

Top Performing Movie Genres

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An analysis on the best performing movie genres at the Box Office

Introduction

Microsoft is joining the movie creation industry and have put up a new movie studio.

My aim is to advise Microsoft on the types of movies they should produce.

I have analyzed data collected from various sources and determined the best performing movie genres at the Box Office.

The Data

Datasets used to analyze movie performance came from the following sources:

- Imdb
- The MovieDB
- The Numbers

Raw data files can be viewed [here](#).

Data Preparation

The different datasets had a wide variety of data captured in different ways.

I explored each individual dataset and filtered for data on average ratings, vote counts, and financials.

I merged matching datasets to fill in missing info on movie genres.

Data Analysis

Top performing movies were determined through an analysis of the following metrics:

- Number of votes cast per movie
- Average rating from votes cast
- Financial performance at the Box Office
- A focused review of the more recent data to view any emerging trends

Number of Votes

A good number of movies with very high average ratings had very low vote counts. A low vote count infers a smaller viewership. These movies, therefore, cannot be said to be popular.

From an analysis of the distribution of vote counts across the datasets, the top 25% movies by number of votes cast seemed to be an appropriate subset to further our analysis on.

A high vote count provides a good sample size for a more objective average rating.

Average Rating from Votes Cast

The resultant dataset of movies with higher vote counts was sorted to filter out the top ranking 10% by average votes.

These typically were movies with average ratings of around ~7.5/10 and above.

A Focused Review of More Recent Data

The initial datasets had data spanning an entire decade i.e. 2010 - 2019.

A focused review of data of the latter three years was used to examine whether there were emerging trends in genre preferences.

Financial Performance

From a business standpoint, it was necessary to analyze how much profits movies made both in the domestic market and worldwide.

Data from production costs of movies and domestic and worldwide revenue returns was used to compute net profits.

Movies in the upper 10% bracket by profits made were used to determine the most popular genres.

Findings

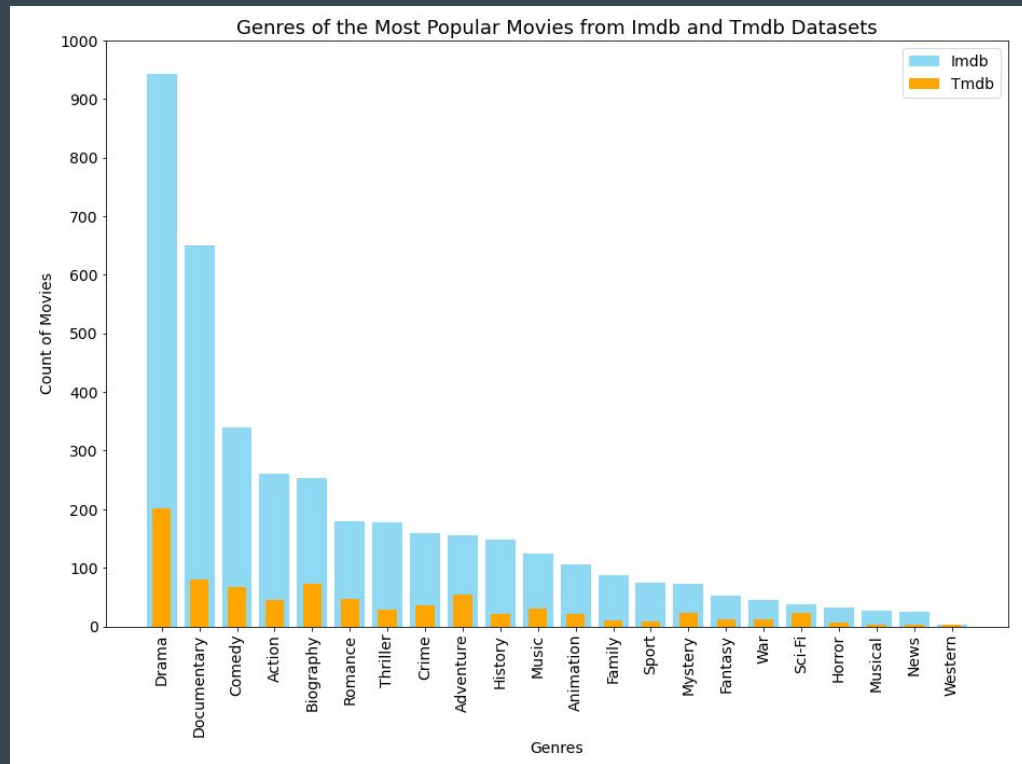
Analysis of movies by the said metrics yielded a listing of popular movies in different genres.

A count of genres was done to determine how different genres compared in popularity.

The genre counts were plotted to visualize the variations in genre popularity.

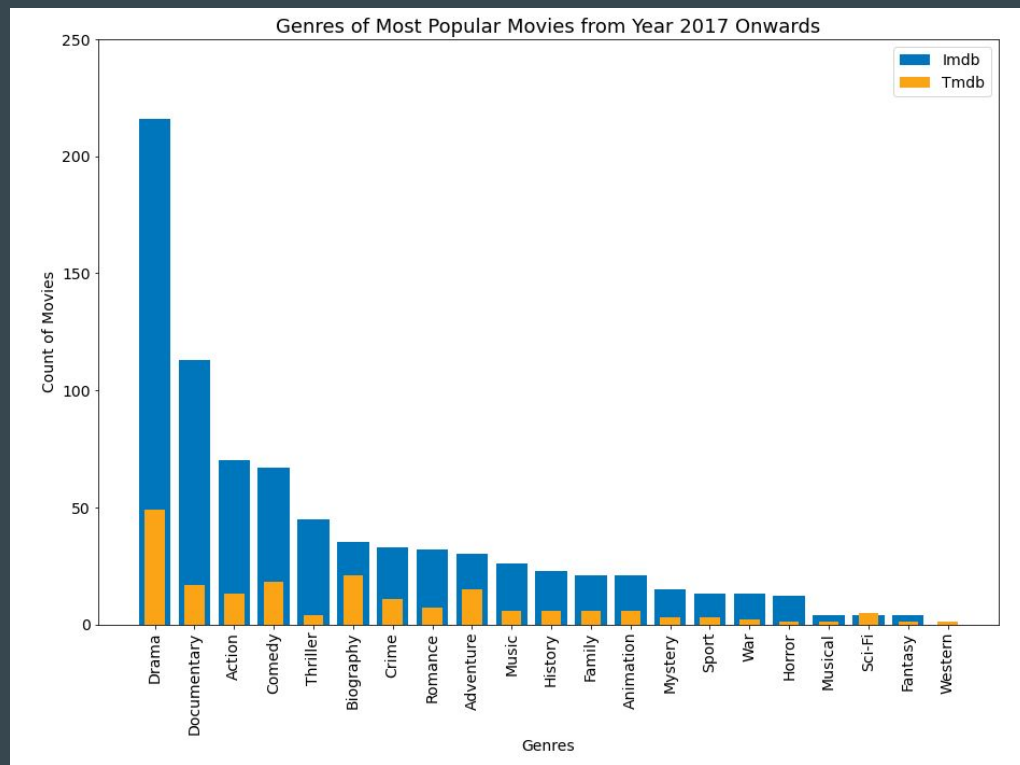
Genre Popularity by Average Movie Ratings 2010 - 2019

Drama, Documentary, Comedy and Biography have the highest popularity across both Imdb and Tmdb datasets



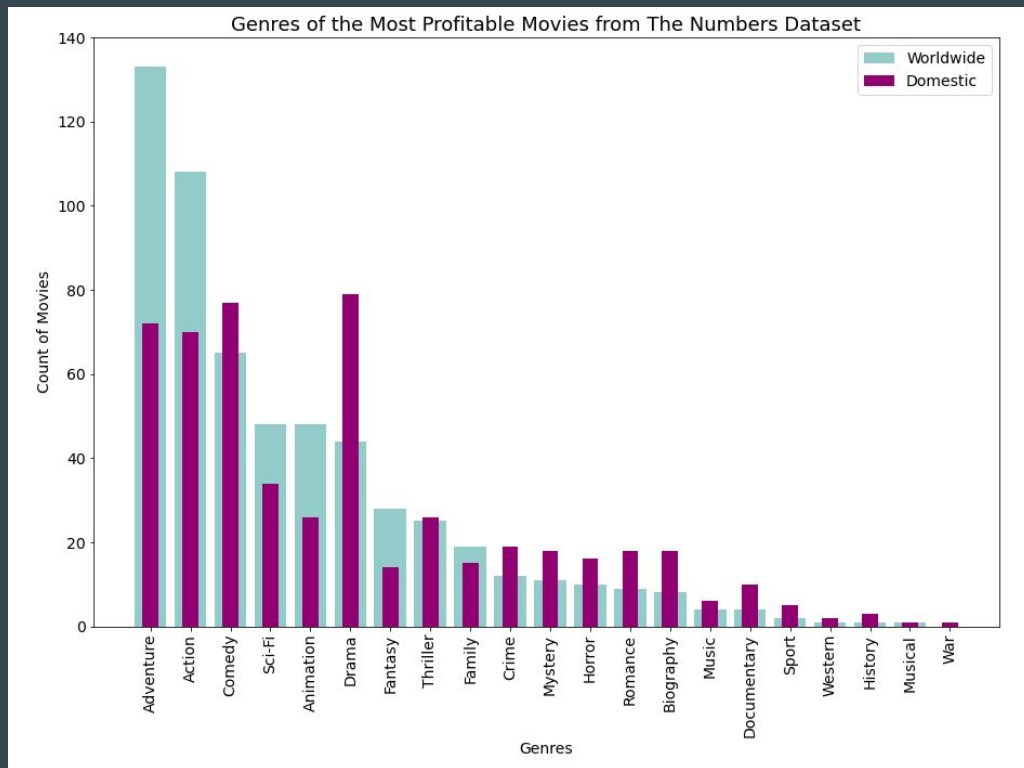
Genre Popularity by Average Movie Ratings 2017 - 2019

Drama, Documentary, Comedy, and Biography are still high on the list across both datasets. Action movies, however, have gained a slight popularity.



Financial Performance by Genre

Drama movies perform best in the domestic market. Overall, Adventure, Action, and Comedy have the best financial performance.



Recommendations

- **Drama:** Overall, Drama movies enjoy the highest popularity. They have the highest average ratings. In the domestic market, movies in this category return the highest profits.
- **Comedy:** Humour clearly still has its place in the studio. Comical movies have high average ratings and perform well financially at the box office.
- **Action:** While Action movies come behind Drama and Comedy in average popularity ratings of the last decade, they still are highly favoured and have gained a popularity in the latter years. That said, these movies have very good financial returns at the box office.
- **Adventure:** From a business standpoint, this is the category to produce. These movies have the highest return on investment worldwide. Just like Action, this category trails behind Drama and Comedy in popularity ratings but are generally still highly preferred among audiences.

Thank You!



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