**Project 1 Write-Up Summary**

Pablo Barbatto

Mike Lubin

Melissa Medina

**Can Data Analysis be used to spot trends in movie success?**

While Data Analysis can certainly be used to spot trends, patterns, and shed light on correlation for a film’s success with regards to Gross Revenue it remains unsubstantiated as to whether it can serve as a predictor of success. In reality, there are simply too many variables to measure that can affect a movie’s outcome monetarily.

**Does a movie’s IMDB Score, a number driven by your average, everyday moviegoer, trend with the Gross Revenue?**

There is a trend that follows in a general upward slope that indicates that overall the higher rated a movie is the better it performs at the box office…to a degree. Frankly put there are still *a lot* of movies that are rated average or worse that are still wildly successful. So, a film’s content *quality* does not mean that the movie will succeed but likewise, a movie lacking quality doesn’t necessarily mean it’s doomed. There are plenty of ‘guilty-pleasure’ movies that find success for this reason!

**Does a movie’s MPAA Rating Effect Gross Revenue?**

Resoundingly yes! To a degree that surprised all of us. The average movie that is rated ‘G’ makes on average three times as much as the average movie rated ‘R’. Of course, once we stopped and took a moment to consider why that might be the answer became obvious: more people could go to see these movies, so more people could pay to see these movies. Additionally, since ‘G’ movies especially tend to be children’s movies and most children aren’t seeing movies in theaters unchaperoned production companies are guaranteed inflated attendance with adults accompanying one or more children at a time.

This anticipation of revenue is reflected in movie budgets. The average rated ‘G’ film has a budget more than twice that of the average rated ‘R’ film.

**Does a bigger budget translate to a bigger payday at the Box Office?**

To a point. There seems to be a sweet spot in the lower budget range that allows for the gross revenue to double the amount invested in it as budget. However, there are plenty of outliers that exist to oppose this scant trend; movies that had a shoestring budget but were wildly successful and movies that had scores of millions invested in it that crashed and burned in the theaters.

**Facebook is a billion-dollar business but does the number of likes on a Movie Facebook page correlate to more Gross Revenue?**

There doesn’t appear to be any sort of relationship between the number of ‘likes’ a movie’s Facebook page receives and how well it does in the box office. There could be a few different reasons for this fact though: 1. Facebook is a relatively new platform, certainly new compared to the oldest entries in our data, most movies that predate Facebook don’t have an official page. 2. Results could be colored by bot programs. And 3. Facebook isn’t a movie-reviewing platform, there are other better-suited websites that potential reviewers can turn to.

**Do certain genres rate higher on IMDB?**

Given so many votes the genre ratings tend to equalize with an average range of around 6.3 to 6.9. However, during the course of our analysis we were momentarily surprised to notice that a few unlikely genres were coming across as being highly-rated. After a moment to puzzle after that we realized that our next question had to be:

**Do the higher rated genres have fewer individual voters?**

Not as much as you might think, really. Certainly, the highest-rated genres (“Film-Noir”) had the lowest number of votes there were several other above-average genres (such as “History”, “Biographies”, or “War”) that had a number of voters that were more in line with the other genres. Perhaps we have found the only objectively ‘good’ genres of movies!