# TOP HITS

Insights from Films around the world

# SUMMARY

Everyone loves a good movie! With the ever-growing demand for new movies and the wide range of movie genres, an analytics on the performance of movies can give actionable insights to Microsoft's new movie studio so that they can make the most strategic decisions regarding production and financing.

In this analysis , we used a large set of data about movies around the world to analyze how box office is determined by different type of parameters and arrived few insights on **Genres of the best performing movies** at box office, **how the budget affects the Box office performance** and also **how the high performing movies are generally crtically rated.**

# OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

# BUSINESS PROBLEM

To provide insights to Microsoft's new movie studio on **what type of films are best to create in terms of their box office performance** based on the analysis of the films all over the world

# DATA

The analysis is based on a large data set of approximately **2100** movie entries. The data includes many different types of information about each movie, ranging from the **genre, release date, the studio, run time minutes** to other information like the **budget, the foreign and domestic gross income, the average rating** from three major sites like IMDB, TMDB and Box office mojo(BOM).

# METHODS

**Data preparation**

- Understanding and cleaning the available  Data

- Determining the major parameters contributing to the box office performance:
  **Genres, Total gross income (domestic + Foreign),Budget and  Average Rating**

- Merging data to one table and dropping non important parameters

**Analysis**

Analyiss using  Bar charts and Scatter Plot for the below parameters:
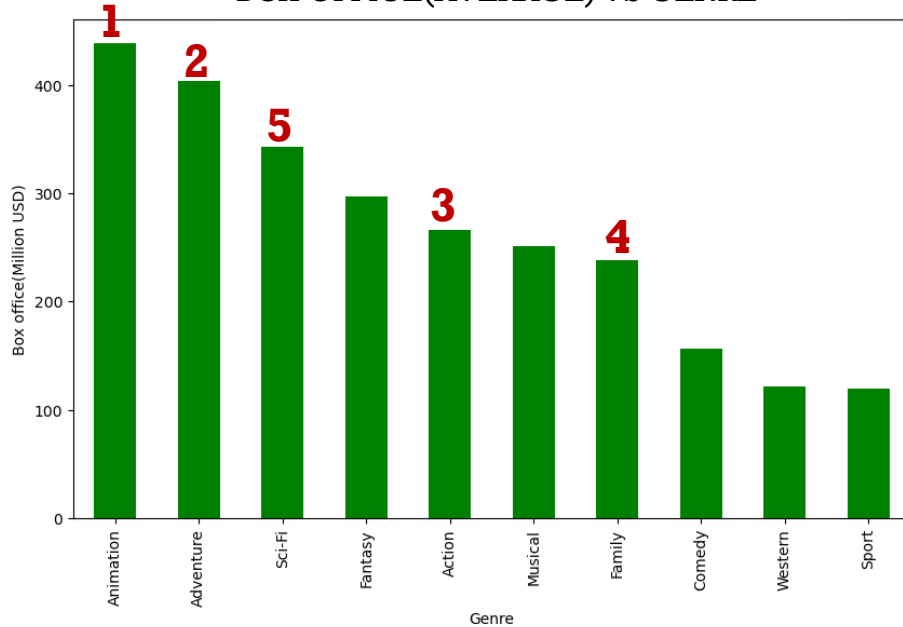   **Average, Median  Box office vs Genre**
   **Budget vs Genre**
   **Box office vs Average rating**

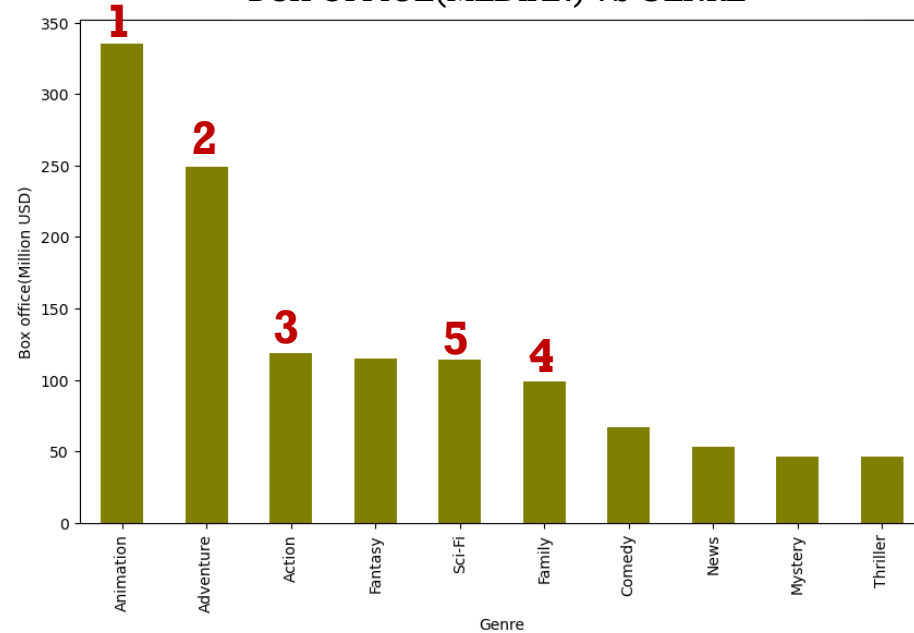# RESULTS

BOX OFFICE(AVERAGE) VS GENRE
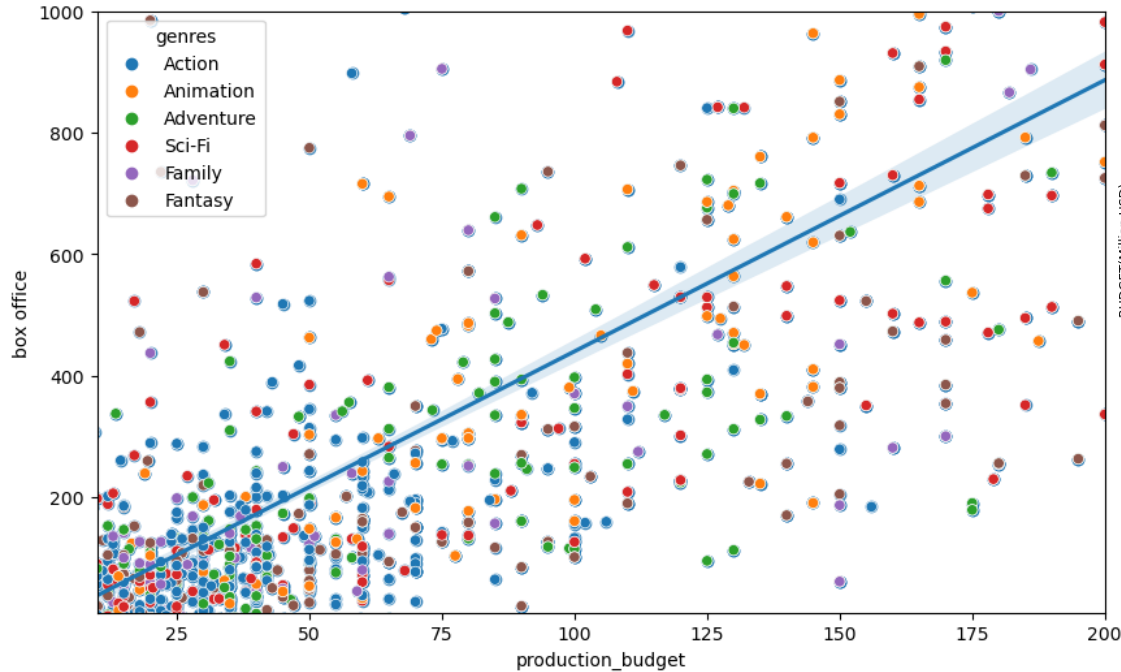
BOX OFFICE(MEDIAN) VS GENRE

- Top HITS Genres = **Animation and Adventure**

- Though Averagely Sci-fi and Fantasy performs well , 50% of it is performing low than the average

- Hence **Action & Family** is the third Genre in terms of **Reliable** and **consistant** Box office performance.
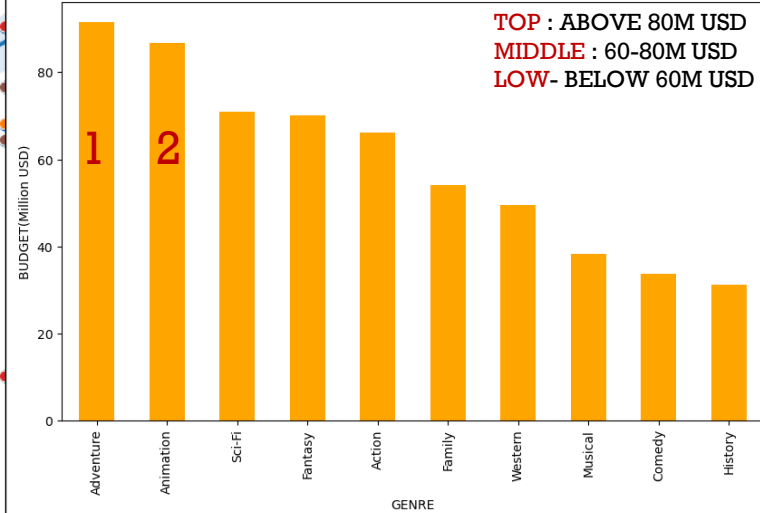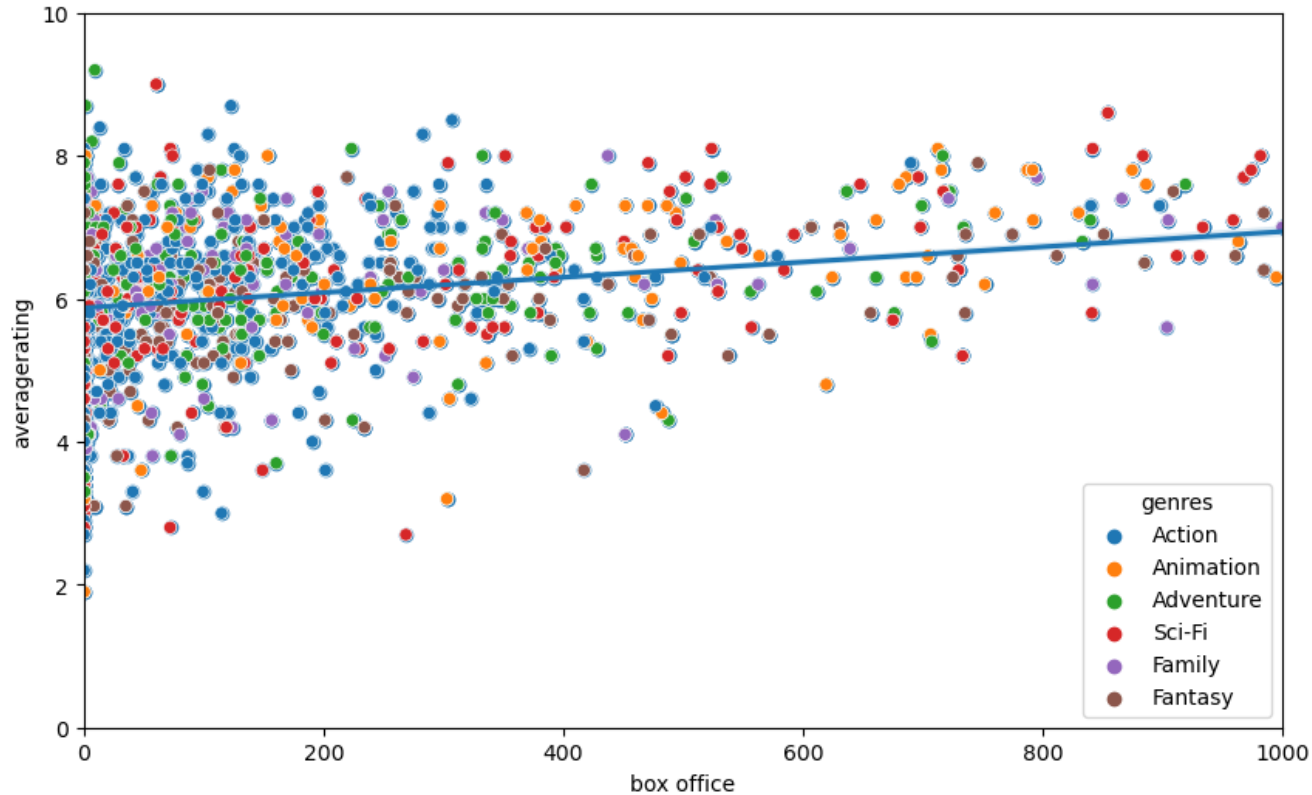
# INSIGHT 2

BOX OFFICE   VS   BUDGET

GENRE  VS  BUDGET

TOP : ABOVE 80M USD
MIDDLE : 60-80M USD
LOW- BELOW 60M USD

- There is positive relationship between Budget and Box Office.

- Adventure and Animation movies are generally **high Budget** movies and Action and Family are generally **middle budget** movies

BOX OFFICE VS AVERAGE RATING

INSIGHT 3

▪ The films with high box office performance are critically acclaimed well based on the rating

# CONCLUSIONS

- The consistently performing at Box office movie Genres are in the following order:
1. **Adventure**
2. **Animation**
3. **Action**
4. **Family**
- The high budgeted movies are generally performing well at box office
    - **Adventure** & **Animation** are generally high budget movies
    - **Action & Family** are generally middle budget movies
- The films with high box office performance are also critically acclaimed well

**Adventure** and **Animation** movies can perform well at box office but will need a high budget and can be critically acclaimed well.
**Action** and **Family** also performs well at box office with a middle budget.

# THANK YOU!

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