



# Box Office Mojo

GROUP 4 - MINI PROJECT:

## TOP LIFETIME MOVIES ANALYTICS

ANALYSIS OF THE FILM INDUSTRY FROM 2003 TO 2022

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INTRODUCTION

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MOVIES ANALYTICS

IMDB RATING

SUMMARY

## Background

Box Office Mojo Analytics Dashboard details the growth of worldwide movie sales over the years. It helps audiences understand and study the movie industry's development associated with each sale/genre/running time/IMDB rating, segmented based on different factors.

## Data Source

Data is consisted of two parts:

- 1) The top 1000 lifetime gross movies are available on Box Office Mojo since 1937 and are limited to the last 20 years in this analysis.
- 2) IMDB rating score for movies.

Both the data can be publicly accessed on an open-source data platform at its website.

The data are also incorporated in this project to study the distribution of different viewing choices for movies for different age levels of audiences in different regions.

Link to data sources:

[https://www.boxofficemojo.com/chart/ww\\_top\\_lifetime\\_gross/](https://www.boxofficemojo.com/chart/ww_top_lifetime_gross/)

<https://www.imdb.com/chart/moviemeter/>

## Research Question

1. How do movie sales grow over the years?
2. How does the number of words in a movie's title affect sales?
3. Which domestic distributor has the largest amount of movie gross?
4. What year is the movie released the most?
5. What movie genres are the most released?
6. Which movies are the top by gross and/or rating?
7. What is the duration of the majority of movies?
8. How do movie ratings change by gender and age?
9. What age group(s) of audiences do rating movies the most?

# TOP GROSSING MOVIE ANALYTICS

## OVERVIEW FROM 2003 TO 2022

**\$323.31bn**  
Worldwide Gross

**\$114.48bn**  
Domestic Gross

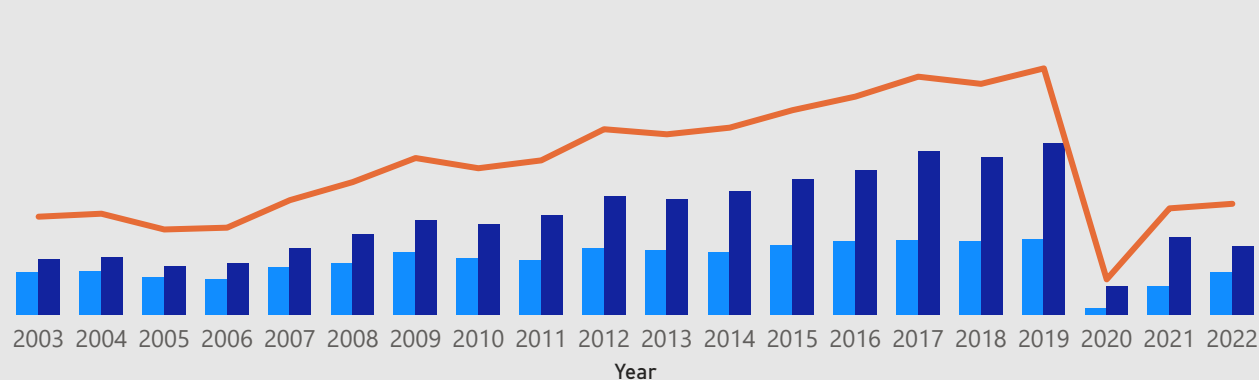
**\$208.84bn**  
Overseas Gross

Ye... ▾

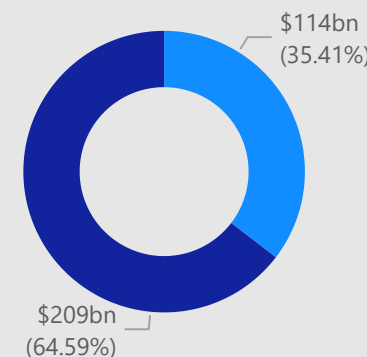
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- ☐ 2017
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- ☐ 2020
- ☐ 2021
- ☐ 2022

### Gross of Movies Over the Years

● Domestic Gross ● Overseas Gross — Worldwide Gross



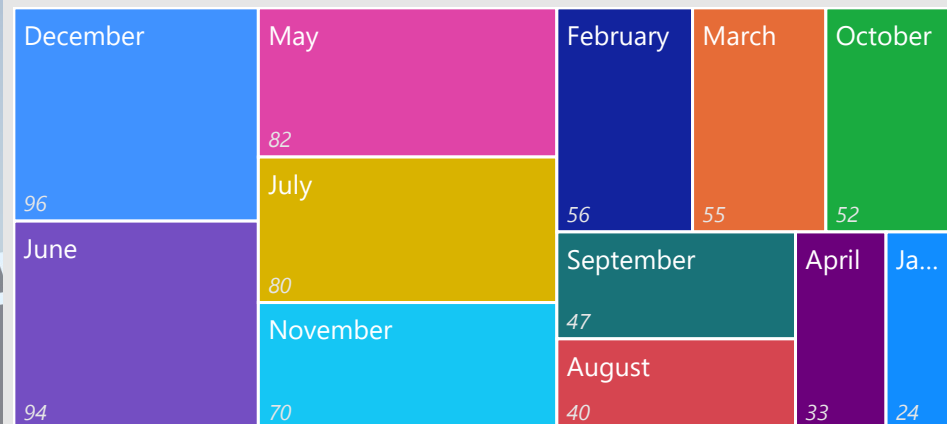
### Domestic vs Overseas Gross



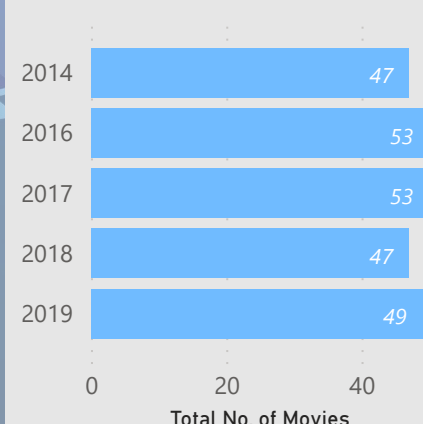
### Top Movie by Genres



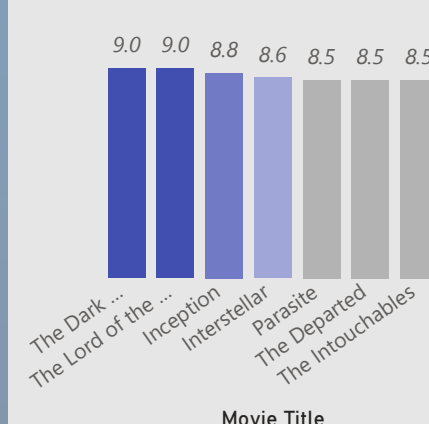
### No. of Movie Released by Month



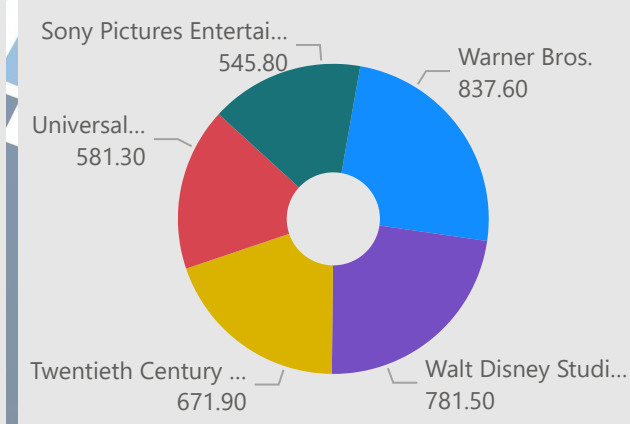
### Top 5 Years by No. of Movies



### Top Movie by Rating



### Top 5 Distributor by Rating





# TOP GROSSING MOVIE ANALYTICS

## MOVIE DETAILS FROM 2003 TO 2022

\$323.31bn  
Worldwide Gross

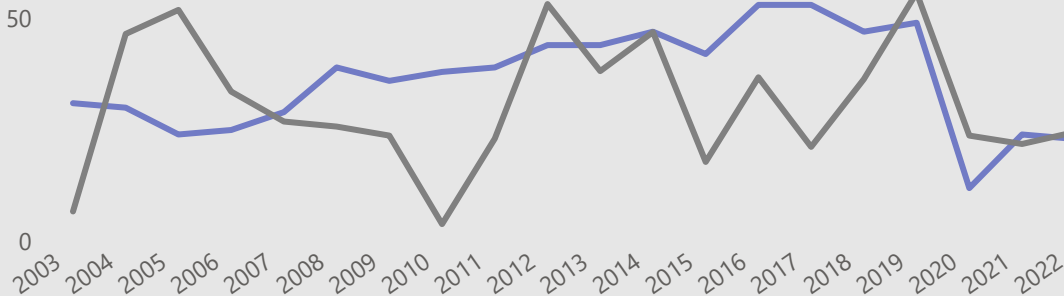
729  
Total No. of Movies

\$11.87bn  
Highest Gross Year

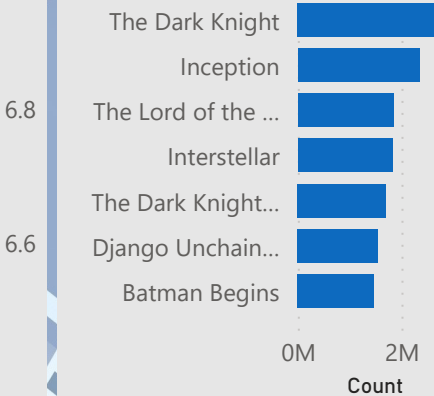
53  
Max No. of Movie by Year

Movies Trend Over the Years

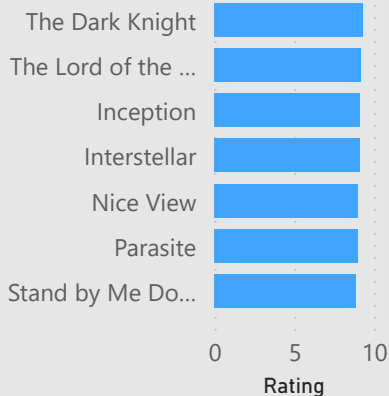
No. of Movie Avg. of Rating



Top Movie by Audiences



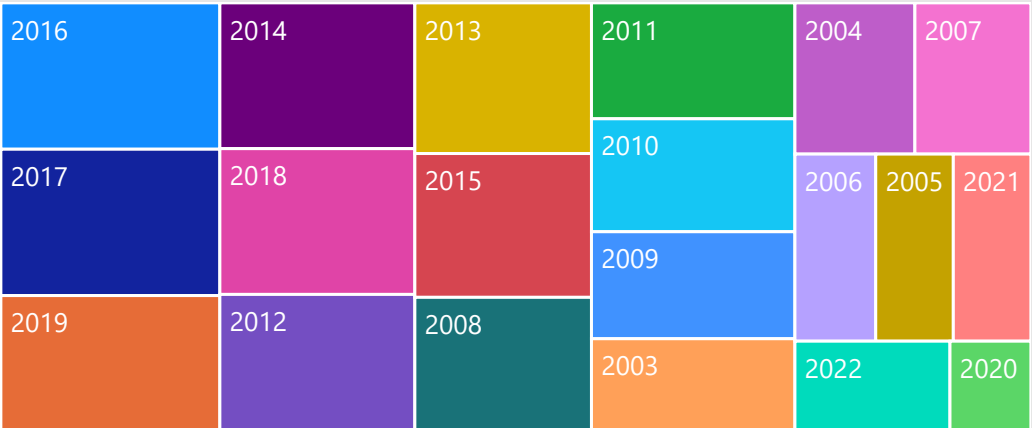
Top Movie by Boy Kids



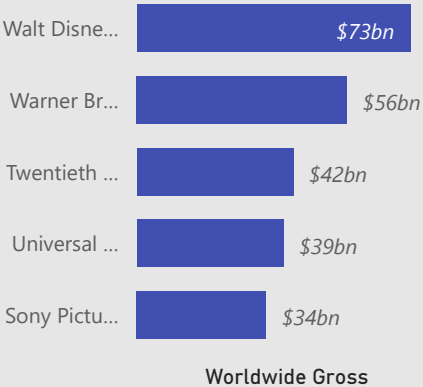
Top Movie by Girl Kids



No. of Movie Title by Year



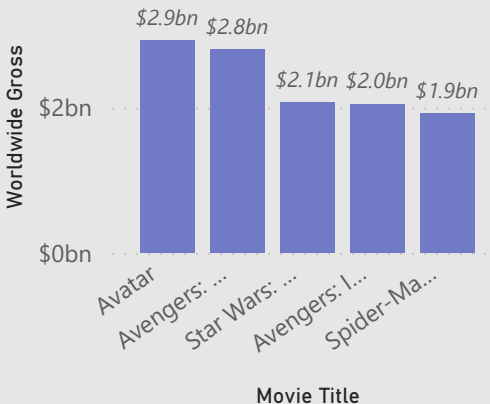
Top Distributor by Worldwide Gross



Top Movie by Duration (minutes)



Top 5 Movie by Highest Gross



# TOP GROSSING MOVIE ANALYTICS

**IMBD SCORE**  
FROM 2003 TO 2022

**240.61M**  
All Ages' rating

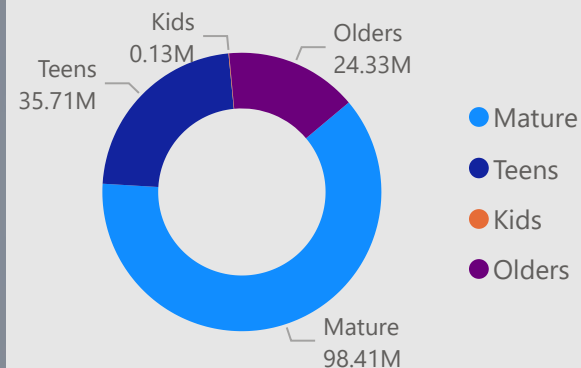
**128.32K**  
Kids' rating

**35.71M**  
Teens' rating

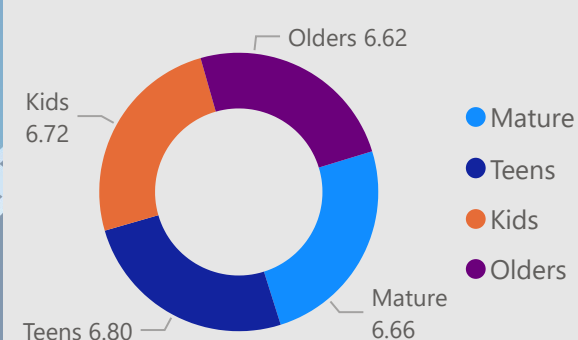
**98.41M**  
Mature's rating

**24.33M**  
Olders' rating

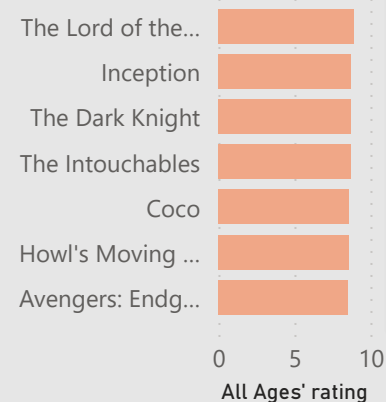
Movies Count by Age Category



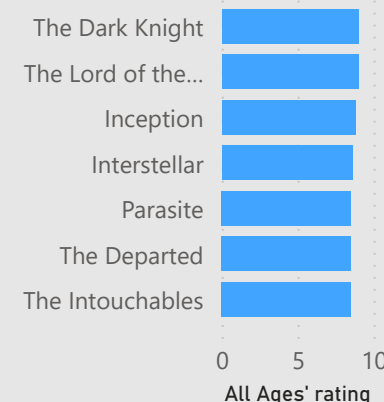
Movies Rating by Age Category



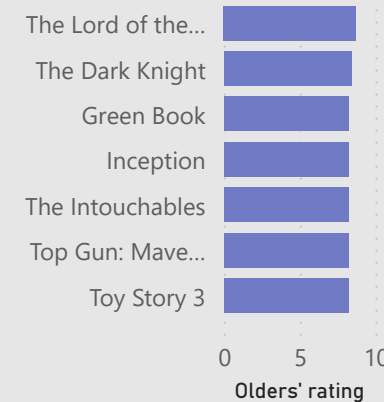
Top Movie by Females Rating



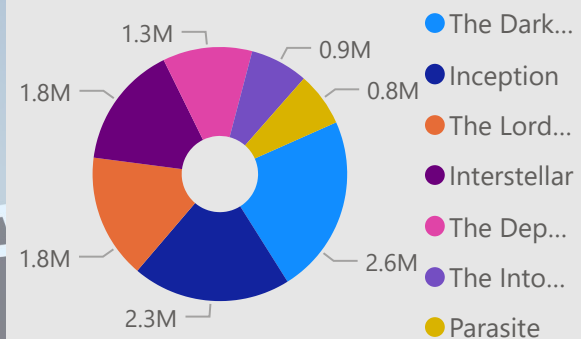
Top Movie by Males Rating



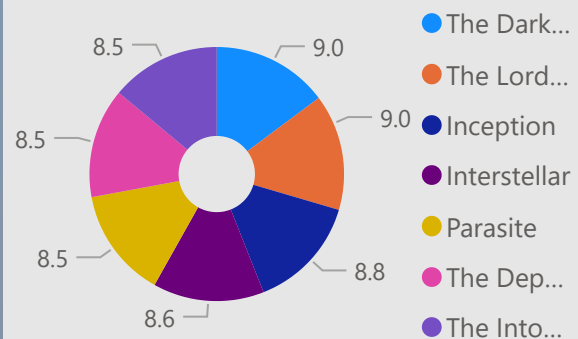
Top Movie by Olders Rating



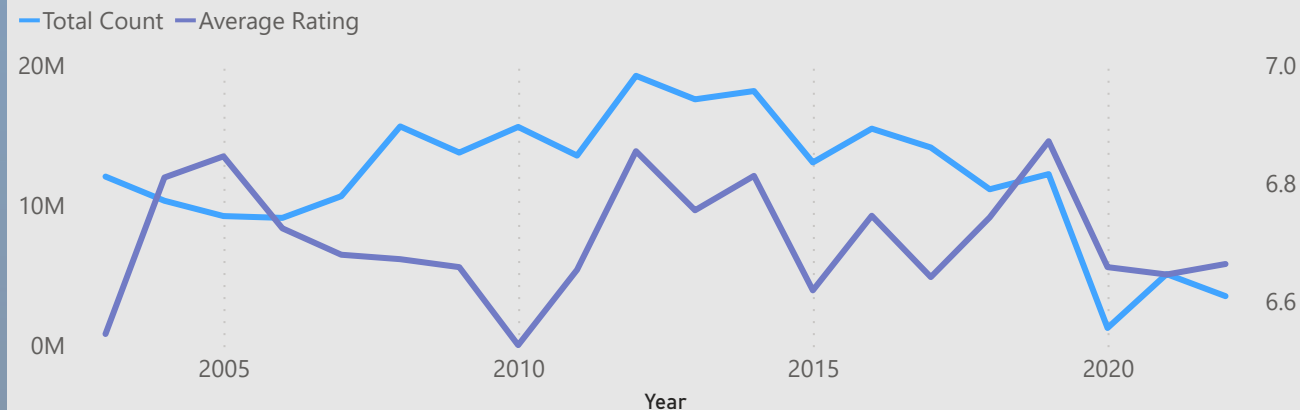
Top Movie by Count



Top Movie by Rating



Total Count and Average Rating by Year



### Background

- Worldwide gross increased steadily from 2003 to 2019. However, the year 2020 saw a dramatic fall to the bottom and is reviving over the next years.
- The overseas gross is about twice as large as the domestic gross.
- The end of the year (November, December) and summer (May, June, July) usually witness the most newly released movies.
- "Action, Advance, Sci-fi" movie genres accounted for the highest number at 57 movies.
- Over the survey, there were 2 movies with the highest rating of 9.0, while Warner Bros. is the Distributor with the most ratings overall.

### Movie Details

- Average of Rating in the year 2003 and 2010 is the lowest, at about 6.55, whereas the year 2005, 2012 and 2019 witness the highest rating at about 6.85.
- The highest number of movies (53) were released in 2016 and 2017, while Walt Disney Studios Motion Pictures is the Distributor with the highest worldwide gross.
- There's a difference between the movie title and rating score among boy kids and girl kids
- "The Lord of the Rings: The Return of the King" is among the movies that has the highest number of movie duration (201 minutes), while "Avatar" is the highest worldwide grossing movies (over \$2,9bn).
- The majority of movies (59,18%) fall into the duration of 80-120 mins.

### IMDb Score

- Mature (30-44 age) has the most movies count on IMDb, while the highest movies rating belongs to Teens (18-29 age).
- "The Dark Knight", "The Lord of the Rings: The Return of the King" and "Inception" are the highest count and rating movies.