

Movie performance analysis

Guy Muchnik
February 3, 2022

Summery

- ▶ An analysis of movies production investment, profits and rating to increase profitability:
- ▶ It seems there is no reason to invest more than 50,000,000\$ 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

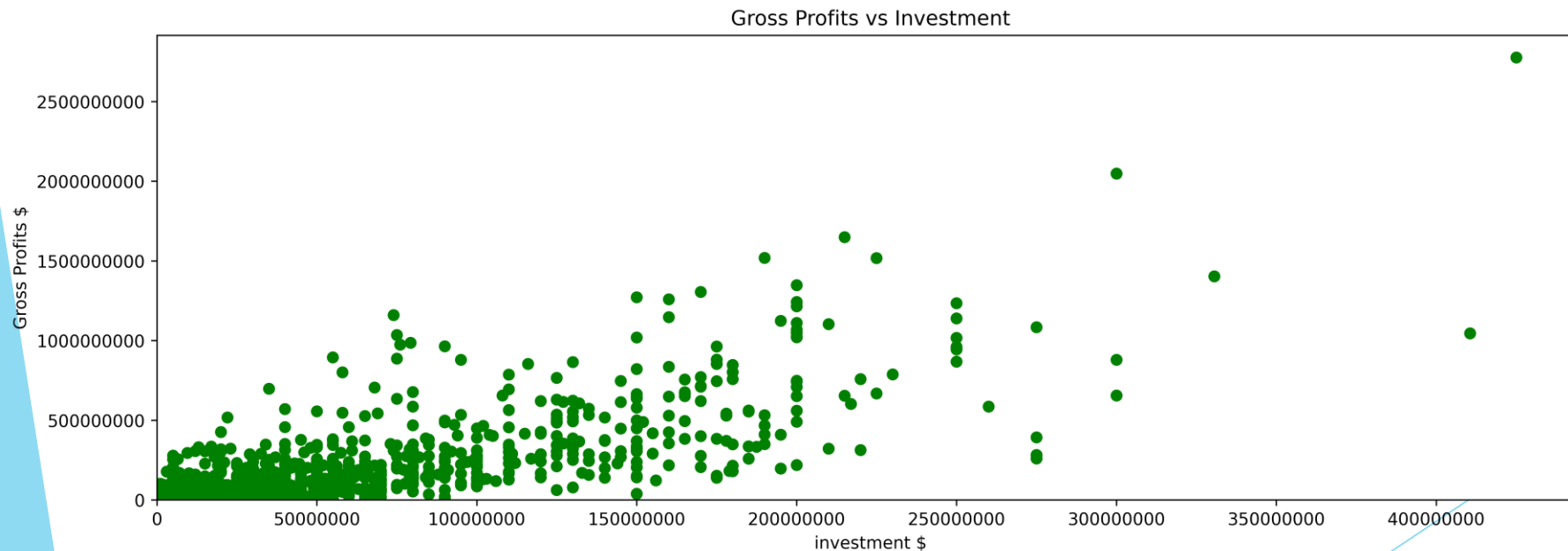
- ▶ Define an expenditure limit for investors
- ▶ Improve investment priorities

Data & method

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

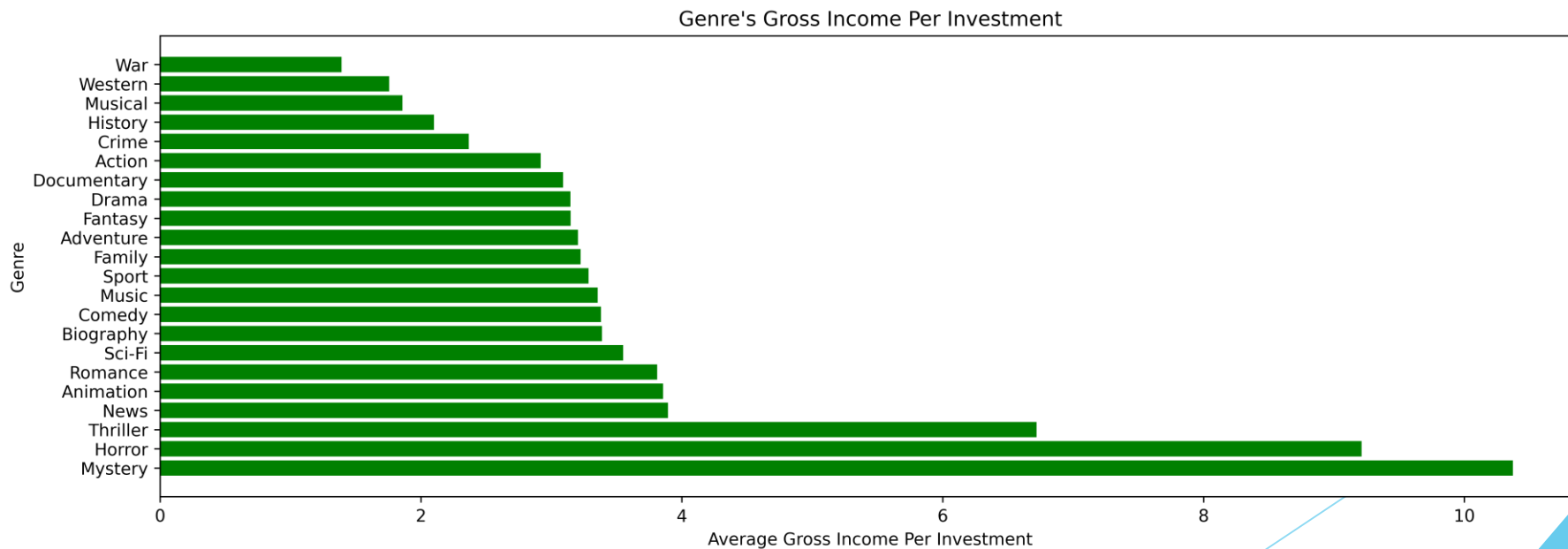
Results

- ▶ The mean production budget for movies is under 50,000,000\$
- ▶ Although movies that have been produced for more money earned more money the ratio is not better



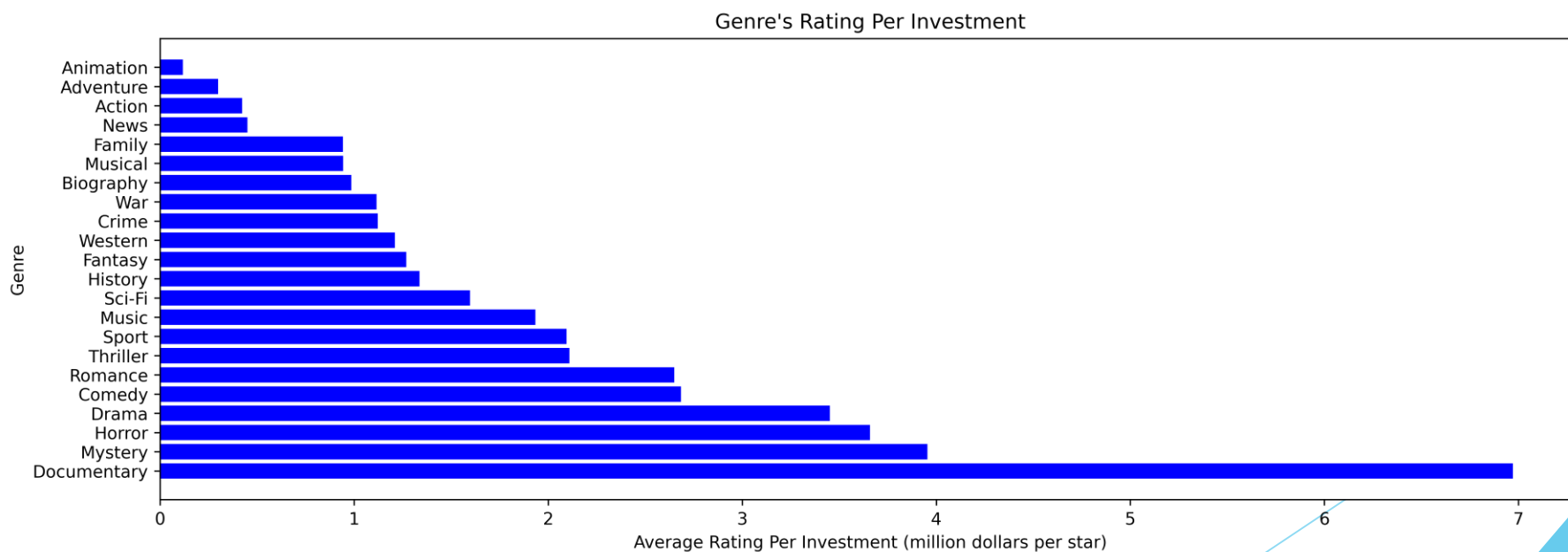
Results

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



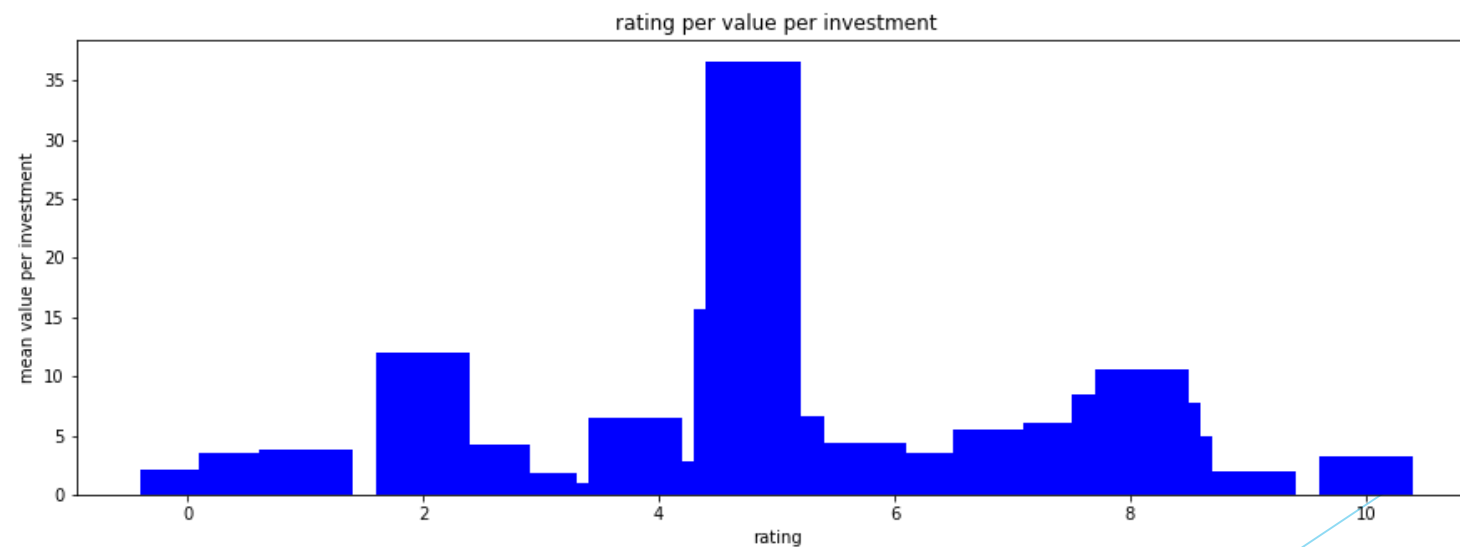
Results

- ▶ 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 50 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.

Conclusion

- ▶ Invest no more than 50 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.