IMDb — Movies Review

INVESTING ON FILMS

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04 *Film as an investment*

08 *Film Components*

11 *Directors*

13 *Writers*

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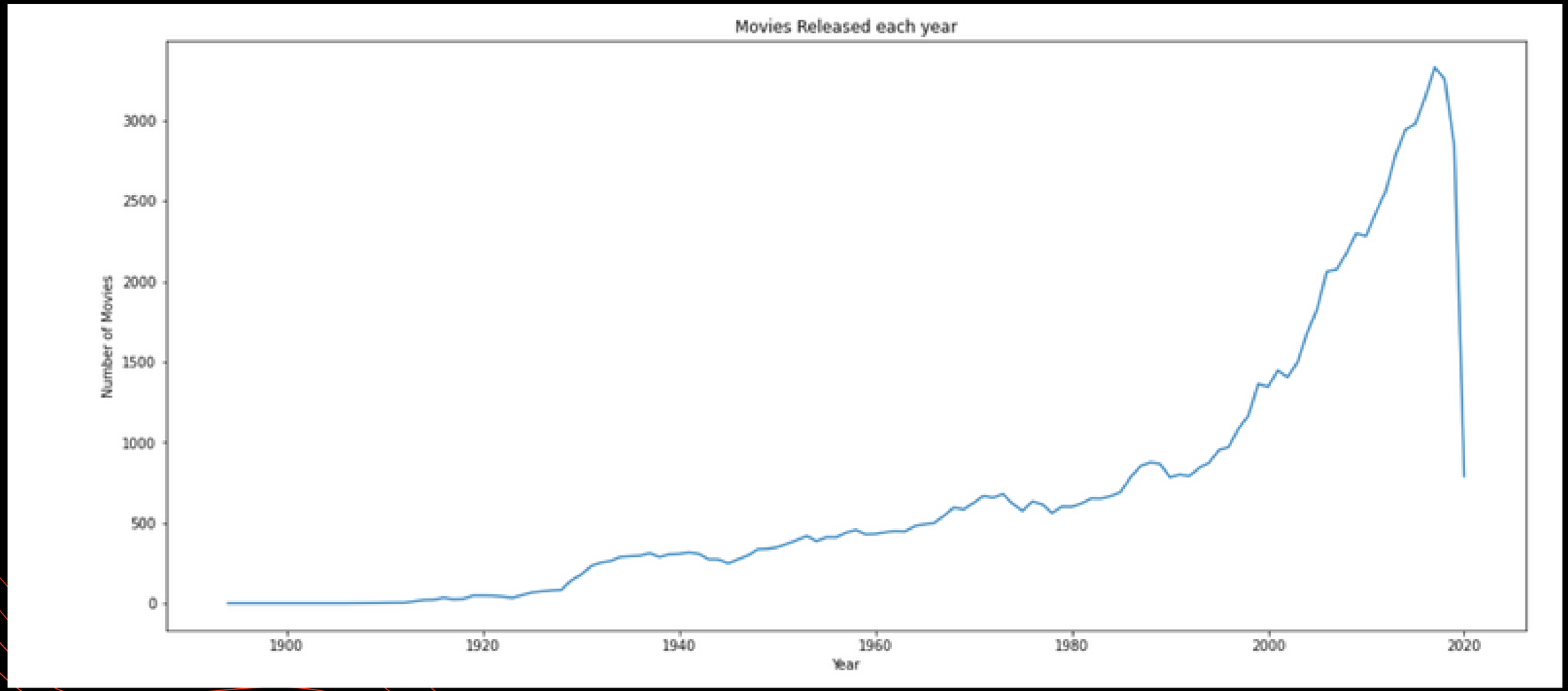
OVERVIEW

- What makes a profitable movie?

By analyzing an IMDb dataset which contains all movies released from 1894 to 2020 we can suggest steps to increase the profit of a produced movie

FILM AS AN INVESTMENT

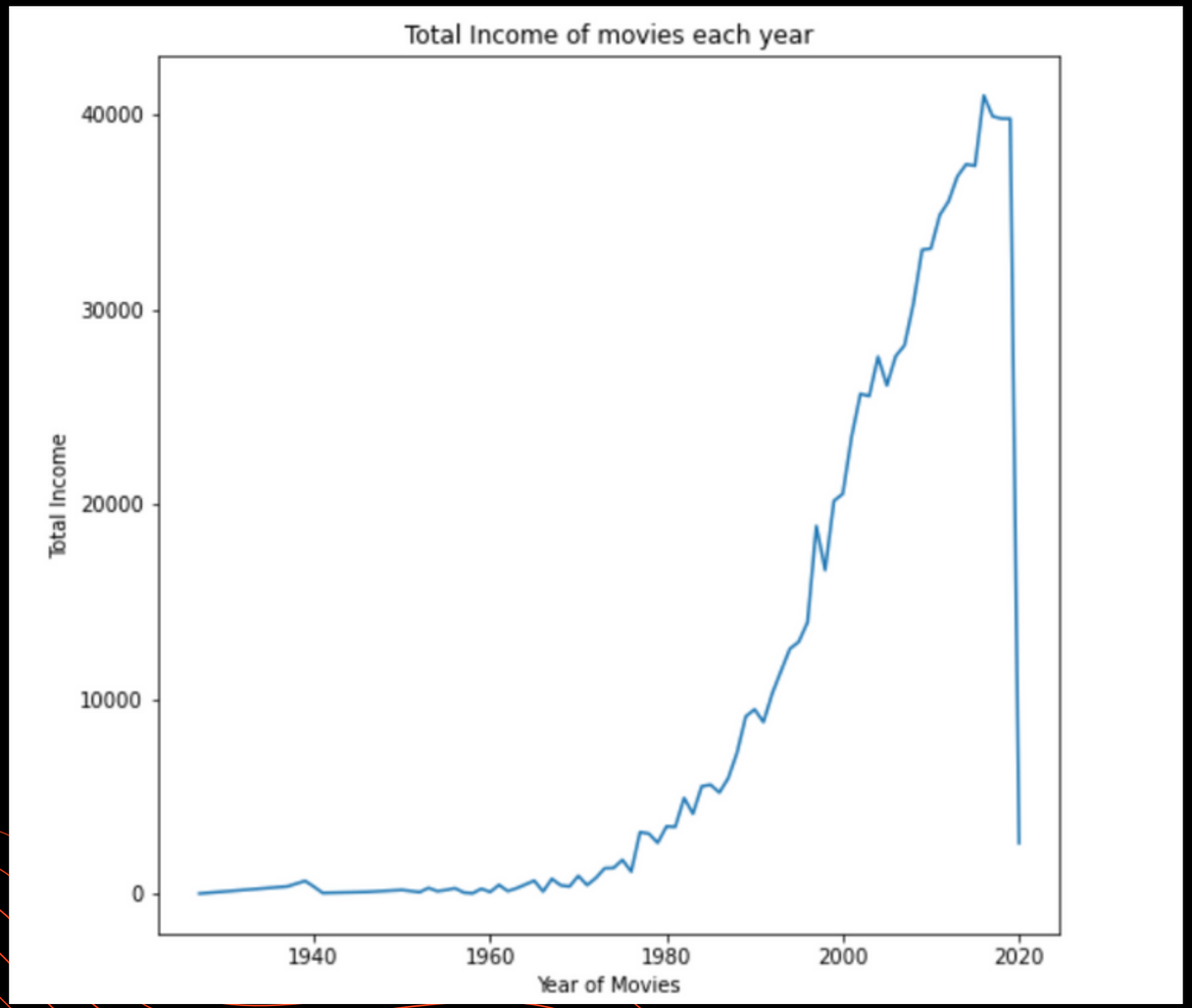
- Is it worth investing on movies in this current period?

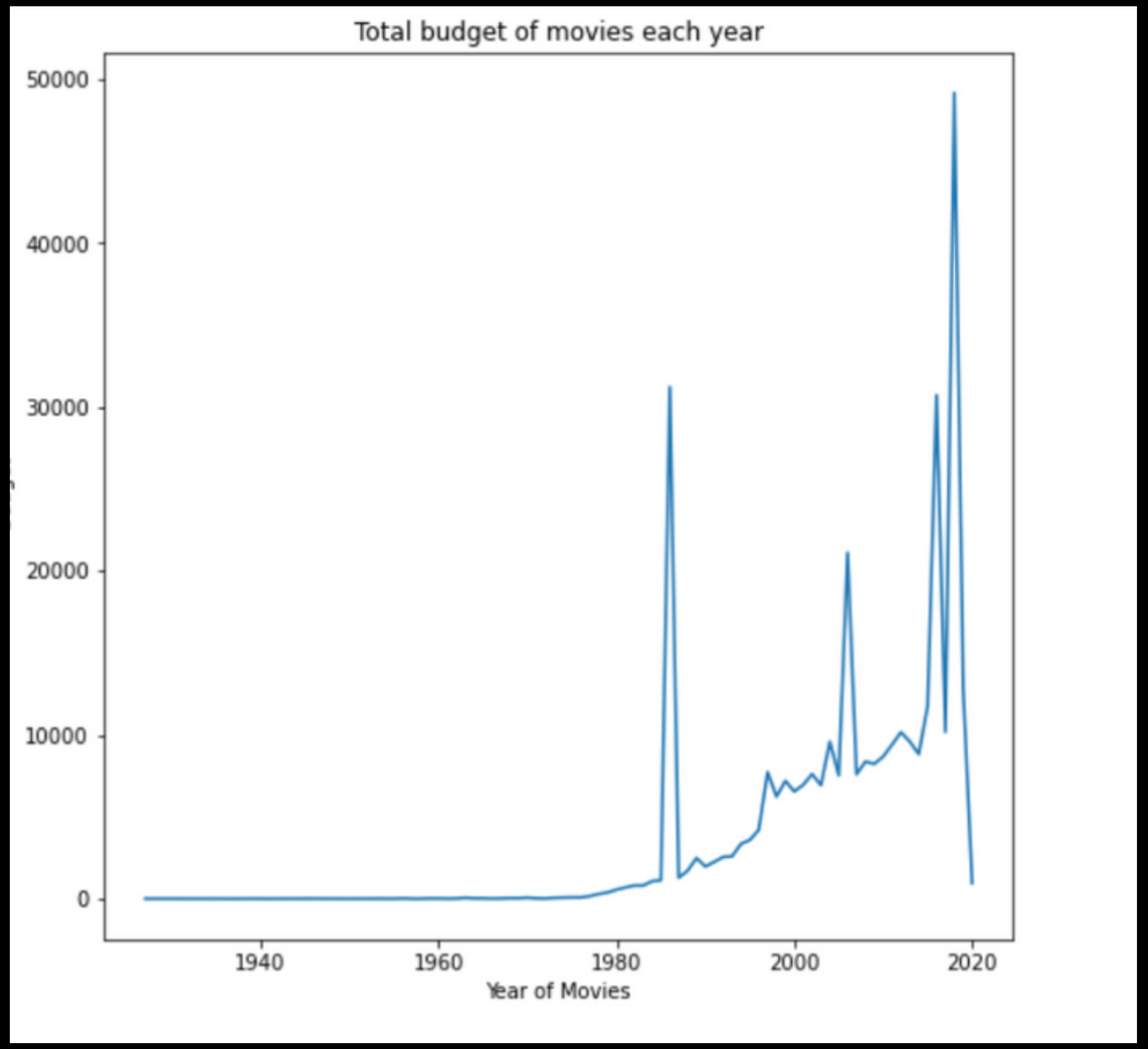


WE ARE LIVING IN AN ERA OF MOVIES

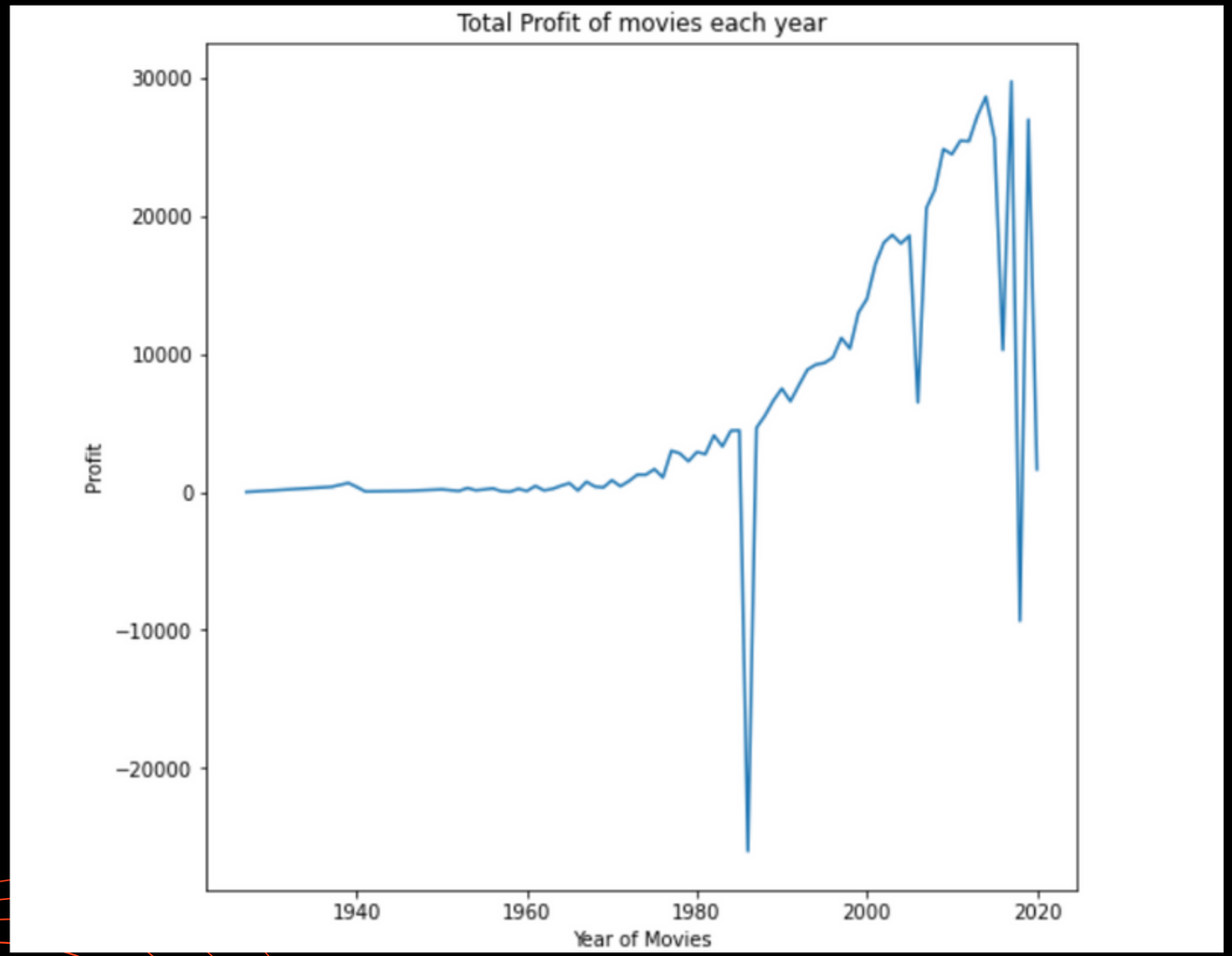
05

Note the coronavirus influence



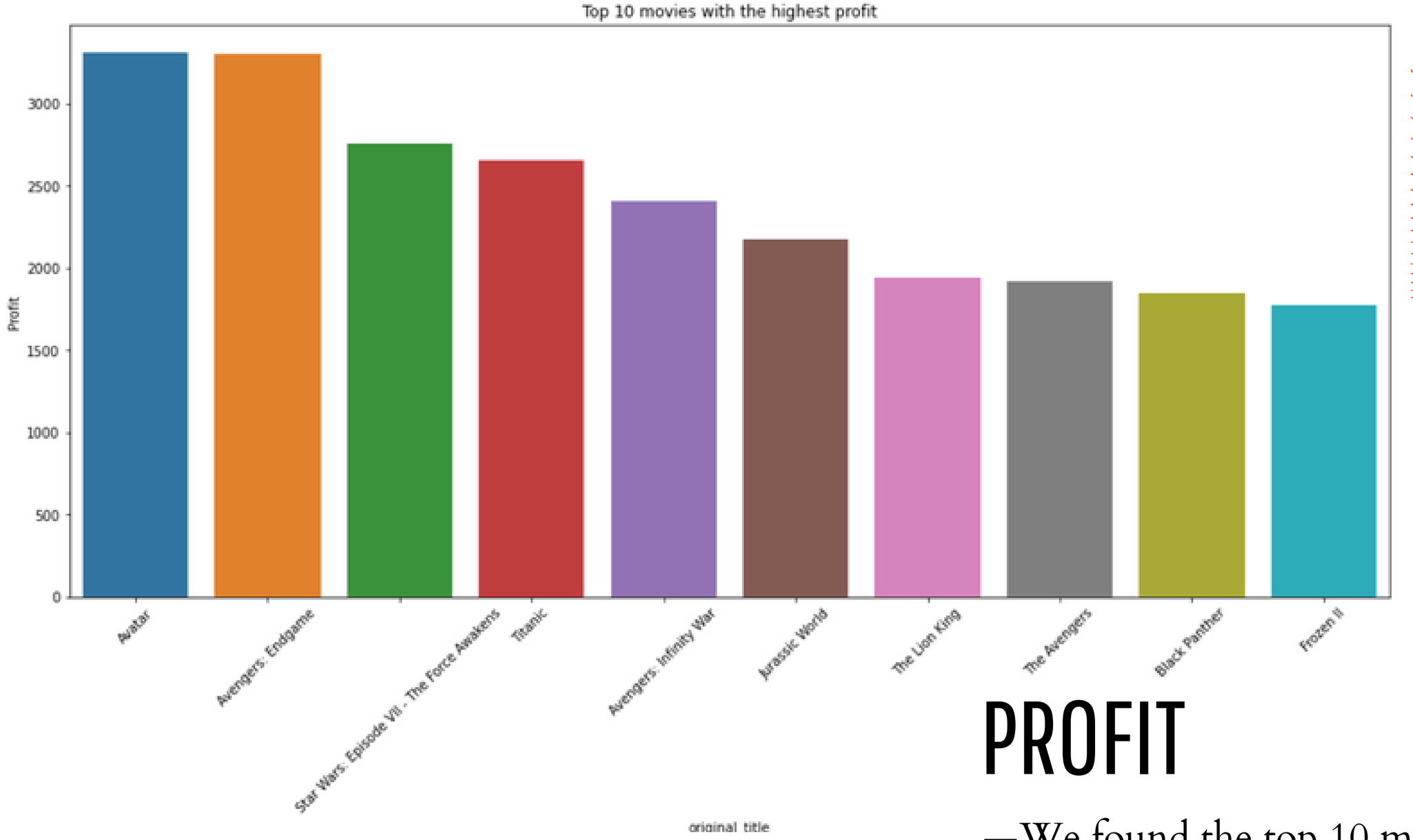


MOVIES TOTAL INCOME HAS INCREASED DRAMATICALLY BUT SO HAS THE BUDGET INVESTED (VALUES ARE IN MILLIONS)



THE PROFIT MADE FROM MOVIES HAS REACHED ITS PEAK RECENTLY

FILM COMPONENTS



PROFIT

—We found the top 10 movies with the highest profit

WHAT MAKES A MOVIE?

—It is critical to examine the main features of a film

DIRECTOR

A film director controls a film's artistic and dramatic aspects and visualizes the screenplay (or script) while guiding the technical crew and actors in the fulfilment of that vision They are vital in making a film successful

WRITER

Writers are responsible for the scenario, which is a vital part of a film's success.

ACTORS

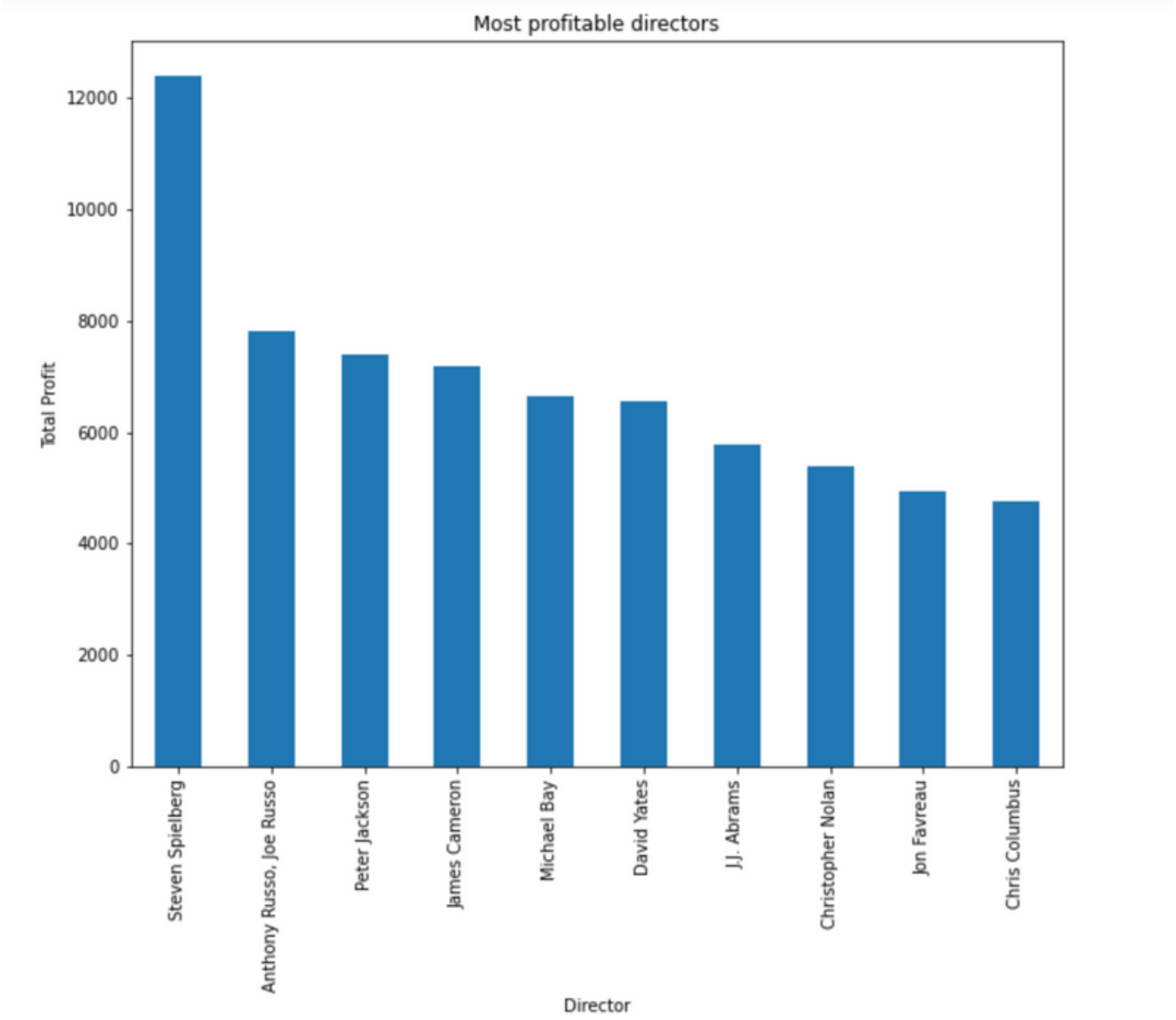
Actors are the most popular part of the film making them extremely impactful on a film's success.

GENRE

The type of film certainly can encourage or discourage a viewer from even going to a screening

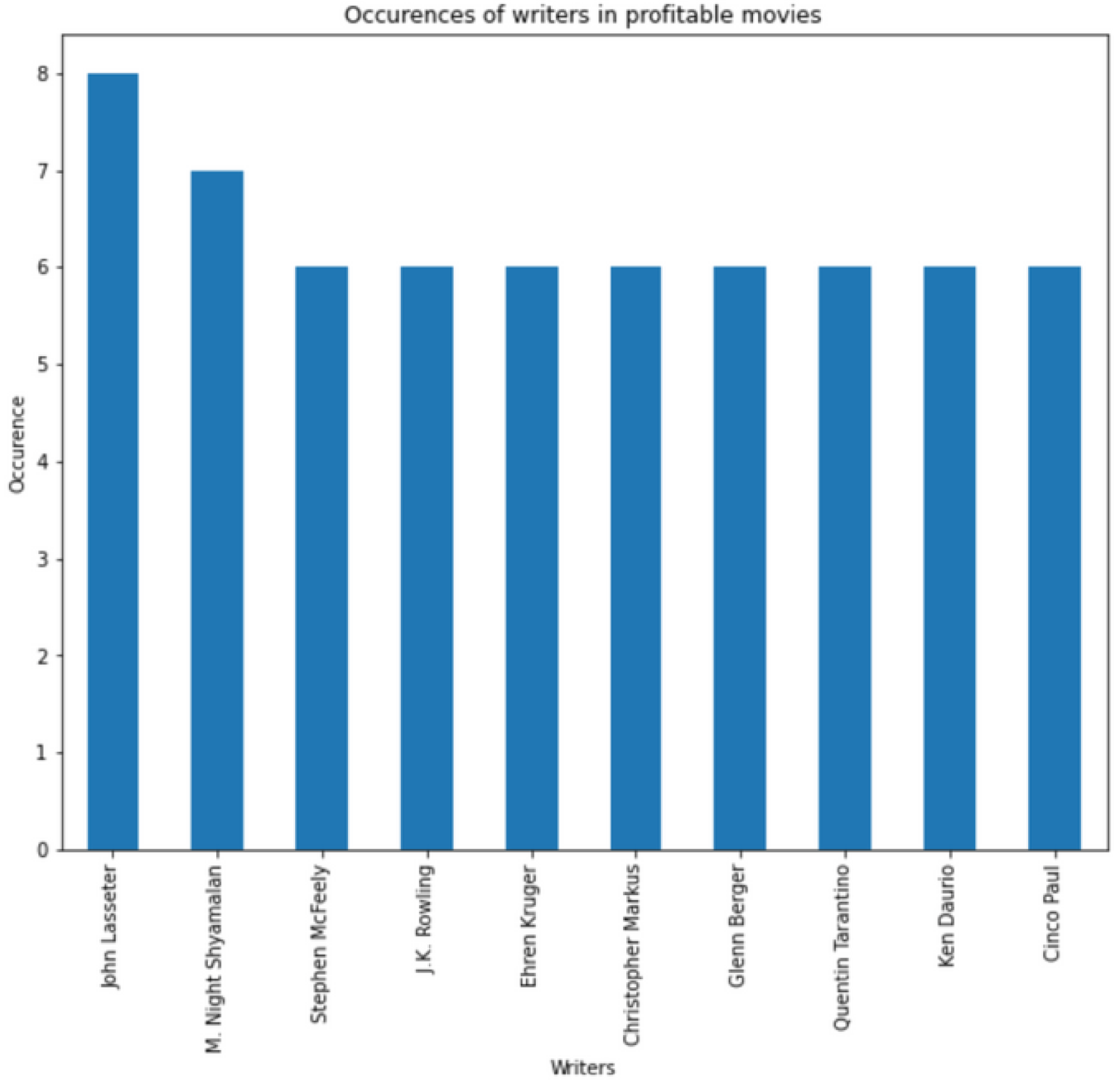
DIRECTORS

Most profitable directors


Most profitable directors
Total Profit
12000
10000
8000
6000
4000
2000
0
Steven Spielberg
Anthony Russo, Joe Russo
Peter Jackson
James Cameron
Michael Bay
David Yates
J.J. Abrams
Christopher Nolan
Jon Favreau
Chris Columbus
Director

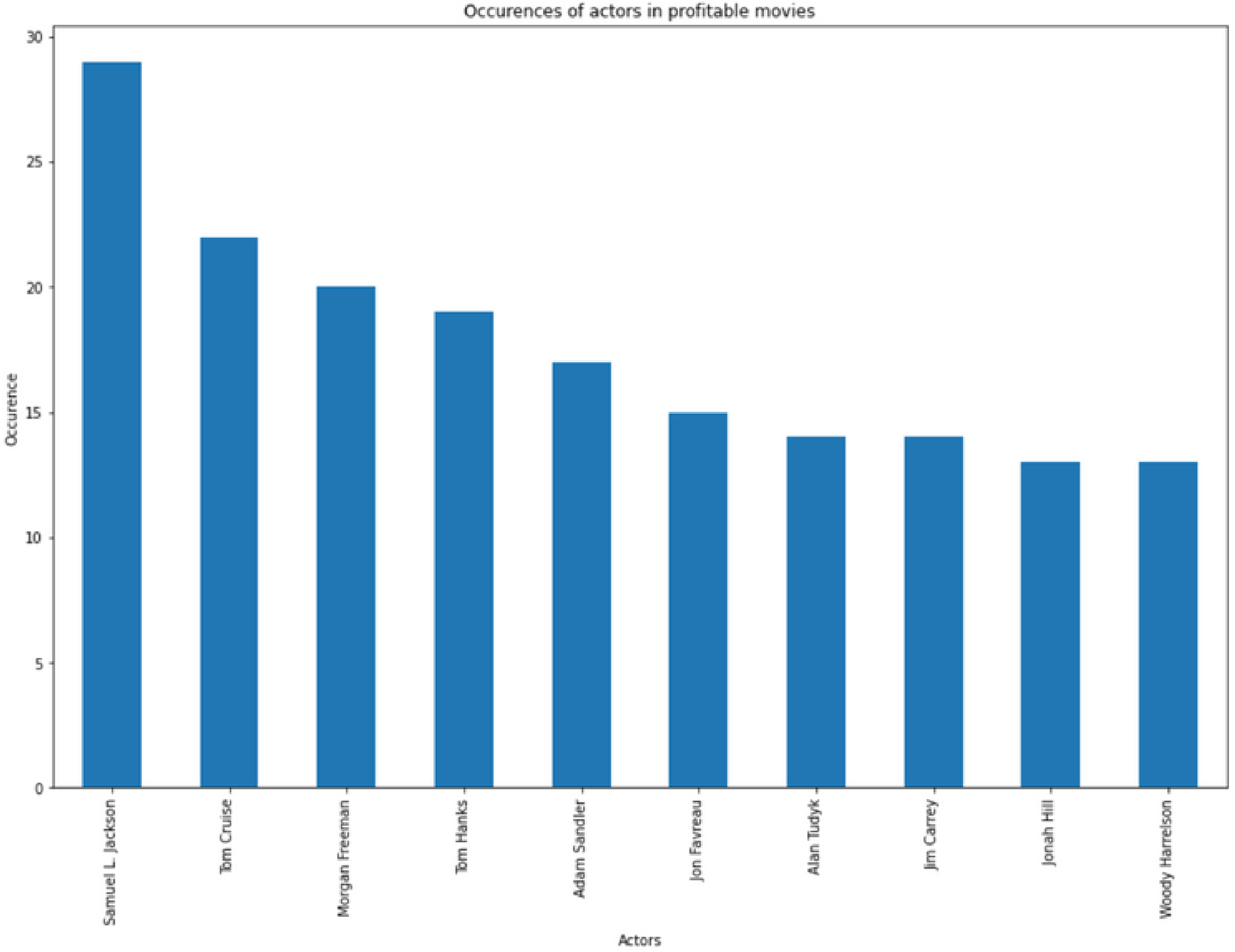
WRITERS

Most frequent writers of the 1000 most profitable movies


Occurences of writers in profitable movies
Occurence
0
1
2
3
4
5
6
7
8
John Lasseter
M. Night Shyamalan
Stephen McFeely
J.K. Rowling
Ehren Kruger
Christopher Markus
Glenn Berger
Quentin Tarantino
Ken Daurio
Cinco Paul
Writers

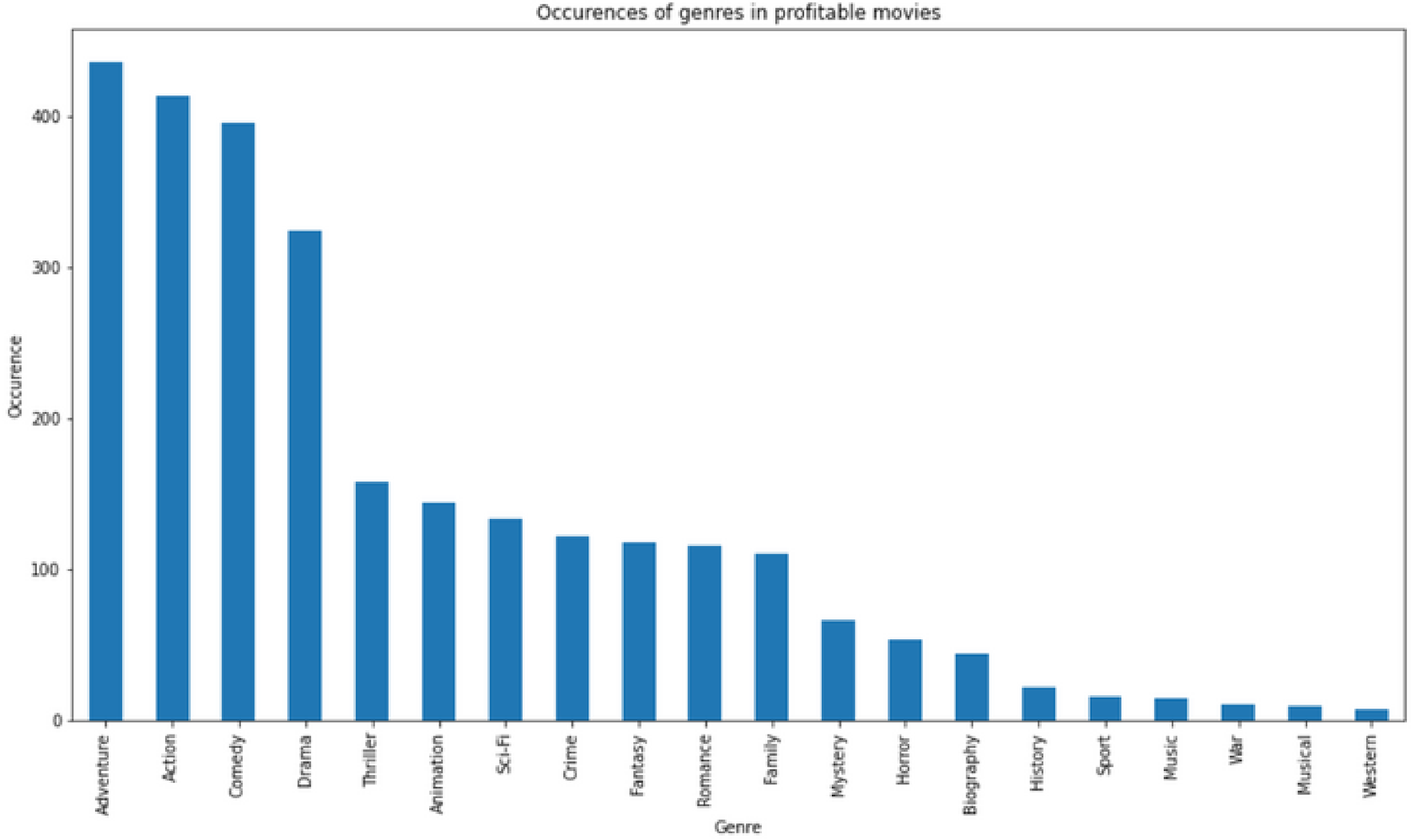
ACTORS

Most frequent actors of the 1000 most profitable movies


Occurences of actors in profitable movies
Occurence
0
5
10
15
20
25
30
Samuel L. Jackson
Tom Cruise
Morgan Freeman
Tom Hanks
Adam Sandler
Jon Favreau
Alan Tudyk
Jim Carrey
Jonah Hill
Woody Harrelson
Actors

GENRES

Most frequent genres of the 1000 most profitable movies


Occurences of genres in profitable movies
Occurence
0
100
200
300
400
Adventure
Action
Comedy
Drama
Thriller
Animation
Sci-Fi
Crime
Fantasy
Romance
Family
Mystery
Horror
Biography
History
Sport
Music
War
Musical
Western
Genre

WHAT ELSE CAN IMPACT THE PROFIT OF A MOVIE?

RUNTIME

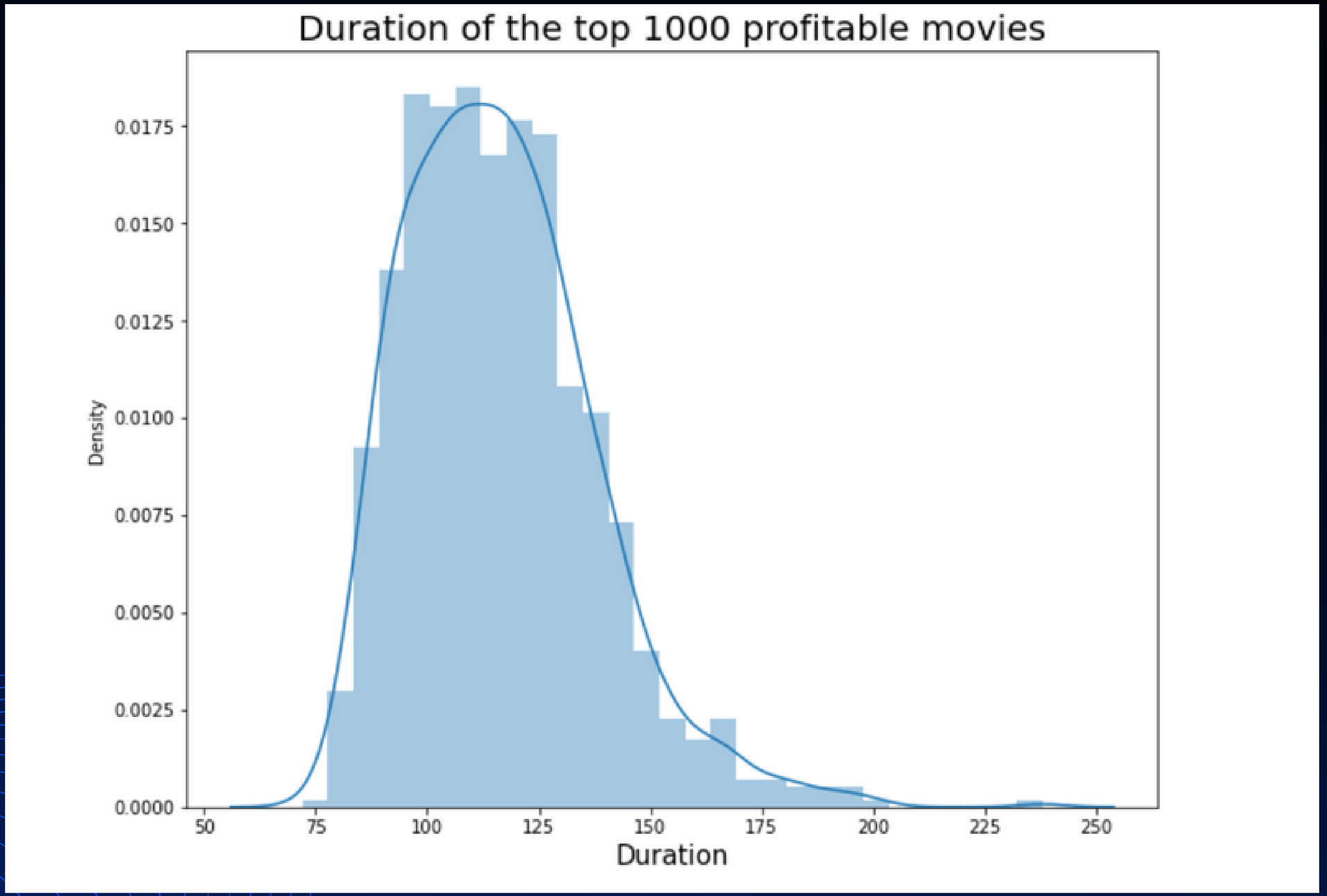
A very long or short movie may impact the audience's willigness to go watch it.

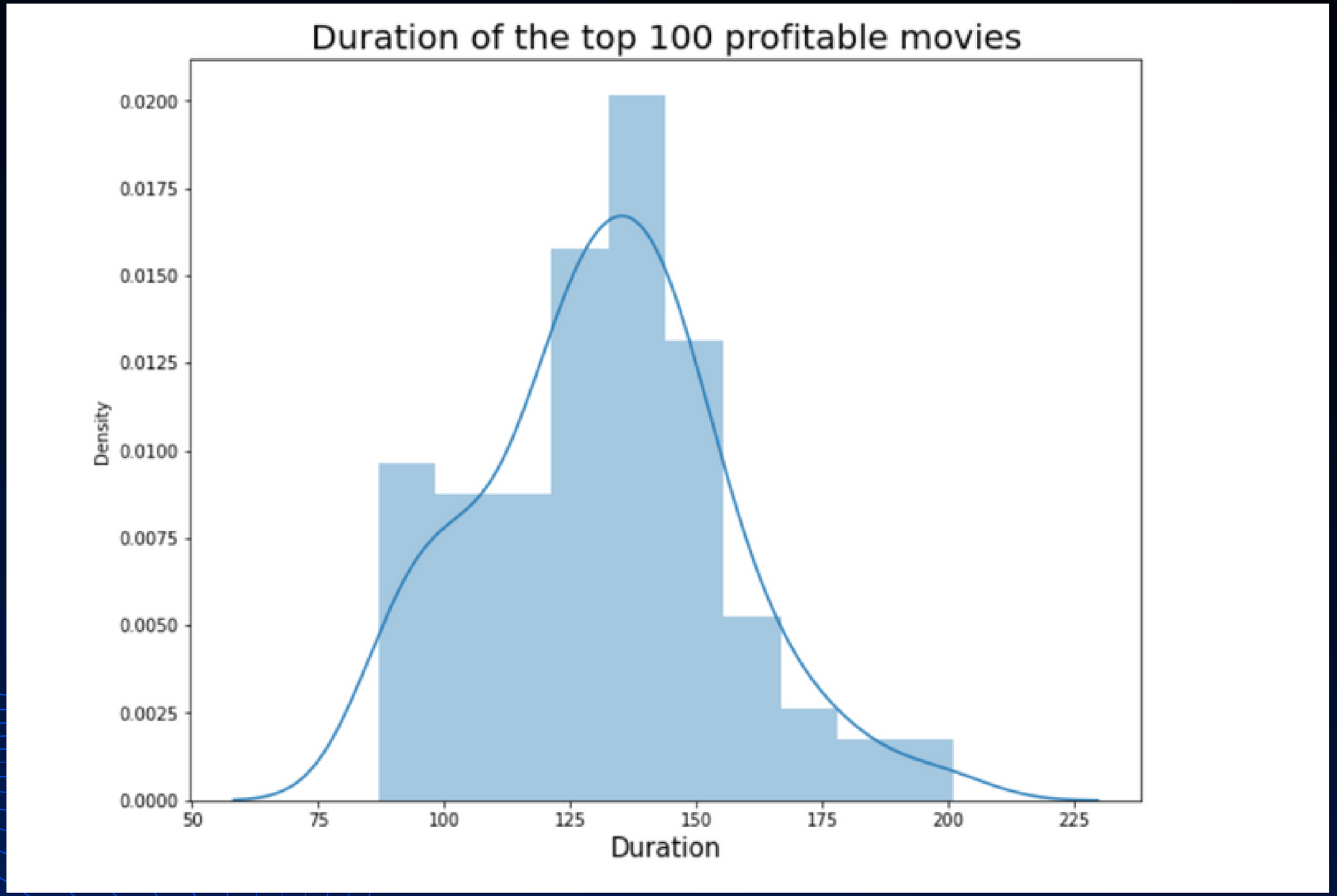
RELEASE MONTH

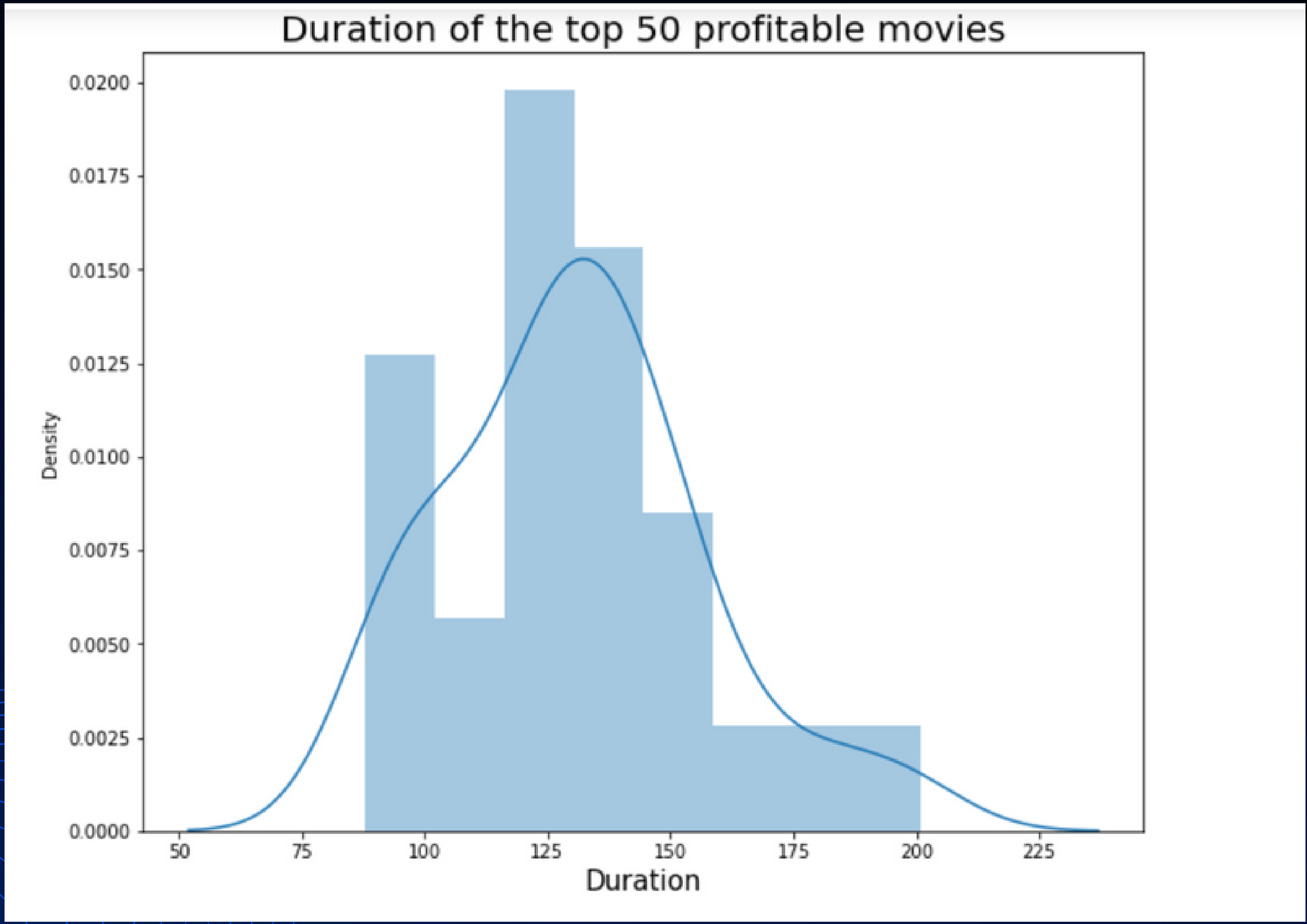
The season when a movie is released can affect its success

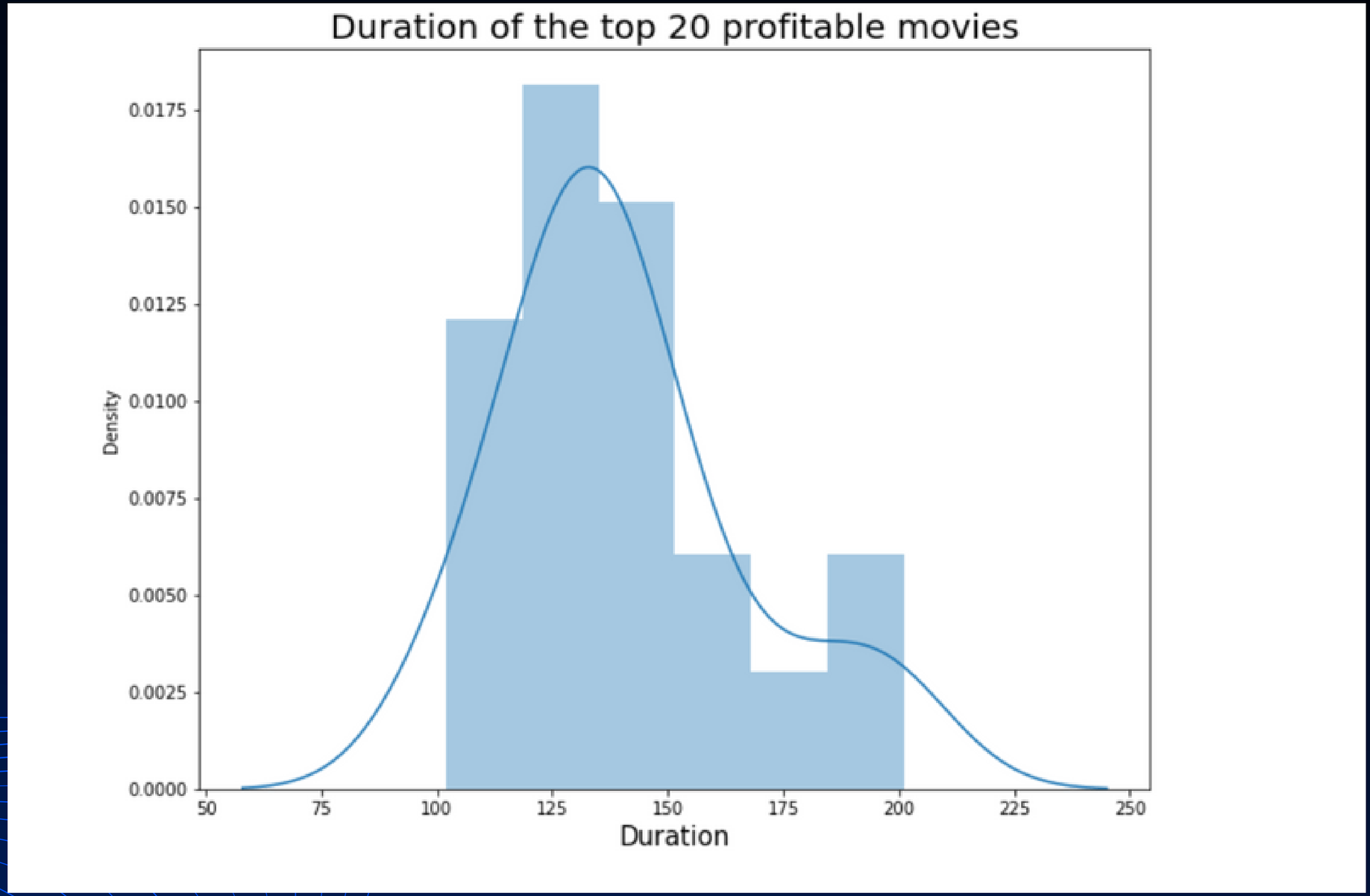
RUNTIME

Runtime of the top 1000, 100, 50, 20 most profitable movies


Duration of the top 1000 profitable movies
Density
0.0175
0.0150
0.0125
0.0100
0.0075
0.0050
0.0025
0.0000
50
75
100
125
150
175
200
225
250
Duration


Duration of the top 100 profitable movies
Density
0.0200
0.0175
0.0150
0.0125
0.0100
0.0075
0.0050
0.0025
0.0000
50
75
100
125
150
175
200
225
Duration


Duration of the top 50 profitable movies
0.0200
0.0175
0.0150
0.0125
0.0100
0.0075
0.0050
0.0025
0.0000
Density
50
75
100
125
150
175
200
225
Duration

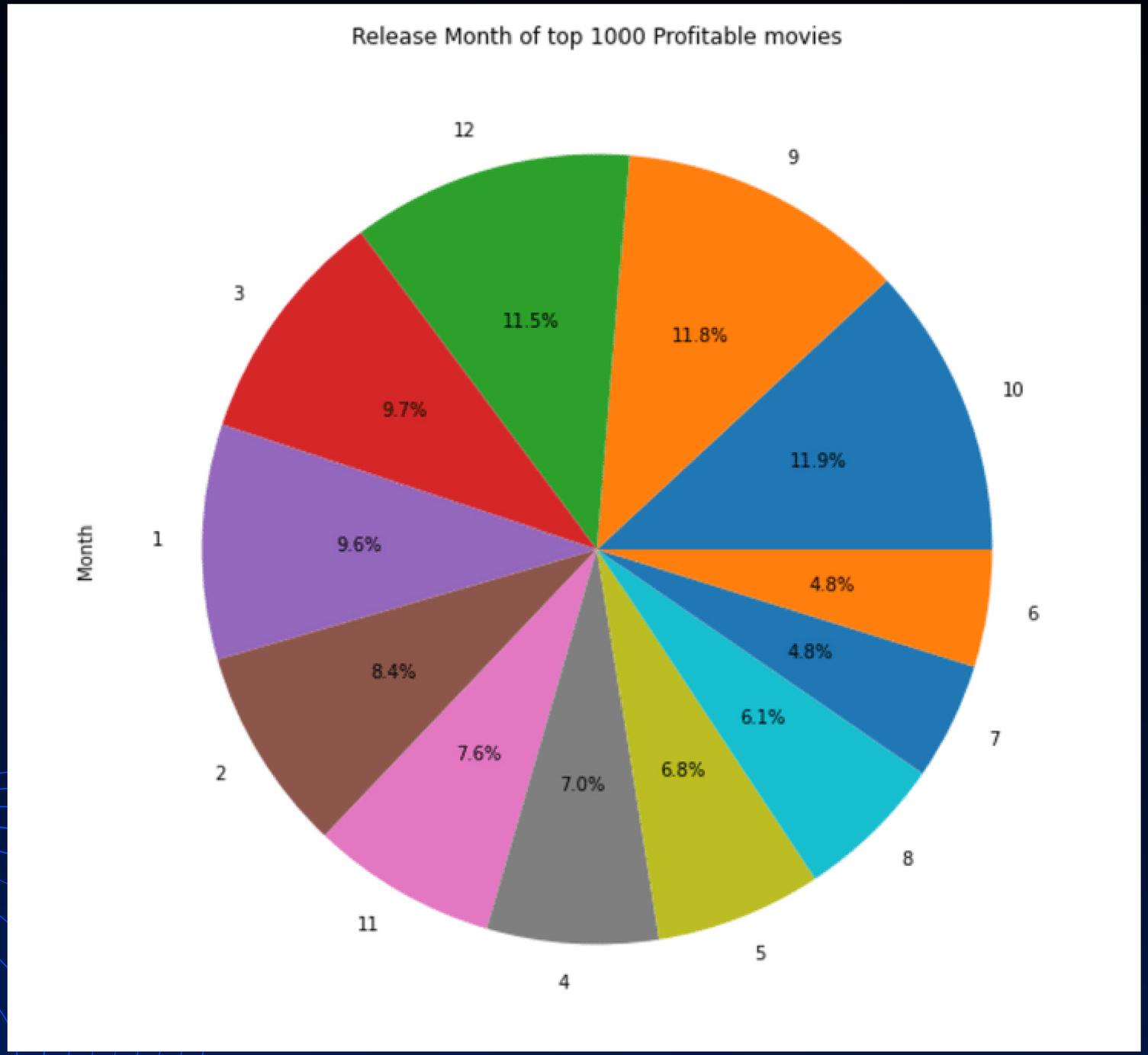

Duration of the top 20 profitable movies
Density
0.0175
0.0150
0.0125
0.0100
0.0075
0.0050
0.0025
0.0000
50
75
100
125
150
175
200
225
250
Duration

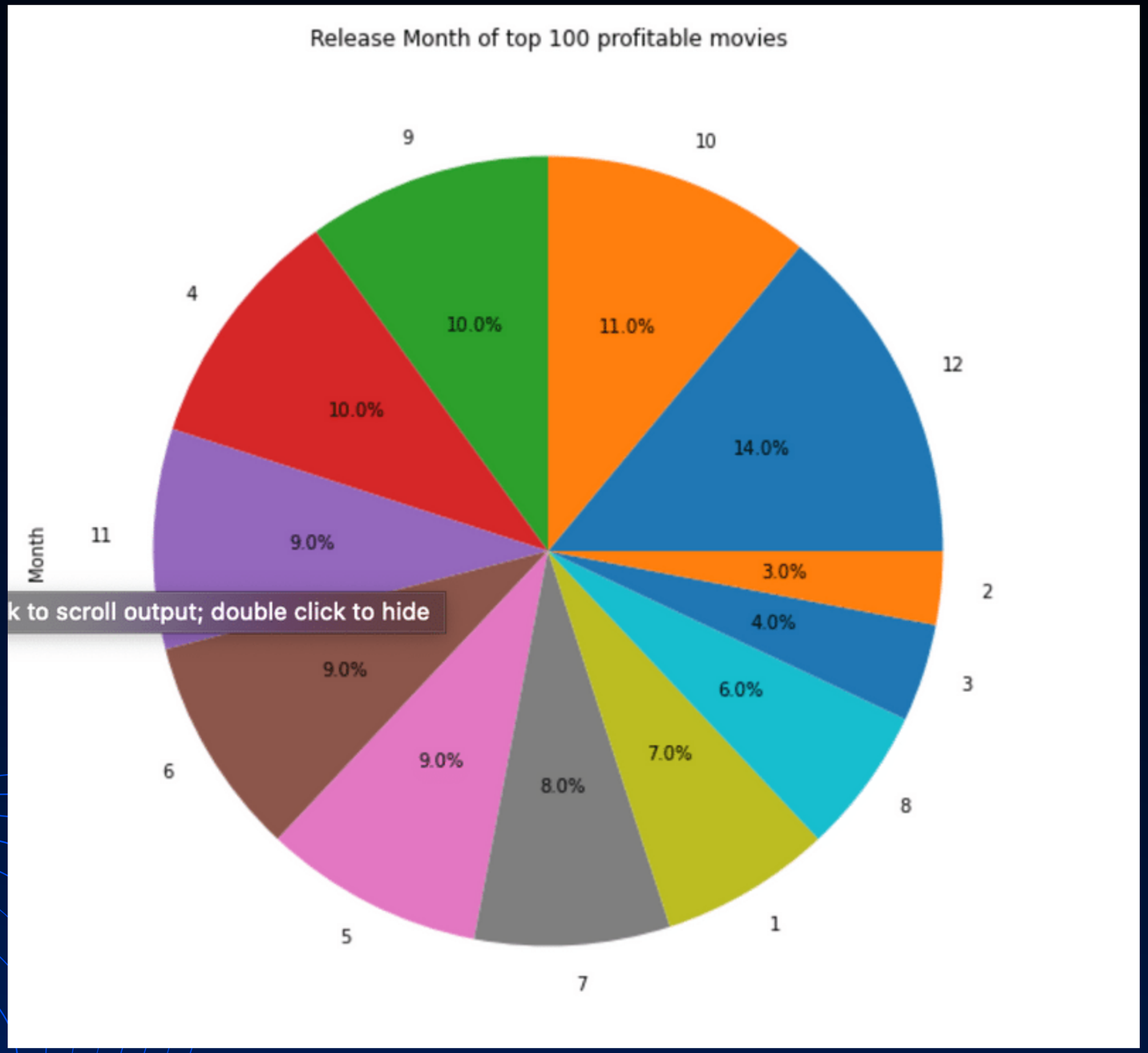
120 - 140 MINS

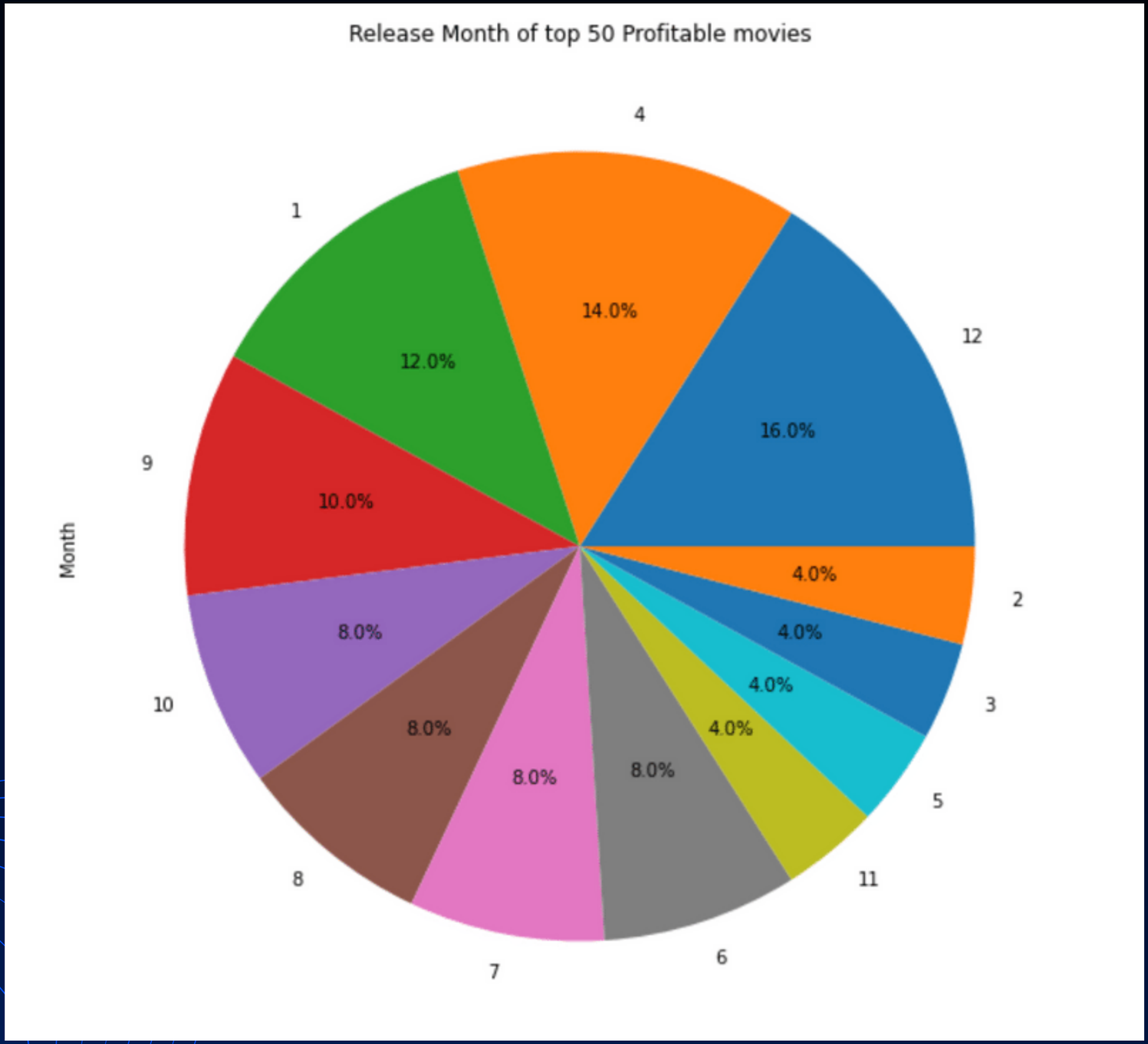
APPROXIMATE RUNTIME OF MOST SUCCESSFUL MOVIES

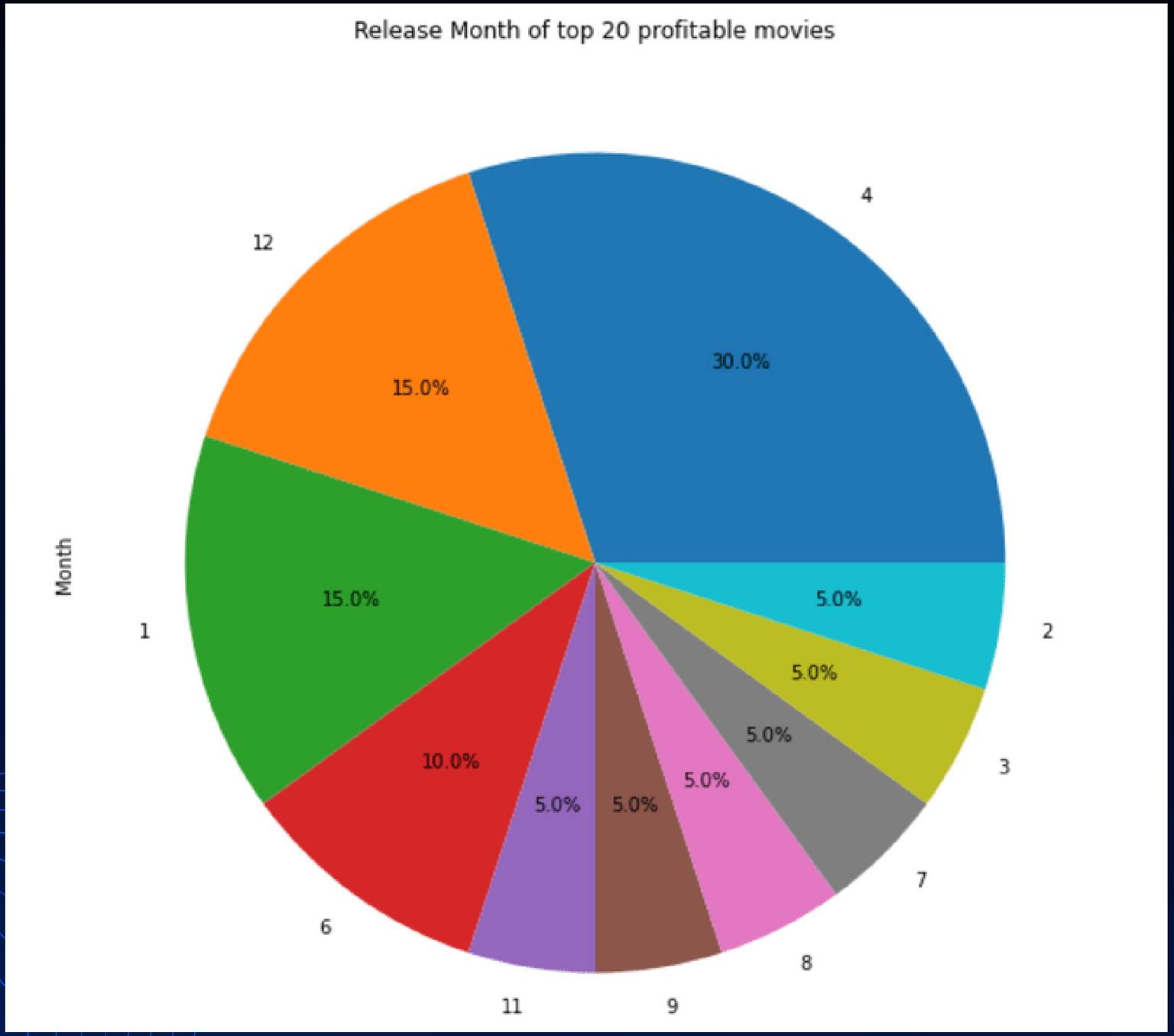
RELEASE MONTH

Release month the top 1000, 100, 50, 20 most profitable movies


Release Month of top 1000 Profitable movies
Month
12
9
10
6
7
8
5
4
11
2
1
3
11.9%
11.8%
11.5%
9.7%
9.6%
8.4%
7.6%
7.0%
6.8%
6.1%
4.8%
4.8%

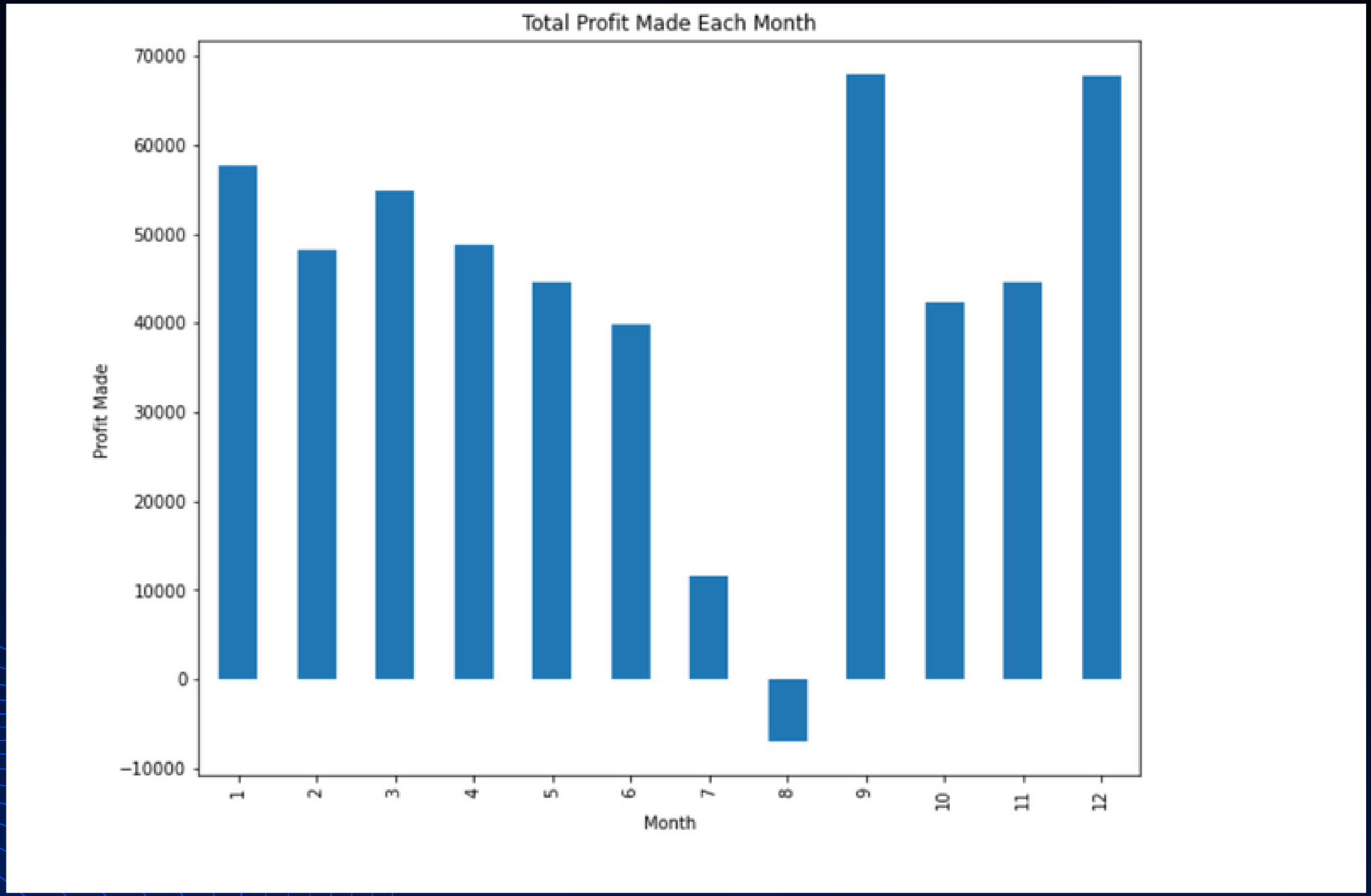

Release Month of top 100 profitable movies
Month
9
10
4
11
12
2
3
8
6
1
5
7
10.0%
11.0%
14.0%
10.0%
9.0%
3.0%
4.0%
6.0%
9.0%
7.0%
9.0%
8.0%
k to scroll output; double click to hide


Release Month of top 50 Profitable movies
Month
4
1
12
9
2
10
3
5
11
8
7
6
14.0%
12.0%
16.0%
10.0%
4.0%
4.0%
8.0%
4.0%
4.0%
8.0%
8.0%
8.0%

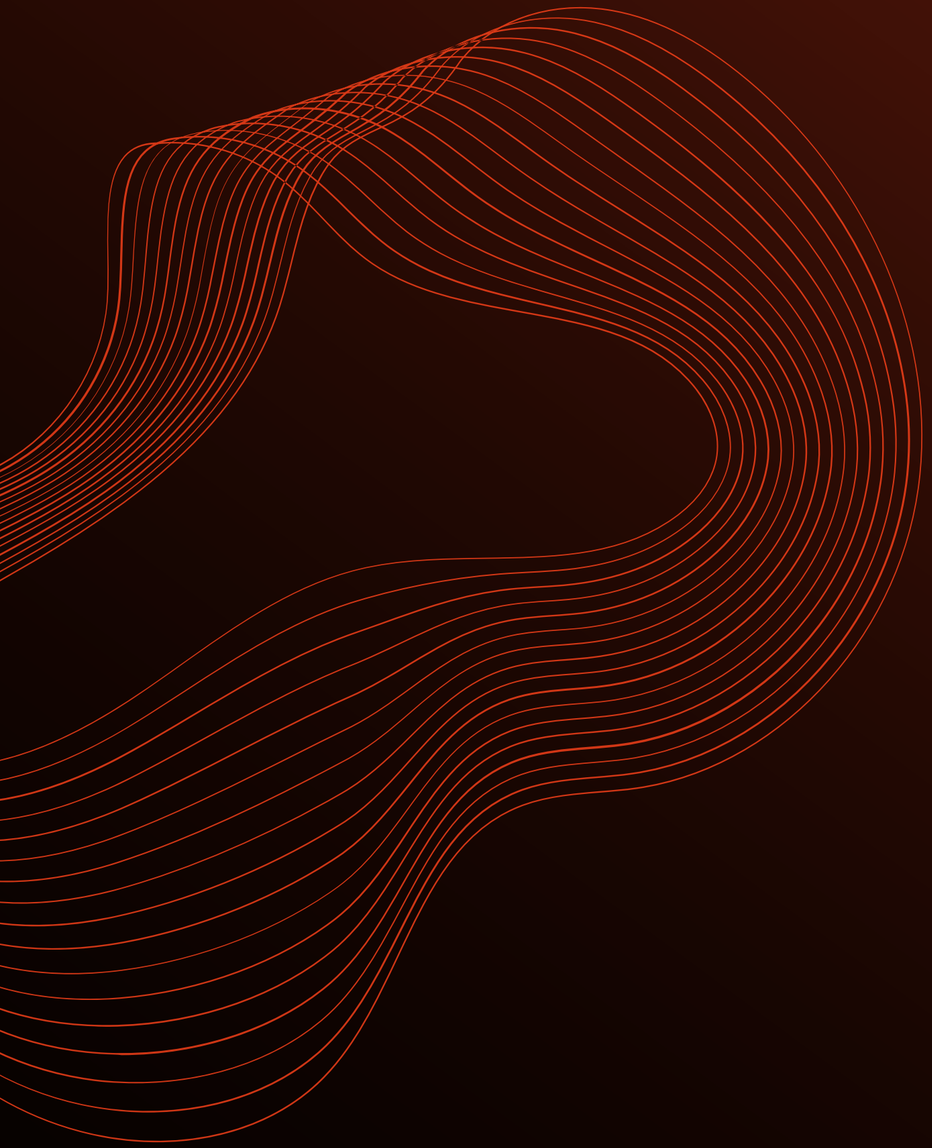

Release Month of top 20 profitable movies
Month
4
12
1
2
3
7
6
8
11
9
30.0%
15.0%
15.0%
5.0%
5.0%
5.0%
10.0%
5.0%
5.0%
5.0%

RELEASE MONTH

Let's see which is the most profitable month in history


Total Profit Made Each Month
Profit Made
70000
60000
50000
40000
30000
20000
10000
0
−10000
1
2
3
4
5
6
7
8
9
10
11
12
Month

DECEMBER → TOP MONTH TO RELEASE A MOVIE



ANY QUESTIONS?