



Let's Go to
the Movies!

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Current Questions

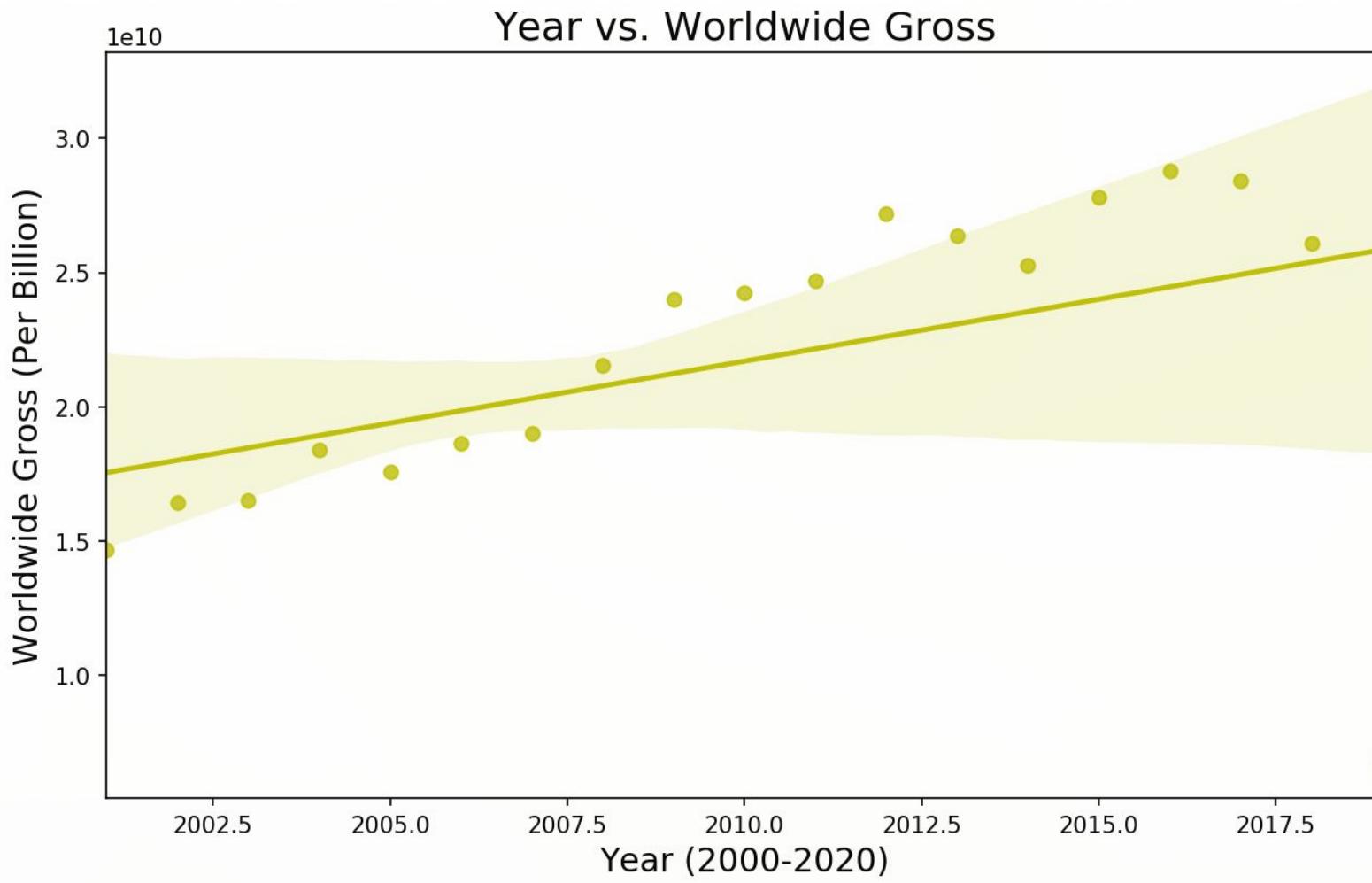
Is it worth going in to the movie industry right now?

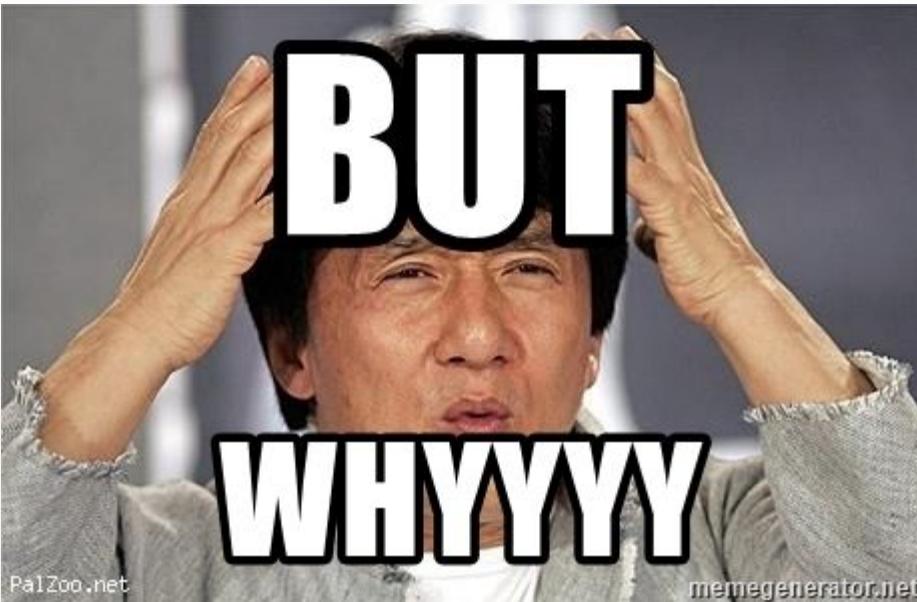
Is there a correlation between production budget
and gross, total gross, and worldwide gross?

Which season has the highest average
gross?

Does length of movie runtime
affect average gross?

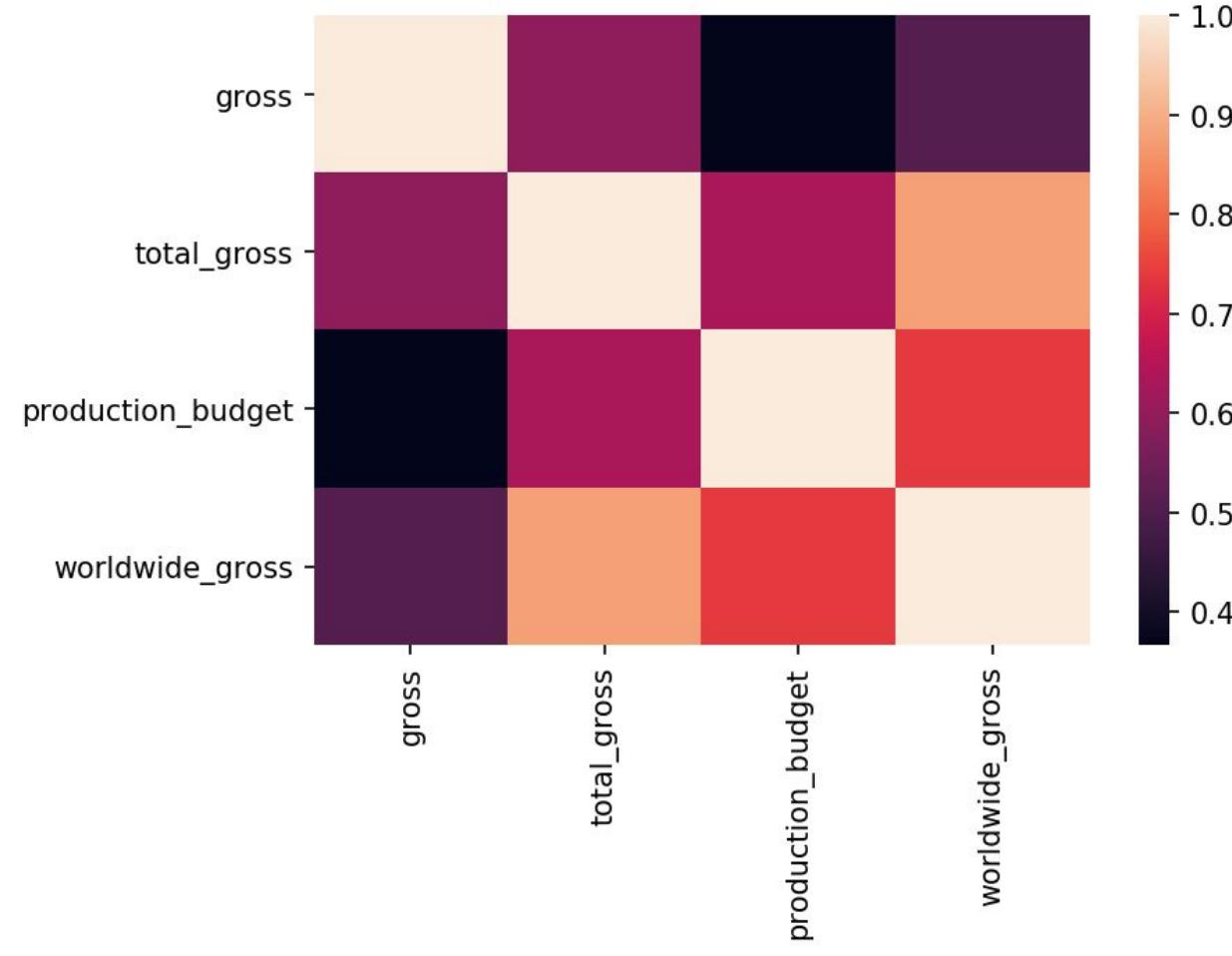
Does number of genres
affect average
gross?

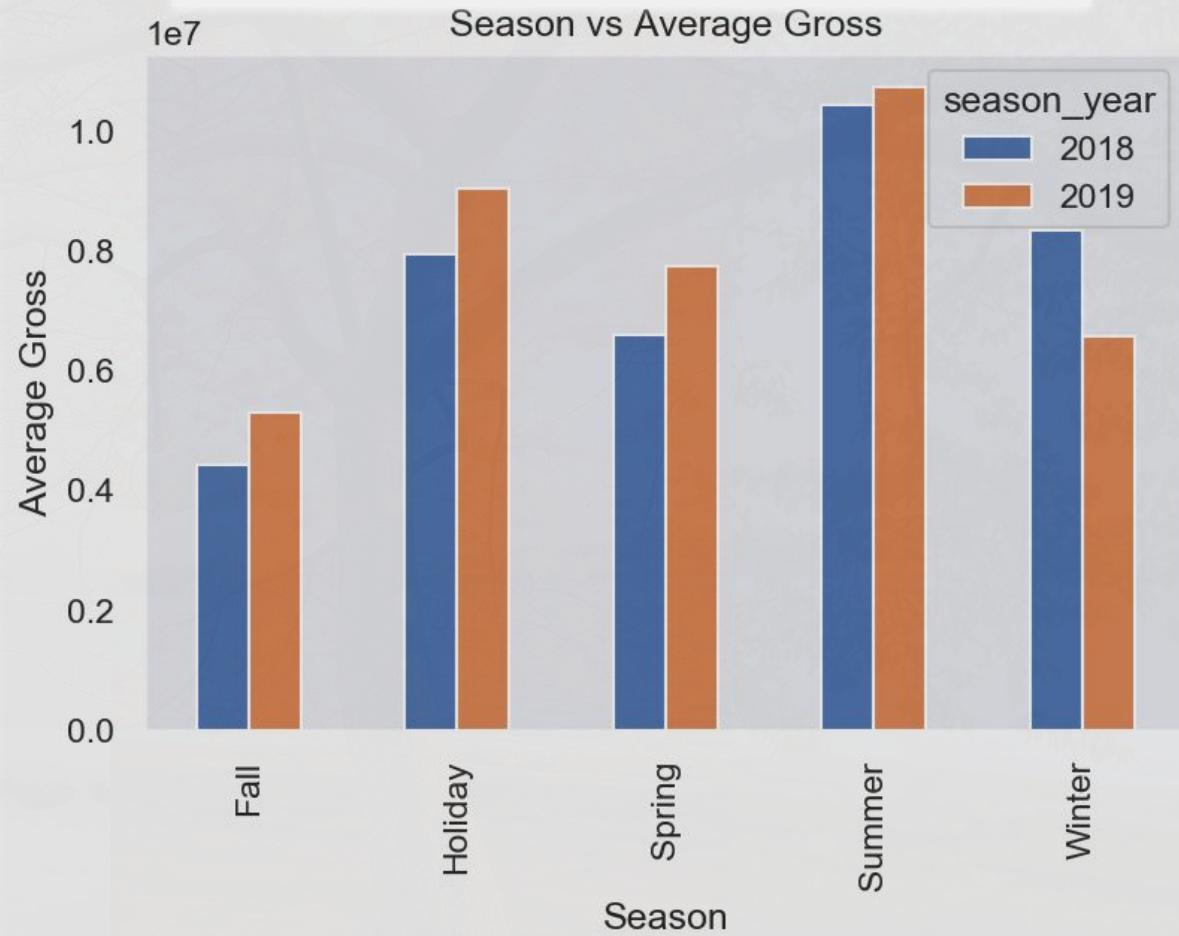




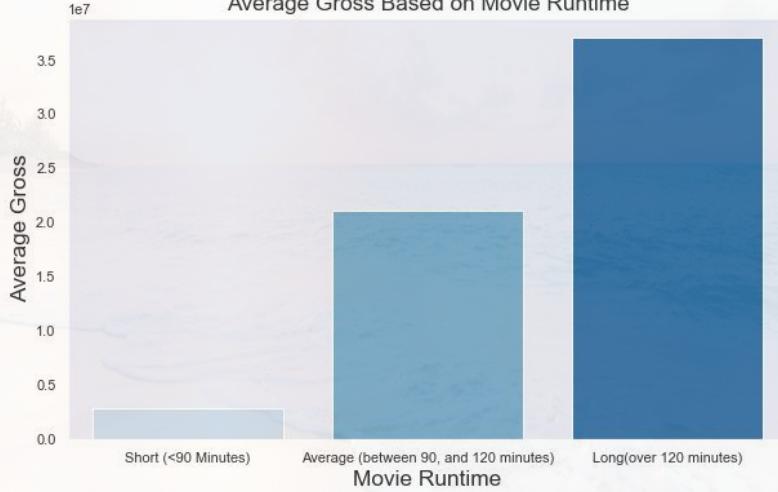
Well we do not know why, but this is why we should examine what factors influence how much a movie makes!

Correlation Between Budget and Gross

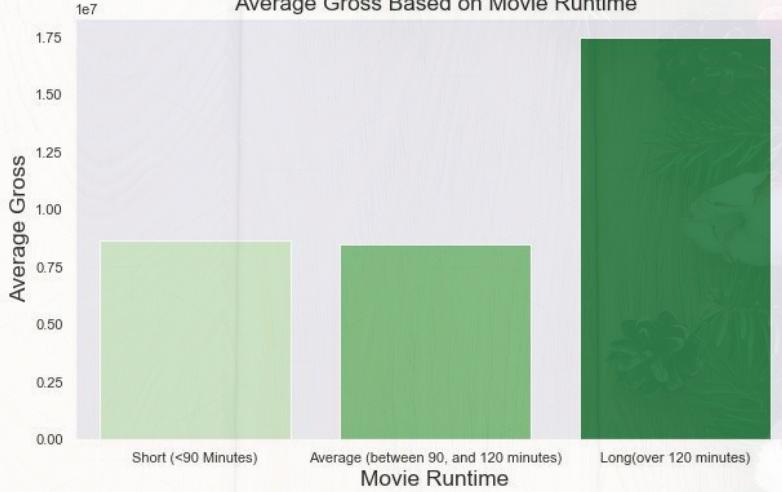


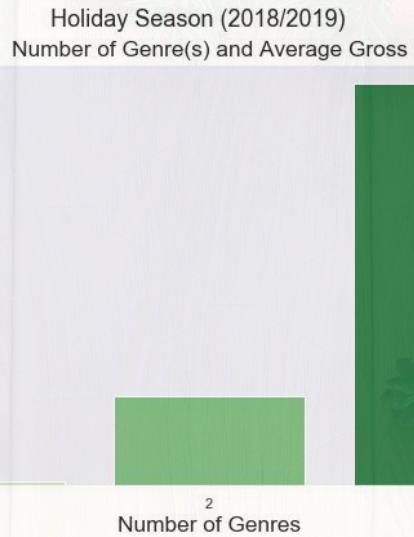
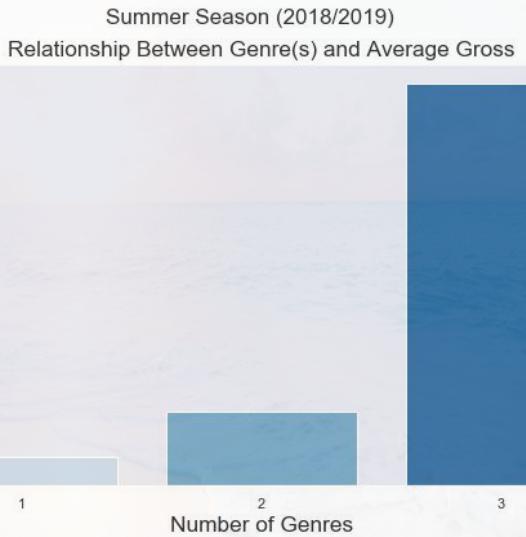


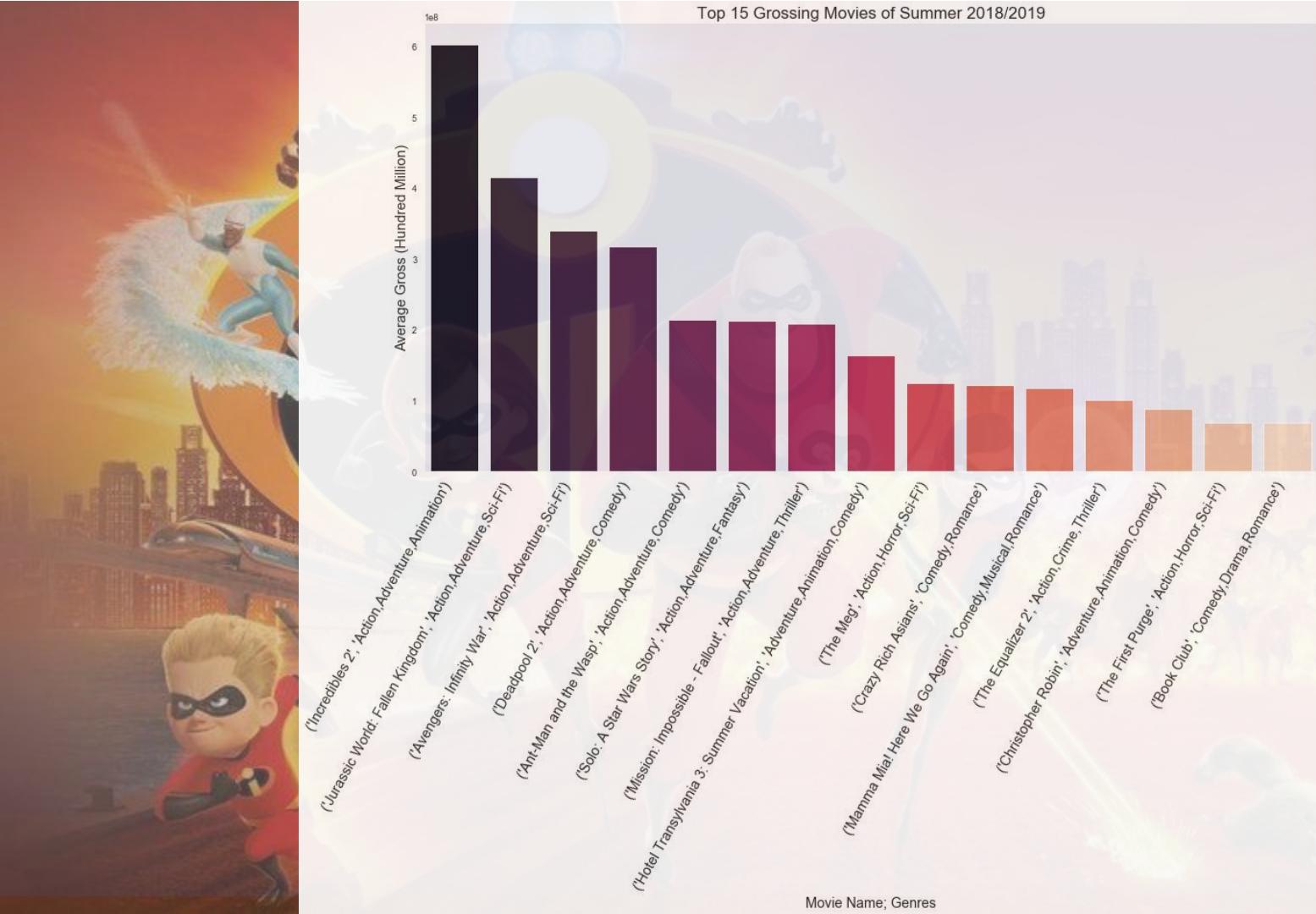
Summer Season (2018/2019)
Average Gross Based on Movie Runtime



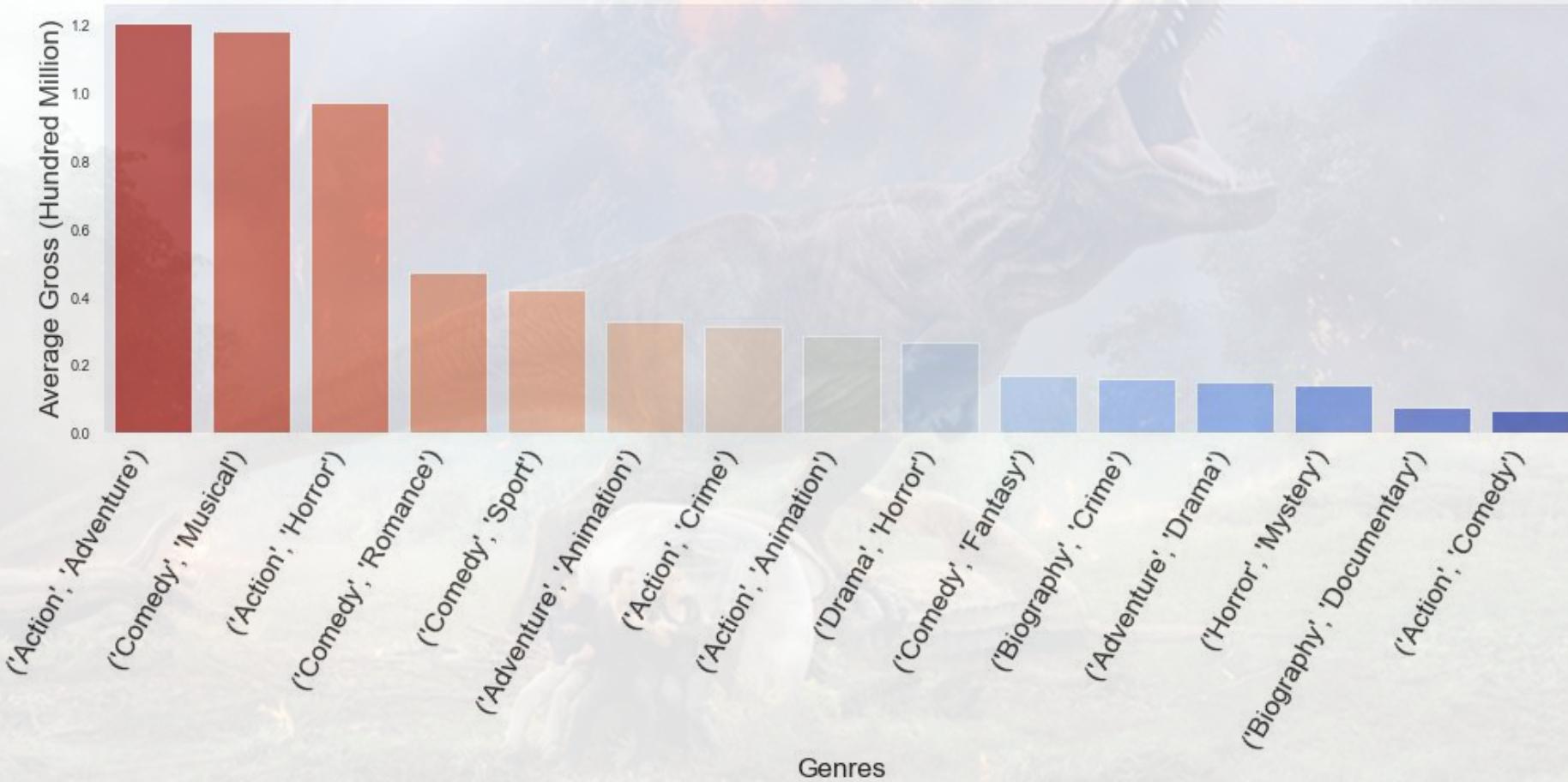
Holiday Season (2018/2019)
Average Gross Based on Movie Runtime



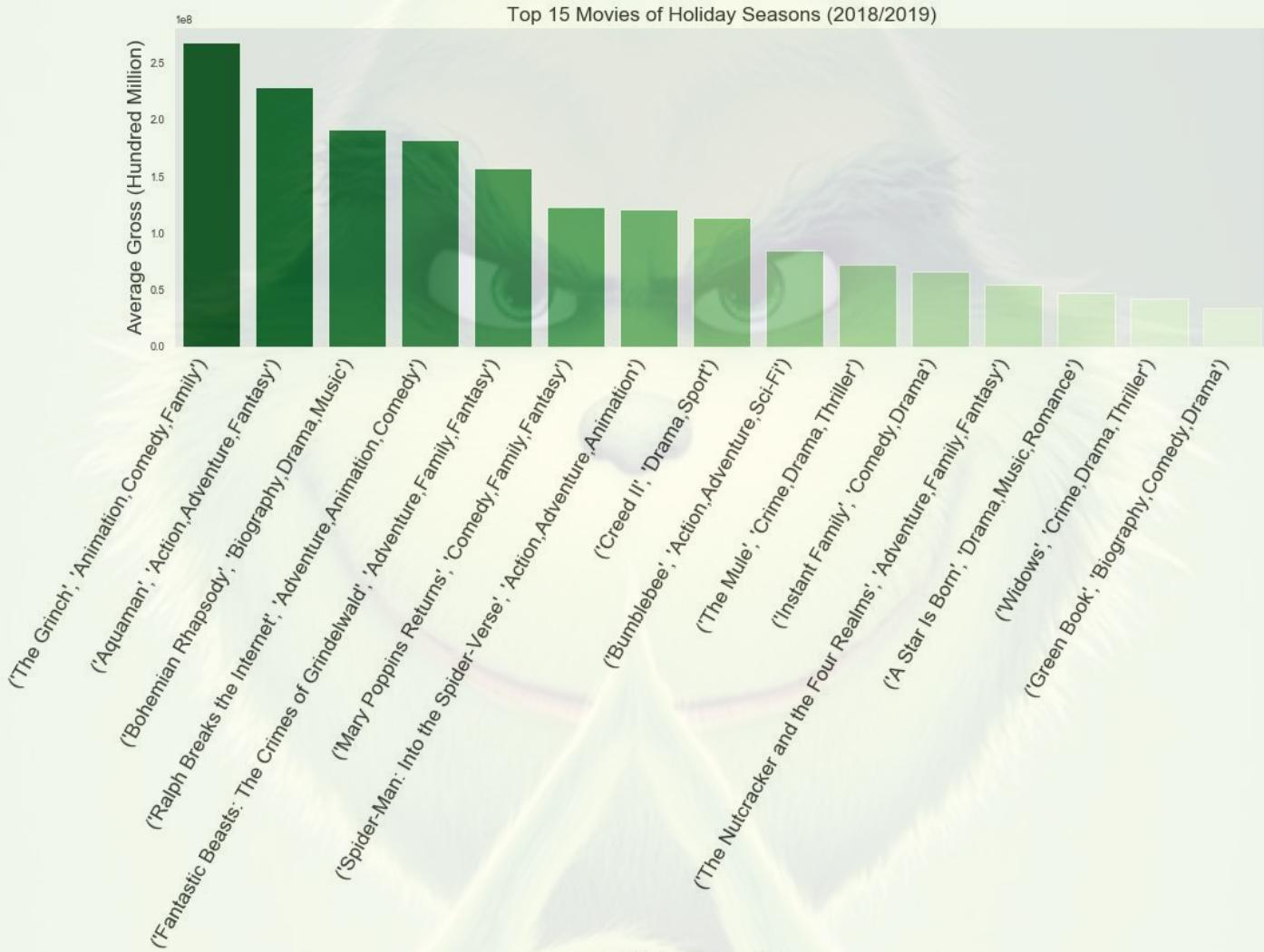




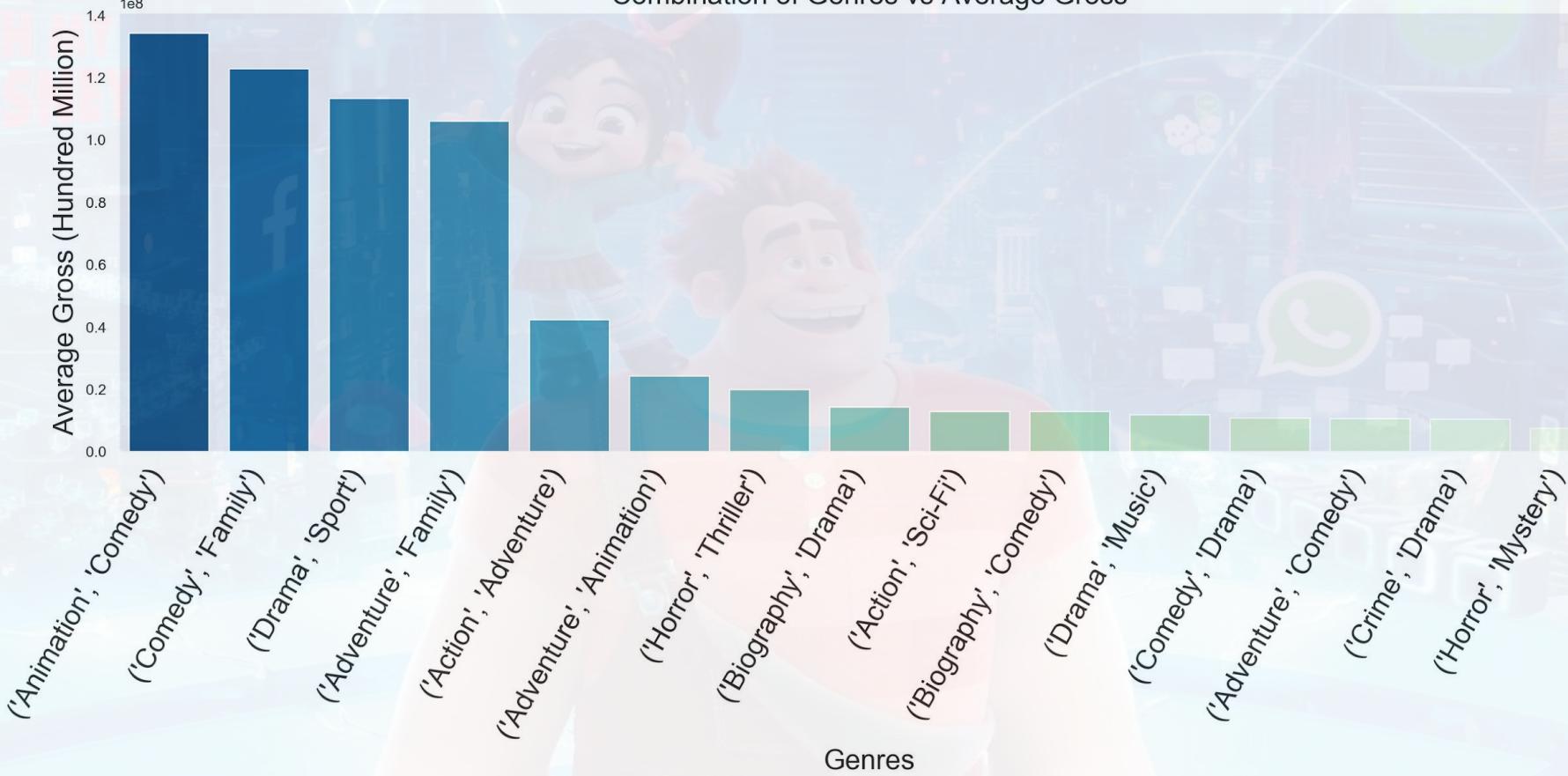
Summer Season (2018/2019)
Combination of Genres vs Average Growth



Top 15 Movies of Holiday Seasons (2018/2019)



Holiday Season (2018/2019)
Combination of Genres vs Average Gross



Our Findings:

- Movie industry is on an upward trend
- The higher budget the higher the reward
- Having our movie out in the Summer season is ideal, Holiday season being a close second
- Movies have a sweet spot of over 120 minutes
- Action and Adventure movies gross the highest on average during the Summer
- Animation and Comedy movies gross the highest on average during the Holidays

Limitations

- Null Values
- Accuracy of data used for analyses



Further Analyses

- Budget and Profitability
- Releasing on streaming platforms vs theaters
- How long a movie stays in theaters vs. gross
- How a movie is doing in relation to other movies out at the same time

