

MOVIE TREND ANALYSIS

OUTLINE

- Business Problem
- Data
- Results
- Conclusions

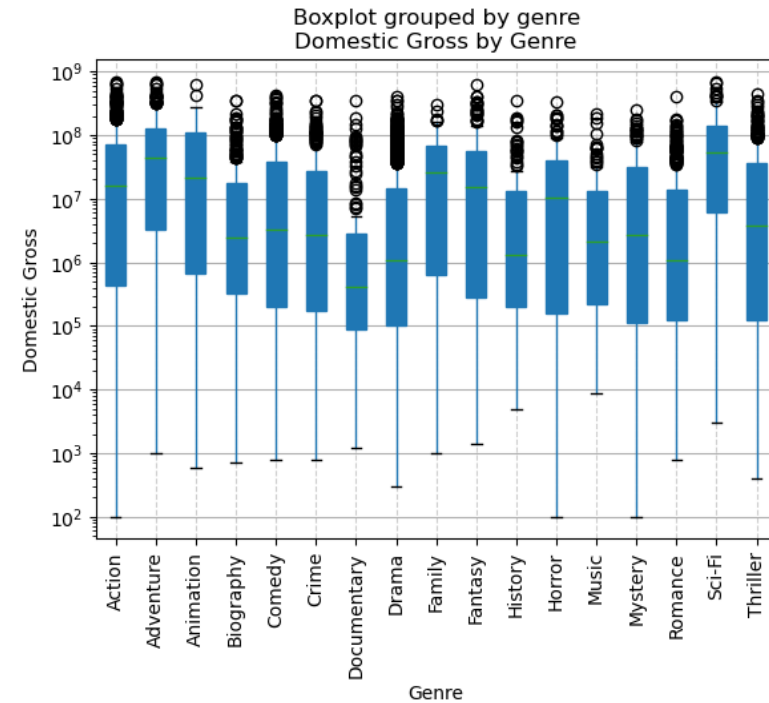
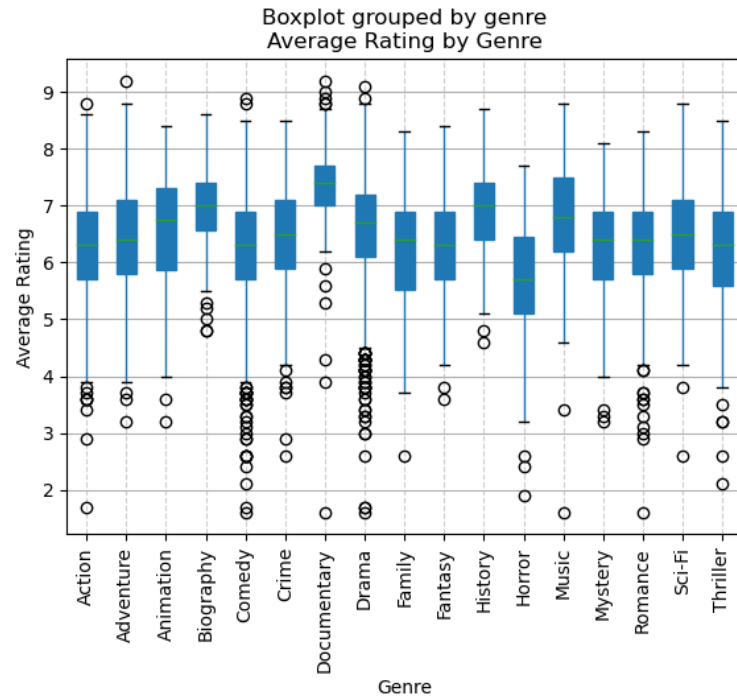
BUSINESS PROBLEM

- Provide an analysis of which genres perform the best
- Investigate if domestic gross predicts international performance
- Investigate if ratings predict gross

DATA

- Only used data from movies that have a reported gross figure (2749 movies), which was taken from Box Office Mojo and IMDB
- Specifically focused on ratings and gross per genre

BOXPLOTS OF EACH GENRE



- Data from movie genres that have at least 50 movie entries

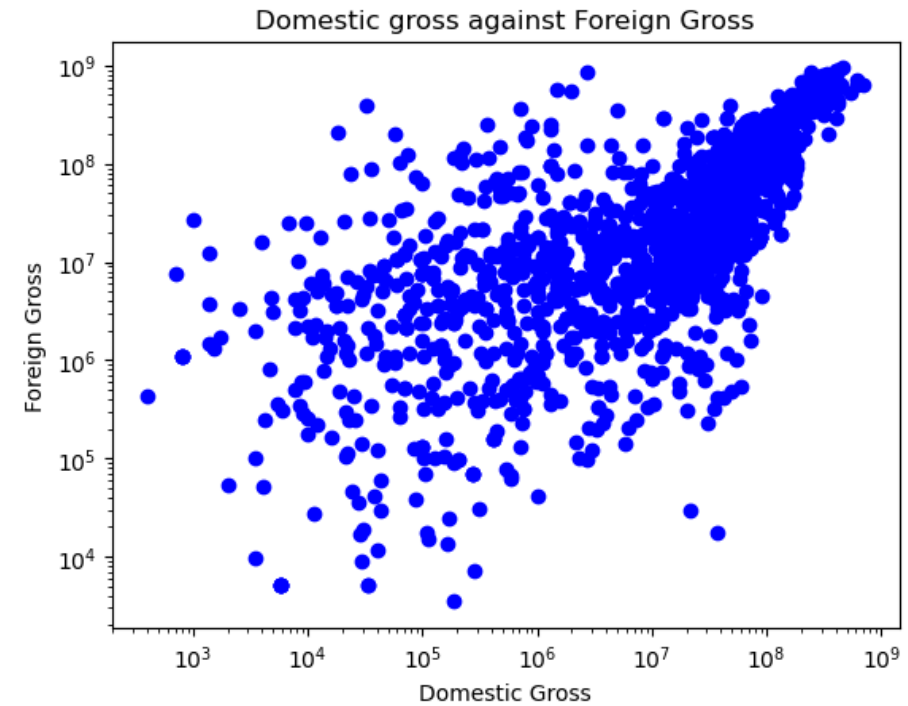
TOP GENRES

Genre	Average Rating
Documentary	7.41
Biography	6.97
History	6.93
Music	6.89

Genre	Domestic Gross(\$)
Adventure	86,179,323
Animation	63,579,388
Action	58,309,319
Sci-Fi	57,625,067

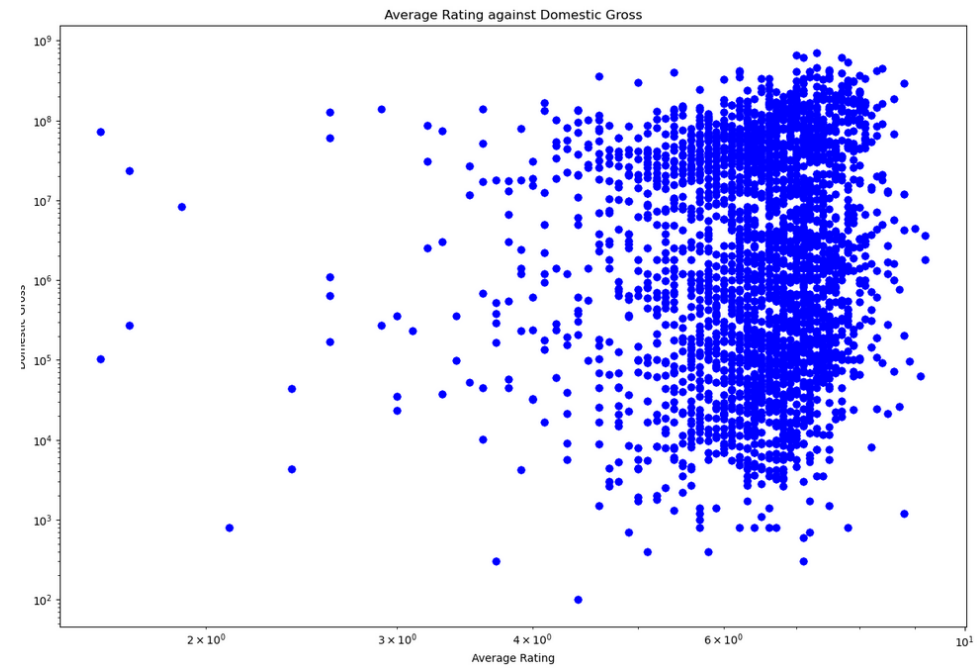
DOMESTIC GROSS VS FOREIGN GROSS

- Linear regression model
- $p\text{-value} < 0.05$
- $R\text{-squared} = 0.665$



RATINGS VS GROSS

- Linear regression
- $p\text{-value} < 0.05$
- $R\text{-squared} = 0.014$



CONCLUSIONS

- Non-fiction genres perform well in the ratings category.
- Mainstream genres generate higher domestic gross.
- Domestic gross predicts foreign gross.
- High ratings indicate a high gross but does not predict it
- **Next steps**
 - Depending on what Microsoft values, the model could be used to determine the best variables for making a movie