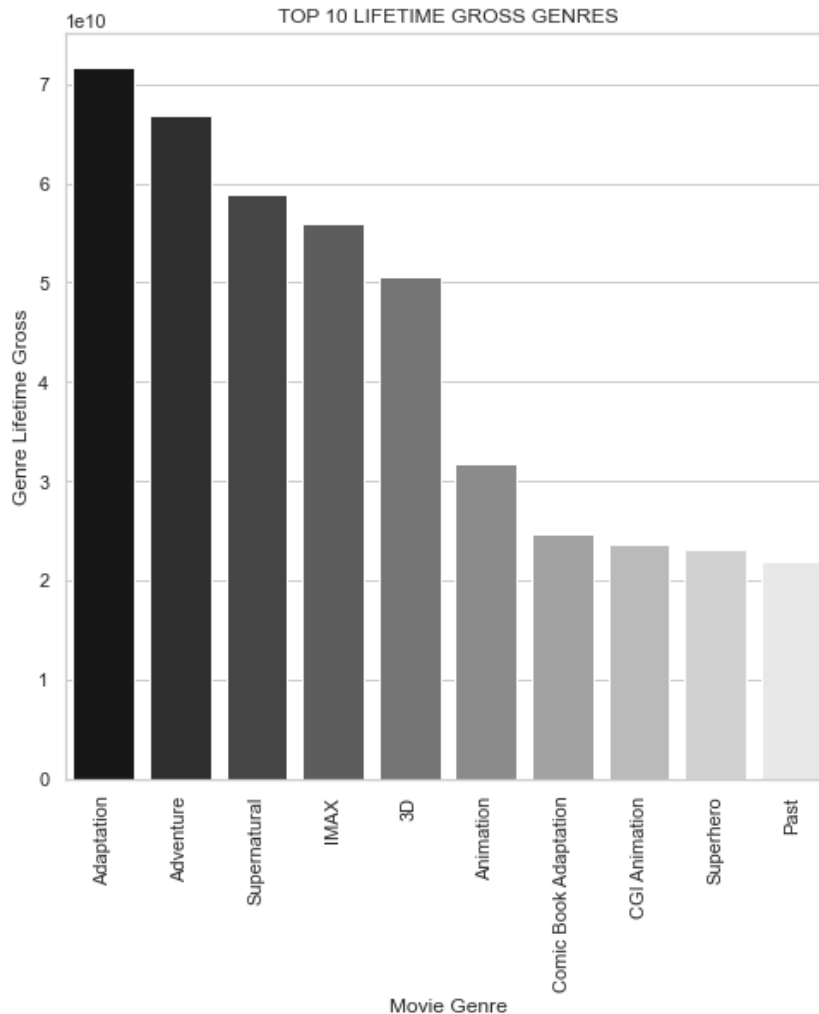


Box Office Success- Initial Analysis

By utilizing the large box office database that are available online, we are able to see connections and trends that make a movie successful. The database that is used in this project is from boxofficemojo.com, which contains information on the highest grossing films of all-time, as well as specific details of each film such as, cast, directors, budget, opening success (gross), and MPAA rating.

The goal for our client is to suggest which types of movie to invest in in the future that are most likely to produce a hit at the box office. We will look into each of these details and see how correlated, if at all, they are with the most successful movies. Once we are able to see the attributes of each movie that are indeed correlated, we can also test our linear regression model to see which attributes have a larger impact on the correlation versus others.

The initial hypothesis of this project was to see if there was an overall difference in movie success according to genre.



The data pulled above shows a significant increase in movie lifetime gross for movies that were either in 3D, IMAX, Supernatural, Adventure, or Adaptation genres according to BoxOfficeMojo as just one of the characteristics that can have an influence on the success of a movie.

Moving Forward:

Utilizing BeautifulSoup for web scraping, I am currently in the process of organizing ten features that may also have an influence on movie success: Genre (specifically the top 5 noted above), Domestic Lifetime Gross, International Gross, MPAA Rating, Running Time, Duration, Year Released, Month Released, Domestic Distributor, and Domestic opening success.

The graph below shows a snippet of the initial data frame of the top 1000 (top 10 showing in the snippet) all time highest grossing films, and the characteristics that will be measured for the project.

	Title	Link	Lifetime Gross- Domestic	Year	Running Time	Genres	Rating	Domestic Opening Gross	Budget	Domestic Distributor	Earliest Release Date
Rank											
1	Star Wars: Episode VII - The Force Awakens	https://www.boxofficemojo.com/title/tt2488496/...	936662225	2015	2 hr 18 min	Action\n\nAdventure\n\n...	PG-13	\$247,966,675	\$245,000,000	Walt Disney Studios Motion PicturesSee full co...	December 16, 2015\n\n(APAC, EMEA)
2	Avengers: Endgame	https://www.boxofficemojo.com/title/tt4154796/...	858373000	2019	3 hr 1 min	Action\n\nAdventure\n\n...	PG-13	\$357,115,007	\$356,000,000	Walt Disney Studios Motion PicturesSee full co...	April 24, 2019\n\n(21 markets)
3	Avatar	https://www.boxofficemojo.com/title/tt0499549/...	760507625	2009	2 hr 42 min	Action\n\nAdventure\n\n...	PG-13	\$77,025,481	\$237,000,000	Twentieth Century FoxSee full company informat...	December 16, 2009\n\n(LATAM, EMEA)
4	Black Panther	https://www.boxofficemojo.com/title/tt1825683/...	700426566	2018	2 hr 14 min	Action\n\nAdventure\n\n...	PG-13	\$202,003,951	0	Walt Disney Studios Motion PicturesSee full co...	February 13, 2018\n\n(EMEA, APAC)
5	Avengers: Infinity War	https://www.boxofficemojo.com/title/tt4154756/...	678815482	2018	2 hr 29 min	Action\n\nAdventure\n\n...	PG-13	\$257,698,183	0	Walt Disney Studios Motion PicturesSee full co...	April 25, 2018\n\n(EMEA, APAC)
6	Titanic	https://www.boxofficemojo.com/title/tt0120338/...	659363944	1997	3 hr 14 min	Drama\n\nRomance	PG-13	\$28,638,131	\$200,000,000	Paramount PicturesSee full company information...	December 19, 1997\n\n(Domestic)
7	Jurassic World	https://www.boxofficemojo.com/title/tt0369610/...	652385625	2015	2 hr 4 min	Action\n\nAdventure\n\n...	PG-13	\$208,806,270	\$150,000,000	Universal PicturesSee full company information...	June 10, 2015\n\n(9 markets)
8	The Avengers	https://www.boxofficemojo.com/title/tt0848228/...	623357910	2012	2 hr 23 min	Action\n\nAdventure\n\n...	PG-13	\$207,438,708	\$220,000,000	Walt Disney Studios Motion PicturesSee full co...	April 25, 2012\n\n(APAC, EMEA)
9	Star Wars: Episode VIII - The Last Jedi	https://www.boxofficemojo.com/title/tt2527336/...	620181382	2017	2 hr 32 min	Action\n\nAdventure\n\n...	PG-13	\$220,009,584	\$317,000,000	Walt Disney Studios Motion PicturesSee full co...	December 13, 2017\n\n(EMEA, APAC)
10	Incredibles 2	https://www.boxofficemojo.com/title/tt3606756/...	608581744	2018	1 hr 58 min	Action\n\nAdventure\n\n...	PG	\$182,687,905	0	Walt Disney Studios Motion PicturesSee full co...	June 14, 2018\n\n(16 markets)