



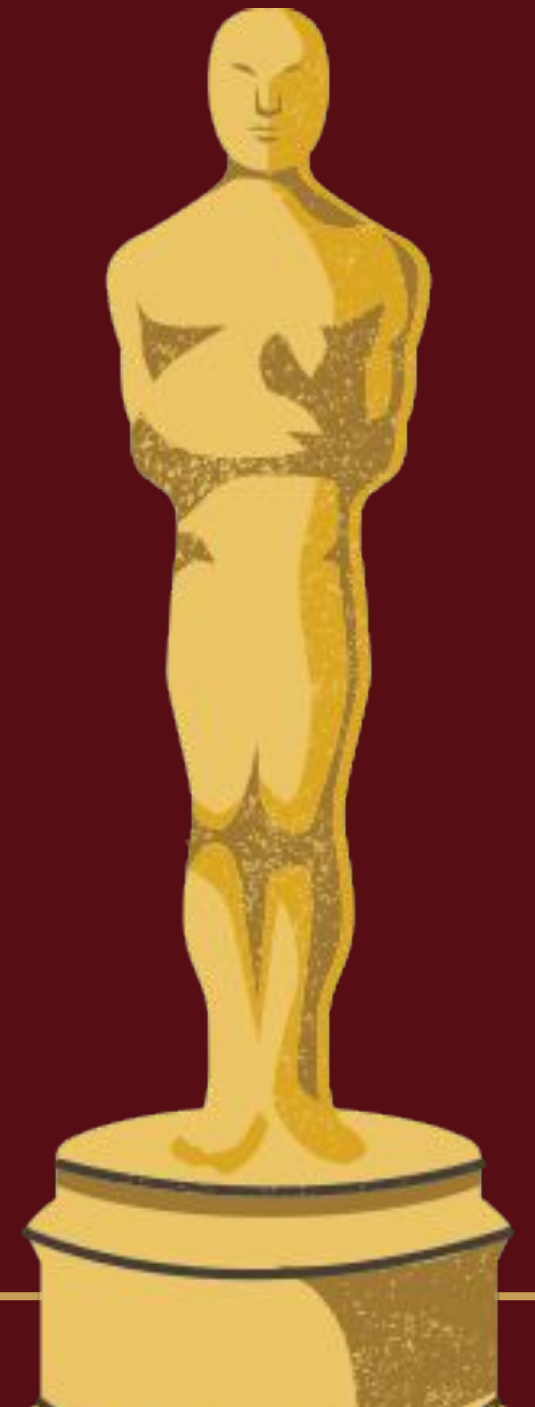
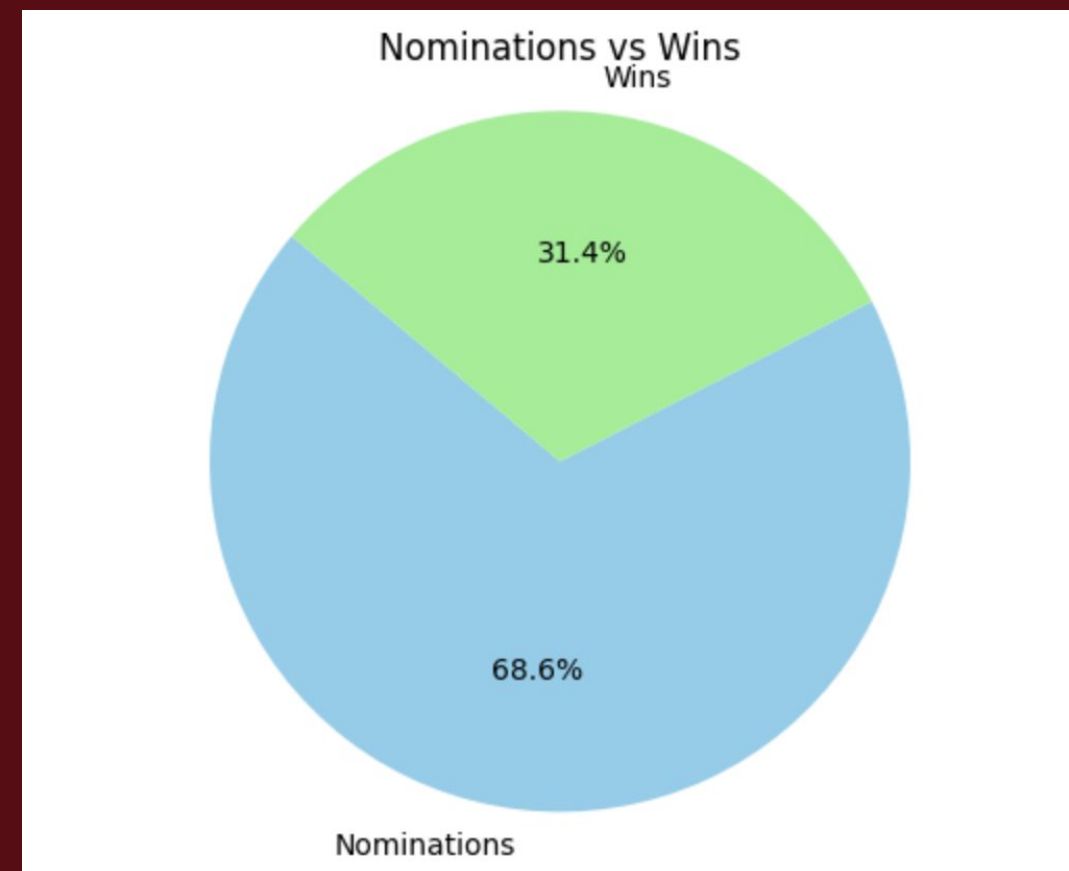
# **Movie Magic: Makings of a Successful Film**

**Michael Dabkowski, Sarah John, Valentina Villarroel, Rebecca Daaleman,**



# Data Set

- **500 random movies that debuted after 2000**
- **266 unique movies**
- **Wide array of awards recorded**
  - **Oscars, MTV Movie, Chicago Film Critic Association**





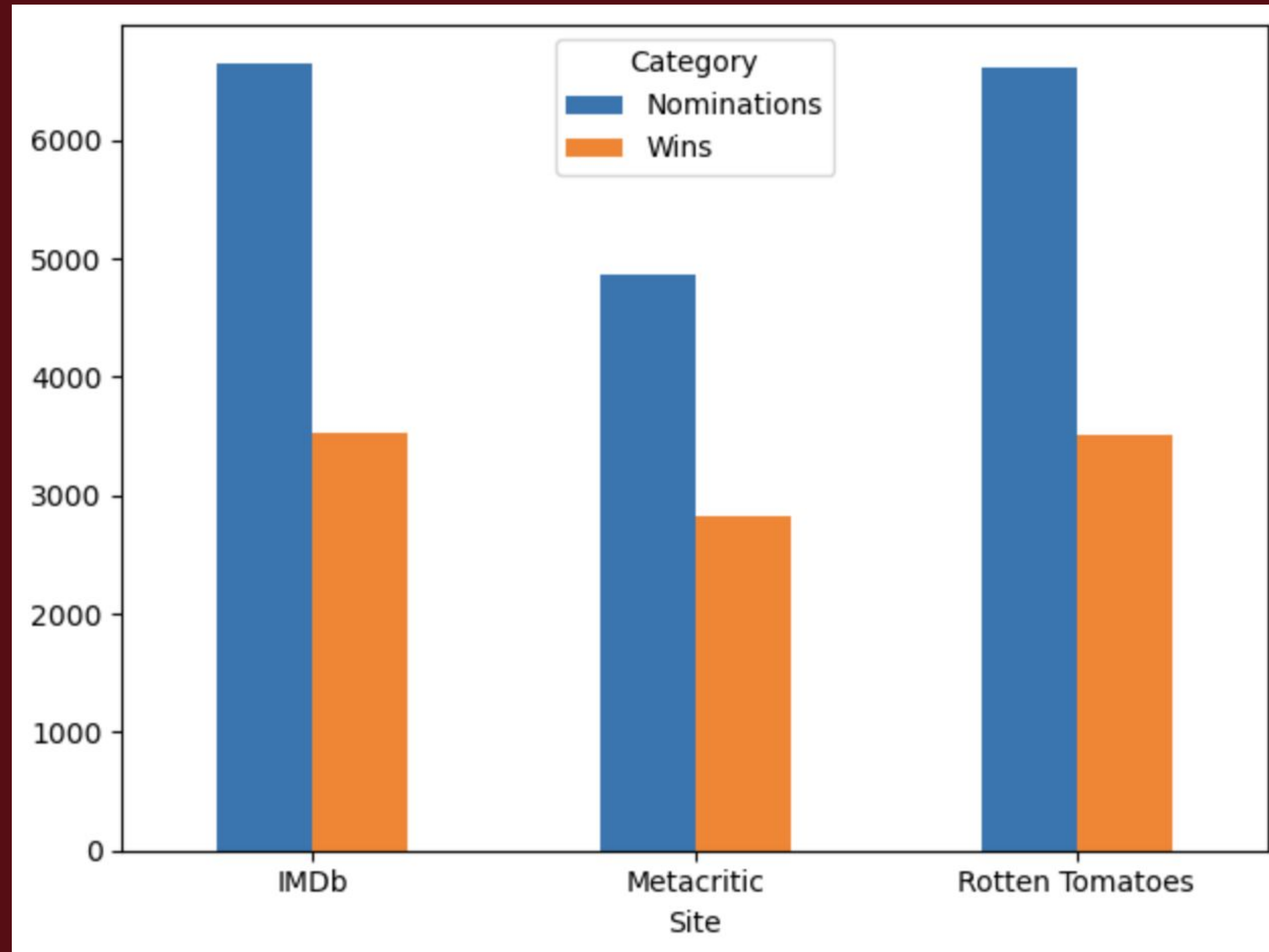
# Project Description

- Different factors that might impact a film's success.
  - Public review ratings
  - Runtime
  - Box Office Success

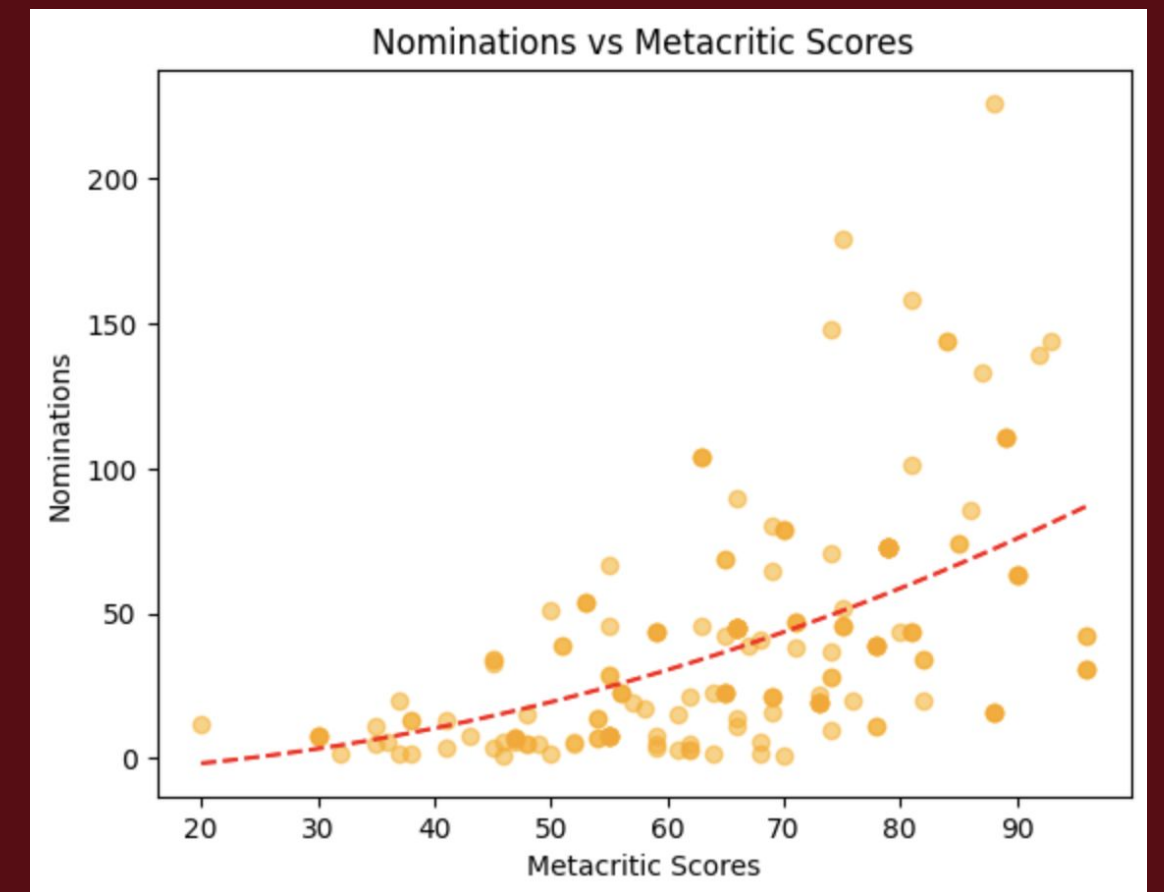
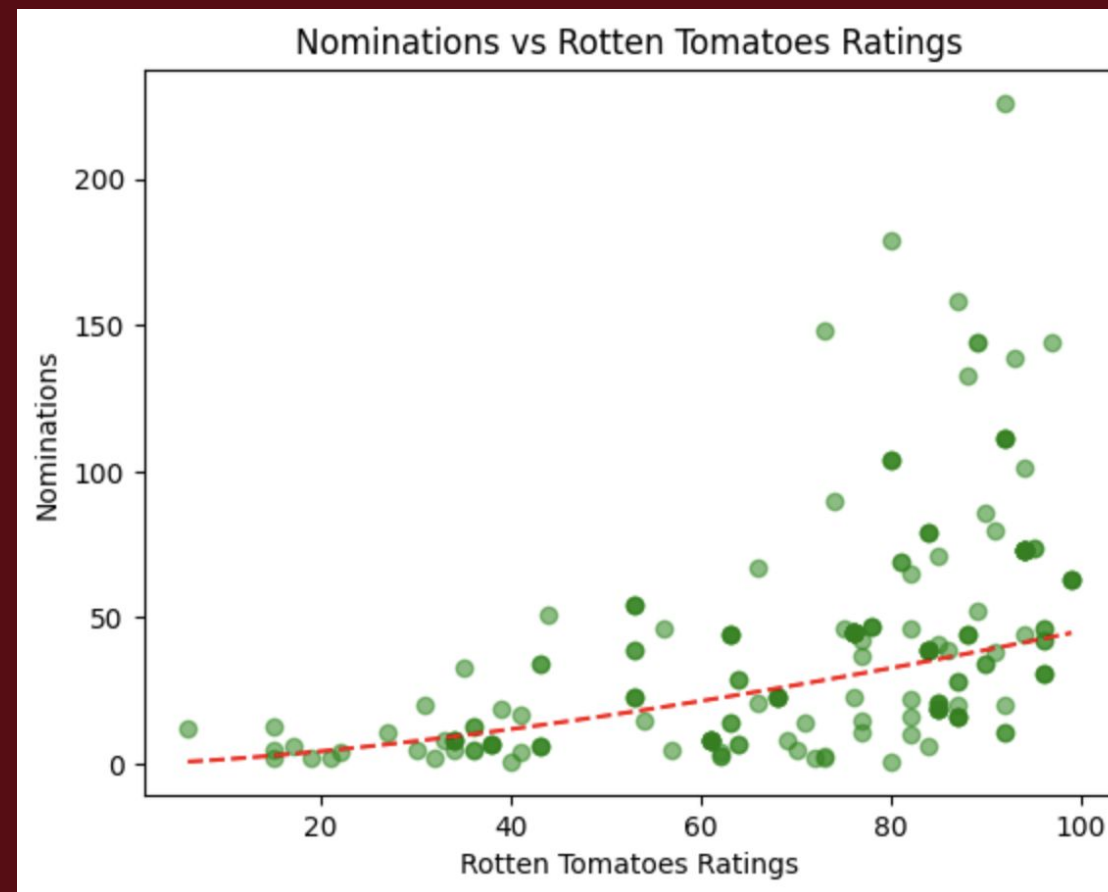
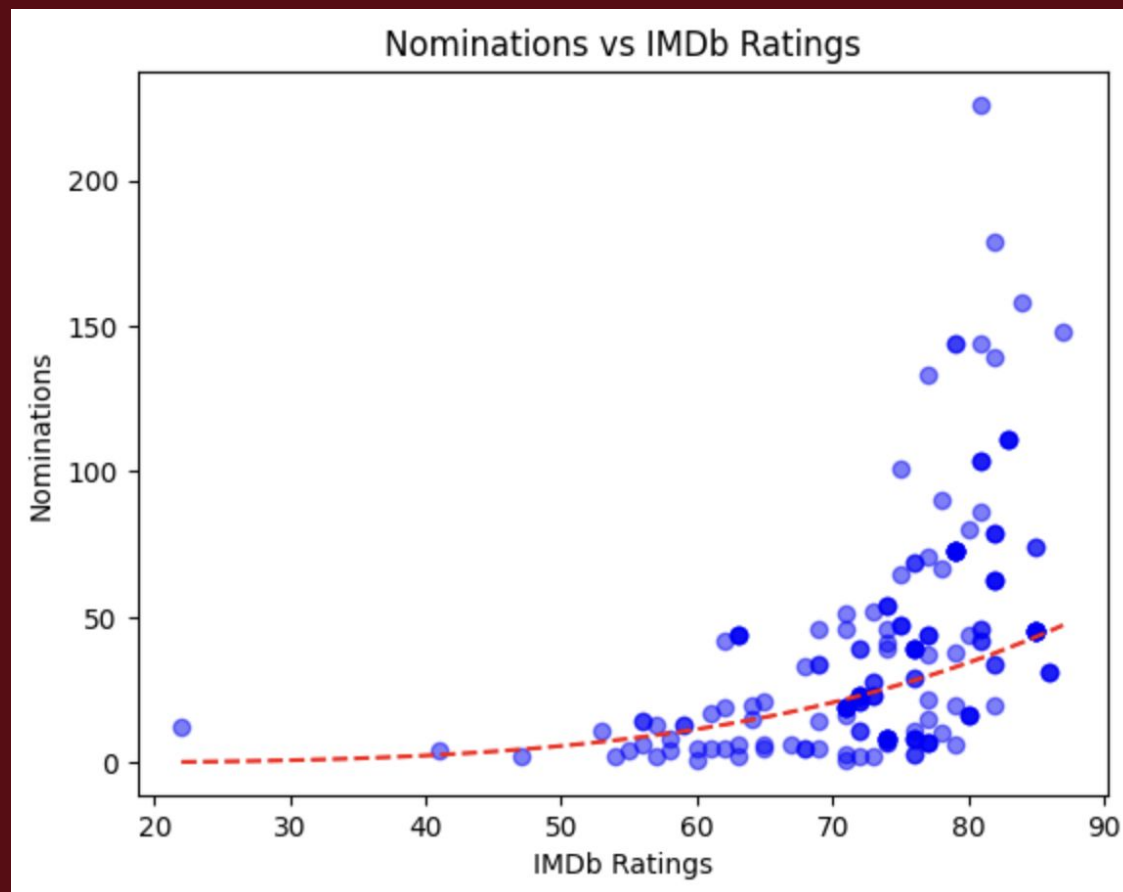
ID	Title	Year	Runtime	Box Office	IMDb	Rotten Tomatoes	Metacritic	Nominations	Wins
tt0381061	Casino Royale	2006	144	167445960.0	80	94	80	44	28
tt0482571	The Prestige	2006	130	53089891.0	85	76	66	45	6
tt1232829	21 Jump Street	2012	109	138447667.0	72	85	69	21	11
tt1853728	Django Unchained	2012	165	162805434.0	84	87	81	158	58
tt0993846	The Wolf of Wall Street	2013	180	116900694.0	82	80	75	179	37

# **Analysis of Public Reviews**

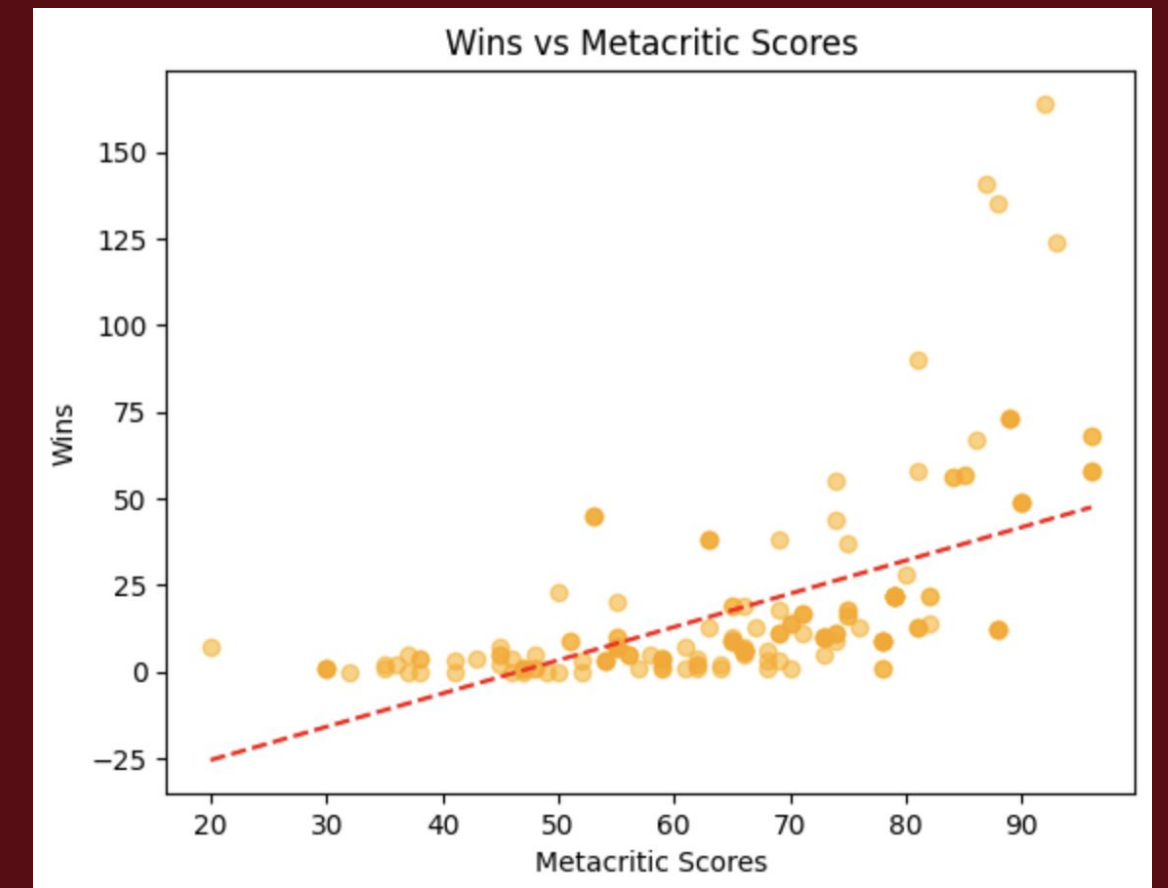
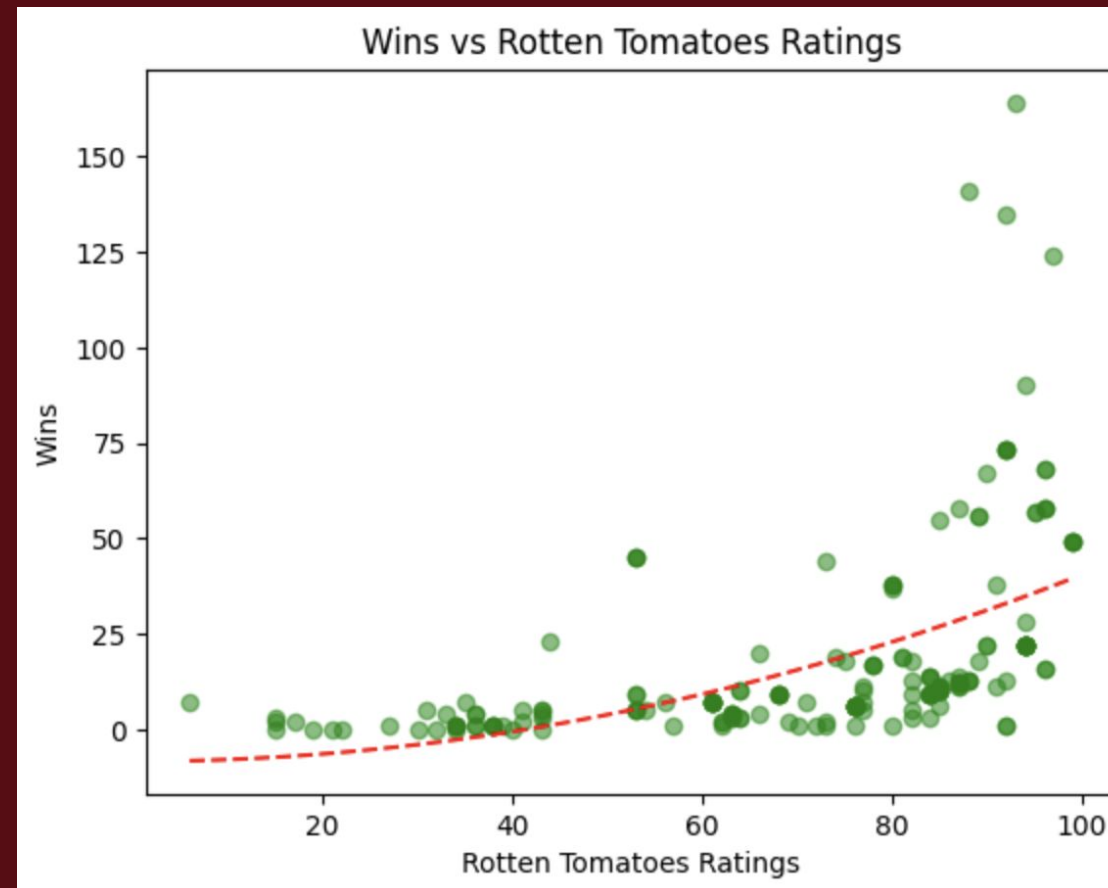
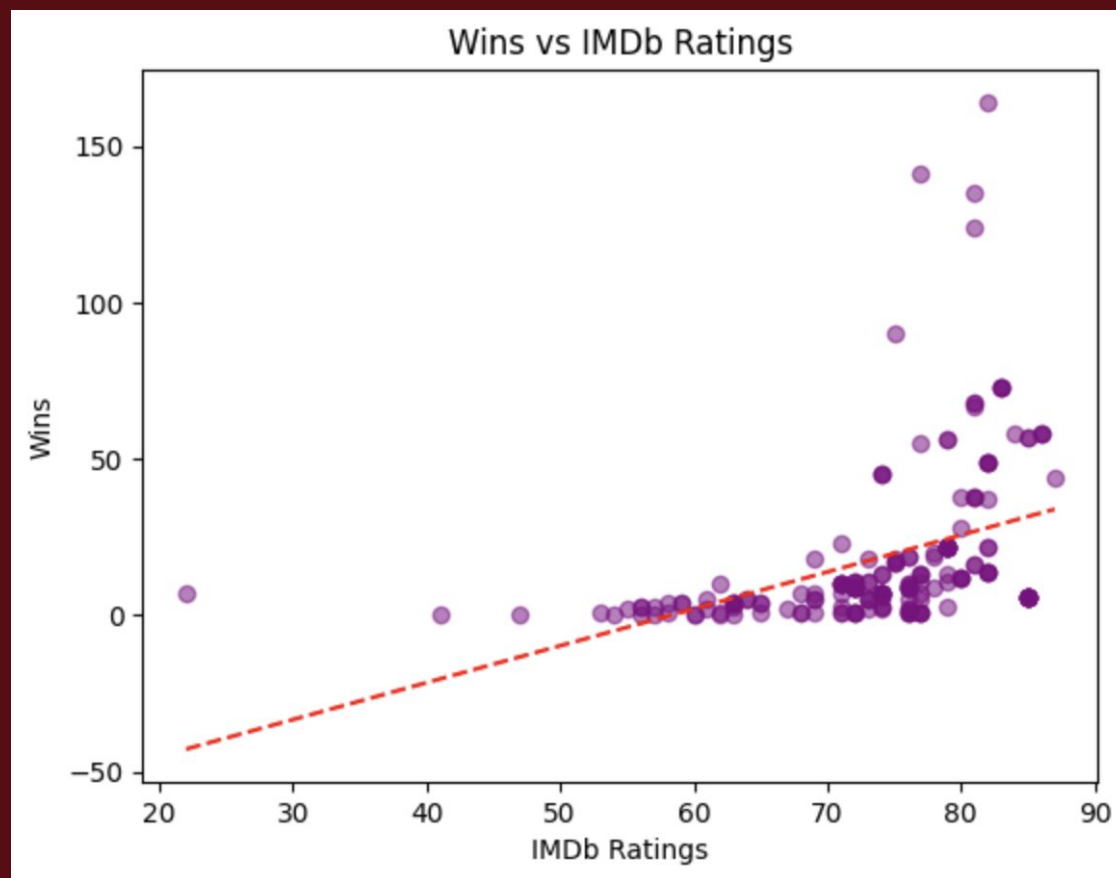
# Comparison of Each Site



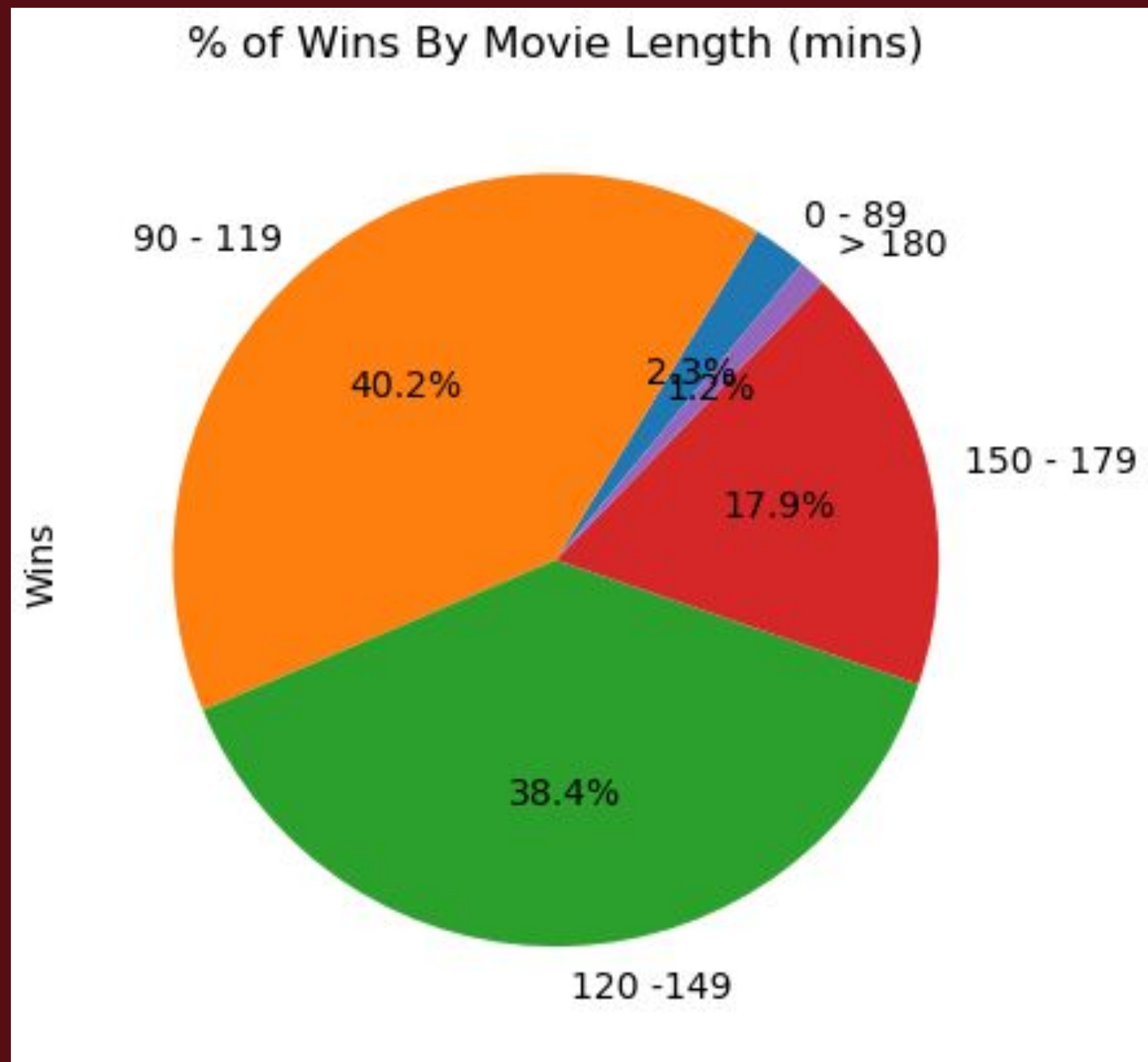
# Nominations vs. Ratings



# Wins vs. Ratings



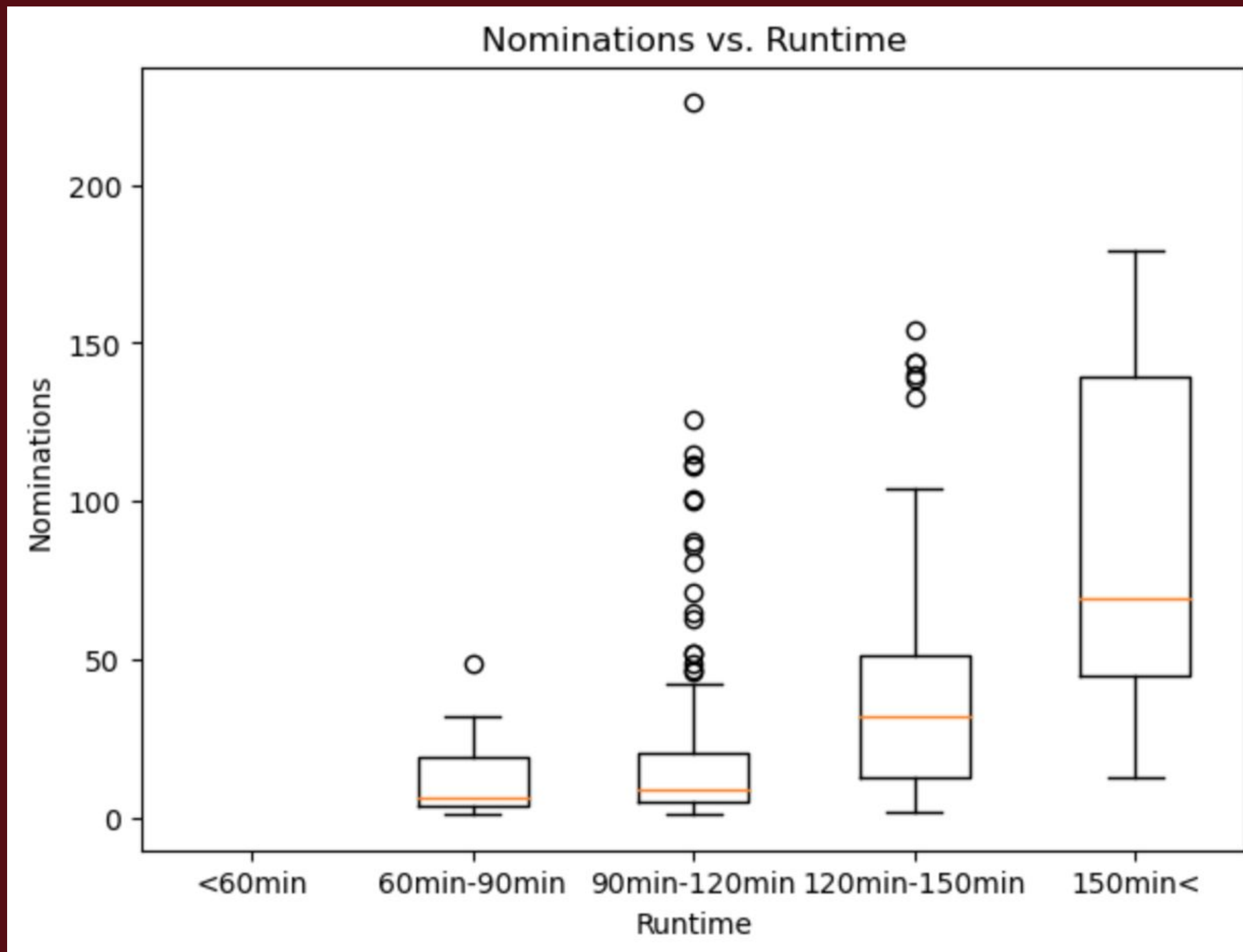
# Analysis of Runtime



- Pie chart depicts the percentage of wins allotted to each movie length
- **40% of wins** belong to movies ranging from 90 to 119 minutes
- **38% of wins** belong to movies ranging from 120 to 149 minutes

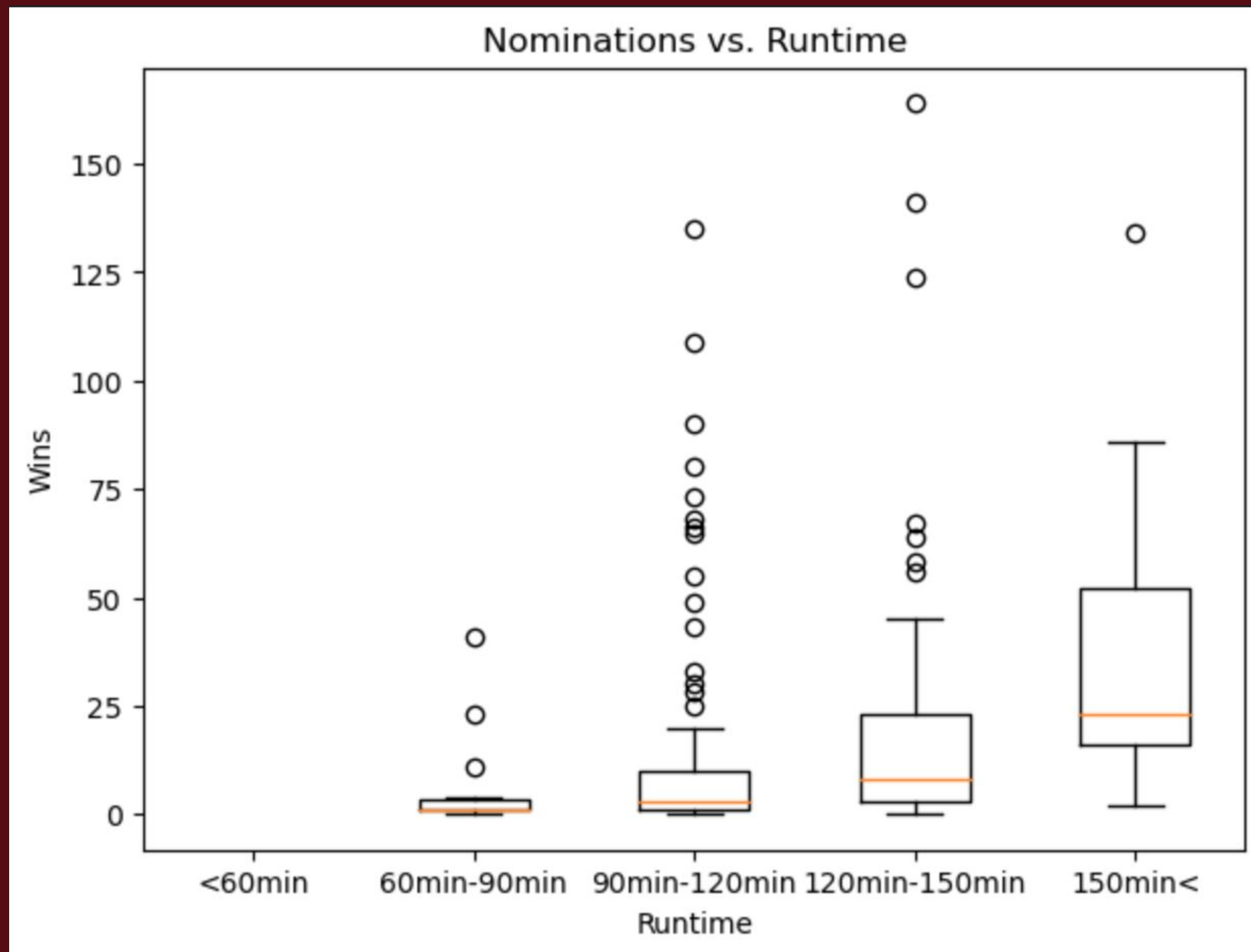


# Analysis of Runtime



- Median nominations for films over 150 min are **higher than all others**
- Median nominations for films ranging between 120 min to 150 min are the **second highest**

# Analysis of Runtime



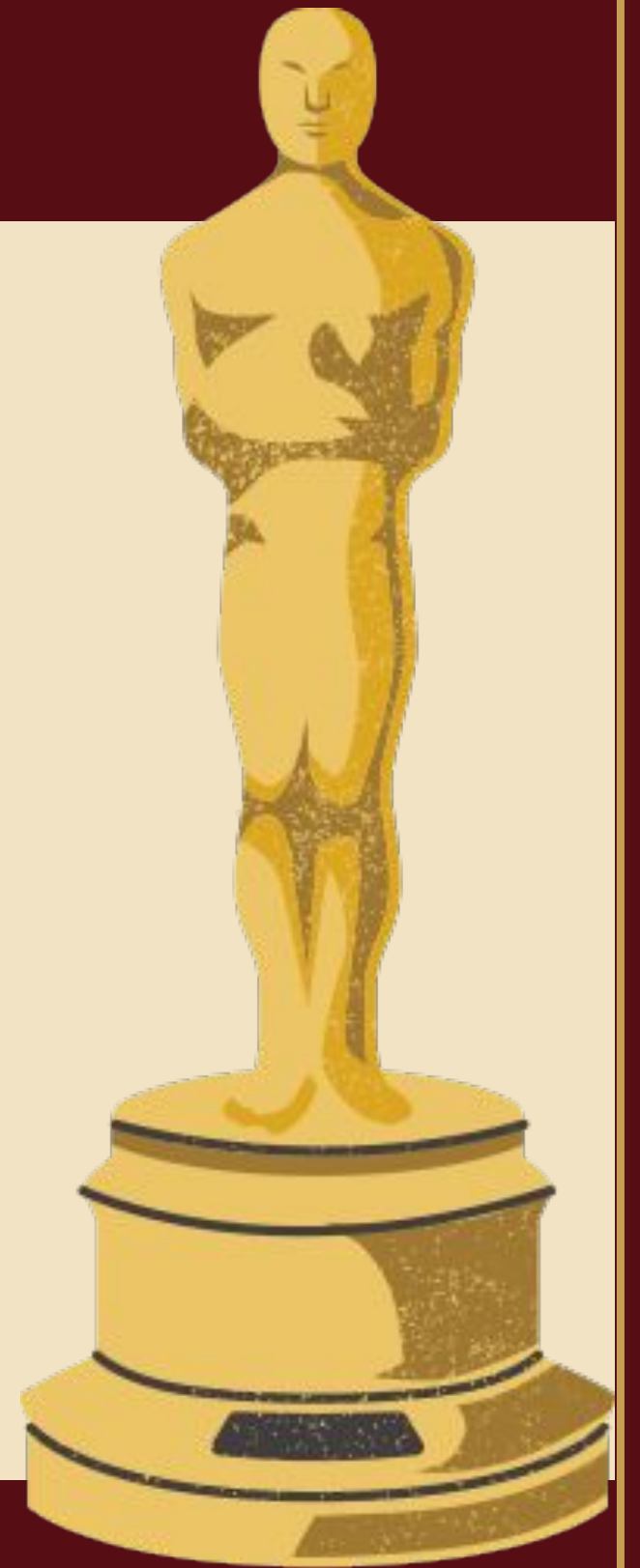
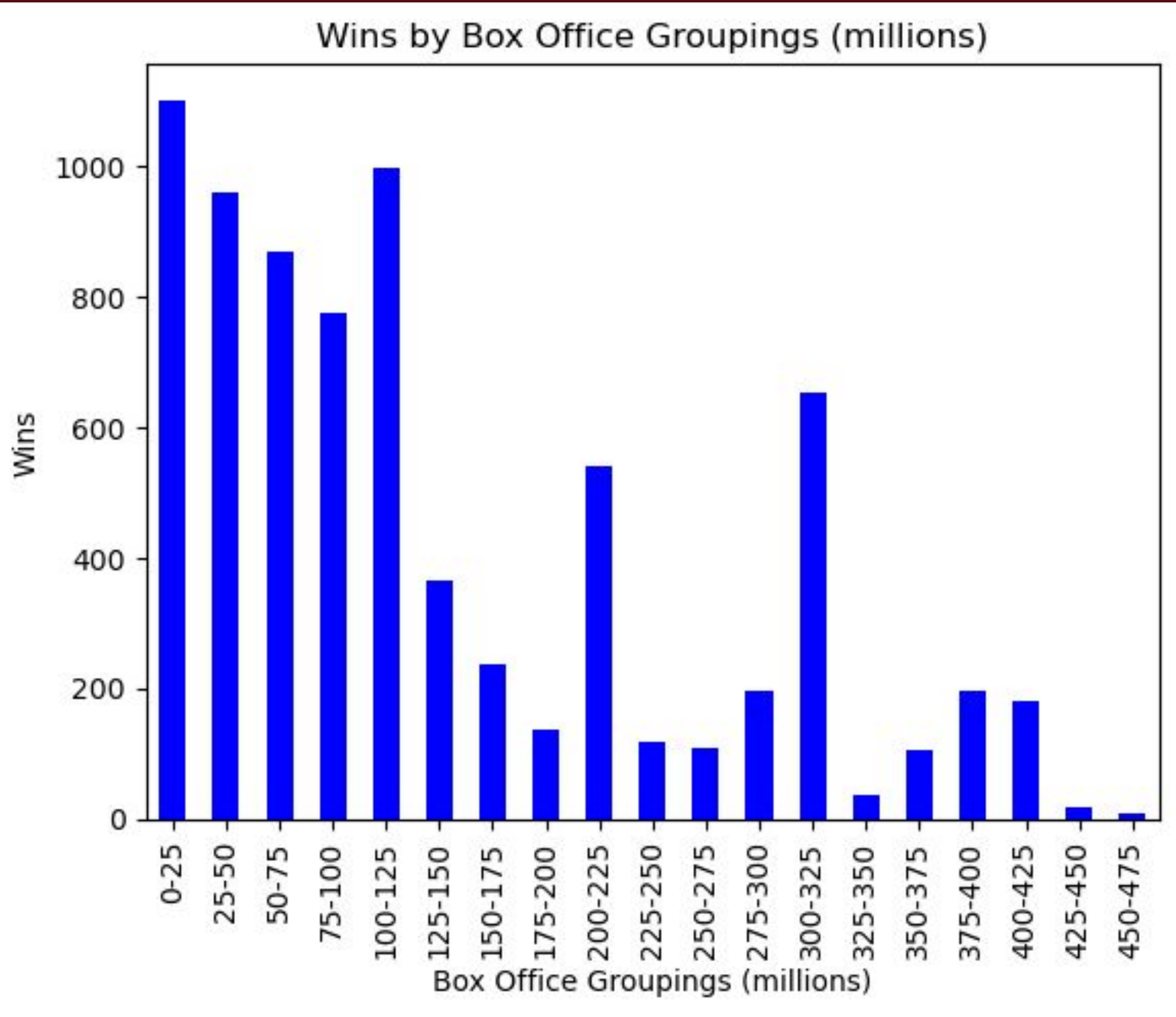
- Median wins for films over 150 min are **higher than all others**
- Median wins for films ranging between 120 min to 150 min are the **second highest**

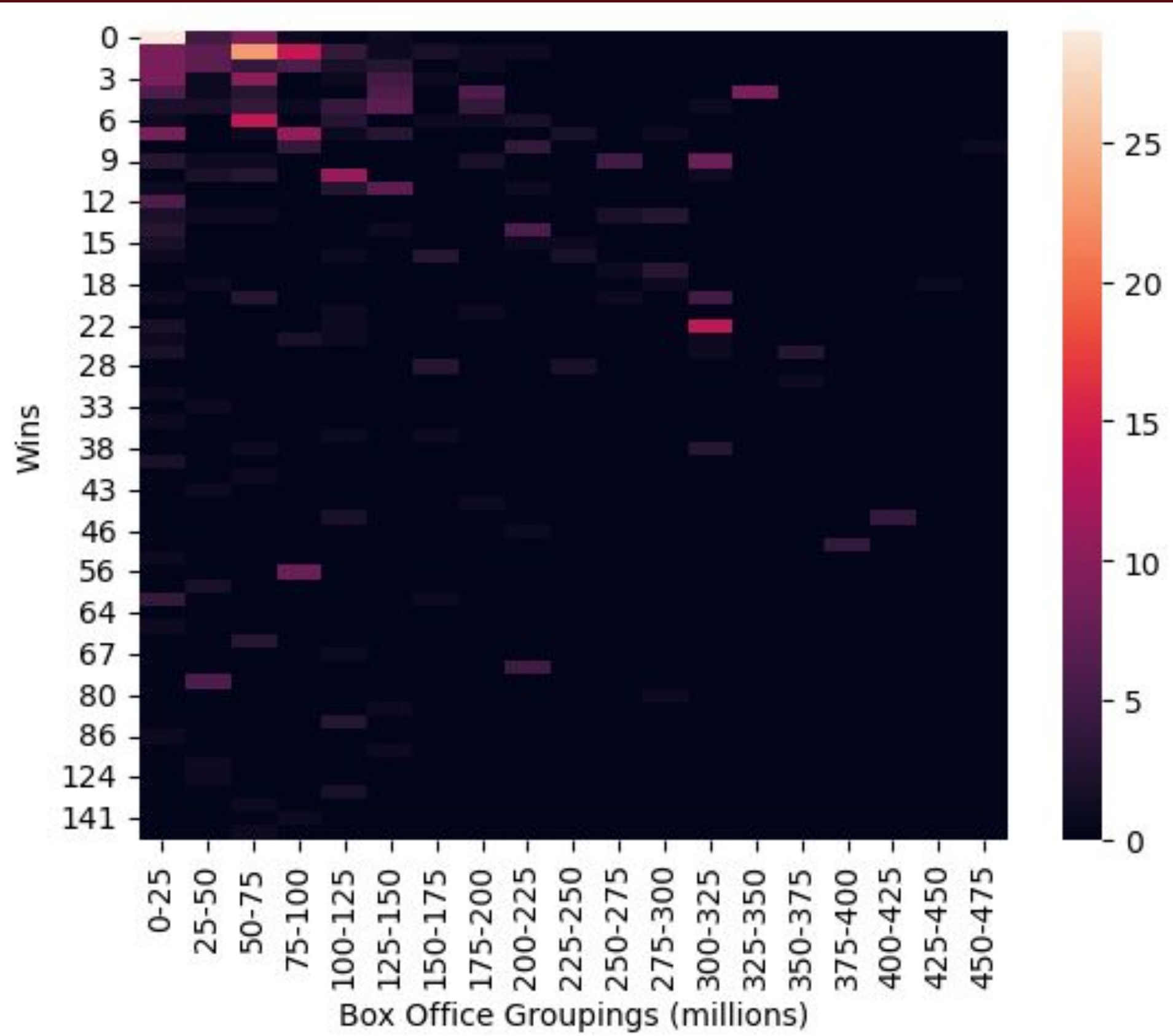
# Analysis of Runtime

- Pie chart indicated that films with 90 to 119 minutes and 120 to 149 are most successful
- Boxplots indicated that films over 150 min and 120 min to 150 are most successful
- **Shared conclusions**
  - Films with runtimes below 90 min are the least successful
  - Films with runtimes between 120 min to 150 min are generally successful
- Average film time being around 116 min and outliers on films ranging 90 to 120 min may account for differences in pie chart and boxplots

# **Analysis of Box Office Sales**









# Results:

- Metacritic is the strongest indicator of public reviews for award success
- Movies should be greater than 90 minutes, and less than 180 to be considered for awards
- Box office success is not a strong indication of award success.



The image is a stylized illustration of a theater stage. At the top, two large, flowing red curtains with white outlines are pulled back, revealing a dark stage. In the center of the stage, the word "Fin" is written in a large, bold, yellow serif font. Below the stage, a row of six red upholstered seats with white vertical stripes on the backrests is visible. The seats are arranged in a row, facing the stage. The overall color palette is dominated by reds, yellows, and dark tones, creating a classic theatrical atmosphere.

**Fin**