Movie Database Analysis

Sean Fry

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

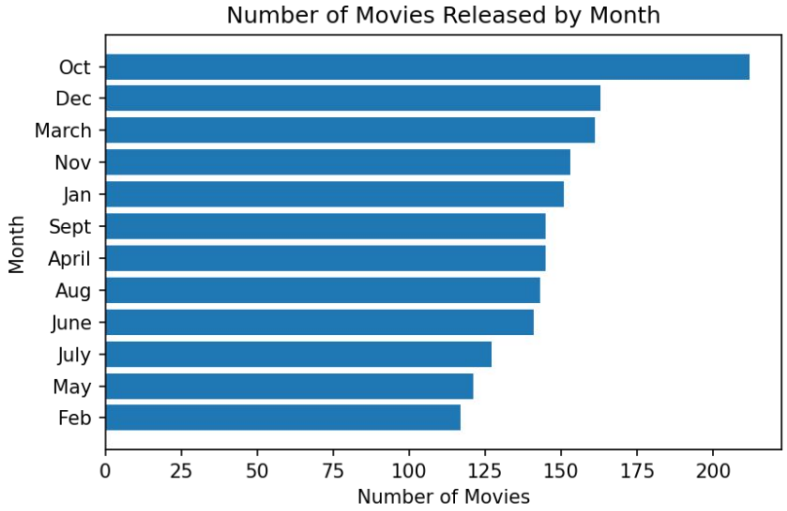
- Identify trends
- Guide decision making
- Optimize Spending

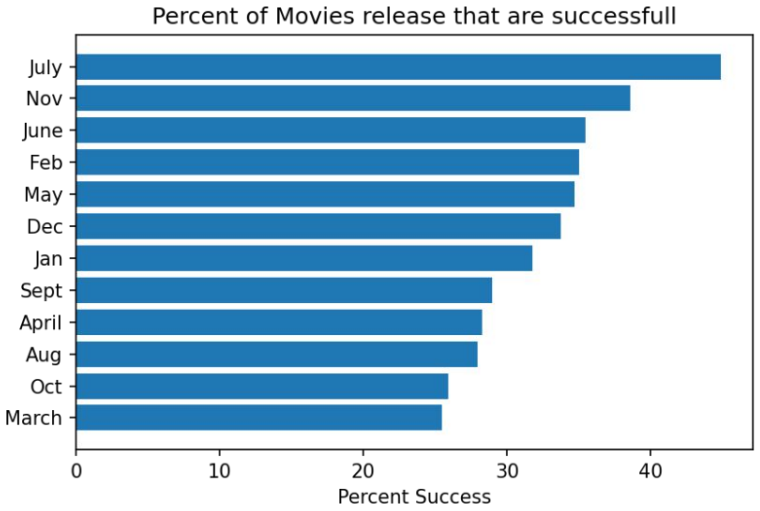
Data and Methods

- Movie Data from over 1700 releases.
- Statistical aggregation based on a number of criteria.
- Success defined as profit being double production costs.

Results

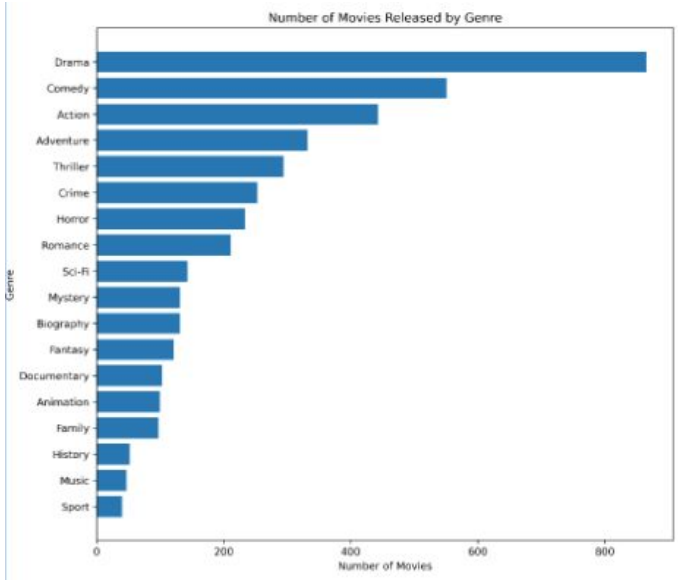
Movies are released mostly towards the winter holidays. A larger percent of movie releases are successful in the summer months, or November.

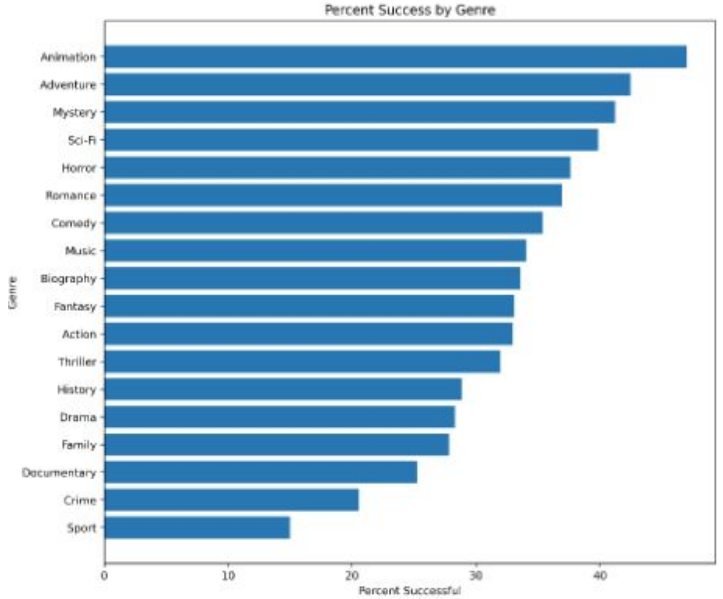




Results

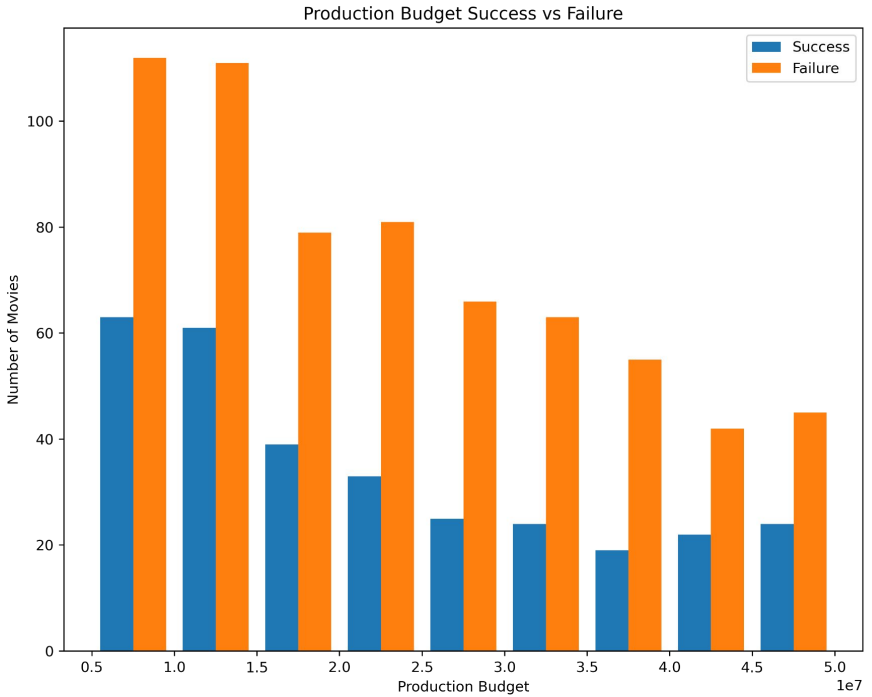
Drama, comedy and action are the most popular categories. Animation, adventure, and mystery have the most success, but the top is not separated by much.





Results

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 seem to have more success.
- **Genre:** Animation, action or adventure seem to be good genres to invest in.
- **Production Budget:** Either spending a lot on a movie, or making a lot of cheap movies seems to be 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 higheest 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!

Email: seanfry9@gmail.com

Github: @seanfry9