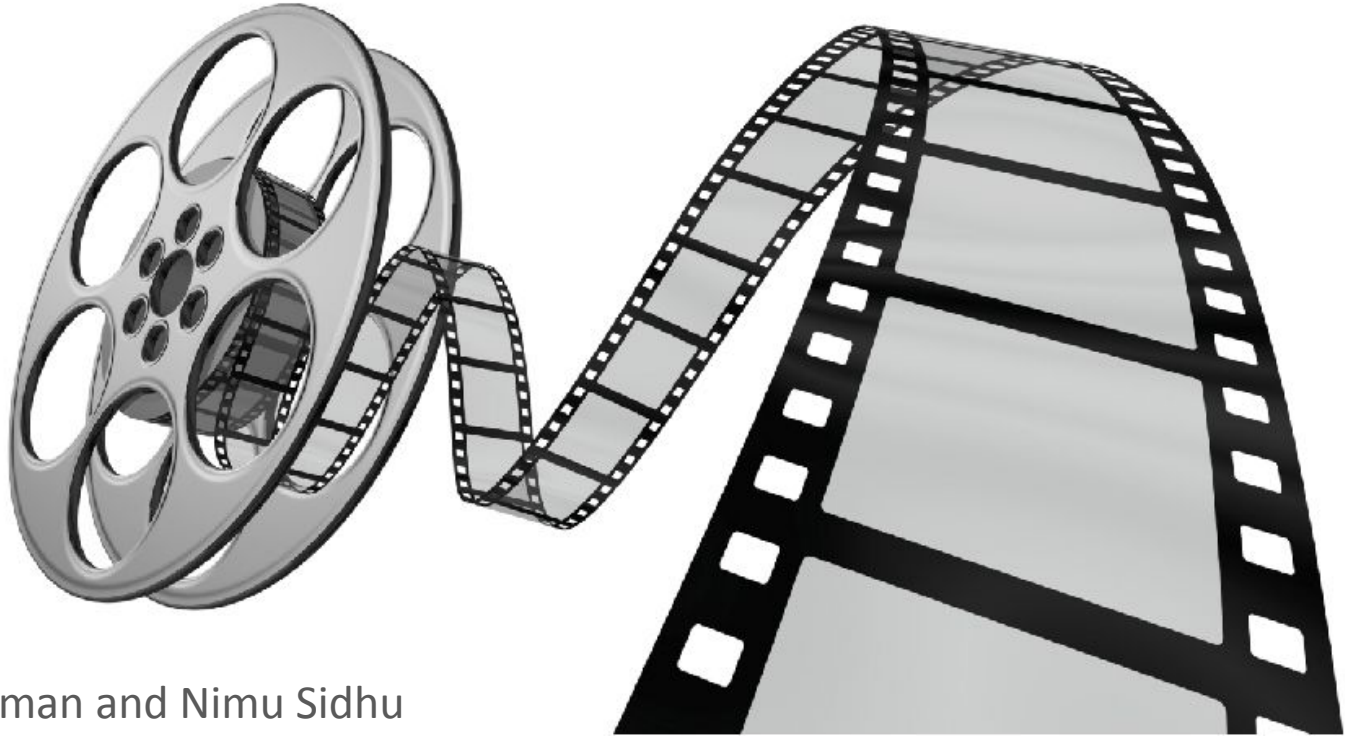


What Does it Take to Produce a Successful Movie?



Alex Kaufman and Nimu Sidhu

Defining Success

Goal: Achieve the highest possible return on investment

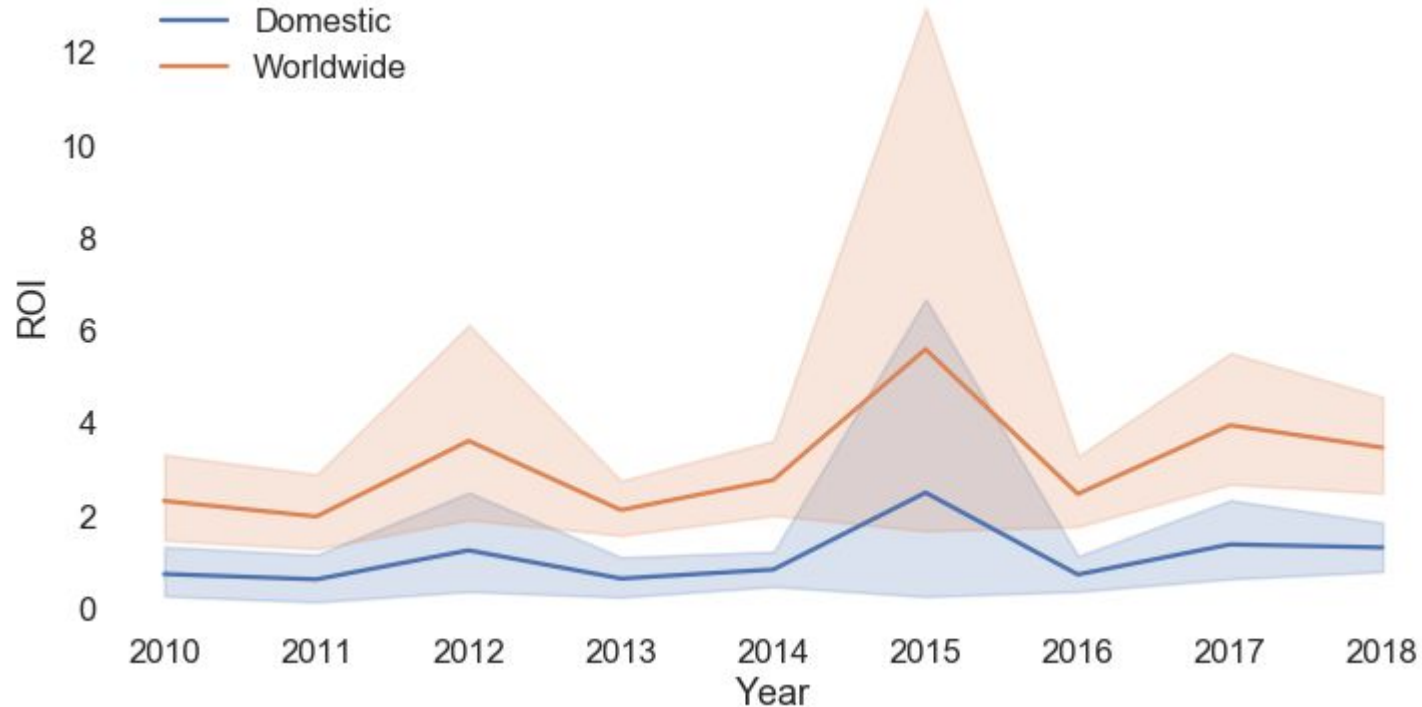
ROI = Return on Investment
= Profit / Investment
= (Gross - Prod. Budget)/(Prod. Budget)



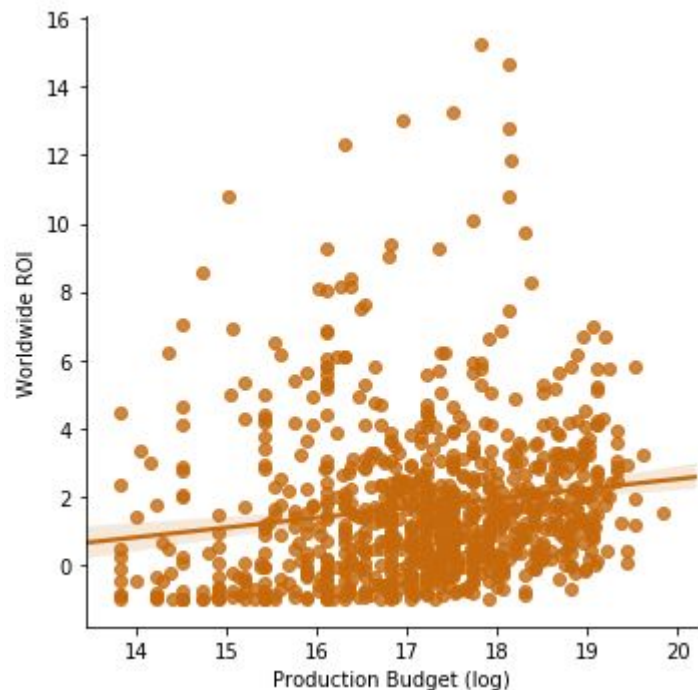
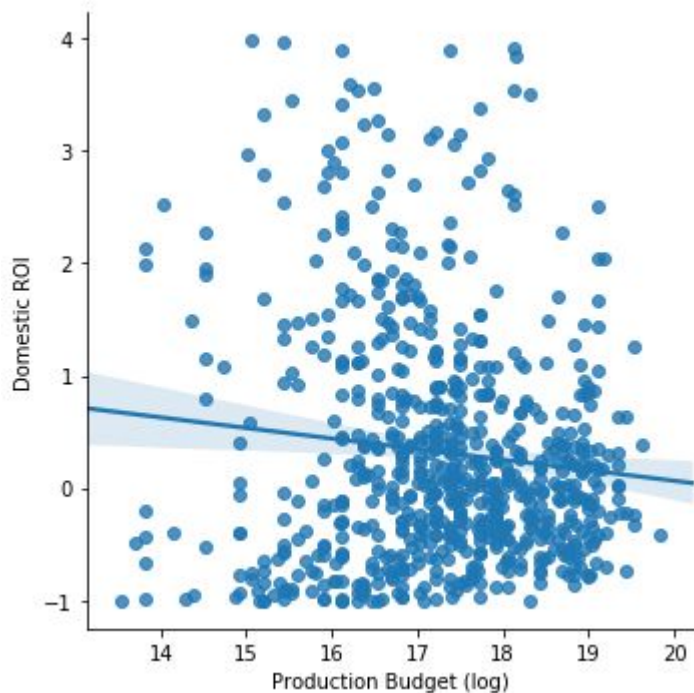
Let's get Bill back on top!

Bottom Line: Invest in large budget comedy, drama, or horror films that can be marketed worldwide.

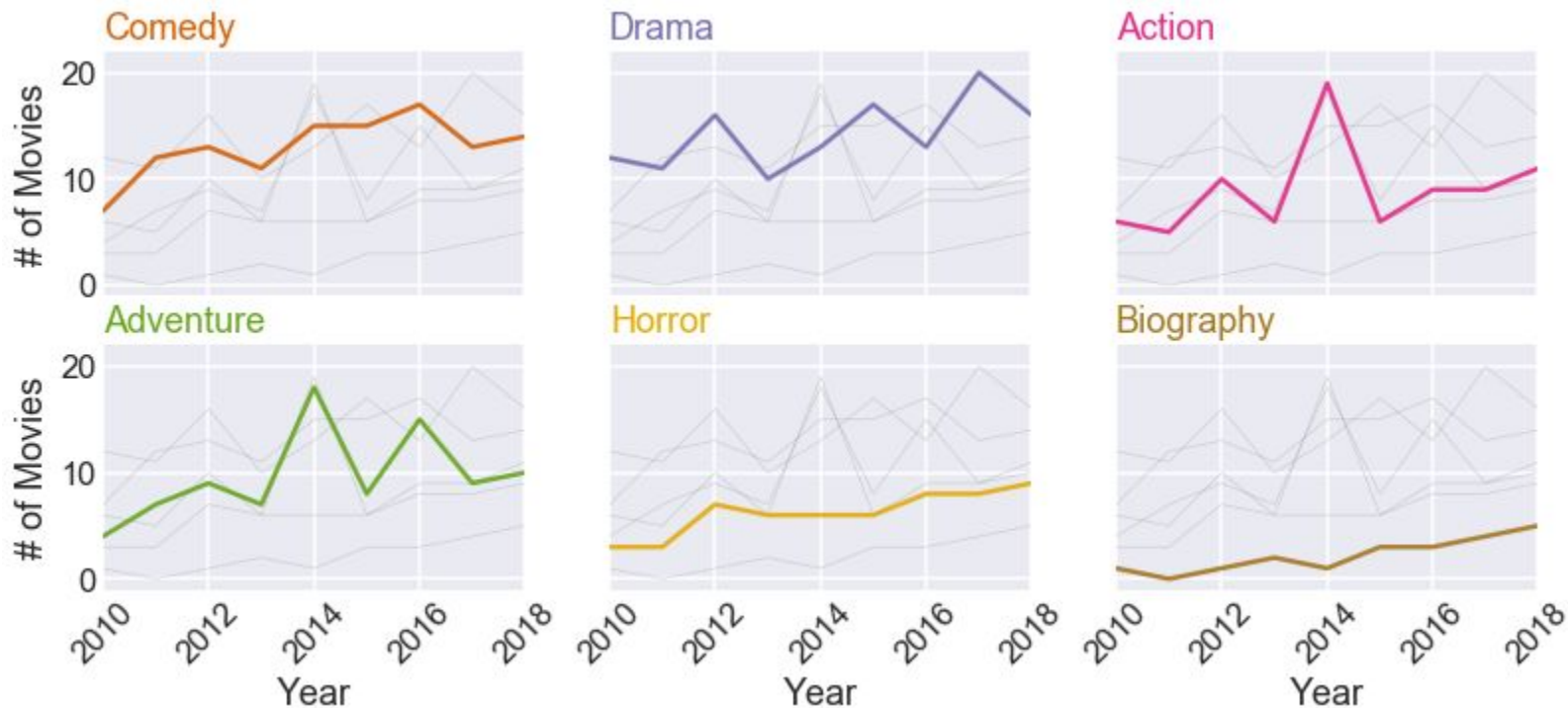
Worldwide Segment Contributes Most to Success



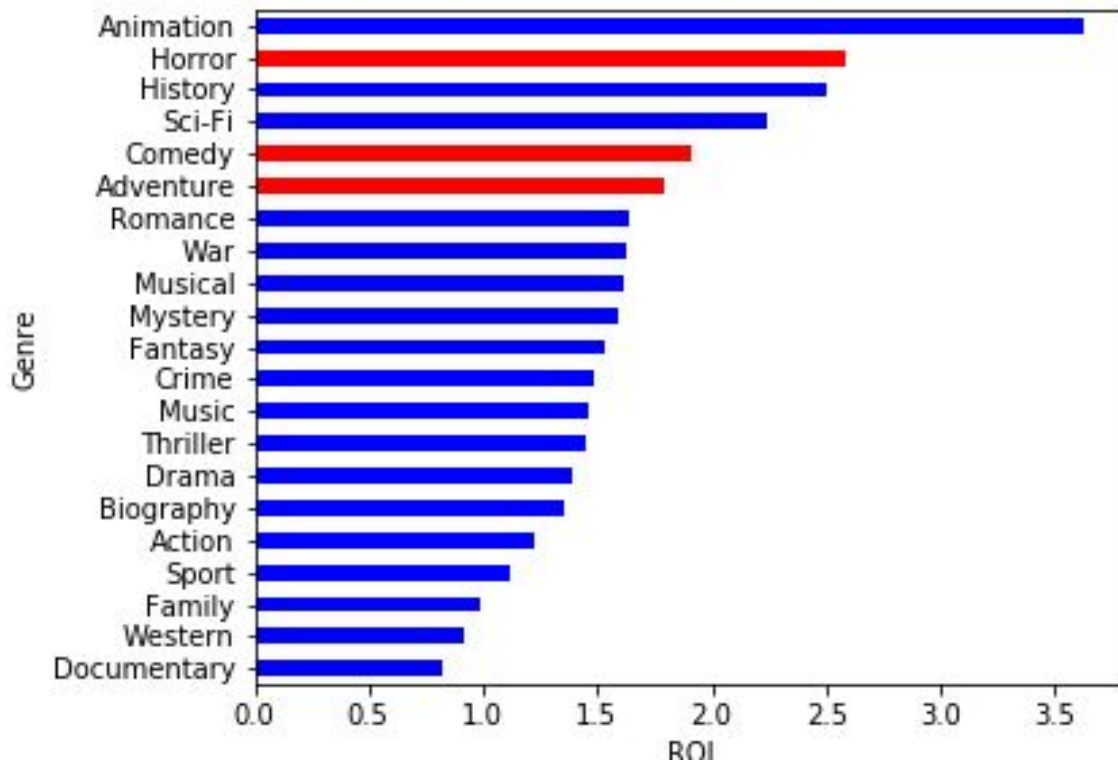
Worldwide Profits Correlate with Budget



Most Produced Genres among Worldwide Successes



Cross-reference: Genre Success Across All Movies



Questions Answered:

1. Which audiences contribute most to success?
2. How might budget affect success?
3. Among the most successful movies, which genres have been taking off?

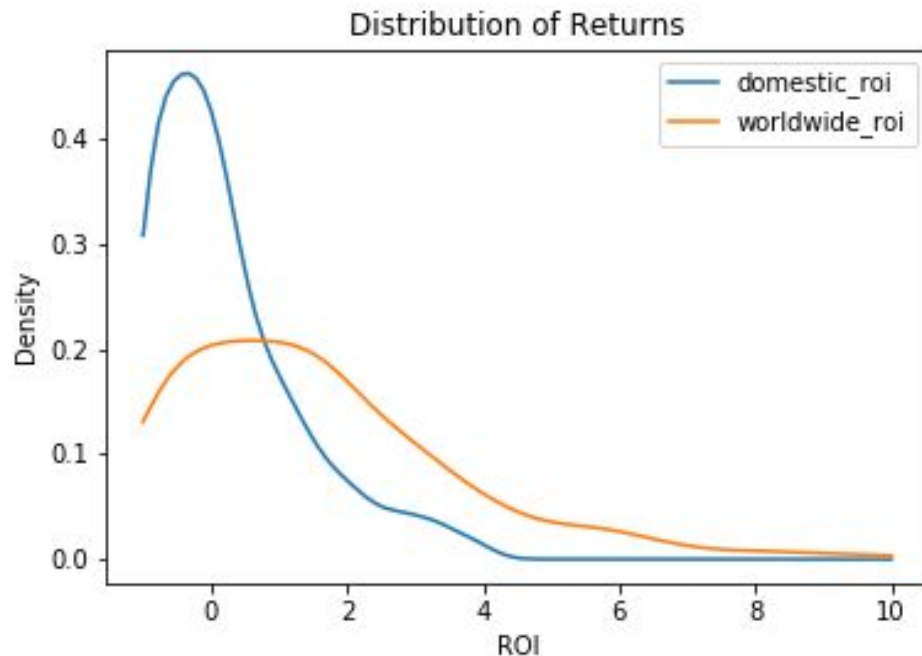
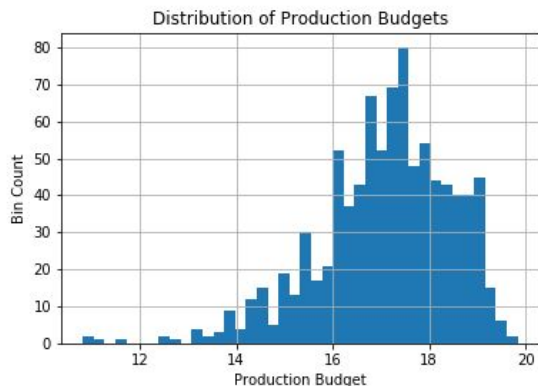
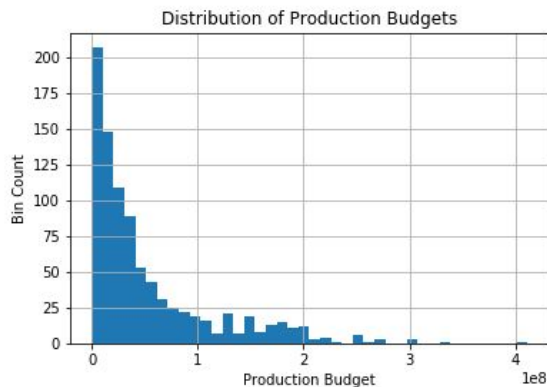
Questions?

Appendix: Datasets

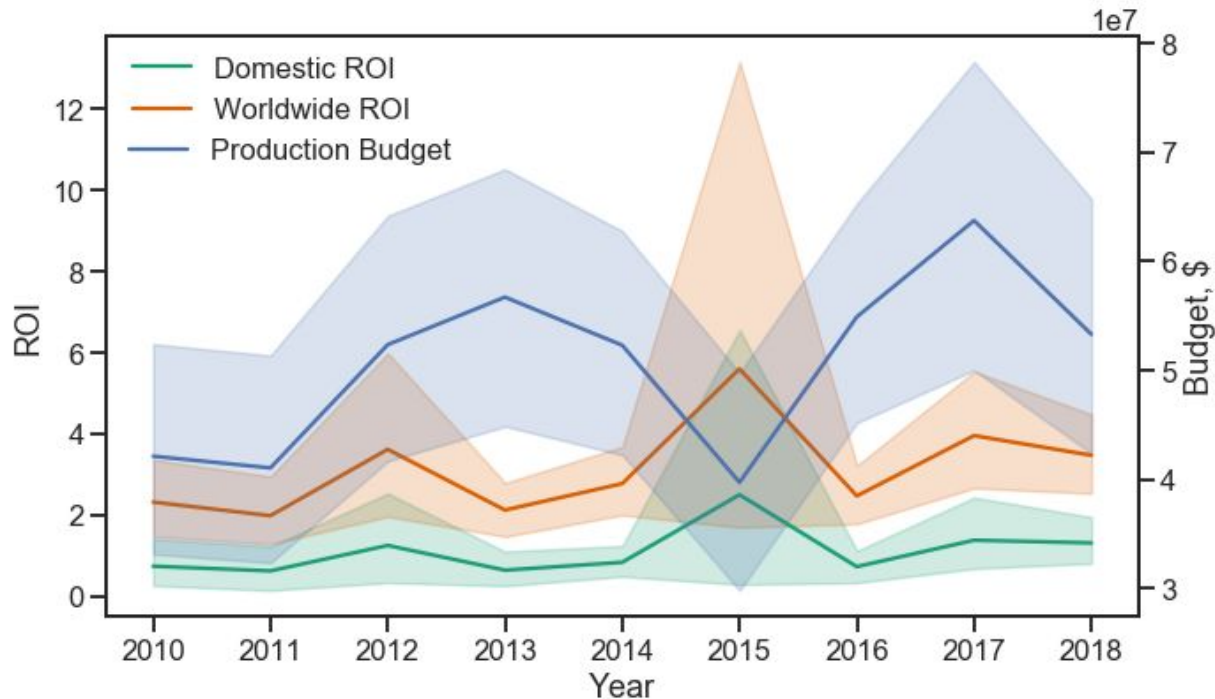
1. Merged datasets:
 - a. bom.movie_gross.csv
 - b. imdb.title.basics.csv
 - c. imdb.title.ratings.csv
 - d. tmdb.movies.csv
 - e. tn.moviebudgets.csv

2. Final number of entries joined: ~1200

Appendix: Distribution of Returns



Appendix: Production Budget and Success



Appendix: What outcomes are associated with success?

