

Making Movies

Exploratory Data Analysis

Investigation



- Box Office Mojo
- IMDB
- Rotten Tomatoes
- The MovieDB.org

$$\begin{array}{r} \text{World-Wide Gross} \\ + \text{ Production Budget} \\ \hline = \text{Profit} \end{array}$$



How Do You Make A Movie Profitable?

- Studios
- Genres
- Length of Movies
- Rankings

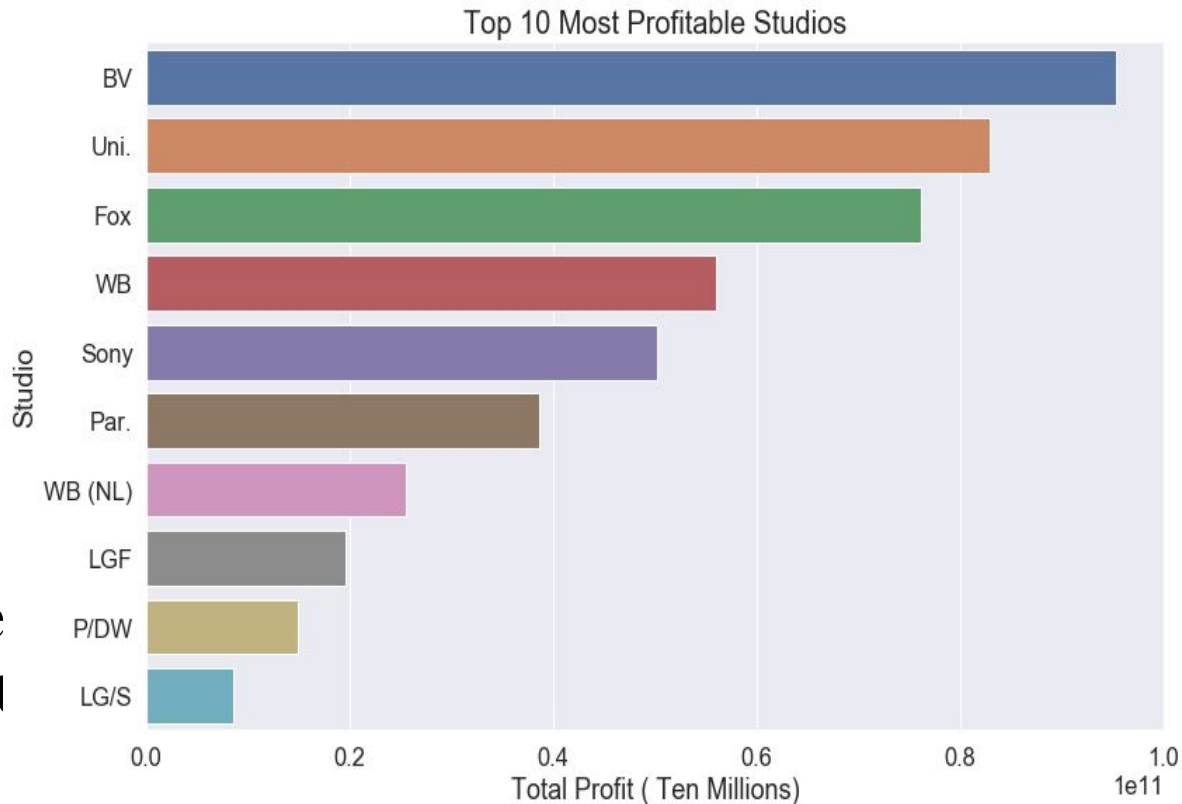


Studios

What studios make the most profitable movies?

- Buena Vista
- Universal
- Fox

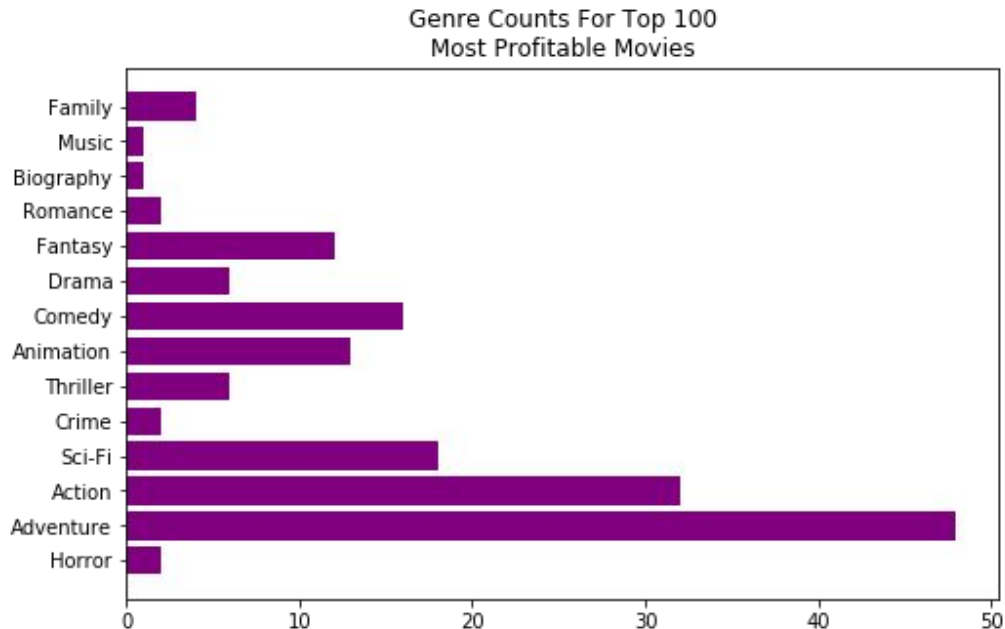
Not only do they make gre movies, they also distribut movies



Genres

What types of movies are most profitable?

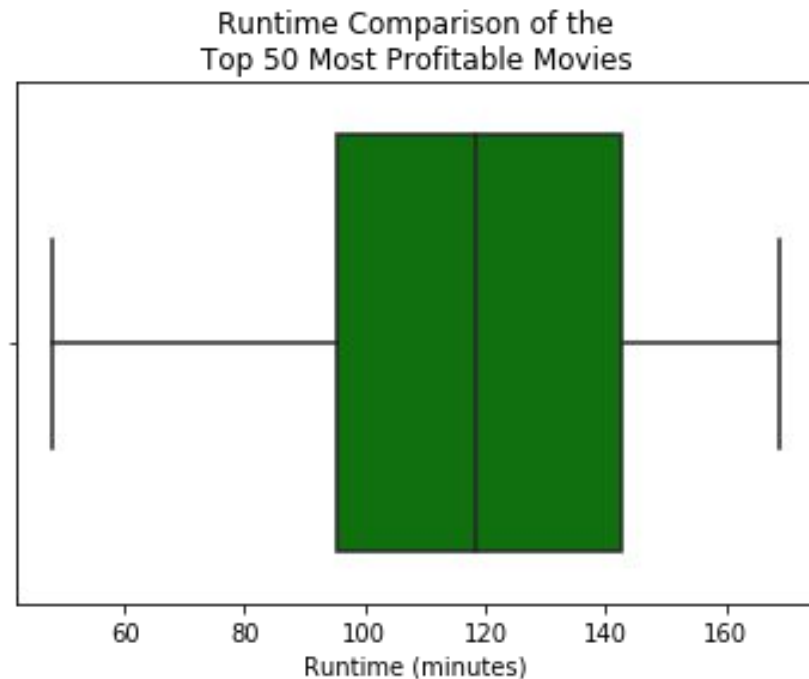
- Do make Adventure, Action and Sci-Fi Movies
- Don't make Musical or Biographical movies



Length of Movies

What is a good length for a movie?

- Data suggests the most profitable movies ran between 95 and 145 minutes
- Note: 4 of the top 10 movies had runtimes outside of this range



Addendum: IMDB Ratings and Popularity

Do ratings matter?

- Ratings are given by members of the IMDB as values from 0 to 10.
 - Popularity is determined by complex analysis of website visits.
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- Profitable movies have little relationship to rankings
 - The most profitable movies are not always the highest ranked movies

It's A Wrap

- Create *and* distribute movies
- Produce more Adventure and Action movies
- Produce movies between 95 and 145 minutes long
- Don't worry about rankings



THANK YOU

I look forward to watching Microsoft movies in the future!

Good Luck!