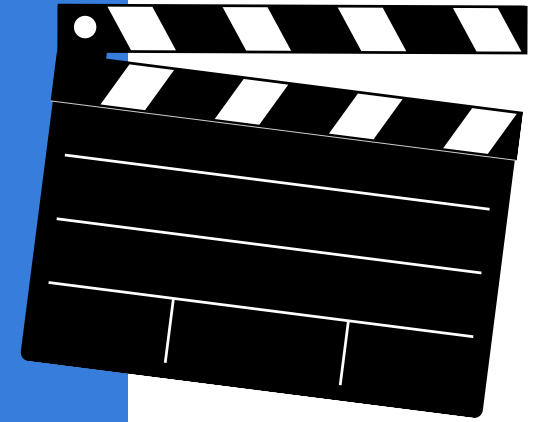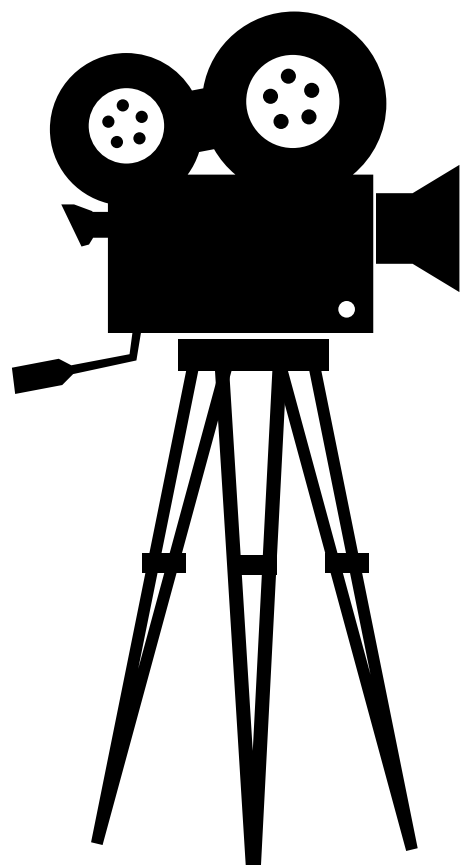Microsoft

Analysis of Movie Data

Presented by Juliet Day

Business Question:

What kind of movies
will yield the highest net profit?

Project 1 :

Release Month

Project 2 :

Movie Budget

Project 3 :

Run Time

Why use net profit?

-Gross revenue doesn't account for the production budget

-This greatly changes the data

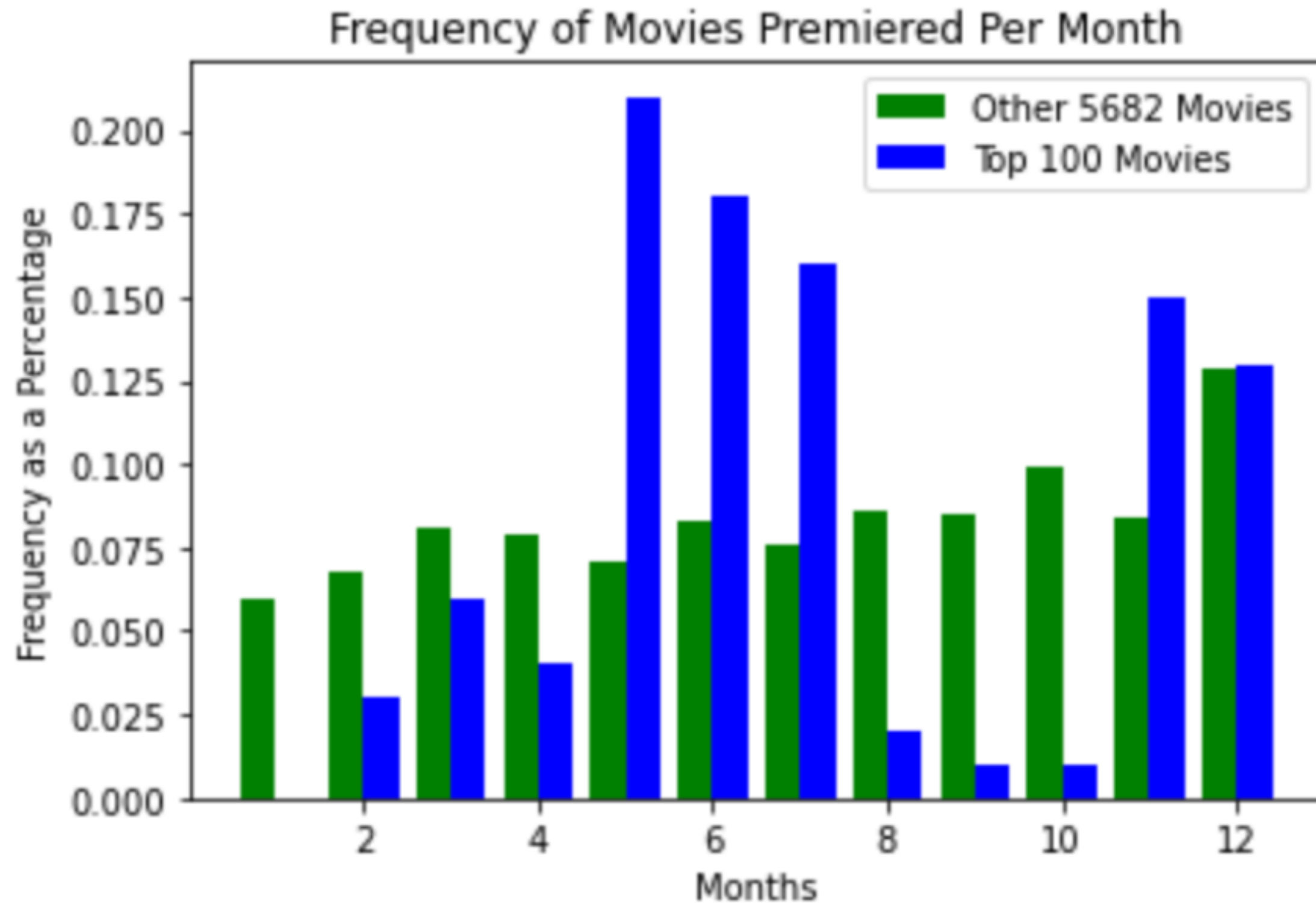-Movies that look like they made money really didn't

The Data:

Analyzed 5,782 movies

Analyzed 4,766 movies

Release Month vs. Net Profit:
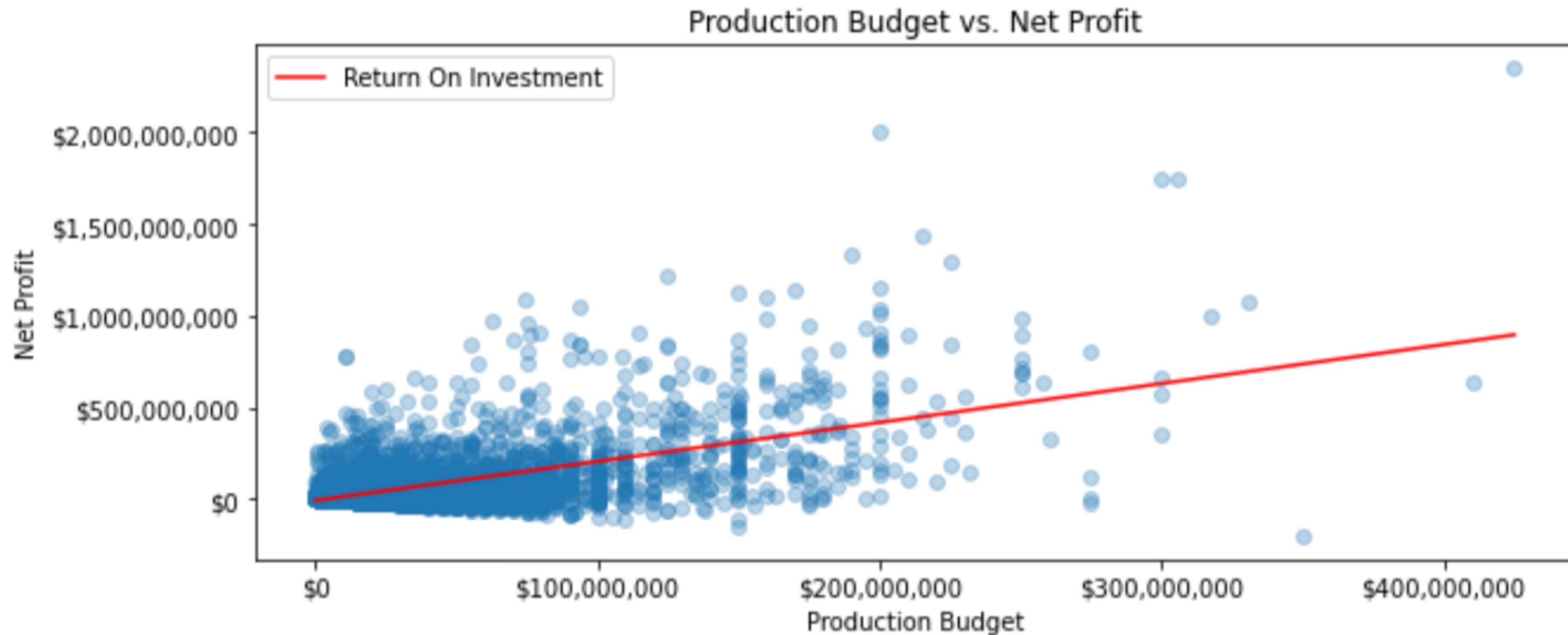

Frequency of Movies Premiered Per Month

Top 100 movies:
-Majority premiered in May, June, July, Nov. and Dec.
- None in January
-Very few in the other months.

Other 5,683 movies:
-fairly even distribution of movies premiering each month

Production Budget vs. Net Profit:

-Positive correlation

-Once the production budget gets above 50m, the net profit is higher

-Spend more to make more (although not an absolute)

Run Time vs. Net Profit:

Run Time vs. Net Profit

-Weak, positive correlation

-Most movies are between 90-140 minutes

SUMMARY:

Project 1 :
Release Month

-Premiere the movie in in May, June, July, Nov. and Dec.

Project 2 :
Movie Budget

-Weak, positive correlation

-Spend more to make more (although not an absolute)

Project 3 :
Run Time

-Weak, positive correlation,

-Most movies around 90-140 minutes

Future Work:

-Further analysis of how the production budget size relates to net profit

-Genres

-How ancillary revenue affects net profit

Questions?

Thank You!

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