



# Data Analysis of Box Office Trends (2017)

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# AGENDA

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**Introduction**

**Executive Summary**

**Context**

**Methodology, Visuals & Conclusion**

# INTRODUCTION

**Client:** Warner Bros. executives

**Data Source:** External data obtained by us, data analytics team, including:

**Data Breakdown:**

- Movie Title/Cast/Director
- Date of release (2012 through 2016)
- Total of 508 movies
- Budget, box office revenue, profit



**WARNER BROS.**

# EXECUTIVE SUMMARY

**Client issue:** Warner Bros. executives are interested in learning about past trends in the industry to plan the production of their next blockbuster.

**Objective:** Provide recommendations on creating a profitable live action film based on data analysis of movie box office performance.

## **Key Findings:**

- Top months to release: June & July
- Top genres: Action & Sci-Fi
- Top director among Action & Sci-fi: Tim Miller
- Top actor in leading genre (Action): Ryan Reynolds

# CONTEXT

This project is important for several reasons:

- **Financial Impact: enhance profit and minimize loss**
- **Competitive Advantage: insights make us more competitive**
- **Risk Mitigation: trends & patterns**



# METHODOLOGY

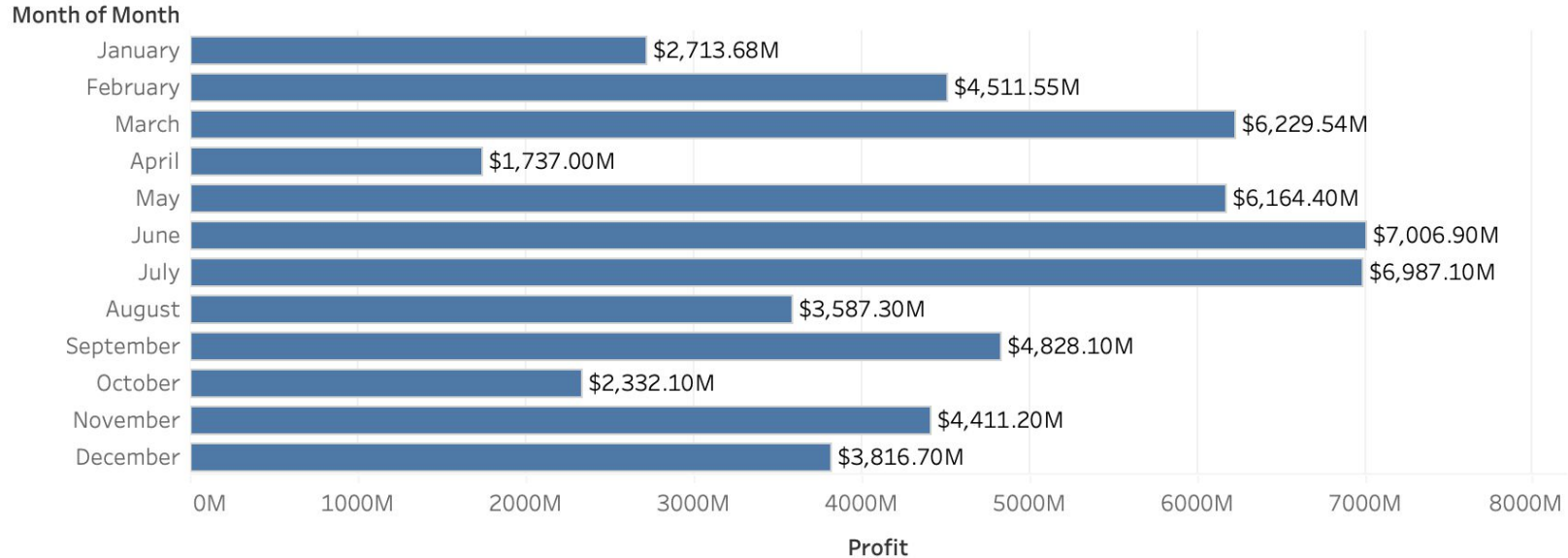
**Data Processing and selection:** Cleaned and filtered the data, removed the animations films, and removed the data set of films that did not bring in profit.

**Measurement of Success:** Our key metrics for success is Profit (Box office revenue - Budget)

**Data Analysed:** There were a total of 508 movies, out of which 392 were considered for this analysis. Variables include month of release, leading cast, main director, budget, box office revenue, profit, and genre.



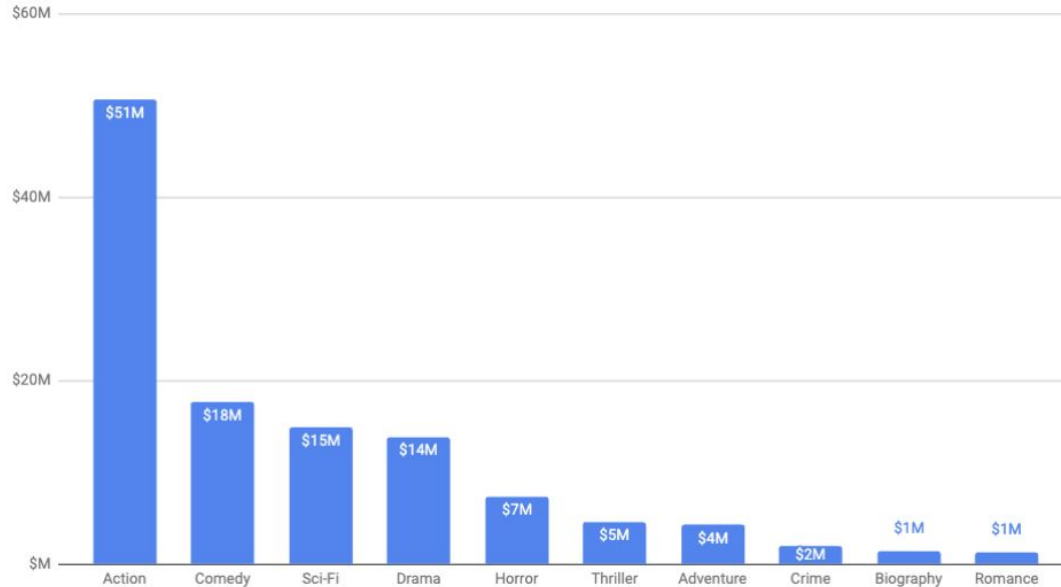
# Box Office Profit by Month



By breaking down total Box Office Revenue Profits by month, we are best able to assess the ideal release date for our future film project.

# Top Grossing Genres

## WEIGHTED AVERAGE

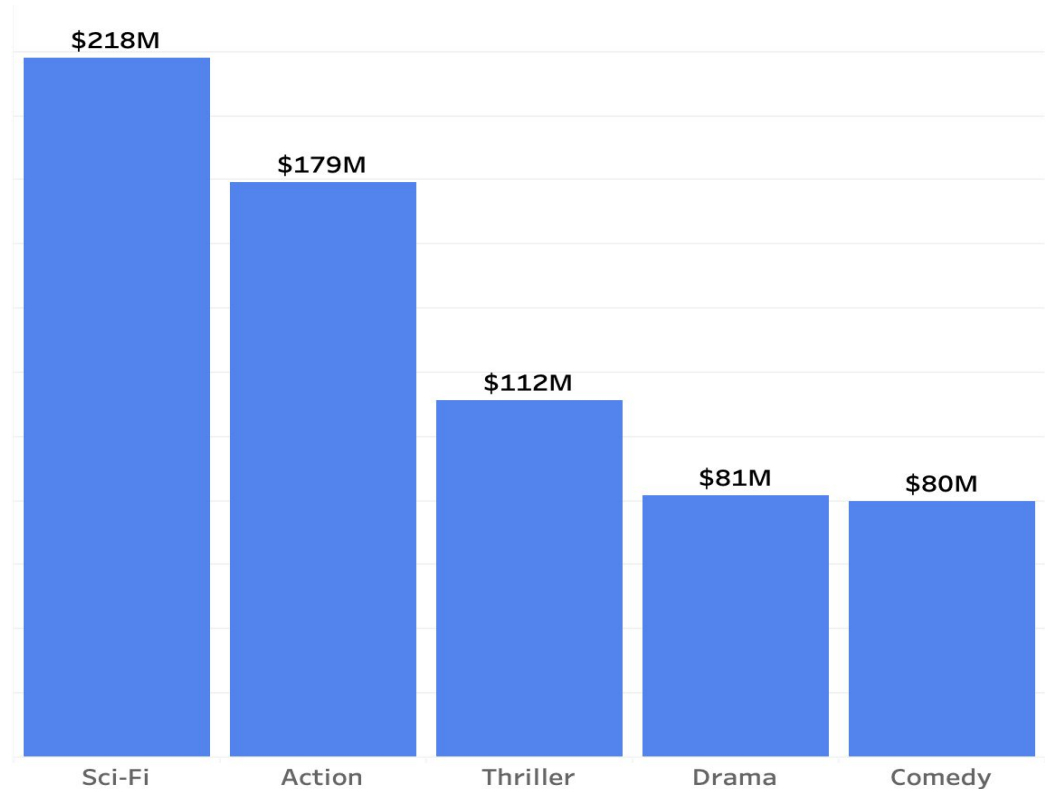


- Weighting the average accounts for genre profitability variations
- Action is top grossing Genre
- Total Earnings/Gross Income vs ROI



- Average of profit
- Sci-fi is the top grossing genre
- The Hunger Games: Mockingjay 1 & 2

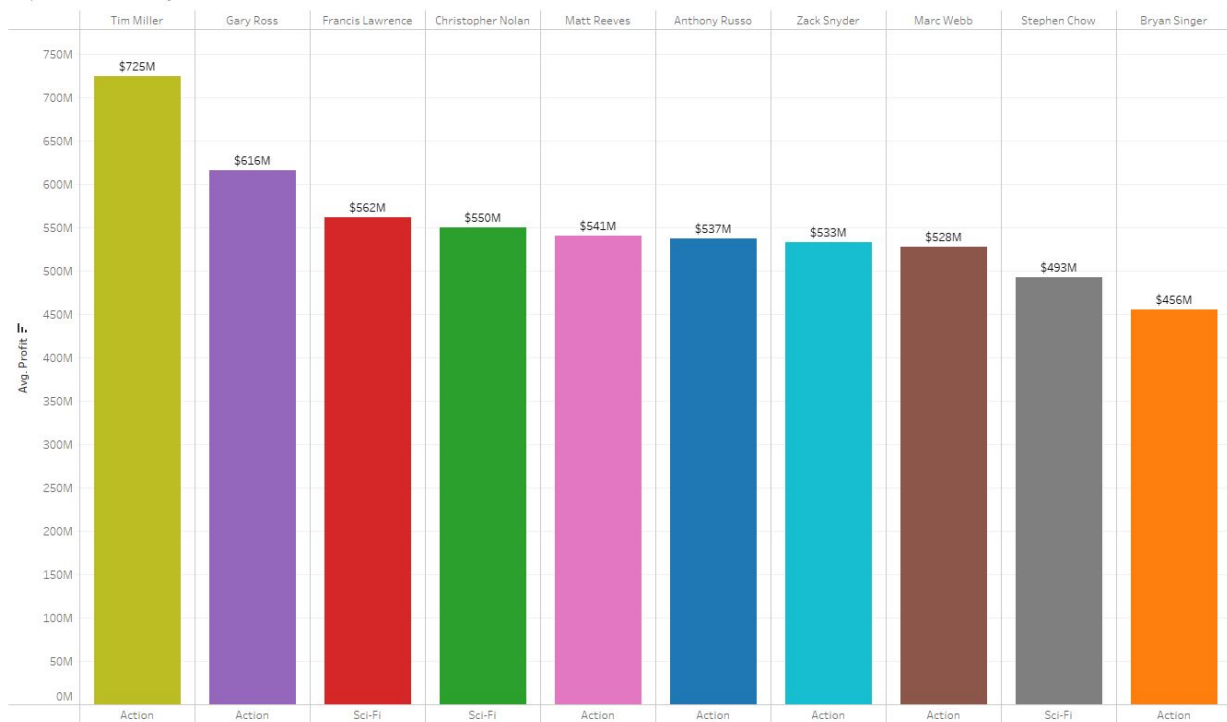
## AVERAGE OF PROFIT



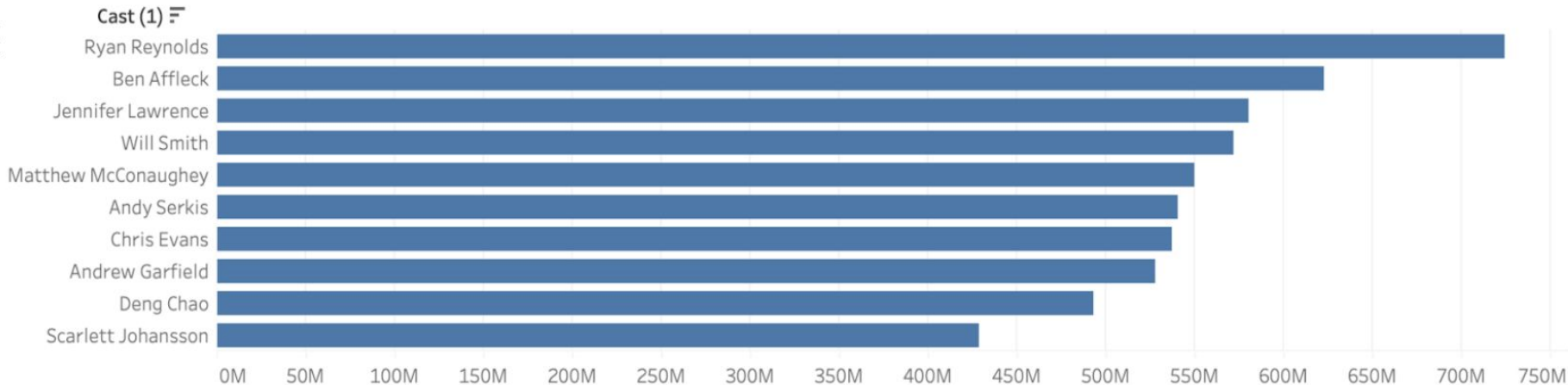
# TOP 10 DIRECTORS

- Average Profit made
- Include only action and Sci-Fi
- Highest-grossing director Tim Miller

Top 10 Directors by Genre



# Top Performing Actors in Action and Sci-Fi



- Cast: Ryan Reynolds as the lead, Ben Affleck and Jennifer Lawrence as co-leads.

# CONCLUSION

## KEY RECOMMENDATIONS

- **Movie release should be mid-June to capitalize on the June and July peak and avoid the August downturn**
- **Tim Miller's impressive average profit and chemistry with Ryan Reynolds makes them a compelling choice for our film**
- **Leading actor should be Ryan Reynolds, with Jennifer Lawrence and Ben Affleck as co-stars**
- **Genre should be Action with Sci-Fi aspects**



*That's all Folks!*