

Movie Success Analysis

Phase 1 Project

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Overview – Key Factors for Movie Success!

Measurements of success

Profit

Rating

Return on Investment

Considering the following conditions:

Time of year(month)

Overall gross

Genre

Director and Studio

Highest Grossing Genres:

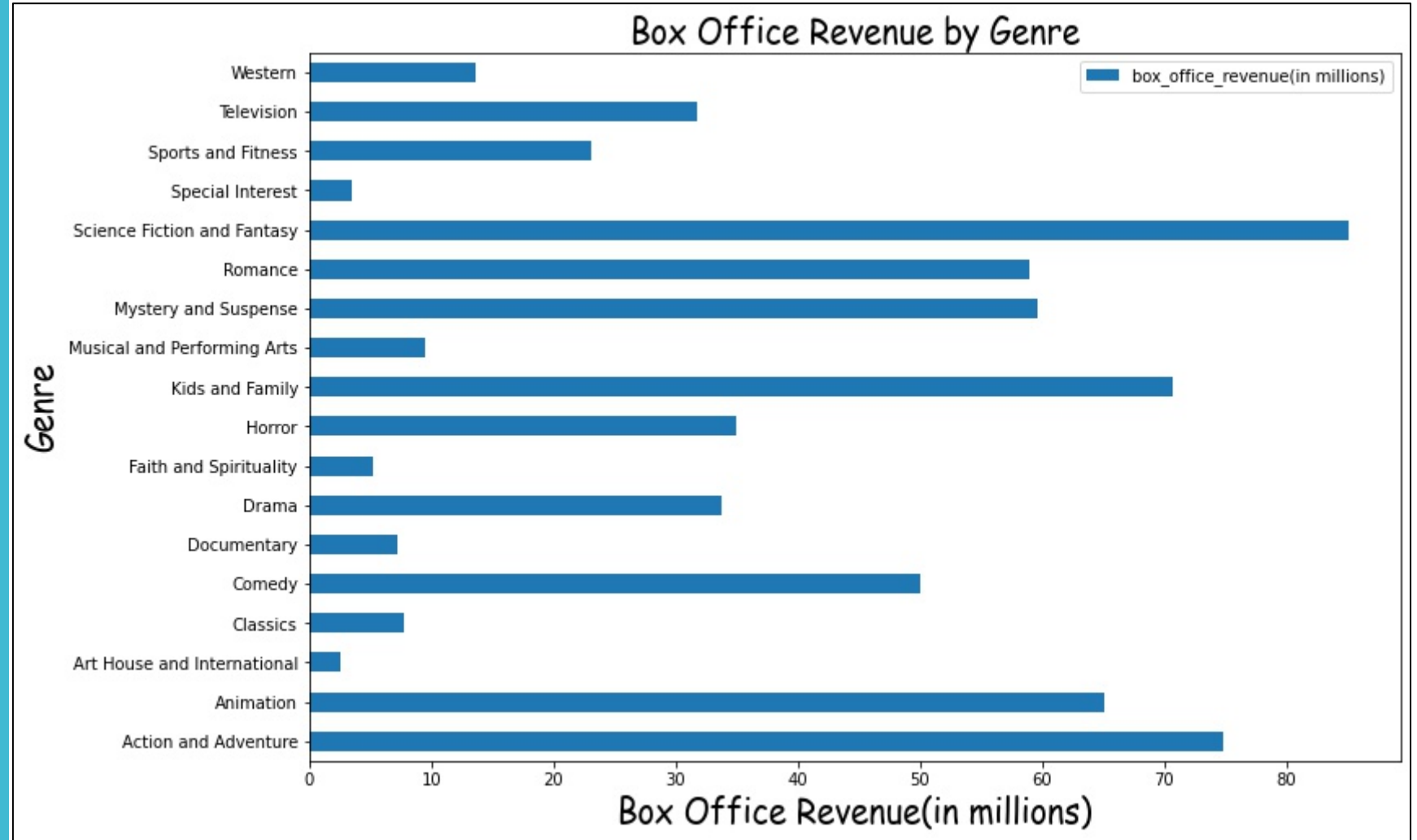
- Science Fiction and Fantasy
- Action and Adventure
- Kids and Family

Medium-High Performing:

- Romance
- Mystery and Suspense
- Animation
- Comedy

"Niche" Genres:

- Drama
- Horror
- Television
- Sports and Fitness



Highest Profit Genres:

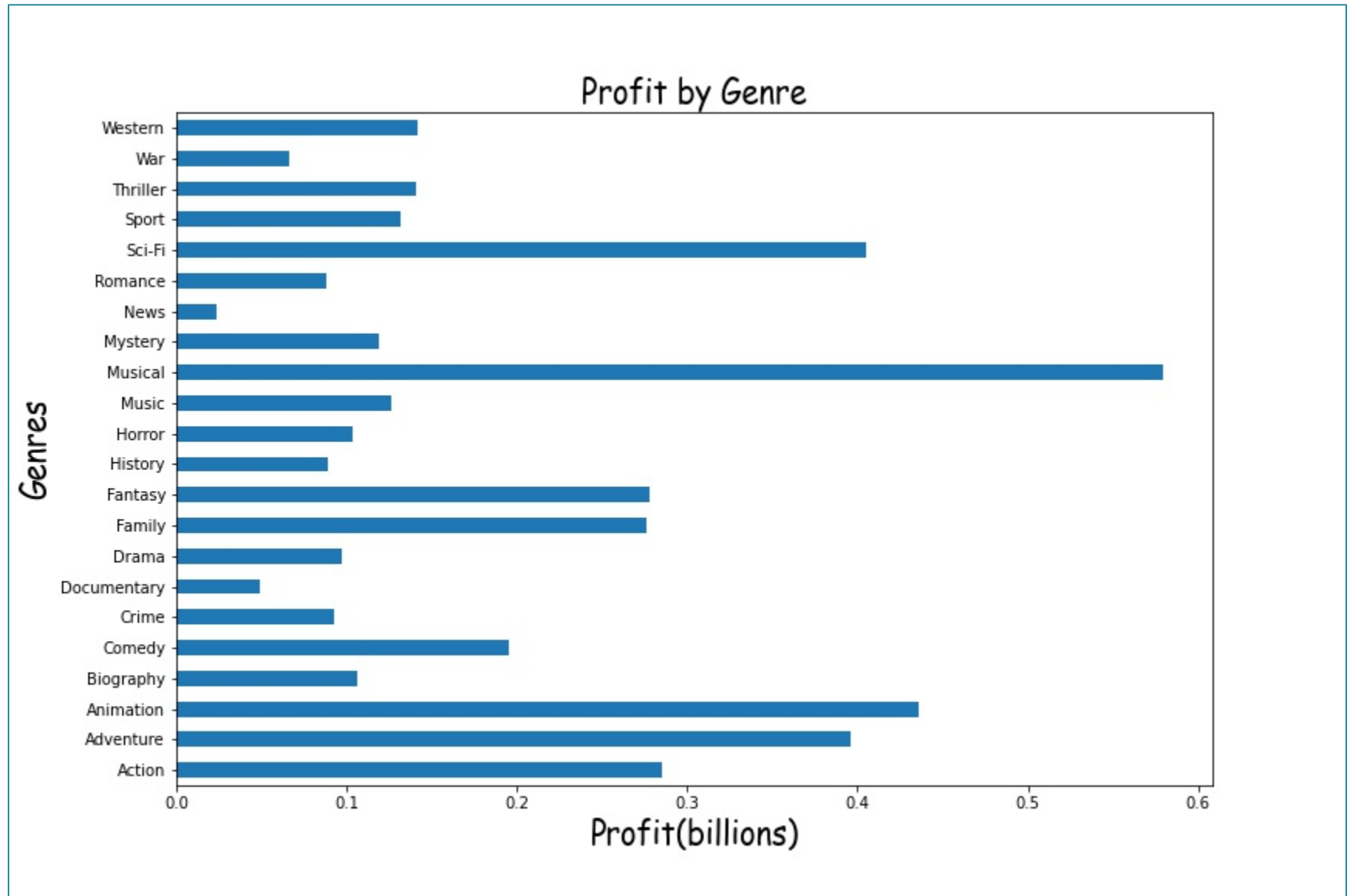
- Musical
- Sci-Fi
- Animation

Medium-High Performing:

- Action
- Fantasy
- Family
- Comedy

Worst Performers:

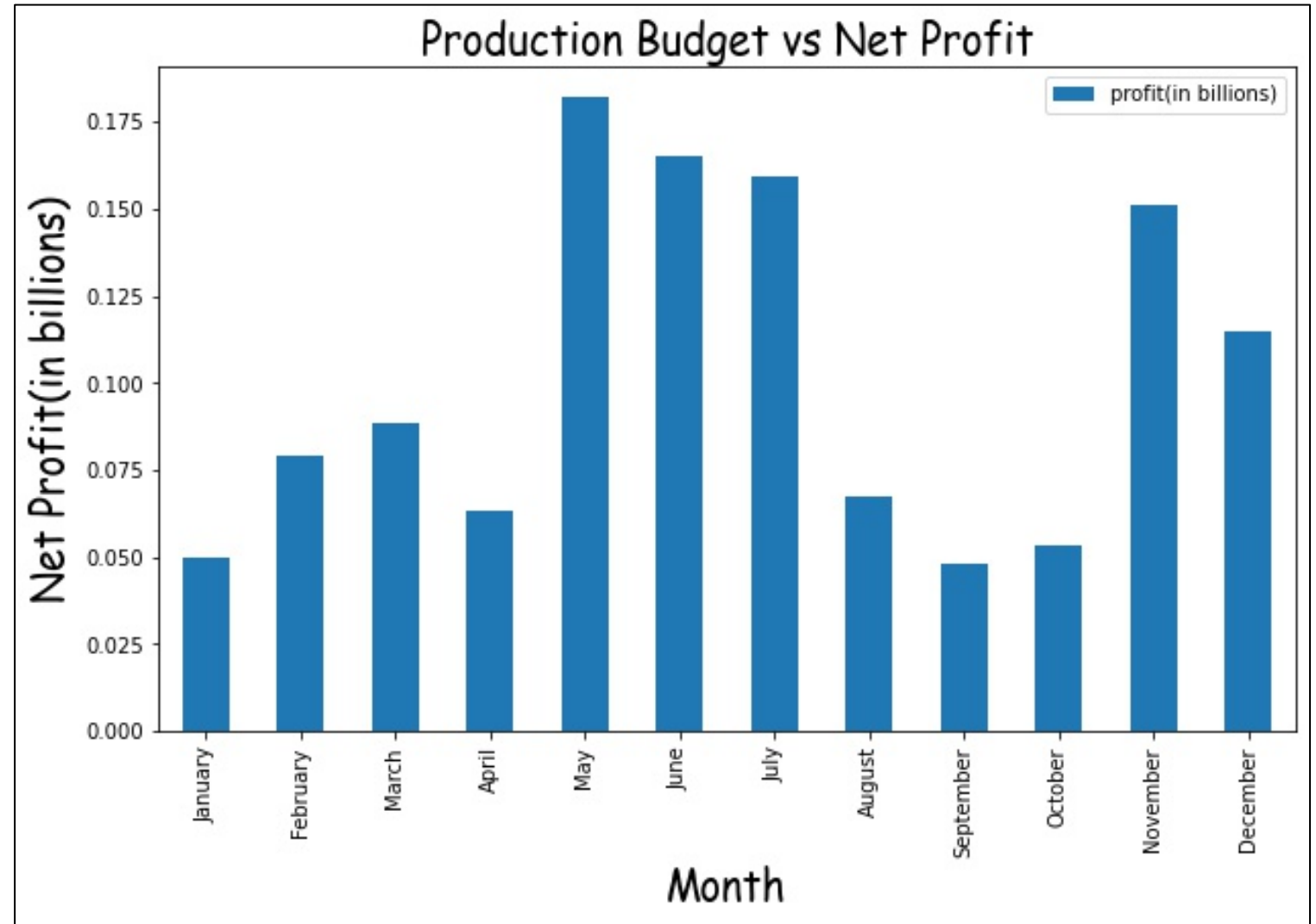
- News
- Documentary
- War



Highest Months for Profit:

- May
- June
- July
- November
- December

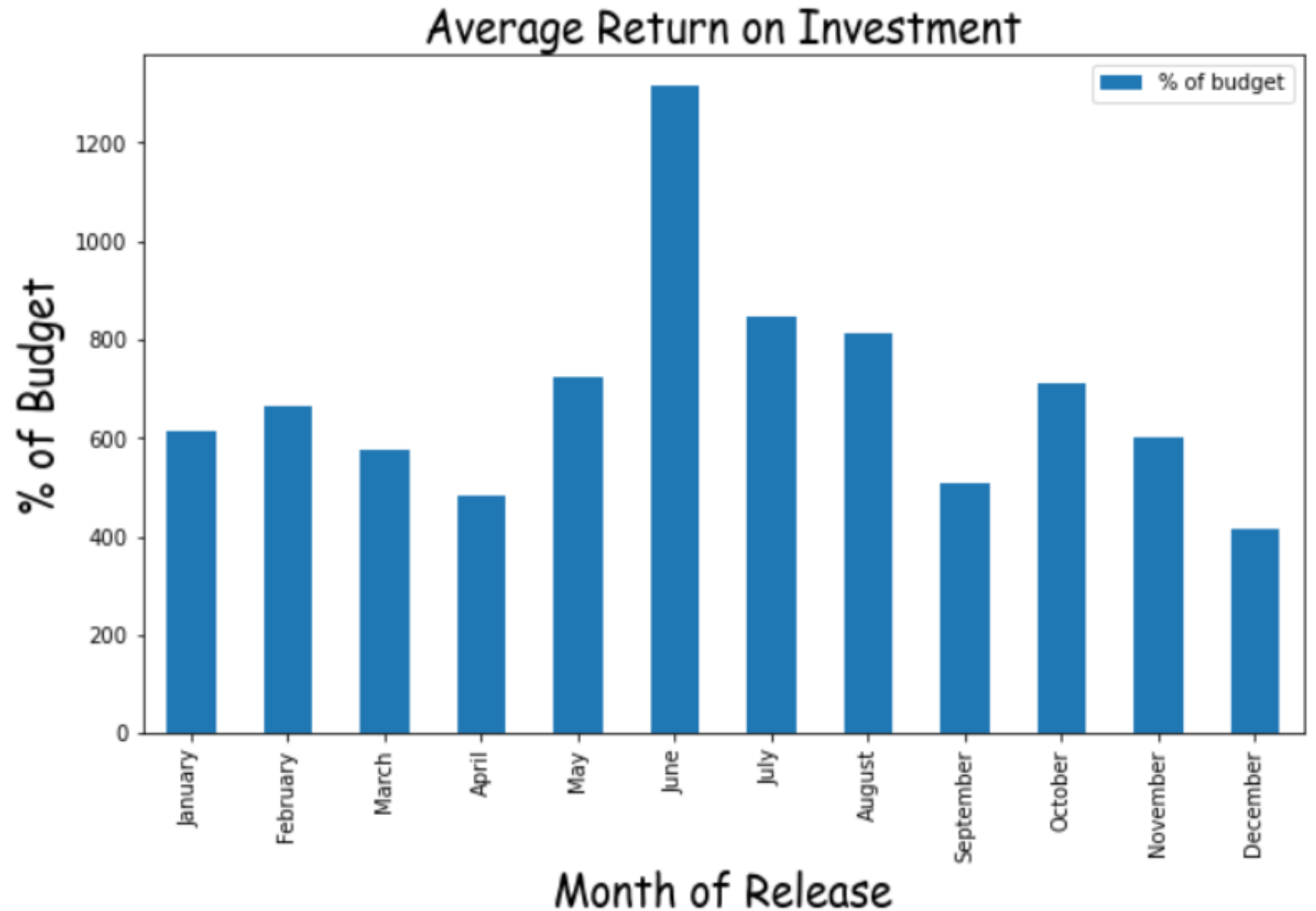
This is likely due to the Summer and holidays months being so popular for movies.



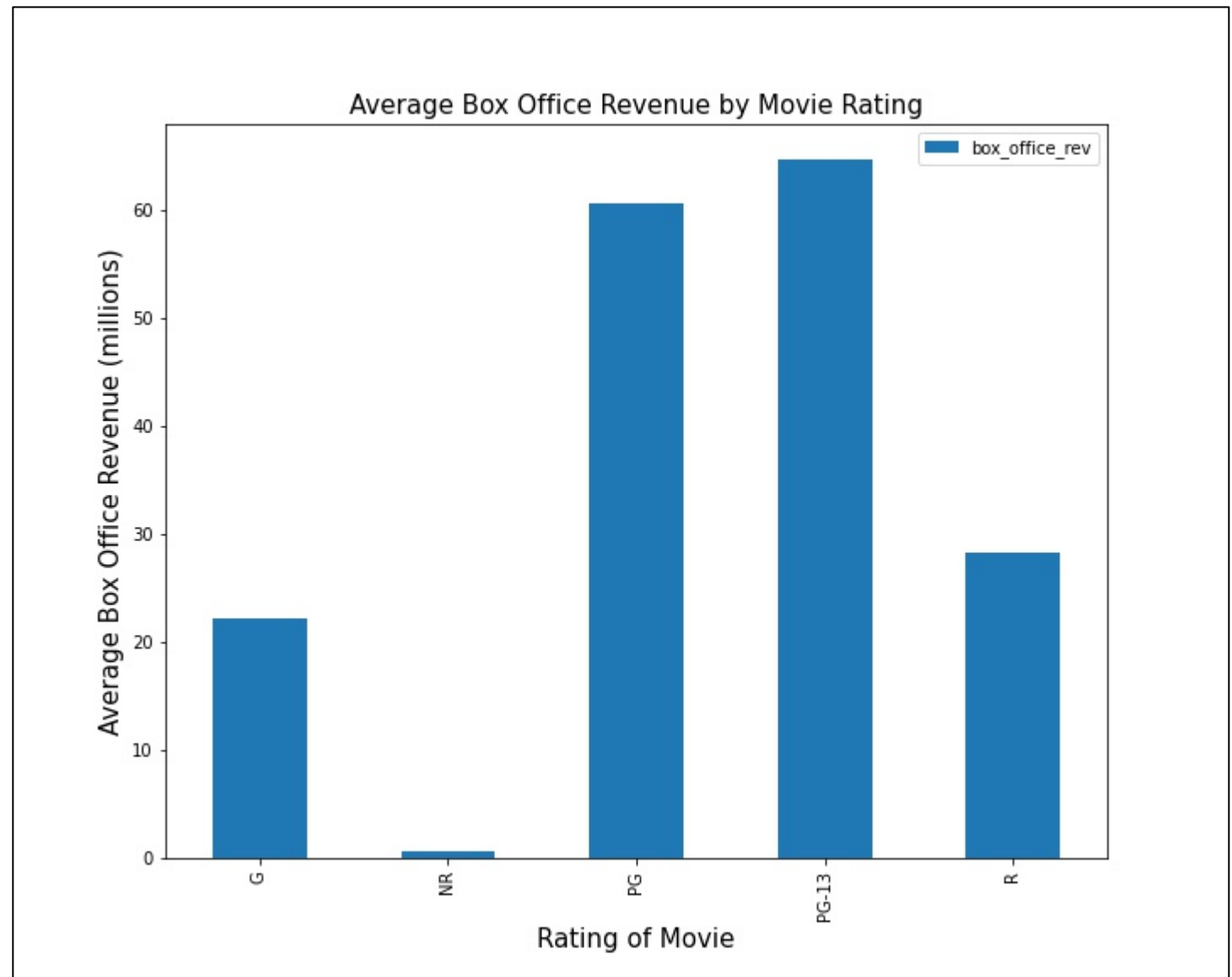
Highest Months for ROI:

June - highest potential for return on investment.

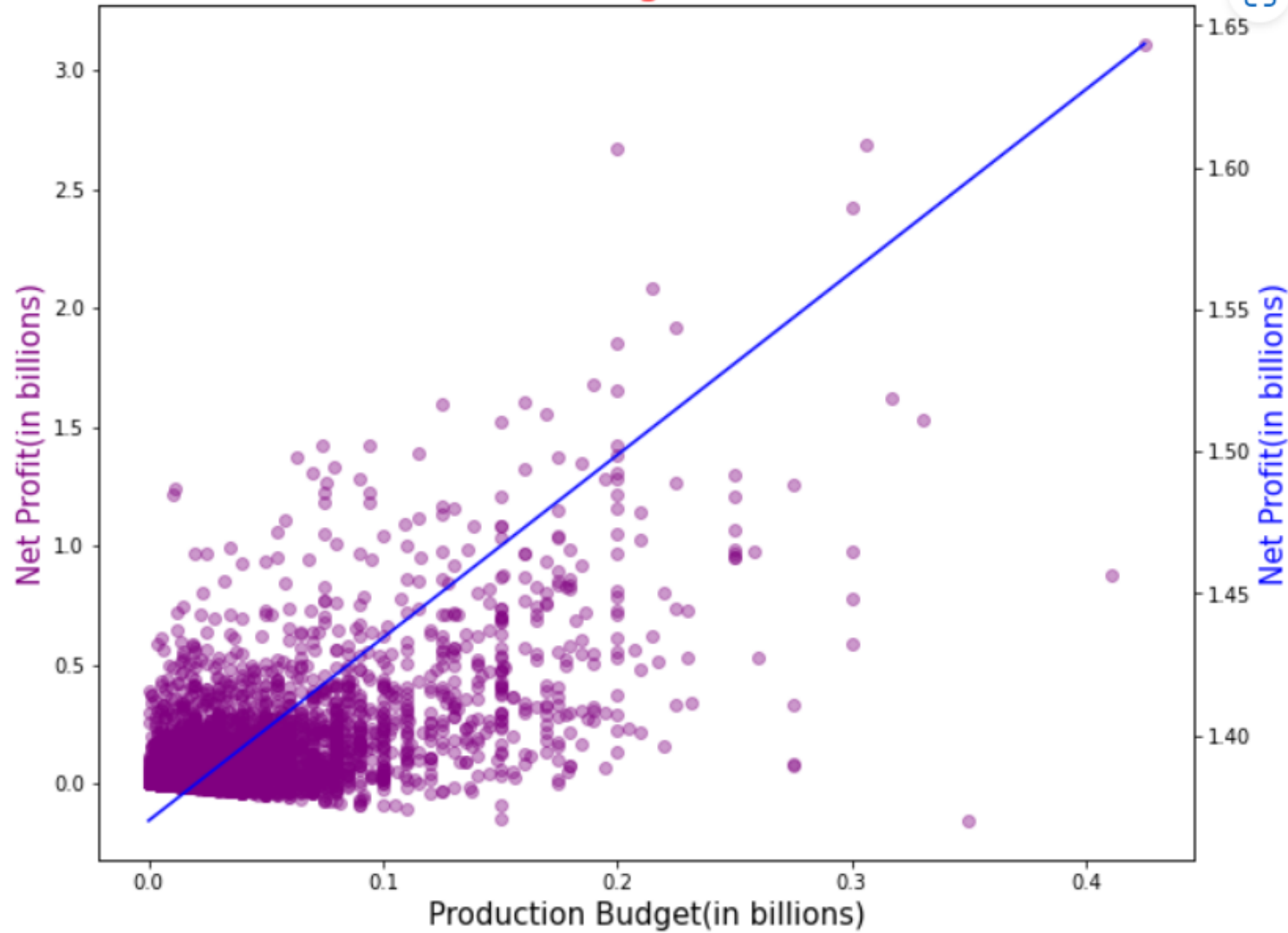
Likely because budgets for movies are not necessarily higher in the Summer, but the popularity is!



- The average revenue for ratings appears to favor PG and PG-13 films
- Rated R and G movies will by design exclude a subset of viewers for a population due to age.

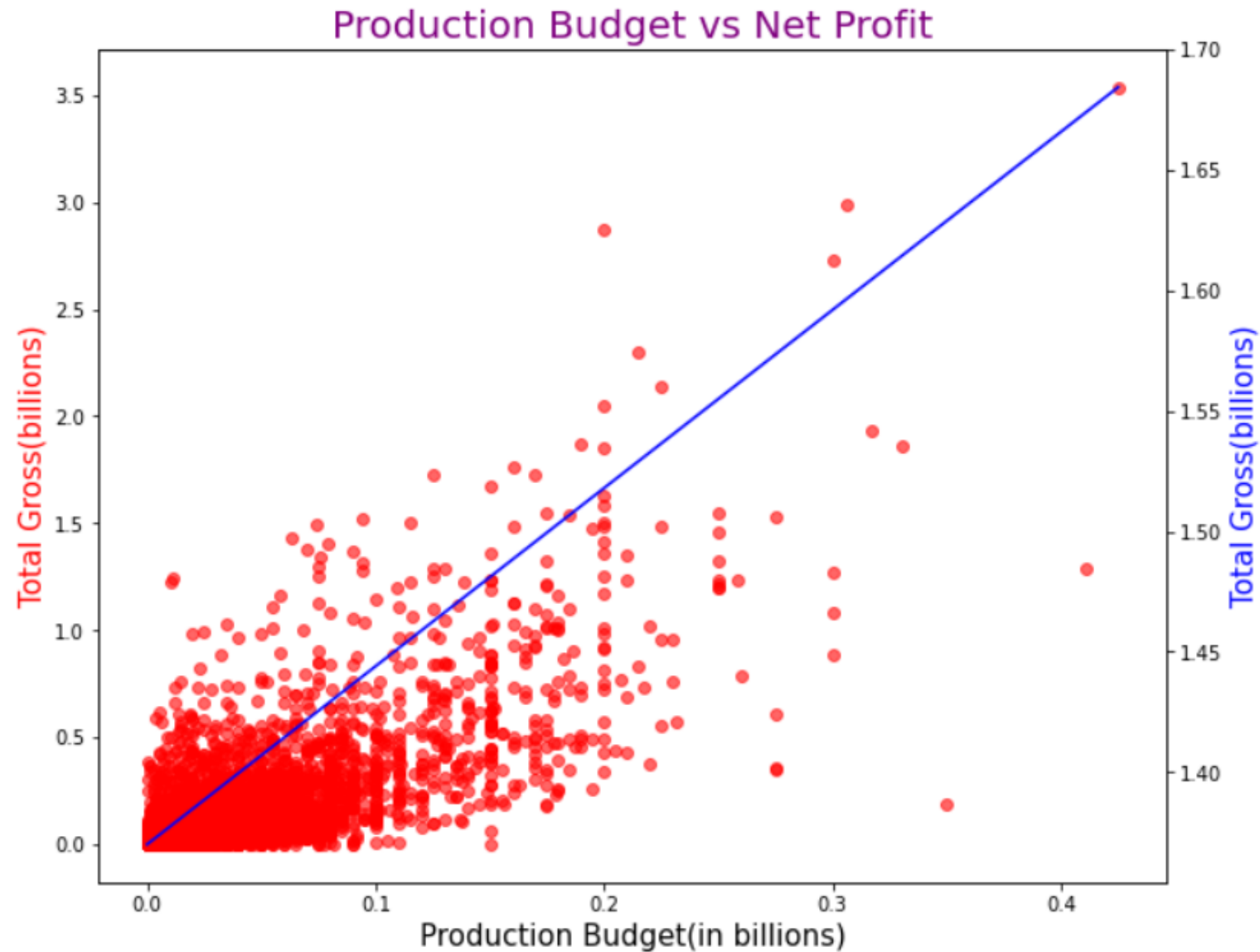


Production Budget vs Net Profit



The Correlation Coefficient is: 0.643579874967001. This is a sign that the budget has a positive, but weak correlation to profit of the film. With a weak correlation, it makes sense to try keeping the budget low as it is where the highest concentration of the data is.

The Correlation Coefficient is: 0.7399121495609374. This is a sign that the budget has a positive, but weak-medium correlation to gross revenue of the film. With a medium correlation, it makes sense to try keeping the budget low as it is where the highest concentration of the data is. The risk with a higher budget does appear to be too high as it grows.



Moving forward

Recommendations

#1: Keep the Budget low to manage risk.

#2: Release Movies during the Summer and the Holiday Season.

#3: Maximize these Genres:

- Action, Adventure
- Science-Fiction, Fantasy, Animation
- Musicals