

NBCUniversal – Temple University Analytics Challenge– Fall 2017

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To understand the different factors that play into the possible success of a movie, we looked at the total and average box office gross for movies in the United States, Great Britain, and Europe individually. By doing so, it allows for the consideration of differences in culture within these regions. Splitting the data up into these three regions allowed us to get a further look into the genre preferences of movie-goers around the world. Furthermore, using the sum of the box office gross, we were able to view sales of movies depending on the year and fiscal quarter. Doing some independent research, we utilized the growth rate for gross domestic product for each respective region to see the economic trend of gross box office sales. By analyzing these four concepts, it allows for viewers to get a comprehensive idea of factors that affect the possible success of a movie.

By using color-coded bar charts and pie charts, readers can have a clear understanding of the data presented. The use of bright colors allows for a viewer to easily recognize the different aspects within the chart. For example, the pie charts use bright colors to differentiate the three genres that generate the highest average revenue for each geographic location. In addition, placing numbers next to the graphs provides a quick and effective summary of the information. Using this consistent layout makes it easy for readers to understand what the top genres are in the US, Britain, and Europe, and can show movie distributors what types of movies are most likely to be a hit.

In addition to the color scheme, a conscious choice was made to display the data in the manner that is presented in the graphic. By spacing out the charts, it allows for a viewer to understand the data without being overwhelmed. Rather than simply placing all the charts together, we chose to display the data so that a viewer could make the connection between the regions without getting confused or feeling engulfed by data. The mini statistics besides each chart is a tool to help viewers get a numerical grasp about what is being represented. For example, the chart regarding Great Britain's average box office gross per quarter shows that the fourth quarter has huge sales. However, the statistical fact that 54% of its gross for the past 36 years lies in the fourth quarter is a huge piece of information, information that would not have been known if it were not provided. By breaking the charts and data into pieces, it allowed room for sufficient explanation and neat presentation.

Splitting the data into regions and analyzing multiple factors for each region allows for a complete analysis of the possible success for a movie. Displaying the data in a contrasting color scheme allows viewers to grab the relevant data. In addition, spacing the data out allows for a grasp for information in an efficient manner. The combination of all three aspects allows for this graphic to be effective and powerful.