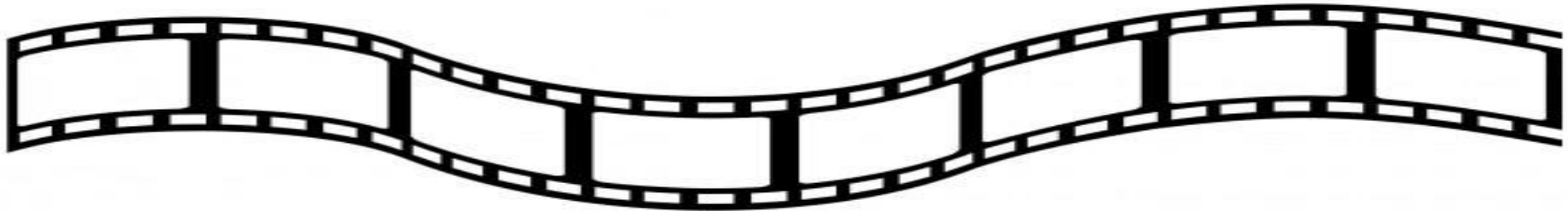


Movie Industry Analysis

Alisa Radjabova •



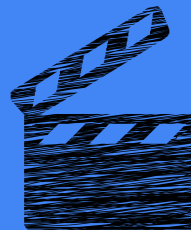
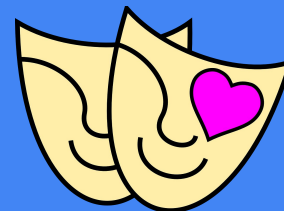
Overview

Finance



- * Most profitable movies?
- * Correlation between profit and release day?
- * Correlation between production budget and the profit?

- * What genres are the most profitable movies?
- * Genres most liked?

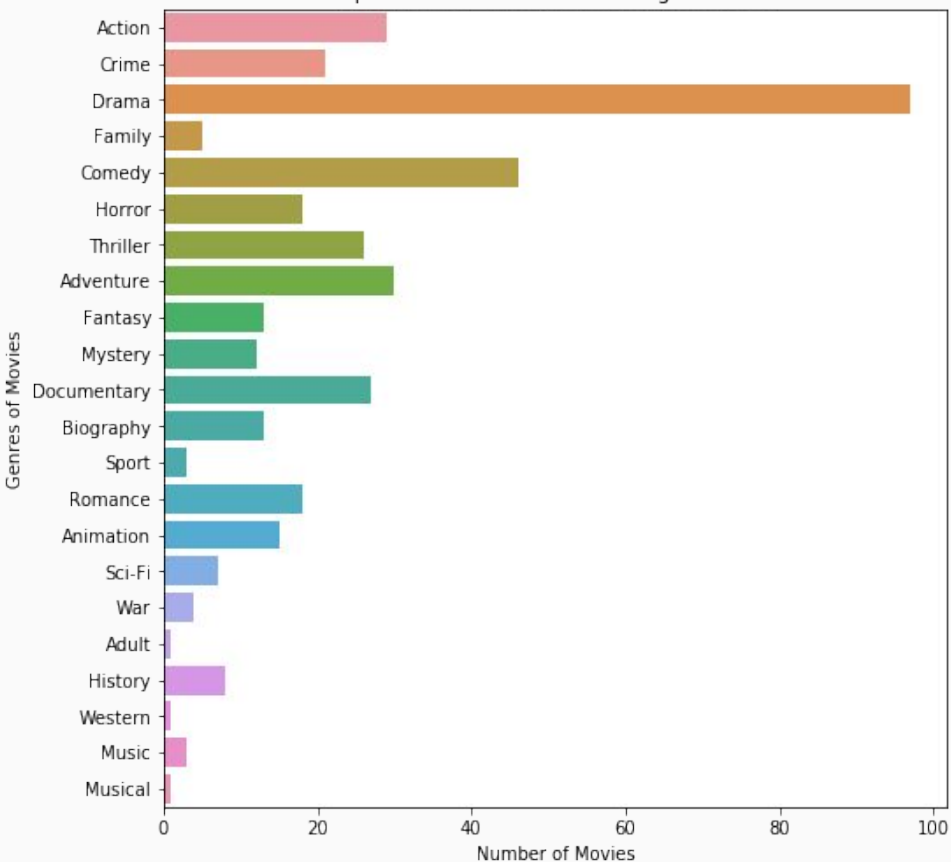


- * Who are the the directors of the most profitable movies?

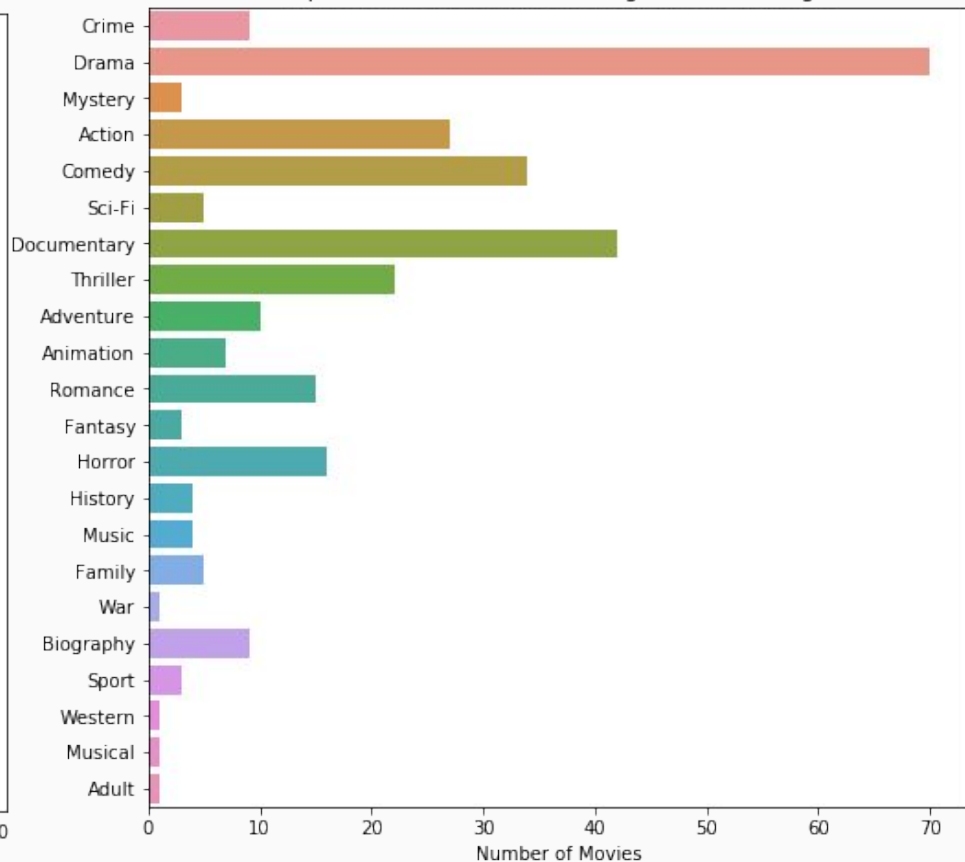
- * Most popular movies with the most votes?
- * Correlation between popularity and the production budget?
- * Correlation between popularity and the release day/release month?



Top 100 Movies Genres with Highest Gross



Top 100 Movies Genres with Highest Profit Margin

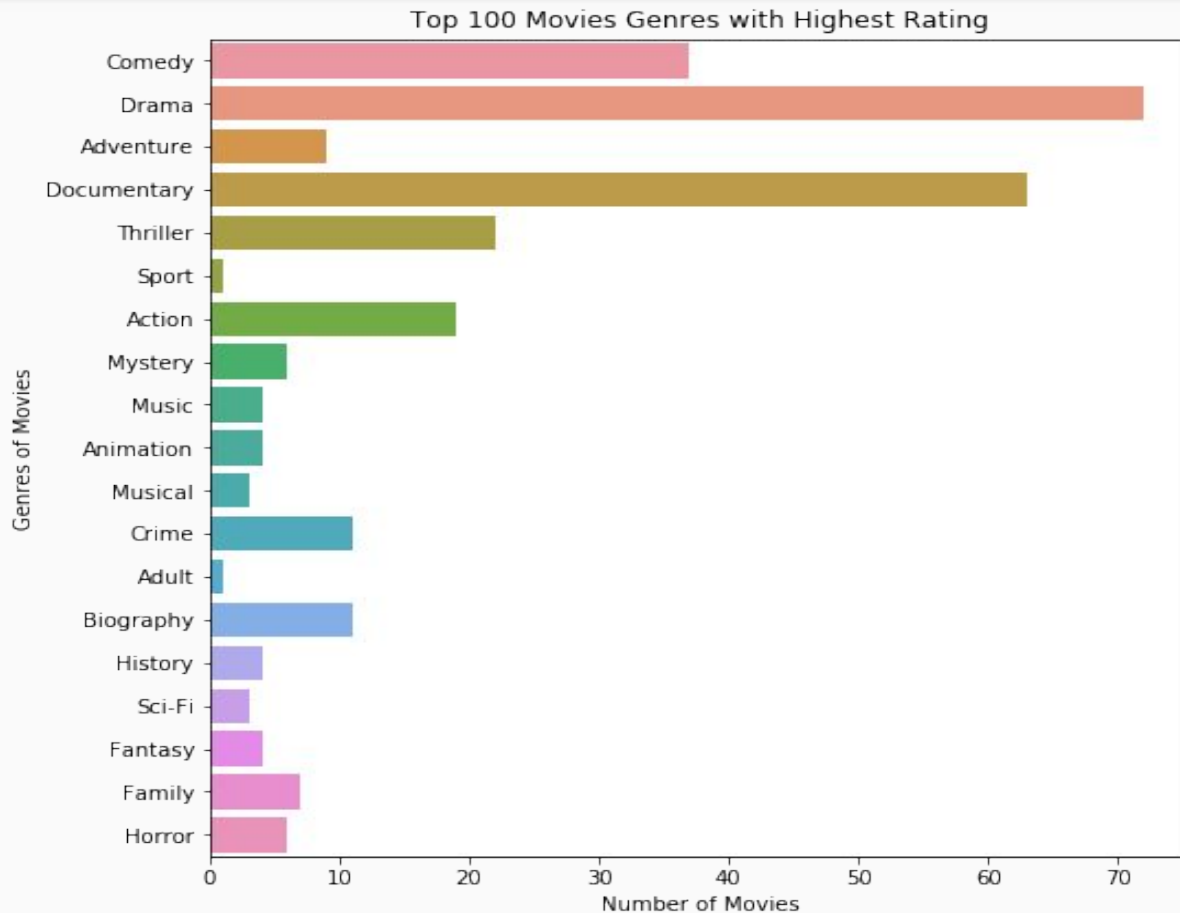


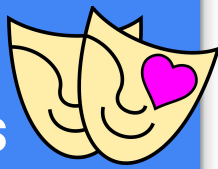
Genre Analysis based on Profit Margin and Gross





Genre Analysis based on Profit Margin and Gross





Genre Analysis Conclusion:

Conclusion:

Based on the analysis on the genres, we can conclude that Drama/Documentary/Comedy are the most likely to make the most money and be the most liked.

Top Highest Gross Genres:

1. Drama: 97
2. Comedy: 46
3. Adventure: 30

Top Profit Margin Genres:

1. Drama: 70
2. Documentary: 42
3. Comedy: 34

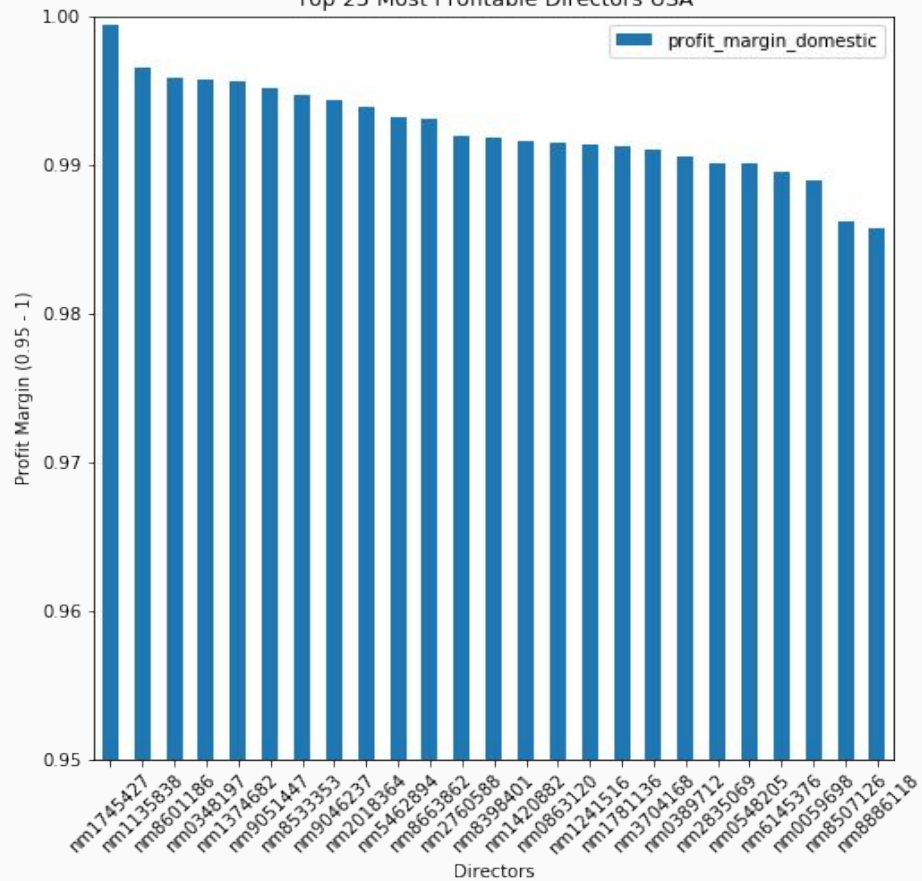
Top Highest Rating Genres:

1. Drama: 72
2. Documentary: 63
3. Comedy: 37

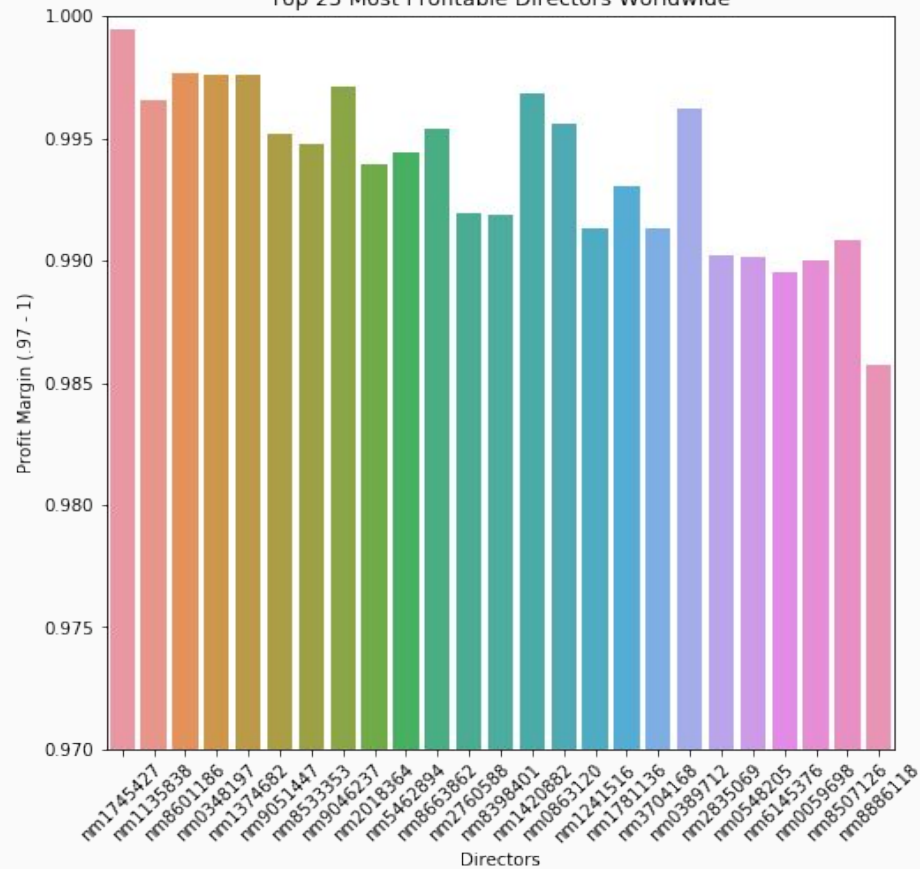


Directors Analysis

Top 25 Most Profitable Directors USA



Top 25 Most Profitable Directors Worldwide



Directors Analysis Conclusion:



Based on the analysis on directors, we can conclude that bringing in Bobby Roe would be the most profitable opportunity for a new studio.

Top Directors in USA

Nm1745427 - Bobby Roe

Nm1135838 - Jeferson De

Nm8601186 - Mallikram

Top Directors World Wide

Nm1745427 - Bobby Roe

Nm8601186 - Mallikram

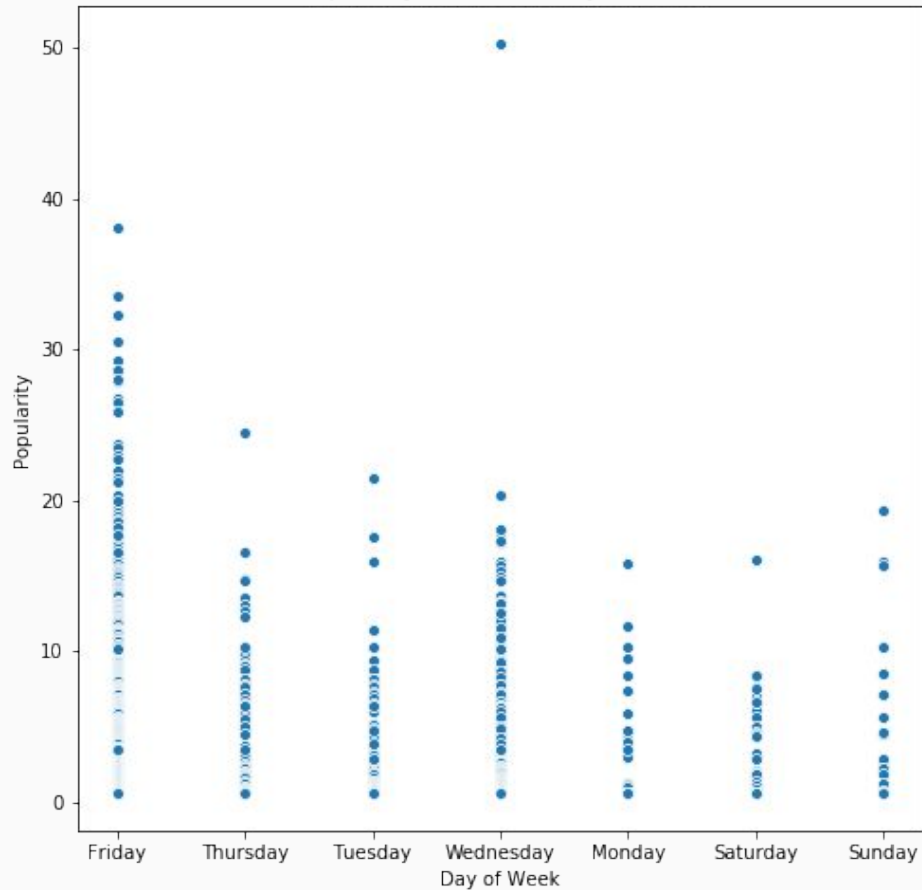
Nm0348197 - Jon Gunn



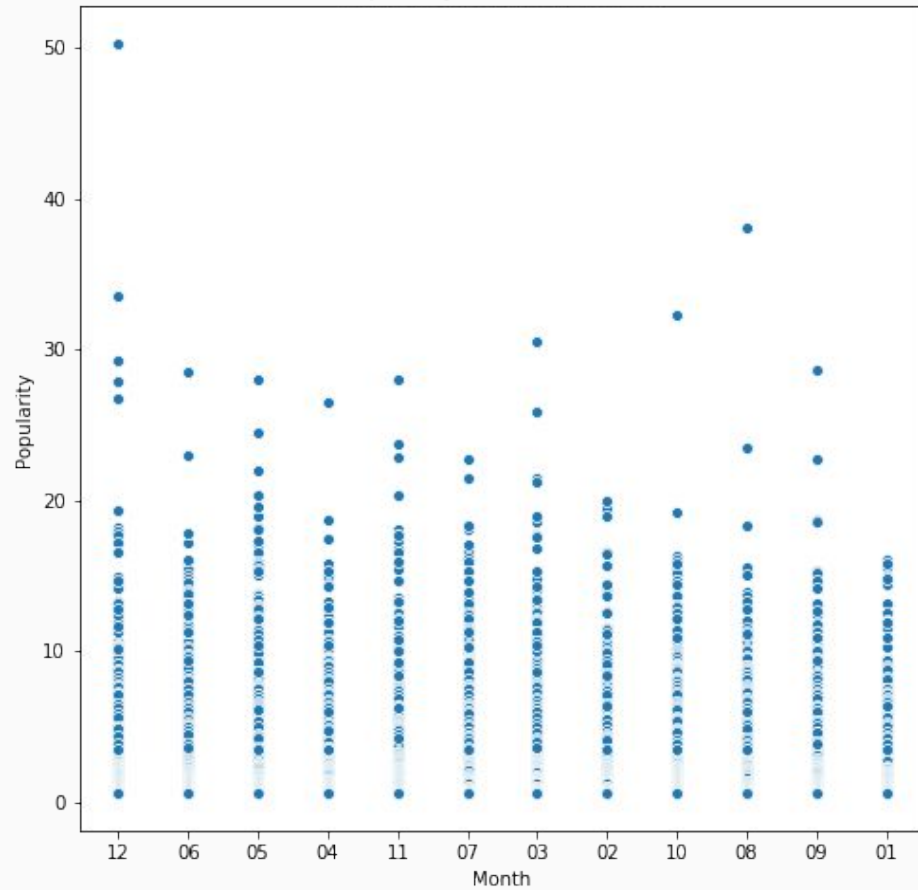
Popularity Analysis

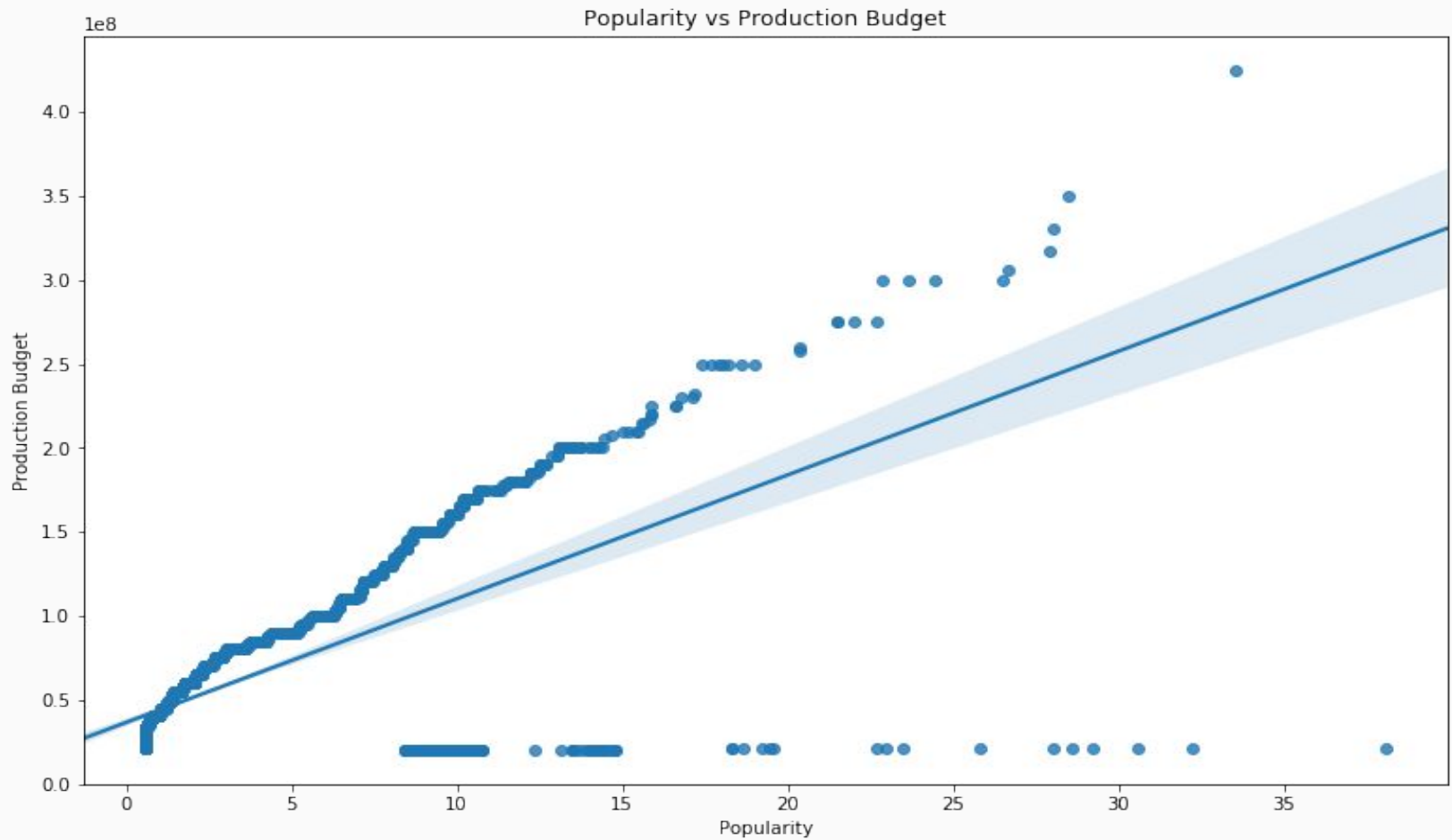


Popularity vs Release Day of Week



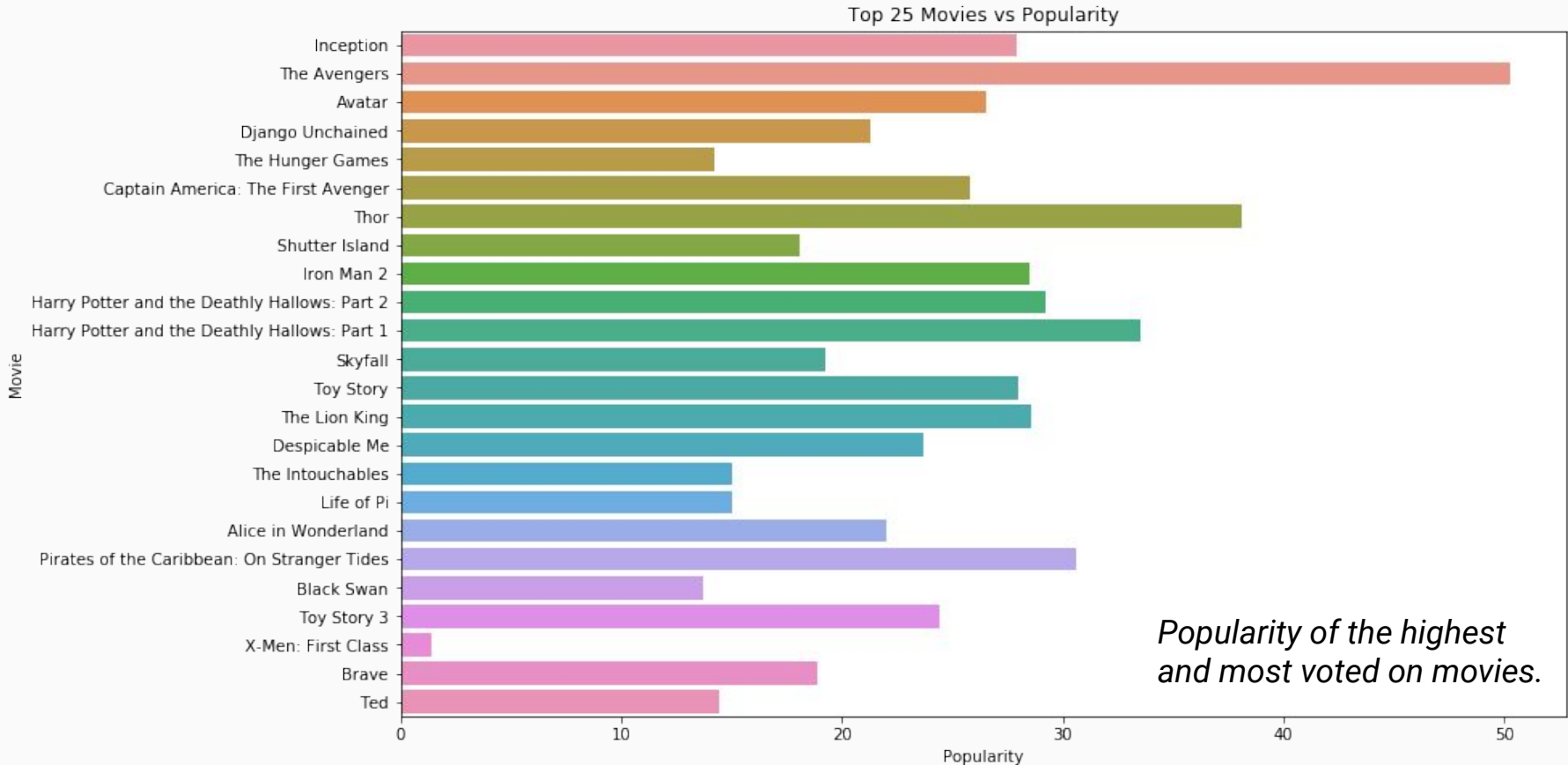
Popularity vs Release Month





Popularity Analysis cont.

Popularity Analysis cont.





Popularity Analysis Conclusion:

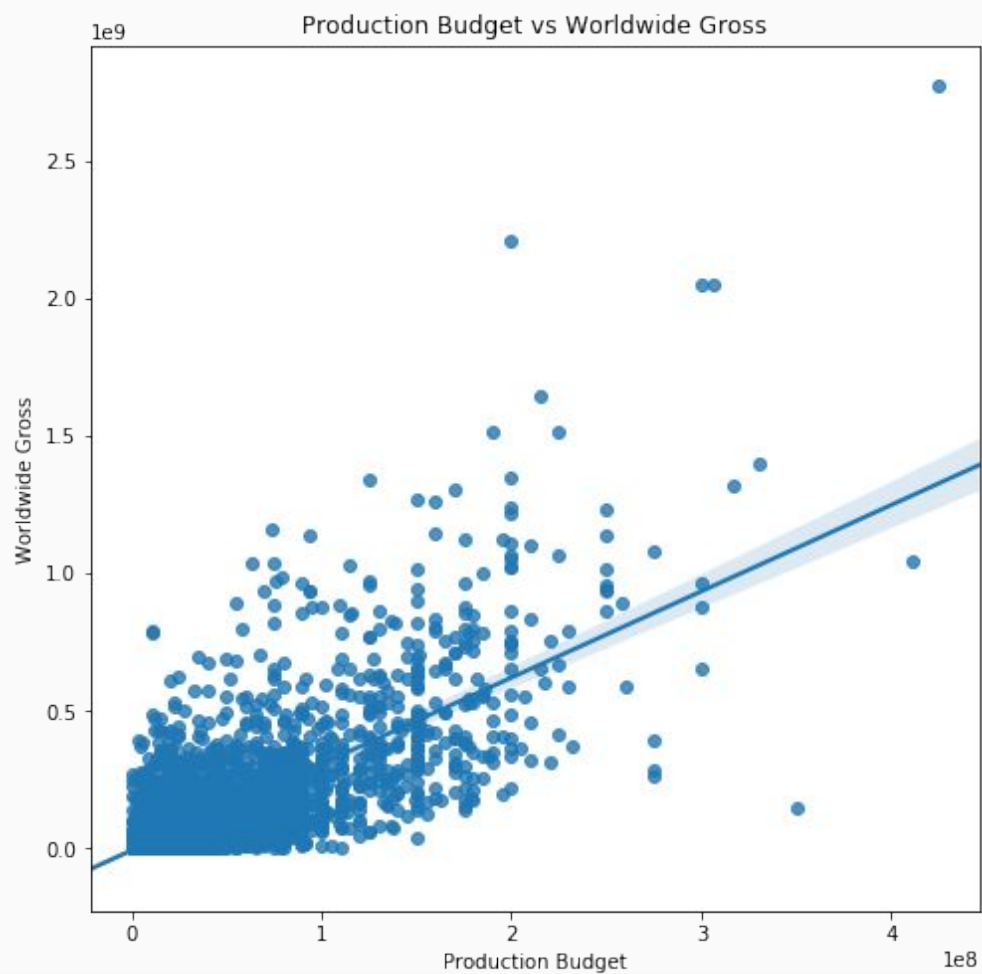
Based on the analysis, there seems to be a positive correlation between production budget and rating; meaning the more you spend the more people like the movie.

Also, movies released on a Friday are more popular than any other day. There seems to be no correlation between the release months and popularity.

Top 3 Movies on Popularity:

- The avengers
- Thor
- Harry Potter and the Deathly Hallows Part 1

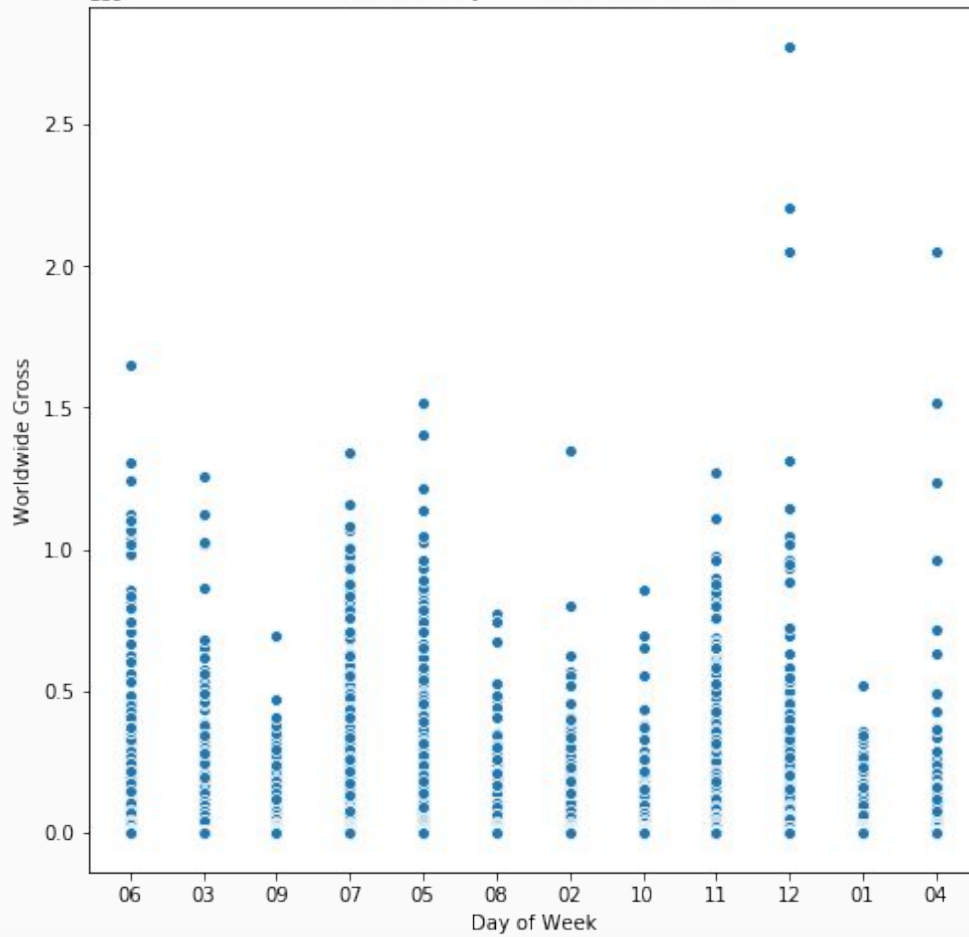




Finance Analysis



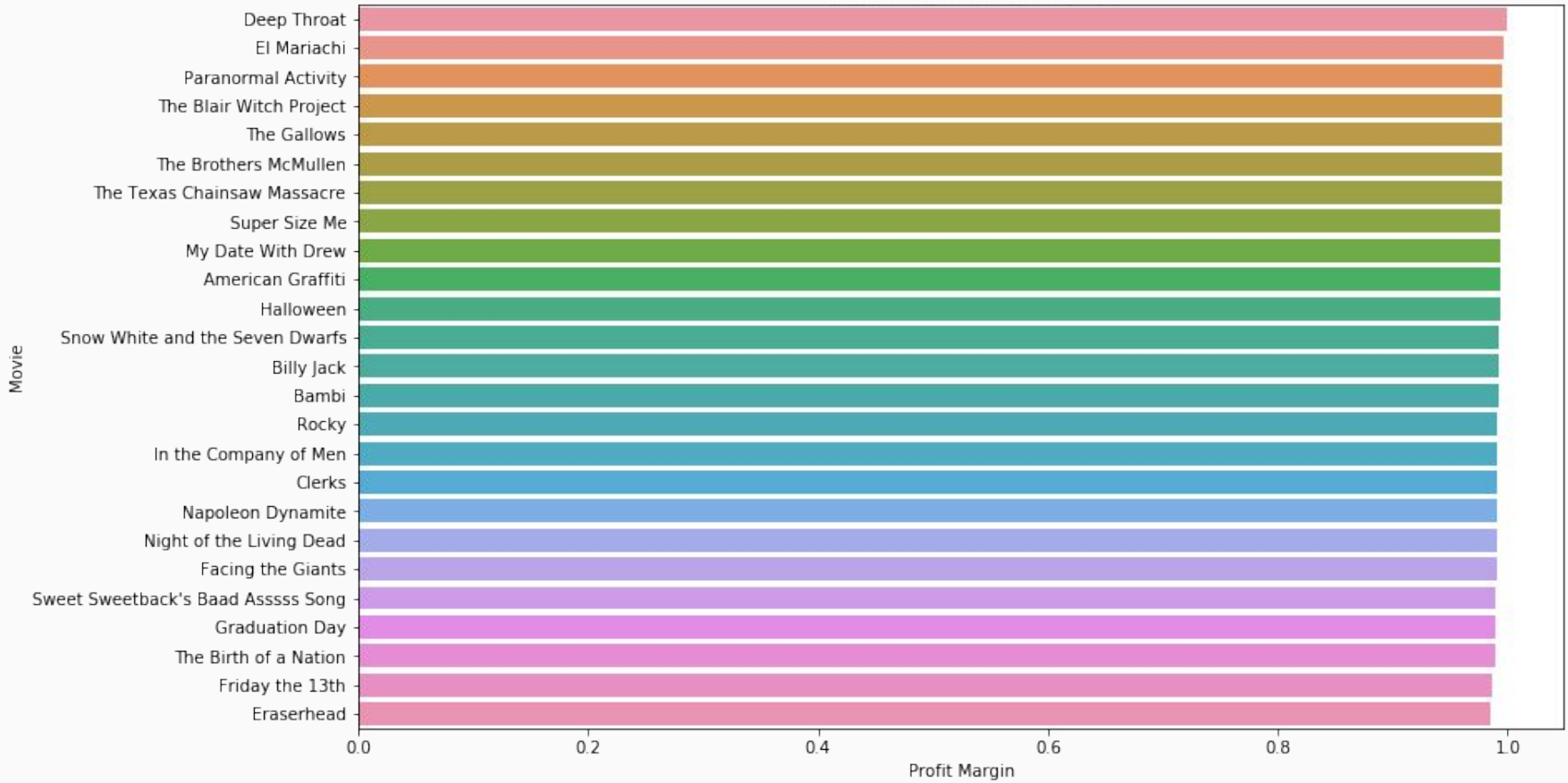
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Finance Analysis



Top 25 Most Profitable Movie



Finance Analysis Conclusion:

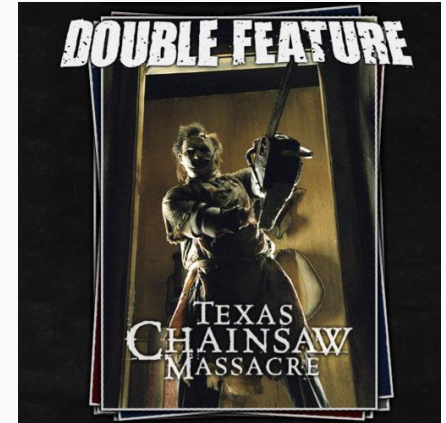
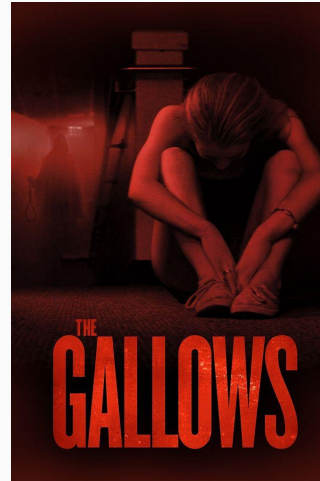
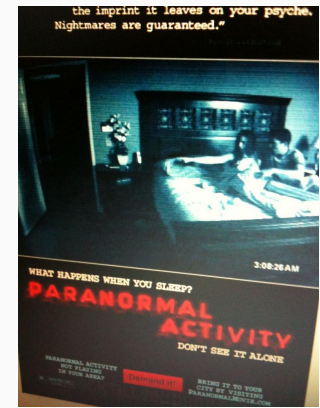


According to the finance analysis, the more the production budget is the more money they can make.

Release months do not much have an impact on the money made.

Most of the most profitable movies are Horror movies.

BLAIR WITCH



Recommendations:

1. Creating horror movies will help bring in profit to a new studio; Drama movies are likely to be more popular
2. The more money spent on the production budget the more likely you will earn more money and the more popular the movie will be
3. Recommended to hire directors that have a higher profit margin
4. Releasing movies on a Friday will likely make the movie more popular.

Thank You