

Exploring and Analyzing Movie Data

VIJAYA GUNUKULA

Data

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB.org

Zipped Data

- `tn.movie.budgets.csv.gz`
- `imdb.title.rating.csv.gz`
- `imdb.title.basics.csv.gz`
- `bom.movie_gross.csv.gz`

Methodology

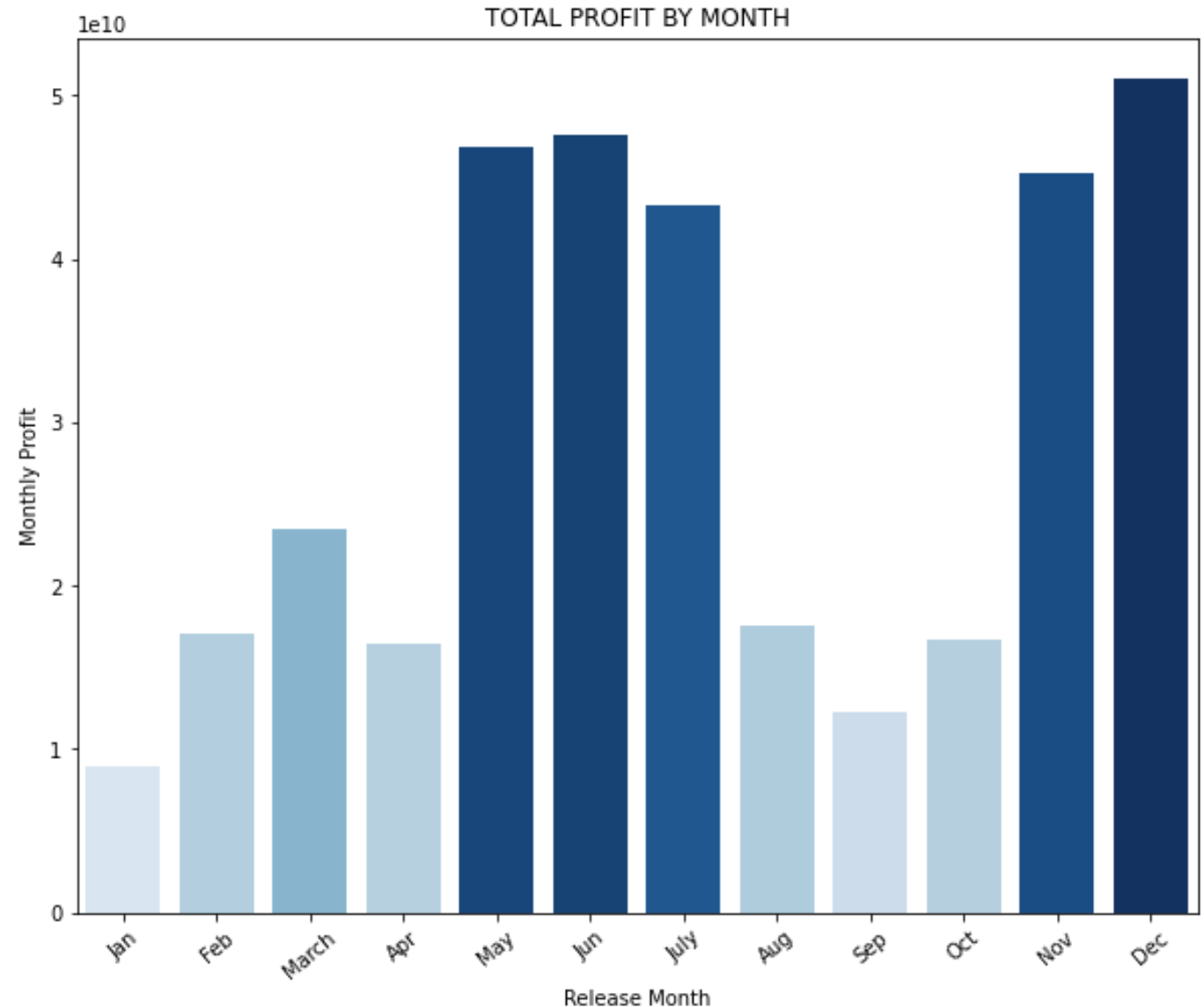
Loaded and analyzed
datasets separately.

Performed joins and
created columns.

Included gross
profit/loss and release
month.

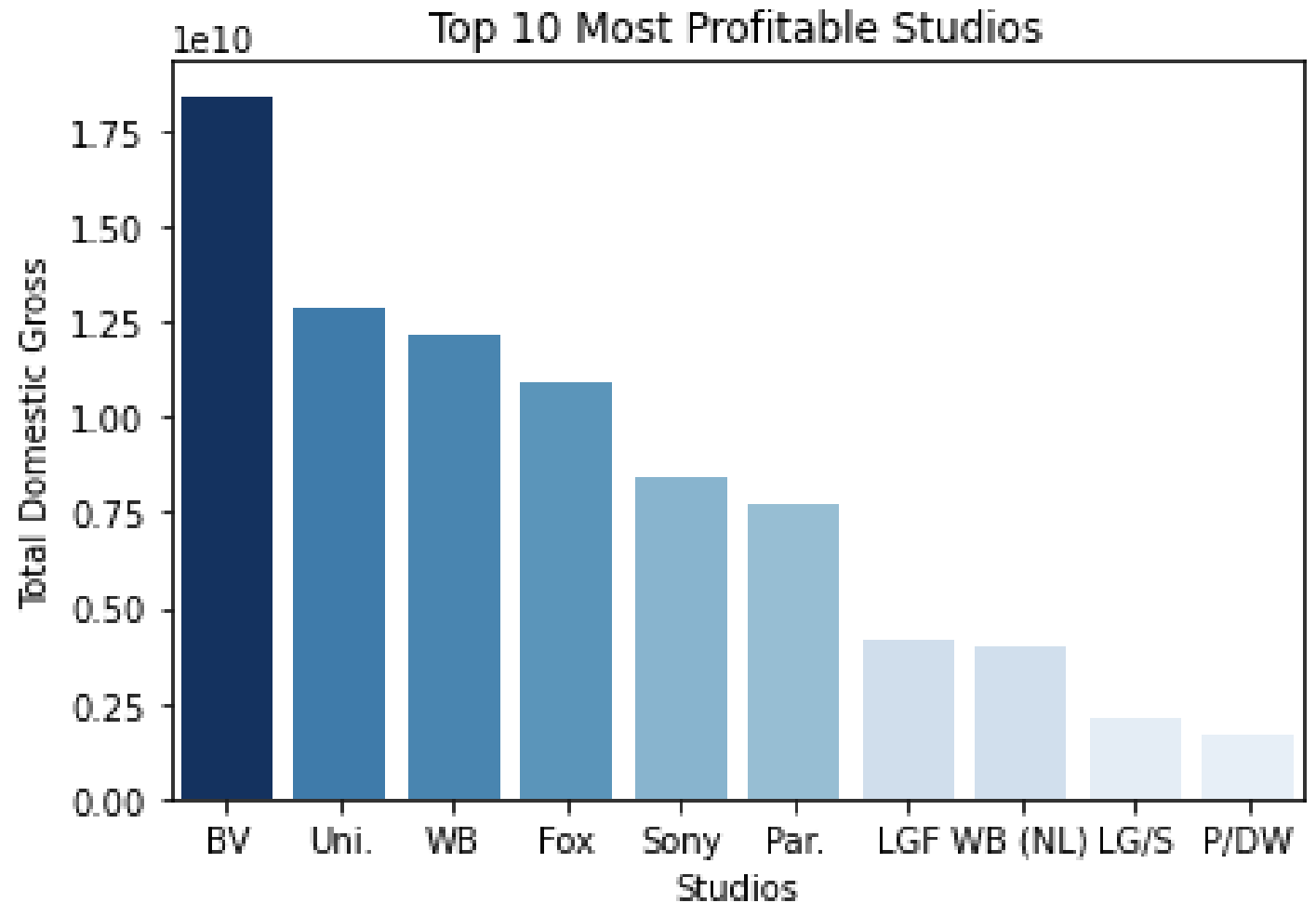
Best Time to Release a Movie

- Best month to release a movie is December followed by June in order to be the most profitable.
- Plan the production schedule for a release in December.



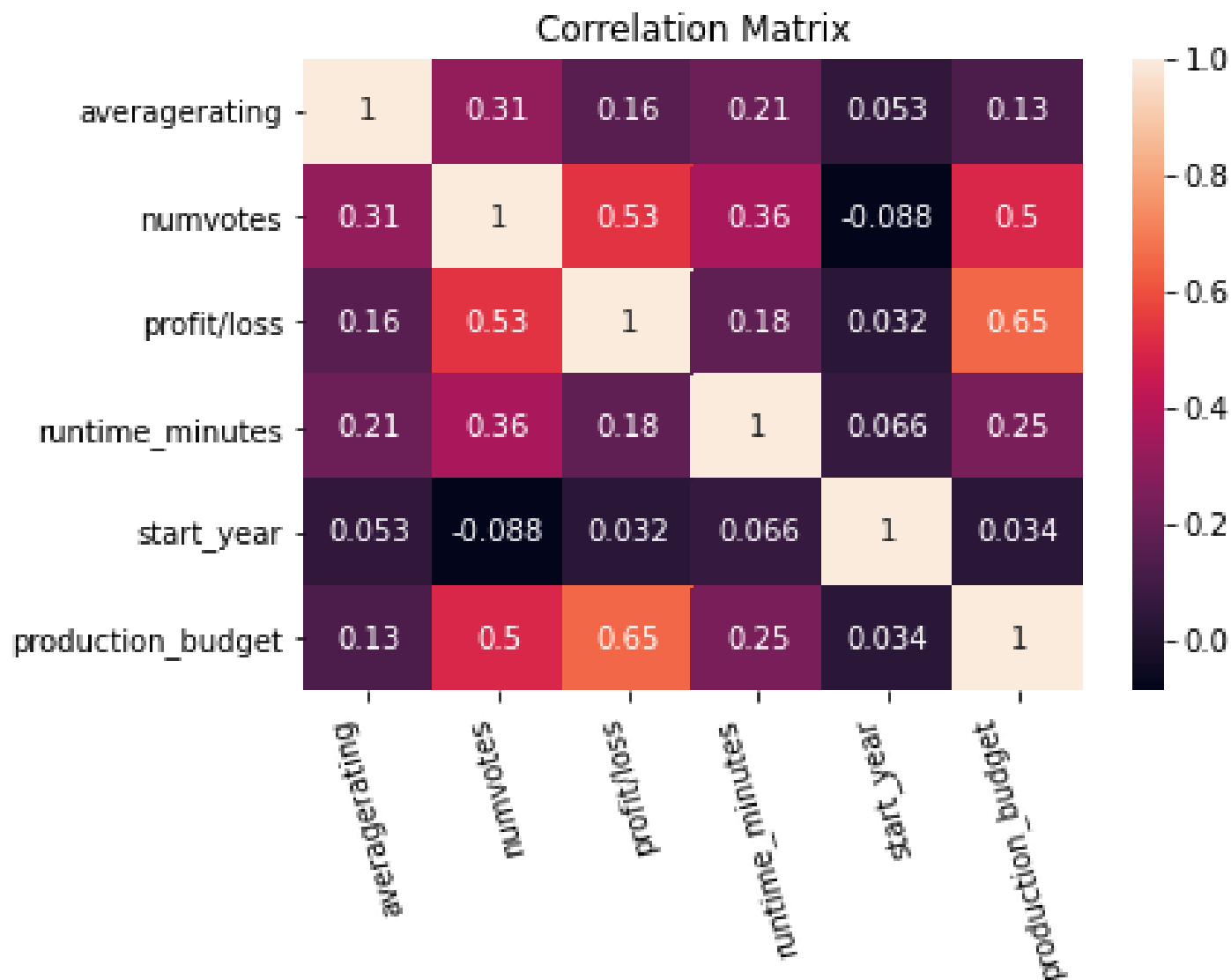
Top Five Profitable Studios

- Buena Vista (BV)
- Universal (Uni)
- Warner Bros (WB)
- Fox
- Sony



Movie Rating's Effects on Other Factors

- There is a weak relationship between movie ratings and profits meaning high profit does not necessarily mean high rating.
- There is also a weak relationship between movie ratings and production budgets meaning higher production budget does not necessarily mean higher rating.



Recommendations

Plan production schedule to release the movie in the holiday season (December)

The profit of the movie does not necessarily depend on high ratings of the movie

Higher production budgets are likely to have a higher profit

Future

- Analyzing genres and their popularity over past period to project trends in the future



- Investigate and recruit the teams behind the highest grossing movies



- Analyze the average run time of popular movies

Thank You

I look forward to watching Microsoft Movies in the future!