

# WHAT TYPES OF FILMS ARE CURRENTLY DOING THE BEST AT THE BOX OFFICE?

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FLATIRON

EVAN HOLDER



# APPROACH

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In order to assess which films are currently doing the best at the box office, we will answer the following questions:

- Which genres are doing the best at the box office?
- What month are the best grossing movies released?
- How long should films run?
- What is the recommended budget for production?
- Extra: Recommend a director for Microsoft's first movie.



# ASSUMPTIONS

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- The metric we will use to describe which films are doing the **best** at the box office is worldwide gross (\$).
- Worldwide gross will be measured on the average.



# DATA

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- Two sources:
  - IMDB
  - TheMovieDB



# COMBINE DATA TABLES - IMDB

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## imdb\_basics

	tconst	primary_title	original_title	start_year	runtime_minutes	genres
0	tt0063540	Sunghursh	Sunghursh	2013	175.0	Action, Crime, Drama
1	tt0066787	One Day Before the Rainy Season	Ashad Ka Ek Din	2019	114.0	Biography, Drama
2	tt0069049	The Other Side of the Wind	The Other Side of the Wind	2018	122.0	Drama
3	tt0069204	Sabse Bada Sukh	Sabse Bada Sukh	2018	NaN	Comedy, Drama
4	tt0100275	The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy, Drama, Fantasy

## imdb\_crew

	tconst	directors	writers
0	tt0285252	nm0899854	nm0899854
1	tt0438973	NaN	nm0175726, nm1802864
2	tt0462036	nm1940585	nm1940585
3	tt0835418	nm0151540	nm0310087, nm0841532
4	tt0878654	nm0089502, nm2291498, nm2292011	nm0284943





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tt0066787	One Day Before the Rainy Season	Ashad Ka Ek Din	2019	114.0	Biography, Drama	nm0002411	NaN
tt0069049	The Other Side of the Wind	The Other Side of the Wind	2018	122.0	Drama	nm0000080	nm0000080,nm0462648
tt0069204	Sabse Bada Sukh	Sabse Bada Sukh	2018	NaN	Comedy, Drama	nm0611531	nm0347899
tt0100275	The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy, Drama, Fantasy	nm0765384,nm0749914	nm1360635,nm0749914



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tt0100275	The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy,Drama,Fantasy	nm0765384,nm0749914	nm1360635,nm0749914

tmdb

	id	release_date	movie	production_budget	domestic_gross	worldwide_gross
0	1	Dec 18, 2009	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
1	2	May 20, 2011	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
2	3	Jun 7, 2019	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350
3	4	May 1, 2015	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
4	5	Dec 15, 2017	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747





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# COMBINE DATA TABLES

	tconst	original_title	start_year	runtime_minutes	genres	directors	writers	release_date	production_budget	domestic_gross	worldwide_gross
10 Cloverfield Lane	tt1179933	10 Cloverfield Lane	2016	103.0	Drama,Horror,Mystery	nm0870469	nm1061091,nm1173295,nm3227090	2016-03-11	5000000	72082999	108286422
10 Days in a Madhouse	tt3453052	10 Days in a Madhouse	2015	111.0	Drama	nm0385725	nm0385725	2015-11-11	12000000	14616	14616
12 Strong	tt1413492	12 Strong	2018	130.0	Action,Drama,History	nm3350420	nm0848217,nm0185976,nm3066678	2018-01-19	35000000	45819713	71118378
12 Years a Slave	tt2024544	12 Years a Slave	2013	134.0	Biography,Drama,History	nm2588606	nm0725983,nm1185849	2013-10-18	20000000	56671993	181025343
127 Hours	tt1542344	127 Hours	2010	94.0	Adventure,Biography,Drama	nm0000965	nm0000965,nm0064479,nm1737008	2010-11-05	18000000	18335230	60217171



# CLEAN DATA

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	tconst	original_title	start_year	runtime_minutes	genres	directors	writers	release_date	production_budget	domestic_gross	worldwide_gross
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12 Years a Slave	tt2024544	12 Years a Slave	2013	134.0	Biography,Drama,History	nm2588606	nm0725983,nm1185849	2013-10-18	20000000	56671993	181025343
127 Hours	tt1542344	127 Hours	2010	94.0	Adventure,Biography,Drama	nm0000965	nm0000965,nm0064479,nm1737008	2010-11-05	18000000	18335230	60217171

- Remove any duplicates
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	tconst	original_title	start_year	runtime_minutes	genres	directors	writers	release_date	production_budget	domestic_gross	worldwide_gross	release_month
10 Cloverfield Lane	tt1179933	10 Cloverfield Lane	2016	103.0	Drama,Horror,Mystery	nm0870469	nm1061091,nm1173295,nm3227090	2016-03-11	5000000	72082999	108286422	March
10 Days in a Madhouse	tt3453052	10 Days in a Madhouse	2015	111.0	Drama	nm0385725	nm0385725	2015-11-11	12000000	14616	14616	November
12 Strong	tt1413492	12 Strong	2018	130.0	Action,Drama,History	nm3350420	nm0848217,nm0185976,nm3066678	2018-01-19	35000000	45819713	71118378	January
12 Years a Slave	tt2024544	12 Years a Slave	2013	134.0	Biography,Drama,History	nm2588606	nm0725983,nm1185849	2013-10-18	20000000	56671993	181025343	October
127 Hours	tt1542344	127 Hours	2010	94.0	Adventure,Biography,Drama	nm0000965	nm0000965,nm0064479,nm1737008	2010-11-05	18000000	18335230	60217171	November

- Remove any duplicates
- Remove any null values
- Add a release month column





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	tconst	original_title	start_year	runtime_minutes	genres	directors	writers	release_date	production_budget	domestic_gross	worldwide_gross	release_month
<del>10 Cloverfield Lane</del>	<del>tt1799338</del>	<del>10 Cloverfield Lane</del>	2016	103.0	Drama,Horror,Mystery	nm0870469	<del>nm1061091,nm1173295,nm3227090</del>	2016-03-11	5000000	72082999	108286422	March
<del>10 Days in a Madhouse</del>	<del>tt3450052</del>	<del>10 Days in a Madhouse</del>	2015	111.0	Drama	nm0385725	<del>nm0385725</del>	2015-11-11	12000000	14616	14616	November
<del>12 Strong</del>	<del>tt1713492</del>	<del>12 Strong</del>	2018	130.0	Action,Drama,History	nm3350420	<del>nm0848217,nm0185976,nm3066678</del>	2018-01-19	35000000	45819713	71118378	January
<del>12 Years a Slave</del>	<del>tt2024547</del>	<del>12 Years a Slave</del>	2013	134.0	Biography,Drama,History	nm2588606	<del>nm0725983,nm1105849</del>	2013-10-18	20000000	56671993	181025343	October
<del>127 Hours</del>	<del>tt1542344</del>	<del>127 Hours</del>	2010	94.0	Adventure,Biography,Drama	nm0000965	<del>nm0000965,nm0064479,nm1737008</del>	2010-11-05	18000000	18335230	60217171	November

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- Remove unnecessary columns





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	tconst	original_title	start_year	runtime_minutes	genres	directors	writers	release_date	production_budget	domestic_gross	worldwide_gross	release_month
<del>10 Cloverfield Lane</del>	<del>tt1799333</del>	<del>10 Cloverfield Lane</del>	2016	103.0	Drama,Horror,Mystery	nm0870469	nm1061091,nm1173295,nm2227090	2016-03-11	5000000	72082999	108286422	March
<del>10 Days in a Marthouse</del>	<del>tt3450052</del>	<del>10 Days in a Marthouse</del>	2015	111.0	Drama	nm0385725	nm0385725	2015-11-11	12000000	14616	14616	November
<del>12 Strong</del>	<del>tt1413432</del>	<del>12 Strong</del>	2018	130.0	Action,Drama,History	nm3350420	nm0848217,nm0185976,nm3066678	2018-01-19	35000000	45819713	71118378	January
<del>12 Years a Slave</del>	<del>tt2024544</del>	<del>12 Years a Slave</del>	2013	134.0	Biography,Drama,History	nm2588606	nm0725983,nm1105849	2013-10-18	20000000	56671993	181025343	October
<del>127 Hours</del>	<del>tt1542344</del>	<del>127 Hours</del>	2010	94.0	Adventure,Biography,Drama	nm0000965	nm0000965,nm0064479,nm1737000	2010-11-05	18000000	18335230	60217171	November

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Drama	103.0	2016	March	nm0870469	5000000	72082999	108286422
Horror	103.0	2016	March	nm0870469	5000000	72082999	108286422
Mystery	103.0	2016	March	nm0870469	5000000	72082999	108286422

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# FINAL DATA TABLE

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- 3306 rows x 8 columns

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Horror	103.0	2016	March	nm0870469	5000000	72082999	108286422
Mystery	103.0	2016	March	nm0870469	5000000	72082999	108286422
Drama	111.0	2015	November	nm0385725	12000000	14616	14616
Action	130.0	2018	January	nm3350420	35000000	45819713	71118378





# ANALYSIS

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- Genre - Which genres are doing the best at the box office?
- Month - What month are the best grossing movies released?
- Movie Length - How long should films be?
- Budget – Recommended budget for film production?
- Director - Recommend a director for Microsoft's first movie?





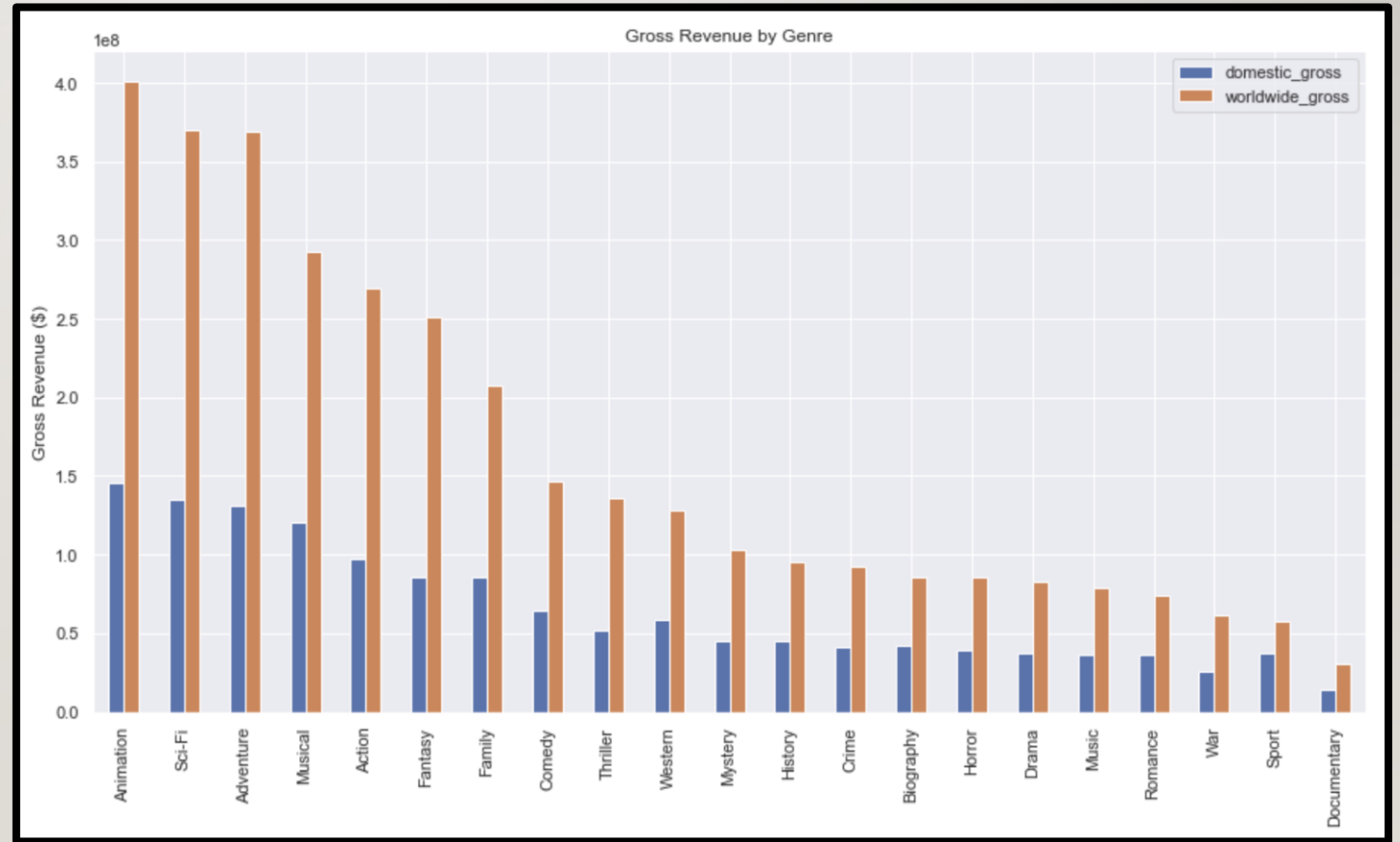
# ANALYSIS - GENRE

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# ANALYSIS - GENRE

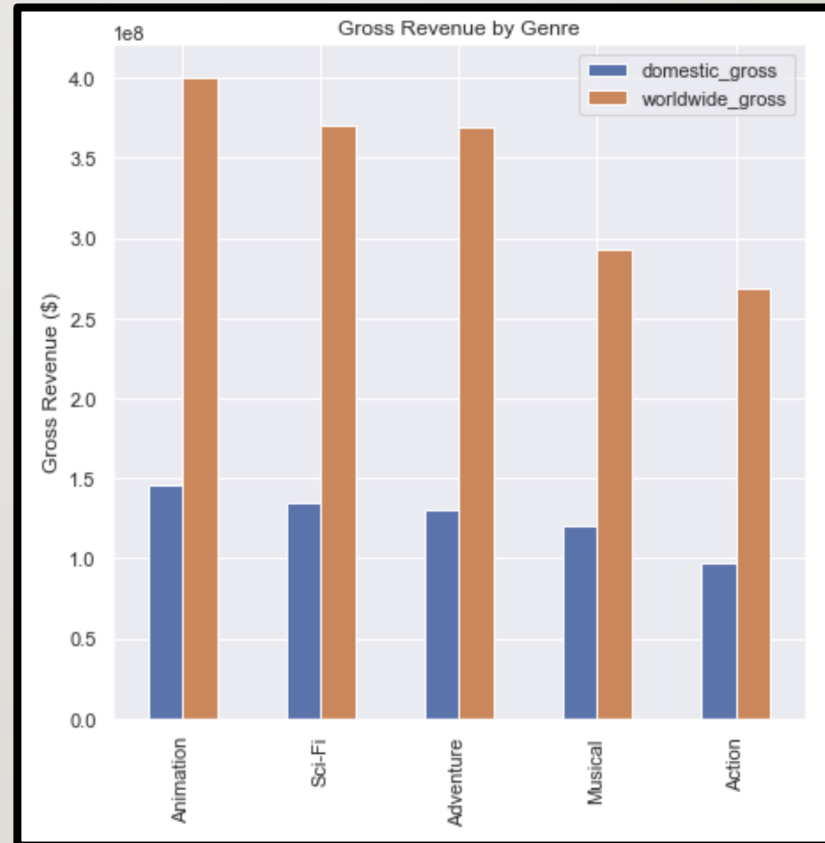
- Groupby genre and aggregate mean of domestic gross and worldwide gross



# ANALYSIS - GENRE

- Average top five genres:

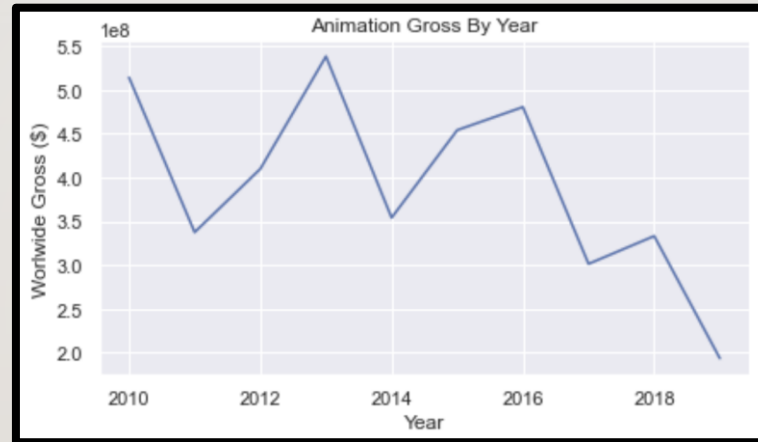
1. Animation
2. Sci-Fi
3. Adventure
4. Musical
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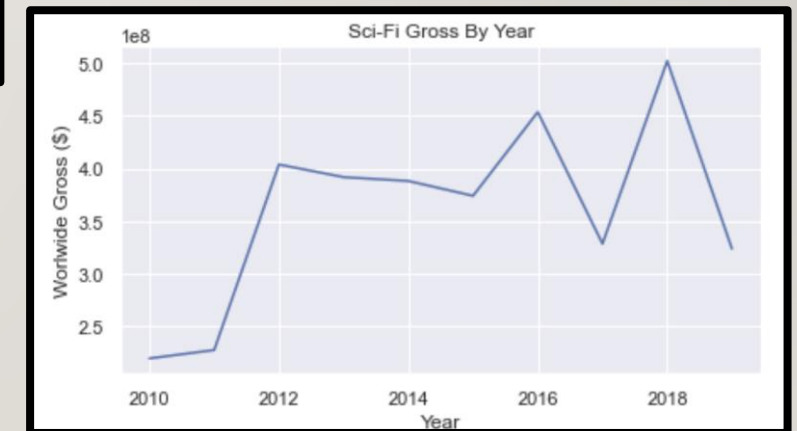
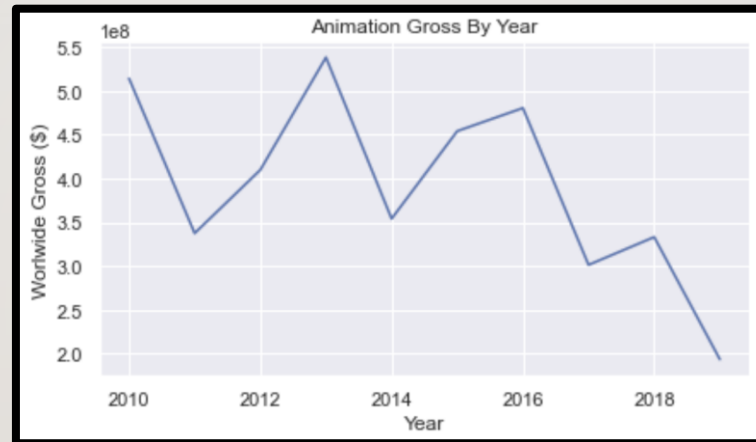
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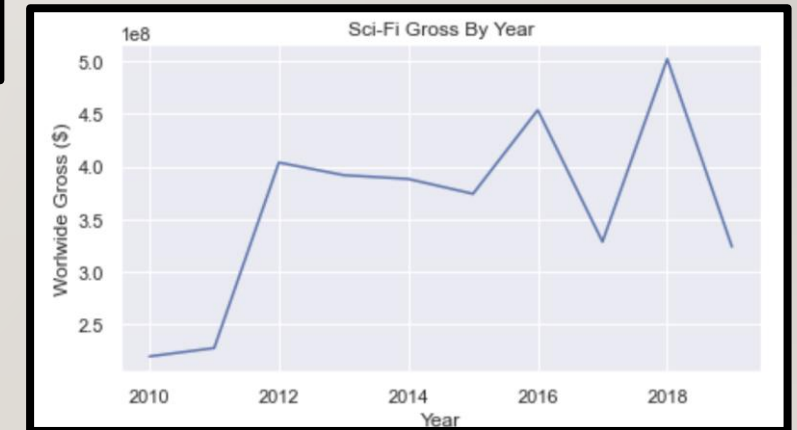
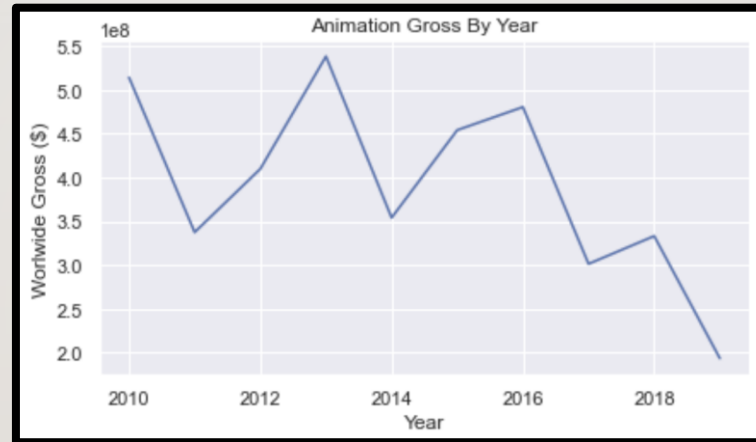




# ANALYSIS - GENRE

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# ANALYSIS - GENRE

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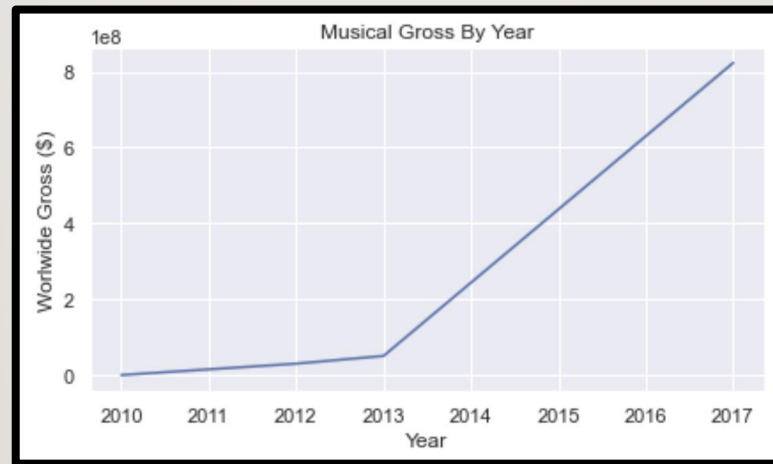


# ANALYSIS - GENRE

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- Top five genres:

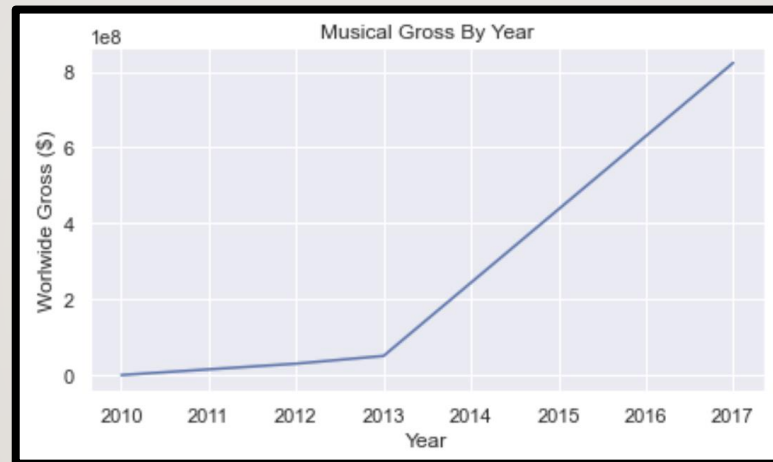
1. Sci-Fi
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# ANALYSIS - GENRE

- Top five genres:

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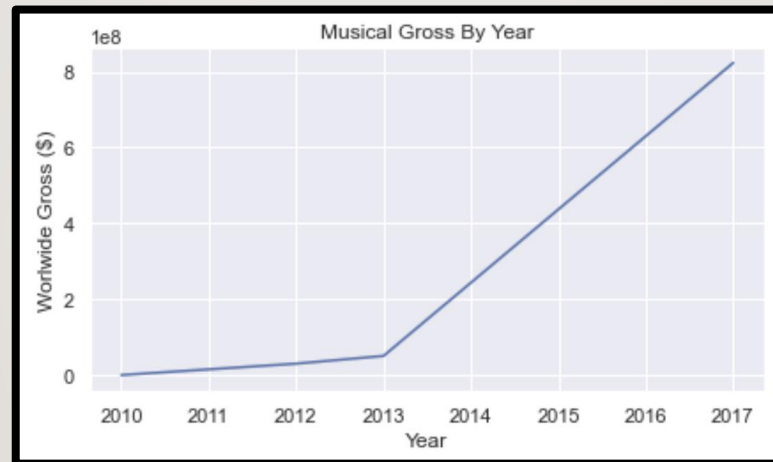
Genre	Count
Drama	617
Comedy	454
Action	394
Adventure	325
Thriller	214
Crime	200
Romance	166
Horror	134
Biography	124
Sci-Fi	124
Fantasy	107
Mystery	107
Animation	92
Family	80
Music	45
History	36
Sport	30
Documentary	26
War	16
Western	9
Musical	6



# ANALYSIS - GENRE

- Top five genres:

1. Sci-Fi
2. Animation
3. Adventure
4. ~~Musical~~
5. Action



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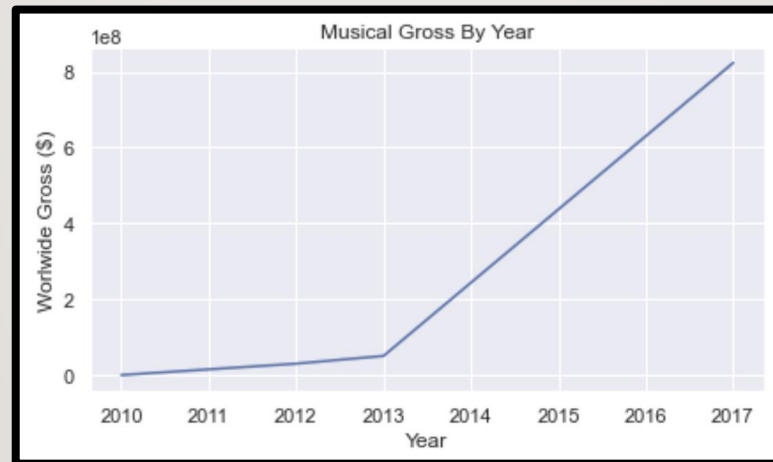




# ANALYSIS - GENRE

- Top five genres:

1. Sci-Fi
2. Animation
3. Adventure
4. Action
5. Fantasy



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Documentary	26
War	16
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# RECOMMENDATION - GENRE

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- Top five recommended genres:
  1. Sci-Fi
  2. Animation
  3. Adventure
  4. Action
  5. Fantasy



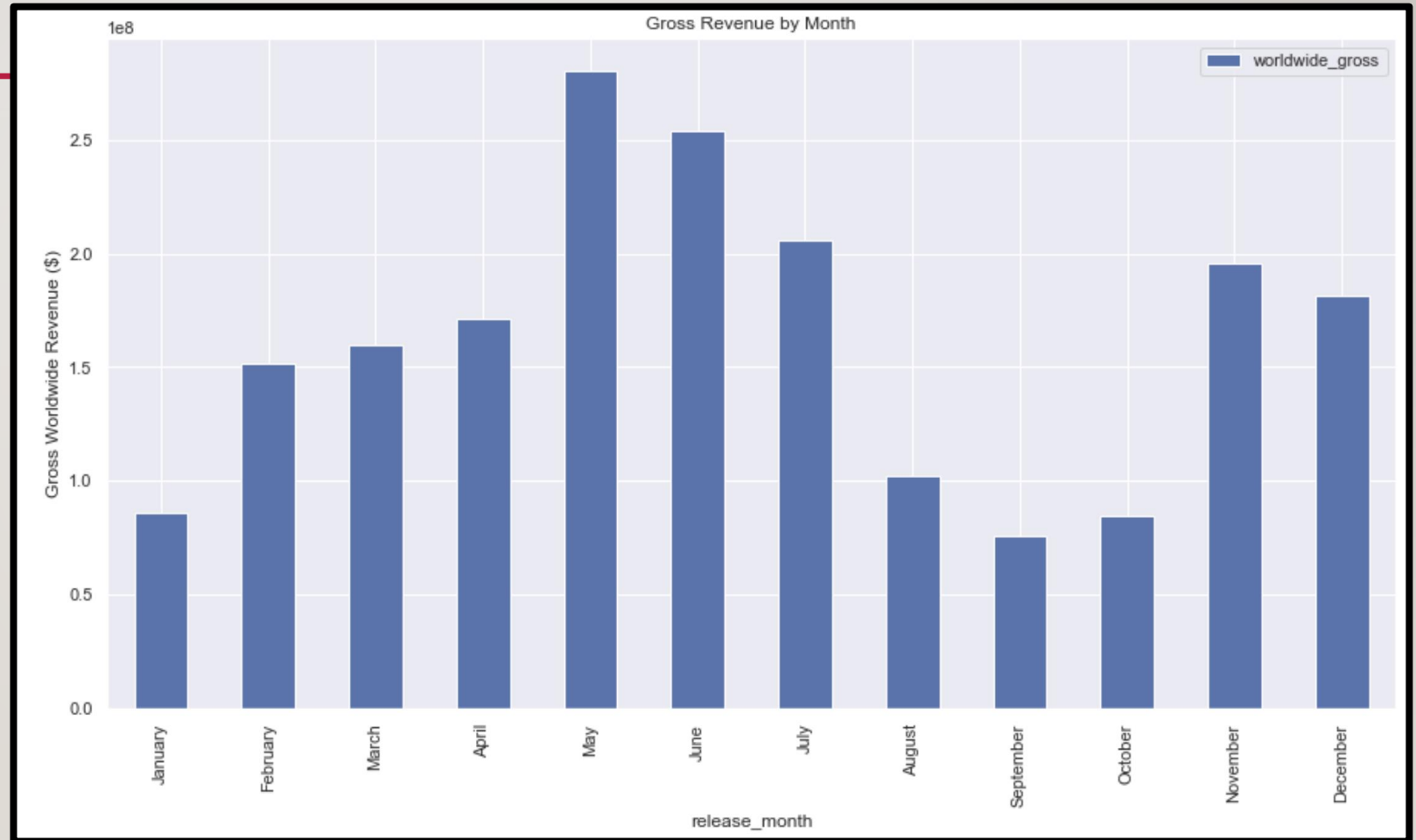
# ANALYSIS – RELEASE MONTH

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# ANALYSIS – RELEASE MONTH

- Group by release month and take the average worldwide gross:

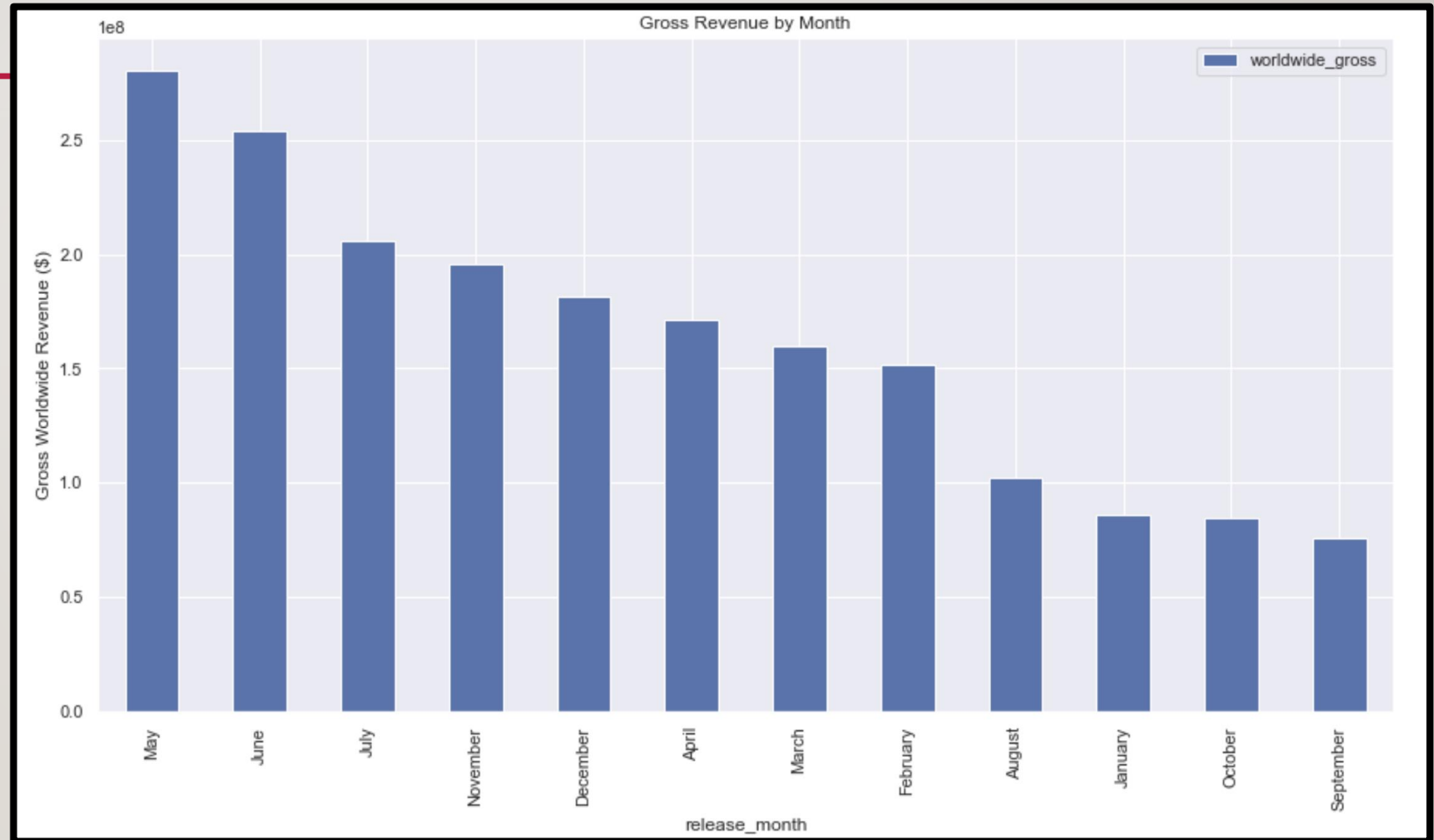




# ANALYSIS – RELEASE MONTH

- Average top five release months:

1. May
2. June
3. July
4. November
5. December



# RECOMMENDATION – RELEASE MONTH

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- Top five recommended release months:

1. May
2. June
3. July
4. November
5. December



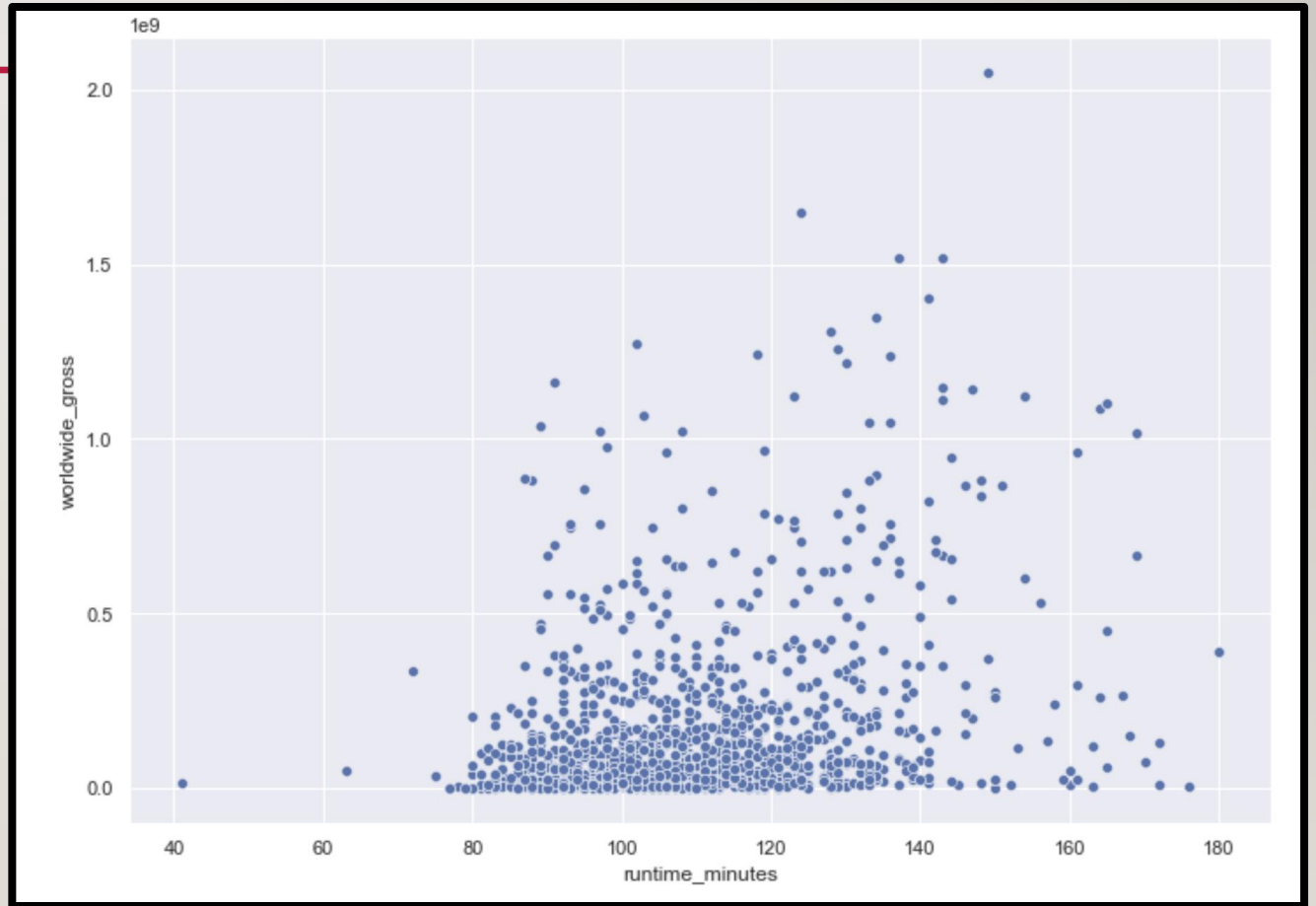
# ANALYSIS – BUDGET

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# ANALYSIS – BUDGET

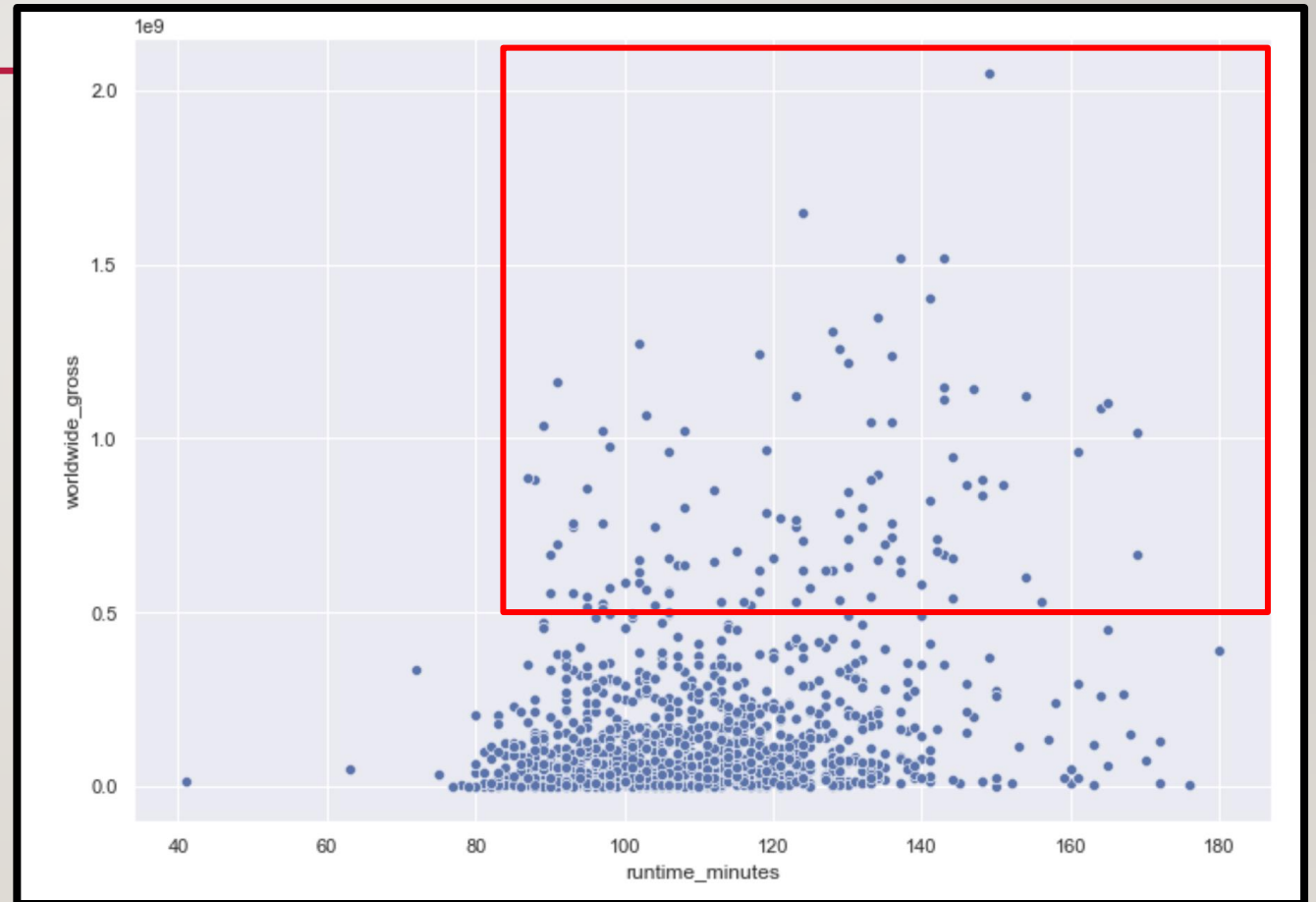
- Plot worldwide gross v. runtime on scatterplot





# ANALYSIS – MOVIE LENGTH

- Plot worldwide gross v. runtime on scatterplot
- No movie with a runtime less than 80 minutes made more than \$50,000,000



# RECOMMENDATION – MOVIE LENGTH

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- Film lengths should be greater than 80 minutes long.



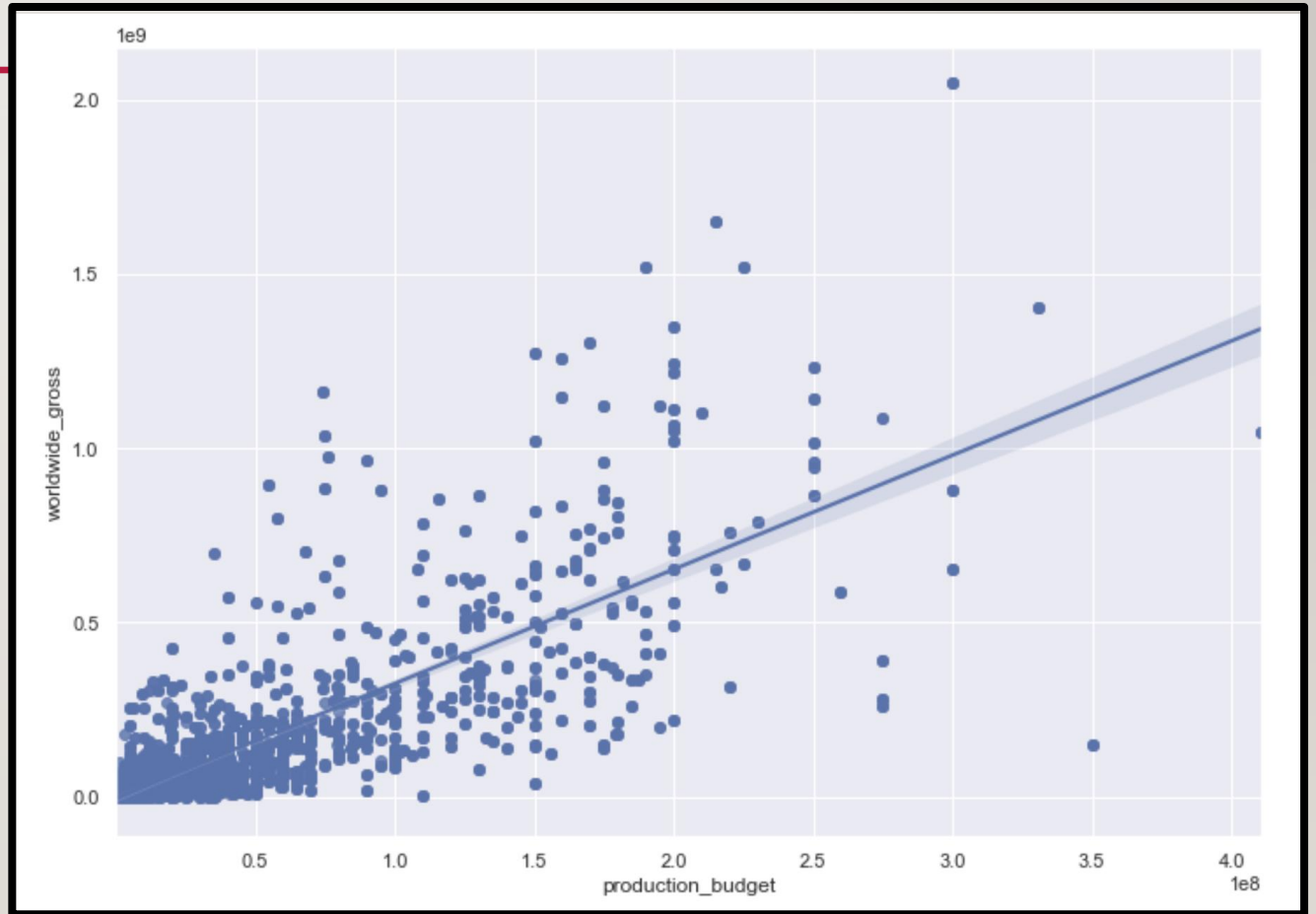
# ANALYSIS – BUDGET

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# ANALYSIS – BUDGET

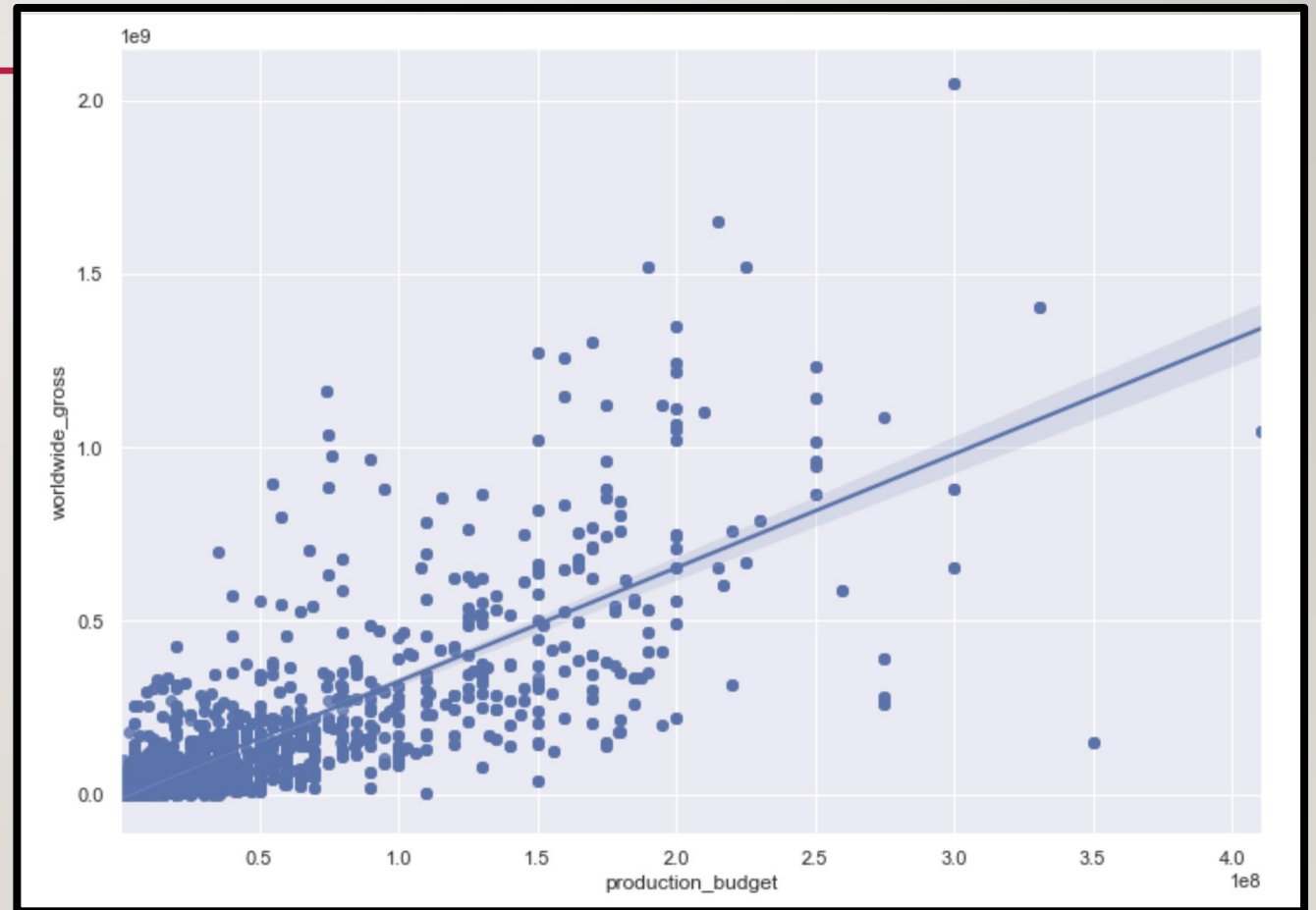
- Plot worldwide gross v. budget on scatterplot.
- Add regression line





# ANALYSIS – BUDGET

- Plot worldwide gross v. budget on scatterplot.
- Add regression line
  - Slope  $\sim 3.3$  (\$/\$) – for every budget dollar spent, \$3.3 dollars will be earned.



# RECOMMENDATION – BUDGET

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- Microsoft should expect to make \$3.3 on every dollar spent. Spend one-third of the desired revenue on production budget.



# ANALYSIS – DIRECTOR

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# ANALYSIS – DIRECTOR

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- Let's pick a director for Microsoft's first movie.
- Assuming the film is a Sci-Fi movie (#1 recommended genre) , this director's Sci-Fi movies will gross the most on average worldwide.



# ANALYSIS – DIRECTOR

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- To start, we'll have to break apart the individual directors from the directors columns – just like we did with genres in the genres column.

	directors	worldwide_gross
Sci-Fi	nm1325899	465195589
Sci-Fi	nm0751577,nm0751648	1140069413
Sci-Fi	nm0002653	370569776
Sci-Fi	nm0751577,nm0751648	714401889
Sci-Fi	nm0281396,nm1349818	1123061550





# ANALYSIS – DIRECTOR

- To start, we'll have to break apart the individual directors from the directors columns – just like we did with genres in the genres column.

	director	worldwide_gross
11	nm0751577	2048134200
12	nm0751648	2048134200
17	nm0751577	1140069413
18	nm0751648	1140069413

	directors	worldwide_gross
Sci-Fi	nm1325899	465195589
Sci-Fi	nm0751577,nm0751648	1140069413
Sci-Fi	nm0002653	370569776
Sci-Fi	nm0751577,nm0751648	714401889
Sci-Fi	nm0281396,nm1349818	1123061550



# ANALYSIS – DIRECTOR

- To start, we'll have to break apart the individual directors from the directors columns
- Next, we'll match the director with the director's names in imdb\_names

	director	worldwide_gross	director_name
0	nm1024677	334522294	John Krasinski
1	nm0000631	238521247	Ridley Scott
2	nm0001675	402976036	Robert Rodriguez
3	nm1294036	30295028	Nima Nourizadeh
4	nm2648685	2102779	Mike Cahill
...	...	...	...
115	nm0281508	159487563	Ruben Fleischer
116	nm0006476	2665322	Paul McGuigan
117	nm0001741	27573078	Bryan Singer
118	nm0001741	416456852	Bryan Singer
119	nm0891216	47508505	Matthew Vaughn



# ANALYSIS – DIRECTOR

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- To start, we'll have to break apart the individual directors from the directors columns
- Next, we'll match the director with the director's names in imdb\_names
- Finally, we'll group by director and aggregate the worldwide\_gross mean.

worldwide_gross	
director_name	
Colin Trevorrow	1.648855e+09
Joss Whedon	1.460475e+09
Ryan Coogler	1.348258e+09
J.A. Bayona	1.305773e+09
Anthony Russo	1.300869e+09



# ANALYSIS – DIRECTOR

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- To start, we'll have to break apart the individual directors from the directors columns
- Next, we'll match the director with the director's names in imdb\_names
- Finally, we'll group by director and aggregate the worldwide\_gross mean.
- Colin Trevorrow's Sci-Fi movies gross the most on average

worldwide_gross	
director_name	
Colin Trevorrow	1.648855e+09
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# RECOMMENDATION – DIRECTOR

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- Microsoft should hire Colin Trevorrow for their first Sci-Fi movie.





# CLOSING RECOMMENDATIONS

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1. Top five recommended genres:
  1. Sci-Fi
  2. Animation
  3. Adventure
  4. Action
  5. Fantasy
2. Movies should be released in:
  1. May
  2. June
  3. July
  4. November
  5. December
3. Film lengths should be greater than 80 minutes long
4. Spend one-third of the desired revenue on production budget.
5. Microsoft should hire Colin Trevorrow for their first Sci-Fi movie.

