
Making a Successful Movie

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Summary

Descriptive analysis of what factors contribute to making a movie financially successful and recommendations for making the highest possible return on investment:

- Sci-Fi and Adventure movies are the genres that generate the most domestic gross
- Movies with a production budget of approximately 40 million see the highest return on investment
- The month of May earns the most money out of all the other months in the year

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Given information about movies that have previously been released, we want to know what factors we can pinpoint that will increase our chance for financial success in the cinematic space.



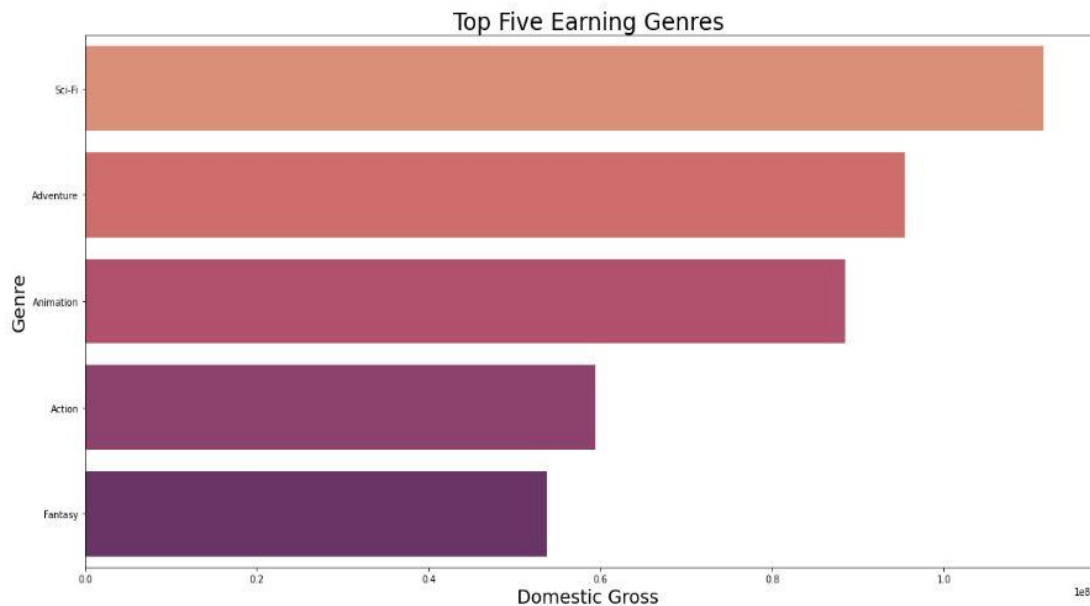
Data

- Budgets and Rating Basics table included characteristics for over 73,856 movies
- Topics used for analysis include Domestic Gross, Production Budget, Release Date and Genre

Methods

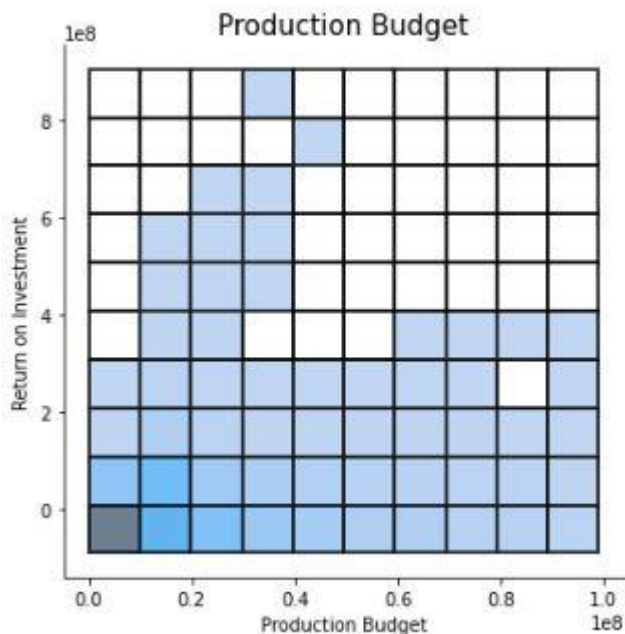
- Joined tables based on common fields
- Calculated mean for domestic gross and production budget to compare against genres and months of the year
- Calculated Return on Investment by subtracting the production budget from the domestic gross of each movie

Results



- Sci-Fi and Adventure were the top earning genres
- Movies that are classified under multiple genres appeal to a wider audience

Results



- Most movies do not see a positive return on investment
- Movies with a 40-million-dollar budget see the highest return on average

Results



- May is the top earning month in the calendar year
- Movies that release in the summer generate more revenue on average

Conclusions

- Create a film that can be categorized as both Sci-Fi and Adventure
- Set a production budget of approximately 40 million dollars
- Release movie during the month of May

Next Steps:

- Categorize movies based on PG rating and determine how that affects domestic gross
- Determine which actors and directors draw audiences to theaters

Thank You!

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