

BOX OFFICE MOVIE ANALYSIS

Overview

Project goals

- The objective of the project was to find the most performing movies in the box office
- The more specific objective was to:
 - find the relationship between genre and the number of votes by the audience to determine the most popular movie genre
 - Determine the relationship between production budget and domestic gross accumulated by the movie
 - Determine the relationship between production budget and worldwide gross accumulated by the movie

Business Understanding

- Most businesses are engaging more in movie production, producing movies of different genres and earn return domestically and worldwide. Movie Studios such as Microsoft are keen with exploring what type of films are currently doing the best at the box office. The goal of the project would be to find which movie sales are high and the relationship between genre and the sales and the gross profit for the movies and also the relationship between the return on investment and the genre of movie. Most business look at the return on investment which is the proportion of initial cash outlay that returns as earnings from the sale of movies or granting movie rights to studios or theatres worldwide or domestically.
- The project will investigate the movies with the highest number of votes to determine the most common movies which most audience prefer and the most profitable which the audience mostly prefers

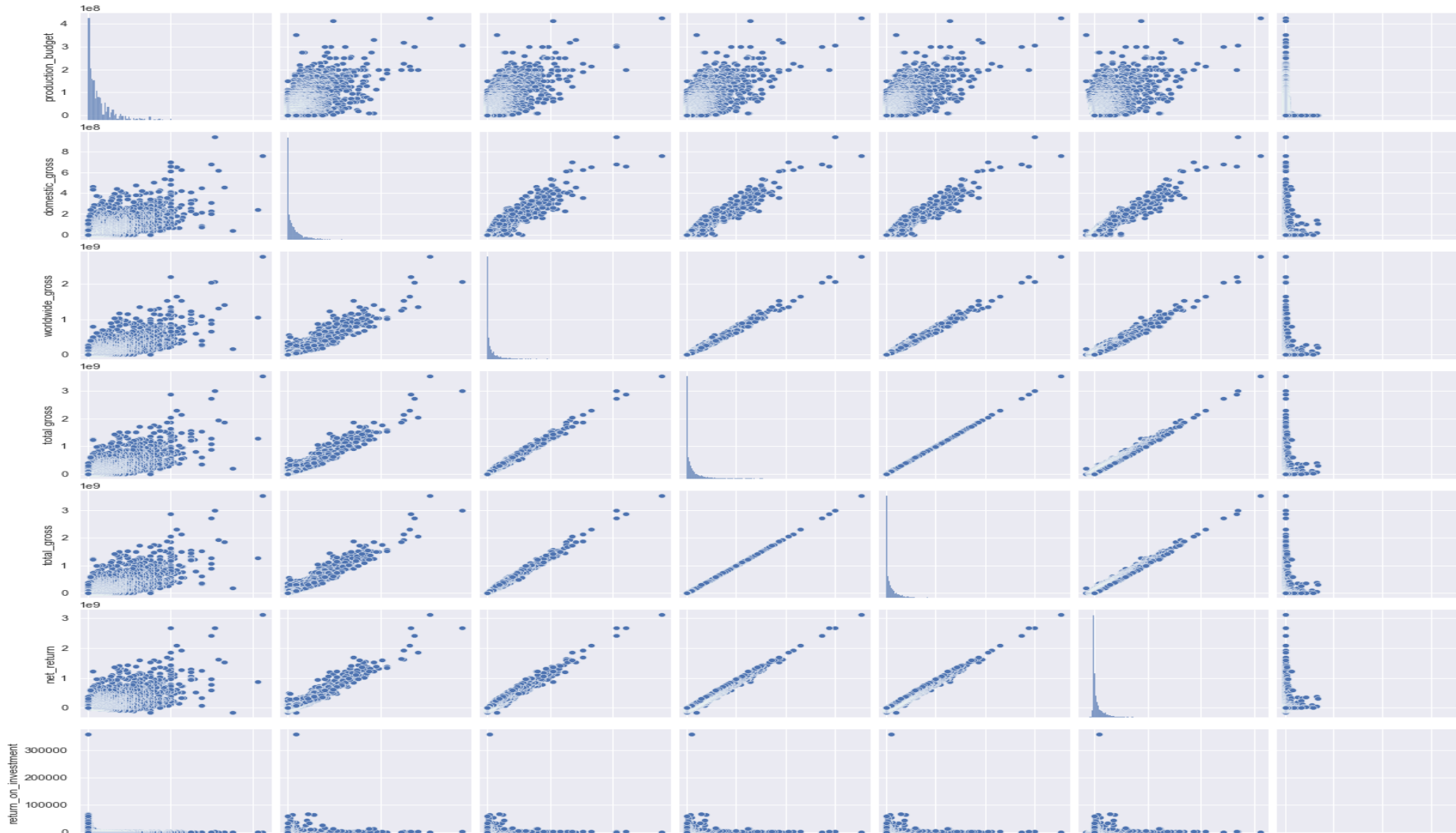
Data Understanding

- The project used data from the imd database in order to acquire information about the movie ratings and movie votes
- Information about the production budget was from the tn_movie_budget csv file
- The data from the tn_movie_budget contains information about the domestic_gross ,worldwide_gross and obtain information about net_returns
- Data from the tn_movie_budget was used to obtain information about the return on investments

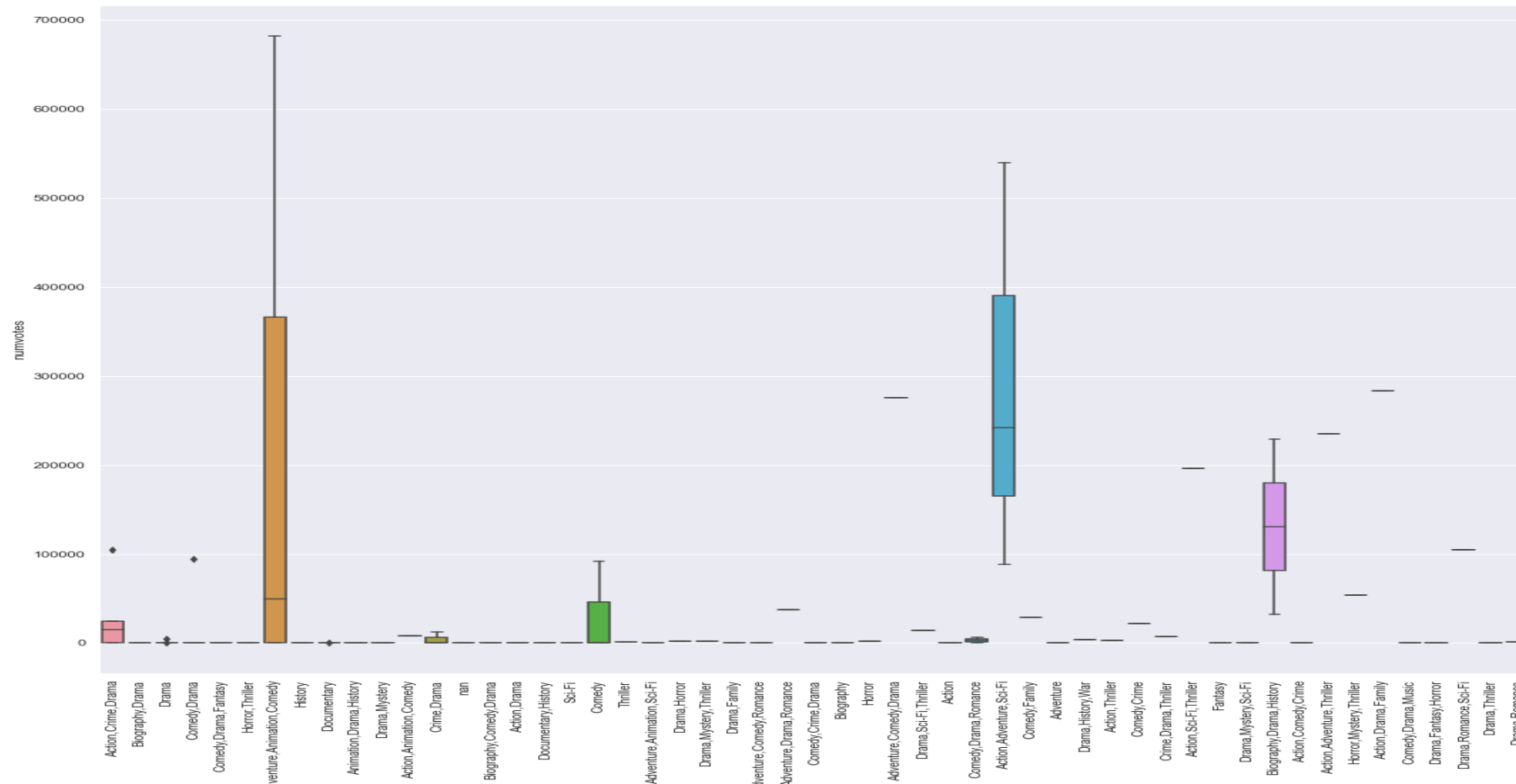
Data Analysis

- production_budget has a fairly positive correlation with domestic gross.
- This shows as more investment is made to the movie the domestic_gross might increase slightly production_budget has a fairly positive correlation with worldwide_gross.
- This shows as more investment is made to the movie the worldwide_gross might increase slightly
- production_budget has a weak negative correlation with return_on_investment meaning that the amount of return_on_investment is not affected by the production budget

Relationship between production budget and domestic and worldwide gross

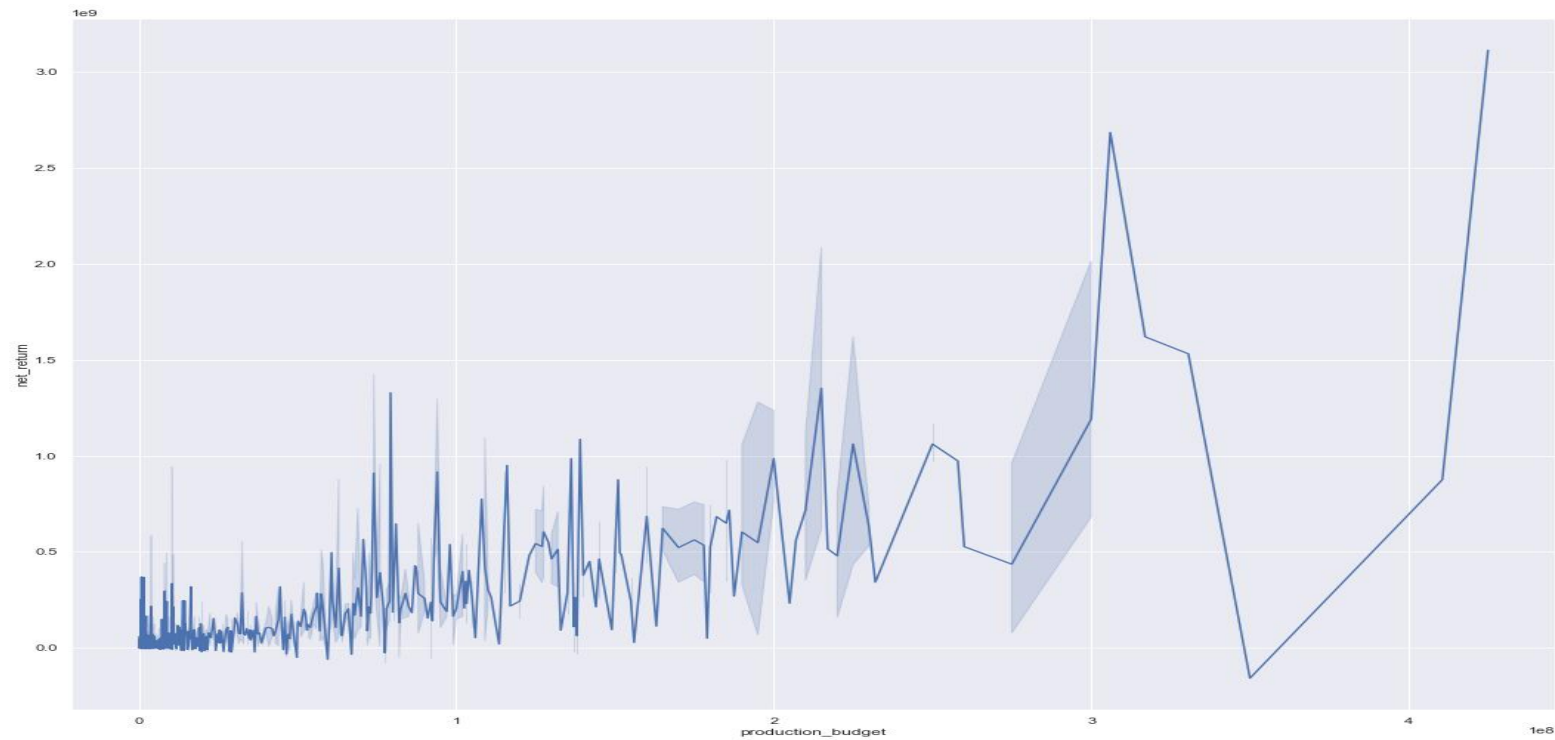


Relationship between category of genres and number of votes



- The movie category with the highest number of votes is the movie which has the following combination of genres:Adventure,Action,SCI-FI
- The second most popular movie category is the Adventure,Animation,Comedy followed by the movie with the genre of biography,drama,history

Relationship between production budget and net return



- There is an upward trend in net return when production budget increases
- This shows as more investment is made to the movie the domestic_gross might increase slightly production_budget has a fairly positive correlation with worldwide_gross
- .This shows as more investment is made to the movie the worldwide_gross might increase slightly production_budget has a weak negative correlation with return_on_investment meaning that the amount of return_on_investment is not affected by the production budget

Recommendations

- Microsoft should produce the most popular movie with the highest number of votes ,this movie has the combination of Adventure,Action,SCI-FI.
- Inorder for Mlcrosoft to increase their worldwide gross and domestic gross they should have a high production budget so that the movie can have high resources in terms of quality production props and markerting and quality actors.
- Microsoft should also produce the second most popular movie which has a genre combination of Adventure,Animation,Comedy

Next steps

- Do more research on the relationship between genre and return on investment
- Determine the difference between the domestic gross and the worldwide gross in movies

Thank you!!

- Please ask questions or issue your concerns about the project
- For further inquiries you can reach at linkendin platform @Felix Nyagah