An Analysis of Movie Data

How to Produce a Profitable Movie
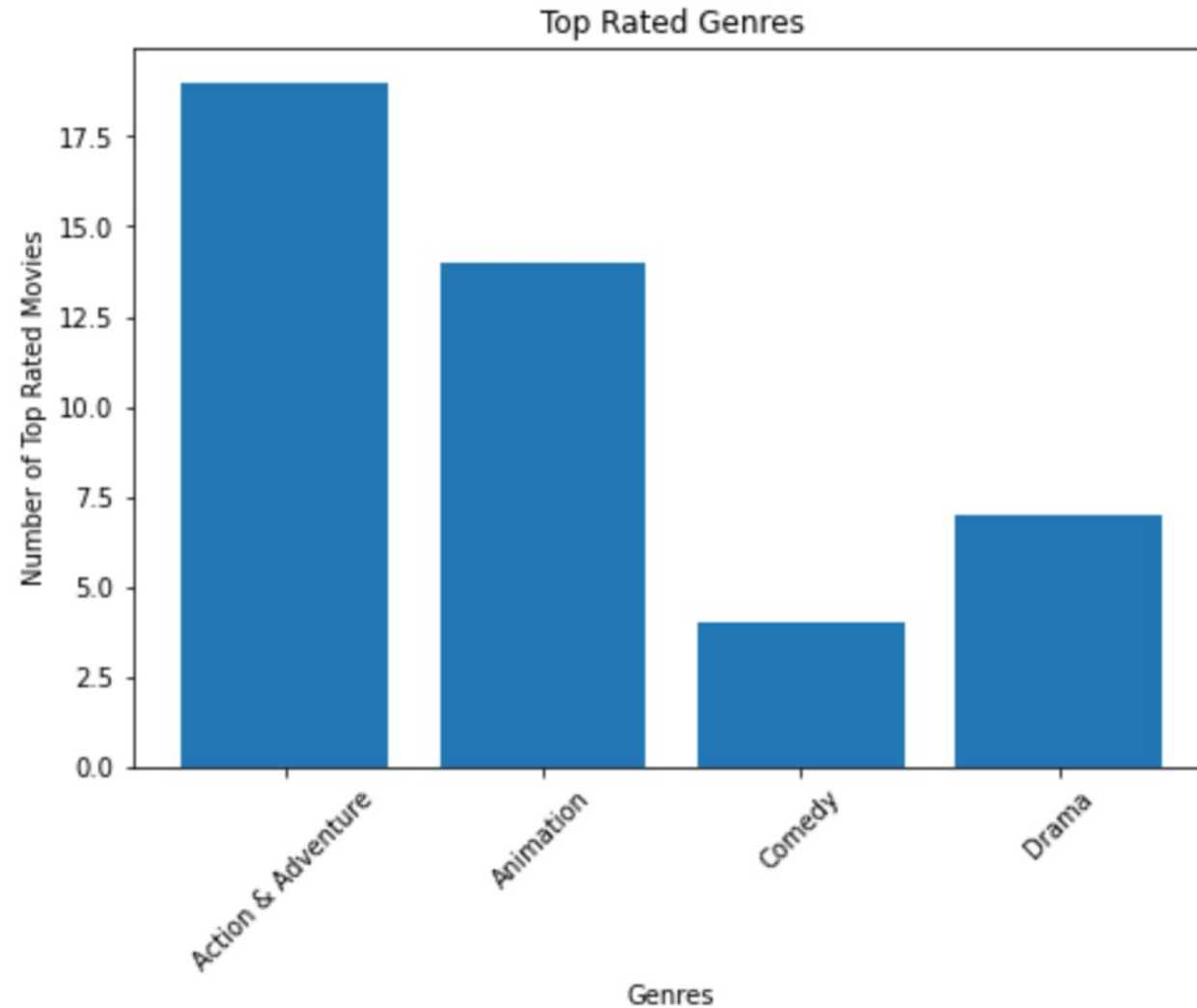
-Genre?

 -Which is most profitable?

 -Which gets the highest ratings?

-Director?

 -Who makes the most profits?

 -How important are they?

-When should you release your film?

-Top 50 rated films on rotten tomato's

-Action adventure includes a lot of movie series such as fast and furious

-Animation includes a lot of classic kids movies such as toy story, which frequently also have sequels
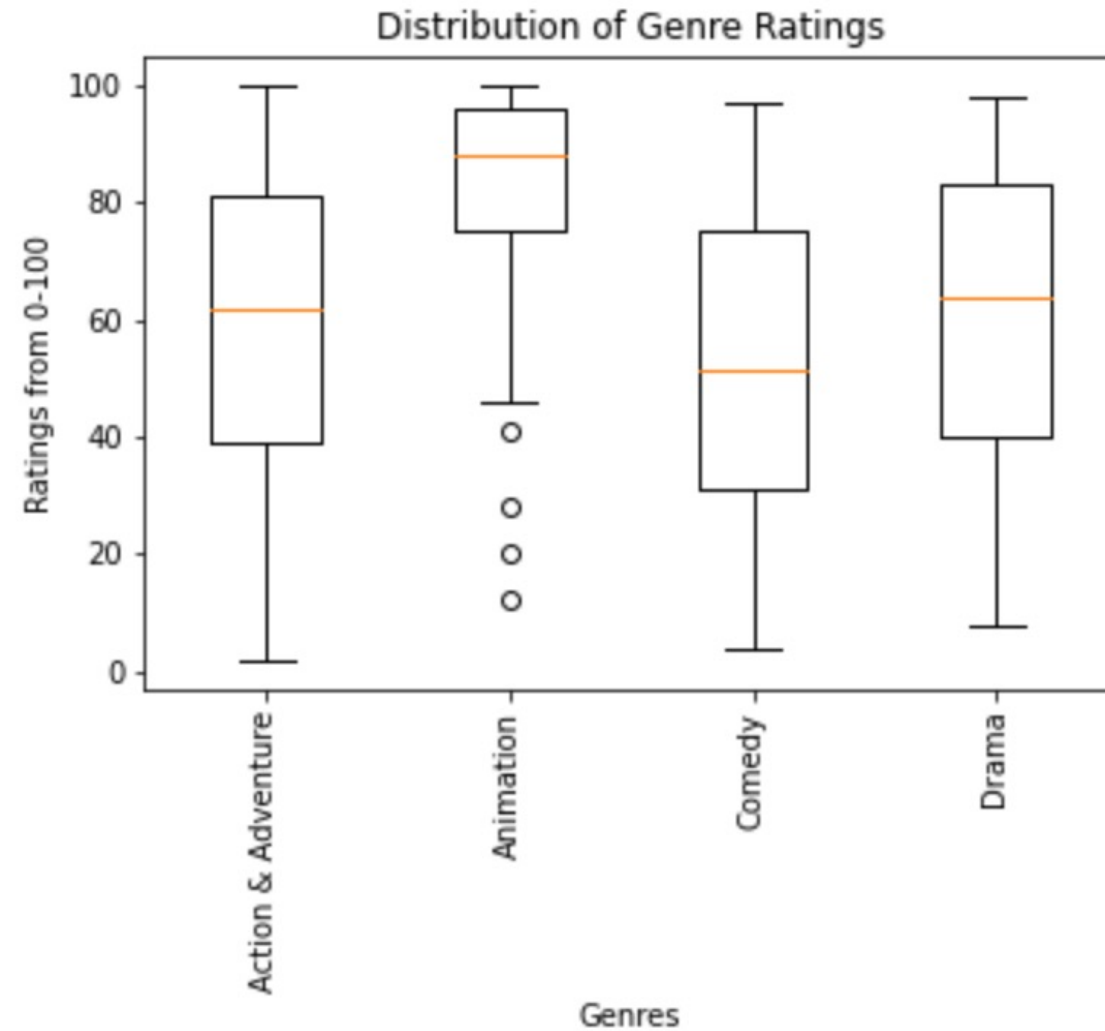
-Comedy and Drama's tend to be one off Moveis

Top Rated Genres

-Data set includes 1000+ different movies

-Animation has a smaller distribution, since most tend to be highly rated

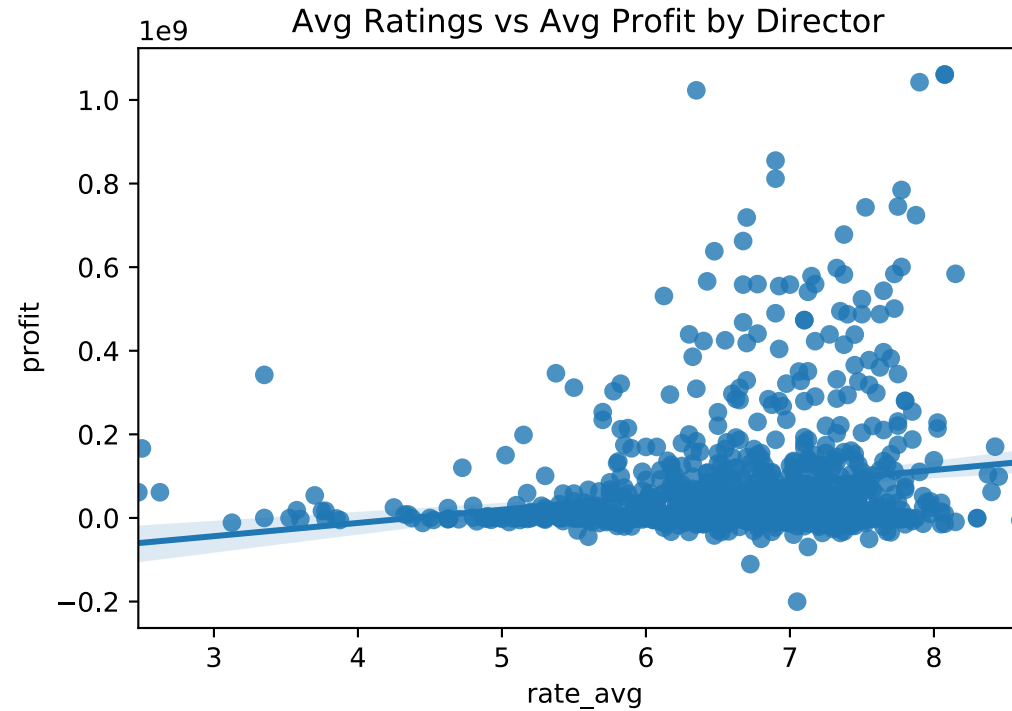-Action /Adventure has a much wider spread, lower first and second quartile

Distribution of Genre Ratings

-Historical Rating vs Average Profits by Director

-General Trend shows a weak positive correlation

-Most directors earn roughly the same amount of profit regardless of average rating

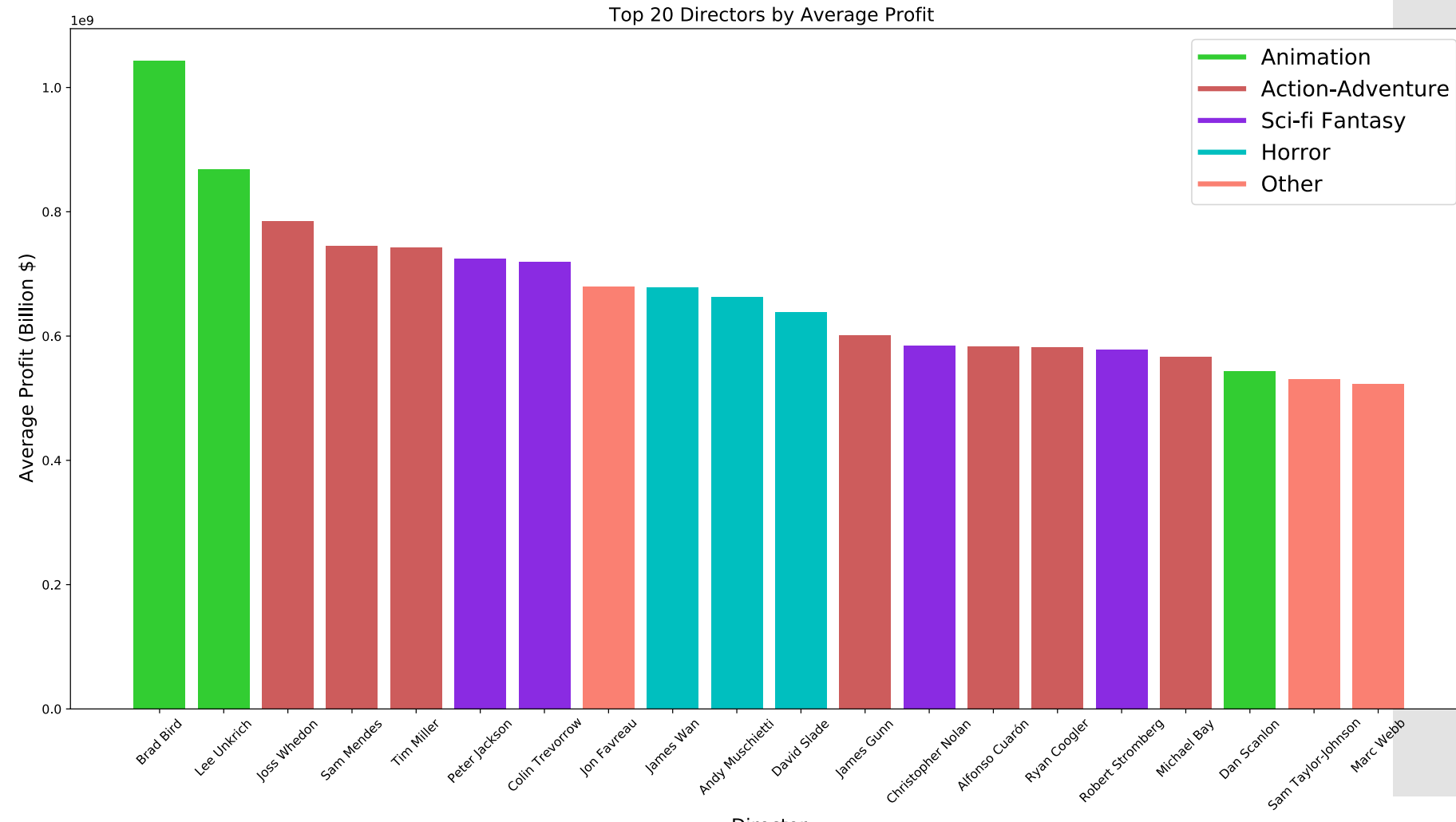Avg Ratings vs Avg Profit by Director

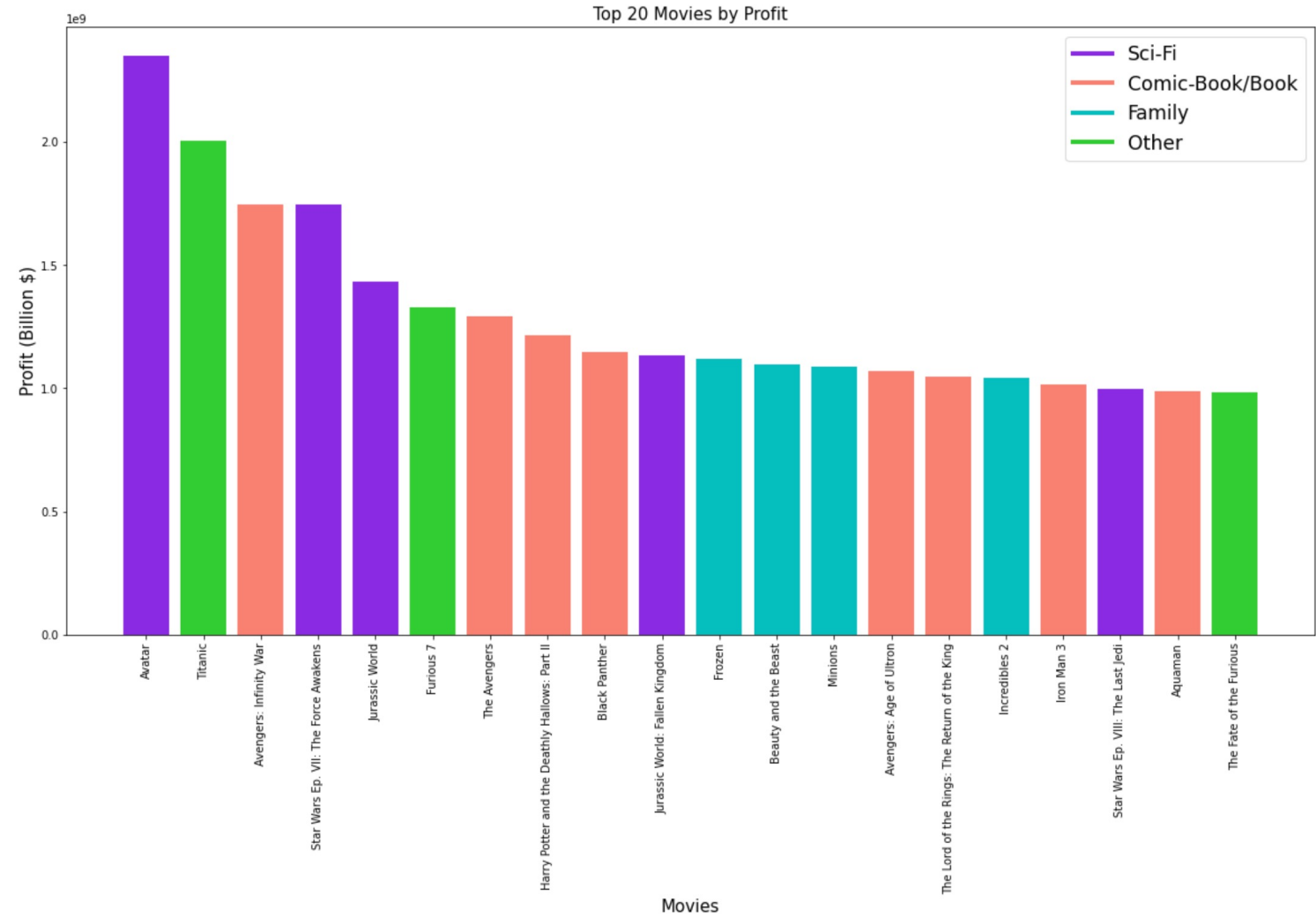-Top 2 most profitable directors are in animation, however both work for Pixar

-Action adventure is the most common genre

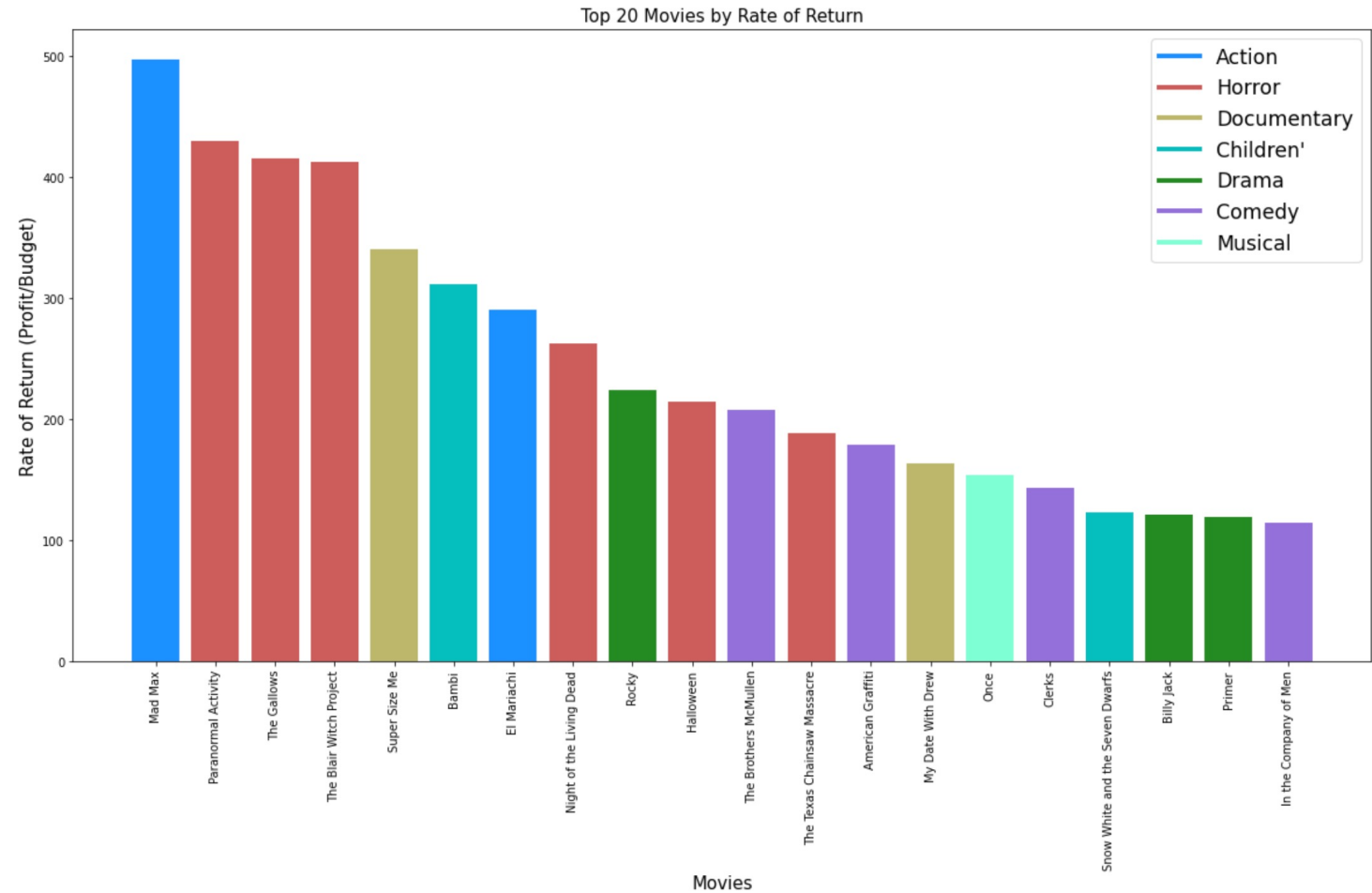- Decent number of highly profitable horror directors

- Sci-fi/fantasy, which frequently overlaps with Action-Adventure are also extremely represented

Top 20 Directors by Average Profit

-Calculated as total gross – budget

-Sci-fi is ¼ of the top 20 movies by profit

-1/3 of the top 20 films are adaptations

- A fair number are children's or animation movies

Top 20 Movies by Profit

Legend:
- Sci-Fi
- Comic-Book/Book
- Family
- Other

Y-axis: Profit (Billion $) — 1e9, 0.0, 0.5, 1.0, 1.5, 2.0

X-axis (Movies): Avatar, Titanic, Avengers: Infinity War, Star Wars Ep. VII: The Force Awakens, Jurassic World, Furious 7, The Avengers, Harry Potter and the Deathly Hallows: Part II, Black Panther, Jurassic World: Fallen Kingdom, Frozen, Beauty and the Beast, Minions, Avengers: Age of Ultron, The Lord of the Rings: The Return of the King, Incredibles 2, Iron Man 3, Star Wars Ep. VIII: The Last Jedi, Aquaman, The Fate of the Furious
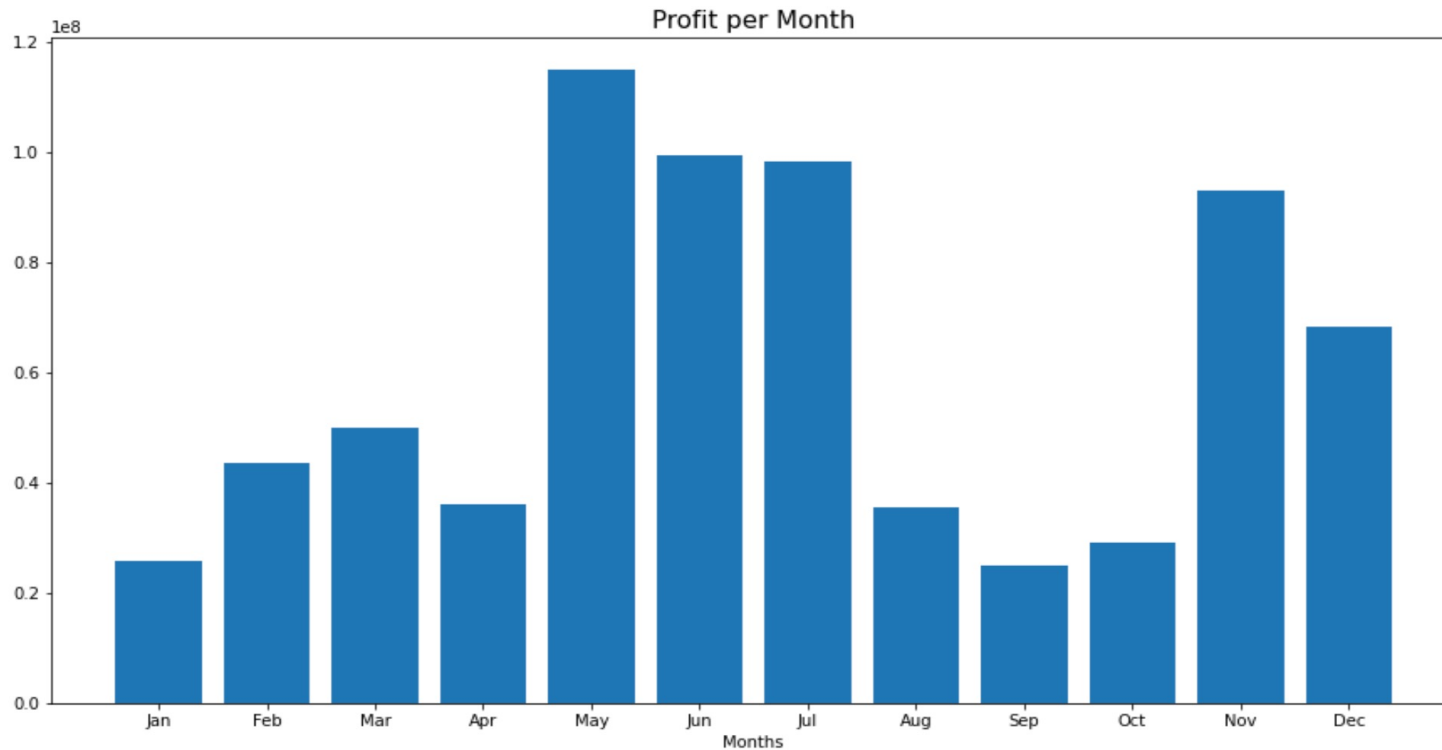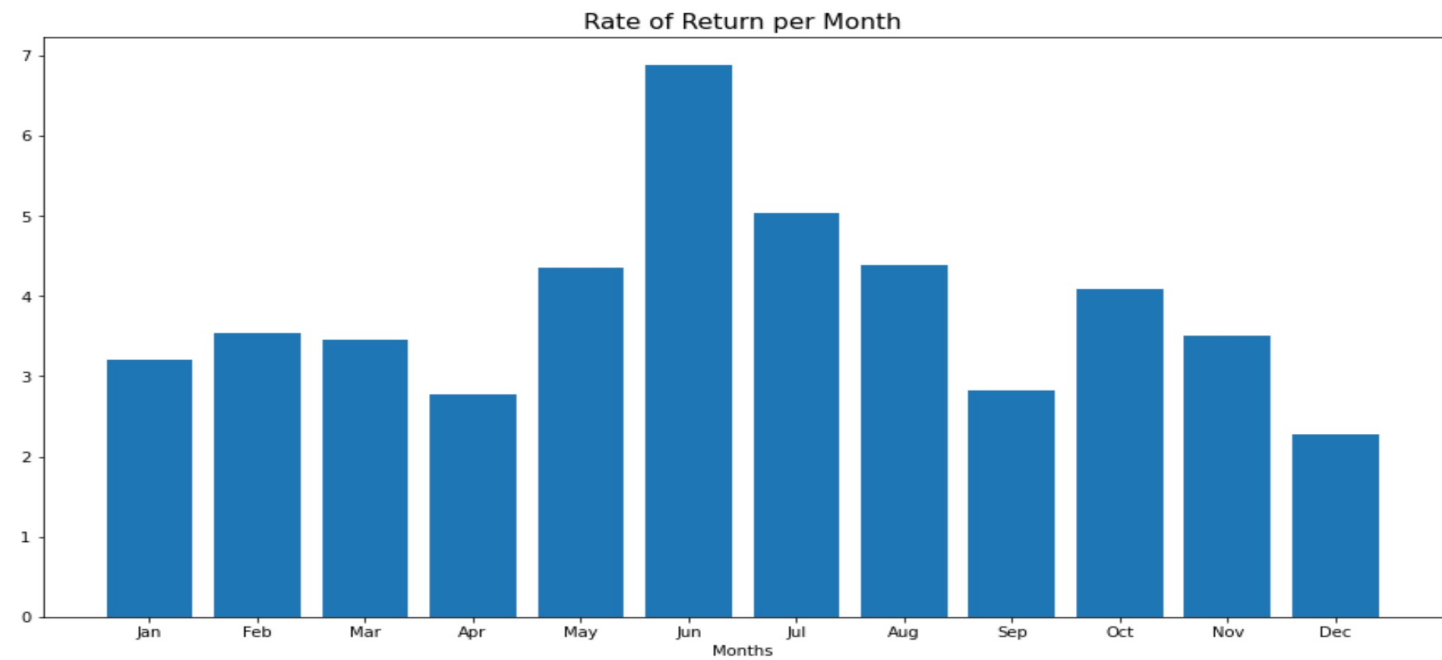
-Calculated a profit/budget

-Tend to be low budget films

-Horror films are notably more prevalent

-Only 2 action films rated in the top 20 films by Rate of Return

Top 20 Movies by Rate of Return

-A lot of large budget movie's such as Marvel tend to release in May

-June has a lot of Disney releases

-Analysis includes losses when calculating averages.

Closing remarks

- -Action Adventure is consistently a top performer in all categories ratings

- Most directors tend to earn similarly outside of specific top performers.

- Horror films tend to preform relatively well on a low budget.

- Adapted works such as the Marvel movies, lord of the rings, or Harry Potter tend to over-preform.