



**Goal**

What do you have to spend  
to make the most money?



# Data

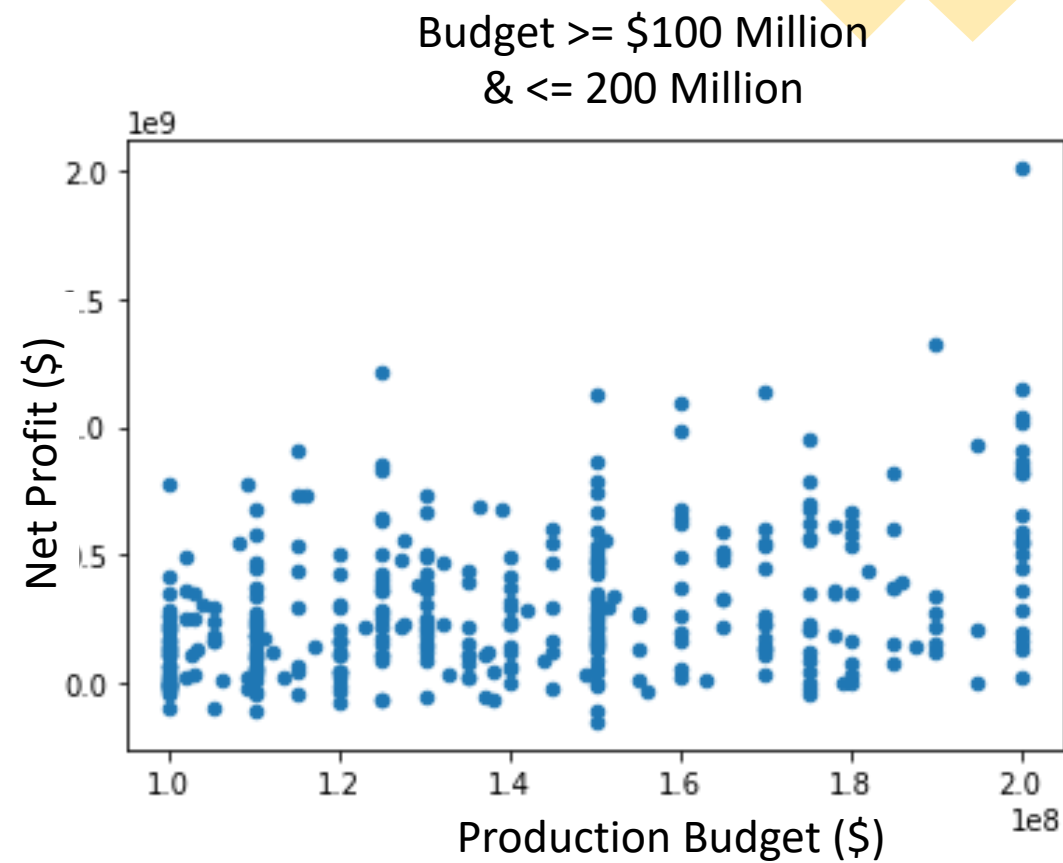
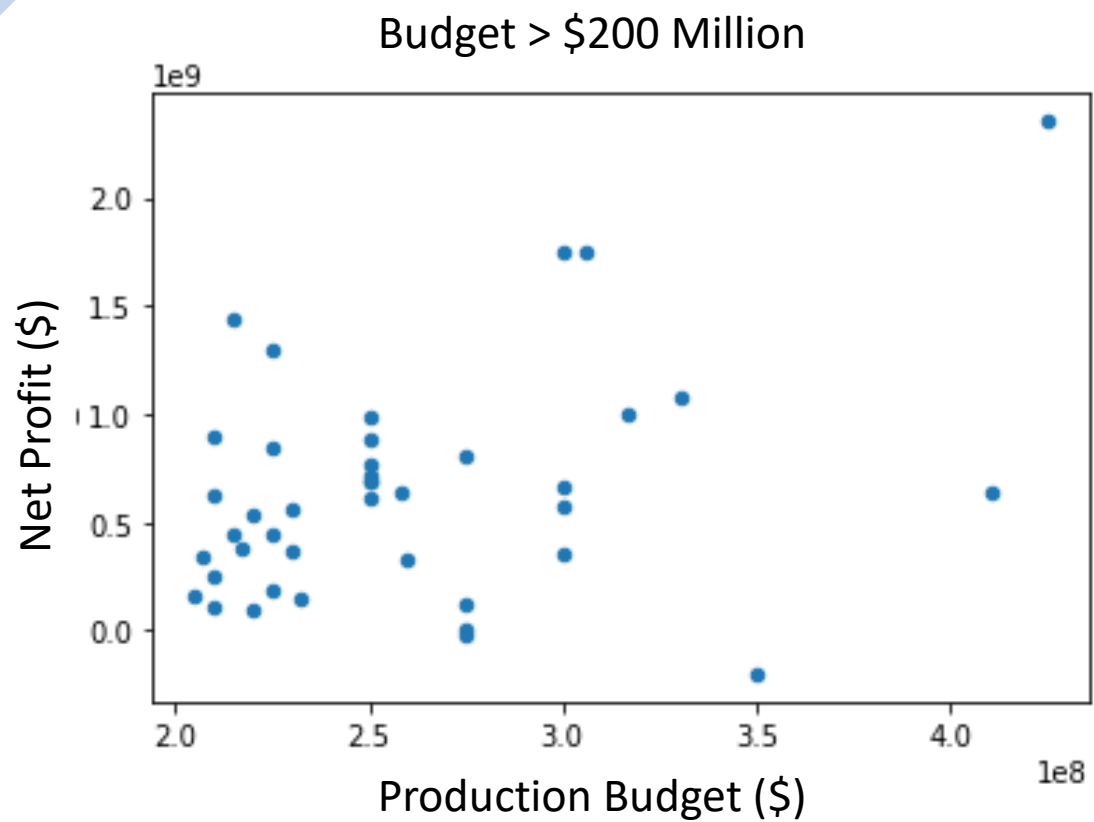
We used data provided by IMDB and The Numbers database to compare Production Budgets to World-Wide Gross



# Methods

- Are movies more profitable with a budget:
  - over \$200 million?
  - between \$100 and \$200 million
  - between \$50 and \$100 million





# Conclusions

- Budget > \$200 million ~ Net Profit Increase of 234%
- Budget between \$100 million and \$200 Million ~ Net Profit increase of 204%
- Budget between \$50 million and \$100 Million ~ Net Profit increase of 154%
- More likely for a movie with a budget between \$50 and \$100 million to not make it to theaters at all



# Recommendation

- Create Movies with only a budget over \$200 Million



# Next Steps

- Sort movies with a budget of over \$200 million by director, genre, and runtime
- Analyze by studio to see which employees we need to poach





# Thanks

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