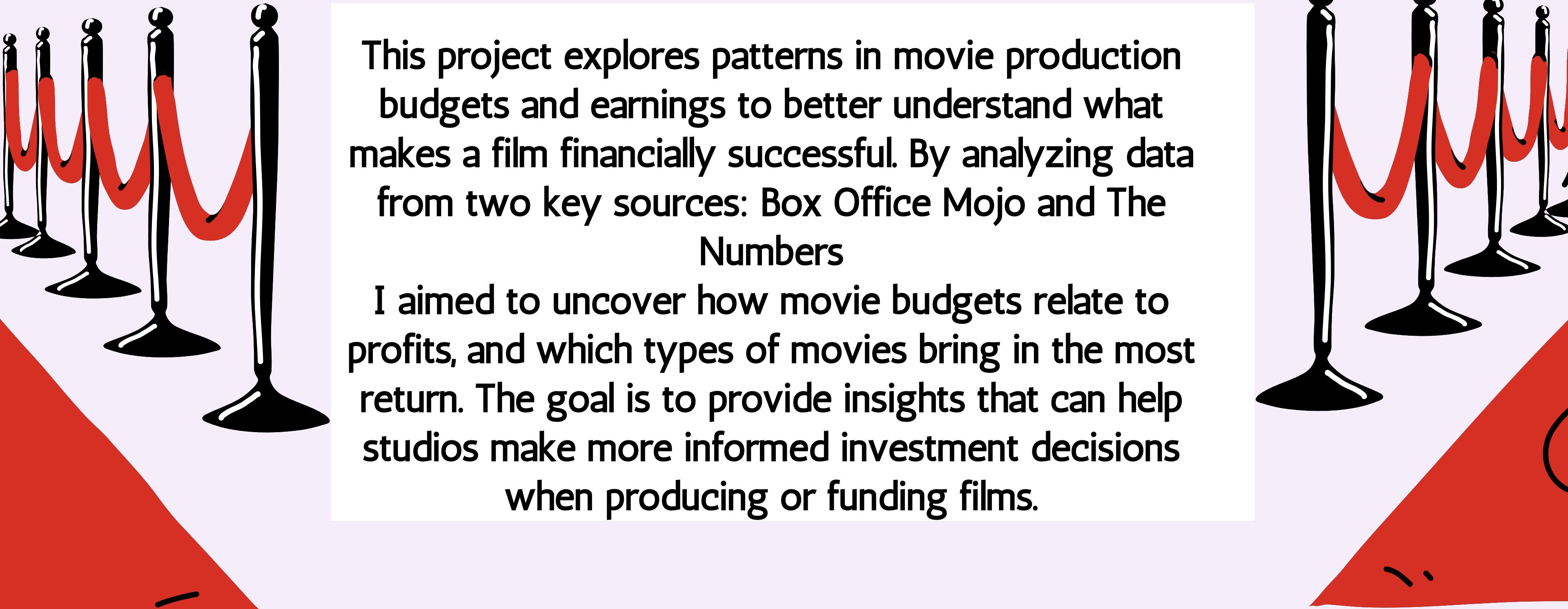


Movie Production



By Marion Mengich
August 2025

Project Overview



This project explores patterns in movie production budgets and earnings to better understand what makes a film financially successful. By analyzing data from two key sources: Box Office Mojo and The Numbers

I aimed to uncover how movie budgets relate to profits, and which types of movies bring in the most return. The goal is to provide insights that can help studios make more informed investment decisions when producing or funding films.

Why learn about them?



Making movies is expensive and risky. Some low-budget films make huge profits, while big-budget ones can fail. My goal is to give recommendations on what types of movies we should create to increase our chances of success.

Key data sources

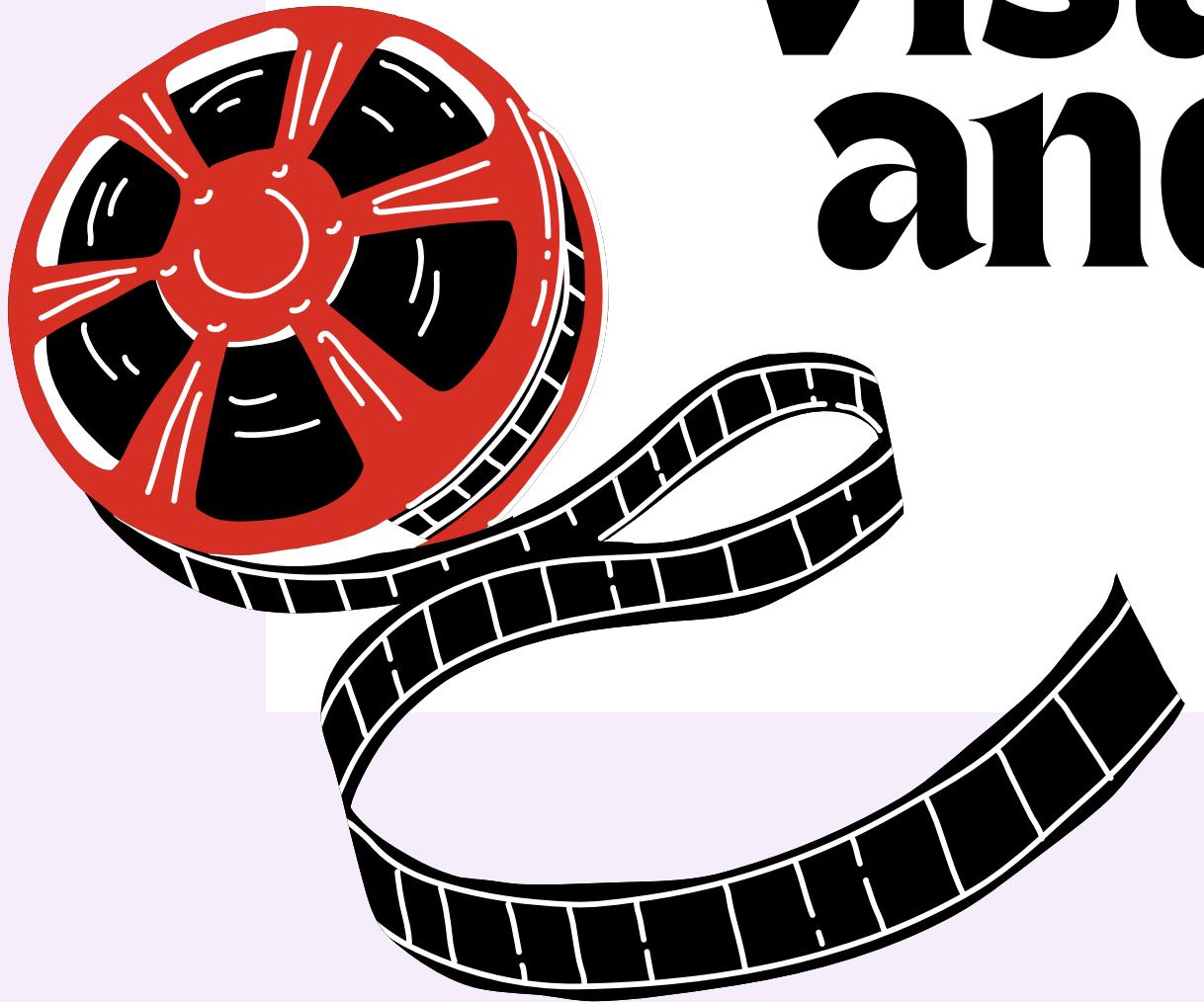
My key data sources were:

- Box Office Mojo: Box office earnings and performance
- The Numbers: Production budgets and profit data

Note: Other sources like IMDb and Rotten Tomatoes were not used as they focus more on reviews than financial performance.



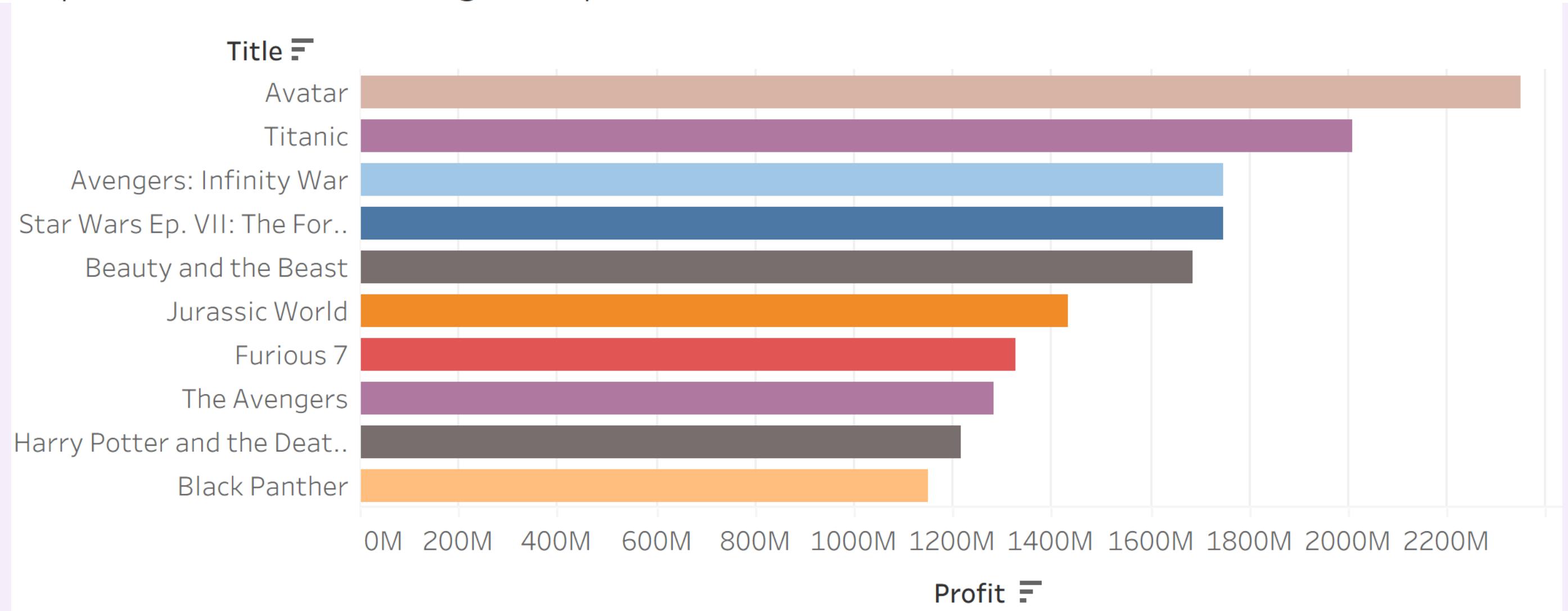
Visualizations and analysis



Top 10 profitable movies

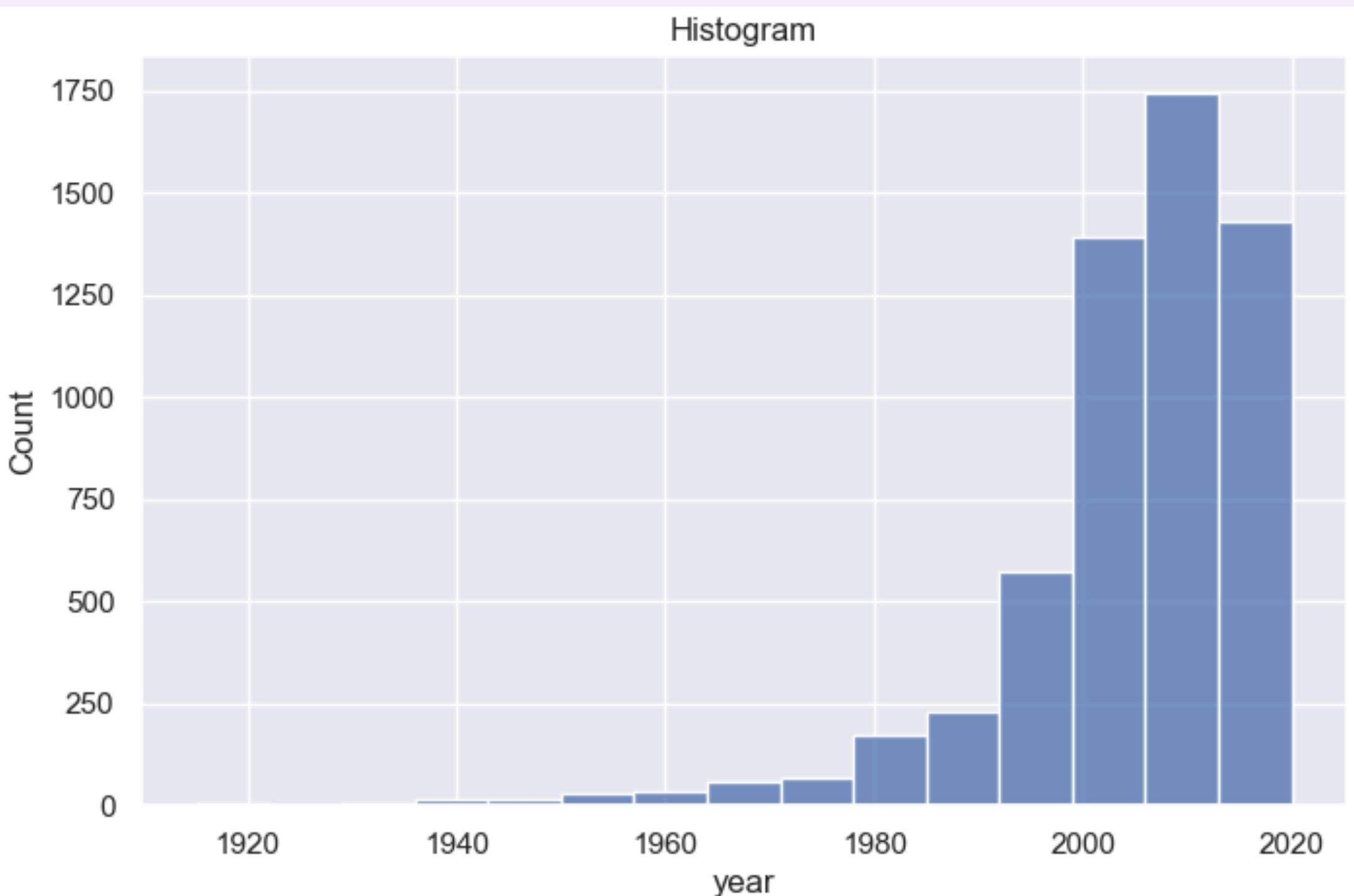
While Avatar had a high production budget, it generated record-breaking profit(\$2.77 Billion), showing that big investments can pay off if well-executed.

Top 10 movies with highest profit



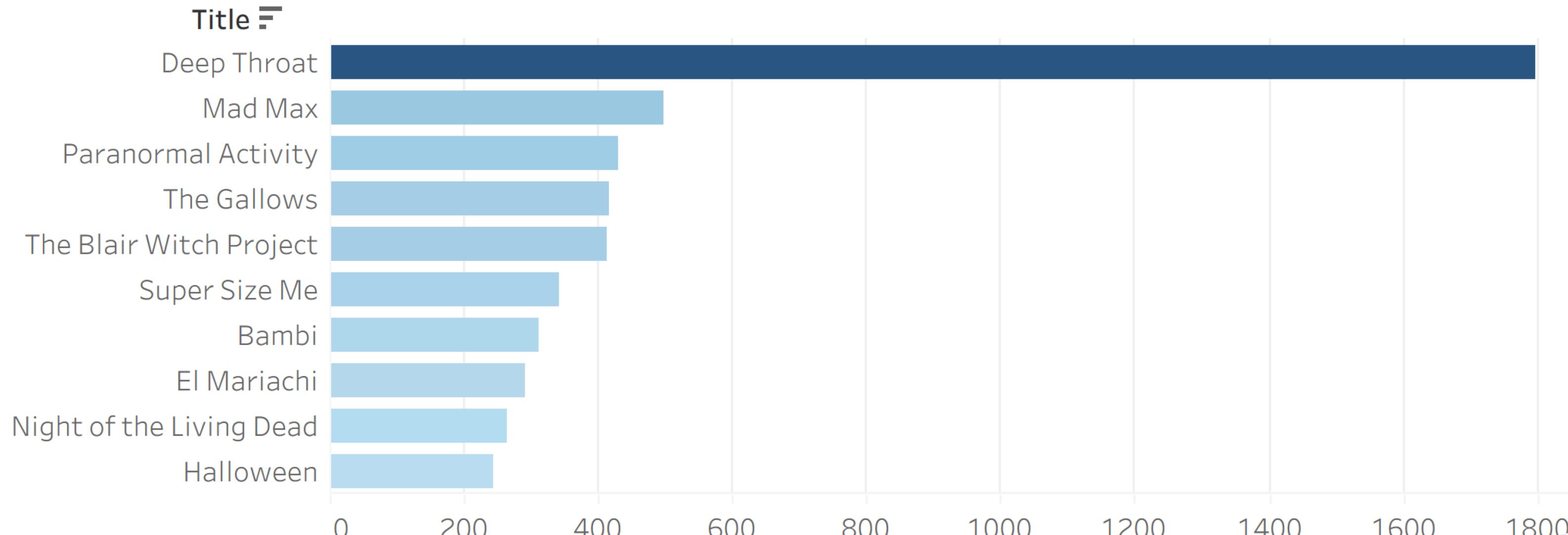
Movie Production Over Time

Movie production has steadily increased, especially after the 1980s.



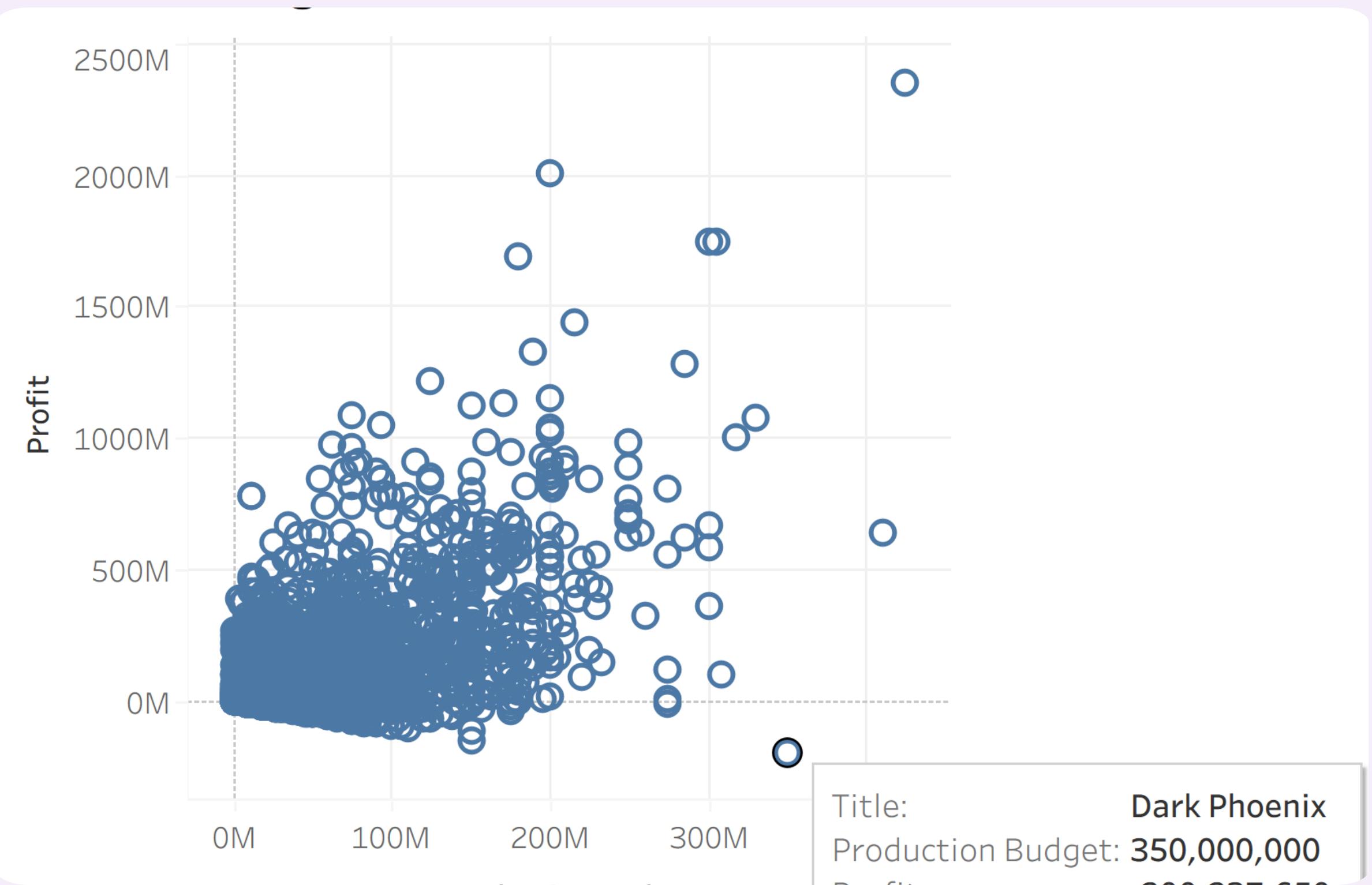
Highest ROI movie

Deep Throat had the highest ROI in the dataset. With a small production budget of 25,000 dollars, it earned a profit of \$44,975,000, showing that low-budget films can yield massive returns when successful.



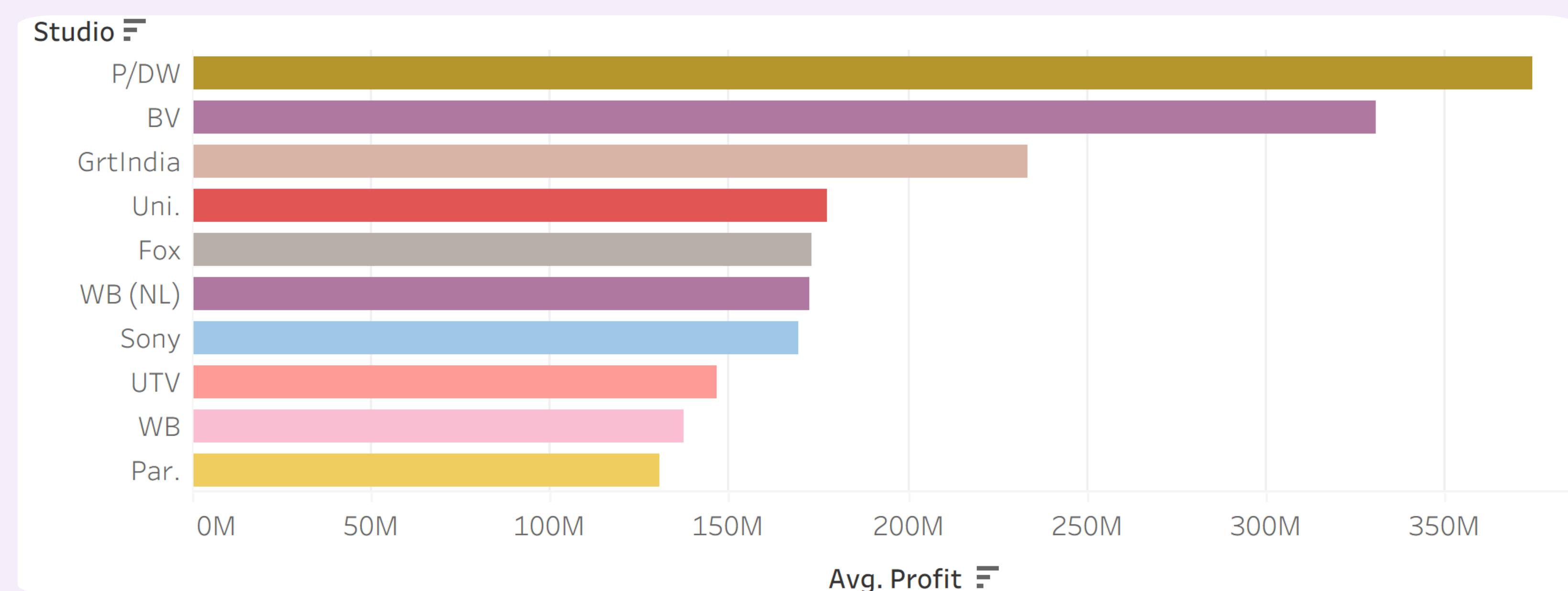
Profit vs Budget

Big budgets don't guarantee high profits, some lower-budget films outperform big ones in ROI. For example Dark phoenix had a production budget of \$350million and made a profit of -\$200million



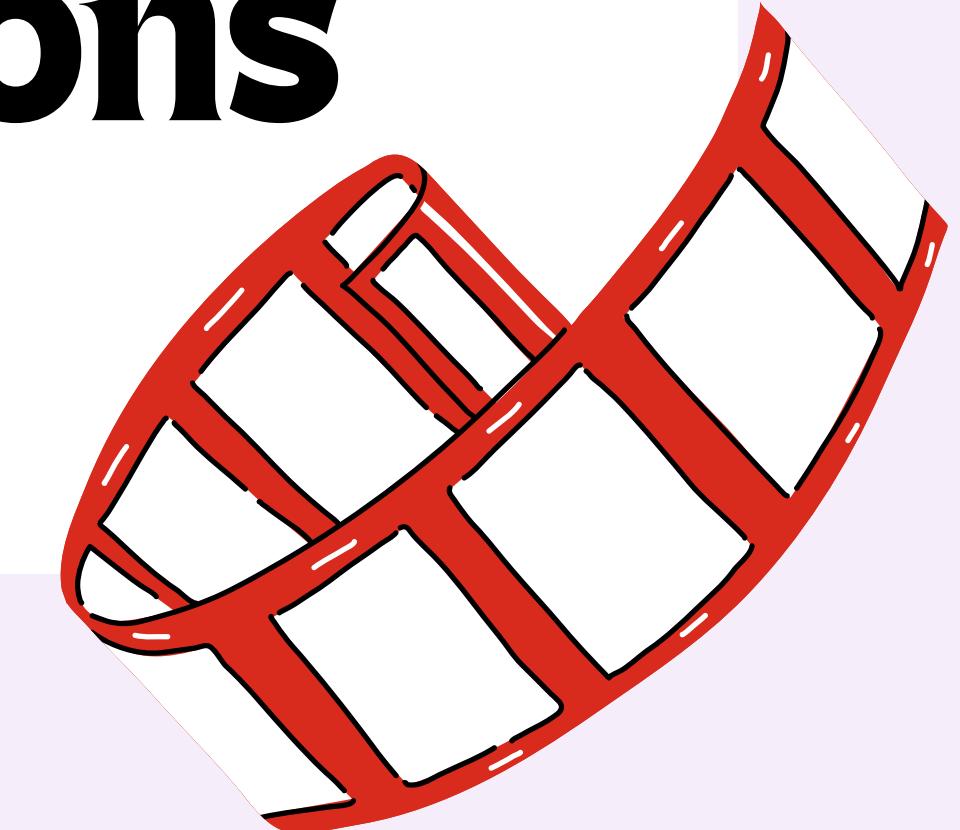
Top Performing studios

P/DW (Paramount/DreamWorks) has the highest average profit, making it the most profitable studio on average.





Recommendations



Recommendations

- Invest in Mid-Budget Films

Mad Max had a relatively modest budget but delivered very high returns. Focus on action or adventure films that don't require huge budgets but offer high entertainment value.

- Study What Worked in High-ROI Films

Deep Throat was a low-budget film (\$25,000) with high audience appeal that made over \$44 million in profit. Look at past successes in niche or cult genres.

- Learn from Successful Studios

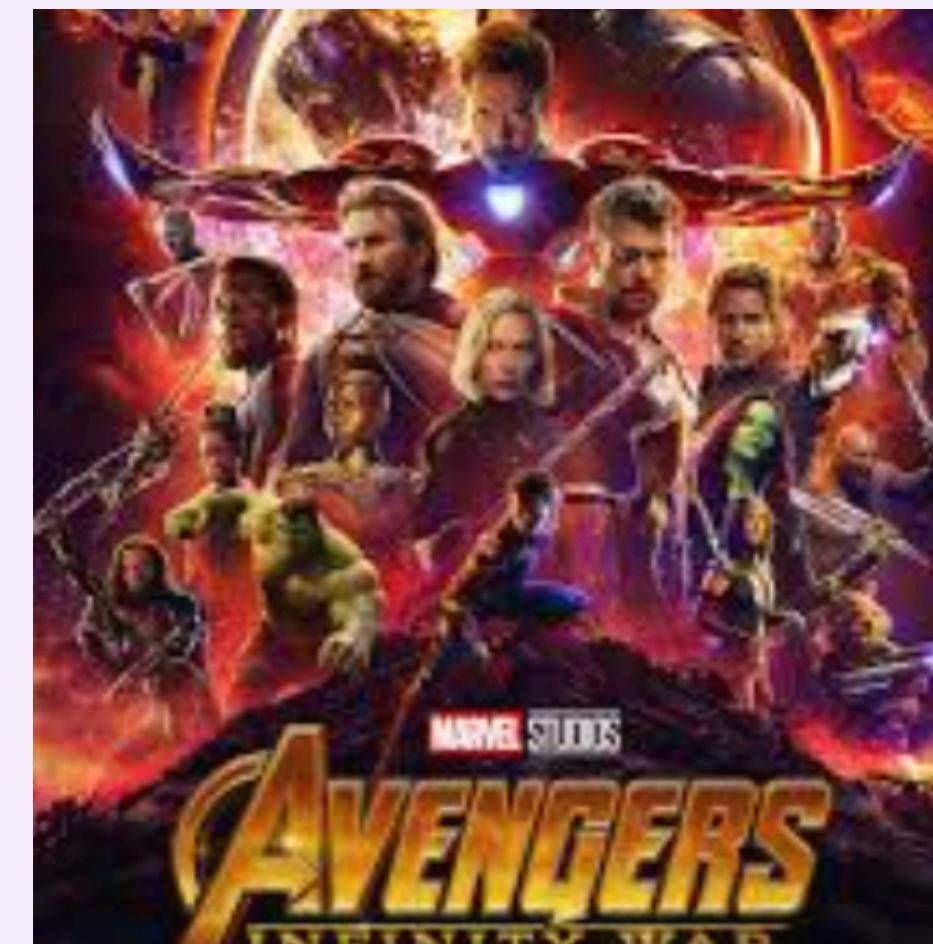
Studios like Warner Bros and Universal have consistently released top-grossing films. Analyze their movie types, release strategies, and audience targeting.



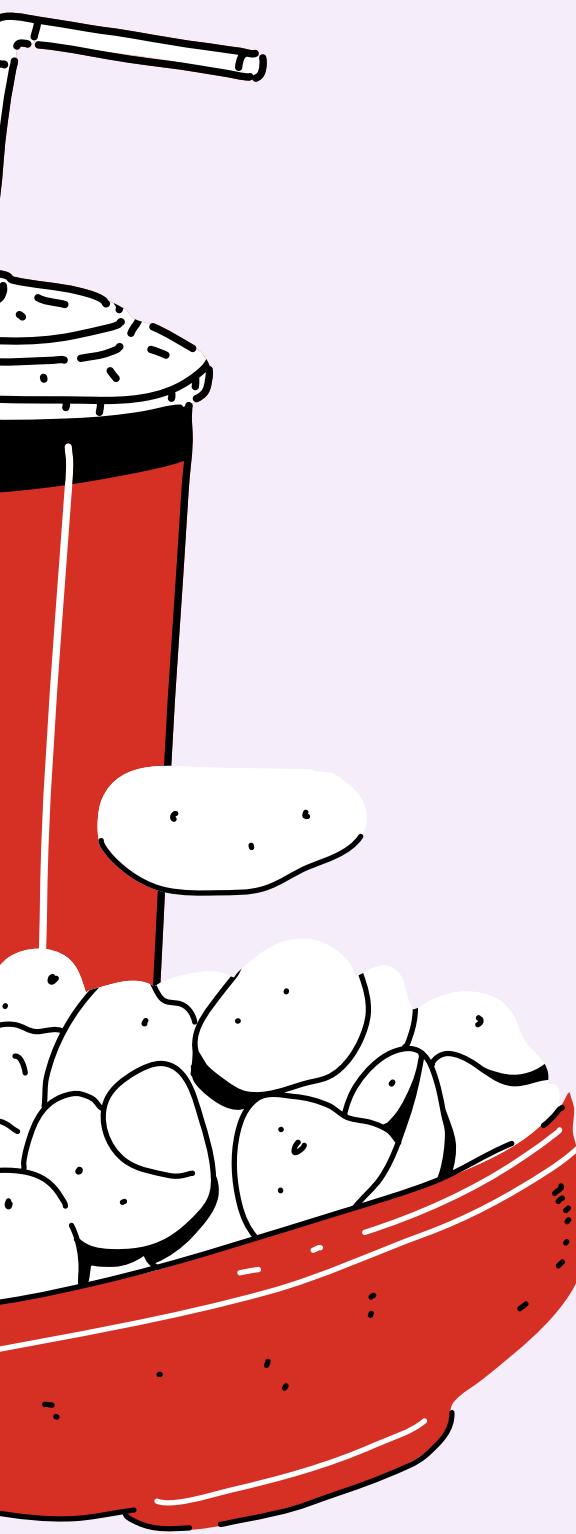
Recommendations

- Choose Genres with Broad Appeal

Action and Sci-fi films like Avatar or Marvel movies tend to attract global audiences. These can deliver high profit even with higher budgets.



Conclusions



The data shows that success in the movie industry does not depend on high budgets alone. Movies like Deep Throat and Mad Max prove that creative storytelling, strategic budgeting, and international appeal can drive significant ROI.

As the company enters the film business, the focus should be on:

- Smart investments based on ROI
- Building or acquiring franchises
- Tapping into international audiences
- Partnering with proven studios



This approach gives you the best chance of competing with established movie giants while minimizing financial risk.

**Thank you
for your
time**

