

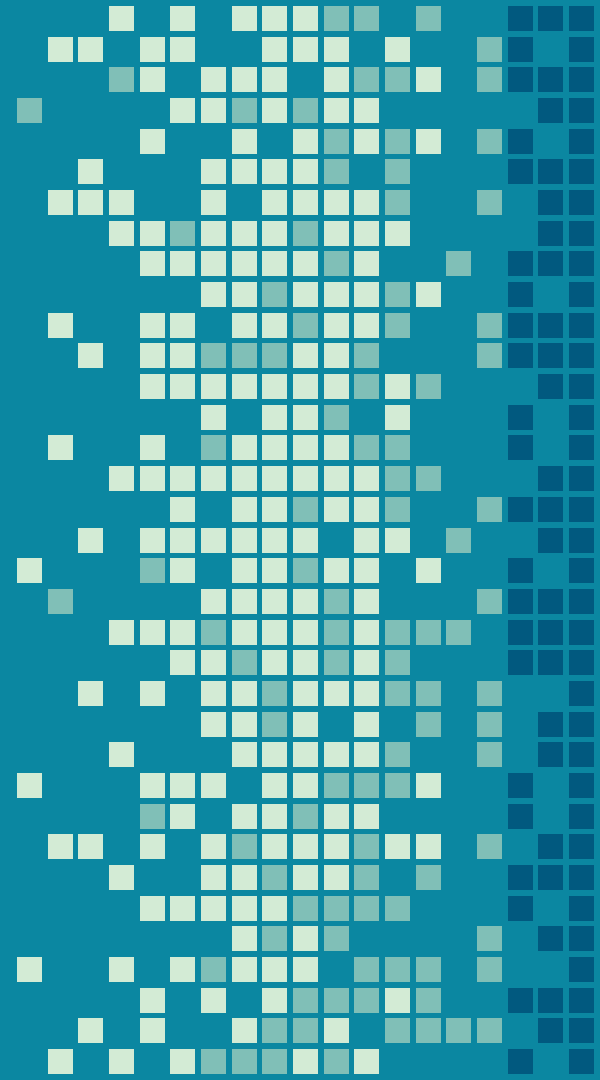
A GENRE STUDY

Tackling the Contemporary
Movie Industry



Summary

- Studying the movies by genre to see if there are specific genres that tend to be more profitable.
- Analyzing a few parameters to see what could help maximize the gross income.



OUTLINE



Business Problem

Studying the industry, to provide business recommendations based on real data.

Trying to identify trends and factors that can increment profit.

Key questions:

- What movie genres provide the highest profit?
- What are the parameters to consider, to make a movie more profitable?
- How much can Microsoft expect in terms of income and budget on average?

DATA

We will be using data from the following datasets:

- IMDB - SQL database
- Rotten Tomatoes - reviews
- The Movie Database - basics and reviews
- The Numbers - budget and gross
- Box Office Mojo - studio and gross



METHODS

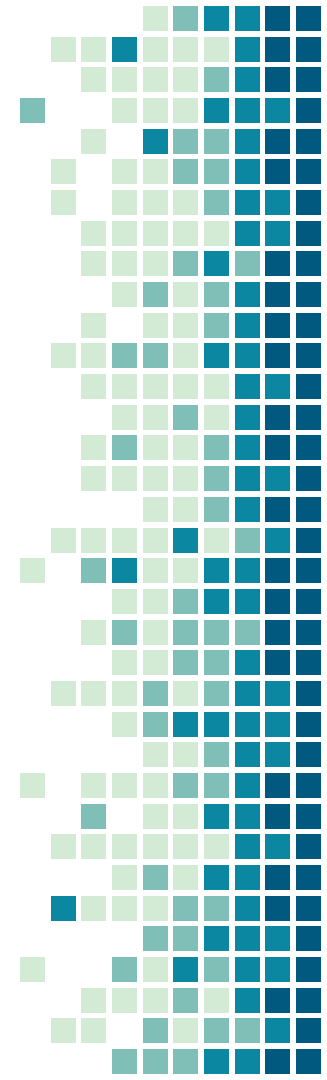
Data preparation included:

- Changing the format of some data
- Handling null values
- Removing outliers when appropriate
- Generating new variables for the study (net income, ROI)

Data Modeling:

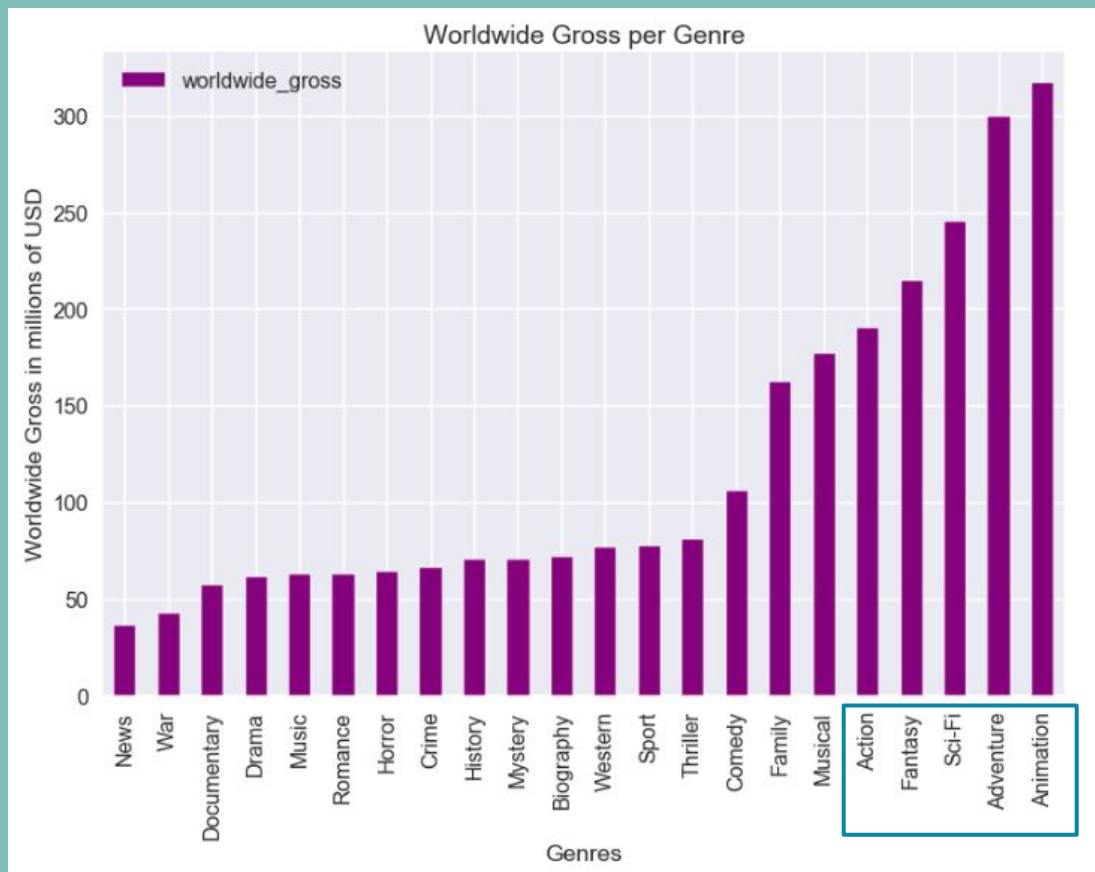
- Using methods to group and separate the data
- Studying trends in the data thus organized
- Calculating statistical values like mean, correlation and IQR

Results



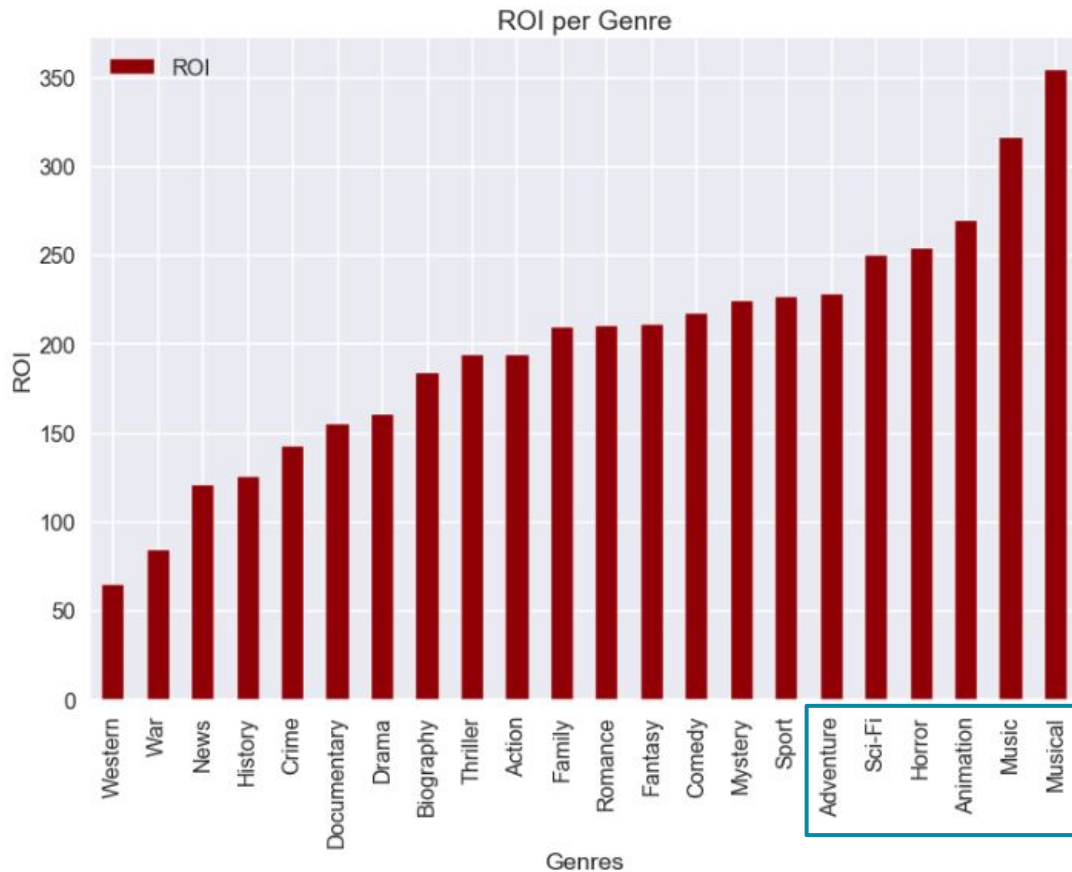
Gross per Genre

Genres with highest worldwide gross income



ROI

Return on
investment
accounts for
the budget

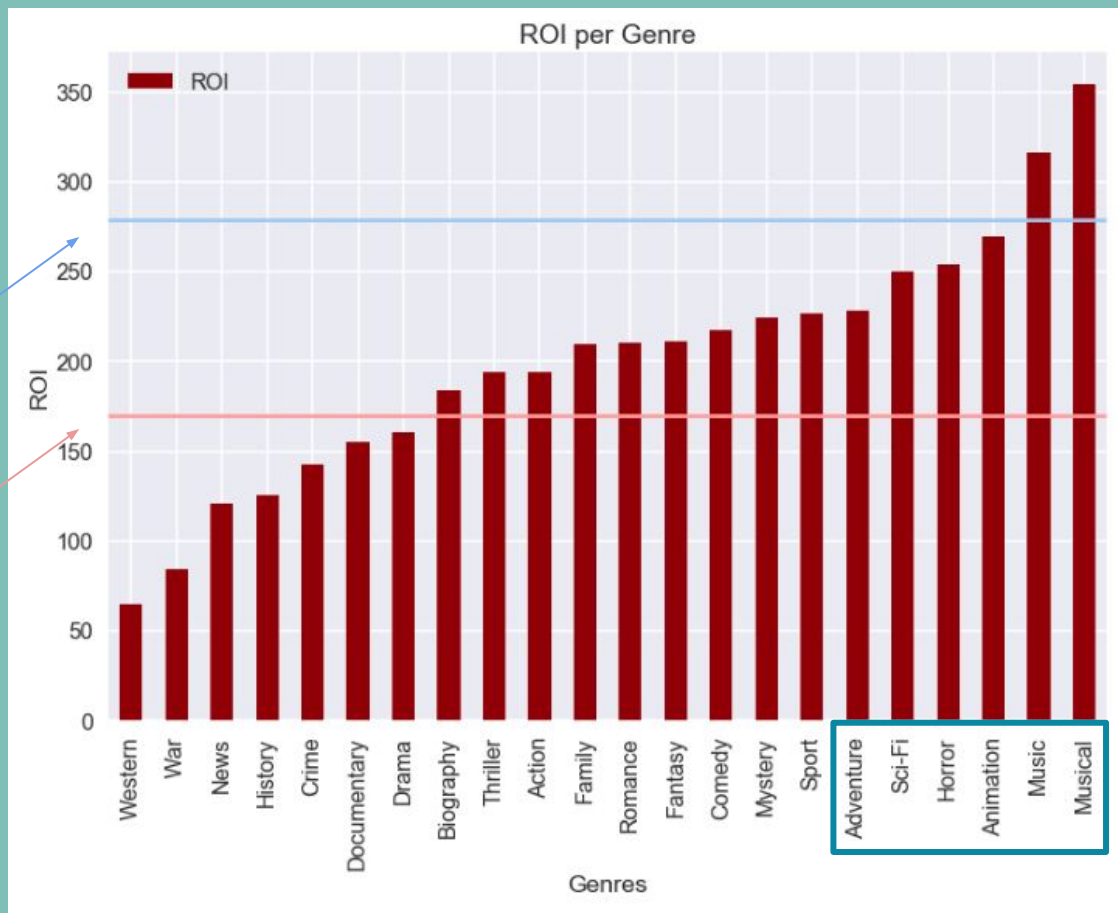


ROI

Top 5 genres
279% ROI

Other genres
170% ROI

Note: I considered
"Musical" and "Music" as
one genre because of their
similarity



Top 5 profitable genres



Musical, Animation, Horror, Sci-Fi and Adventure

The question that we need to investigate:



What makes a movie more profitable?

Number of people known



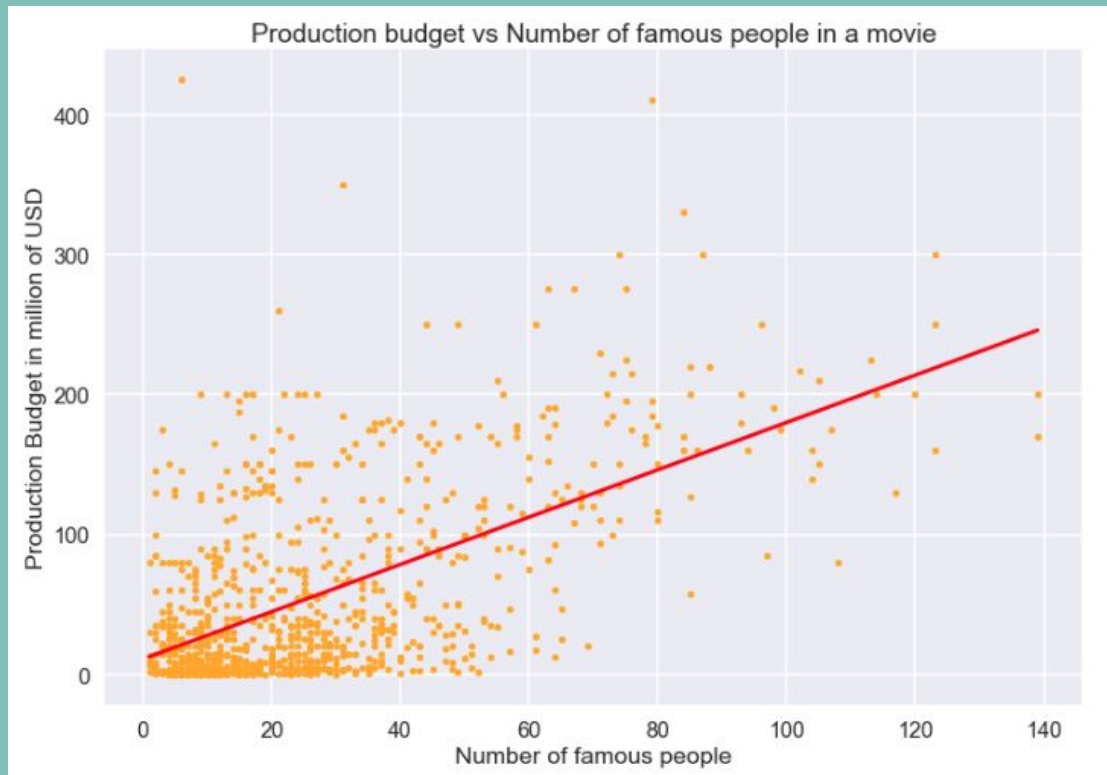
Correlation between
number of famous
people and gross
income:

0.53

The other side of the coin...

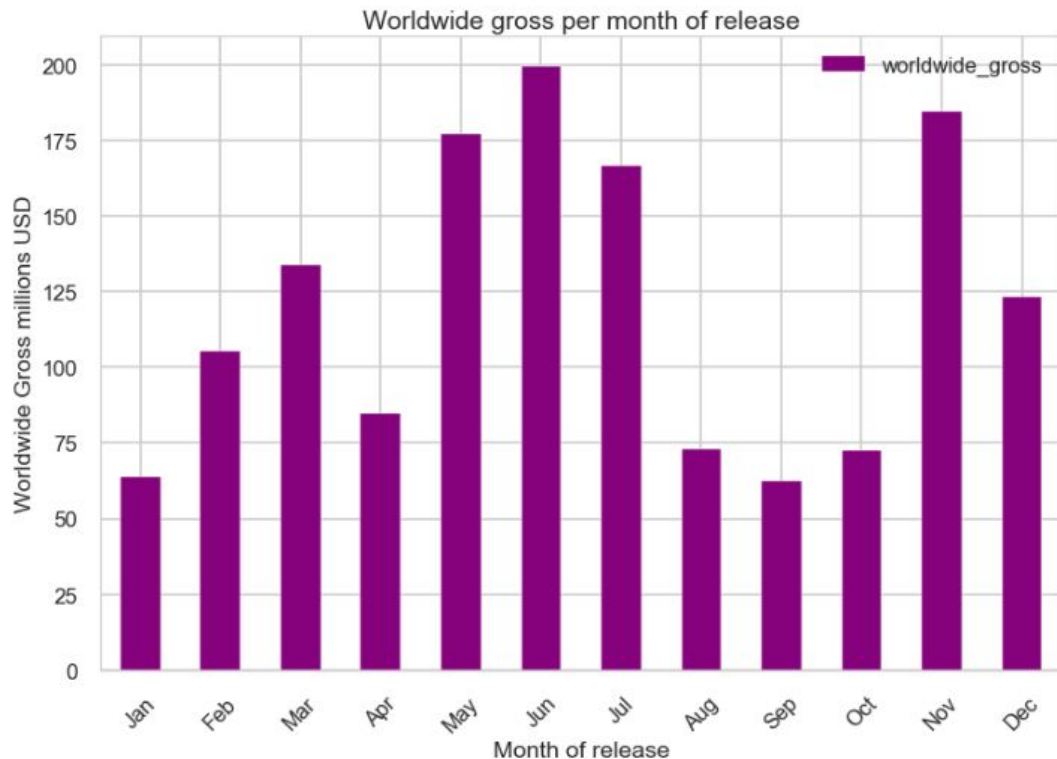
Correlation between
number of famous
people and
production budget:

0.59

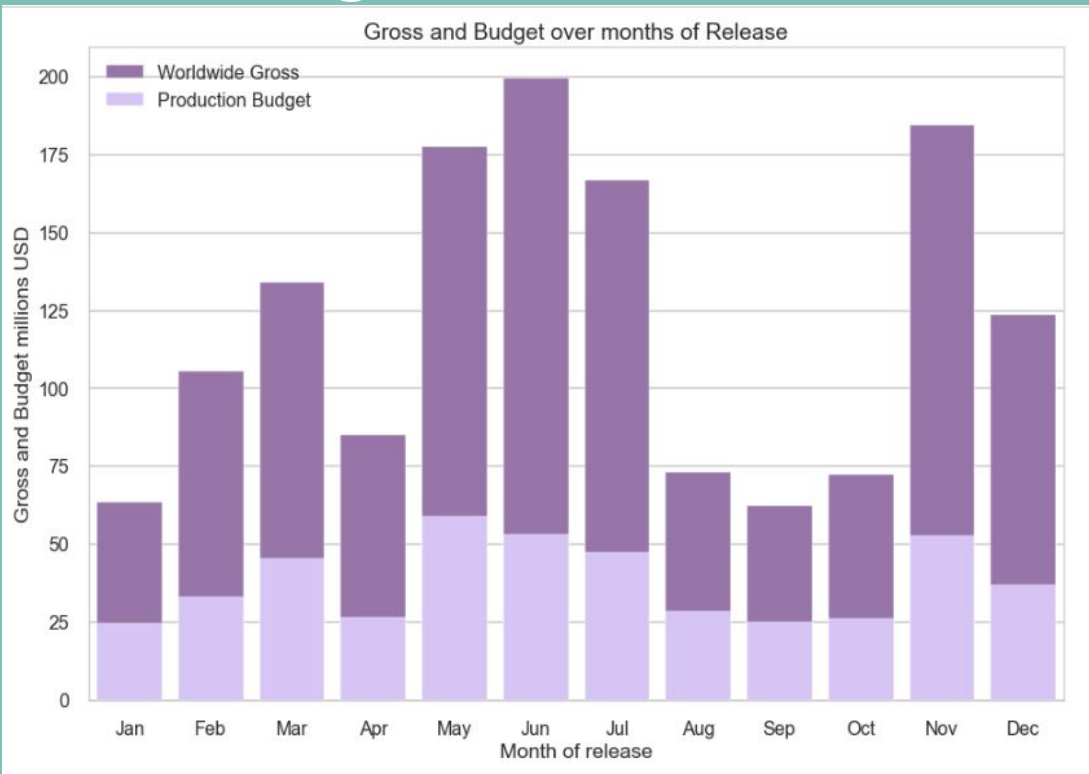


When to release

The months of June and November are related to highest gross income



The budget

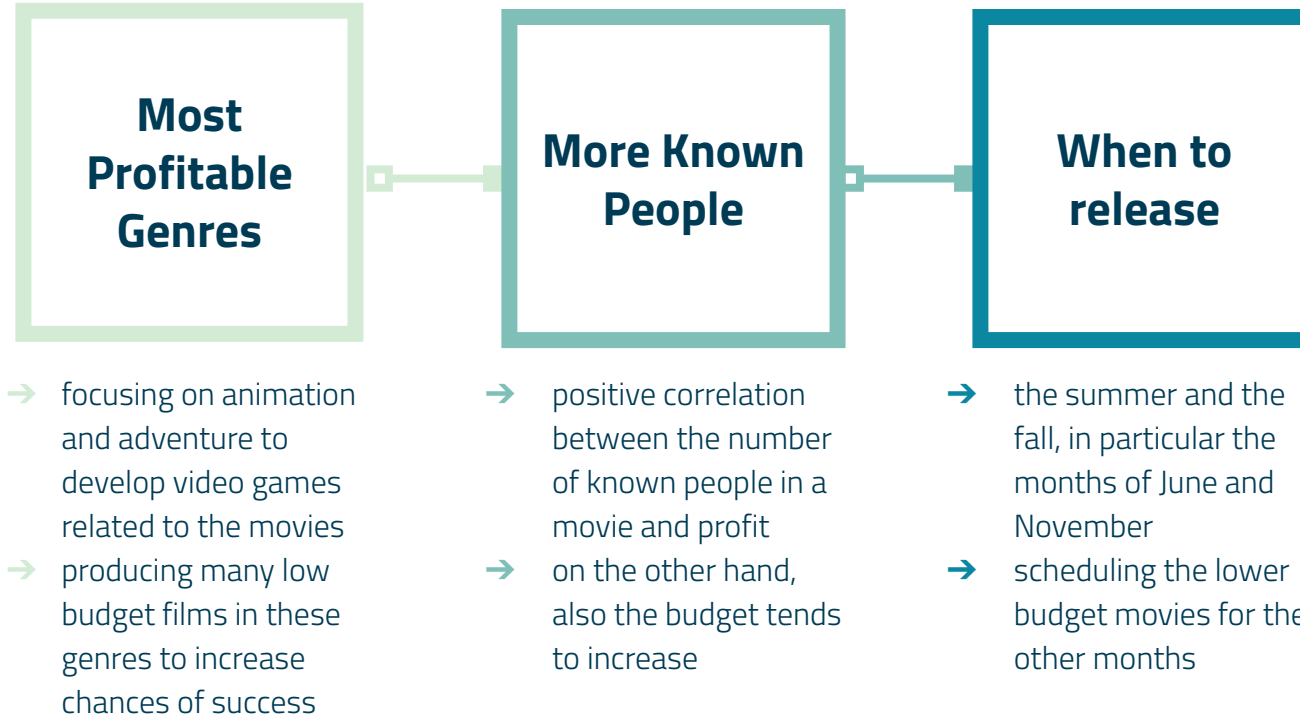


The budget follows the same trend, which provides an interesting point: release lower budget movies during the lower income months

A few numbers to keep in mind

	Worldwide Gross	Domestic Gross	Production Budget
Top five genres	59.55 mils USD	32.06 mils USD	18.51 mils USD
Rest of the genres	53.44 mils USD	28.83 mils USD	18.95 mils USD

Conclusions and proposals



Other considerations

Where do we go from here?

- Include also marketing as part of budget
- Consider inflation and movies with multiple releases
- Study the release month based on genre
- Research which genres more recently have been rising in popularity and profitability

THANKS!

Any questions?

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