



# Box Office Statistical Analysis

Elijah Lopez



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# Summary

What makes a movie a box office success?

How you can make the next big hit!

Recommendations		
<b>Genre:</b> Documentary Biography History	<b>Budget:</b> Minimum \$5M	<b>Premiere:</b> May June November

# Outline

1. Business Problem
2. Data & Methods
3. Results
4. Conclusions



Source: [The Emotion Machine](#)

# Business Problem

Create a new movie that will be a hit!

Key areas of focus:

1. **Ratings** to build credibility
2. **ROI** to ensure it's worth the risk
3. **Revenue** to maximize ticket sales



Source: [Clipartix](#)

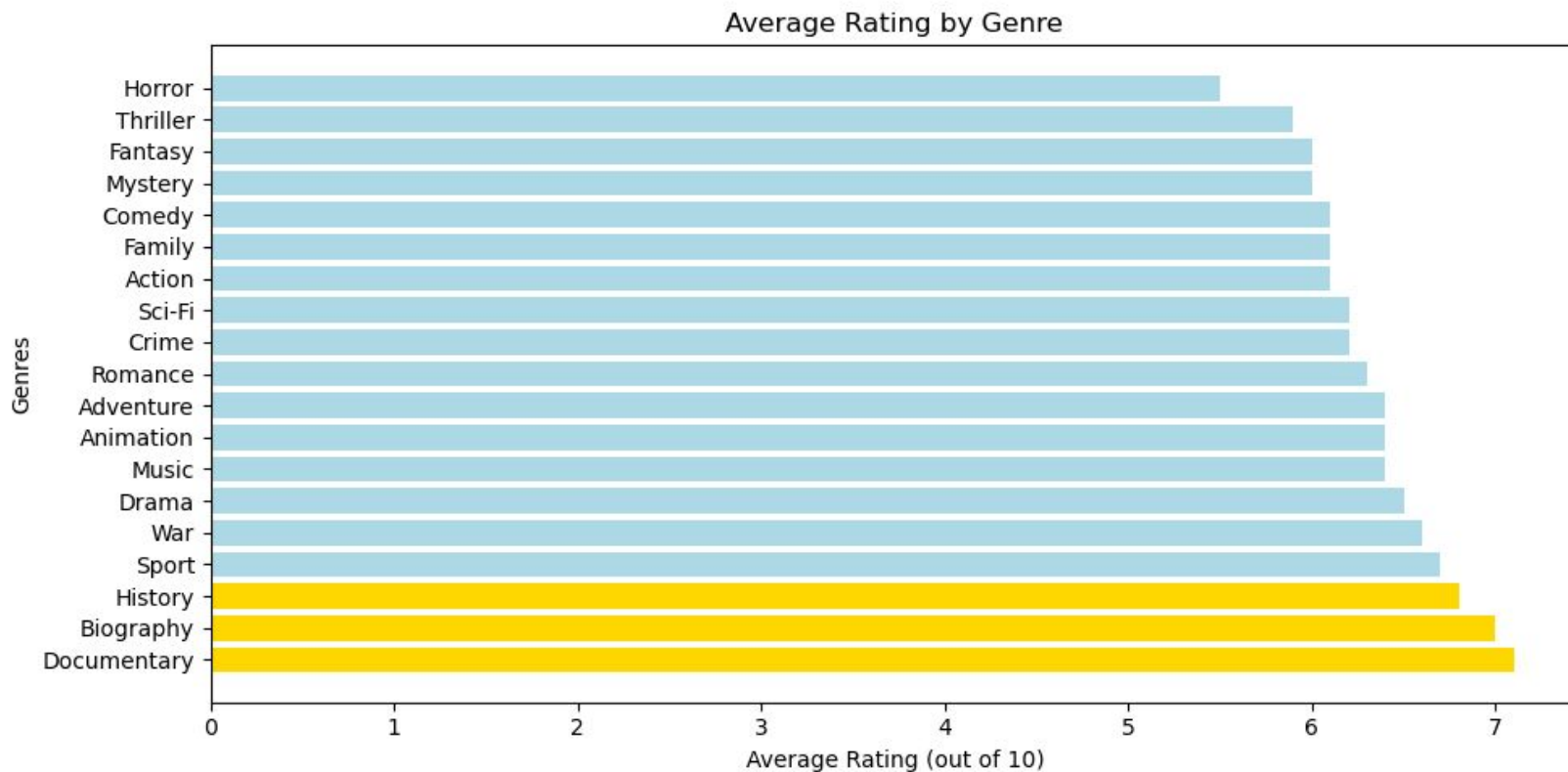
# Data & Methods

- IMDb:
  - Movie ID
  - Title (including alternate titles)
  - Genre
  - Average rating
- The Numbers
  - Release date
  - Production budget
  - Domestic/worldwide gross sales
- Merged data by assigned movie IDs
- Investigated ratings, ROI, and revenue



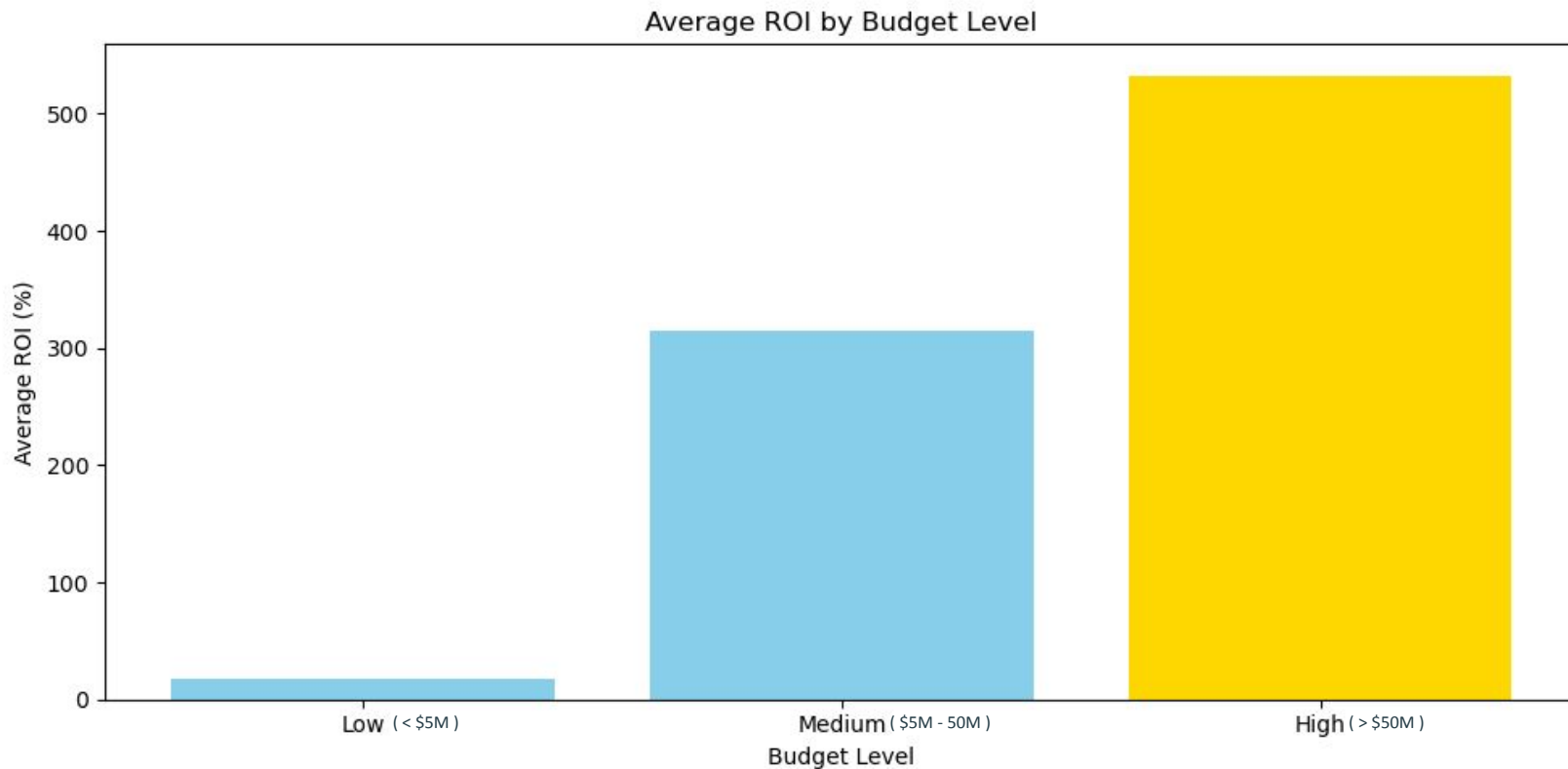
Source: [CleanPNG](#)

# Results



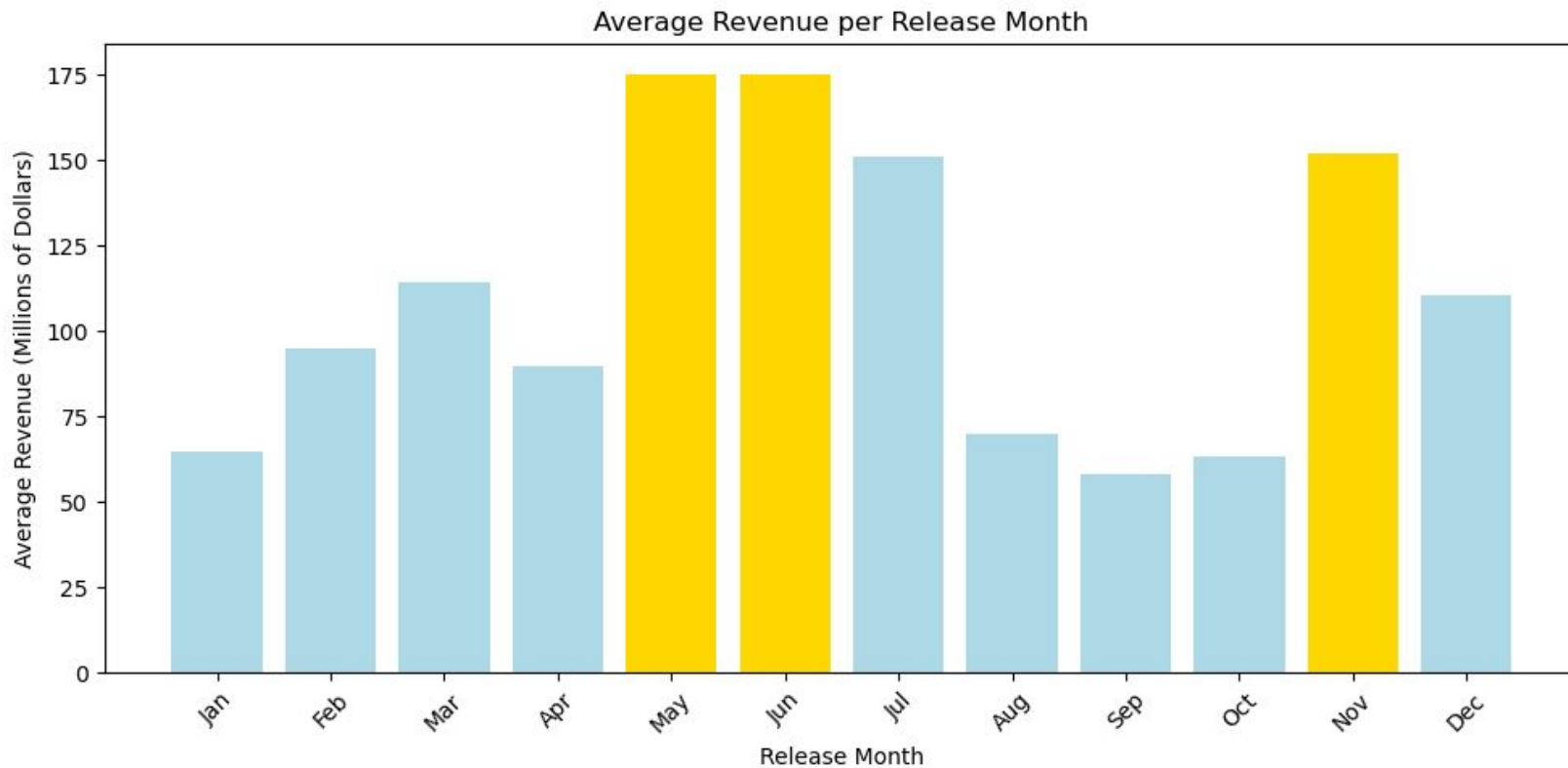
Insights: History, Biography, and Documentary genres are highest rated

# Results



Insights: Higher budgets yield higher returns

# Results



Insights: May, June, and November generate highest revenue



# Recommendations

1. Create a historical movie, a biography, or a documentary.
2. Secure a minimum production budget of \$5M.
3. Release the movie in May, June, or November.

# Next Steps

1. Decide best genre.
2. Seek funding through banks, private equity, or partnerships.
3. Time production so that movie can premiere at the optimal time.



Source: [iStock](#)

Thank you!



Elijah Lopez | [elijahlopez94@gmail.com](mailto:elijahlopez94@gmail.com)



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