Movie Industry Research

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Intro

Goals:

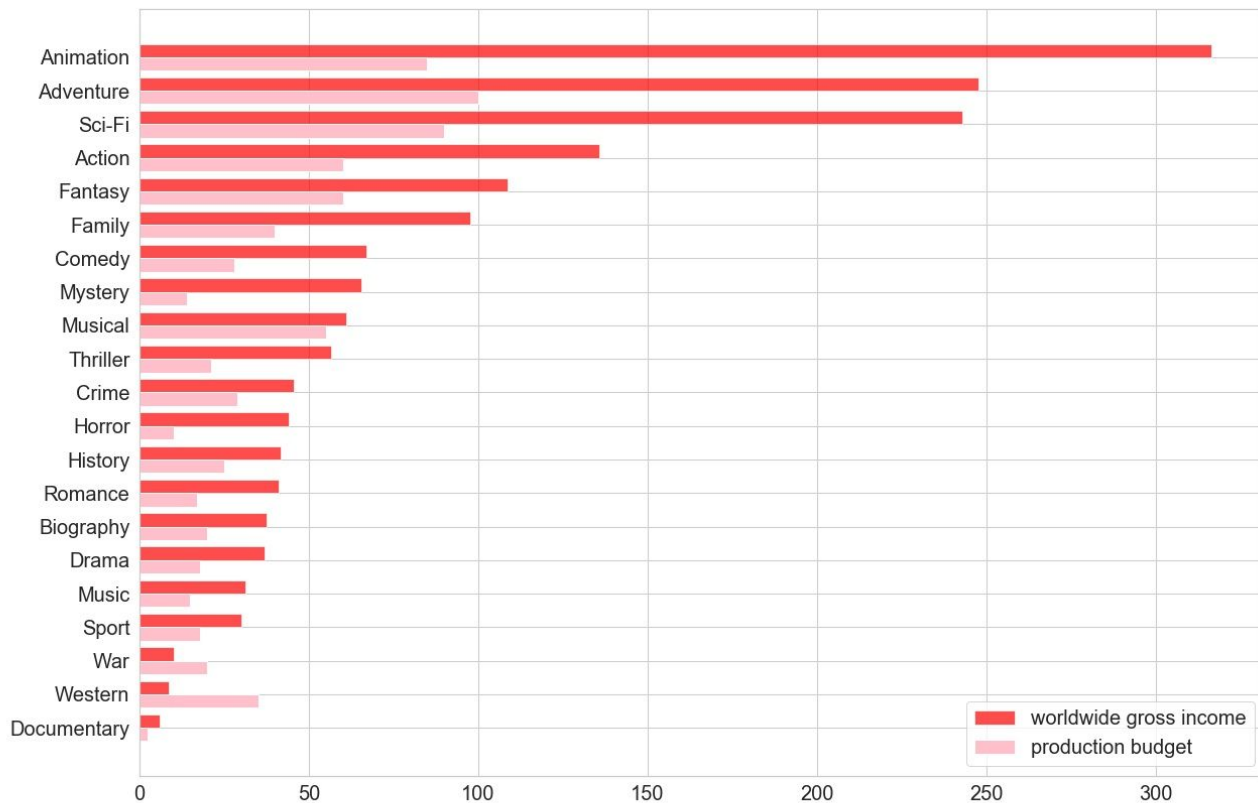To determine the **genres** and **production studios** of the most profitable movies.

Data Sources:

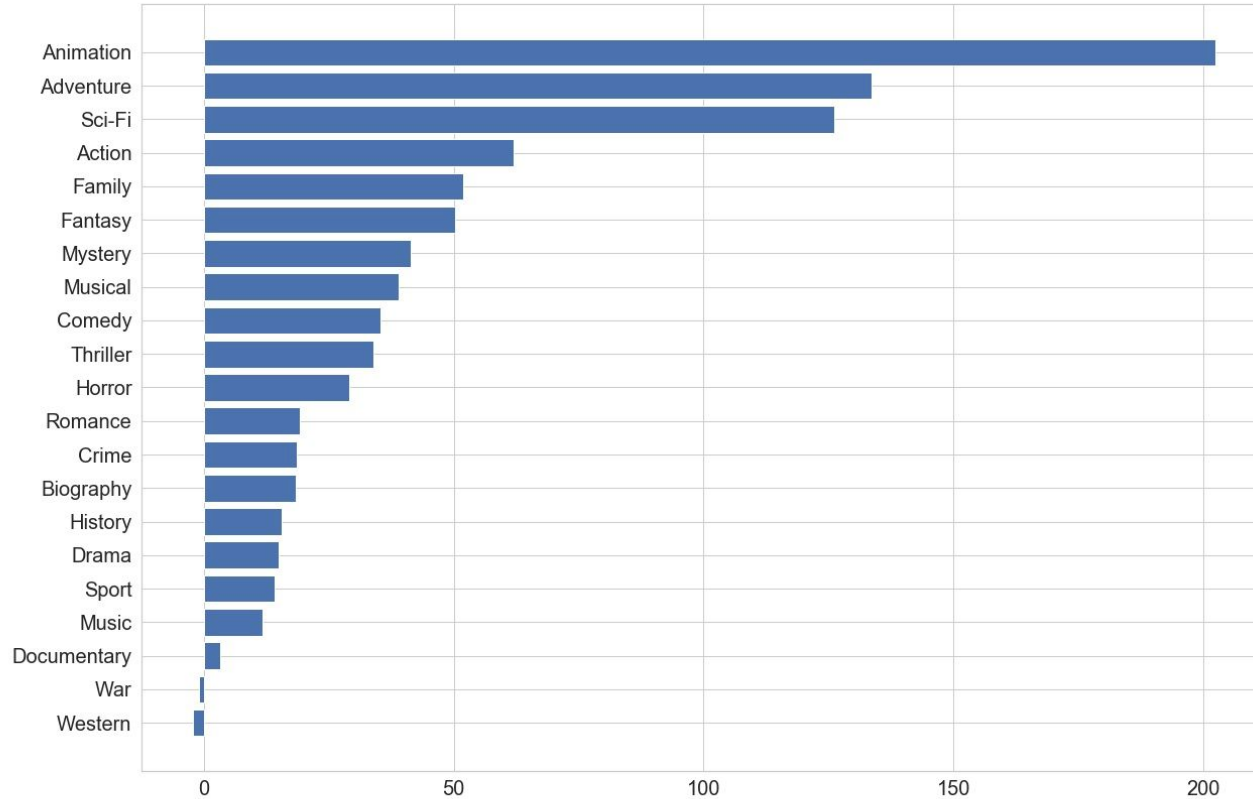imdb.title.basics.csv - for determining the genres

bom.movie_gross.csv - studio information

tn.movie_budgets.csv - revenue and budget information

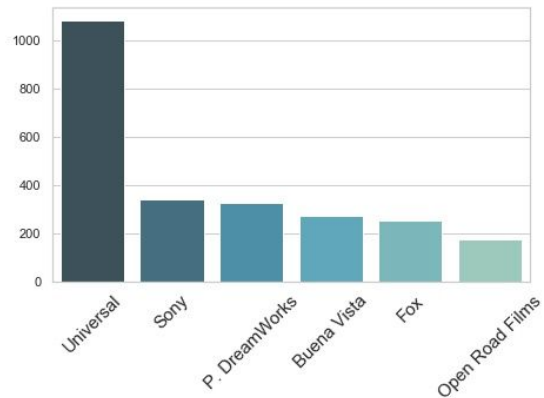# Median Worldwide Revenue and Budget in $M by Movie Genres (2010-2018)

Legend:
- worldwide gross income
- production budget

Genres (top to bottom):
Animation, Adventure, Sci-Fi, Action, Fantasy, Family, Comedy, Mystery, Musical, Thriller, Crime, Horror, History, Romance, Biography, Drama, Music, Sport, War, Western, Documentary

Median Worldwide Net Income in $M by Movie Genres (2010-2018)

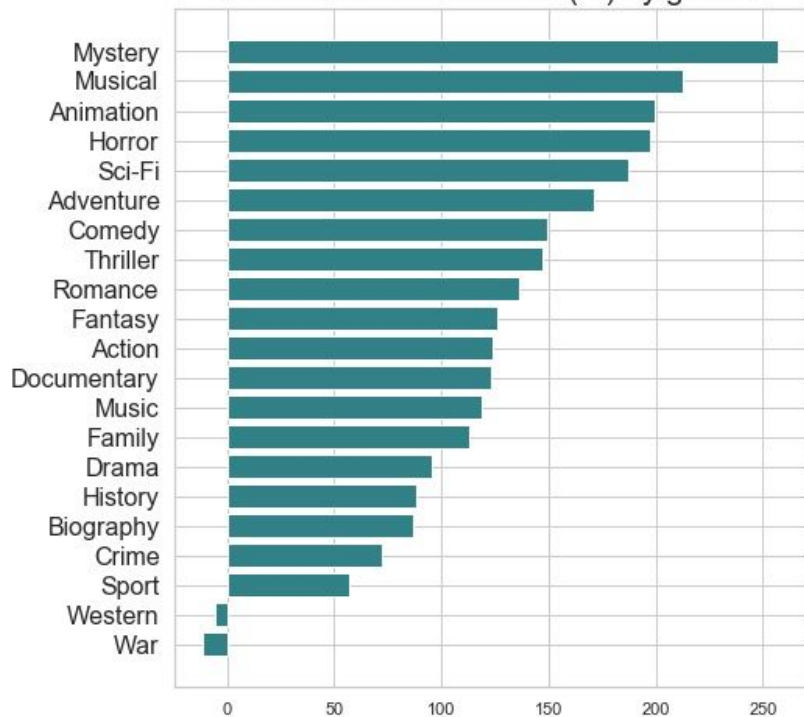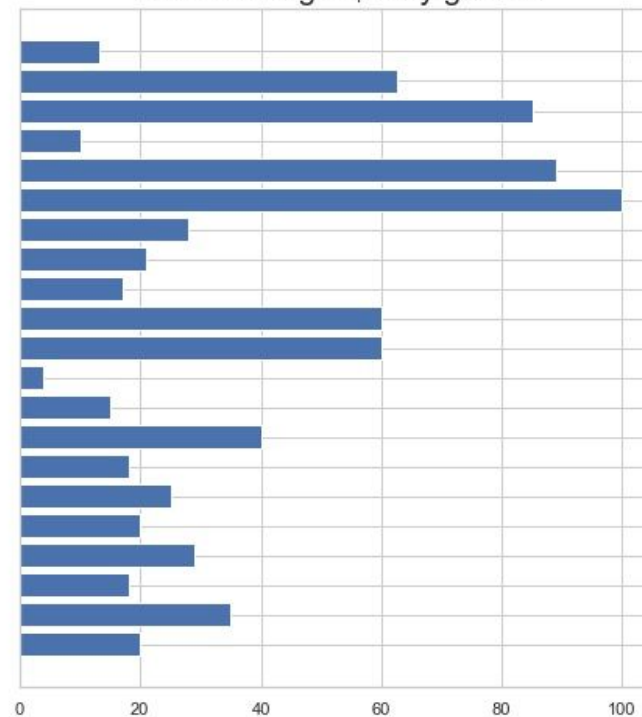| Genre	Median Net Income ($M)
Animation	203
Adventure	133
Sci-Fi	126
Action	62
Family	52
Fantasy	50
Mystery	41
Musical	39
Comedy	35
Thriller	33
Horror	29
Romance	19
Crime	18
Biography	18
History	15
Drama	14
Sport	13
Music	11
Documentary	3
War	0
Western	-2

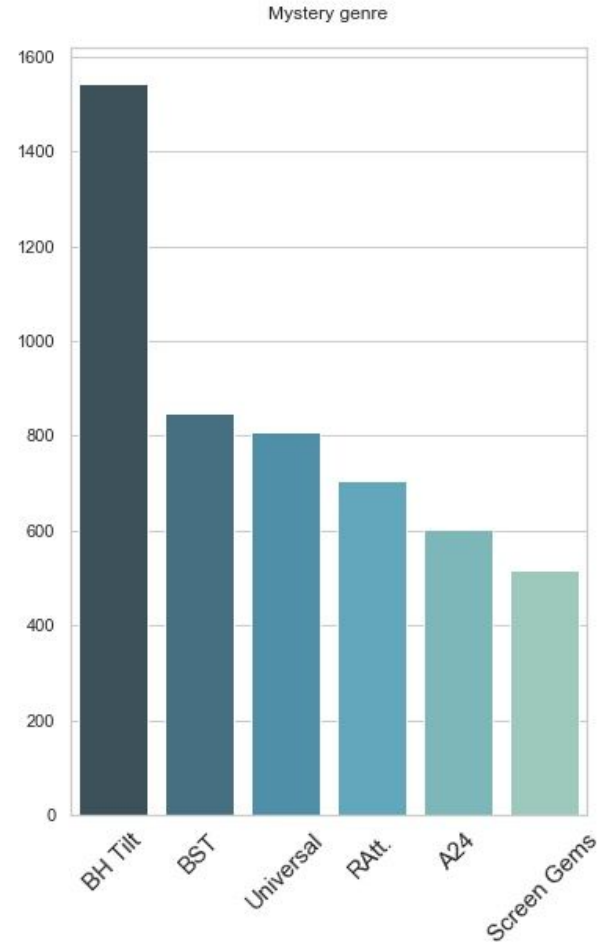# Net income ratio (%) by studios for the top four genres
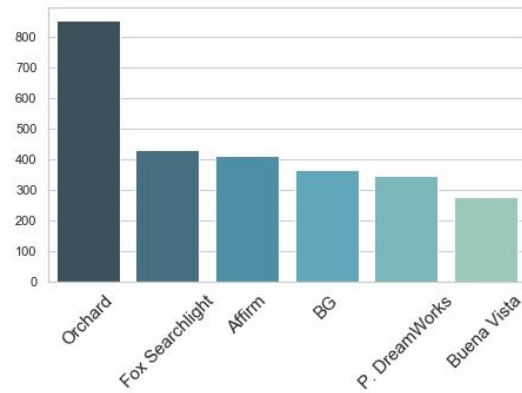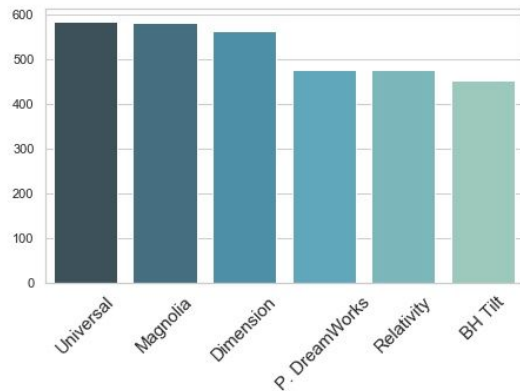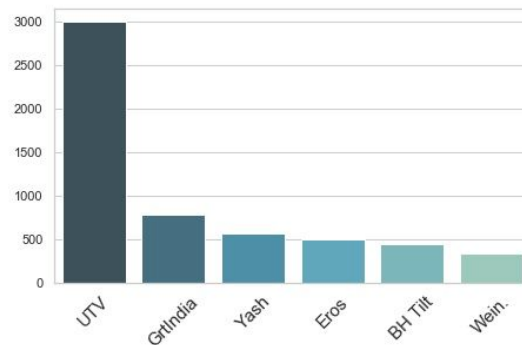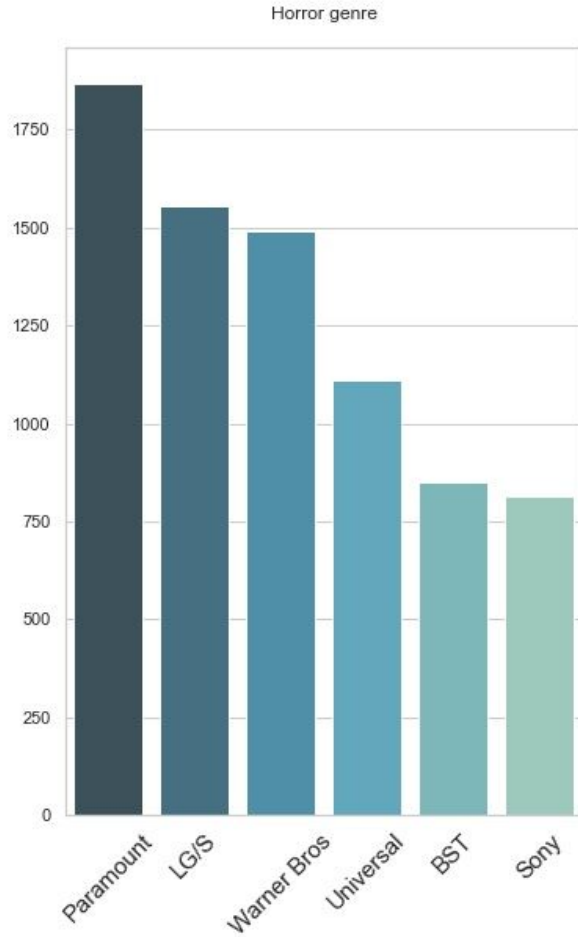
Median Net income ratio (%) by genres

Median Budget $M by genres

Net income ratio (%) by studios

Final Recommendations

Options	Genres	Production company
Higher budget	Animation	Universal
	Adventure	Orchard
	Sci-Fi	Universal, Magnolia, Dimension
	Action	UTV
Lower budget	Horror	Paramount
	Mystery	BH Tilt (Blumhouse)