

HOW TO MAKE A BOX OFFICE HIT



nyc-mnhtn-ds-080320

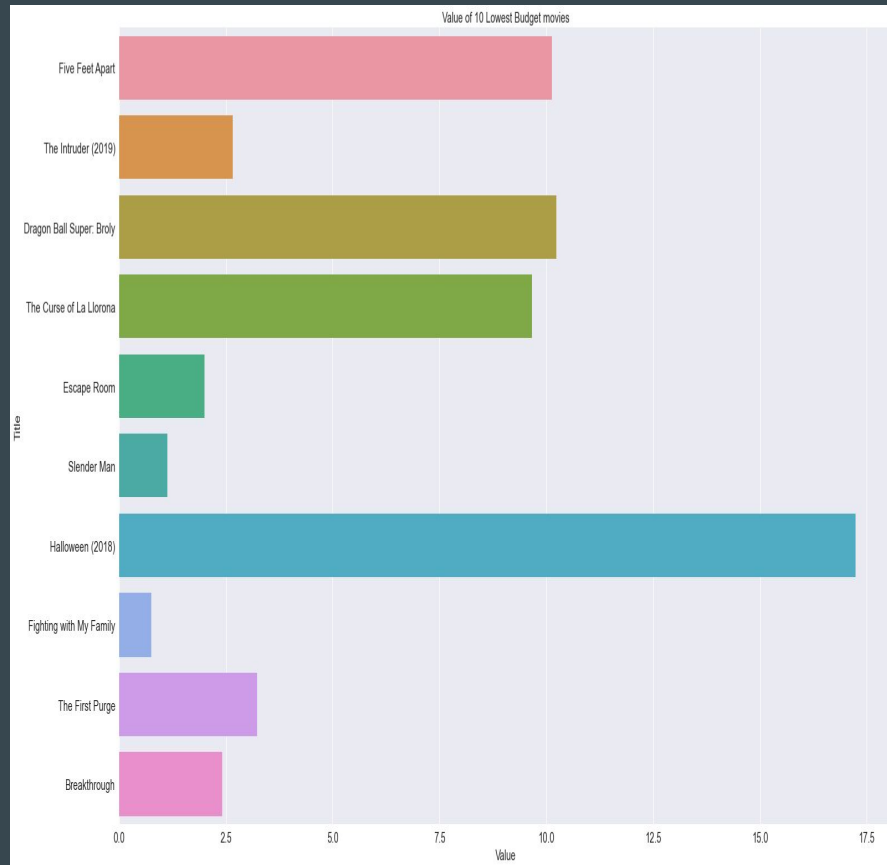
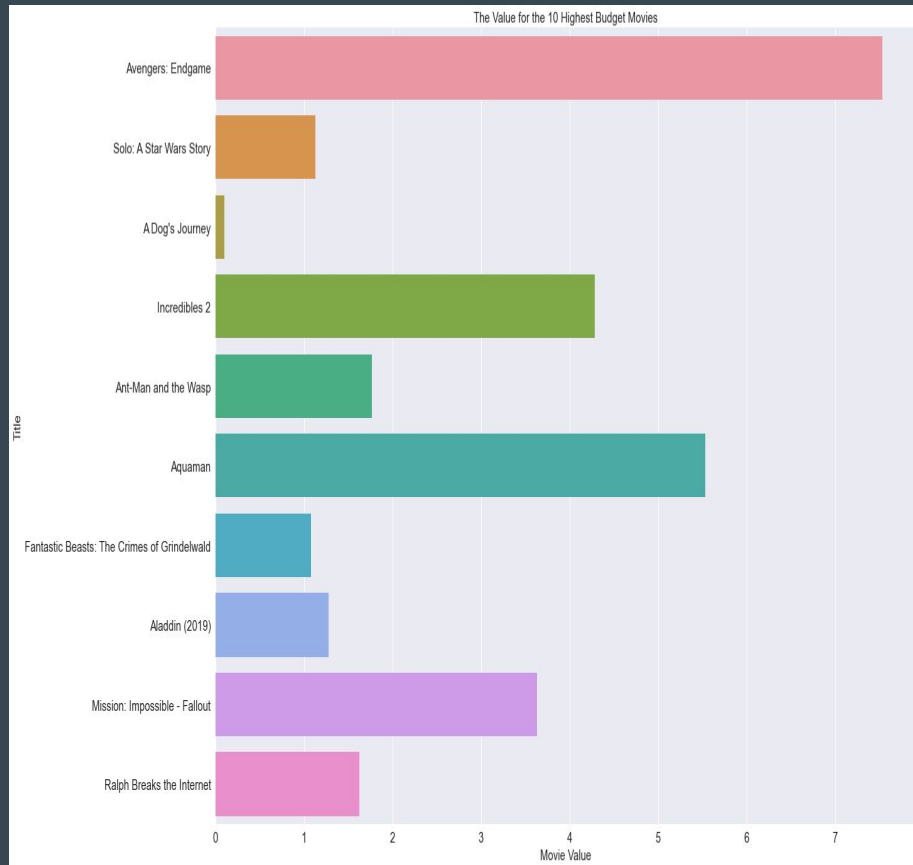
Michael Scognamiglio

Brian McCabe

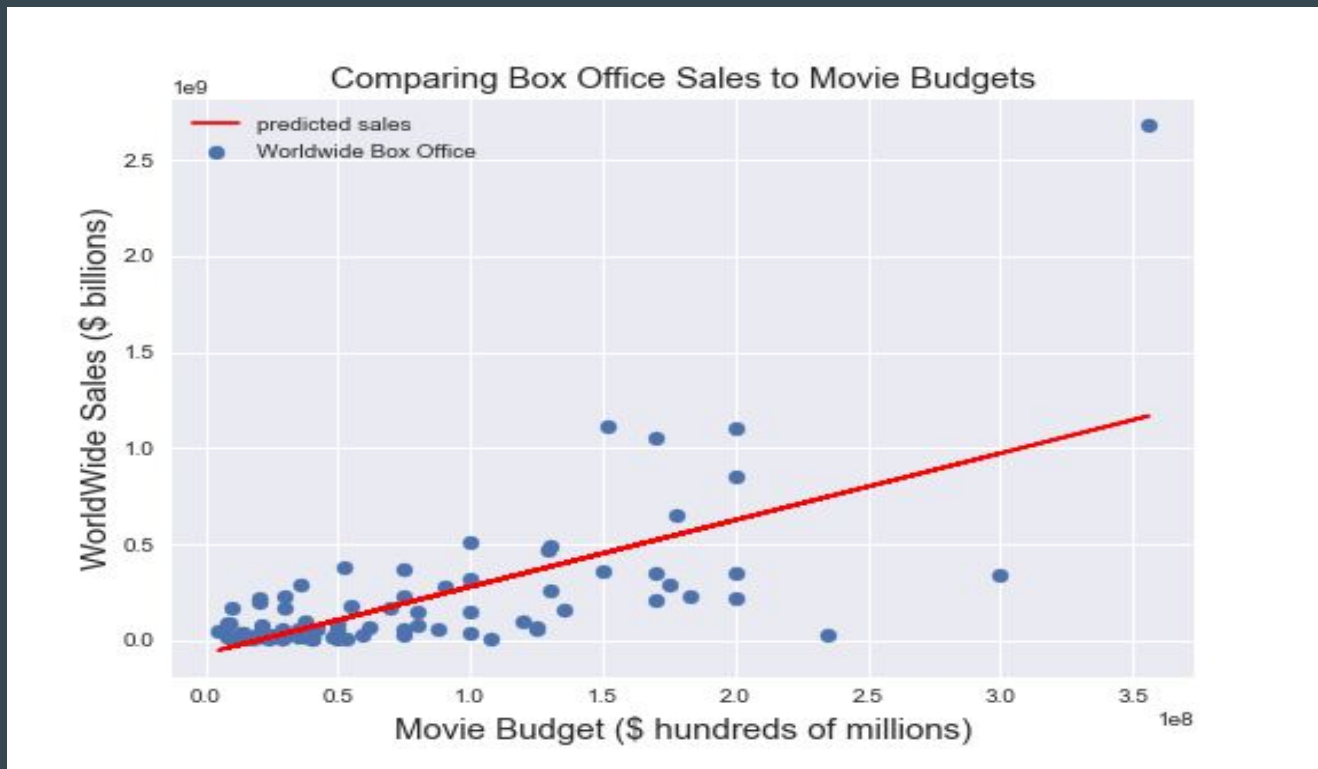
Considerations for a Box Office Hit

- Value, Budget, and Revenue
- Theaters and Revenue
- Genre of film
- Runtime and Film Rating
- Release Time of Year
- Social Media Presence

Value

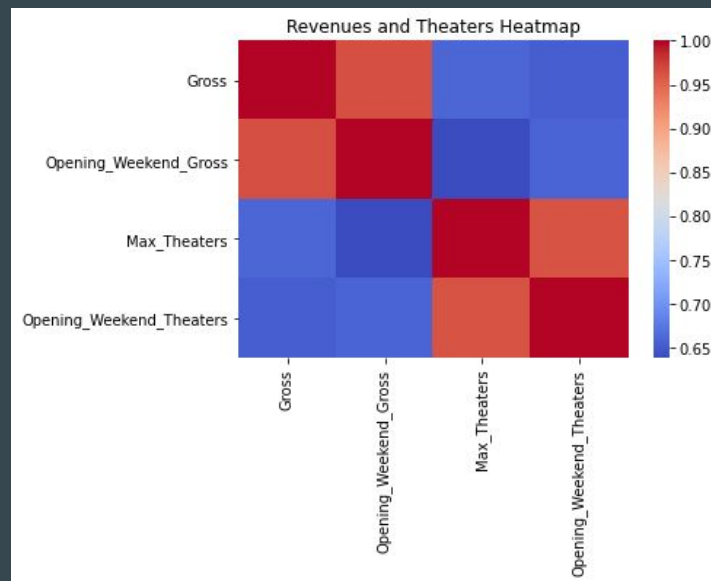
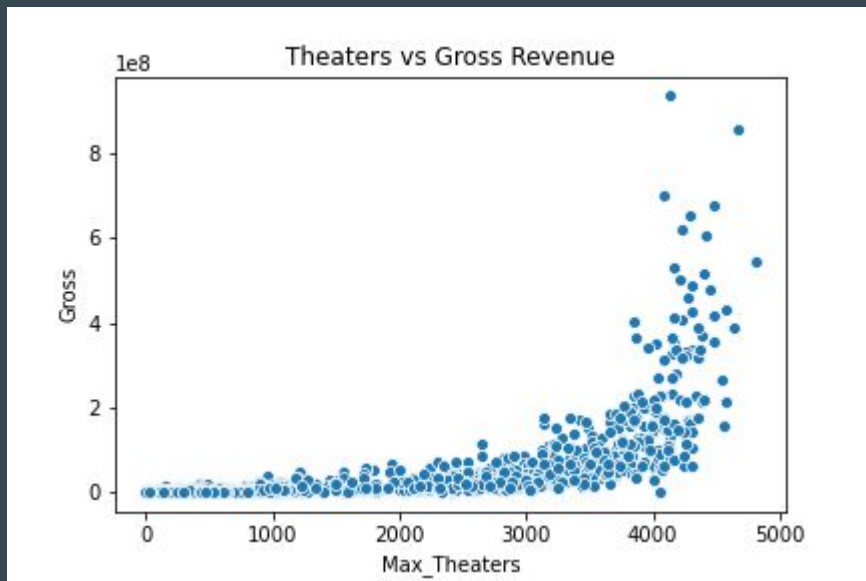


Budget and Gross Worldwide Box Office Sales

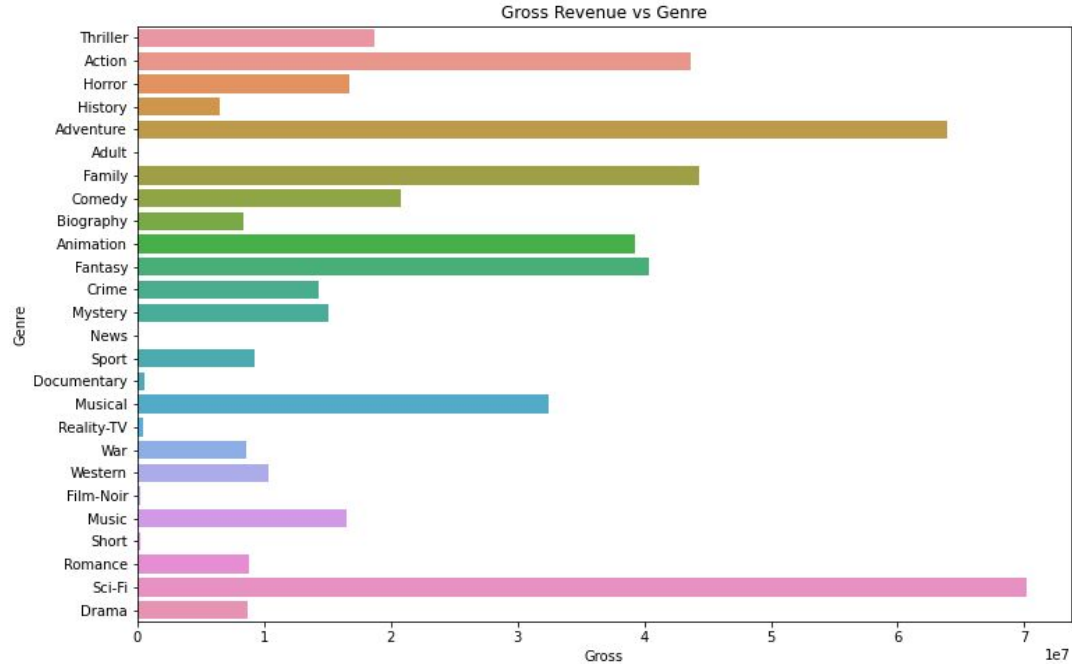


$$Y=m*\text{Budget}+b \text{ (} m=3.47 \text{) (PCC=.682)}$$

Theaters, Revenue, and that First Weekend

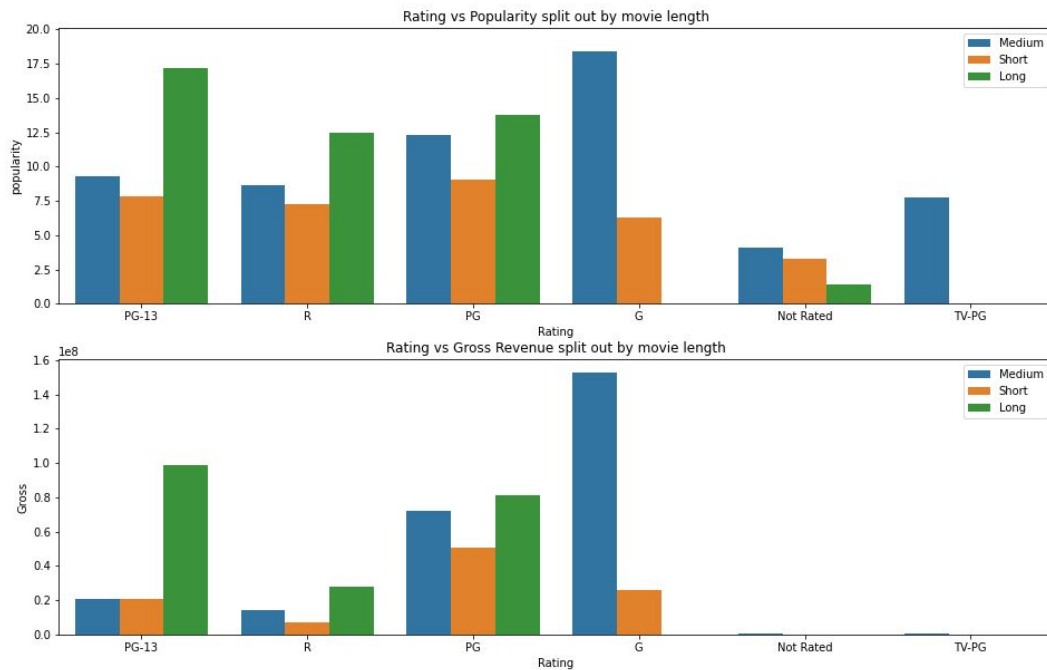


Average Revenue by Genre

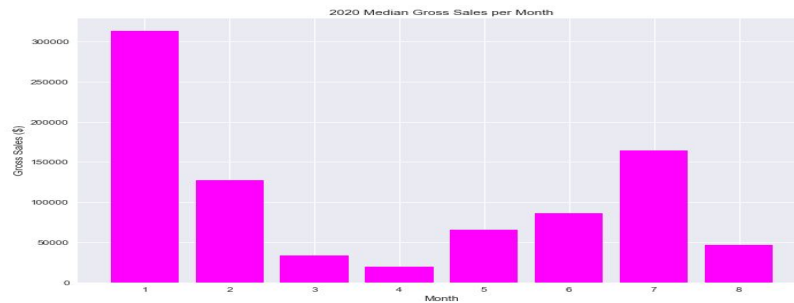
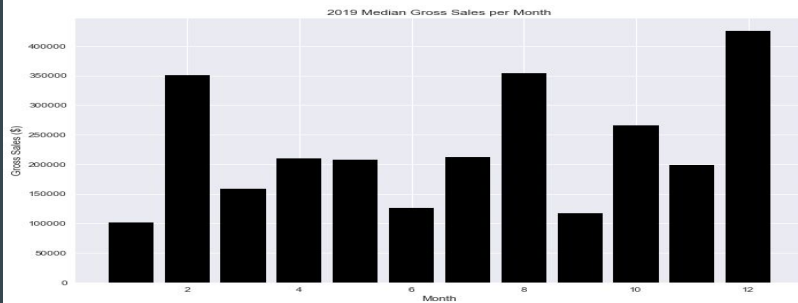
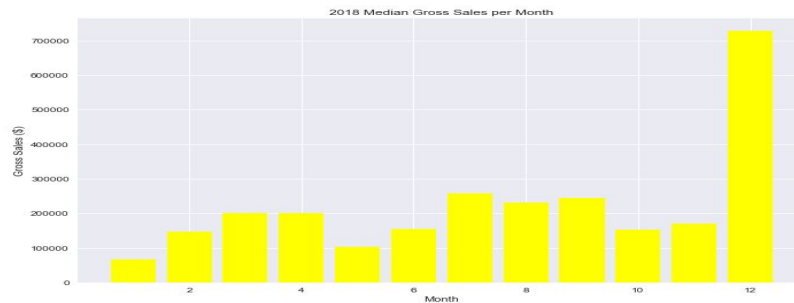
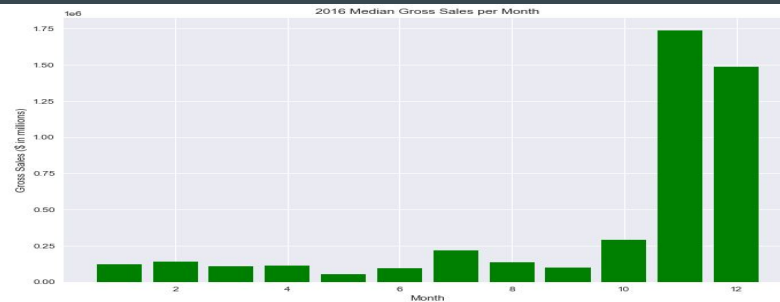


How Long? For Whomst?

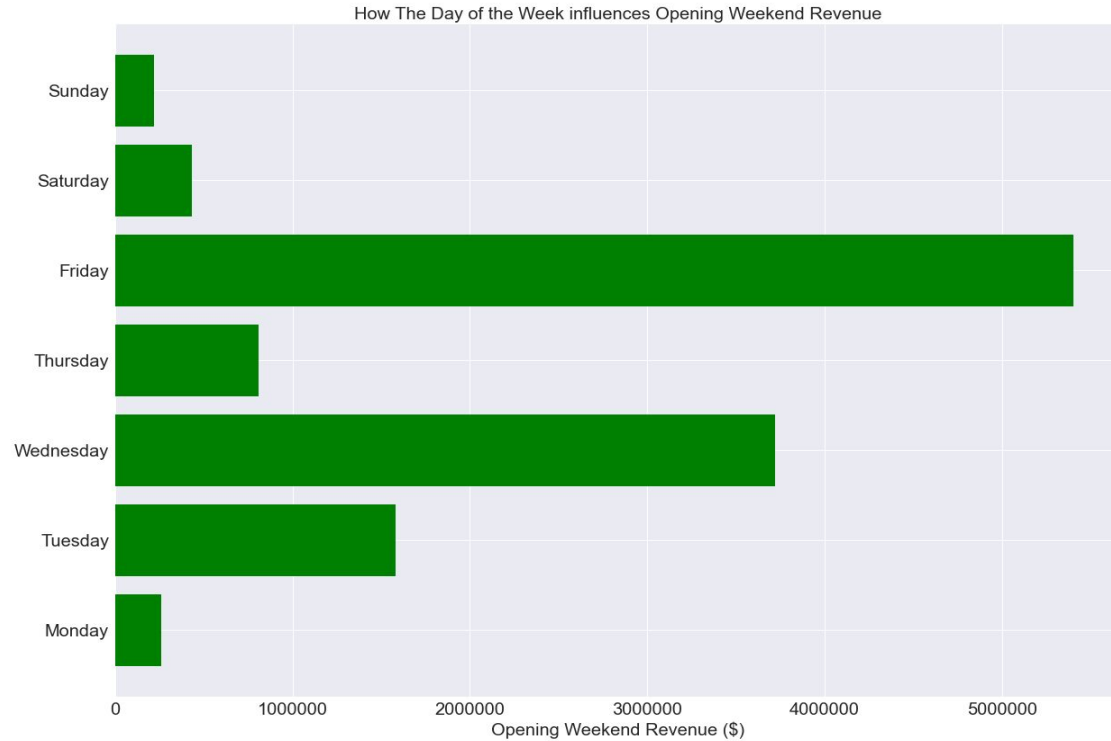
Rating and Length vs Popularity and Revenue



The 'Right' Month for Release

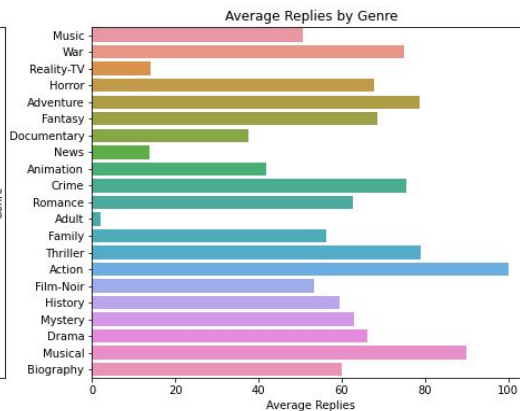
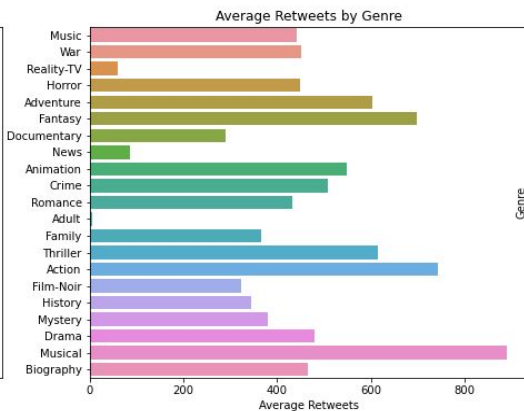
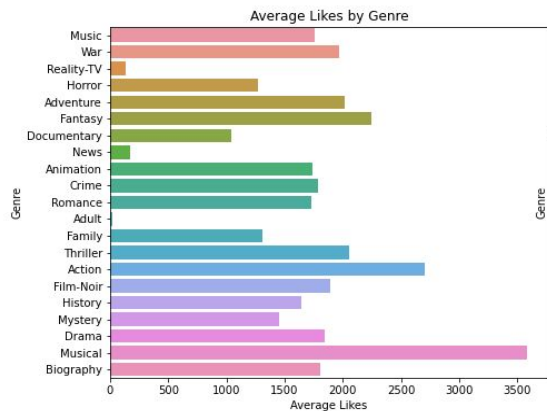


But, What about the day of the week?



Can you please like my post?

2020 Movie Genres Aggregate Twitter Data



Important Takeaways

- No need to go crazy on a movie budget. We recommend spending 50 million.
- Create a long movie if the target audience is adults, otherwise shorten it down a bit for a child audience.
- We recommend releasing the movie on a wednesday.

What's next?

- We would like to explore viewer data from Netflix, Prime Video, HBO, etc for downloads/purchases as well as view counts
- It might be worth analyzing movies that have done well in the global pandemic. In case theaters remain closed for an extended period, it would be good to hedge this risk.
- Explore relation between critic reviews, general population reviews, and movie profits

Thanks!

