# Box Office Statistical Analysis

Elijah Lopez

# Summary

What makes a movie a box office success? How you can make the next big hit!

Recommendations		
Genre: Documentary Biography History	Budget: Minimum \$5M	Premiere: 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

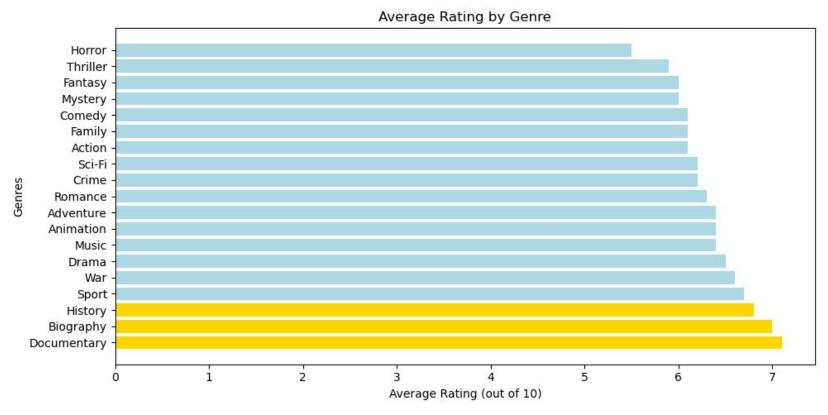
#### Data & Methods

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



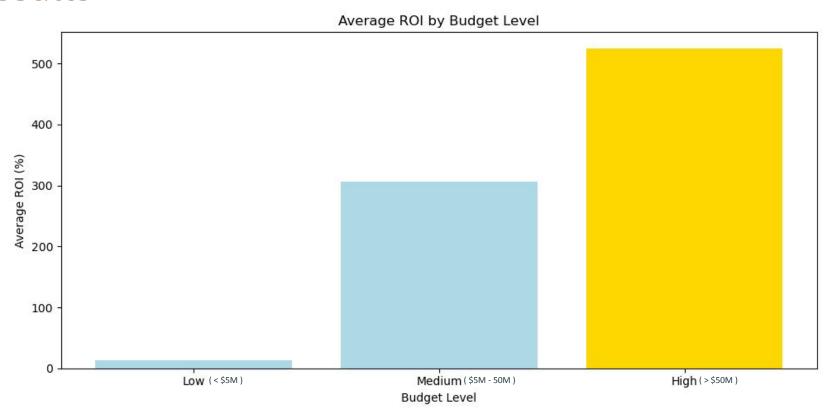
Source: CleanPNG

#### Results



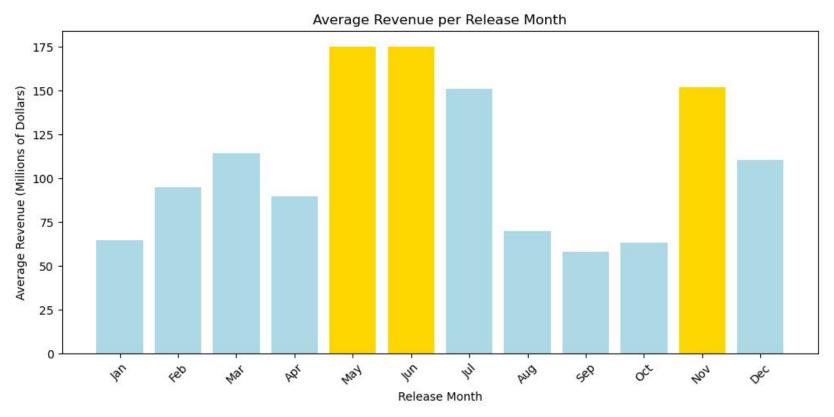
Insights: History, Biography, and Documentary genres are highest rated

#### 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!







Source: Copy Engineer