

# 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

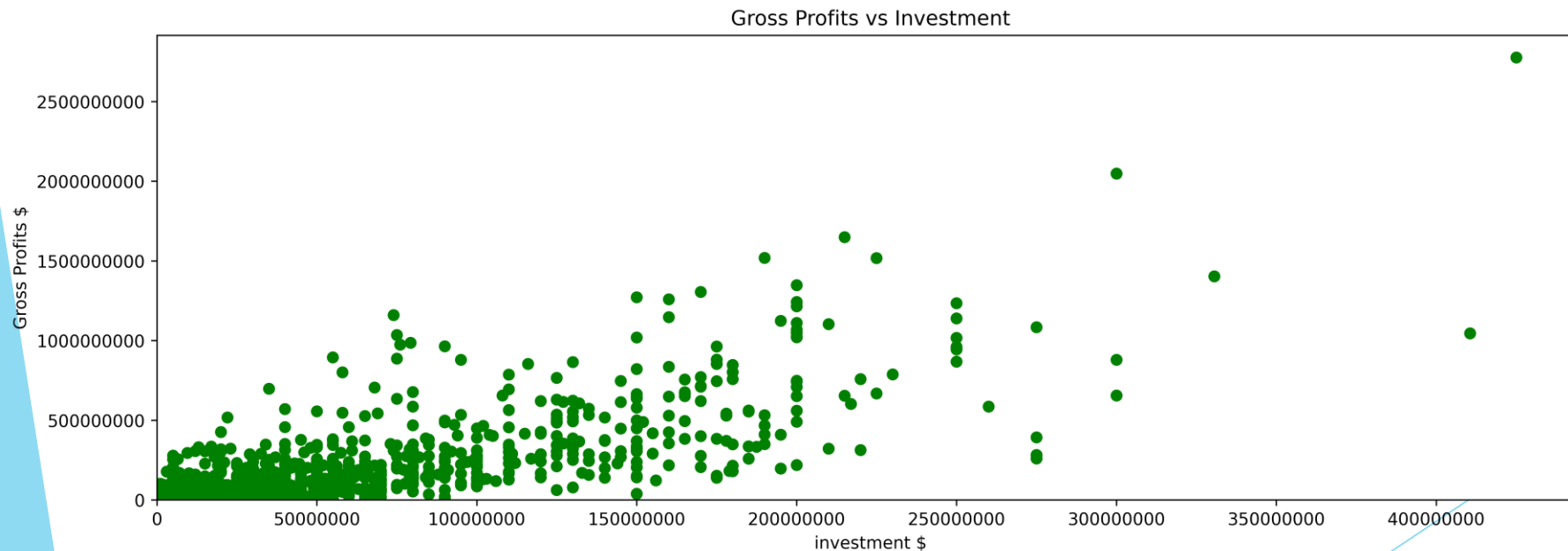
- ▶ Define an expenditure limit for investors
- ▶ Improve investment priorities

# Data & method

- ▶ Database includes 1632 movies divided into 22 genres published between the years 2010 to 2020, taken from imdb.

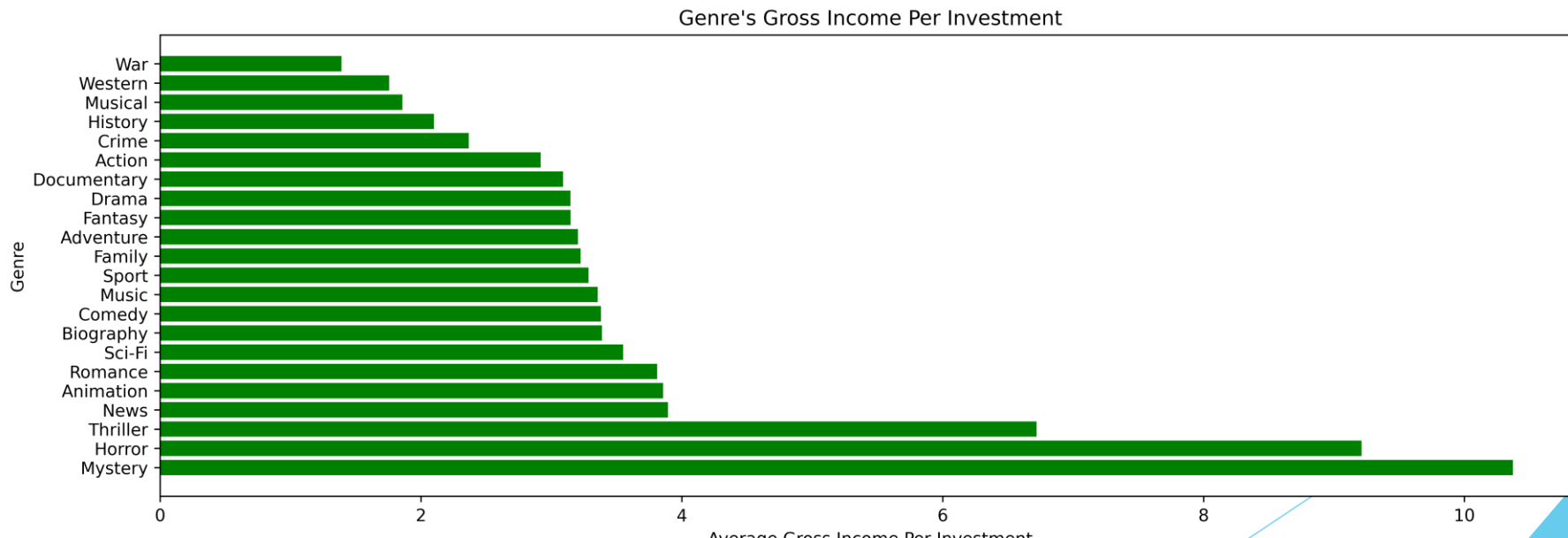
# Results

- ▶ There is no need 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



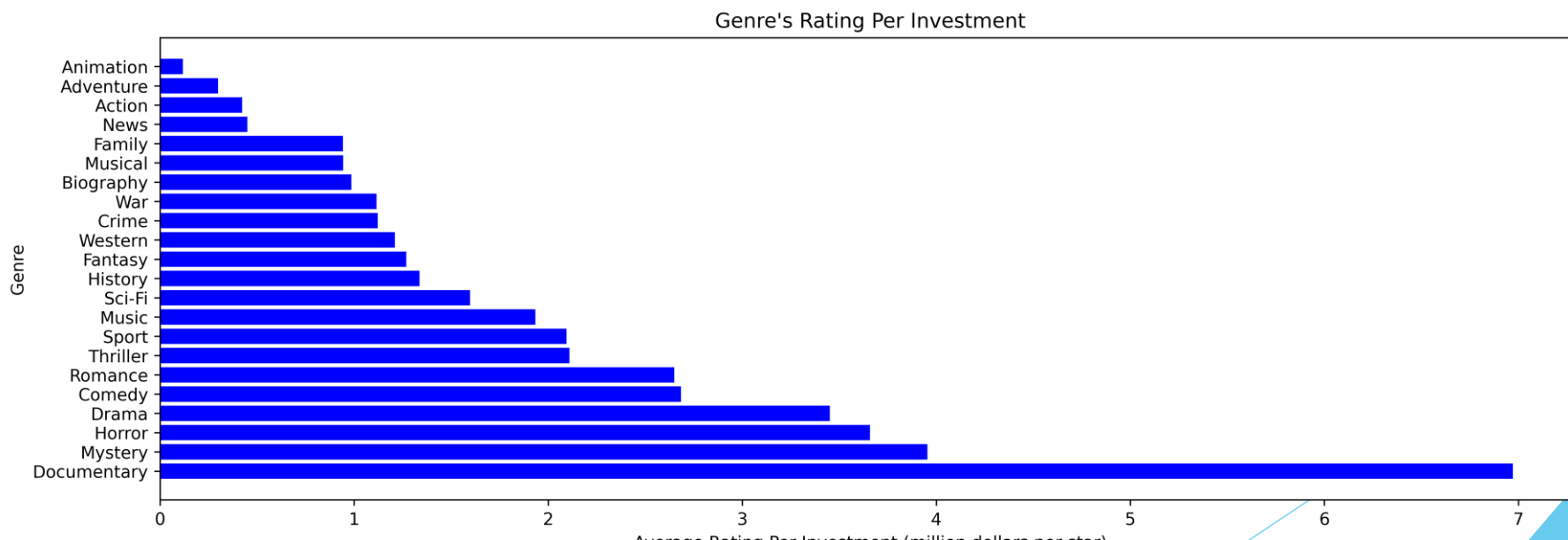
# Results

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



# Results

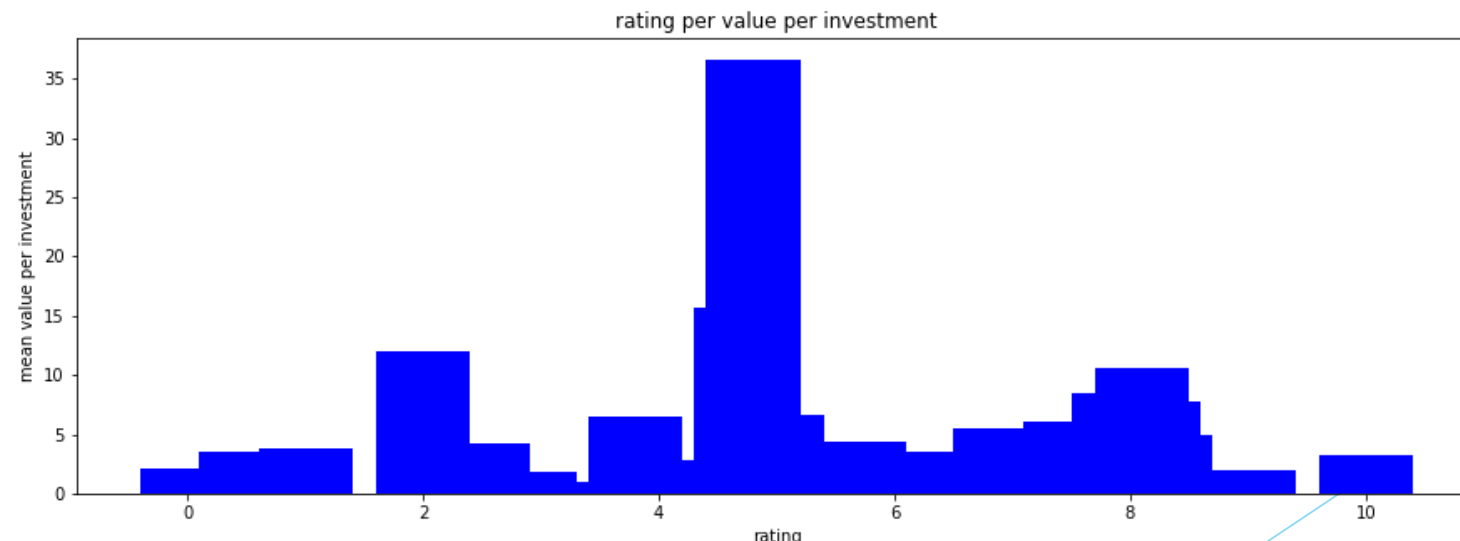
- ▶ Documentary mystery and horror have the highest average rating to investment ratio.





# Results

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



# Conclusion

- ▶ 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.