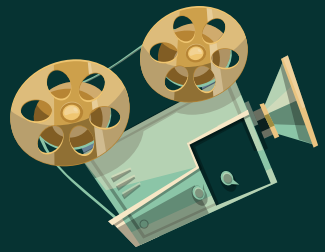
Success at the Box Office



Wesley Yu
April 18, 2022

Summary

This report exams data from The-Numbers.com and TMDB databases of movies. Using descriptive analysis to find key factors that play a role in a movie's success at the box office.

- Animation Genre
- Movie released in early summer months
- Minimum production budget of $80 million

OUTLINE

I. BUSINESS PROBLEM

What needs to be solved?

II. DATA & METHODS

Identify database and analysis.

III. RESULTS

Our findings.

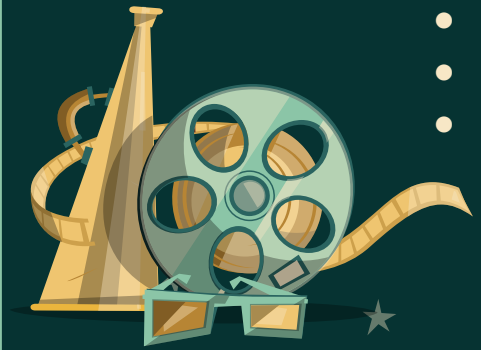
IV. CONCLUSION

Recommendations and next steps.

BUSINESS PROBLEM

What factors to make a movie successful at the box office?

- Genre
- Time of release
- Production budget



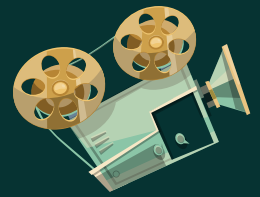
DATA & METHODS

THE-NUMBERS.COM

Data containing movie financials with 1230 records from 2010-2019.

TMDB

The Movie Database, a community backed database with extensive metadata for movies.



DATA ANALYSIS

Utilizing descriptive analysis and visualizations to find trends and key factors in making a successful movie.

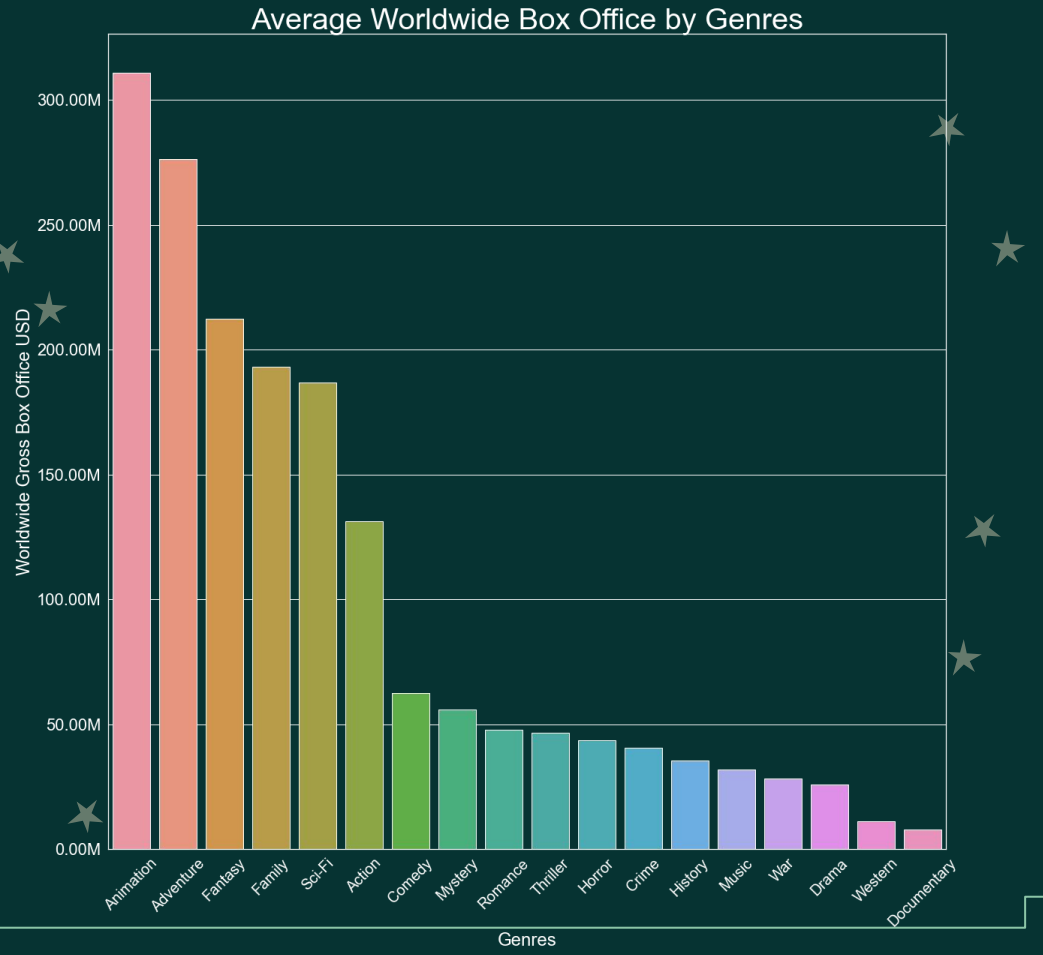
Genre Type

Which genre does best in the box office?

Top Grossing Genre

What genres had the highest average box office?

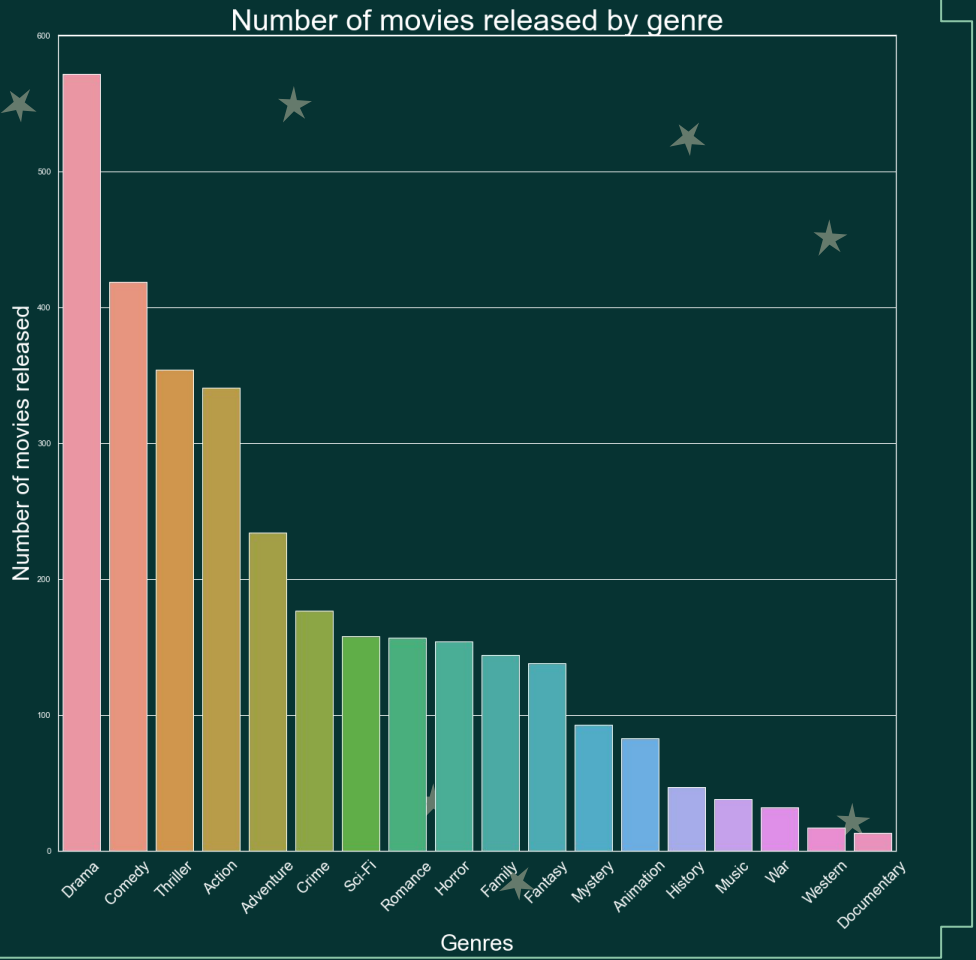
- Animation
- Adventure
- Fantasy



Movie Genre

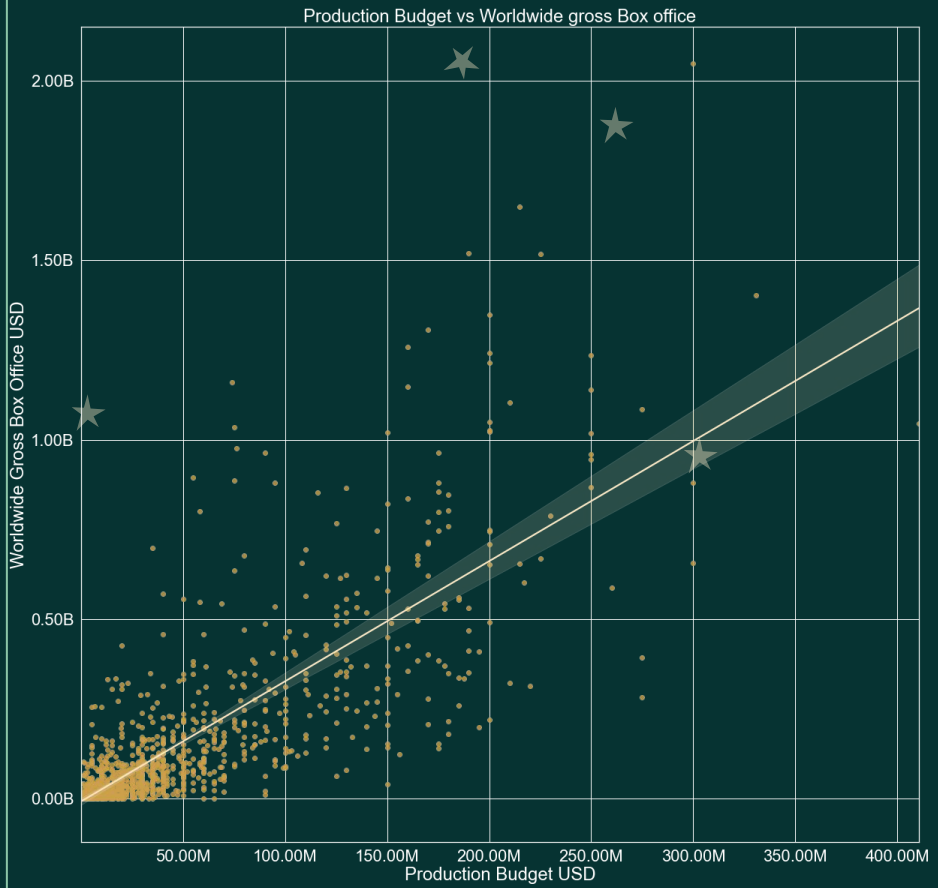
What genres are currently dominating the market?

- Drama
- Comedy
- Thriller



Production Budget

How much to invest?



Strong Correlation

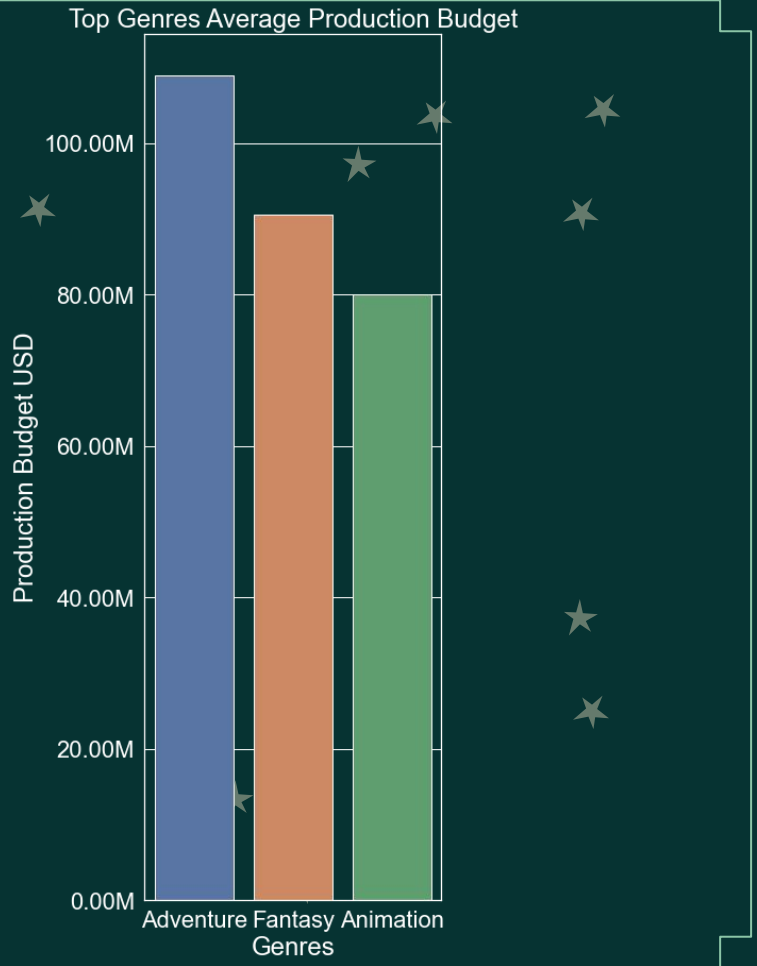
Higher budget means higher box office.

Average Production Budget

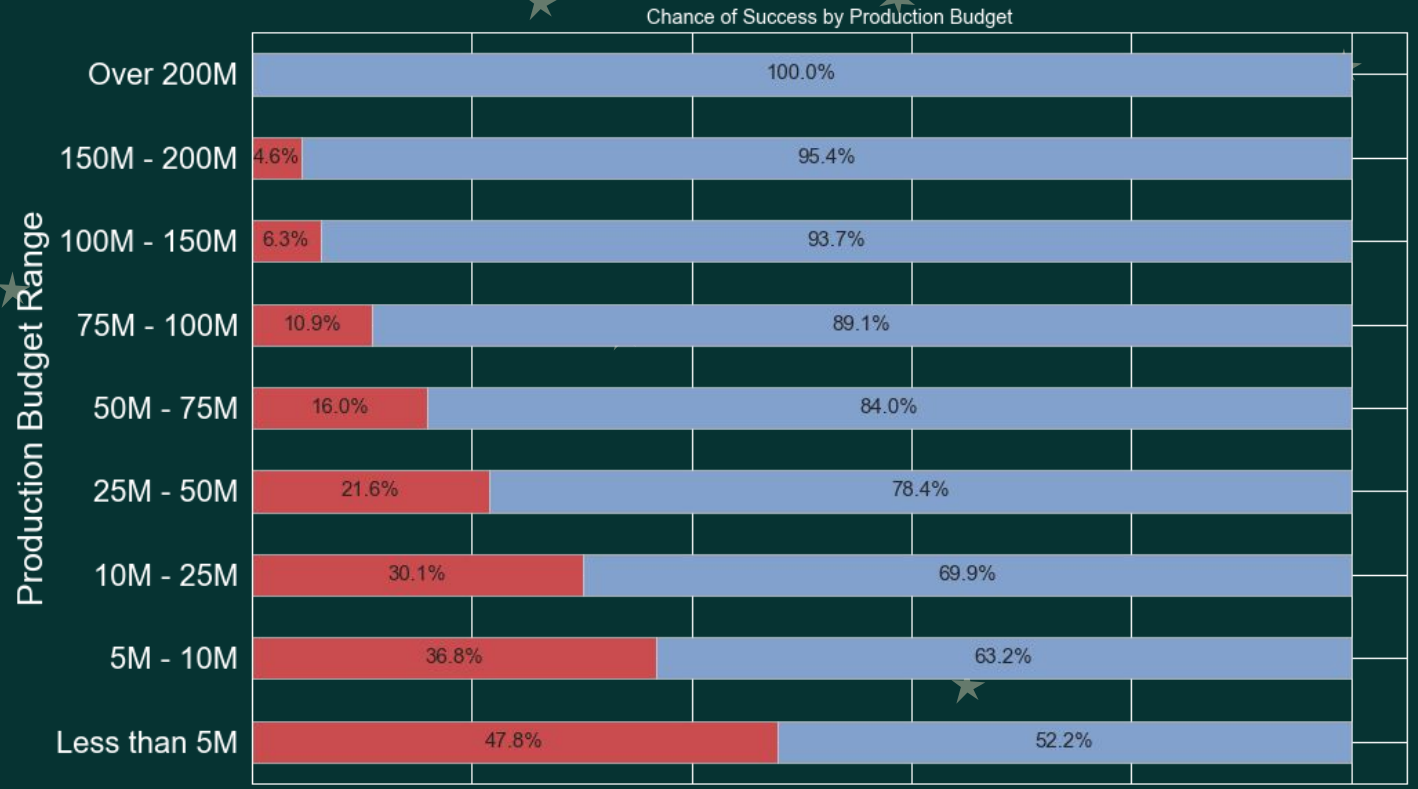
Adventure – $109 Million

Fantasy – $90.5 Million

Animation – $80 Million



Investing in Success



Success equals box office revenue greater than production budget

Release Date

When is the most profitable time for movie release?

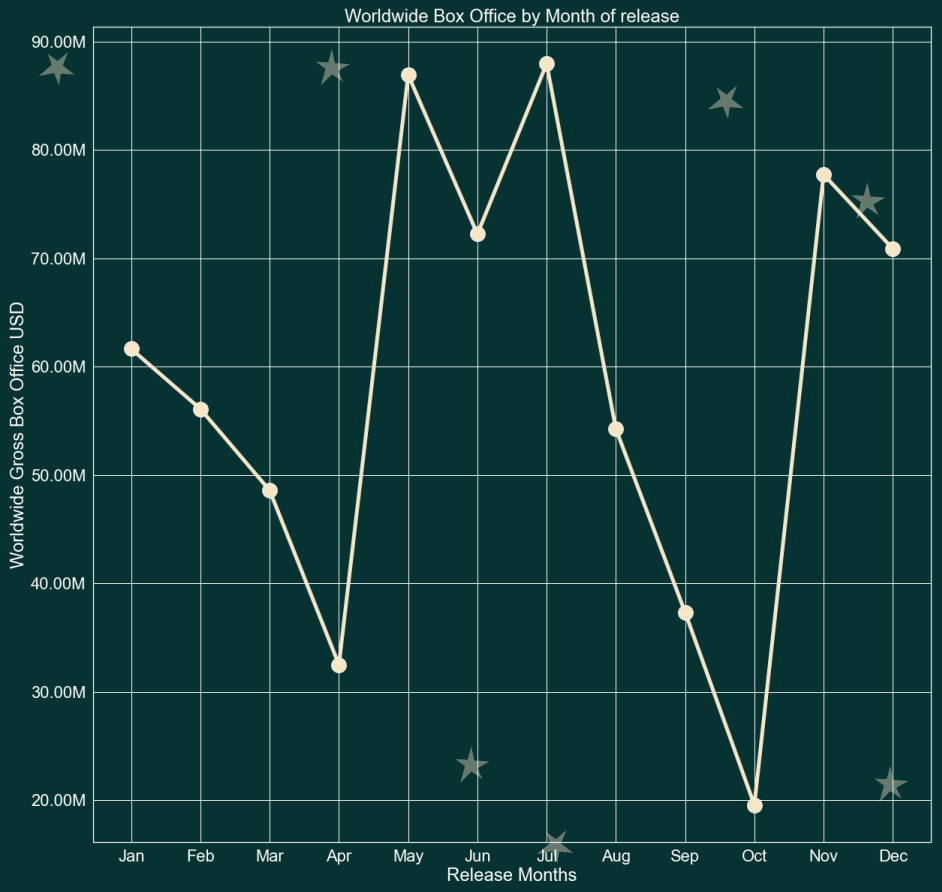
Best Months

Summer Release:

- May
- June
- July

Holiday Release:

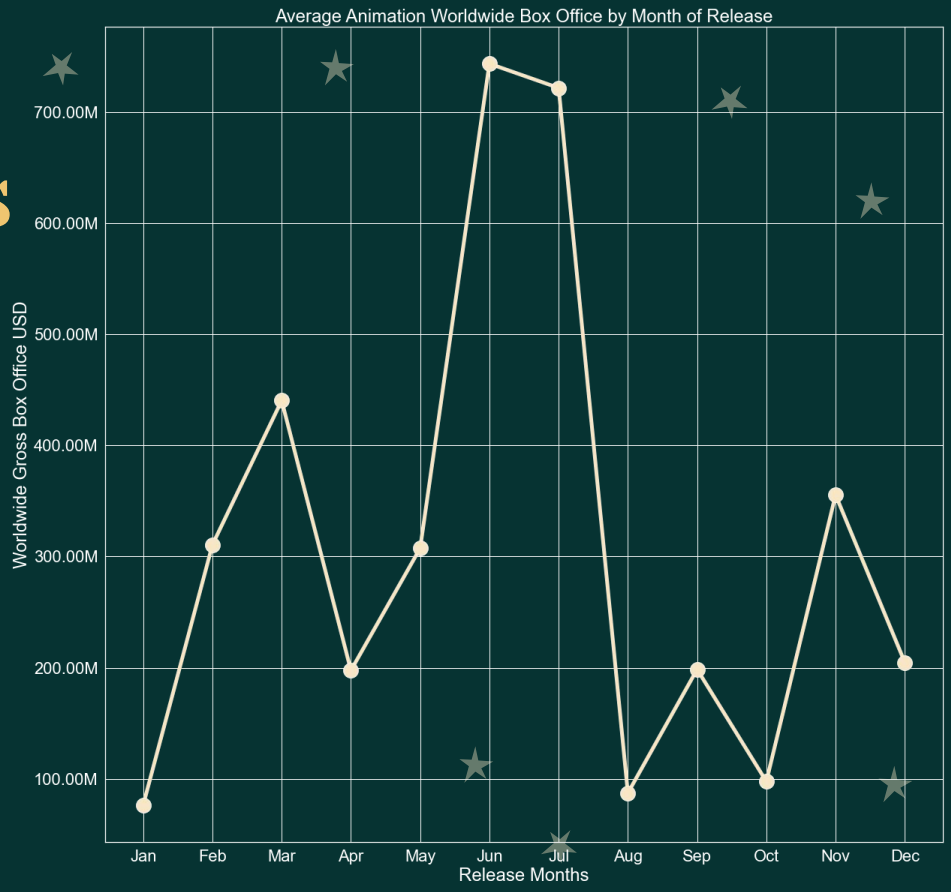
- November
- December



Animation Release Months

Most profitable time for release:

- June
- July



RECOMMENDATIONS

Release Date	Genre Type	Production Budget
June, July	Animation	$80 million

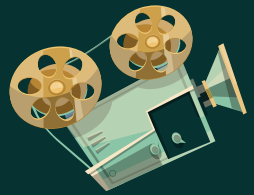
NEXT STEPS

Marketing Data

Examine how marketing affects box office.

Streaming Platforms

Consider streaming platforms for additional source of revenue.



THANK YOU!

For additional questions or comments
please contact me below:

Email: to.wesleyyu@gmail.com

https://github.com/whyyoutoo/Microsoft-Movie_analysis-Project

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