The Disney Movie Success Story

Context

The Walt Disney Studios is an American entertainment studio founded in 1923 that has since released six of the top ten highest-grossing films of all time.

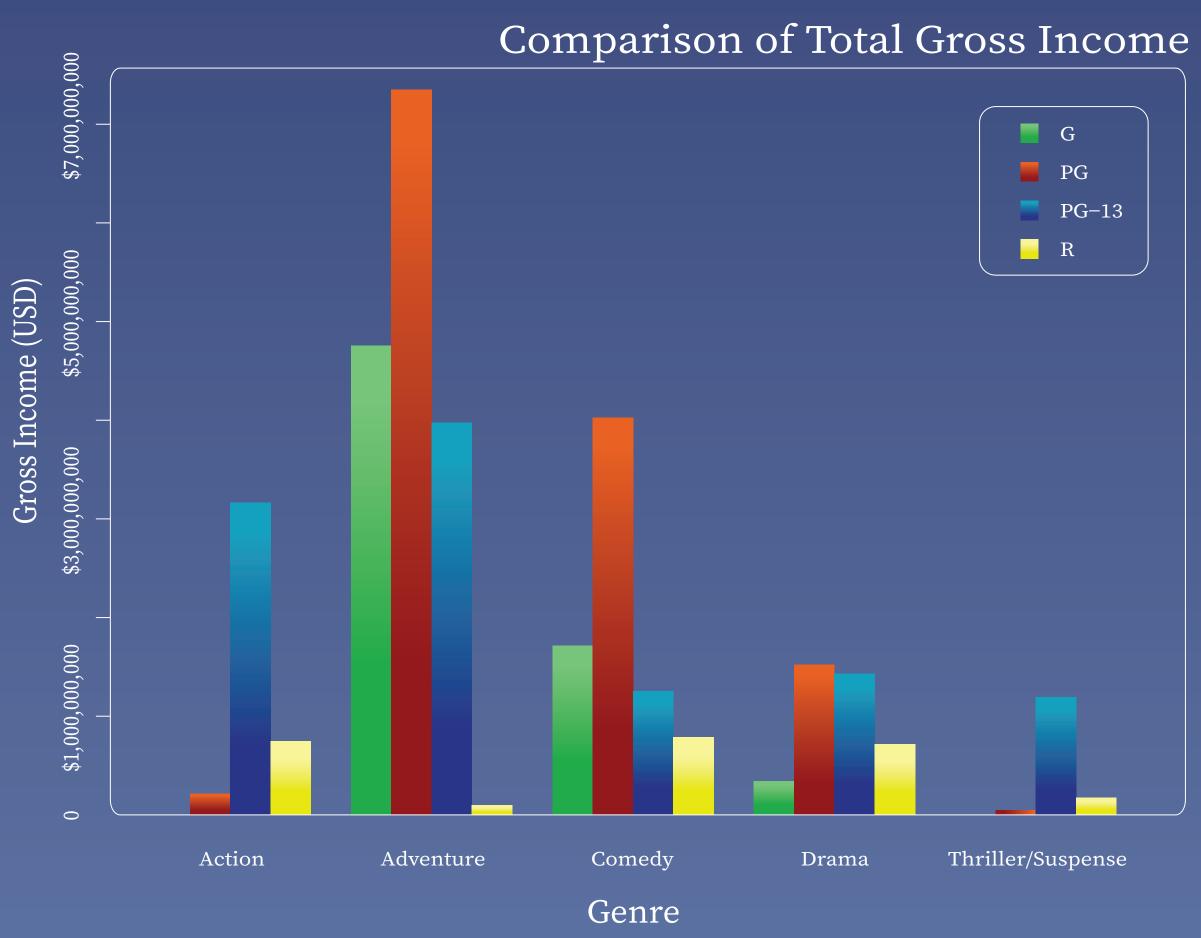
Analysis of the company's historic box office data may provide producers with a better understanding of moviegoer behavior, as well as actionable insights with regards to replicating the studio's previous successes.

Data Description

The dataset contains data on 579 Disney movies released from 1937 to 2016.

The data attributes include movie titles, release dates, genres, MPAA ratings, total gross income, and total gross income adjusted for inflation.

What were the highest earning genres? What about ratings?



Distribution of Genres Concert/Performance Black Comedy Horror Western Musical Documentary Rom. Comedy Thriller Action -Drama Adventure -Comedy 100 50 150



Top 15 Highest Grossing Films Zootopia Toy Story 3 The Lion King The Jungle Book The Avengers Star Wars Ep. VII: The Force Awakens Rogue One: A Star Wars Story Pirates of the Caribbean 2 Iron Man 3 Inside Out Frozen Finding Nemo **Finding Dory** Captain America: Civil War Avengers: Age of Ultron \$250,000,000 \$500,000,000 \$750,000,000

Gross Income (USD)

Which years saw the highest gross income? What if we adjust for inflation?

