

Movie Data Analysis

Let's explore what makes movies profitable!

PRESENTATION BY MIKE ROTH

Outline



**BUSINESS
PROBLEM**



METHODS



CONCLUSIONS



DATA

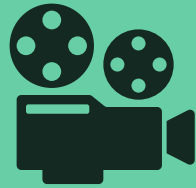


RESULTS

Business Problem



**WHAT GENRES
ARE THE MOST
PROFITABLE?**



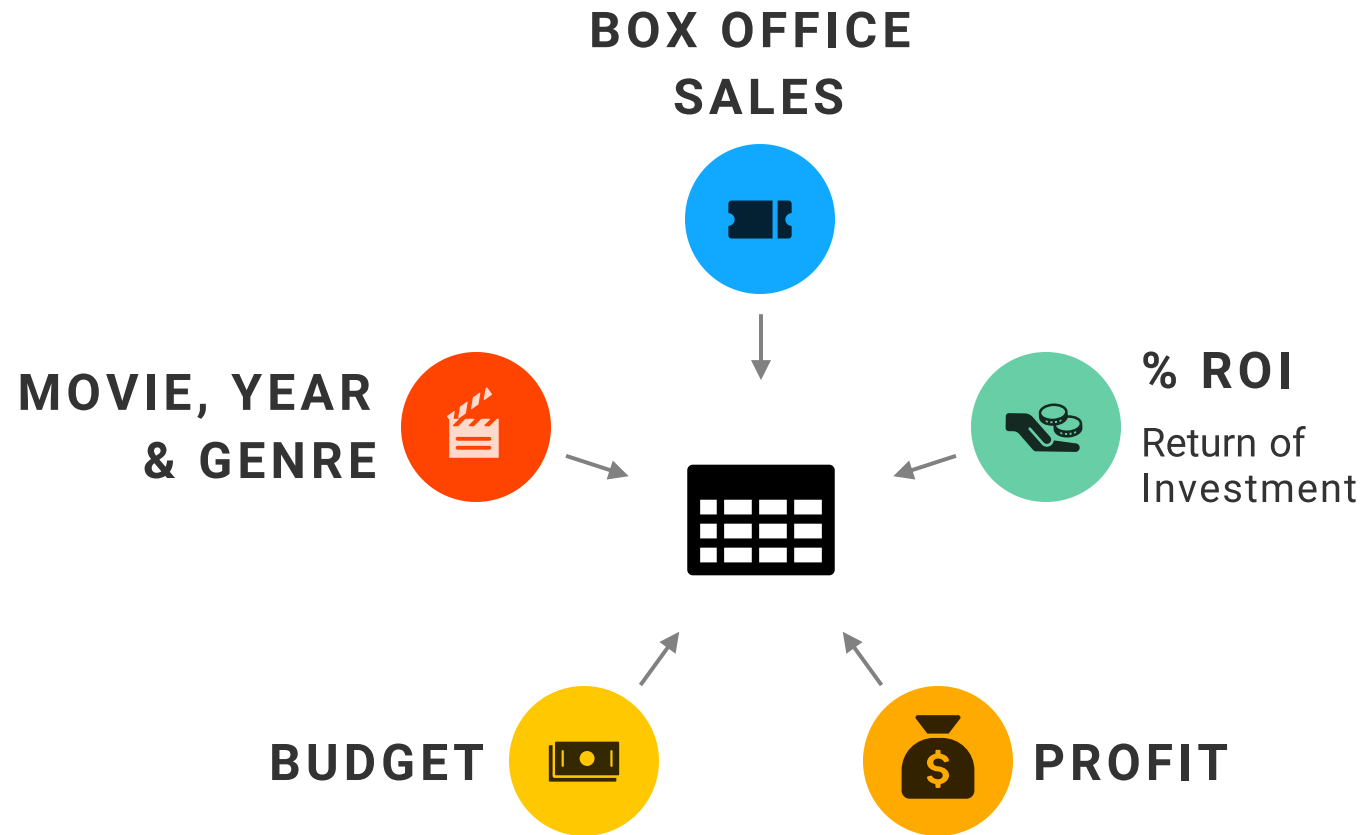
**WHAT KIND OF
GENRES DO
SUCCESSFUL
STUDIOS
PRODUCE?**



**WHAT IS THE
PROFITABILITY
BASED ON A
MOVIE'S
BUDGET?**



Movie Data



DATA SCRAPED FROM IMDB.COM

Methods of Comparison

BY GENRE

BY STUDIO

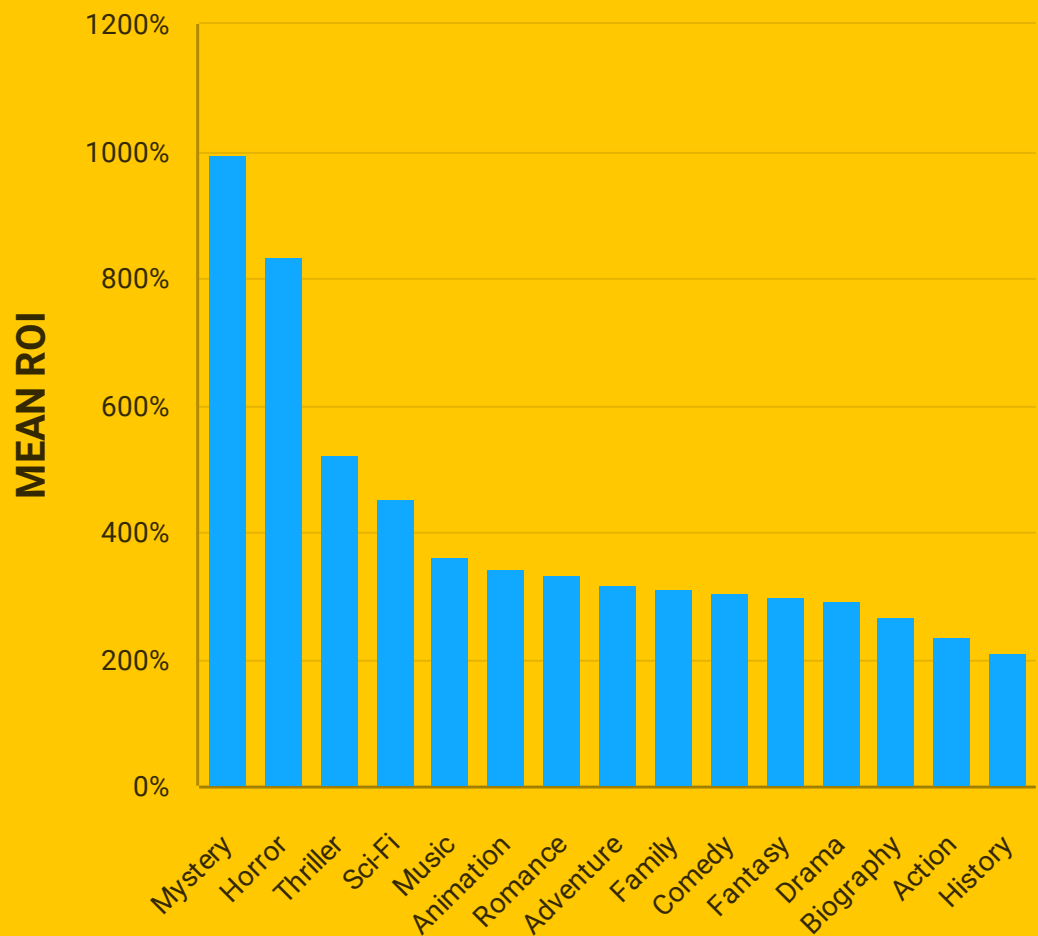
BY BUDGET

ROI & Profit

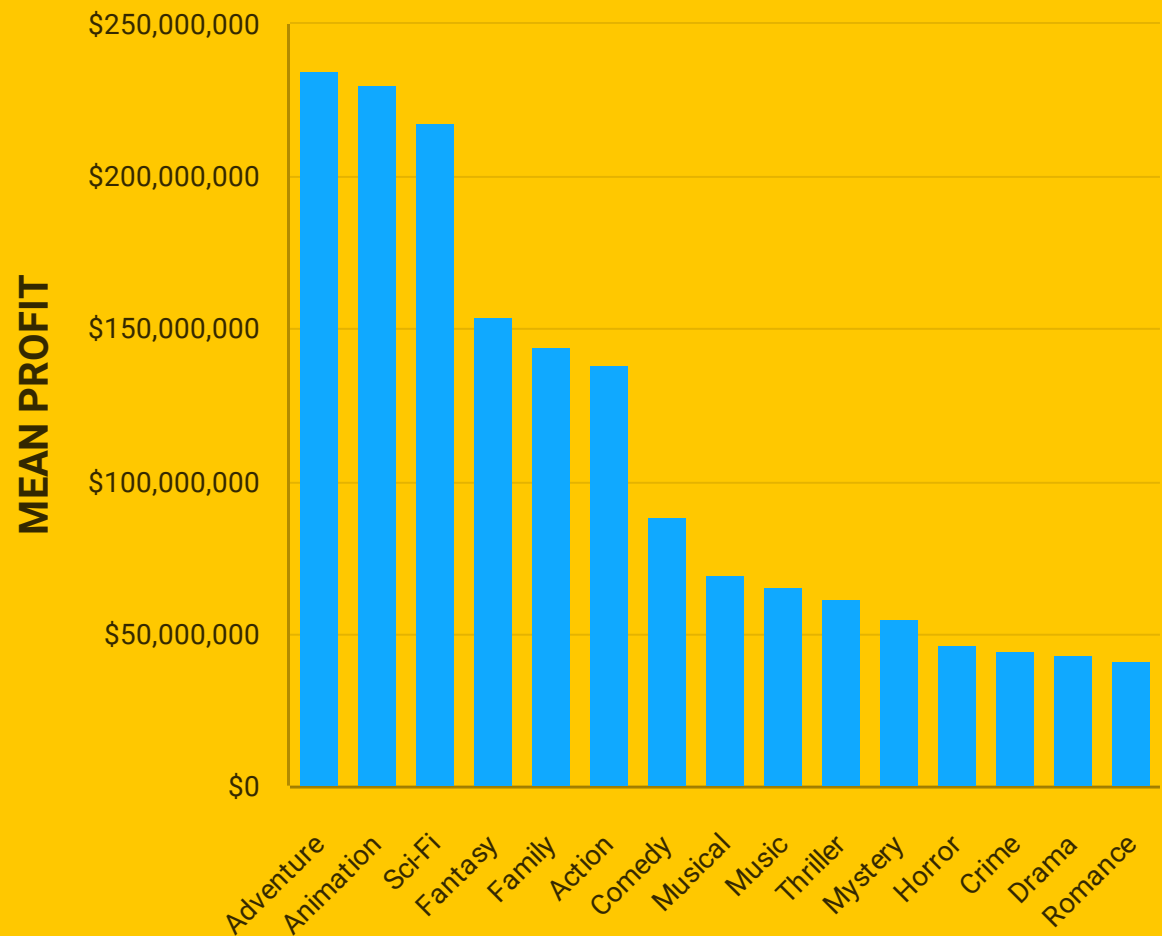


Genre Profitability

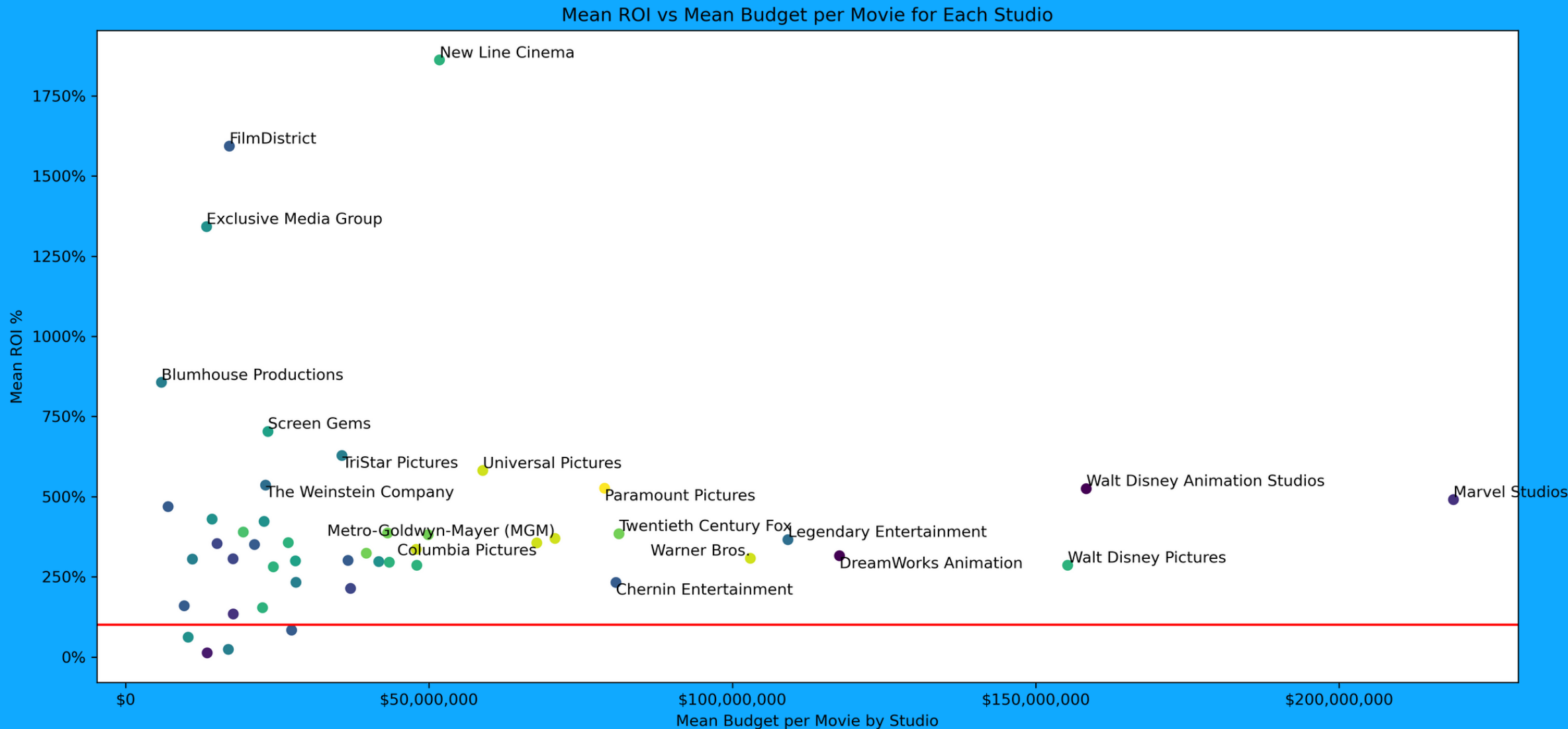
Mean ROI per Movie by Genre



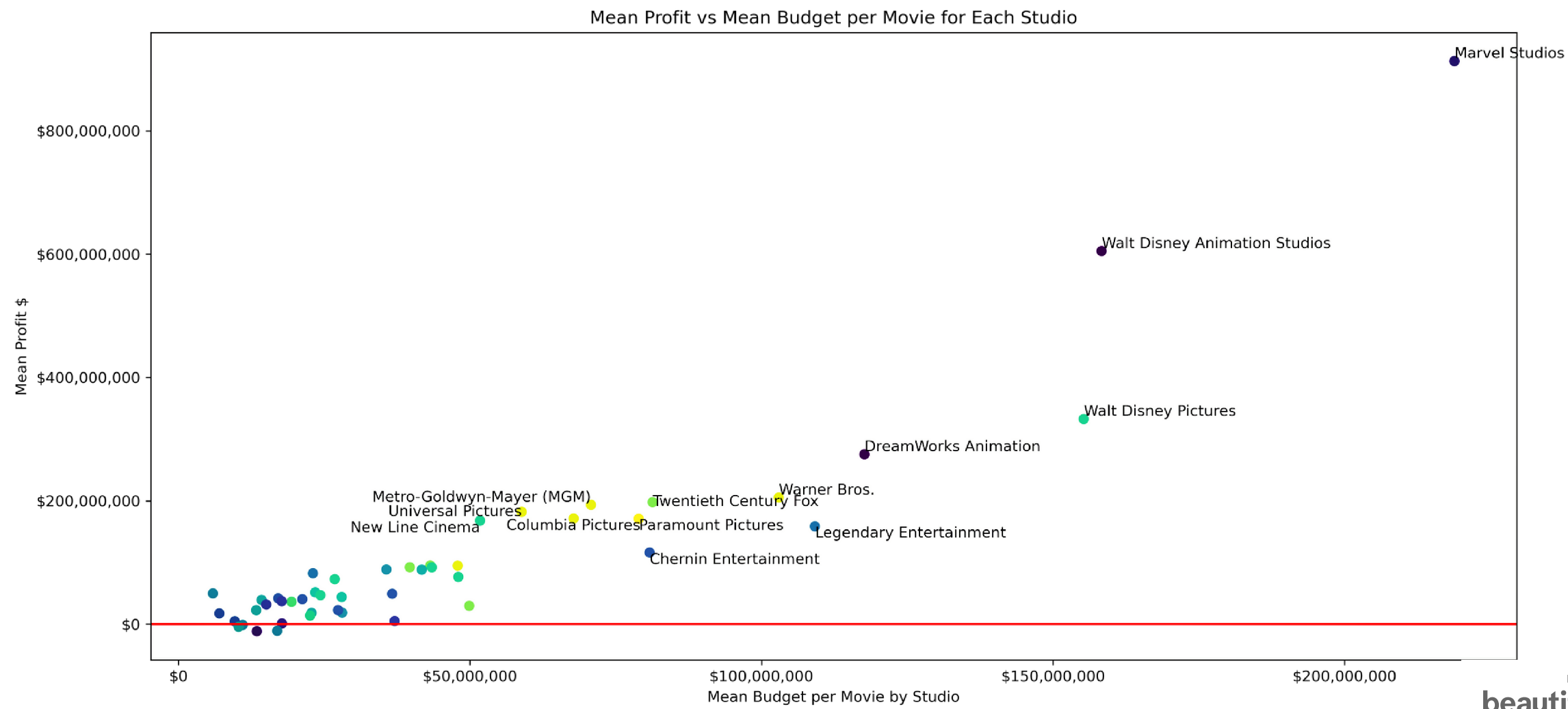
Mean Profit per Movie by Genre



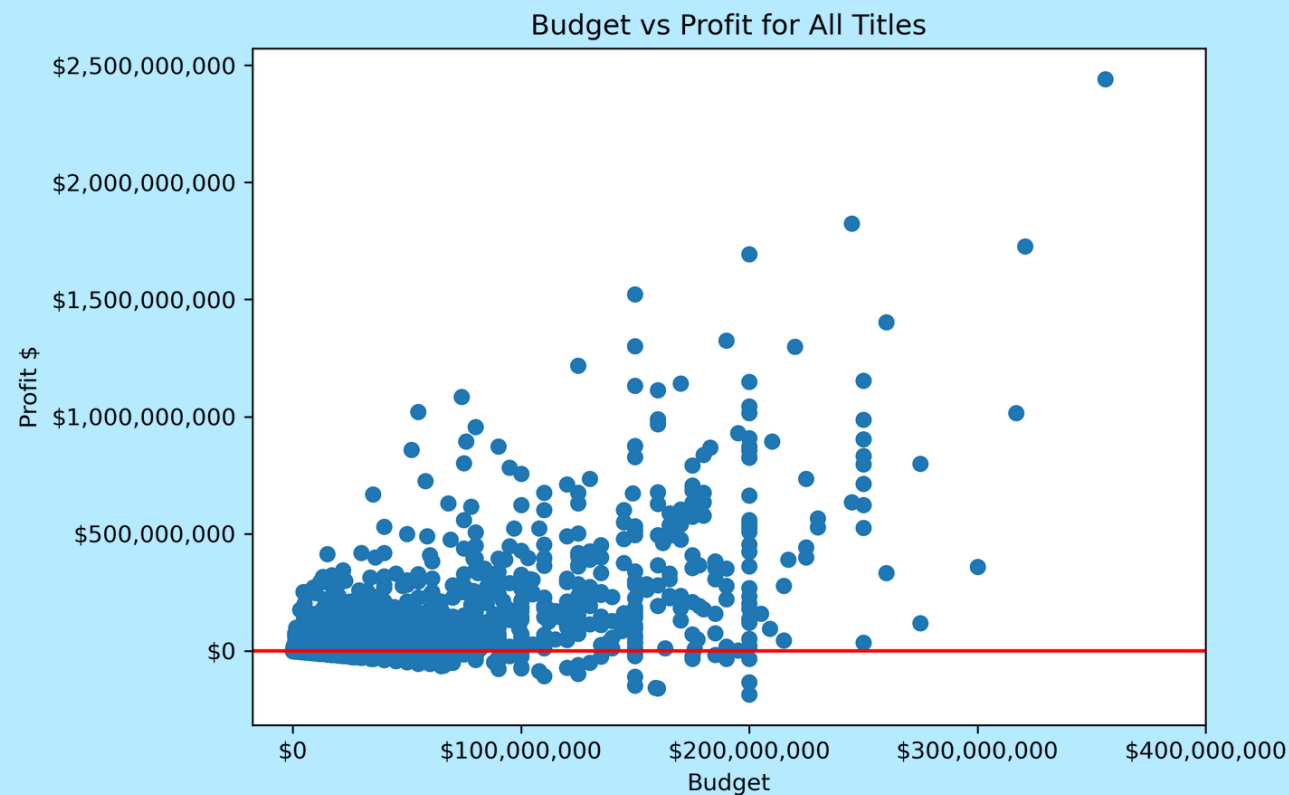
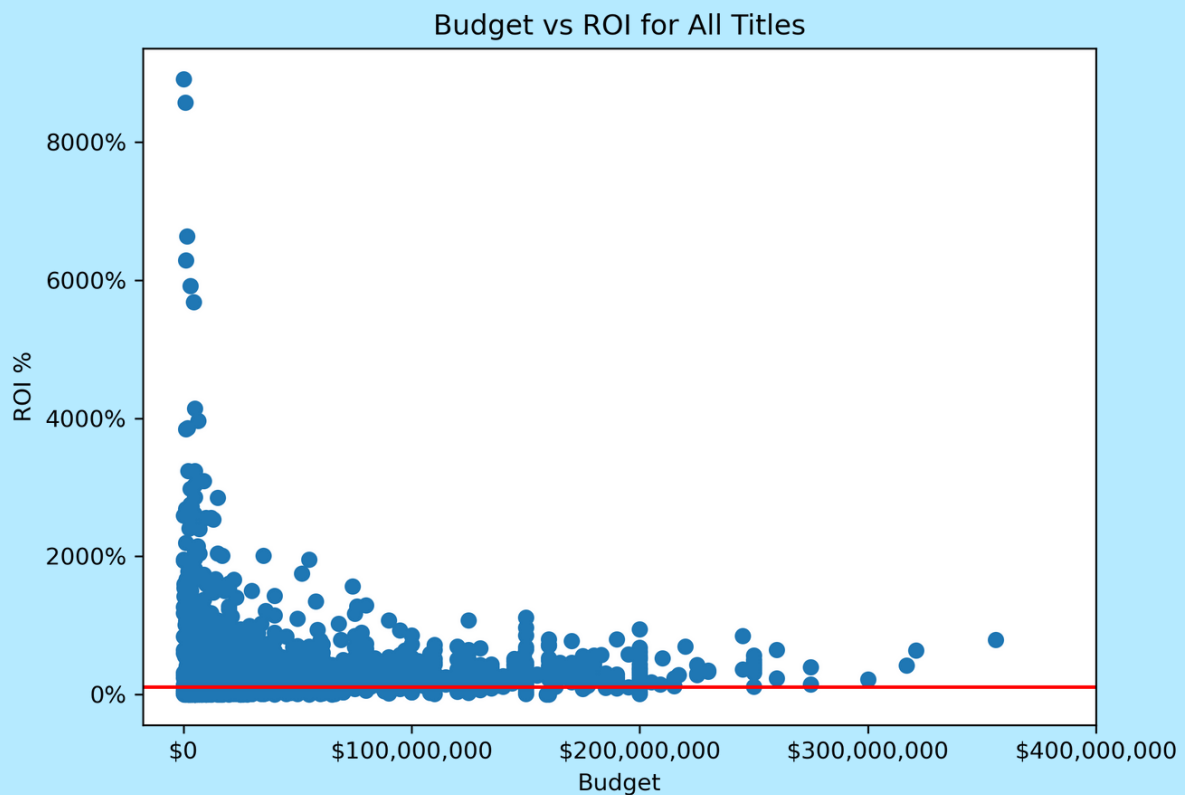
Studio Profitability



Studio Profitability



Budget Profitability



Conclusions

MICROSOFT SHOULD TAKE ONE OF TWO PATHS:

**SPEND LESS,
MAKE MORE**

OR

**SPEND MORE,
MAKE A LOT MORE**

- HORROR, MYSTERY AND THRILLERS HAVE HIGH RETURNS
- LOWER OVERHEAD COST
- LOWER OVERALL PROFIT

- ADVENTURE, ANIMATION, AND SCI-FI HAVE HIGH PROFITS
- HIGHER BUDGETS
- HIGHER OVERALL PROFIT

Next Steps



STREAMING DATA



ROYALTIES



FRANCHISES



Thank you!

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