



Movie Industry Analysis

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PROBLEM STATEMENT

- Profitable entry into movie industry
- Metrics of success
- Best chances at start

BUSINESS VALUE

- High profitability
- International marketing
- Brand diversification

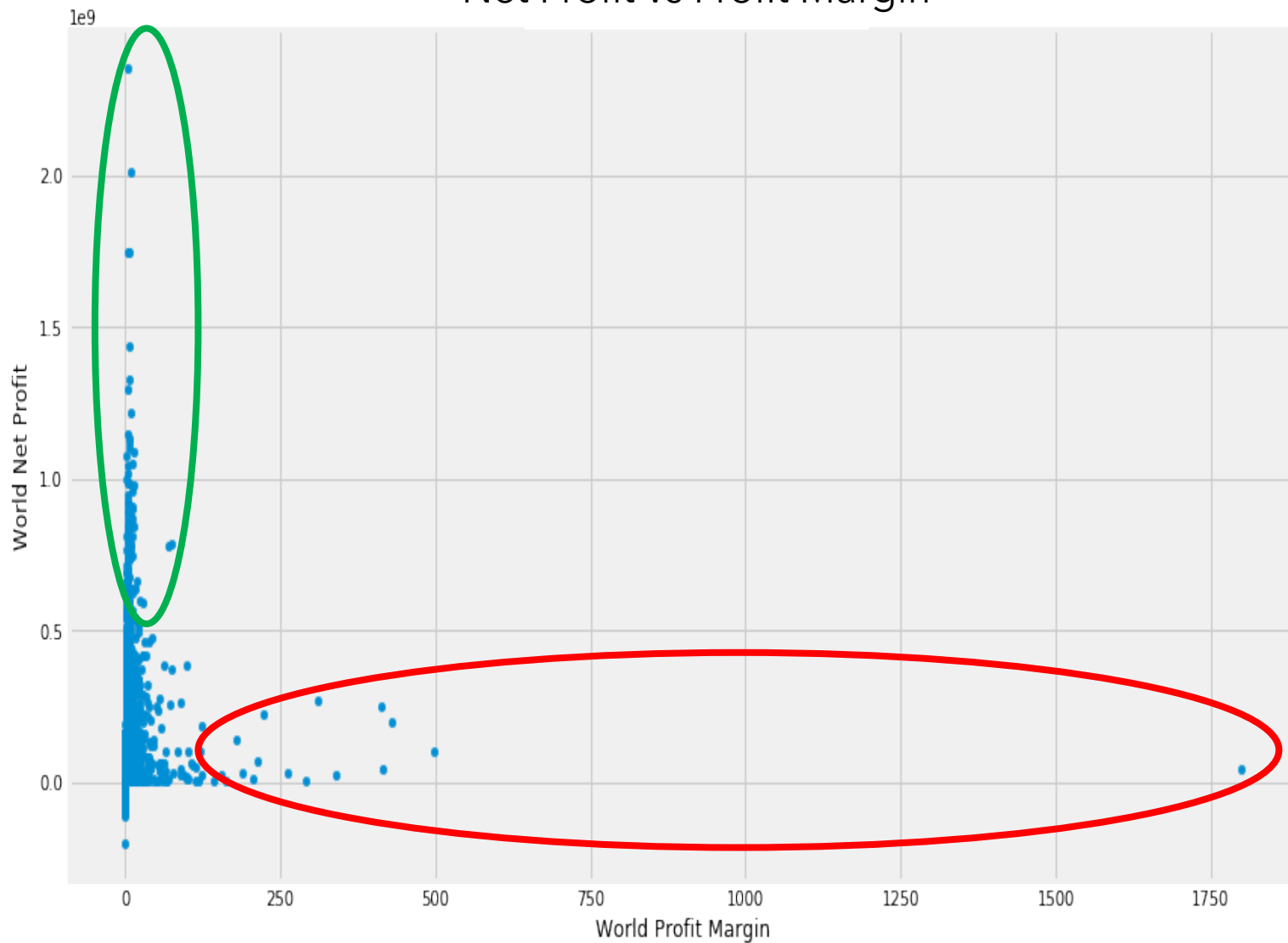
METHODOLOGY

1. Collect data
2. Sieve into strata
3. Qualify differences

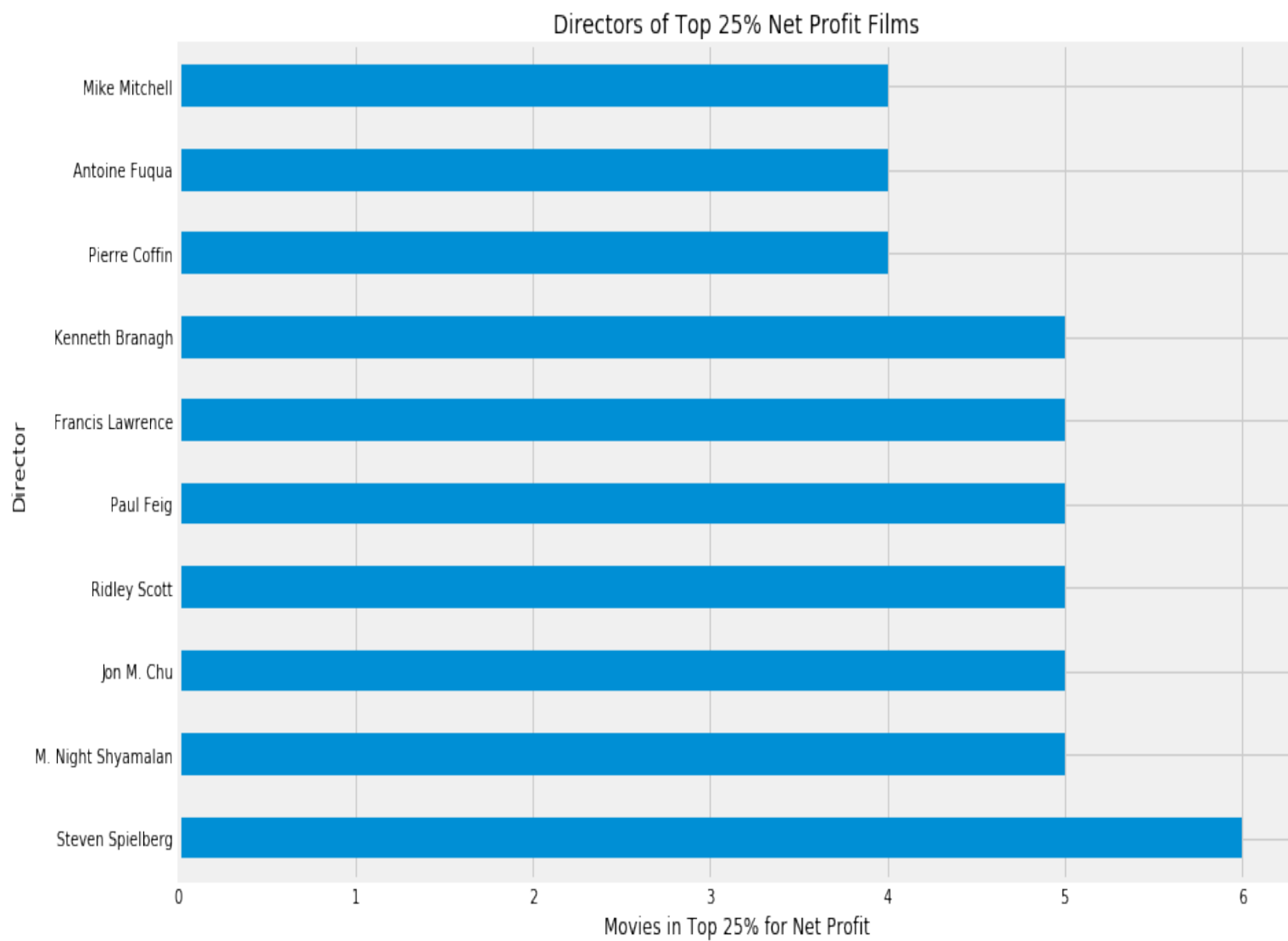
FINDINGS

1. Net profit > profit margin
2. Director with portfolio
3. Genre matters
4. Highly indicative keywords

Net Profit vs Profit Margin

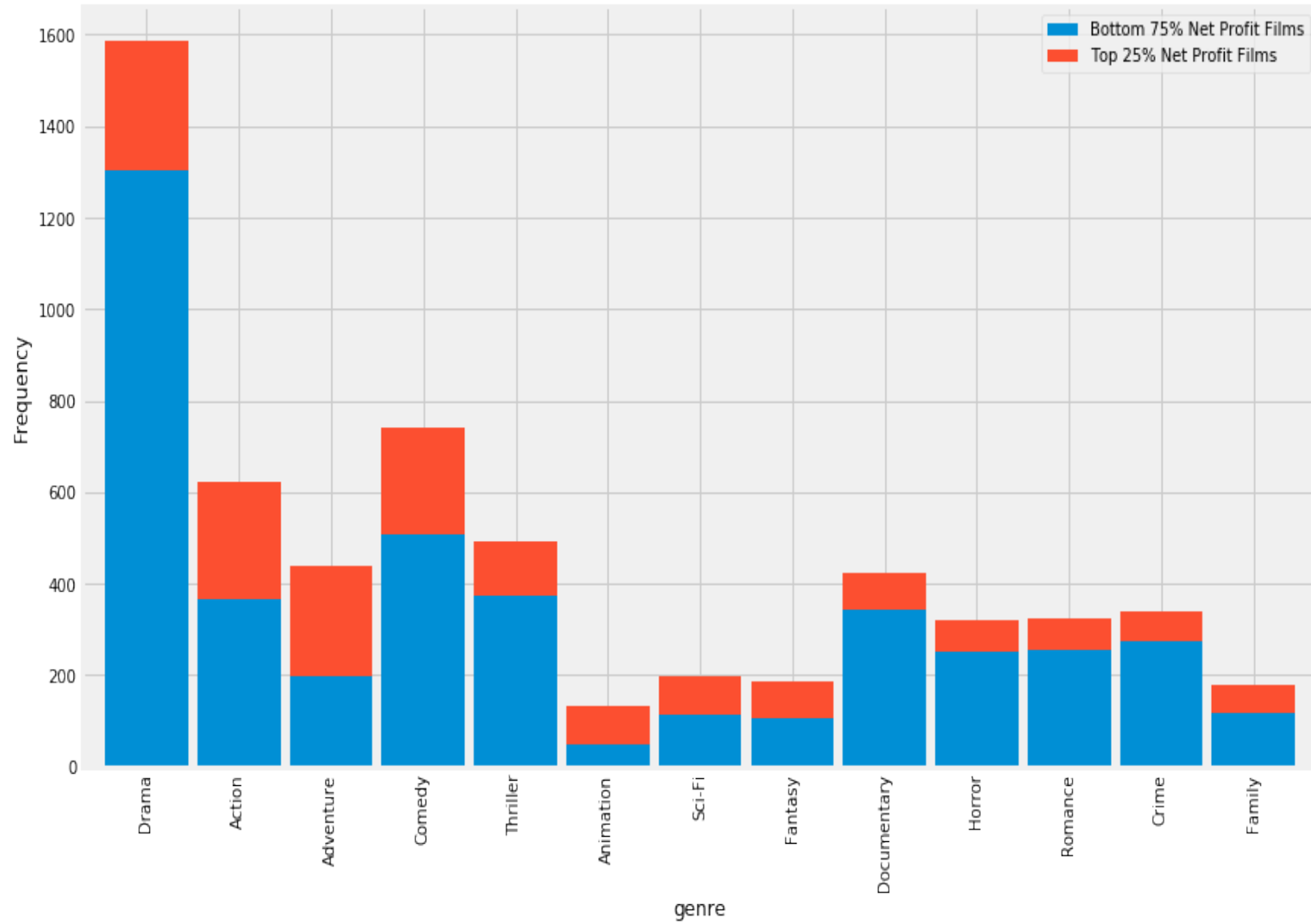


1. NET PROFIT



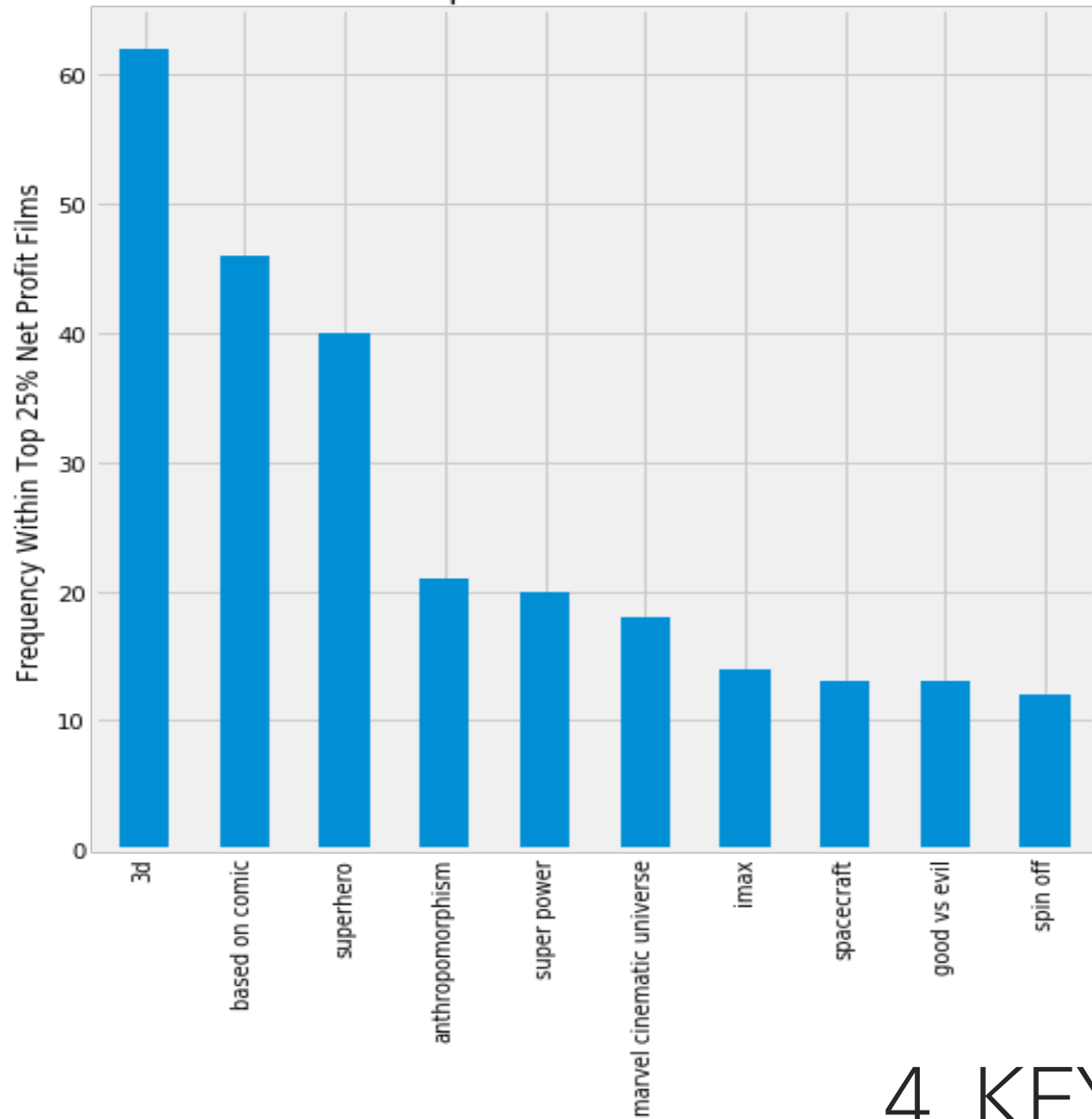
2. DIRECTOR

Genre Counts

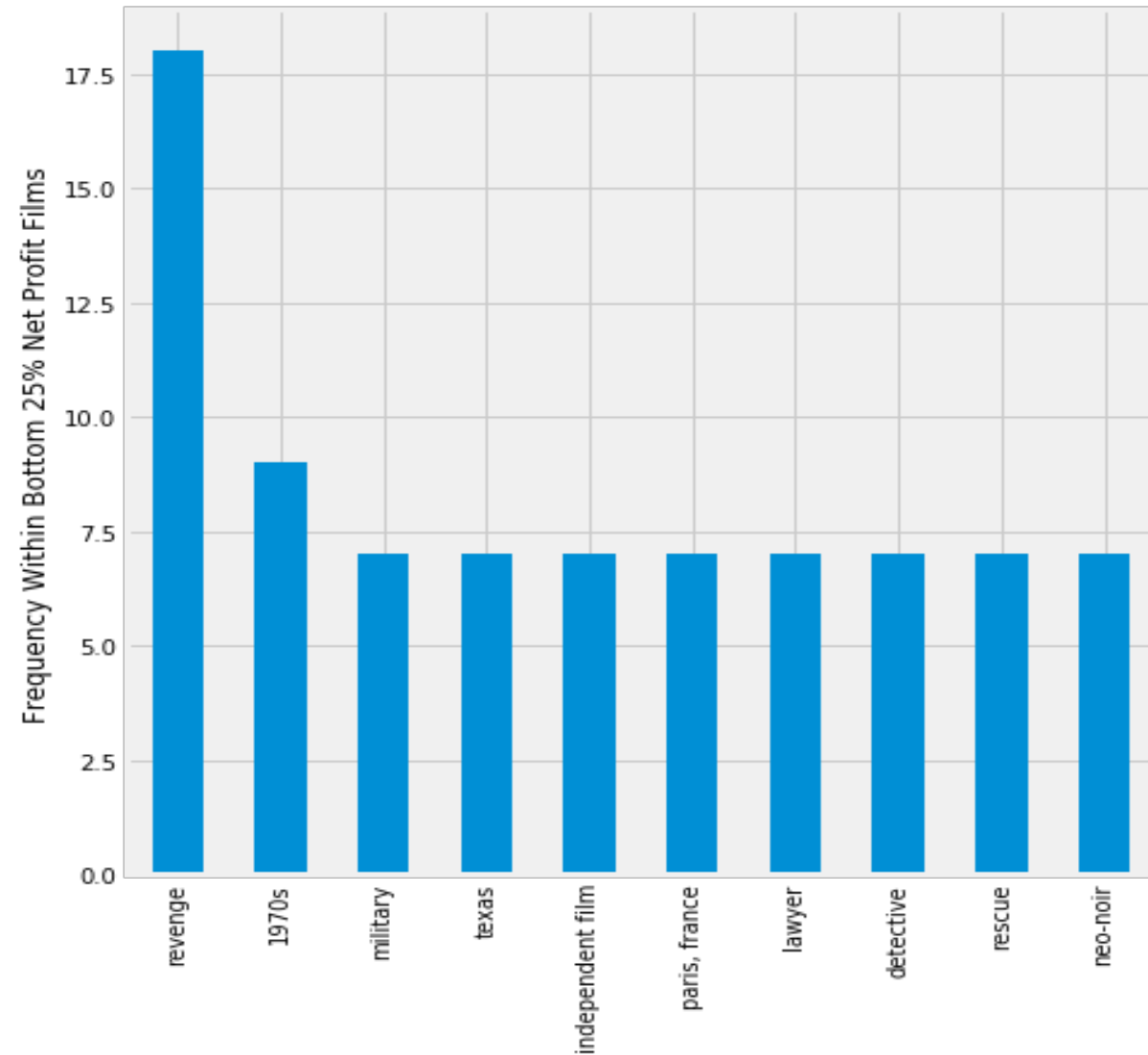


3. GENRE

Most Common of Highly Indicative Keywords
in Top 25% Net Profit Films



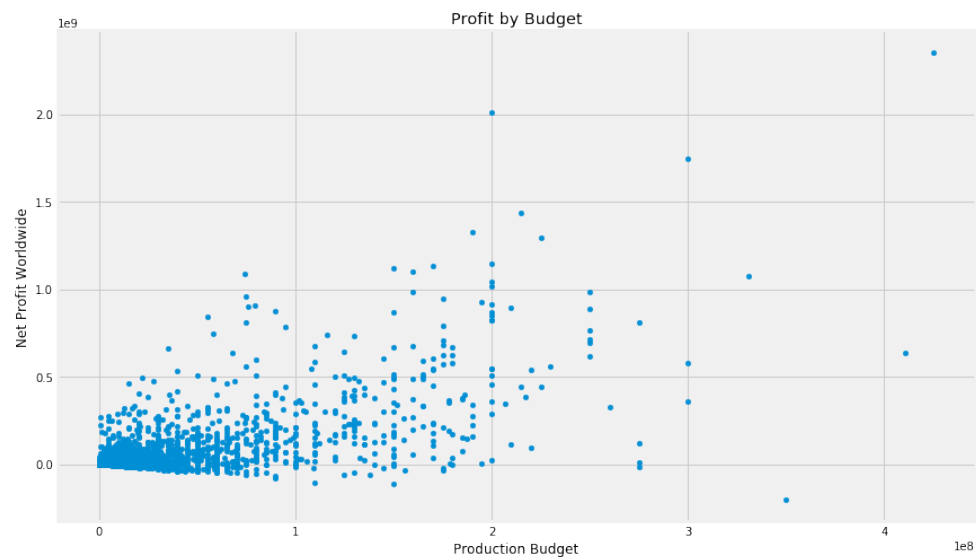
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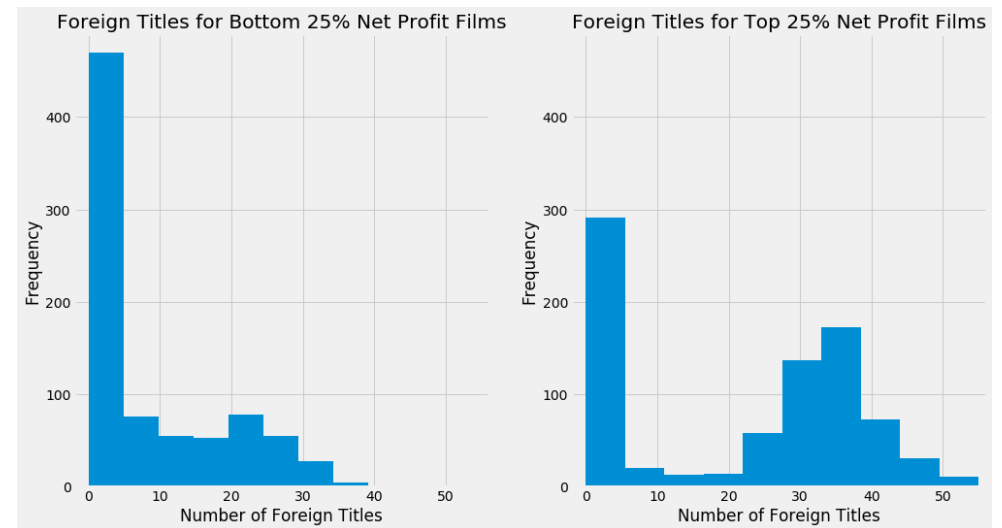
4. KEYWORDS

FUTURE WORK

PROFIT GIVEN BUDGET



FOREIGN TITLES



ACKNOWLEDGEMENTS

Kaggle for The Movies Dataset

TMDB for keyword data

Flatiron School's movie data

Thank you!

