



Movie Analysis

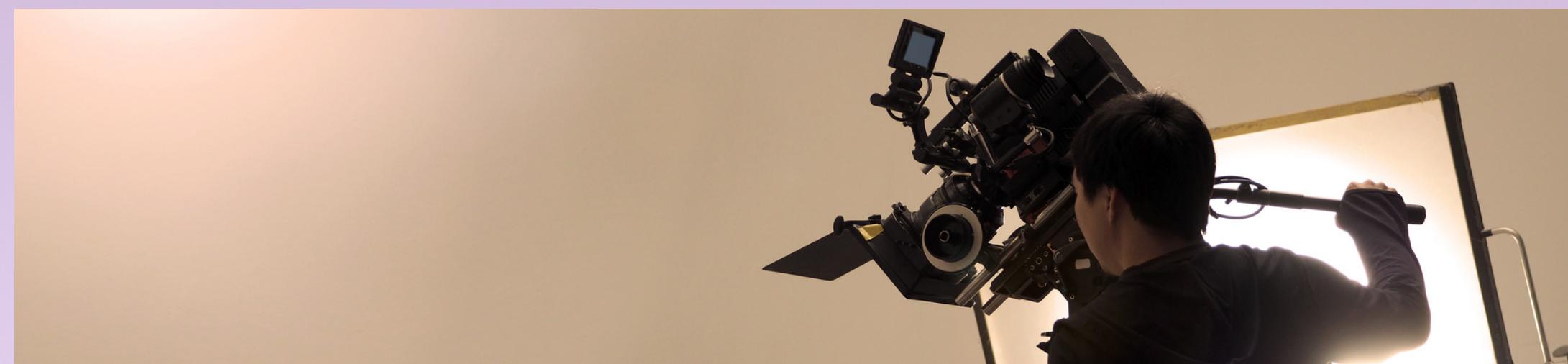
by Nancy Lopez



Summary

Data was analyzed to make the best decision of what is needed to make a successful movie recommendation to Microsoft :

- Release month of movie in June
- The genre of the movie Adventure
- Production budget minimum of 100 million



Outline

- Business Problem
-

- The Data
-

- Results
-

- Conclusion
-



The Business Problem

- Movie Budgets: When having higher movie budget play a role into making a more profit?
- Release Dates: When releasing movie on a certain month have more success than others?
- Movie Genre: What movie genre are doing best?

The Data

- Box Office Mojo: includes data of movie gross, studio and release year
- IMDB: is a big dataset containing movies basics, directors, ratings, etc.
- The Number: a dataset with production budgets, worldwide gross and domestic gross.
- The Movie DB: a dataset containing genre and release dates





The Results

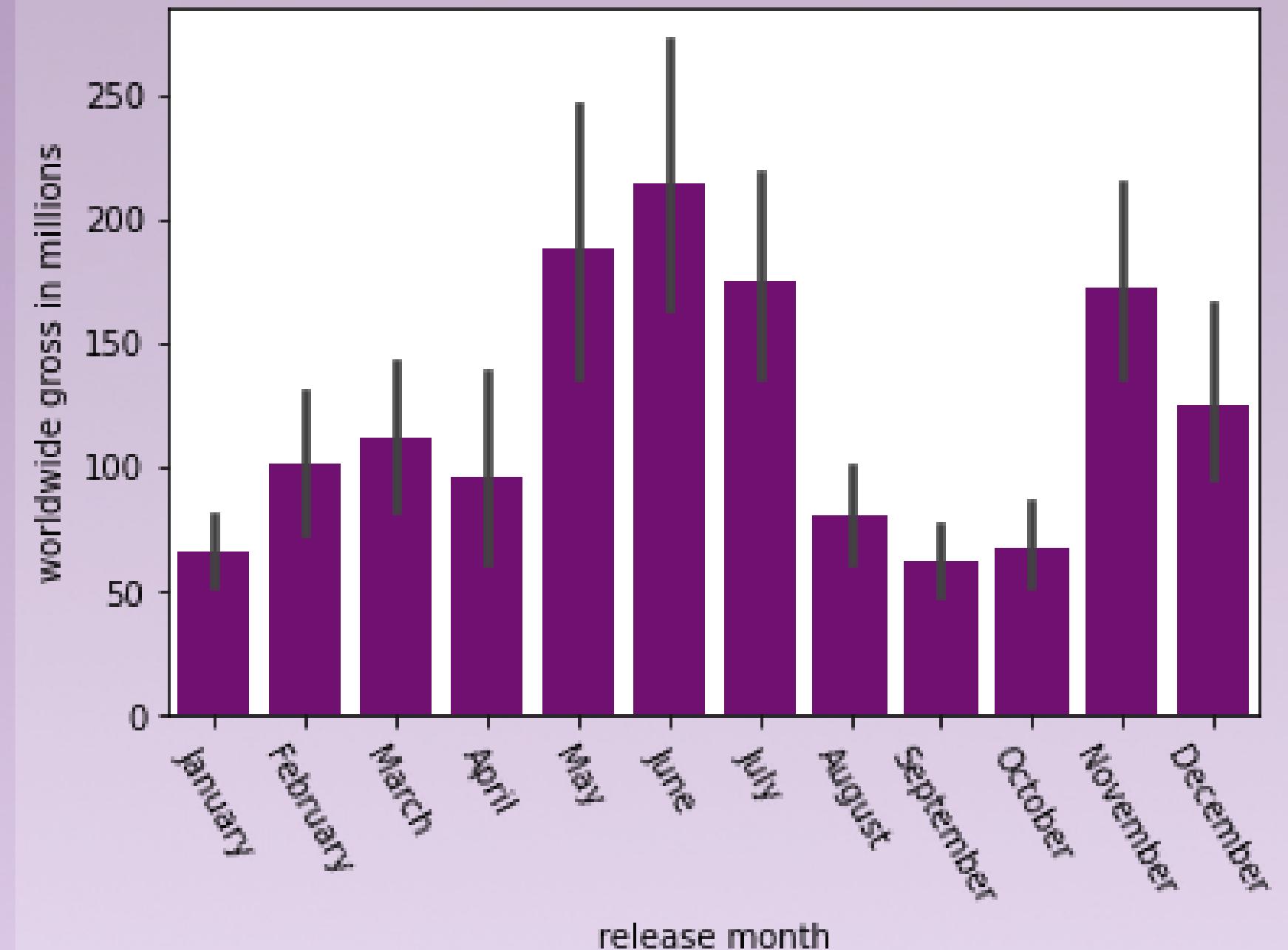
Highest Gross Release Month

June Worldwide Gross:
\$214 Million

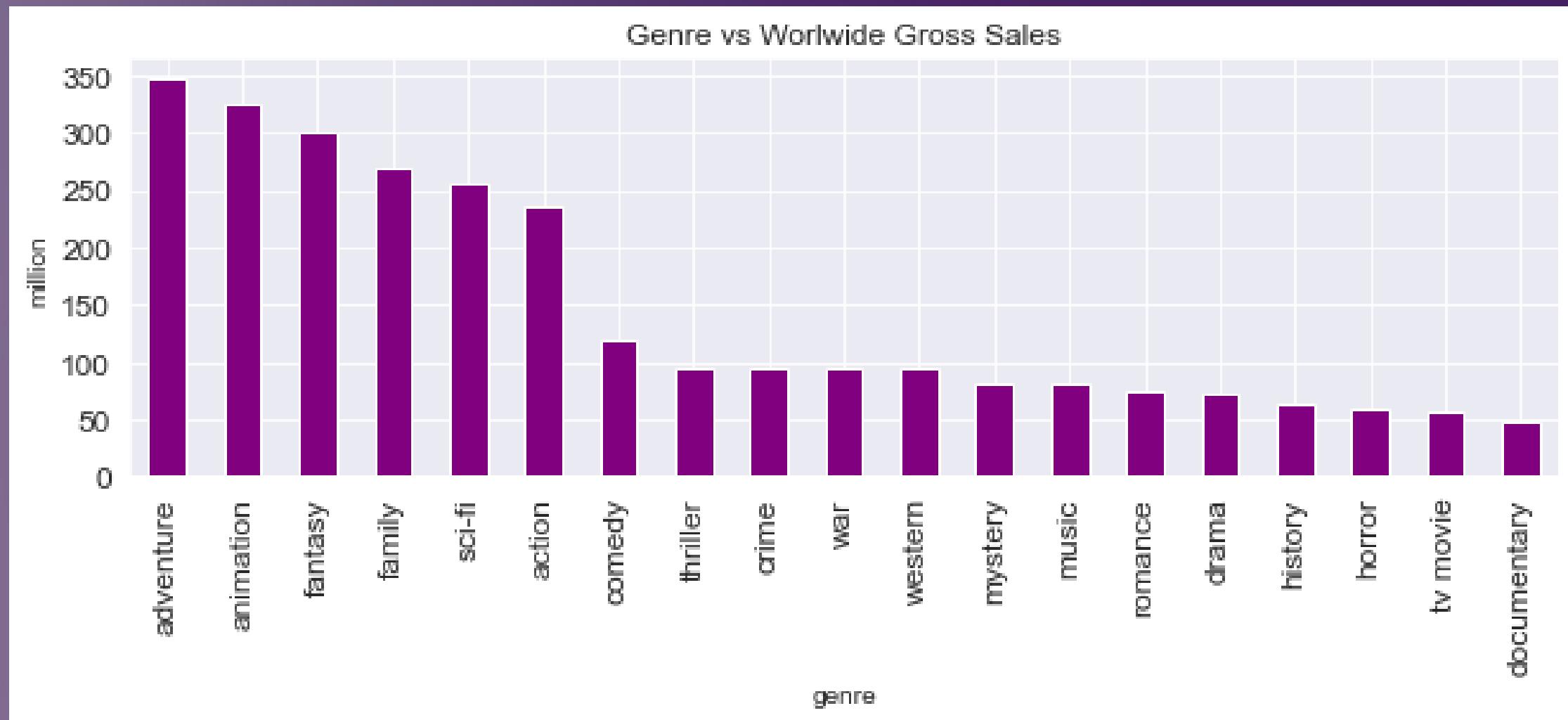
Average Monthly Gross:
\$122 Million

50% of Monthly Gross is Below:
\$106 Million

Worldwide Gross vs Release Month



Top Movie Genre



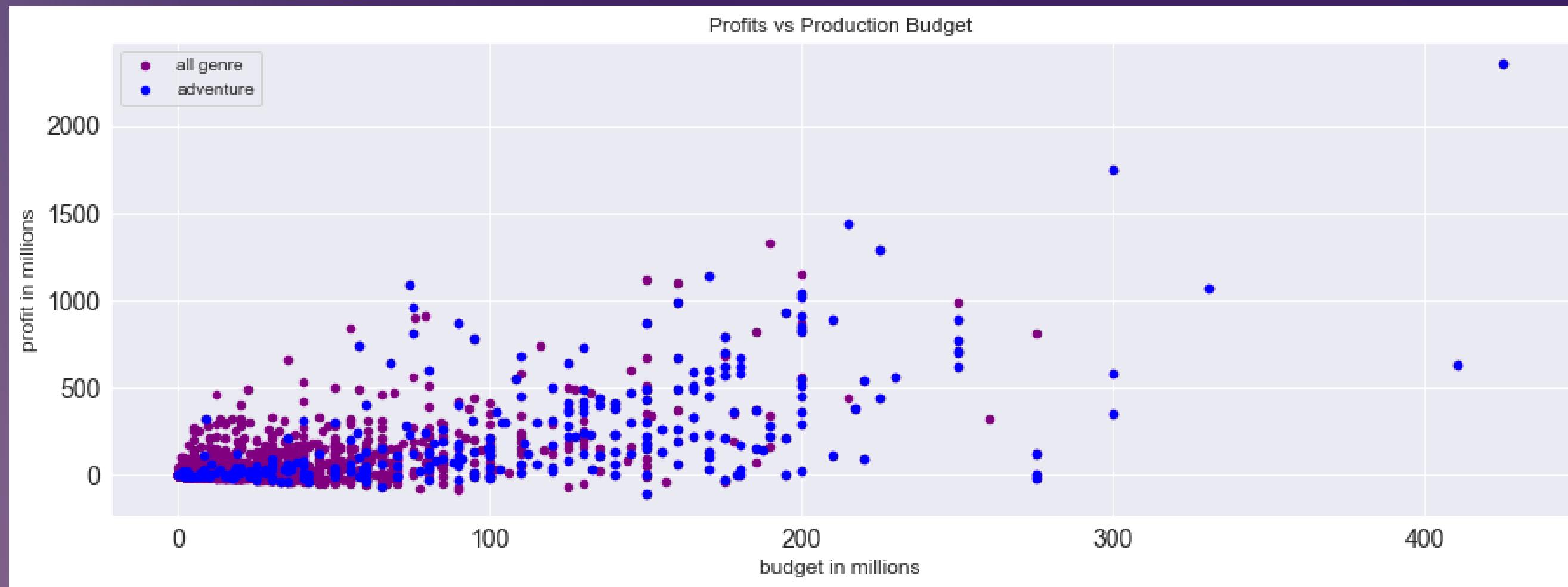
Adventure Worldwide Gross:
\$347 Million

Average Genre Gross:
\$145 Million

Above Average by
\$202 Million

Profit vs Budget

[Back to Agenda](#)



- Adventure movies budget average of 105 million with an average profit of 242 million. Returning over double the production budget.
- VS all movie budgets with an average of 52 million and a return profit of 81 million.

Conclusion

- Release month of movie in **June**
- The genre of the movie **Adventure**
- Production budget minimum **100 million**

Next Steps

- Scape newer data to include newer movies
- Do a further analysis of movie ratings and see what kind of adventure movies do best

Thank You!

Email

nancyvl593@gmail.com

GitHub

[nv593](#)

[Back to Agenda](#)