

FLATIRON SCHOOL



# BOX OFFICE INVESTMENT ANALYSIS

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# Summary

## Insights:

- Documentary, News, Biography, Music, and History are the highest rated movie genres.
- Worldwide releases are crucial to our bottom line.
- Shorts that are <30min and movies between 2-3hrs in length see biggest returns





# Outline:

## Today's Presentation:

- Business Problem
- Data Overview
- Analysis
- Results
- Recommendations
- Future Analysis

# **Business Problem**

**New Movie Company needs ideas for content;  
what is most successful at the Box Office?**

# Data Overview

Examining data from:

- IMDB (user ratings and movie genres)
- The Numbers (runtime information)
- Rotten Tomatoes (movie budgets, gross)

# Analysis

- Which genres are the highest rated?
- How important is a worldwide release for revenue compared to only domestic?
- Is there a relationship between movie length and revenue?



# RESULTS

1

**Top Rated Genres:**  
Documentary, News,  
Biography, Music,  
History

2

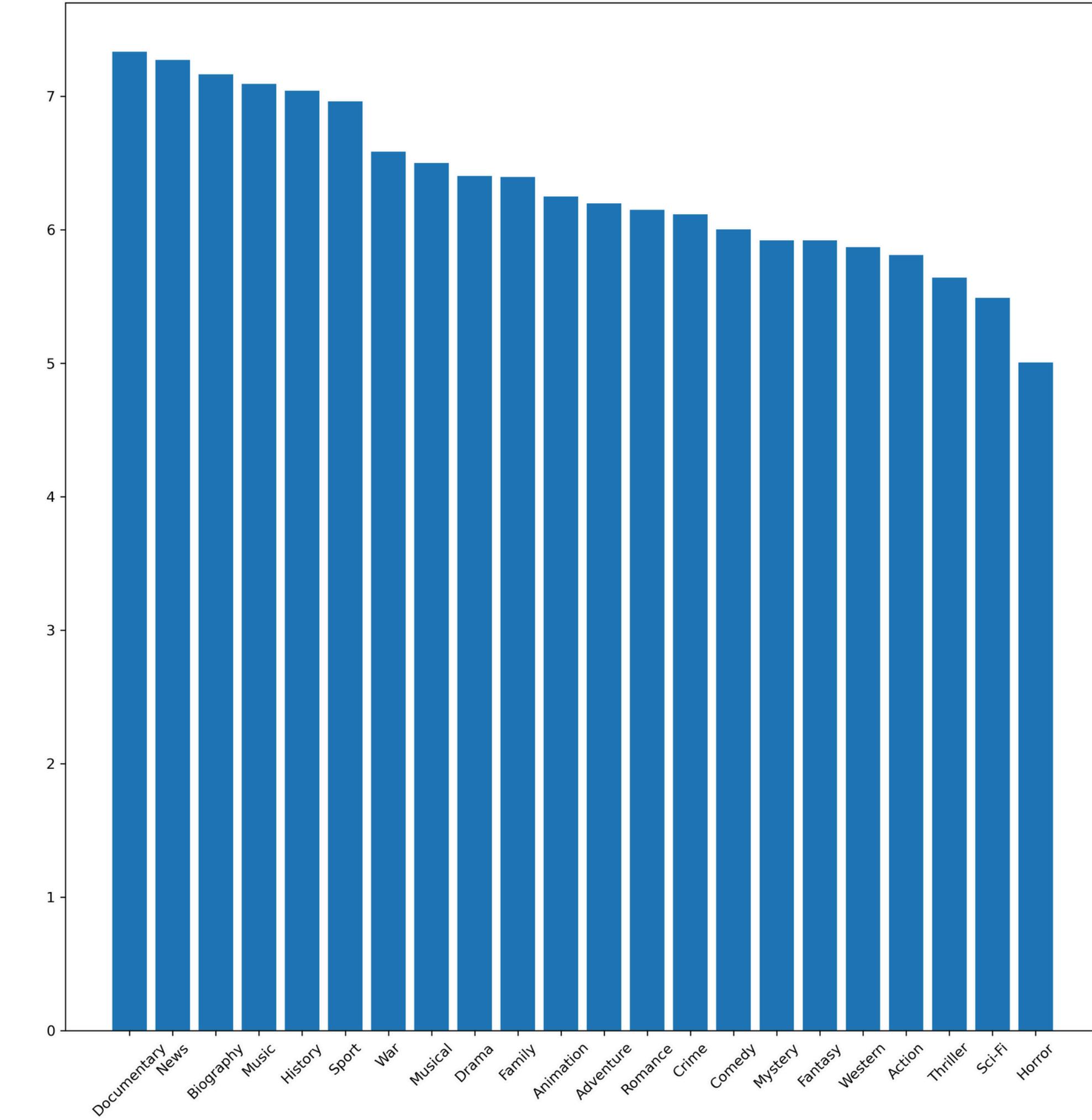
Movies that release  
worldwide earn \$50MM  
more profit on average

3

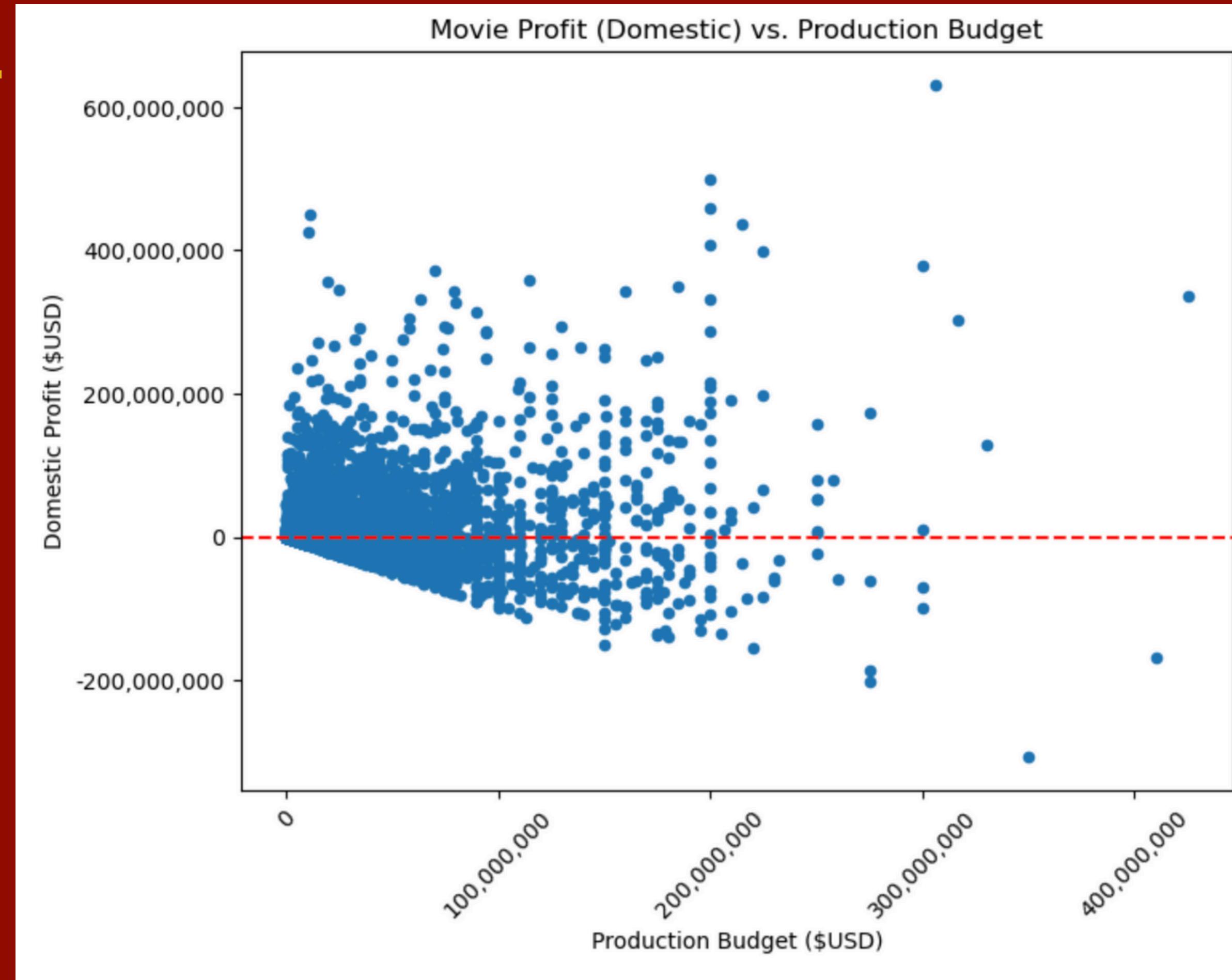
Shorts and movies  
2-3hrs long see biggest  
returns

# TOP GENRES

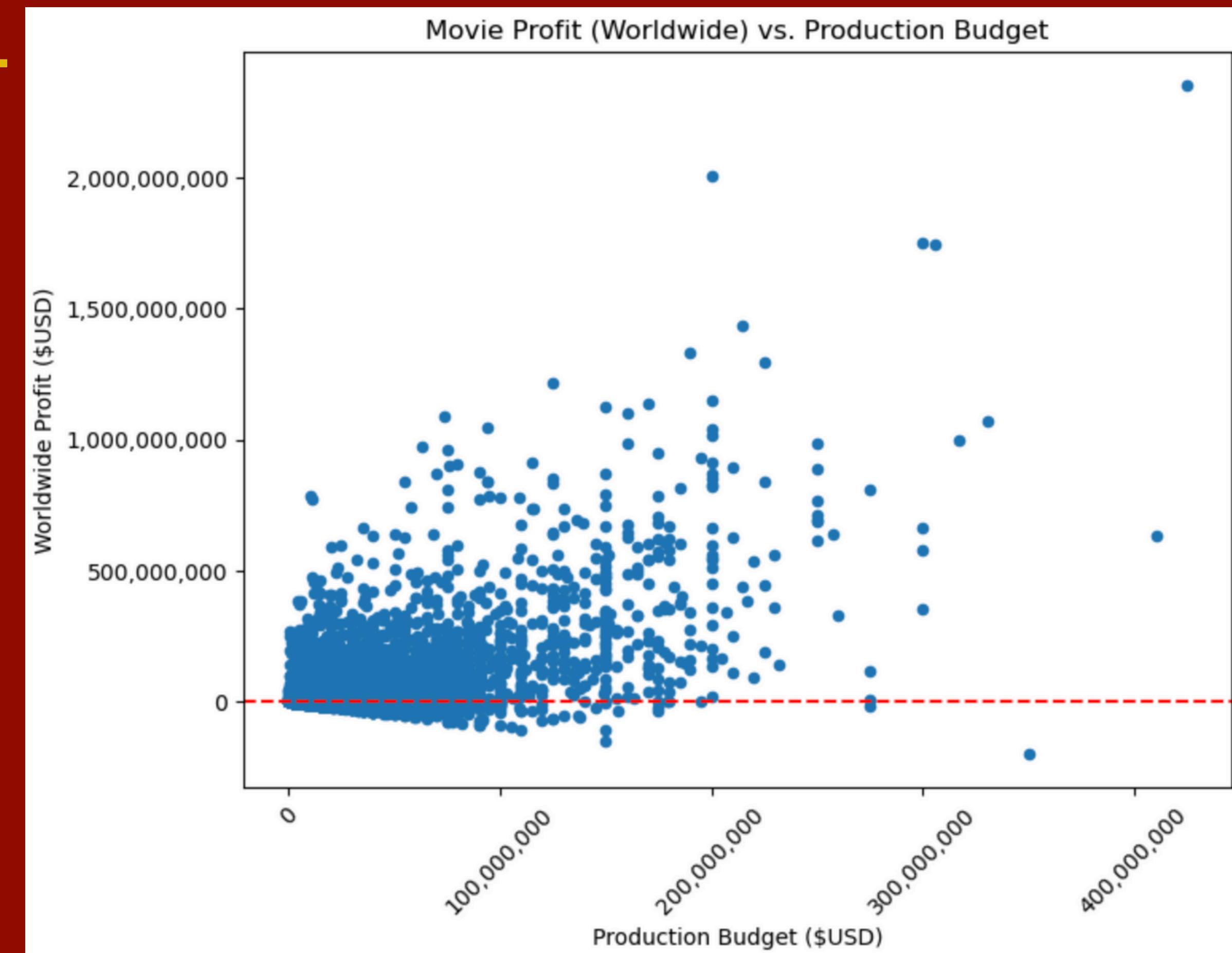
Top Genres by Average Rating



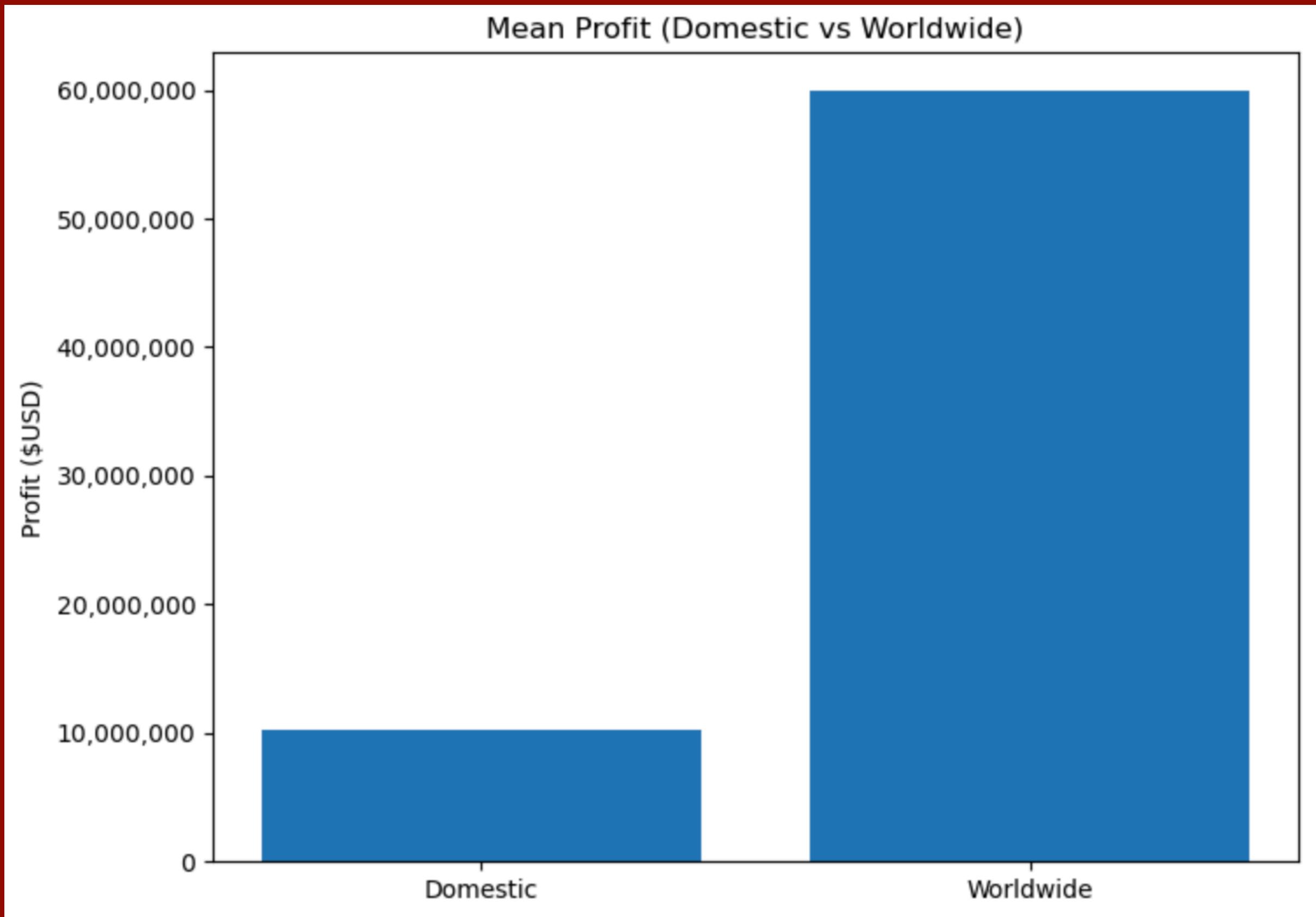
# RELEASE PROFIT (DOMESTIC)



# RELEASE PROFIT (WORLDWIDE)

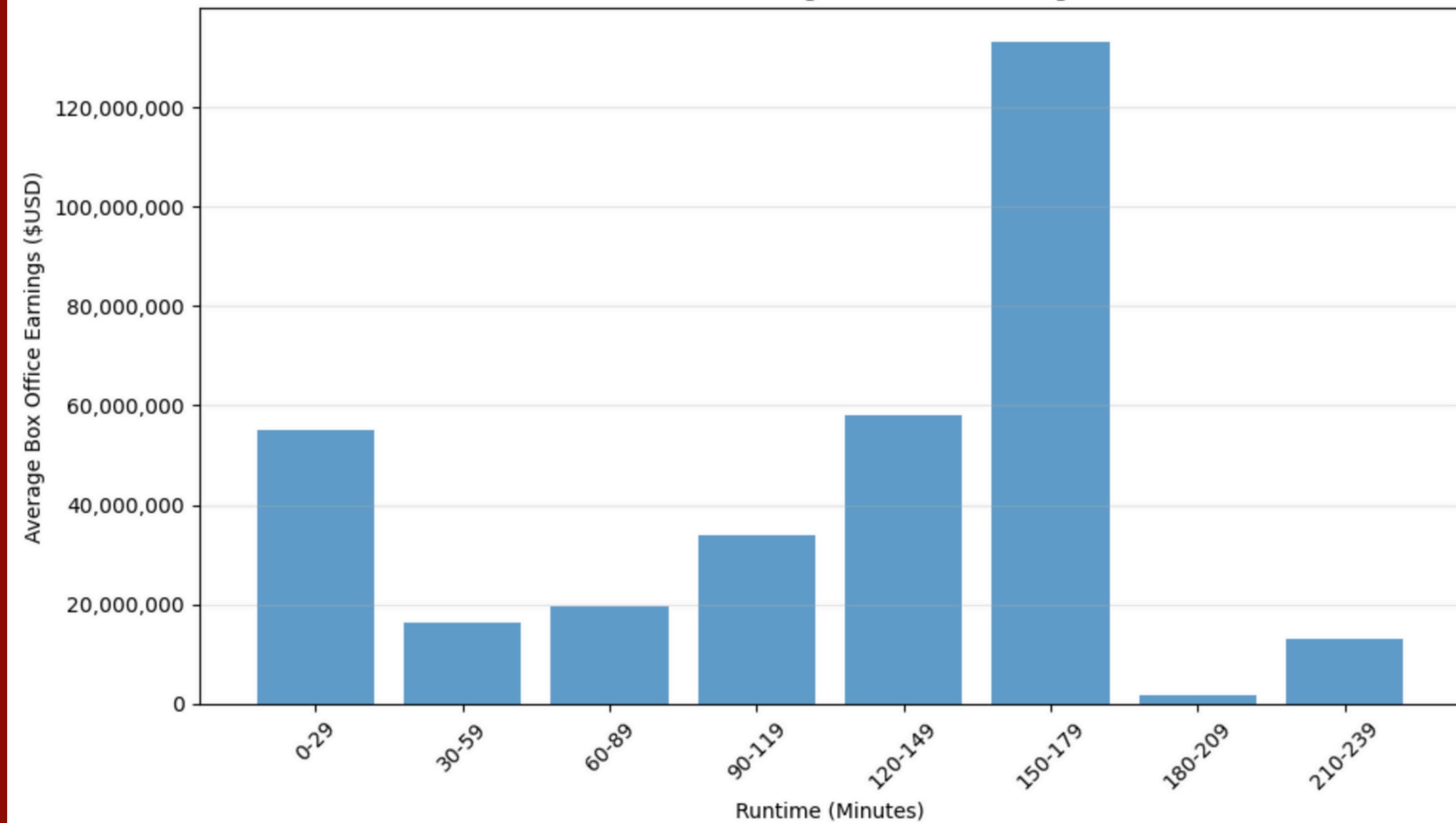


# MEAN PROFITS



# RUNTIME

Runtime vs. Average Box Office Earnings



# Recommendations

- Create content in the top genres
- Always aim for worldwide releases
- Highest Box Office performers are  
shorts <30min and movies 2-3hrs long

# Future Analysis

- Do movie ratings actually have an influence on profit?
- Look at movies before 2010 to look for trends in popularity, gain more concrete insight



# Thank you!

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