Microsoft "Studios" Welcome

Data Overview

Started with a total of 8 tables and narrowed my analysis down to 5, namely:

- bom movie gross – for studio and domestic gross values
- tmdb movies – for popularity and voting average
- tn movie budgets – for production, domestic, and worldwide gross figures
- title basics – for primary title and genre data
- title ratings – for average rating and number of vote figures

X number of rows

- merged data range from 1200+ rows

Columns

- merged data expanded to 14+ columns

Questions Investigated

1. Who are the top studios in the industry, what are some of their top successes, does vote count and popularity matrices show up in box office receipts?

2. When is the best time to release a film?

3. Is there any correlation between a film's popularity and domestic box office receipts?
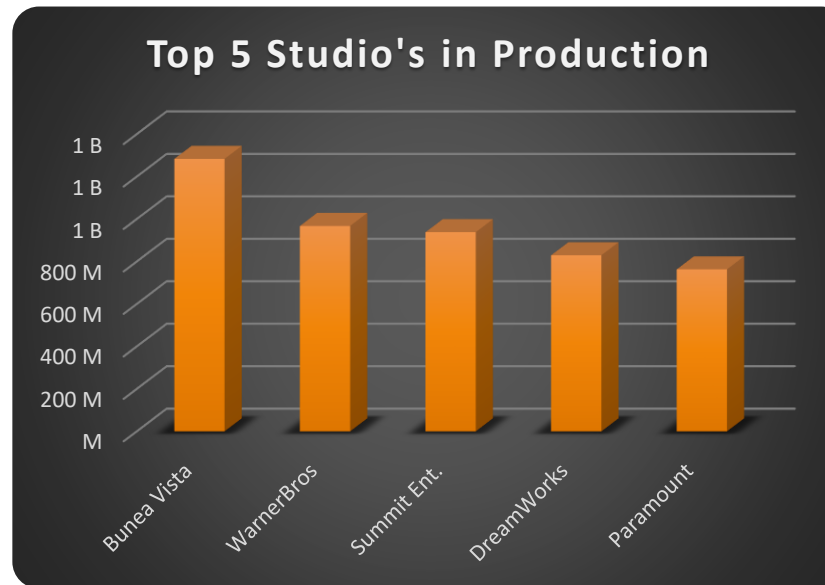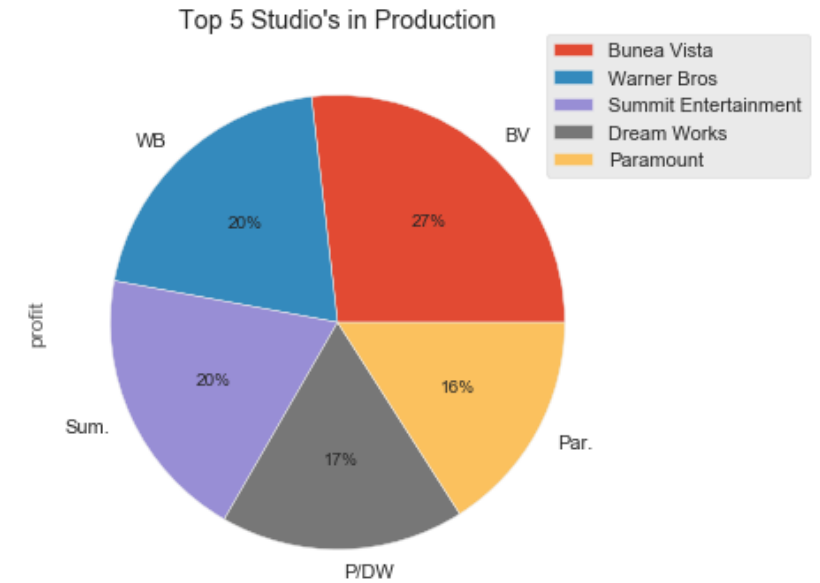
Who are the top 5 studios?
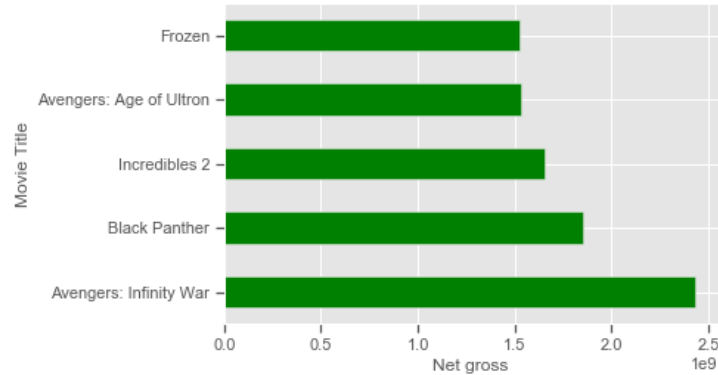
1st Buena Vista

2nd Warner Bros

3rd Summit Entertainment

4th DreamWorks

5th Paramount

Top 5 Studio's in Production

Top 5 Studio's in Production

Some of the top studio's successes
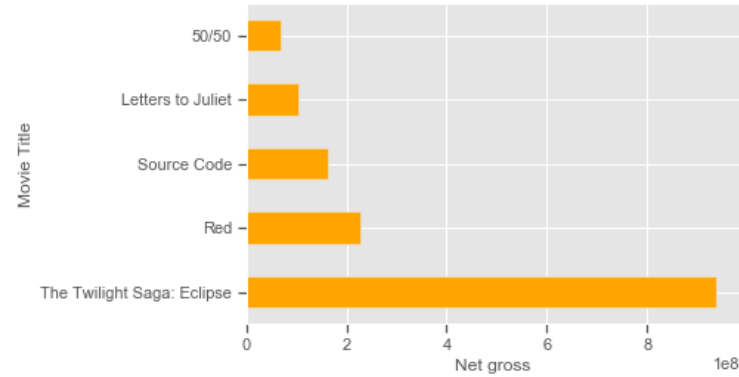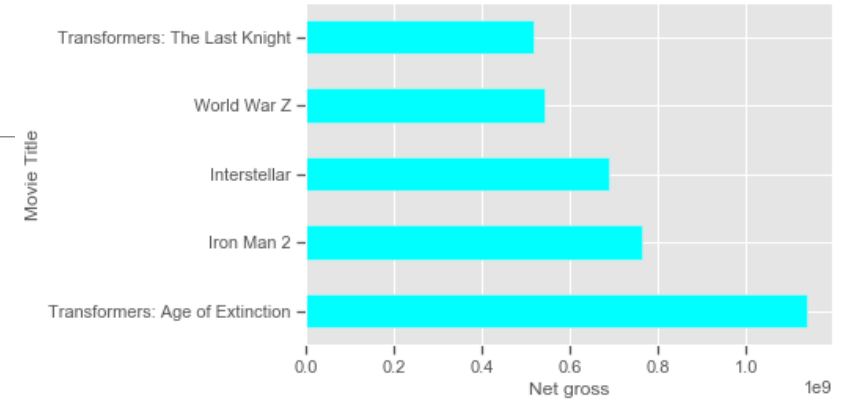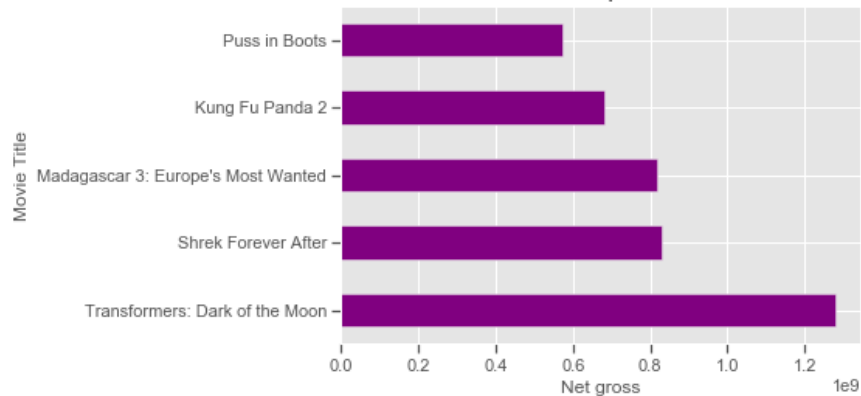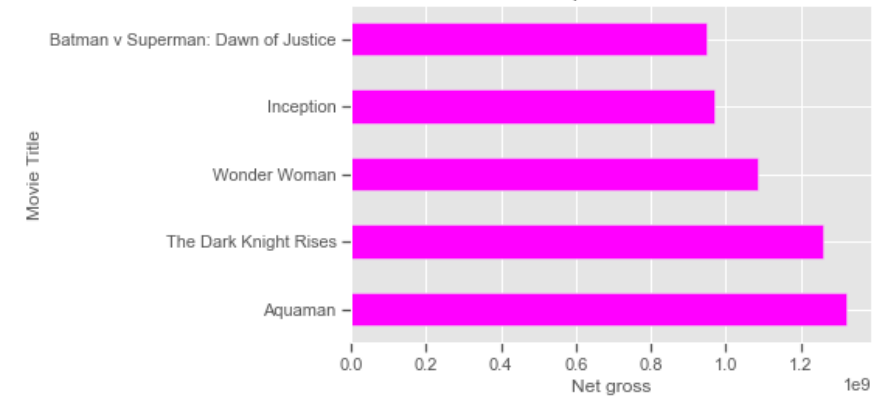
vote count and popularity show a correlation between the top studios and their successes at the box office.
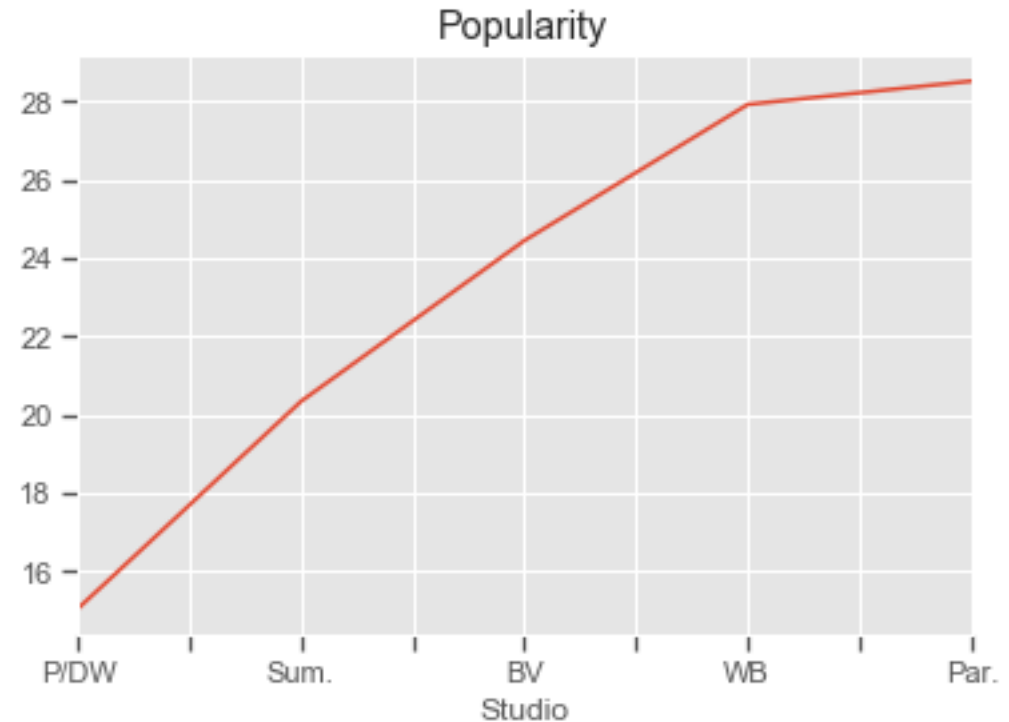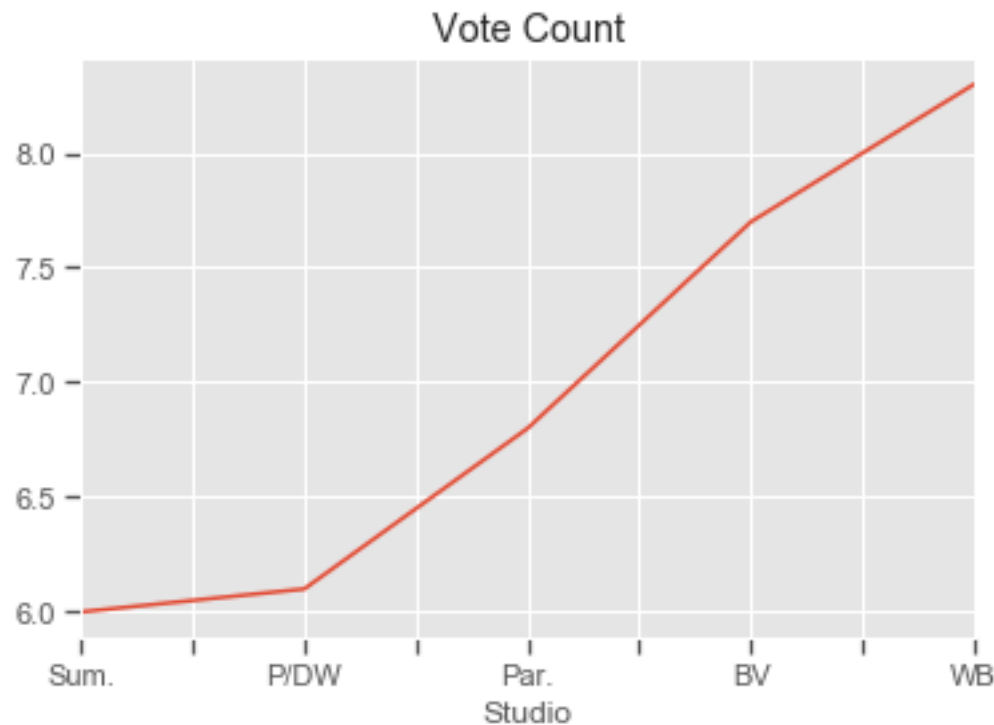
* based on worldwide gross figures

When is the best time to release a film?

1st June

2nd November

3rd July

4th Dec

5th May

6th March

7th April

8th Feburary

Best Month to Release a Film

Best month to release a film

Is there any correlation between a film's popularity and box office receipts?

Although there seemed to be a positive correlation during the comparison of the top 5 studios profits based on worldwide gross numbers. There does NOT appear to be any correlation (correlation resulting value: 0.072575013) of any kind that would resemble positive box office receipts. Fur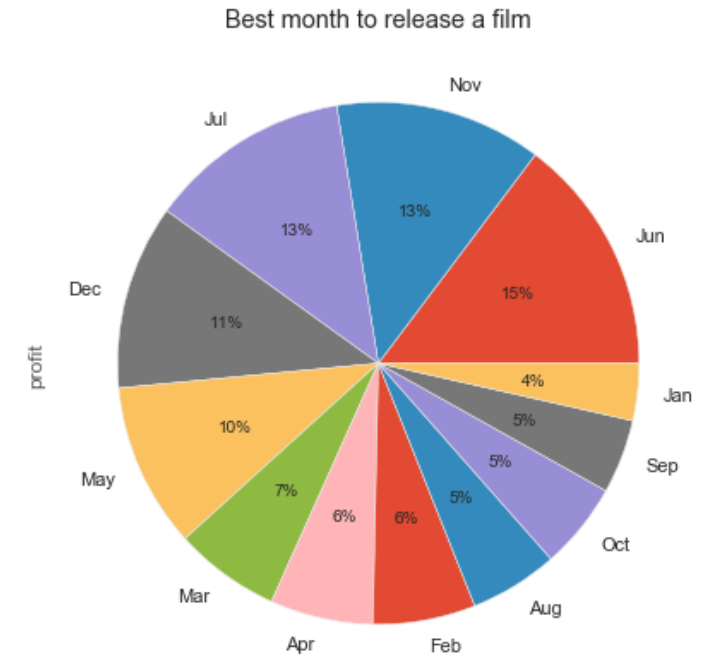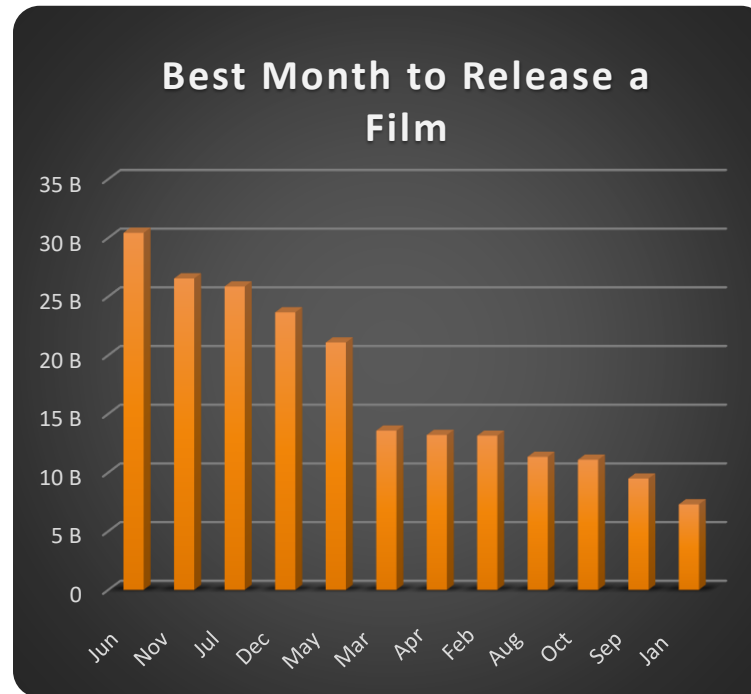ther research ought to include comparisons to other markets. And to develop a better universal metric to rate a movie based on popularity.

title	domestic_gross	pop/dom_gross	popularity
Blade Runner 2049	92100000.0	5.273724e-07	97.142
Thor: Ragnarok	315100000.0	1.378927e-07	86.900
Avengers: Infinity War	678800000.0	1.189938e-07	80.773
John Wick	43000000.0	1.816814e-06	78.123
Big Hero 6	222500000.0	1.659326e-07	73.840
Justice League	229000000.0	1.526332e-07	69.906
Star Wars: The Last Jedi	620200000.0	5.529345e-08	68.586
Doctor Strange	232600000.0	1.420249e-07	66.070
Star Wars: The Force Awakens	936700000.0	3.446247e-08	64.562
Spectre	200100000.0	1.515142e-07	60.636
Your Name.	5000000.0	5.647600e-06	56.476
The Hobbit: The Battle of the Five Armies	255100000.0	2.108310e-07	53.783
Kingsman: The Secret Service	128300000.0	2.034528e-07	52.206
Coco	209700000.0	1.238007e-07	51.922
Arrival	100500000.0	2.531542e-07	50.884
Guardians of the Galaxy	333200000.0	1.488776e-07	49.606
Fantastic Beasts: The Crimes of Grindelwald	159600000.0	3.039348e-07	48.508
Hacksaw Ridge	67200000.0	3.582440e-07	48.148
Ralph Breaks the Internet	201100000.0	2.389707e-07	48.057
Spider-Man: Homecoming	334200000.0	1.399611e-07	46.775
The Martian	228400000.0	1.000701e-07	45.712
Ant-Man and the Wasp	216600000.0	2.065051e-07	44.729
Avengers: Age of Ultron	459000000.0	9.669499e-08	44.383
Black Panther	700100000.0	6.304814e-08	44.140
The Shape of Water	63900000.0	3.446792e-07	44.050

Recommendations

Rec 1: outright purchase a studio (along with it's franchises) or find an original script that can be nurtured into a franchise and do as Hollywood does, rinse and repeat. All of the studio's are married to their franchises and a large percentage of their box office receipts shows this in their bottom line.

Rec 2: I would recommend following these as potential release dates but would also recommend that other market holidays and calendars be explored. Box office worldwide release constraints would probably be detrimental to any changes in the current distribution given today's technological advances. (i.e. boot leg movies, and illegal downloads)

Rec 3: I would recommend that the popularity metric be revamped, since no correlation was found I wouldn't recommend following any endeavor based off this popularity metric. Maybe calculate a films merchandise sales into the popularity rating.

Future Work

Fut 1: Find out what non-original titles are out there, for instance the 2012 fantasy/sci-fi film Disney's John Carter that's originally based off "A Princess of Mars" 1917. I noticed this film classified as non-original and assumed it was a mistake.

Fut 2: having a movie released at different intervals globally isn't feasible, they'll be boot-legged copies sold in other markets, and illegal downloads overnight.

Fut 3: a positive gauge for a movie's popularity would be to include merchandise sales for each subsequent film. I'd wage the Frozen franchise is making a pant load.

Thank You