

Analysis of Movie Data with Recommendations

The Goal: Discover what makes a profitable movie?



- Evaluate whether our existing data sources are adequate
- Discover what factors contribute to a profitable movie
- Answer basic, preliminary questions about the movie industry

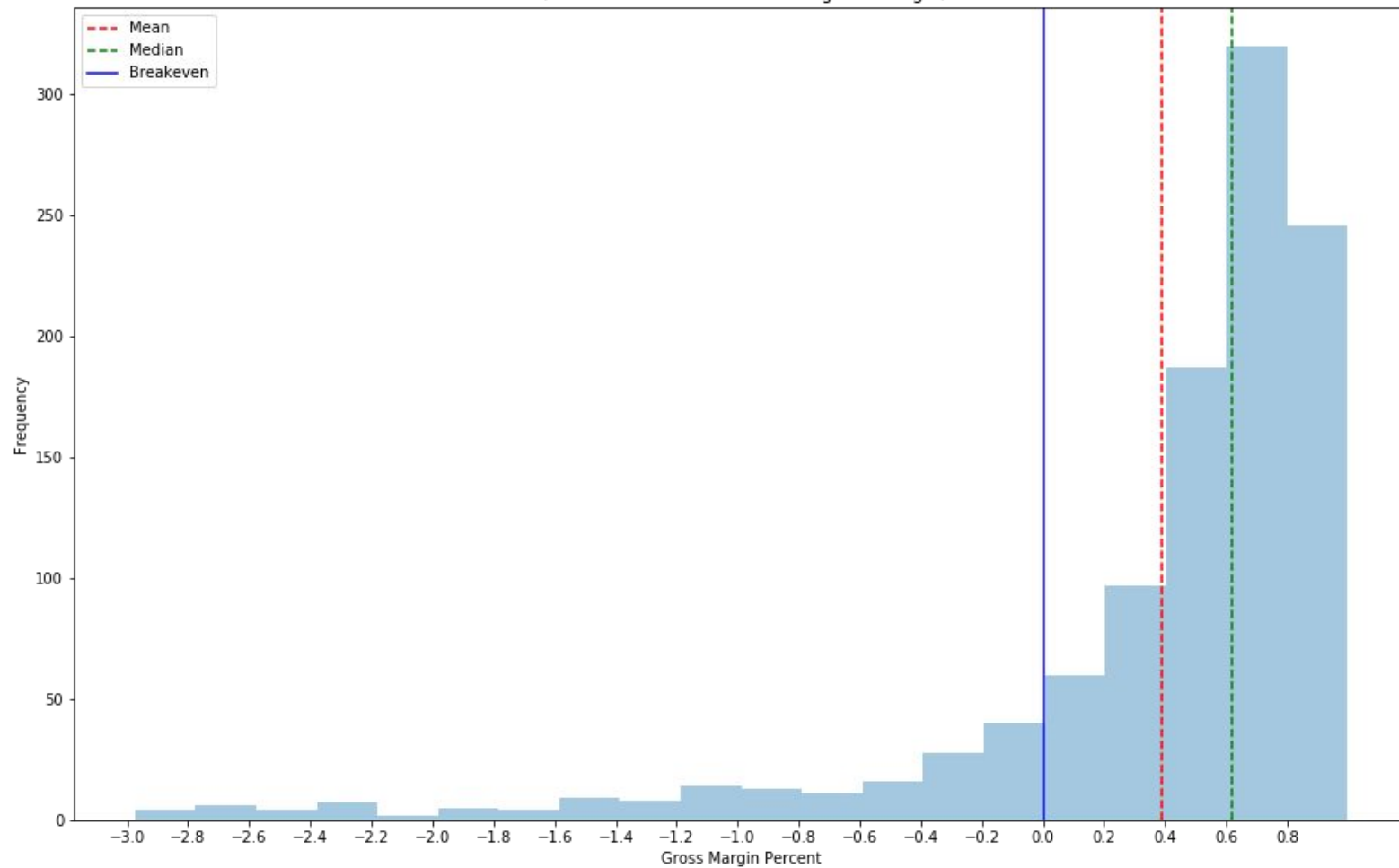
How profitable are films anyway? What can we expect?



Yes, the vast majority of films in our dataset were profitable. We can reasonably expect to make money in this new venture.

The mean profit margin for films was 39%. In other words, for every \$1.00 in top line revenue the average film made \$.39 gross profit.

Distribution of Gross Margins
(excludes 5% of data < -300% gross margin)



Which directors have the most profitable films?

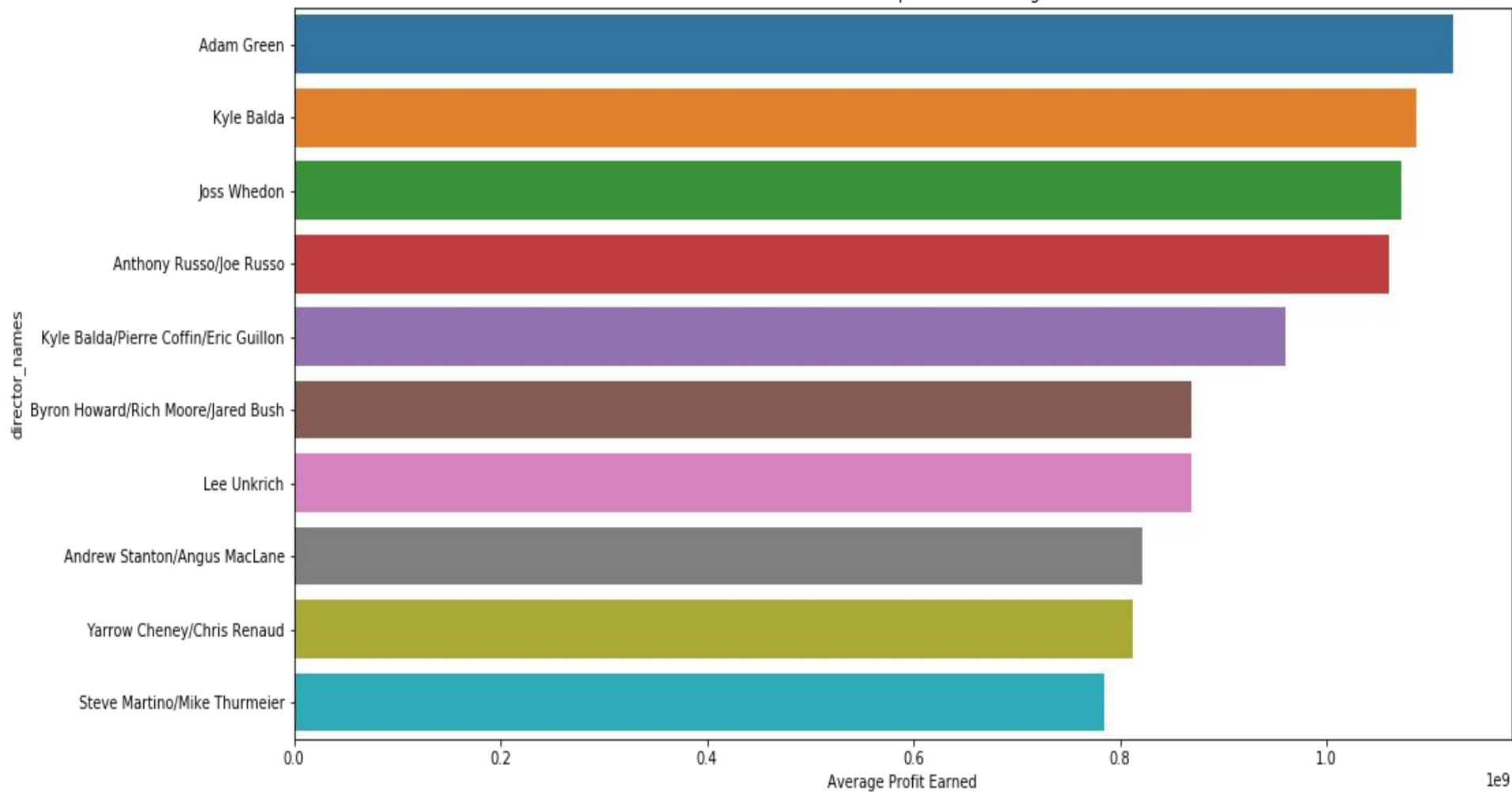


Directors working with producers are in control of the production budget and artistic quality of the film.

A director who consistently produces high total profits for their films is the director we want to hire.

The top 3 directors by average total_profit are Adam Green, Kyle Balda, and Joss Whedon.

Directors with the most profitable average movie



When is the best time of year to release a movie?



Based on the median gross margin of all movie within the last 5 years, the most and least profitable times to release a movie are:

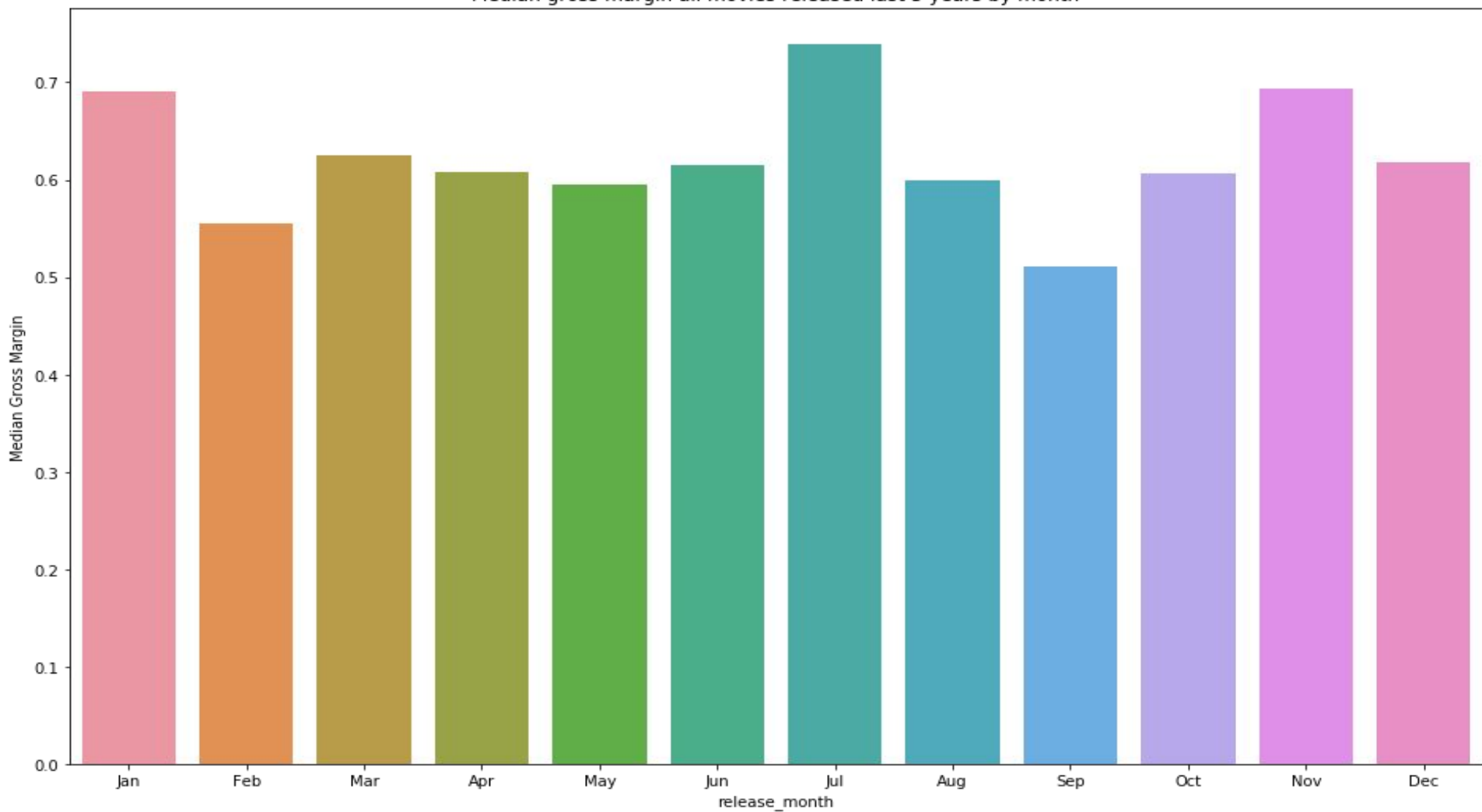
Best months to release a movie:

1. July
2. January
3. November

Worst months to release a movie:

1. September
2. February
3. August

Median gross margin all movies released last 5 years by month





Initial recommendations:

1. Hire Adam Green, Kyle Balda, or Joss Whedon because of their history of profitable films.
2. Plan the production schedule for a release in the summer, preferably in July.