The NBC Universal Analytics Challenge: Analysis

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By evaluating the IMDb and Metacritic data given (as well as scraping for more reliable records), I hope to have answered the following questions: do certain movie genres lend themselves to high returns and why do some small budget films end up being blockbuster hits?

In my first graphic (built via Tableau), I took a view of movie genres and their average return on investments (ROIs); I also offered a breakdown of the average ROIs per genre by month. I believe that the ROI is an integral value; it demonstrates turnaround for a movie and offers a bigger picture than just big budget films with an expected big box office. My view into ROI will demonstrate that having a smart view of where to invest money can and should dictate where NBC Universal can hedge their bets (make money).

I discovered that films that are of the horror, mystery, and thriller genres, as well as many films released in October and January, have the highest ROIs. Some interesting notes: family movies often have higher ROI in January than any other month and in October, movies in the genres of horror, mystery, and thriller have seen higher ROIs. A possible explanation of this could be that October is known for Halloween.

My next two graphics, "High Budget Box Office Gross" and "Low Budget Box Office Gross", compare potentially hazardous investments (where high budget films missed the mark) and potentially precipitous investments (where low budget films continuously have good turnaround).

These graphics give us a breakdown of how films perform in genres with their budget separated by high and low, as well as awards won. I determined the line between high and low budgets at 2.1 million as stated by "Stephen Follows"). On the left side we are able to compare the average ROI with high and low budgets broken down by genres. This analysis can help determine how well films will do based on their budget and genre.

I believe that the budget and ROI should determine the direction of the film (or vice versa: knowing the genre and audience of the film should determine how much investment should be made). Low budget films succeed in the mystery, horror, thriller, drama, and crime genres while high budget films should avoid documentaries, music films, and dramas.

In conclusion, the genres of mystery, horror, thriller and family tend to have higher returns and can be budgeted for less. Those the gross box office might not be high, on average the ROI demonstrates a good performance. With the holidays and penchant for theatrics during the Fall to Winter months, quantity may well out perform quality.