



MOVIE PERFORMANCE ANALYSIS

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OUTLINE



BUSINESS
PROBLEM



DATA



METHODS



RESULTS



CONCLUSION

SUMMARY

Descriptive analysis of movie performance was performed to identify which genres perform best and to determine the extent to which performance depends on a film's production budget.

The results of this analysis indicate that:

- ❖ *Animation, Adventure, and Science Fiction (Sci-Fi)* are the most profitable genres when production budget is **large**
- ❖ *Horror and Mystery* are the most profitable genres when production budget is **small**
- ❖ Budget allocated for movie production should always be maximized

BUSINESS PROBLEM

This analysis is intended to guide the Microsoft movie studio in its decision regarding which types of films to produce by addressing the following questions:

- ❖ *Which genres of film perform the best financially?*
- ❖ *Which genres of film have the highest ratings?*
- ❖ *Does a film's financial performance and/or ratings depend on its production budget?*

DATA

- ❖ Financial data consisting of production budgets and income (domestic and worldwide)
- ❖ Average film ratings from the *International Movie Database (IMDb)*
- ❖ Average film ratings from the *The Movie Database (TMDb)*

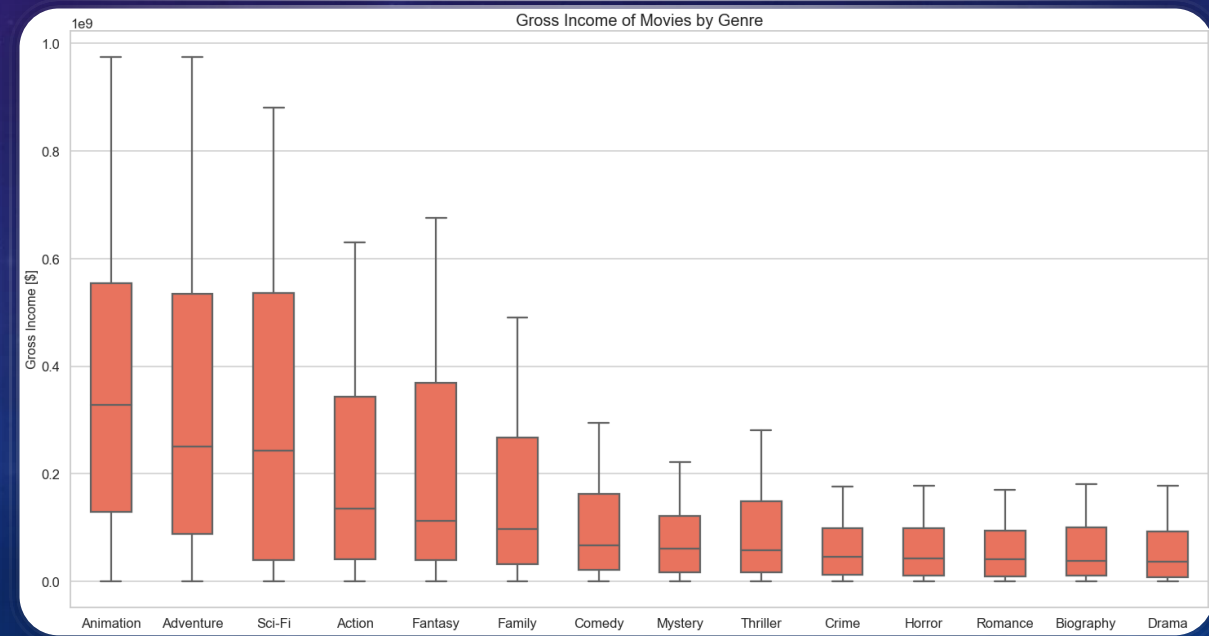
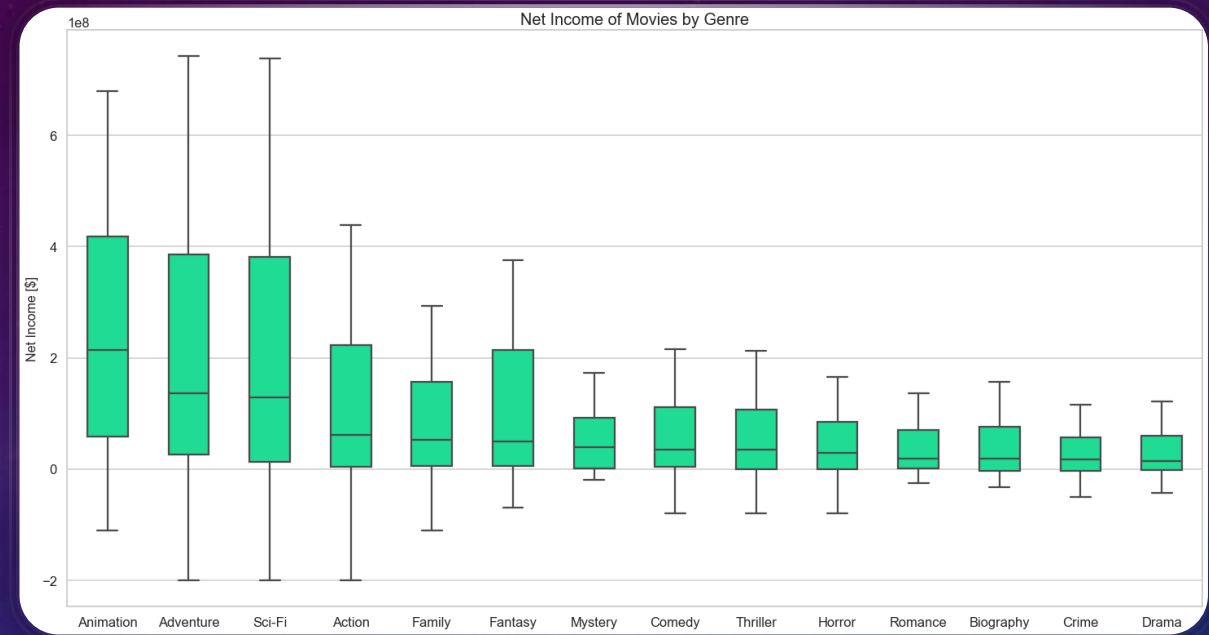
METHODS

- ❖ Boxplots illustrate the distributions of *gross income*, *net income*, and *cost-to-income ratio* for each genre
- ❖ Bar charts illustrate the overall *TMBd* and *IMBd* rating for each genre
- ❖ Linear regression plots illustrate the correlation of with
 - *production budget vs gross income*
 - *production budget vs net income*
 - *production budget vs TMDb average rating*
 - *production budget vs IMDb average rating*

RESULTS

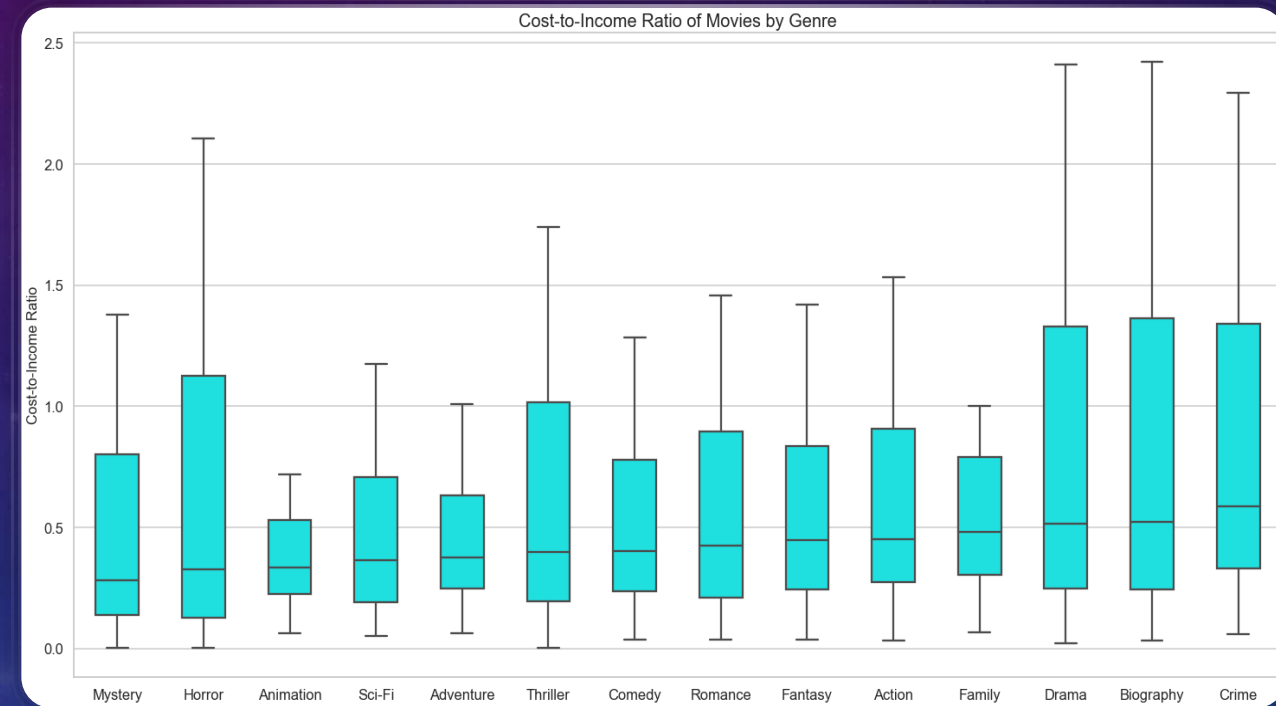
❖ Which genres of film perform the best financially?

Animation, adventure, and science fiction perform best in terms of gross income + net income.



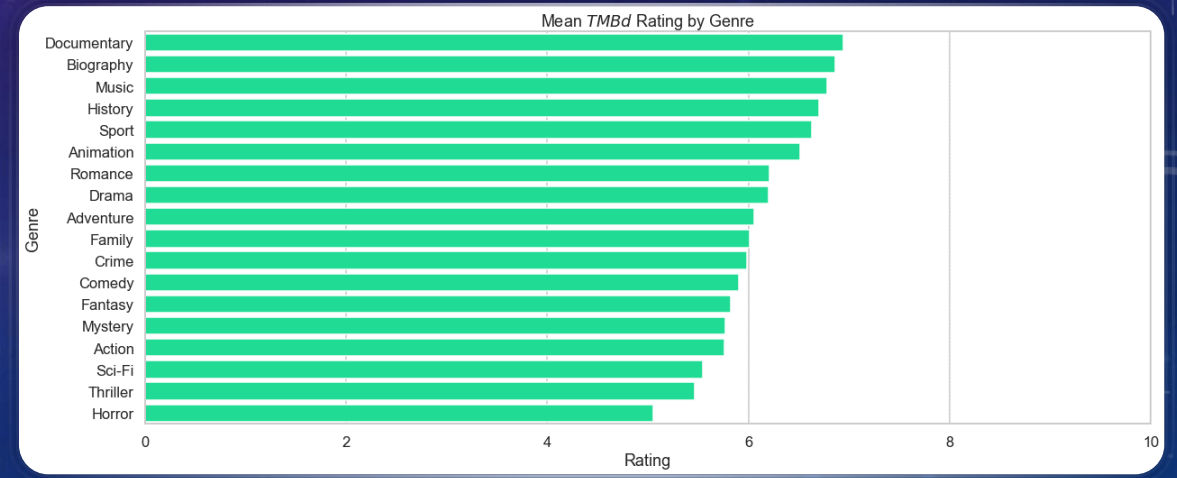
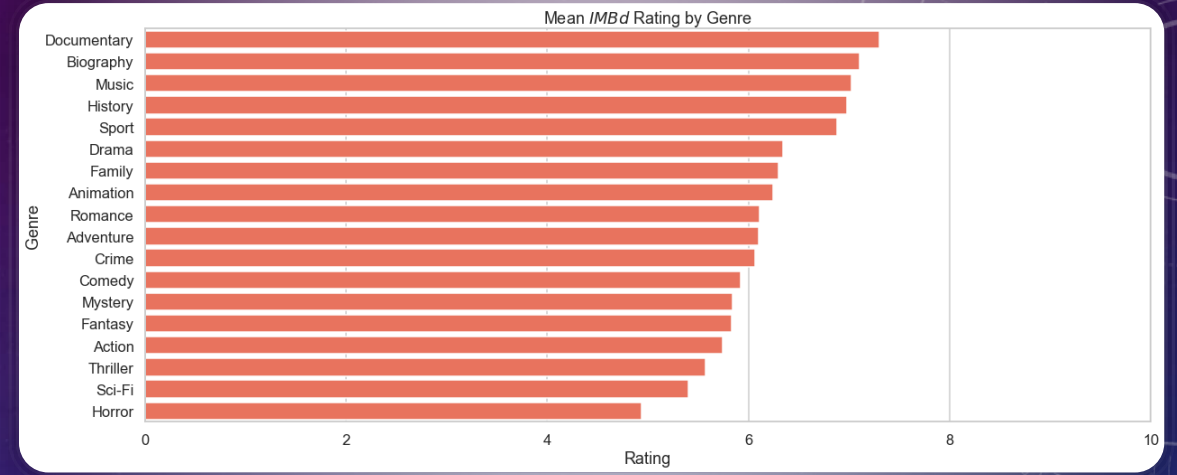
❖ Which genres of film perform the best financially?

Mystery and Horror films perform best in terms of cost-to-income ratio.



❖ Which genres of film have the highest ratings?

Documentaries, Biographies, Music, Historical, and Sports films have the highest ratings.



❖ Which genres of film perform the best financially?

Production budget correlates strongly with gross income + net income.



CONCLUSION

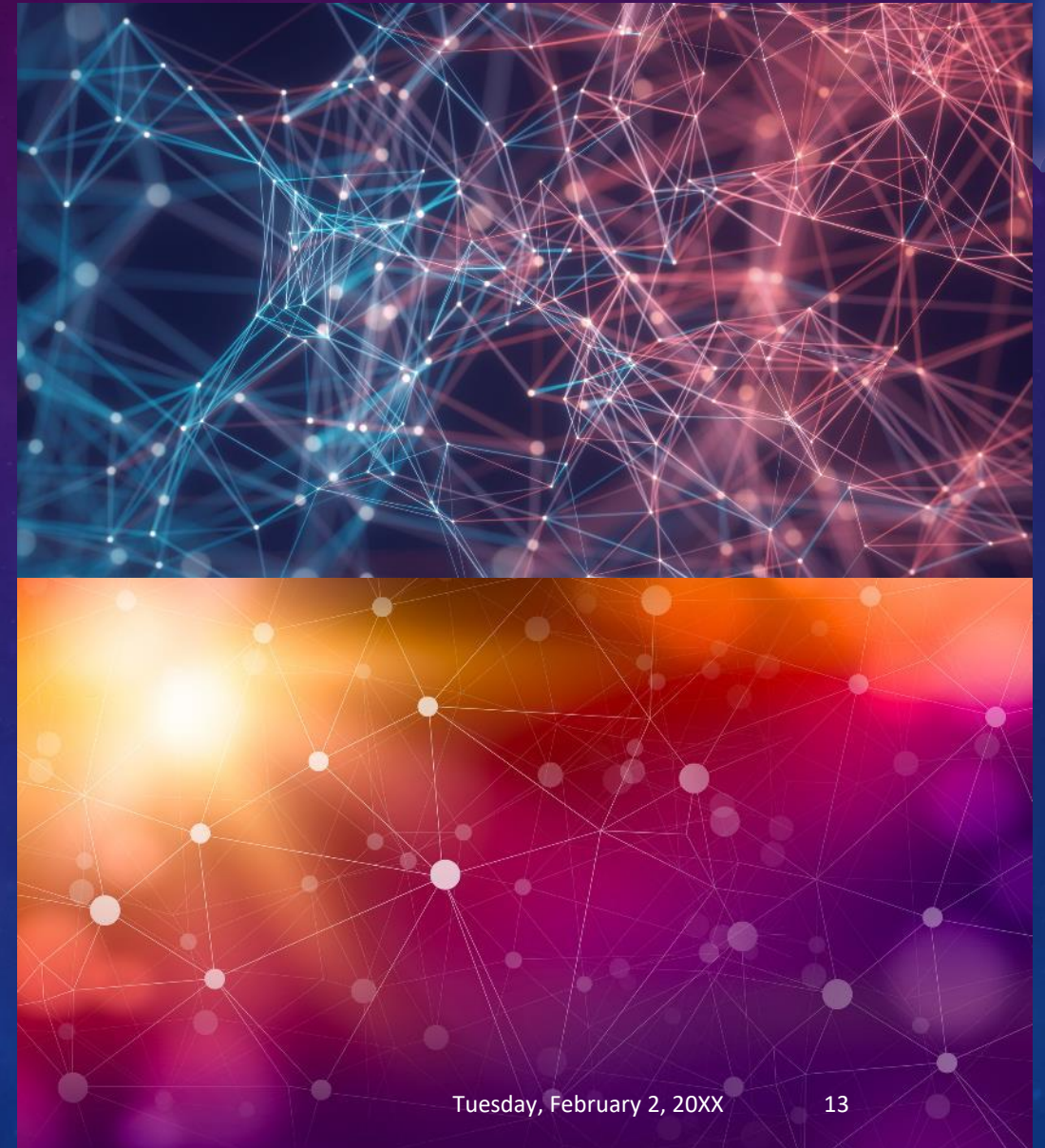
- ❖ *Animation, Adventure, and Science Fiction (Sci-Fi)* films should be the primary focus of the movie studio
- ❖ *Horror and Mystery films* are the best choice financially for a side project/lower budget film
- ❖ Ratings should be of secondary concern when deciding what kind of movie to produce
- ❖ Ensure that the budget allocated for movie production is as high as possible

THANK YOU

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