

What is the most profitable movie?



Microsoft

Dylan Karman
William Adams

Goal

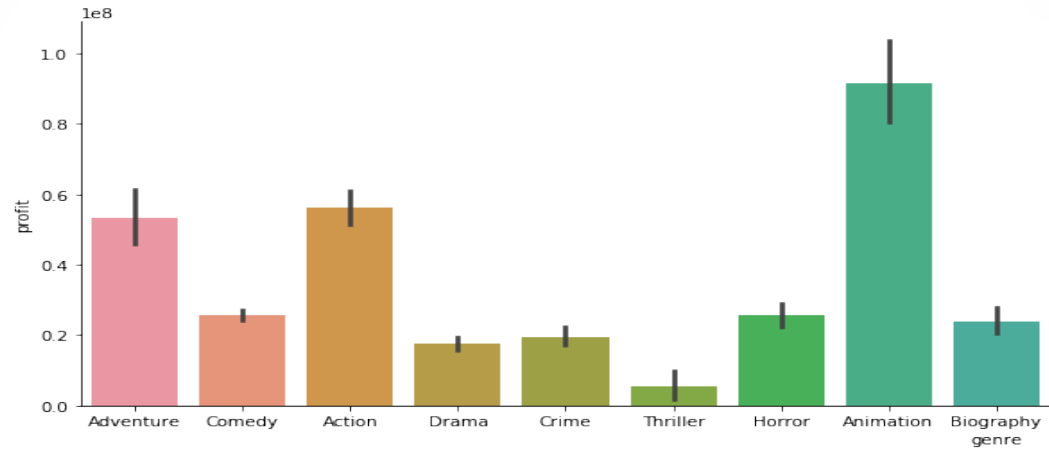
- Help **Microsoft** get in to the movie business in the most **profitable** and **efficient** way.

How?

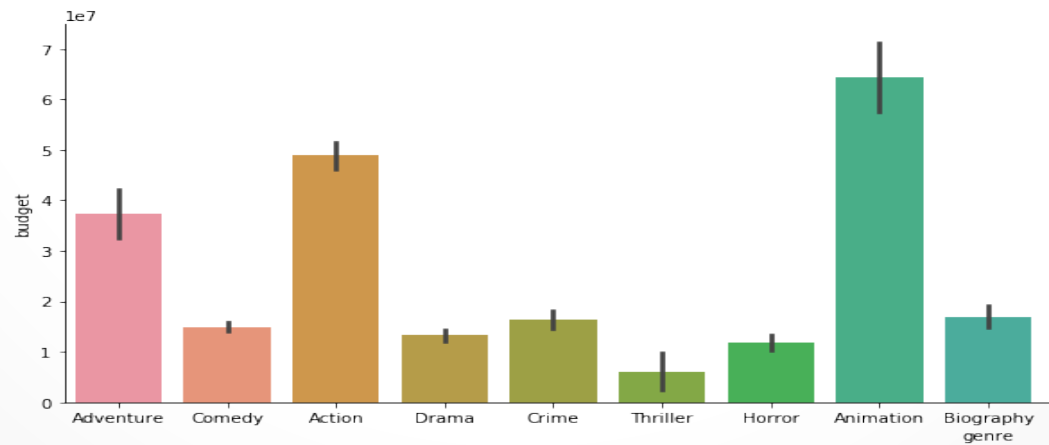
- Important characteristics for a movie:
 - Genre
 - Length
 - Director
 - Rating

Genre

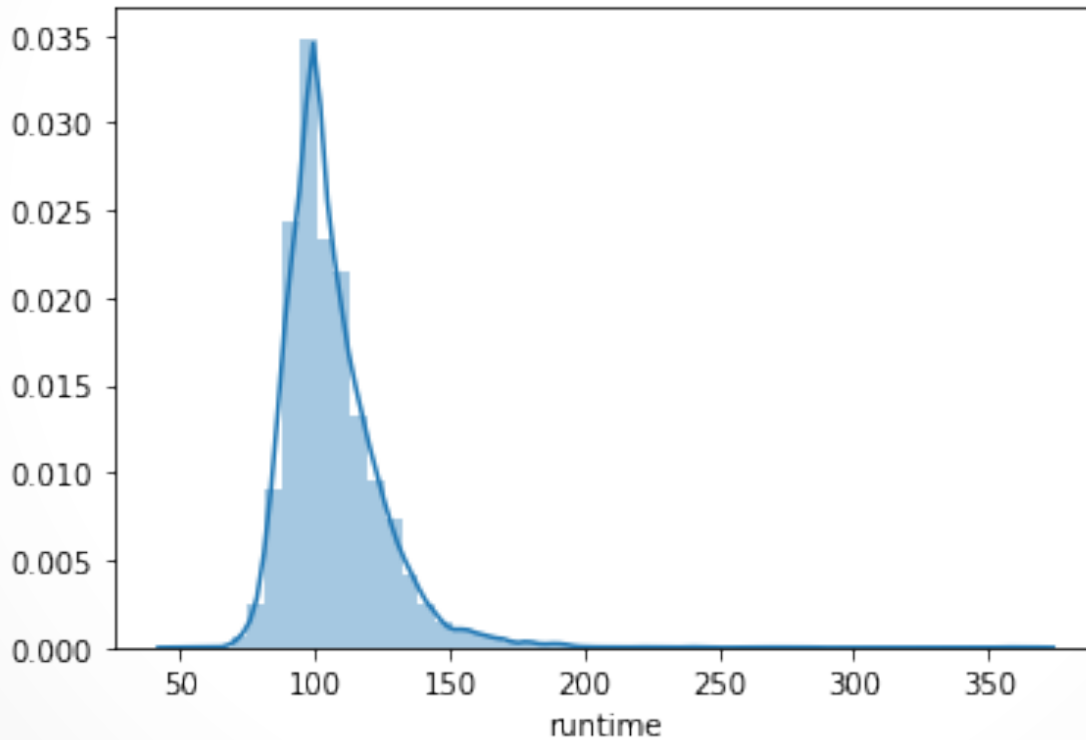
Profit



Budget

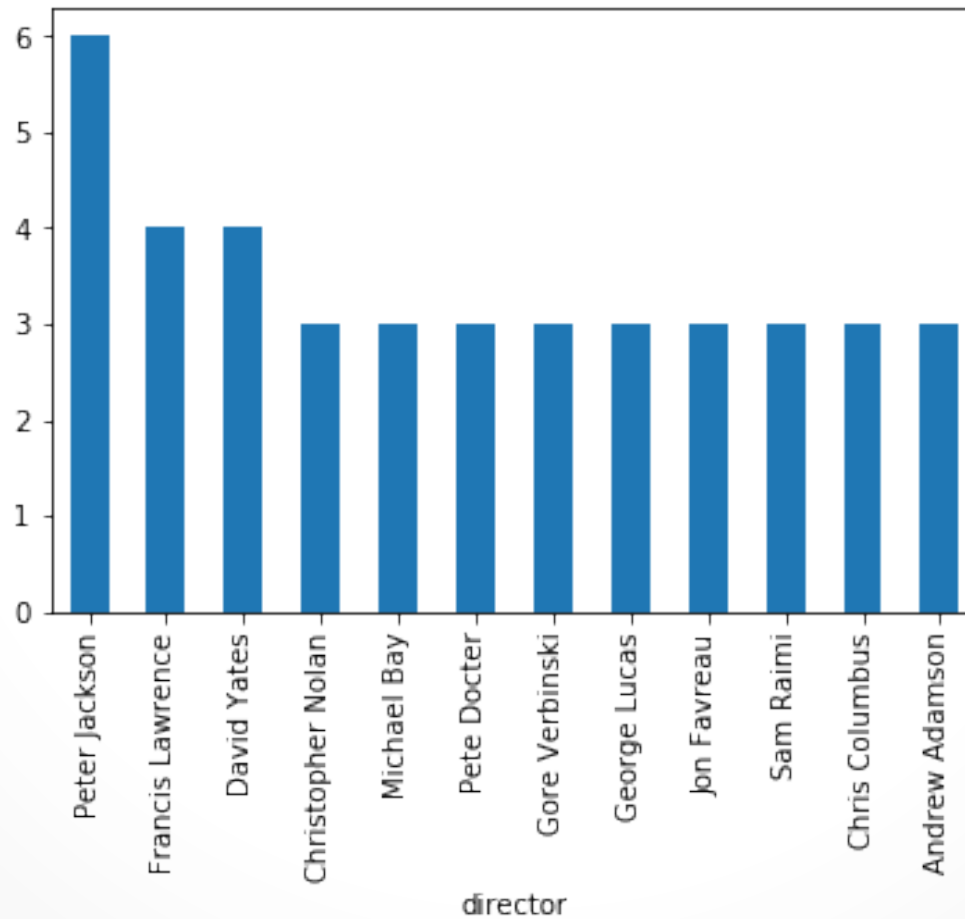


Average Length of Movies

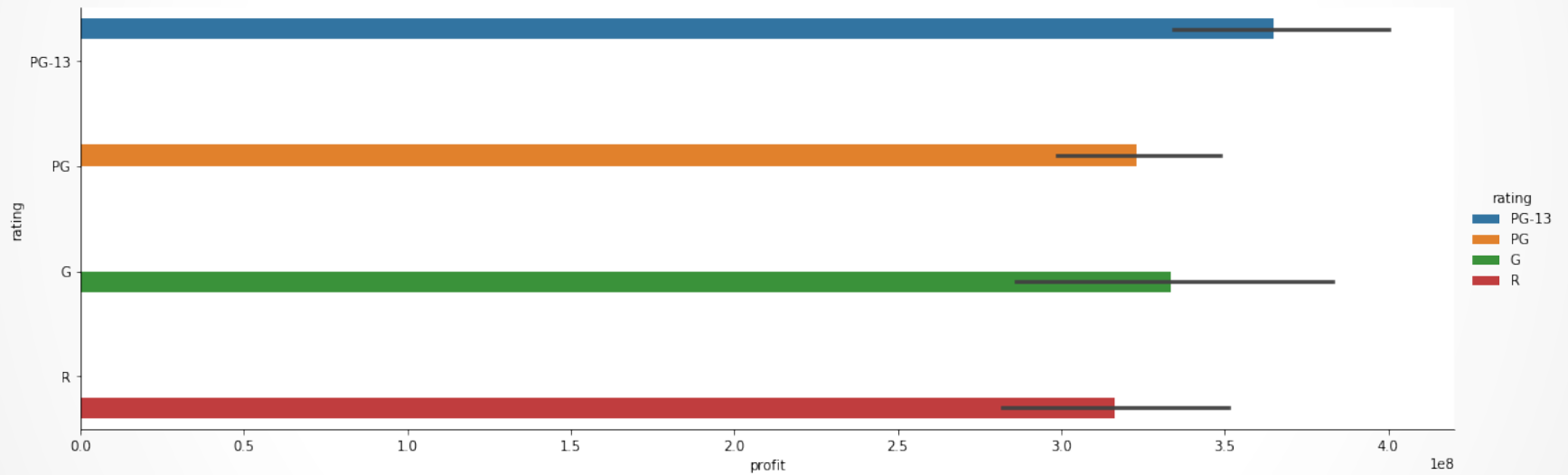


Director

Top 100 Grossing Movies

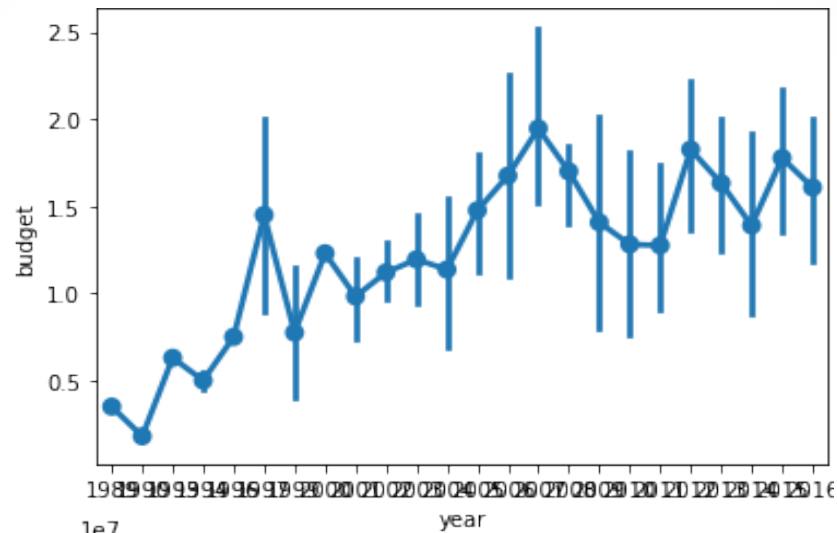


Rating

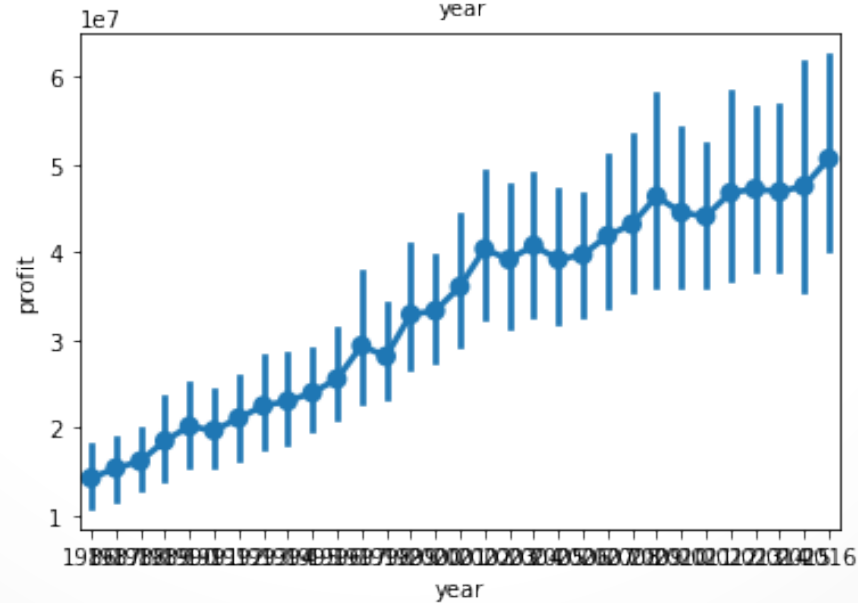


Other Info.

Budget for the top
grossing movies
(1986-2016)



Profit for the top
grossing movies
(1986-2016)



Conclusion

- Top 3 Genre (in order of profit): **Animation, Adventure, Action**
- Runtime: **~110 minutes**
- Director: **Peter Jackson**
- Rating: **PG-13**
- Higher budgets mean higher profit on average but more risk.

Future Work

- Testing to see exactly what the return would be on a budget to profit ratio for the movies that were on the list.
- Which genre specifically out of Animated, Action, and Adventure is the most profitable?

Thank You



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