# Box Office Analytics

By Alexander Gambino

# Breaking Into the Film Industry

Challenges:

- Ensuring the new studio's movies are profitable

- Understanding what types of movies are profitable

- Getting good reviews on the studio's projects

- Hiring the best production team possible

# Project Goals

- Investigate which movie genres have the most box office success

- Identify which writers and directors have had the best reception from audiences

- Learning how important production budget is in terms of financial returns

- Discover other movie characteristics relating to box office success

# Box Office Data

## The Data:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

## Limitations:

- Missing Values
- Genre Classification
- Domestic Bias
- Absence of External Factors:
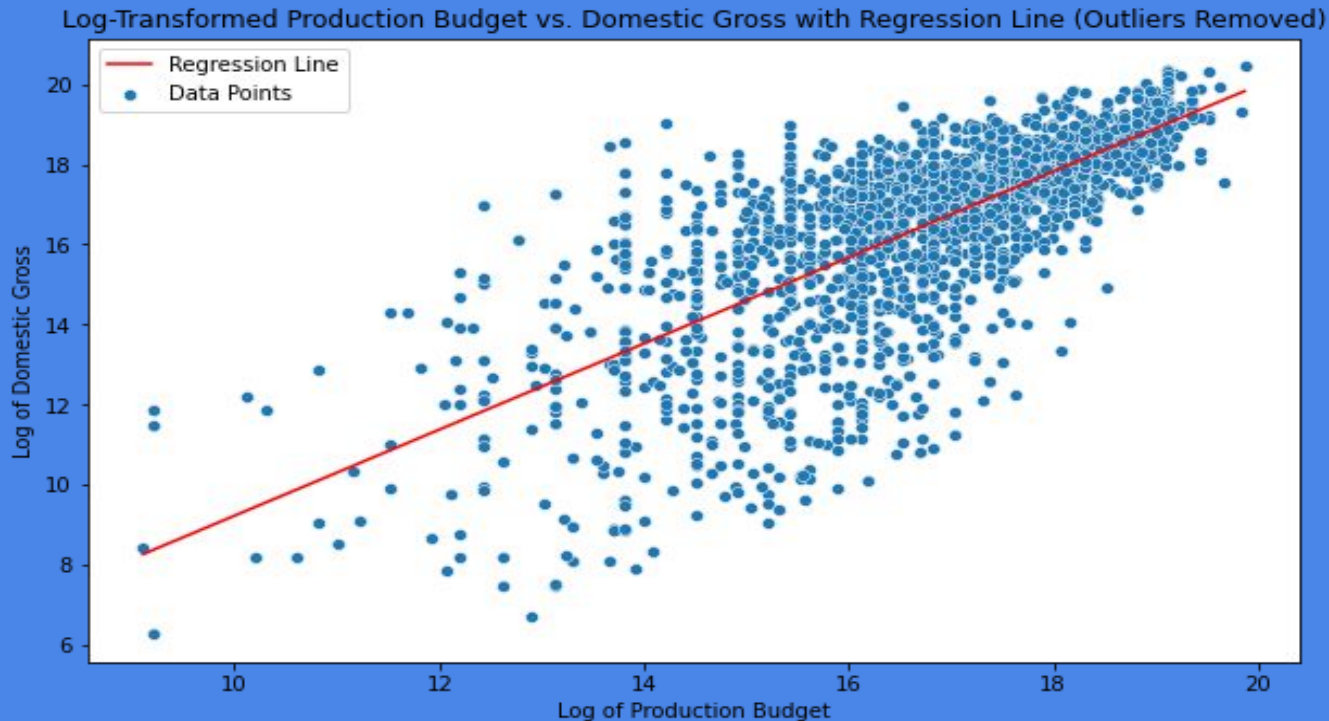
# The Analysis Process

Cleaning & Preparation:

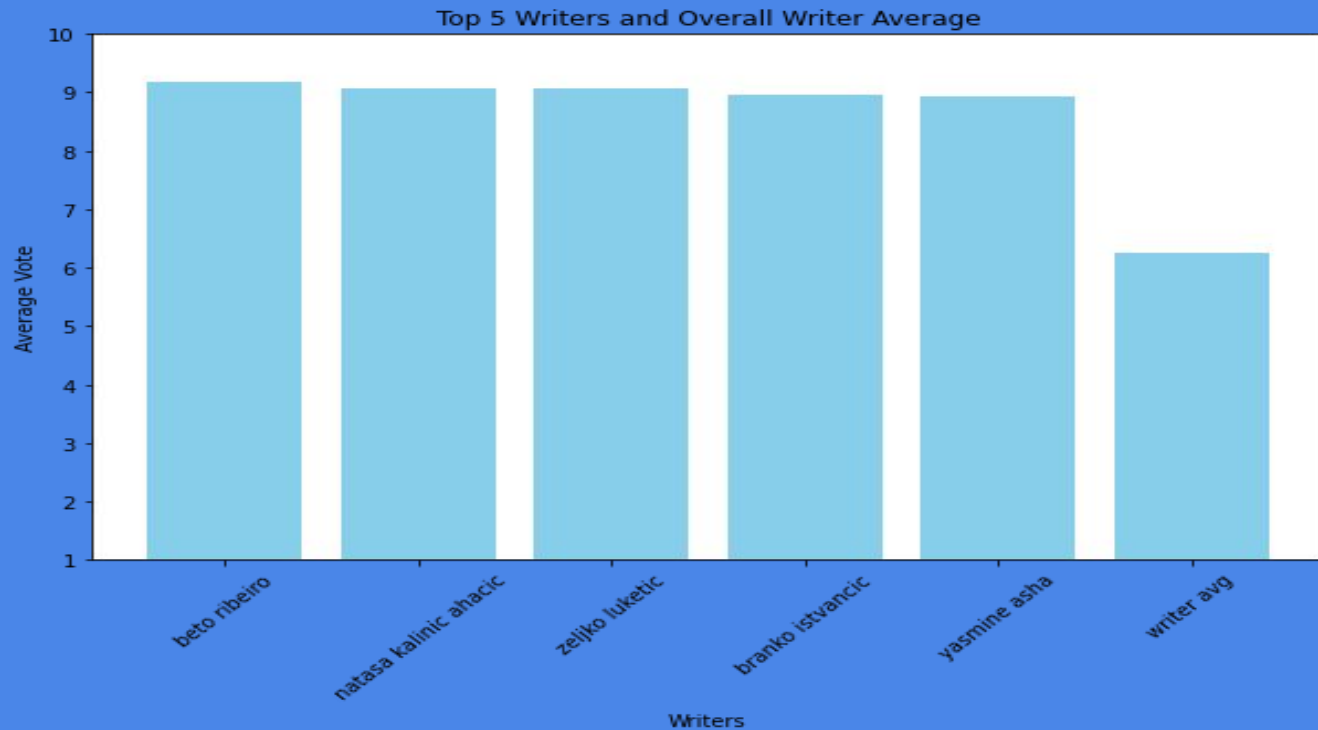- Standardized each of the data sets

- Merged the data sets

Analysis:

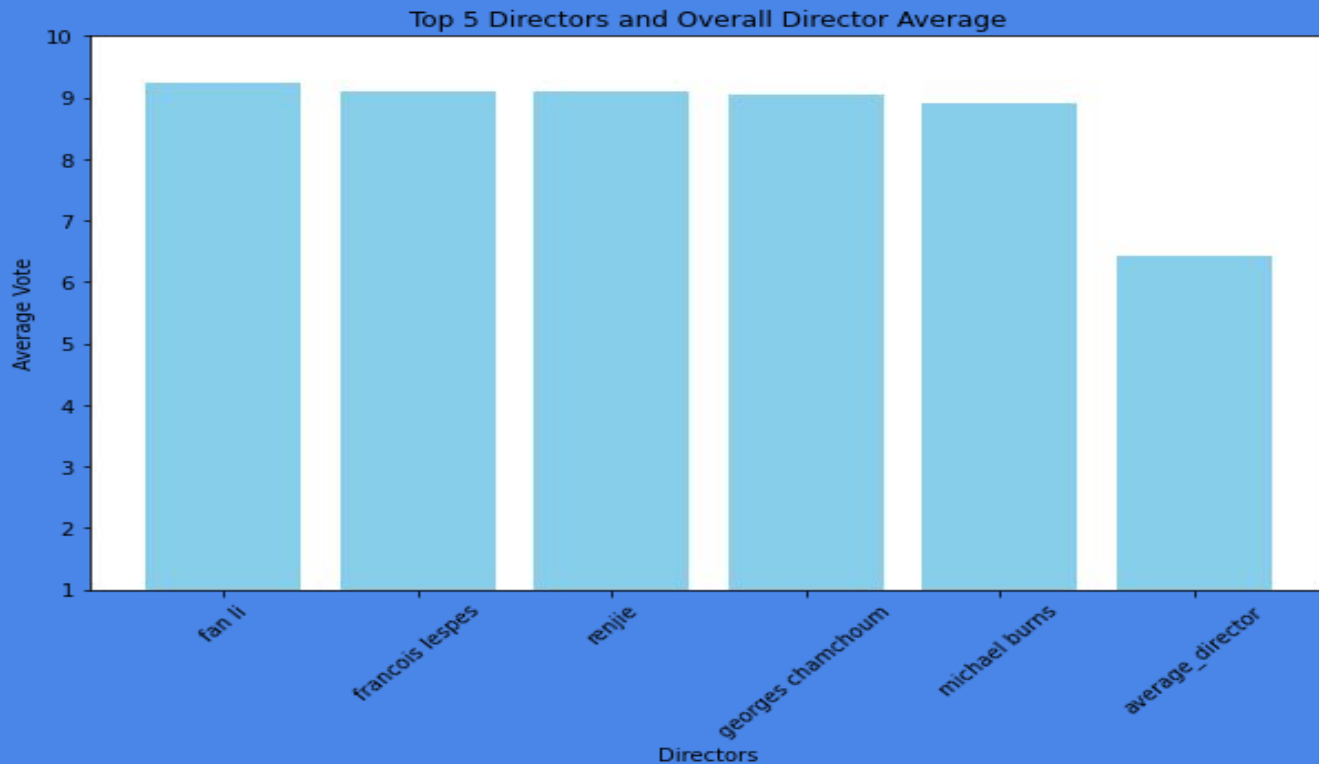- Used correlation & regression techniques

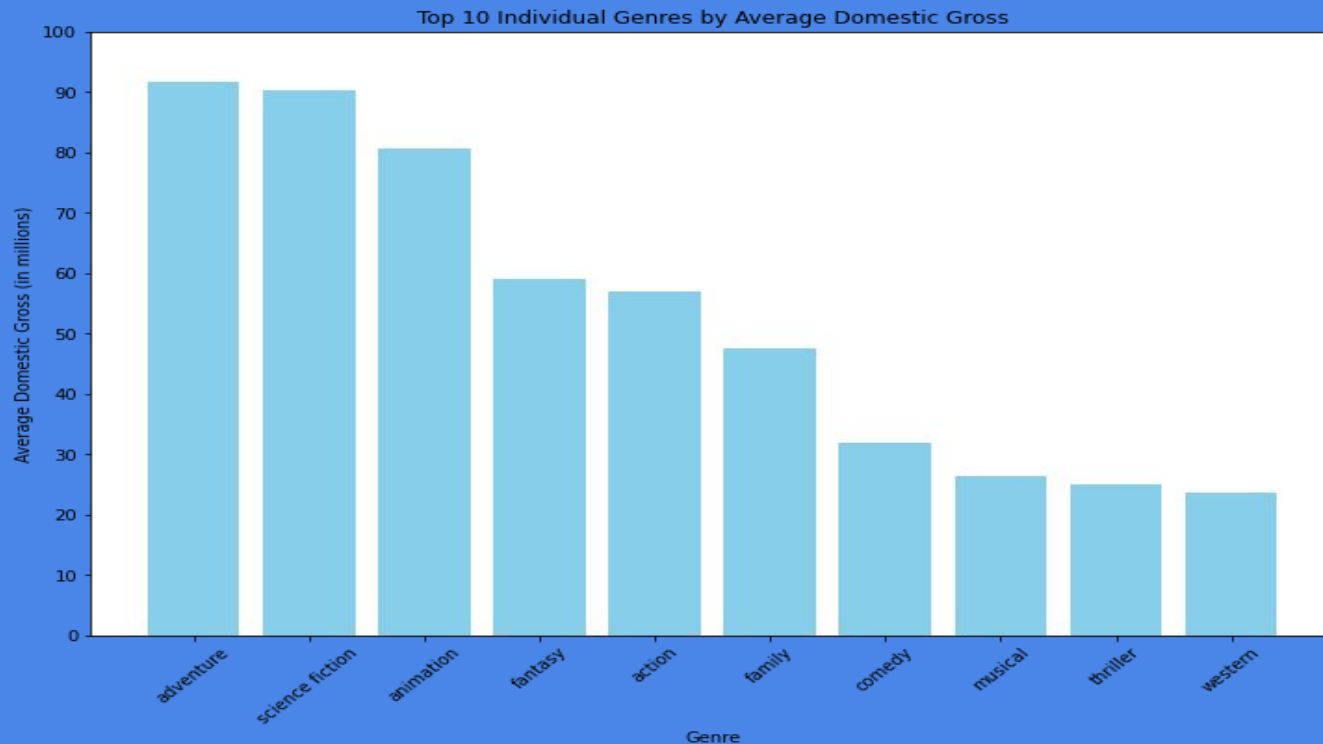- Used descriptive statistics

# Production Budget & Domestic Gross



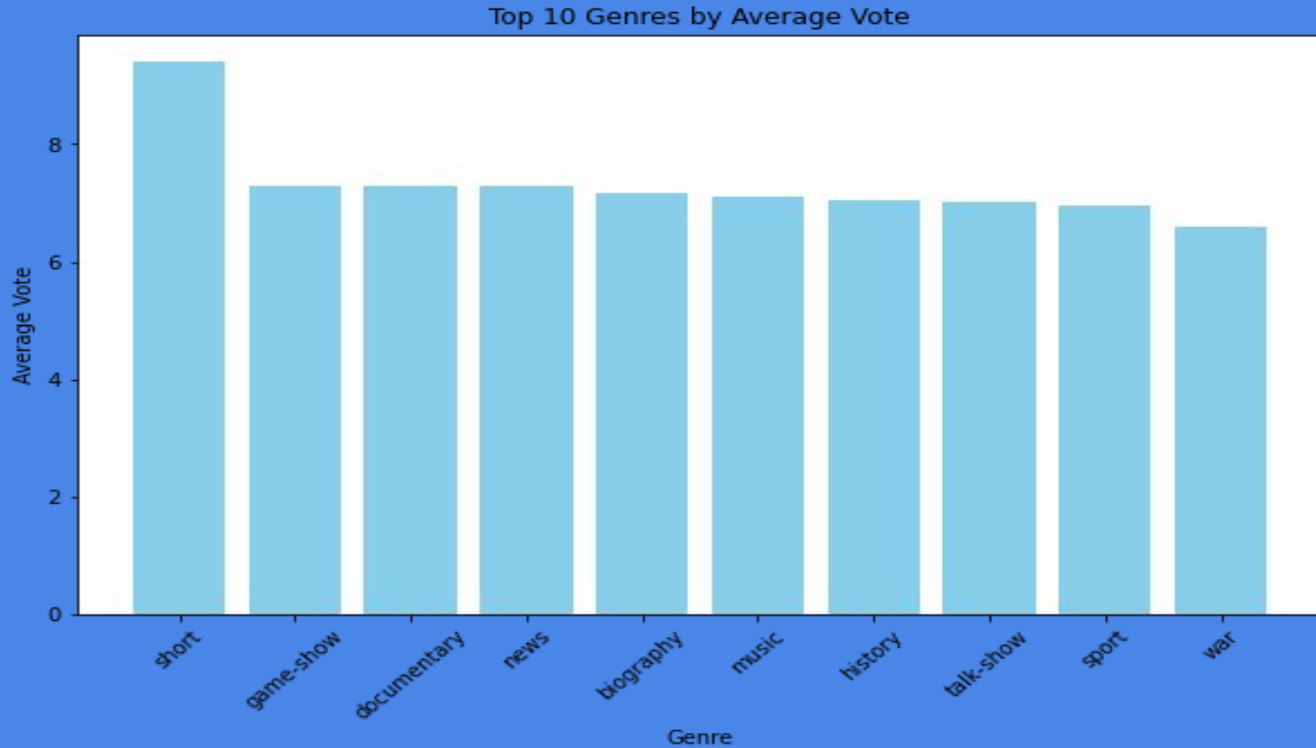Log-Transformed Production Budget vs. Domestic Gross with Regression Line (Outliers Removed)

# Top 5 Writers

Top 5 Writers and Overall Writer Average

# Top 5 Directors



Top 5 Directors and Overall Director Average

# Genre & Domestic Gross



Top 10 Individual Genres by Average Domestic Gross

# Genre & Average Rating



Top 10 Genres by Average Vote

# Recommendations

1. Allocate as much budget as possible to the production of new movies

2. Prioritize hiring from among the top writers and directors

3. Focus on producing movies in high-grossing genres

Thankyou!