



# An Insight On Success In Movie Production

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March 5, 2021

# Summary

Descriptive analysis of movie data from movie websites and databases provides insights for Microsoft, who is starting out in movie production, to:

- Focus on quality over quantity.
- Combine genre elements in the premises for your first movies.
- Keep production budgets low while focusing on quality.





# Outline

- Business Problem
- Data and Methods
- Results
- Conclusions



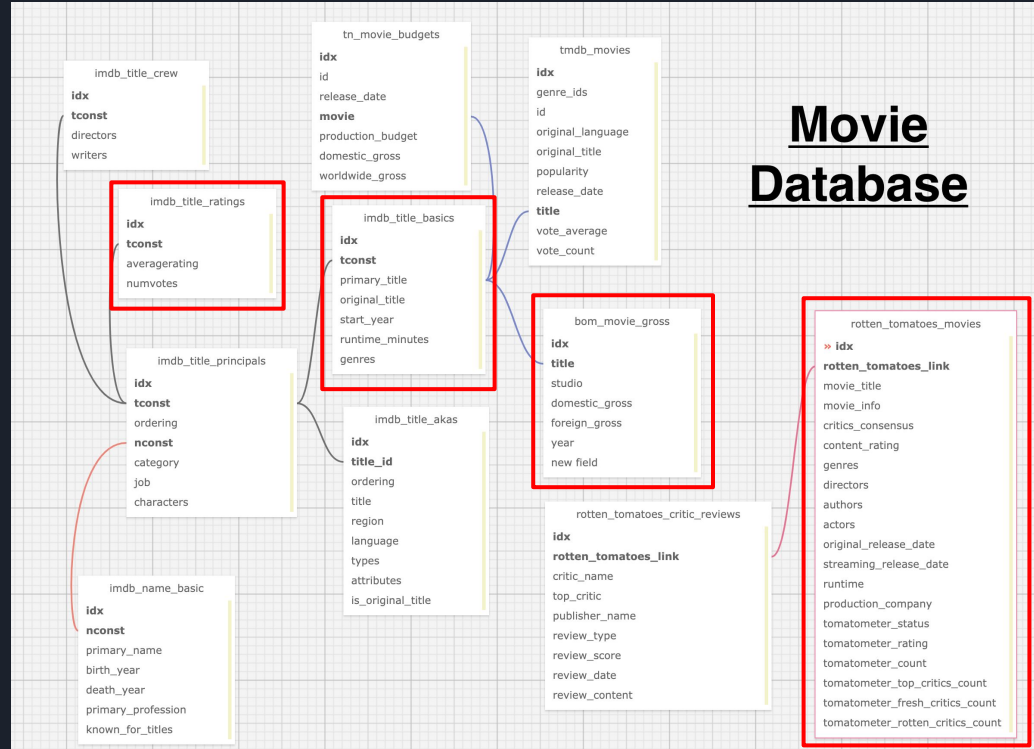
# Business Problem

- Microsoft wants to know where to start in movie making after opening movie studio in response to competitors (Amazon, Apple, etc.)
- Key question: “What is a successful movie?”
  - Two key factors: profit and ratings
- Questions to answer with data:
  - Which kinds of movies generate the most profit?
  - Which movies are best received by moviegoers (and critics)?
  - Is there a significant relationship between profits and ratings?

# Data and Methods

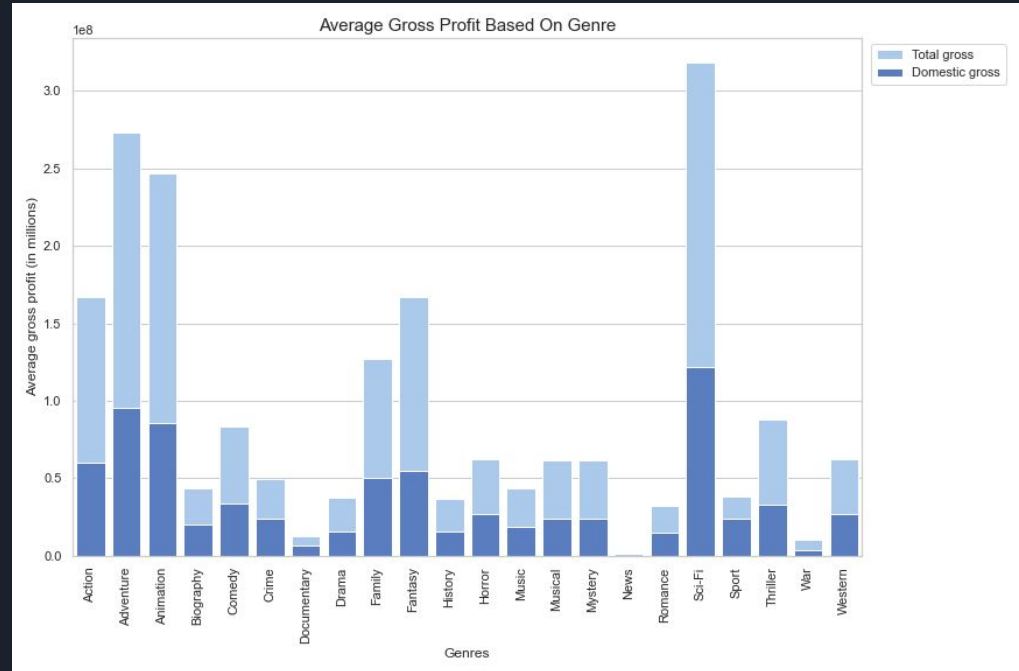
- Database containing datasets with information from various movie websites
  - IMDB
  - Box Office Mojo
  - Rotten Tomatoes
  - TheMovieDB.org
  - the-numbers.com

main focus



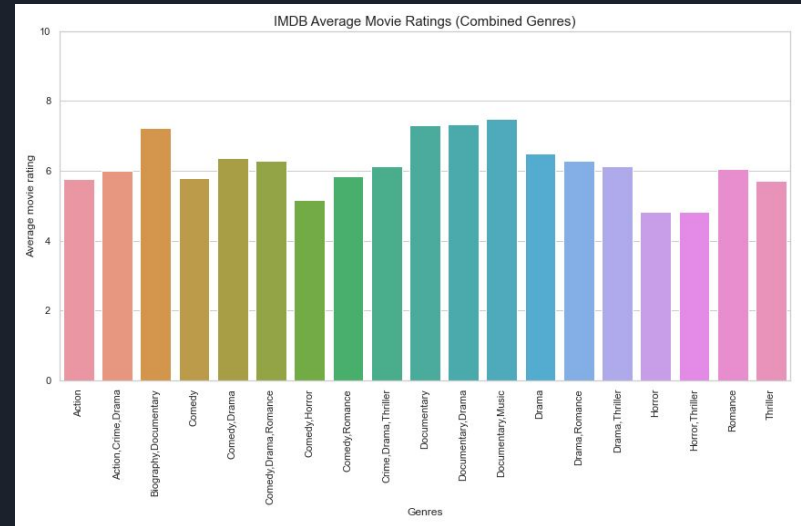
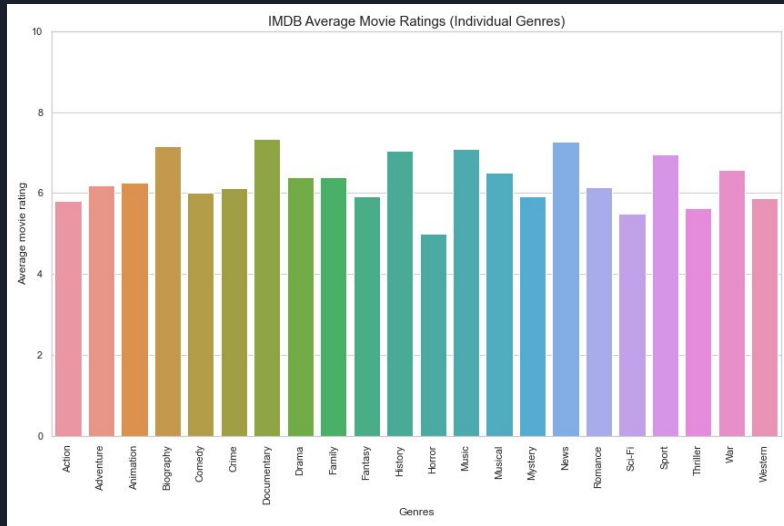
# Results

- Movies with genres that tend to contain fictional, fantasy elements (e.g. Adventure, Animated, Sci-Fi) perform the best and return the most profit in domestic and foreign box offices



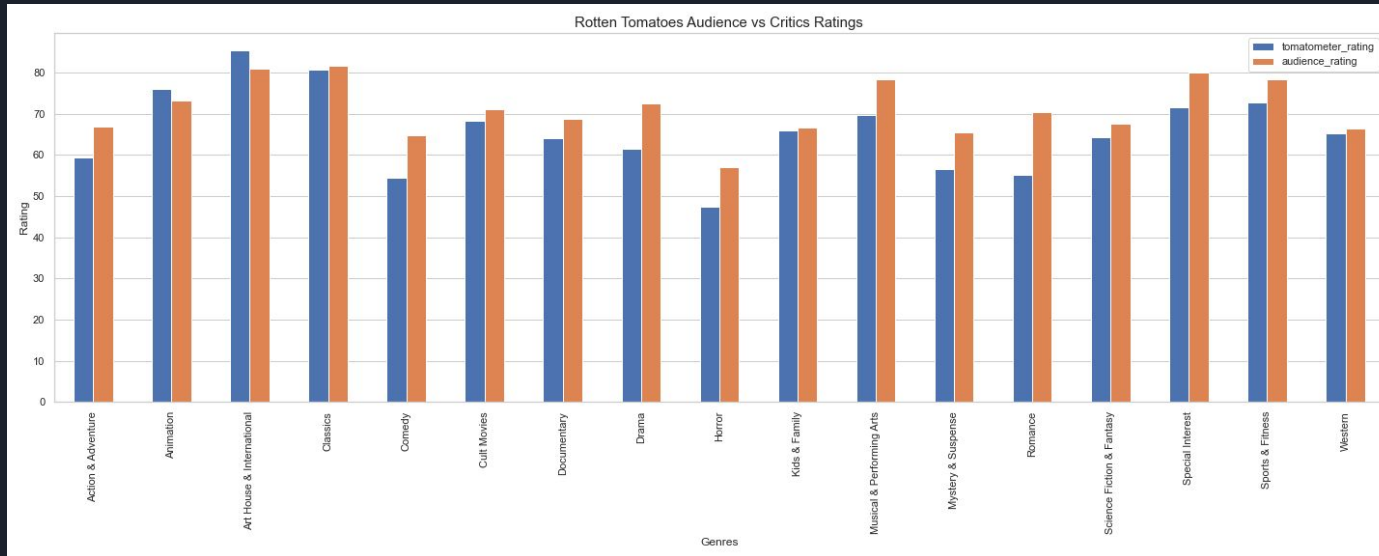
# Results

- Non-fictional genres tend to have higher ratings overall (e.g. Documentary, History, News)
- Also true for combinations of highest-rating individual genres (e.g. Biography, Documentary; Documentary, Music)



# Results

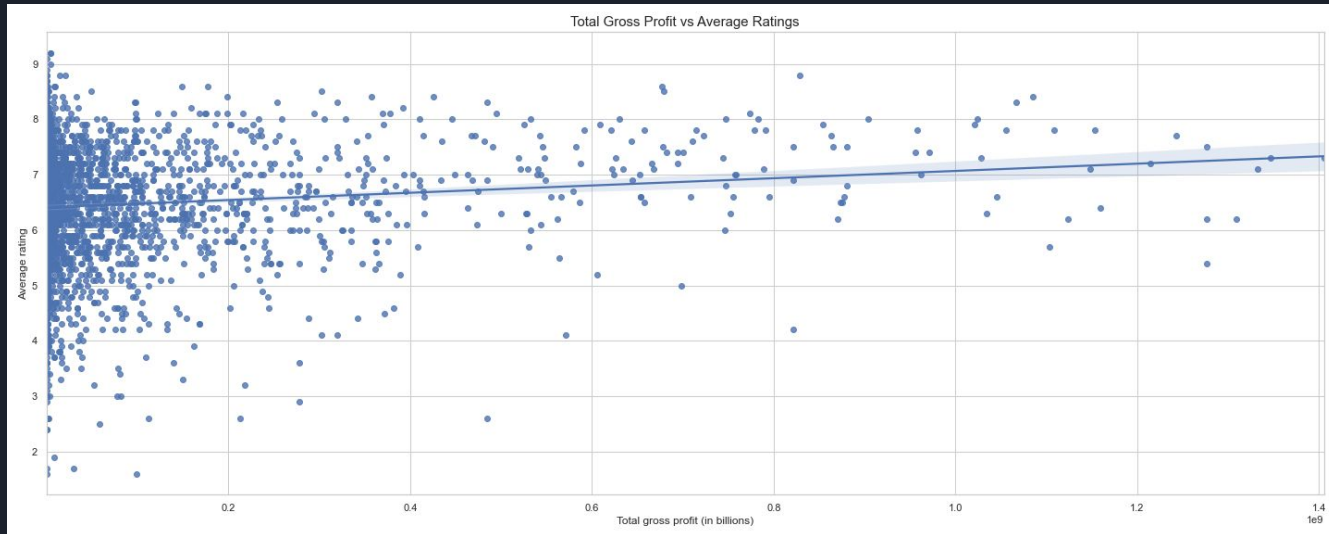
- Highest rated genre is Art House & International, a genre aimed at niche, smaller demographics rather than the mass of moviegoers -> more uniqueness
- Some genres perform better among audiences than critics ( e.g. Comedy, Horror, Romance)





# Results

- Positive yet weak correlation between gross profits and average movie ratings
- Provides distinction between a "successful" movie and a "good" movie; just because a movie is high-grossing doesn't mean it's good, and vice versa





# Conclusions

- Focus on quality over quantity.
  - Important to make movies of high quality that, at the same time, will turn profits.
- Combine genre elements in the premises for your first movies.
  - Example: producing a sci-fi film based on historical events and include unique elements to keep the audience's attention.
- Keep production budgets low while focusing on quality.
  - Shouldn't be necessary to utilize a large budget that will be hard to make up later in the box office.

## *What's next?*

- Production budgets of successful and unsuccessful movies
- Impact of certain well-known directors and/or actors on movie success
- Characteristics of high-rating movie reviews

# Thank you!

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