Movie Earnings Analysis

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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

Hire producers who fall into a specific age bracket

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

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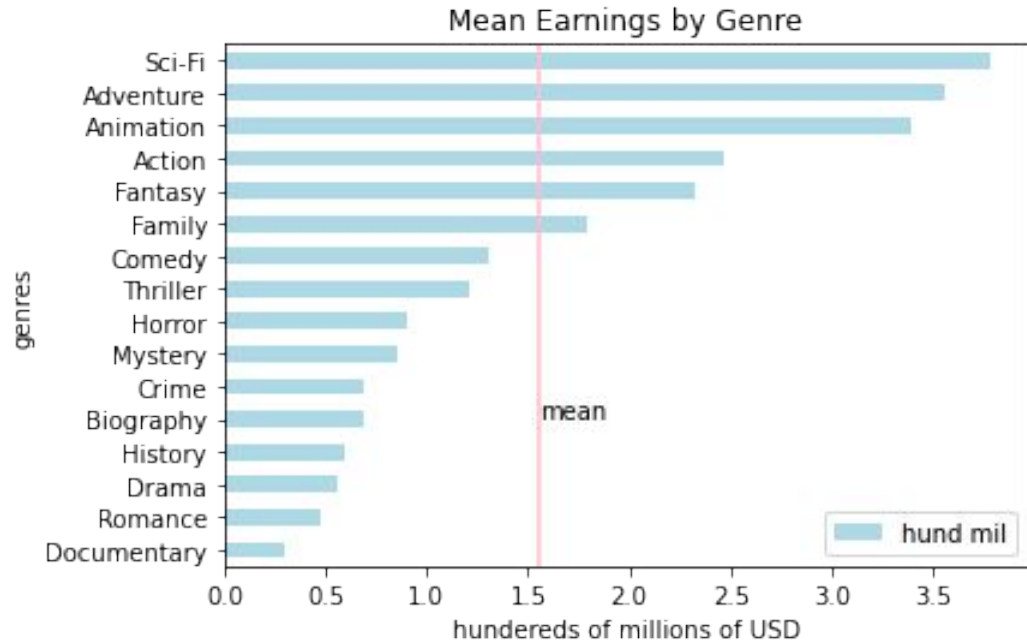
Data

Data on thousands of movies

Data includes information on the following:

- genre
- release language(s)
- revenue earned domestically/abroad
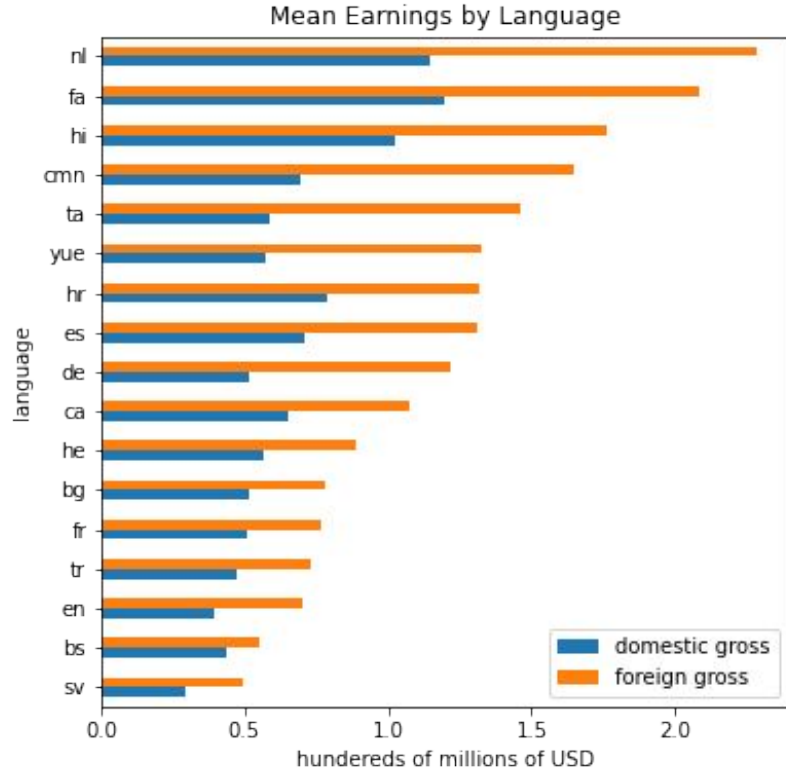- producer name and age

Methods

- Movies grouped by genre; their mean earnings measured against each other's.
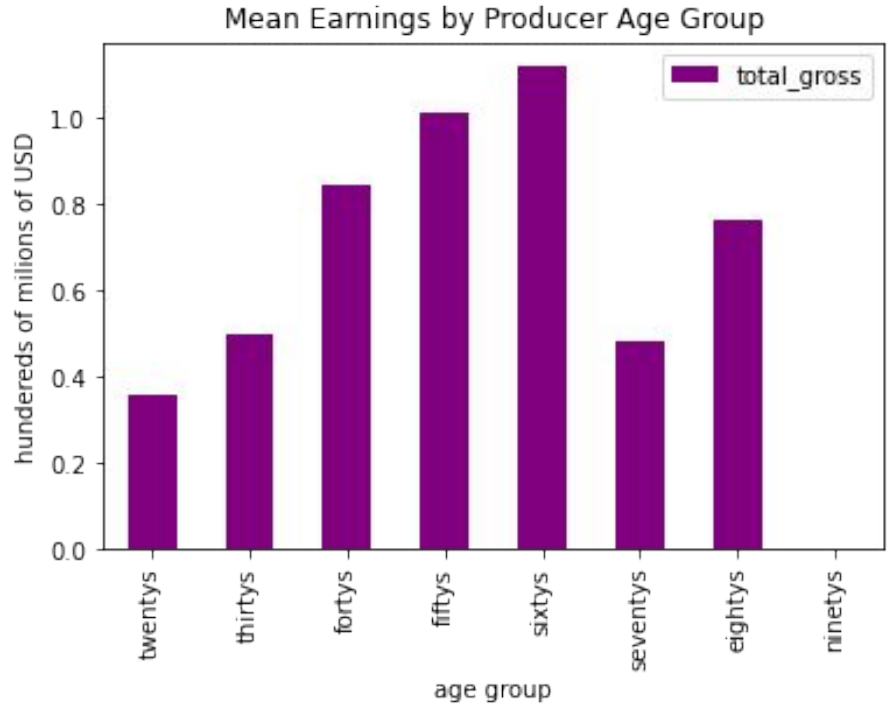- *Highest earning genres are apparent*

Mean Earnings by Genre

Methods

- Mean earnings sorted by language & region (foreign/domestic)
- *Some languages typically earn more*

Mean Earnings by Language

Methods

- The mean earnings of movies by producer age group
- *Earnings increase with age through the sixties*

Mean Earnings by Producer Age Group

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).
- Producers that are older create higher earning films (as long as they are under 70)

Conclusions

Produce movies with top earning genres:

- Adventure
- Animation
- Action
- Fantasy

Higher professionals that are in their sixties to produce movies

Publish movies in specific languages (top earning foreign):

- Dutch
- Persian
- Hindi
- Mandarin Chinese

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!

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