Movie Earnings Analysis

Elimelech Berlin

Summary

Analysis of movie datasets to identify several aspects of the most profitable films resulting in several takeaways:

Produce movies with lucrative genres

Release films in multiple languages

Publish movies in specific languages

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Produce movies with attributes of successful films to maximize earnings
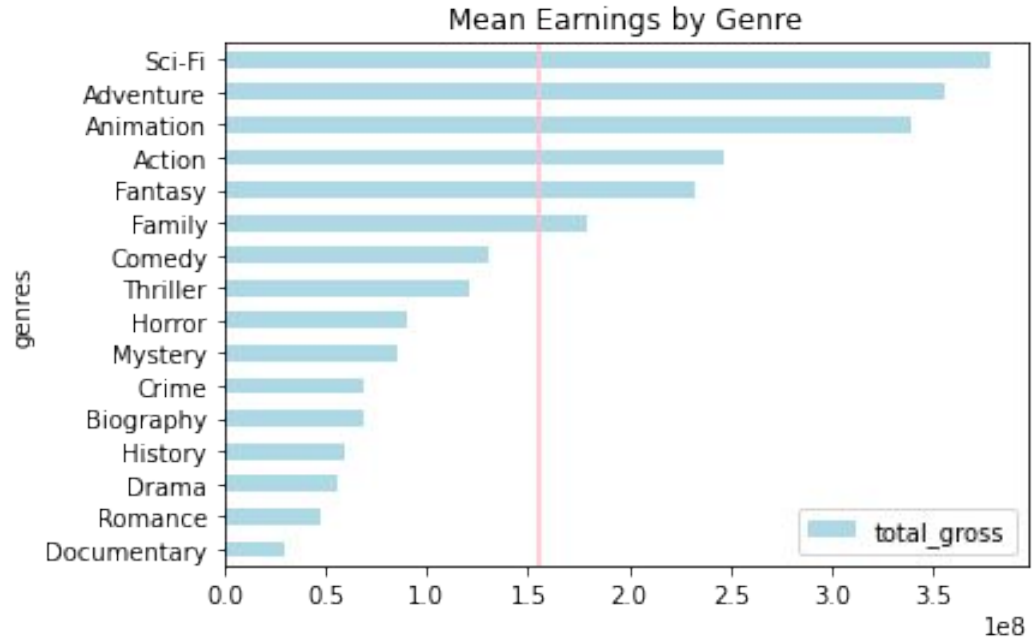
Data

Data on thousands of movies

- genre
- release language(s)
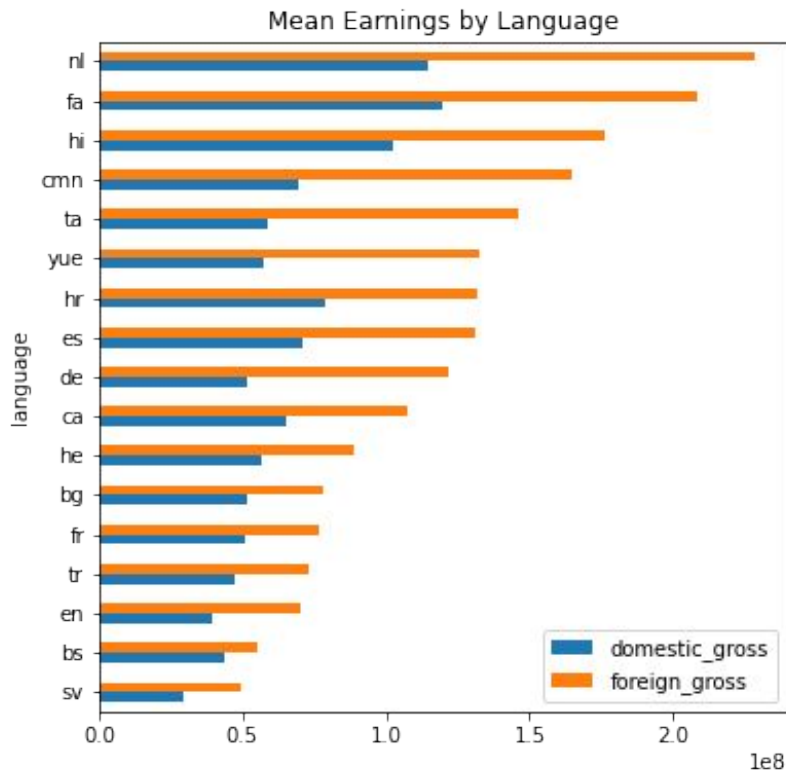- revenue earned domestically/abroad

Methods

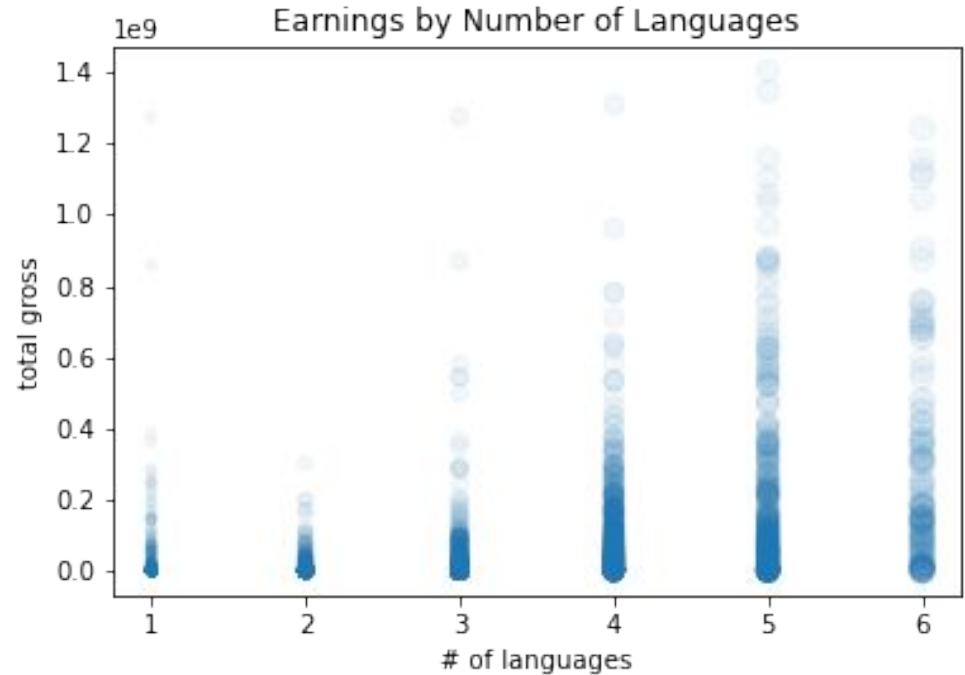- Movies grouped by genre; their mean earnings measured against each other's.

Mean Earnings by Genre

Methods

- Mean earnings sorted by language & region (foreign/domestic)

Mean Earnings by Language

Methods

- The number of release languages of all movies shown with their revenue

Earnings by Number of Languages

Results

- Certain movie genres are most profitable
- Certain language movies earned the most revenue (highest earning languages domestically differ from those earning the most abroad).
- Films available in more languages earn more (even domestically). *An odd exception: movies published in 1 language earn more than movies published in 2; additional exploration of the data is necessary to understand this.*

Conclusions

Produce movies with top earning genres:

- Adventure
- Animation
- Action
- Fantasy

Publish movies in specific languages (top earning foreign):

- Dutch
- Persian
- Hindi
- Mandarin Chinese

Release movies in the maximum number of languages possible

These conclusions are based on an analysis of earnings grossed, but do not take into account the possibility of varying expenses. Further analysis should include that information to determine actual profit.

Thank You!

Email: melech.berlin@gmail.com
GitHub: @terminalcoder
LinkedIn: https://www.linkedin.com/in/elimelech-berlin-102a58250/