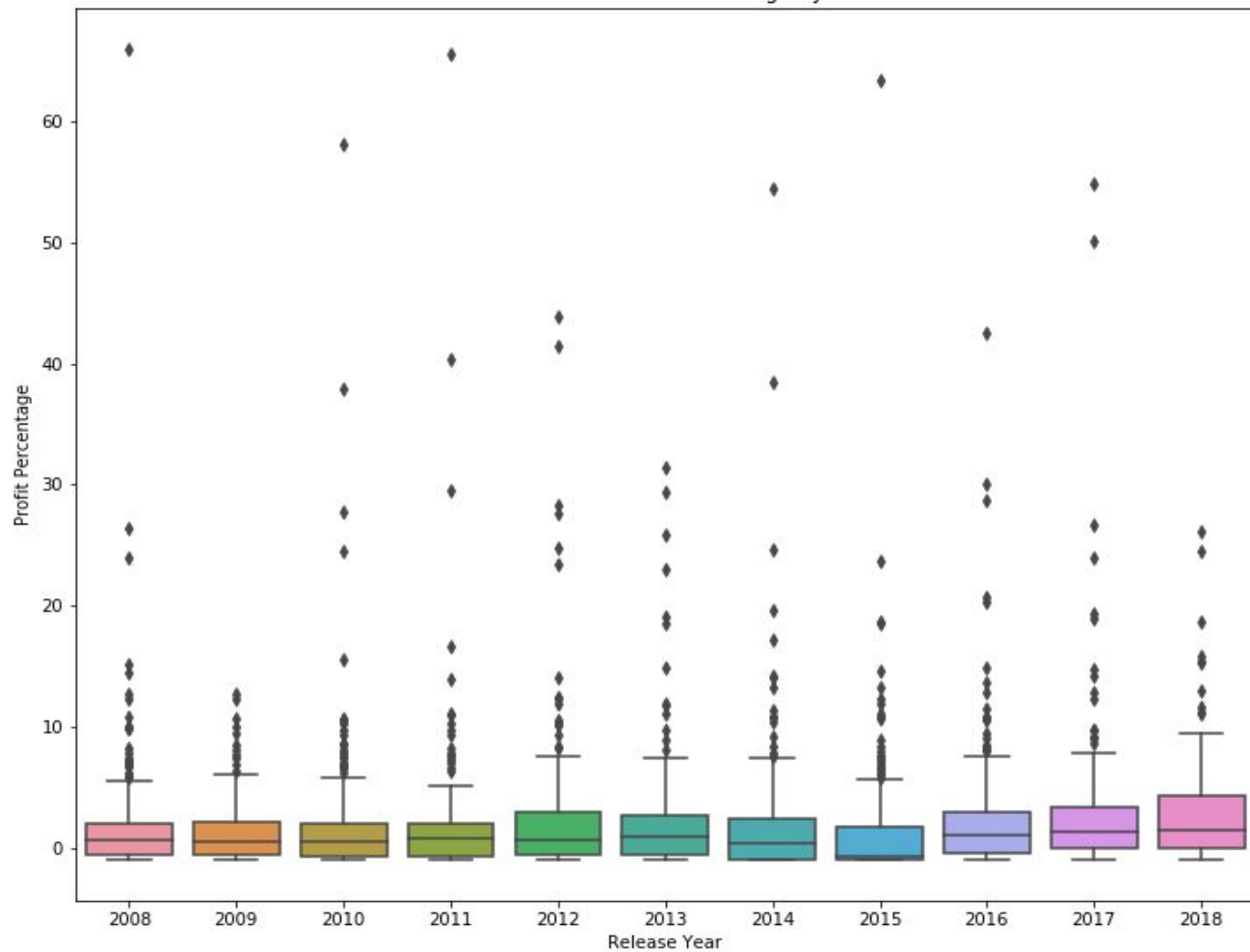


Money for Nothing

and Graphs for Free!

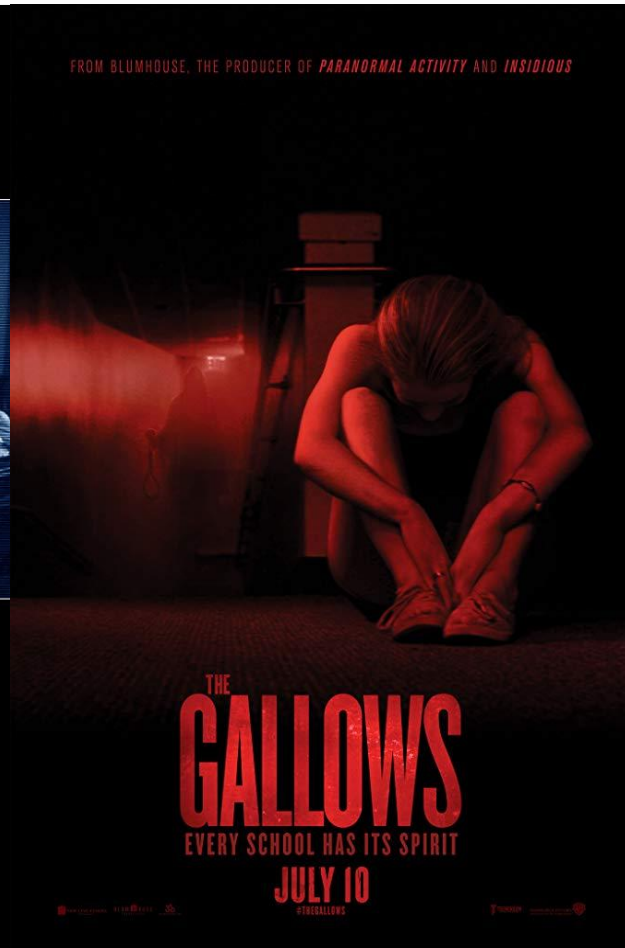
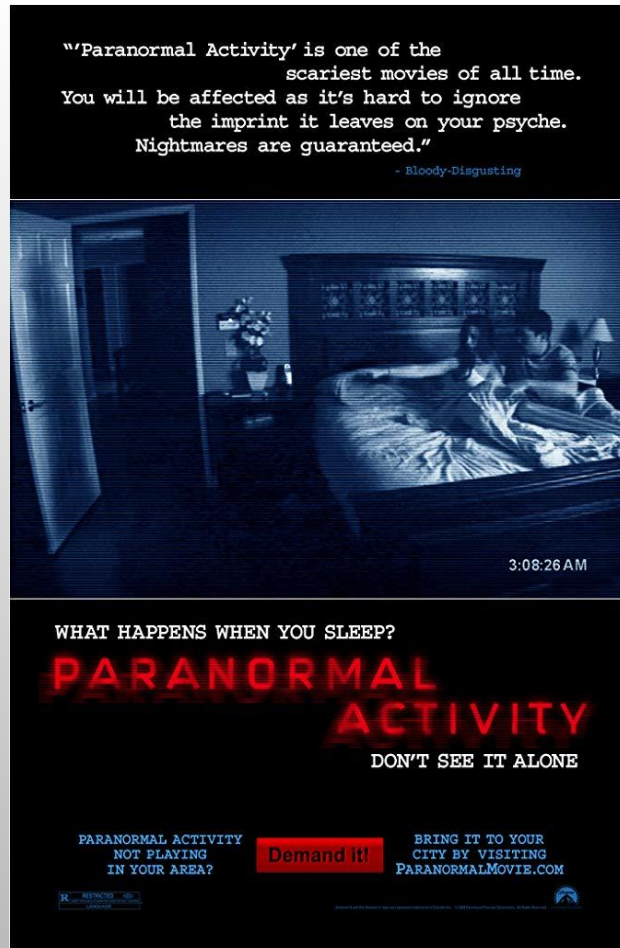
How to Maximize Movie Profitability

Distribution of Profit Percentage by Year

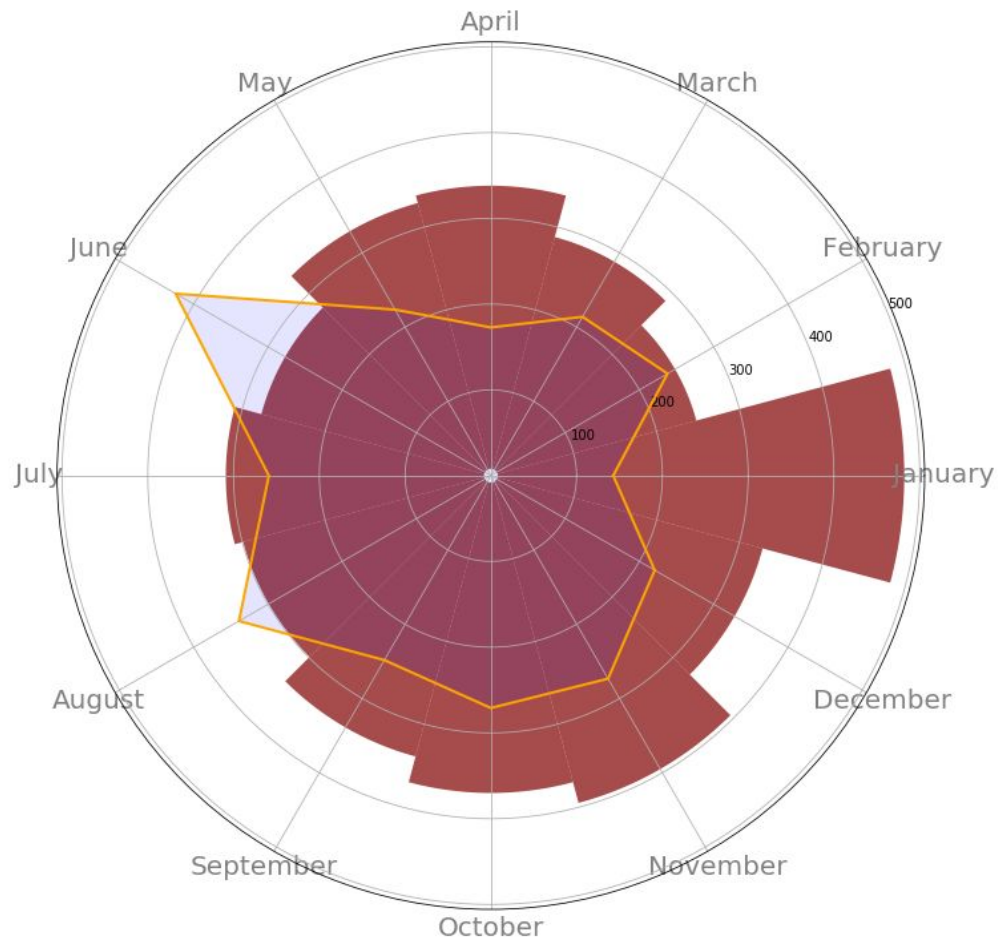


Profitability Outliers

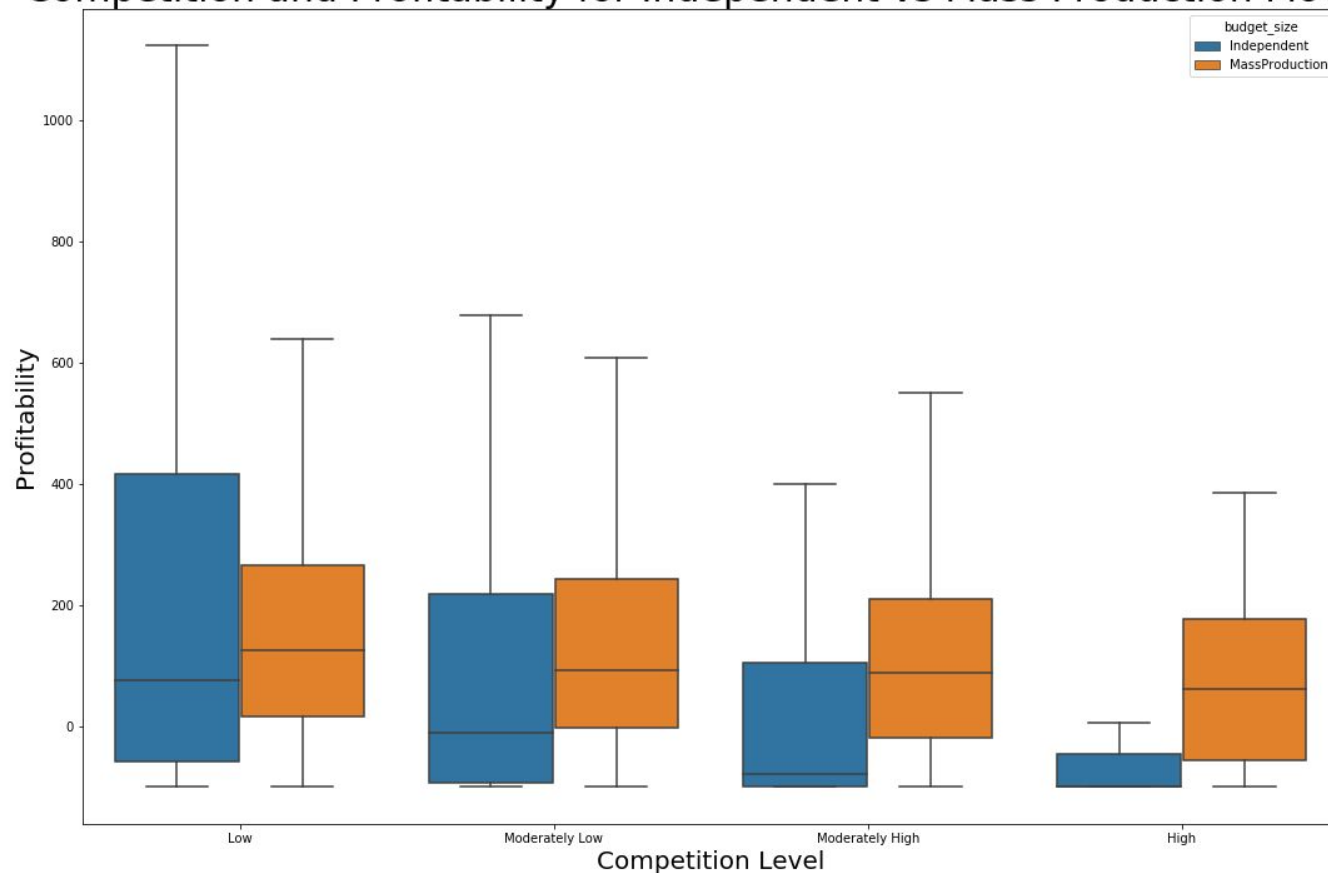
- Paranormal Activity made \$200M from \$450,000
- The Gallows made \$40M from \$100,000
- What can we learn from these movies?



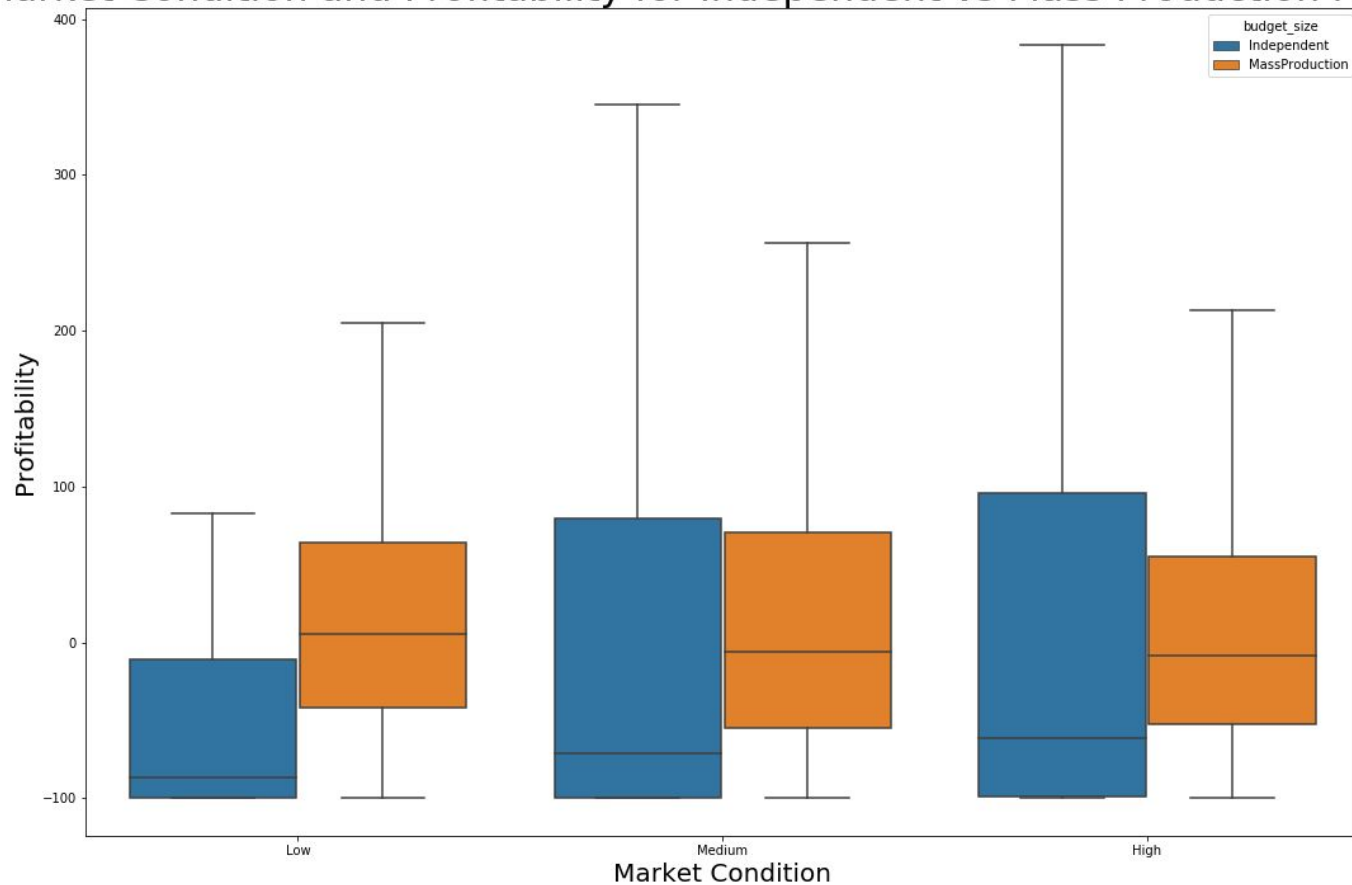
Number of Movie Release (Bar) and Profitability (Spider)



Competition and Profitability for Independent vs Mass Production Movies



Market Condition and Profitability for Independent vs Mass Production Movies



Recommendations

- Focus on low-budget films; this decreases each film's financial risk while increasing the number of chances for a film with a very high profit percentage.
- The holidays are a crowded, tough release time, so aim for a late spring/early summer release (before summer blockbuster season hits)
- For low-budget films, try to release in the lowest competition environment (even more so than with high-budget films)
- Try not to release low-budget films when market conditions are bad, this can seriously hamper profitability

Overview of Methodology and Next Steps

- Film data is from www.the-numbers.com
- Market data is from <https://finance.yahoo.com/quote/SPY?p=SPY&.tsrc=fin-srch>
- We combined the release date and financial data about films with our market returns based on time
- Next Steps
 - Combine with imdb data sets to get more qualitative film info (genre, cast, production company) about profit percentage outliers
 - Combine with the rt review data set and look into word frequency analysis, wordclouds etc.

