Matt & Hema

What will be the Next Big Disney Blockbuster?

Summary:

Slide 1 – Intro on What is going to be the next Big Disney Movie

Slide 2 – Read Bullet points

Slide 3 – Getting Started – Improv

Slide 4 – Data Cleaning - Improv

Slide 5/6 – Top 10 Grossing Moves - 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 8 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 6). This did give us an unexpected question of: Why were the earlier Disney Movies so much higher than the rest of the dataset? (Animated movies being so new there was nothing like it, Lack of competition and alternatives (universal studios, sony, etc. did not start producing movies till later on

Slide 6 – What outside factors could be causing these dips?

-recessions?, -low-grossing movies

Slide 7 – Genre - 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).

Slide 8 - 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.

Slide 9 – Comparison to Current Day – What could have made this overall change? Our big belief is Disney’s 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.

Slide 10 – Monthly Data – Improv

Slide 11 - 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).

Concluding statements-

What questions came up that we didn’t expect and could use more time finding answers on?

-Dips

-How they determined inflated gross

-Missing Data

Slide 12 – Our guess

Slide 13 - 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.