

Most Profitable Movie Genres

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Task:

- Microsoft wants to start a movie studio
- What genre of movies should it make?

The metric: Profit!

Data

IMDB - genre

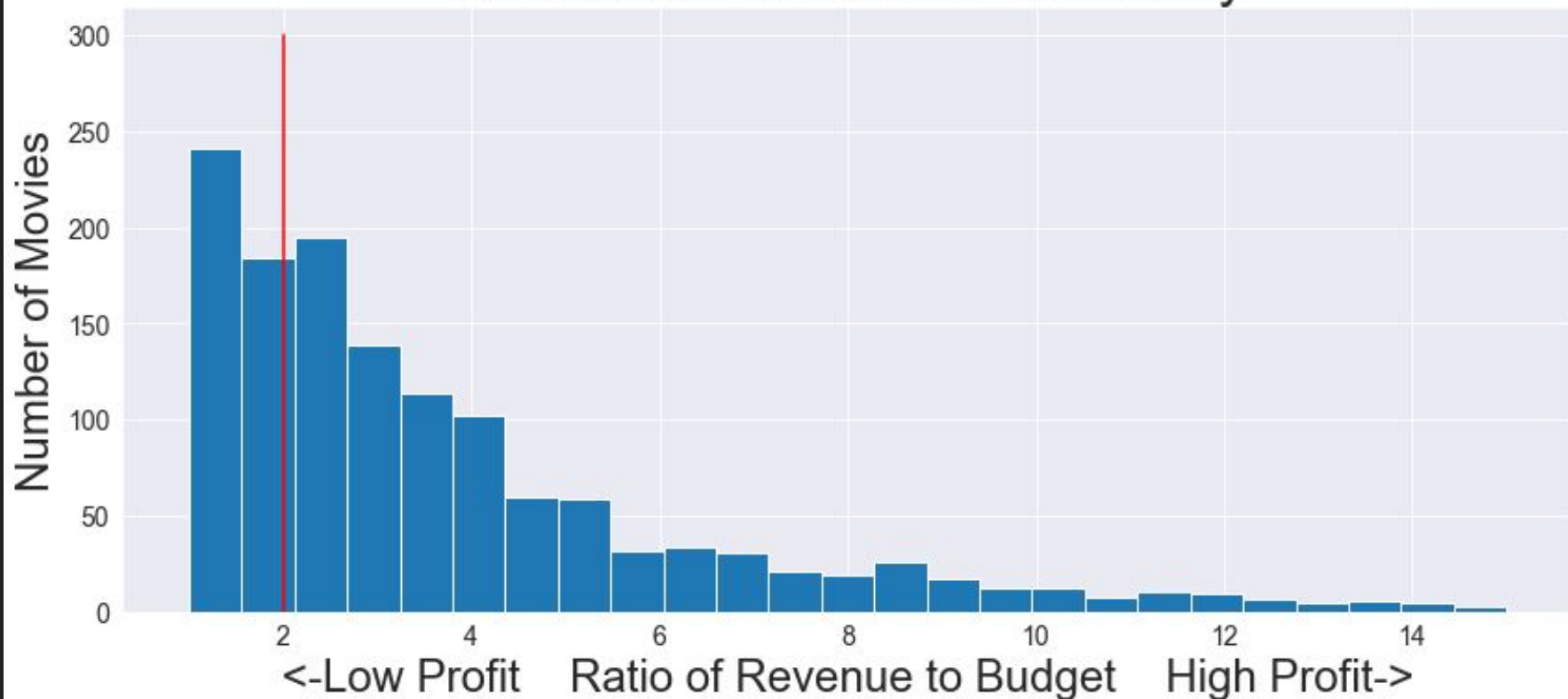
The-Numbers - production budget, worldwide gross

$$\frac{\text{Worldwide gross}}{\text{Production budget}} = \text{Revenue to budget ratio}$$

$$\text{Worldwide gross} - \text{Production budget} = \text{Net Profit}$$

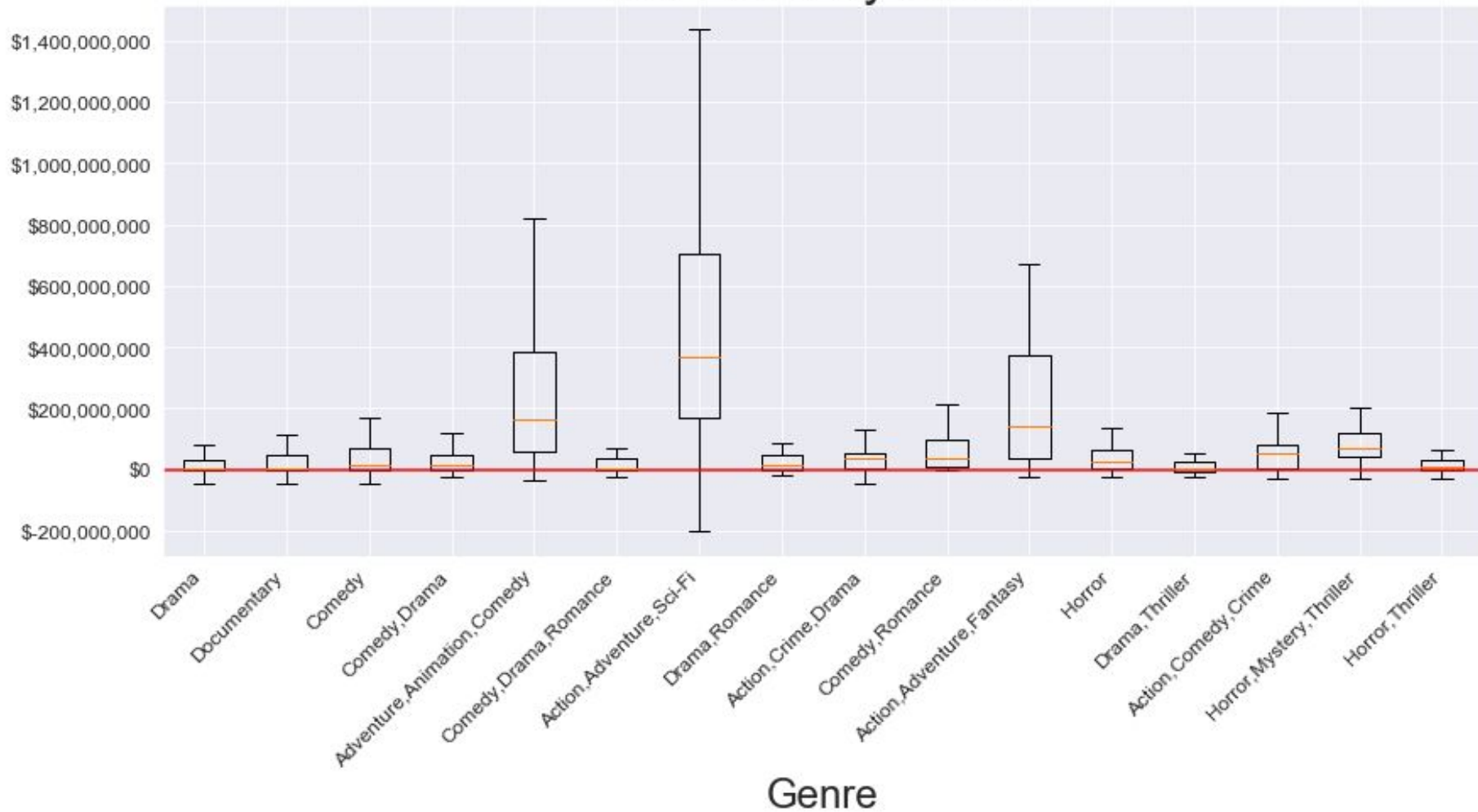
The Nature of the Movie Business

Distribution of Movie Profitability

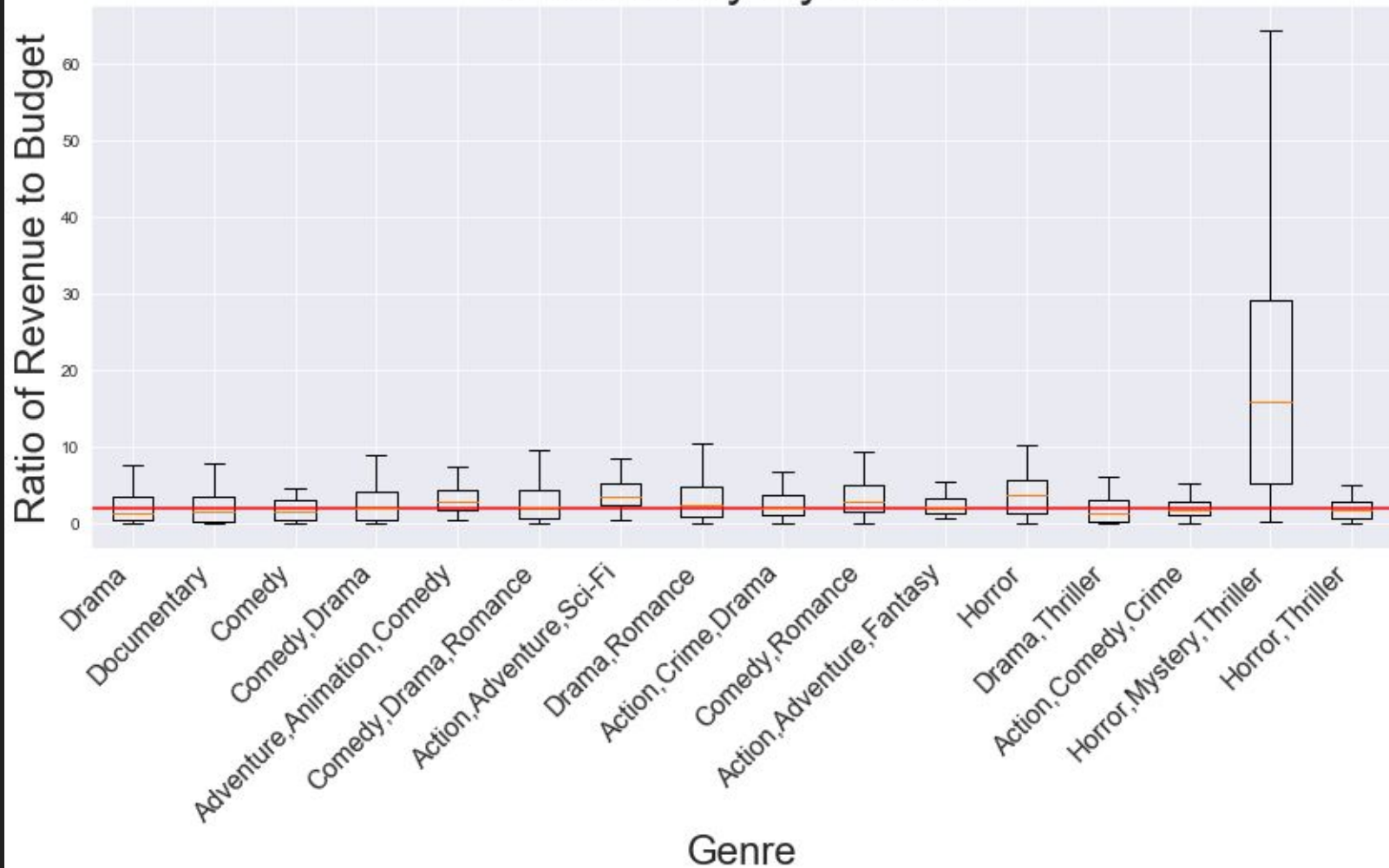


Net Profit By Genre

Net Profit

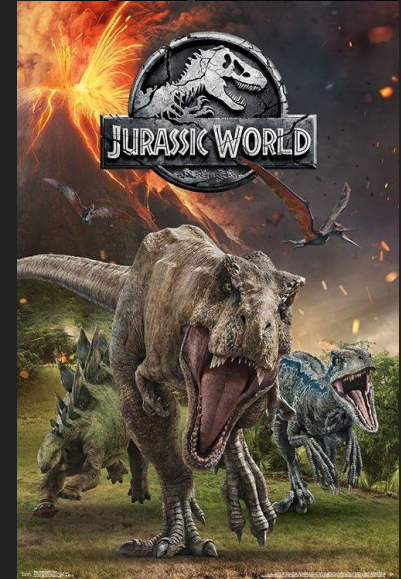
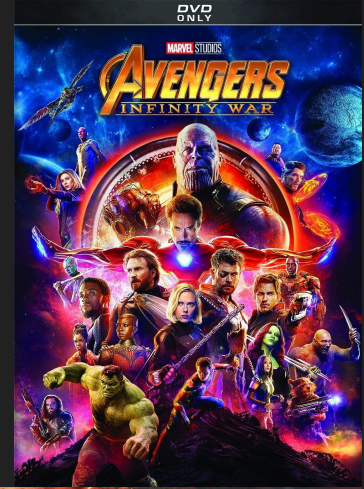
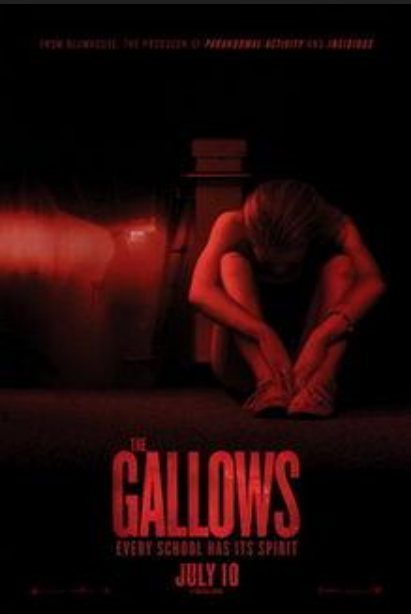


Profitability By Genre

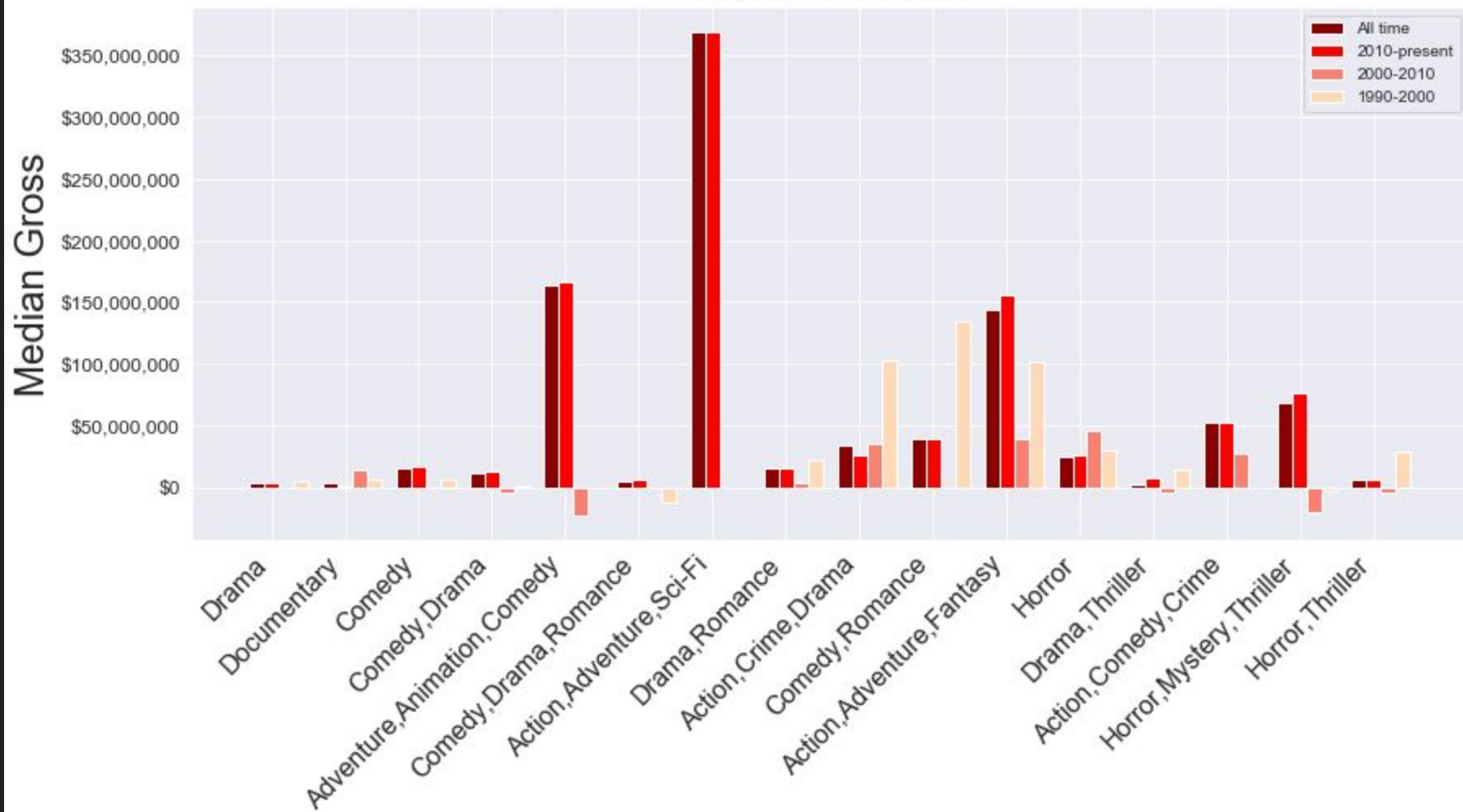


Conclusion: It depends!

Return-on-investment vs net profit



Median Gross



Thank You - Contacts

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