

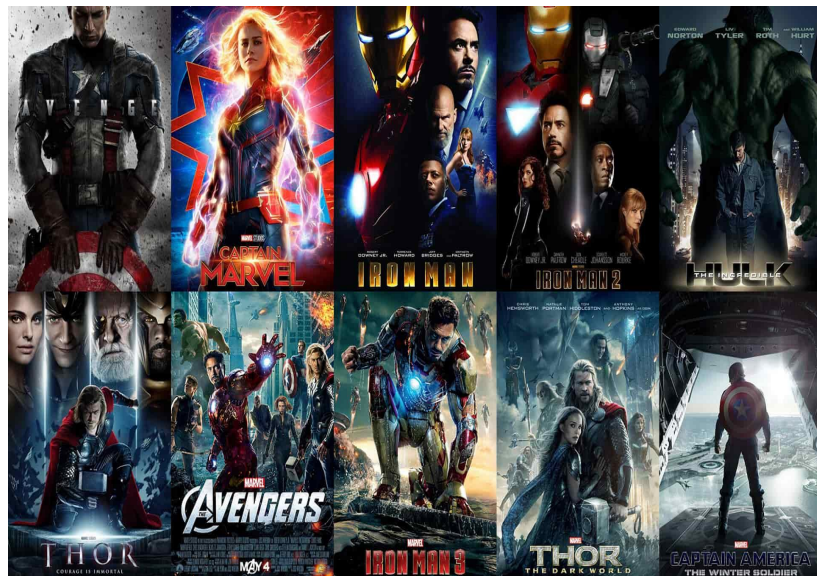
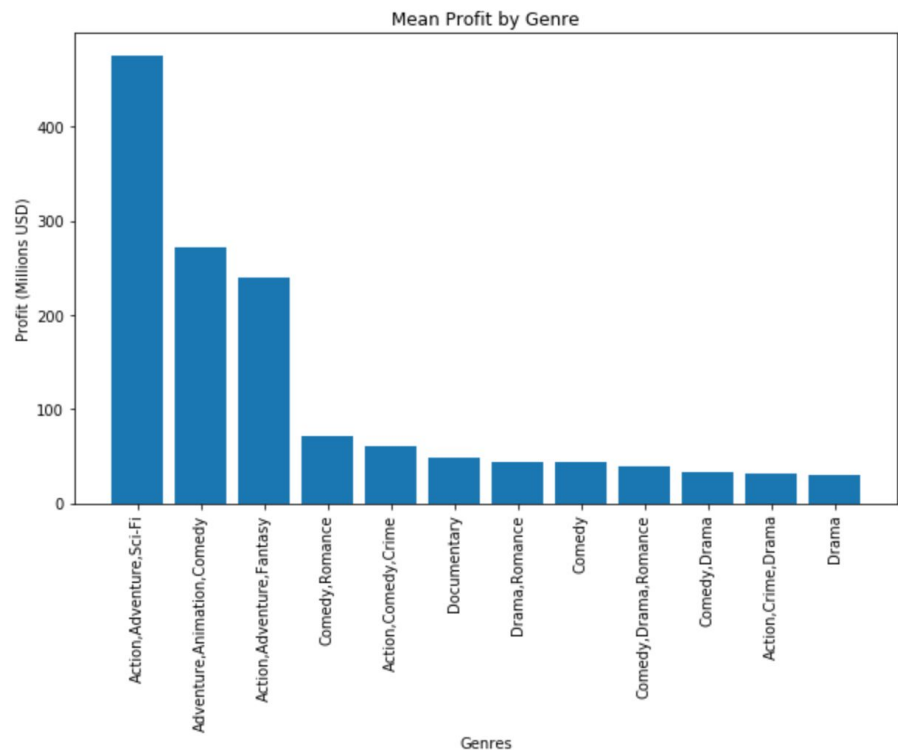


Make an  
*Action,*  
*Adventure,*  
*Sci-Fi*  
Film

# Key Questions

1. **What movie genre produces the most profit?**
2. **Within this genre, what is the optimal runtime?**
3. **How much needs to be spent on the film's production?**

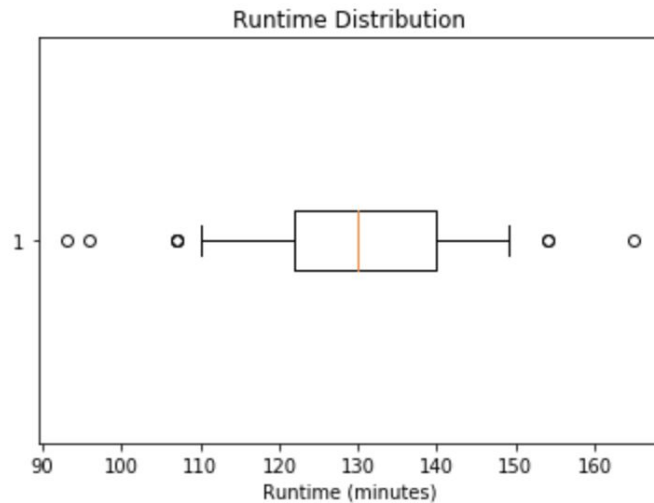
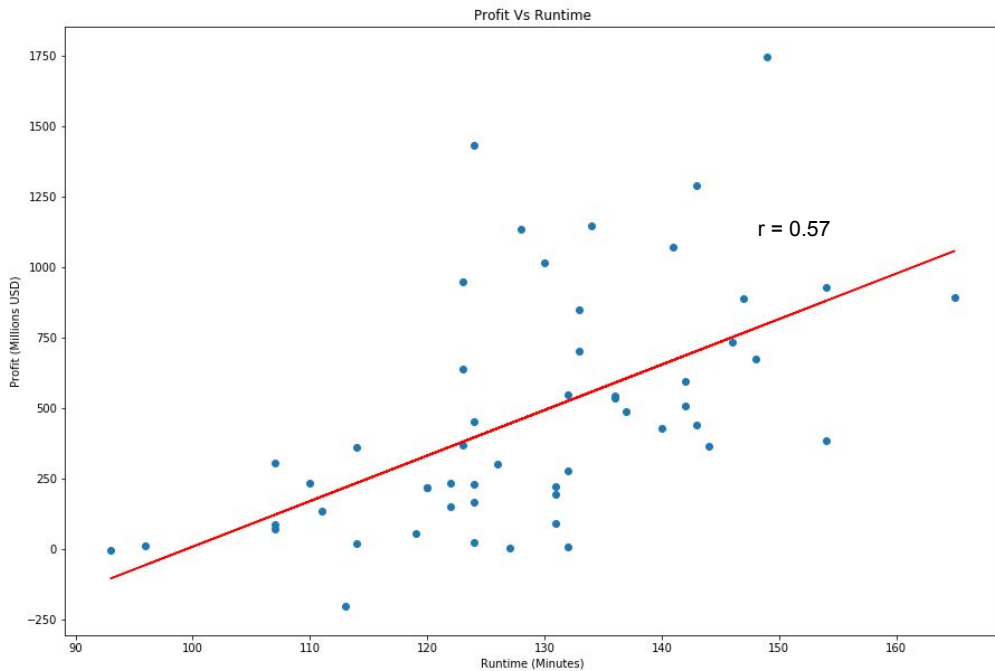
# What movie genre produces the most profit?



Moderate positive correlation  
between movie runtime and profit.

# Suggested Runtime

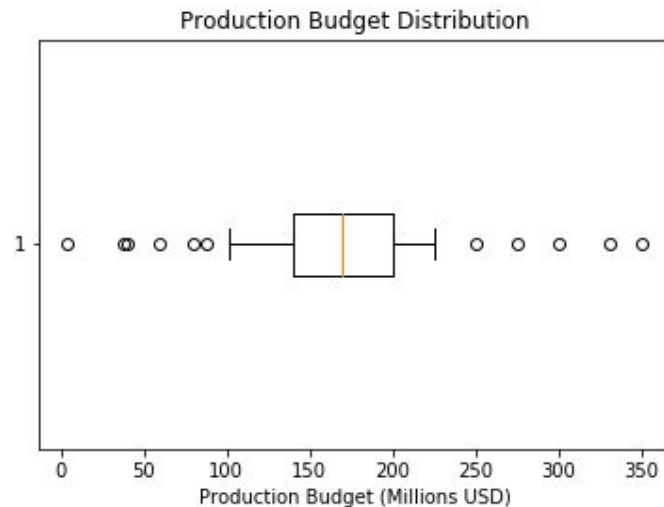
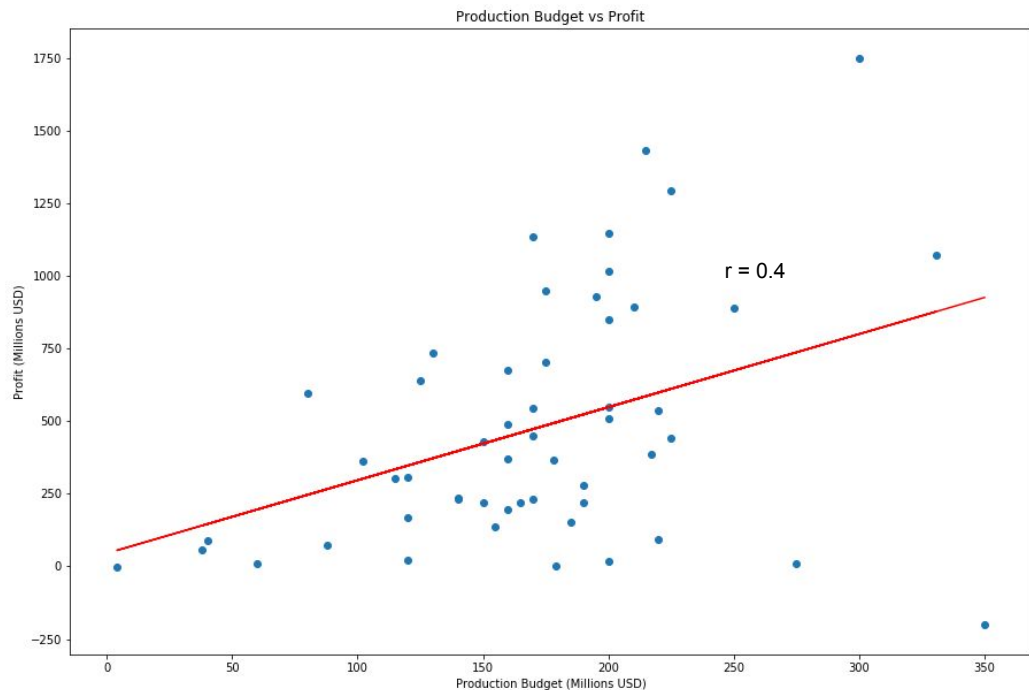
50% of movie runtime is  
between 122 - 140 minutes



Moderate positive correlation  
between movie production  
budget and profit.

# Suggested Budget

50% of movie production budget  
is between \$140 - 200 million





# Recommendations:

- Make an action, adventure, sci-fi film
- The film needs to be fairly long, with a runtime of at least 122 - 140 mins
- Be prepared to spend at least \$140 - 200 million on production budget



# Limitations & Further Research

## Limitations:

- Lack of data integrity
- Lack of strong correlation

## Further Research:

- Improve the integrity of data/data sources
- Explore other variables that makes a successful film
  - Eg. release date, directors, writers, viewer ratings, critic reviews



**42 action,  
adventure,  
sci-fi movies  
that made over  
100% profit**

|    | Title                                 | Profit Percentage |    |                                    |            |
|----|---------------------------------------|-------------------|----|------------------------------------|------------|
|    |                                       |                   | 21 | Ready Player One                   | 286.193424 |
| 1  | The Hunger Games                      | 747.404224        | 22 | X-Men: Days of Future Past         | 273.931388 |
| 2  | Jurassic World: Fallen Kingdom        | 668.101646        | 23 | Iron Man 2                         | 265.386111 |
| 3  | Jurassic World                        | 666.909239        | 24 | The Wolverine                      | 262.136393 |
| 4  | Avengers: Infinity War                | 582.711400        | 25 | Rampage                            | 256.713567 |
| 5  | The Avengers                          | 574.638176        | 26 | The Amazing Spider-Man 2           | 254.498168 |
| 6  | Black Panther                         | 574.129112        | 27 | The Amazing Spider-Man             | 244.495576 |
| 7  | The Hunger Games: Catching Fire       | 565.283113        | 28 | Godzilla                           | 230.672543 |
| 8  | Captain Marvel                        | 541.749457        | 29 | Predators                          | 218.085972 |
| 9  | The Hunger Games: Mockingjay - Part 1 | 513.260105        | 30 | X-Men: Apocalypse                  | 204.796374 |
| 10 | Iron Man 3                            | 507.696136        | 31 | Man of Steel                       | 196.888675 |
| 11 | Transformers: Dark of the Moon        | 476.302843        | 32 | Transformers: The Last Knight      | 177.831032 |
| 12 | Transformers: Age of Extinction       | 425.732893        | 33 | G.I. Joe: Retaliation              | 168.386218 |
| 13 | Rogue One: A Star Wars Story          | 424.551428        | 34 | Captain America: The First Avenger | 164.692697 |
| 14 | Inception                             | 422.202901        | 35 | Riddick                            | 149.378311 |
| 15 | Spider-Man: Homecoming                | 402.952200        | 36 | Mad Max: Fury Road                 | 146.732013 |
| 16 | Bumblebee                             | 356.074107        | 37 | Star Trek Into Darkness            | 145.990307 |
| 17 | Captain America: Civil War            | 356.027765        | 38 | Oblivion                           | 139.930527 |
| 18 | Avengers: Age of Ultron               | 324.384139        | 39 | Alita: Battle Angel                | 137.044727 |
| 19 | Captain America: The Winter Soldier   | 320.236405        | 40 | Independence Day: Resurgence       | 132.829954 |
| 20 | The Hunger Games: Mockingjay - Part 2 | 305.616742        | 41 | X-Men: First Class                 | 122.130191 |
|    |                                       |                   | 42 | Pacific Rim                        | 116.317319 |



