Timing is Everything

A movie data analysis by Ahmed Safdar and Kate Christensen

What impacts the success of your new movie studio?

Major factors we investigated:

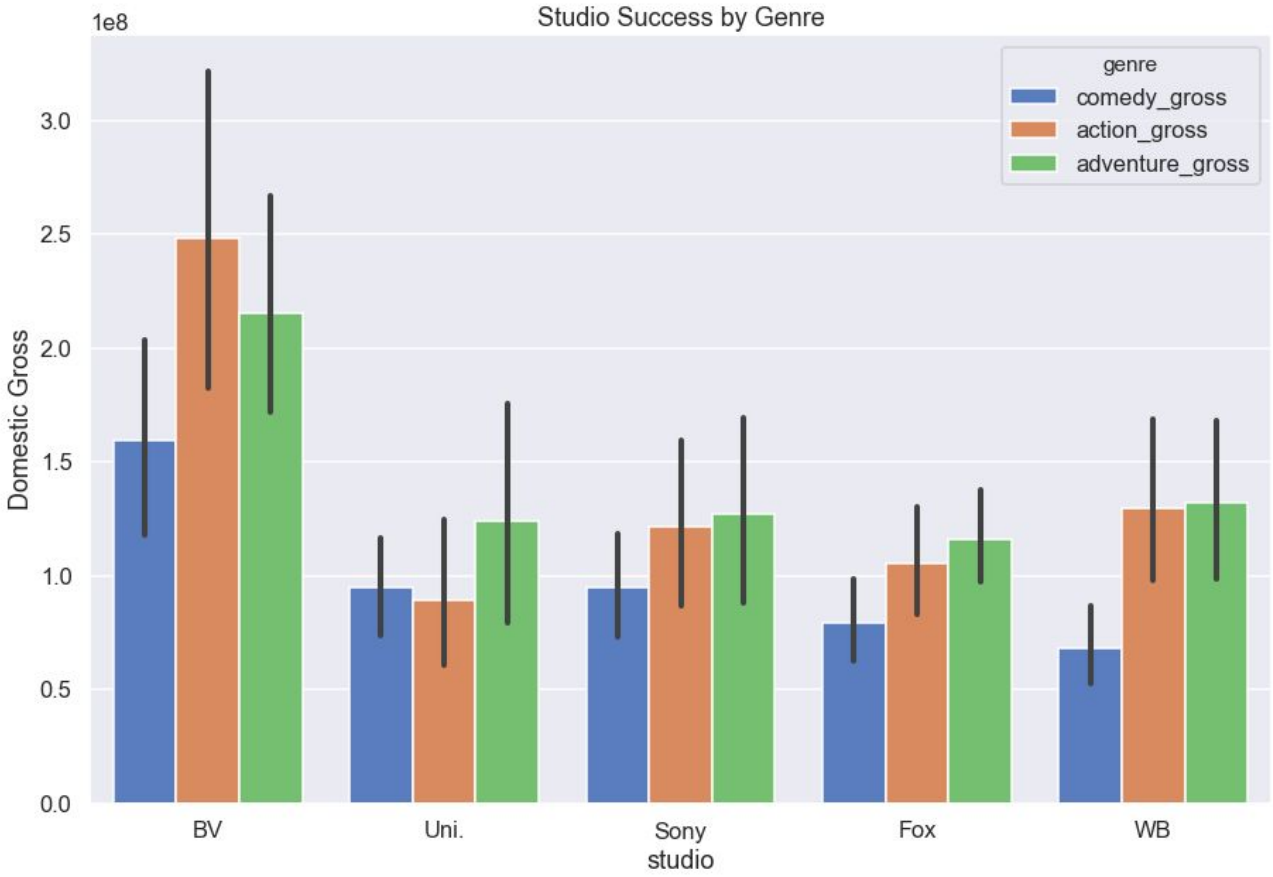
- Genre of the movie being produced
- Which studio you work with
- Month of release
- When in the month

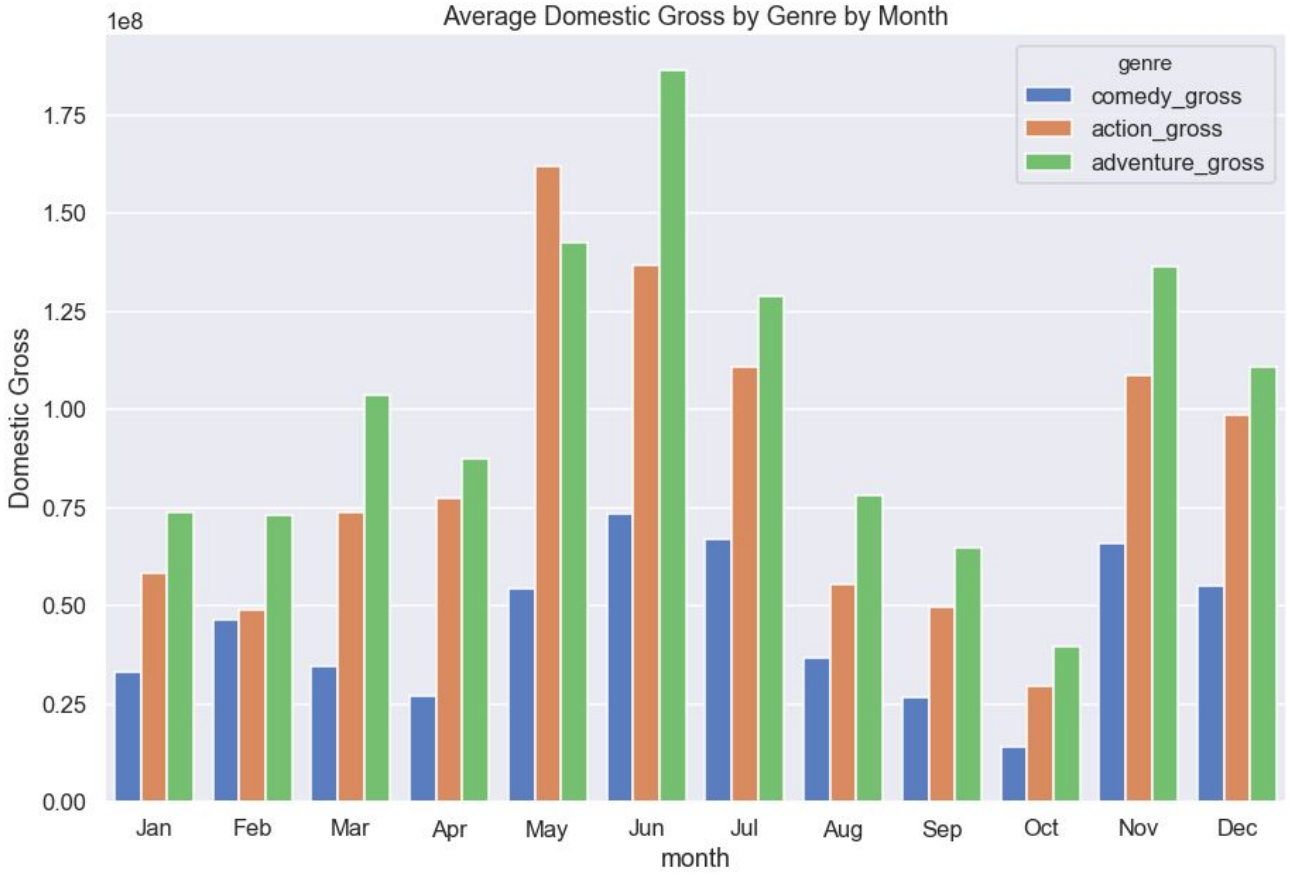
Road to the graphs:

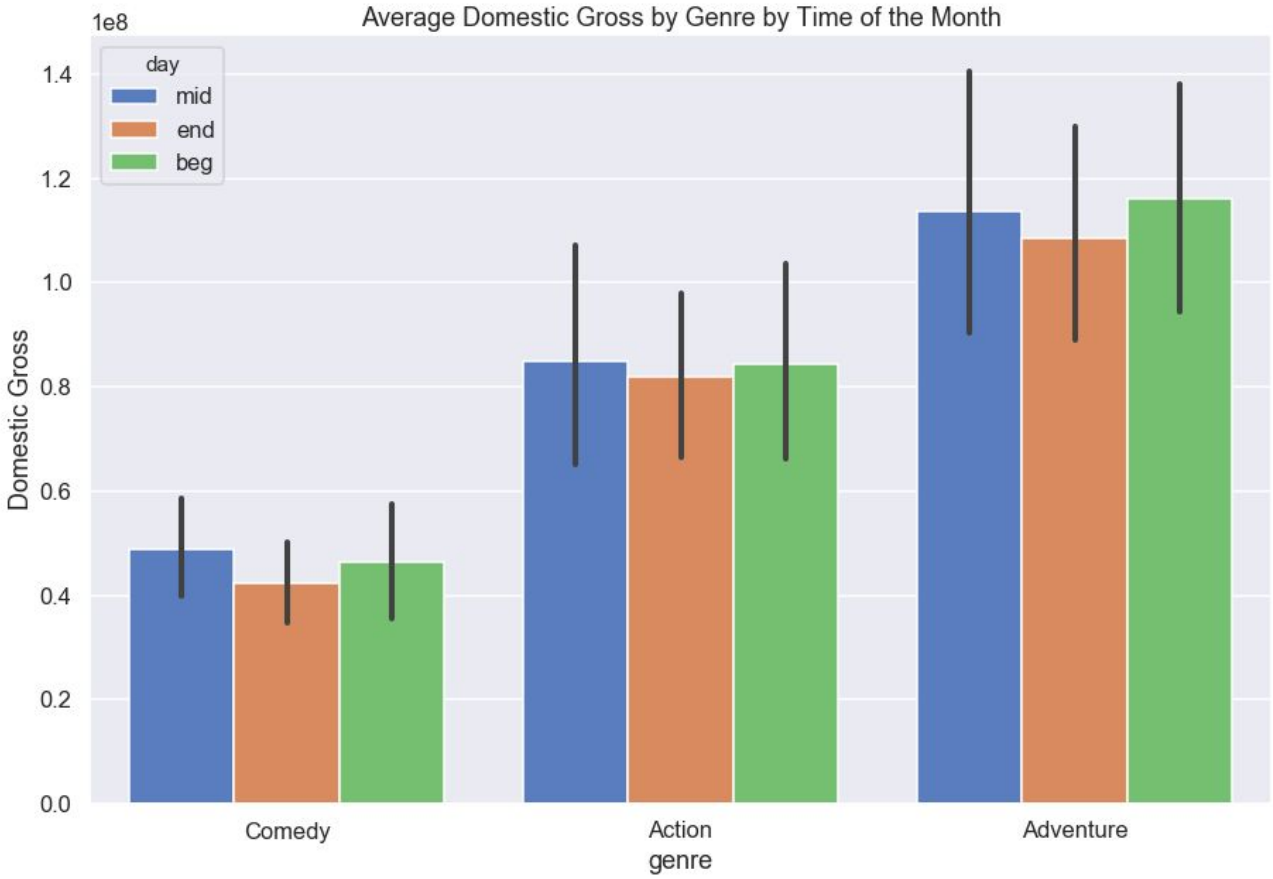
- Four datasets were merged for genre info, release date, domestic gross, movie titles
  - Unnecessary columns were removed
  - genre info was made more accessible

- Three most successful genres:
  - Adventure
  - Action
  - Comedy

- Five most successful studios:
  - Buena Vista
  - Universal
  - Sony
  - Fox
  - Warner Bros.


Studio Success by Genre
1e8
Domestic Gross
3.0
2.5
2.0
1.5
1.0
0.5
0.0
genre
comedy_gross
action_gross
adventure_gross
BV
Uni.
Sony
Fox
WB
studio


Average Domestic Gross by Genre by Month
1e8
Domestic Gross
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
month
genre
comedy_gross
action_gross
adventure_gross


Average Domestic Gross by Genre by Time of the Month
1e8
day
mid
end
beg
Domestic Gross
1.4
1.2
1.0
0.8
0.6
0.4
0.2
0.0
Comedy
Action
Adventure
genre

Recommendations:

- Make action or adventure movies
  - Plan A: Work with Buena Vista, create action movies
  - Plan B: Work with Warner Bros. create adventure movies
- Release action movie in May
- Release adventure movie in June
- Do not release your movie at the end of the month