

Films Analysis at The Box Office



Project Overview

- To investigate the type of films that are currently performing best at the Box Office then turn the findings into practical recommendations that guide the company to strategically position itself and successfully thrive into the film industry.

Business Problem

- The company is determined to start a new movie studio. However, they lack experience in film production.

Data Description

- This project uses movie datasets from multiple locations with different file formats. The primary datasets being used are;
- imdb that is located in SQLite database
- movie_gross.csv containing information on total gross generated by films domestically and internationally, studio type, movie title and year released. It is in the form of a csv format
- movie_budget.csv containing information on film production budgets and is in the form of csv format.

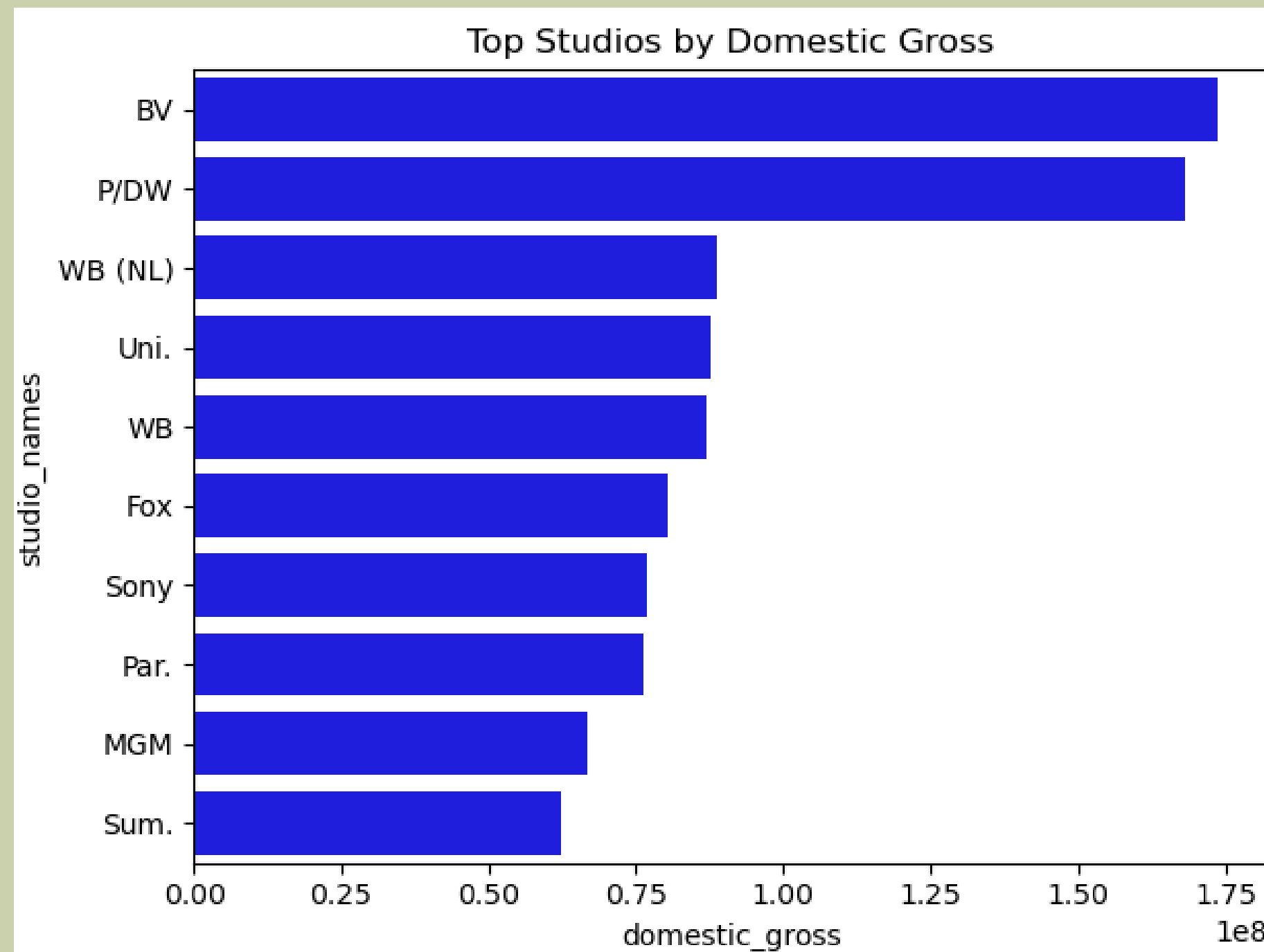
Methodology

- This analysis uses descriptive statistics and inferential statistics to show what films are performing best at the Box Office.

Result

Average Domestic gross between the studios

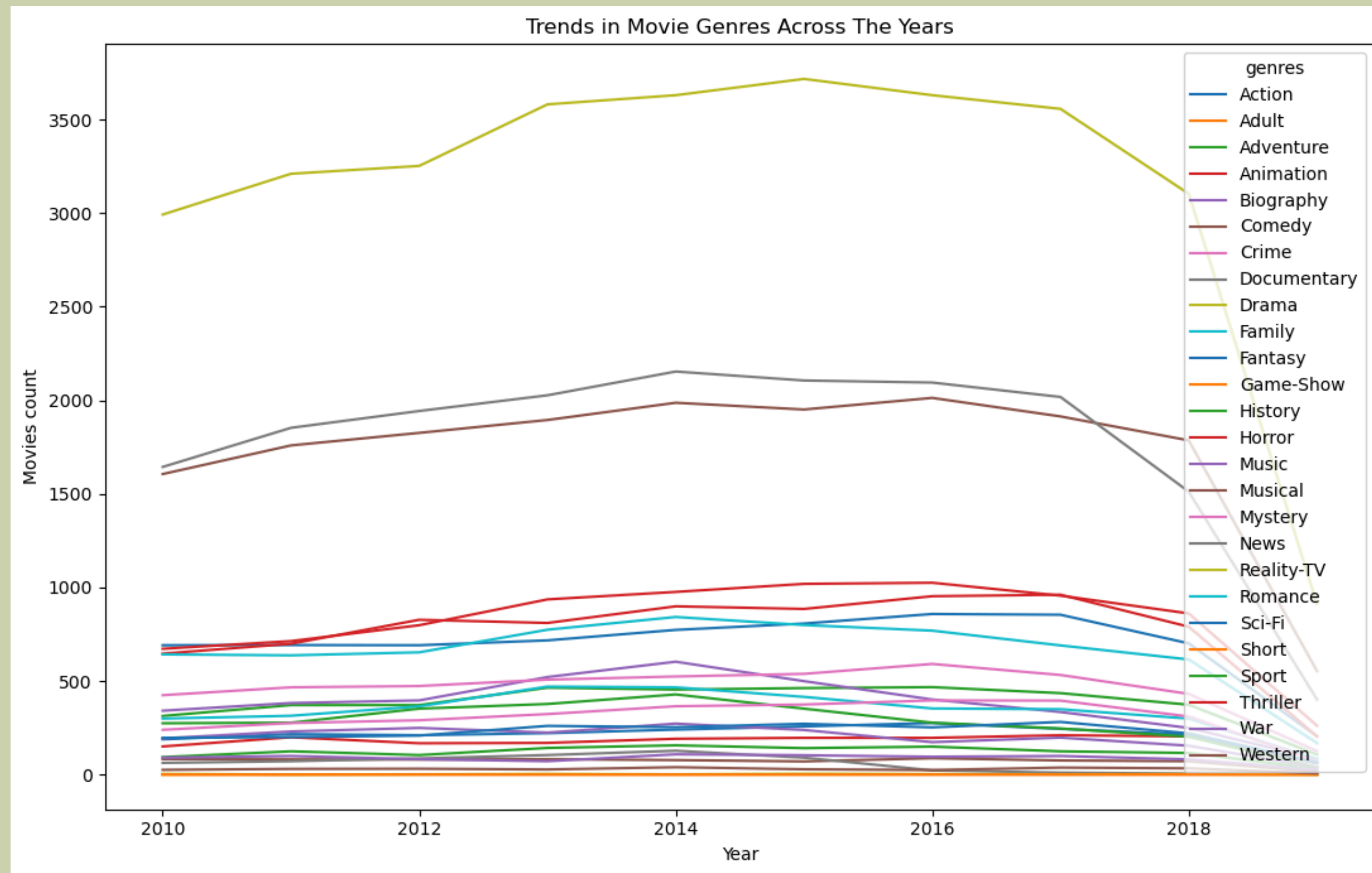
- The average domestic gross across different studios are not the same meaning studios that produce a film have an impact how much money it earns in the domestic box office market



Result

Genres popularity between 2010-2018

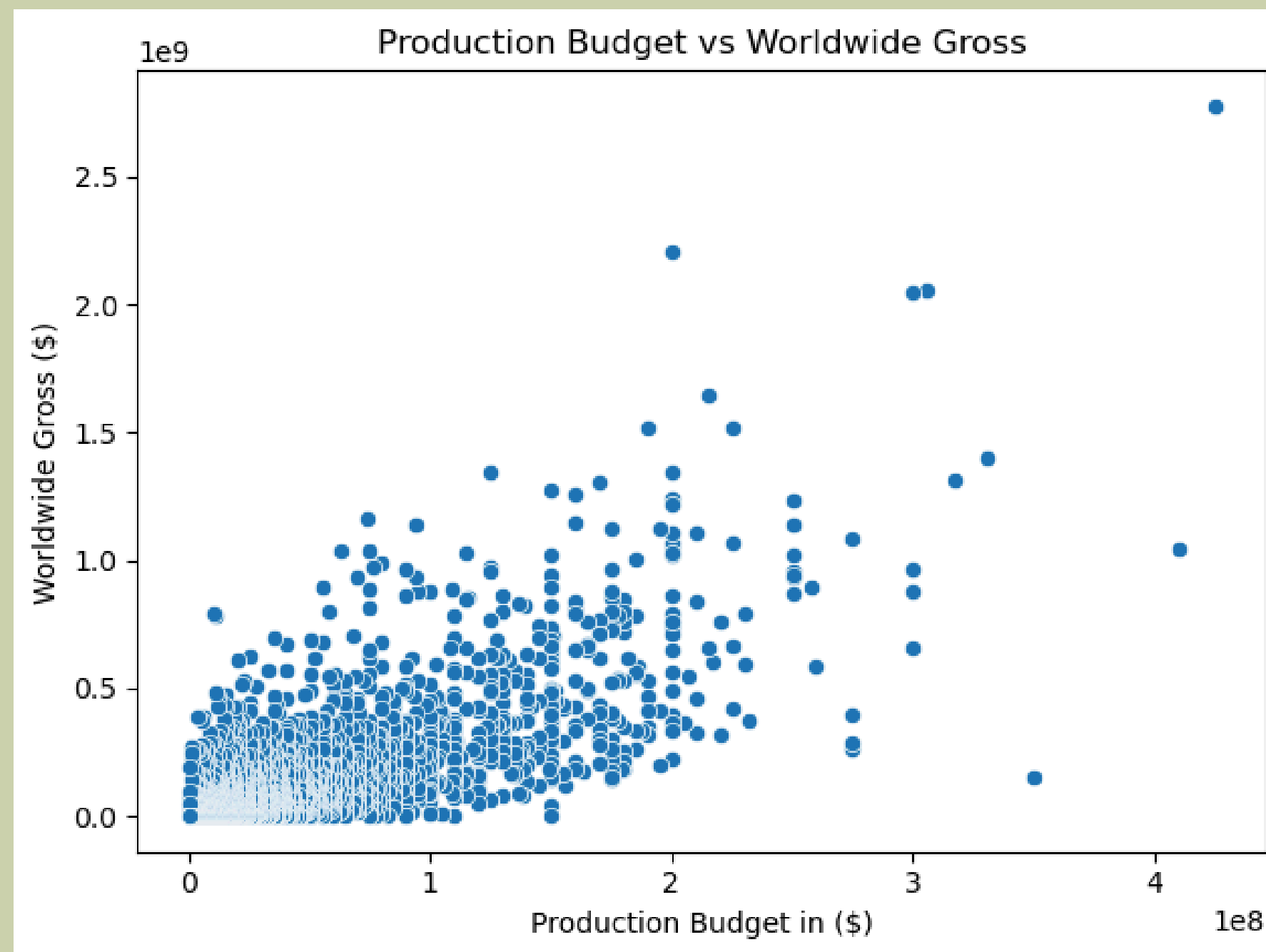
- Over the years Drama was the most produced genre with more than 3,000 films, followed by comedy and documentary with more than 1,500 films each



Result

Production budget vs worldwide gross

- There is a lot of film spread at the low-budget (Below 100 million dollars) compared to the high-budget (Above 100 million dollars). At low-budget section some films display high gross income while others don't. At high-budget section gross increases rapidly among the films but still fluctuates in some films.

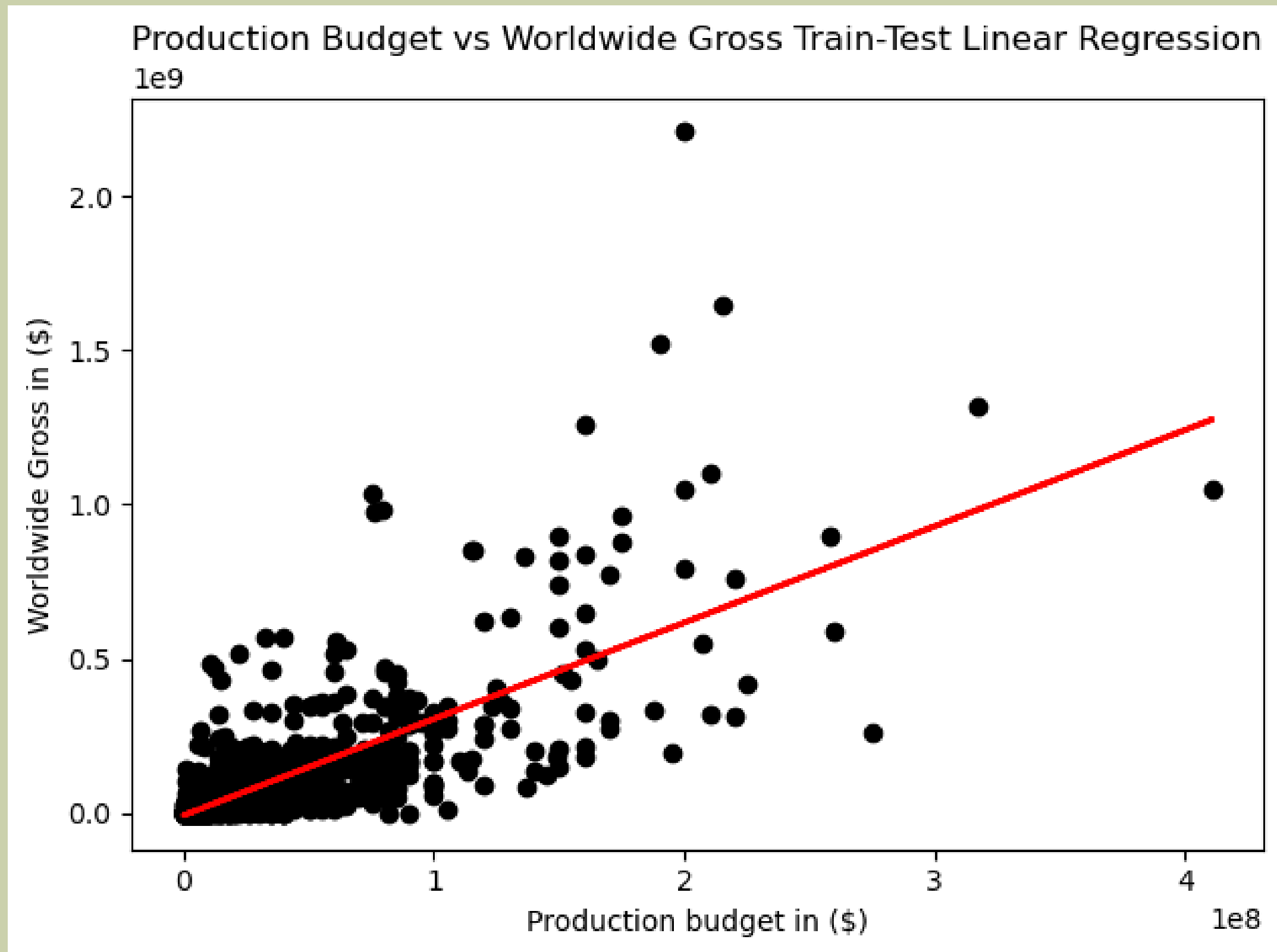


Result

Production budget vs worldwide gross linear regression

- The slope of the regression line shows that there is a positive relationship between film production budget and worldwide gross. Meaning as the production budget increases the worldwide gross also tend to increase.
- Though there is a few spread of films around the regression line suggest that other factors like genre type, movie runtime duration also have an effect on the worldwide gross income.

Production Budget vs worldwide gross linear regression plot



RECOMMENDATIONS

- While higher production budgets lead to higher worldwide gross, the company should not only depend on high budgets for film success but also should focus on producing well crafted drama or comedy films with balanced budget
 - The company should study Bueno Vista's (a division of Disney studios) production strategy, as it outperformed other films studios in the domestic box office market.
 - The company should consider focusing on Drama, Comedy films as they have appeared to the most popular genres being produced at the time, showing audience demand and potential success

Thank you

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Any Questions?