BOX OFFICE ANALYSIS
for
Microsoft's Movie Studio

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Summary

Descriptive analysis of successful movies at the box office provide valuable insight for Microsoft's new movie studio to create new original video content:

- Invest in movies with the primary genre of adventure, action or mystery, for the highest gross income.

- Invest in mystery, documentary, and biography for the highest movie rating.

- Produce movies with runtimes of less than 120 minutes.

Outline

Business Problem

Data and Methods

Results

Conclusion

Business Problem

- Investigate the impact of movie primary genre and movie runtime on the :
  - Total gross income
  - Movie rating movie

Data and Methods

- IMDB database:
  - 73856 movies
  - Information on: movie title, genres, average rating, runtime, number of votes, etc
- Box office Mojo:
  - 3387 movies
  - Information on: movie title, studios, domestic and foreign gross income

- This study investigates:
  - 1303 movies shared between the two databases
  - Features: primary genre, runtime, gross income and average rating

Results

IMPACT OF PRIMARY GENRE

Most successful genres in terms of domestic and foreign gross income:
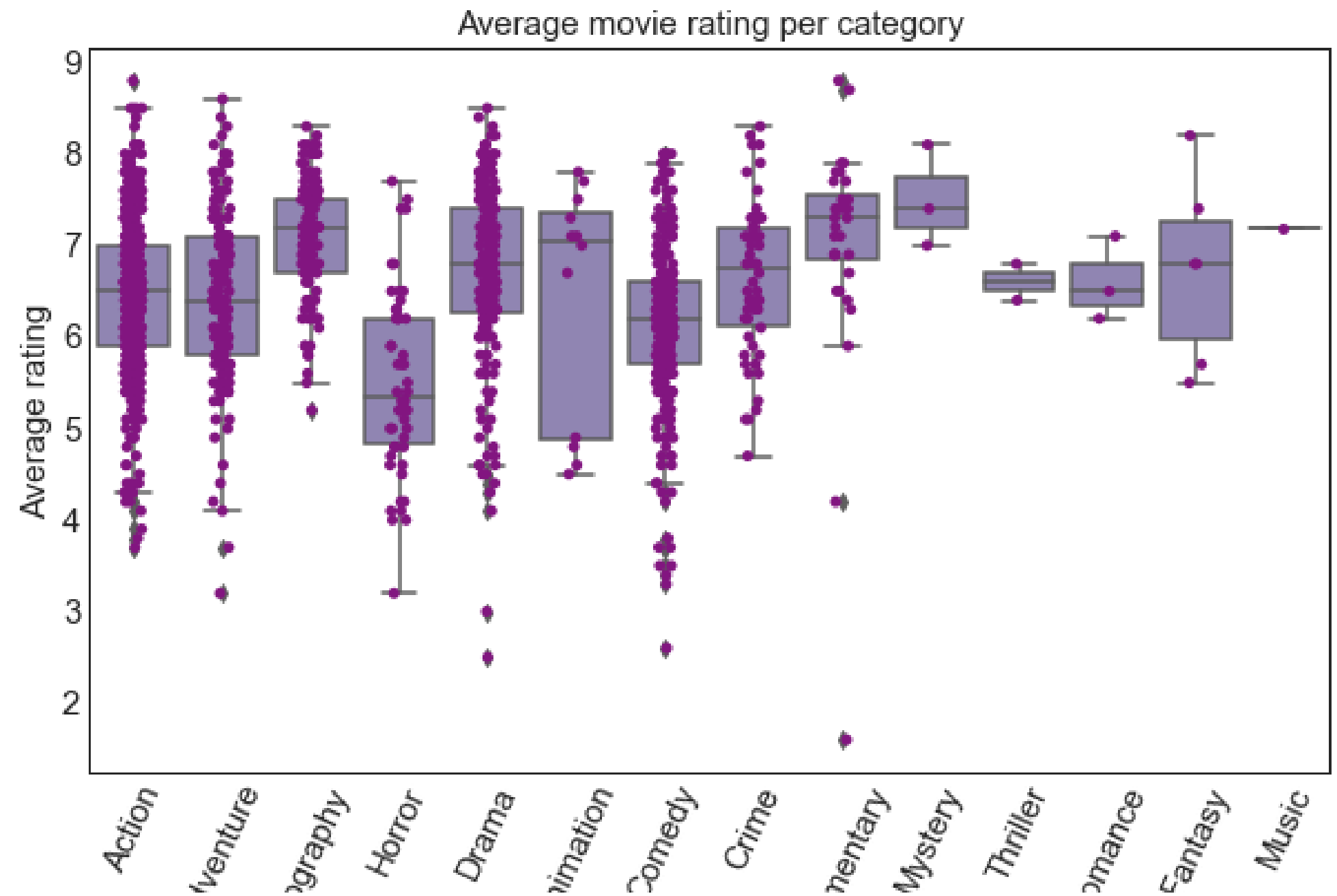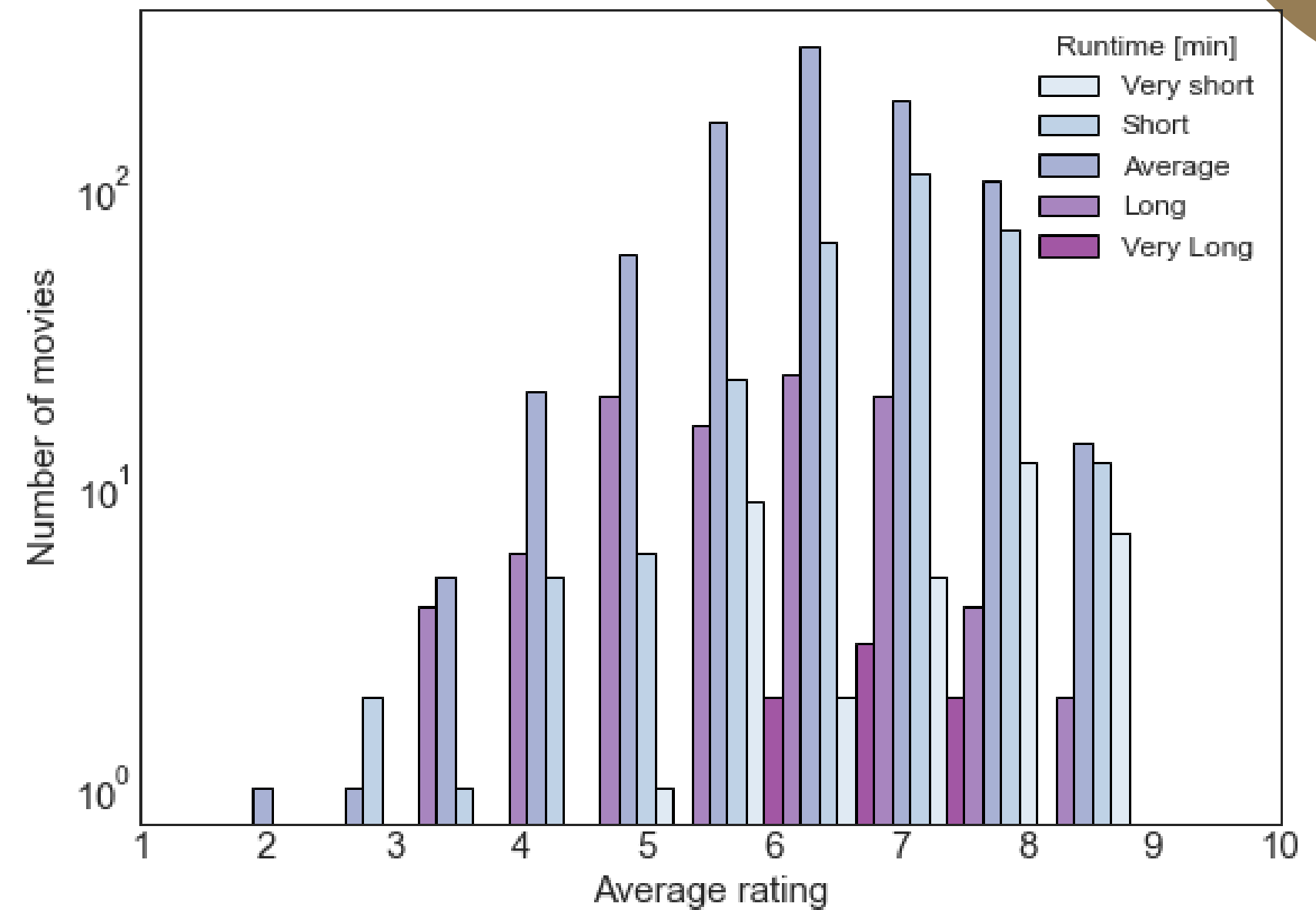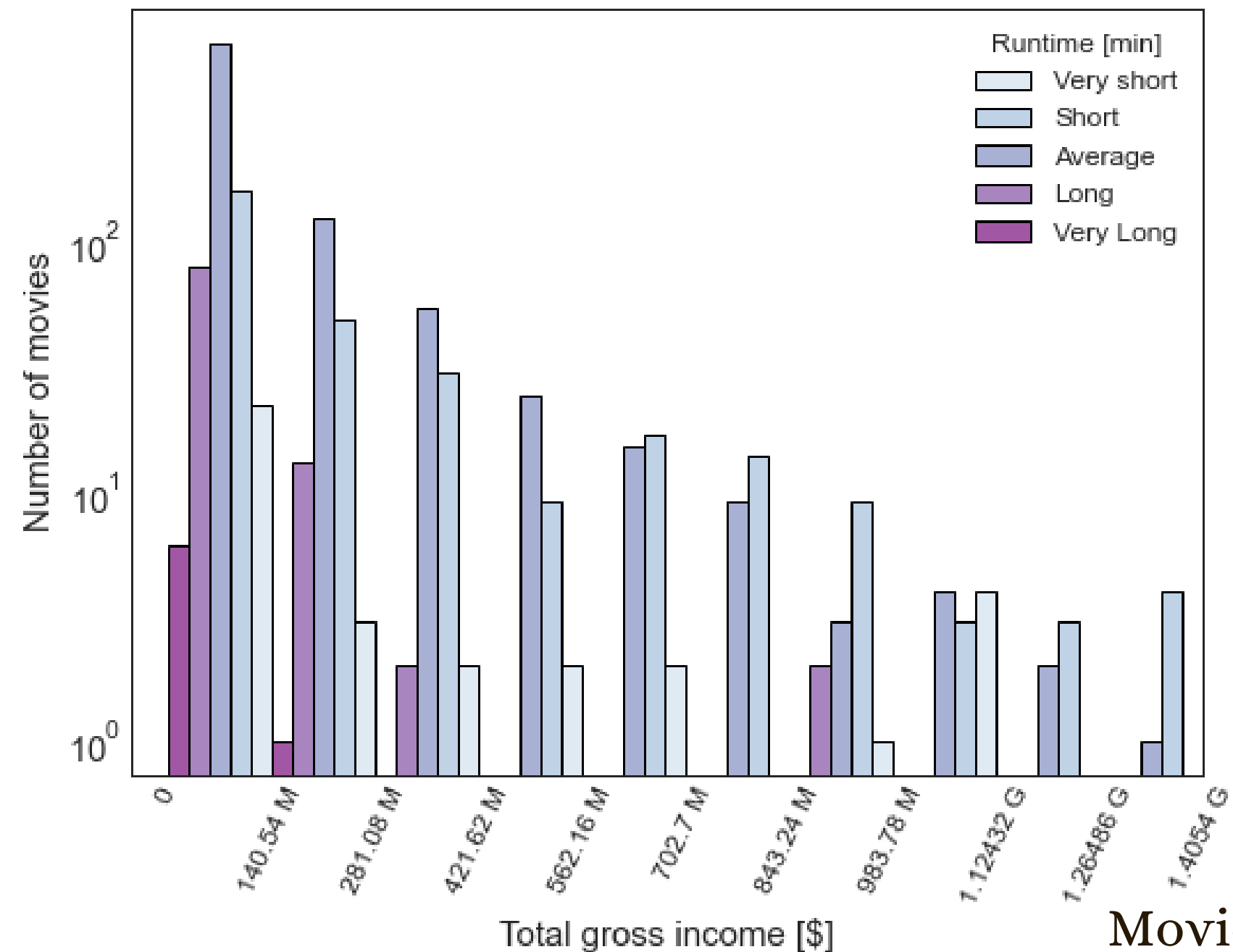
- Adventure

- Mystery

- Action

Gross income by movie type
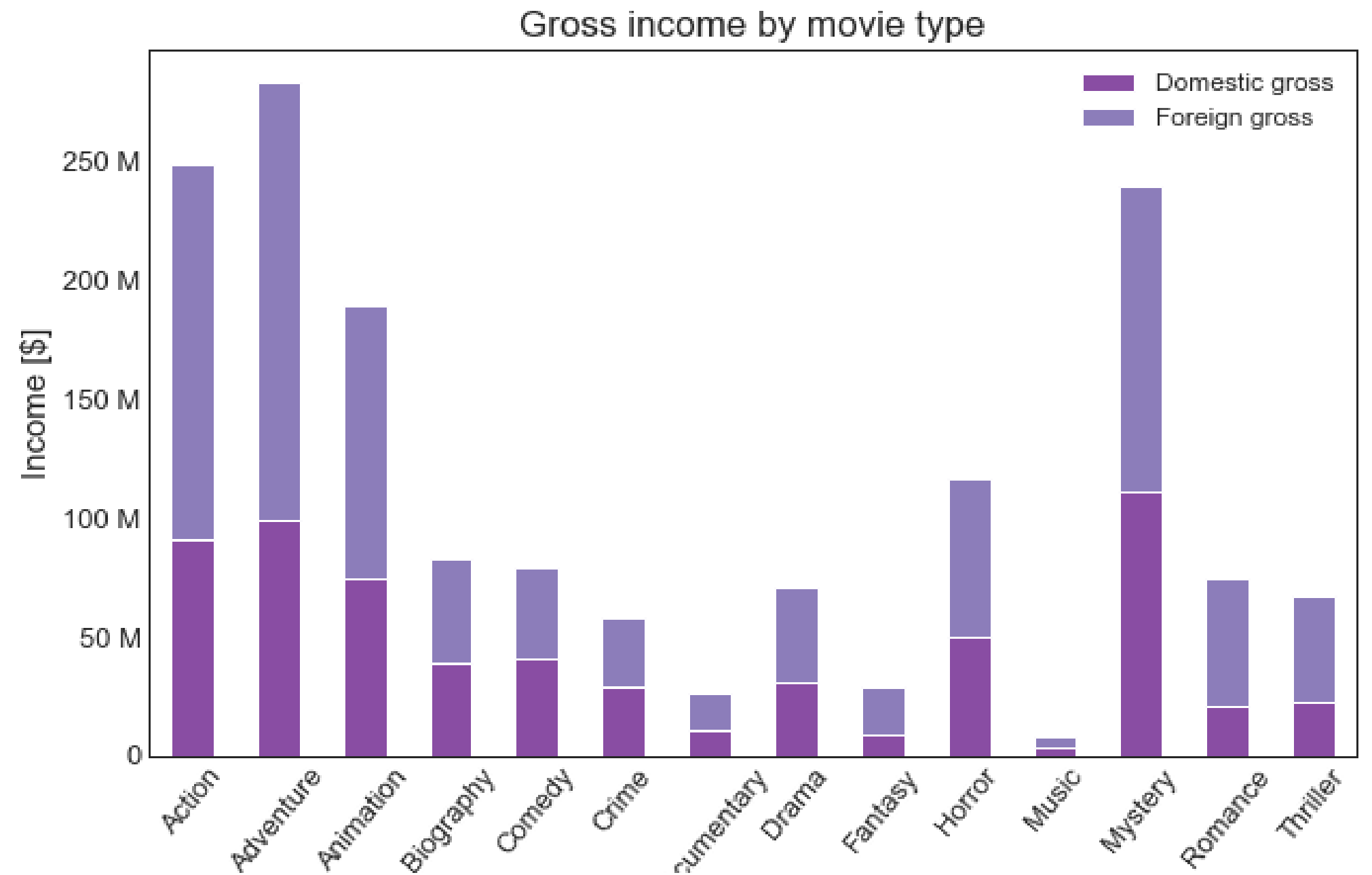
Results

IMPACT OF PRIMARY GENRE

Most successful genres in terms of average rating:

- Mystery

- Documentary

- Biography

Average movie rating per category

Results

IMPACT OF MOVIE RUNTIME

Movies with average or short runtimes are more successful in terms of total gross income.
Very long or very short movies tend to have higher average ratings in general.08

Conclusion

- Invest in movies with the primary genre of adventure, action or mystery, for the highest gross income.

- Invest in mystery, documentary, and biography for the highest movie rating.

- Produce movies with runtimes of less than 120 minutes.

Next steps:

- Increase the number of resources

- Investigate the other genres that the movies are classified under.

- Study the impact of other factors such as the production studio or production team.

Thank You!

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