Movie Revenue Analysis: a report
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https://github.com/JesseMooreDS/dsc-phase-2-project-v3

Movie Data

We are analyzing multiple datasets to determine 3 actionable insights into entering the movie production business.

The datasets are:

Box Office Mojo (https://www.boxofficemojo.com/)
IMDB (https://www.imdb.com/)
Rotten Tomatoes (https://www.rottentomatoes.com/)
TheMovieDB (https://www.themoviedb.org/)
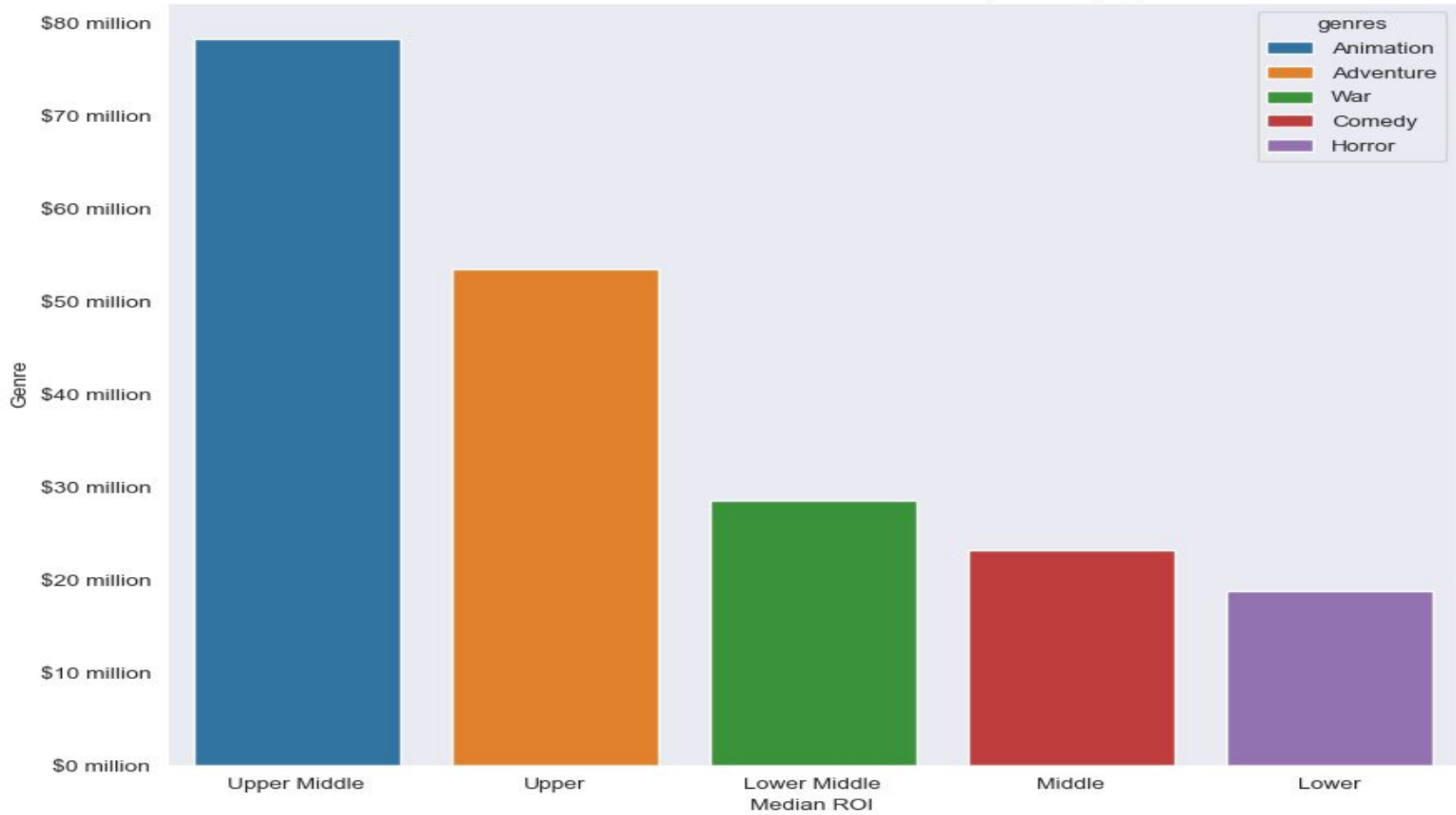The Numbers (https://www.the-numbers.com/)

The data has been merged and cleaned, and a 'roi' - return on investment feature for each movie has been created from the difference between the production budget and the sums of domestic and worldwide gross.
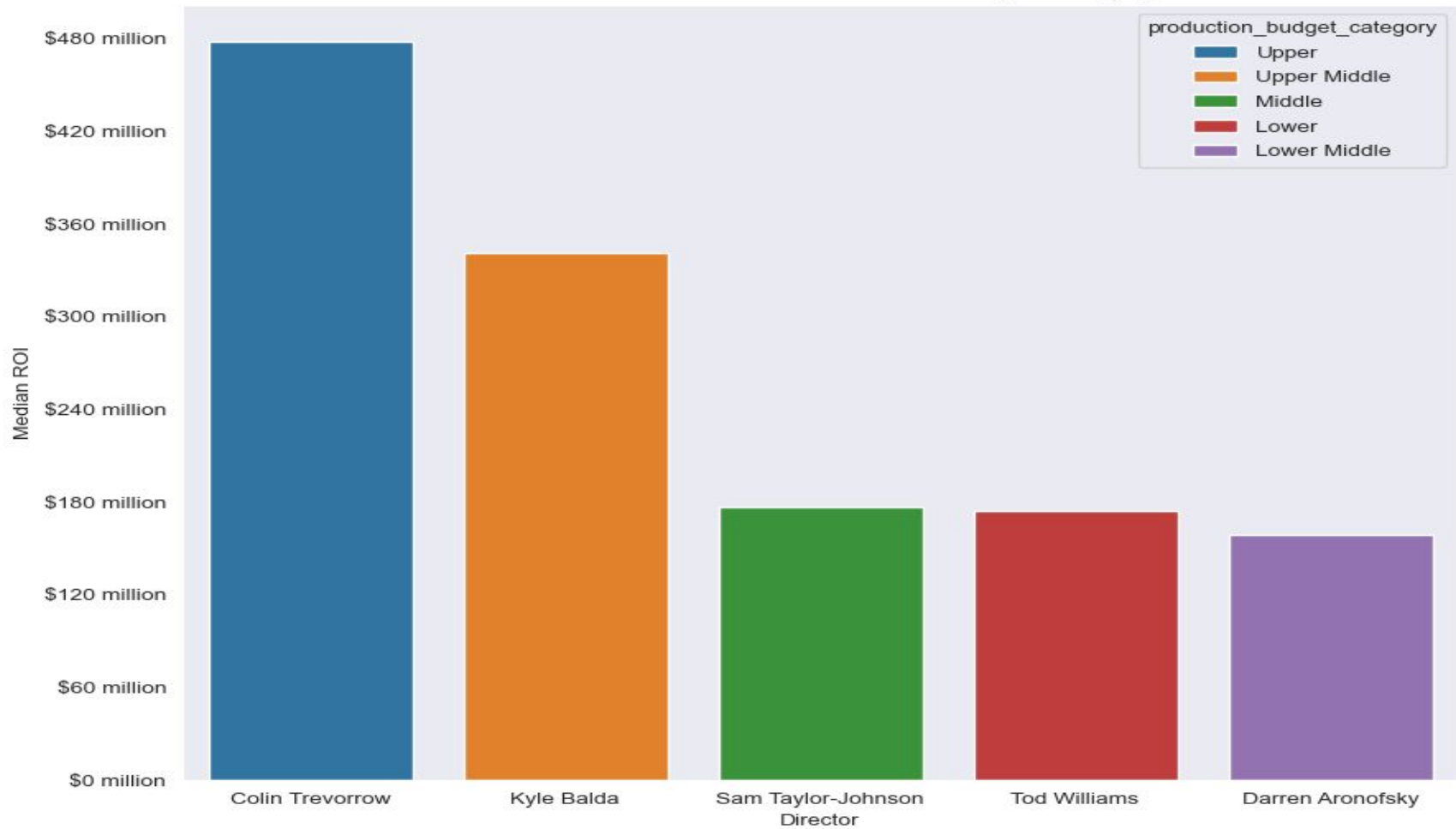
Investing in High-Performing Movie Genres:
Animated films yield the highest median ROI within the 'Upper Middle' budget category and hold the highest median ROI across the entire dataset.

Median ROI of Best Genre For Each Budget Category

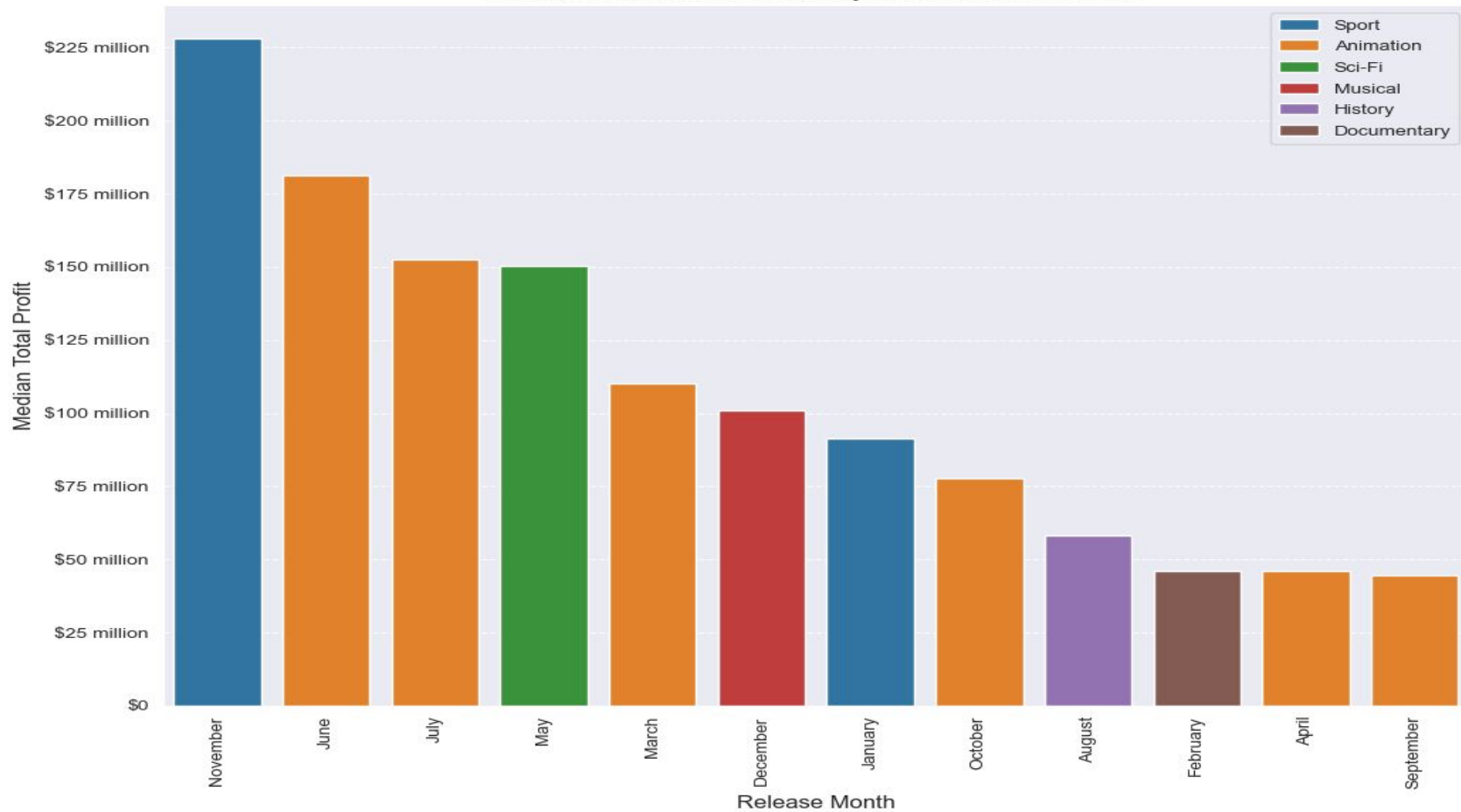# Median ROI of Best Director For Each Budget Category

The highest median ROI is observed in November, with 'Sport' as the top-performing genre. However, 'Animation' consistently delivers strong returns across most months, likely due to the requirement that children be accompanied by ticket-buying adults.

Median ROI of Best Genres by Movie Release Month

Conclusions:

Based on the analysis, I would recommend the business:

Invest in an animated film within the 'Upper Middle' budget category.

Hire Kyle Balda to direct our animated film in the 'Upper Middle' budget category.

Release the animated film in June to maximize ROI.

Next Steps:

Conduct additional research into factors such as how marketing budgets are spent, levels of social media engagement, and integrating external factors (such as economic conditions and movie theater concession prices) into our dataset.

For more information, please read my notebook here:
https://github.com/JesseMooreDS/dsc-phase-2-project-v3

Thank you for reading, to learn more about me please click the following links:

https://github.com/JesseMooreDS
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