

Module 1 Project

How Reviews and Ratings Impact Box Office Success

by Derek VanBriesen

Questions to Consider

Critics

Does critical opinion correlate with box office success? Is this correlation strong or weak?

Audiences

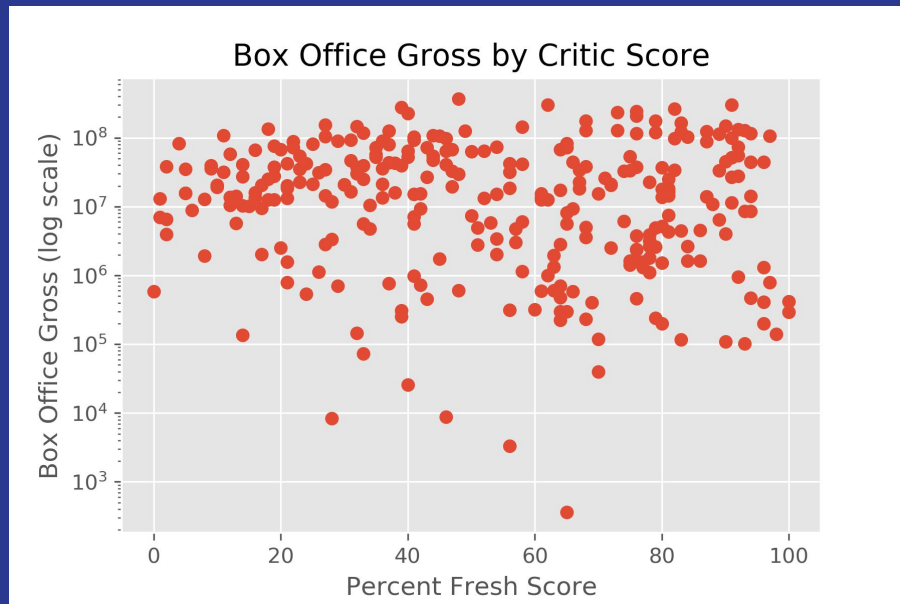
What about audience reviews? And is this a stronger or weaker correlation than critics?

MPAA

Does the MPAA rating of a movie matter when gauging potential success? Is there an ideal rating producers should target?

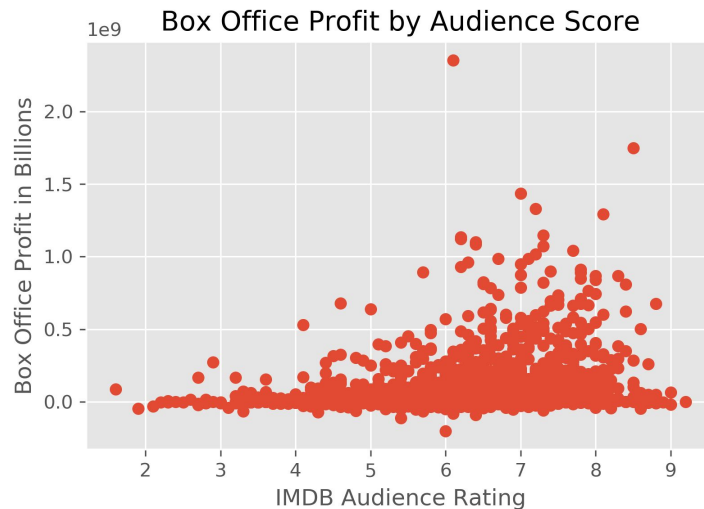
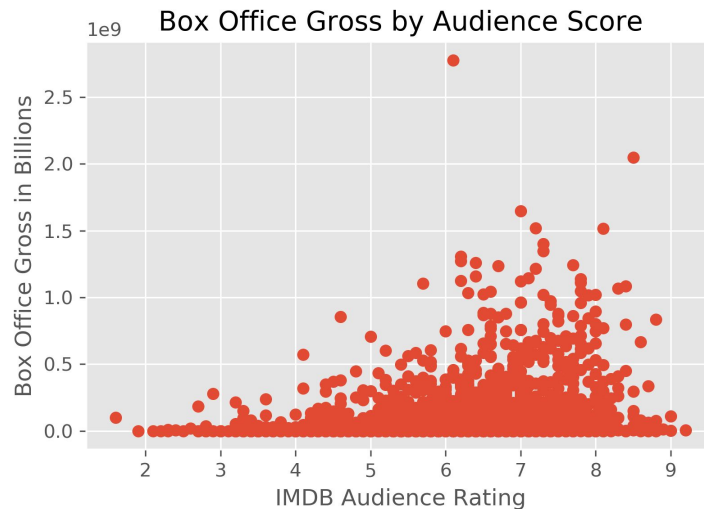
Critic Reviews

- Very little correlation with box office success.
- Statistically insignificant at the 95% confidence level.



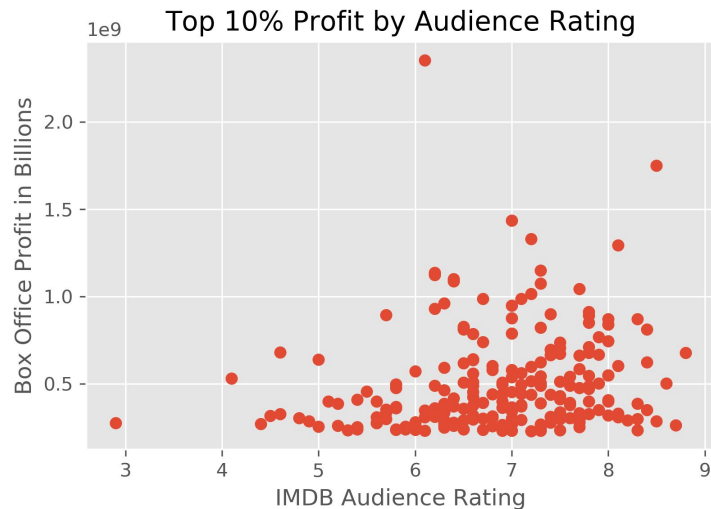
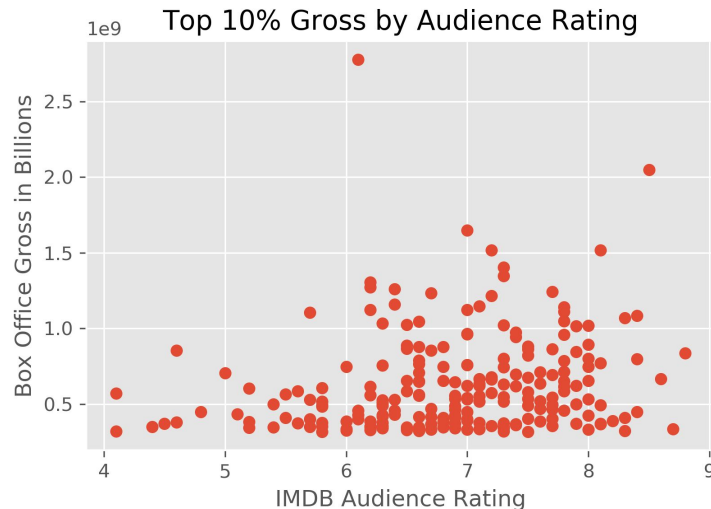
Audience Reviews

- There is a slightly stronger trend here, and it is statistically significant.
- As audience reviews go up, box office success tends to increase.



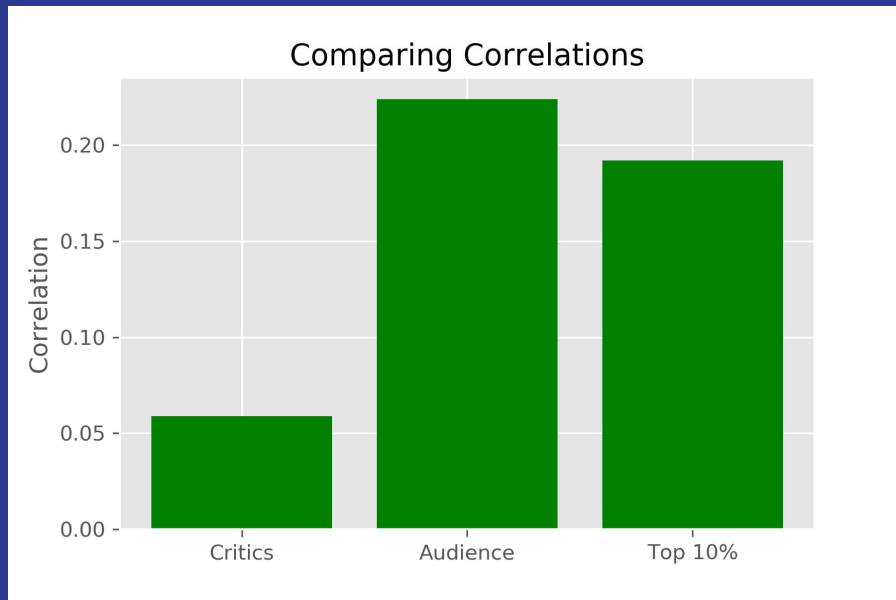
Audience Reviews: The Top 10%

- It turns out that this trend doesn't really change when examining the top 10% highest grossing movies.
- Correlation still significant.



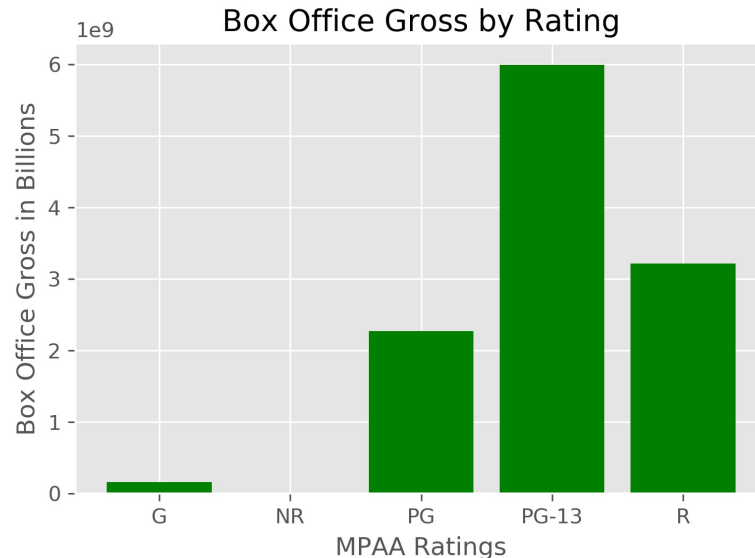
Which score matters more?

- Audience score has a stronger correlation, and it is statistically significant.
- Among the top 10% highest grossing films, correlation remains roughly the same.



MPAA Ratings

- Sample data suggests that PG-13 grosses the most.
- Over 50% of the total gross in the sample was from PG-13 movies.



Answers and Recommendations

Critics

No significant correlation between critic reviews and box office success.

Our recommendation here would be to avoid chasing critically successful trends.

Audiences

Significant correlation of $\sim .22$. Stronger than critics' correlation.

We recommend that you engage in focus testing in order to gauge audience reaction.

MPAA

PG-13 movies made up over 50% of the total box office gross.

We would recommend targeting a PG-13 rating, as this rating had the largest market share.

Future Questions

What else could be explored?

- Time series data: have the relationships explored here changed over time? Are any of these factors becoming more/less important?
 - More correlation tests: Are there other factors that have stronger correlation with box office success?
-

The background is a solid dark blue. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of blue, including a lighter sky blue and a darker navy blue.

Thank you for listening!