

Movie Industry Profitability Analysis

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Key Questions

- What are the most profitable movie genres?
- What are the top studios based on profit within those genres?
- What spend levels appear to indicate the best possibility of showing a profit, and how much should Microsoft expect to spend on a typical project?

Data

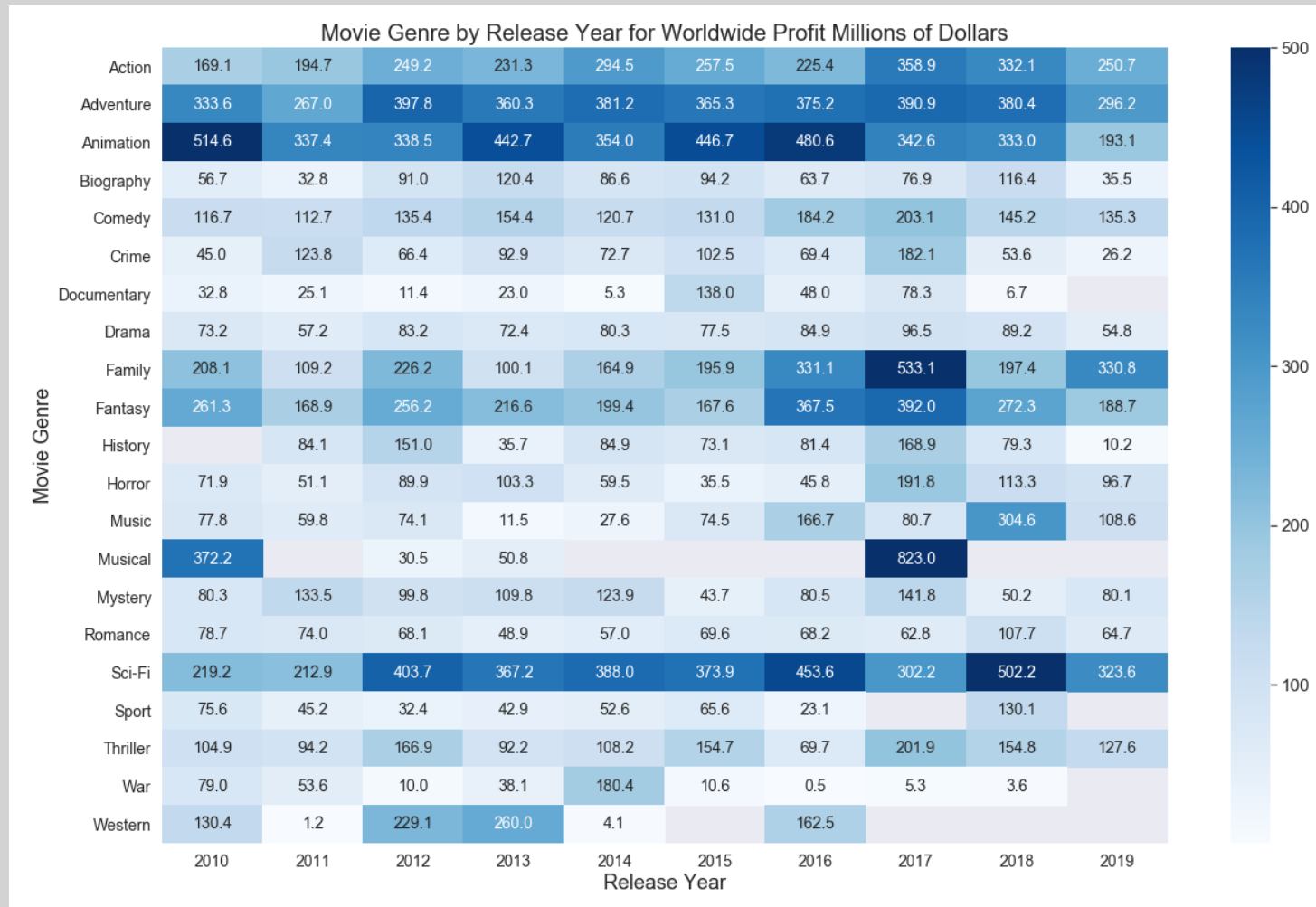
The datasets analyzed came from:

- IMDB
- Box Office Mojo
- The Numbers

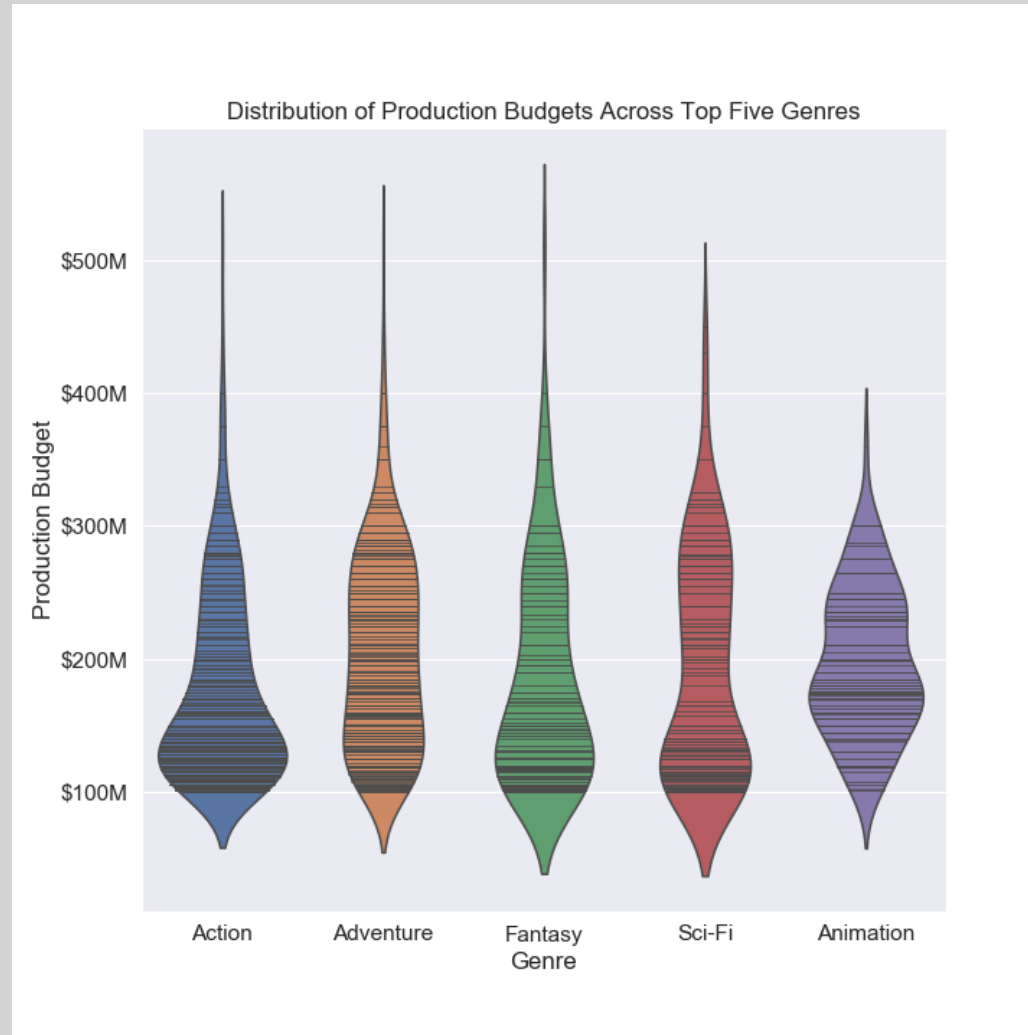
The analysis centered around the following data for 2010-2019:

- Genre
- Worldwide Profit
- Studio
- Production Budget

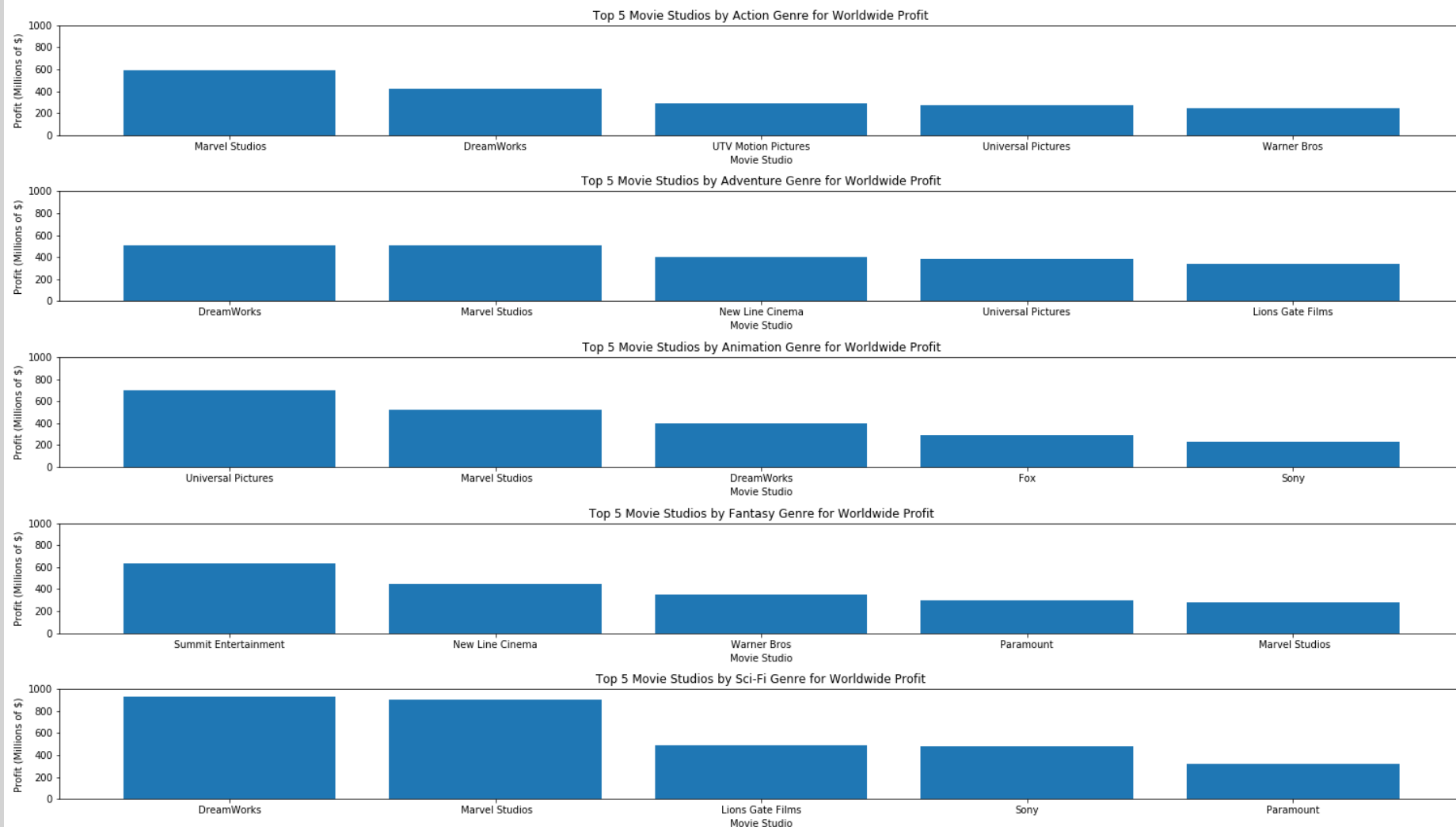
Most Profitable Genres



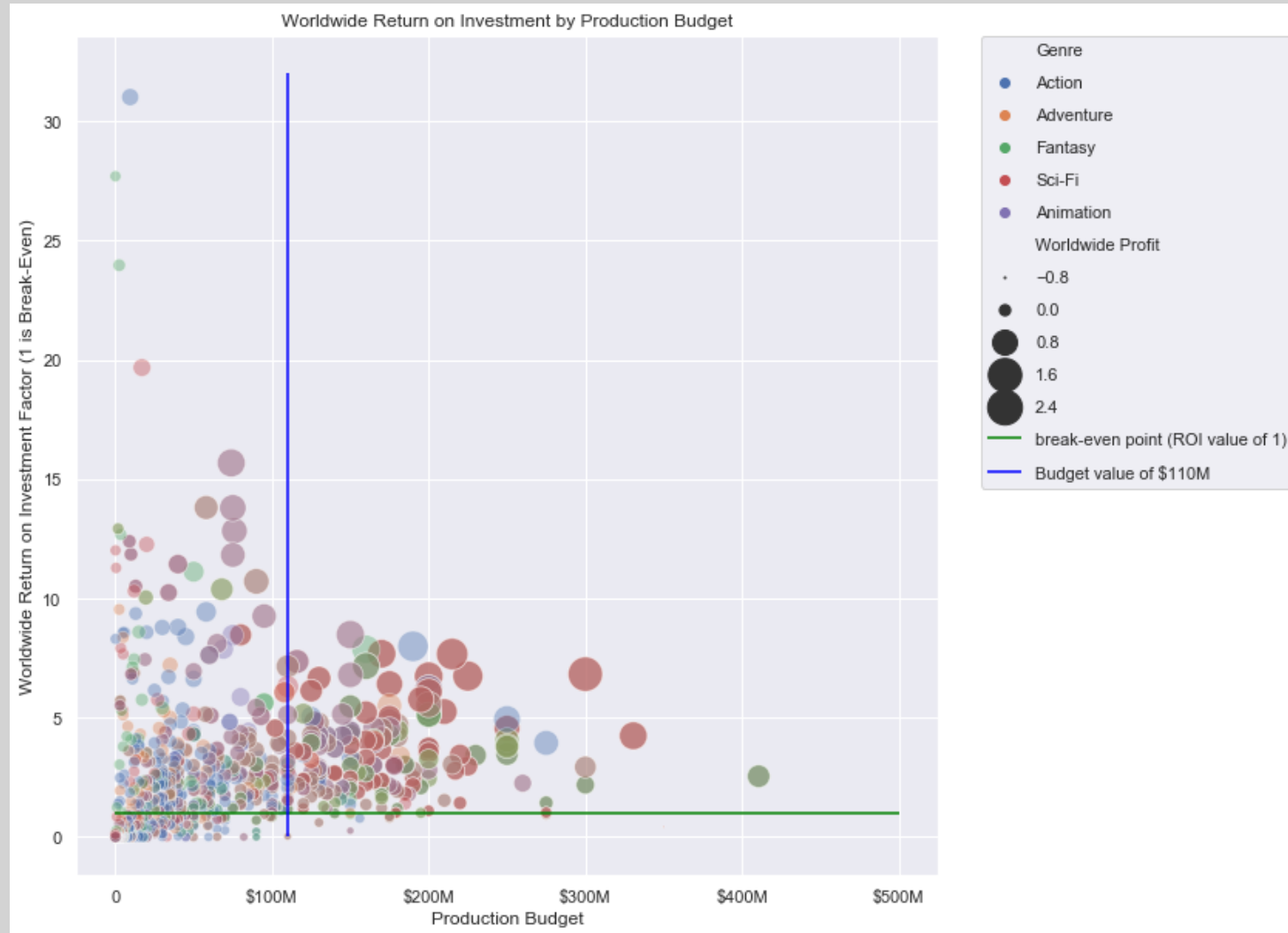
Popular Genres by Production Budget



Top Studios by Top Genre



ROI vs Production Budget



Recommendations

- Providing content in the Action, Adventure, Animation, Fantasy, or Sci-Fi genres will be most profitable.
- Acquiring or partnering with a top studio (Marvel Studios, DreamWorks, Universal) will maximize returns.
- Though there is possibility of higher return on investment at lower spend levels, there is also much higher rate of net loss.
- Recommend spend level of around 110M or higher as there is low likelihood of losing investment, and larger net profits despite the lower ROI values.

Further Research

- Determine which studios have the highest ROI vs Production Budget
- Understand the effects that the Directors, Writers, and Cast have on ROI
- Obtain data from additional resources to ensure accuracy and to provide more insightful analysis



Questions