

Analyzing the Money: The Magic Behind The Movies



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Summary

Analysis of movie related datasets to give recommendations to Microsoft's new movie studio.

- Forbes 2020: “The Film Industry Made A Record-Breaking \$100 Billion Last Year”



Outline

- Business Problem
- Data & Methods
- Questions
- Results
- Conclusion & Recommendations



Business Problem

- Movies make money...
- ... but cost money to make.
- Goal: Investigate what does - or does not - makes a financially successful movie.



Data & Methods

- Data:
 - IMDB
 - Box Office Mojo
- Includes:
 - Actors
 - Genres
 - Ratings
 - Total Foreign & Domestic Gross
 - Etc.
- Between 1000-3000 data points



Questions

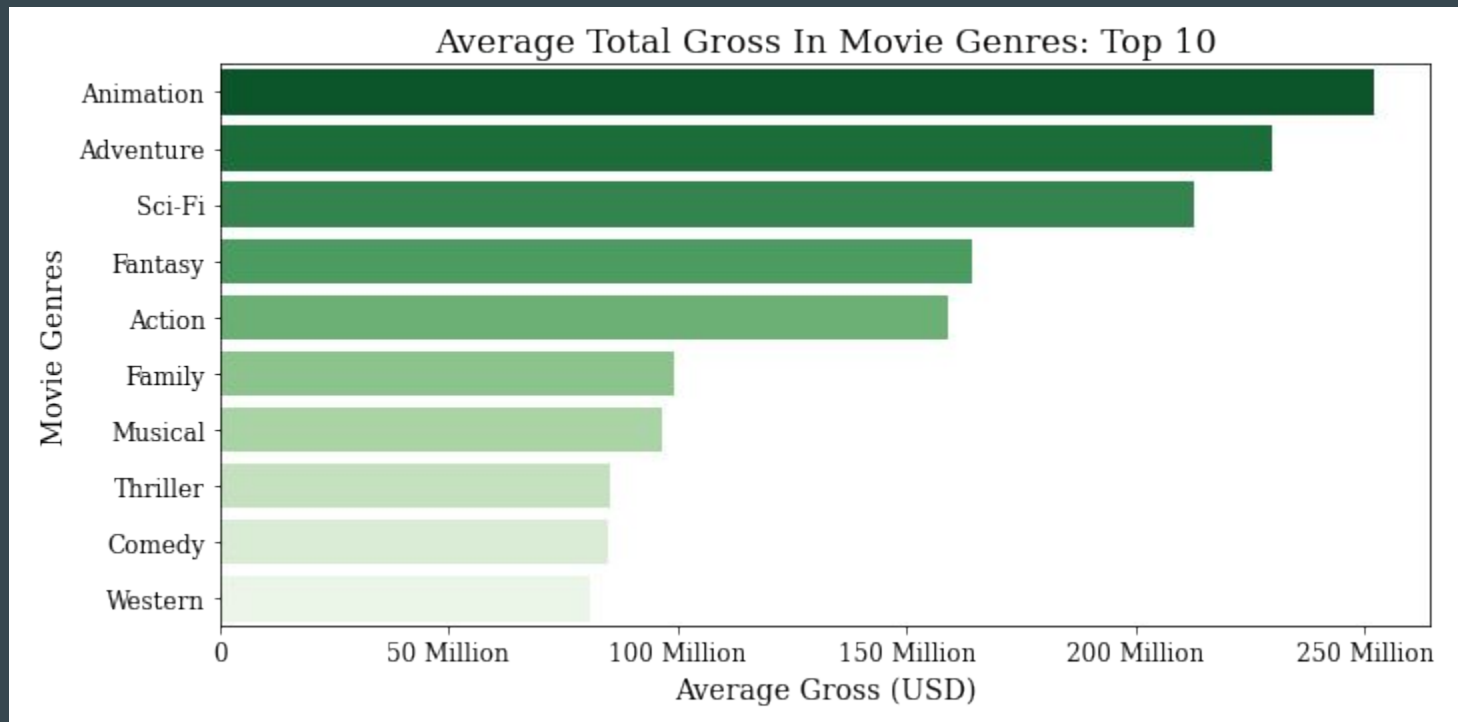
1. Do certain genres result in higher grossing films?
2. Is there a relationship between specific actors and higher grossing films?
3. Do movies with higher average ratings result in higher grossing films?

Results:

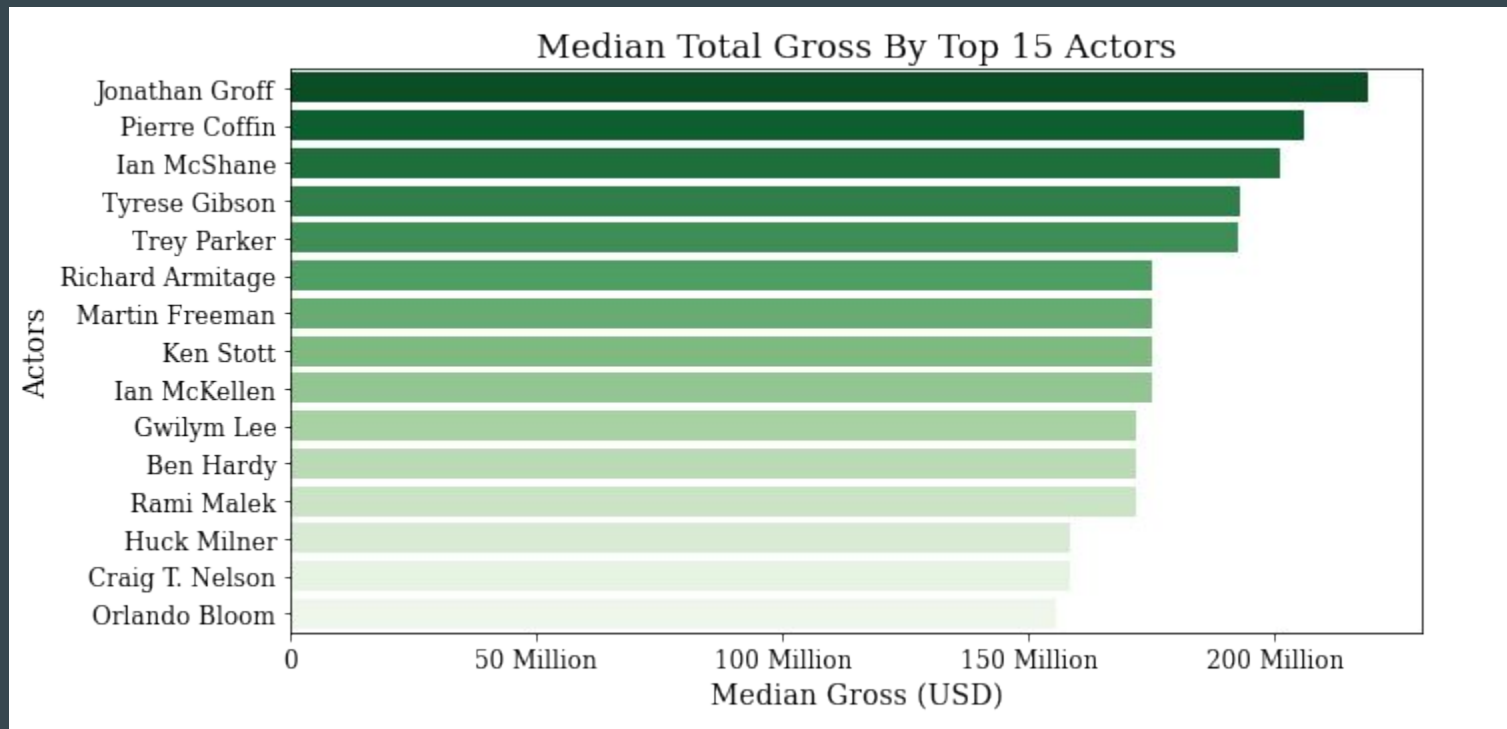
Making Sense of the Mess Using Descriptive Statistics



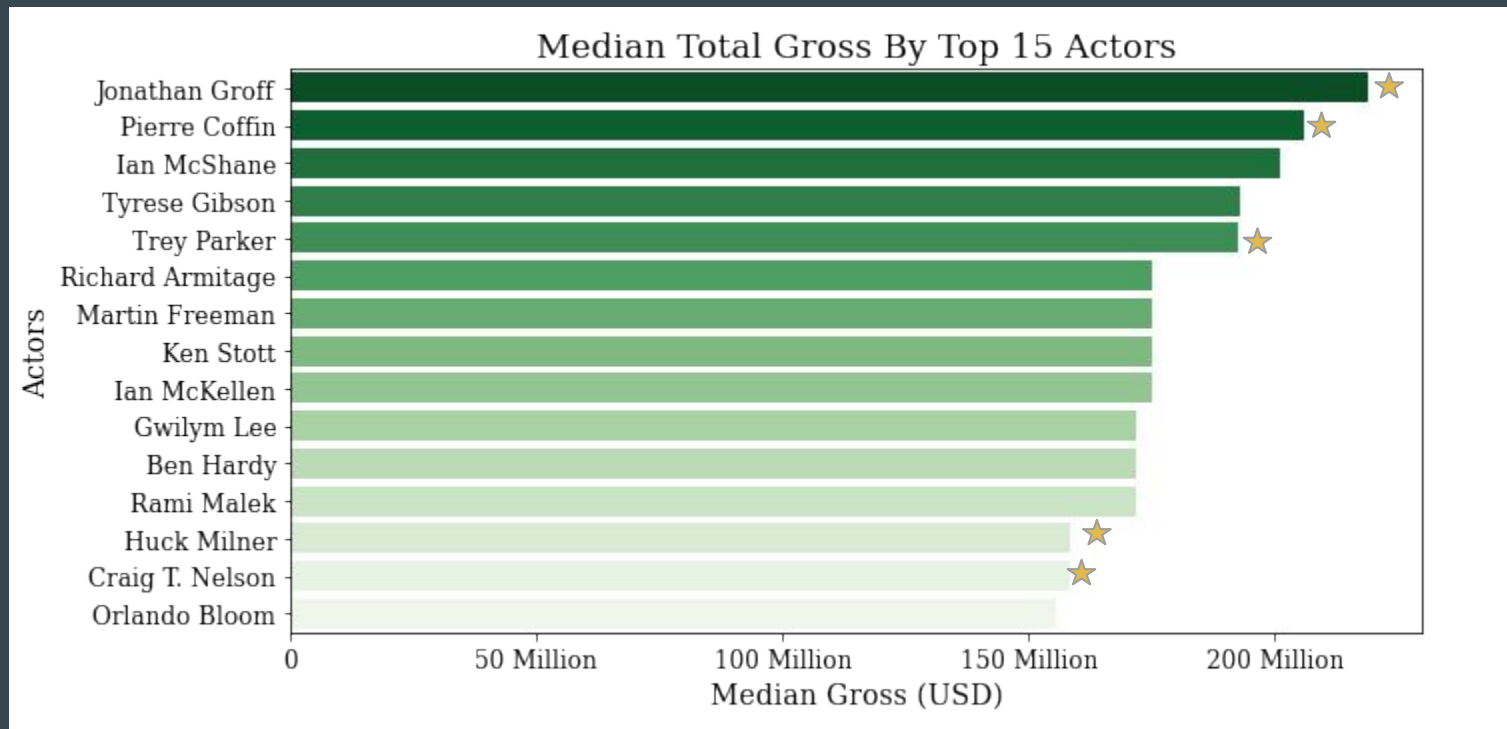
Results: Do certain genres result in higher grossing films?



Results: Is there a relationship between specific actors and higher grossing films?

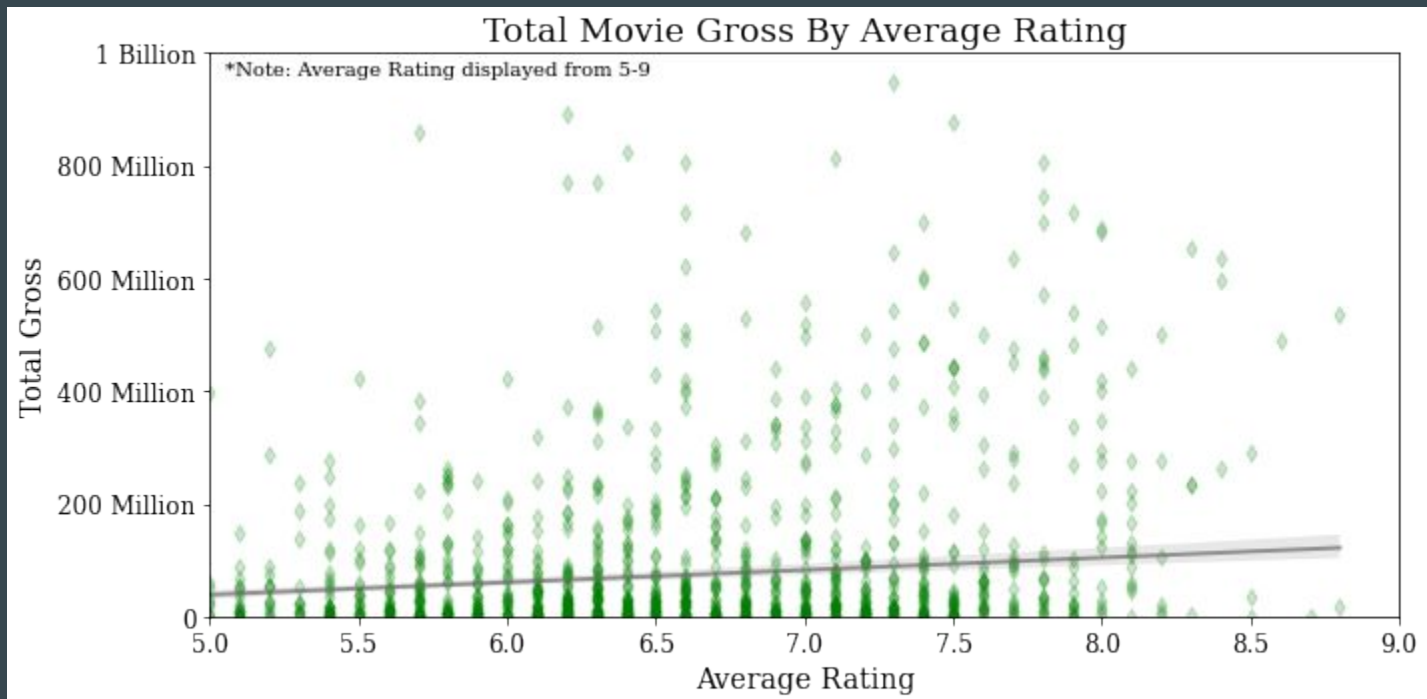


Results: Top 15 Actors: Who Was in An Animated Movie?



★ = was in an animated film.

Results: Do movies with higher average ratings result in higher grossing films?



Conclusion & Recommendations

- Focus on animated films
 - Along with adventure, scifi, and fantasy.
- There are actors with high median total gross
 - Try to get actors with animated film experience
- Quality movies \neq box office results



This is just an initial step- further analysis and research is recommended.

Possible Next Steps...

- Actors weighted total gross based on genre.
- Include production costs of films in analysis
- Investigate forms of movie revenue beyond box-office gross
 - Specifically analyze production costs by genre.
- Look into what type of animated films do well.



Thank you!



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Sources

Box Office Mojo, <https://www.boxofficemojo.com>

Forbes 2020,

<https://www.forbes.com/sites/rosaescandon/2020/03/12/the-film-industry-made-a-record-breaking-100-billion-last-year/?sh=253d6d6734cd>

IMDB, <https://www.imdb.com/>