

# TOP



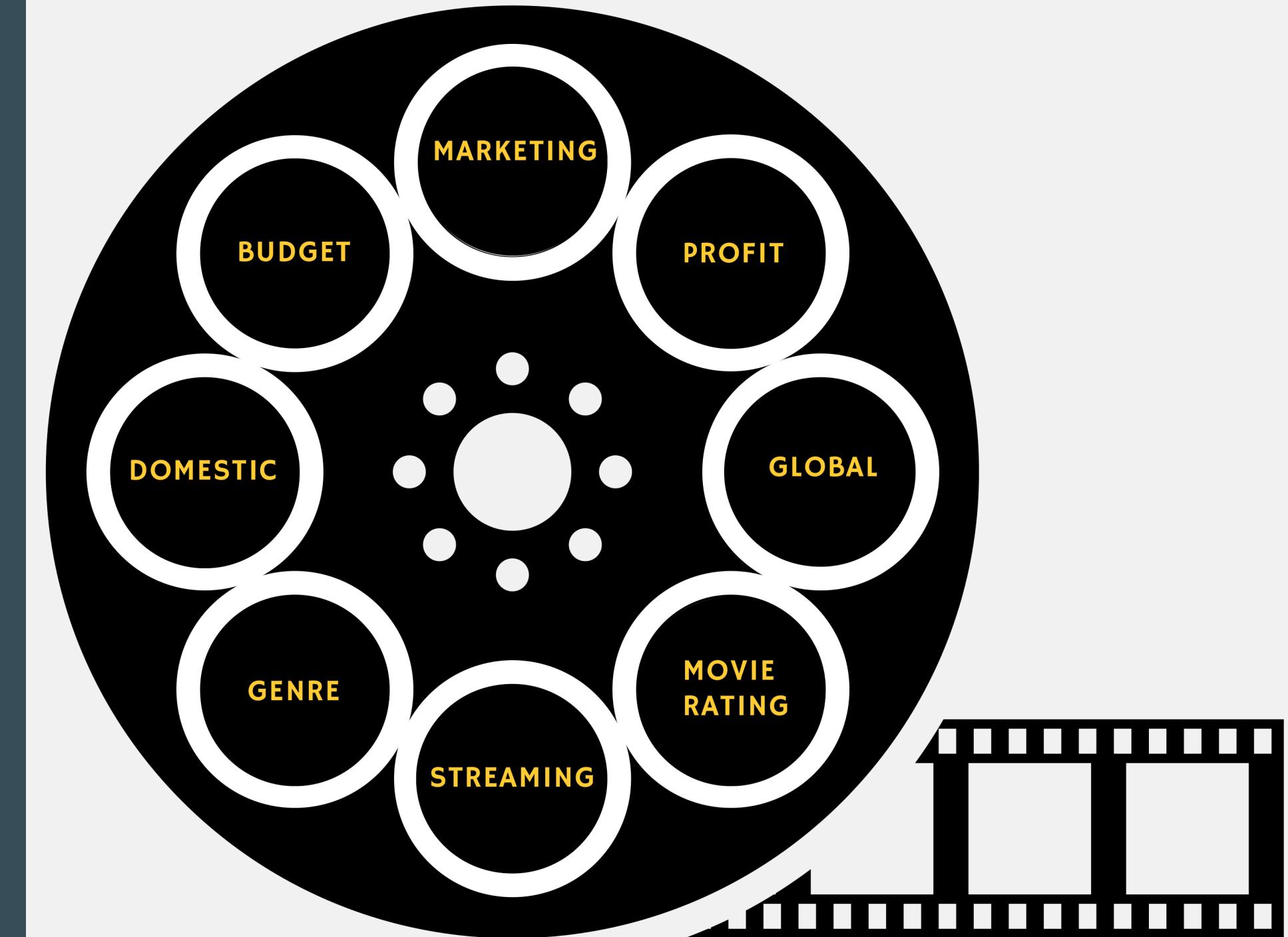
## THE FILM COMPANY

# FACTORS

INSIGHTS FROM A DATA-DRIVEN  
COMPARISON OF TOP GROSSING FILMS

# BUSINESS PROBLEM

- ★ Creating new films
- ★ Maximize investment return
- ★ Determine optimal traits of successful movies



VARIABLE LIST

# KEY DATA VARIABLES USED

1. Genre

2. Release Date

3. Runtime



THE FILM COMPANY

## METHODOLOGY

### Data preparation

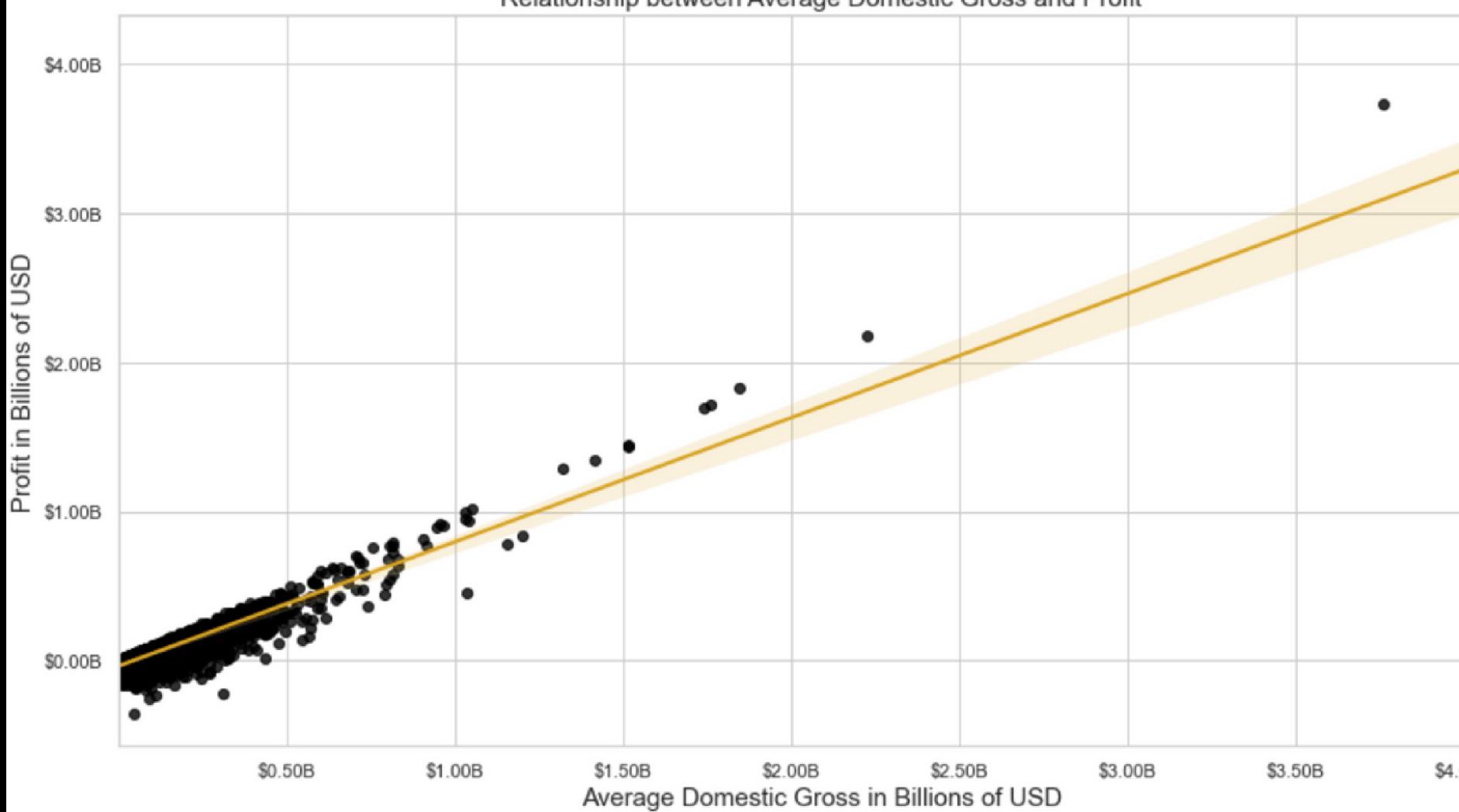
- Import libraries
- Read and clean provided data
- Deal with missing values
- Join datasets

### Analysis



- If possible, apply feature engineering
- Visualize data
- Provide conclusions & recommendations

Relationship between Average Domestic Gross and Profit



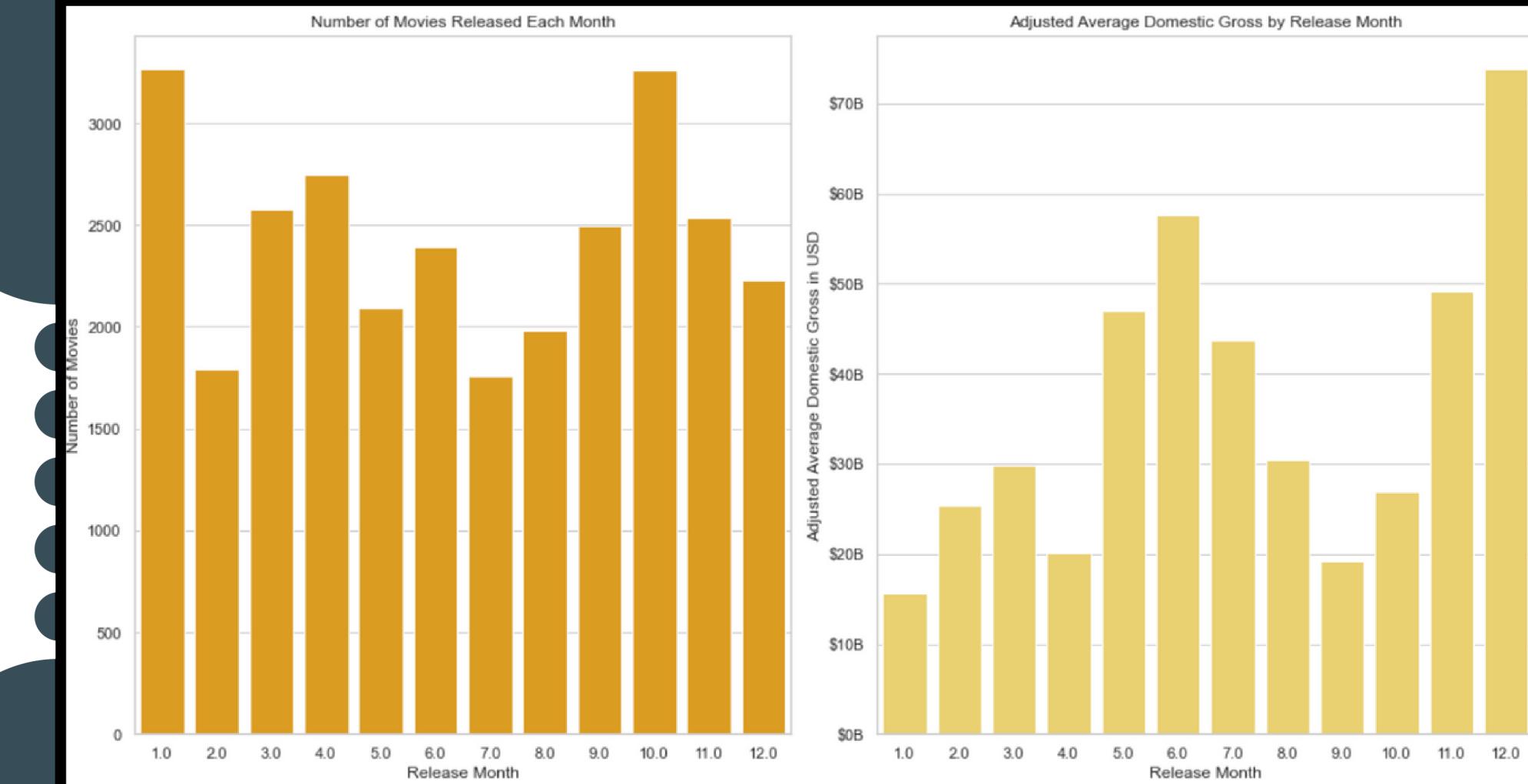
## Profit and Profit Margin

- ★ A strong, positive, linear association between profit and average domestic gross with a few outliers.
- ★ The median profit is approximately 500 million US dollars.
- ★ The median profit margin for a top 100 all-time grossing movie is approximately 85%.
- ★ No correlation between budget and adjusted average domestic gross.

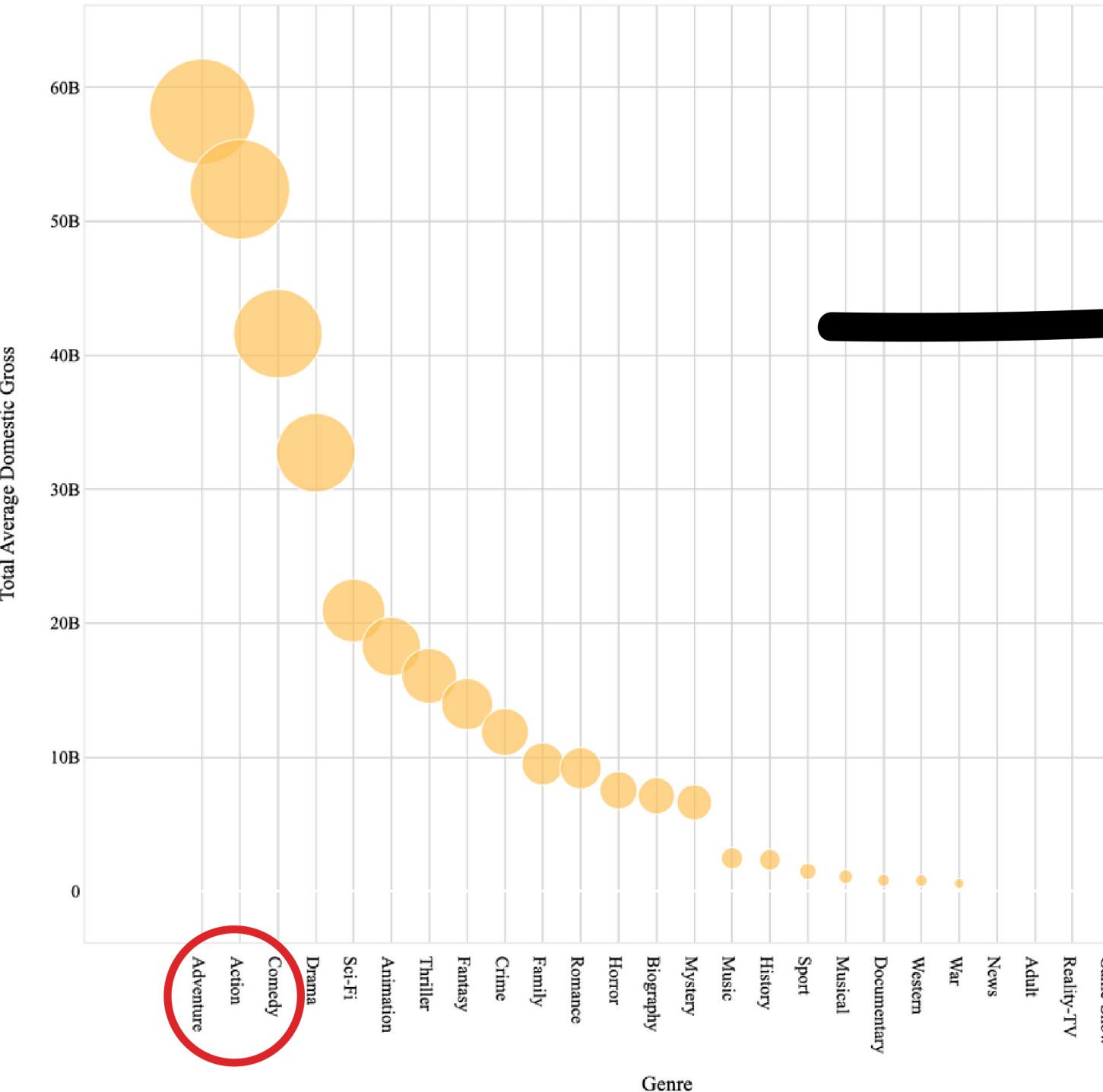
## RESULTS

### Release Date

- ★ The most successful months are May, June, July, November, and December.
- ★ Most movies are released on a Friday.



Bubble Plot: Total Average Domestic Gross by Genre



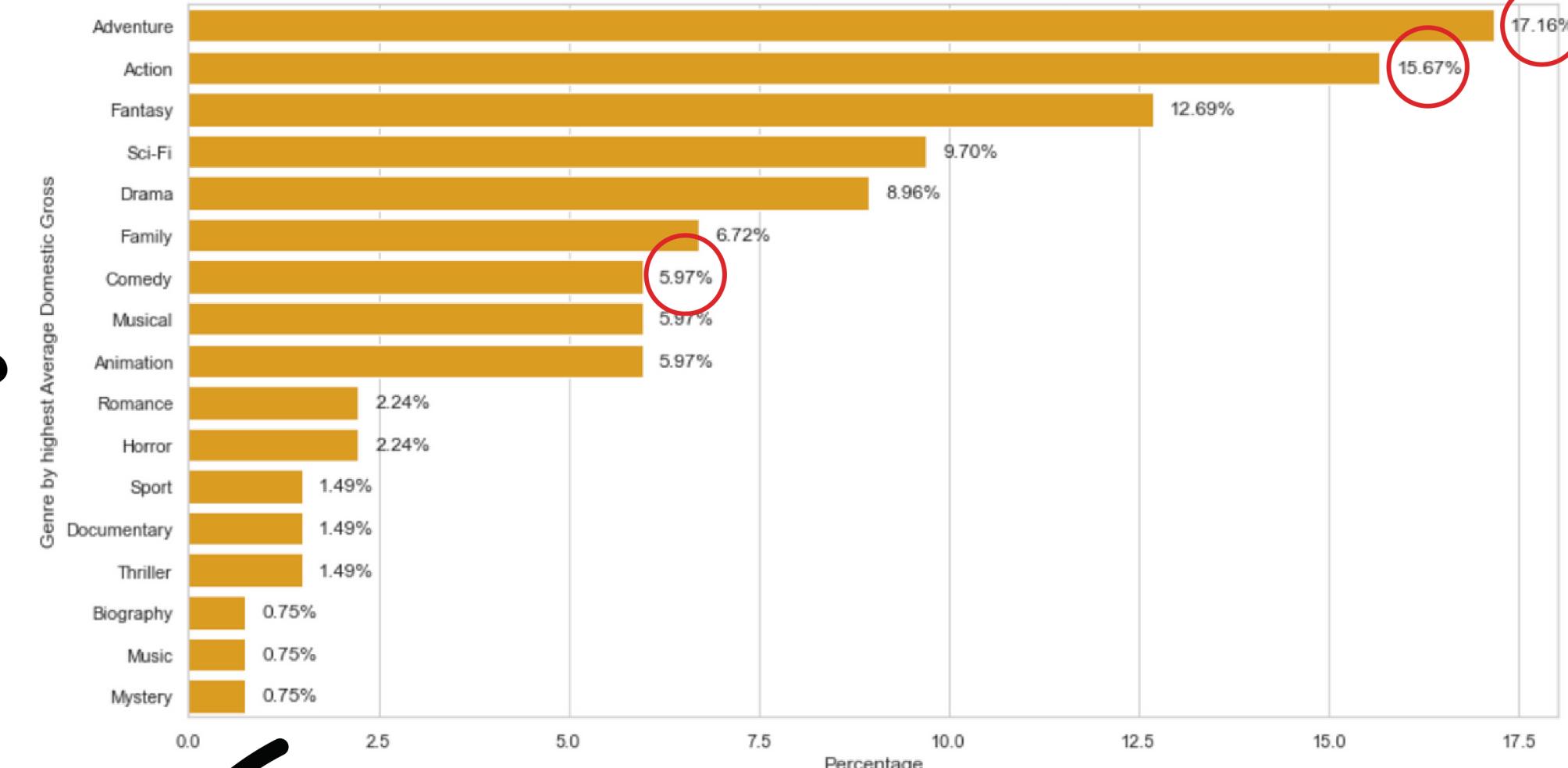
## Genre

The top three all-time grossing genres are Action, Adventure, and Comedy.

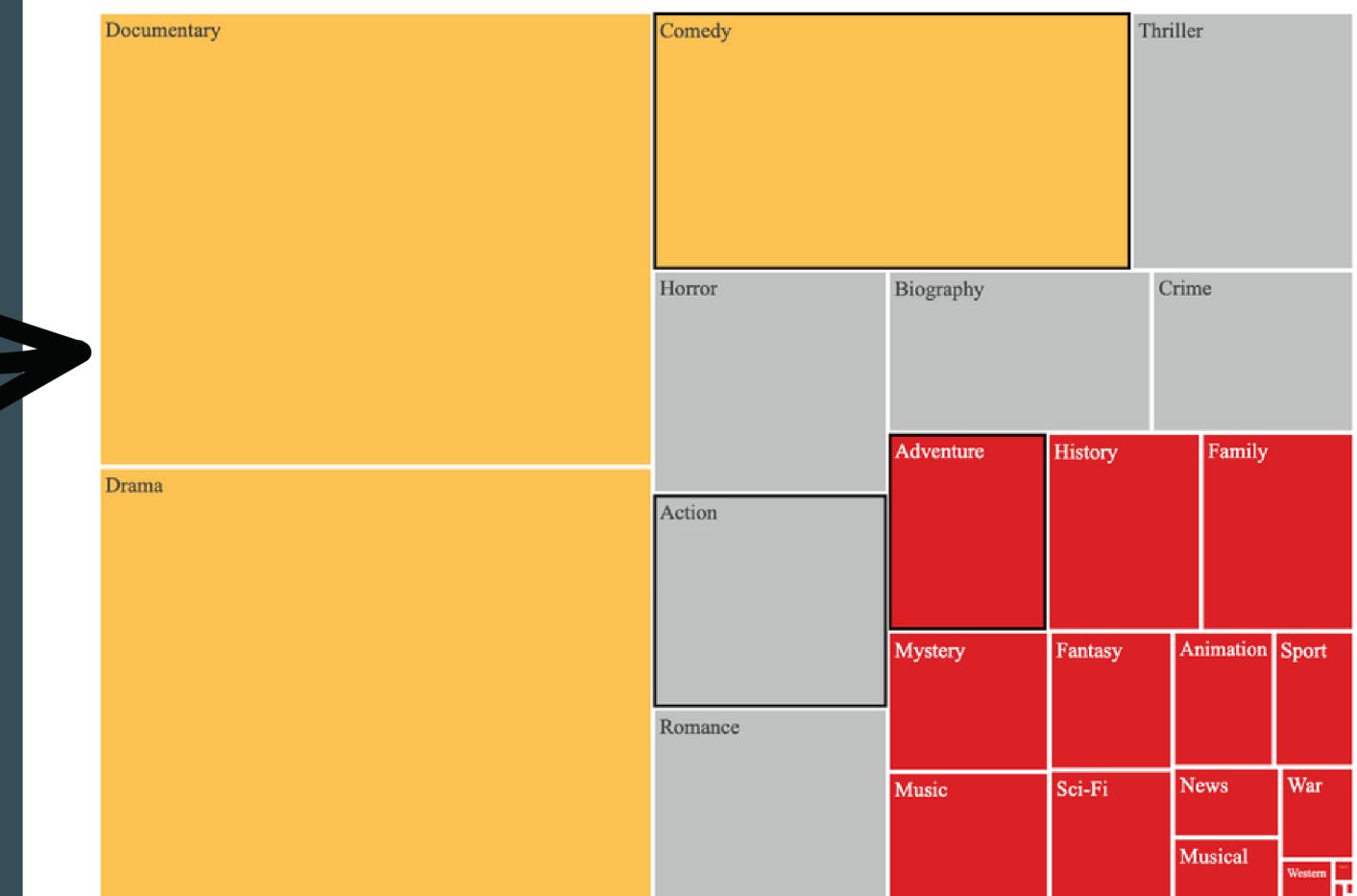
Almost 40% of the 100 top grossing movies of all time fall into the top three, all-time grossing genres of Action, Adventure, and Comedy.

More than 50% of all the movies listed are in the genre categories of Drama, Documentary, and Comedy.

Top 100 Grossing Movies by Genre Percentage

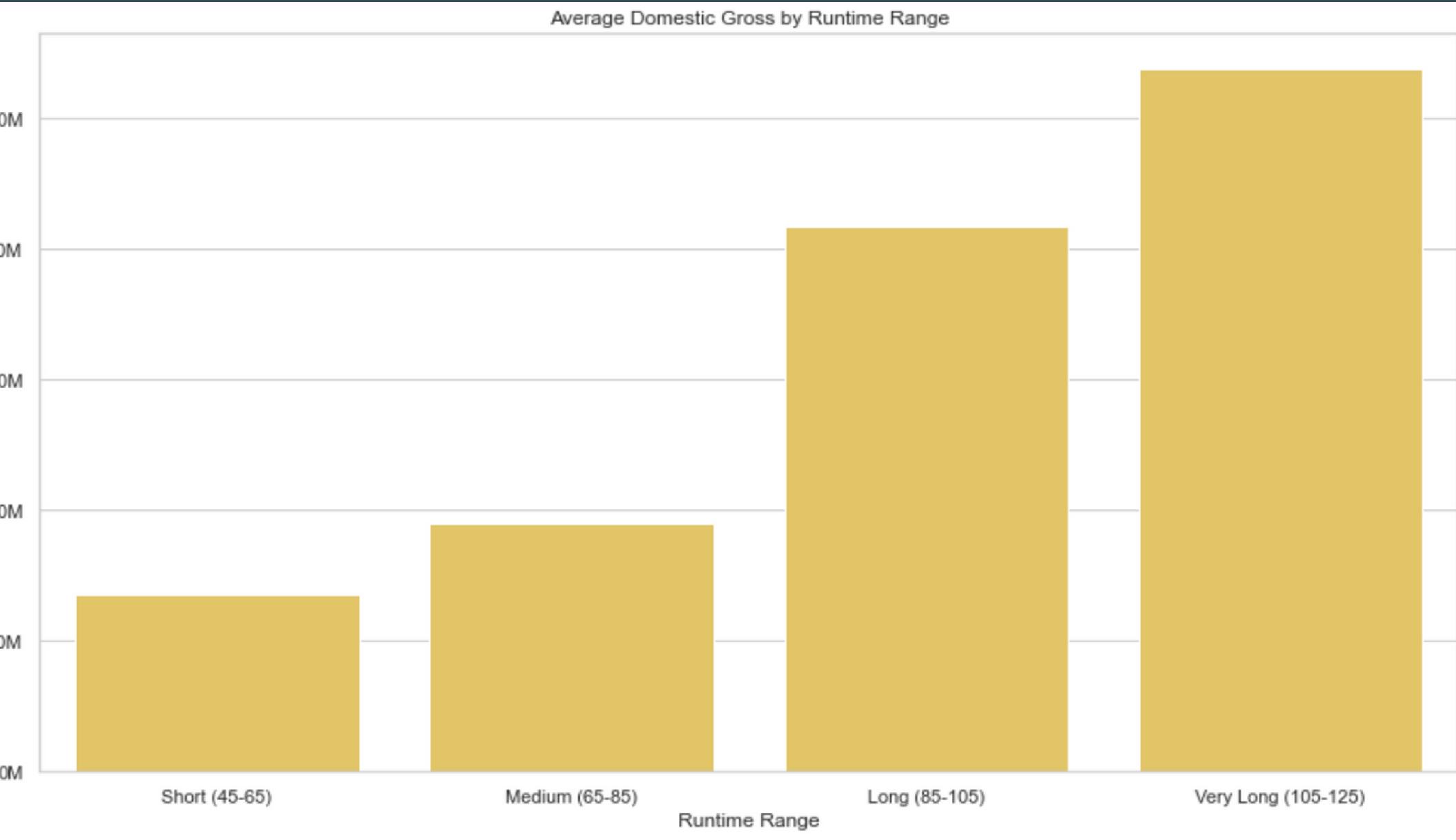
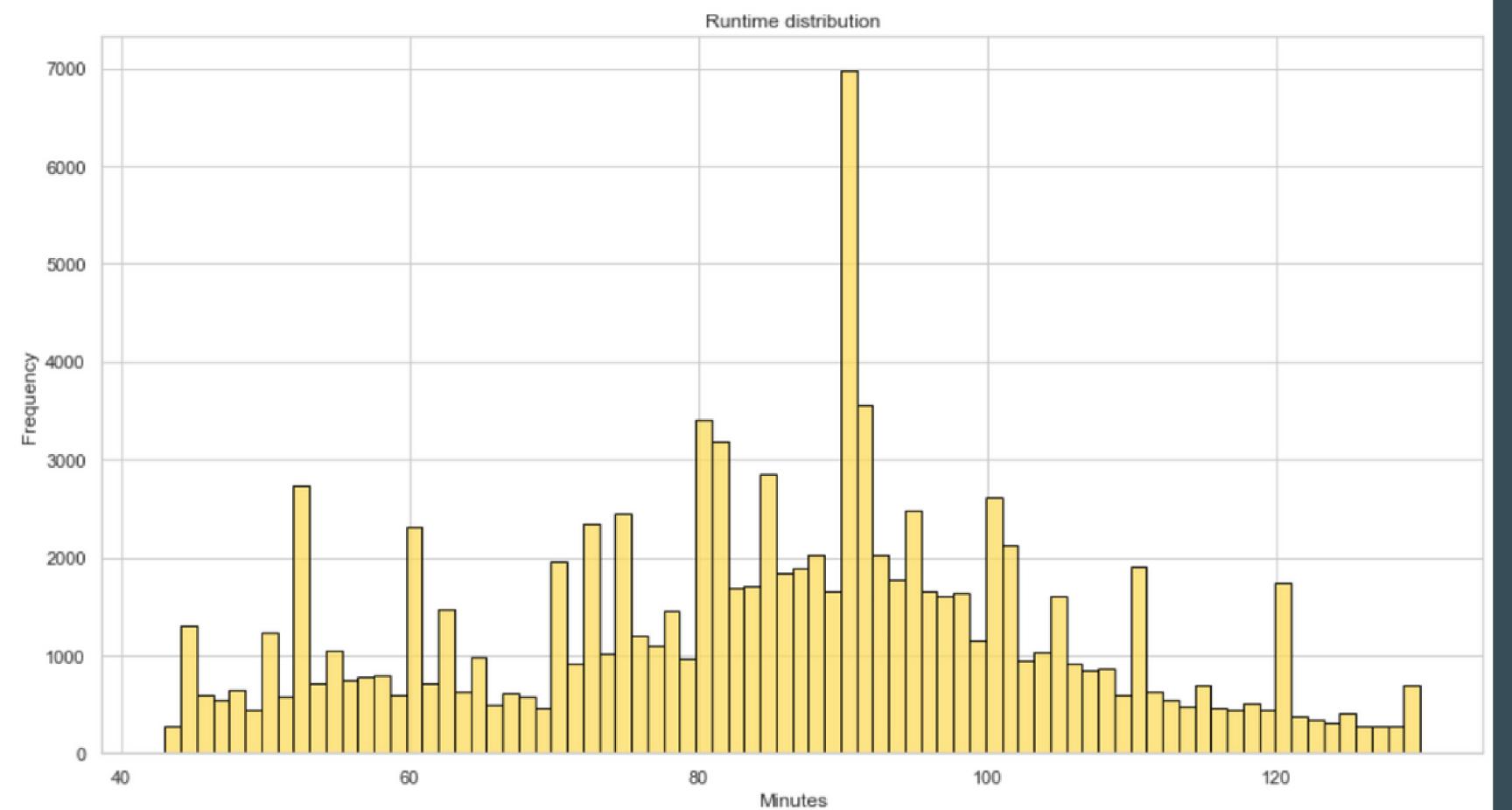


Tree Map: Movie Production Count by Genre



# Runtime

- ★ The average runtime is 85 minutes.
- ★ Top grossing movies run between 85-125 minutes.
- ★ Movies that run between 85-125 minutes have a larger adjusted average domestic gross.



# ACTIONABLE INSIGHTS

PRODUCE A MOVIE  
WITH A RUNTIME  
BETWEEN 85-125  
MINUTES.

RUNTIME

AIM FOR A MAY/JUNE  
OR  
NOVEMBER/DECEMBER  
RELEASE DATE.

RELEASE DATE

PLAN FOR A BUDGET  
OF \$50-\$250  
MILLION.

BUDGET

PRODUCE A MOVIE  
WITH A GENRE OF  
ACTION OR  
ADVENTURE.

GENRE

## LIMITATIONS

- Potential limitations include data gaps, advertising influence, streaming releases, and limited theater releases.
- Adapting bin categories for runtime based on stakeholder budget considerations is suggested for a more tailored analysis.

## NEXT STEPS

- Verify the data sources and integrity.
- Explore reasons for the absence of financial information.
- Develop a comprehensive model that incorporates specific factors prioritized by the film company based on their staff strengths and goals.

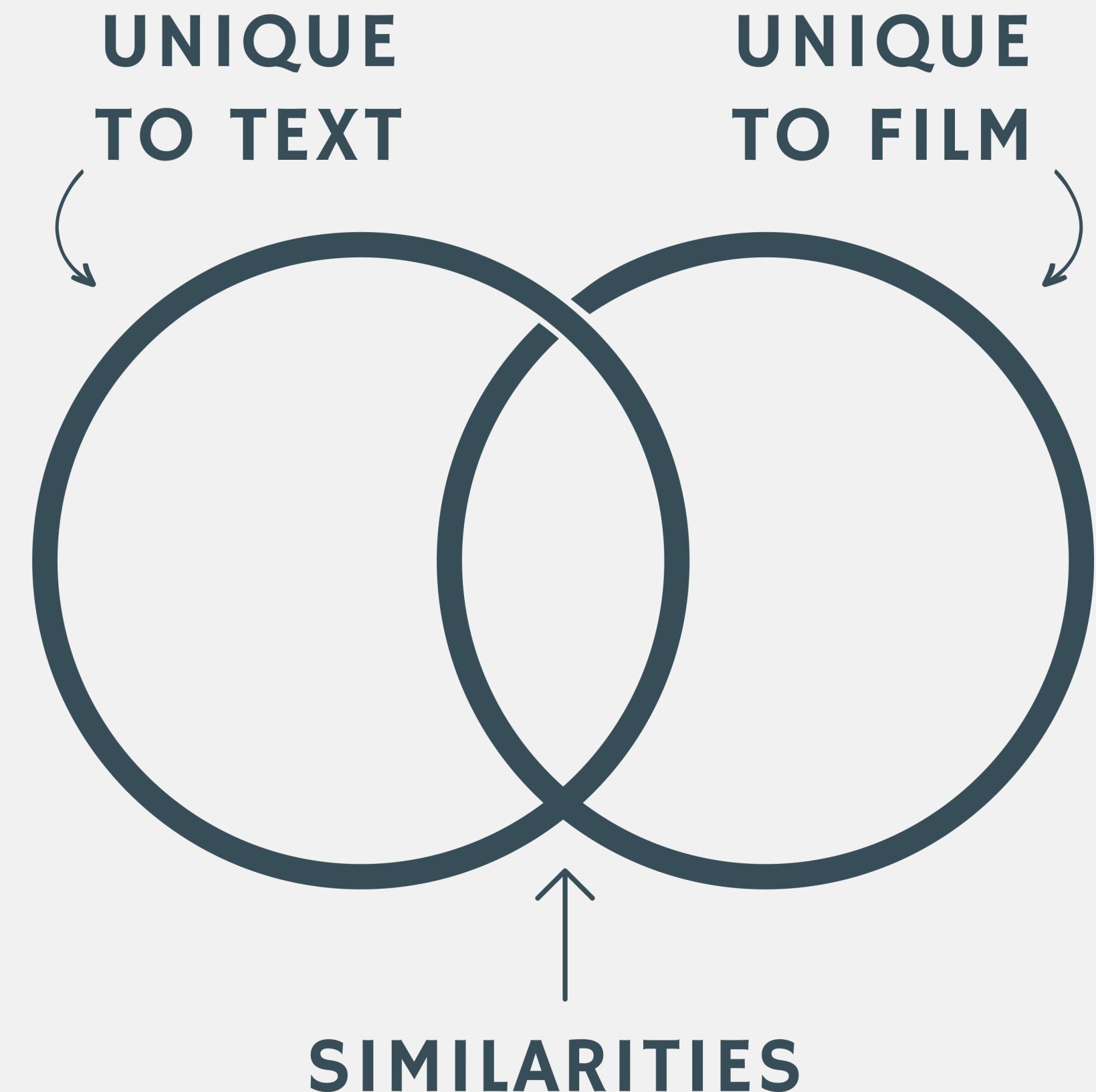


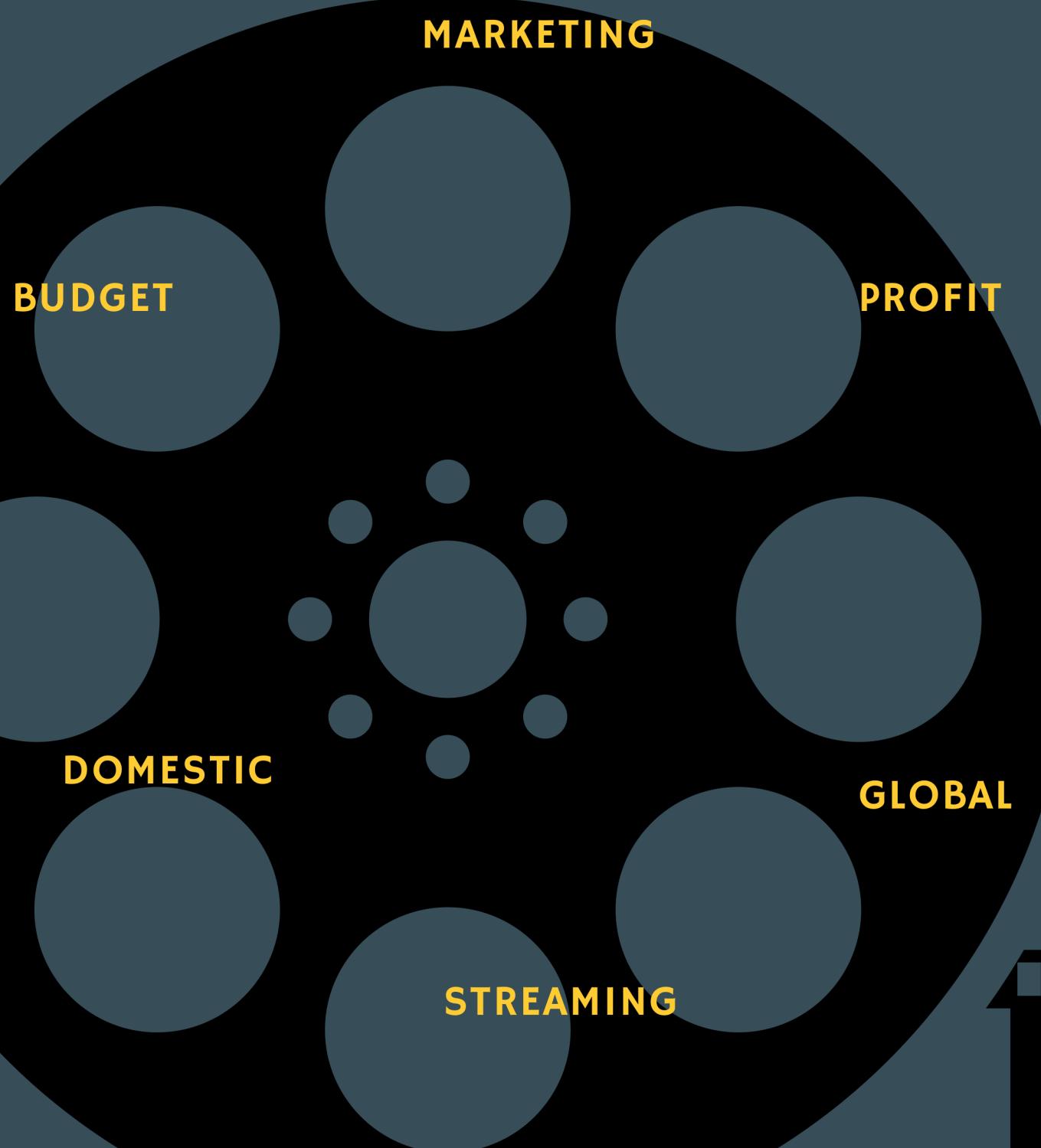


## IDENTIFY SIMILARITIES & DIFFERENCES

Next you will need to analyse the similarities and differences between the written text and the film adaptation.

Consider the plot, characters, setting and themes portrayed in both versions and note any changes or additions made in the film adaptation.





## COMPARING AND CONTRASTING TEXT AND MEDIA ADAPTATIONS

We are learning to analyse the effects of techniques unique to different media adaptations.

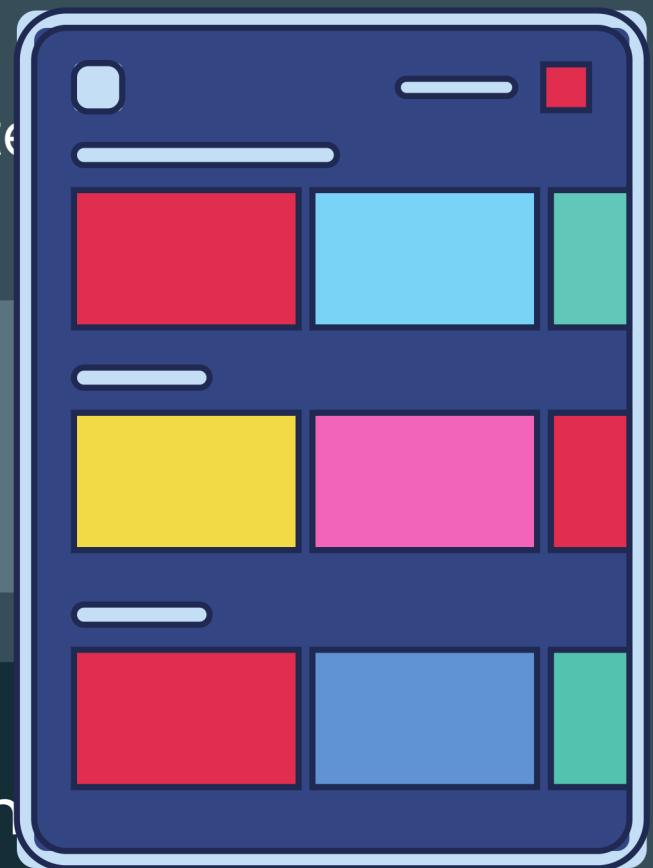
# CHARACTER ANALYSIS

Compare the portrayal of characters in the written text and the film.  
Examine how their personalities, appearances, and relationships are depicted.

Do they look and act how you imagined them to in the text?

Were there any changes in character development or significant omissions in the film?

Were there any character depictions that you felt didn't represent the written text well?





## SETTING & VISUAL ELEMENTS

How were the setting and visual elements represented in both the written text and the film adaptation?

- Consider the descriptions in the text and how they are translated into visual imagery in the film.
- Analyse the use of cinematography, production design, costumes and special effects in the film.

# YOUR FINAL ANALYSIS

Finally, you will need to summarise your findings and draw conclusions about the similarities, differences and overall effectiveness of the written text and the film adaptation.

Consider the strengths and limitations of each medium in conveying the story, characters and themes.

Remember, while comparing and contrasting a written text to a film adaptation, it's essential to analyse both on their own merits and consider how each medium uses its unique techniques to convey the story and engage the audience.

