Recommendations for Entering the Movie-Making Biz

Our Process

kaggle.com

4,000 - 46,000 Movies

Box Office Mojo by IMDbPro

THE MOVIE DB

THE NUMBERS®

Where Data and the Movie Business Meet

News | Box Office | Home Video | Movies | People | Oscars | Research & Data

(Links on last slide)

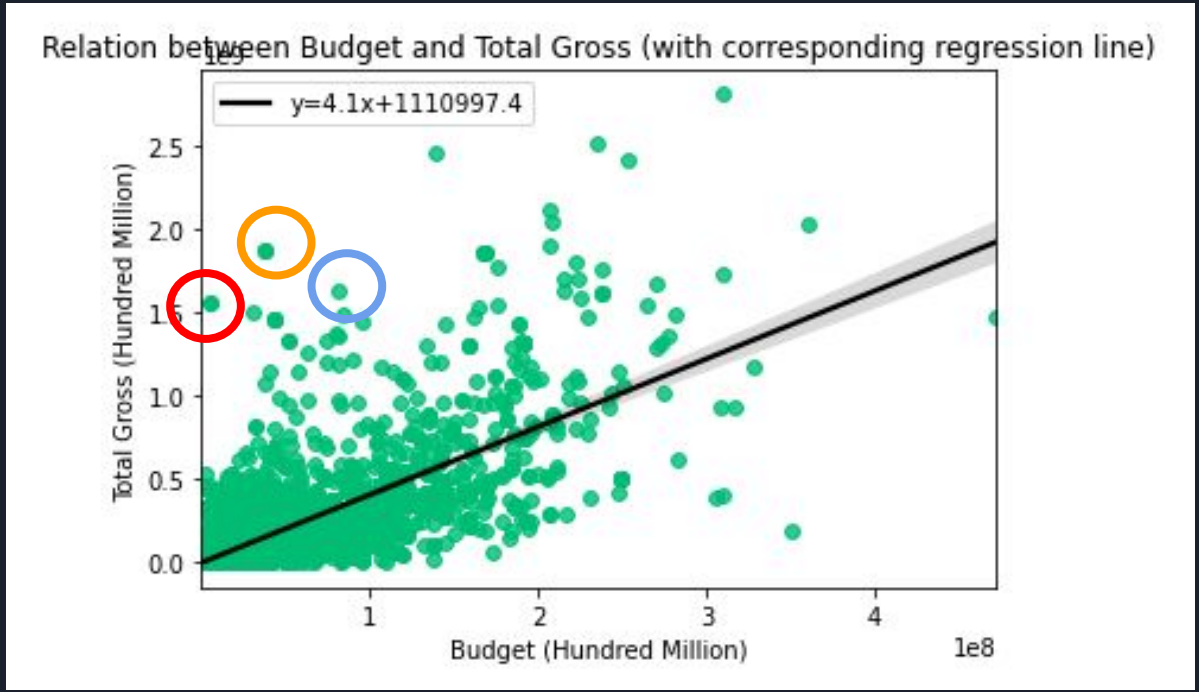
Overview:

1. Budget Trends
2. All About Genres
3. Release Strategy

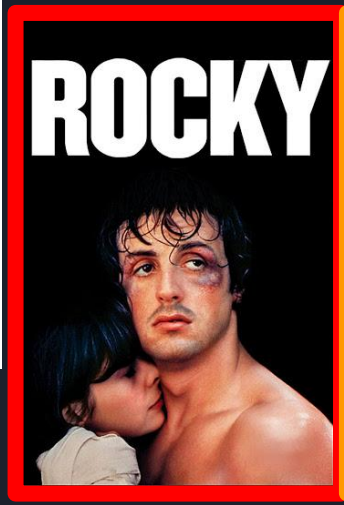
Total Gross = Domestic Gross + International Gross

Budget Trends

Comparing Budget and Total Gross

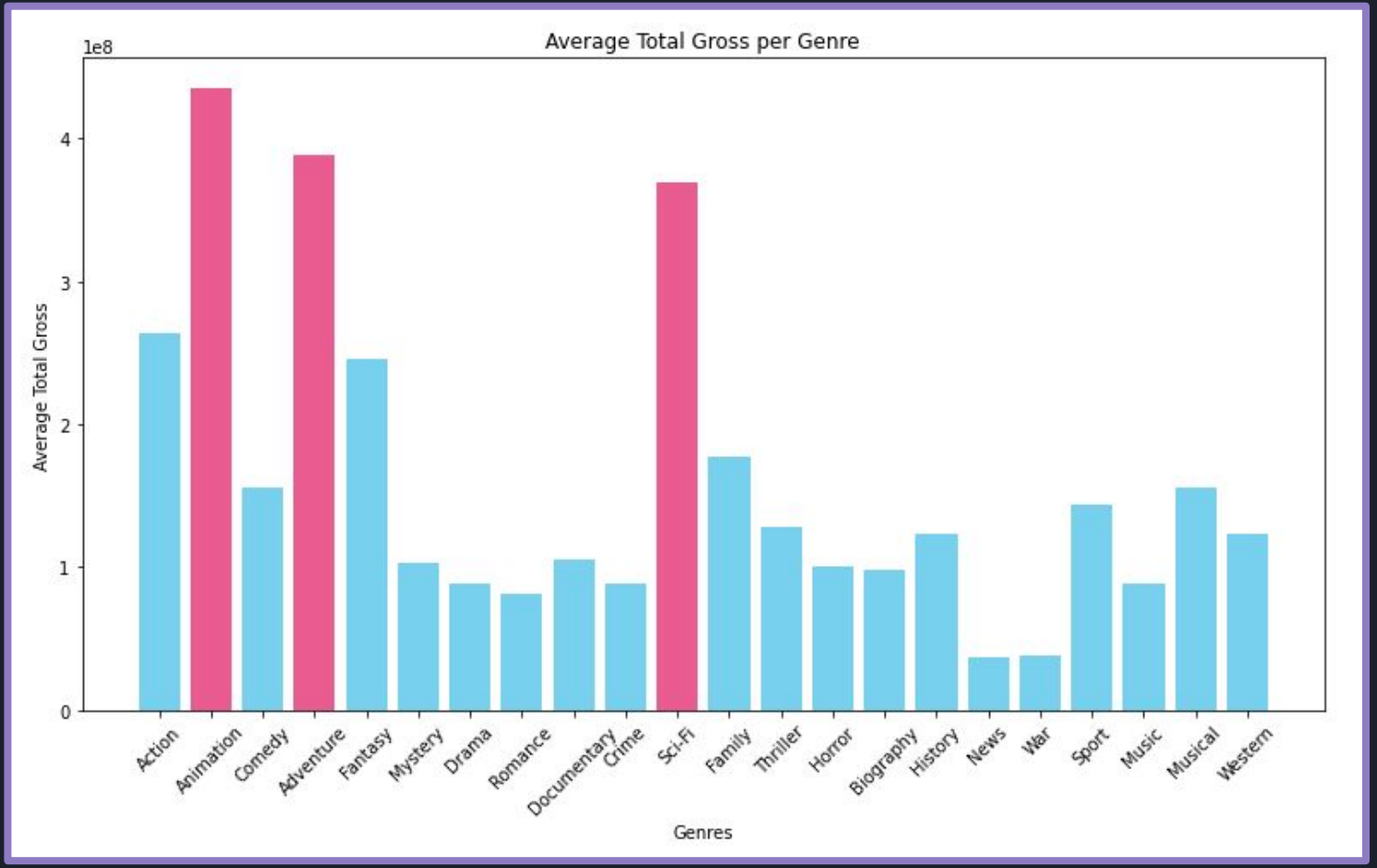


Correlation Coefficient (r): 0.71 (High correlation)



All About Genre

Know your audience: *Genre vs. Total Gross*



Sci-Fi in 2013:

Highest Ratio
Total Gross : Budget

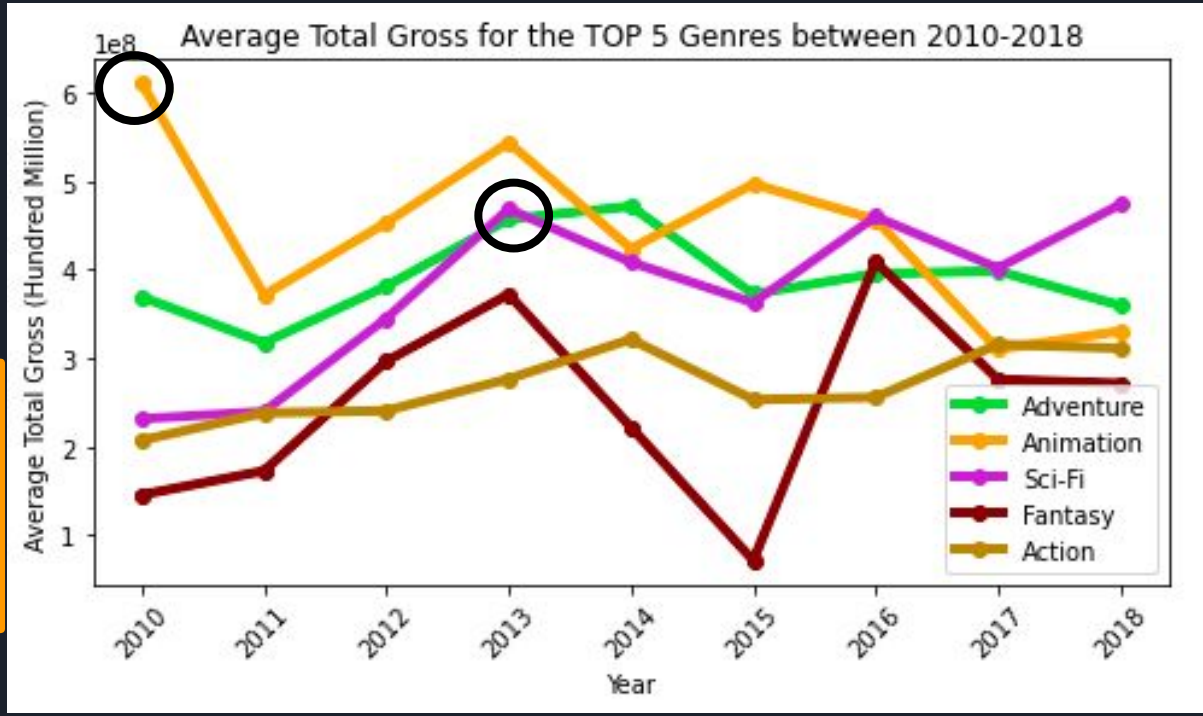
10 : 1

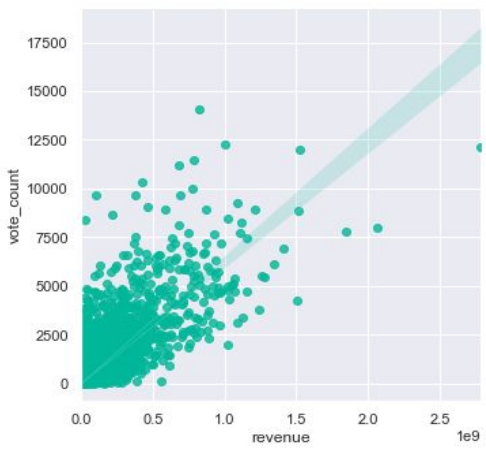
Animation in 2010:

Highest Ratio
Total Gross : Budget

11 : 1

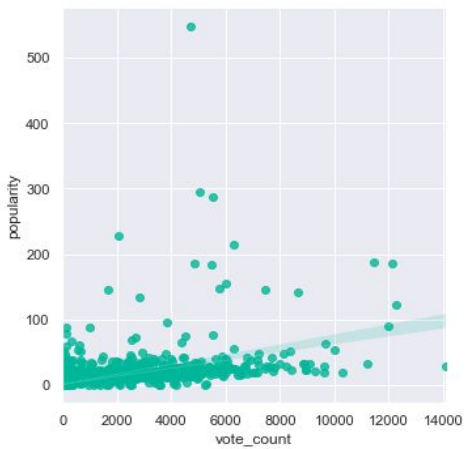
Genre Total Gross Yearly Trend





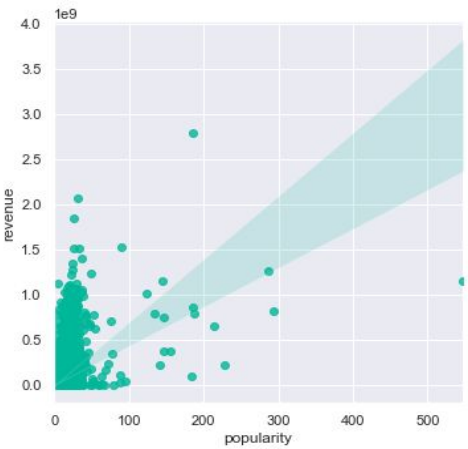
No. of Reviews x Revenue
%81

Drama
Sci-Fi
Action



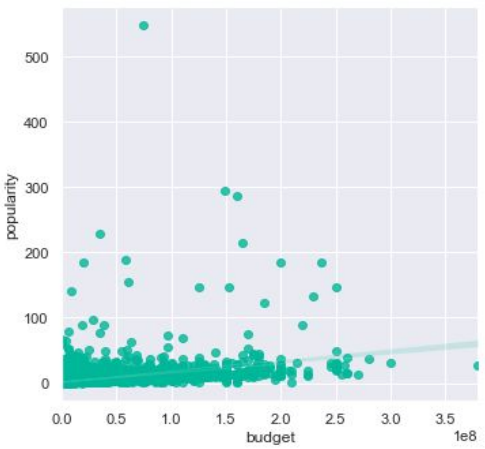
Popularity x No. of Reviews
%56

Family
Mystery
Action



Revenue x Popularity
%51

Adventure
Action
Family



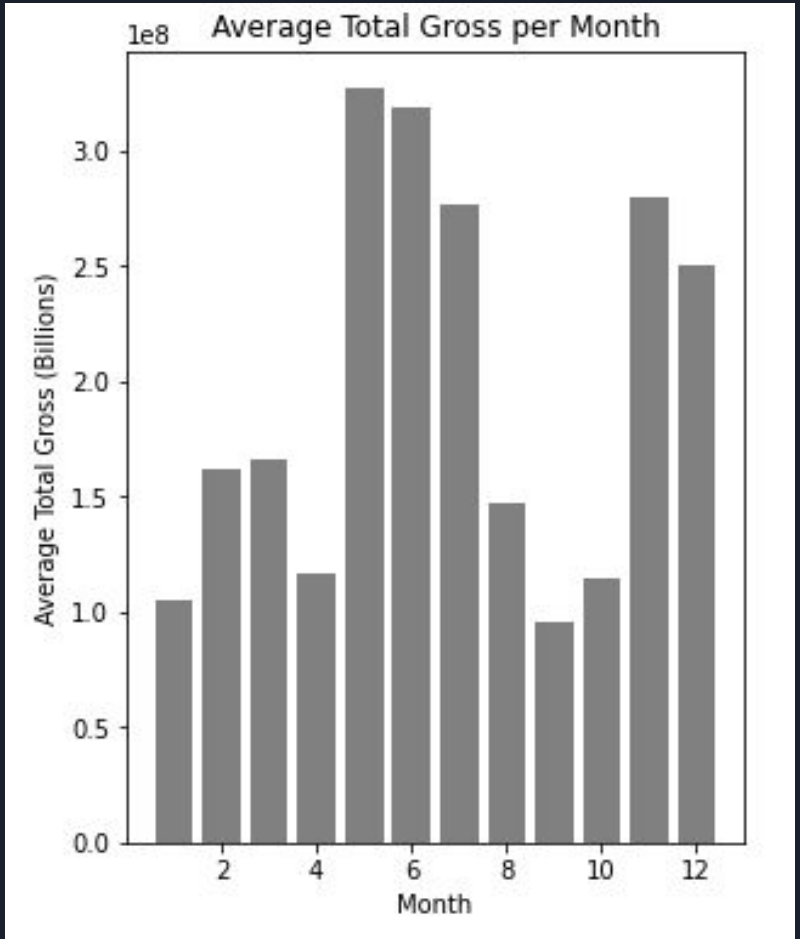
Popularity x Budget
%45

Family
Sci-Fi
Action

Release Strategy

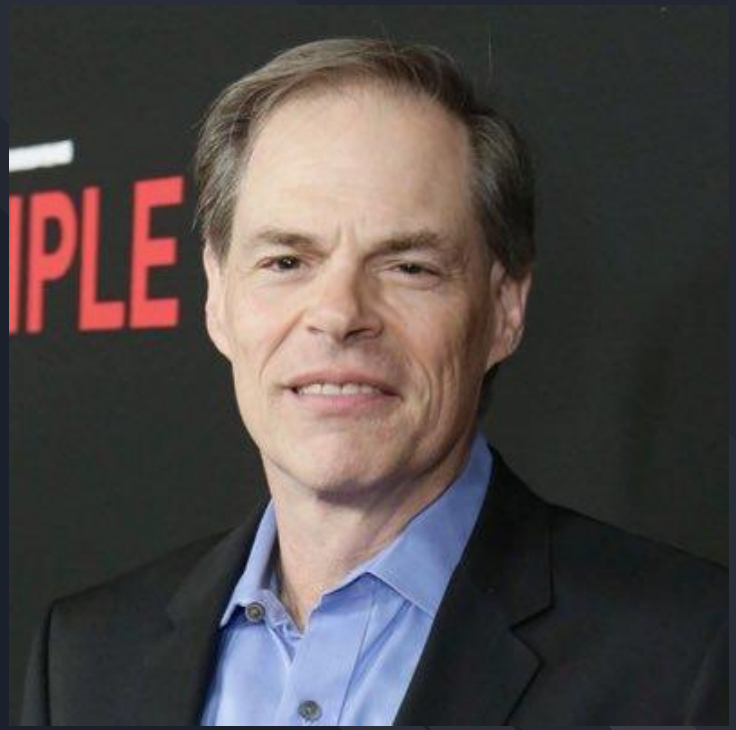
The data behind “Dump Months”

Genre vs. Total Gross

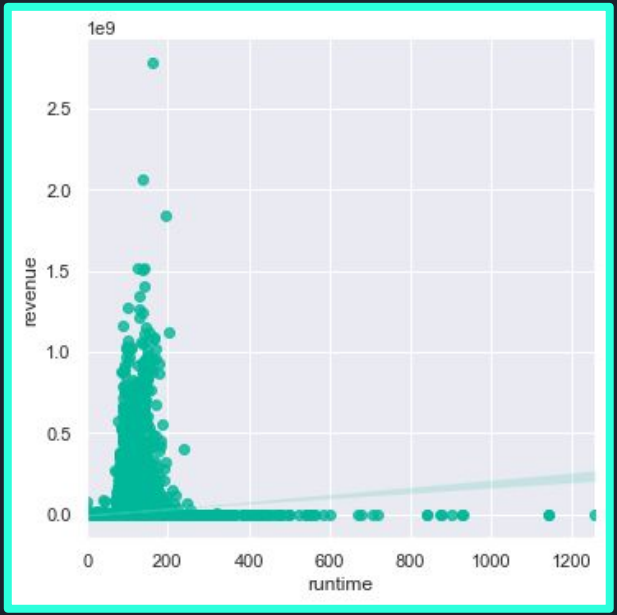


“There is never a bad time to release a good film-- and there is never a good time to release a bad film.”

--Tom Ortenberg,
Former head of distribution for Lionsgate Films



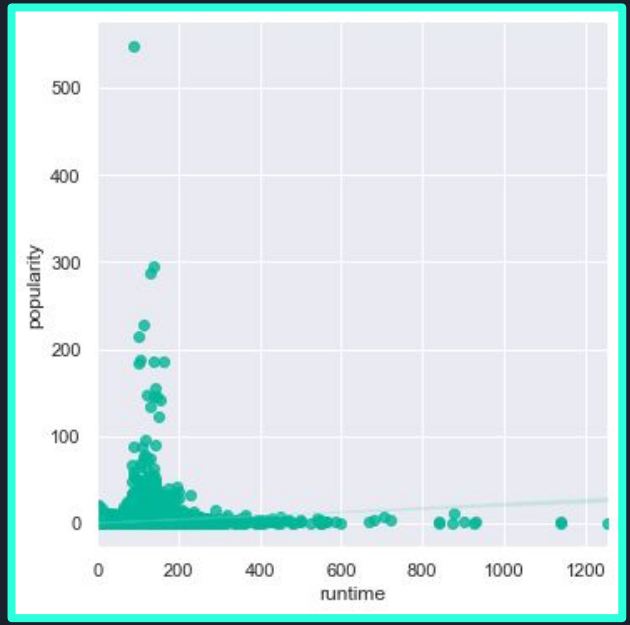
Runtime Recommendations



General: less than **120 mins**

Drama: less than **220 mins**

Documentary: **Flexible**



Recommendations:

In terms of box office success...

Make Action and Animated movies a main part of your repertoire.

For those genres, releasing the films in the summer months (esp. May) is optimal.

When choosing what types and how to go about making a given movie, use the aforementioned movies (with highest “bang for your buck”) as a reference.

Happy movie making!

--From your friendly neighborhood Data Science team

Sources

Data:

- IMDb
- Box Office Mojo
- The Numbers
- The Movie Data Base
- Kaggle

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