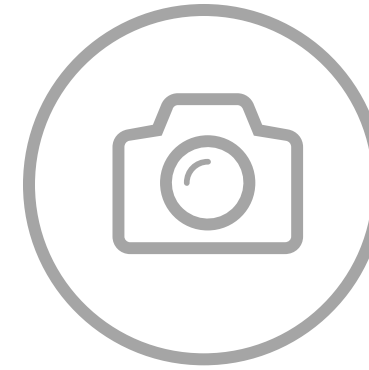# An Analysis Of Movie Success At The Box Office
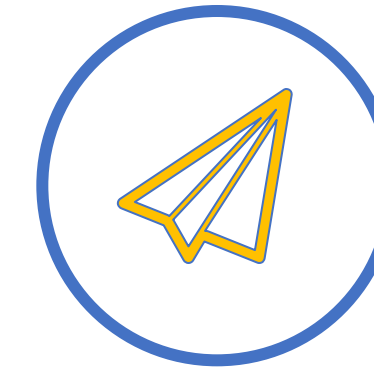
Question 1

Is there a Correlation between Budget and Revenue?

Question 2

Does Return on Investment vary by budget?

Question 3

Is the performance of a film affected by the Month in which it is released?

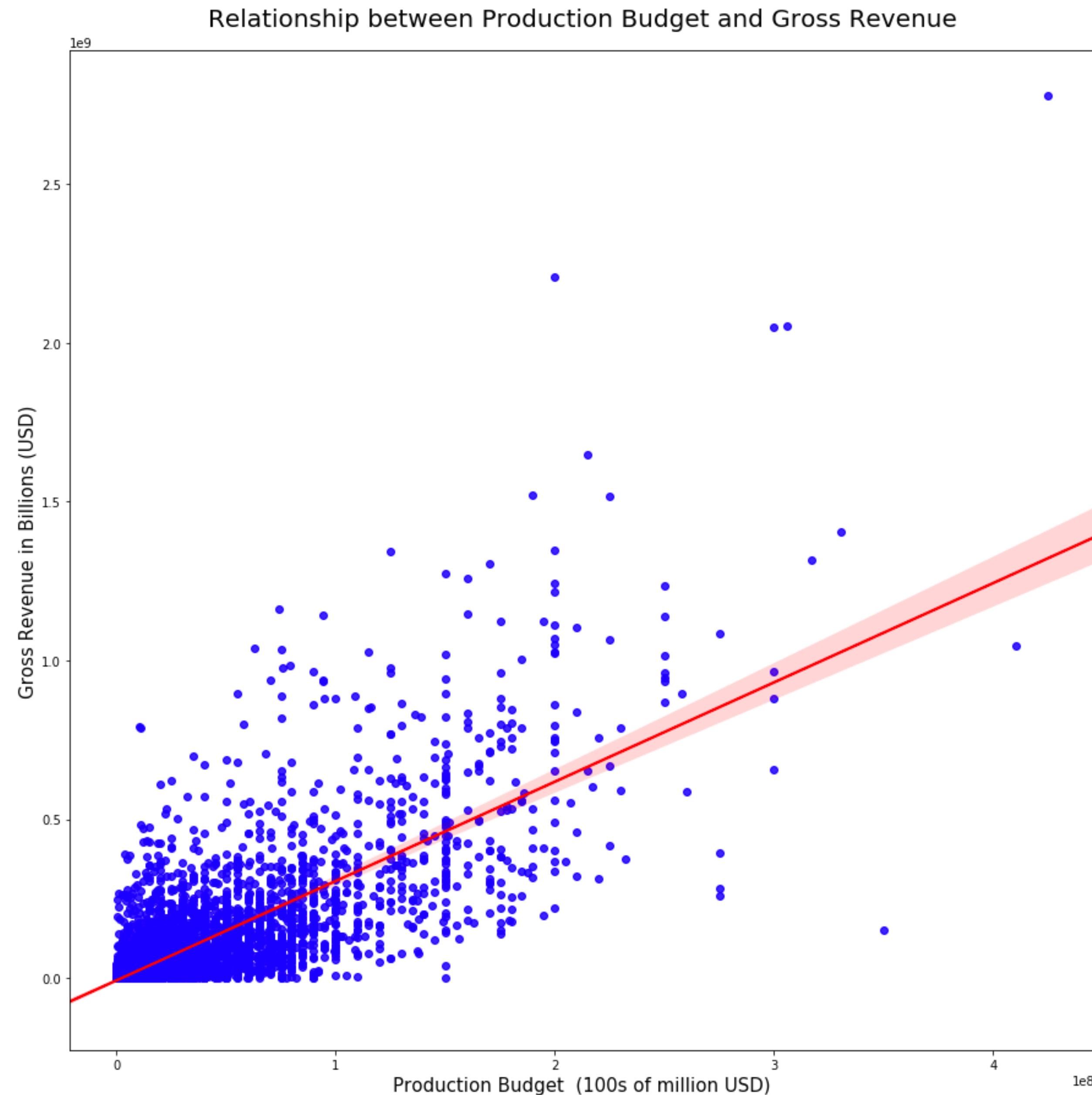## Question 4

Do Gross Revenue and ROI vary by the Genre

Question 5

Is there a relationship between Metascore and the runtime and revenue of movies

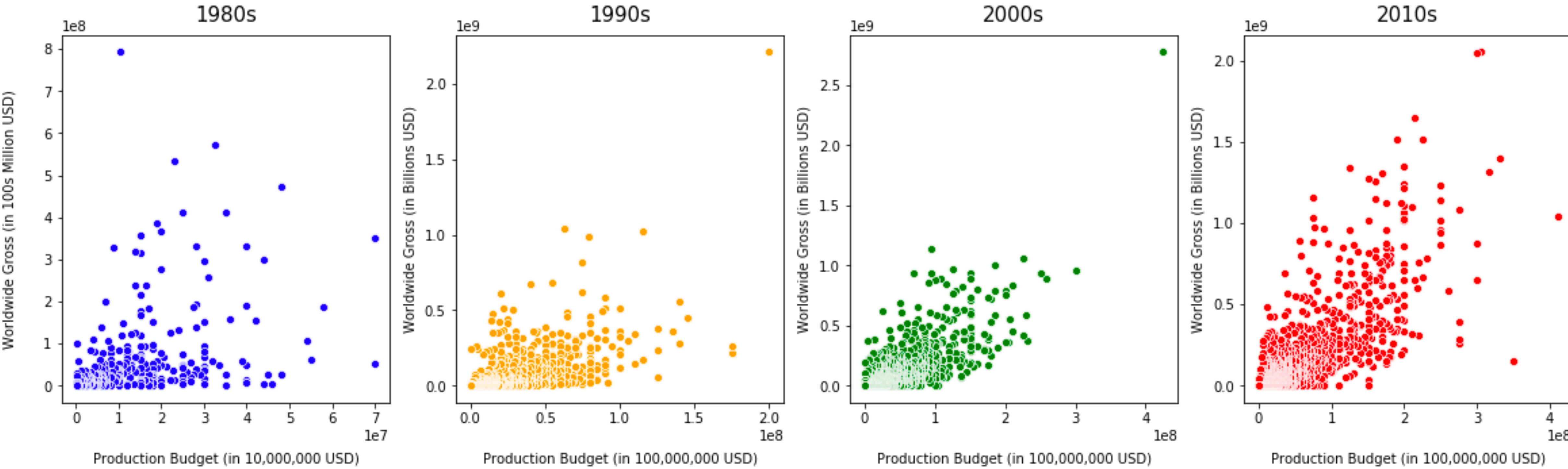Relationship between Production Budget and Gross Revenue

Correlation Coefficient

0.7483

Recommendation:

These variables are highly interlinked

The higher the budget, the higher the gross revenue

How has the correlation changed over the decades?
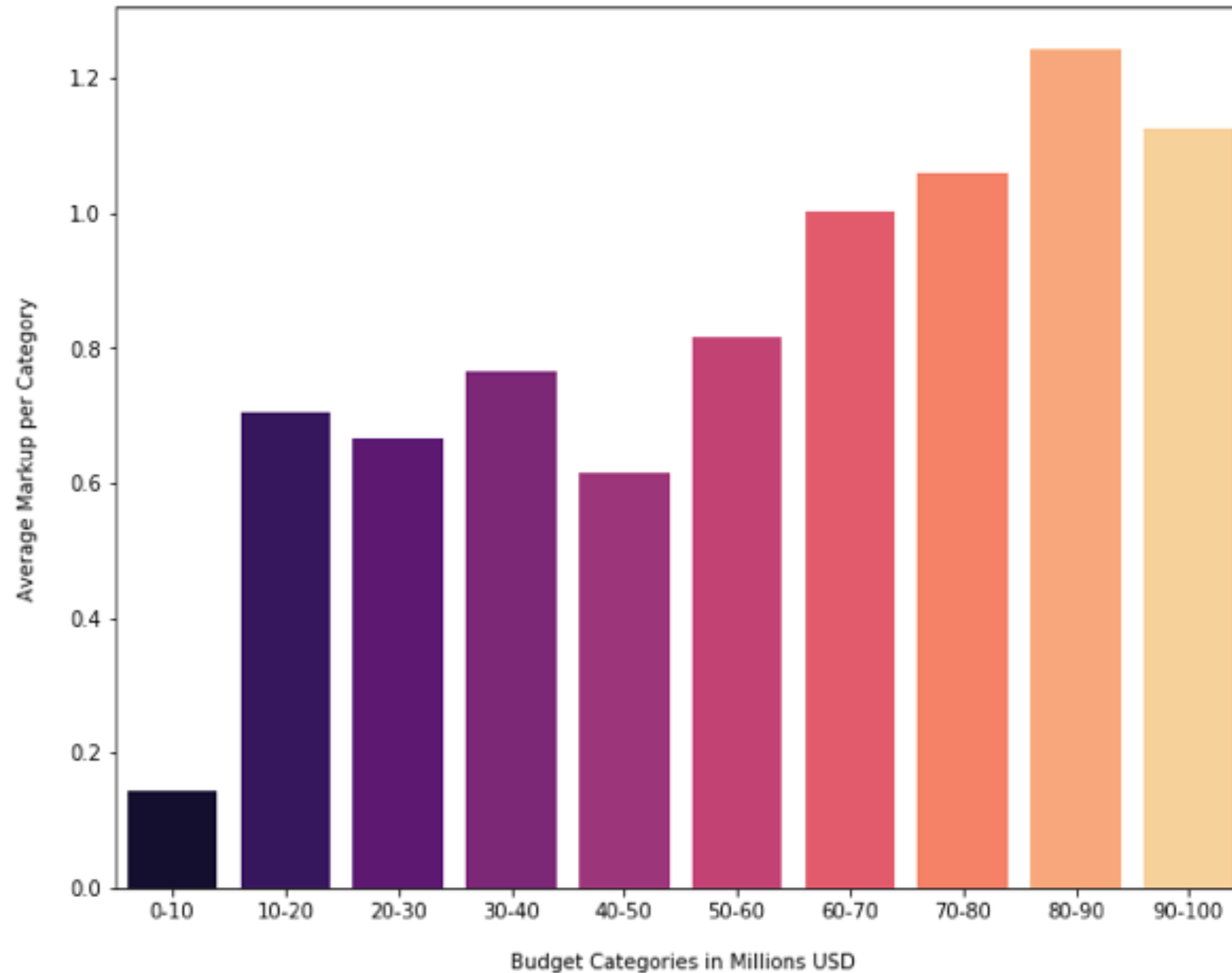

CORRELATION COEFFICIENTS

| 0.3390 | 0.5577 | 0.7579 | 0.7936 |

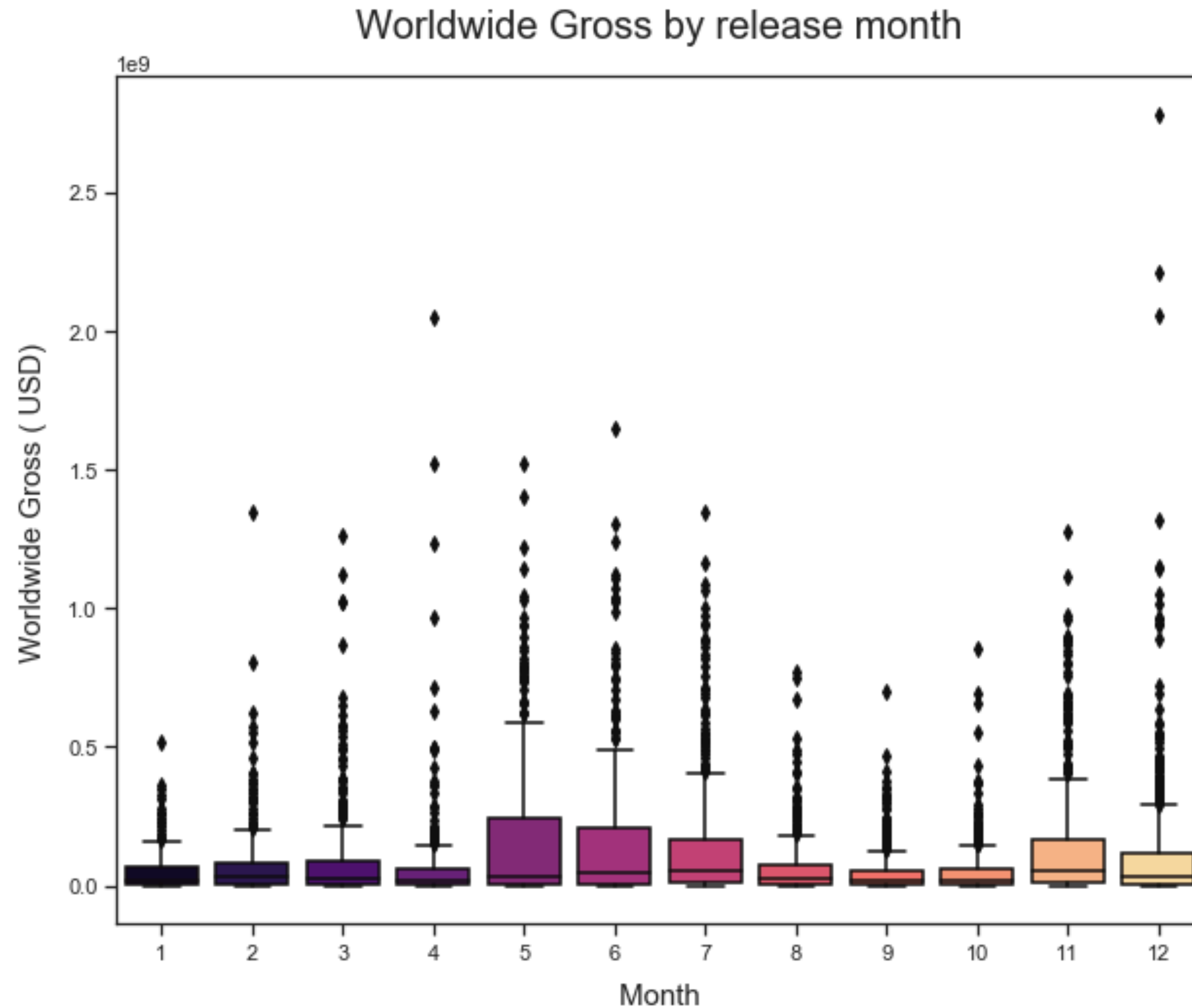# Does Return On Investment Vary By Budget?

Average Markup by Budget Category

93% of films have a budget under $100m

$80-90 million budget yields the highest return on investment

Is The Performance of a movie affected By the Month in Which it is Released?

6
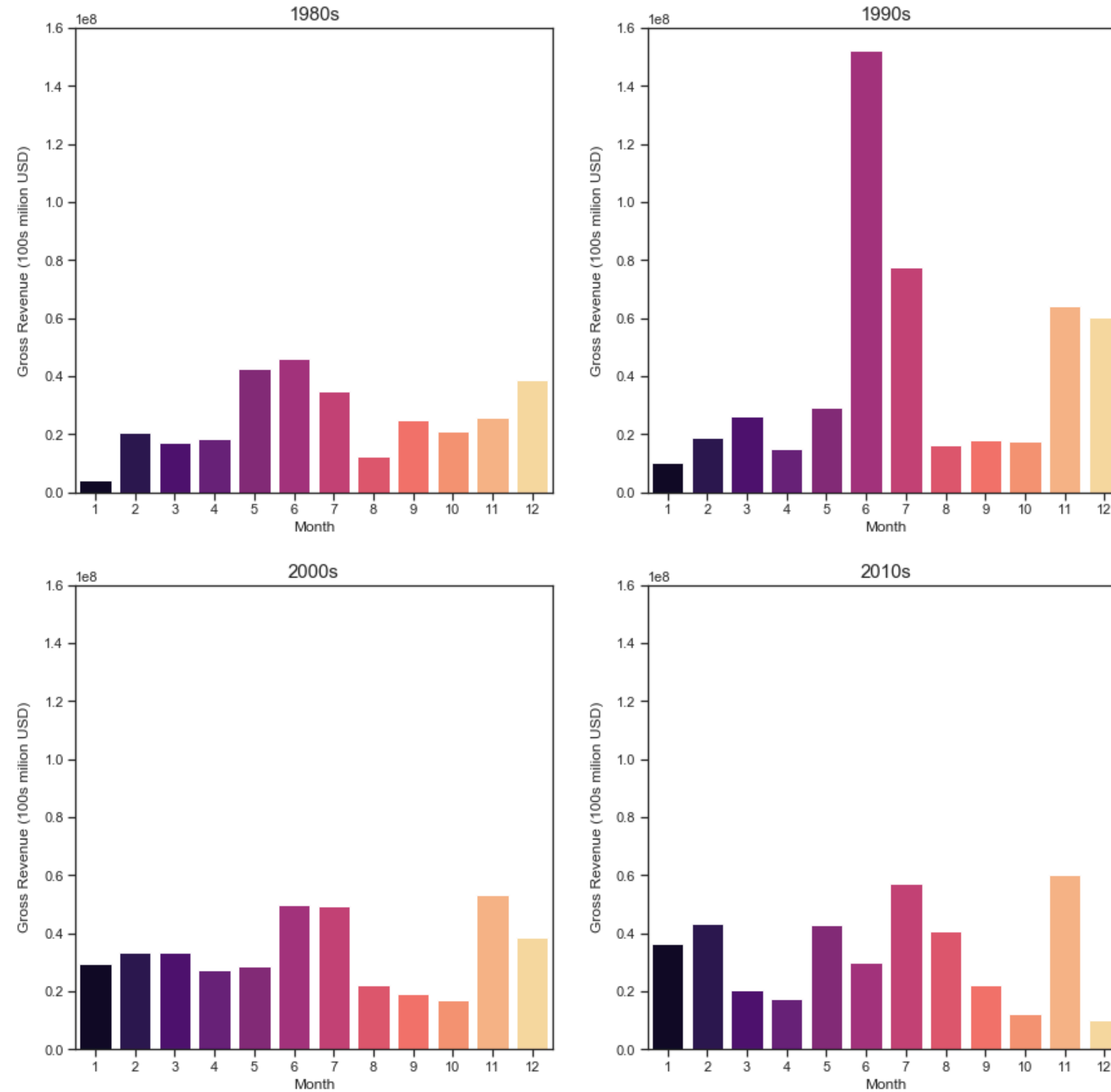

Worldwide Gross by release month

Average Gross Revenue by Release Month

- July - $51.1m
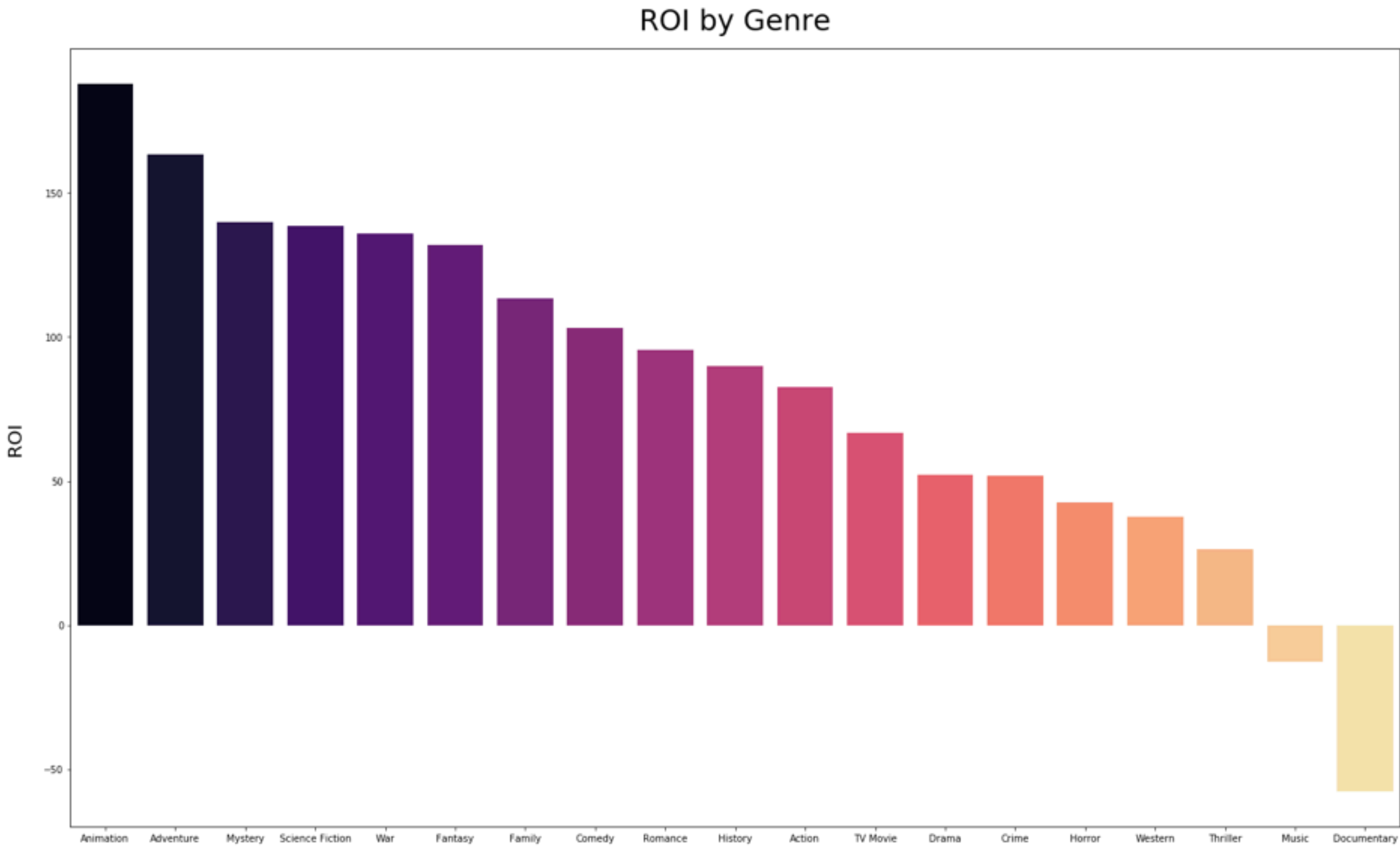- November - $50.5m
- June - $46.8m

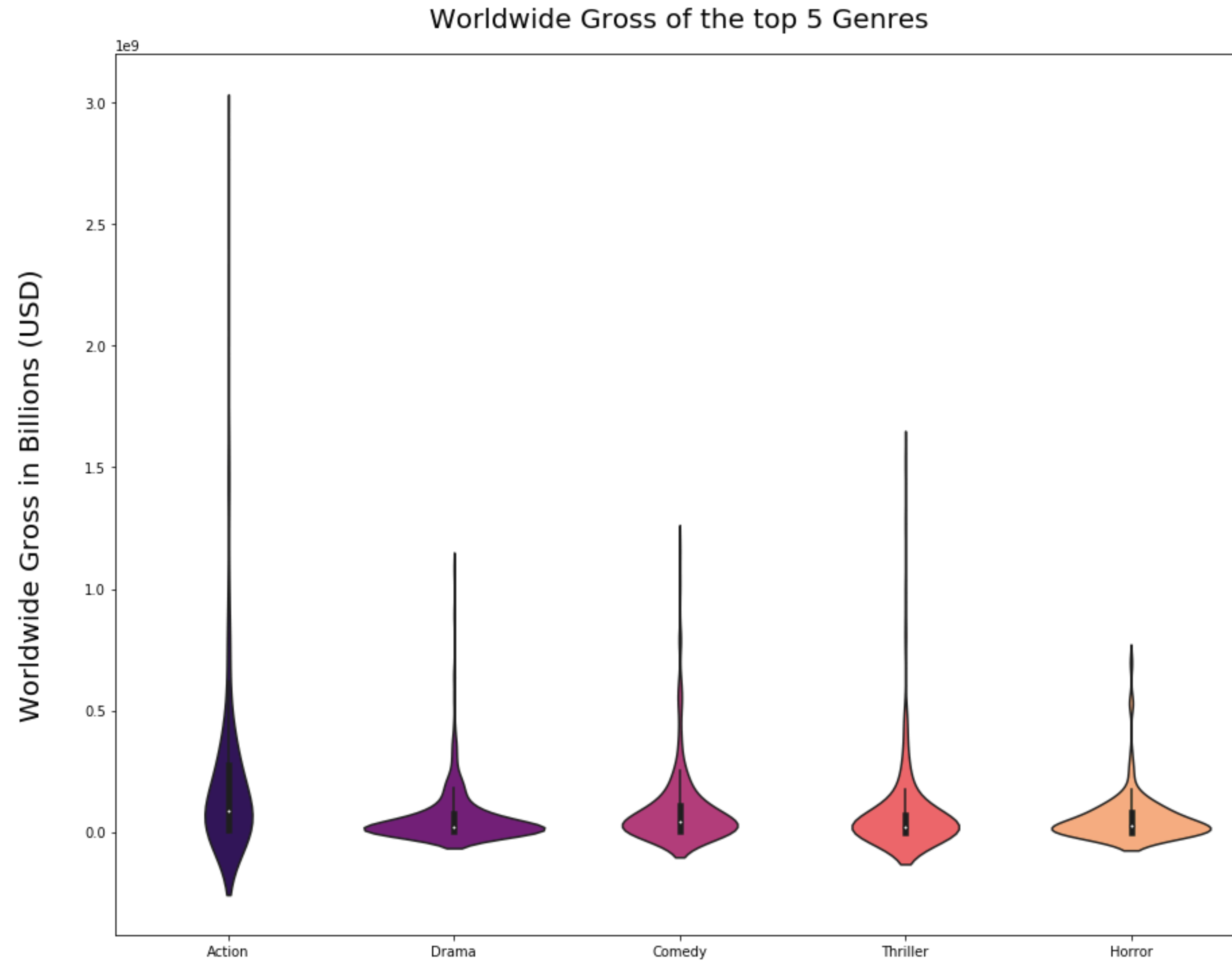# Is there a trend indicating which month is best to release a movie?
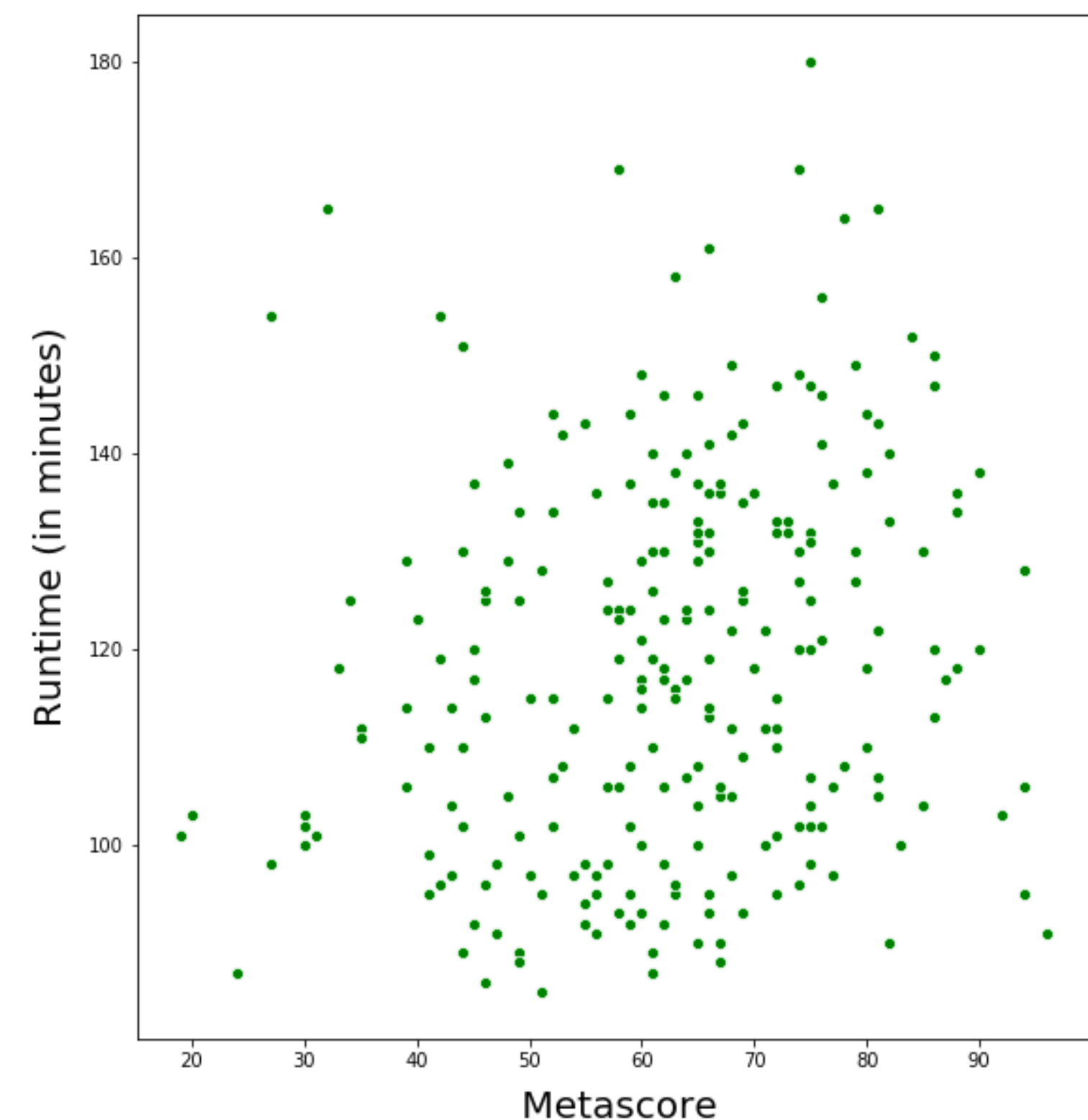
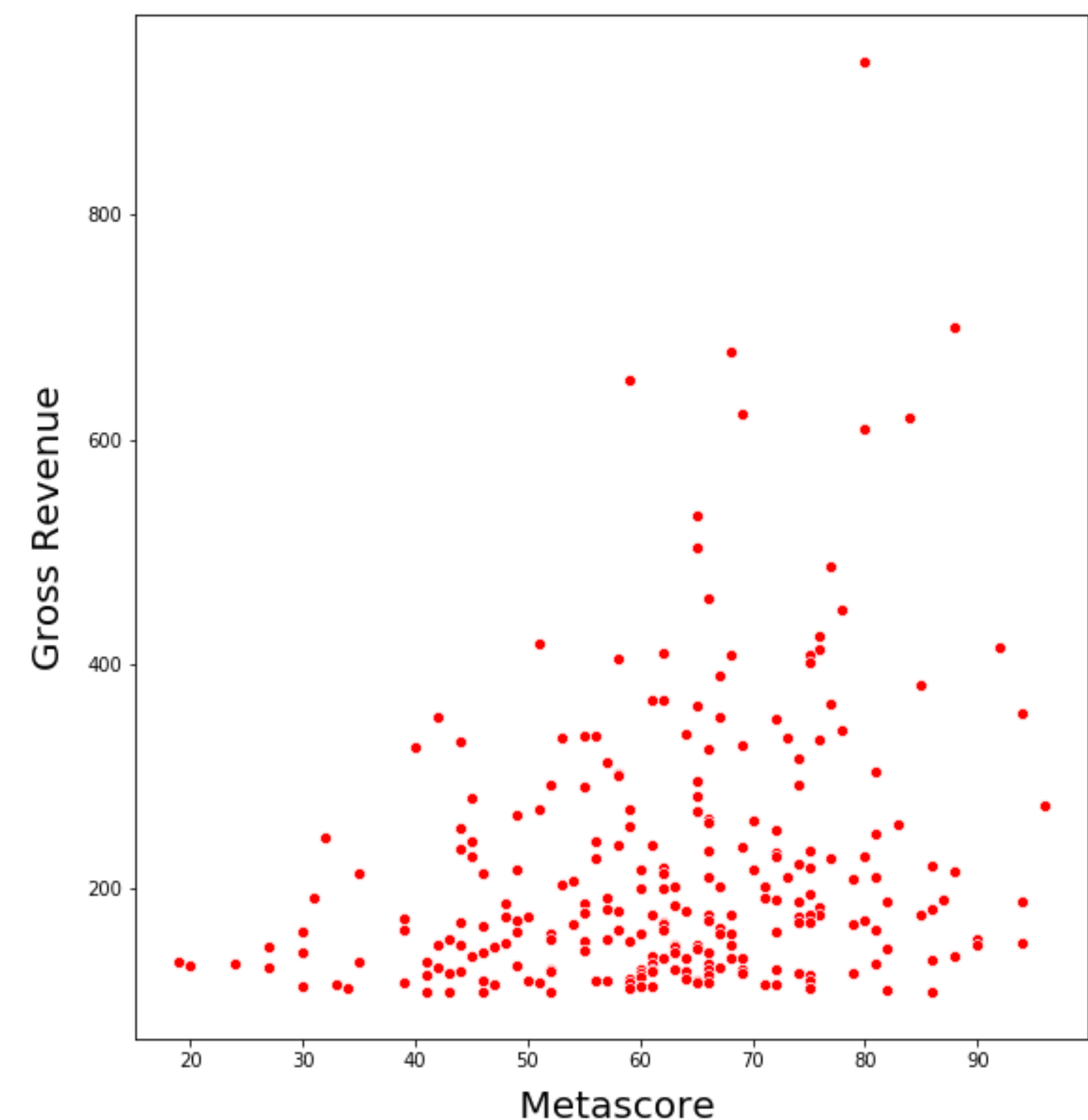# Does Return on Investment vary by Genre?

ROI by Genre

Recommendations:
- Animation
- Adventure
- Mystery

Worldwide Gross of the top 5 Genres

250 Highest Grossing Films at the US Box Office – 2010-2020

General Meaning of Score	Movies, TV & Music
Universal Acclaim	81 - 100
Generally Favorable Reviews	61 - 80
Mixed or Average Reviews	40 - 60
Generally Unfavorable Reviews	20 - 39
Overwhelming Dislike	0 - 19

CORRELATION COEFFICIENTS

0.2569

0.2098

Sorting Genres

Create a better way of sorting through genres, when movies have multiple genres to allow for more accurate analysis.

Crew effects

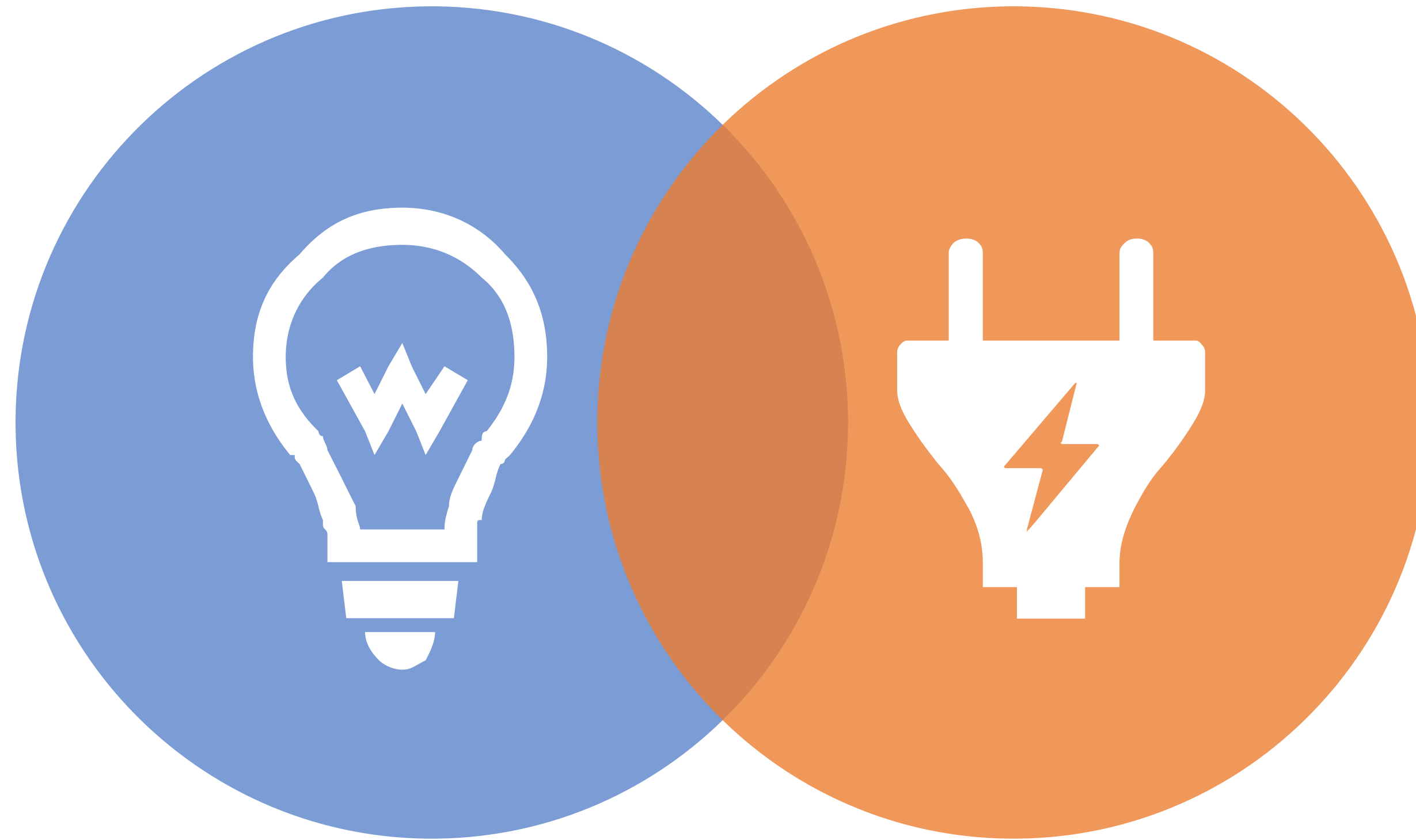Explore the effects the movie crew can have on Revenue and ROI

Explore Streaming Services

How Netflix and Amazon Prime changed the game when it comes to movie production.

Explore the effects of ratings in more detail

Further analysis of the relationship between movie success and ratings

Thank You