

Microsoft: A Movie Analysis

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Summary

This project analyses the types of films that have achieved box office success from 2009 to 2019. Success was determined predominately by ROI and global profit, however audience ratings were also taken into consideration.

Descriptive analysis found that:

- Productions with higher budgets yielded higher ROI and global profit
 - The best months to release a film were July and November
- Animation, Adventure, Fantasy and Family genres were the most profitable
- An increase in runtime corresponded with an increase in audience ratings, however audience ratings did not correlate with profitability

Outline

- 01** Business Problem
- 02** Data
- 03** Methods
- 04** Results
- 05** Conclusion: Actionable Insights

The Business Problem

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graph TD; A[The Business Problem] --> B[What is the relationship between production budget and profitability?]; A --> C[Is there a relationship between runtimes and average ratings?]; A --> D[Are certain genres more profitable than others?]; A --> E[Is there a relationship between the average rating of a movie and profitability?]; A --> F[Does release month influence ROI?];
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What is the relationship between production budget and profitability?

Is there a relationship between runtimes and average ratings?

Are certain genres more profitable than others?

Is there a relationship between the average rating of a movie and profitability?

Does **release** month influence ROI?

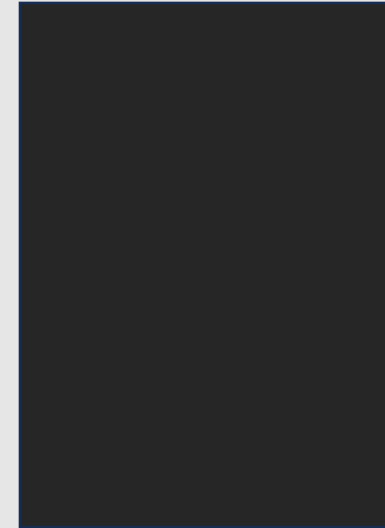
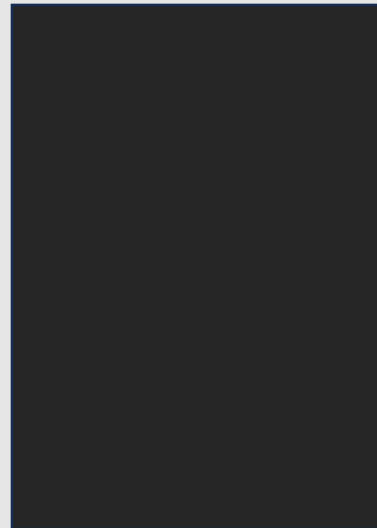
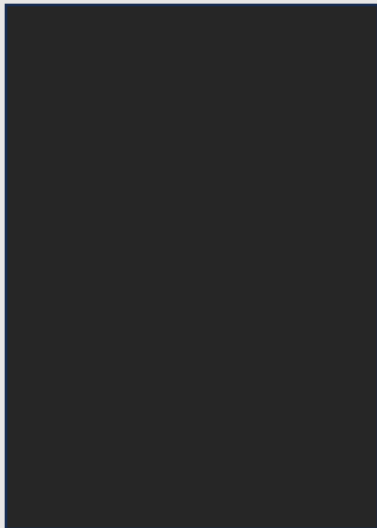
The Data



THE NUMBERS

THE
MOVIE
DB

IMDb



Methods

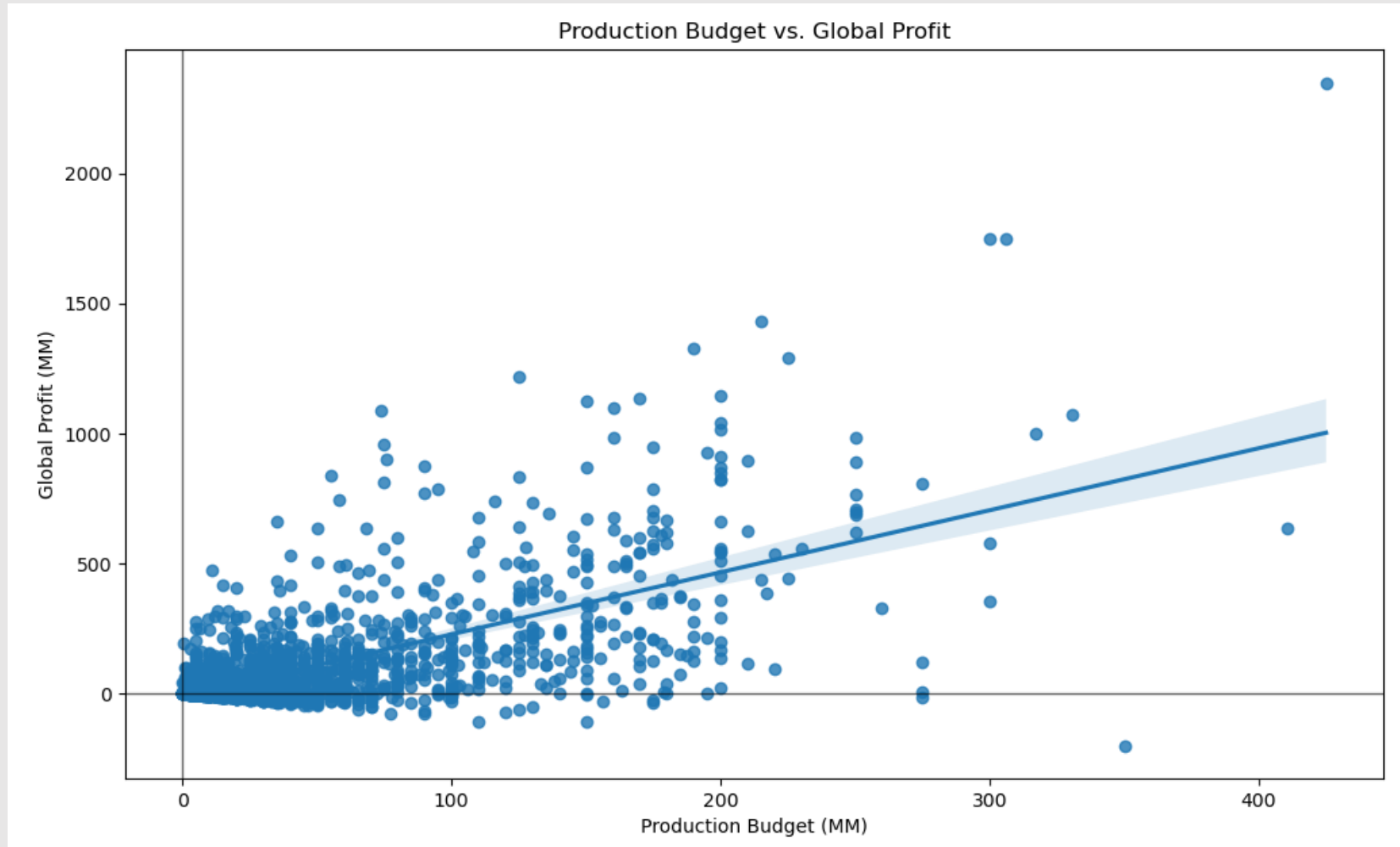
Movie success determined by
ROI within the context of
global profit

Production Budget
categorised into low-budget,
mid-level and high end

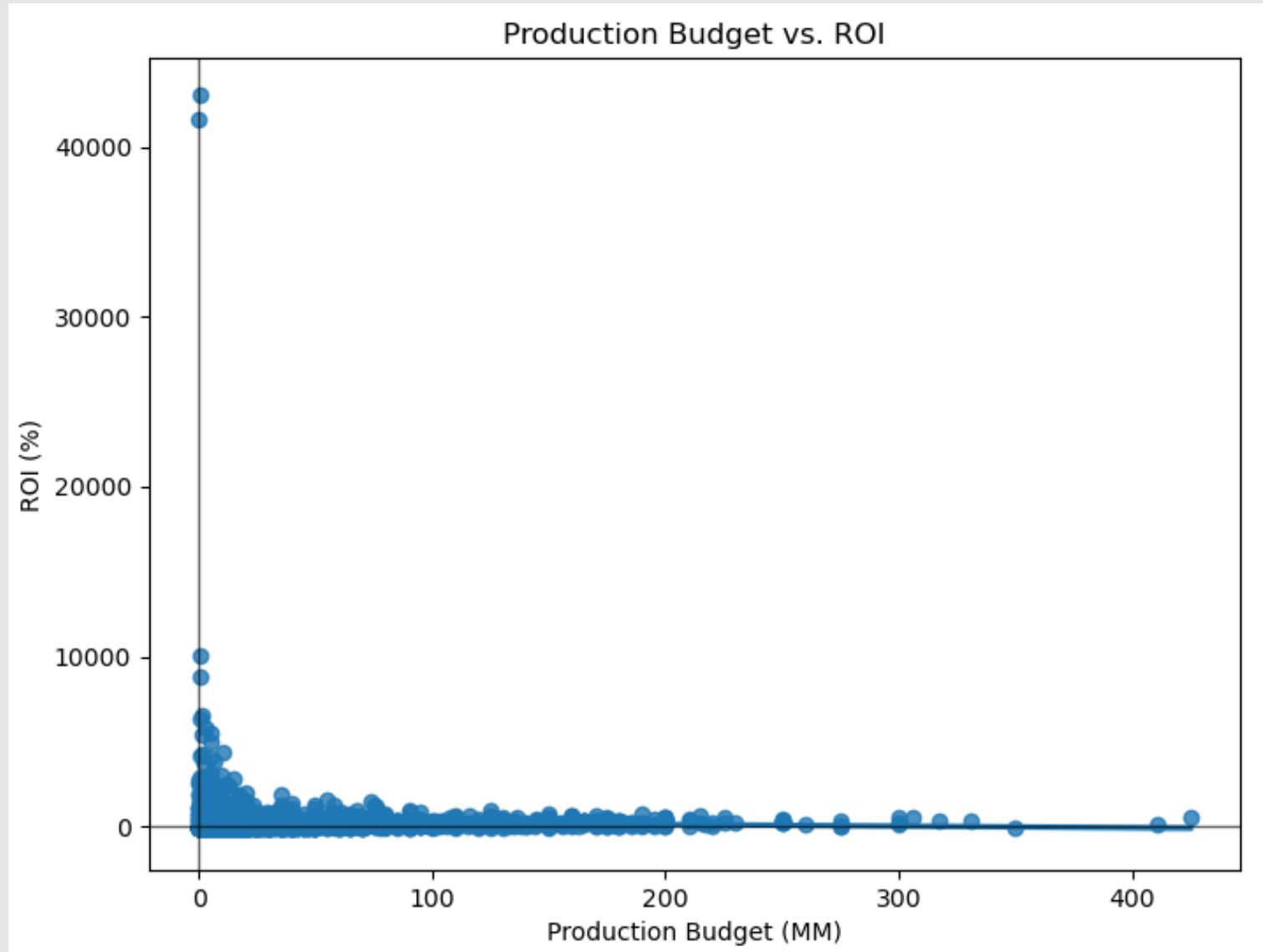
Focus on movies released
between 2009 and 2019 with
English as the original
language

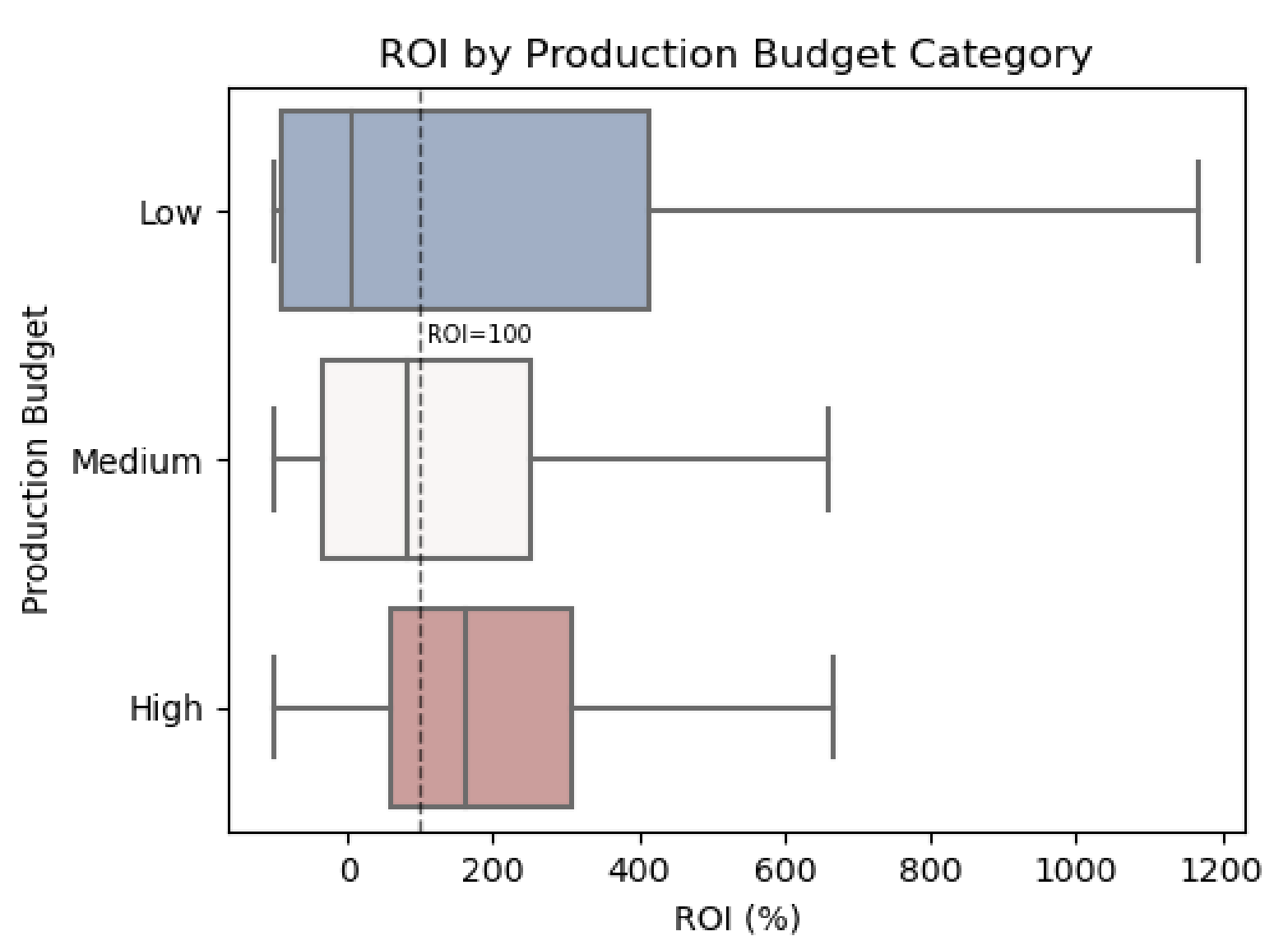
Results

$r=0.68$

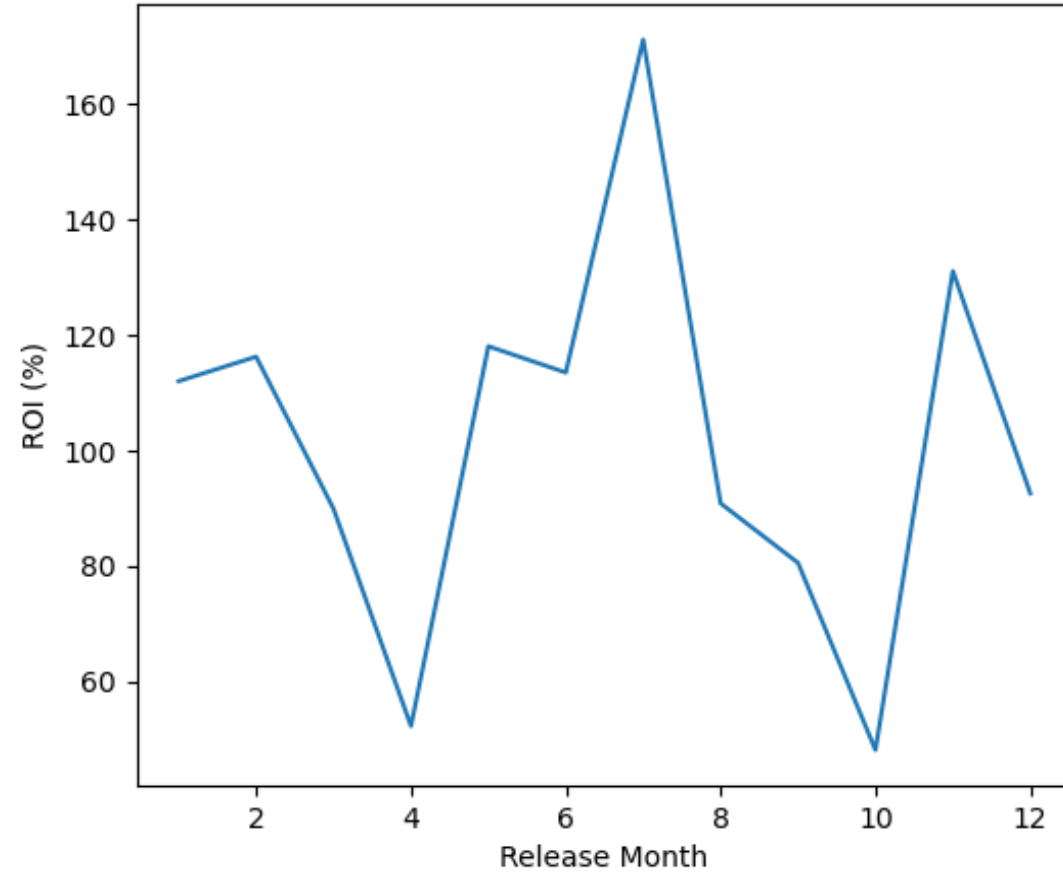


$r=-0.04$

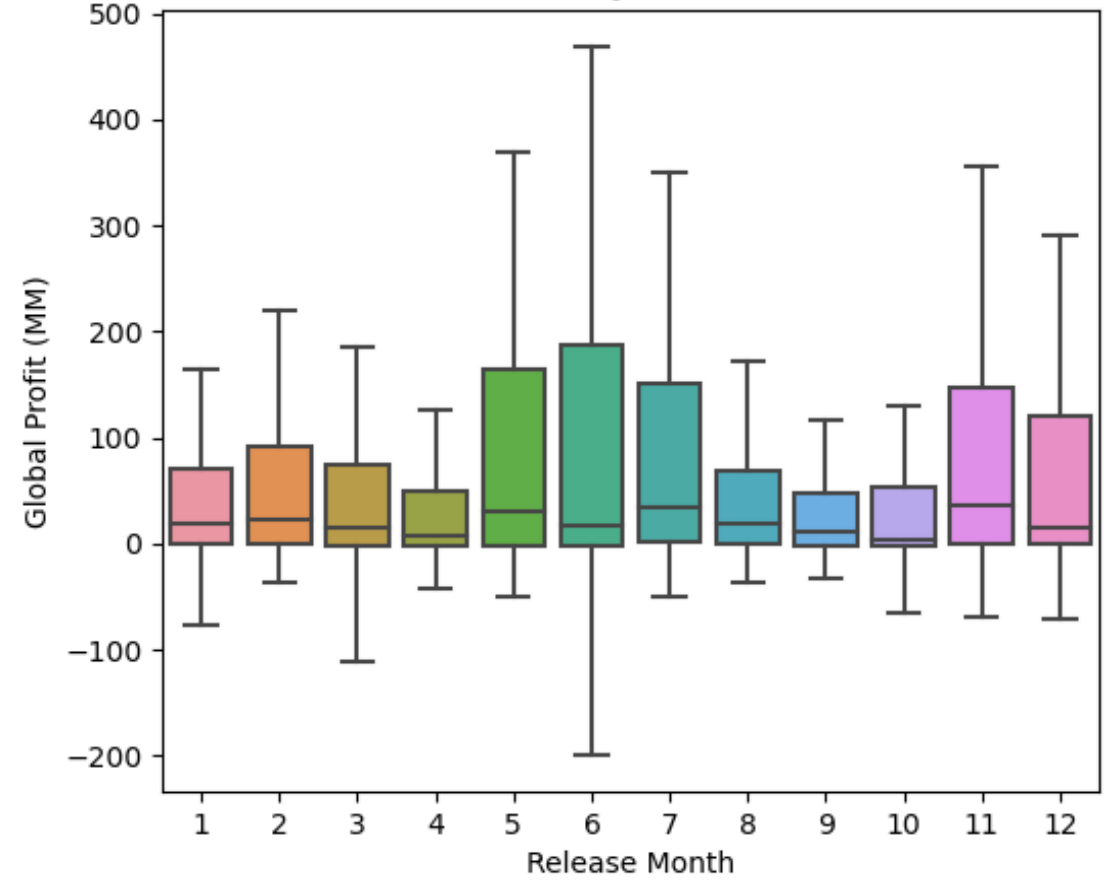




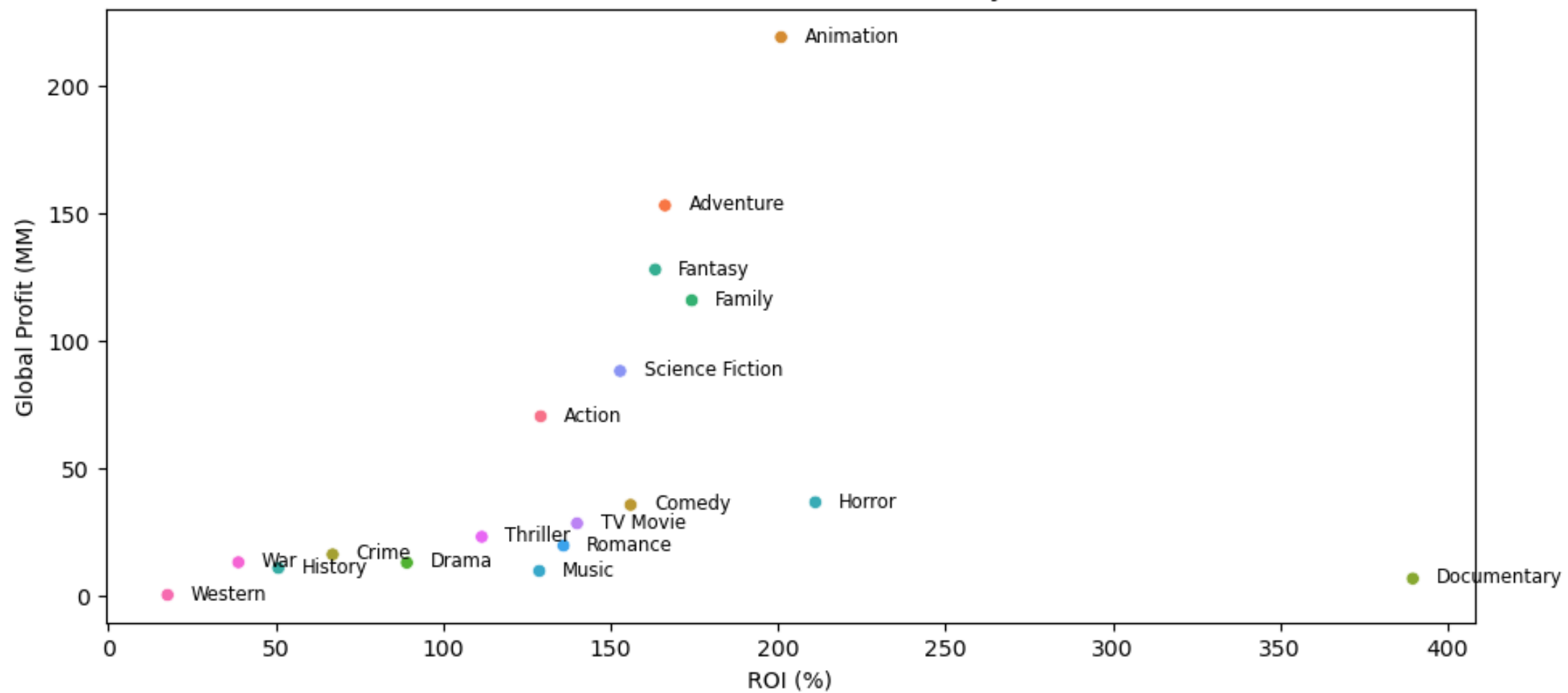
ROI Median by Release Month



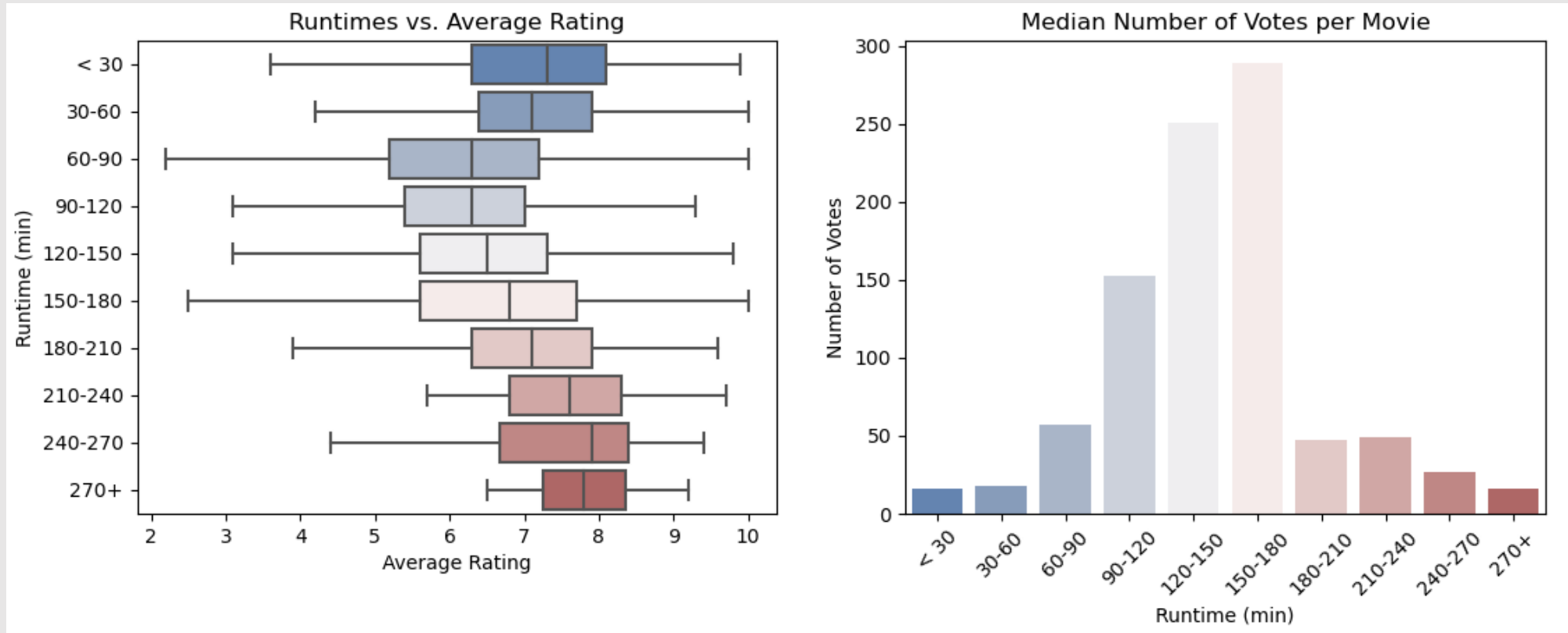
Global Profit by Release Month



ROI Median vs. Global Profit Median by Genre



However, I found no correlation between vote average and ROI or global profit.



Actionable Insights



Thank you



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