


```
[31]: imbd_movie_profit_med = imbd_movie_budget['profit'].median()
imbd_movie_profit_med
imbd_movie_budget_prod_avg = imbd_movie_budget['production_budget'].mean()
imbd_movie_budget_prod_med = imbd_movie_budget['production_budget'].median()

print("Profit average is", imbd_movie_profit_avg)
print("Profit median is", imbd_movie_profit_med)
print("Production Budget average is", imbd_movie_budget_prod_avg)
print("Production Budget median is", imbd_movie_budget_prod_med)
```

Profit average is 188426603.22087067
Profit median is 82634575.0
Production Budget average is 49626994.65428937
Production Budget median is 28500000.0

It's hard to rely on the the average for both because the median is smaller than the the average meaning that the data is skewed. So we should stick with the median for both variables.

Conclusion

Given from our findings, the best recommendations I could give is are the following:

1. Release Movies during the end of the year and summer time such as - May, June, July, November, December
2. The genres to consider writing is Animated Movies, Adventure, Sci-fi, Fantasy and Action based on the highest profiting average.
3. 200M-300M Budget will provide a profitable Movie.

Insights to explore in the Future

1. Profits of movies from streaming platforms
2. Highly Rated Directors
3. Dig Deeper into Production Budget Ranges vs. Profitability %
4. High Rated Movie Studio's/Competition's Profits and Revenue
5. How Does Popularity Correlate to Most Frequently Watched Genres