Movie Industry Analysis and Exploration

Helping Microsoft Make a Successful Film

BY TIM RABBITT

Summary

With the goal of determining what makes a film successful in the current market. My analysis focused on factors that produced the highest return on investment (ROI). I found that animated musicals and horror sci-fi films with the appropriate release date and cast can be successful in todays movie industry.

Business Problem

What contributes to a successful movie?

There are many factors! But lets start with 3:

- *Genre*
- *Release Date*
- *Casting*

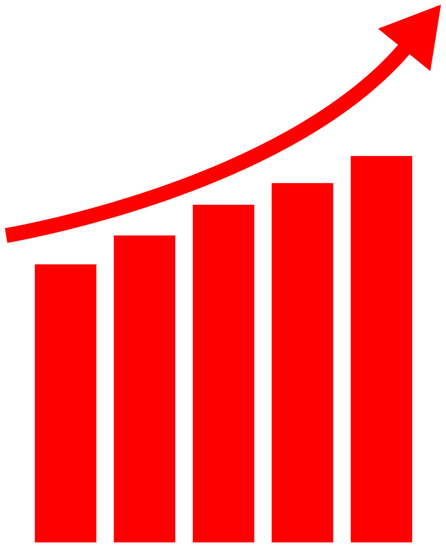
Data

- **IMDb (Internet Movie Database):** Worlds most popular and authoritative source of movie, TV and celebrity content.

- **The Numbers:** Premier provider of movie industry data and research services, including detailed movie financial information.

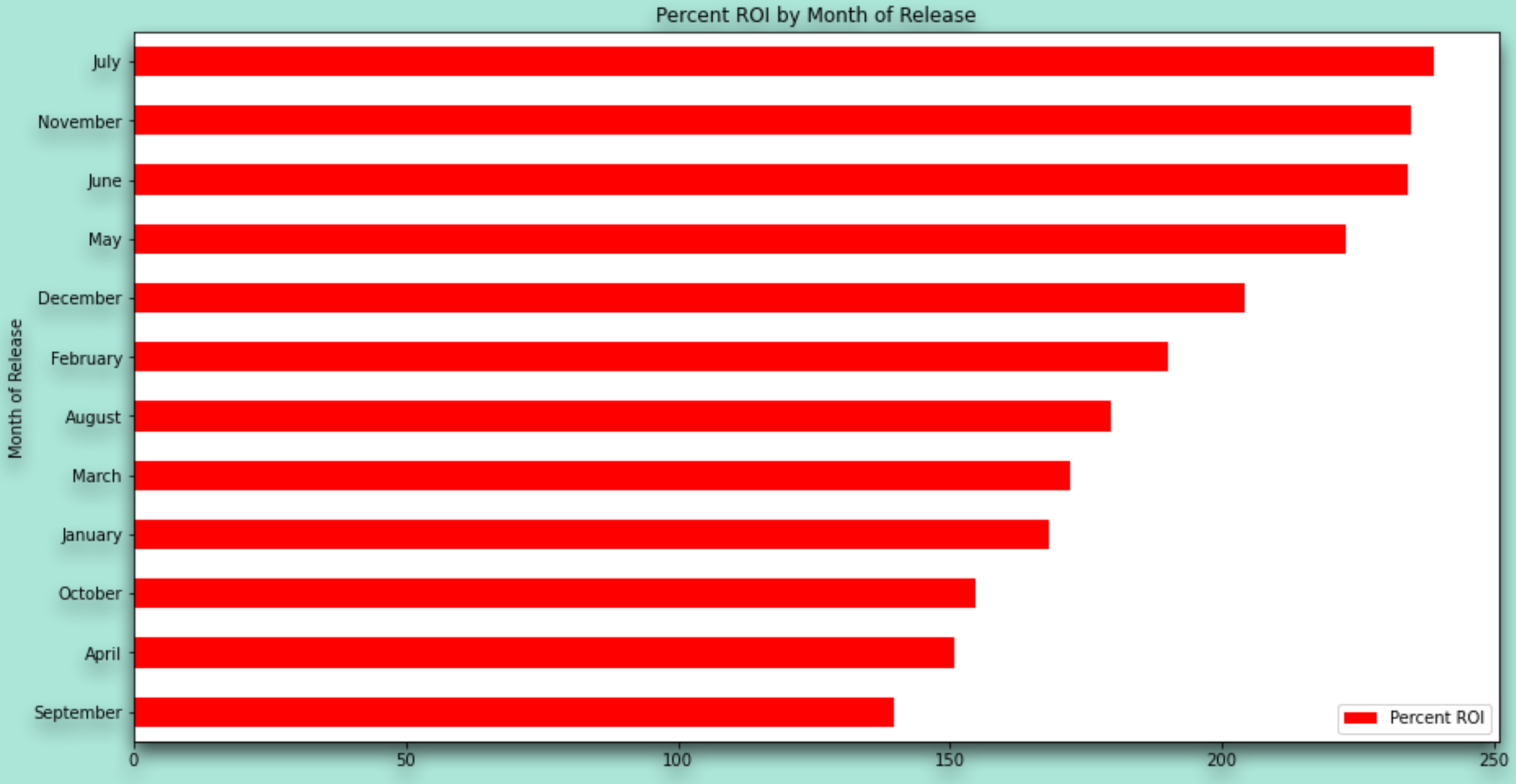
Method

I used descriptive statistics and data visualizations to highlight ROI influences in todays movie industry



Release Date:

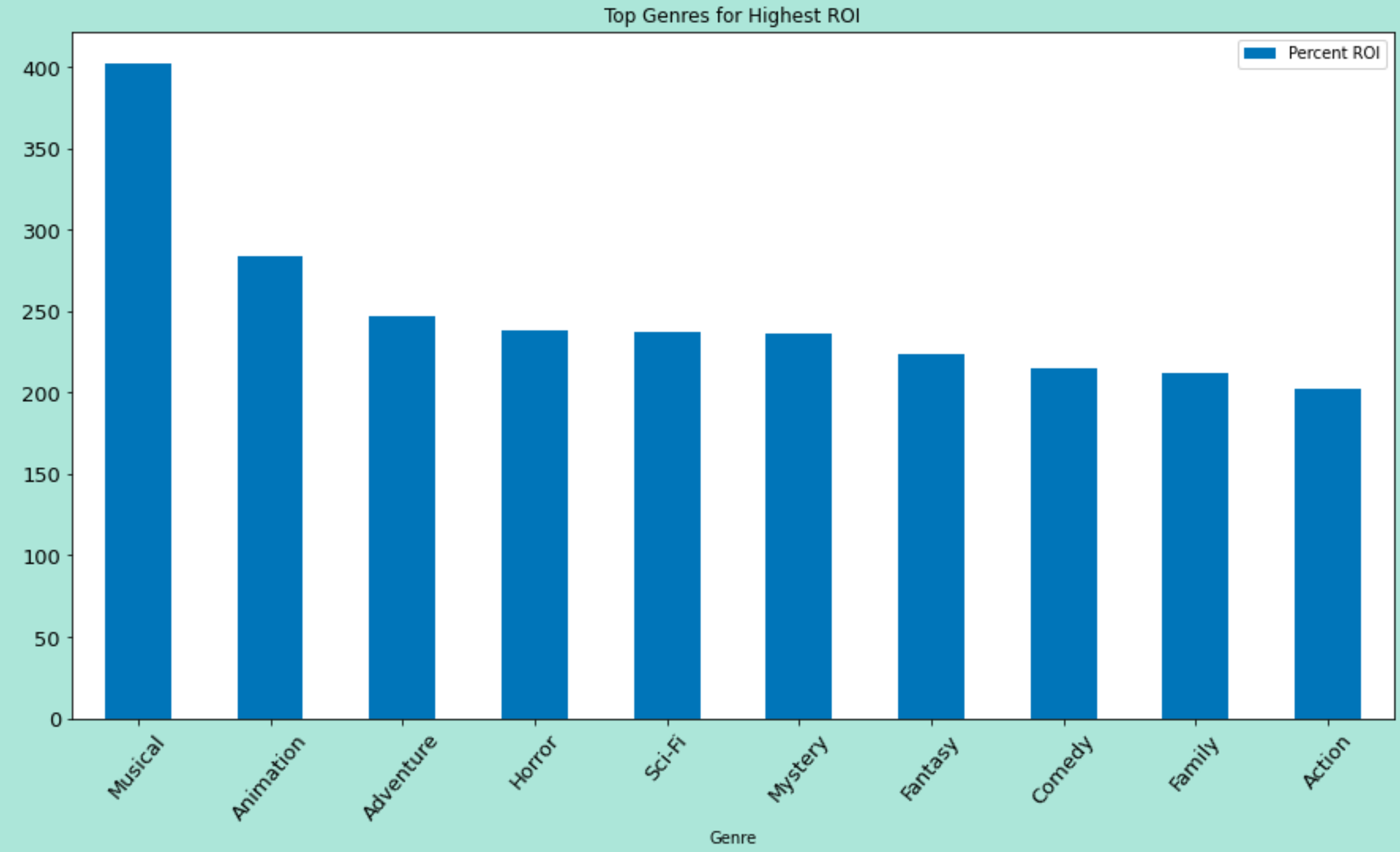
When should the movie be released?



- ***May, June, July and November***

Genre:

What kind of movie should we make?

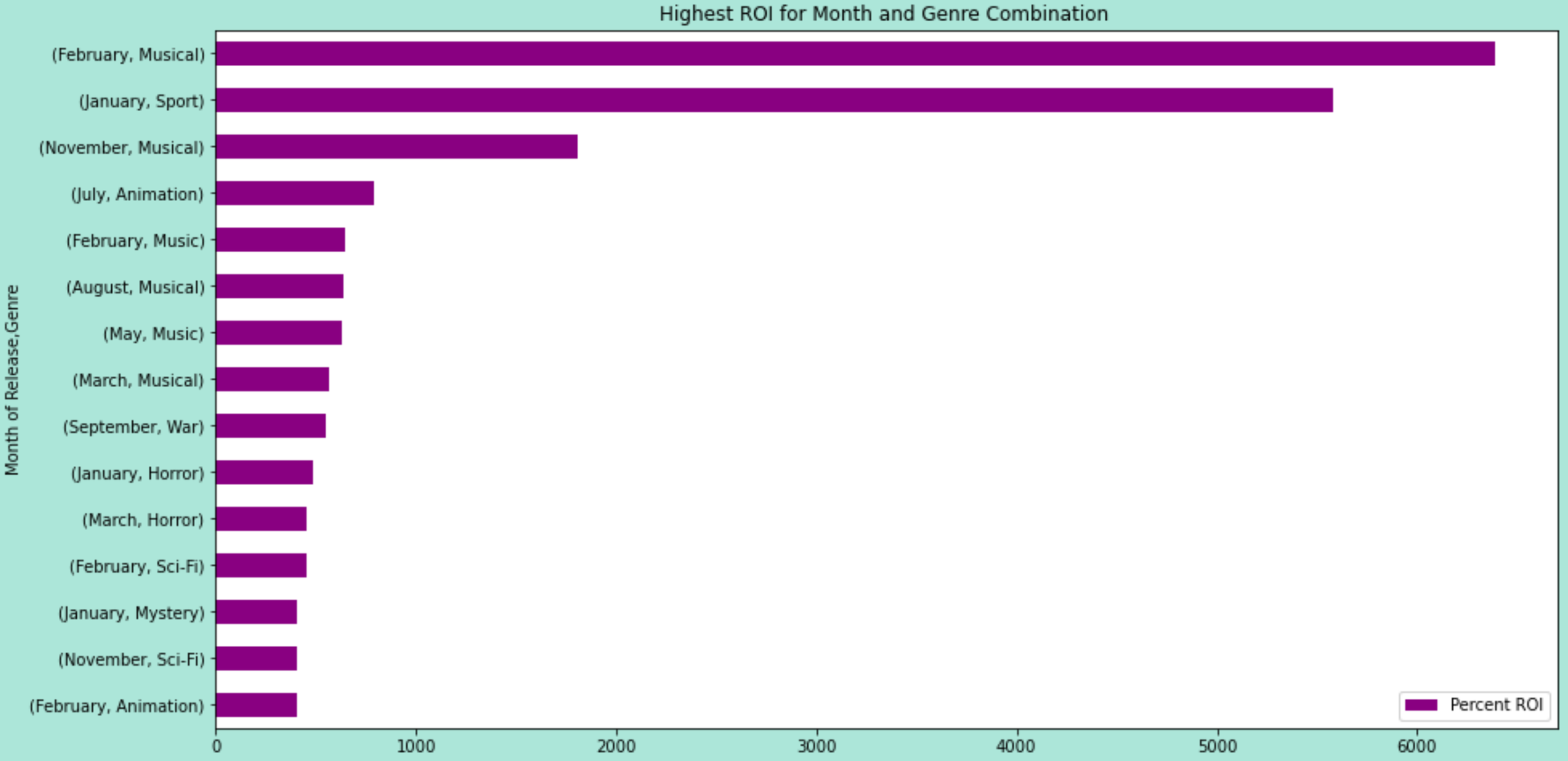


Type 1:

- ***Musical, Animation, Adventure***

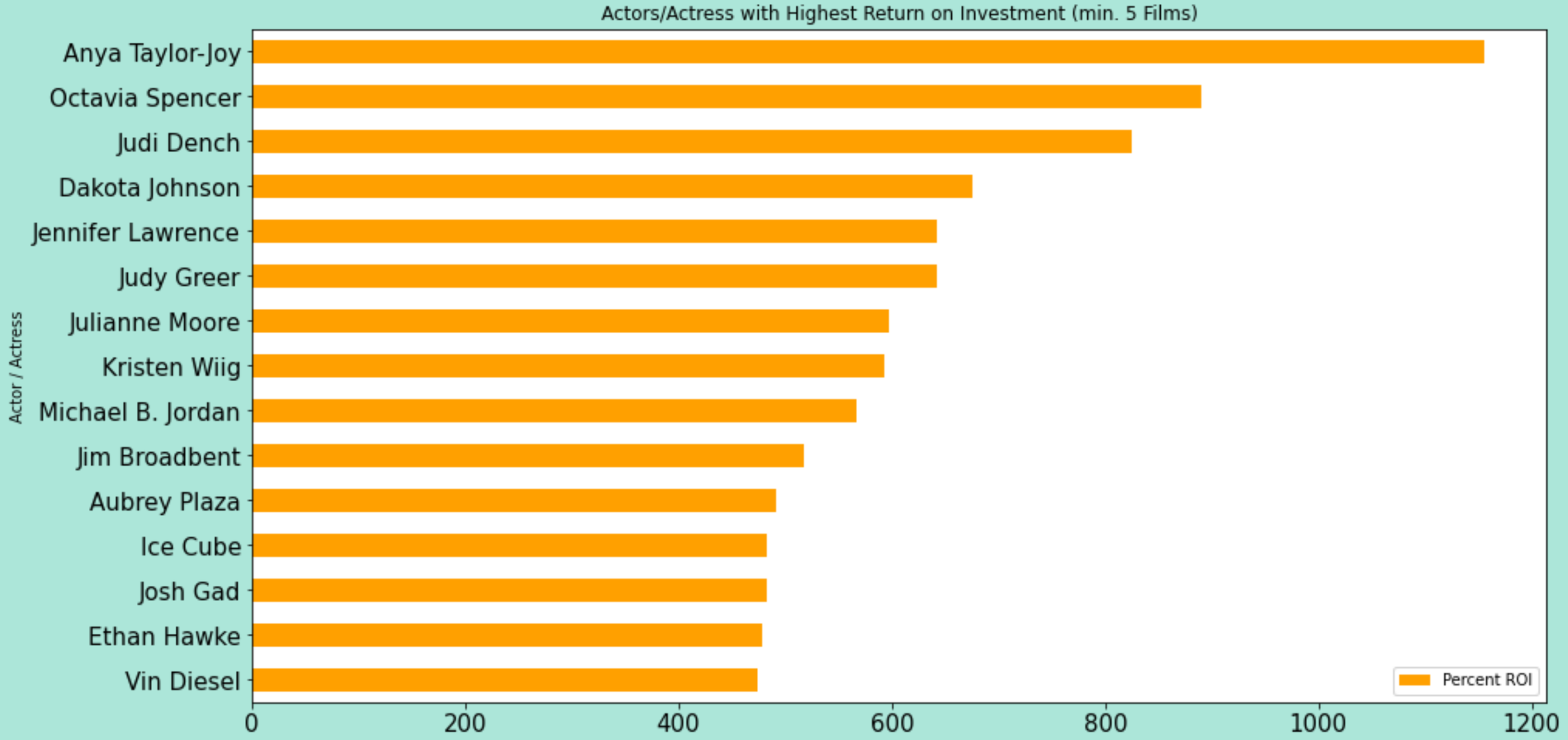
Type 2:

- ***Horror, Sci-Fi, Mystery***


Highest ROI for Month and Genre Combination
Month of Release,Genre
(February, Musical)
(January, Sport)
(November, Musical)
(July, Animation)
(February, Music)
(August, Musical)
(May, Music)
(March, Musical)
(September, War)
(January, Horror)
(March, Horror)
(February, Sci-Fi)
(January, Mystery)
(November, Sci-Fi)
(February, Animation)
0
1000
2000
3000
4000
5000
6000
Percent ROI

Actors/Actresses:

Who to cast for the movie?


Actors/Actress with Highest Return on Investment (min. 5 Films)
Anya Taylor-Joy
Octavia Spencer
Judi Dench
Dakota Johnson
Jennifer Lawrence
Judy Greer
Julianne Moore
Kristen Wiig
Michael B. Jordan
Jim Broadbent
Aubrey Plaza
Ice Cube
Josh Gad
Ethan Hawke
Vin Diesel
Actor / Actress
0
200
400
600
800
1000
1200
Percent ROI

Movie Option #1:

- *An Animated Musical*
- *Released in February or July*
- *Cast Josh Gad and Kristin Wiig*

Movie Option #2:

- ***A Horror Sci-Fi***
- ***Released in May or November***
- ***Cast Anya Taylor-Joy, Octavia Spencer and Judi Dench***

Future Analysis

Would focus on….

- Production Budget
- Directors/Producers
- Rating

…and their affect on ROI

Thank You

For a more detailed analysis and the methods behind this presentation please visit:

https://github.com/trabbitt90/Movie-Industry-Analysis