# What & When to Launch in Movie Industry

By Deric Williamson & Crissy Bruce

# Overview

When venturing into new business territory, it is important to understand what options are most viable in order to make smart and efficient business decisions.   Reviewing the industry history can help lead us in the right direction.

# Questions to Analyze

- Which genres gross the highest revenue amount?

- Which month is best for releasing movies?

  - Which genres bring in the most revenue during which time of year?

- Which genres are not widely produced but make a lot of revenue?

- Which genres release more titles into the box offices?
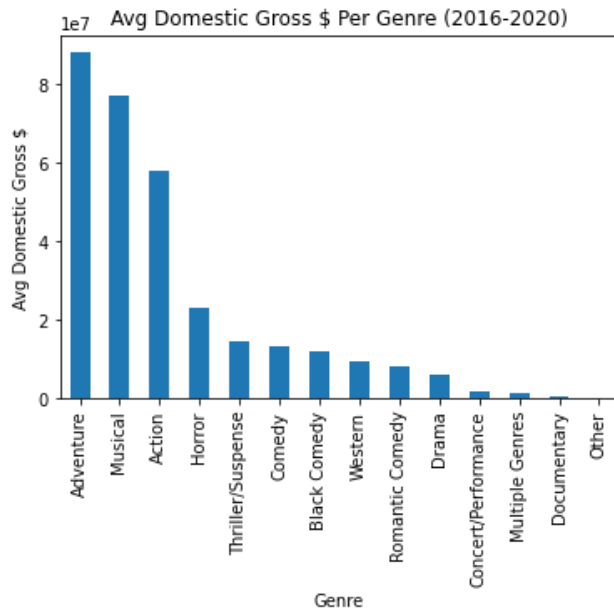
# Which genre generates the most revenue?


Total Domestic Gross $ per Genre (2016-2020)
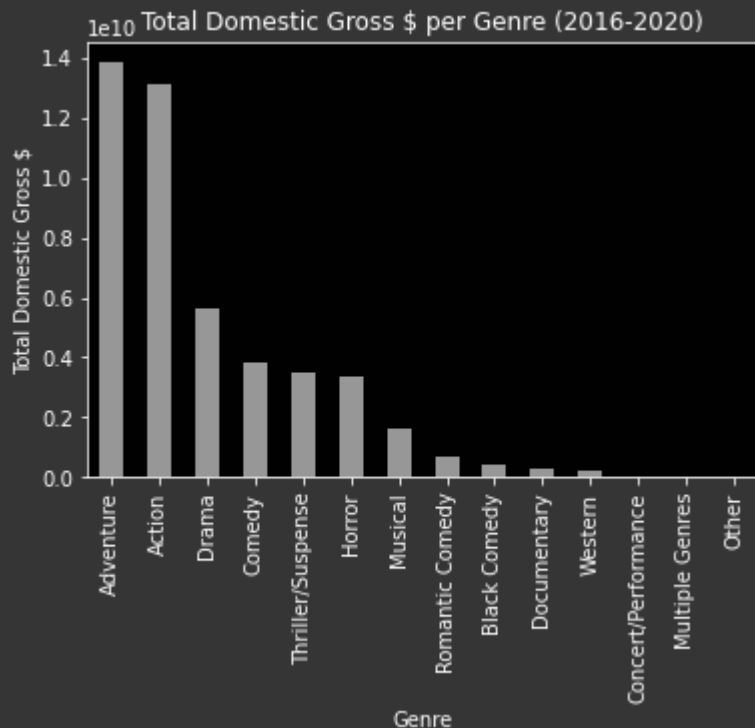
**Adventure followed by Action**

**But Wait!** This could be misleading as we are not accounting for the amount of titles produced. Let's check out the average revenue on the next slide.

| Genre | Movie Count |
|-------|-------------|
| Action | 225 |
| Adventure | 157 |
| Black Comedy | 33 |
| Comedy | 283 |
| Concert/Performance | 19 |
| Documentary | 512 |
| Drama | 901 |
| Horror | 145 |
| Multiple Genres | 15 |
| Musical | 21 |
| Other | 6 |
| Romantic Comedy | 82 |
| Thriller/Suspense | 238 |
| Western | 23 |

# Which genre generates the highest average revenue?



Avg Domestic Gross $ Per Genre (2016-2020)

**Adventure is still the highest revenue generator...**

With action slipping a bit and musicals taking the second place spot, even though musicals are pulling from a smaller data bank.
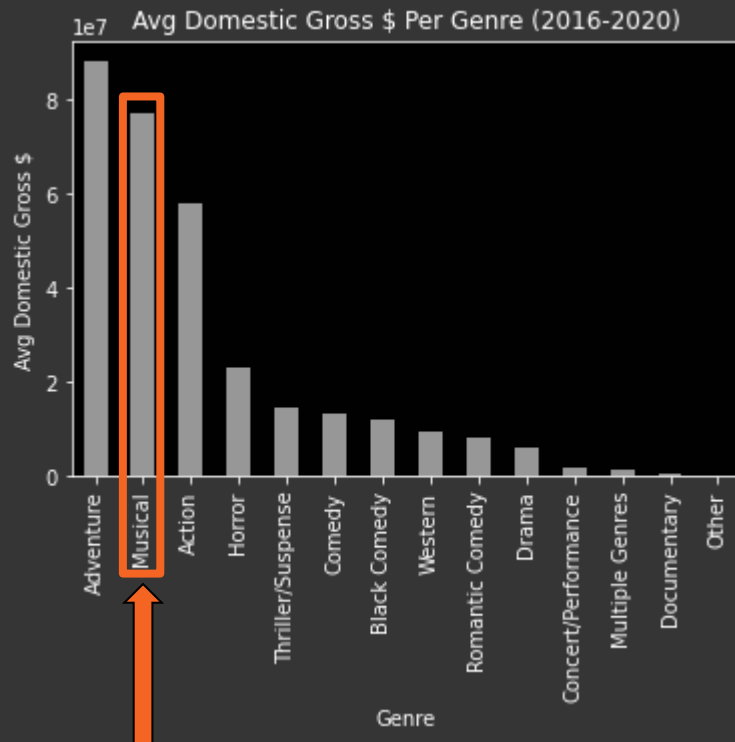
# Which month generates the most revenue?



Monthly Domestic Gross $ per Genre (2016-2020)
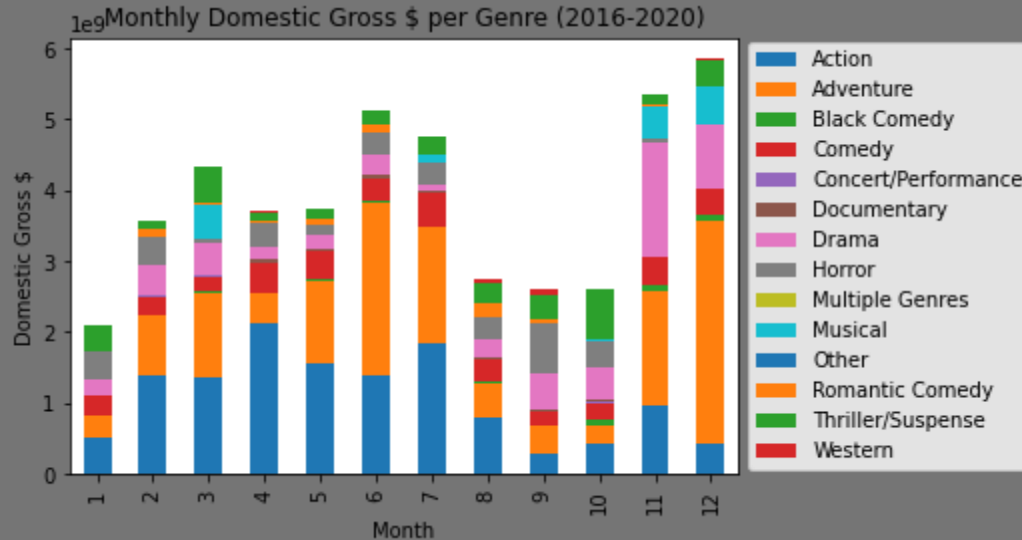
**December** has the highest grossing revenue with November taking a close second.

Adventure movies clearly do best when released in the months of November and December.

# Average Gross Revenue per Genre



Avg Domestic Gross $ Per Genre (2016-2020)

## Musical

Only looking at the total revenue in the Musical category does not tell the whole story. When looking at the average gross revenue per genre, Musical ($77,075,290 per title) is clearly competing with Adventure ($88,163,300 per title) for the highest revenues.

# Recommendations

- After data analysis, we would recommend our company to produce an adventure movie.
- The best performing genre in terms of gross revenue and average gross revenue per title is Adventure.
- If you decide to release an adventure movie, our data shows that December is the highest gross revenue generating month.
- Lastly, adventure has one of the highest title counts produced in the industry.

# Future Work

In the future, if given more there are a few aspects we would want to explore more in depth based on our data sets.

- Adding IMDB IDs to movie titles-which are widely used in the industry
- Adding percent labels to bar charts-would make bar charts easier to read
- Would have liked to use Seaborn python library instead of matplotlib-used for a user friendly visual platform

# Thank You!

Thank you to our audience today for giving us your time and attention during our presentation.