

MOVIES: A DATA ANALYSIS

Wonuola Abimbola and Edgar Gonzalez

Summary

- ✓ An analysis of the film industry data was carried out to get a clearer picture of what it takes for movie to be successful.
- ✓ Based on these findings, we came up with recommendations that would increase the chances of success
- ✓ We also note that this analysis brought up more questions which a deeper dive into the film industry may be able to answer.

Business Problem

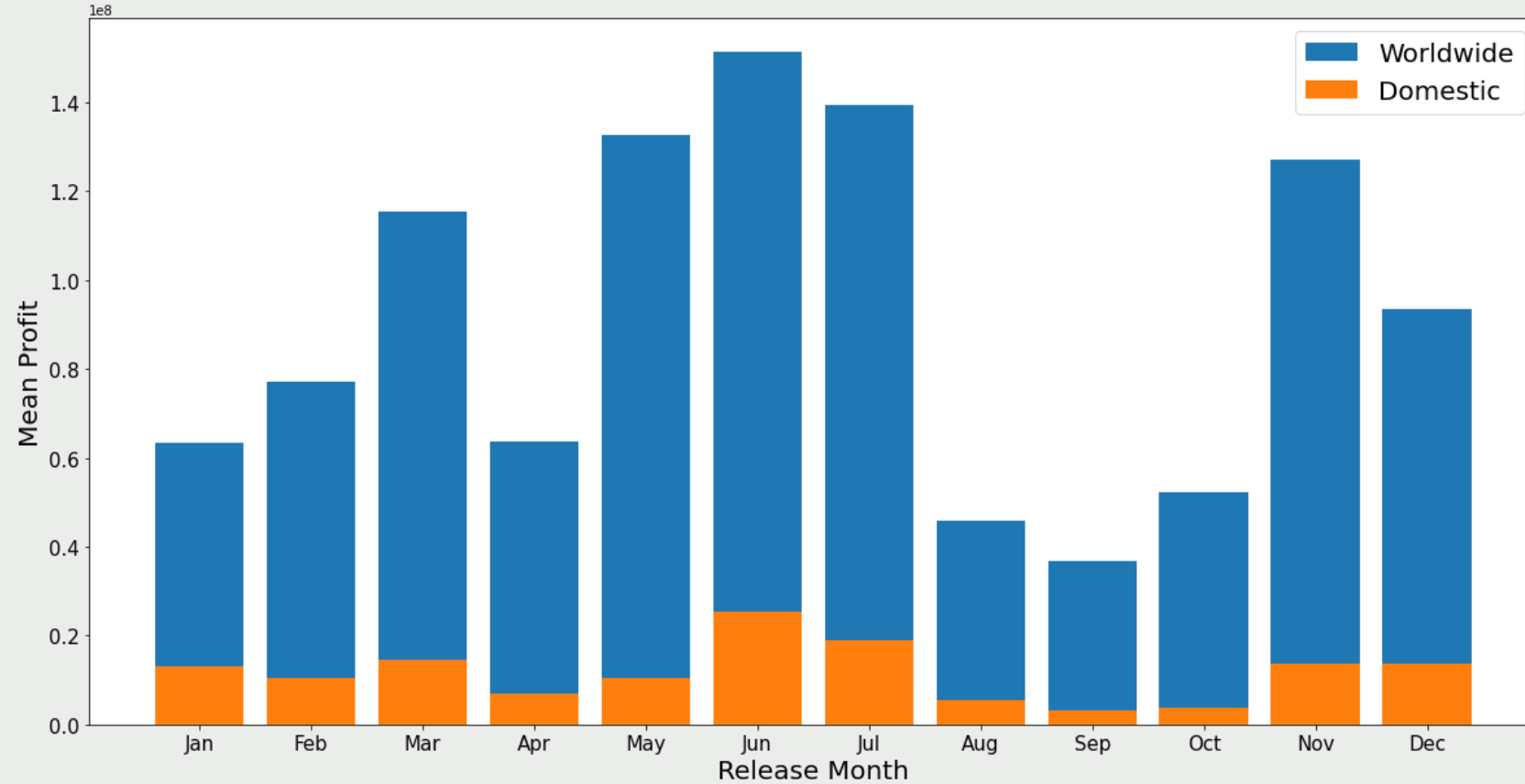
- Microsoft has expressed an interest in creating a movie studio of their own, however they know little about the movie industry.
- We have been tasked with exploring some data on box office movies to gain insights into what it takes to make a successful movie.

Hypotheses

We would like to answer the following:

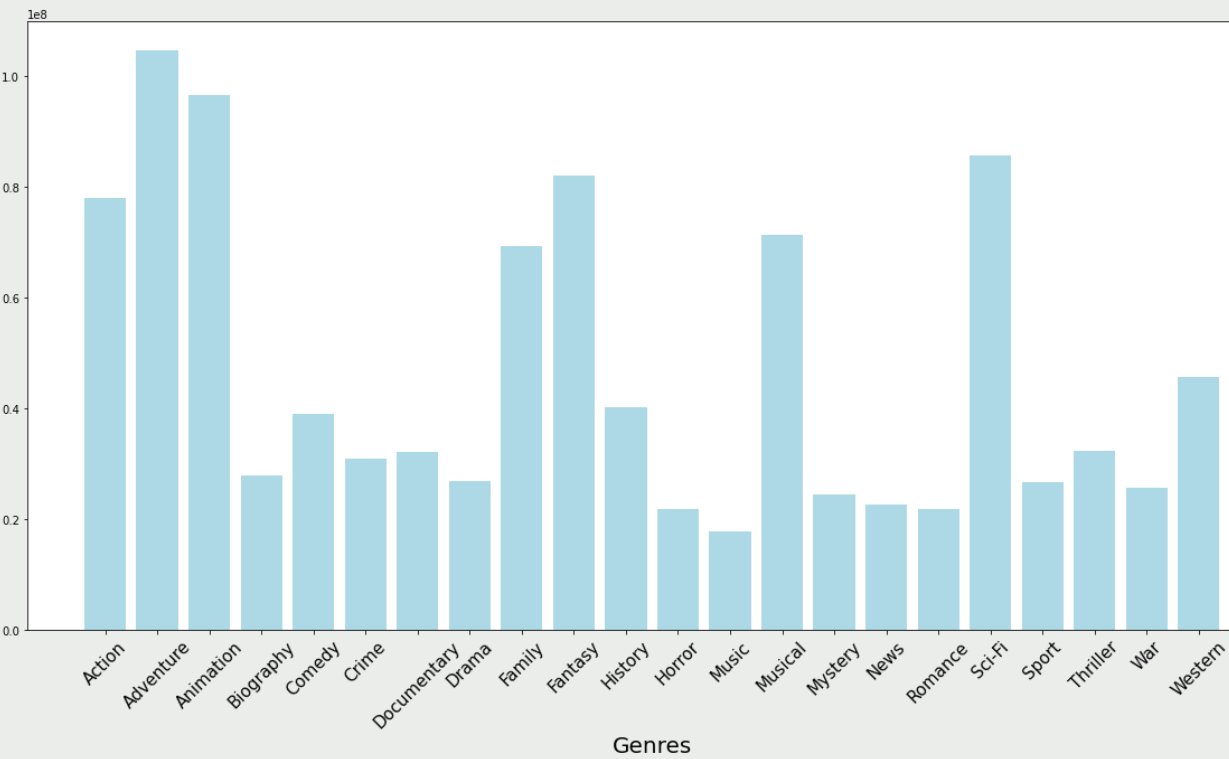
- Are certain genres more profitable?
- Do we have a relationship between the directors associated and the profits?
- Is it more profitable to release movies at certain times of the year?

MEAN PROFIT BY RELEASE MONTH

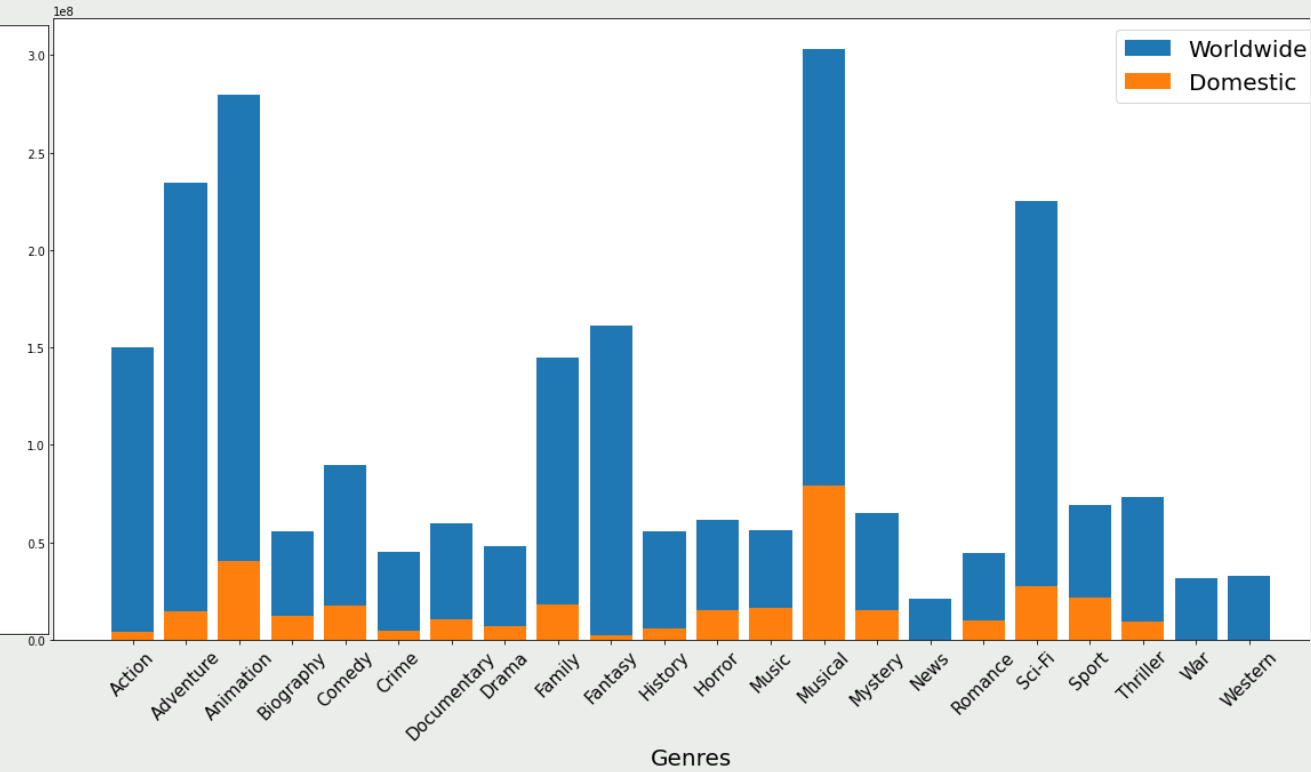


- Defined profit as difference between Gross and Production Budget
- Measured average profit grouped by month it was released
- Domestic profit peaks on June and July
- Worldwide profit peaks between May and July with smaller peaks in March and November
- Overall lowest profits between August and October

MEAN PRODUCTION BUDGET PER GENRE

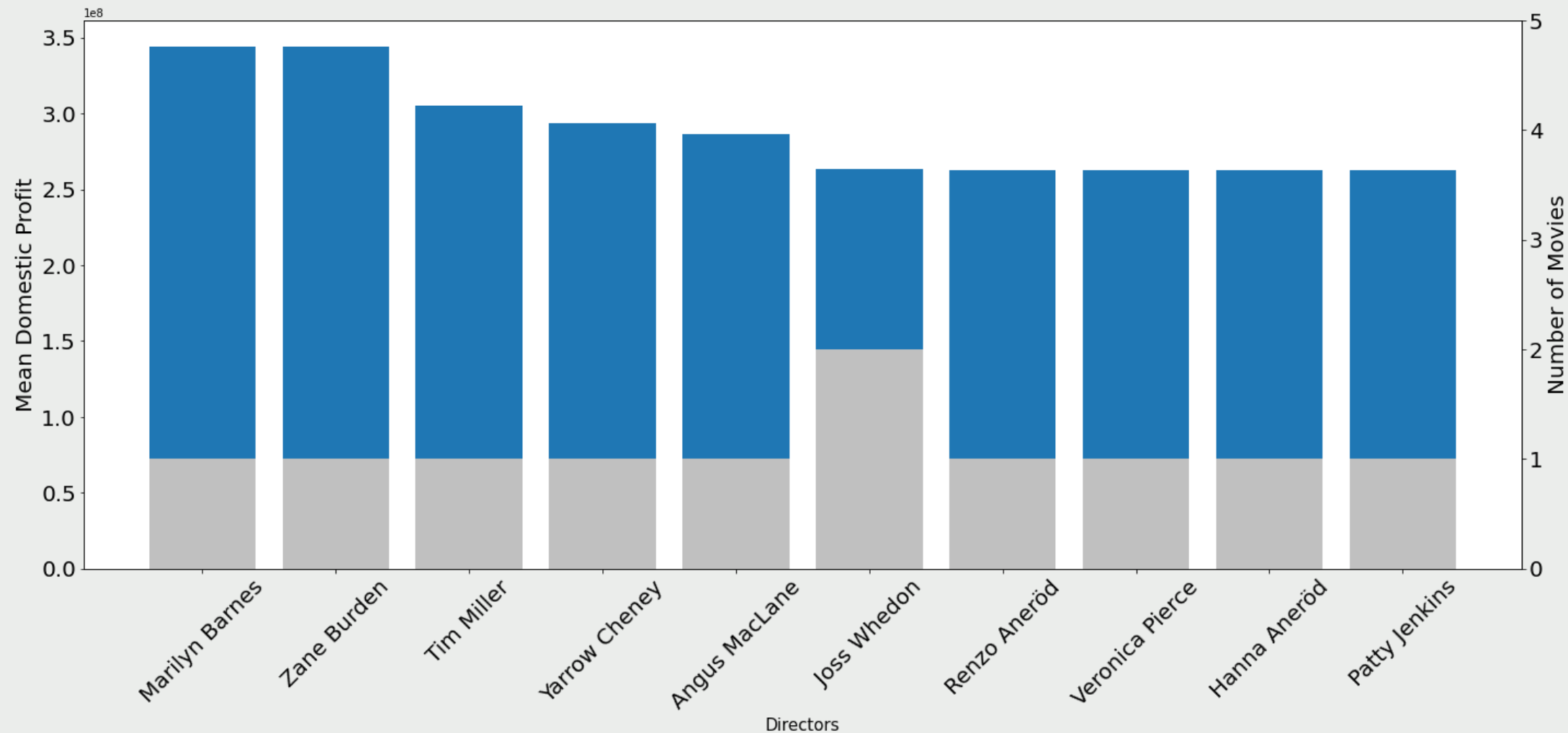


MEAN PROFIT BY GENRE



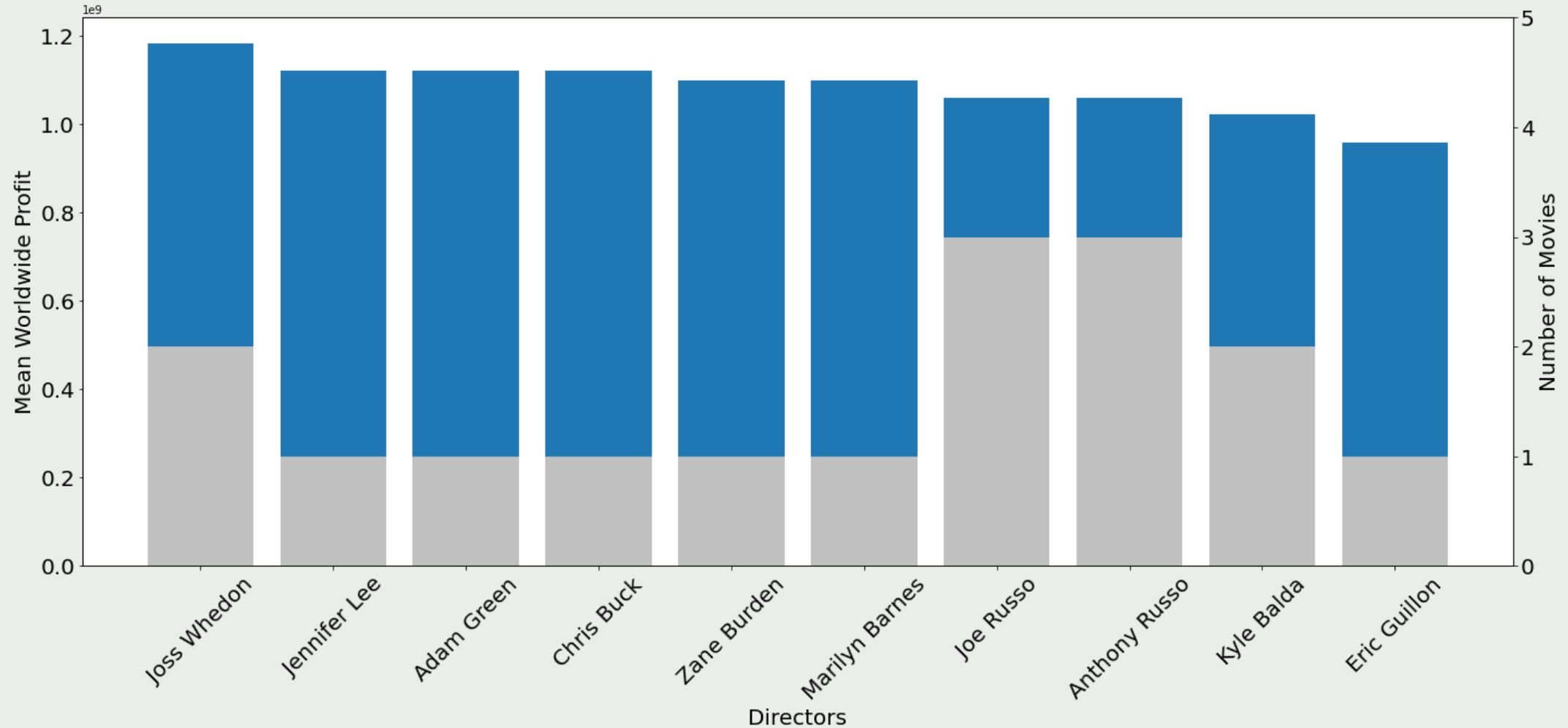
- High production costs in Adventure, Animation, Musical and Sci-fi
- Those same genres also have overall highest profits
- Least profitable genres are News, War, and Westerns

DIRECTORS WITH THE TOP 10 MEAN DOMESTIC PROFIT AND THE NUMBER OF MOVIES



-Domestically, most directors performed similarly with the exception of Zane Burden and Marilyn Barnes

DIRECTORS WITH THE TOP 10 MEAN WORLDWIDE PROFIT AND THE NUMBER OF MOVIES



Worldwide most directors performed similarly as well with only Joss Whedon and Zane Burden also being successful domestically

Recommendations

- It's safer to release movies during the months of May, June and July.
- Invest in Musical, Animation and Sci-Fi genres if possible
- Employ experienced directors that have had successful box office movies like Joss Whedon, Zane Burden etc.
- Ensure that the movies produced have worldwide appeal.
- As we are currently in a pandemic and going to the theatre is a rarity, you may want to consider investing in a streaming service as well.



**THAT'S A
WRAP!**

**THANK YOU
FOR
LISTENING!**