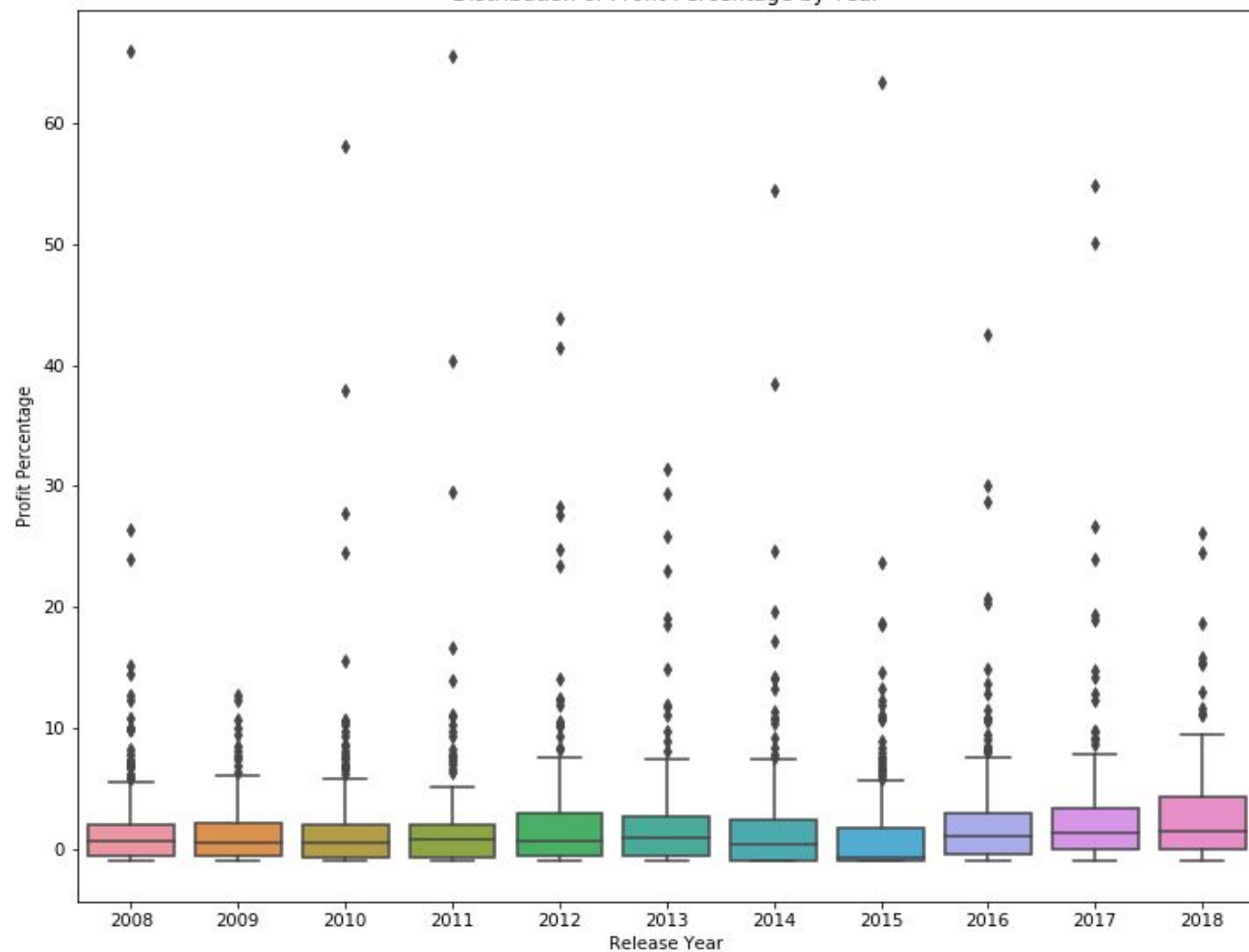


# Money for Nothing

and Graphs for Free!

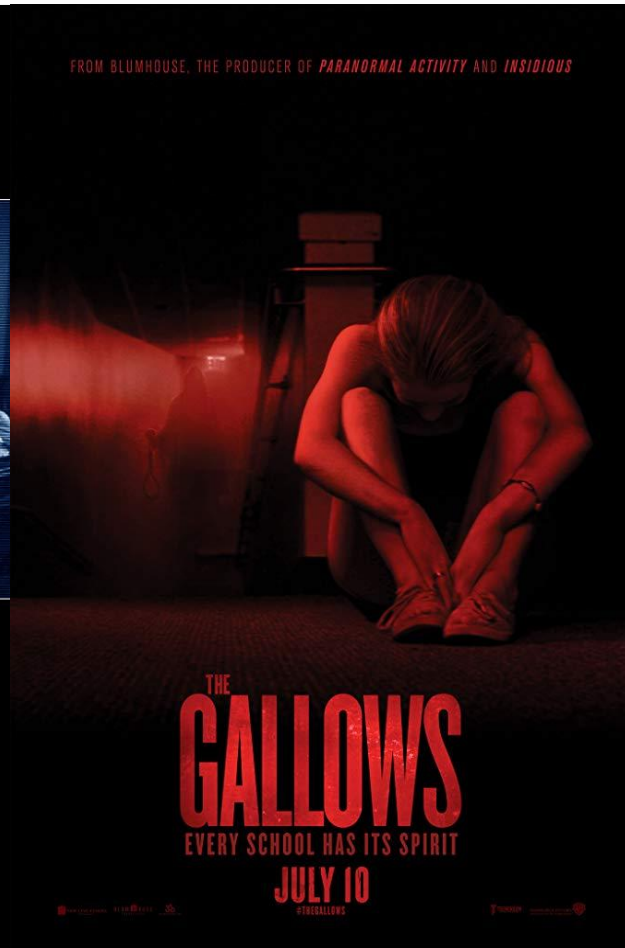
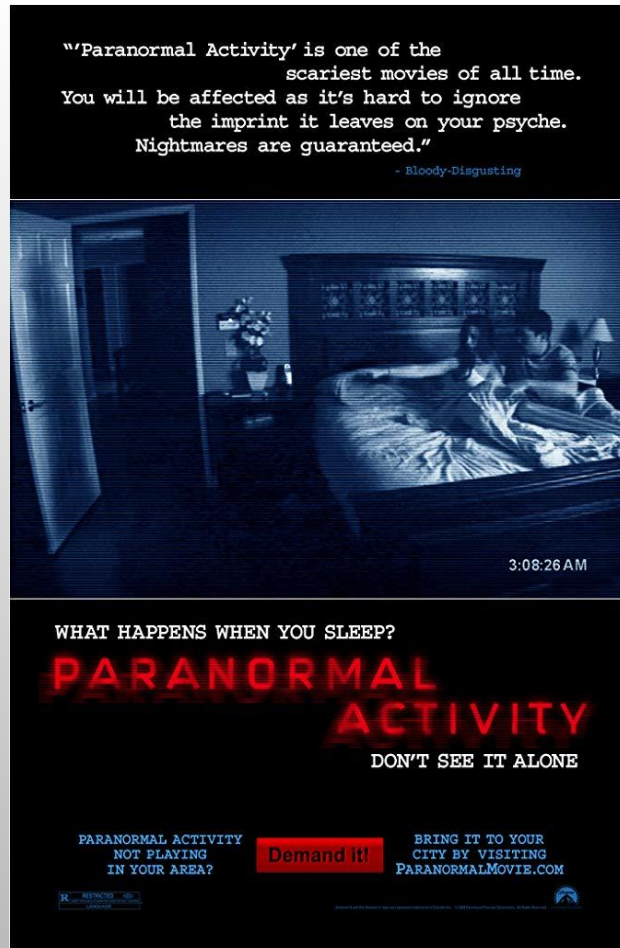
How to Maximize Movie Profitability

Distribution of Profit Percentage by Year

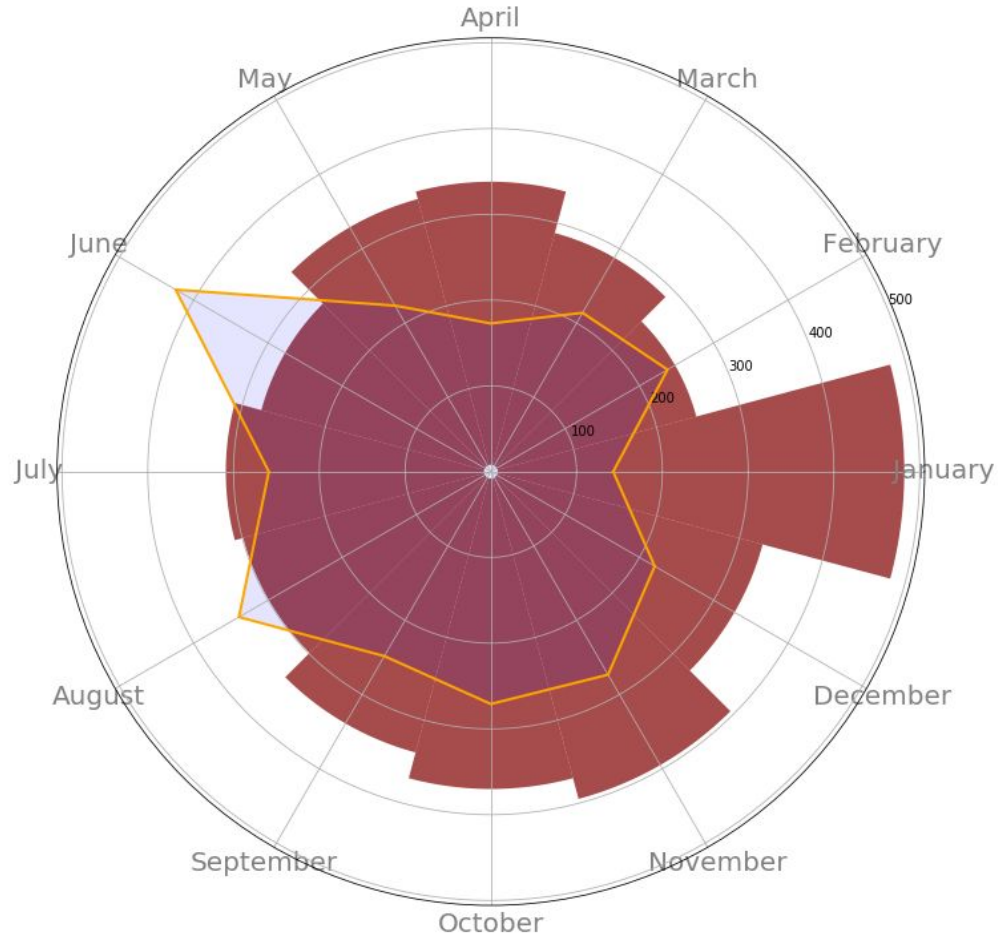


# Profitability Outliers

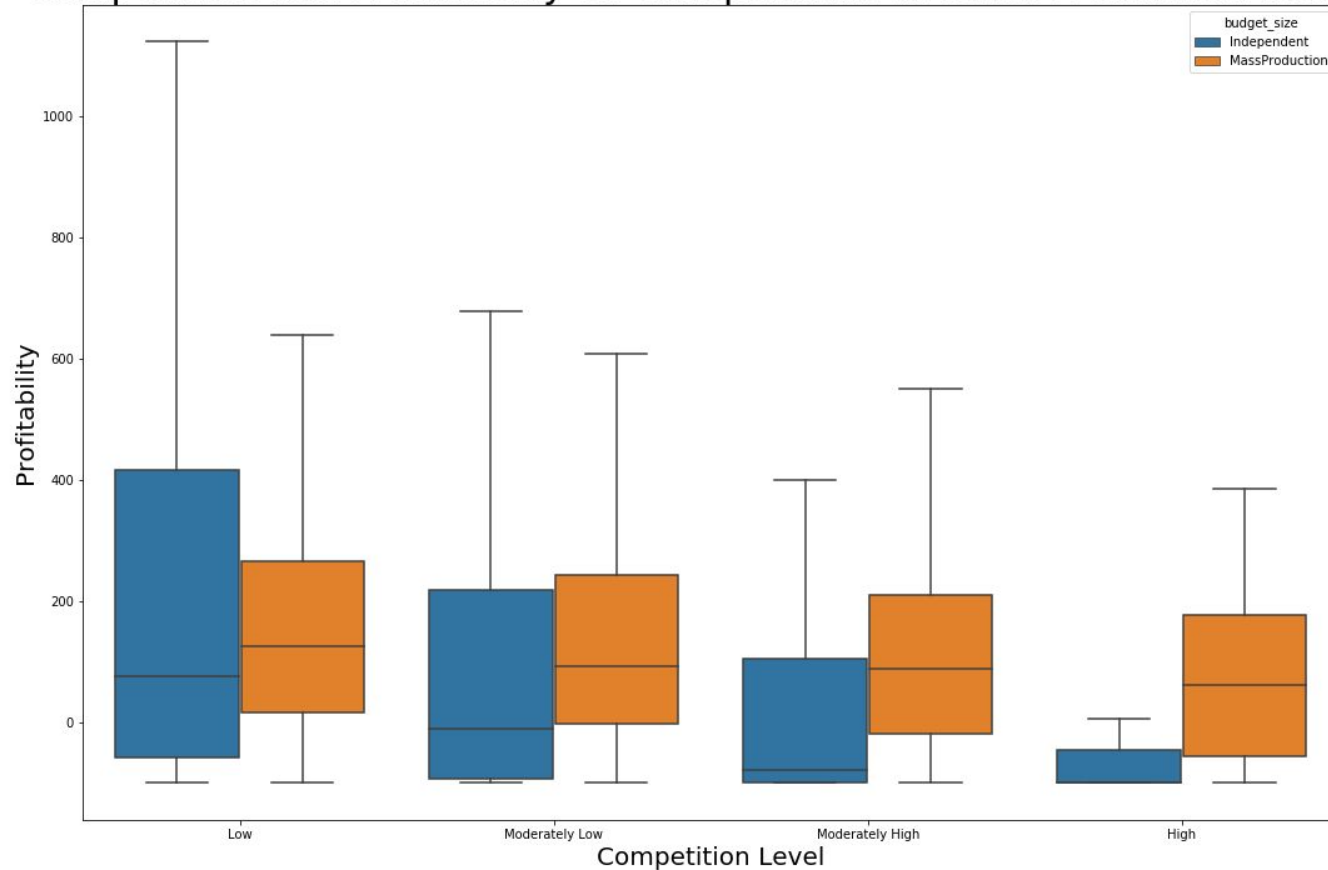
- Paranormal Activity made \$200M from \$450,000
- The Gallows made \$40M from \$100,000
- What can we learn from these movies?



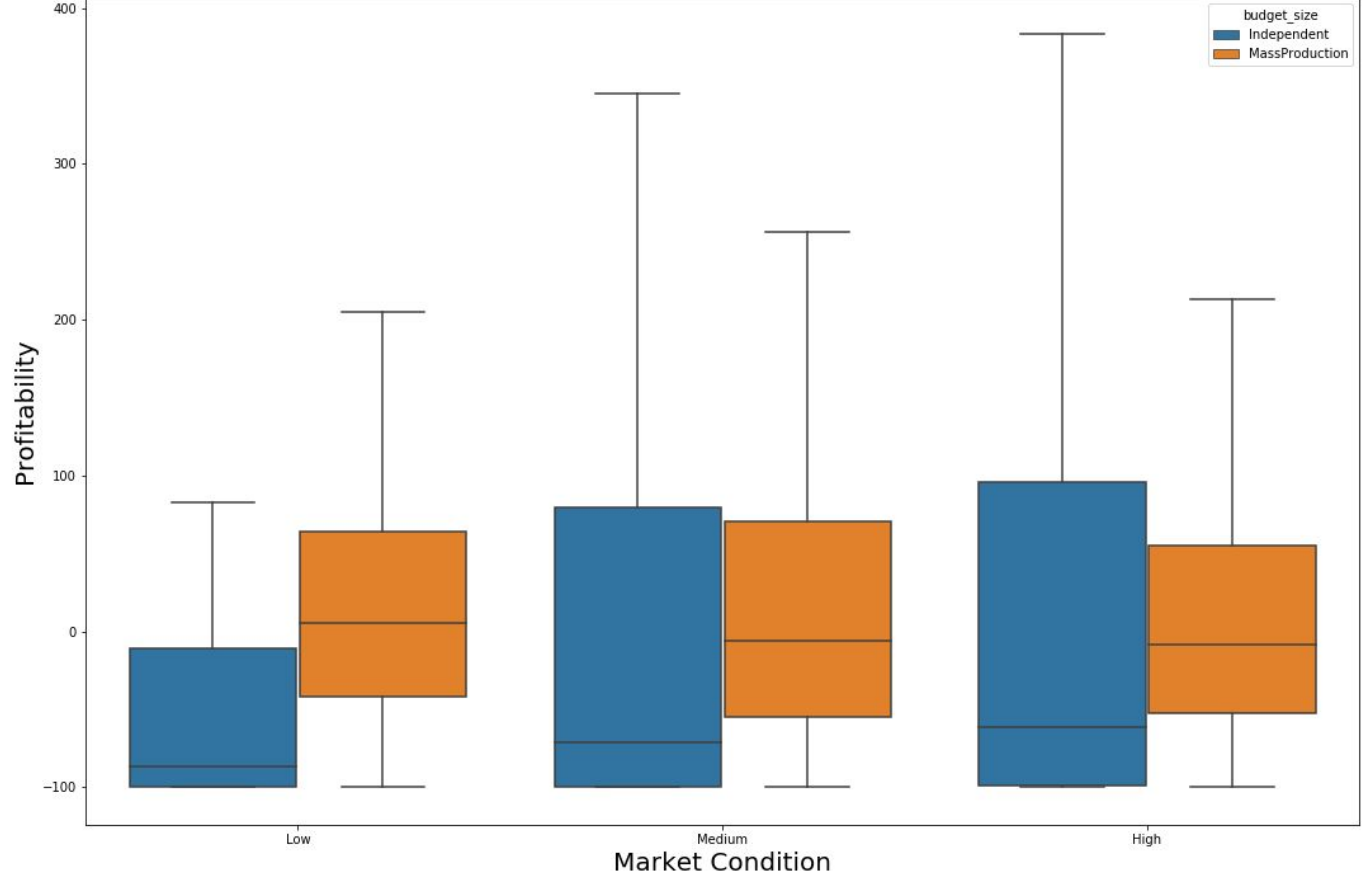
## Number of Movie Release (Bar) and Profitability (Spider)



## 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
- Aim for a late spring/early summer release
- Time release to minimize competition
- Hold off on releases when the market is bad

# Overview of Methodology and Next Steps

- Film data is from [www.the-numbers.com](http://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.

