AD 654 tableau

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The first sheet shows the relation between movies ratings and genres. There are 185 movies with an MPAA rating of PG(Parental Guidance Suggested) in Disney movies, which is the most genre. Then there are 141 PG-13(Parents Strongly Cautioned) movies, 86 G(General Audiences) movies, 98 R(Restricted) movies, and 49 unrated movies. Besides, sheet 2 shows the average inflation-adjusted gross revenue of the different genres. The movies of the genre "Adventure" earns the highest inflation-adjusted gross income ($24,561,266,158 ), and the movies from the genre "Concert/Performance" makes the lowest ($114,821,678). It was probably to be expected to find Adventure and Comedy genres on top of the list. Surprisingly, the mode (a category which appeared the most often), Drama, did not make it onto the top 3 list. This could be potential because everything could be labelled as a Drama movie since it does not require any special effects like, for example, in Adventure or Comedy. Many movies, such as horror, performance, and black comedy, were a financial disappointment, dragging down the average of this category.

Moreover, The inflation-adjusted gross of movies rated G is the highest level, as we can see in sheet 3. The inflation-adjusted gross of films rated PG and PG-13 is between 15 and 18 billion dollars. The story of inflation-adjusted gross for movies rated R is approximately 6 billion dollars. The inflation-adjusted gross level of unrated film or cannot be placed between 1 and 3.5 billion dollars. This chart can fully illustrate the market's response to ratings. The conclusion is that since G, PG, and PG-13 have more audiences than other ratings, and the income level is ideal; we should increase investment in G, PG, and PG-13. The audience of R-rated movies is mainly concentrated in adults 18 years of age or older. The audience is narrow. Disney would consider keeping maintain the investment in R-rated movies. Then, the fourth sheet shows the relation of how box office revenues have changed over time. The line plot supports our belief that some genres are growing faster in popularity than others. For Disney movies, Action and Adventure genres are growing the fastest. Sheet 5 shows the valuation of film gross with time. Until the year 1985, Movies were limited to a few genres. Before the year 1940, there were only musical movies. We can see a spike in the income of Adventure movies after 2000. So we can say that the love for adventure movies is increasing day by day. According to our data, Disney movies that fit the adventure genres in plot tend to be better than other genres in adjusted total revenue and total gross. Audiences can expect more surprises in the coming years, Star Wars EP and The Black Cauldron movies, which provide the insights they may provide for Disney management.