



Getting into the Film Industry



Data Driven Decisions



The Data

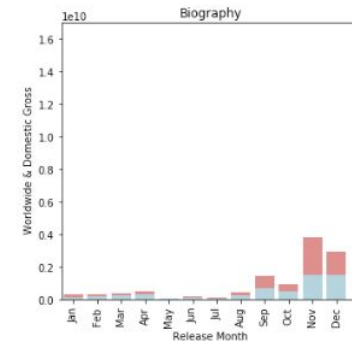
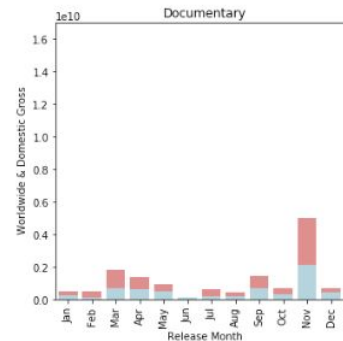
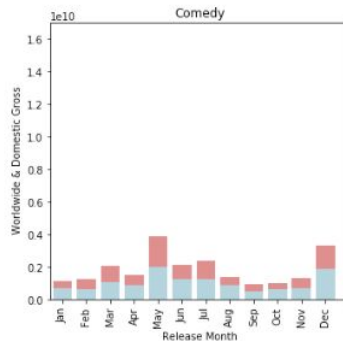
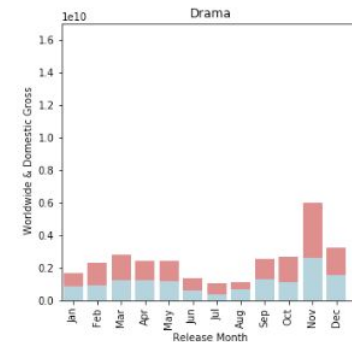
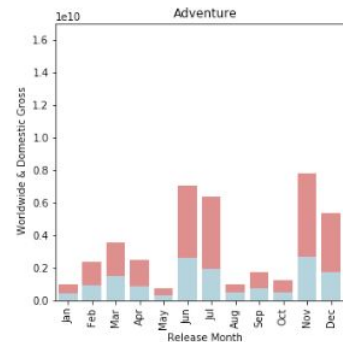
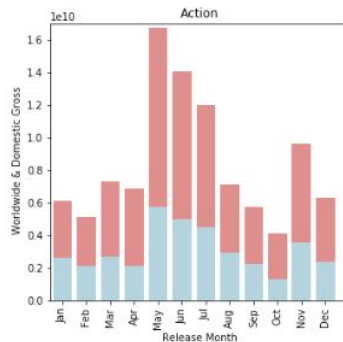
- Mostly IMDB data
- Cleaned using Pandas
- Formed into a SQL database



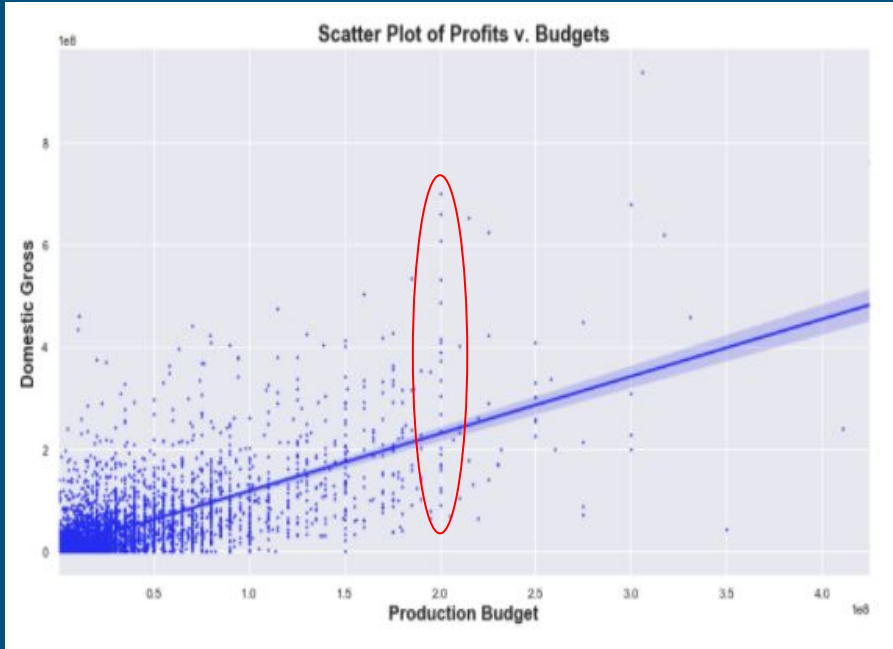
Exploiting Seasonality by Genre:

Genre	Best	2nd
Action	May	Jun
Adventure	Nov	Jun
Drama	Nov	Dec
Comedy	May	Dec
Doc	Nov	Mar
Bio	Nov	Dec

Worldwide Gross (Pink) & Domestic Gross (Blue) in Tens of Billions
Total amount for each genre by month over the past 10 years



Do We Have To Spend A Lot to Make A Lot?



- Looking at thousands of movie budget we find that a budget of \$200 million can result in high revenues.
- We don't have to spend at the high range to make money.

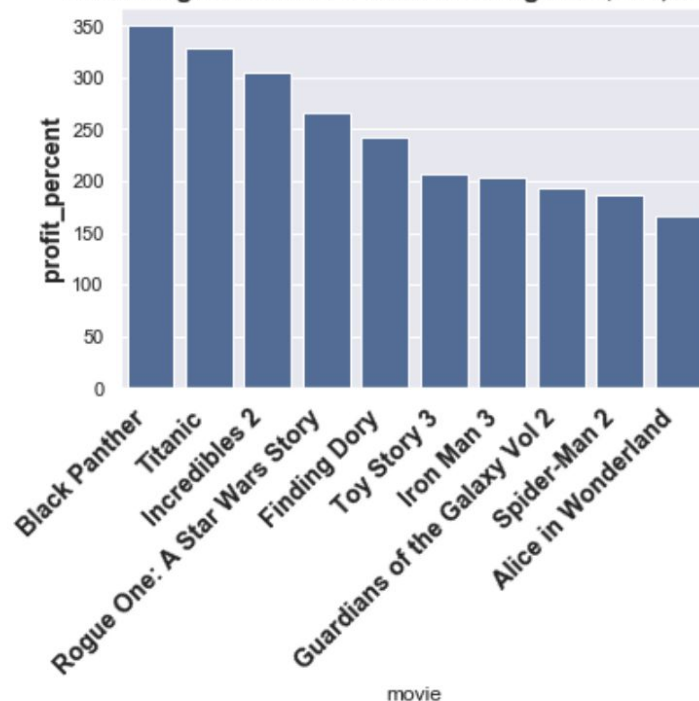


What Are The Top 10 Money Making Movies

- The highest grossing movies can make up to 350% on their investment.
- Most movies on the list share the characteristic of highly relying on computer graphics and special effects.

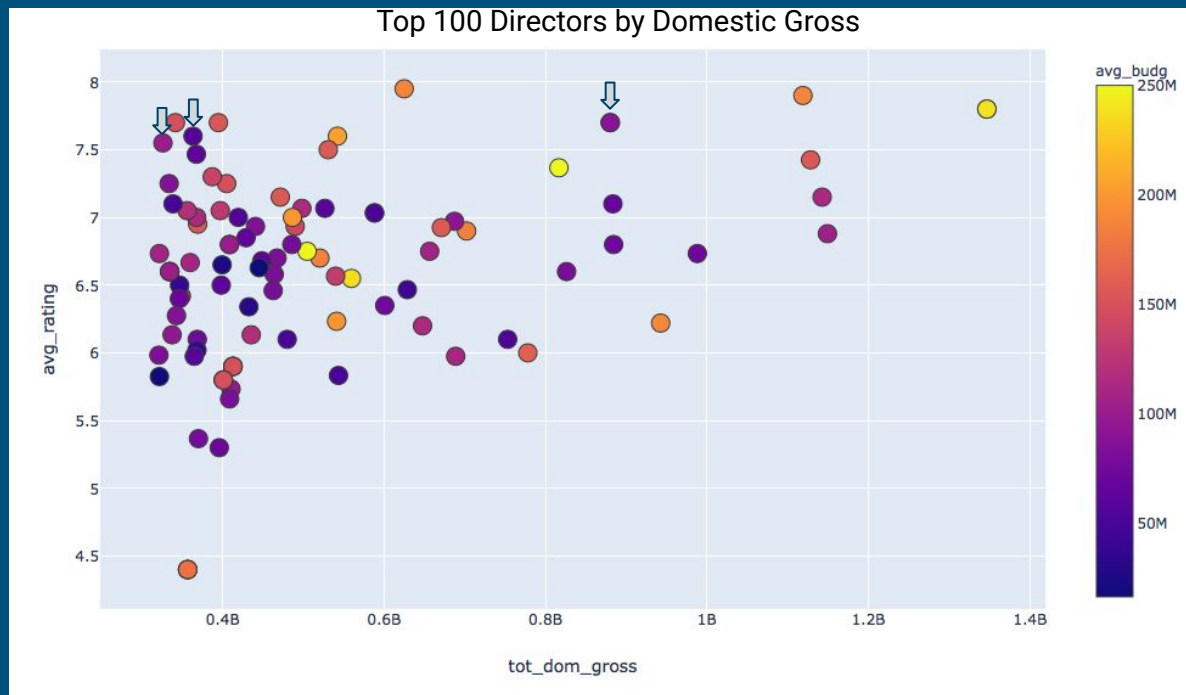
MARVEL STUDIOS
BLACK PANTHER
LONG LIVE THE KING
2.16.18

Percentage Profit At Production Budget of \$200,000,000



Better Directors for Higher Ratings:

- Enormous budgets are unnecessary!
- Smaller Budgets - Bigger Ratings:
 - Marilyn Barnes
 - *Chicago*
 - Tim Miller
 - *Deadpool*
 - Martin Scorsese
 - *The Irishman*



Recommendations

- Release movies at the correct time
- Using a large production budget does not equate to large box office profits
- Choose directors that create highly rated movies with limited budgets
- Look into investing Microsoft technology into developing and using computer graphic technology

Future Work

- Crafting sets of ideal crews including actors, directors, and writers
- Analyzing opportunities for remakes
- Look into the costs of using various studios for special effects
- Dive into budgets and see how they are allocated



Thank You

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