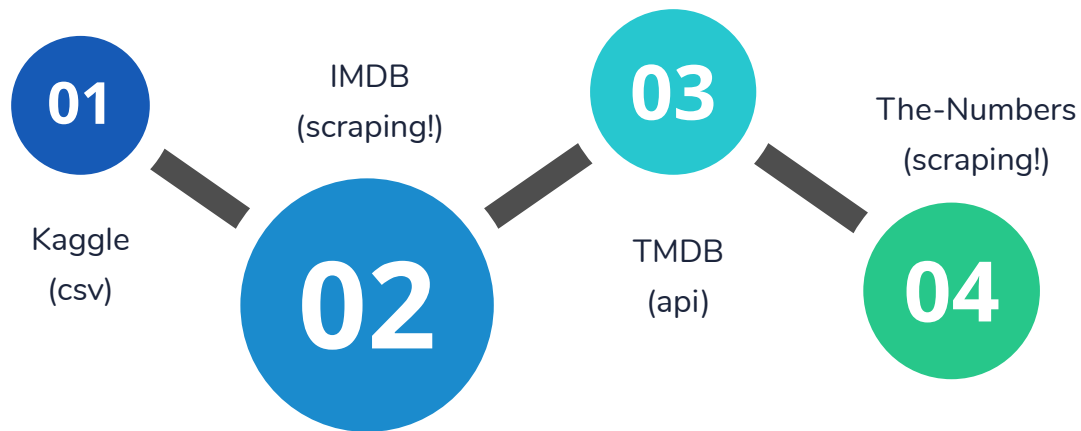




# IMDB +

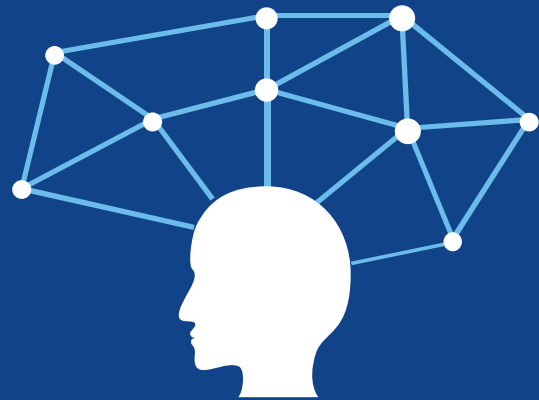
An Exploration into the Entertainment  
Industry

# OUR PROCESS



# IMDB + TMDB

A case study of 2018





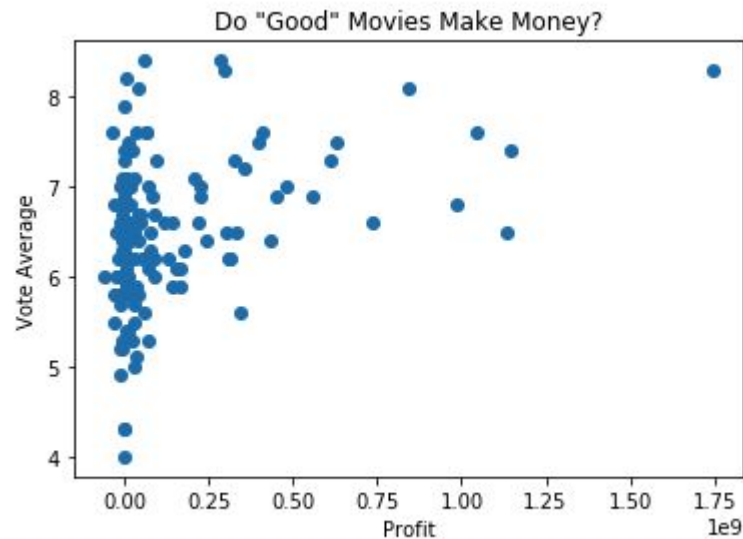
# “Good” Movies

Money-makers vs. crowd-pleasers

1

# Do “good” movies make money?

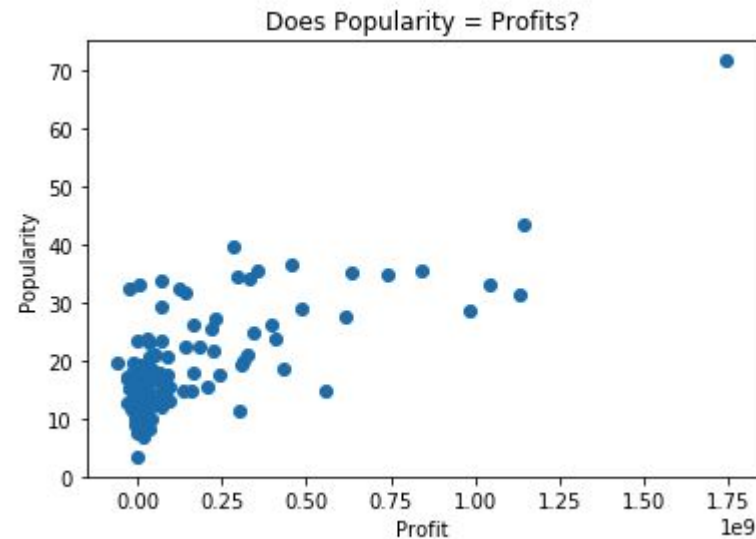
Comparing **vote average (score)** and **profit**



# “Popularity” = profits?

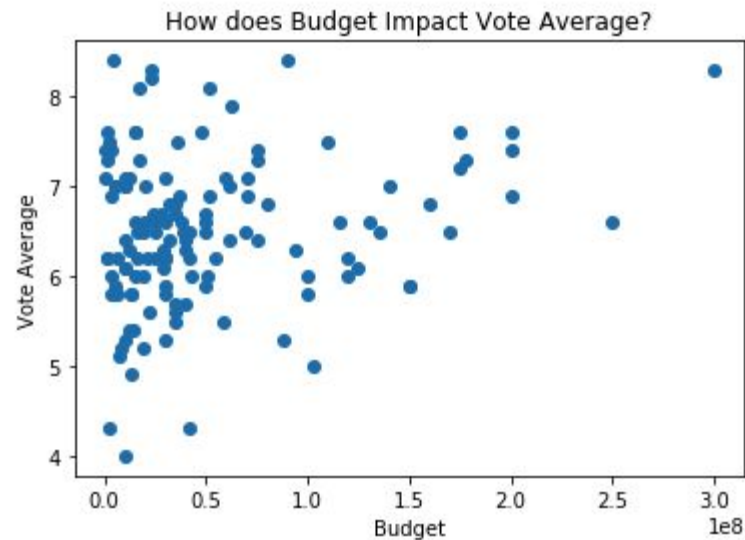
Comparing **popularity\*** and **profit**

\*another TMDB metric, calculated via their own algorithm



# How does **budget** impact **score**?

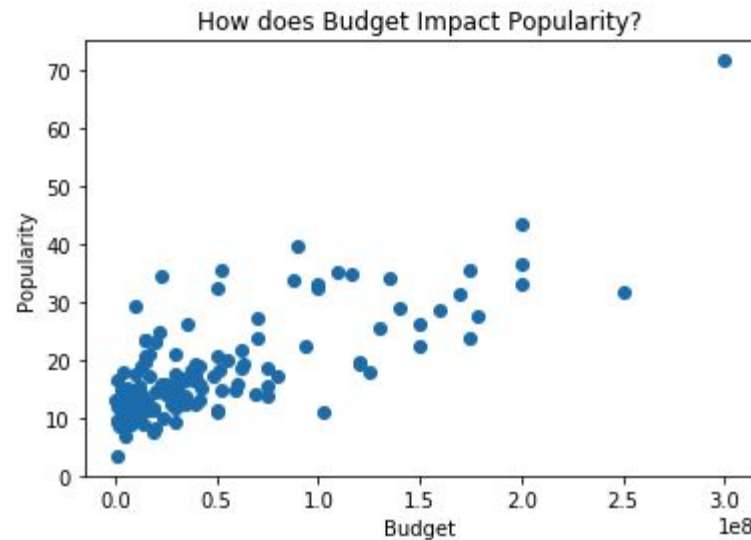
Comparing **budget** and **vote average (score)**



# How does **budget** impact **popularity**\*?

Comparing **popularity**\* and **budget**

\*another TMDB metric, calculated via their own algorithm







# Production Companies

2

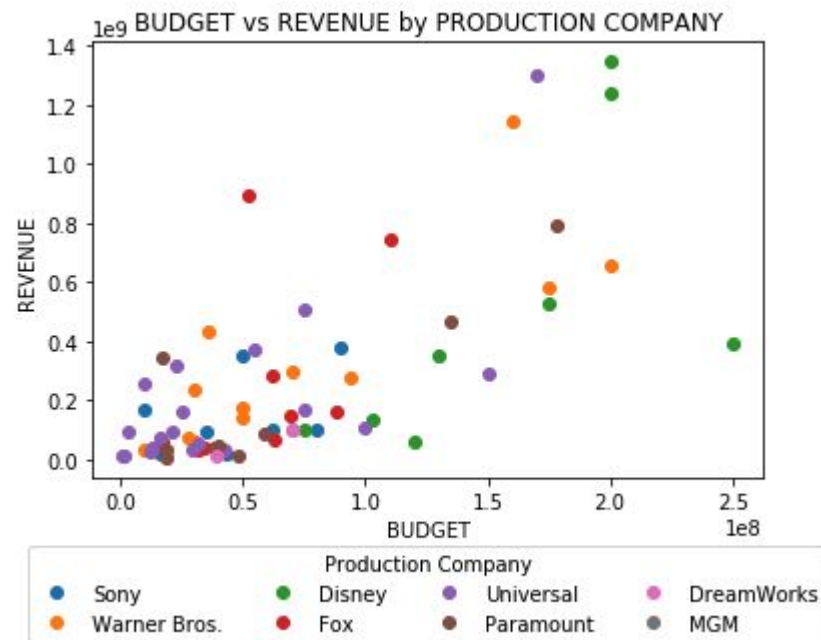
What role do production companies play in the entertainment industry?

# Budget vs Revenue

## *By Production Company*

Does production company impact budget?

Does production company impact revenue?

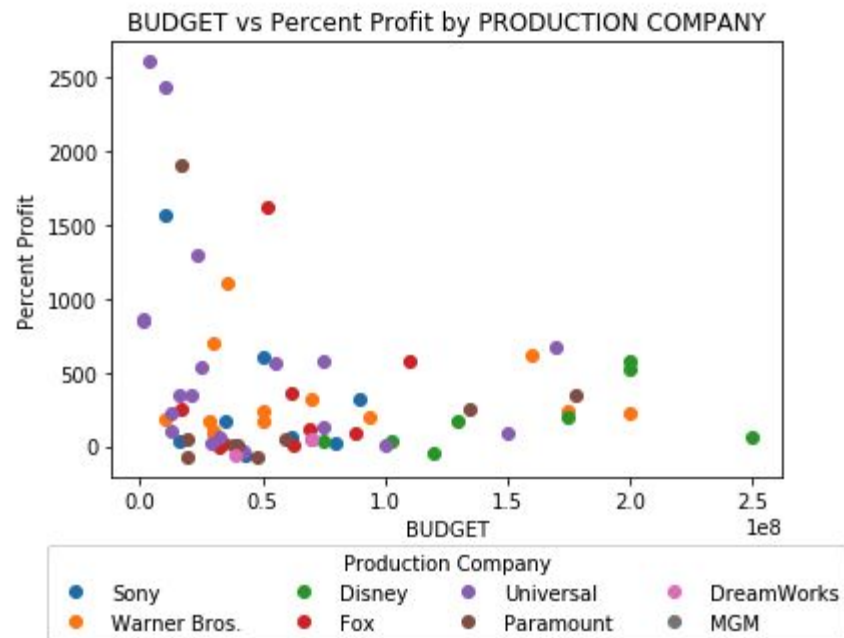


# Budget vs Percent Profit

*By Production Company*

Does production company impact budget?

Does production company impact percent profit?

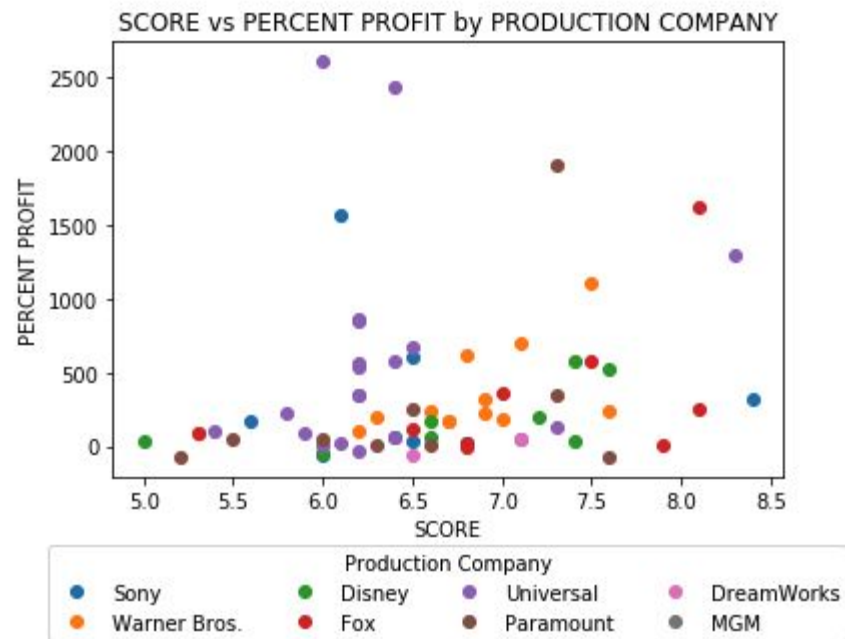


# Score vs Percent Profit

*By Production Company*

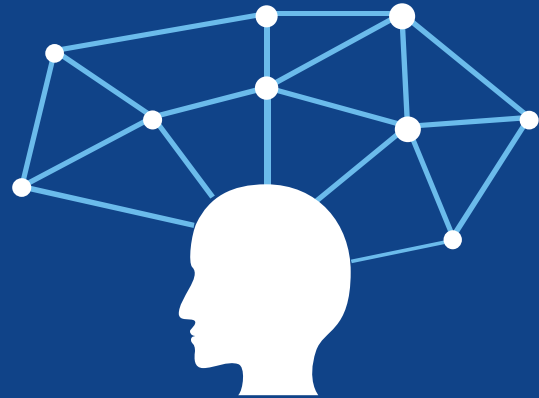
Does production company impact score?

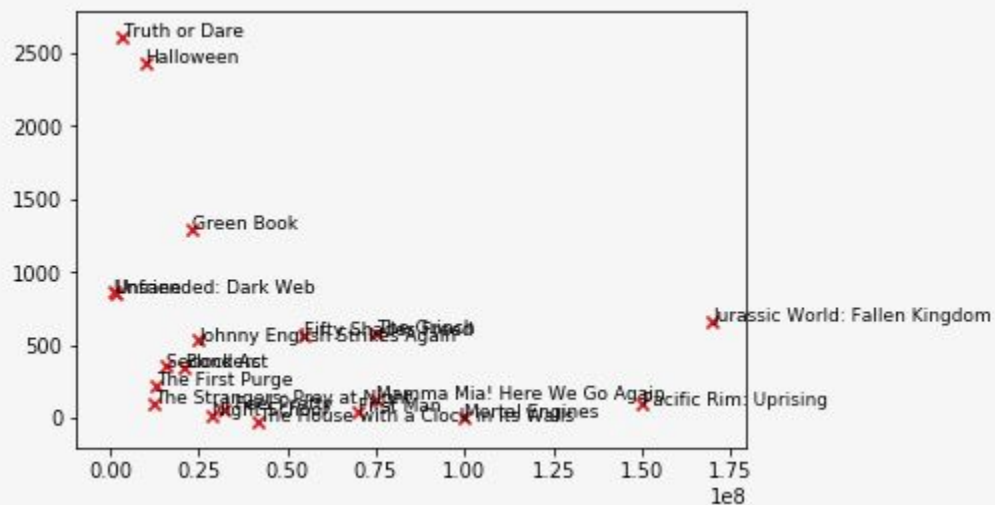
Does production company impact percent profit?

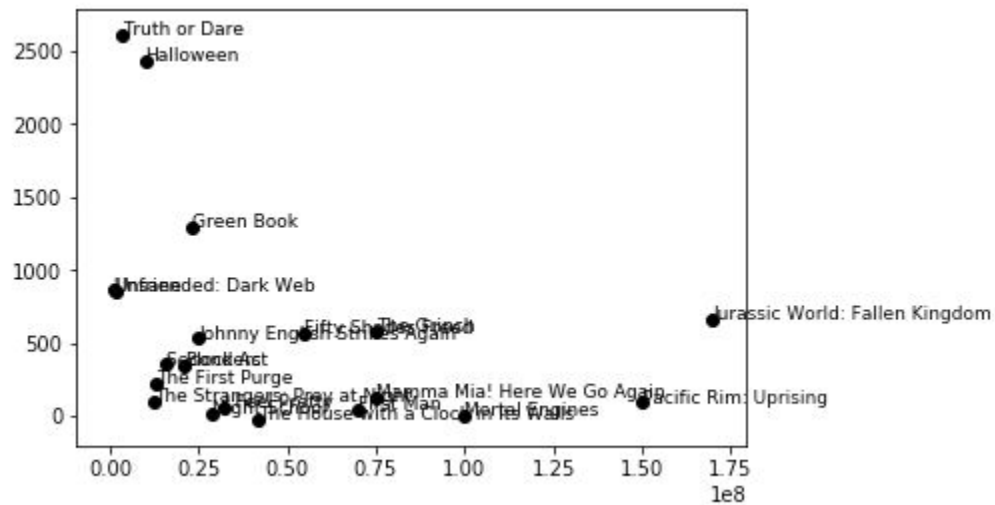


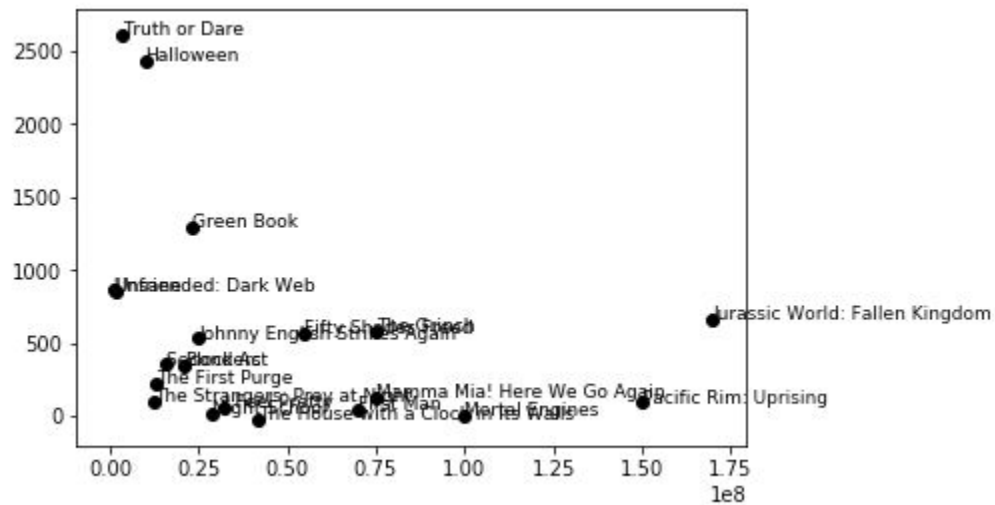
# CODE REVIEW!

Scraping with Kendra & Analysis with Ali

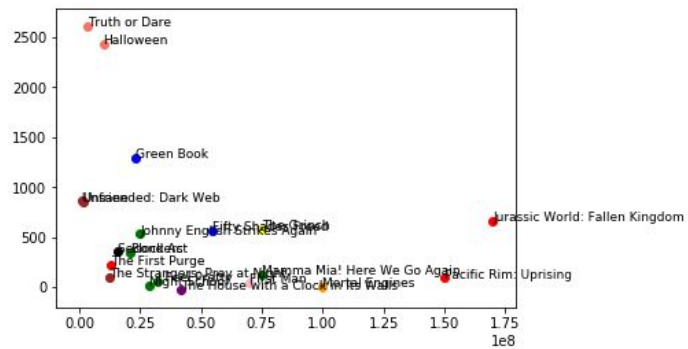












Universal 2018 Portfolio

- Drama
- History
- Comedy
- Adventure
- Thriller
- Action
- Drama
- Comedy
- Comedy
- Comedy
- Fantasy
- Action
- Animation
- Thriller
- Action
- Romance
- Comedy
- Horror
- Horror
- Horror

## Universal Studios Portfolio, 2018

Thriller movies had the best return on investment for the studio this year. Action and adventure movies cost the studio a lot of money to make, and, as in the case with *Mortal Engines* and *Pacific Rim: Uprising*, weren't always worth the price.

