Matt & Hema

What will be the Next Big Disney Blockbuster?

Summary:

Initial questions that we came up with were how could we find trends amongst the highest grossing Disney movies. Instantly we were drawn to how the movies rating and genre factored into gross and if it had any significance. We opted to use a Dataset from 1937-2016 because we wanted to eliminate current day movies due to performance against Co-vid 19. Here we thought we would have an accurate representation and we could utilize our data a little better. After establishing a dataframe to use, we wanted to clean up the columns and only use information we thought would be beneficial. To make things equal we wanted to use inflated gross so comparing apples to apples. Looking into the top 10 highest inflated grossing movies, we found that our data was very skewed to the earlier Disney movies as they made up 9 of the top 10. This was very valuable information, but in looking for what is going to be the next big Disney movie, we wanted to throw out those early outliers to give us a better picture of what can work going forward (This is shown in slide 7). This did give us an unexpected question of: Why were the earlier Disney Movies so much higher than the rest of the dataset?

After narrowing down dataframe to years 1970-2016, we ran tables and created plots to show how genre and rating faired in terms of how much the movies grossed. Some takeaways were Action, Adventure, and Musicals were by far the most profitable, which makes perfect sense based on the demographic that watches Disney movies (For the most part kids and parents). As far as rating the data was pretty close across the board but G rated was highest at an avg of 137 million, with PG and PG-13 both coming in around an avg of 102 mill. Once again makes sense based on who the movies are targeted for.

Next, we wanted to take the data we found from years 1970-2016 and compare that the data of just the last 10 years (2006-2016). The goal here was to see if anything has changed and what the trend looks like now so we can make a prediction for future blockbuster. What we discovered is that PG-13 movies are now grossing a lot more than G and PG. What could have made this overall change? Our big believe is Disneys acquisition of Marvel in 2009, and Lucasfilm in 2012 has changed the game as far as Disney films and who their target audience is now. Marvel being mainly superheroes and LucasFilm bringing in StarWars, brings in a whole new demographic which shows with drastic increase in avg inflated gross for Action and Adventure.

Lastly, we wanted to take a look at monthly data to see if there was any significance to when the movies were released. To no surprise summer and winter months were significantly higher than the rest. This could be for a lot of reasons, but we think this is due to the target audience (Kids) being out of school and families being together around the holidays, which tend to be popular times to go to the movies. In conclusion, we feel like based off the data we have that a good presumption on the next big Disney movies would continue the trend of being an action or adventure movie, rated pg-13, that was released over the summer or winter. (\* Since our dataset ended in 2016, we looked to see what happened and if our guess was accurate). 2 movies released after 2016 are now in the top 10 (Black Panther and Avengers EndGame), both are action movies, rated pg-13, but were released in February and April respectively.