

The Effects of Production Budget on Revenue and Profitability

Presentors:

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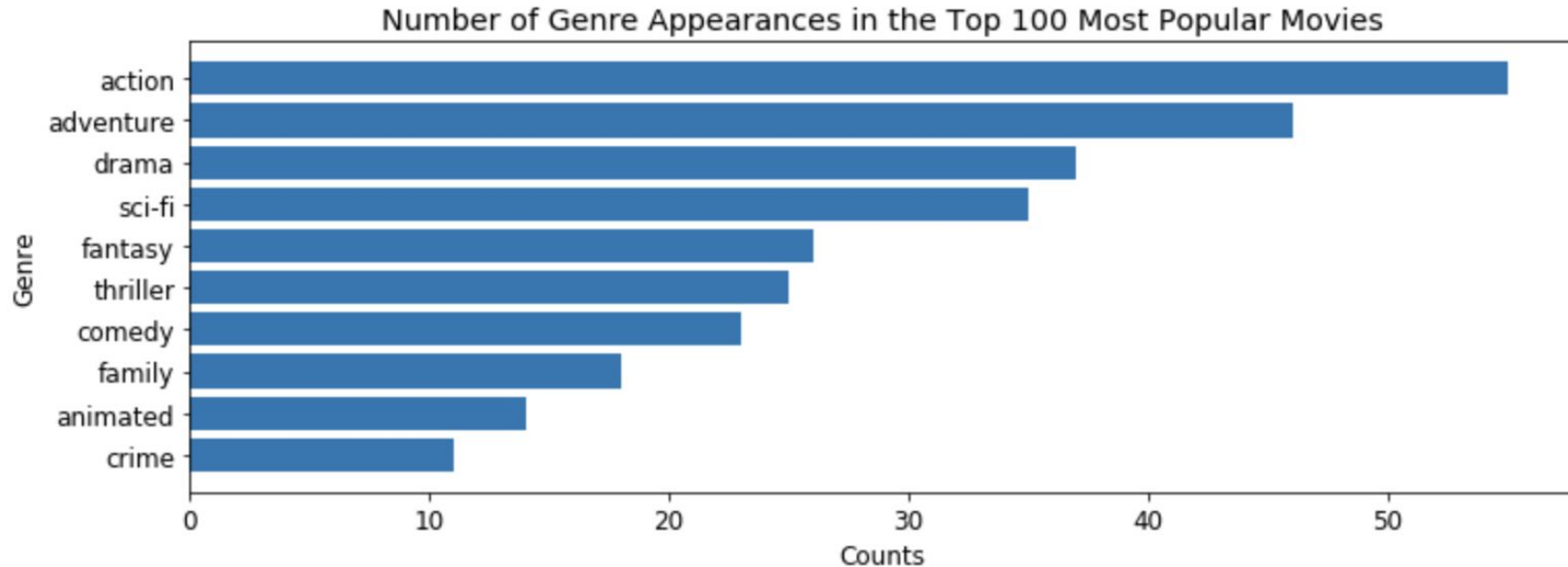
Introductory Questions

- What Genres are Most Important for our Study?
- How can we Drive Revenue?
- How can we Optimize Profitability?

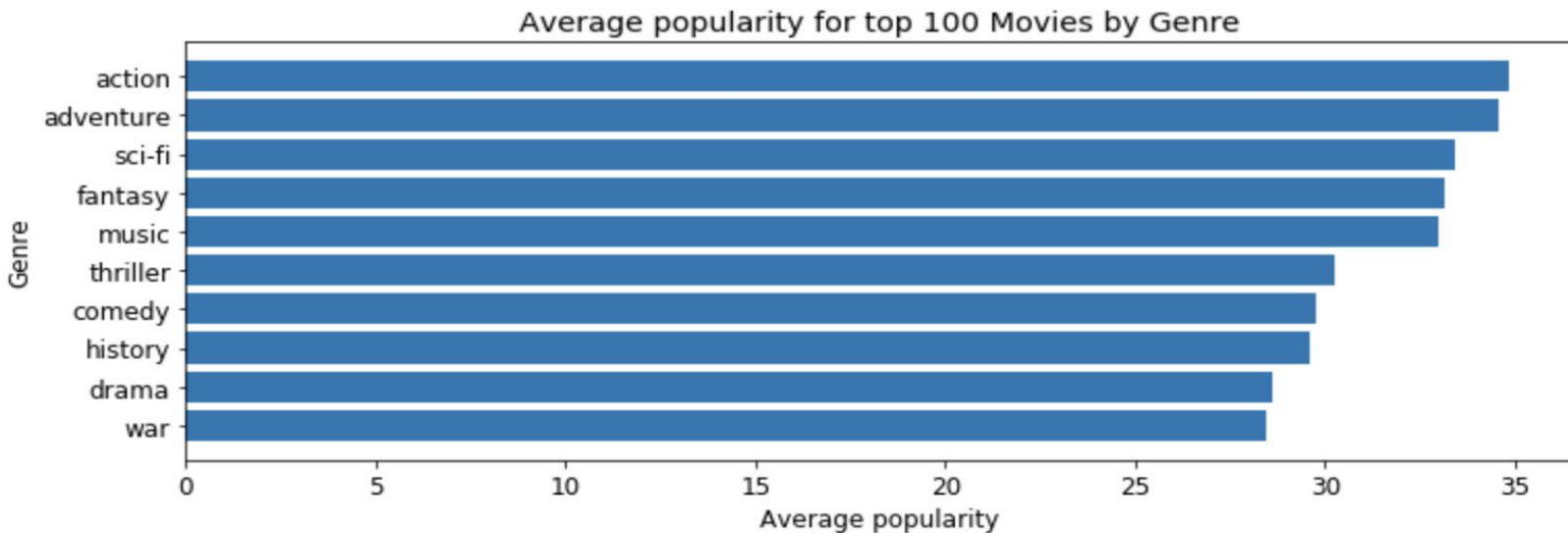
Methodology

- The **tmdb database** contained ~27k rows of information on numerically assigned genre, language, titles, release dates, popularity, and voter ratings
- The **numbers database** contained ~6k rows of information on release dates, budgets, and worldwide & domestic revenue
- We combined the datasets, compared revenue to budget (to explore profitability), and focussed our interests on movie ratings, popularity, budgets, revenue, and profitability ratios
- Part of this process included formatting values into manageable data types and connecting genre names to genre ids as well.

Which Genres are Among the most Popular?

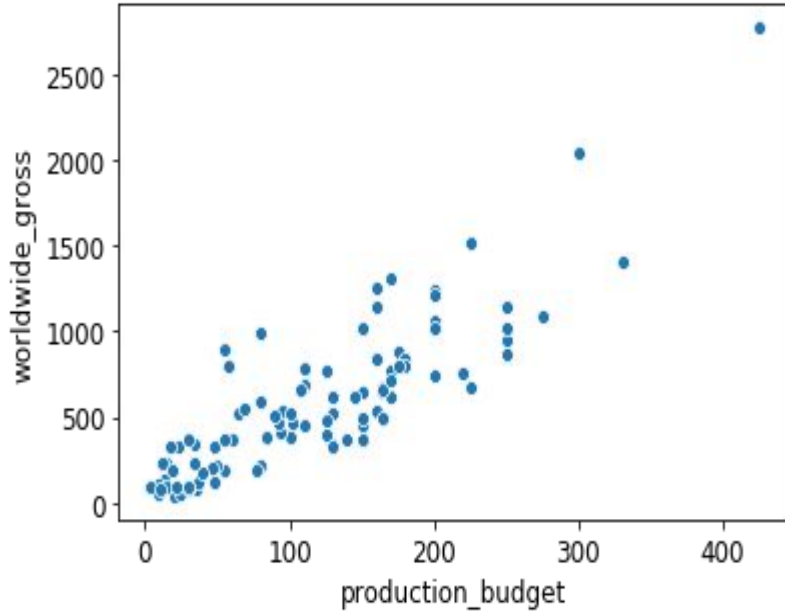


Which Genres have the Highest Average Popularity?

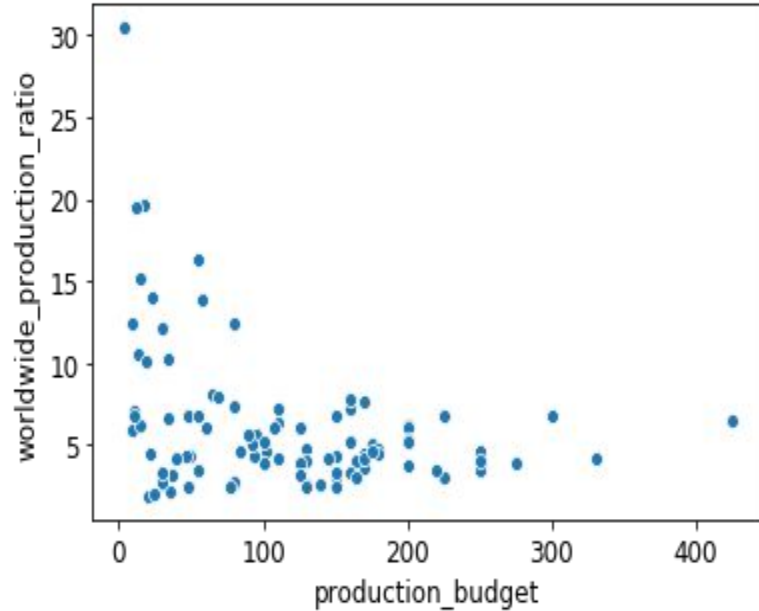


Implications of Production Budget

Effect of Budget on Revenue

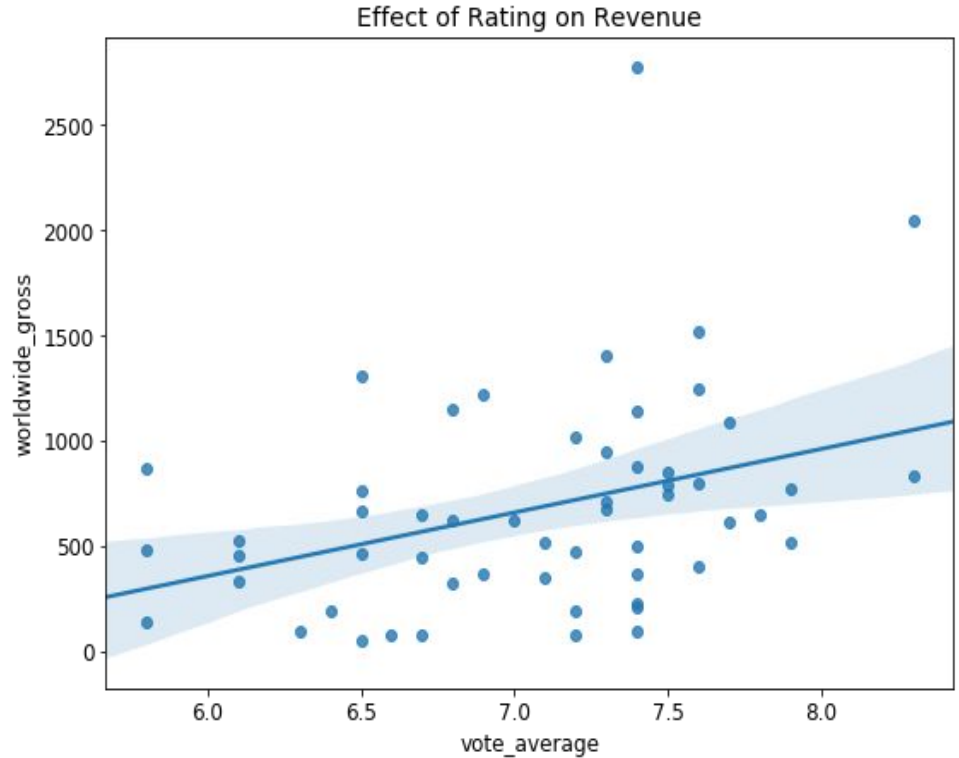


Effect of Budget on Profitability



Do Ratings Always Drive Revenue?

	# of Movies	Average Worldwide Gross (\$M)
Rating		
(5.5, 6.3]	8	408.112500
(6.3, 7.1]	31	505.580645
(7.1, 7.9]	48	608.643750
(7.9, 8.7]	14	626.492857



Conclusions

- Focusing on Movies in the Action, Adventure, Sci-Fi, and Fantasy Genres Gives the Best Chance of Producing Popular Movies
- Increased Investment Increase Global Revenue, but not Profitability Ratios
- Quality Movies are not Always Necessary to Generate Revenue