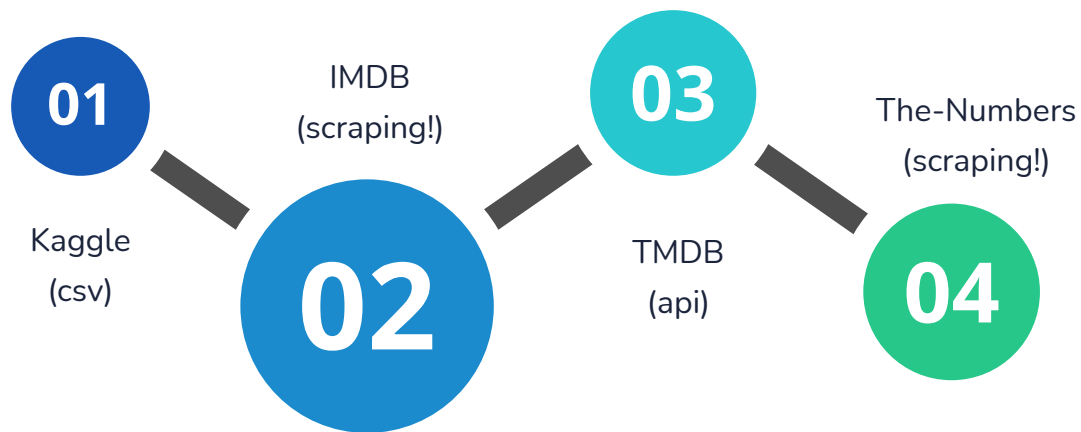




IMDB +

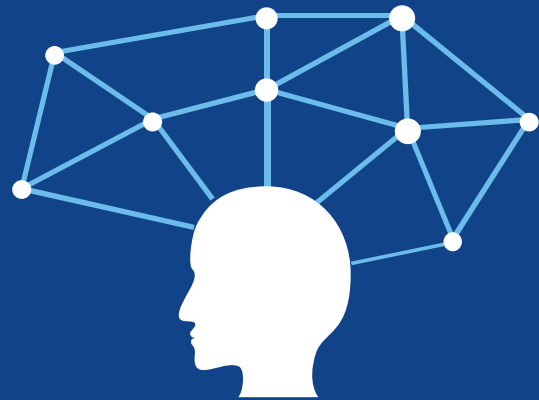
An Exploration into the
Entertainment Industry

OUR PROCESS



IMDB + TMDB

A case study of 2018





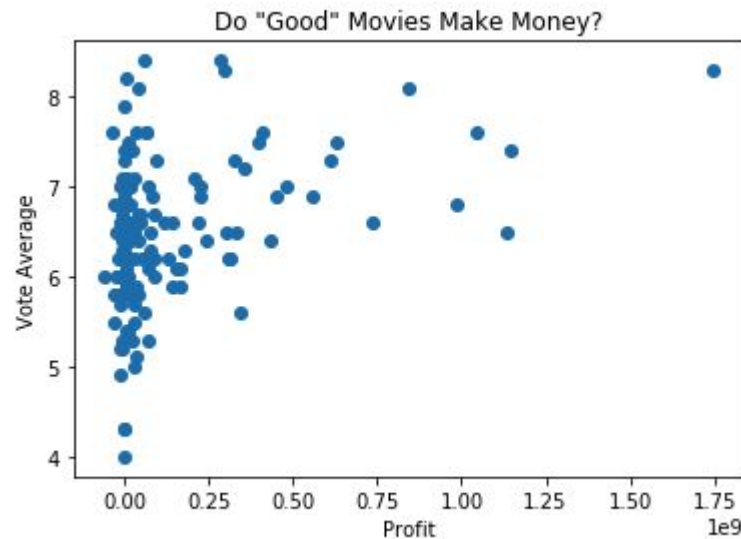
“Good” Movies

Money-makers vs. crowd-pleasers

1

Do “good” movies make money?

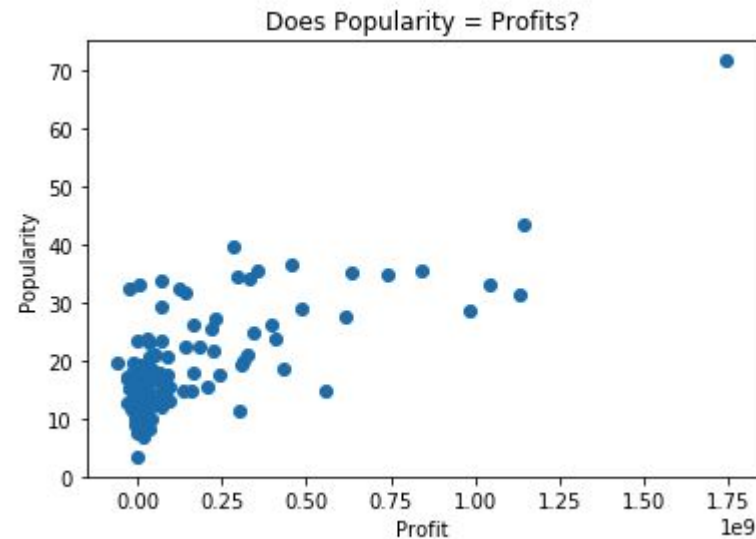
Comparing *vote average (score)* and *profit*



“Popularity” = profits?

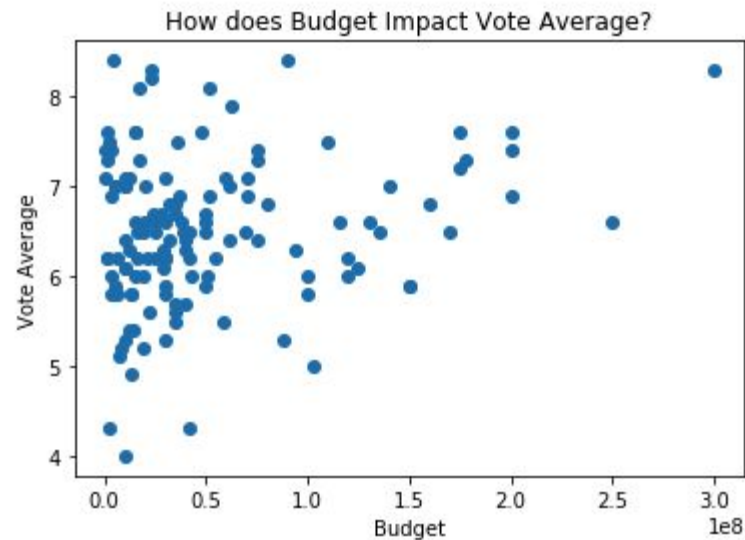
Comparing *popularity** and *profit*

*another TMDB metric, calculated via their own algorithm



How does **budget** impact **score**?

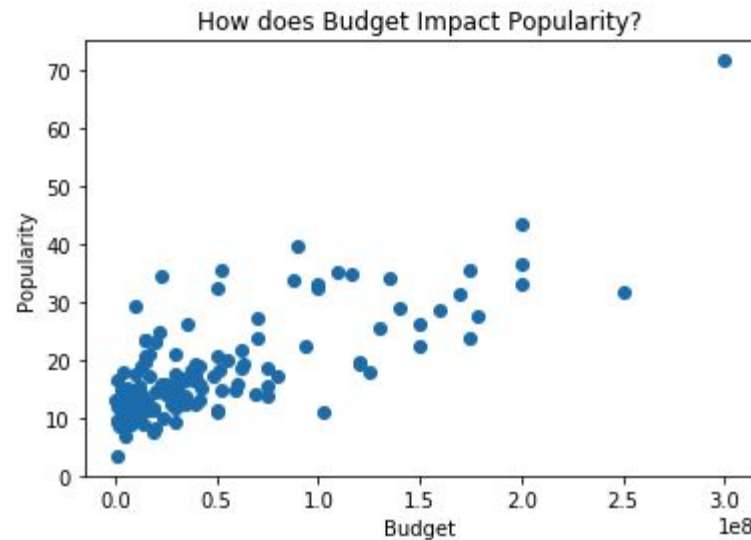
Comparing *budget* and *vote average (score)*



How does **budget** impact **popularity***?

Comparing *popularity** and *budget*

**another TMDB metric, calculated via their own algorithm*





Production Companies

2

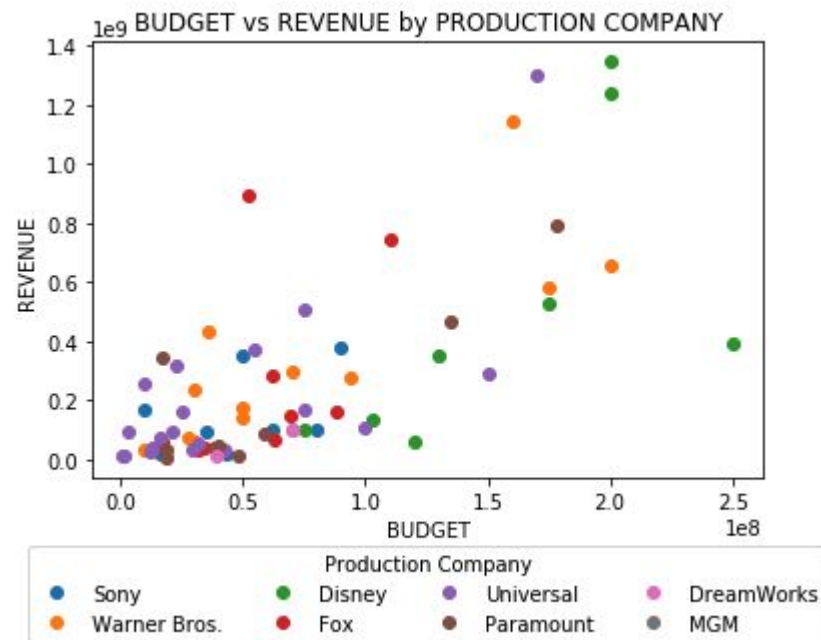
What role do production companies play in the entertainment industry?

Budget vs Revenue

By Production Company

Does production company impact budget?

Does production company impact revenue?

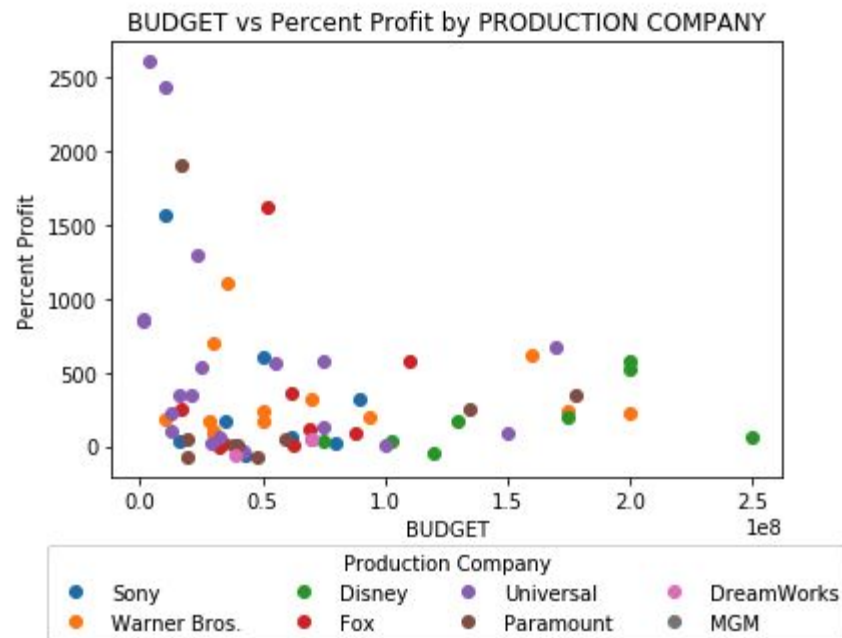


Budget vs Percent Profit

By Production Company

Does production company impact budget?

Does production company impact percent profit?

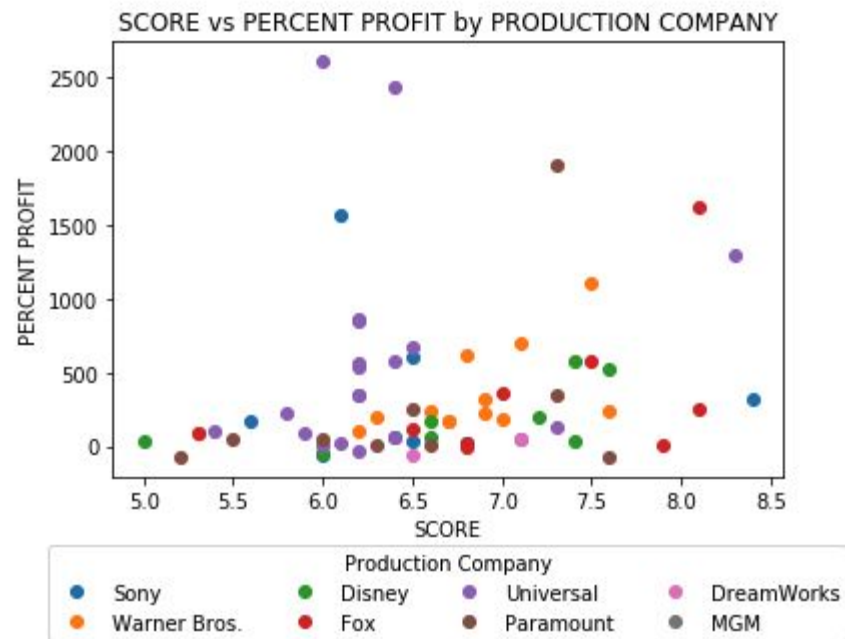


Score vs Percent Profit

By Production Company

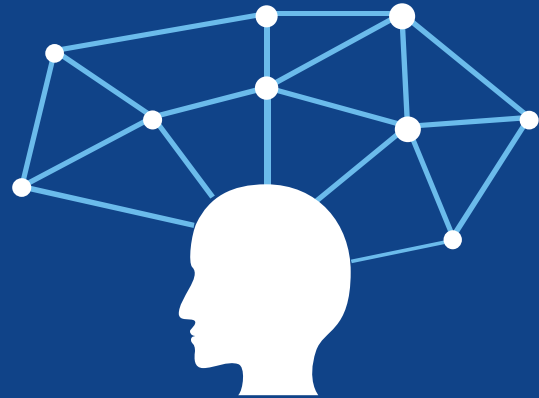
Does production company impact score?

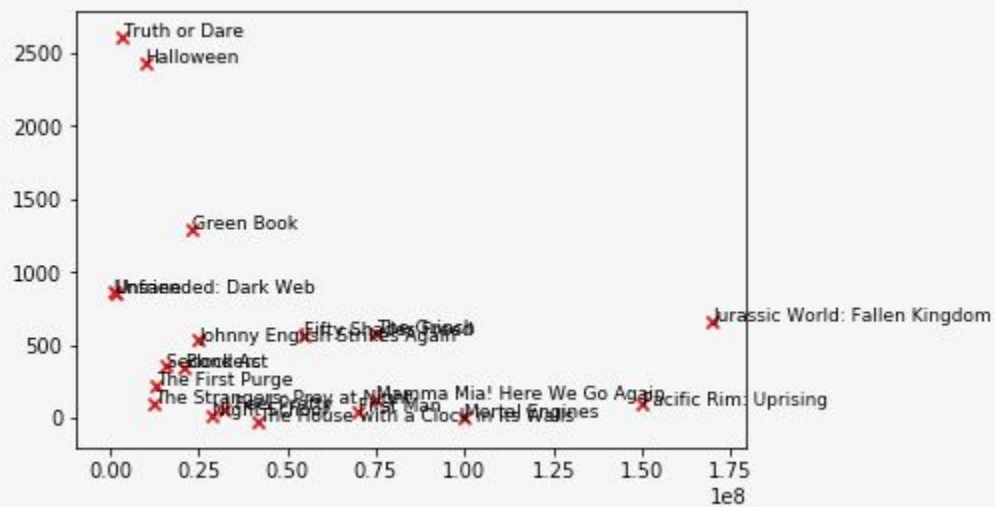
Does production company impact percent profit?

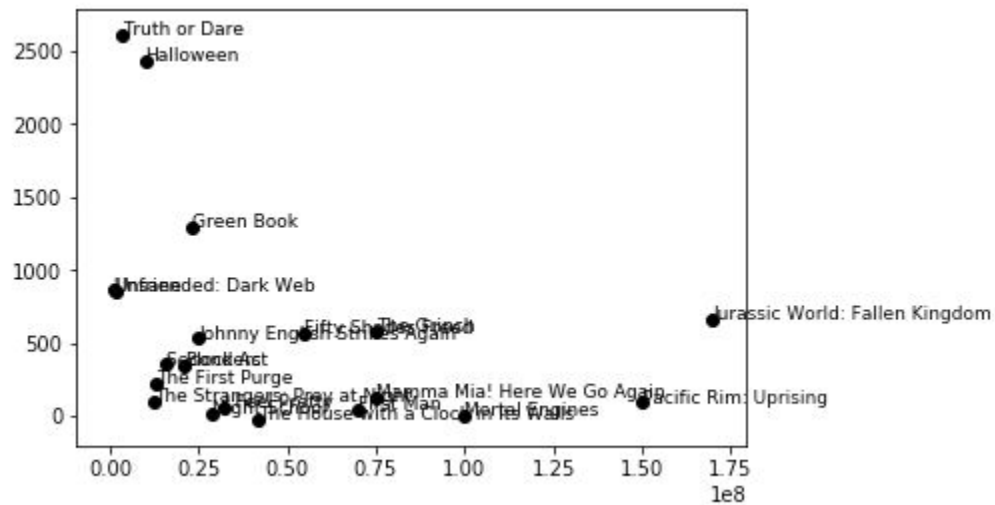


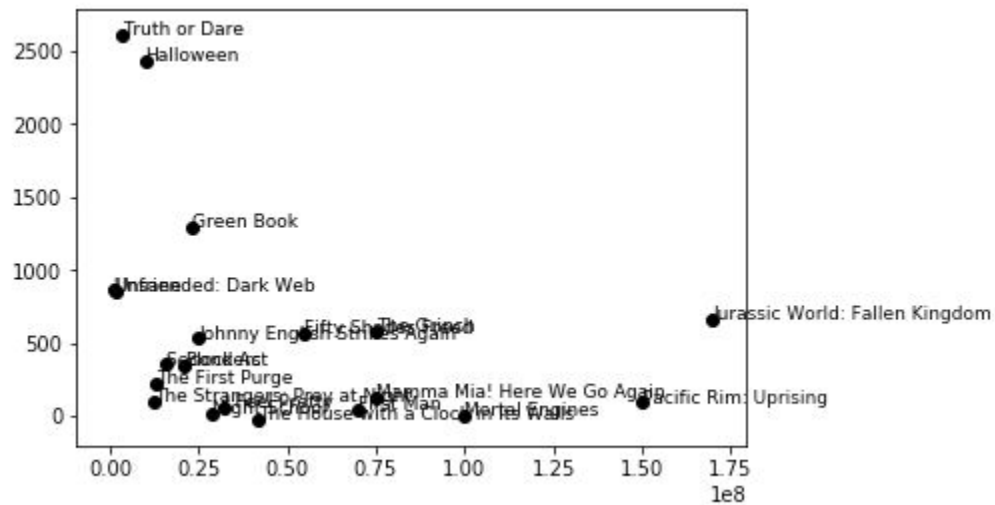
CODE REVIEW!

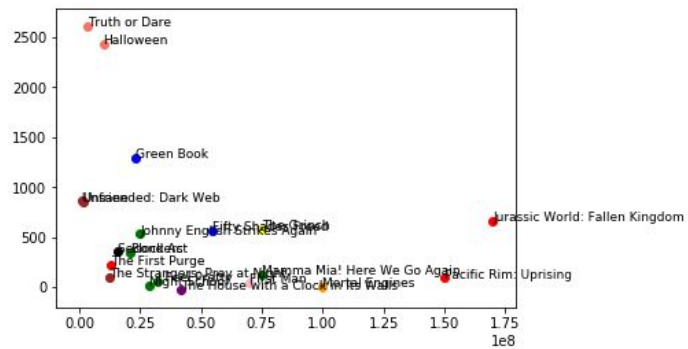
Scraping with Kendra & Analysis with Ali











Universal 2018 Portfolio

- Drama
- History
- Comedy
- Adventure
- Thriller
- Action
- Drama
- Comedy
- Comedy
- Comedy
- Fantasy
- Action
- Animation
- Thriller
- Action
- Romance
- Comedy
- Horror
- Horror
- Horror

Universal Studios Portfolio, 2018

Thriller movies had the best return on investment for the studio this year. Action and adventure movies cost the studio a lot of money to make, and, as in the case with *Mortal Engines* and *Pacific Rim: Uprising*, weren't always worth the price.

