

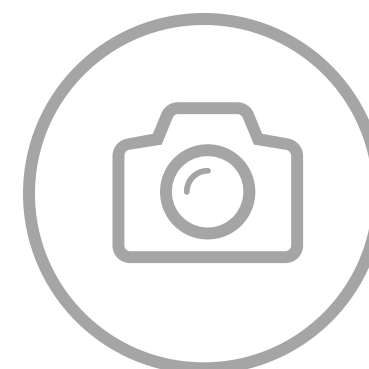
# An Analysis Of Movie Success At The Box Office





### Question 1

Is there a Correlation  
between Budget and  
Revenue?



### Question 2

Does Return on Investment  
vary by budget?



### Question 3

Is the performance of a film  
affected by the Month in  
which it is released?



### Question 4

Do Gross Revenue and ROI  
vary by the Genre



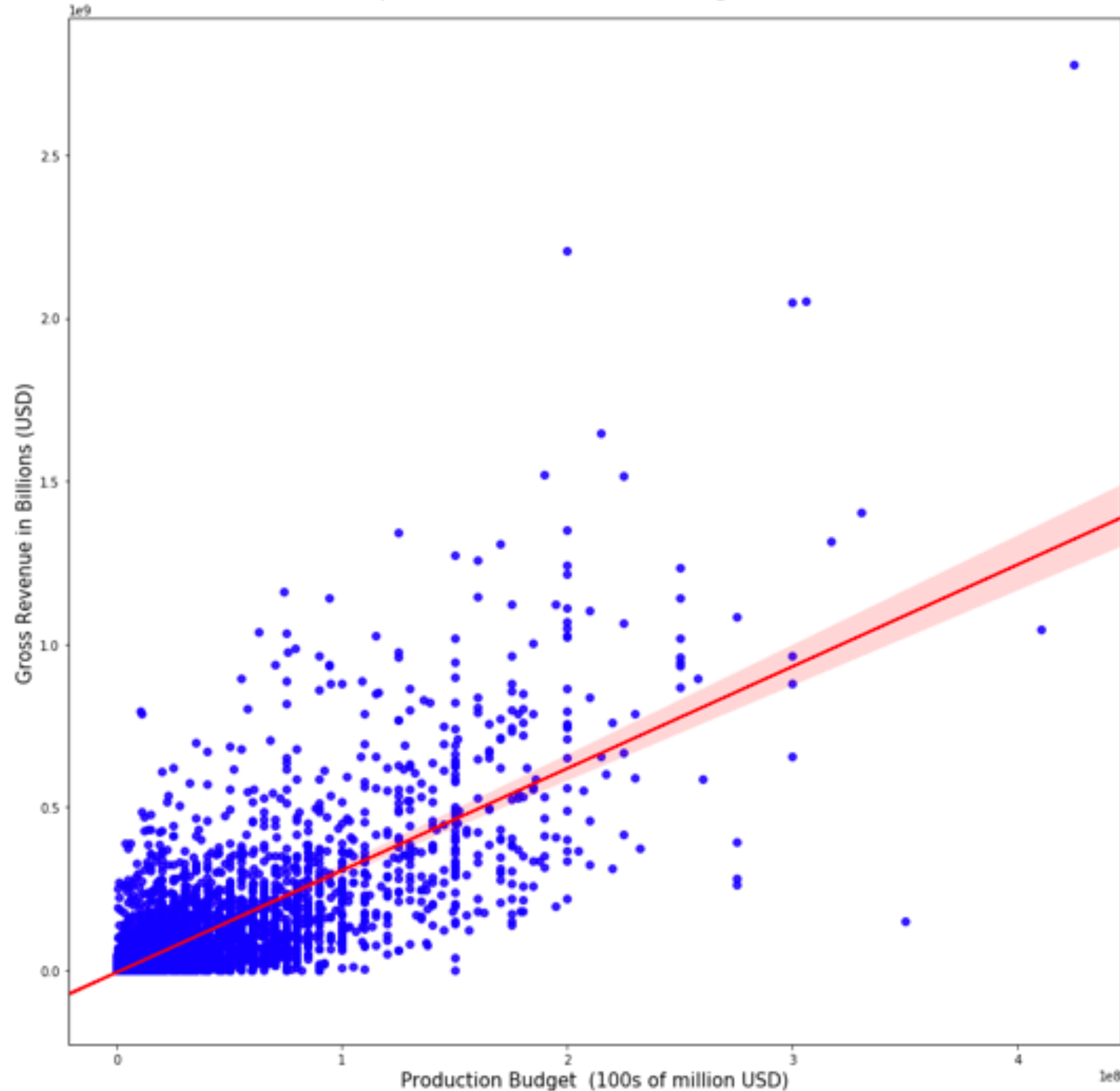
### Question 5

Are Runtime and Ratings  
correlated?

# Q1 Is there a Correlation between Budget and Revenue?

3

Relationship between Production Budget and Worldwide



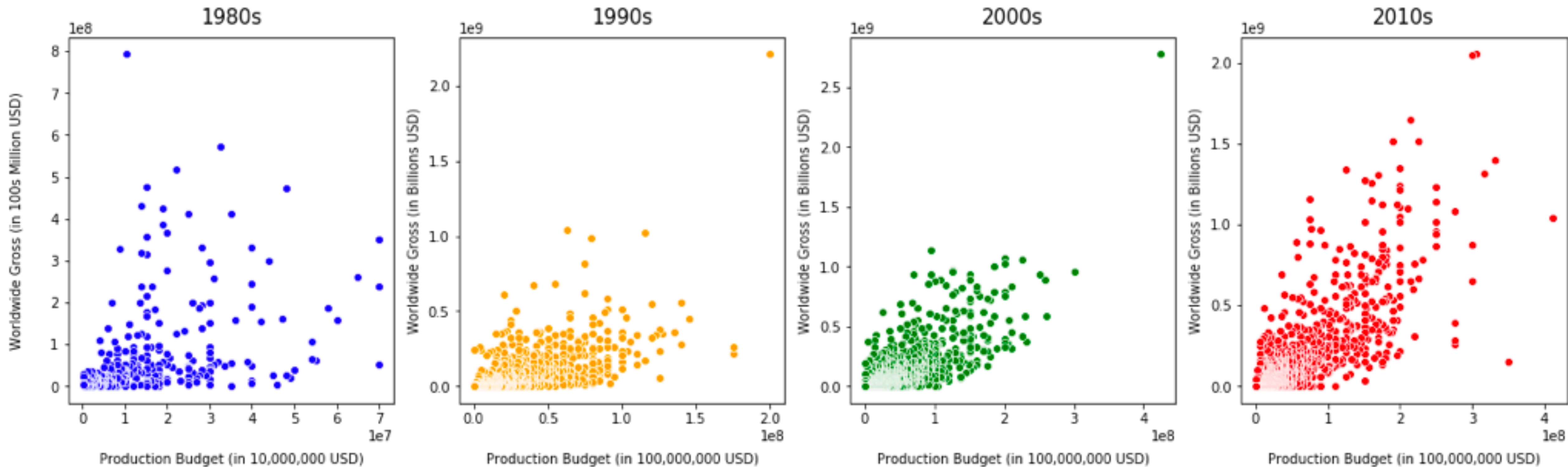
Correlation Coefficient  
0.7483

Recommendation:

These variables are highly interlinked

The higher the budget, the higher the gross revenue

Q1 How has the correlation changed over the decades?



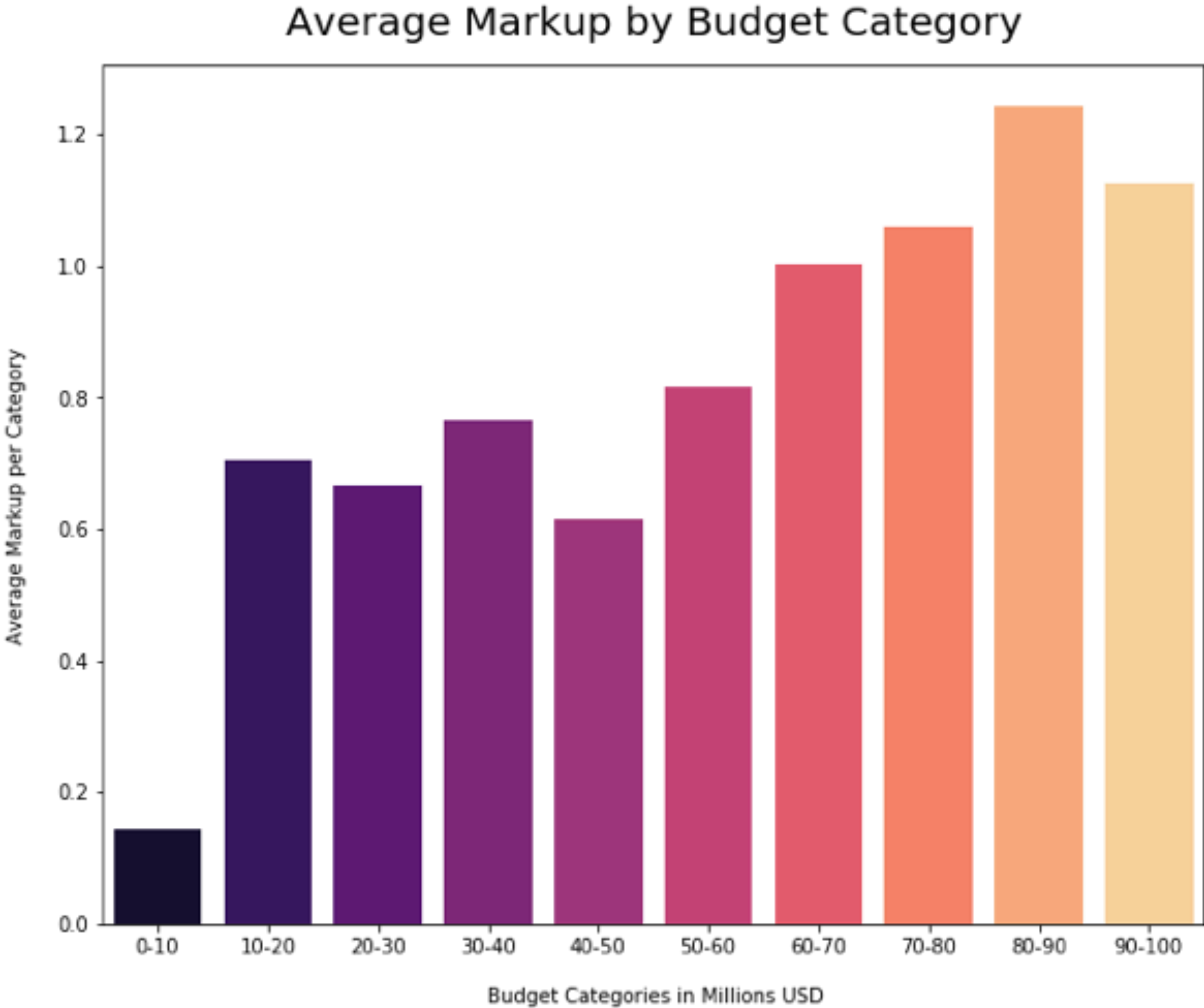
CORRELATION COEFFICIENTS

0.3604

0.5811

0.7579

0.7974

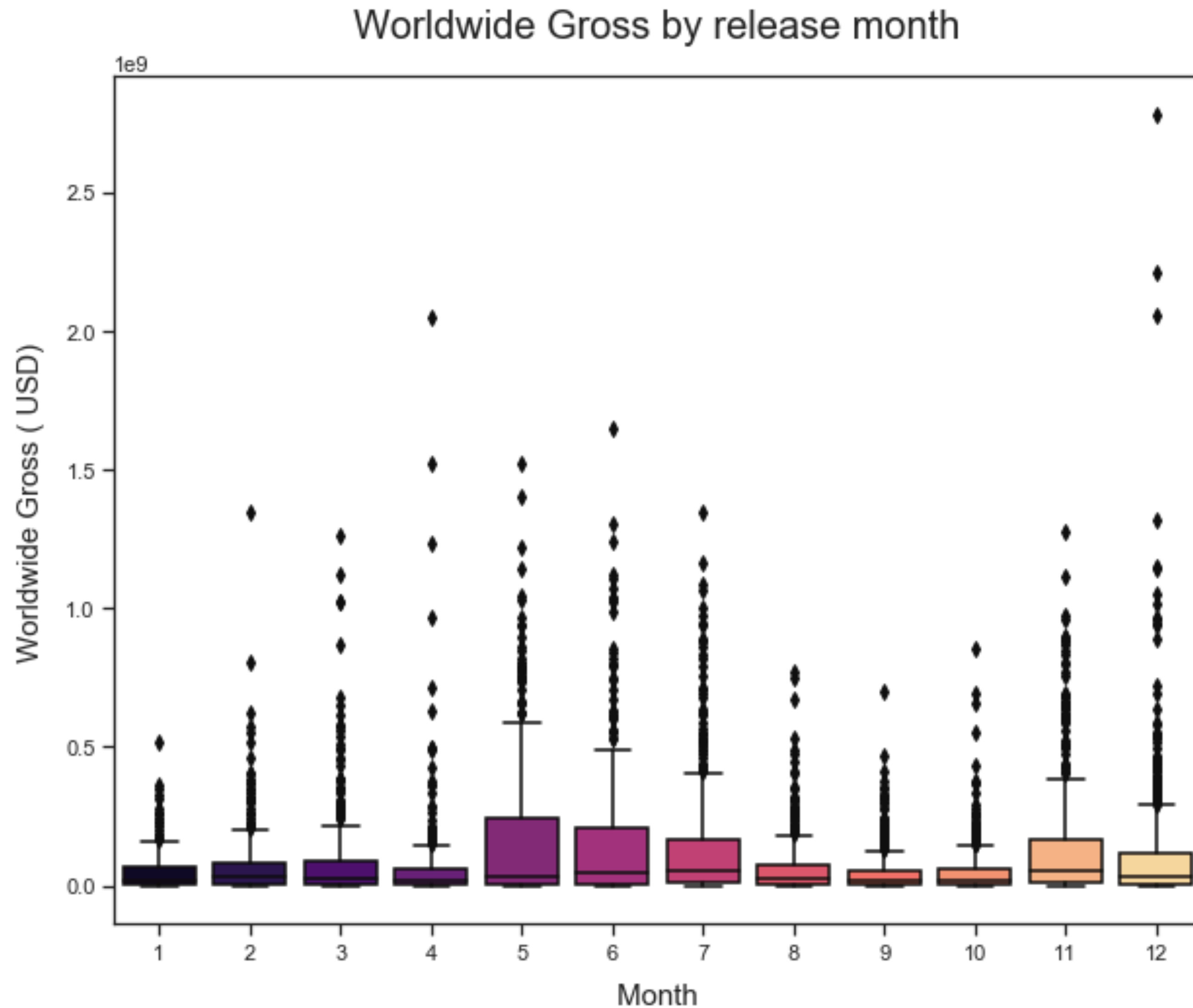


93% of films have a budget under \$100m

\$80-90 million budget yields the highest return on investment



## Is The Performance of a movie affected By the Month in Which it is Released?

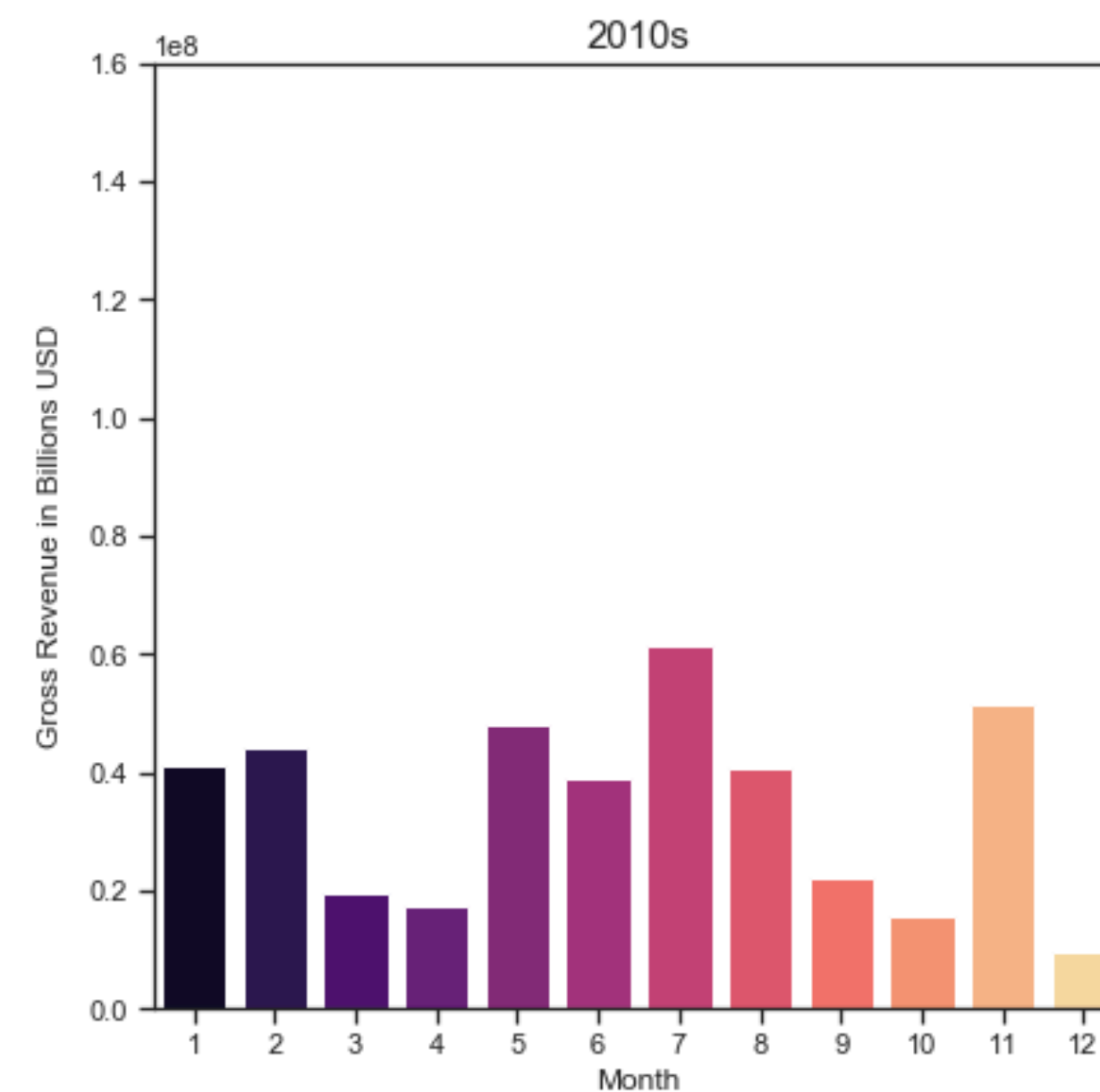
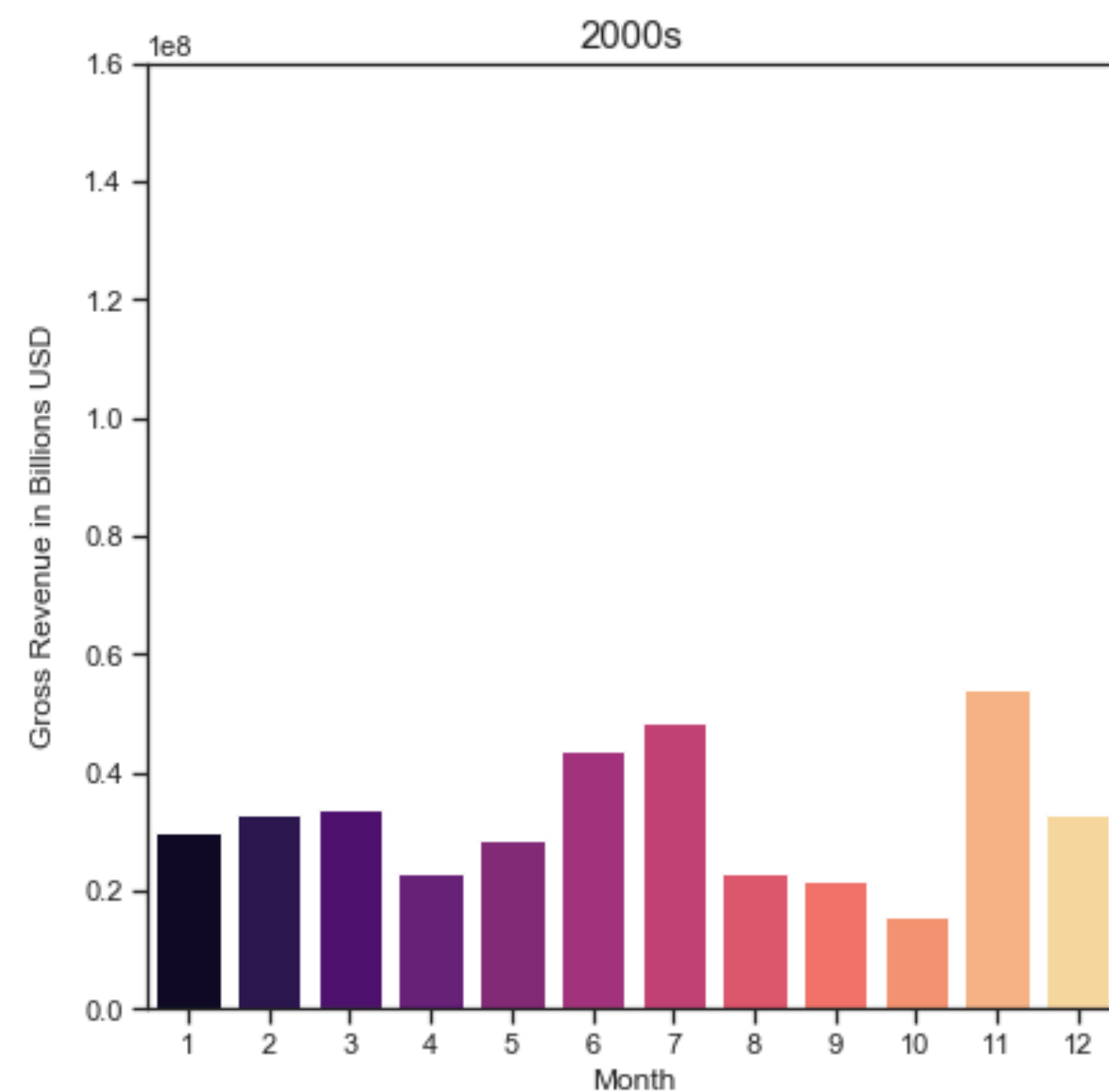
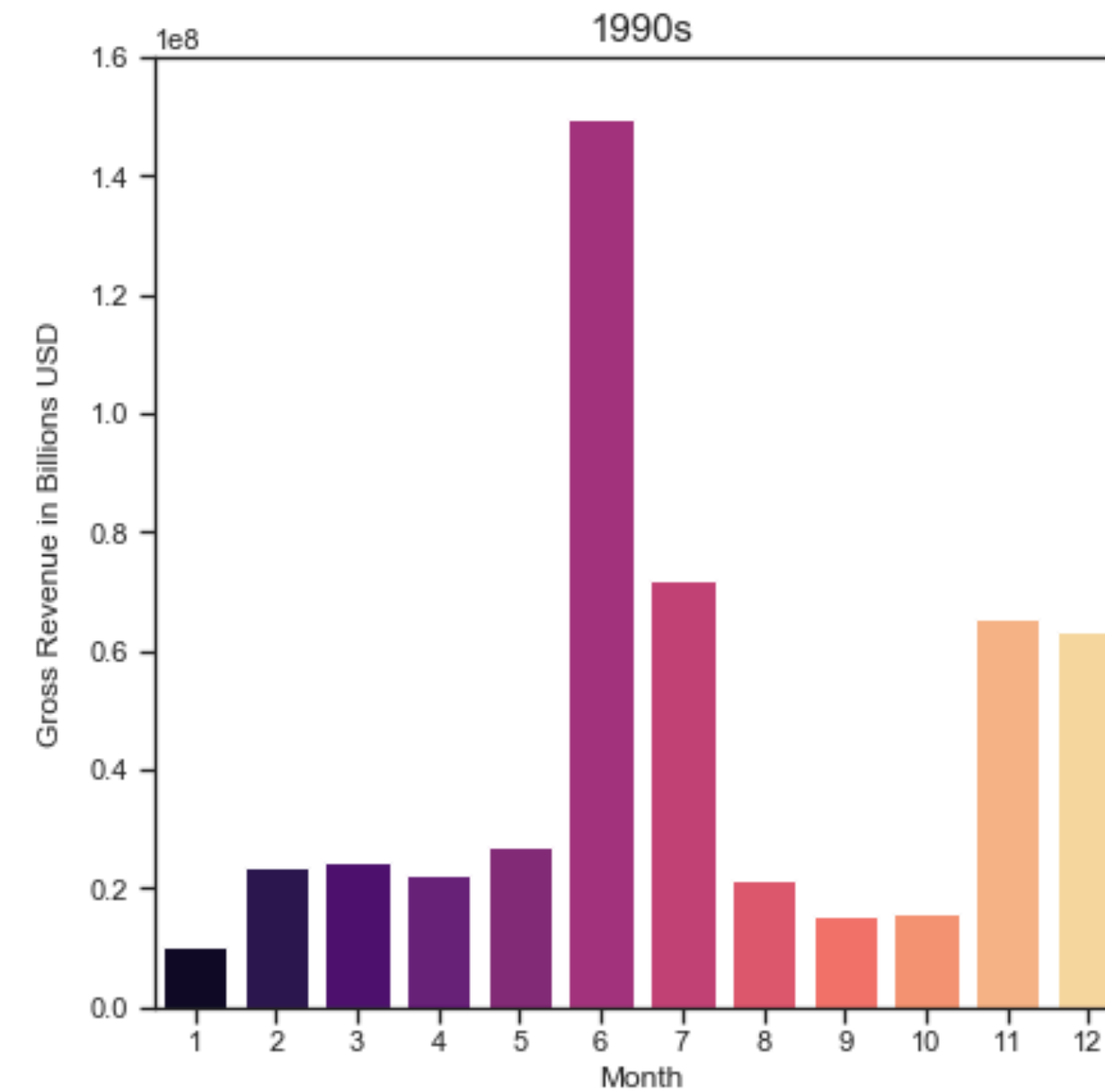
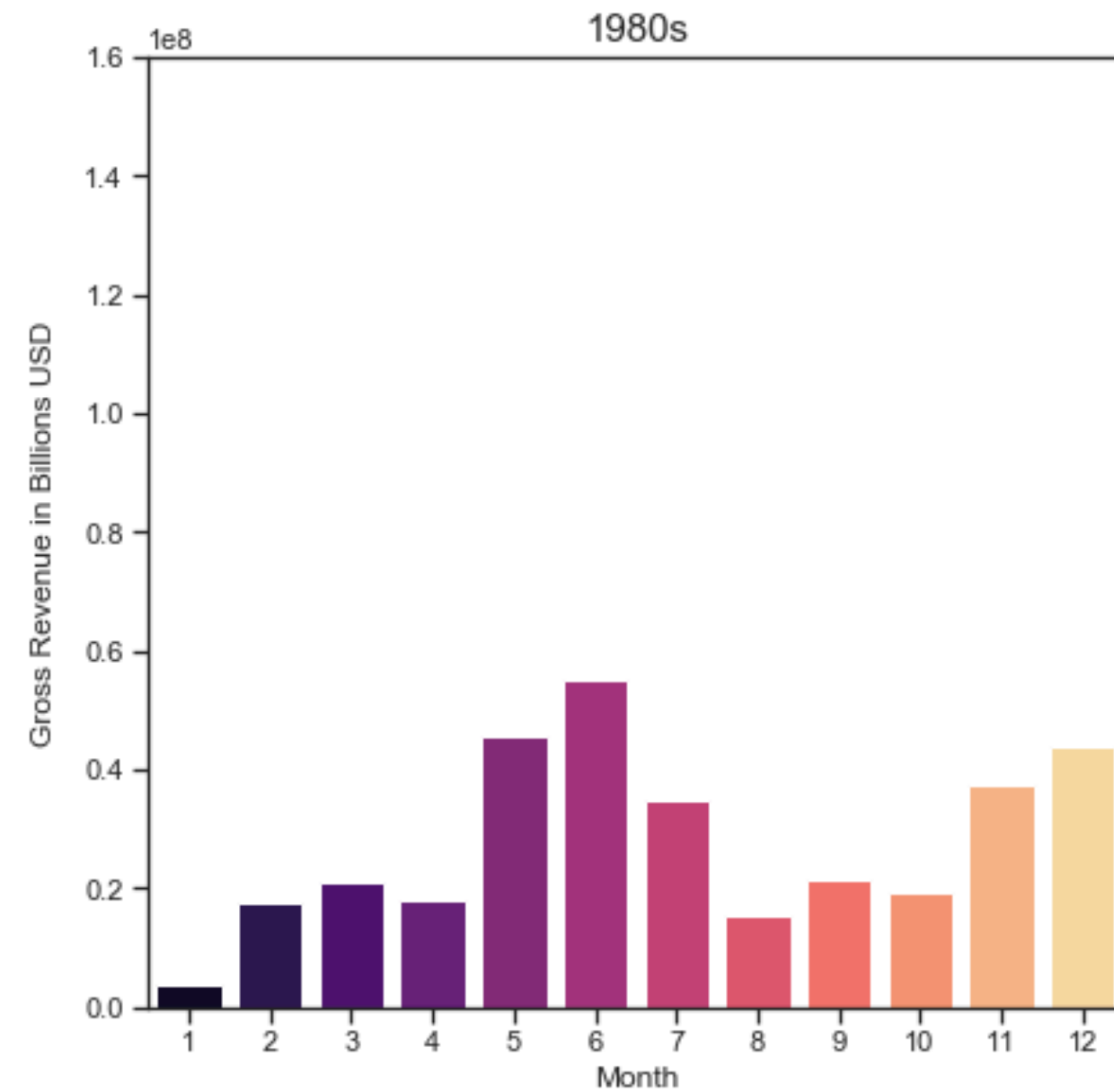


### Average Gross Revenue by Release Month

- July - \$51m
- November - \$50m
- June - \$46m

### Q3 Is there a trend indicating which month is best to release a movie?

7

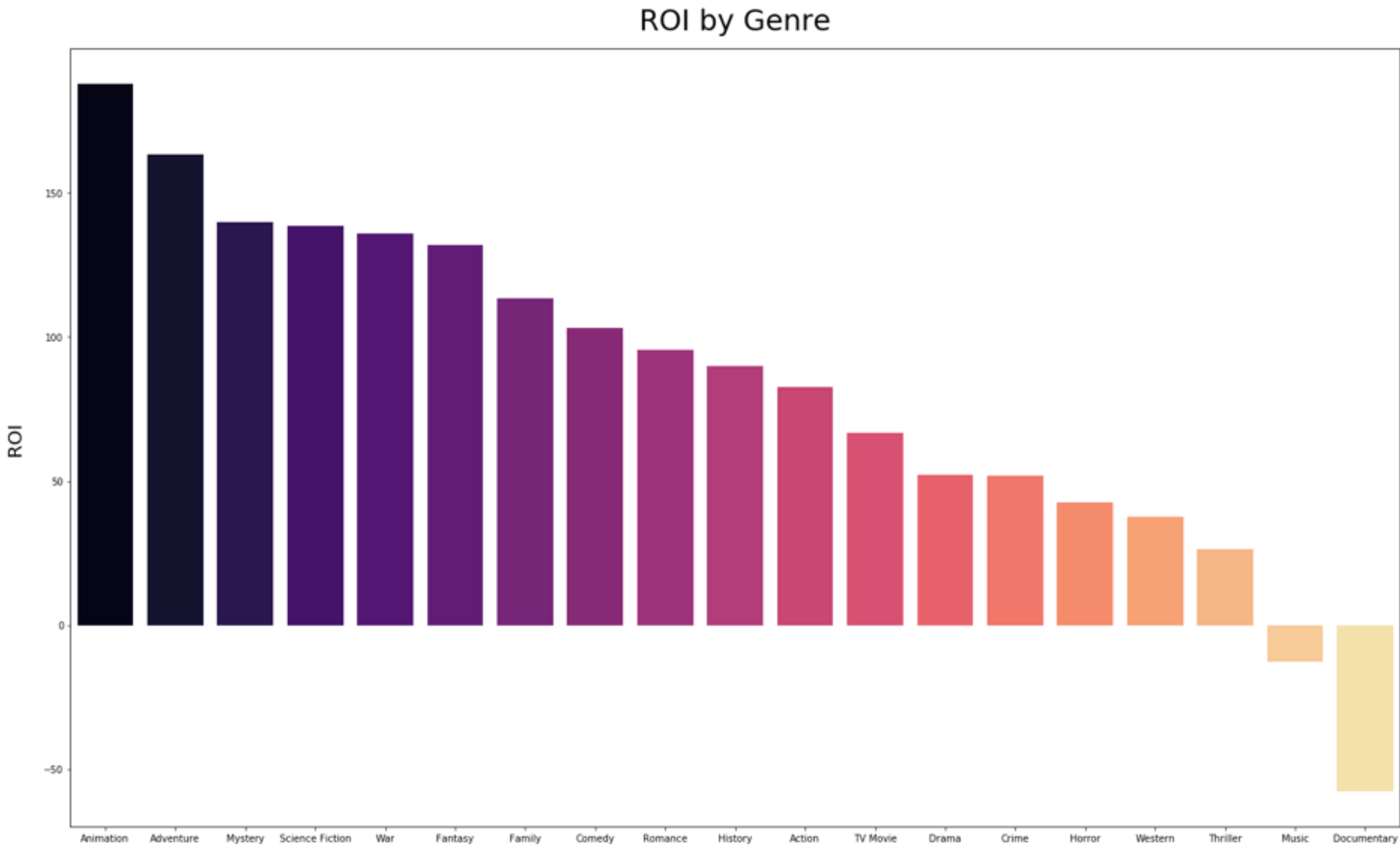


Recommendation:

The trend has largely stayed true over time, albeit to a varying degree

Try to release films in the summer months and Christmas months

Q4 Does Return on Investment vary by Genre?



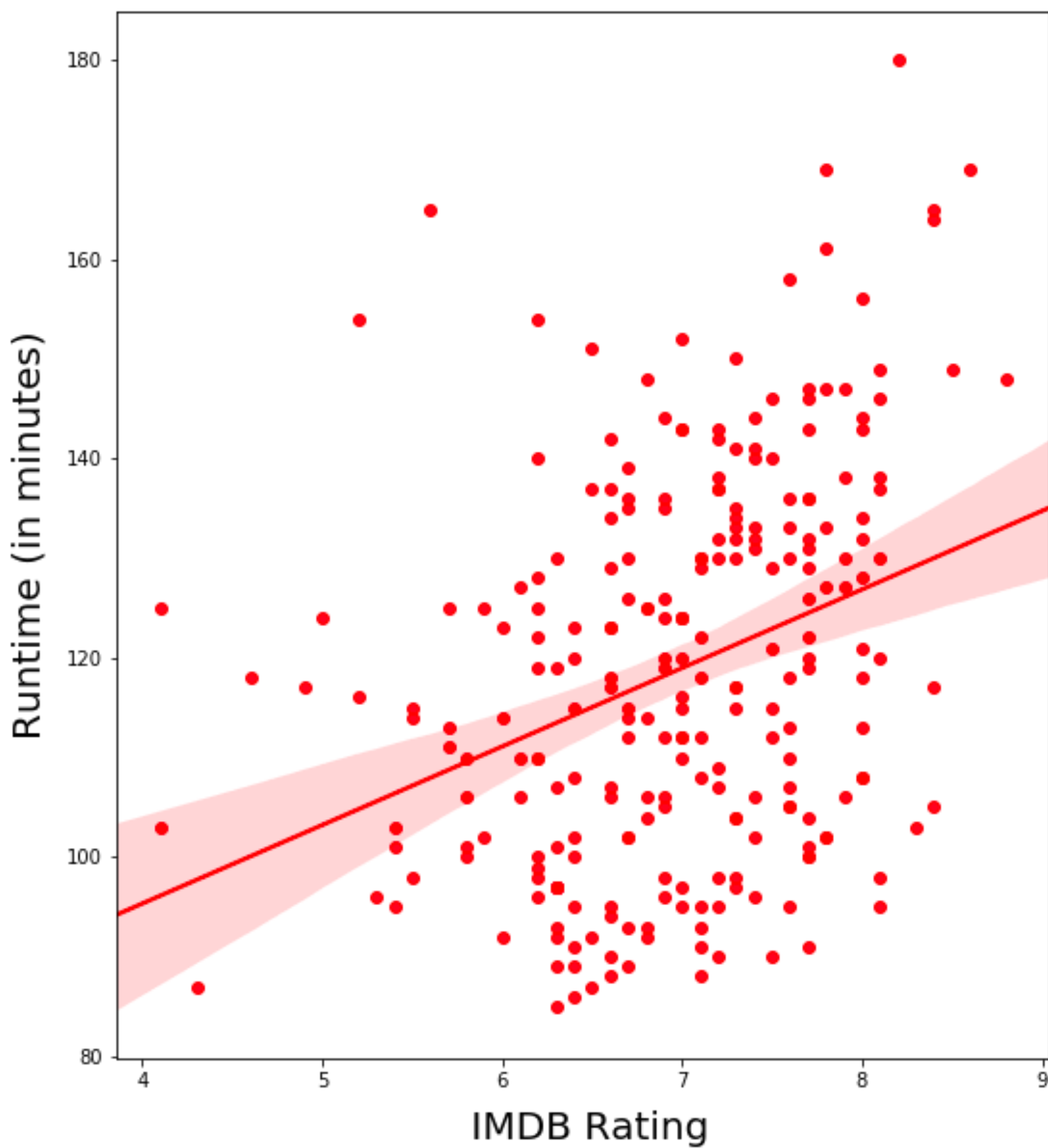
Recommendations:

Create content in the following category's:

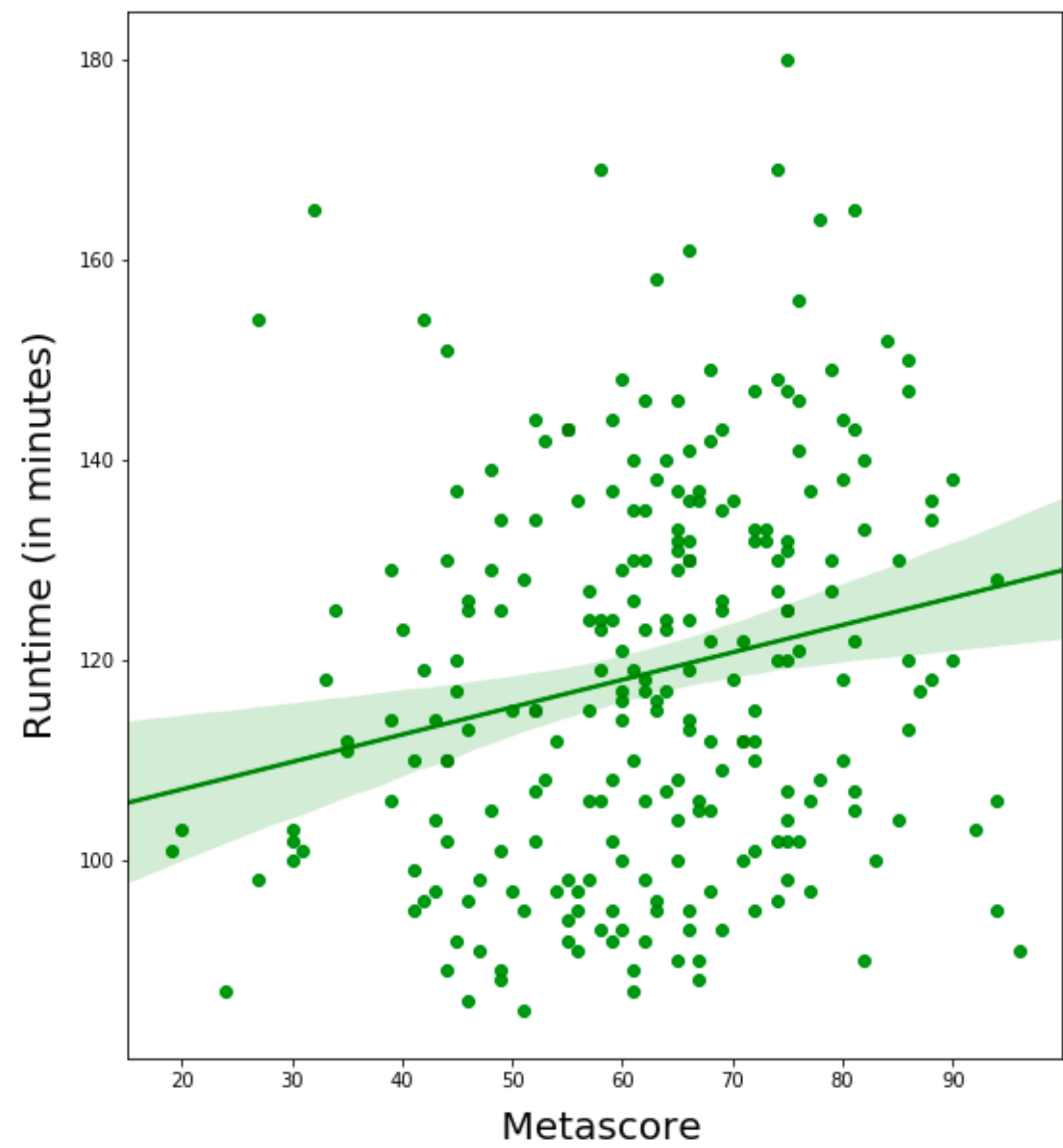
- Animation
- Adventure
- Mystery



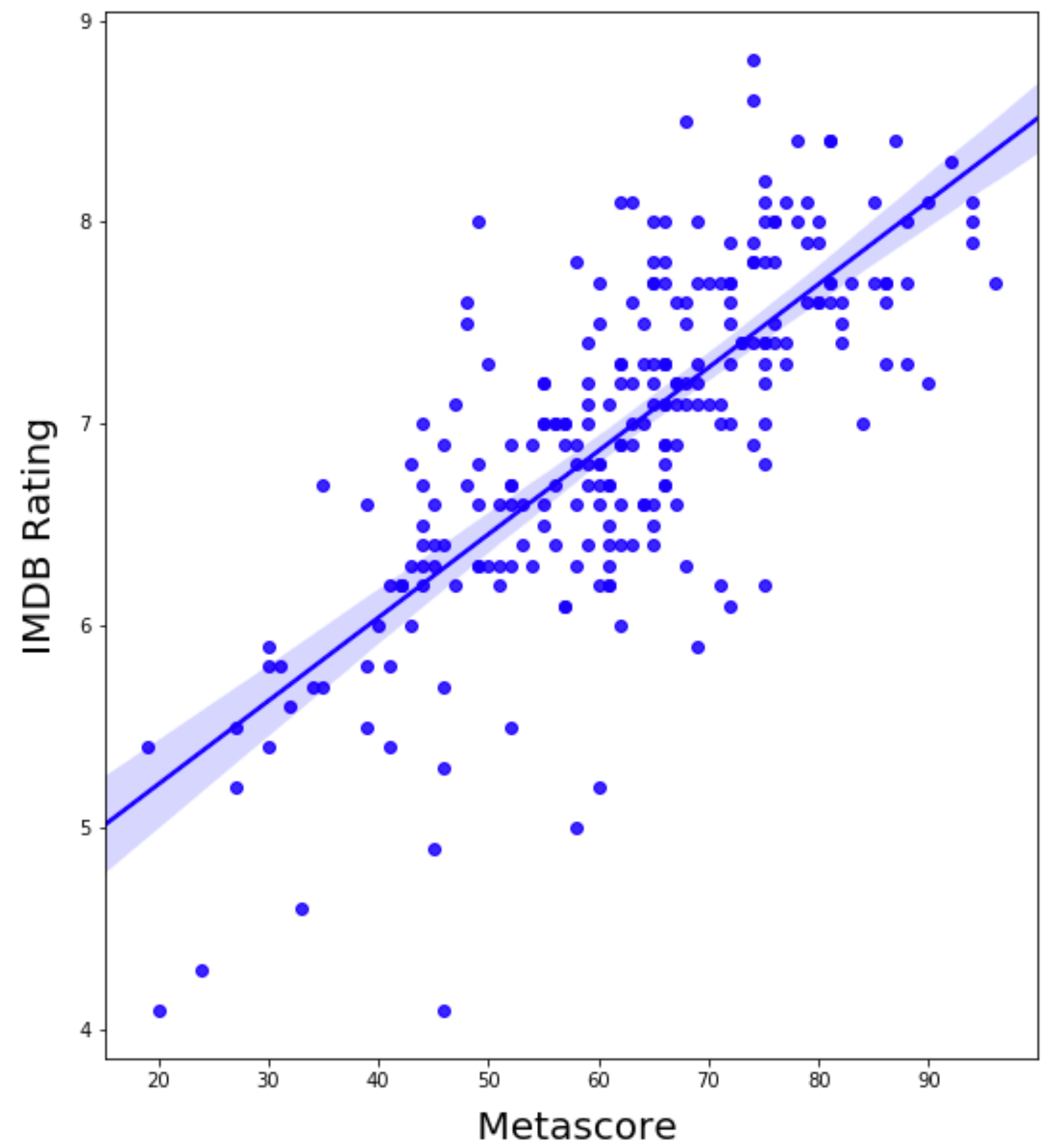
Q5 Is There a Correlation Between Ratings and Runtime?



0.2569



0.2097



0.7504

CORRELATION COEFFICIENTS



**Q1:**  
Budget and  
Revenue have  
become more  
interlinked over  
the last 4 decades



**Q2:**  
Return on  
investment varies  
based on budget



**Q3:**  
Average gross  
revenue is highest  
in the Summer  
and Christmas  
months



**Q4:**  
Return on  
investment and  
gross varies  
significantly by  
genre



**Q5:**  
Runtime does not  
affect ratings



## Sorting Genres

Create a better way of sorting through genres, when movies have multiple genres to allow for more accurate analysis.



## Explore more rating websites

Explore the effects the movie crew can have on ROI



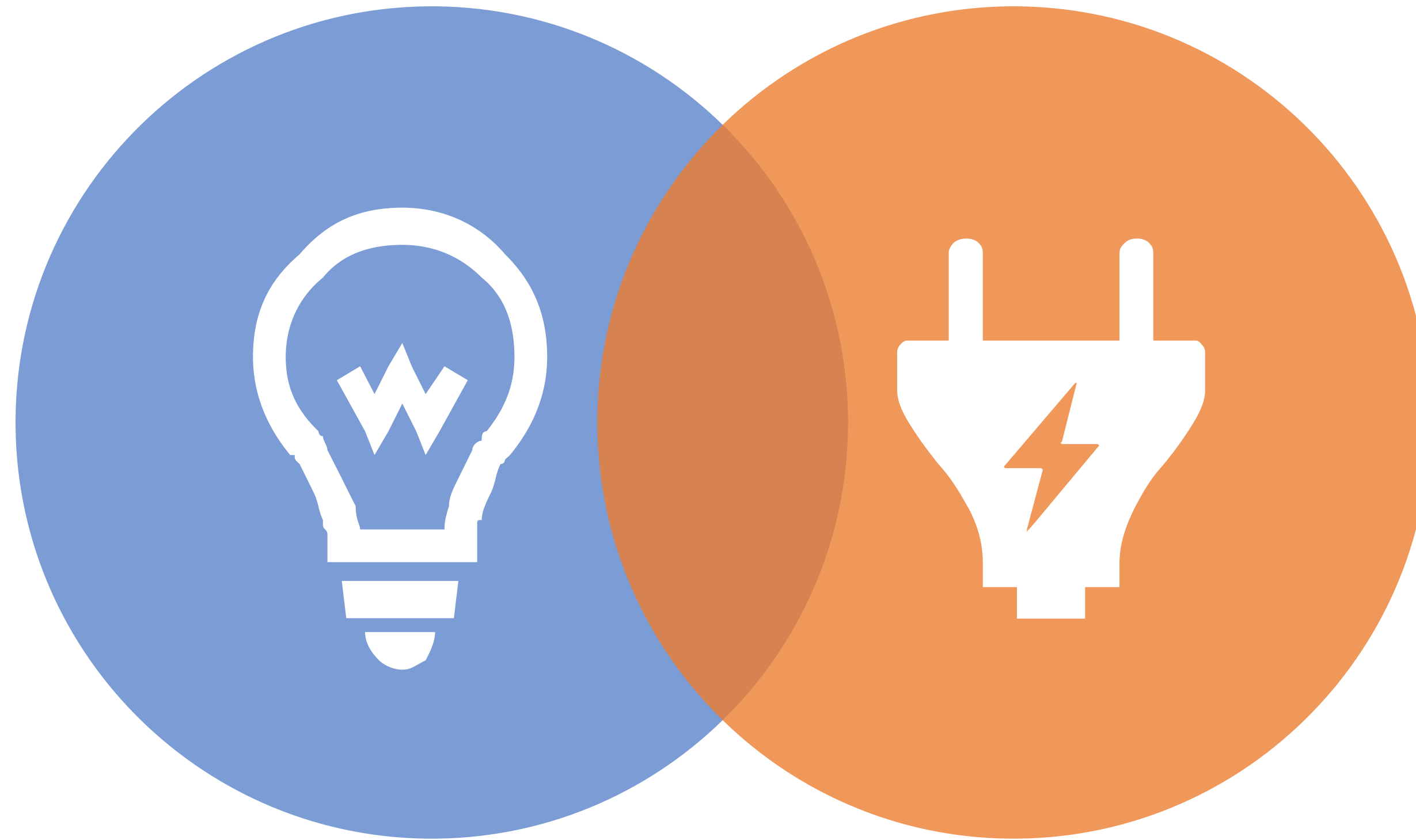
## Do Awards Affect ROI

Explore the effect awards have on ROI. Do films that win more awards have a higher ROI?



## Sentiment Analysis

Complete sentiment analysis on Rotten Tomato reviews



Thank You