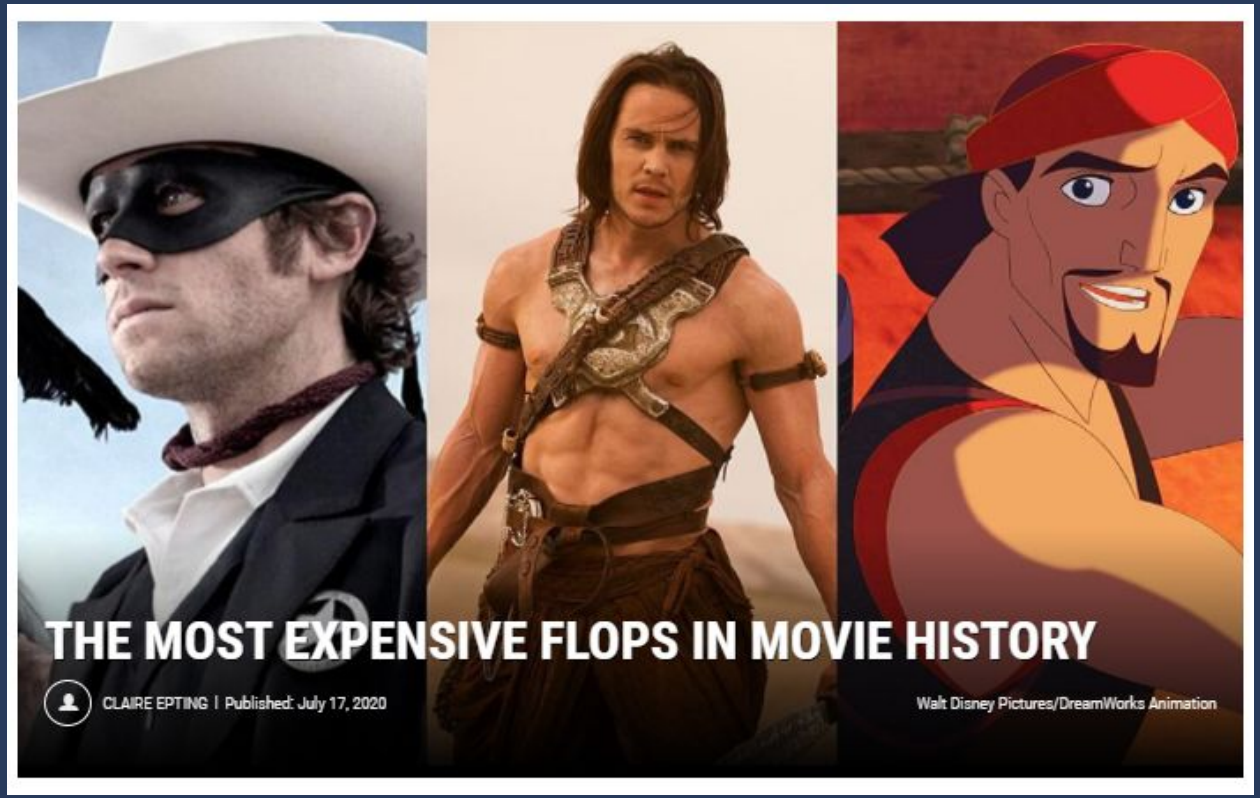
Descriptive Analytics Exercise

June 4, 2021

Use Case: How to not flop an expensive movie?



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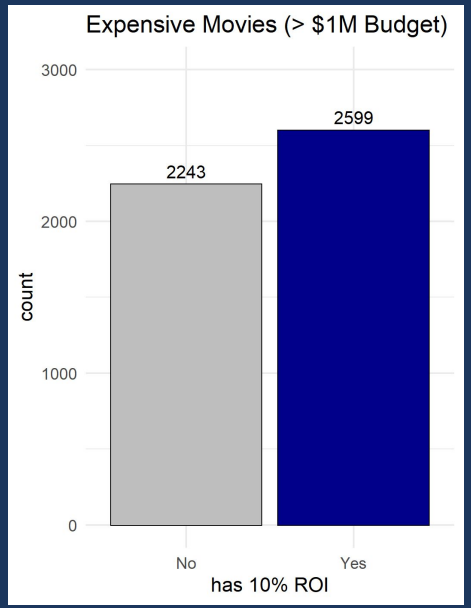
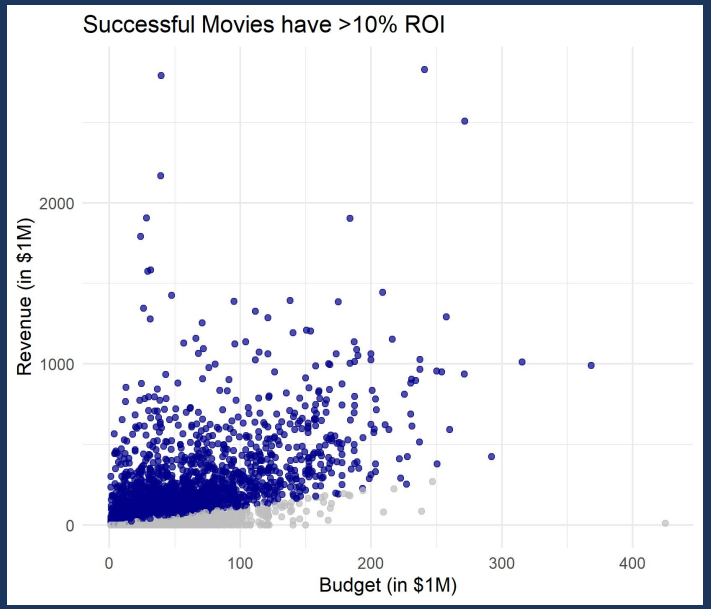
Problem: Expensive movies give no assurance that the movie will always be profitable.





Source: IMDB 10k Movies Dataset | Note: budget and revenue were adjusted according to the inflation

Use Case: How to not flop an expensive movie?

Problem: What makes a successful expensive movies?

Compare Profitable Movies on the following characteristics:

- Popularity Score
- Movie Runtimes
- Vote Count
- Vote Average
- Release Year
- Release Month
- Genre

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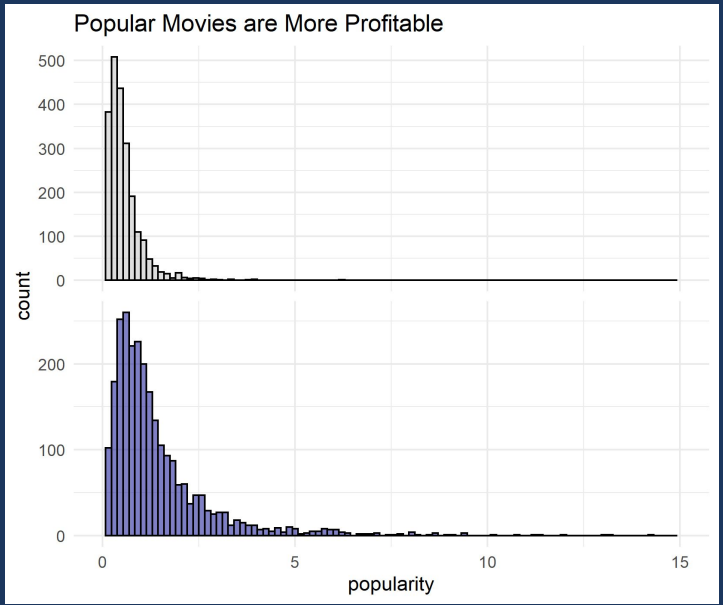
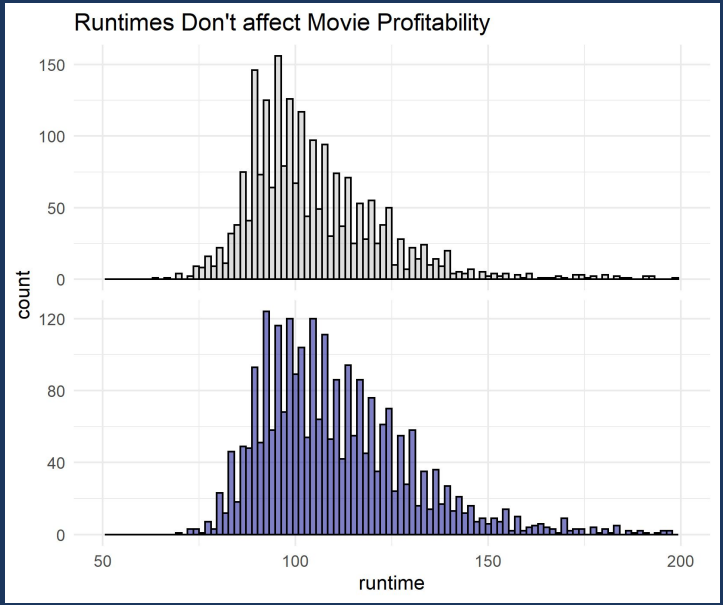
Flopped Movies versus Successful Movies





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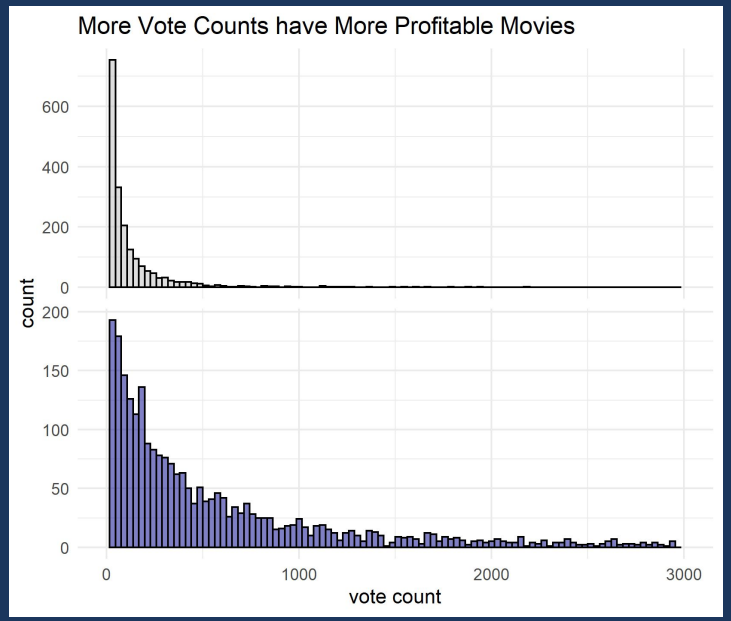

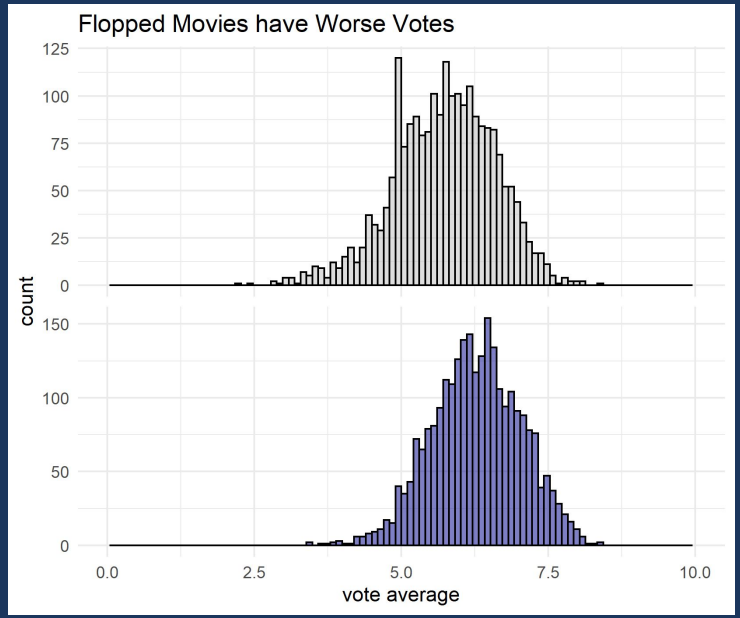

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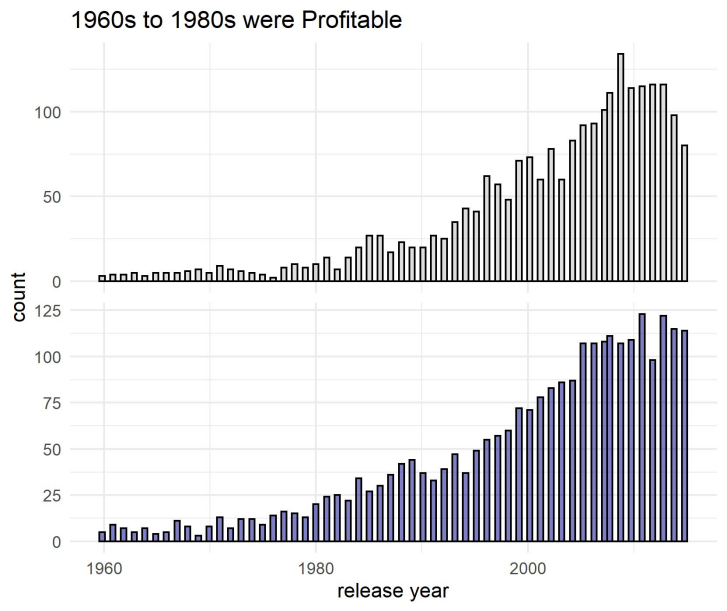

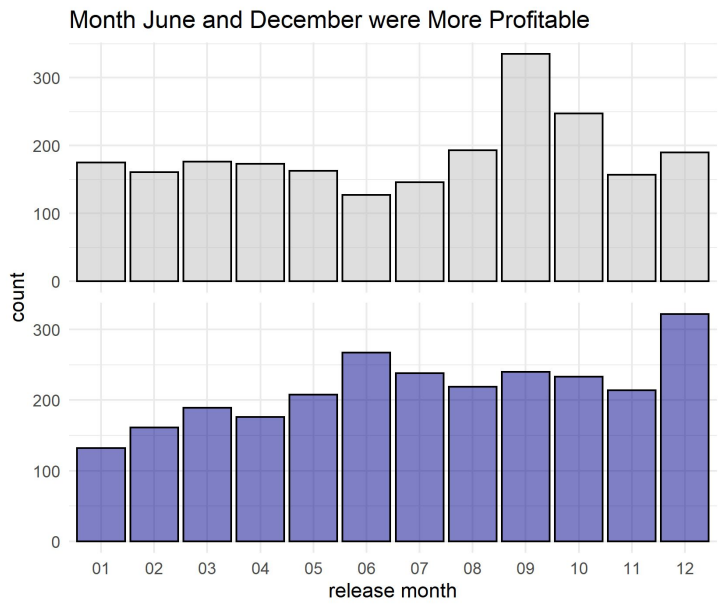

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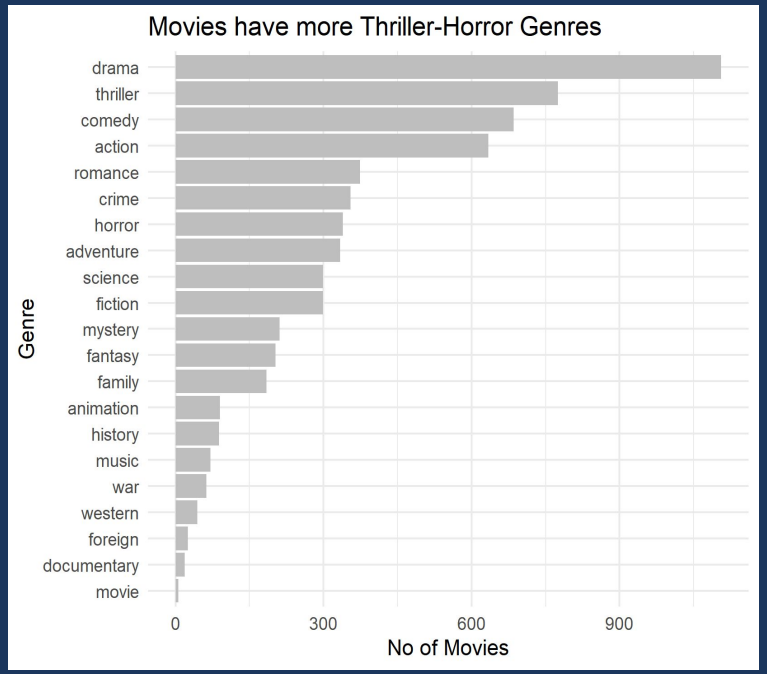
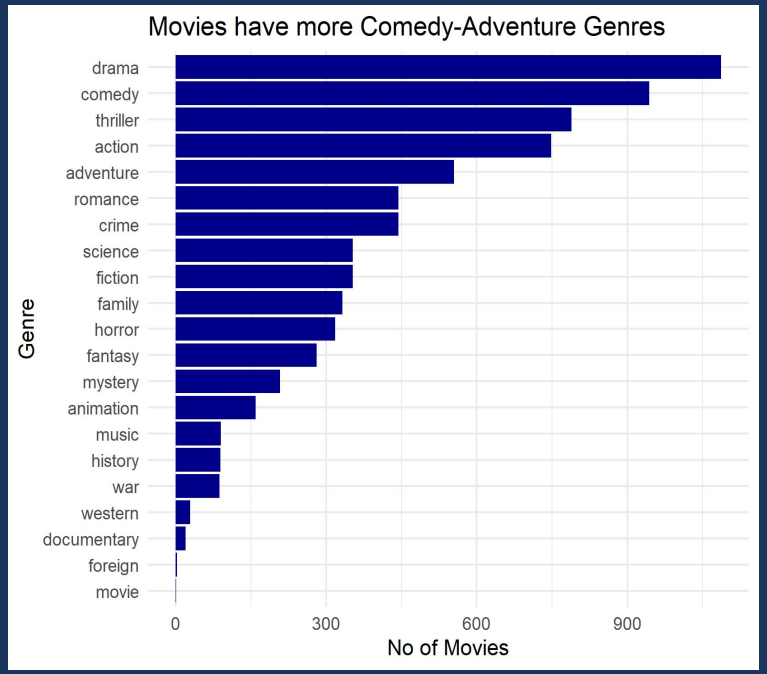
Flopped Movies versus Successful Movies





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Summary: What makes a successful expensive movies?

Successful Movies have the following characteristics:

- **Popularity Score**, popular movies are more profitable
- **Movie Runtimes,** runtimes don't affect profitability
- **Vote Count**, more vote counts implies more profitability
- **Vote Average**, flopped movies have worse votes
- **Release Year**, movies in 1960s to 1980s were more profitable
- **Release Month**, more profitable movies release in June and December
- **Genre**, more profitable movies are in comedy-adventure genre while more flopped movies are in thriller-horror genre
- Big movie budget don't assure success/profitable