

# Movie Analysis



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# Outline

- Data and Methods
- Business Problem
- Results
- Conclusions



# What is a successful movie?

Domestic Gross  $\geq 2\times$  production budget

Or

Worldwide Gross  $\geq 2\times$  production budget

# Data and Methods

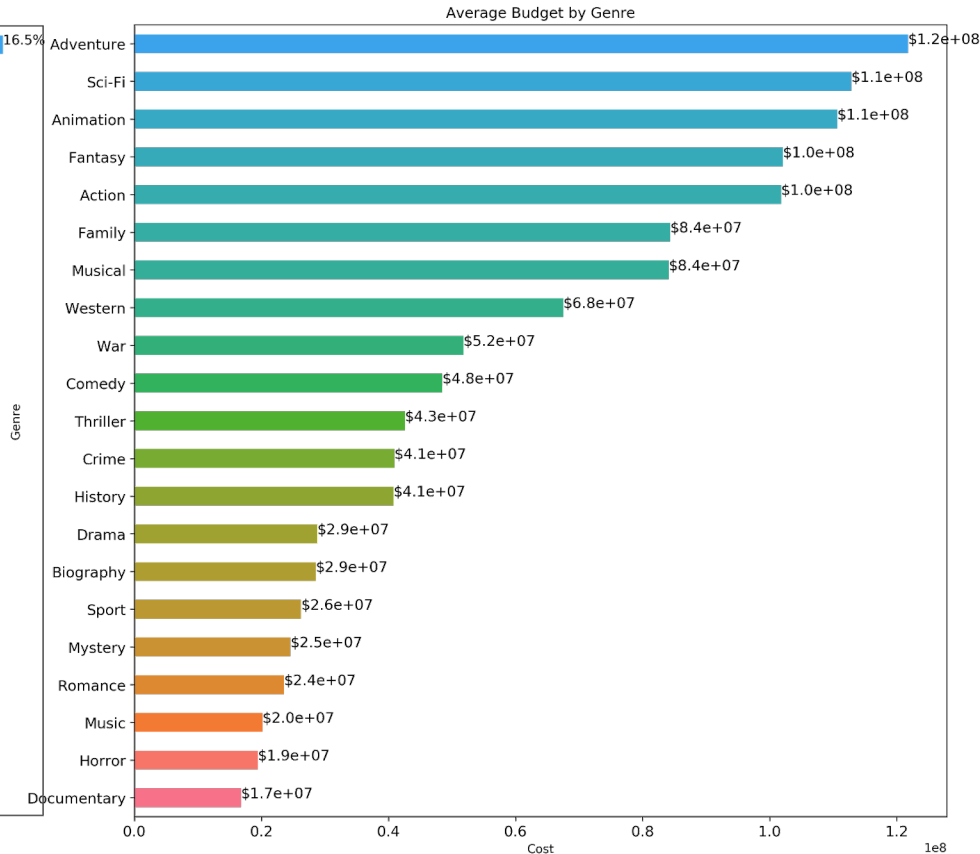
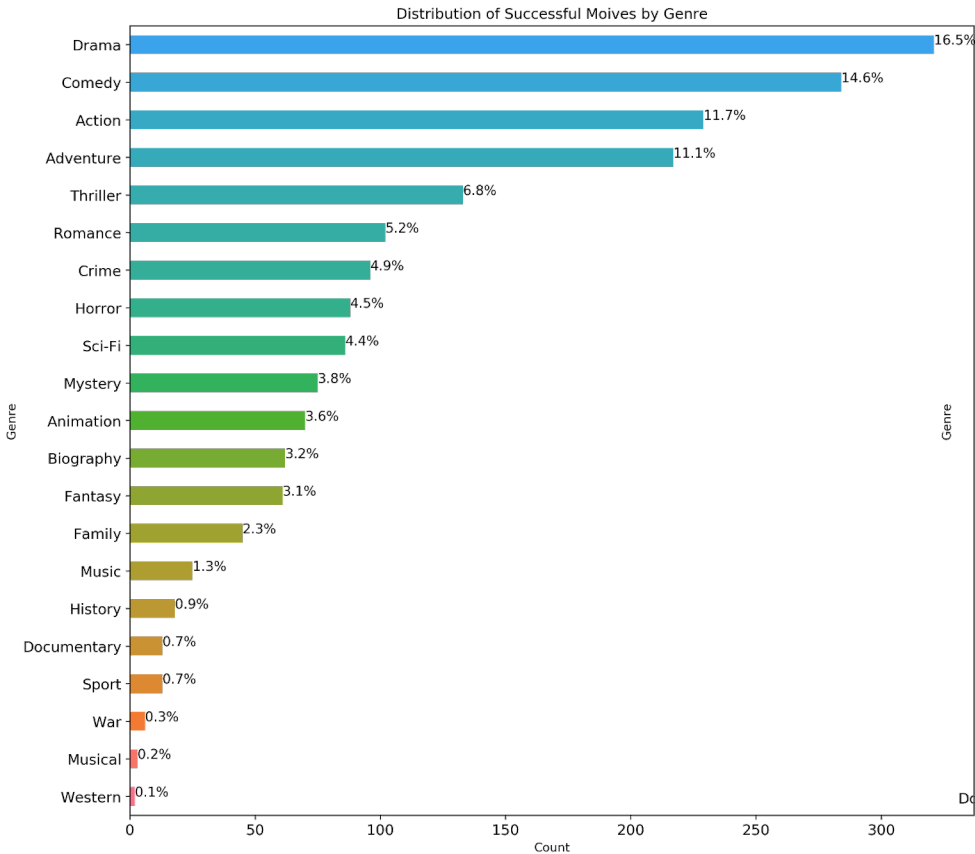
- Descriptive analysis of multiple large data sets from IMDb and The Numbers.
- Combine IMDb and The Numbers data for over 1400 movies with unique identifiers
- Range from 2010 to 2020
- 740 movies are considered as successful movies



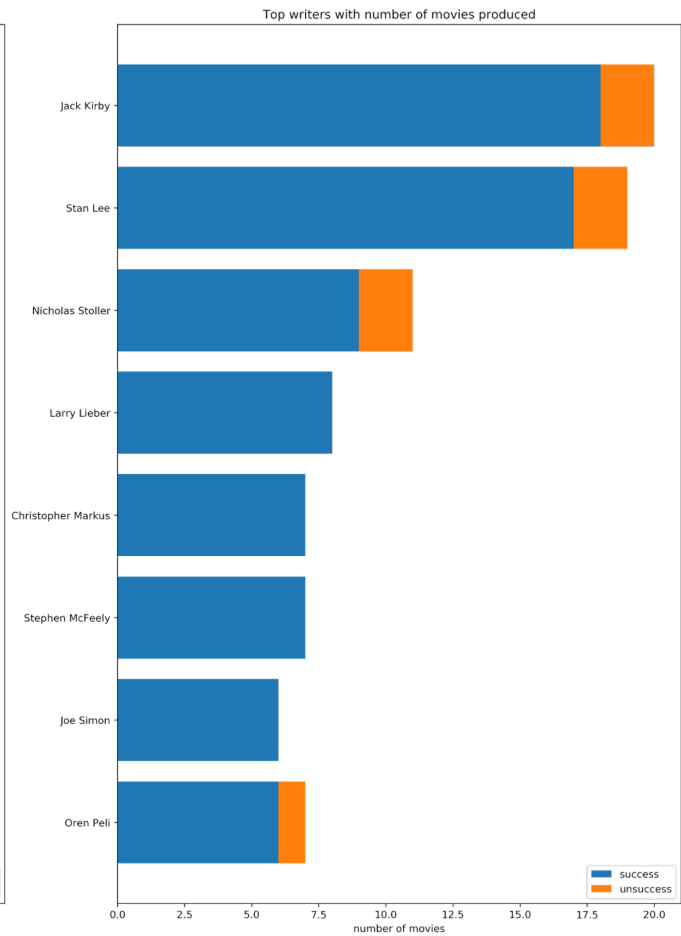
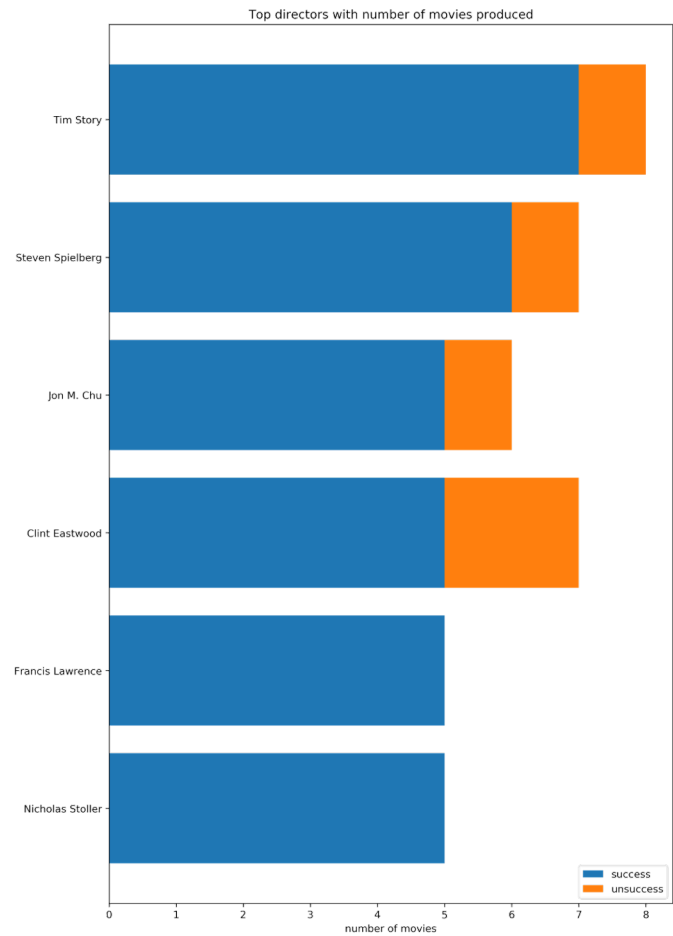
# Business Problem

- Which genres should be selected?
- Which directors and writers should be hired?
- What is the optimal movie length?
- What is the best release month?

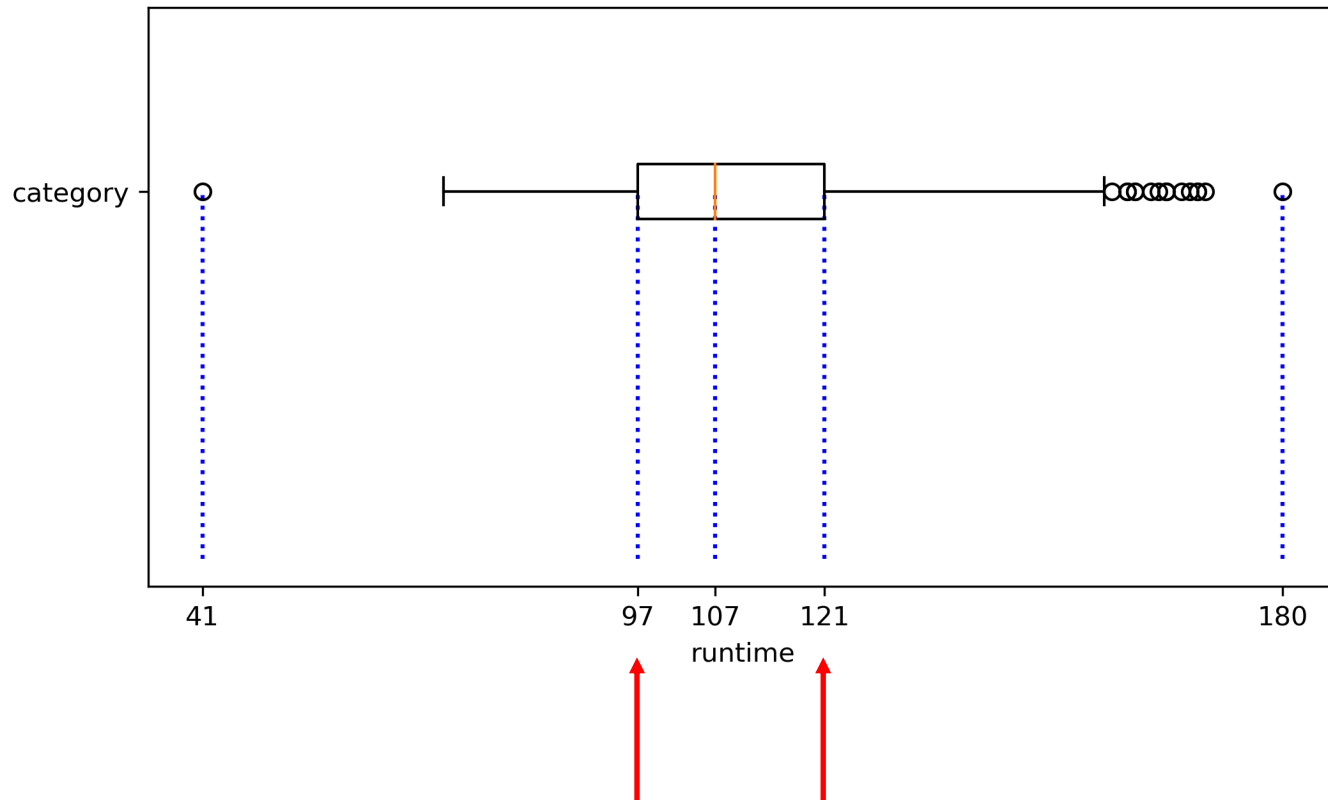
# Results: Genres



# Results: Directors and Writers

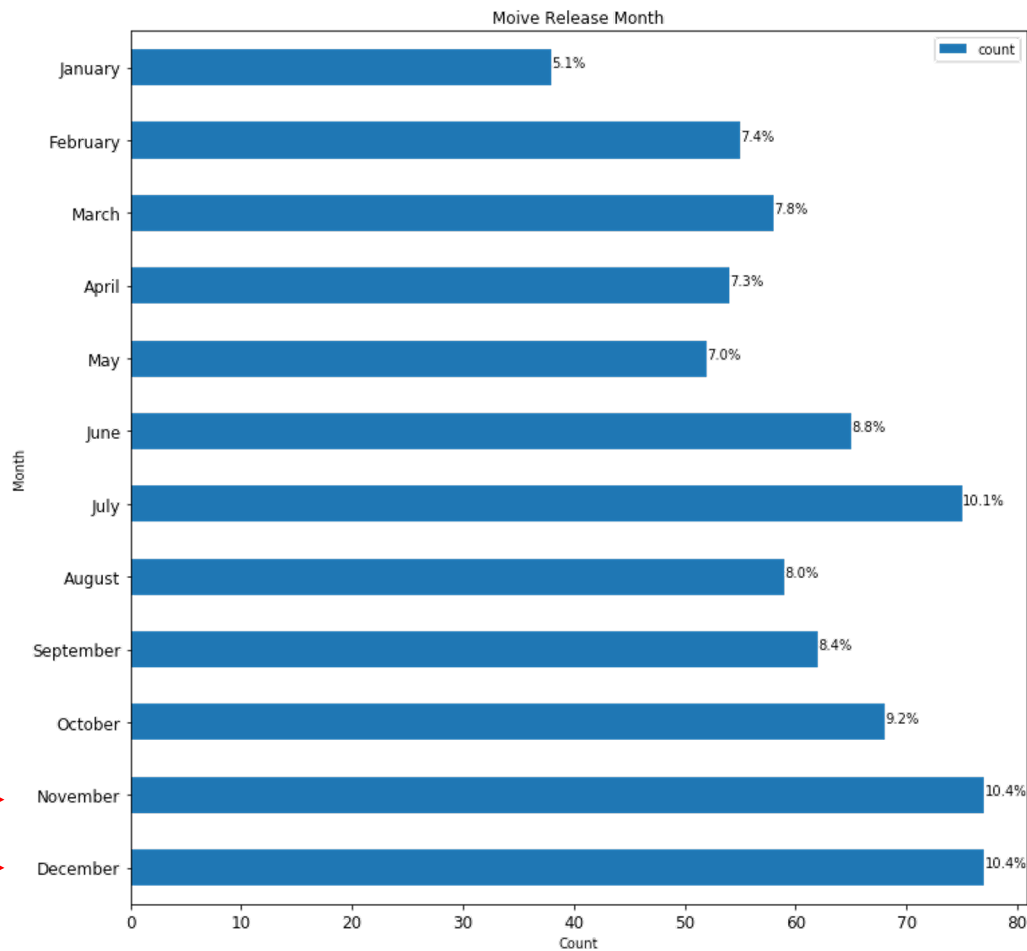


# Results: Movie Length





# Results: Release Month



# Conclusions

- ☐ Choose a combination of genres based on budget.
- ☐ Hire top directors and writers who have perfect successful rate or more experience.
- ☐ The optimal movie length for successful movies is between **97 and 121** minutes.
- ☐ **November** and **December** are the best month for releasing successful movies.

## Next Steps:

- ☐ Prediction on how much gross can be earned based on different budget.
- ☐ Model for age groups
- ☐ Movie Trailer

# Thank You!

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