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Term Project

What Makes a Successful Movie?

Overall, I thought my Exploratory Data Analysis on what makes a successful movie went fine. It was certainly good practice. I was able to create some good visuals, view some good variable characteristics, and find some good predictors of success, whether measured by rating or income. However, I certainly feel like I missed out on some things and my outcomes weren’t quite what I would have liked.

My first issue was the formatting of the variables. I would have liked to use Genre and Budget more in my analysis. Genre was difficult to use due to many entries being defined as several different genres. I was not able to use Budget due to the values being input as different currencies. It would have been a tall task to convert these all to one currency due to different conversion rates at different times. I feel budget might have been a great predictor because one would assume spending a lot on a movie would at least yields good box office returns.

Another issue with my analysis is I might have been better served to narrow the scope of year the films were released. When using income, you deal with inflation over the course of 100 years. If I would have only looked at movies in the last 10-20 years, I might have had a more even playing field that would have allowed for a better analysis. I also could have considered looking only at US films.

While this data set was exactly what I was looking for content wise, I maybe should have found a better data set when it came to variable formatting. If I were to do this analysis again, I would try to find more variables and categorical variables with fewer options. I think these might have helped find more accurate and significant predictors to a movie’s success.