

Movie Analysis

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Business Understanding

- New to movie industry
 - What type of films to create
 - What films are doing best at the box office- ratings, finance
1. Which movie genres receive the highest ratings?
 2. Is there a trend in the relationship between production budget and profit?
 3. When is the best time of year to release a movie?
 4. What studios make the most money?

Data Understanding

- Box Office Mojo: financial performance of movies
- IMDb: user ratings and weighted average rating for movies
- Rotten Tomatoes: reviews from professional critics
- The Movie Database: user ratings and community-driven content
- The Numbers: financial performance, box office gross, budgets, and profitability



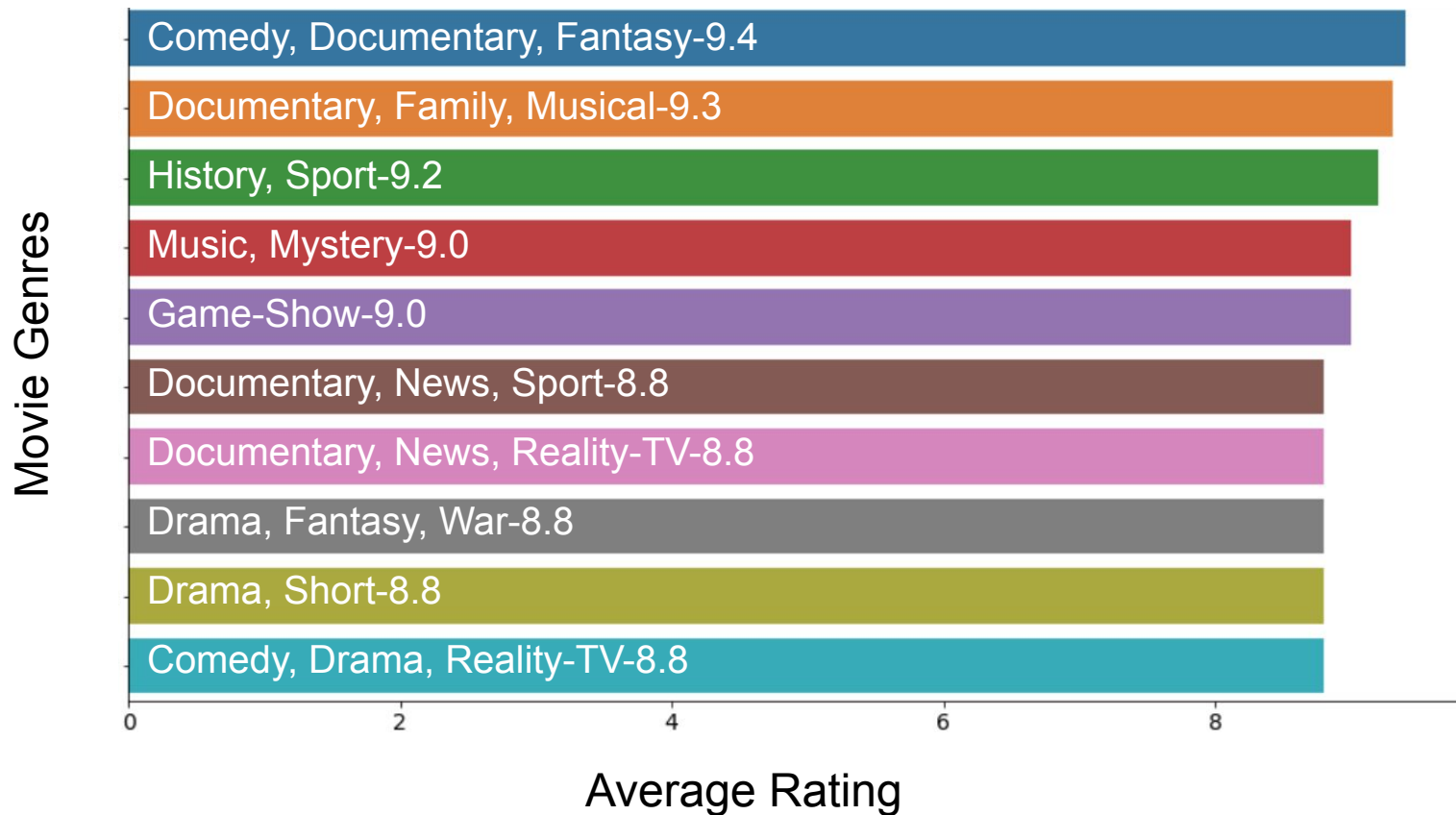
1. Which movie genres receive the highest ratings?

IMDb data:

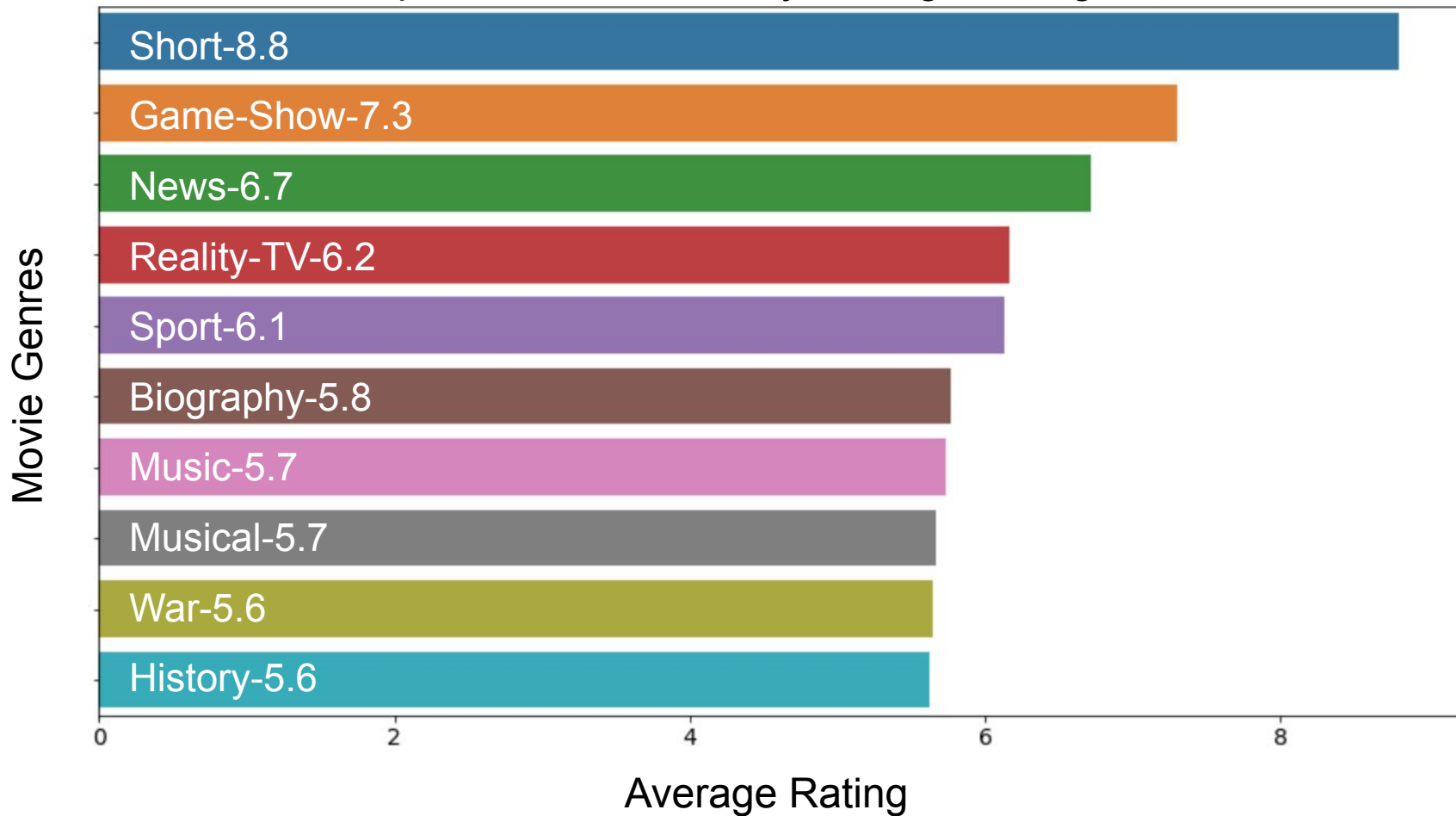
- Average Rating
- Number of Votes
- Genres



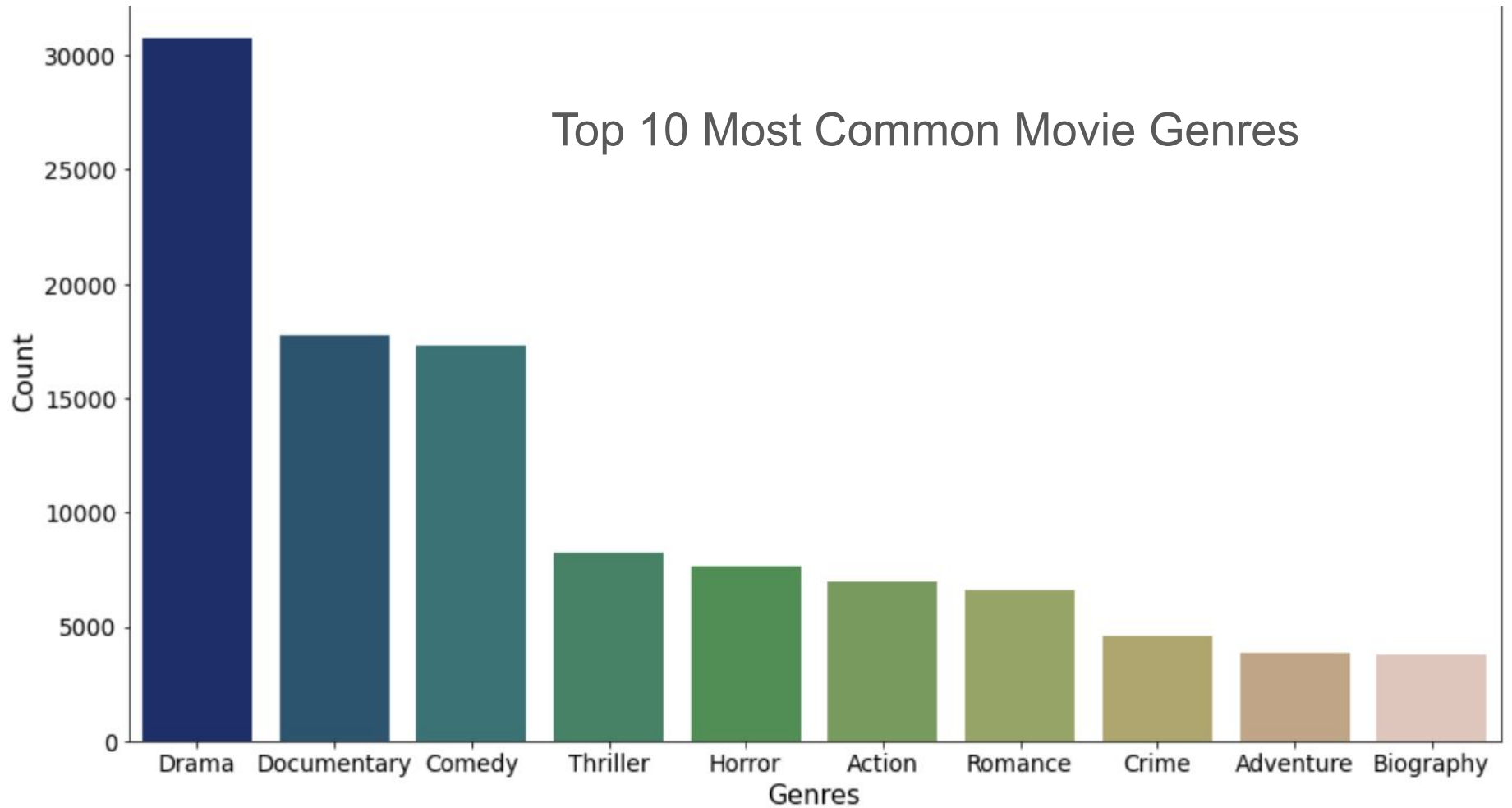
Top 10 Movie Genre (Combinations) by Average Rating



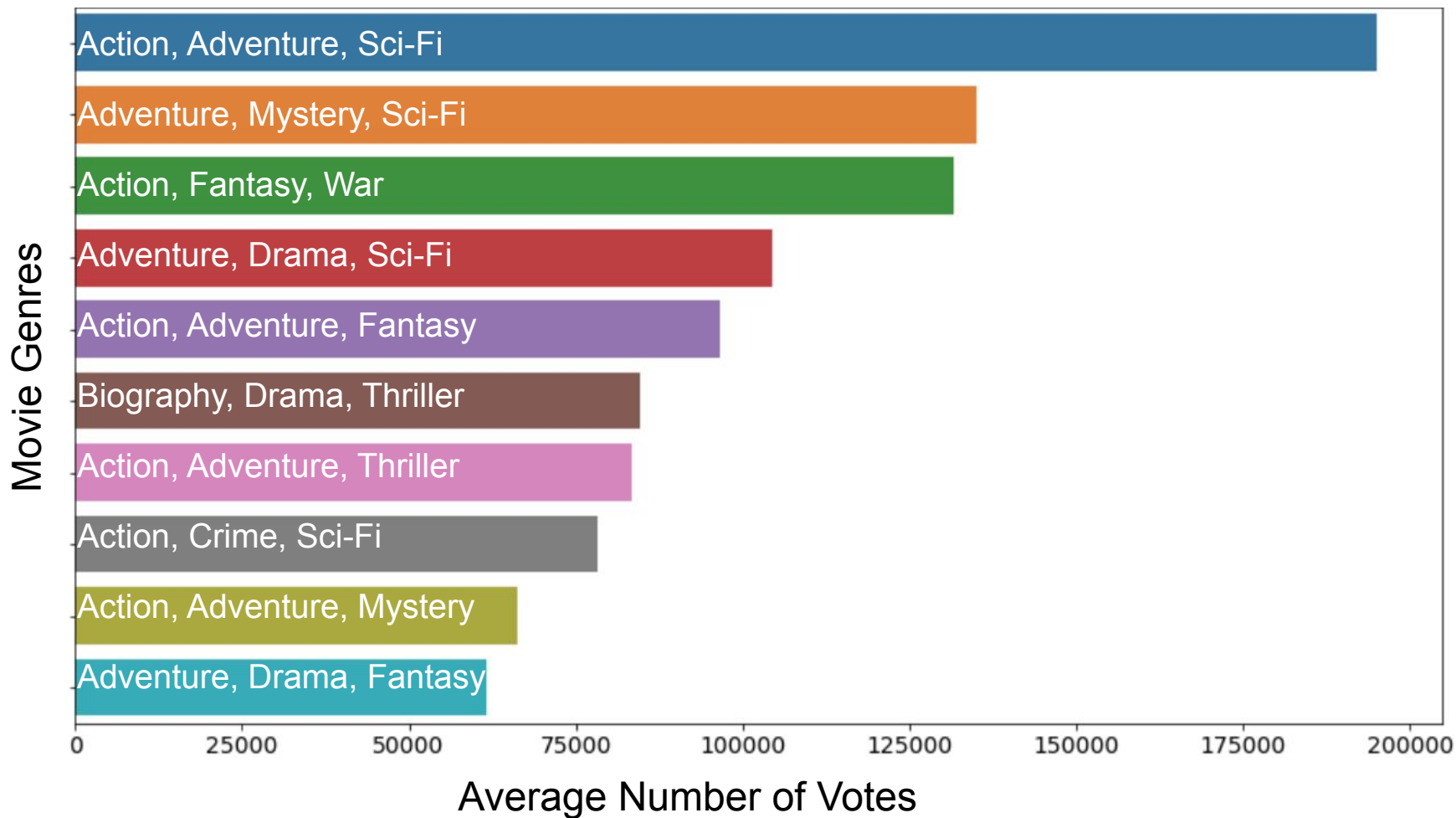
Top 10 Movie Genres by Average Rating



Top 10 Most Common Movie Genres



Top 10 Movie Genre (combinations) by Number of Votes



2. Is there a trend in the relationship between production budget and profit?

The Numbers data:

- Production Budget

- Worldwide Gross

- Profit

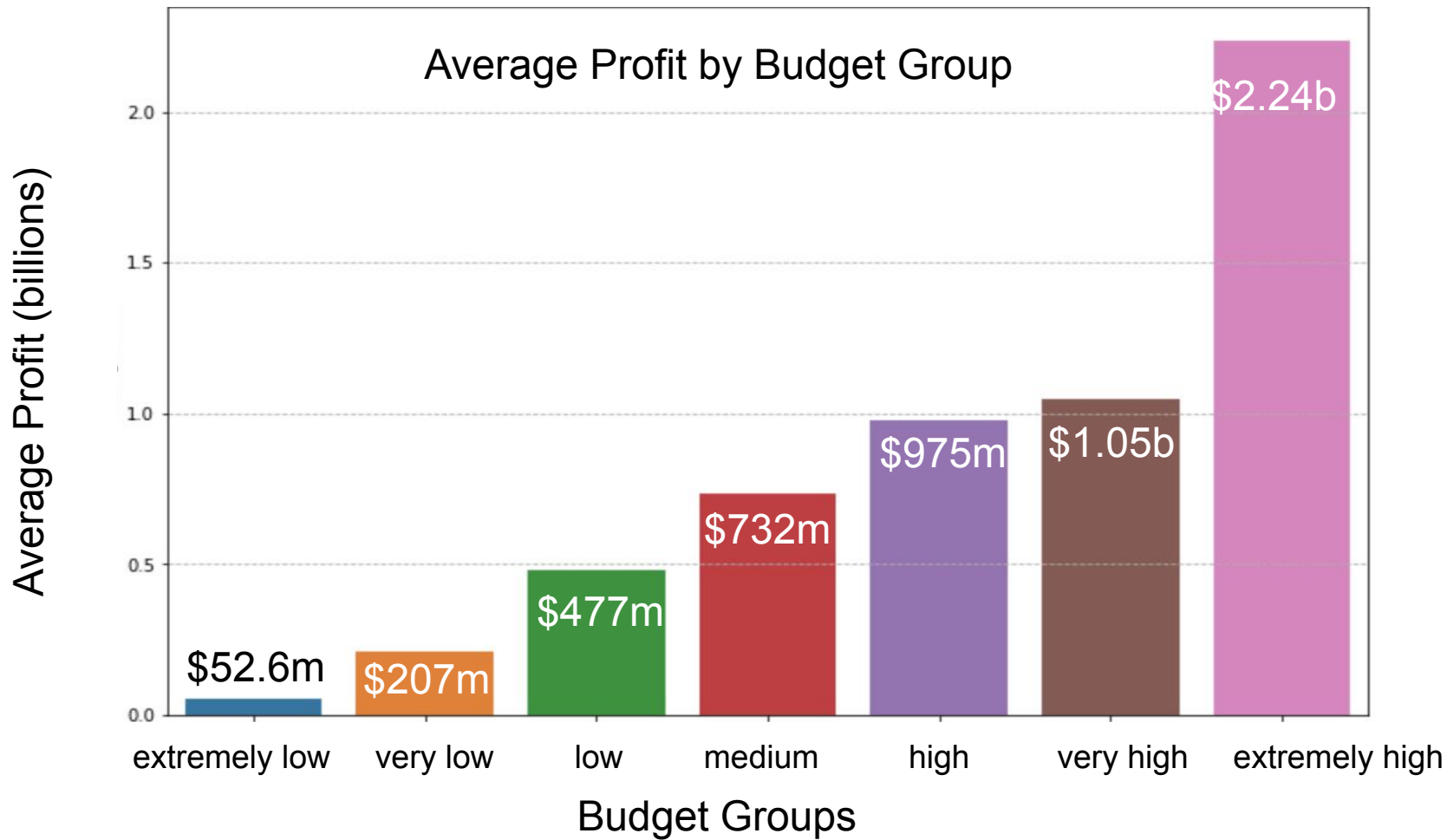
- Profit Margin

- (adjust for inflation)

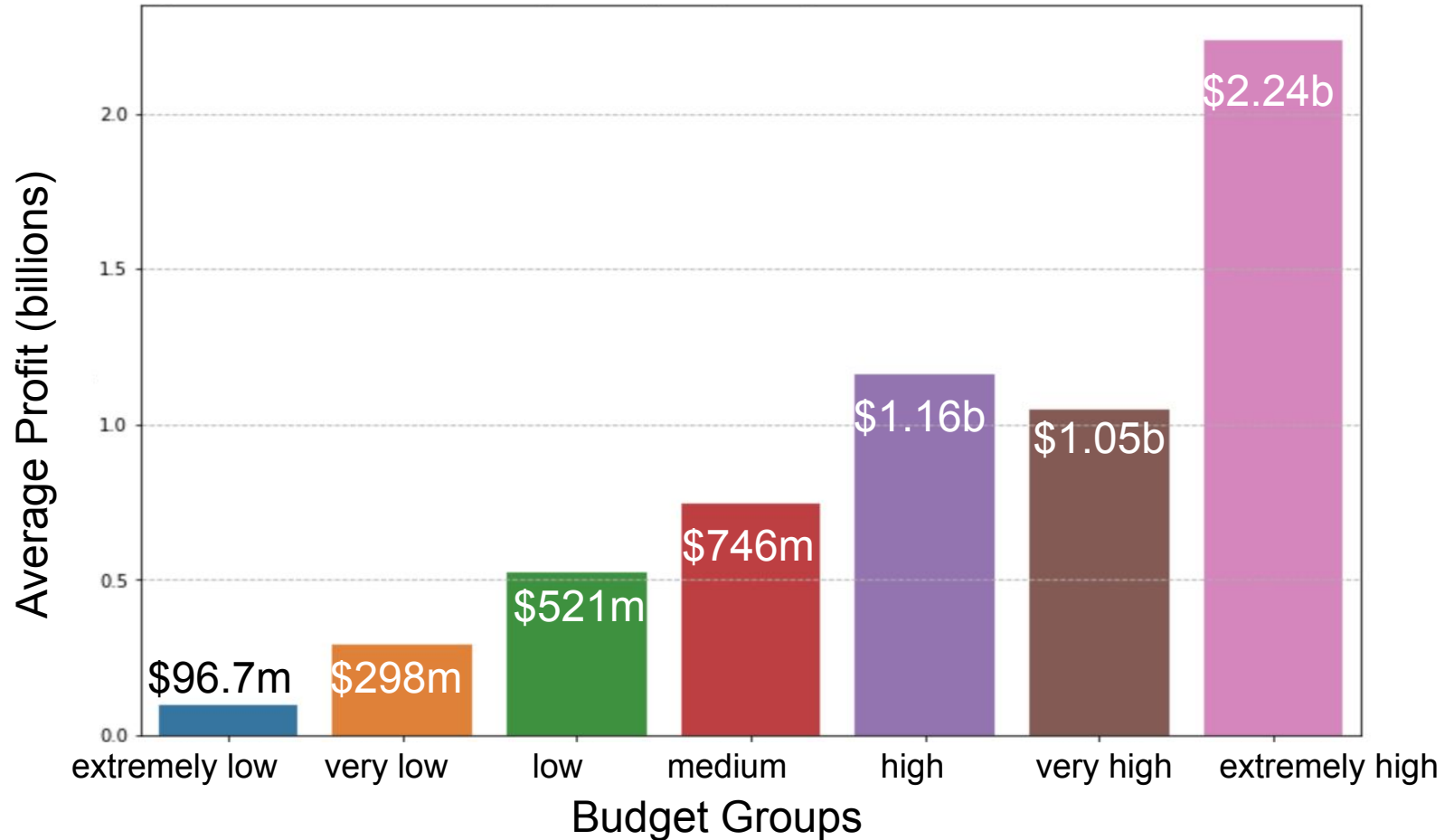


Budget Groups:

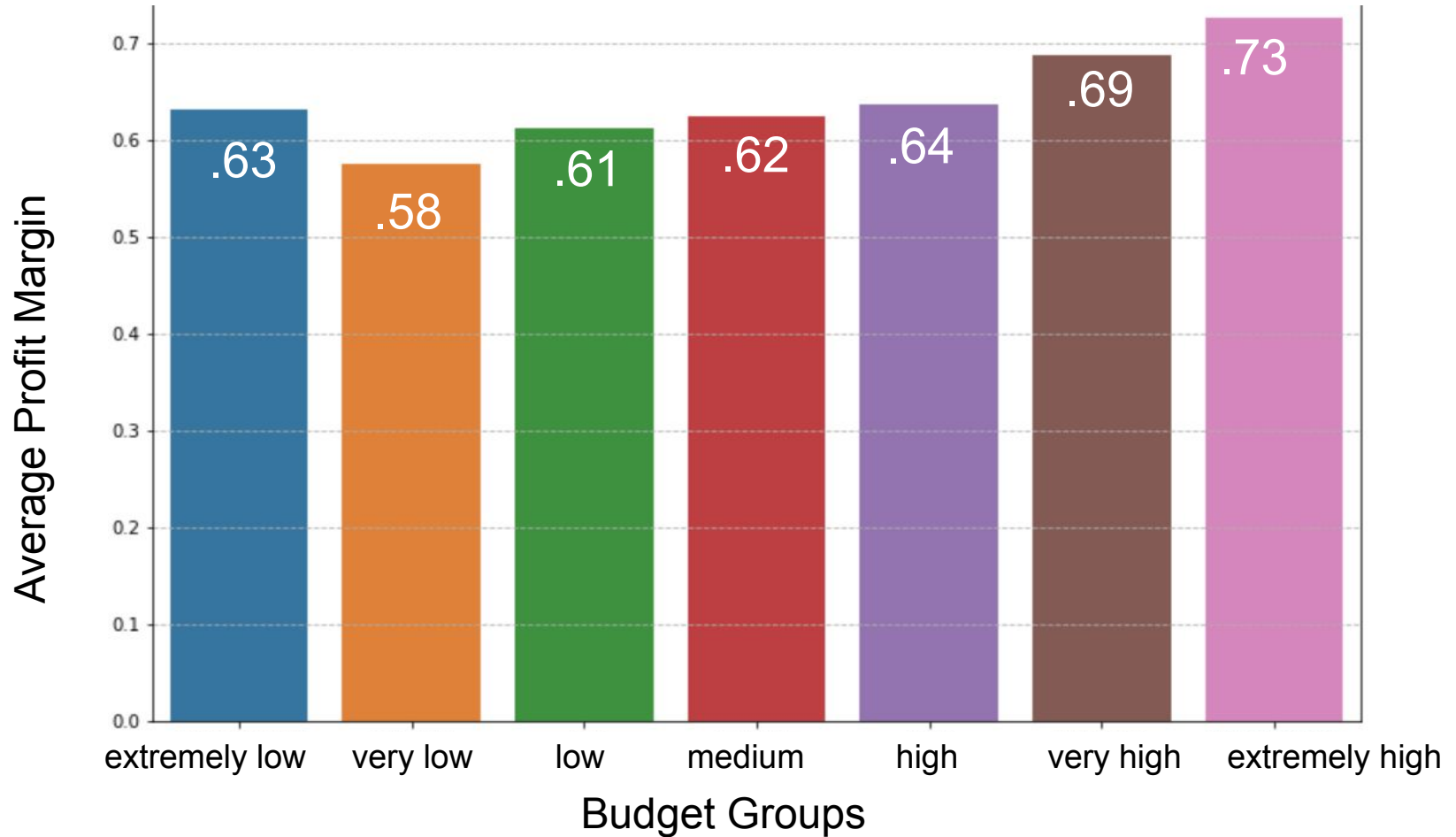
Extremely low:	\$0 - \$92m
Very low:	\$92m - \$183.6m
Low:	\$183.6 - \$275.4m
Medium:	\$275.4m - \$367.2m
High:	\$367.2m - \$459m
Very high:	\$459m - \$550.8m
Extremely high:	\$550.8m - \$642.6m



Average Profit by Budget Group (Profitable Movies)



Average Profit Margin by Budget Group (Profitable Movies)



3. When is the best time of year to release a movie?

The Numbers data:

-Worldwide Gross

-Release Date

-Profit

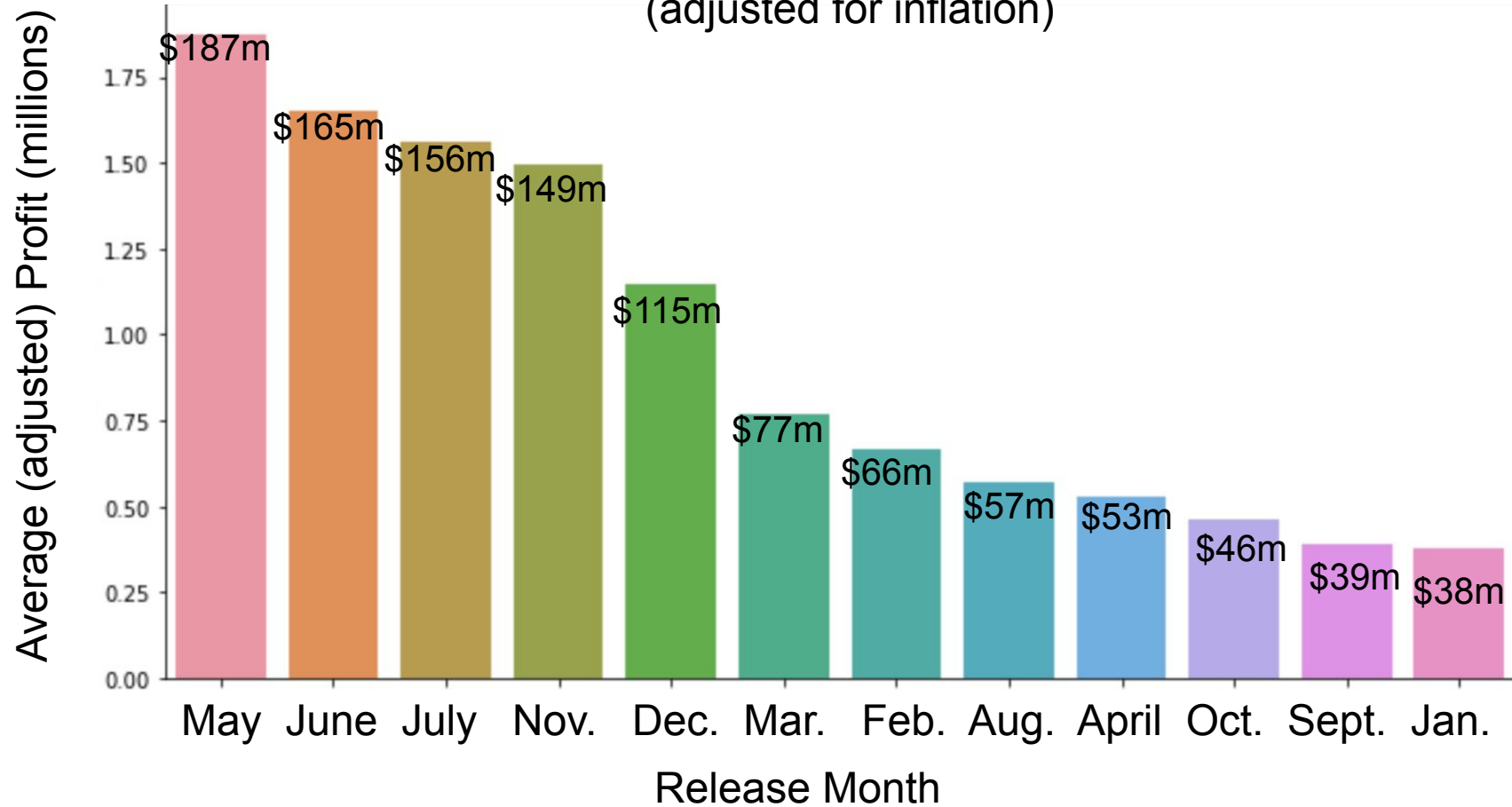
-Profit Margin

-Month

-(adjust for inflation)



Average Movie Profit by Release Month
(adjusted for inflation)



4. What studios make the most money?

Box Office Mojo data:

- Studio

- Domestic Gross

- Foreign Gross

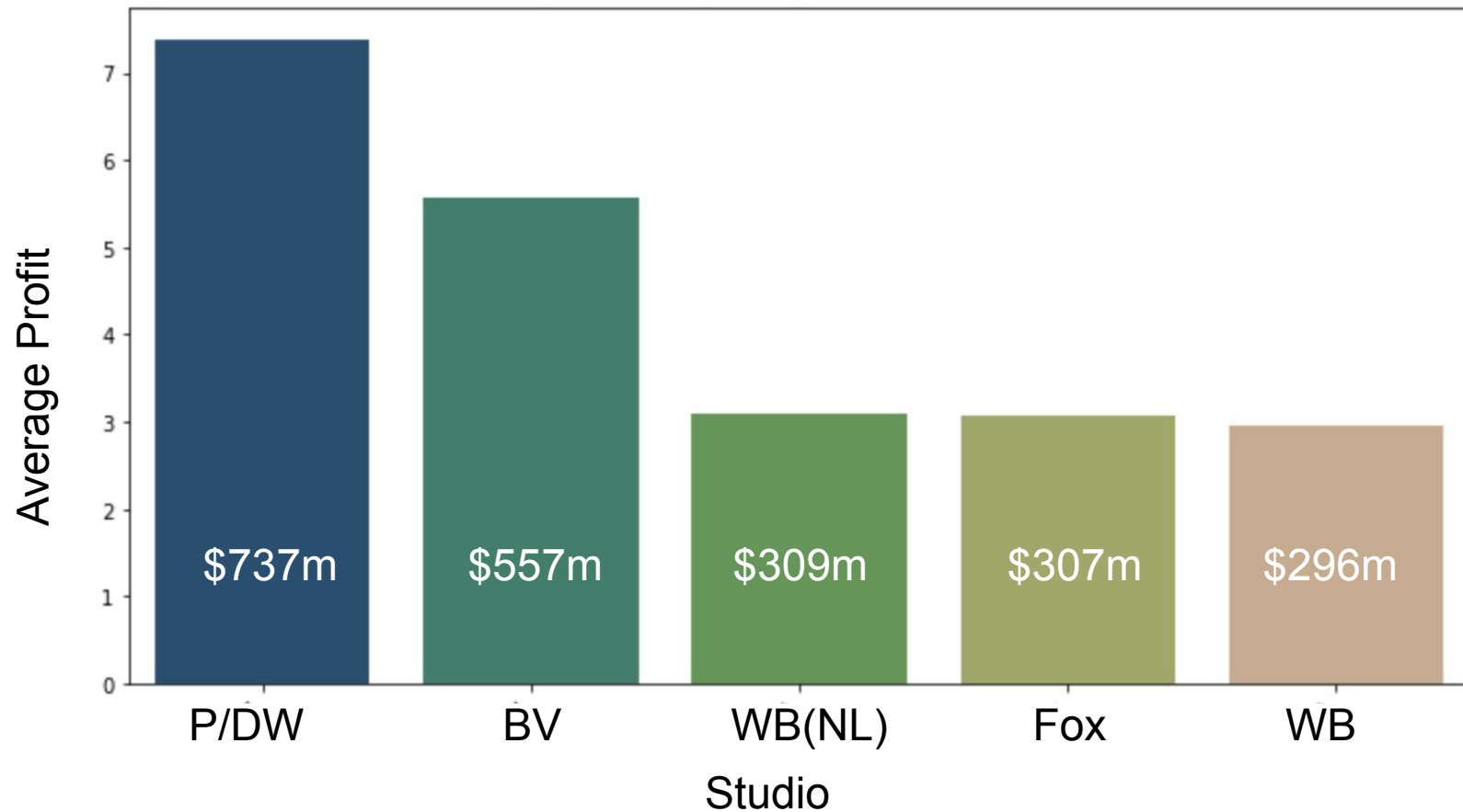
- Worldwide Gross

- Profit

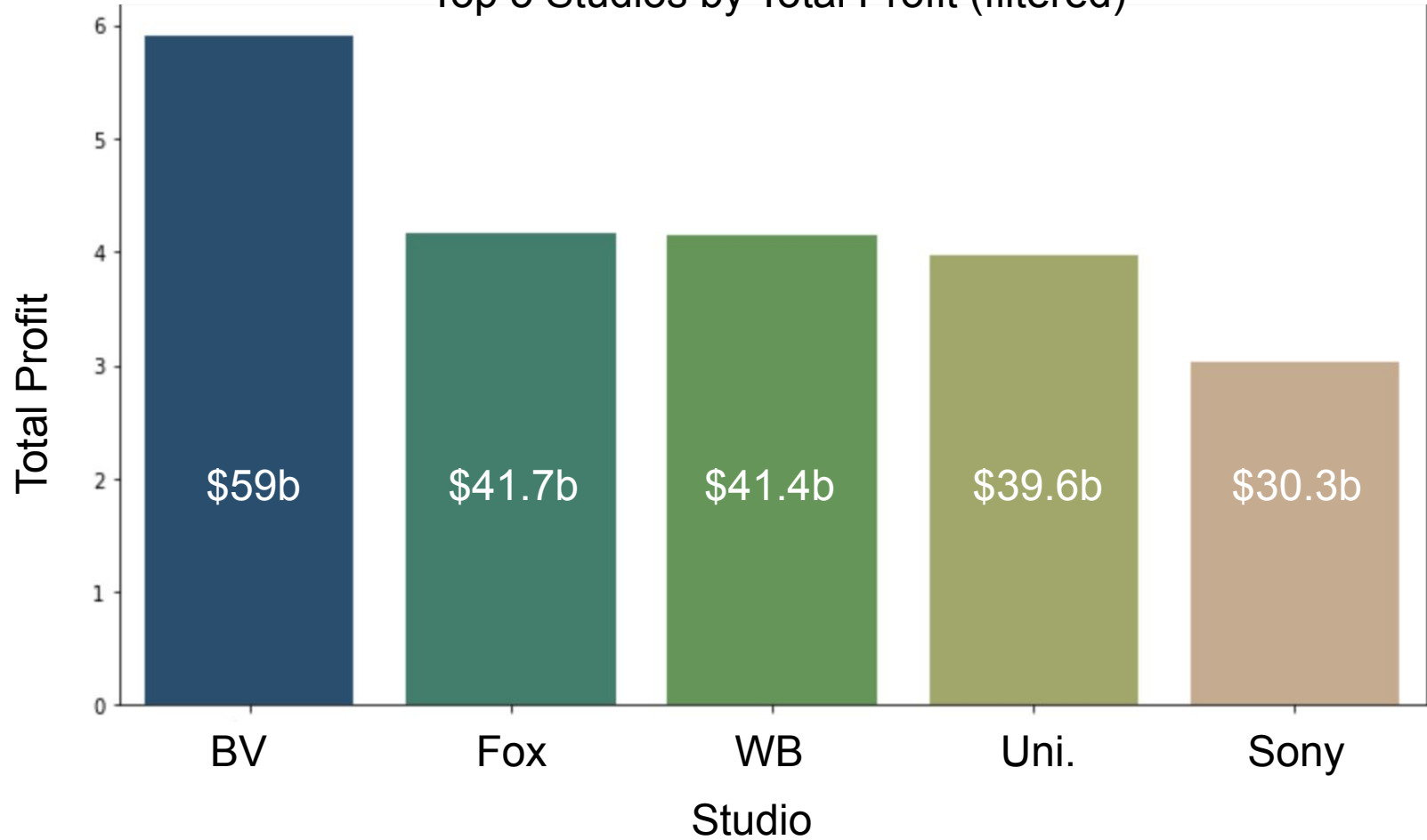
- (adjust for inflation)



Top 5 Studios by Average Profit per Movie (filtered)



Top 5 Studios by Total Profit (filtered)



Recommendations

Genres to consider:

- For broad appeal/critical acclaim: **Comedy/Documentary/Fantasy, Documentary/Family/Musical, and History/Sport**: combinations rated well historically, blend that resonates well with audience
- For niche, high-quality content: **Shorts, Game-Shows, and News** exceptionally high ratings, although not as common as other genres, potential for highly regarded content valuable for building portfolio.

Evaluate production budget:

- Investing more in a film's production budget tends to yield higher average profit margins
- **Goal to enter the higher budget tiers.** initial investment higher: potential for greater returns

Recommendations

Aim to release movies during Summer Blockbuster Season or Holiday Season:

- **Summer Blockbuster Season (May, June, July):** Releasing films during these months, particularly in May, correlates with higher average profits, and aligns with the traditional summer movie season, capitalizing on school breaks and increased leisure time, which drives peak box office attendance.
- **Holiday Season (November, December):** November and December movie releases leverage the extended holiday breaks and increased consumer spending.

Work with Top Studios:

- **Walt Disney, DreamWorks, Fox, Warner Bros., Universal, and Sony.**
- Consistently earn the highest profits.
- By teaming up with them, we can learn quickly and make more money too.

Limitations

- **"Best" Bias:** user ratings influenced by hype, recency bias, sample might not be representative of the entire population
- **Quality of Numbers:** inflation adjustment accuracy, numbers available publicly frequently estimates, studios might use different accounting methods
- **Changing Environment:** popularity of streaming platforms increases, digital age

Next Steps

- Studio-Specific Genre Performance: top studios perform better in specific genres than others?
- Certain genres always benefit from higher budgets? Optimal budget range per genre?
- Different marketing budget levels, distribution strategies impact profit?
- Talent Impact: presence of "A-list" directors, actors correlate with higher profit margins, especially in specific genres or budget tiers?
- Cross Check with other data
- Of common genres, compare ratings

Thank you!

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