



Movie ROI & Genre Analysis for Smarter Studio Investment

What Makes a Movie Profitable?

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Project Overview

Goal:

To help a new film studio understand which types of movies perform best financially by analyzing historical data.

What We Did:

- Collected movie data from multiple sources
- Merged and cleaned the data
- Analyzed ROI, genres, and trends
- Delivered actionable insights



Business Understanding

The Business Problem

Studios often invest heavily without knowing which genres or strategies lead to the best returns.

Key Questions:

- Which genres and combinations perform well financially?
- Does spending more mean earning more?
- Are critically acclaimed films also profitable?



Data Sources & Preparation

Data Sources:

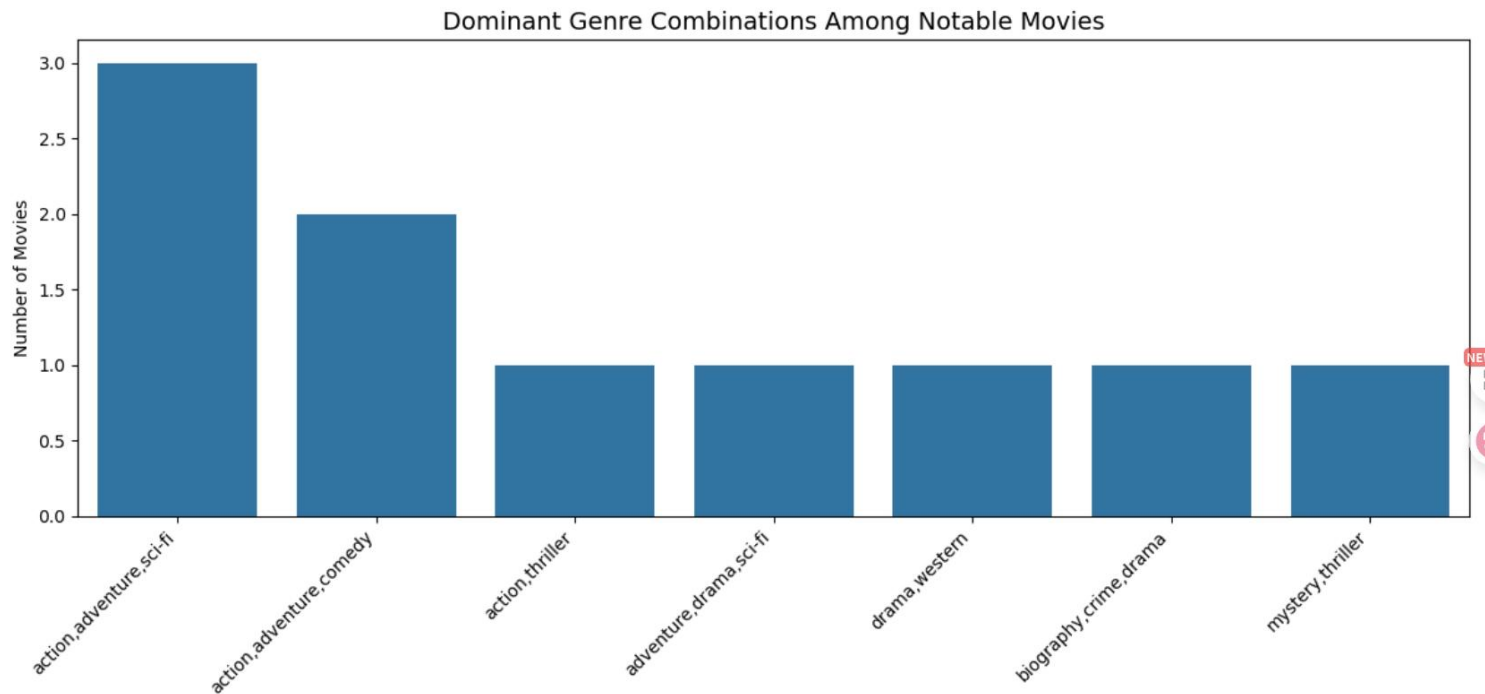
- IMDb (ratings, genres, votes)
- The Numbers (production budgets, revenues)
- Box Office Mojo (domestic/foreign gross)

Preparation Highlights:

- Merged datasets using movie titles and years
- Filtered out movies with low votes, ratings, or earnings
- Calculated **ROI** = $(Revenue - Budget) / Budget$



Most Popular Genre Combinations





Most Popular Genre Combinations

Insight:

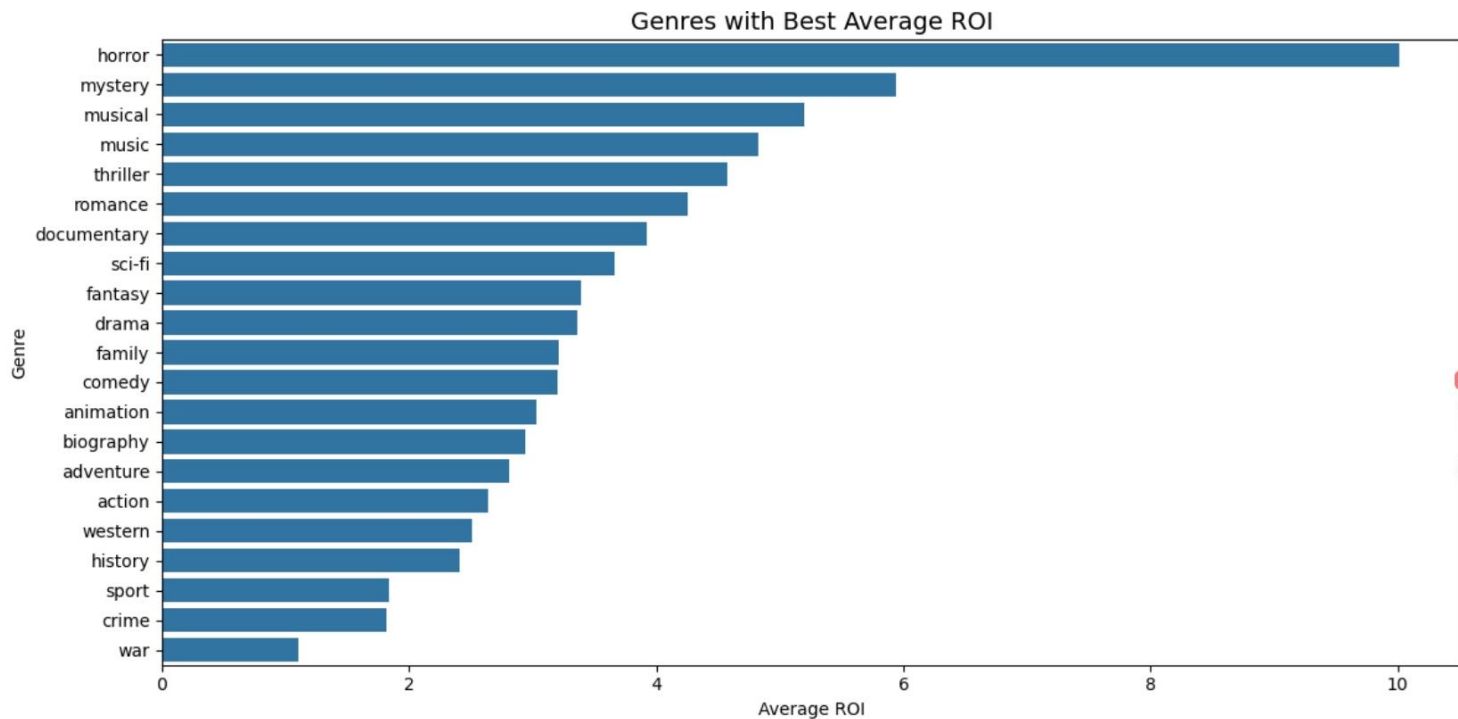
Action–Adventure–Sci-Fi and **Action–Adventure–Comedy** dominate top-rated films.

Business Takeaway:

These combinations appeal widely to audiences—consider leveraging them for box-office traction.



Genres with Best ROI





Genres with Best ROI

Insight:

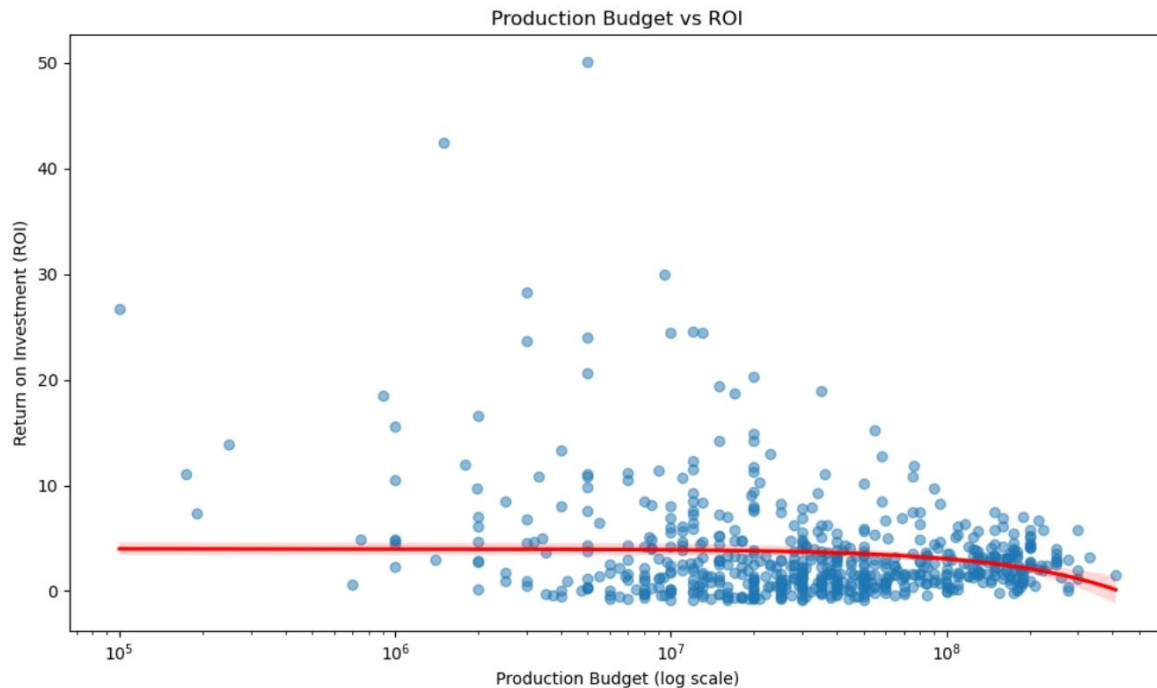
Genres like *Music*, *Horror*, and *Mystery* offer the **highest return on investment**.

Business Takeaway:

Low-budget genres can be highly profitable—ideal for controlled investment strategies.



Budget vs ROI Relationship





Budget vs ROI Relationship

Insight:

There's **no strong correlation** between high budget and high ROI. Many lower-budget films outperform larger ones.

Business Takeaway:

A bigger budget doesn't guarantee better returns—focus on efficiency and creativity.



Additional Insights

- ROI has **declined slightly** in recent years → Suggests rising production costs or audience fragmentation.
- IMDb ratings and vote counts show **weak correlation** with financial success → Quality ≠ profitability.



Business Recommendations

- ✓ **1. Invest in high-ROI genres** (Music, Horror, Mystery) for low-risk, high-reward projects
- ✓ **2. Don't rely solely on big budgets**—smaller, strategic investments can outperform
- ✓ **3. Use audience-loved combinations** (Action + Adventure + Sci-Fi/Comedy) to boost appeal



Next Steps



Further analysis of marketing strategies behind high-ROI films



Segment ROI by budget tiers to guide future investment ranges



Incorporate audience sentiment from reviews or social media



Develop an interactive dashboard to visualize trends over time

QUESTION ?

THANK YOU

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