

Movie Box Office Success Analysis

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July 20, 2021



Summary:

The descriptive analysis of the data sets containing thousands of movies and their associated data reveal strategies to increase gross revenue when in the early stages of movie production. Today I will provide evidence as to why Microsoft should:

- Impose a large budget to increase the gross revenue
- Make a movie that is [60-120] minutes long
- Make a move that has a family friendly rating
 - Preferably PG-13

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- During my investigation of data about existing movies, I have discovered common movie characteristics that impact gross revenue.
- By implementing my recommendations Microsoft can output higher gross movie revenues.

Data & Methods

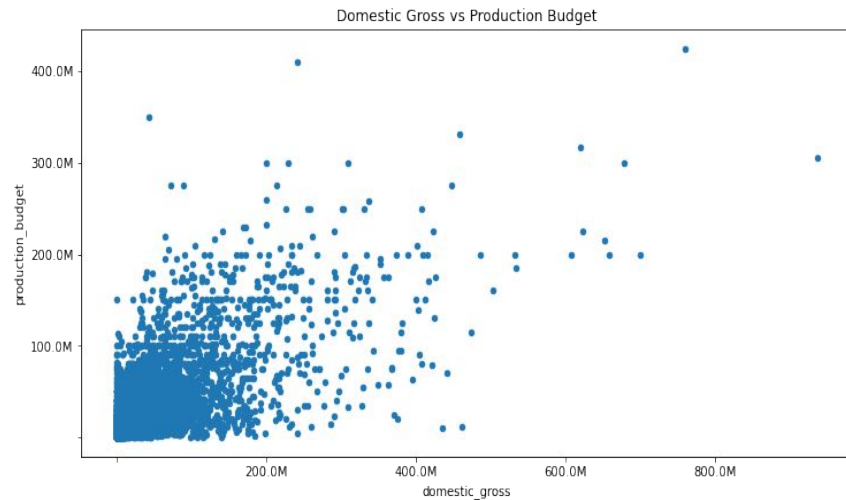
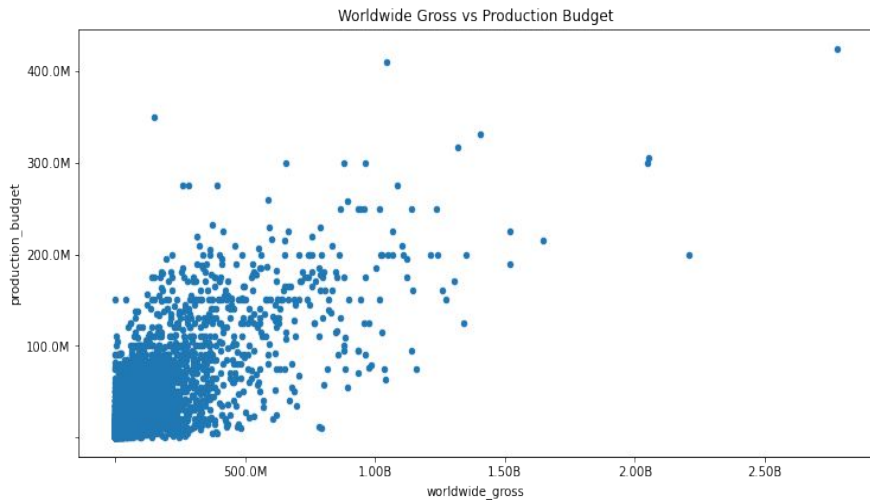
- Data:
 - 2765 unique movie titles
 - From 1962-2026
- Data Details:
 - Titles
 - Dates
 - Gross domestic/worldwide revenue
 - Runtime (minutes)
 - Rating
 - Budget
 - Crew information

Data Sources:

- 1.Box Office Mojo
<https://www.boxofficemojo.com/>
- 2.IMBD
<https://www.imdb.com/>
- 3.Rotten Tomatoes
(<https://www.rottentomatoes.com/>)
- 4.TheMovieDB
<https://www.themoviedb.org/>
- 5.TheNumbers
<https://www.the-numbers.com/>

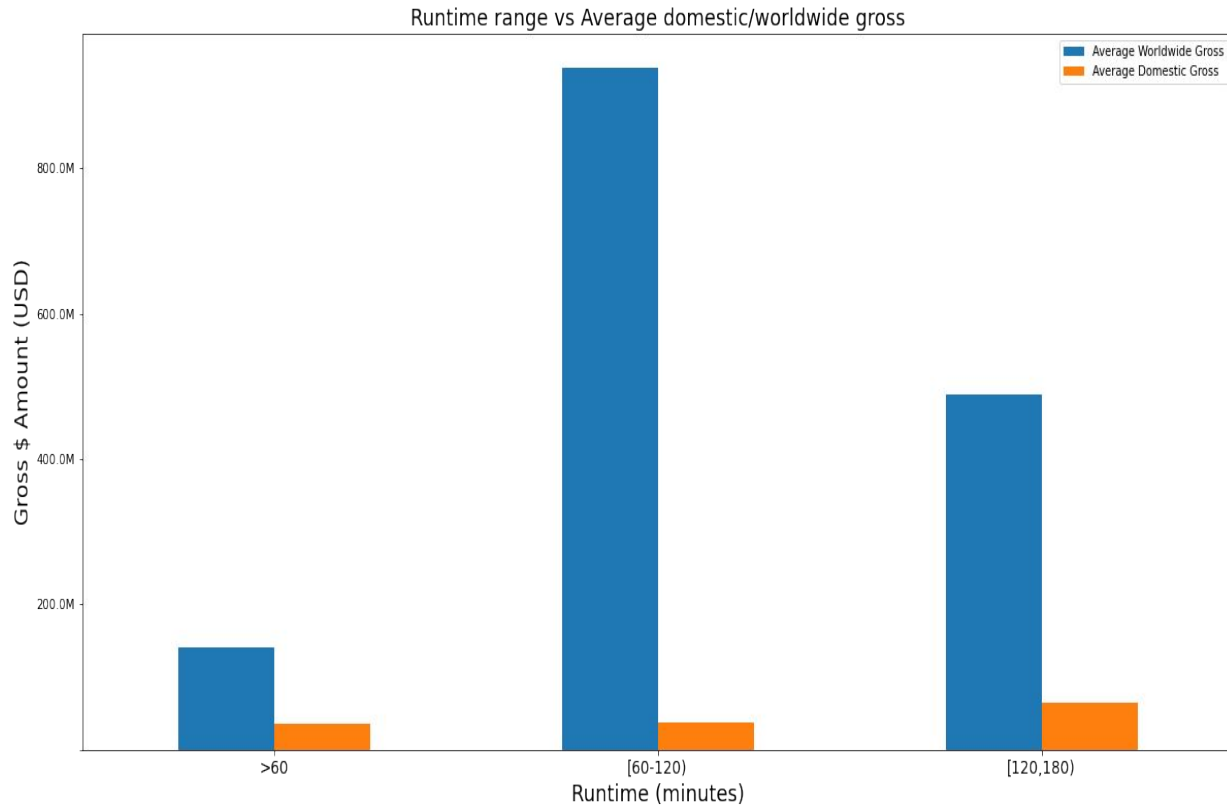
Results

- A higher production budget is more likely to output a higher gross revenue



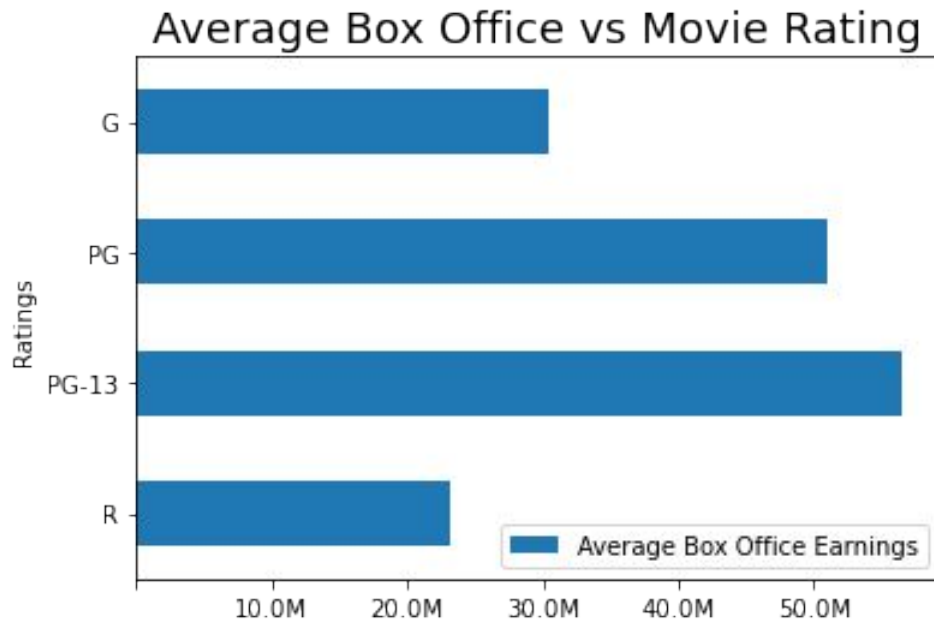
Results

- Having a length of [60-120) have twice the average amount in worldwide gross revenue.



Results

- Family friendly movies output a higher average box office earnings.



Conclusions

- Expect gross revenue to reflect production budget
- Plan a movie that is 60-120 minutes long
- Make a movie that is family friendly i.e. PG-13 / PG

Further Work

Next Steps:

- Repeating the results from above but based on genre would give insight into which genres Microsoft should invest in.
- An investigation into the relationship between actors involved in the movies and the gross revenue would provide Microsoft an informed recommendation about who to cast.

Thank You

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