Film Analysis

• • •

By: Cody Hoffman

Project Goals

1. To study the impact that the popularity of an actor/actress has on the box office results of a film.
2. To study the impact that the popularity of the top directors have on a film at the box office.
3. To study the relation between production budget, return on investment and box office success to find a "sweet spot" for the production budget.

The Process

Finding the Data

I found the source for popularity from Ranker.com as well as The Guardian.

Ranker has active polls that everyday visitors can easily vote on for their top actor picks.
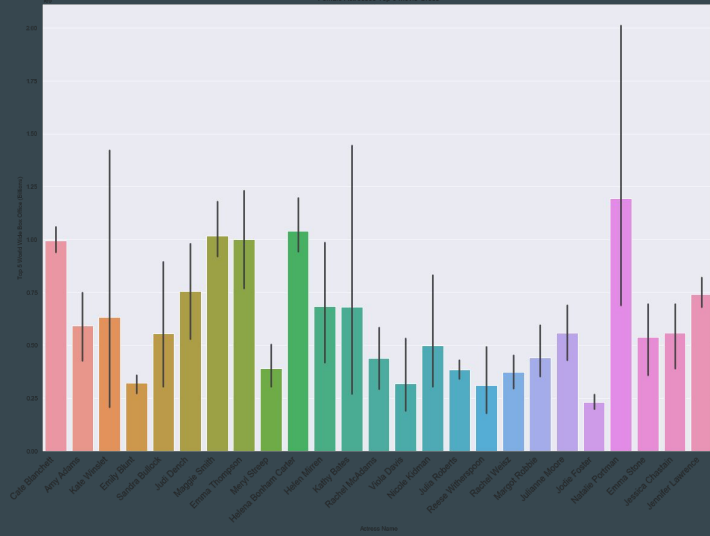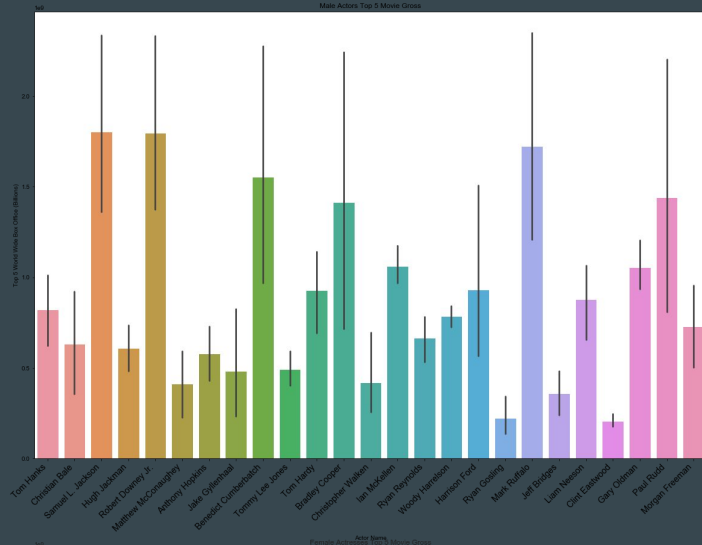
Scraping the data

I took the popularity rankings and directly cross referenced the actors and directors names with a library of their work found on The-Numbers.com.

With this I was able to put together full portfolios for each person.
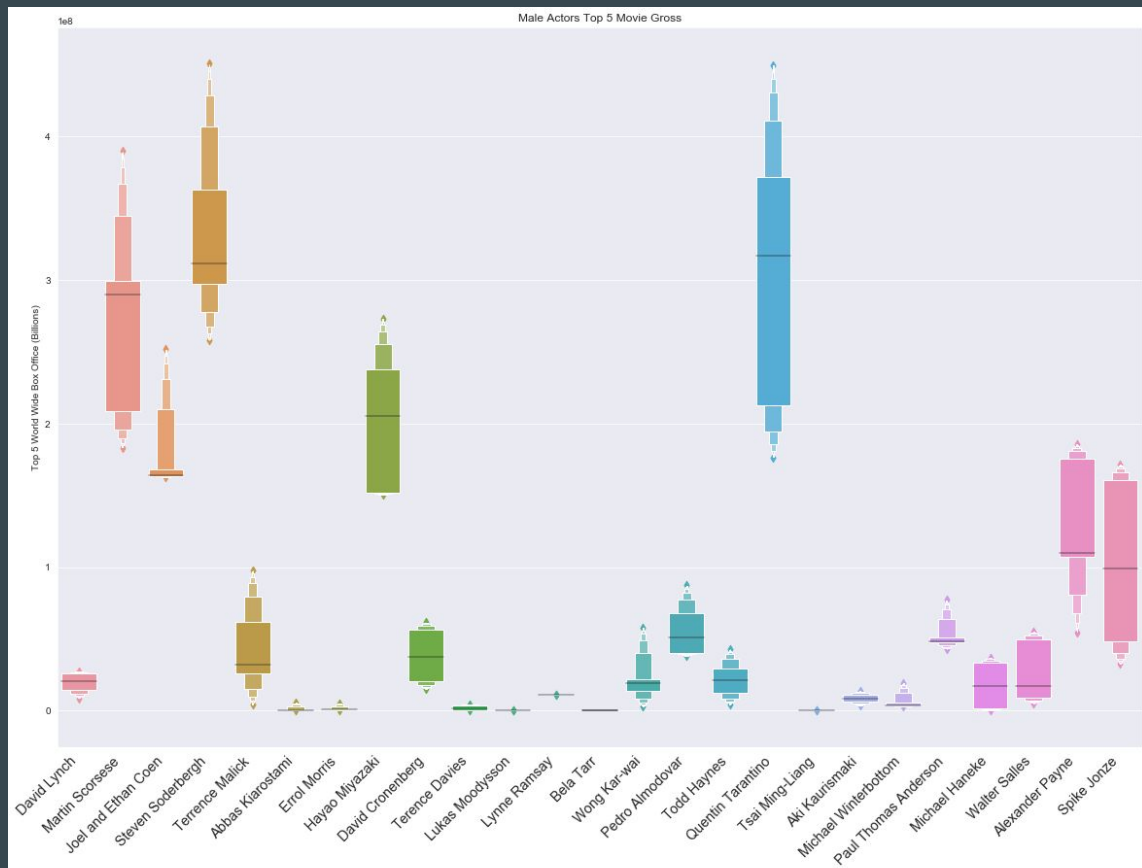
Visualizing the data

I took this data and built a number of comprehensive graphs. This served both to show me an easy to understand overview of the raw data as well as highlight other areas I should expand upon.

Male Actors Top 5 Movie Gross

Female Actresses Top 5 Movie Gross

The relationship between the popularity of actors/actresses and their top grossing films.

The findings:

While the averages sat nicely around the $1 Billion in gross ticket sales the popularity of the actor seems to have less impact on box office sales than the movies had on the popularity of the actors.

_____

Male Actors Top 5 Movie Gross

I asked the same question about popular directors.
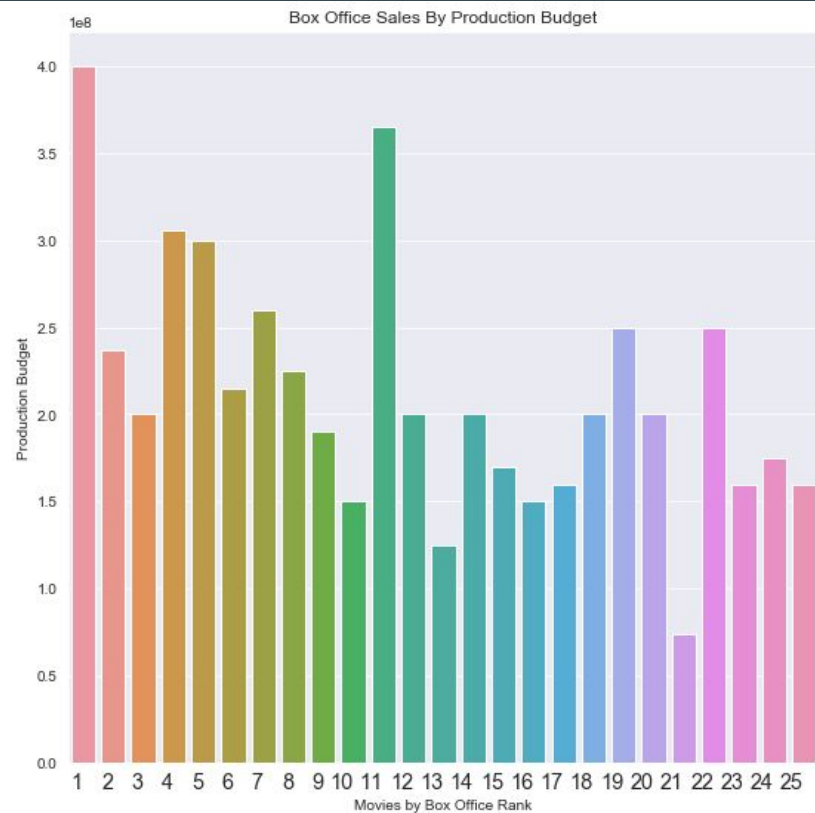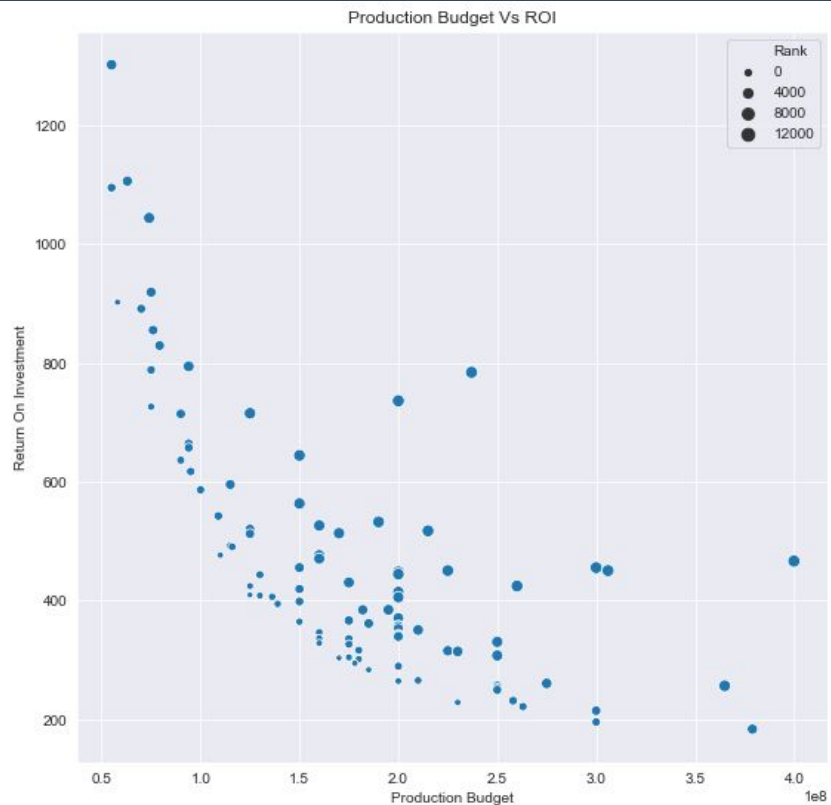
I found these results to be even more telling.

The top grossing "popular" directors peaked at under $500 million in box office sales.

This tells me that the average movie goer is not buying tickets based on the reputation of the films director.

Findings

Initially, I had set to find the relation between the popularity of screenwriters and box office success however I decided to shift gears after getting the results of the information on directors.

With this new information I sought to find more relevant information. I sought to find a sweet spot between a movies production budget and the return on investment of a film at the box office.

Production Budget Vs ROI

Box Office Sales By Production Budget

Additional Findings

- Of the top 25 grossing films 23 of them were part of a pre-existing franchise

  - While higher budget movies often boasted greater box office sales they often had a lower sales to cost ratio.

- High budget, high return films frequently build off of the previous success seen in the franchise

Proposed plan

Step 1	• Invest in intellectual property that consumers are already familiar with.
Step 2	• Use this intellectual property to build a franchise and leverage it for future projects.
Step 3	• Focus the production budget in the range of $125-175 million to maximise expected roi.
Step 4	• Focus on up and coming actors rather than trying to leverage an actors existing fame.

Thank you for your time!

Future work:

1. Analyze what aspects make for a great franchise.

2. Isolate the key budget focuses that most impact return on investment.

3. Find a metric for identifying potential up and coming acting talent.