



# What makes movies succeed?

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# Objective

80% of the Hollywood movies fail to turn profit.

Find ways to minimize the risk and maximize gains.





# What affects a movie's success the most?

- What time of year the movie is release?
- Do larger studios have more success?
- Do ratings actually matter?



# Data

Scraped data from 'boxofficemojo.com' and 'the-numbers.com' from 2010 - 2019

- Training Data
  - 2010 - 2017
- Testing Data
  - 2018-2019
- Score
  - 0.48



## EDA Challenges

- Releases with the same names
- Re-releases
- Differing/missing budgets from sources

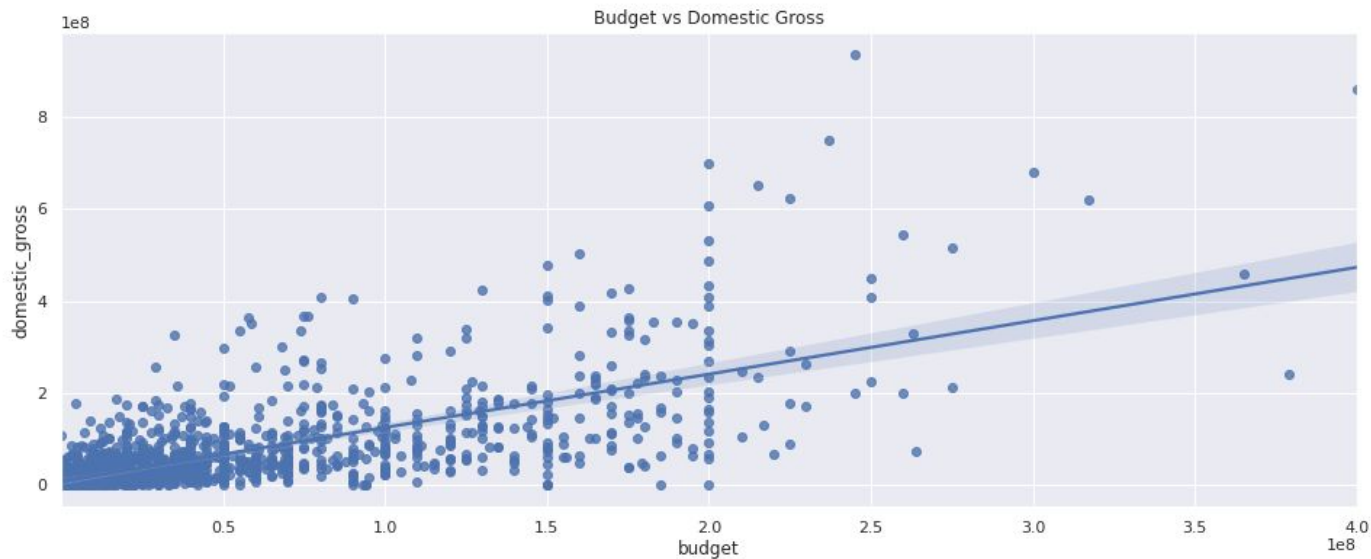




# Features

- Release Season
- Budgets
- Genre
- Top 50 Studios

# Largest Factor (Budget)





## Conclusion

1. The movie budget plays the largest role in a movies ability to turn a profit.
  - a. These larger budgets could be due to the hiring of celebrities, marketing campaigns.
2. Releasing during the summer season gave large budget movies a better chance for success and the fall season gave movies with smaller budgets.
3. Top 3 genres are Adventure, Sci-Fi, and Action.
  - a. Stay away from Drama, Romance and Crime.

- Action
  - .422
- Sci-Fi
  - .307
- Action
  - .223
- Drama
  - -.254
- Romance
  - -.106
- Crime
  - -.102





## Next Step

1. Adding movie run times to the model.
2. Breakdown budget into separate buckets.
3. Pull in actor information and associated “star power”.