

# Module 1 Final Project

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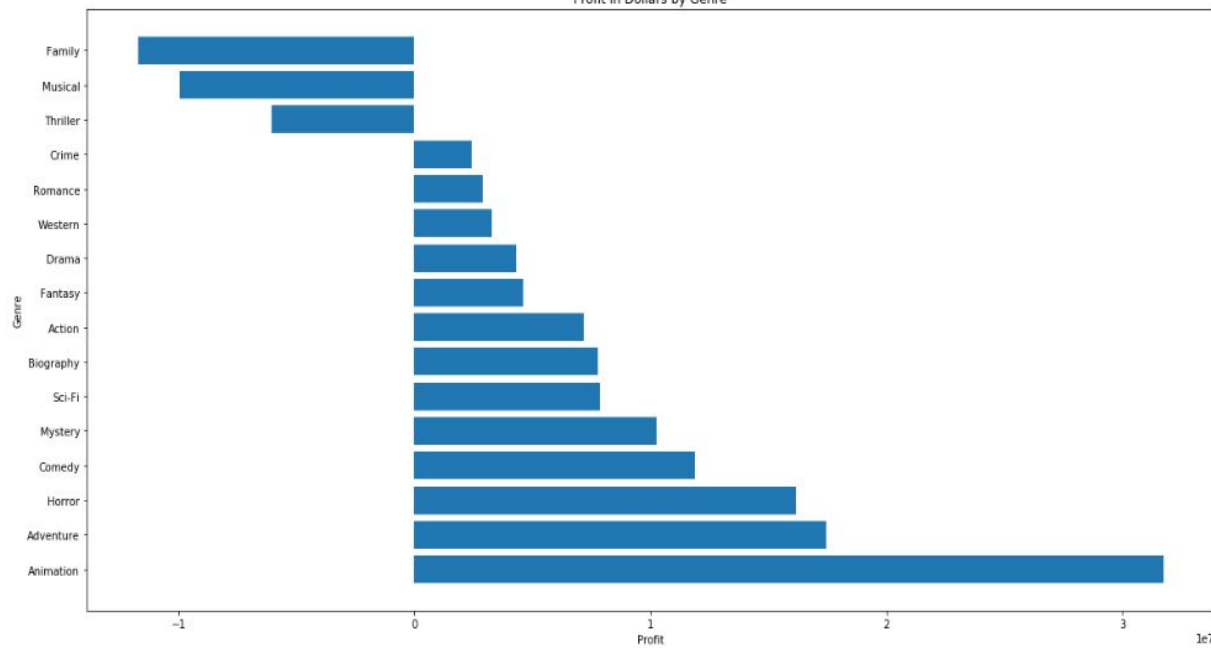
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# What type of films are doing best at the box office?

Microsoft is interested in producing original films and needs to understand the industry before jumping in. I'll explain what makes a film successful at the box office, producing the most profit.

Invest in these 3  
genres to for  
highest probability  
for success at the  
box office

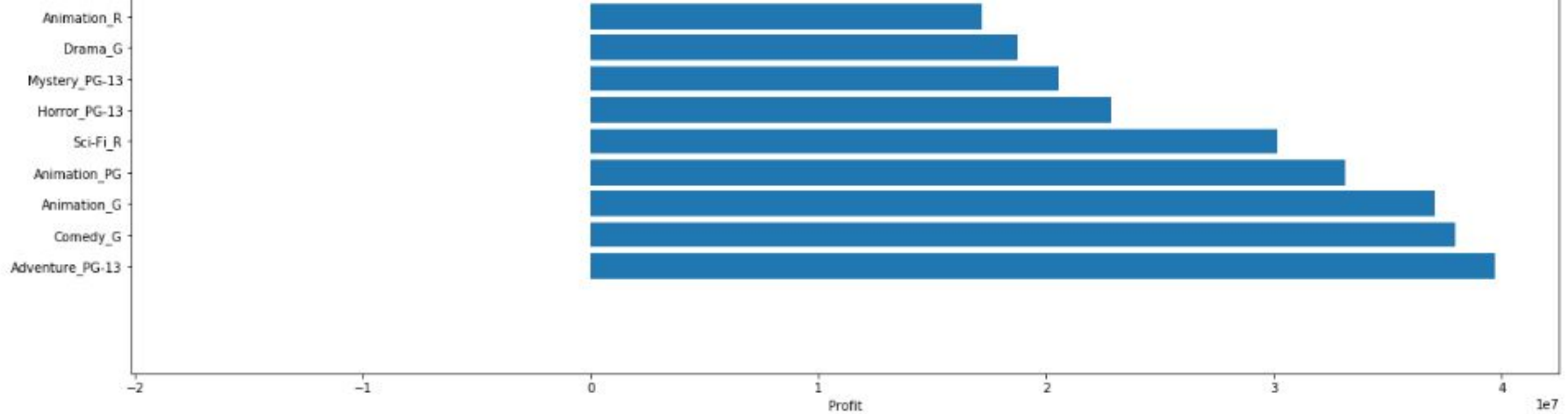
- Animation
  - Adventure
  - Horror
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**The top three categories produce more profit (on average) than every other category combined!**

# Do these categories have dependencies?

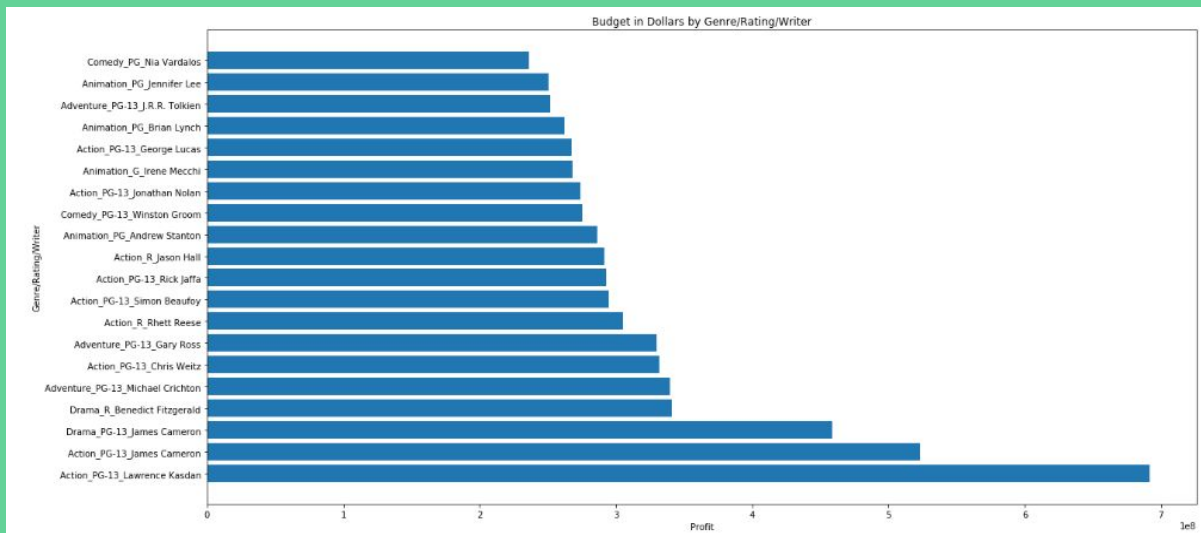
- The most profitable categories have a dependency on rating. Adventure and horror films rely on a PG-13 rating.
- The exception to this is animation movies. They are generally profitable regardless of rating. These movies have long development cycles but are well worth the investment.



Take your investment on an Adventure, the sweet spot is a rating right in the middle--PG-13. Animation is generally profitable regardless of rating.

# One last variable to add to the mix: Writers!

- When looking at the top genre/rating/writer combos, James Cameron steals 2 of the top 3 spots. These are specific combos and would be difficult to reproduce.



# My Advice

I strongly believe in the below characteristics for a successful film at the box office:

- Rated G or PG-13.
  - G rated movies have the largest market size because no parental guidance is needed.
  - PG-13 is the sweet spot between needing parental guidance and not needing it. The market is smaller than G and PG but it generates more interest on average.
- The genre should be Animation or Adventure.
  - Animation includes long development cycles but produces the most profit on average.
  - Do not make an Adventure film unless it's rated PG-13.
- Do not make a Horror or Thriller film unless it's rated R or PG-13.
  - Just don't do this, scaring people is not meant to be enjoyed by general audiences.