Movie Box Office Analysis

Rachael Bryant
April 18, 2022

Summary

Descriptive analysis of the data from several movie informational websites, including imdb, rotten tomatoes and the movie db data depicted the aspects of movies that are most successful at the box office.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- What **genres** of movies are most successful at the box office?

- What **directors** are the most successful at making movies?

- Overall: Any **insights** into what movies are more likely to be successful at the box office.

Data

- Reviewed data from **Box Office Mojo**, **Rotten Tomatoes**, **The Numbers** and **IMBD** (Internet Movie Database).
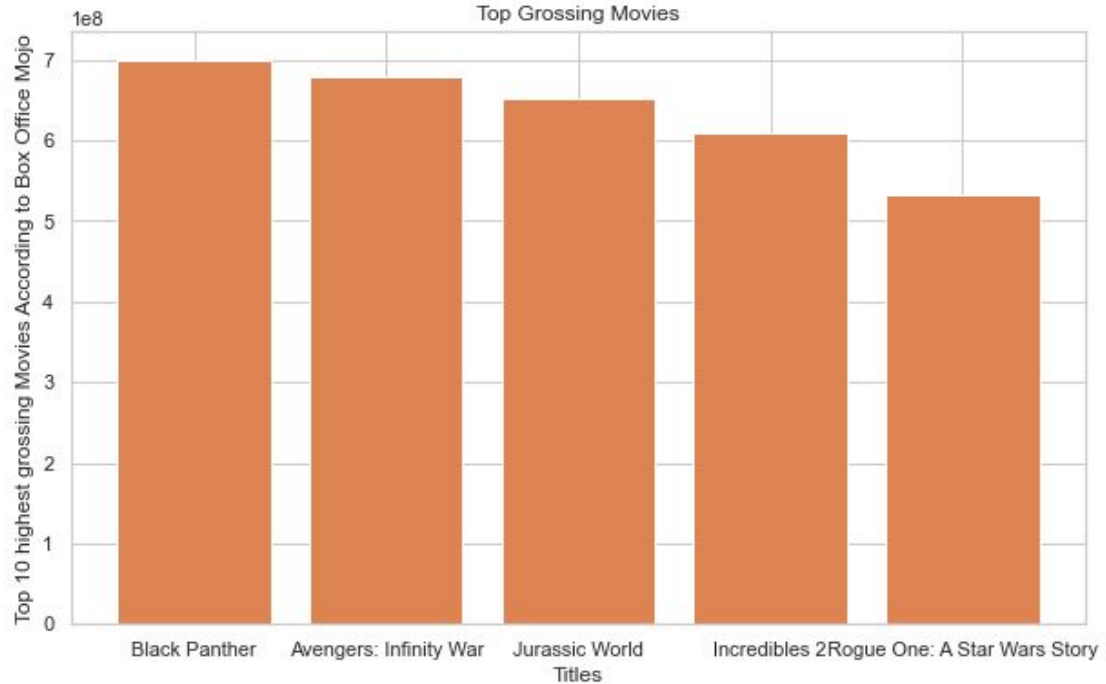
Methods

This project uses descriptive analysis in order to see trends and understand data. **Data preparation, Data cleaning, analysis** and **visualization** are the major components of the methodology.
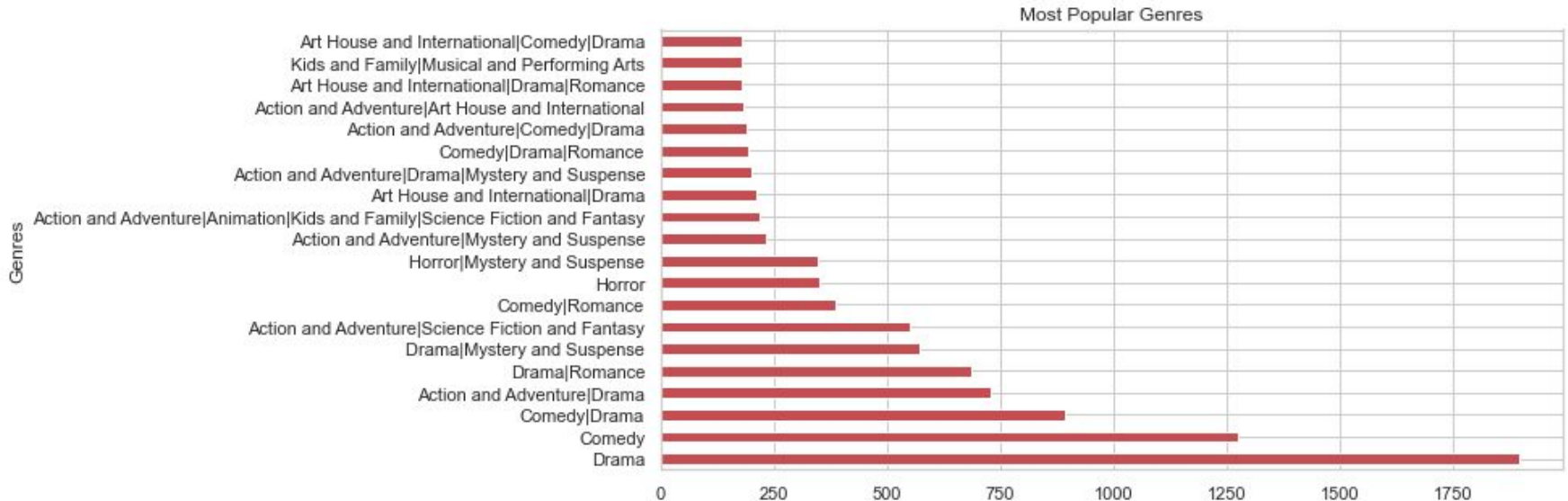
Results

- The top movies listed from Box Office Mojo are Black Panther, Avengers: Infinity War, Jurassic World, Incredibles 2, and Rogue One: A Star Wars Story.
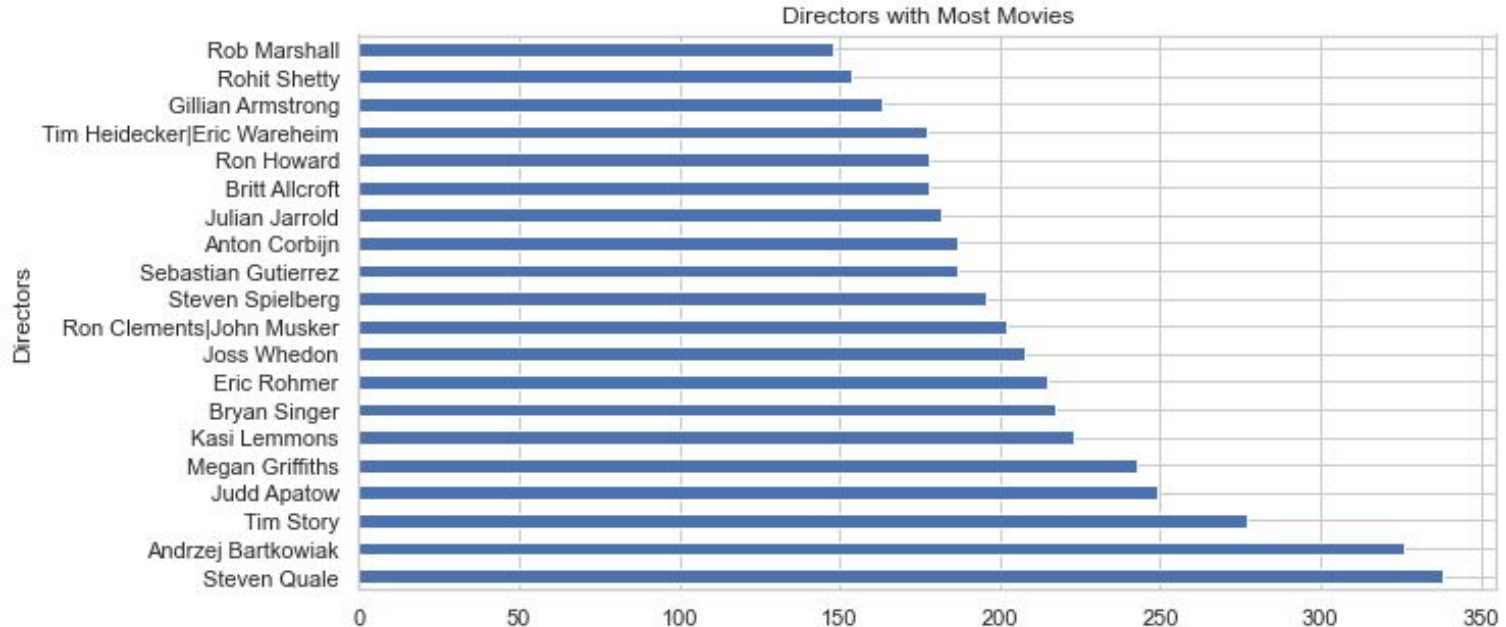- It is worth noticing that they are all from major franchises.

Results

- The majority of movies are either Drama, Comedy, or Comedy/Drama according to Rotten Tomatoes.

Most Popular Genres

Results

- The directors with the most movies are Tim Story Andrzej Bartkowiak and Steven Quale.

Directors with Most Movies

Conclusions

This analysis leads to three recommendations for Microsoft's new movie studio and their future productions:

- Invest or manufacture a franchise since franchise movies earn the most at the boxoffice.
- Starting with movies that contain comedy, drama or both in order to capture public attention.
- Tim Story, Andrzej Bartkowiak, and Steven Quale would be great picks to direct some of the first movies that the Microsoft company produces in order to ensure quality based on experience.

Next Steps

Further analyses could yield additional insights to further aid in Microsoft's new studio's decisions:

- Predictions from this data about what genre movies or movie budget results in the most profit would be best made by creating models.
- Correlations of whether Directors have an influence over the ratings a movie has received.

Thank You!

Email: rachaelbryant94@gmail.com
GitHub: @rabrya0072
LinkedIn: linkedin.com/in/rachaelbryant/