Movie Analysis Project

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Summary

Analysis of movie data shows what types of movies are most likely to be profitable:

- Genre is animated, adventure, or comedy
- Movie length is around 135 minutes
- Movie is released in January or July

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- New studio needs new films

- Maximize return on investment

Data

- IMDB - Length, Genre

- Box Office Mojo - Domestic and foreign gross

- The Numbers - Release date, Production budget

Methods

- Combine datasets

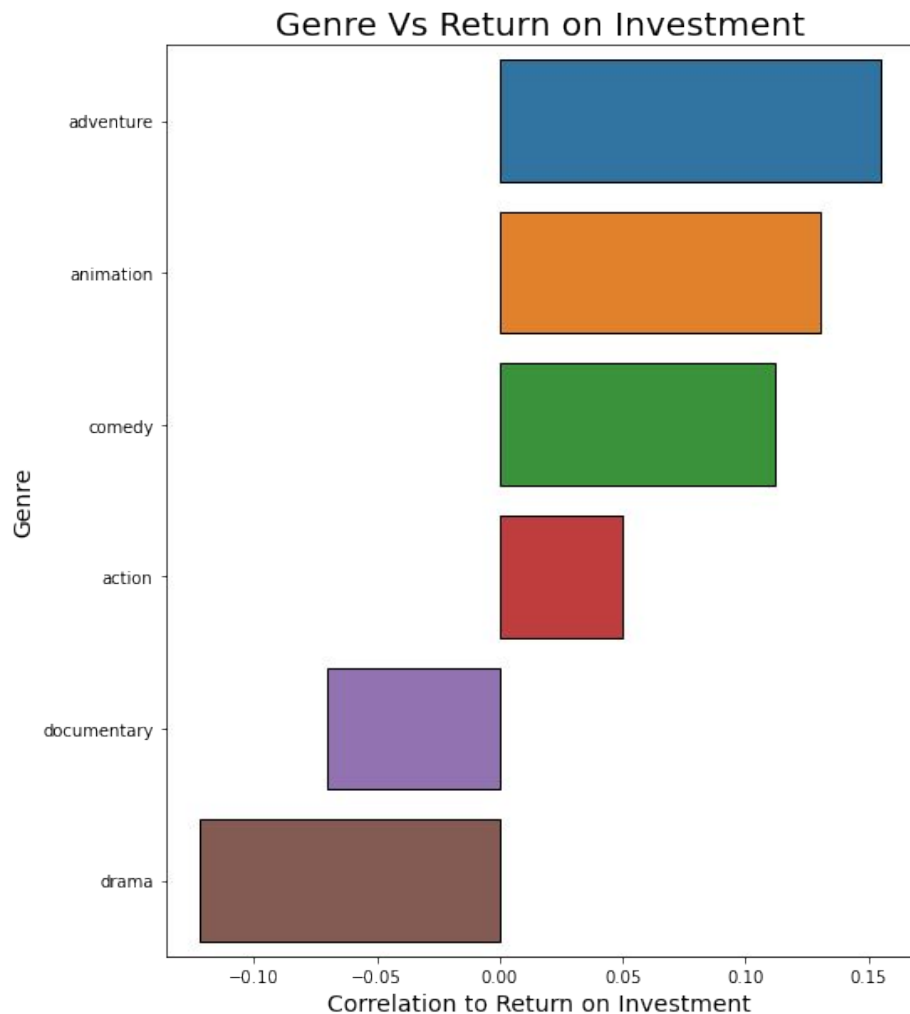- Remove movies lacking critical data

- Remove duplicates and outliers

Results

Genre Vs Return on Investment

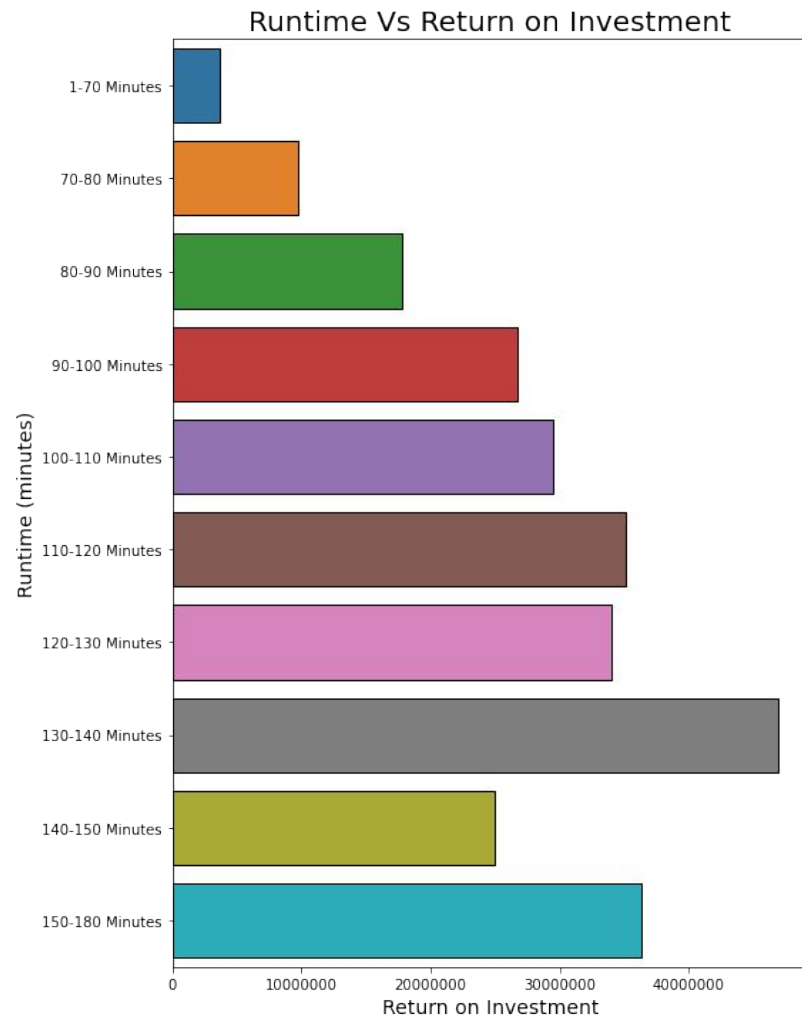Genres that are likely to increase return on investment:

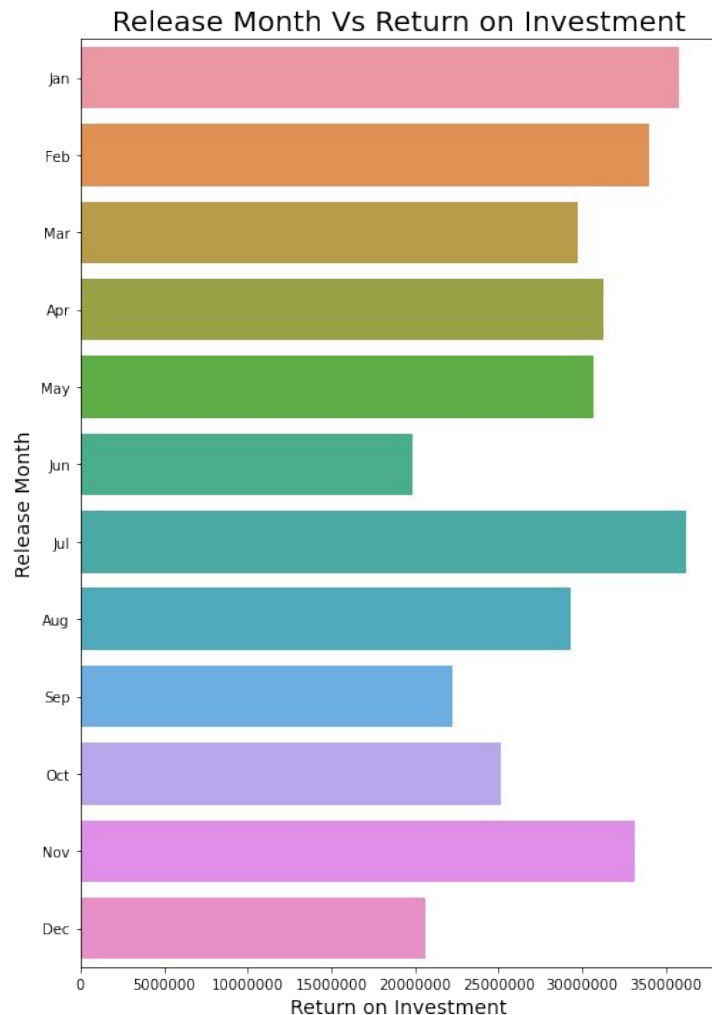- Adventure
- Animation
- Comedy

Genre Vs Return on Investment

Results

Movie Length Vs Return on Investment

- Longer is better

- Longer than 140 minutes is worse

- Around 135 minutes is best

Runtime Vs Return on Investment

Results

Release Month Vs Return on Investment

- Profit is best in January and July

- Profit is worst in June, December, and September

Release Month Vs Return on Investment

Conclusions

- ***Adventure, Animation, and Comedy films should be prioritized.***

- ***Films should aim to have a length of between 130-140 minutes.***

- ***Films should prioritize releasing in January or July.***

Next Steps:

- Gather more data, especially film production budgets.

- Group results by year to predict trends.

Thank You!

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