

What makes a profitable film?

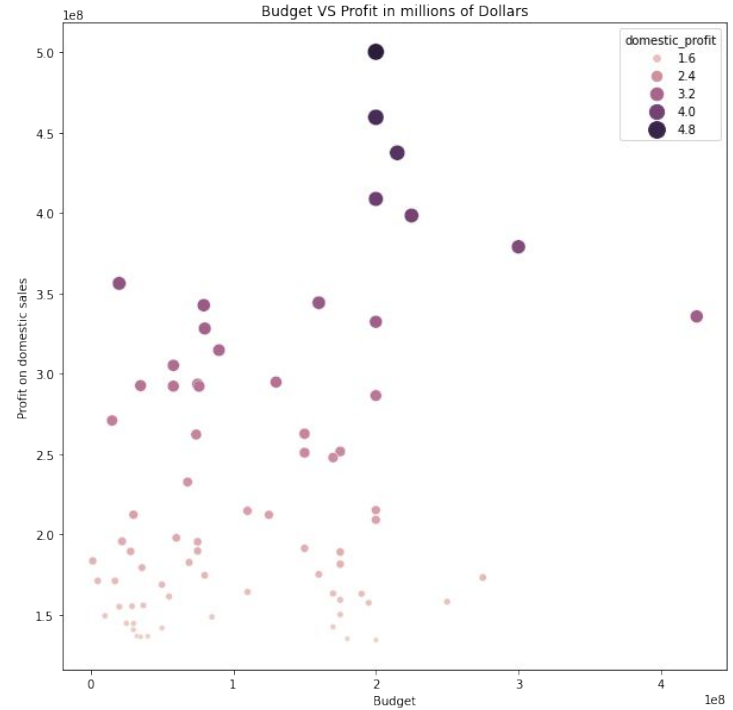
Analyzing the data

1. Does more money invested = better results?
2. What factors make a film successful?
3. What SHOULD you invest in?

Profit VS Investment

\$2.5 M is the maximum worth-while

Cost of a film to be profitable

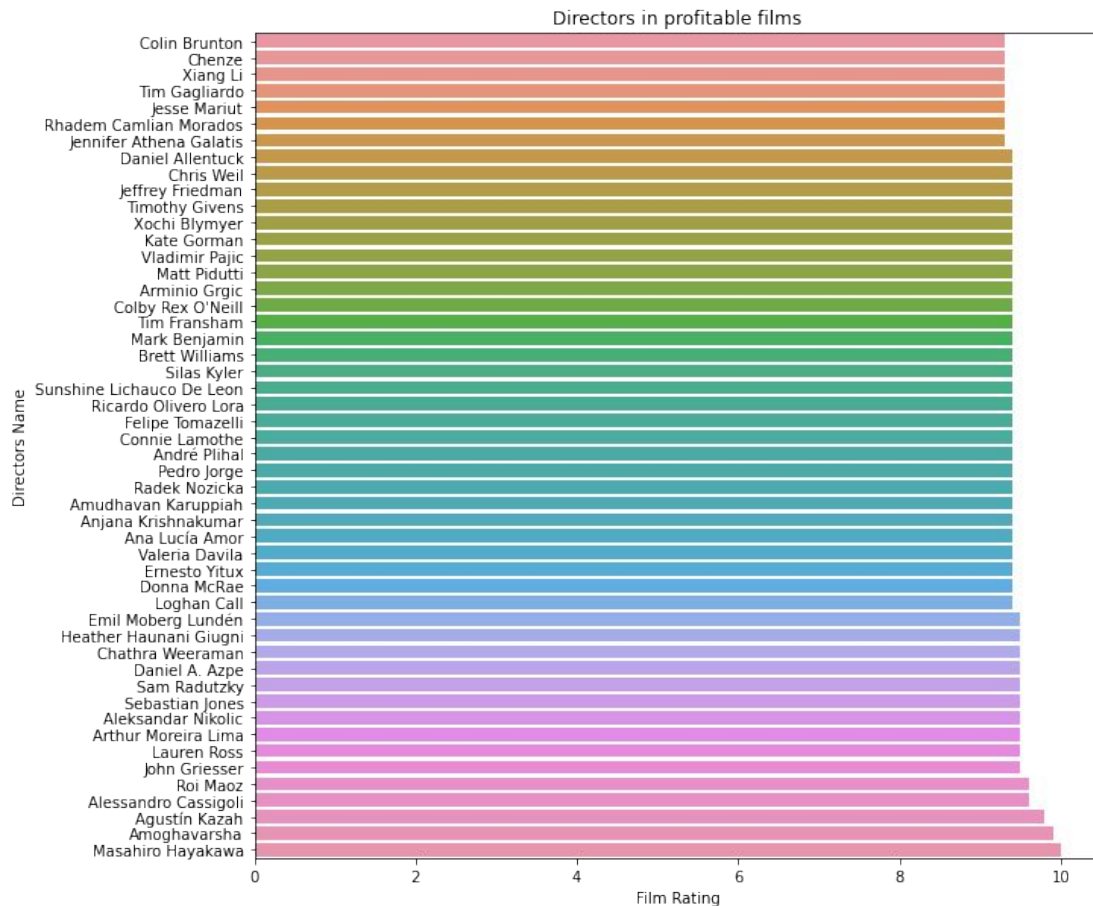


The CAST and Writers/Directors have the largest Impact on film success

Films that scored well in ratings, often had the same actors, directors and writers

Directors

Directors ordered by
most popular films



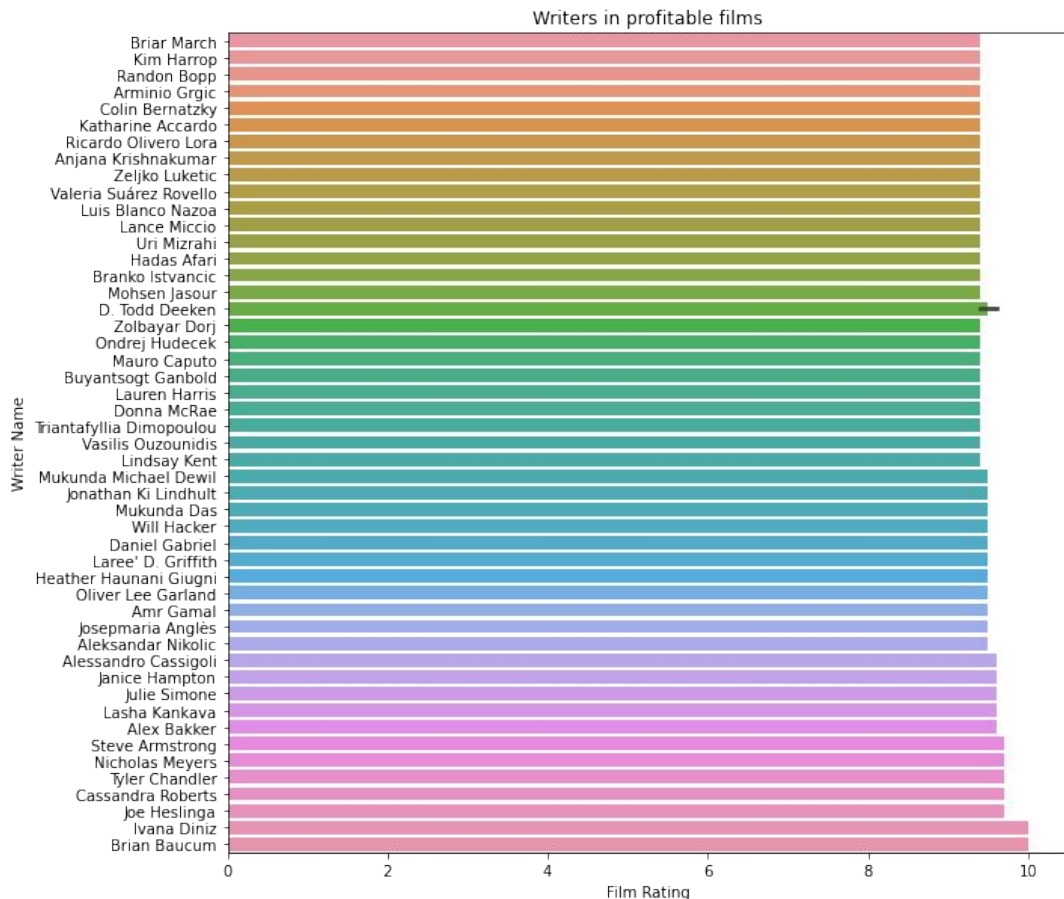
Writers

Writers by

Most popular film

Notice the jumps.

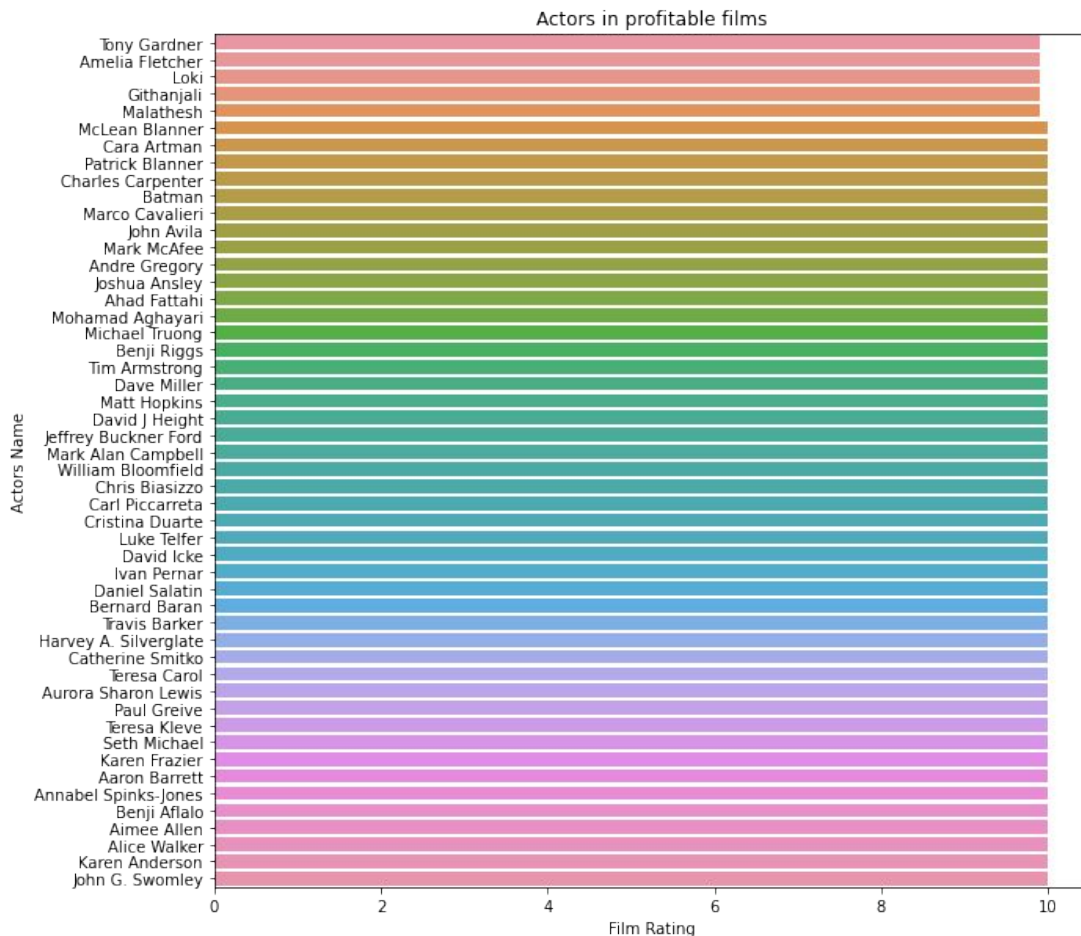
Quality Writers make
a **significant** increase
in popularity



Actors

Actors by

Most popular films



Takeaway

- \$2.5 Million is the maximum investment worth the return
- A mix of quality Directors, Writers and Actors make a film successful
- Writers have the biggest impact on a films performance

Thank you for your time!

See you on the big screen!

Please feel free to Ask any Questions you may have

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