



# 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
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- The Data
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- Results
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- Conclusion
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# 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 then 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

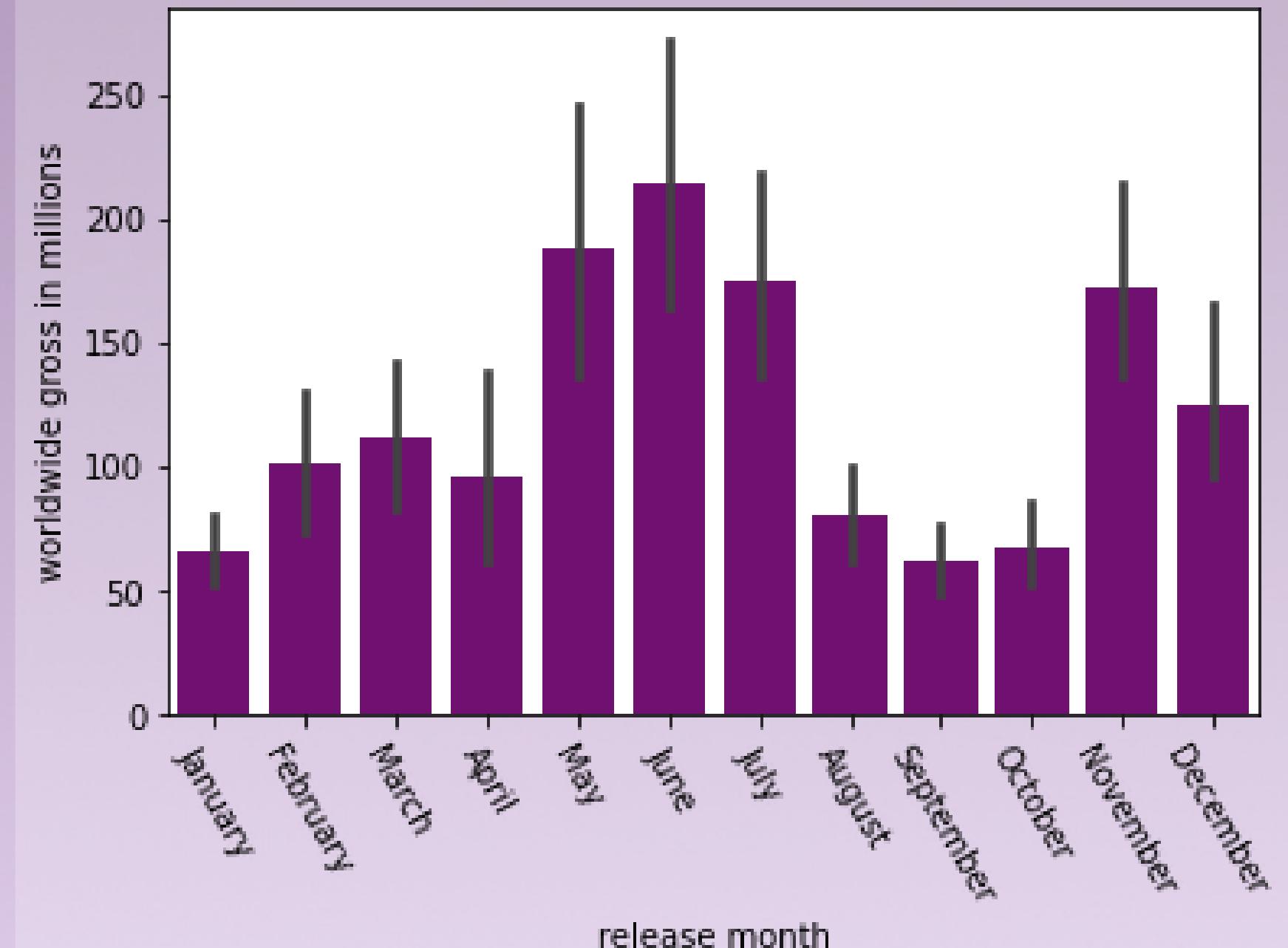
# Highest Gross Release Month

June Worldwide Gross:  
**\$214 Million**

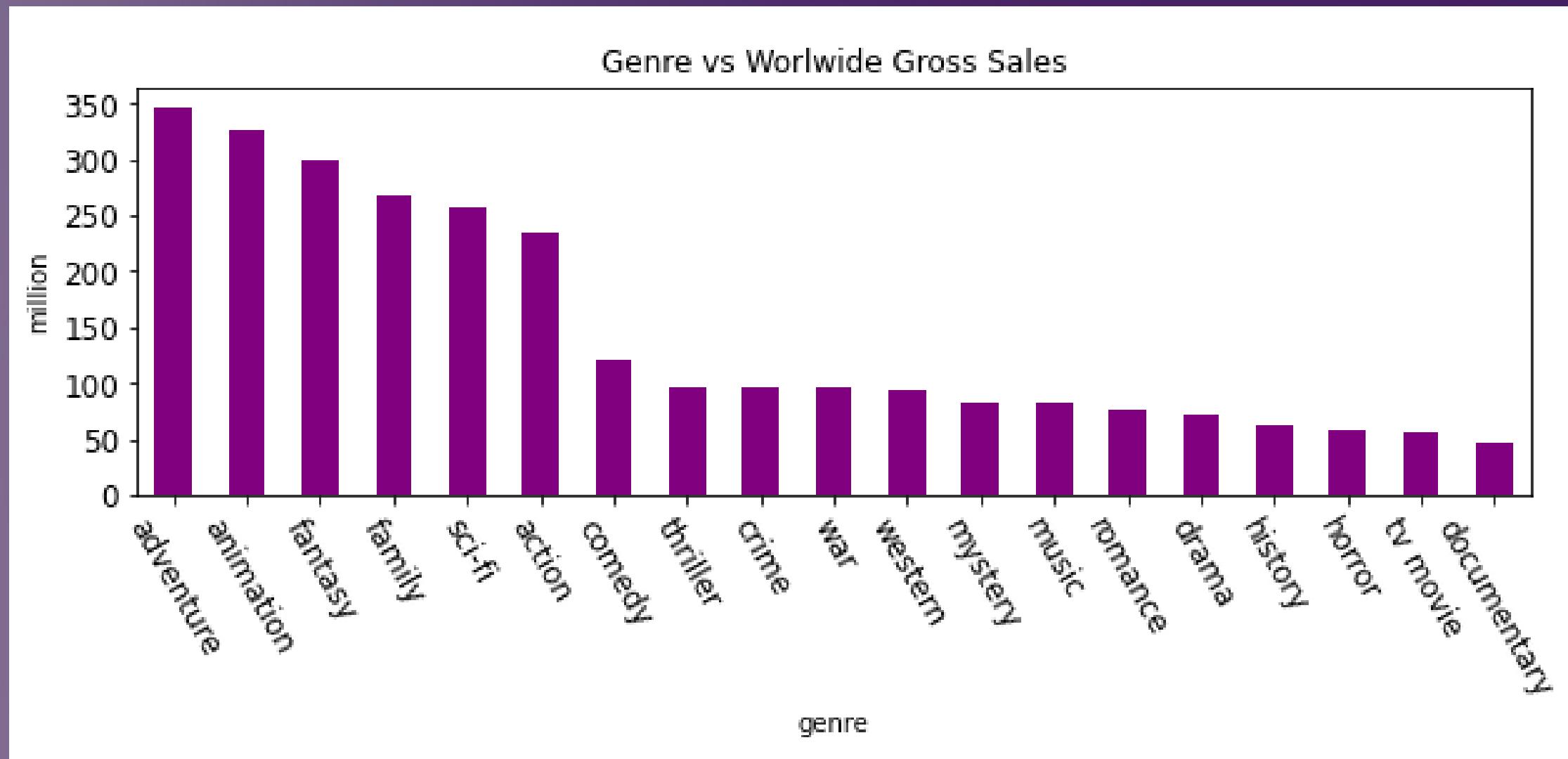
Average Monthly Gross:  
**\$122 Million**

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

Worldwide Gross vs Release Month



# Top Movie Genre

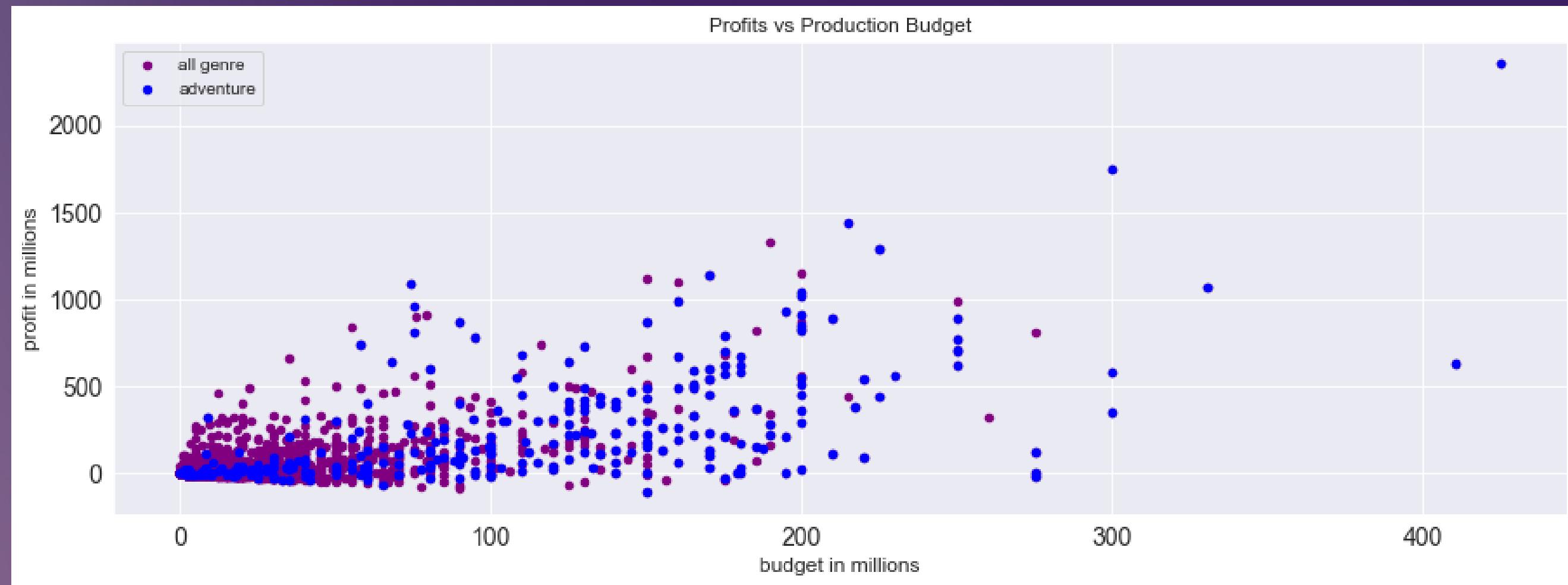


Adventure Worldwide Gross:  
**\$347 Million**

Average Genre Gross:  
**\$145 Million**

Above Average by  
**\$202 Million**

# Profit vs Budget



- 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!

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