Movie performance analysis

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Summery

- An analysis of movies production investment, profits and rating to increase profitability:
- 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

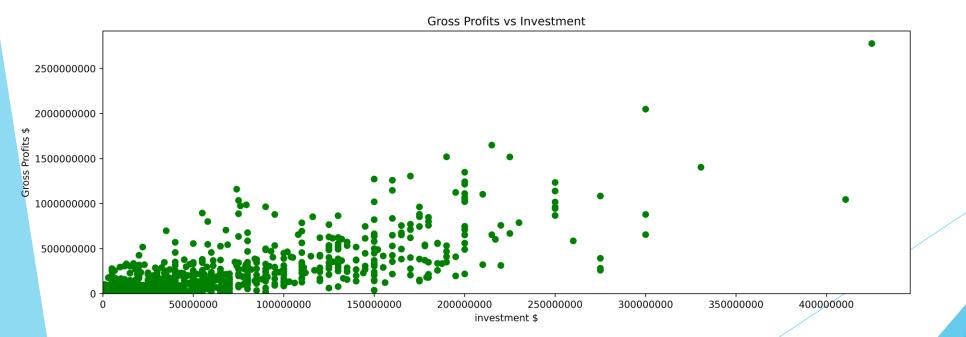
Business problem

- Define an expenditure limit for investors
- Improve investment priorities

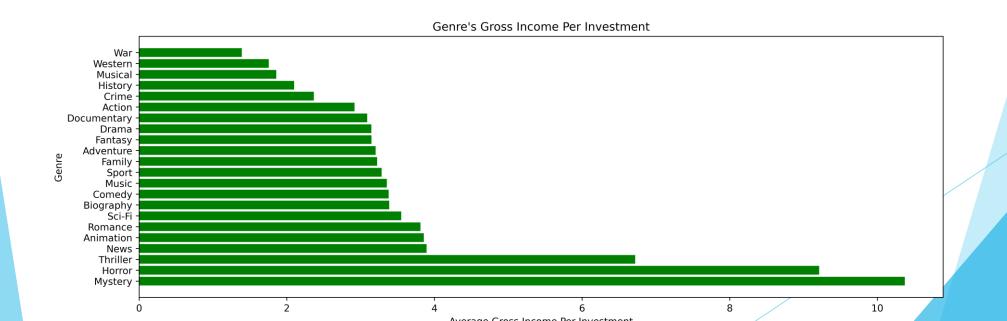
Data & method

Database includes 1632 movies divided into 22 genres published between 2010 to 2020

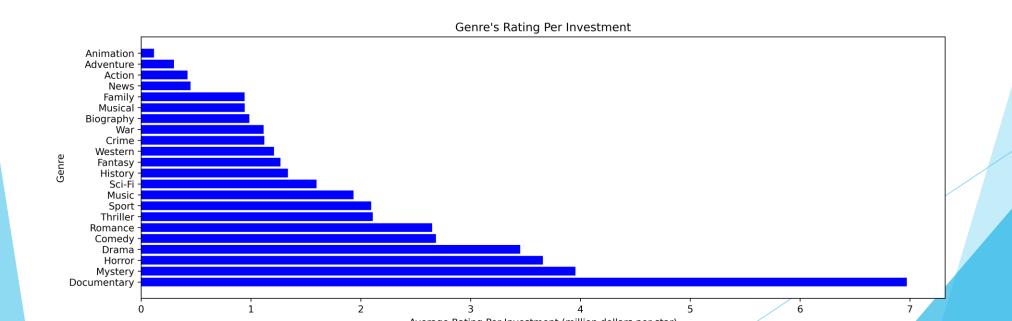
- Most movies are produced at under 100,000,000\$
- Although movies that have been produced for more money earned more money the ratio in not better



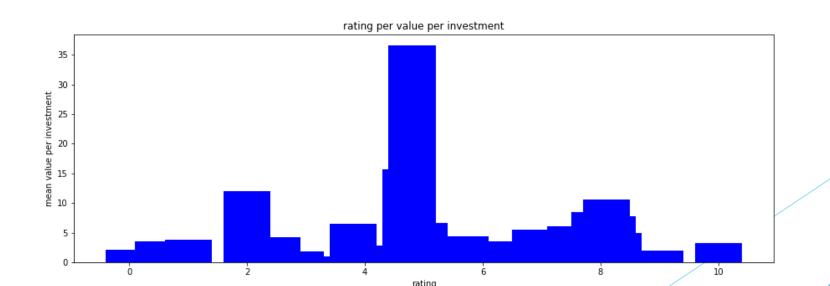
Mystery horror and thriller have the highest average profit to investment ratio.



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



There seem to be no real correlation between rating to movies profit.



Conclusion

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