

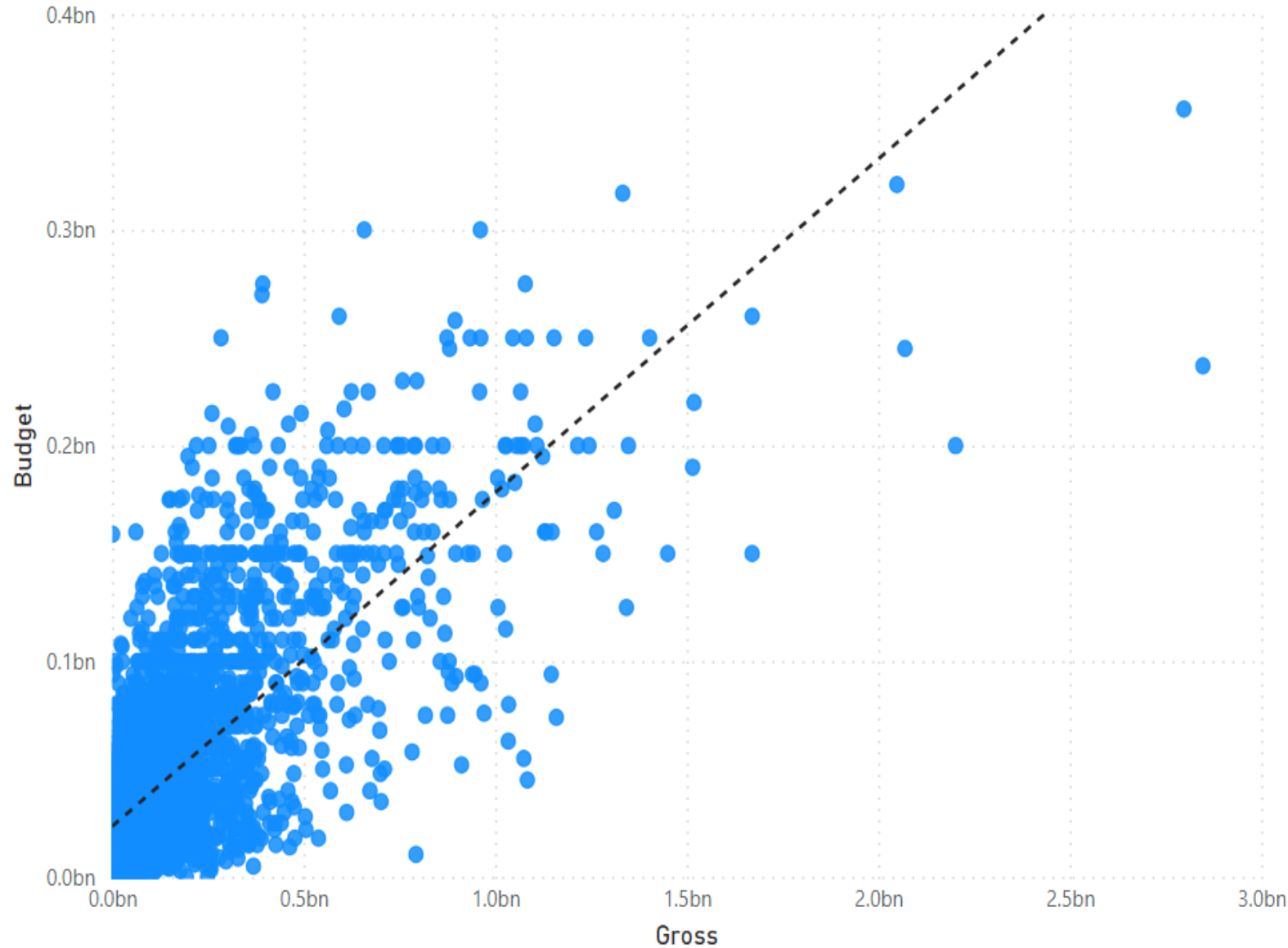
Movie Project

5500 movies from 1980 to 2019

Business Task

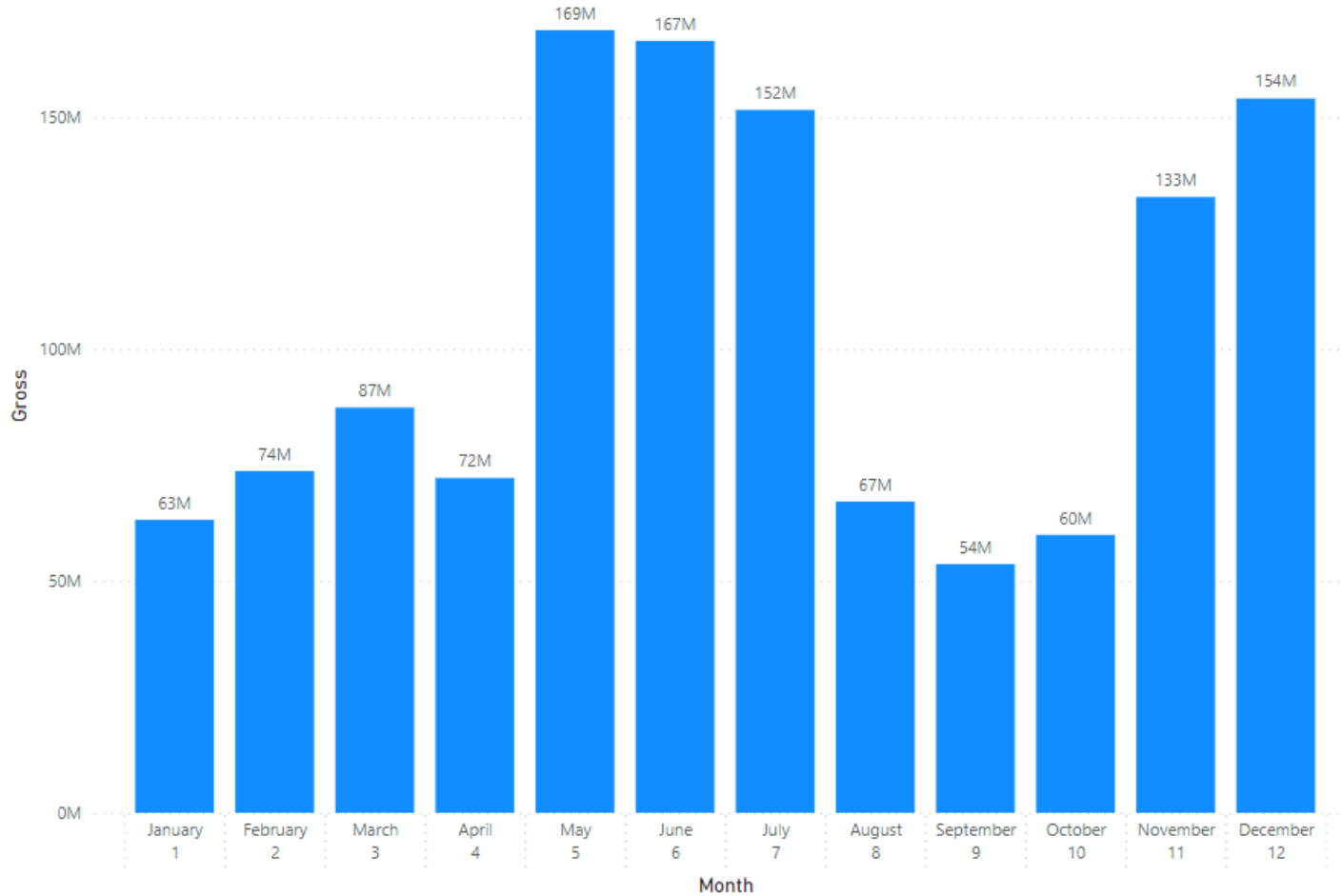
- How to make a best-selling movie

Movie Gross and Budget correlation



- As budget increases, gross increases.
- Using Rstudio, the Pearson Correlation between budget and gross was 0.74041.
- The Pearson Correlation scale is -1 to 1, with 1 being a total positive correlation.

Average Movie Gross by Month



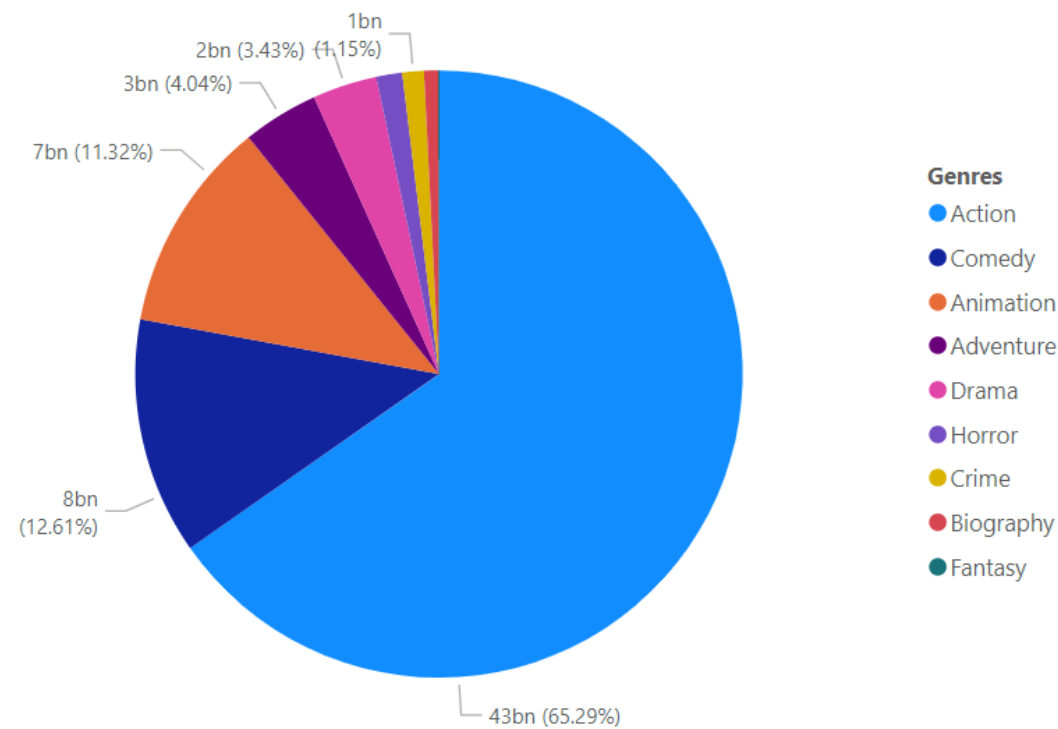
The top three highest average grossing months:

- May(169M)
- June(167M)
- December(154M)

The bottom three average grossing months:

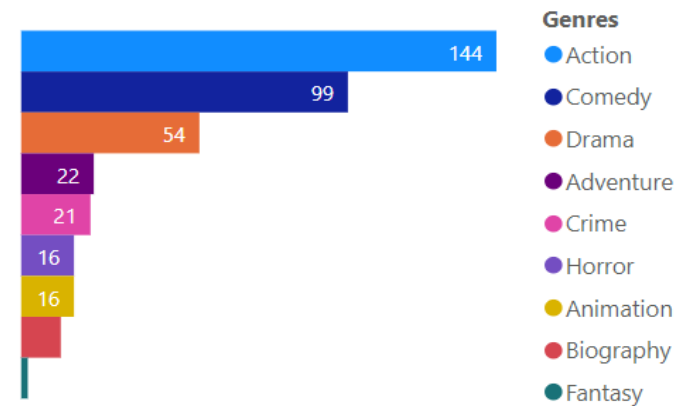
- January(63M)
- October(60M)
- September(54M)

Sum of Gross in May by Genre



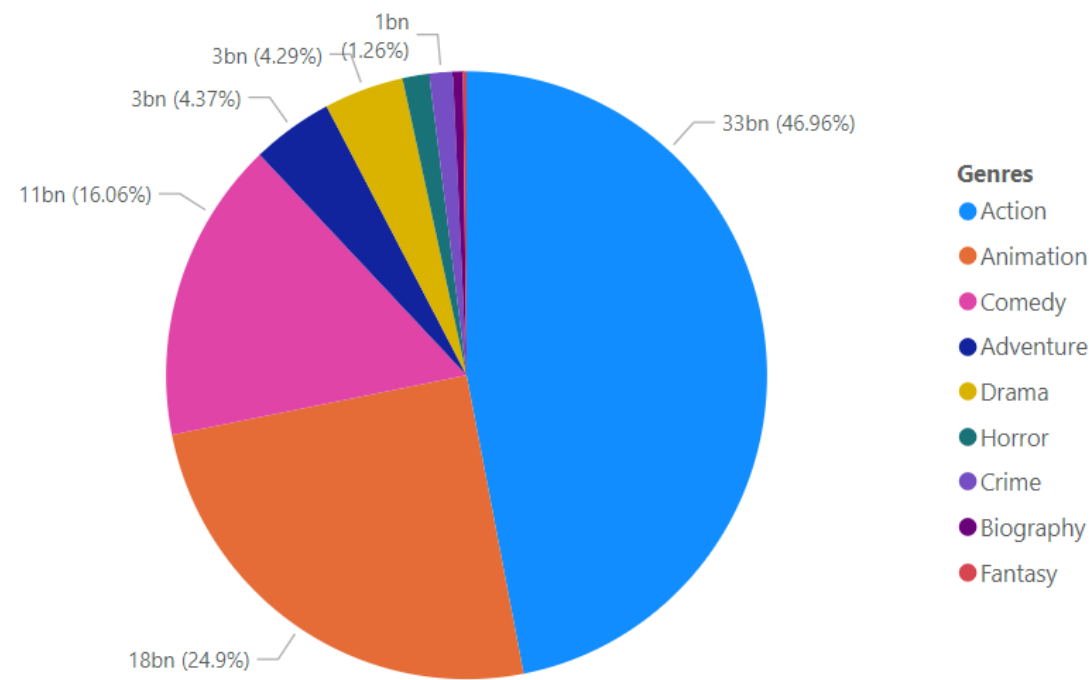
- **Action** made 65% of the profit and 37% of the movies released.
- **Animation** made 11% of the profit and 4% of the movies released.
- Comedy made 13% of the profit and 26% of the movies released.
- Adventure made 4% of the profit and 6% of the movies released.
- Drama made 3% of the profit and 14% of the movies released.

Movies Released in May by Genre



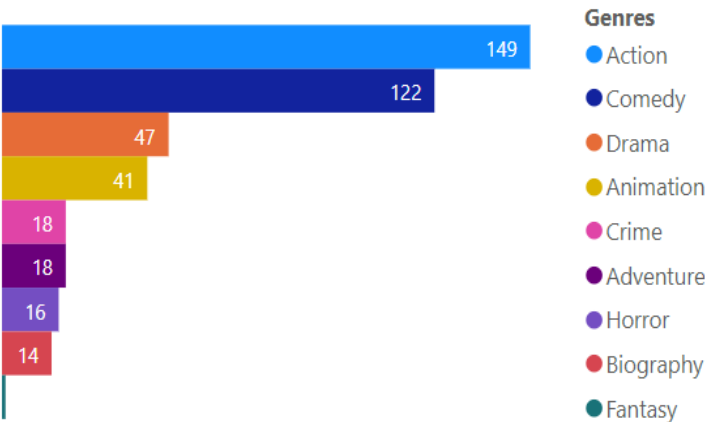
- Horror made 1% of the profit and 4% of the movies released.
- Crime made 1% of the profit and 5% of the movies released.
- Biography made 0.8% of the profit and 3% of the movies released.
- Fantasy made 0.02% of profit and 0.5% of the movies released.

Sum of Gross in June by Genre



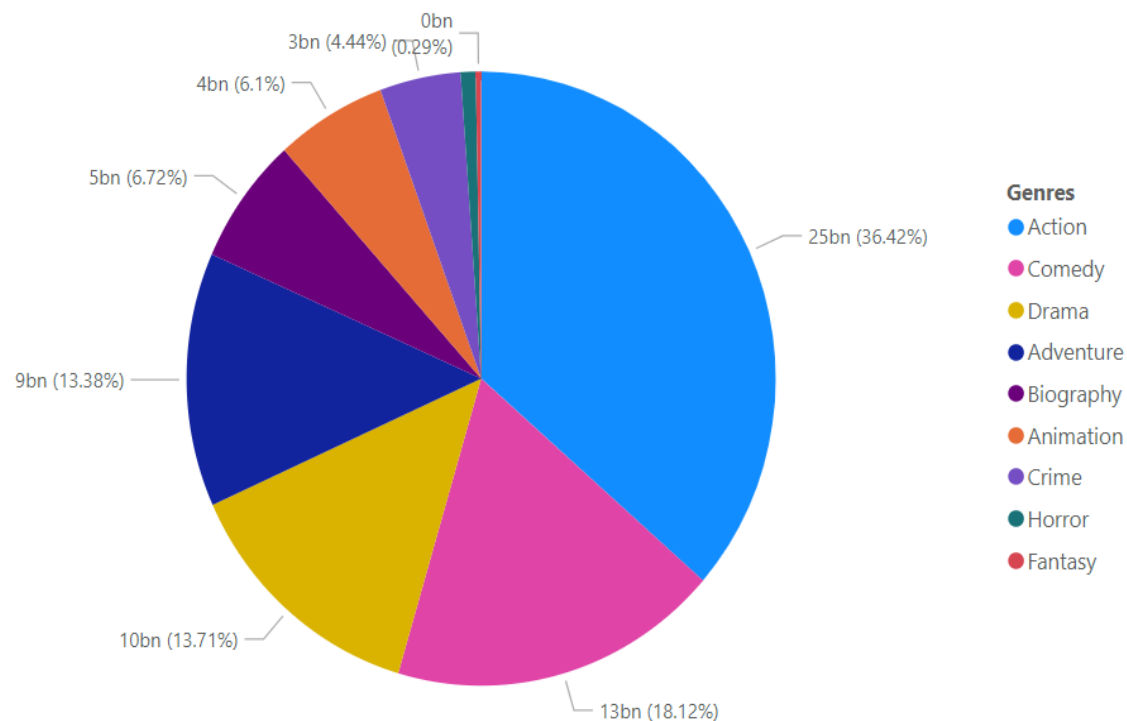
- **Action** made 47% of the profit and 35% of the movies released.
- **Animation** made 25% of the profit and 10% of the movies released.
- Comedy made 16% of the profit and 29% of the movies released.
- Drama made 4% of the profit and 11% of the movies released.
- Adventure made 4% of the profit and 4% of the movies released.

Movies Released in June by Genre



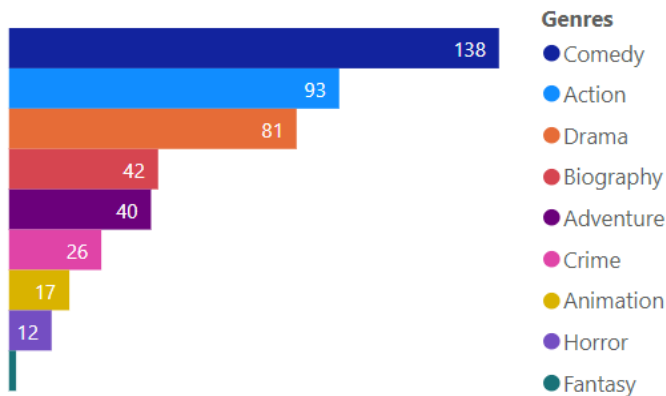
- Horror made 1% of the profit and 4% of the movies released.
- Crime made 1% of the profit and 4% of the movies released.
- Biography made 0.5% of the profit and 3% of the movies released.
- Fantasy made 0.2% of the profit and 0.2% of the movies released.

Sum of Gross in December by Genre



- **Action** made 36% of the profit and 21% of the movies released
- Comedy made 18% of the profit and 31% of the movies released.
- Drama made 14% of the profit and 18% of the movies released.
- **Adventure** made 13% of the profit and 9% of the movies released.
- Biography made 7% of the profit and 9% of the movies released.

Movies Released in December by genre



- **Animation** made 6% of the profit and 4% of the movies released.
- Crime made 4% of the profit and 6% of the movies released.
- Horror made 0.8% of the profit and 3% of the movies released.
- Fantasy made 0.3% of the profit and 0.4% of the movies released.

Data Conclusions

- The more money you put into your budget, the more money you will get in gross revenue.
- The best months to release a movie are May, June and December.
- The worst months to release a movie are in January, October and September.
- Action movies are the highest grossing genre.
- On average, Action and Animation movies earn more profit per film.
- Although Comedy makes high profit, it makes a poor profit per film on average.

Recommendations

- Put as much money as you can into your movie budget.
- Release your film in May for highest gross revenue.
- Create an action film movie for highest profit.

Sources

- Daniel Grijalva, Movie Industry data set on Kaggle.com:
<https://www.kaggle.com/datasets/danielgrijalvas/movies>