
Movie Industry Analysis for Microsoft: Phase I Project

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DSd- PT07P1

Overview

- Genres of Highest grossing films
- Genres with the highest ratings
- Films that make the most money
- Best time to release films

Goals: Answer the following questions

1. a. Which studios make the highest grossing films?

b. What are the genres of the highest grossing films that are made by these studios?

2. a. How does spending on production translate to Gross Earnings? Does higher spending lead to higher earnings?

b. What is the relationship between the production budget and the gross earnings?

c. Which genre has the highest return on Investment?

3. When should the films be released? Which release months make the most money?

4. Which movie genres receive the highest ratings?

Data

Box Office Mojo Movie Gross Dataset.

Key Data Obtained: Studio and Domestic Gross

The Numbers Movie Budgets Dataset.

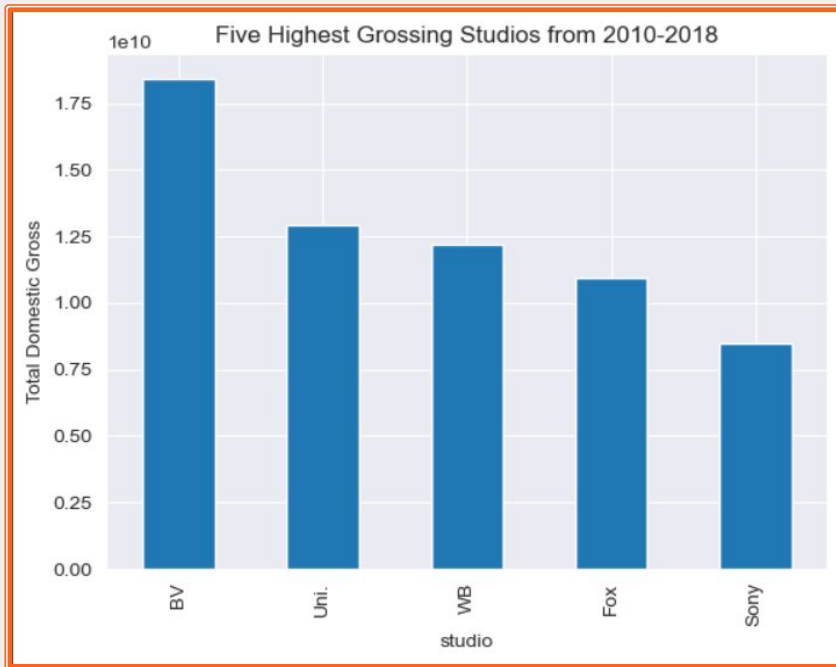
Key Data Obtained: Production Budget, Domestic Gross, and Worldwide Gross

Release date

IMDB Movie Basics and Movie Ratings Tables

Question 1: Which studios make the highest grossing films?

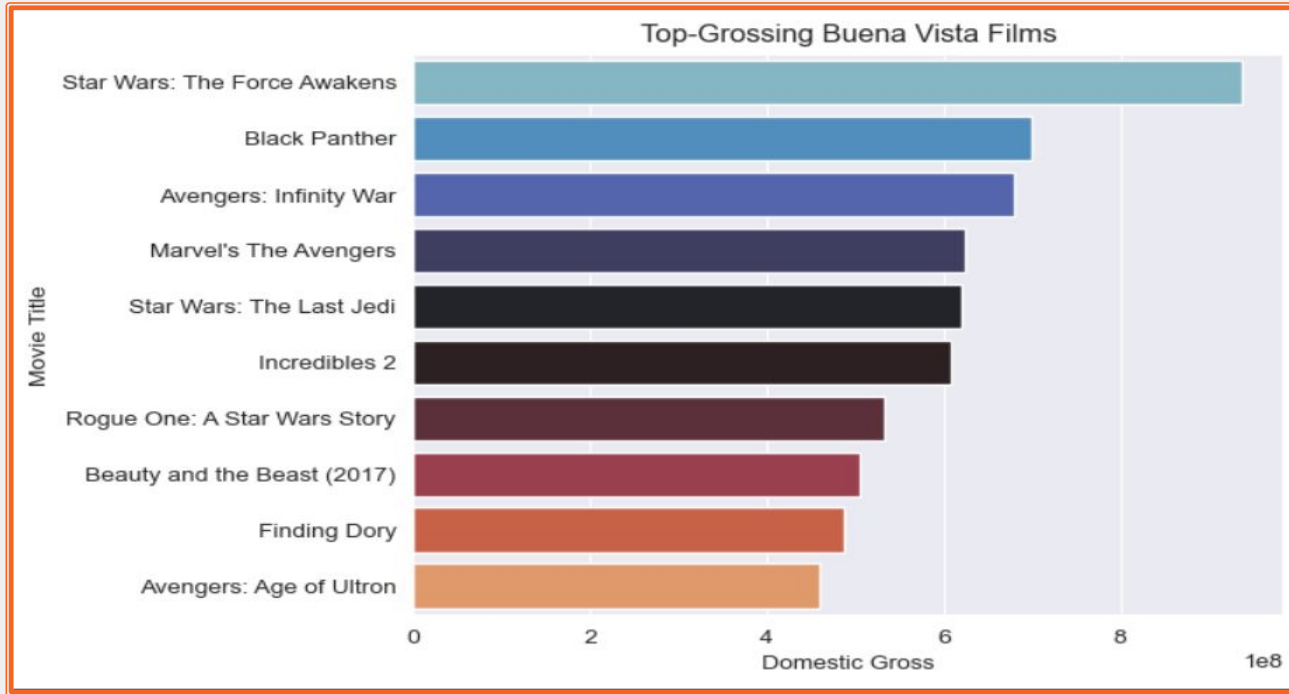
Our Data: The Box Office Mojo



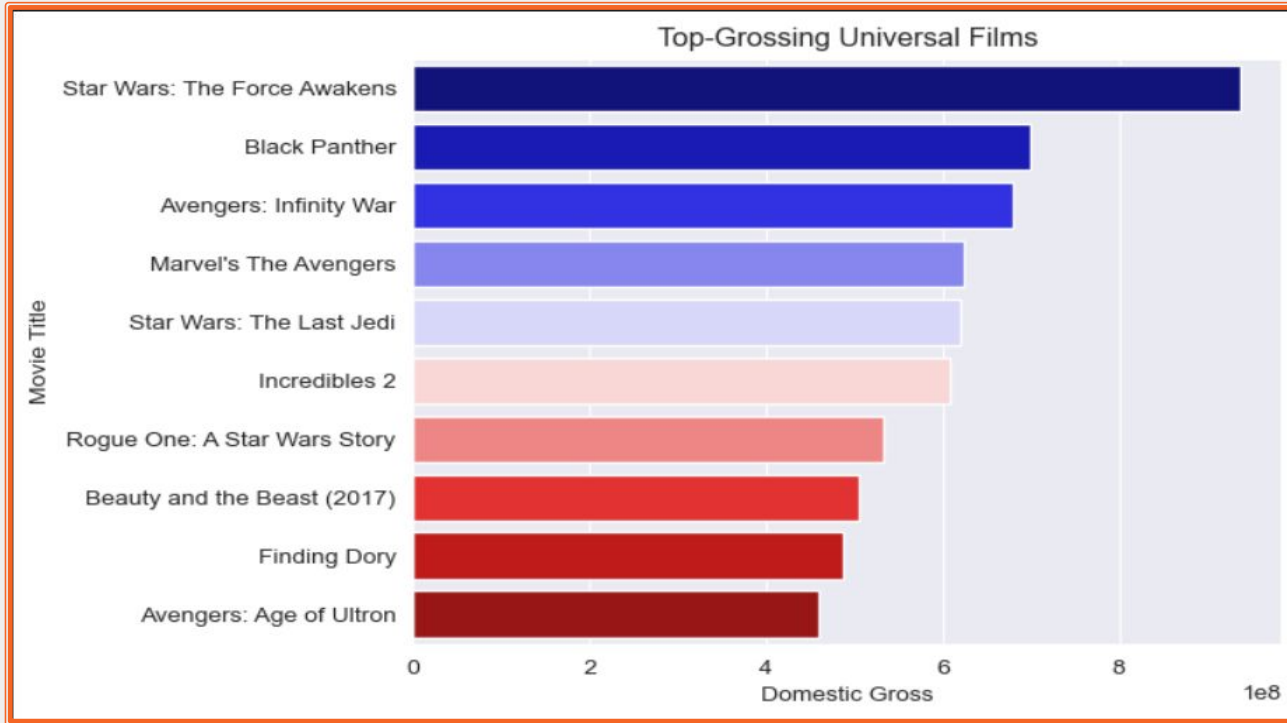
TOP 5 STUDIOS- TOTAL DOMESTIC GROSS

1. Buena Vista: \$18.4 billion
2. Universal Studios (Uni.): \$12.9 billion
3. Warner Bros. (WB): \$12.1 billion
4. 20th Century Fox (Fox): \$11.1 billion
5. Sony: \$8.4 billion

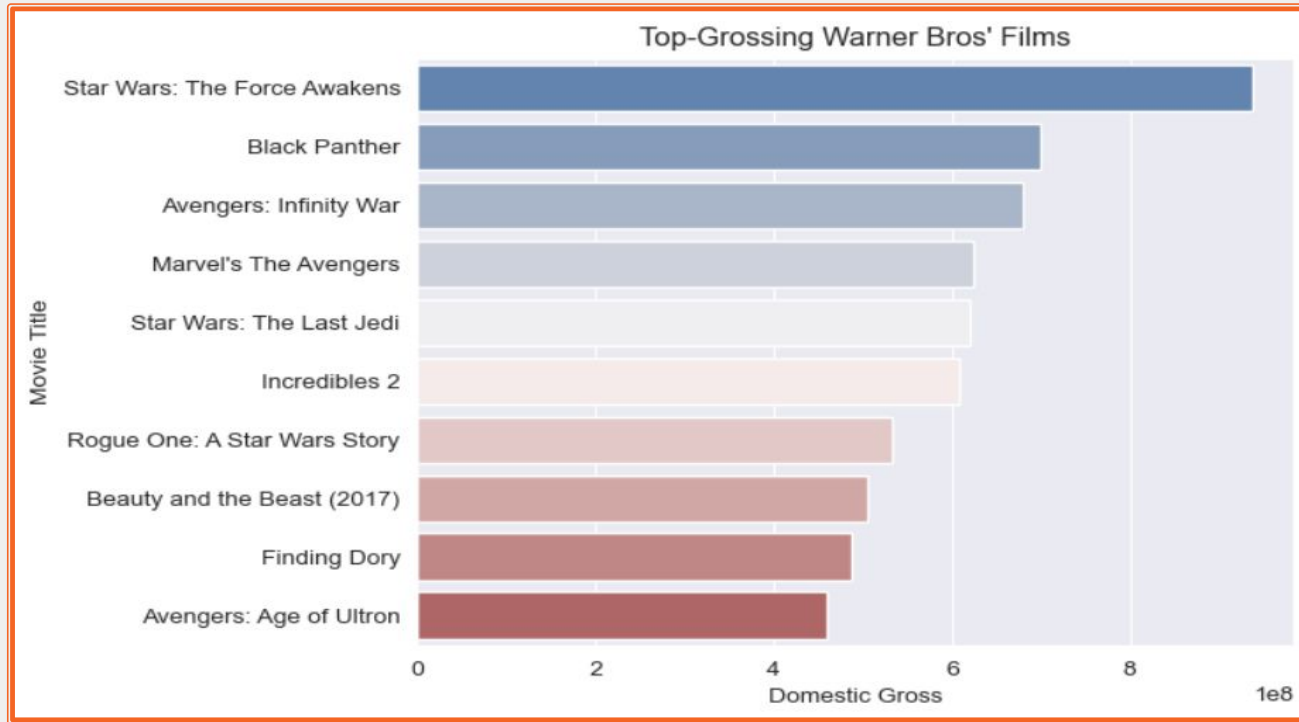
Top 10 Highest Grossing Films for Buena Vista



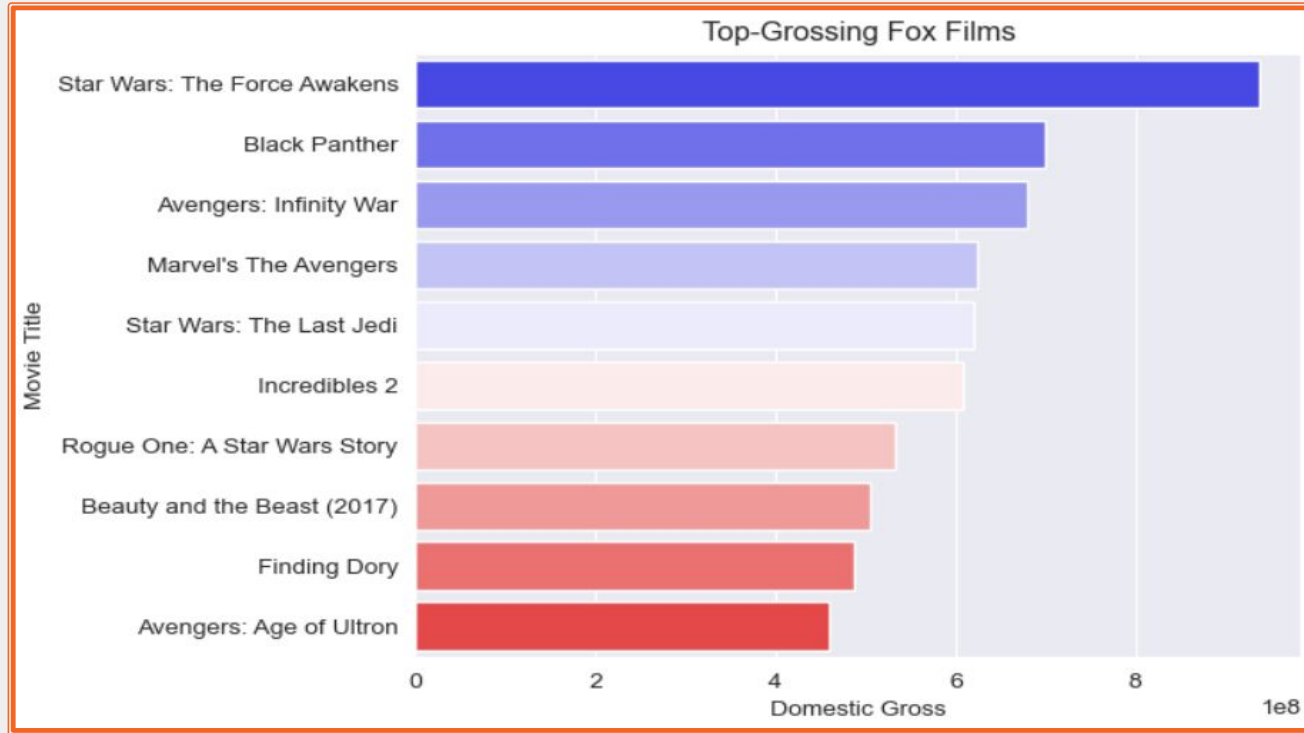
Top 10 Highest Grossing Films for Universal



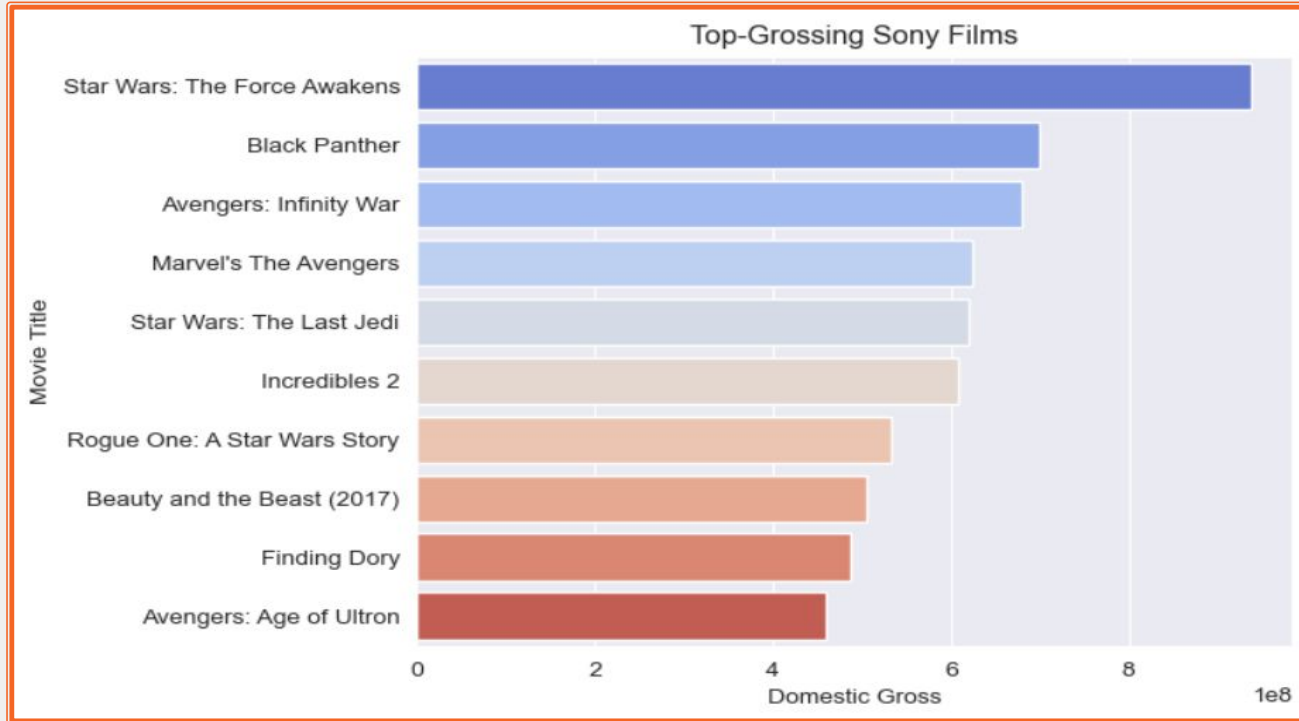
Top 10 Highest Grossing Films for Warner Bros



Top 10 Highest Grossing Films for Fox



Top 10 Highest Grossing Films for Sony



Common Genres For The Studios

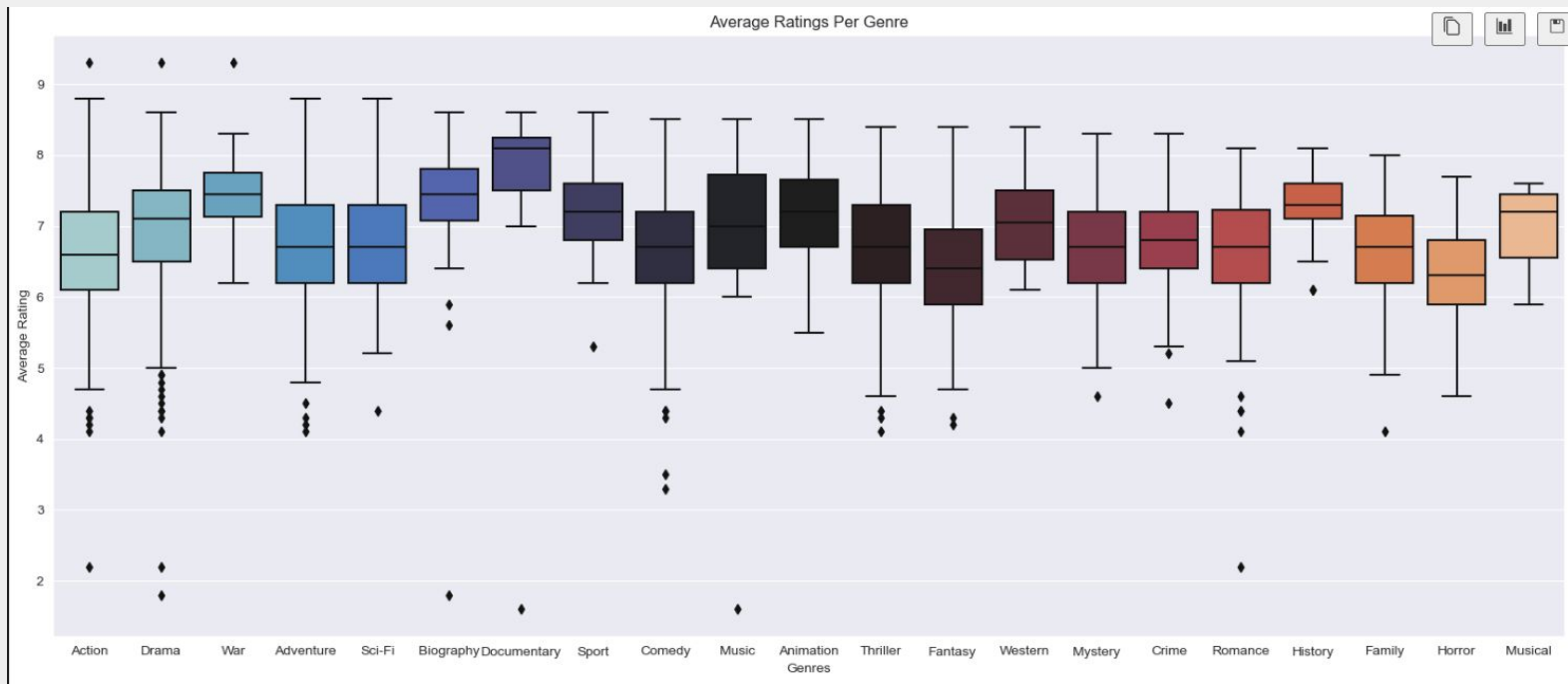


**Superhero
Films**

**Sci-Fi/Fantasy
Films**

**Animated
Films**

Question 4 to Affirm Our Findings: Which movie genres receive the highest ratings? Using IMDB Data



	mean	median
genres		
Documentary	7.114286	8.10
Biography	7.345000	7.45
War	7.470000	7.45
History	7.286667	7.30
Musical	6.957143	7.20
Animation	7.153521	7.20
Sport	7.205000	7.20
Drama	7.001553	7.10
Western	7.100000	7.05
Music	6.854545	7.00
Crime	6.800529	6.80
Adventure	6.719108	6.70
Family	6.643590	6.70
Mystery	6.719444	6.70
Romance	6.663235	6.70
Sci-Fi	6.731298	6.70
Thriller	6.681340	6.70
Comedy	6.690173	6.70
Action	6.631646	6.60
Fantasy	6.428829	6.40
Horror	6.322807	6.30

The median ratings, which eliminate any skewness in our data are within a similar range for all the analyzed genres, including Superhero Films, Sci-Fi/Fantasy films, and Animated Films. (6.3 and 1).

This means that they are great genres to focus on.

RECOMMENDATIONS

What are the genres of the highest-grossing films?

Make films that reflect these qualities:

- Superhero Films
- Sci-Fi/Fantasy films
- Animated Films

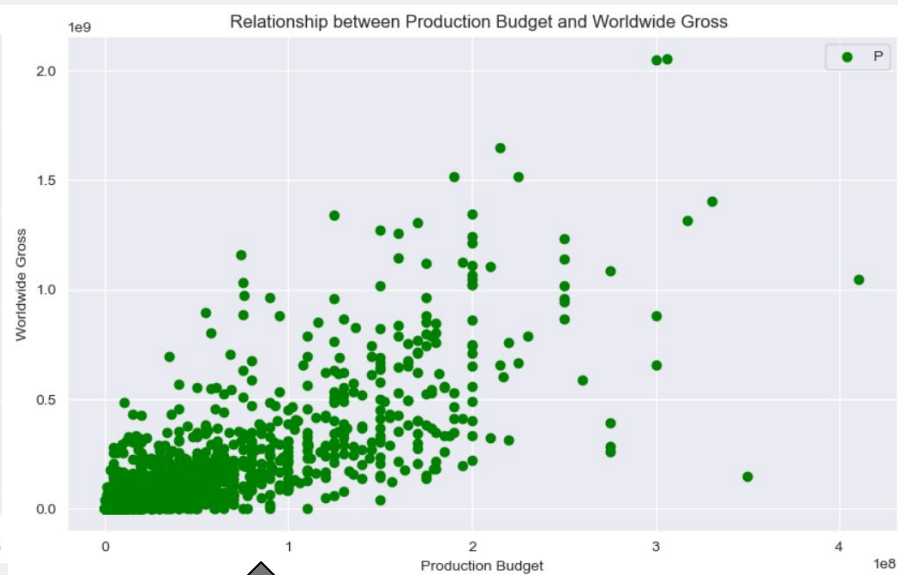
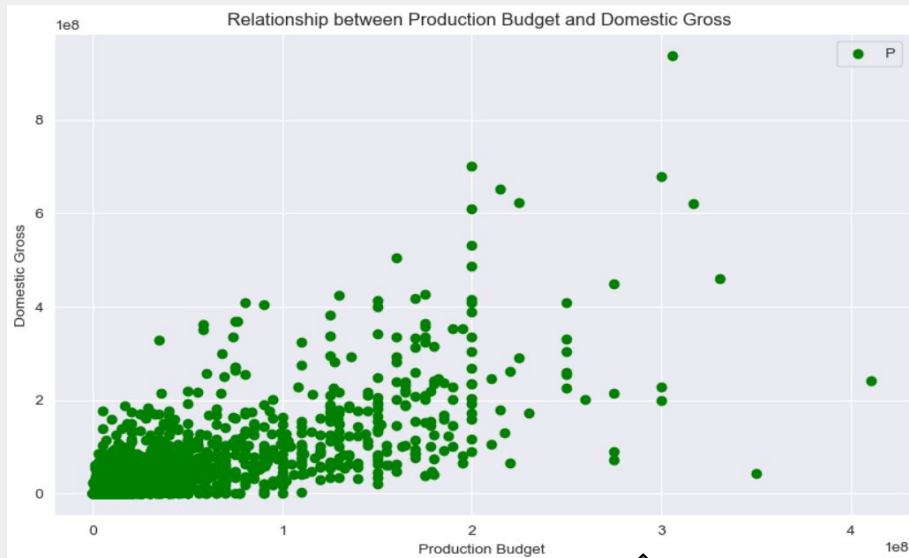
2. Invest in the scifi/fantasy and superhero franchises by buying licensing rights.

Note: While ratings should not be the main focus, it's good to see that these genres are receiving good ratings

3. Benchmark the five leading studios to identify best practices.

Qn 2: Which Films Made the Most Money?

- Films from 2010 to 2019
 - Domestic gross and worldwide gross compared with the production budget
 - Our data: The Numbers Movie Budgets Dataset
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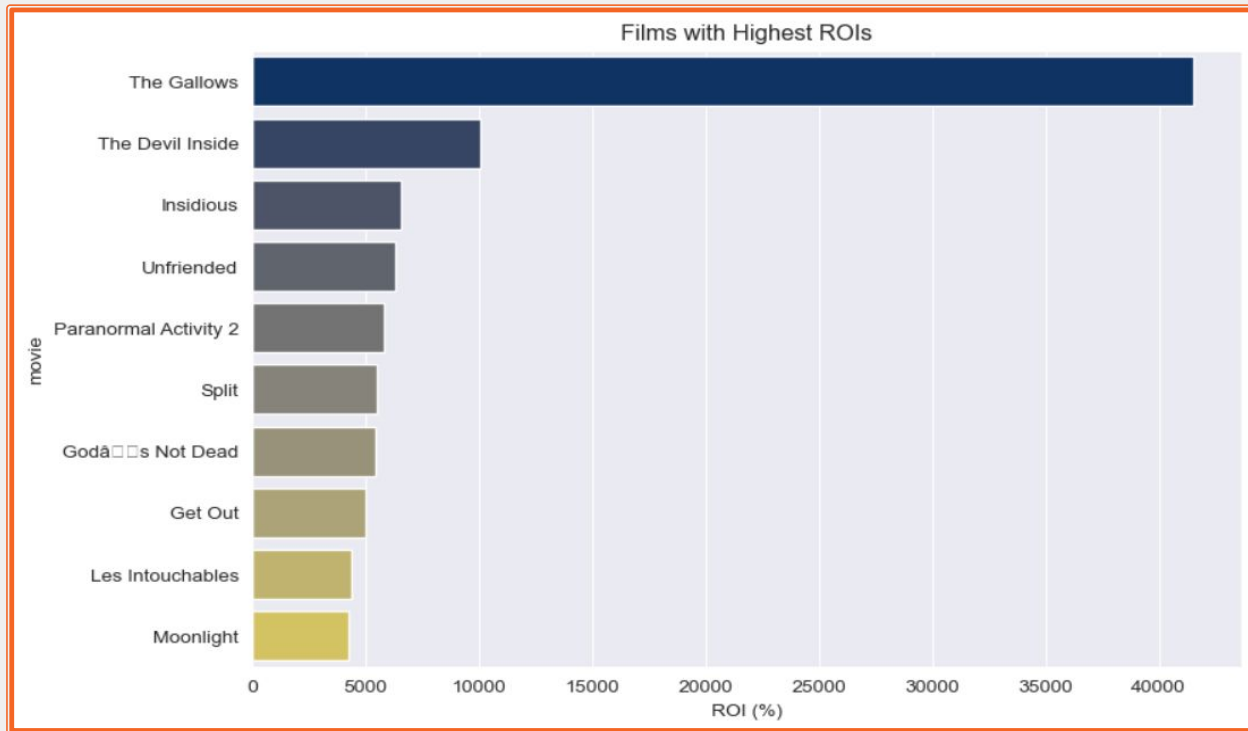


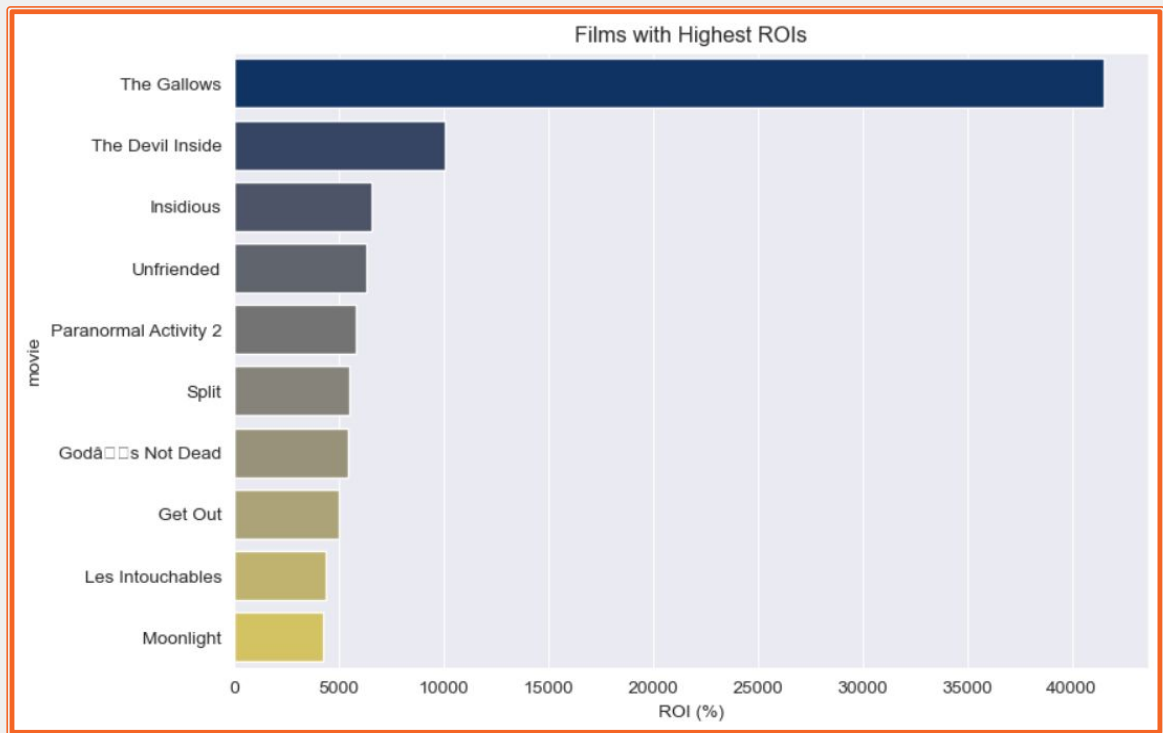
Correlation
coefficient = 0.73

Very strong
positive
correlation for
both

Correlation
coefficient = 0.80

What about ROI? Films with the highest ROI





We can see right away that most of these are horror movies

With ROIs at 50 to 400 times their production budget

RECOMMENDATIONS

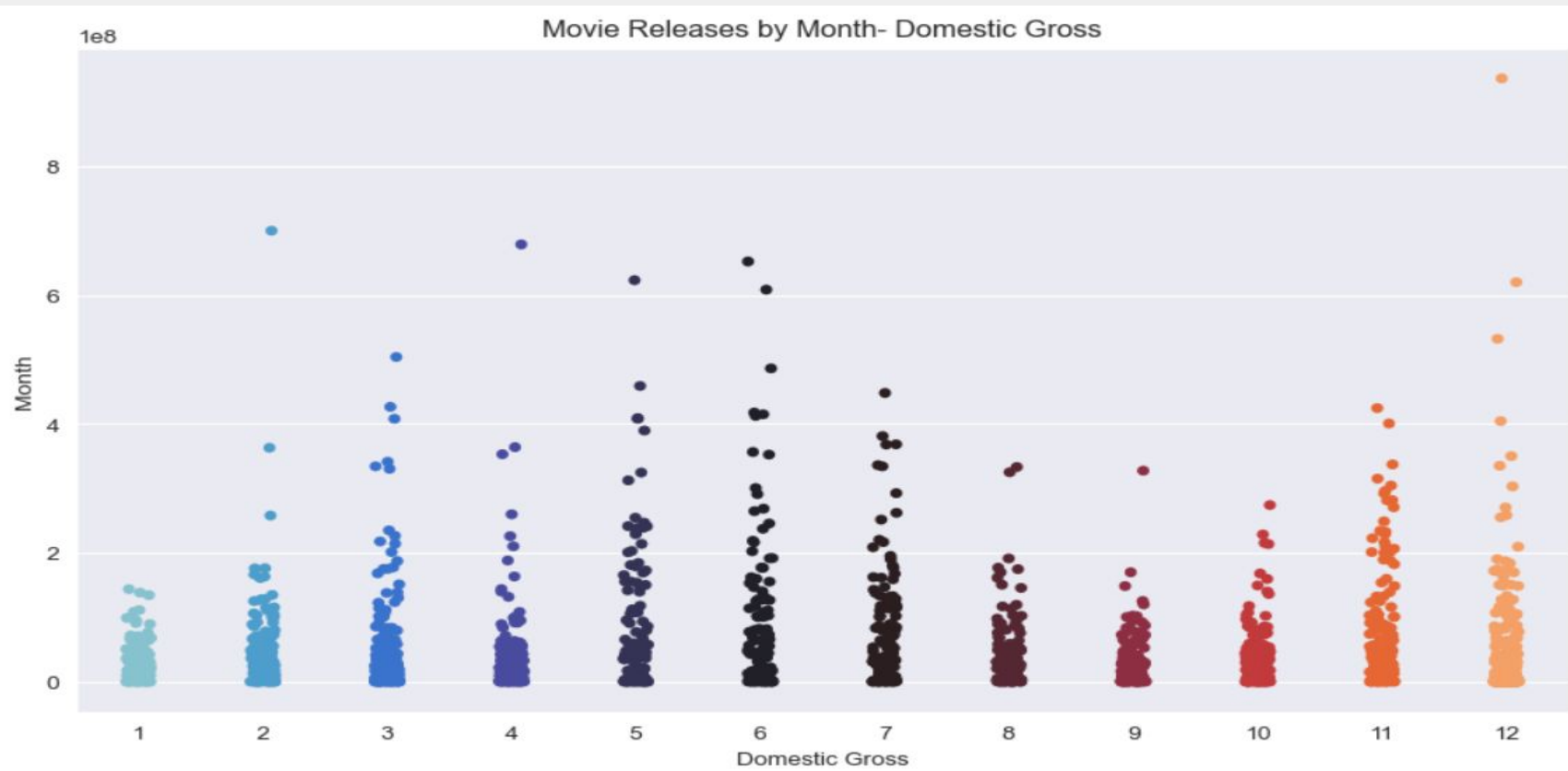
What films make
the most money?

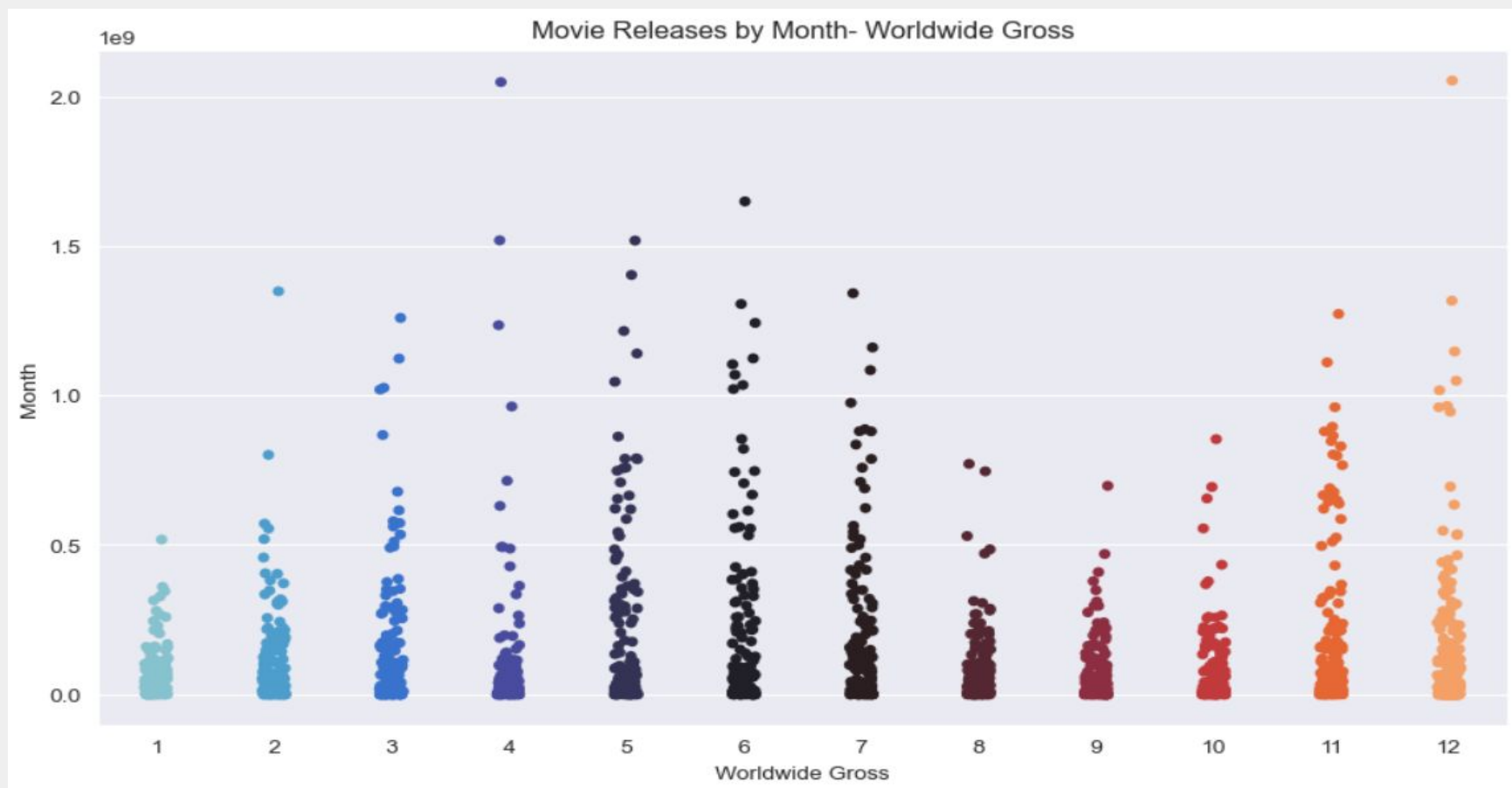
There is a very strong relationship between
production budget and gross earnings

- With a big budget, make animates, Sci-Fi or superhero films
 - With a smaller budget, make horror movies for a larger ROI
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Qn 3: When should we release our films?

- Films from 2010 to 2019
 - Domestic gross, worldwide gross, and the release month
 - Our data: The Numbers Movie Budgets Dataset
-





Gross Earnings Per Month

Highest domestic gross
medians per month:

- * July - \$31,206,263
- * November - \$30,659,817
- * August - \$21,295,021
- * April - \$20,316,694
- * February - \$19,452,138

Highest worldwide gross
medians per month:

- November - \$60,217,171
- * July - \$57,273,049
- * February - \$43,528,634
- * January - \$43,061,376
- * August - \$40,650,842

Common months:

- July
 - November
 - August
 - February
-

RECOMMENDATIONS

When should we
release our films?

Best time to release our films:

- July, August, November,
and February

Further Exploration:

Calculate a more accurate ROI model based on all costs (i.e. marketing budget, distribution costs, etc)

For more information, please visit.

<https://github.com/KImondorose/dsc-phase-1-project> to
view the entire repository for this analysis project.

Please feel free to reach out:

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