

Box Office Movies

Exploring the characteristics of a successful movie

Summary

This project analyzes box office movies to provide actionable insights for a new movie studio. Descriptive analysis is performed to explore the relationship between movie ratings and revenues. Moreover, attributes such movie duration, genres, and target audiences are examined. This analysis equips movie makers with valuable information for strategic decision-making.

Outline

- Business Problem
- Data
- Methods
- Results
- Recommendations

Business Problem

A well known company is venturing into movie production but lacks insight into the industry. This project addresses the need to understand successful movie attributes. The findings will assist the company's head of movie department in deciding the genres and characteristics to focus on for their upcoming production.

Questions to explore:

- Which genres should be the primary focus?
- What is the ideal duration for a successful movie?
- Should the focus be primarily on the domestic audience or cater to an international audience?
- Does audience opinion significantly impact box office successes?

Data

Data was taken from Box Office Mojo and IMDb, both are popular platforms in the entertainment industry. Box Office Mojo provides information and statistics on box office revenue, while IMDb covers various movie details, including ratings, runtime, and genres.



Methods

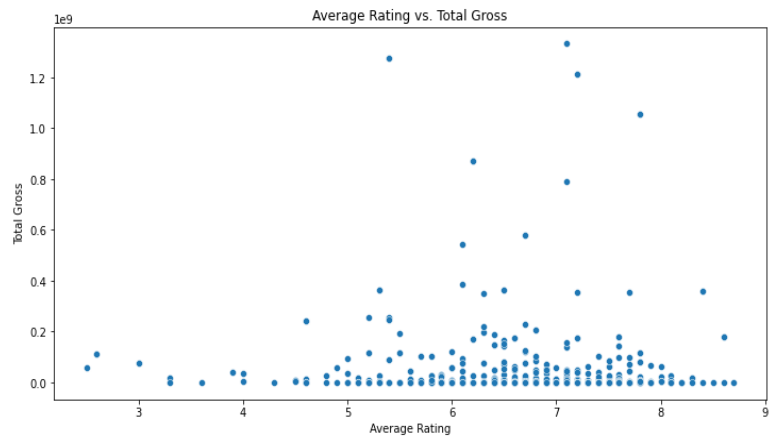
The three datasets used in this analysis are integrated through inner joins to facilitate comprehensive exploration.

- Dataset 1 - Box Office Mojo (revenues and movie year)
- Dataset 2 - IMDB (movie genres and runtime)
- Dataset 3 - IMDB (movie ratings)

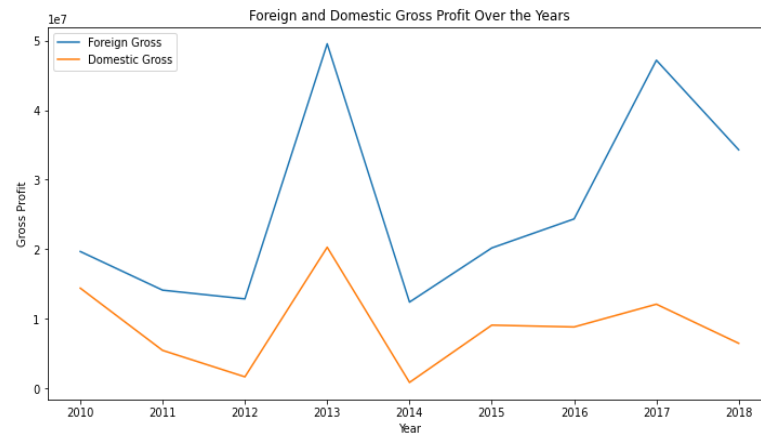
Cleaning of data is done including removing duplicates, handling missing values, ensuring correct data types, aggregating the sum of revenue.

Descriptive analysis was performed to study relationship between movie ratings, runtime, and genres with box office successes.

Results

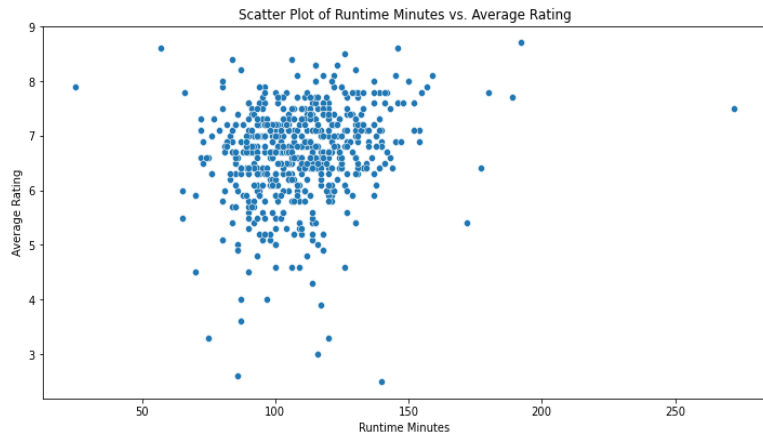


Impact of movie ratings on total revenues

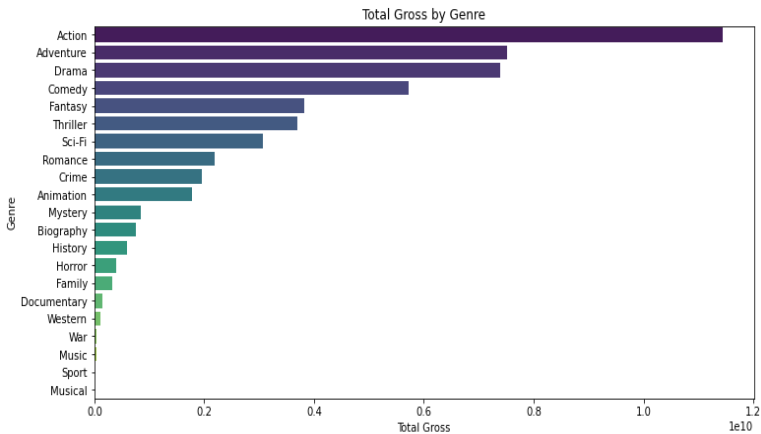


Comparison of Domestic and International Revenues of the years

Results



Optimal duration for a movie



Revenues generated based on genres

Recommendations



Genres - Action Movies



Duration - Around 2 hours



Domestic and international market

Thank You!

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