

Movie Profits by Genre and Director (Excel Pivot Analysis)

Analyze movie data from 2012 to 2016 using Excel to identify which genres and directors yield the highest profits. The goal is to provide quick insights to a fictional production company evaluating where to focus future investments.

Tools Used

- Excel
 - Calculated Columns
 - Pivot Tables
 - Pivot Charts
- **Dataset:** Public movie dataset with basic budget and revenue data from **2012–2016**

Dataset

A cleaned movie dataset with key financial columns:

- **Budget**
- **Box Office Revenue**
- **Profit** (*added by me as a new column = Revenue - Budget*)
- **Genre**
- **Director**

Methodology

1. **Data Cleaning:**
 - Added a calculated “Profit” column for each movie.
 - Removed entries with missing budget or revenue values.
2. **Pivot Analysis:**
 - Created pivot tables to summarize:
 - 🏆 Total and average profit by genre
 - 🎬 Total profit per director

- Used a pivot chart to visualize profit by genre.

Key Insights

- **Adventure, Family, Sci-Fi and animation** were the most profitable genres on average, each earning over **€190 million** per movie.
- **Religious, Crime, and Biography** films had the lowest average profits, all under **€35 million**.
- Directors like **Peter Jackson, Bill Condon and Tim Miller** led the charts with average profits exceeding **€700 million**. They likely benefitted from directing blockbuster franchises.
- Combining genre and director data could reveal deeper trends — a potential direction for follow-up analysis.

Row Labels	▼	Average of Profit	Average of Box Office Revenue (\$)
Peter Jackson		€ 706,000,000.00	€ 956,000,000.00
Bill Condon		€ 709,700,000.00	€ 829,700,000.00
Tim Miller		€ 724,600,000.00	€ 782,600,000.00
Zack Snyder		€ 532,850,000.00	€ 770,350,000.00
Marc Webb		€ 527,900,000.00	€ 757,900,000.00
Eric Darnell		€ 601,900,000.00	€ 746,900,000.00
Anthony Russo		€ 544,400,000.00	€ 714,400,000.00
Matt Reeves		€ 475,600,000.00	€ 710,600,000.00
Francis Lawrence		€ 561,900,000.00	€ 704,400,000.00
Chris Renaud		€ 607,833,333.33	€ 681,500,000.00
Christopher Nolan		€ 510,100,000.00	€ 675,100,000.00
Bryan Singer		€ 457,250,000.00	€ 646,250,000.00
Dean DeBlois		€ 476,500,000.00	€ 621,500,000.00
Ang Lee		€ 489,000,000.00	€ 609,000,000.00
Chris Sanders		€ 452,200,000.00	€ 587,200,000.00
Steve Martino		€ 464,600,000.00	€ 561,600,000.00
Stephen Chow		€ 493,080,000.00	€ 553,800,000.00
Marc Forster		€ 350,000,000.00	€ 540,000,000.00
Alejandro G. Iñárritu		€ 398,000,000.00	€ 533,000,000.00
Gareth Edwards		€ 369,000,000.00	€ 529,000,000.00
Jennifer Yuh Nelson		€ 374,900,000.00	€ 519,900,000.00
Peyton Reed		€ 389,400,000.00	€ 519,400,000.00
Ridley Scott		€ 397,800,000.00	€ 516,800,000.00
Justin Lin		€ 343,350,000.00	€ 515,850,000.00

Figure 1: Profit Table by Director

Row Labels	Average of Profit
Religious	€ 26,771,428.57
Crime	€ 27,226,086.96
Biography	€ 30,046,666.67
Romance	€ 33,974,615.38
Drama	€ 54,204,382.02
Documentary	€ 58,500,000.00
Horror	€ 60,958,139.53
Mystery	€ 74,180,000.00
Comedy	€ 83,528,571.43
Musical	€ 89,750,000.00
Thriller	€ 103,693,750.00
Action	€ 151,029,500.00
Fantasy	€ 153,610,000.00
Animation	€ 186,533,333.33
Sci-Fi	€ 190,189,285.71
Family	€ 192,475,000.00
Adventure	€ 225,804,761.90
Grand Total	€ 103,111,811.02

Figure 2: Profit Table by Genre

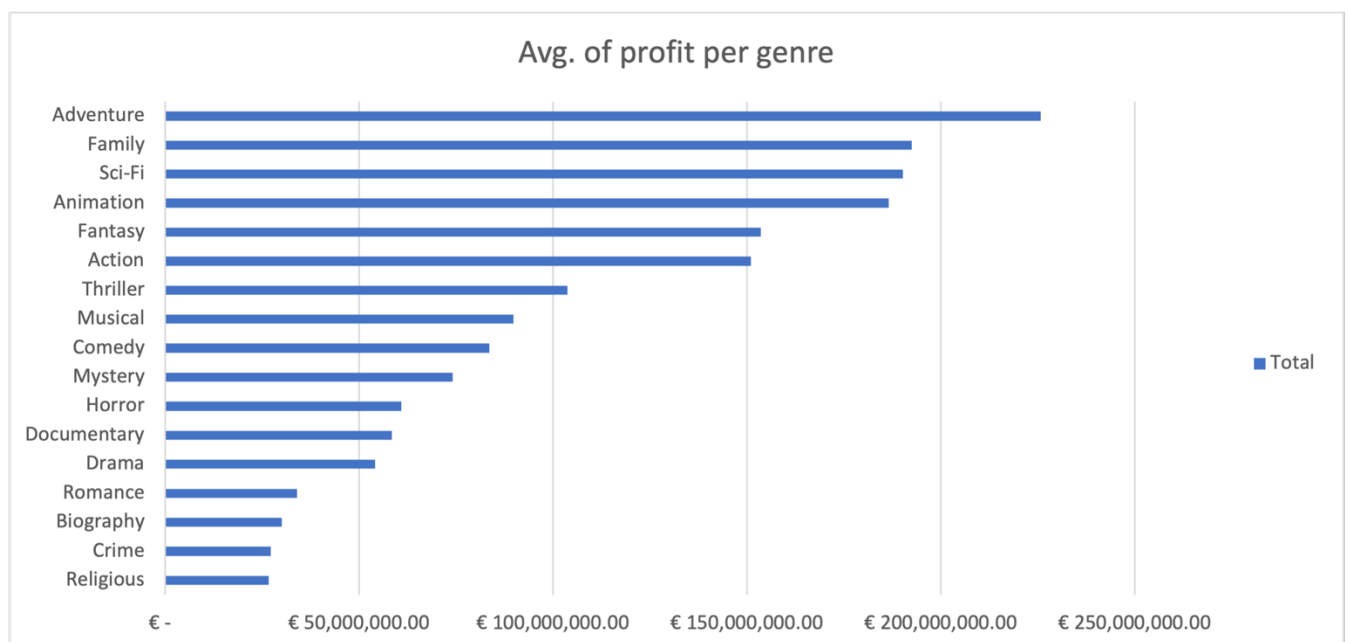


Figure 3: Average Profit by Genre

Takeaway

Even with simple tools like Excel, we can surface actionable insights. This case shows how basic pivot analysis can support business decisions in entertainment or media.