

# The Most Profitable Movie

By Sam Stoltenberg

# Getting the Data

- ❑ Downloaded movie datasets from <https://datasets.imdbws.com/>
- ❑ Scraped monetary data from IMDB (Movies 2009-2020)
- ❑ Combined the datasets
- ❑ Explored different graphs in search of profitability

## IMDb data files available for download

Documentation for these data files can be found on <http://www.imdb.com/interfaces/>

[name.basics.tsv.gz](#)

[title.akas.tsv.gz](#)

[title.basics.tsv.gz](#)

[title.crew.tsv.gz](#)

[title.episode.tsv.gz](#)

[title.principals.tsv.gz](#)

[title.ratings.tsv.gz](#)

Click!



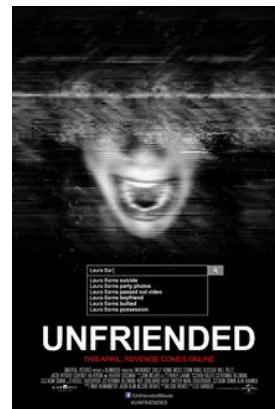
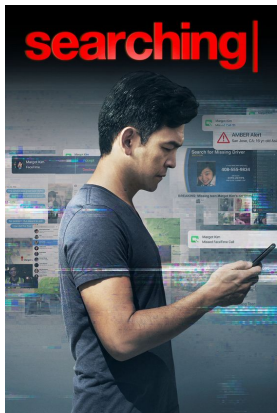
# Considerations, Characteristics and Profitability

- Which is more profitable, domestic or worldwide markets?
- Which genre would be the most profitable?
- How many directors would be ideal?
- Which directors would be the most profitable to hire?



# Top Movies According to ROI

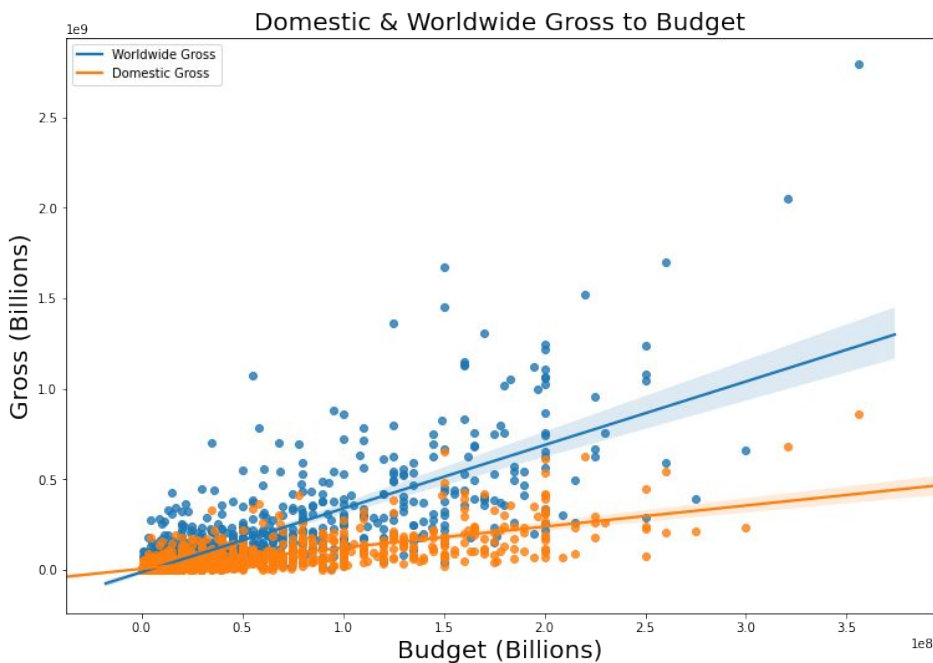
- The Devil Inside - Return of 100.8%, Horror, Rated R
- Searching - Return of 84.8%, (Drama, Mystery, Thriller), Rated PG-13
- Insidious - Return of 65.4%, (Horror, Mystery, Thriller), Rated PG-13
- Unfriended - Return of 61.9%, (Horror, Mystery, Thriller), Rated R



# Methods

Analyzing Movies Made From 2009 - 2020  
From a Group of IMDB Datasets.

# Profitability in Domestic vs Worldwide Markets



## Method:

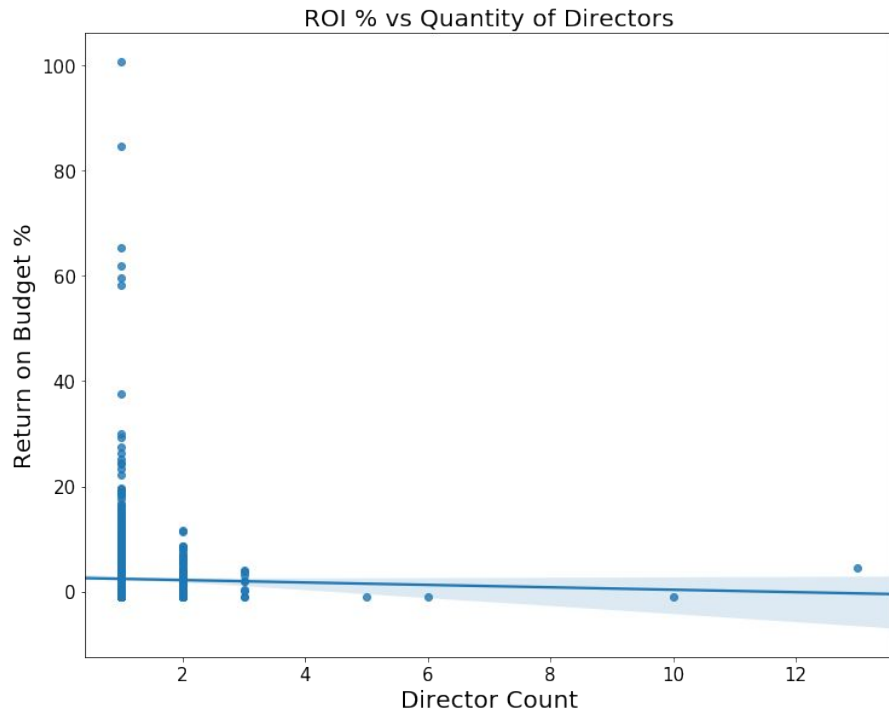
All available data on gross, worldwide gross and budget laid out.

## As Shown:

by the blue line movies that are released worldwide return more on their investment.

Microsoft should be aiming at a worldwide market for maximized profitability.

# Quantity of Directors



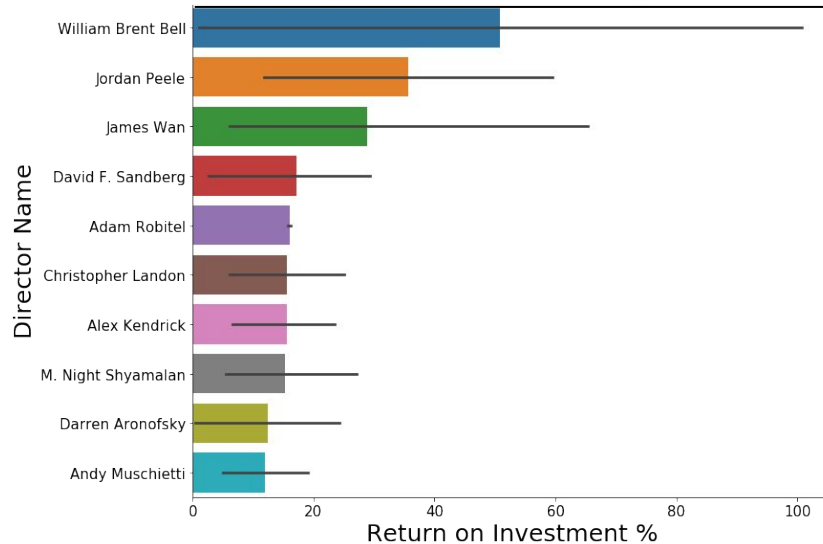
## Method:

Showing the return on investment compared to how many directors the movie used.

## As Shown:

There is a downward return trend the more directors are apart of the movie, so I would recommend Microsoft hire a solo director.

# Directors Average Return on Investment



## Method:

Plotting the average return on investment for all of a director's movies.

## As Shown:

A profitable top 10 list from which Microsoft should choose a director.



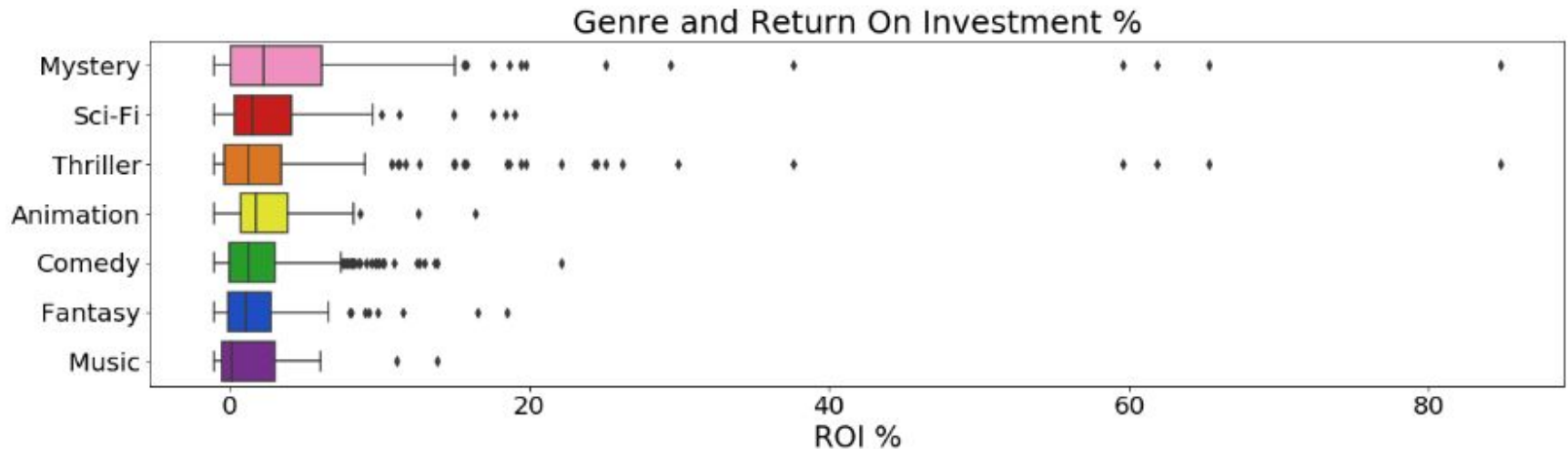
# Genre vs ROI %

## Method:

Comparing different genres  
to their return on  
investment

## As Shown:

For highest profitability  
Microsoft should make a  
Mystery or an Animated  
movie



# In Conclusion

- Which is more profitable, domestic or worldwide markets?
  - Worldwide markets are the most profitable.
- Which genre would be the most profitable?
  - Mystery or Animated.
- How many directors would be ideal?
  - One director would be ideal.
- Which directors would be the most profitable to hire?
  - Refer to the top 10 list.

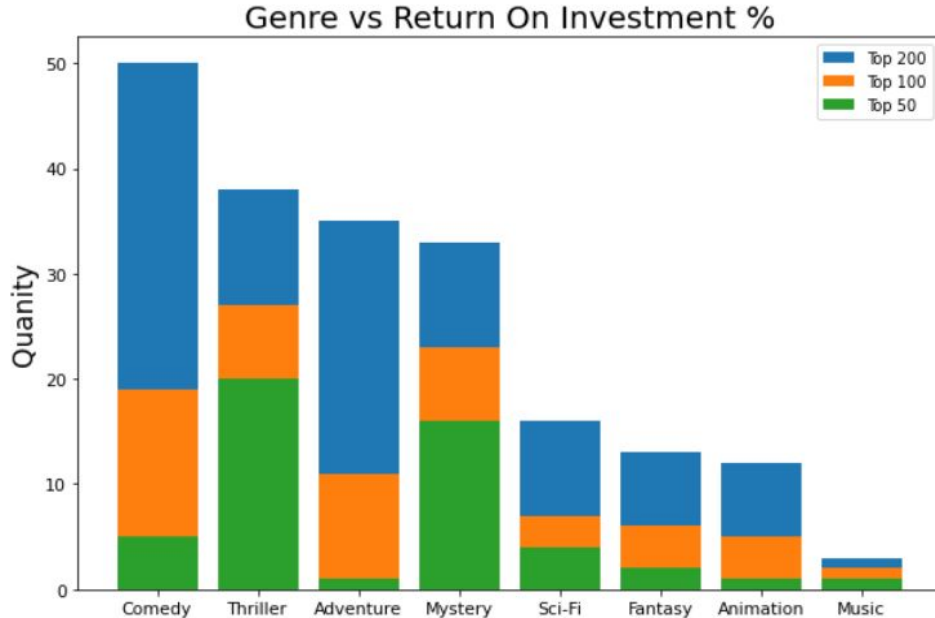
# Things to look at if continued...

- More in depth on writer's and director's ROIs, mystery vs thriller, etc.
- Outlining movies that had the same director and writer.
- Examining the past, and how it compares to today. Possibly finding a movie that wasn't so popular in the past, but will be valuable today if remade.
- Searching for ways to make a profitable series of movies.
- Analyzing customer satisfaction to the first in a series compared to profit of part II and III of the series.

# Appendix



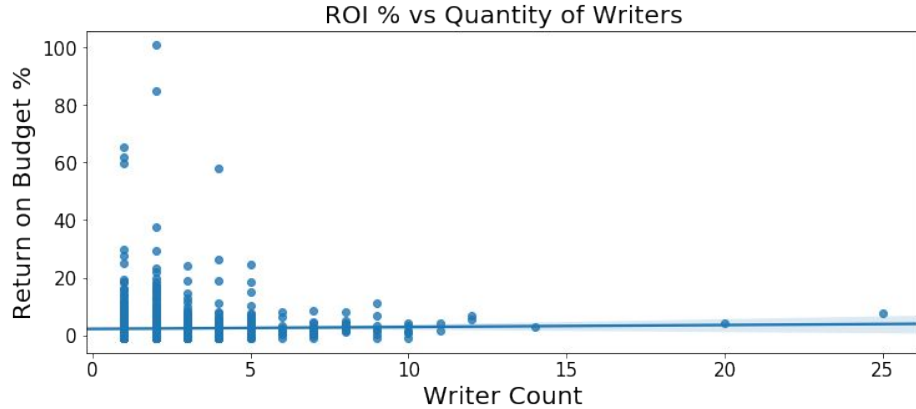
# The Genres of Highly Profitable Movies



## Method:

With the eight most frequent genres found by Max I took the top 200, 100, and 50 most profitable, then organized them by quantity into this bar chart

# Quantity of Writers

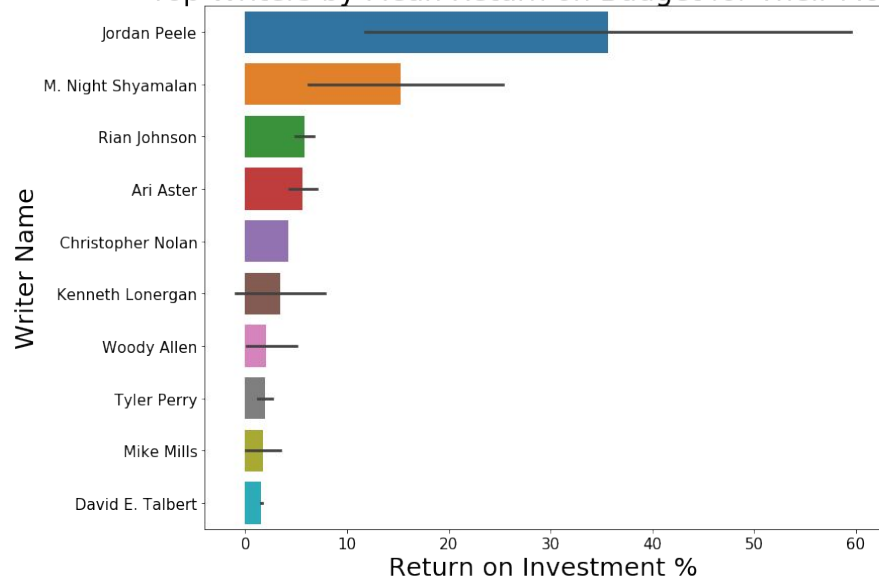


## Method:

Showing the return on investment compared to how many writers the movie had.

# Top Writers

Top Writers by Mean Return on Budget for Their Movies



## Method:

Taking movies with one writer, I've outlined the writers with the highest mean ROI for all of their combined movies.

# Thank You!

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