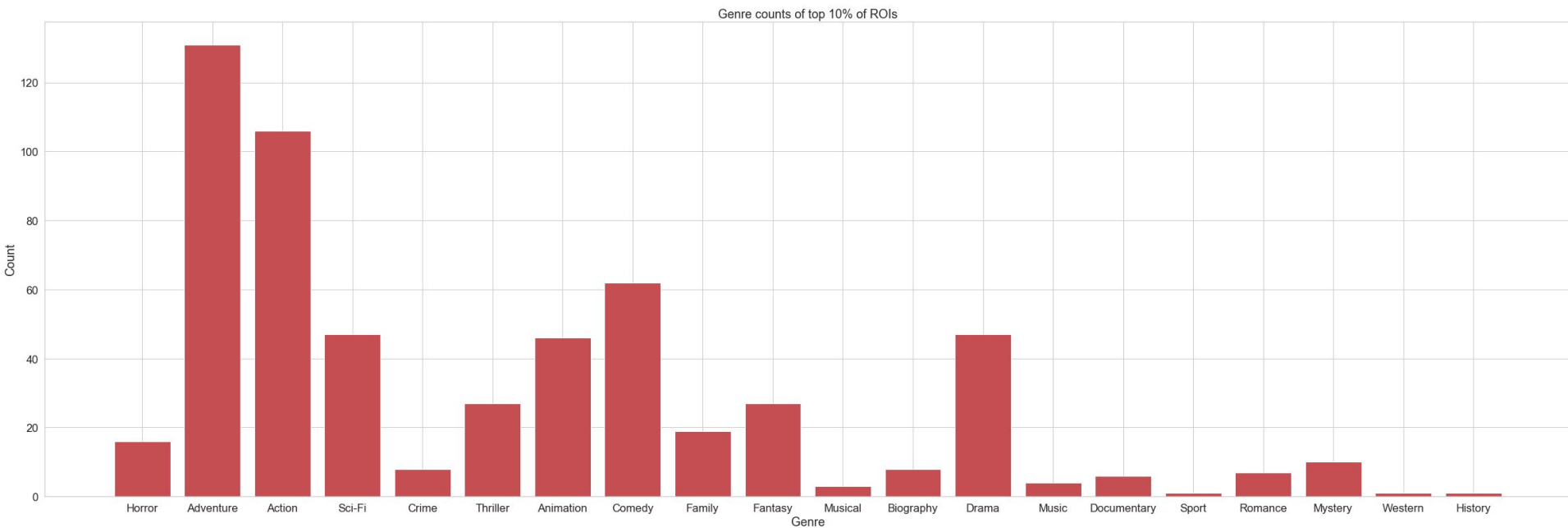
Production Budgets and Release Year - Noticing Trends



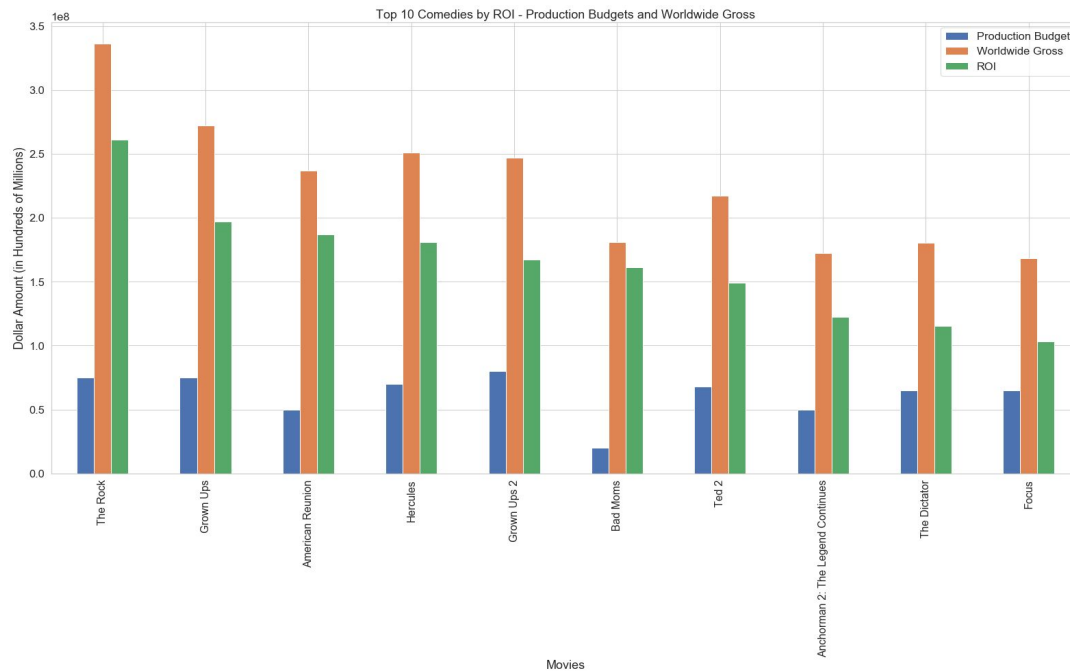
- Maximizing Value
- Target Production Budget
- Target ROI



Genre and ROI

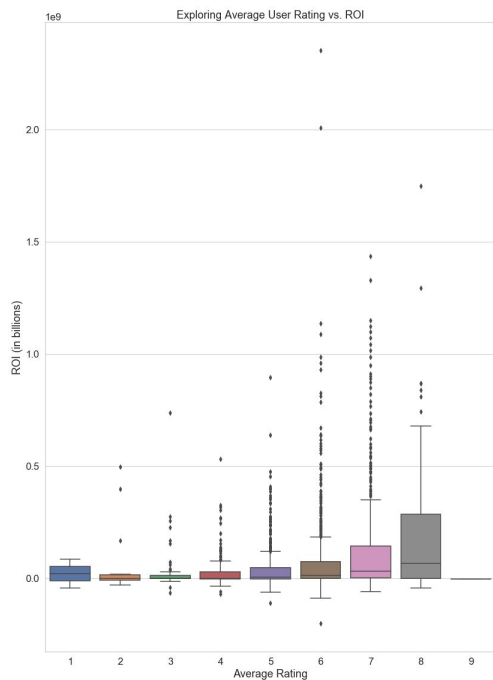


Comedy - Practical Success



- Production budgets under \$100m
- Highest ROIs
- Worldwide Gross

Average Rating - Noticing Outliers



- Increased Rating / Increased ROI
- Rating with Higher Outlier Frequency
- Be careful of “duds”



Recommendations and Future Work

- Use ROI instead of worldwide gross for new studio
 - Identify budgetary restrictions
 - Consider moderate production budgets
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- What is unique about the top movies? Use data and experience
 - Hiring the best people



Thank You

jonahflateman@gmail.com