

Movie performance analysis

Guy Muchnik
February 3, 2022

Summery

An analysis of movies production investment, profits and rating to increase profitability for Microsoft production studios:

- ▶ It seems there is no reason to invest more than 100,000,000\$ as it doesn't have a noticeable affect neither on profit or rating.
- ▶ Best profit for investment is in the genres mystery, horror and thriller.
- ▶ Best rating for investment in in the genres documentary, mystery, and horror.
- ▶ Factoring the above its advised to invest in mystery and horror.

outline

- ▶ Business problem
- ▶ Data & method
- ▶ Results
- ▶ Conclusion

Business problem

Helping the newly assembled Microsoft production studios:

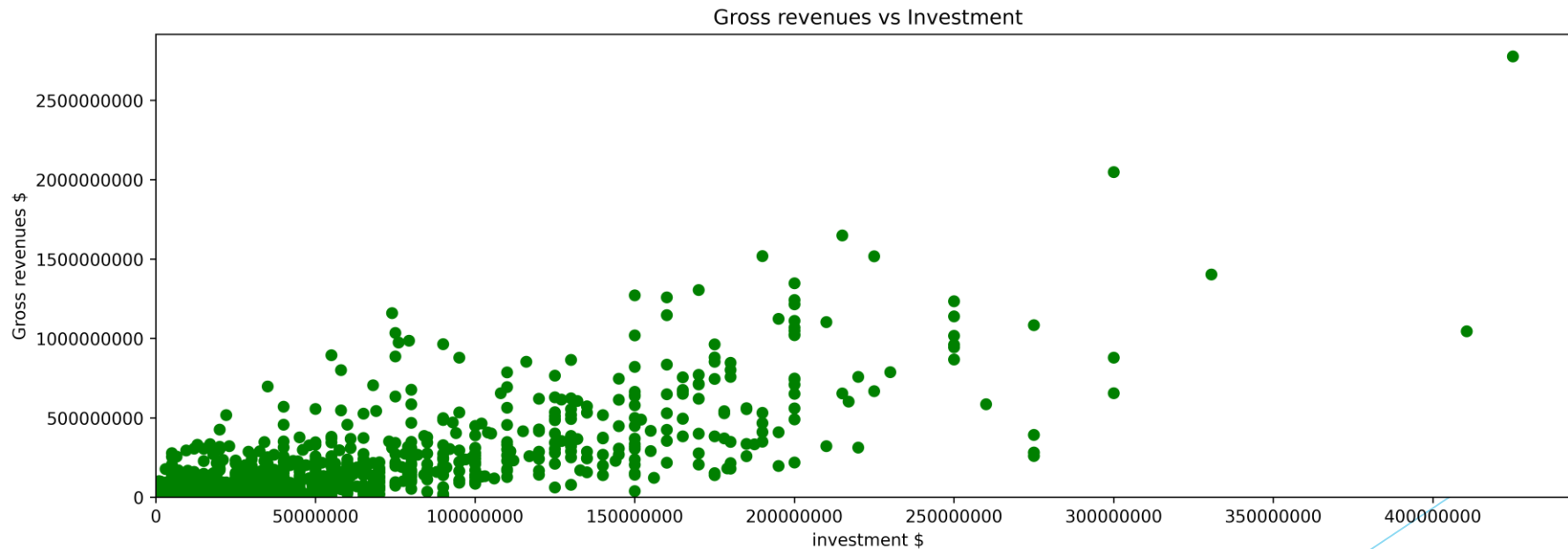
- ▶ Define an expenditure limit for their productions.
- ▶ Improve genre investment priorities on new productions.

Data & method

- ▶ Database includes 1632 movies divided into 22 genres published between the years 2010 to 2020, taken from imdb.
- ▶ Combining several databases from imdb and using production budget, revenue, rating and genres to understand the underlying trends.
- ▶ Splitting movies to separate genres in order to get better understanding of performance of movies for each genre.

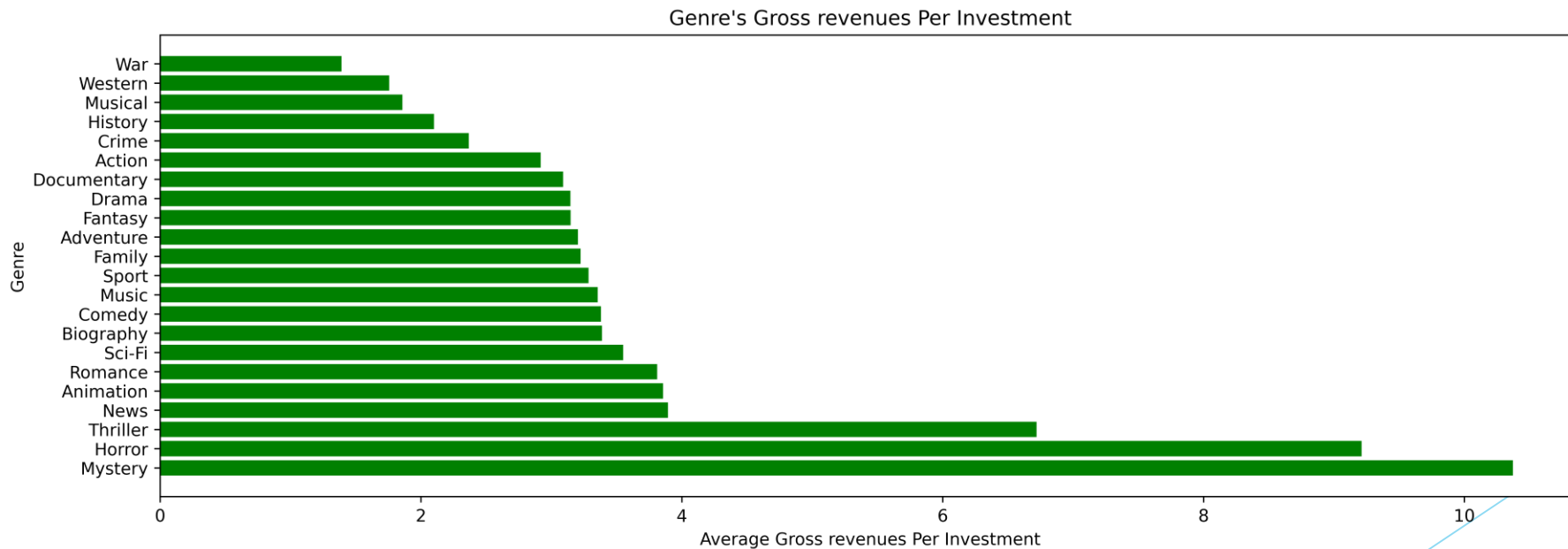
Results

- ▶ There is no need for Microsoft production studios to invest more than 100 million dollars in a movie.
- ▶ Although movies that have been produced for more money earned more money the ratio is not better



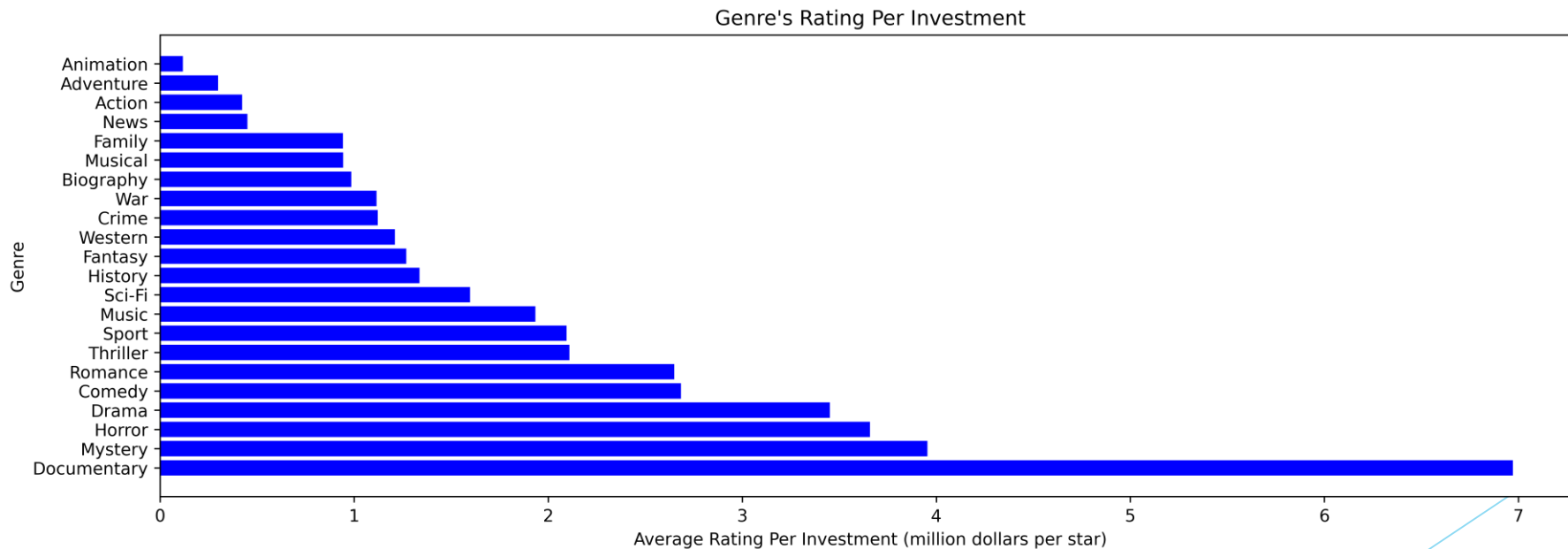
Results

- Mystery horror and thriller have the highest average revenue to investment ratio.



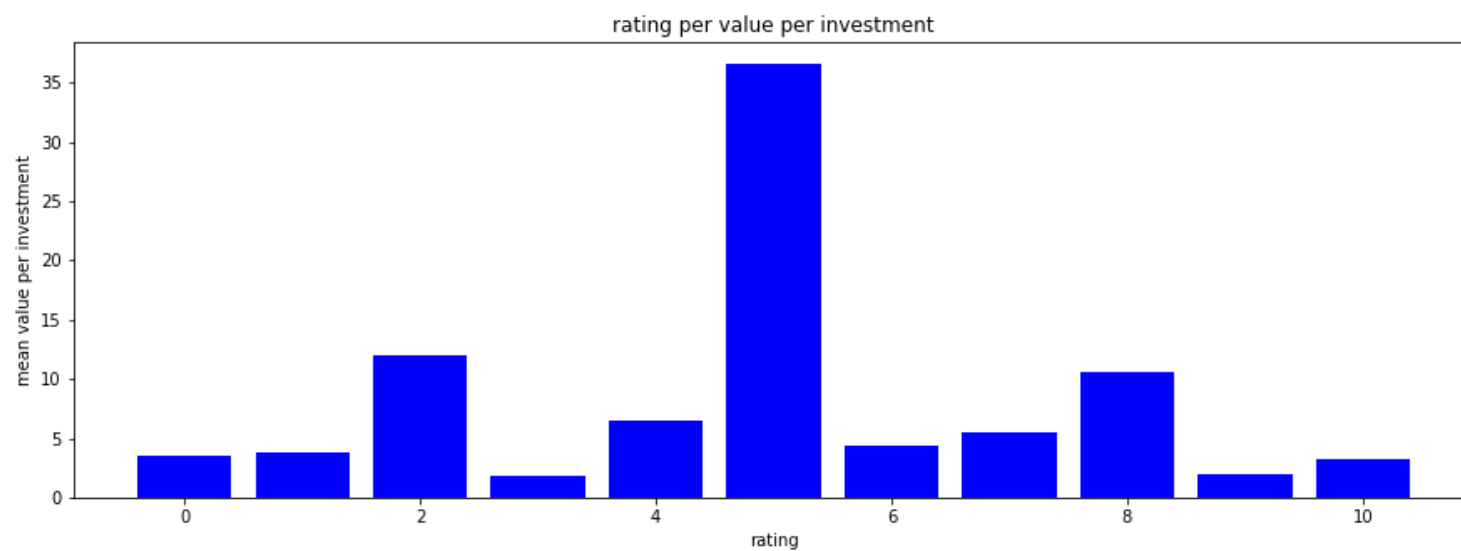
Results

- ▶ Documentary mystery and horror have the highest average rating to investment ratio.



Results

- ▶ There seem to be no real correlation between rating to movies revenue.



Conclusion

Microsoft production studios is advised to:

- ▶ Invest no more than 100 million dollar in a production.
- ▶ Combine the genres mystery and horror in the movie for best returns.
- ▶ For higher profit add thriller aspects.
- ▶ For higher rating add documentary aspects.

Next steps:

- ▶ using additional databases in order to validate our data.
- ▶ checking the effects of additional Variables on revenues.
- ▶ checking the trends in the long term past.

Thank you

Email: guymu15@gmail.com

GitHub: @guymu15