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FACTORS THAT DETERMINE A SUCCESSFUL FILM

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Summary

An in depth analysis from data sources (Bom, IMDb) have shown me the main factors that determine which types of films are the most successful.

- Genre
- Film Runtime
- Month Released
- Production Budget

Factors That Determine Successful Film

TOPICS TO COVER

- Business Problem
- Data & Methods
- Results
- Conclusion

BUSINESS PROBLEM

Microsoft need actionable insights to be able to produce the most revenue from their films. They need:

- To find data from movie datasets.
- Determine which Factos drive the revenue needle.
- Analyise those factors and produce actionable insight to decide what type of films to create.

DATA & METHODS

My data was taken from Bom, IMDb movie datasets which included films dated from 2010 and later. After analysing the data, these were the main factors I focused on.

GENRES

Determine which genres generate the highest profit.

RUNTIME

What is the ideal runtime for a successful film?

RELEASE MONTH

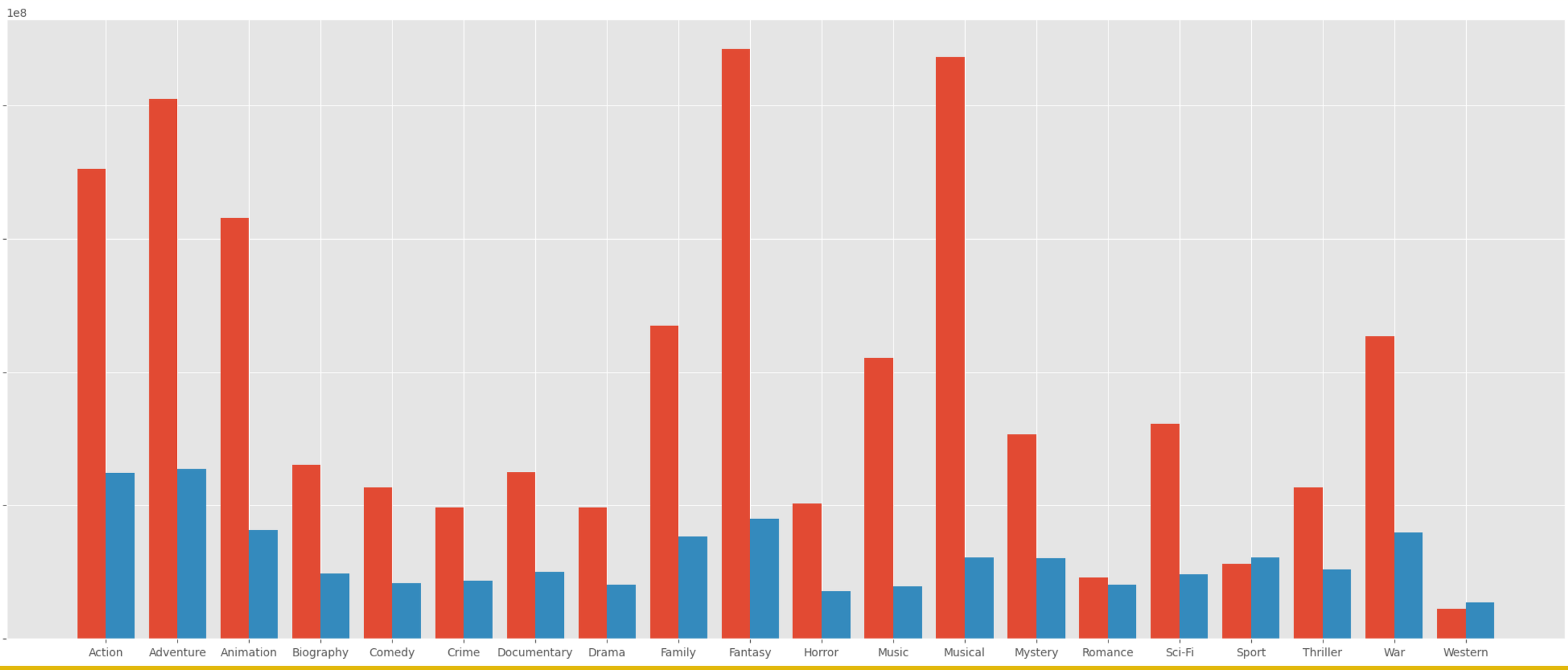
Do films perform better when released in certain months?

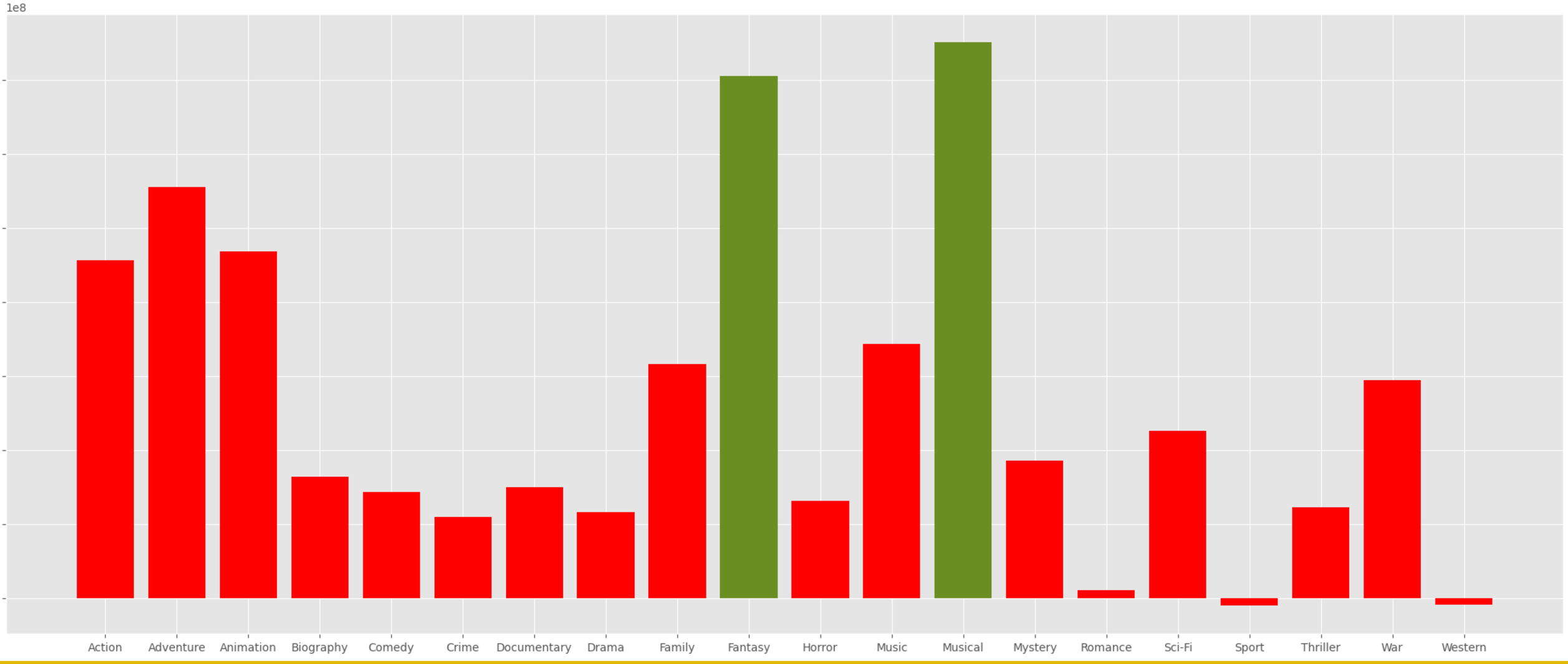
PRODUCTION BUDGET

Does a higher production budget equal higher revenue?

RESULTS (Genres)

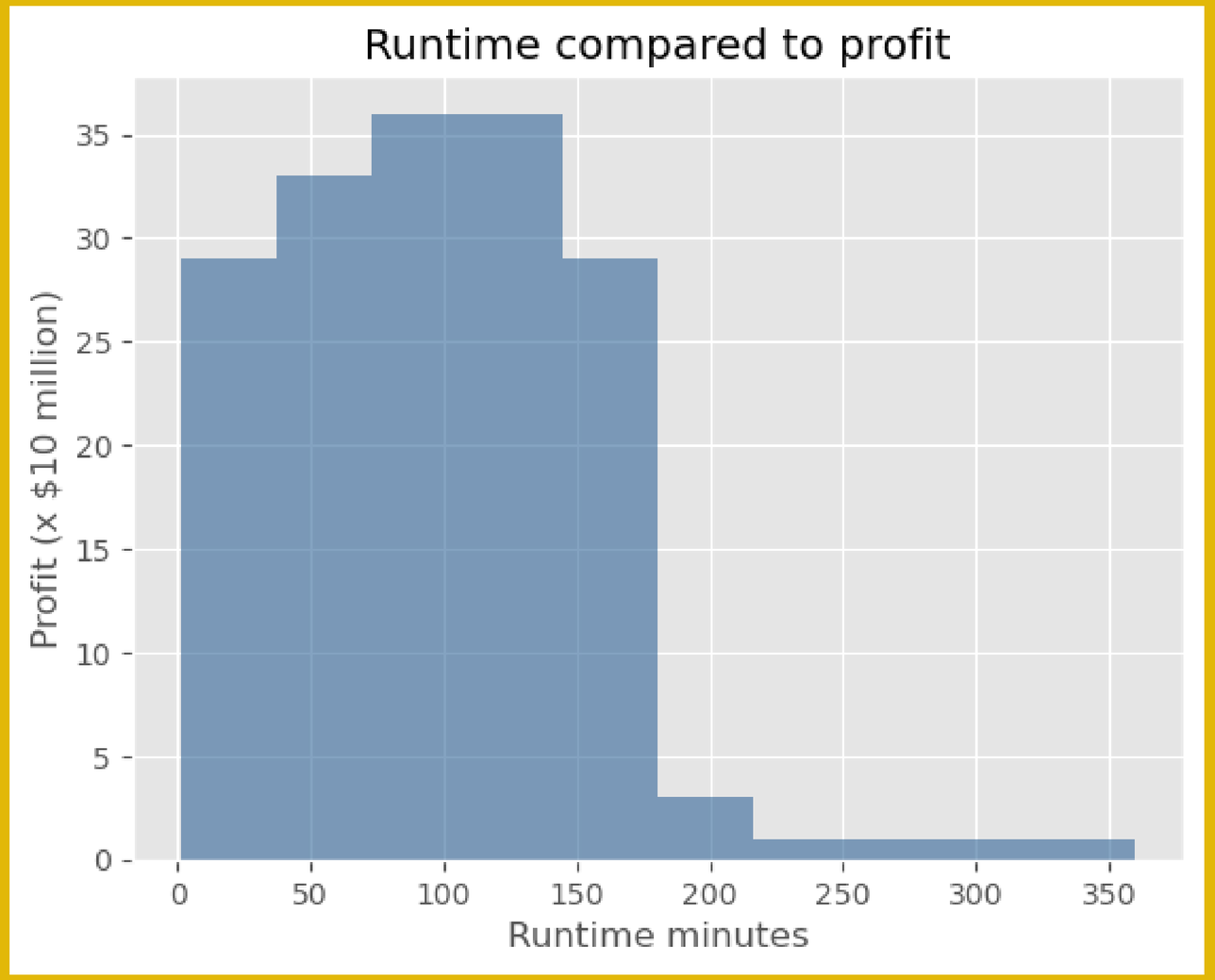
Genres look to have the biggest impact on overall film performance as you can see from the bar graph.

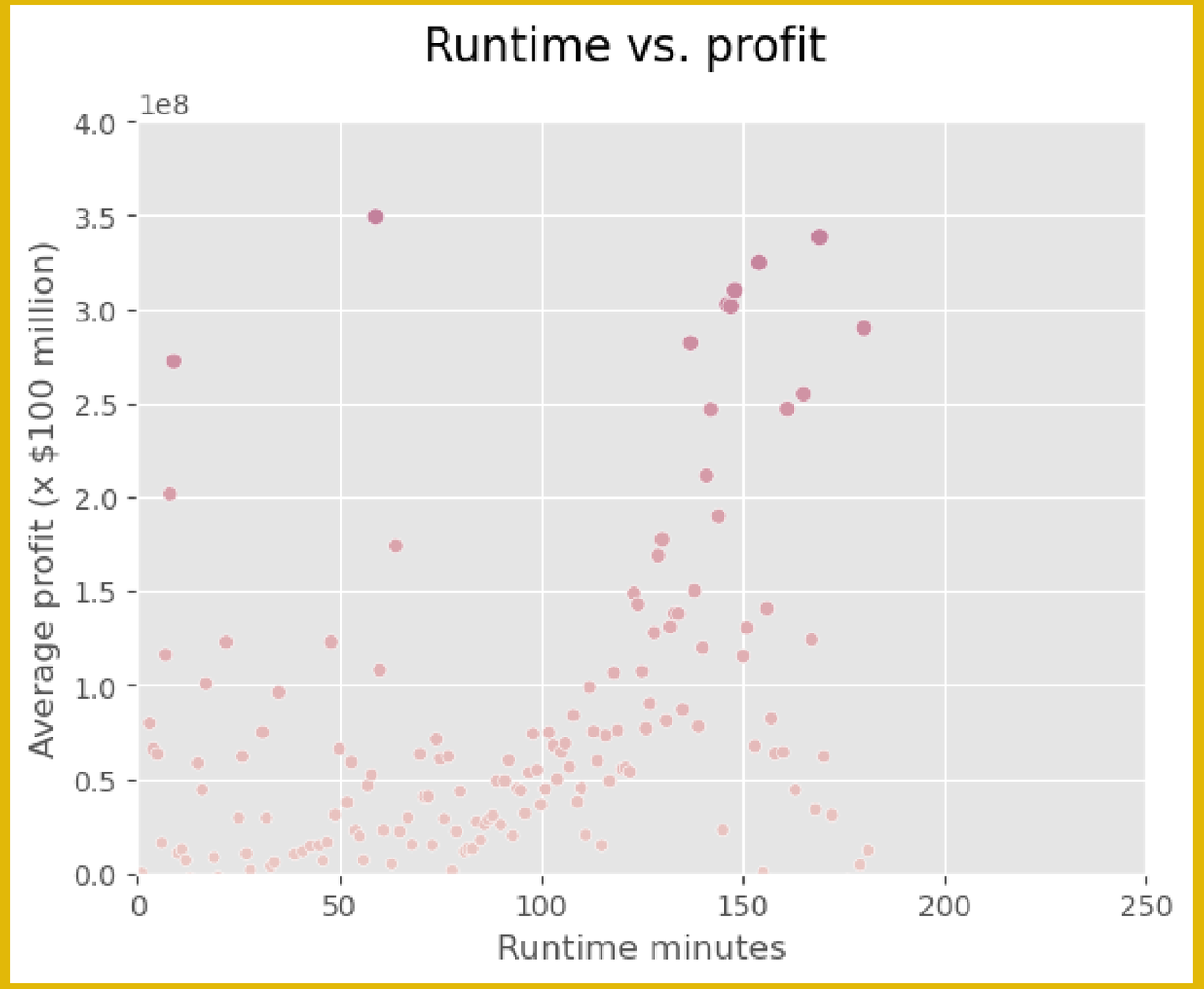

1e8
2.0
1.5
1.0
0.5
0.0
Action
Adventure
Animation
Biography
Comedy
Crime
Documentary
Drama
Family
Fantasy
Horror
Music
Musical
Mystery
Romance
Sci-Fi
Sport
Thriller
War
Western


1e8
1.75
1.50
1.25
1.00
0.75
0.50
0.25
0.00
Action
Adventure
Animation
Biography
Comedy
Crime
Documentary
Drama
Family
Fantasy
Horror
Music
Musical
Mystery
Romance
Sci-Fi
Sport
Thriller
War
Western

RESULTS (Runtime)

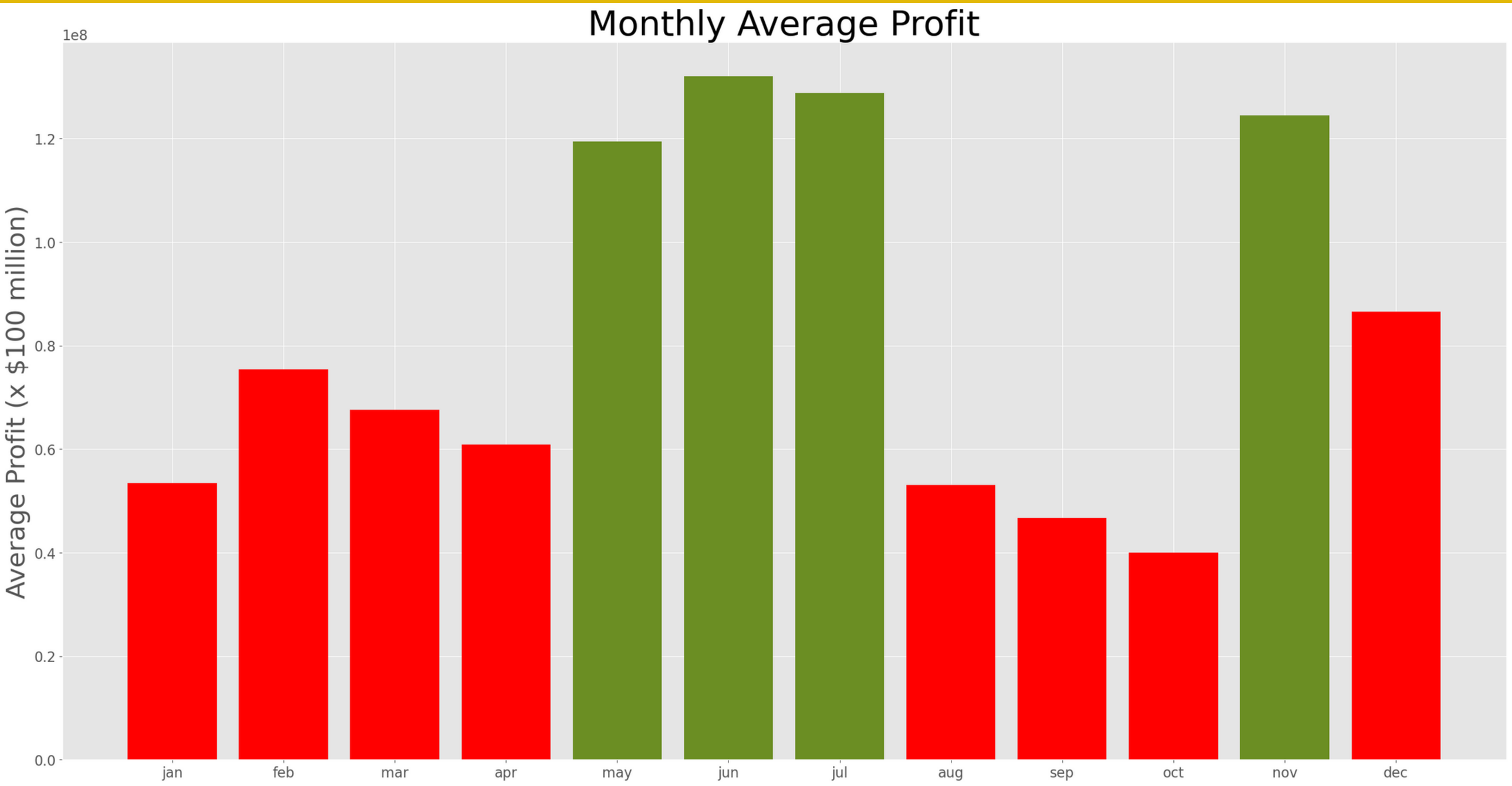
The ideal runtime is between 100 and 140 minutes as you can see from the scatterplot and histogram.


Runtime compared to profit
Profit (x $10 million)
0
5
10
15
20
25
30
35
0
50
100
150
200
250
300
350
Runtime minutes

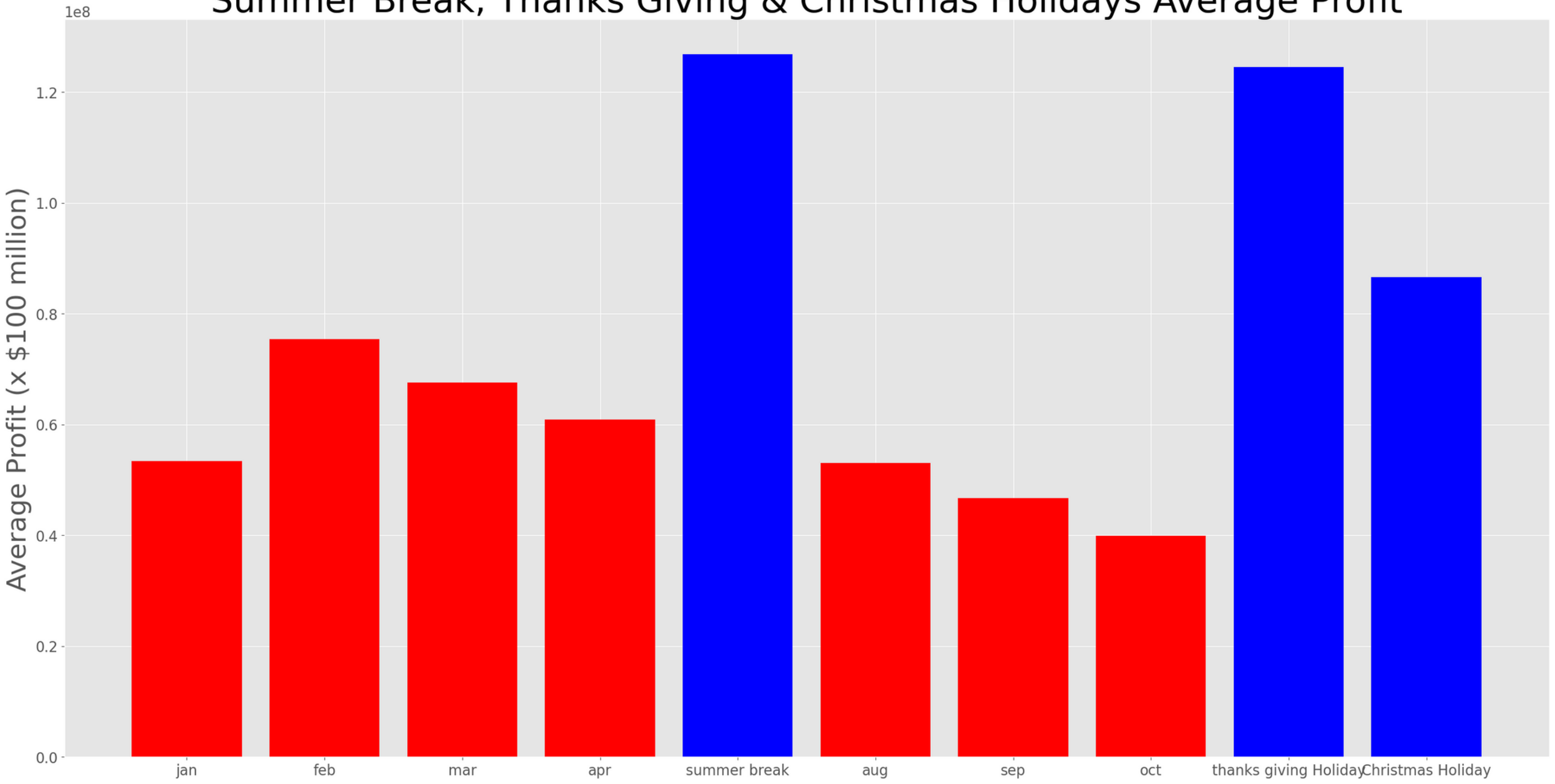

Runtime vs. profit
1e8
Average profit (x $100 million)
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
0
50
100
150
200
250
Runtime minutes

RESULTS (Release Month)

The release months which product the highest revenue are May-July and November as you can see from the bar graph. This has a strong correlation to popular holidays in the US.

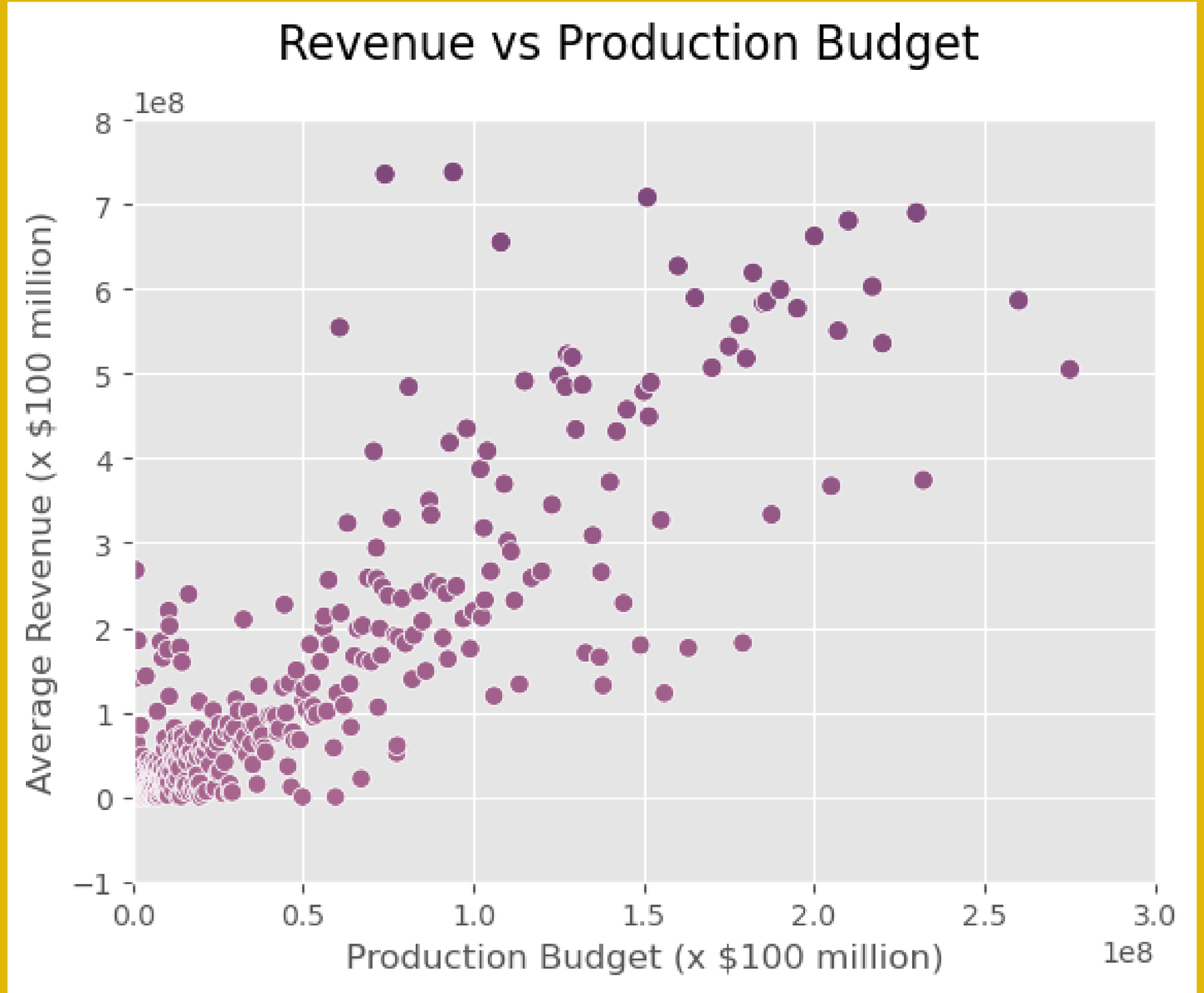

Monthly Average Profit
1e8
Average Profit (x $100 million)
0.0
0.2
0.4
0.6
0.8
1.0
1.2
jan
feb
mar
apr
may
jun
jul
aug
sep
oct
nov
dec

Summer Break, Thanks Giving & Christmas Holidays Average Profit



RESULTS (Production Budget)

There is a strong correlation between films with higher production budgets and films that produce higher revenue.


Revenue vs Production Budget
1e8
8
7
6
5
4
3
2
1
0
−1
Average Revenue (x $100 million)
0.0
0.5
1.0
1.5
2.0
2.5
3.0
Production Budget (x $100 million)
1e8

Conclusion

To create a film that will return the highest total revenue, it needs to be:

- Preferrably a musical or Fantasy film. Action, adventure and animation are also good genres.
- Between 100 - 140 minutes in length.
- Released May-July or November.
- Having a higher production budget will generate more revenue.

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