

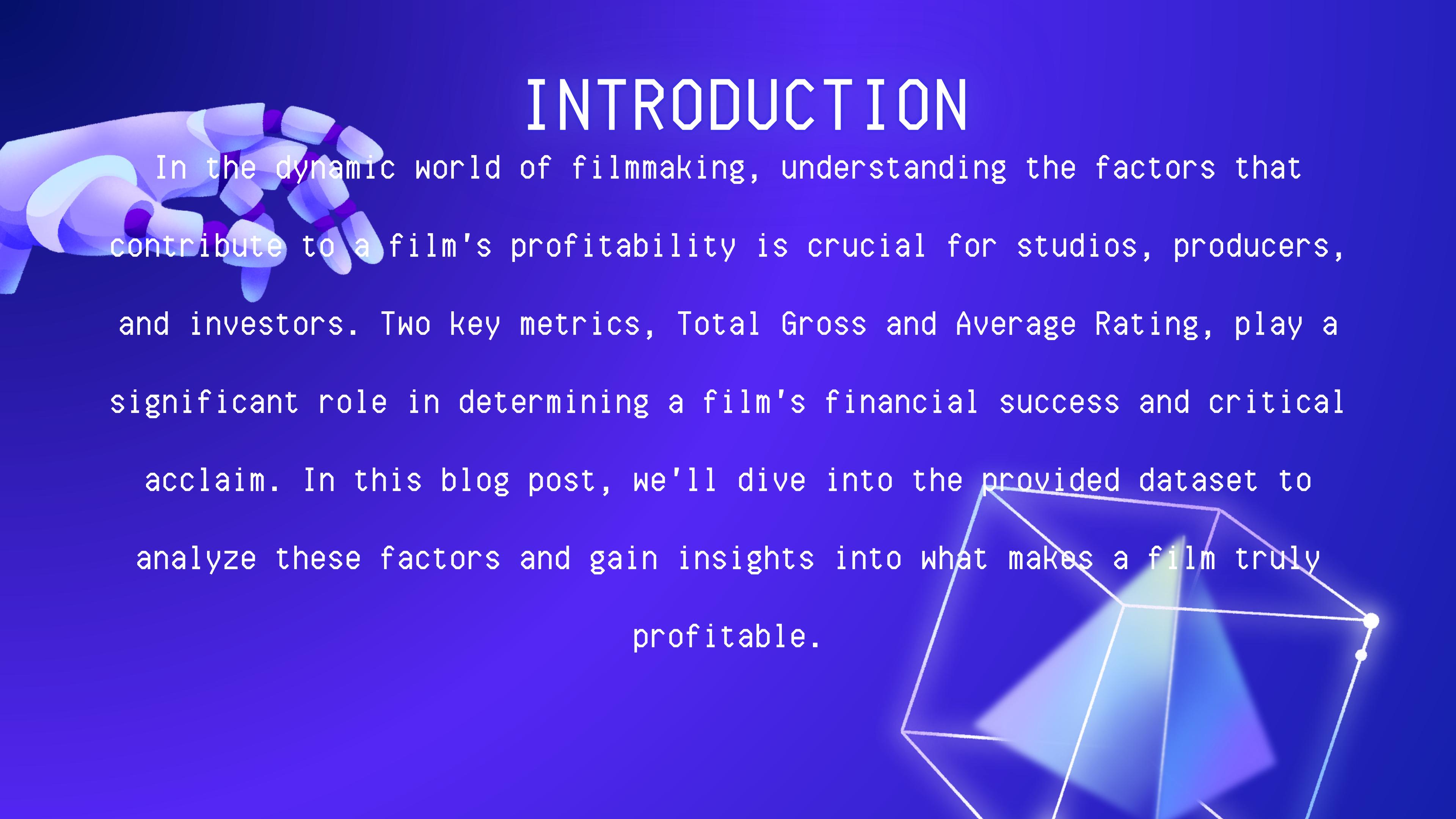
TITLE: UNDERSTANDING FILM PROFITABILITY

SUBTITLE: ANALYZING TOTAL GROSS AND AVERAGE RATINGS

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BLOG:[HTTPS://CWANJIRUMBUGUA.WORDPRESS.COM/2023/11/03/ANALYZING-TOTAL-GROSS-AND-AVERAGE-RATINGS-TO-UNDERSTAND-FILM-PROFITABILITY/](https://cwanjirumbugua.wordpress.com/2023/11/03/ANALYZING-TOTAL-GROSS-AND-AVERAGE-RATINGS-TO-UNDERSTAND-FILM-PROFITABILITY/)

# INTRODUCTION



In the dynamic world of filmmaking, understanding the factors that contribute to a film's profitability is crucial for studios, producers, and investors. Two key metrics, Total Gross and Average Rating, play a significant role in determining a film's financial success and critical acclaim. In this blog post, we'll dive into the provided dataset to analyze these factors and gain insights into what makes a film truly profitable.

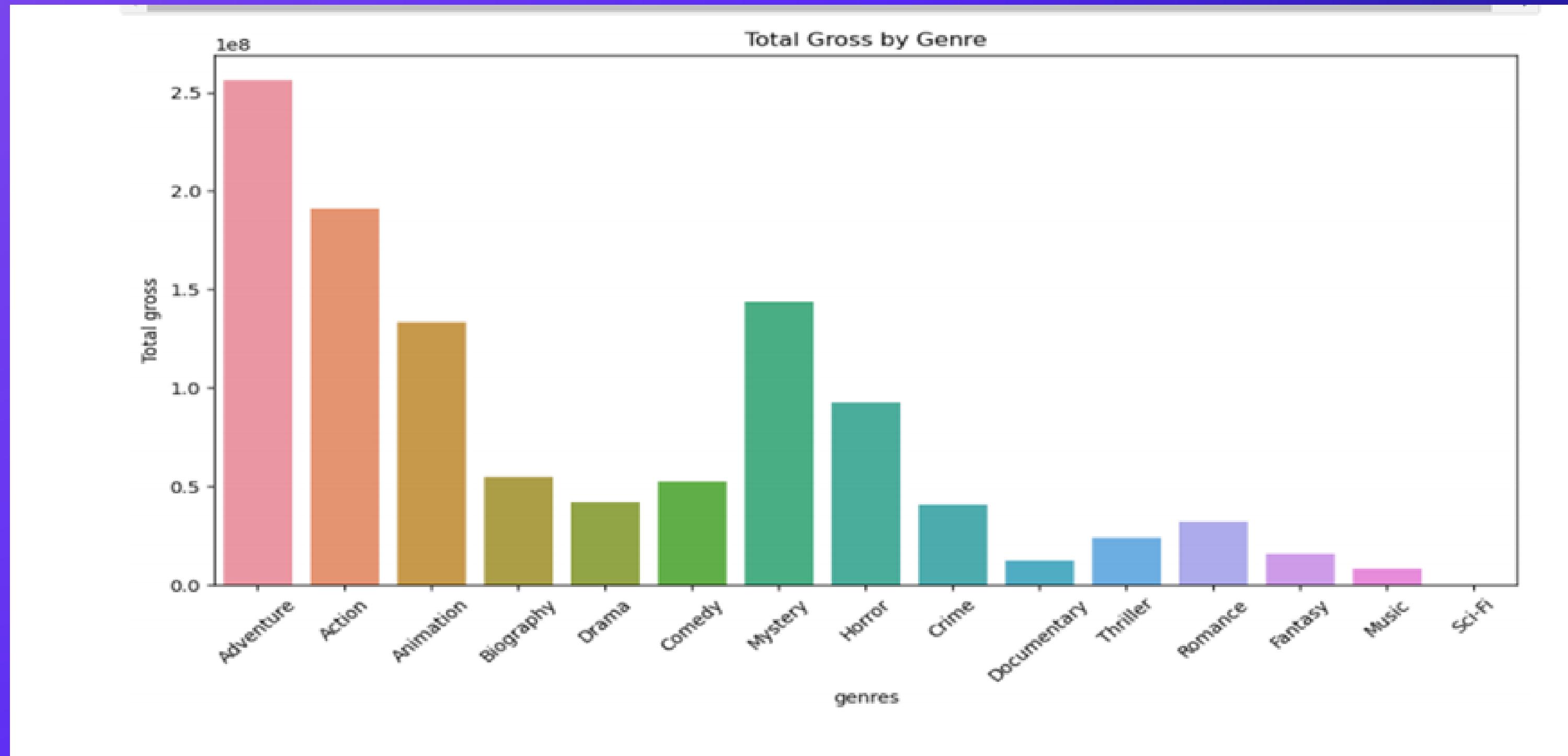
# THE DATASET



The dataset contains information about various films, including details such as title, studio, domestic and foreign gross, release year, total gross, runtime, genres, and average ratings. This rich dataset allows us to explore the relationship between these variables and uncover trends in film profitability.

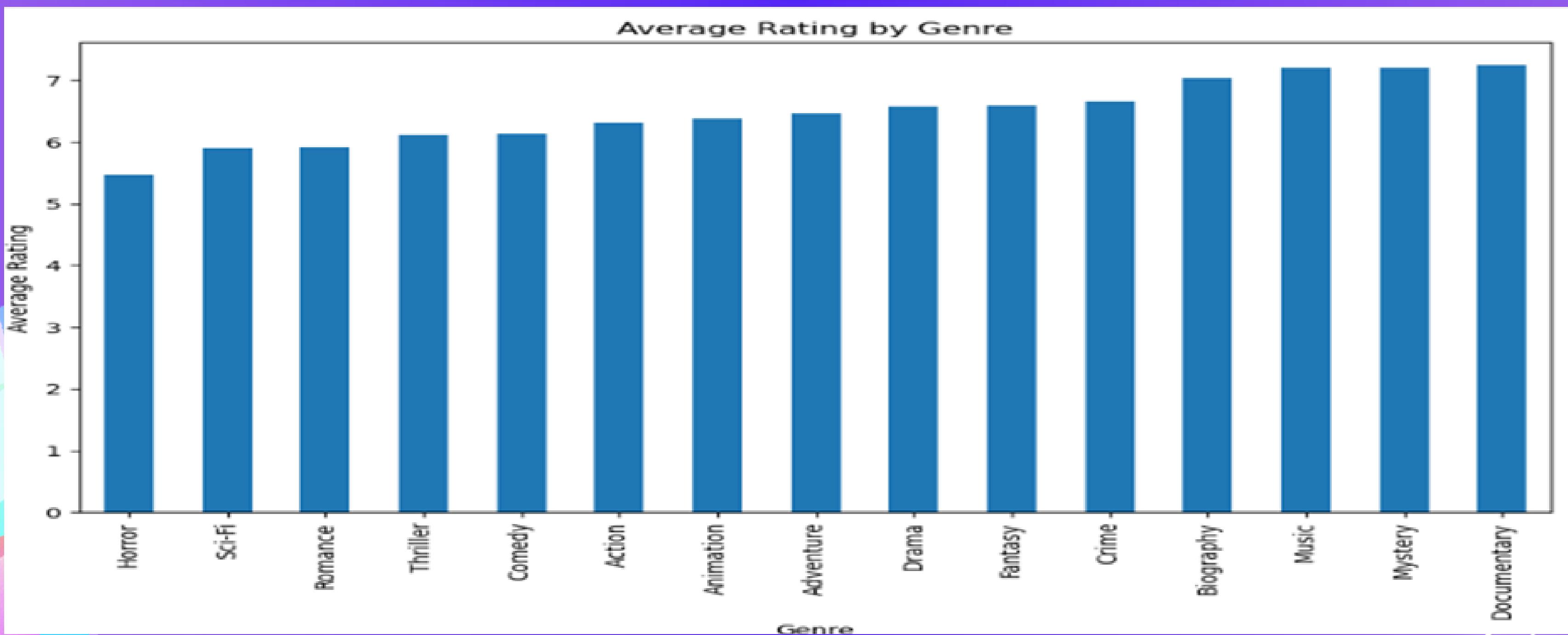
# EXPLORING TOTAL GROSS

Total Gross refers to the overall revenue generated by a film, combining both domestic and foreign earnings. It is a fundamental measure of financial success. From the visualization below, genres, such as Action, Adventure, and Animation, tend to have higher total gross earnings. This suggests that audiences are more inclined to spend on these genres, making them potentially more profitable for the studio.



# UNDERSTANDING AVERAGE RATINGS

Average provides insight into how well a film has been received by critics and audiences.



## AVERAGE RATINGS ANALYSIS

- Positive average ratings can significantly influence audience decision-making.
- Well-rated films tend to have a longer shelf life in the home entertainment market
- Positive average ratings are a powerful marketing tool
- High average ratings can lead to increased revenue

# ANALYZING PROFITABILITY

- To combine both Total Gross and Average Ratings to assess overall profitability i assign weights to each metric based on their importance. For this analysis, i assigned 60% weight to Total Gross and 40% weight to Average Ratings.
- After applying the weights and calculating the profitability metric, the genre adventure has the highest average profitability in relation to both total gross and average rating.
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## FACTORS AFFECTING PROFITABILITY

YOUR  
other factors affecting profitability are

- production budget
- marketing
- audience demographics