

# 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.

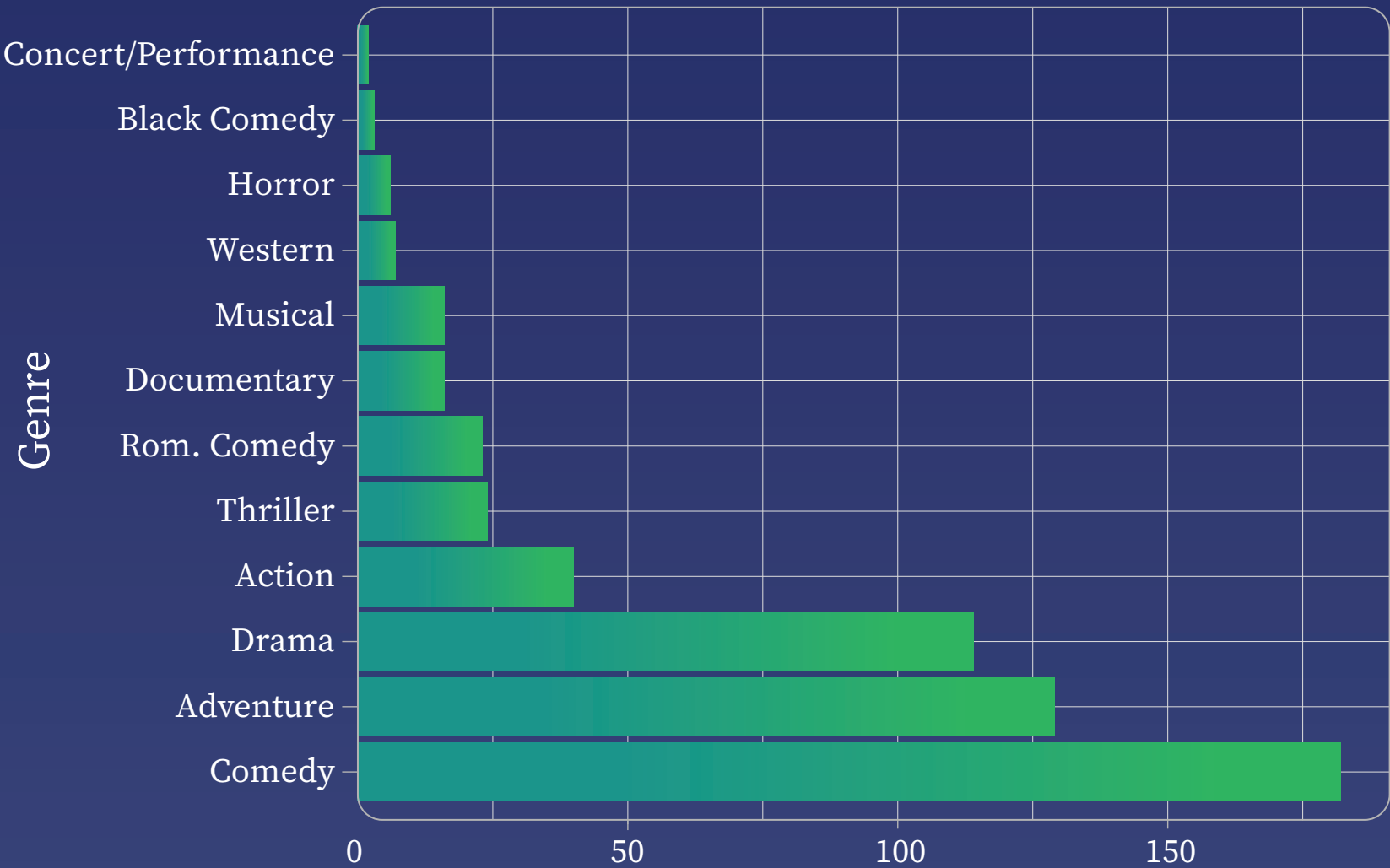
Analysis of the company's historic box office data may provide producers with a better understanding of moviegoer behavior, as well as actionable insights with regards to replicating the studio's previous successes.

## Data Description

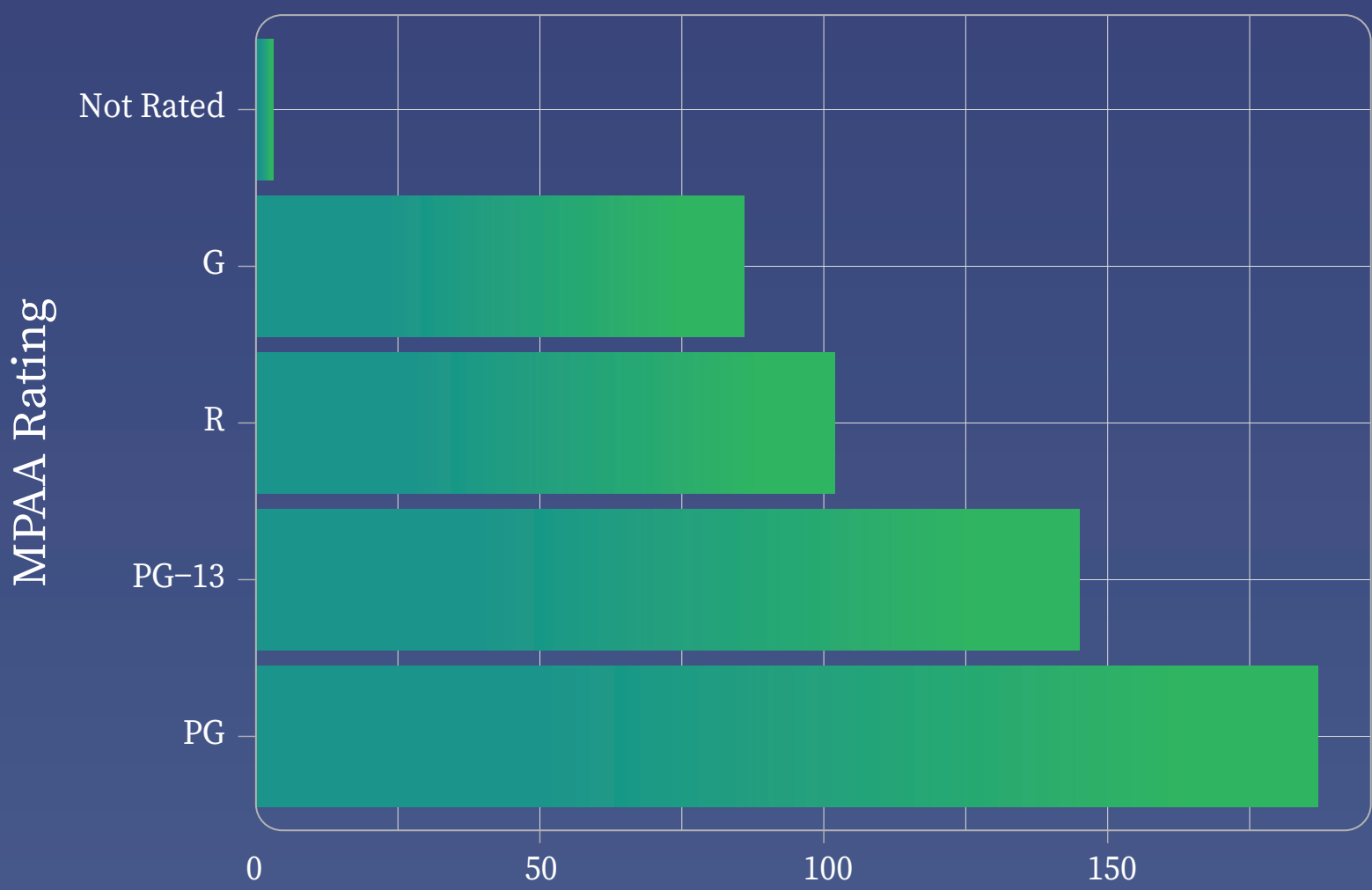
The dataset contains data on 579 Disney movies released from 1937 to 2016.

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

Distribution of Genres

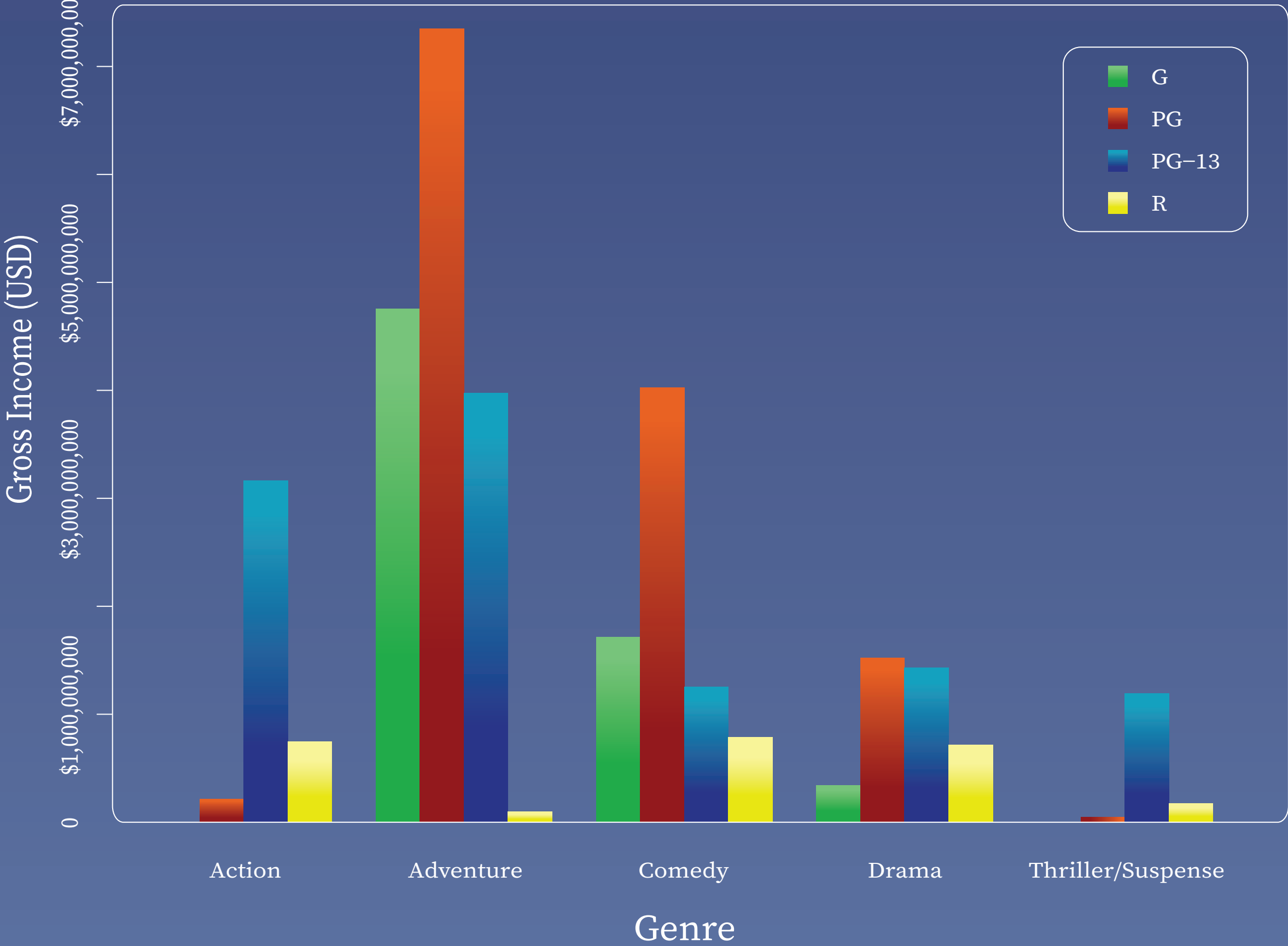


Distribution of MPAA Ratings

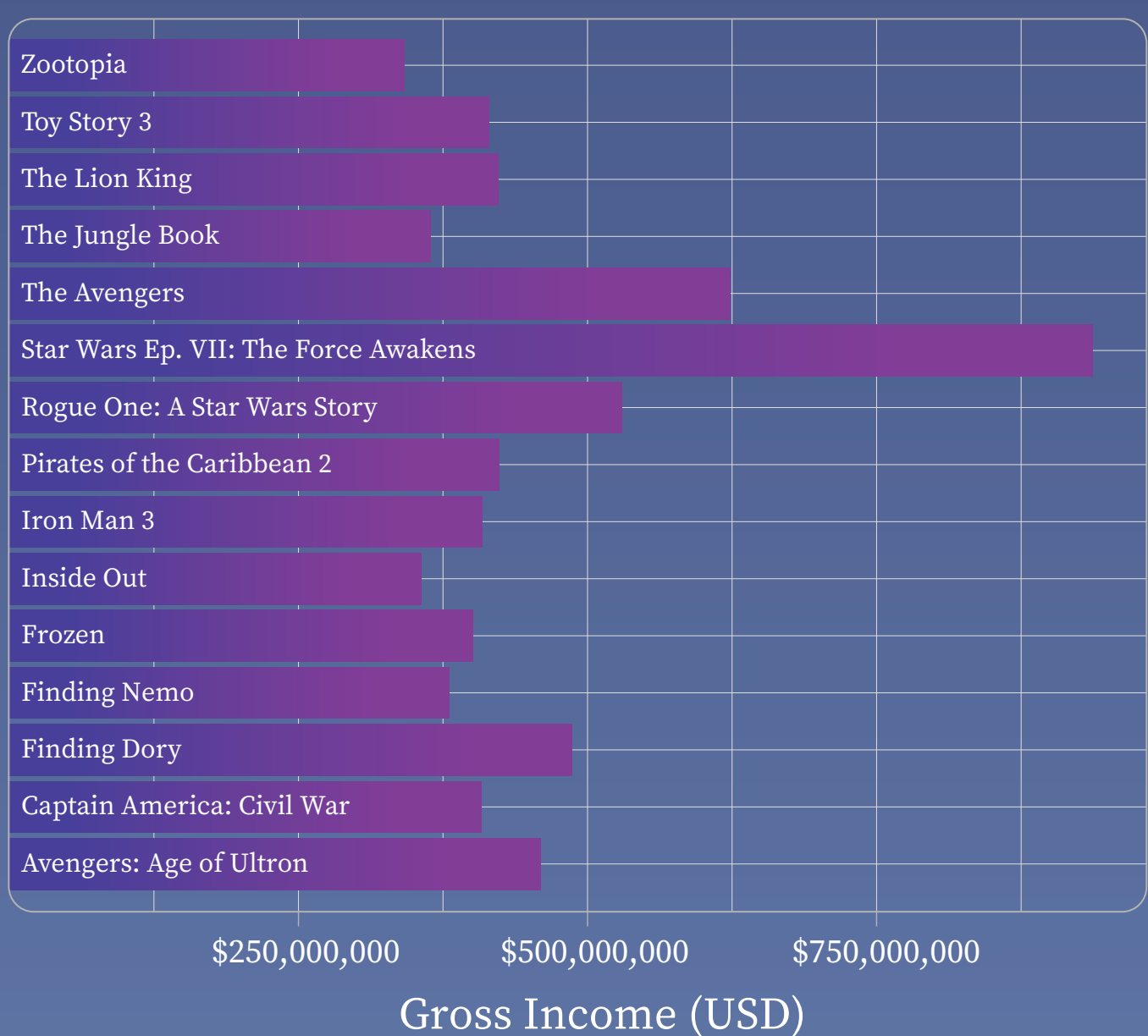


## What were the highest earning genres? What about ratings?

Comparison of Total Gross Income



Top 15 Highest Grossing Films



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

Total Gross Income by Year

