

# What makes and doesn't make movies money?

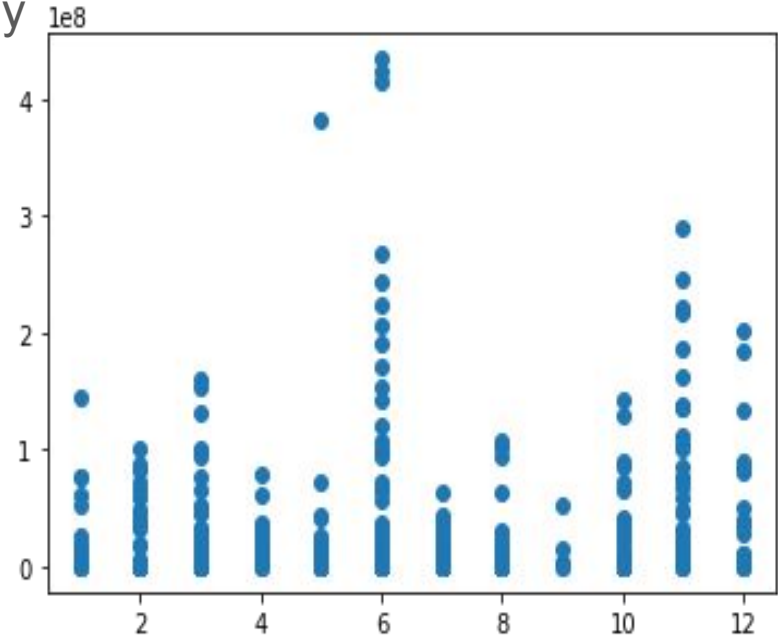
Peter Scagnelli

# Background

- Big movie fan
- Always curious about how people modeled or even predicted revenue earnings
- What are some basic correlations that exist between movies and total domestic revenue

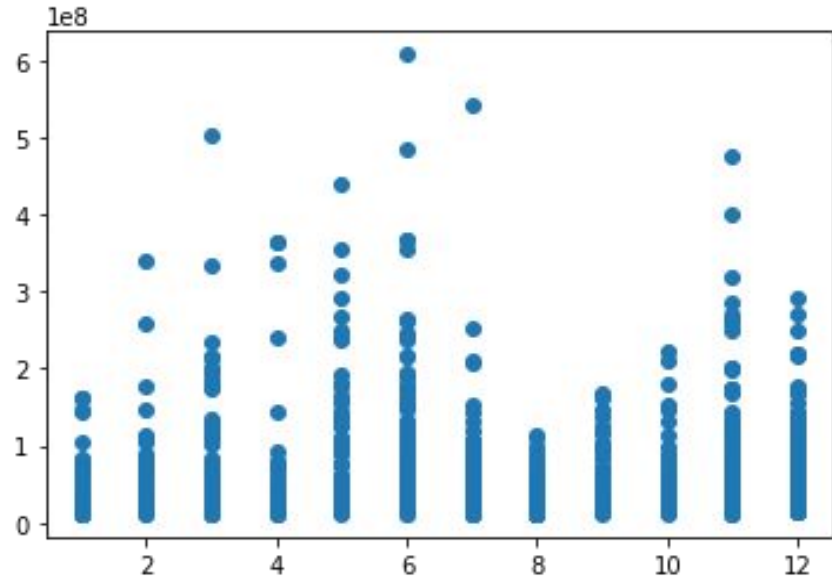
# When do G rated movies make the most money?

We can see summer and winter for holiday seasons



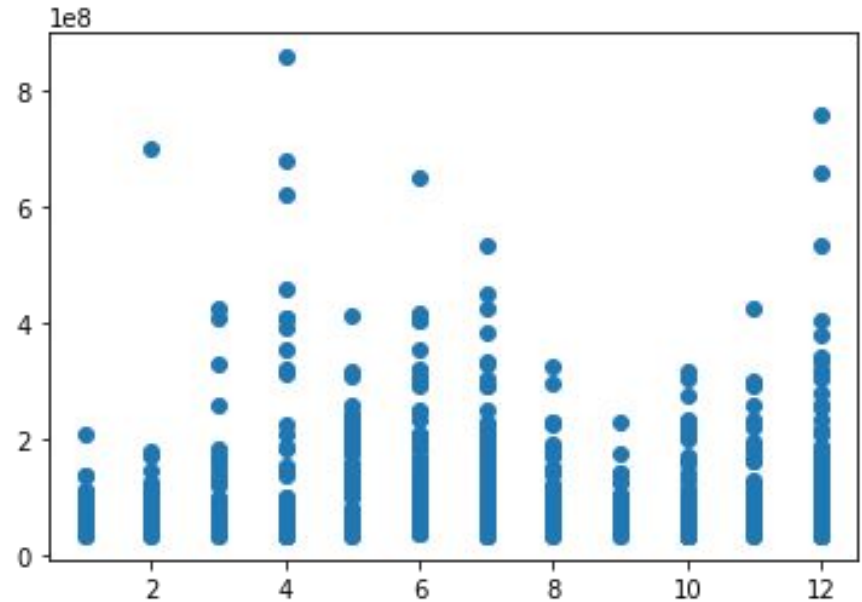
# When do PG rated movies make the most money?

As we can see PG predominantly  
were successful during school breaks,  
and holidays.



# When do PG-13 rated movies make the most money?

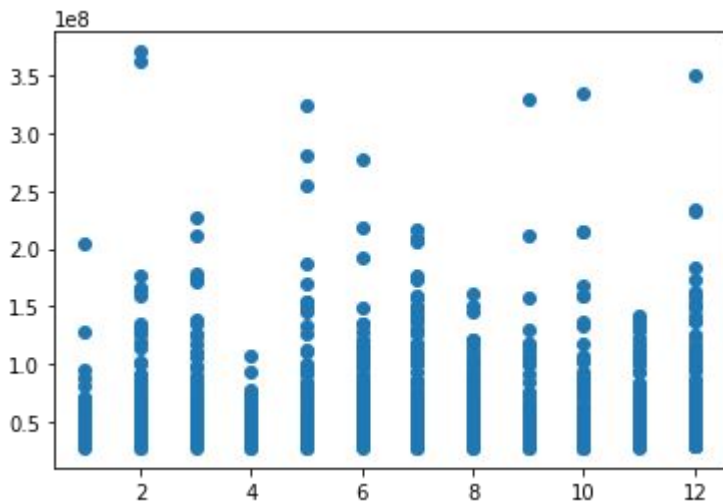
As we can see PG-13 predominantly  
were successful during school breaks



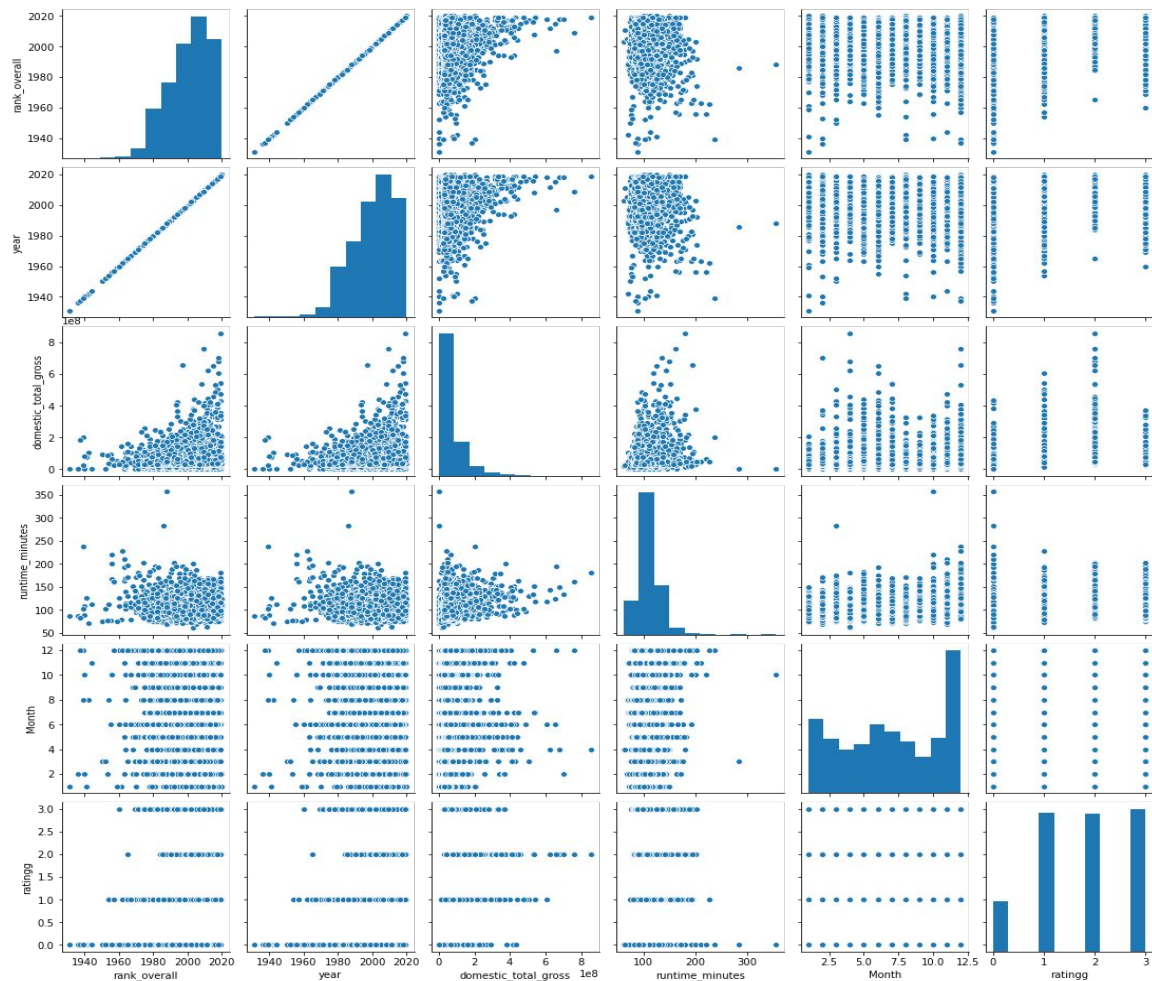
# When do R rated movies make the most money?

R-rated movies tend to have more success in  
the Fall and winter

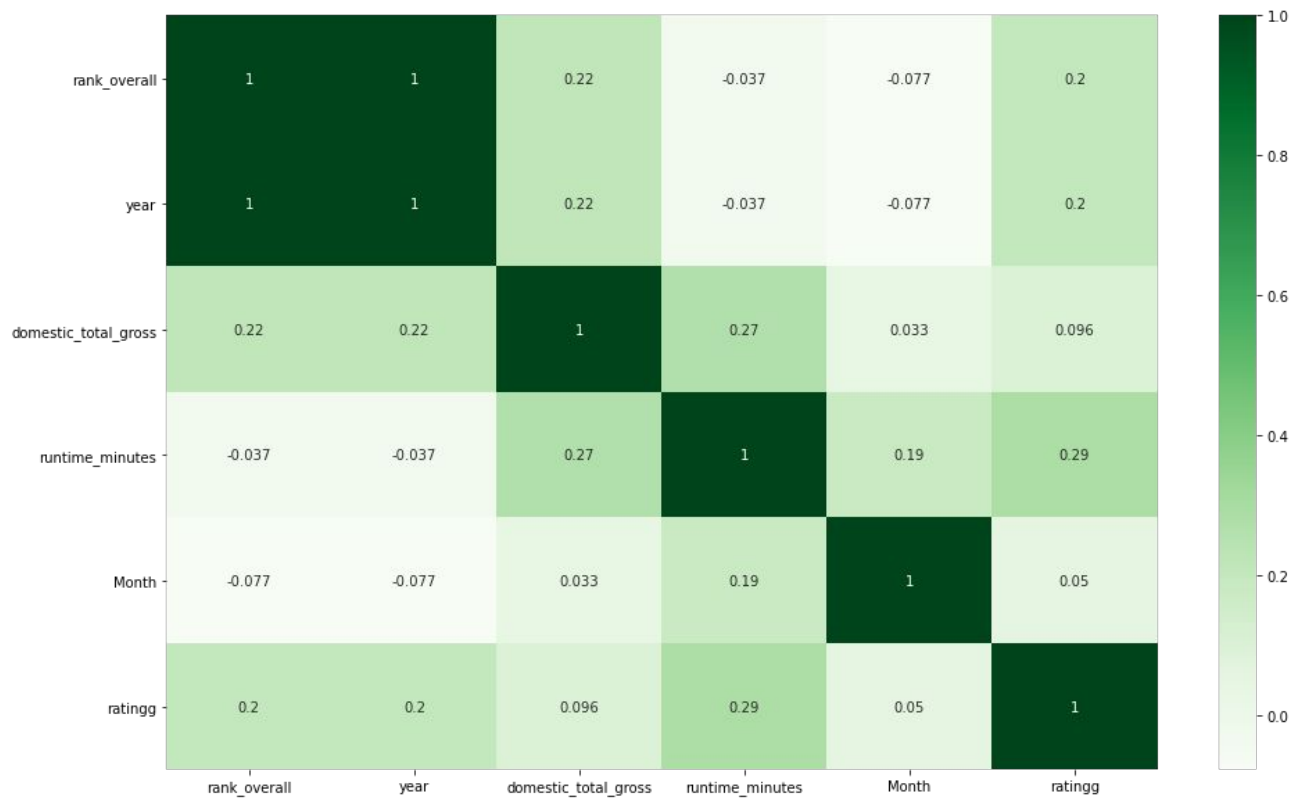
Why?



# Pair Plot



# Heat map





# Regression

Takeaways adjusted correlation of .12, .135, .18

Equation:  $y = 6.777e+05 * (\text{rank\_overall}) - 1430.7574(\text{month}) + 1.037e+06(\text{runtime\_minutes}) + -2.409e+06(\text{ratingg}) 6.777e+05 (\text{year}) + -2.747e+09$

Why??

Dataset is very large and I also picked features to test if they were good at having an affect on lifetime domestic revenue.

Thank You!!!



