



Box Office Analysis

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Opportunity

- The movie space has been dominated by streaming services like Netflix, Disney and Hulu.
- Not so long ago, a close competitor, Apple joined in on the fun producing original video content with amazing blockbusters i.e SEE and Invasion
- This makes it a question of WHEN not IF. Taking a calculated approach by analyzing the genre, movie durations and revenues will render a better understanding of the film industry.

Objectives:

Explore top movies in the box office with various metrics

Translate the findings into actionable insights to enable the Head at Microsoft make data driven decisions

Data

The two data sets used include :

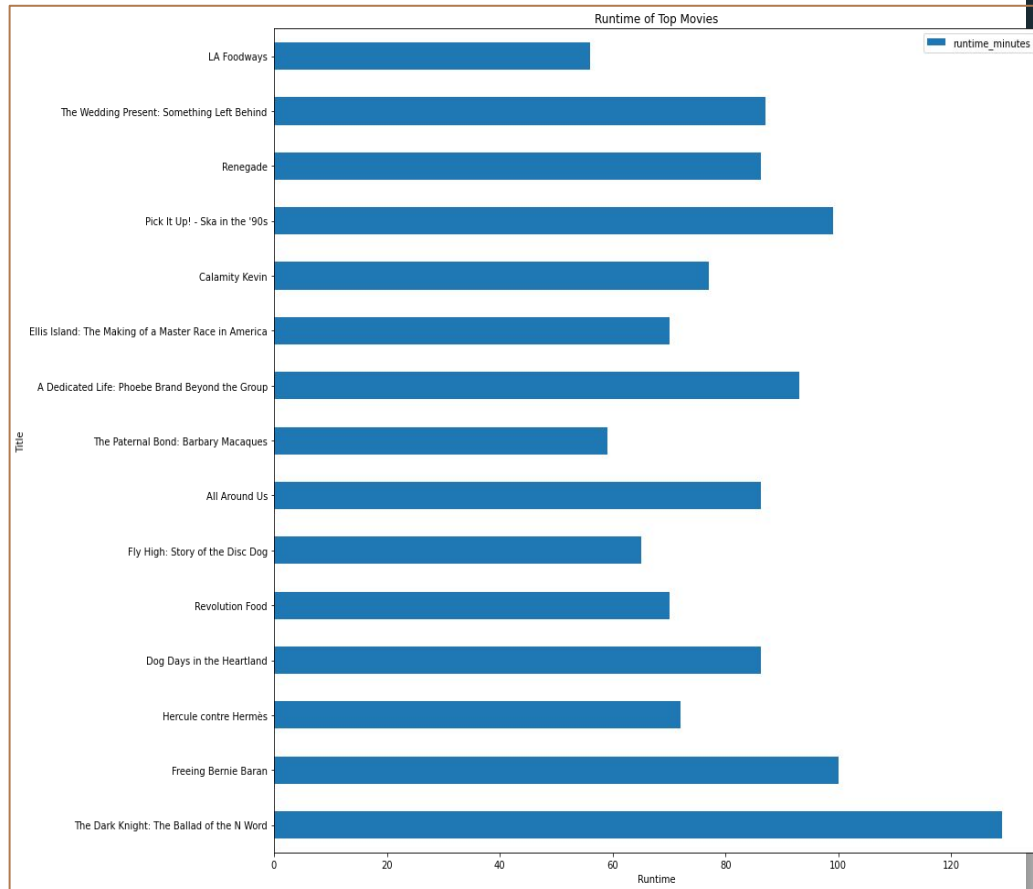
IMDB database

Box Office Mojo csv

Analysis

Runtime

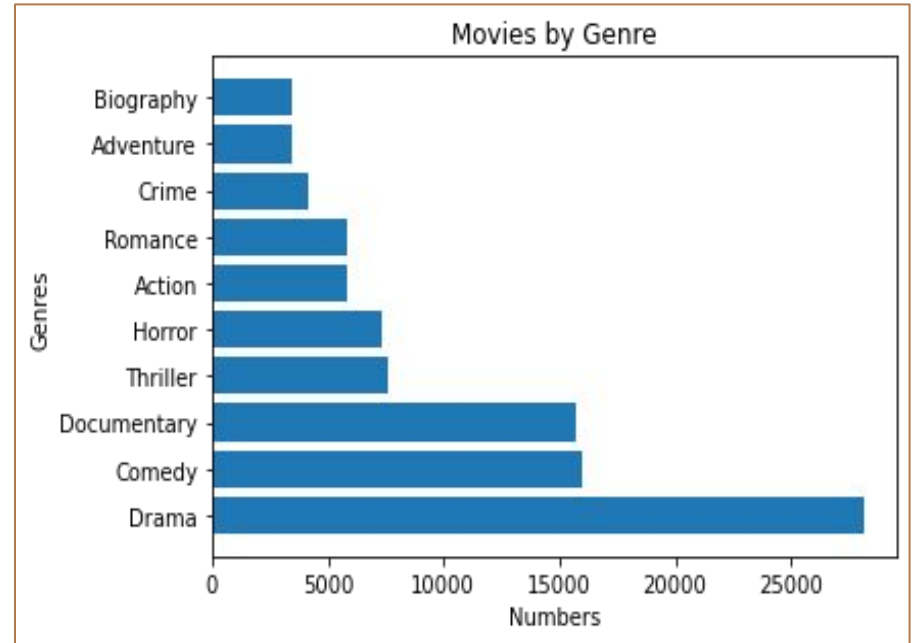
Movies that received the highest ratings tend to have runtimes of about 1 hr and slight above the 2 hr mark



Genres

Genres with the most movies are Drama, Comedy and Documentaries.

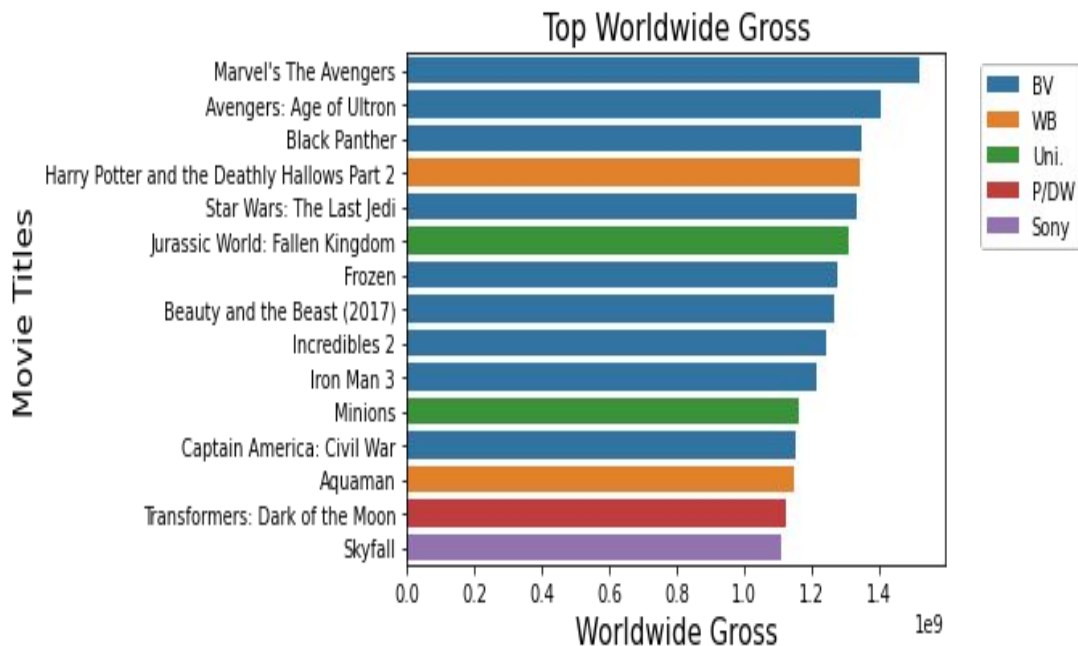
Movies having a suitable combination of genres will therefore become more popular



REVENUES


Some studios seem to be getting right by releasing a number of blockbusters

BV studios has a couple of top movies in terms of worldwide revenues





RECOMMENDATIONS

1. Movie runtimes should adhere to the range of 1 hr to slightly over 2 hrs
 2. Strike a balance of suitable genres in movie production.
 3. Benchmark on the top studios i.e BR and WB. The plot , actors, directors and release times of their movies can provide further insights
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Conclusion

The movie industry is quite profitable. Yesterday was the best time to join. Today is the most suitable time to join !