



Movie Database Analysis

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Summary

Descriptive analysis of movie database information to guide movie studio production decisions.

- Identify trends in the movie industry.
- Make decisions on which direction to take a movie studio.
- Money optimization by observing which areas to spend money in.

Outline

- Business Problem
- Data & Methods
- Results
- Conclusion

Business Problem

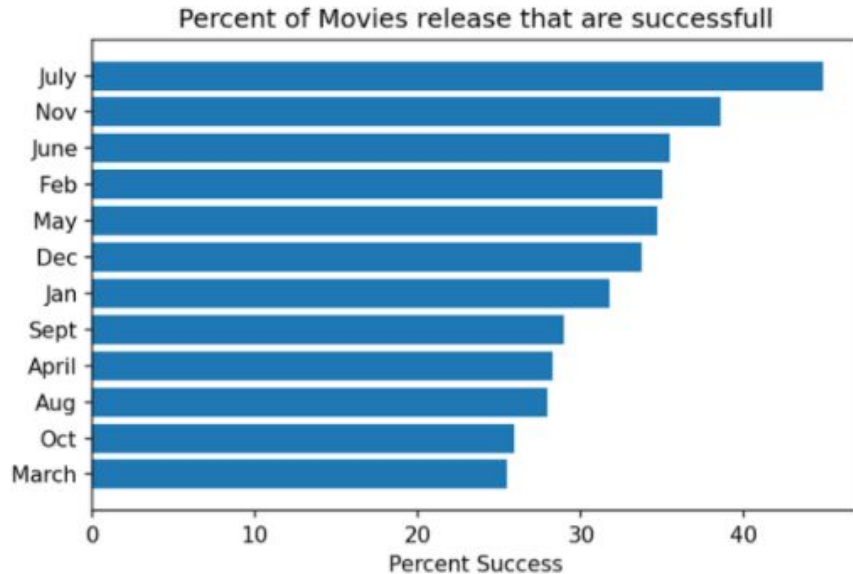
Microsoft is opening a movie production studio. Data analysis can be used to start with more successful movies.

- Identify trends
- Guide decision making
- Optimize Spending

Data and Methods

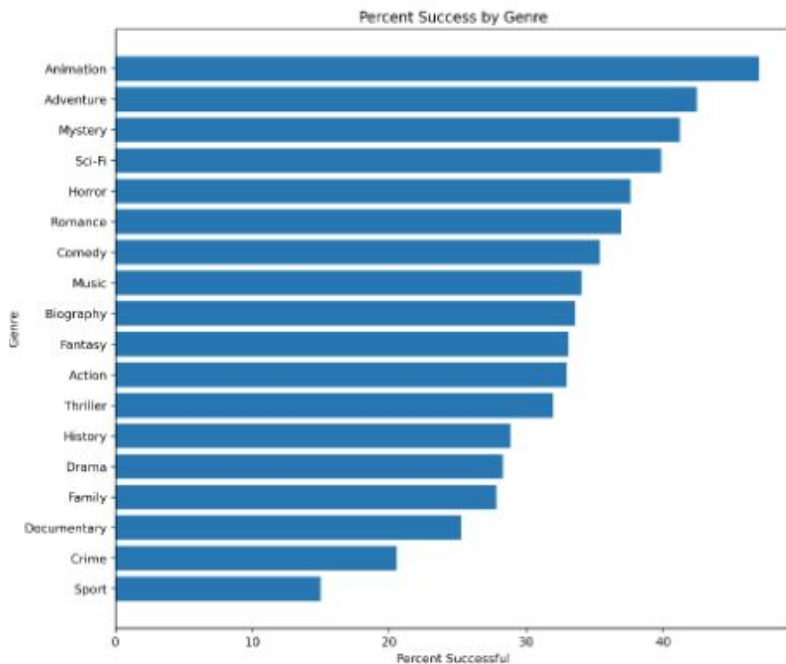
- Movie Data from imbd, the movie database, and box office mojo.
- After combining lists from all databases, includes records of over 1700 movies.
- Statistical aggregation based on a number of criteria.
- Success defined as profit being double production costs.

Movie Release Month Success



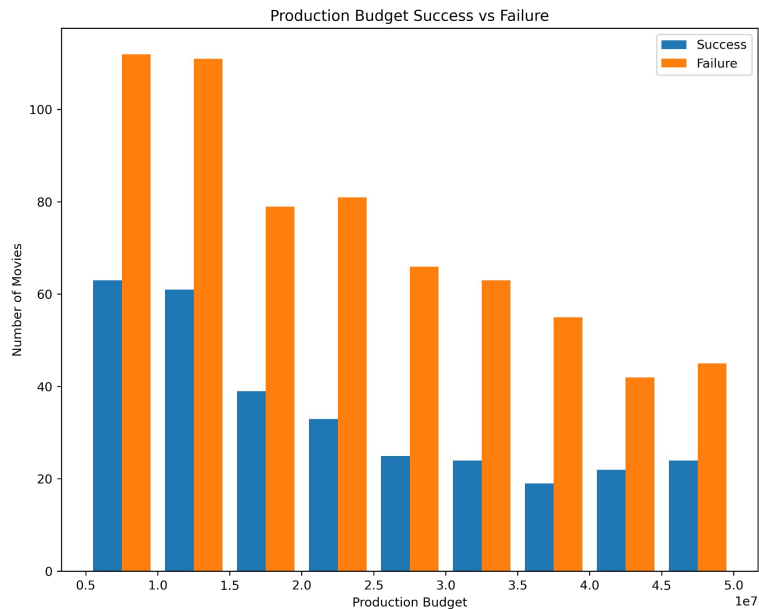
A larger percent of movie releases are successful in the summer months, or November.

Movie Success by Genre



Animation, adventure, and mystery have the most success.

Production Budget Success



Movies in general are more likely to fail than succeed, but having a high or low budget seems more indicative of success, rather than somewhere in the middle.

Conclusions

- **Release Month:** Summer release months are more successful.
- **Genre:** Animation, action or adventure are genres that have more success..
- **Production Budget:** Either spending a lot on a movie, or making a lot of cheap movies is ideal.

Next Steps:

- **Further breakdown of budget:** Getting actual percentages for the production budget as well as the histogram could be valuable
- **Looking at directors:** Looking at which directors have the highest success rates would be valuable in knowing who to hire for the movies.
- **Looking at lead actors:** We could have looked at the success rate based on actors and numbers of movies the actors have been in.

Thank You!

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