
DON'T BE SCARED

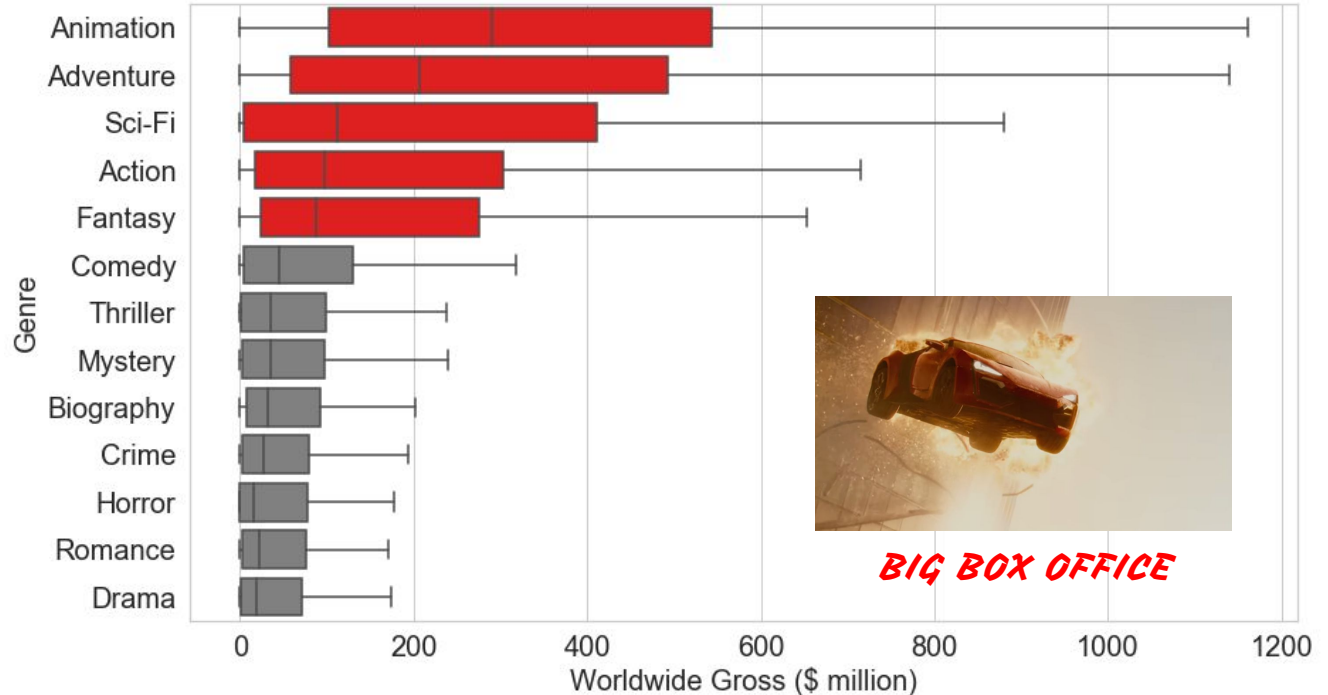
Make money making movies

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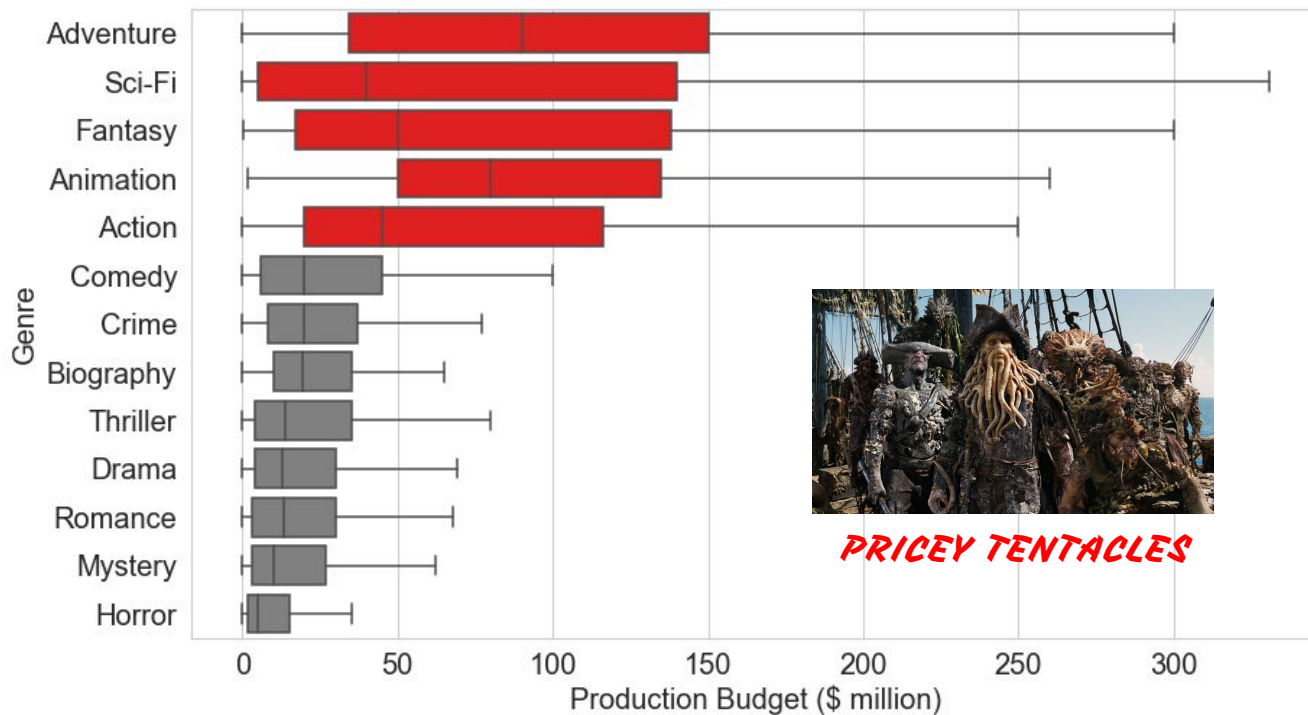
What we did

- Examined 1750 movies released in theatres from 2010-2018, from two datasets:
 - IMDB: Genres and average ratings
 - The Numbers: Production budgets and revenues
 - Datasets matched on movie title - match rate 82%
 - Added two financial measures:
 - Profit = Worldwide Gross - Production Budget
 - Return on Investment (ROI) = Profit/Production Budget
-

Animation, action & adventure (AAA) take in the most at the box office!

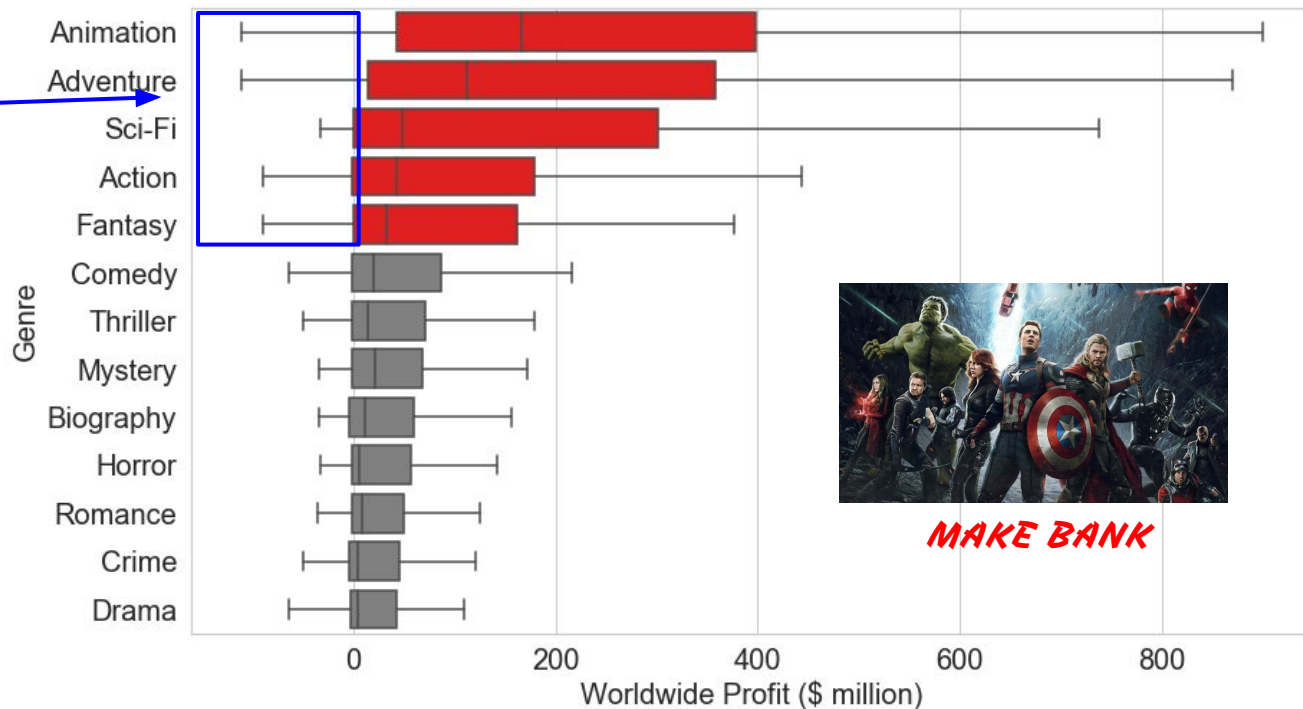


They also cost the most to make.



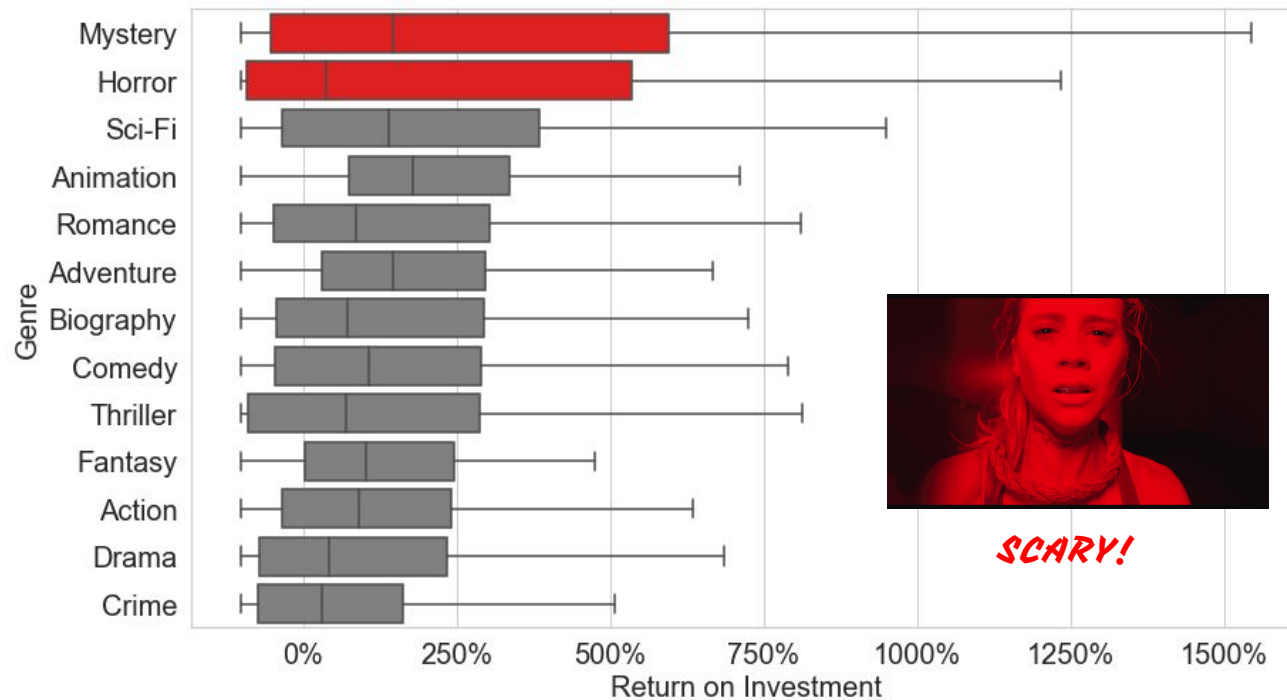
Even so, AAA movies have the highest profit

...but also
the highest
losses

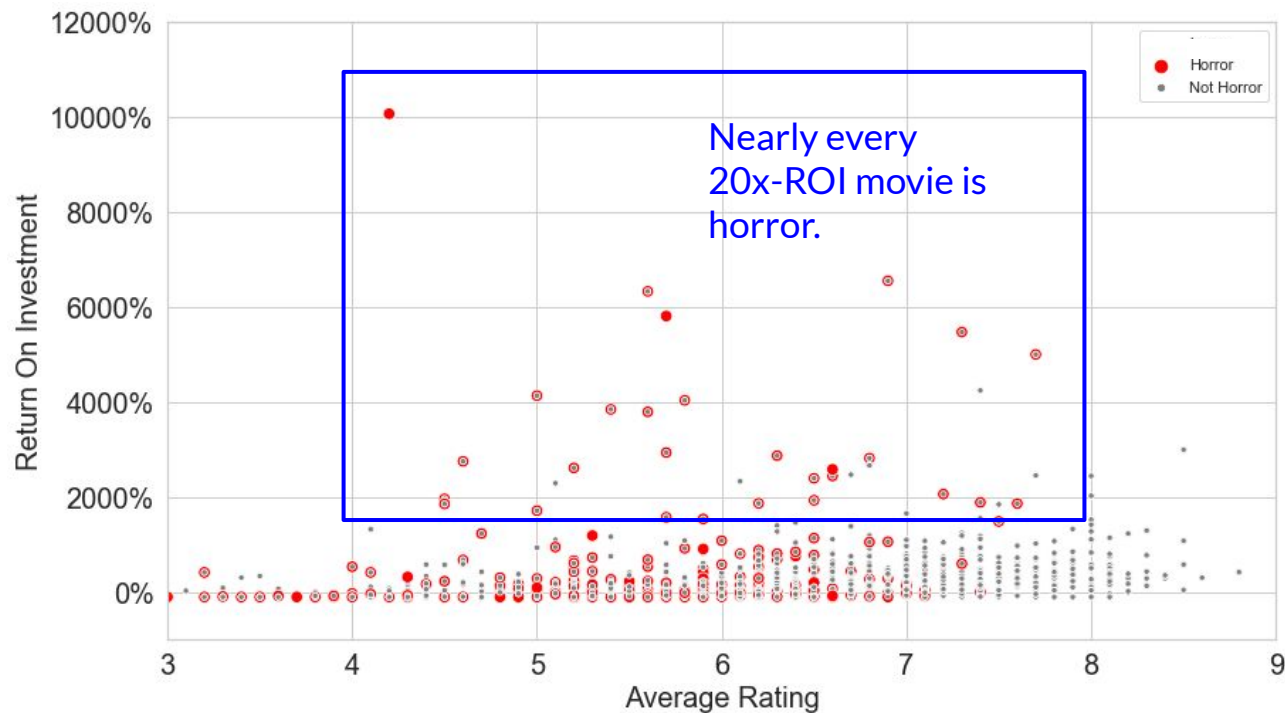


MAKE BANK

Best bang for the buck: Creepy movies

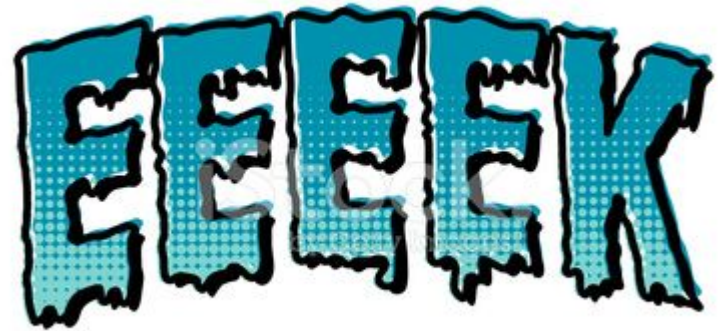


Horror movies don't have to be “good” to cash in



Actionable Insights

- To maximize profit:
- To maximize return on investment:



Appendix

Methodology (continued)

For this presentation, we are not displaying outliers.

Movies have been categorized into multiple genres; in this presentation we are looking at the data on a **single-genre** basis (e.g. “sci-fi” or “drama”),

not at genre combinations (such as “action-adventure”).

Limiting to the genres represented in at least 100 movies.

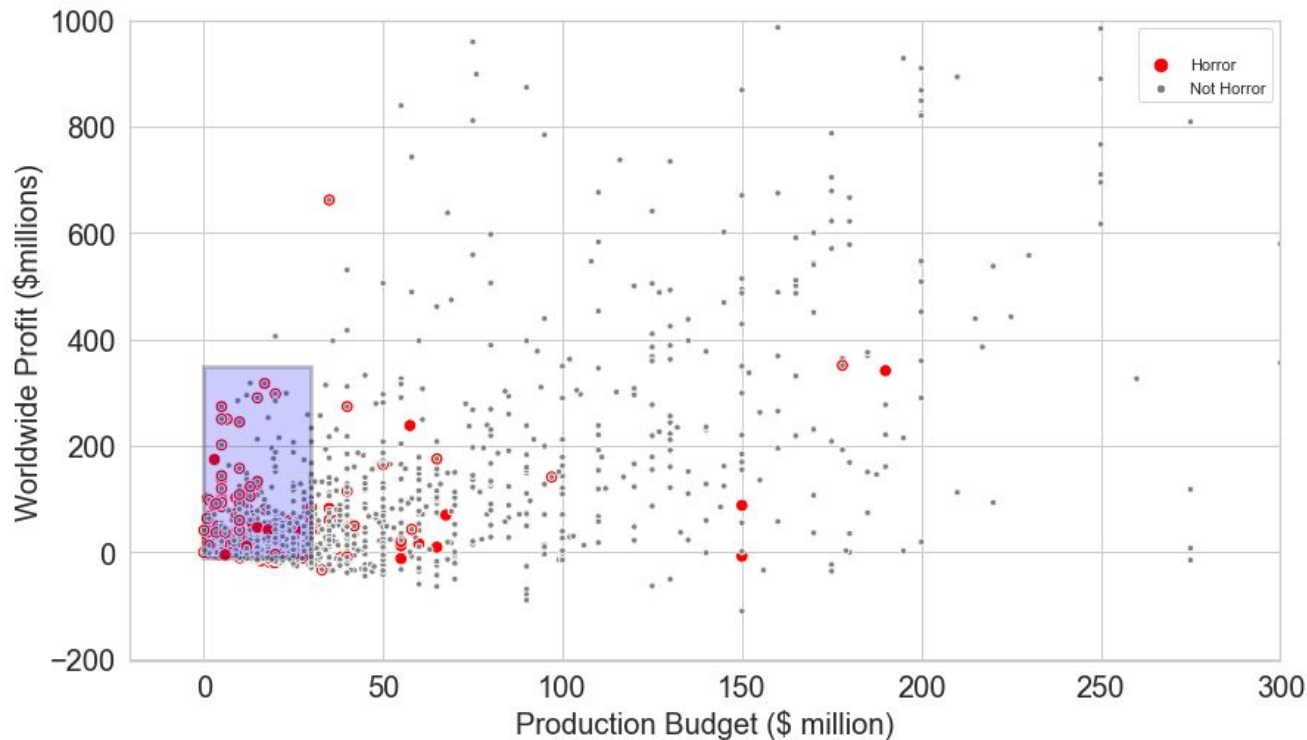
Success Criteria

- High Profits
- High ROI
- Low risk of losing money

Profit = Worldwide Gross - Production Budget

Return on Investment (ROI) = Profit/Production Budget

Low-budget horror can have big returns



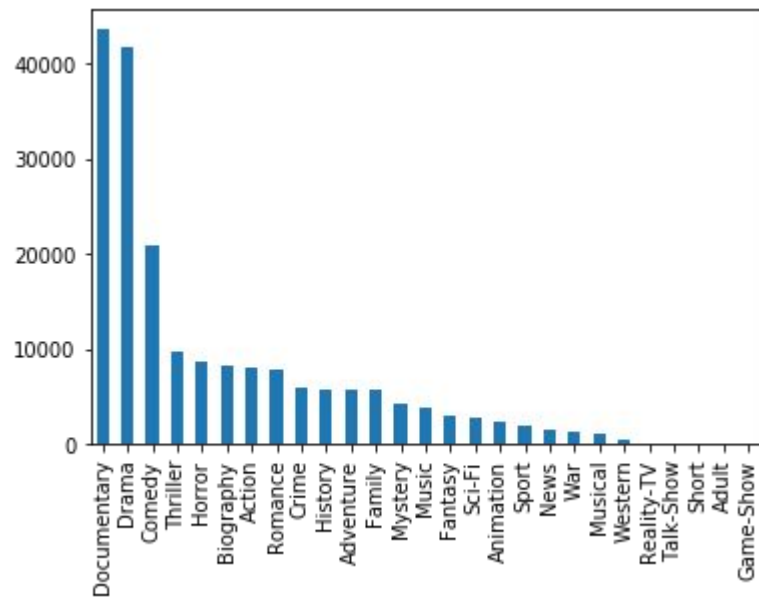
Churn out the scary movies...

!!! HORROR!!!

- Has almost the best median ROI
 - By far the biggest upside
 - Especially when combined with **mystery**.
-

Most movies made are documentaries

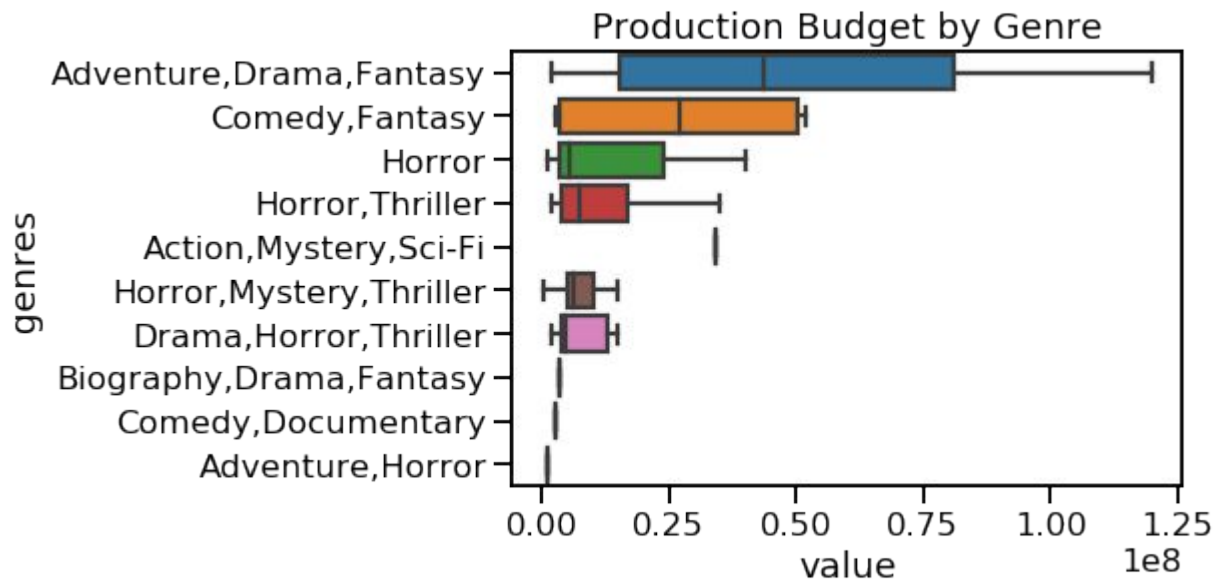
Genre tag for every movie in IMDB
2010-2018.



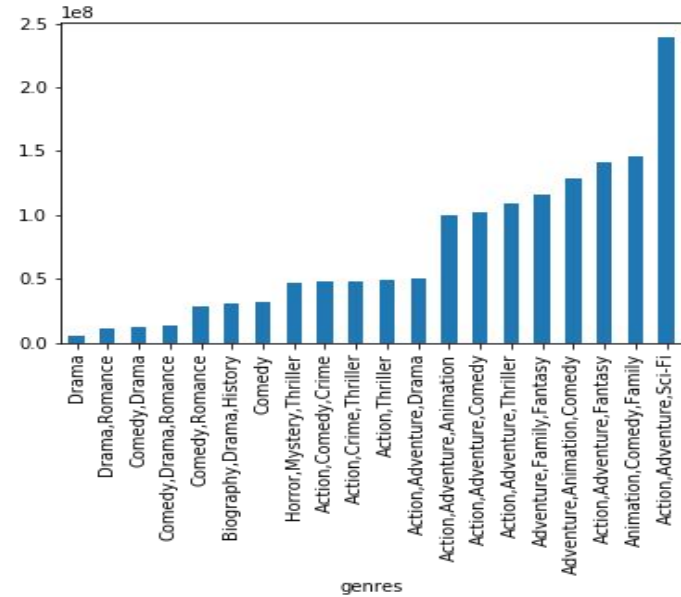
Multiple Genre Analysis

Production Budgets by Genre

Action -Adventure movies are popular, but expensive.



Average gross per genre



A lot of drama, not much moolah

Red is gross

Blue is count

