Executive Summary — IMDB Profitability Dashboard (2000–2010)

Purpose: Help a producer decide what to make and who to partner with. Defaults focus on 2000–2010 (post-2010 in this file is unreliable, focusing on the last decade of reliable data).

What wins:

* Budget: High-budget films outperform and are more consistent on both median ROI and median revenue. Portfolio ROI can over-reward low budgets, but the practical read is go big.
* Genre: Adventure leads on both efficiency and scale.
* Creative type (high budget): Superhero/fantasy and kids’ fiction combine strong ROI and revenue.

Partners (assuming high-budget Adventure film):

* Directors:
  + Best median ROI (experienced ≥3 films): Peter Jackson, Andrew Adamson, Chris Columbus.
  + High-ROI, less experienced: Carlos Saldanha (9.64×, 2 films), Andrew Stanton (8.23, 1 film).
  + Box-office scale leader: Gore Verbinski (3 films; $1.26 bn median revenue; 4.24 median ROI).
* Distributors:
  + New Line: 4 films, ~7.91 median ROI (leaner slate).
  + Warner, 20th Century, Walt Disney, DreamWorks: ~2–3 median ROI with much larger slates (depth/scale).

Recommendations:

Greenlight a high-budget Adventure. For distribution, choose New Line (higher efficiency) or a major (depth/scale). Director choice = trade-off between experience, goals, and cost.

Caveats: Post-2010 data is sparse in this file; missing distribution costs; inflation not considered; no streaming revenue data; missing DVD sales data; missing data in text columns (director, genre, MPAA rating, etc.).

Next steps: Refresh with post-streaming + streaming revenues, add inflation, add model confounders (movie rating, seasonality, release timing).