



Movie Analysis



Exploratory Data Analysis



Summary

Used EDA to answer the question:

What makes a successful studio?

Data:

Box Office Mojo

IMDB

Outline

- Business Problem
- Data
- Methods
- Findings
- Conclusions + Future Work

Business Problem

Microsoft's new movie studio

- + New venture**
- + Gap in movie studio knowledge**
- + Translate those findings into actionable insights**

Data

- + Box Office Mojo Movie Gross
- + IMDB title basics
- + IMDB title ratings

Methods

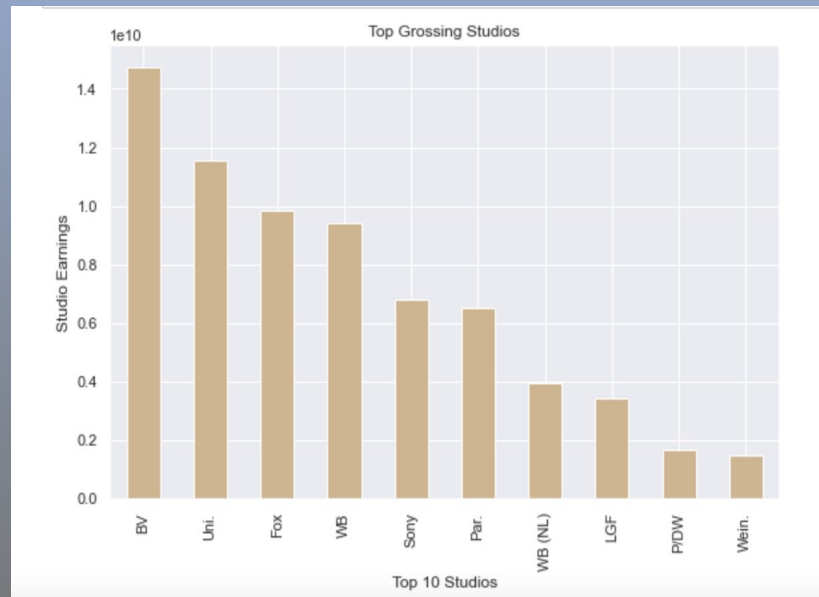
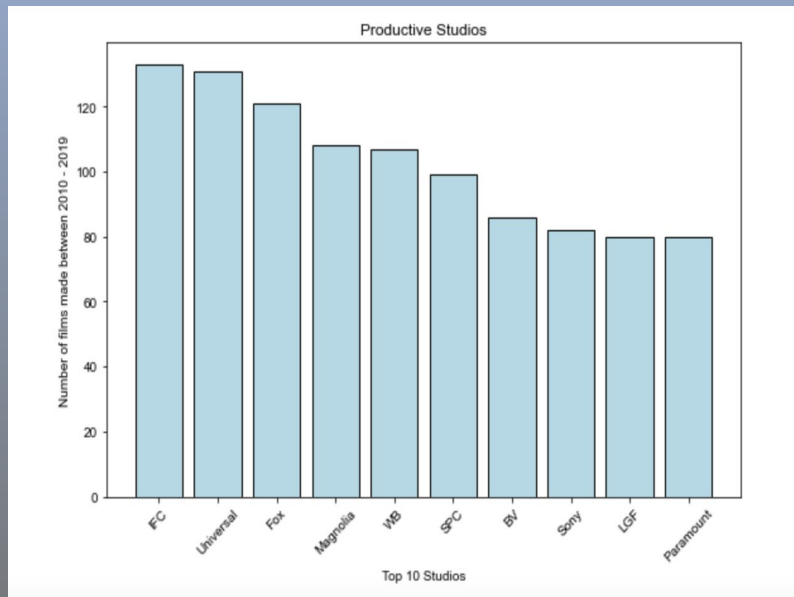
Data Preparation

Analysis

Modeling

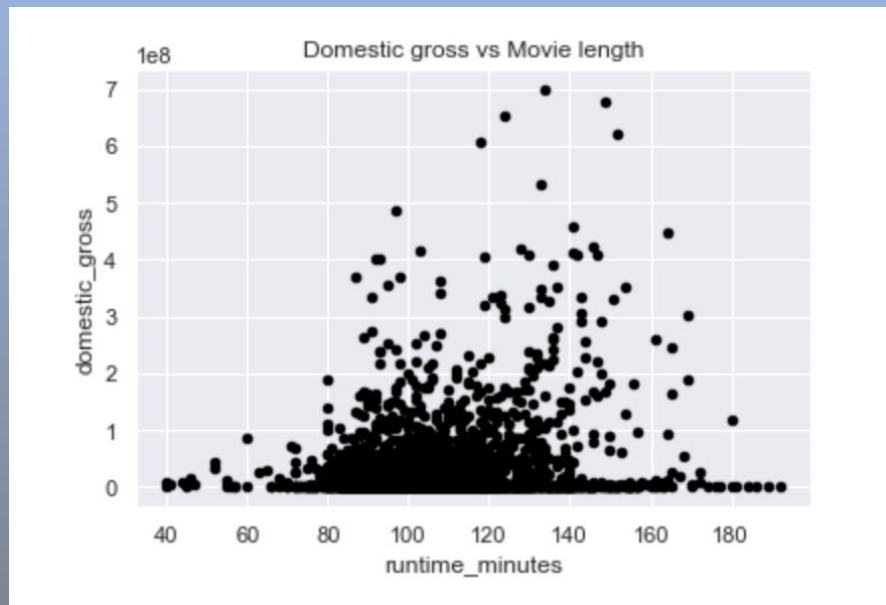
Findings

The most productive studios from 2010-2019 have made over 80 films in that time with Buena Vista studios earning the highest in domestic gross.



Findings

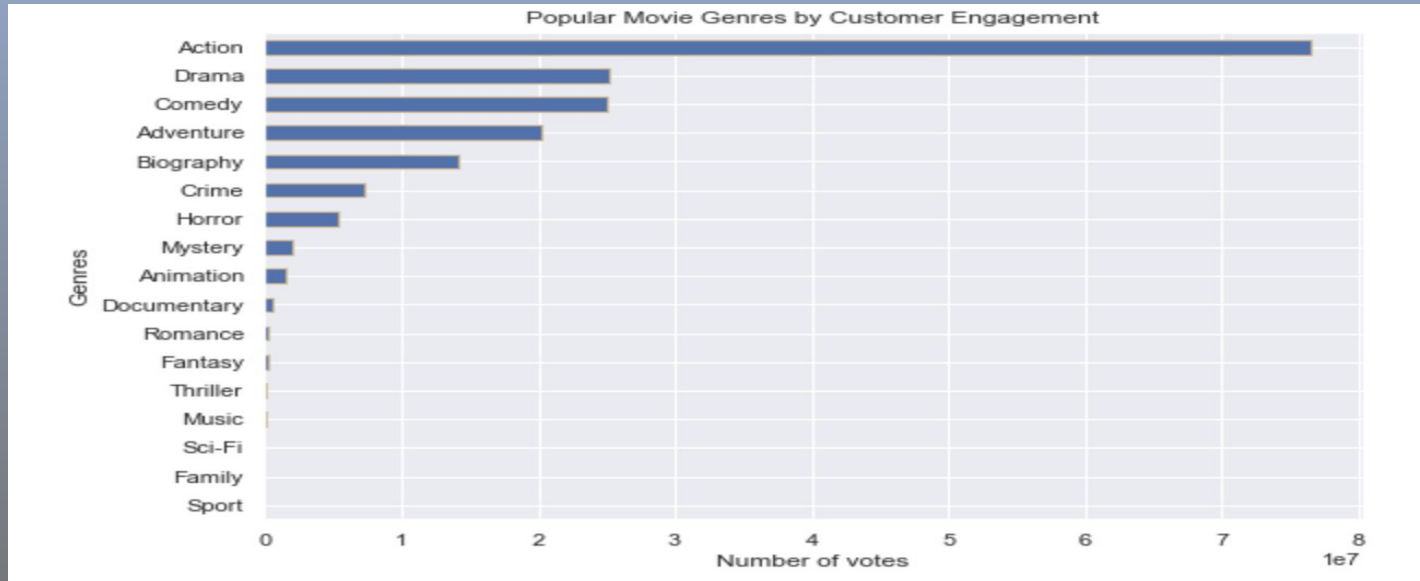
Higher grossing films were in the 2 - 2.5 hour range.



Findings

Drama, action, and comedy are the most frequently made movies.

Action films have the most customer engagement.



Conclusions and future work

- + Make films between 2 to 2.5 hours long.
- + Make action, drama, or comedy films.
- + Top studios are making an average of 11.4 films a year. I suggest doing the same.
- + Future work - work with foreign gross and cost of production data to further understand cost-per-film investment.

Thank You!

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