

QUESTION 1

HOLLYWOOD'S MOST PROFITABLE STORIES

KEY FINDINGS AND RECOMMENDATIONS

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COMScDS231P-017

OVERVIEW

69 FILMS

6 GENRES

13 LEAD
STUDIOS

TOTAL
REVENUE
9,843 MILLION

FILMS OVERVIEW

HIGHEST
AUDIENCE
SCORES

89%

"WALL-E" AND
"A DANGEROUS
METHOD"

HIGHEST
PROFITABILITY
SCORE

66.93

"FIREPROOF"

HIGHEST ROTTEN
TOMATOES
SCORE

96%

"WALL-E"

BIGGEST
WORLDWIDE
GROSS

710

"THE TWILIGHT
SAGA: NEW
MOON"

FILMS OVERVIEW

CORRELATION

0.4

AUDIENCE
SCORE
AND
WORLDWIDE
GROSS

CORRELATION

0.14

PROFITABILITY
AND
WORLDWIDE
GROSS

CORRELATION

0.58

AUDIENCE
SCORE
AND
ROTTEN
TOMATOES
SCORE

CORRELATION

0.04

PROFITABILITY
AND
AUDIENCE
SCORE

GENRE OVERVIEW

HIGHEST NO OF
FILMS



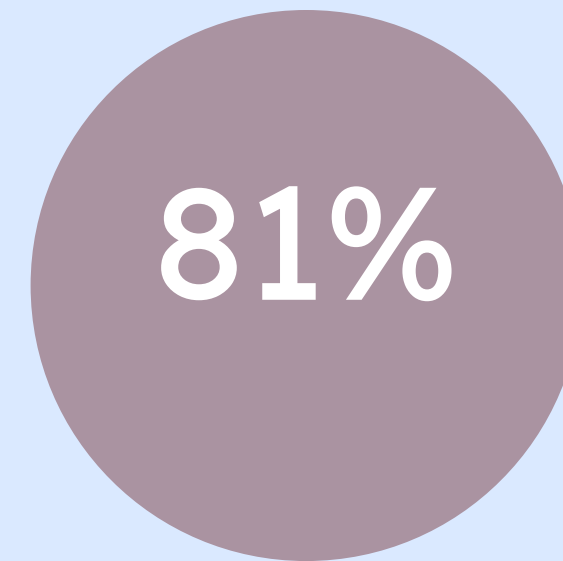
“COMEDY ”

TOP
WORLDWIDE
GROSS



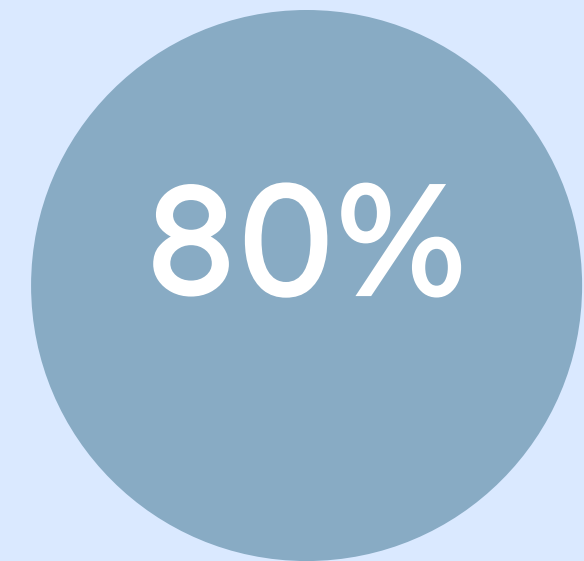
“COMEDY”

TOP AVERAGE
AUDIENCE
SCORE



“FANTASY”

TOP AVERAGE
ROTTENS
SCORE



“ANIMATION”

GENRE OVERVIEW

TOP AVERAGE
PROFITABILITY

8.41

"DRAMA"

CORRELATION

0.26

SUM OF
WORLDWIDE
GROSS
AND
AVERAGE
PROFITABILITY

CORRELATION

0.97

AVERAGE
AUDIENCE
SCORE
AND AVERAGE
ROTTEN
TOMATOES
SCORE

CORRELATION

-0.06

THE AVERAGE
AUDIENCE
SCORE
AND
SUM OF
WORLDWIDE
GROSS

STUDIO OVERVIEW

TOP
WORLDWIDE
GROSS



"WARNER BROS"

TOP
AVERAGE
ROTTENS SCORE



"DISNEY"

TOP
AVERAGE
PROFITABILITY



"DISNEY"

TOP AVERAGE
AUDIENCE
SCORE



"DISNEY"

STUDIO OVERVIEW

CORRELATION

0.74

AVERAGE
PROFITABILITY
AND
WORLDWIDE
GROSS

CORRELATION

0.69

AVERAGE
AUDIENCE
SCORE
AND
AVERAGE
PROFITABILITY

CORRELATION

0.82

AVERAGE
AUDIENCE
SCORE
AND
THE AVERAGE
ROTTEN
SCORE

CORRELATION

0.5

AVERAGE
AUDIENCE
SCORE
AND
SUM OF
WORLDWIDE
GROSS

PROFITABILITY

Highest profitability film goes to "Fireproof" at 66.93.

Highest average profitability genre goes to "Drama" at 8.41

Highest average profitability studio goes to "Disney" at 7.41

Year	Film	Genre	Studio
2007	Waitress	Romance	Universal
2008	Fireproof	Drama	Independent
2009	The Twilight Saga: New	Drama	Summit
2010	Dear John	Drama	Sony
2011	Midnight in Paris	Animation	Sony

PROFITABILITY

Profitability 0.14 correlated with
films worldwide gross

Average Profitability 0.74
correlated with sum worldwide
gross by Studio

Average Profitability 0.26
correlated with sum worldwide
gross by Genre

Factor	Corr by Film
Worldwide Gross	0.14
Audience Score	0.042
Rotten Score	0.023

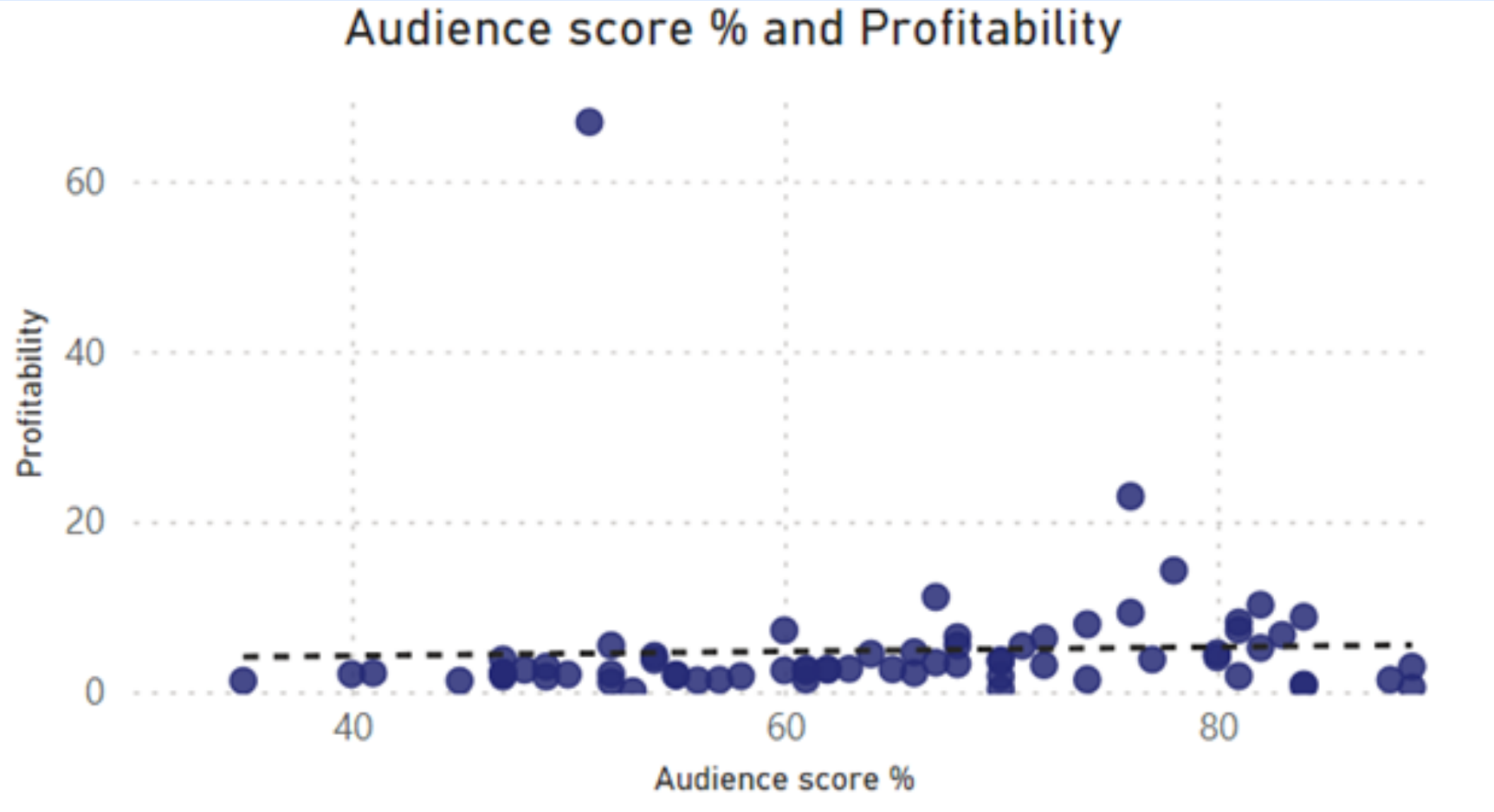
Factor	Corr by Genre	Corr by Studio
Sum Worldwide Gross	0.26	0.74
Average Audience Score	0.14	0.69
Average Rotten Score	0.12	0.44

AUDIENCE SCORE AND PROFITABILITY

THE AVERAGE AUDIENCE SCORE
SHOWS A STRONG POSITIVE
ASSOCIATION OF 0.69 WITH AVERAGE
PROFITABILITY BOTH BY LEAD STUDIO.

CORRELATION BY FILM

2007	2008	2009	2010	2011	Overall
0.21	-0.28	0.72	0.25	0.12	0.042

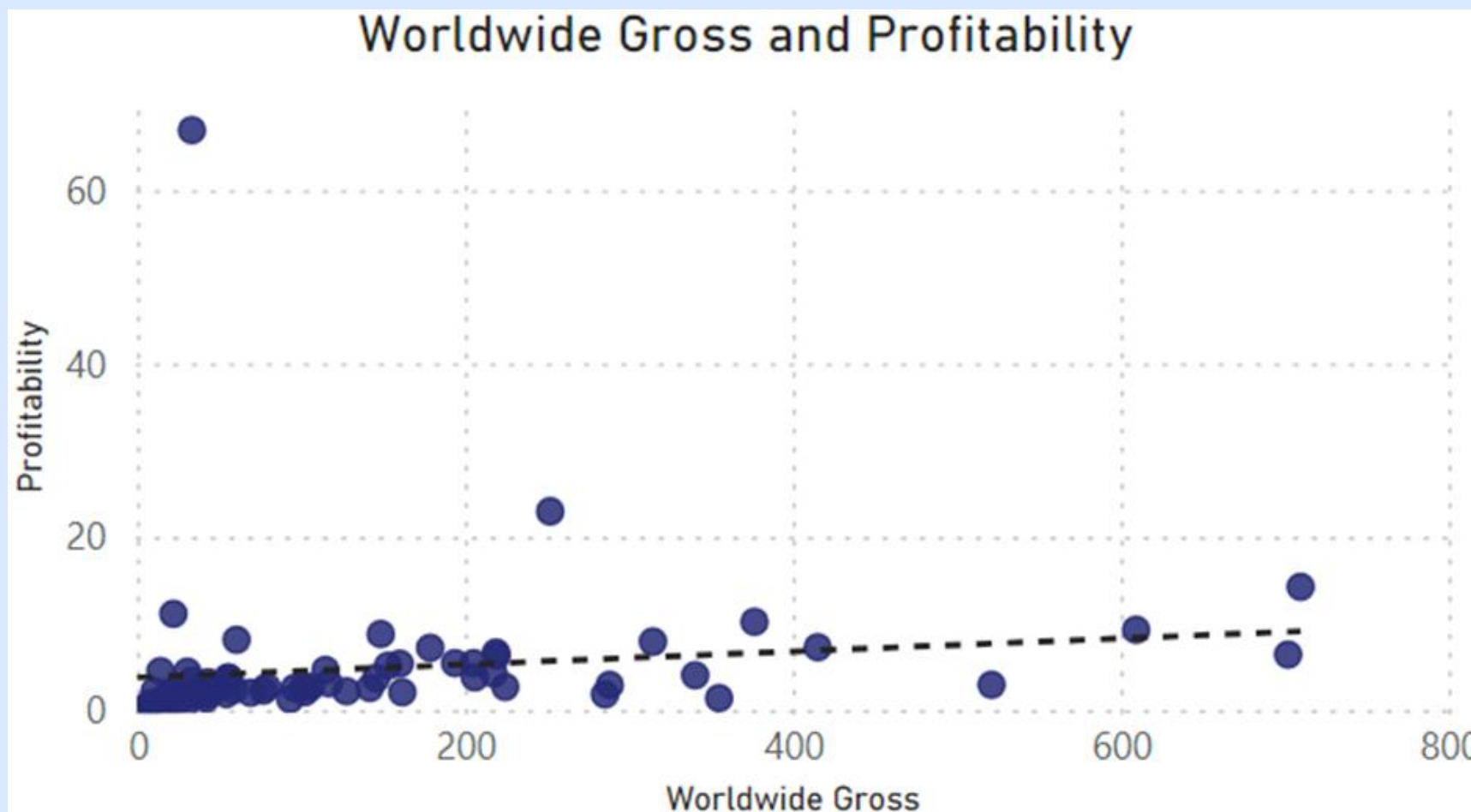


0.69 BETWEEN THE AVERAGE AUDIENCE SCORE AND
AVERAGE PROFITABILITY BASED ON LEAD STUDIO

0.14 BETWEEN THE AVERAGE AUDIENCE SCORE
AND AVERAGE PROFITABILITY BASED ON GENRE

CORRELATION BY FILM

2007	2008	2009	2010	2011	Overall
0.038	-0.045	0.83	0.29	0.56	0.14



0.74 BETWEEN THE AVERAGE PROFITABILITY AND THE WORLDWIDE GROSS, BASED ON LEAD STUDIO

0.26 BETWEEN THE WORLDWIDE GROSS AND THE AVERAGE PROFITABILITY BASED ON GENRE.

WORLDWIDE GROSS AND PROFITABILITY

THE RESULTS INDICATE A STRONG POSITIVE CORRELATION OF 0.74 BETWEEN THE AVERAGE PROFITABILITY AND THE WORLDWIDE GROSS, BOTH BASED ON LEAD STUDIO

RECOMMENDATIONS

PRODUCERS TO SELECT
STUDIO OVER GENRE FOR
HIGH PROFITABILITY AND
WORLDWIDE GROSS

RECOMMENDED LEAD
STUDIO IS DISNEY





RECOMMENDATIONS

DRAMA FILMS MORE
PROFITABLE

COMEDY FILMS MORE
WORLDWIDE GROSS

DRAMEDY: THE BEST OF BOTH
WORLDS

THANK YOU