

Box Office Analysis

This analysis focuses on how a company might start getting into making movies and which areas of the industry to focus on. The analysis shows promising options that are not risky in which genres to focus on. It also demonstrates some interesting data about how important audience engagement is or is not.

Outline

- Business Problem
- Data
- Methods
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Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. The goal of this analysis is to explore what factors can contribute to success or failure when making movies. Using that analysis I will translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what movies to create.

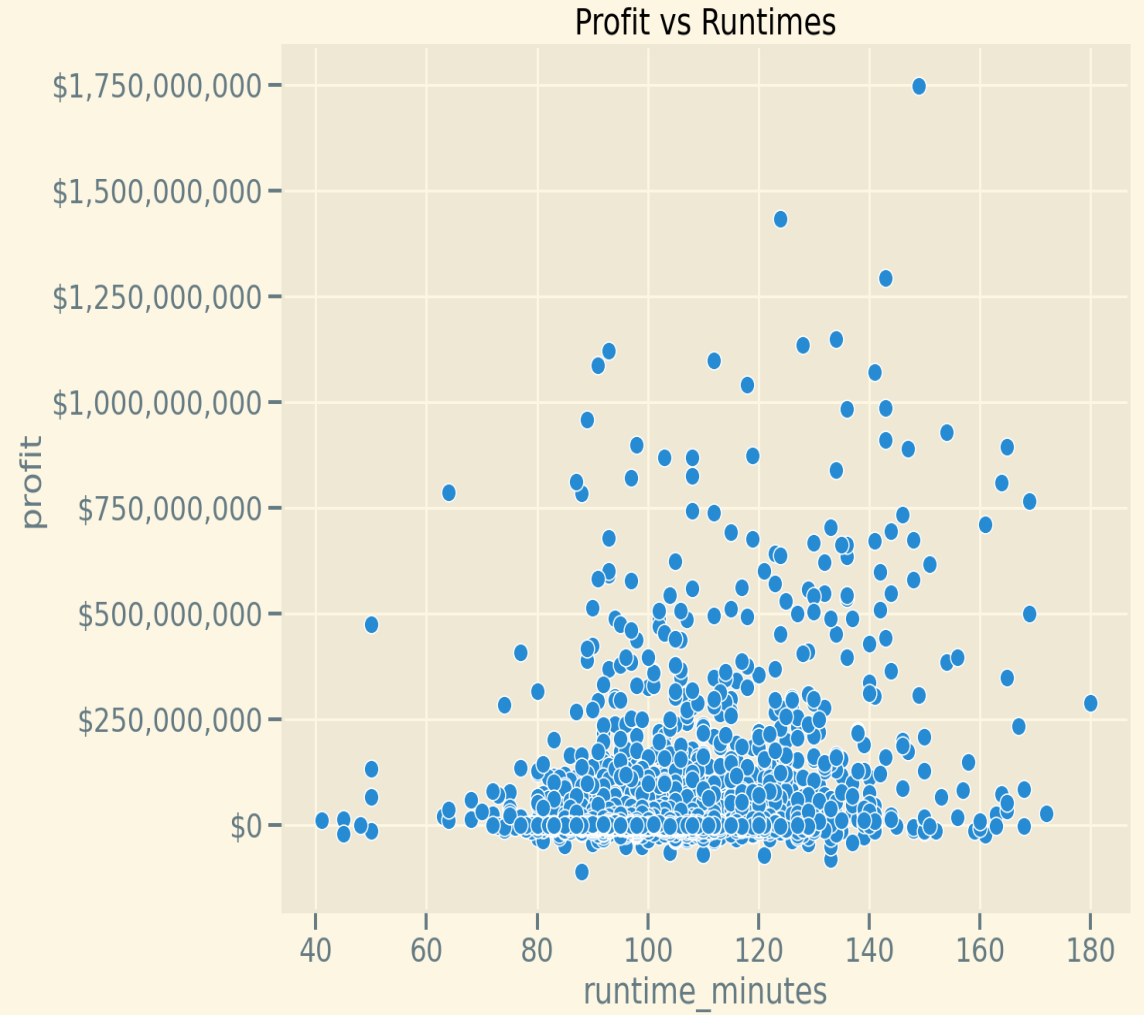
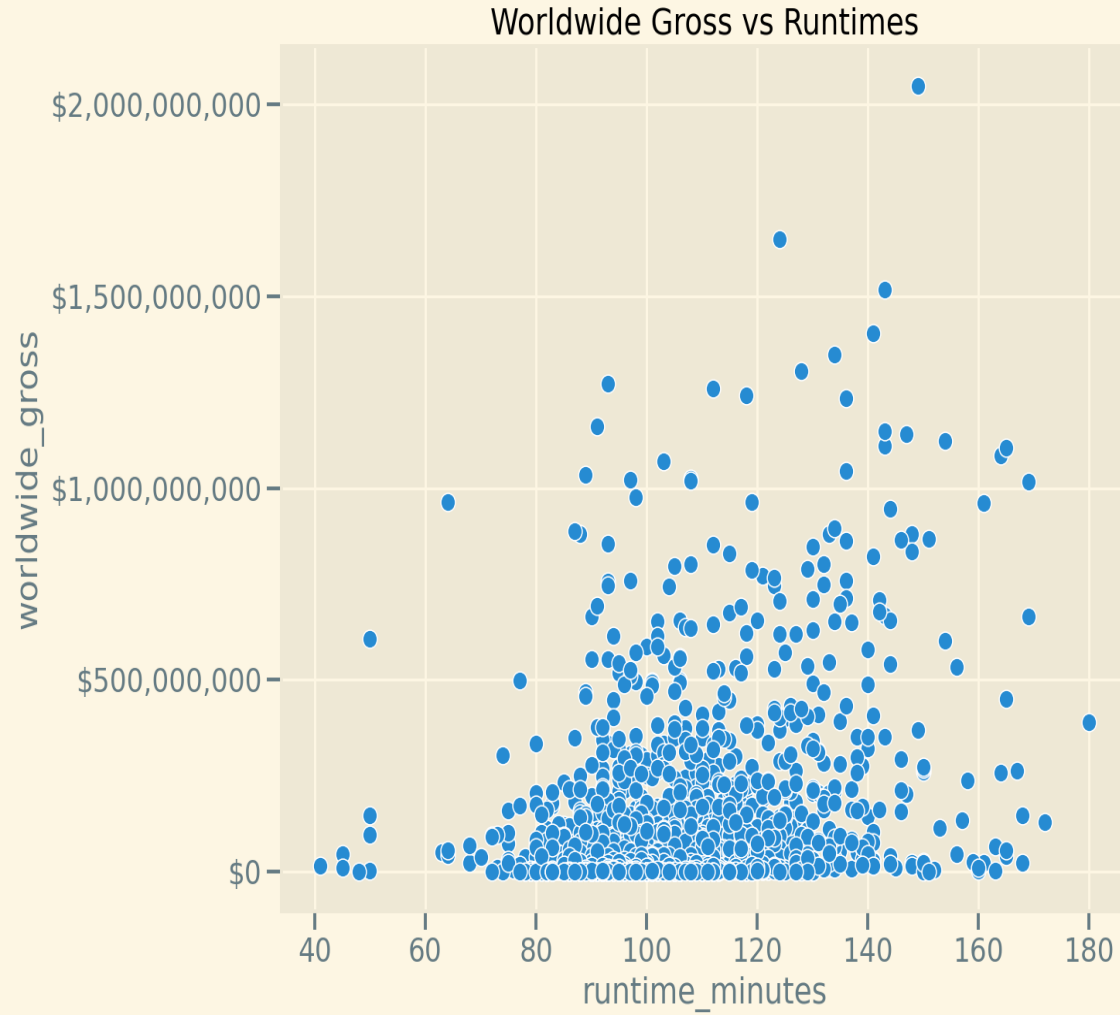
Data

- The datasets that I use in this analysis are from IMDB, The Numbers, and The Movie DB(TMDB)
- The data provides an overview of how genres perform in varying metrics as well as focusing on how important audience engagement is to financial success
- The goal was to compare how each genre performed financially since that felt like the logical place to start. And then go deeper with which genres perform best

Methods

- For analyzing runtime's effect on box office and audience engagement I wanted to look and see if there were any problem or beneficial areas to focus in
- It showed the most important thing was to focus on other aspects to improve it's quality and appeal. As long as you stayed within the margin that almost every movie falls under which is 1.5-2.5 hours.

Worldwide Gross and Profit



Results

The analysis done here sheds light on how movies in certain genres perform and also the basics of how long a movie should be as well as how important audience engagement is.

I am confident that this direction will provide a good footing to start off a company in a big industry like movies.

I do think that overall I would have liked to find more specific suggestions and that is something that can be done with further research and more data.

Conclusions

This analysis leads to 3 recommendations for getting started as a movie company:

- Even though the highest grossing movies by far are Action and Adventure that seems like a gamble to jump in to. So start medium or small.
- When we look at the profit graph it shows comedy and drama as not very far behind action and adventure. Focus on the next two, Comedy and Drama, projects. These genres are typically low production budget and Comedies don't depend on stars as much as larger action and adventure movies.
- We saw that horror actually had the highest average profit and by the same principle as above, pursuing good projects in that genre would have low production budgets.