

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

KEY DATA VARIABLES USED

1. Genre

2. Release Date

3. Runtime



THE FILM COMPANY

DATA UNDERSTANDING >>>>

- Movies from 1915-2020
- Financial data for over 7,000 movies
- Includes several sources

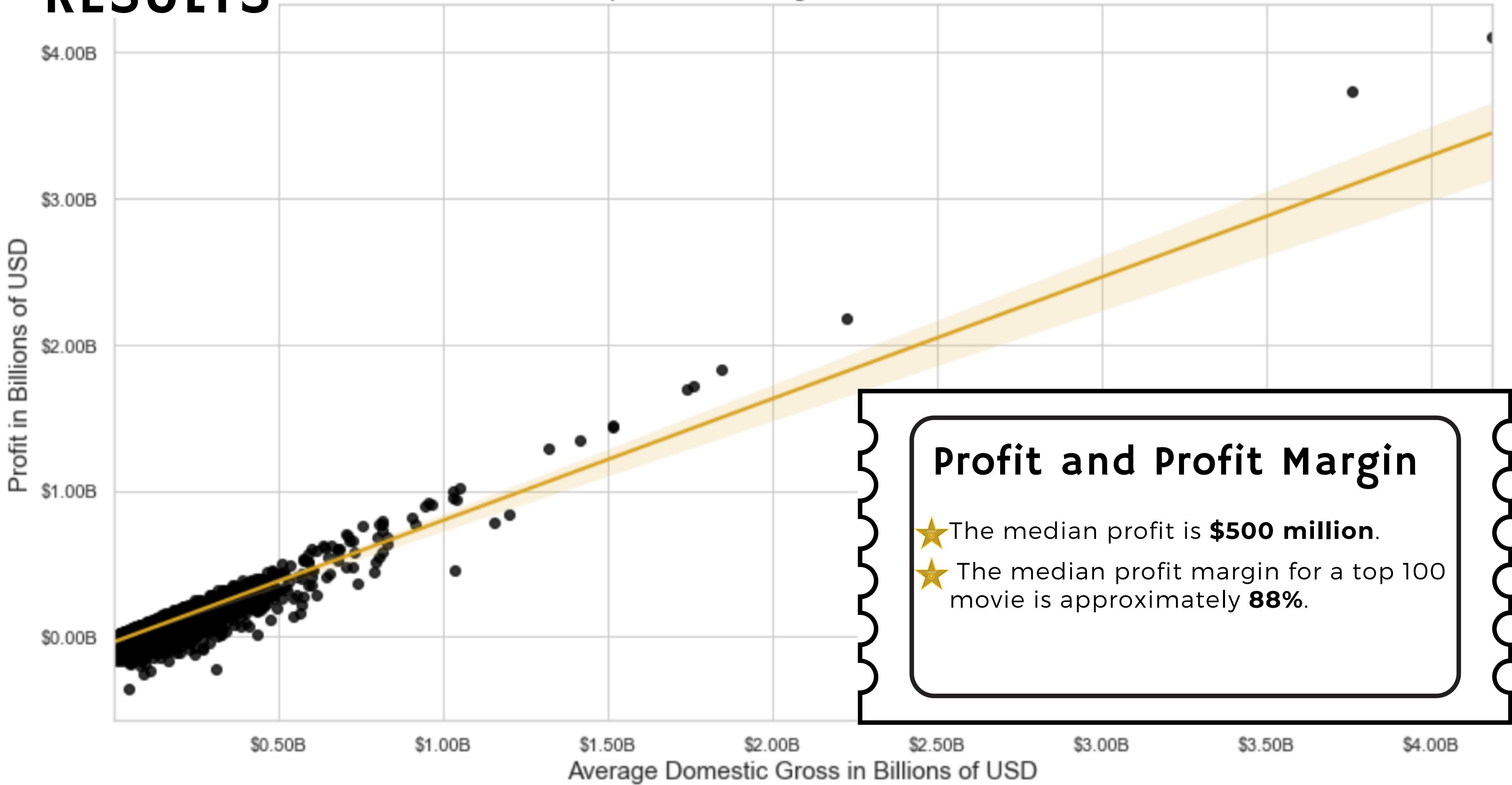
METHODOLOGY



- Manage
- Analyze
- Visualize

RESULTS

Relationship between Average Domestic Gross and Profit



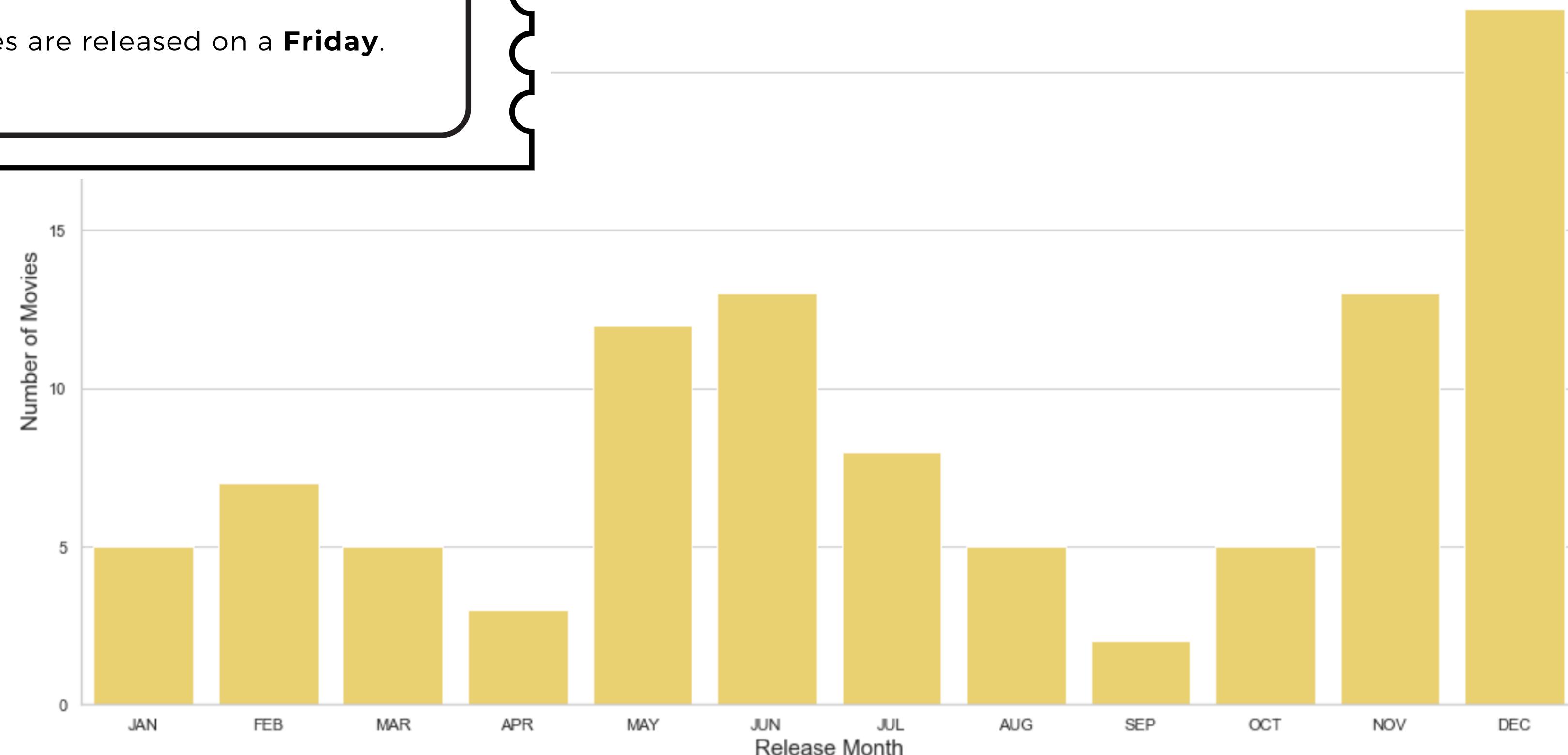
RESULTS

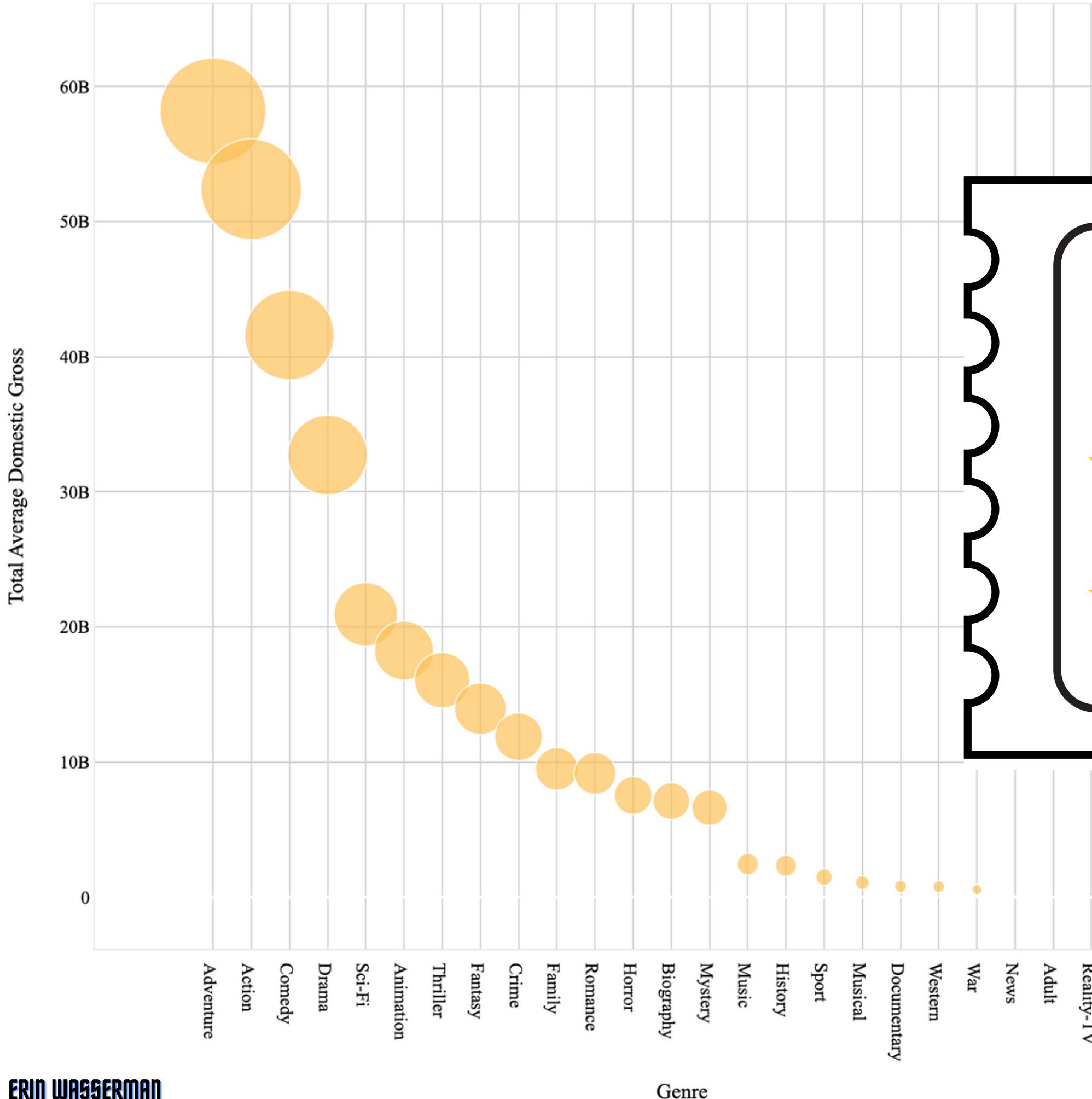
Release Date

★ The most successful months are **May, June, July, November, and December**.

★ Most movies are released on a **Friday**.

Number of Top Grossing Movies Released Each Month



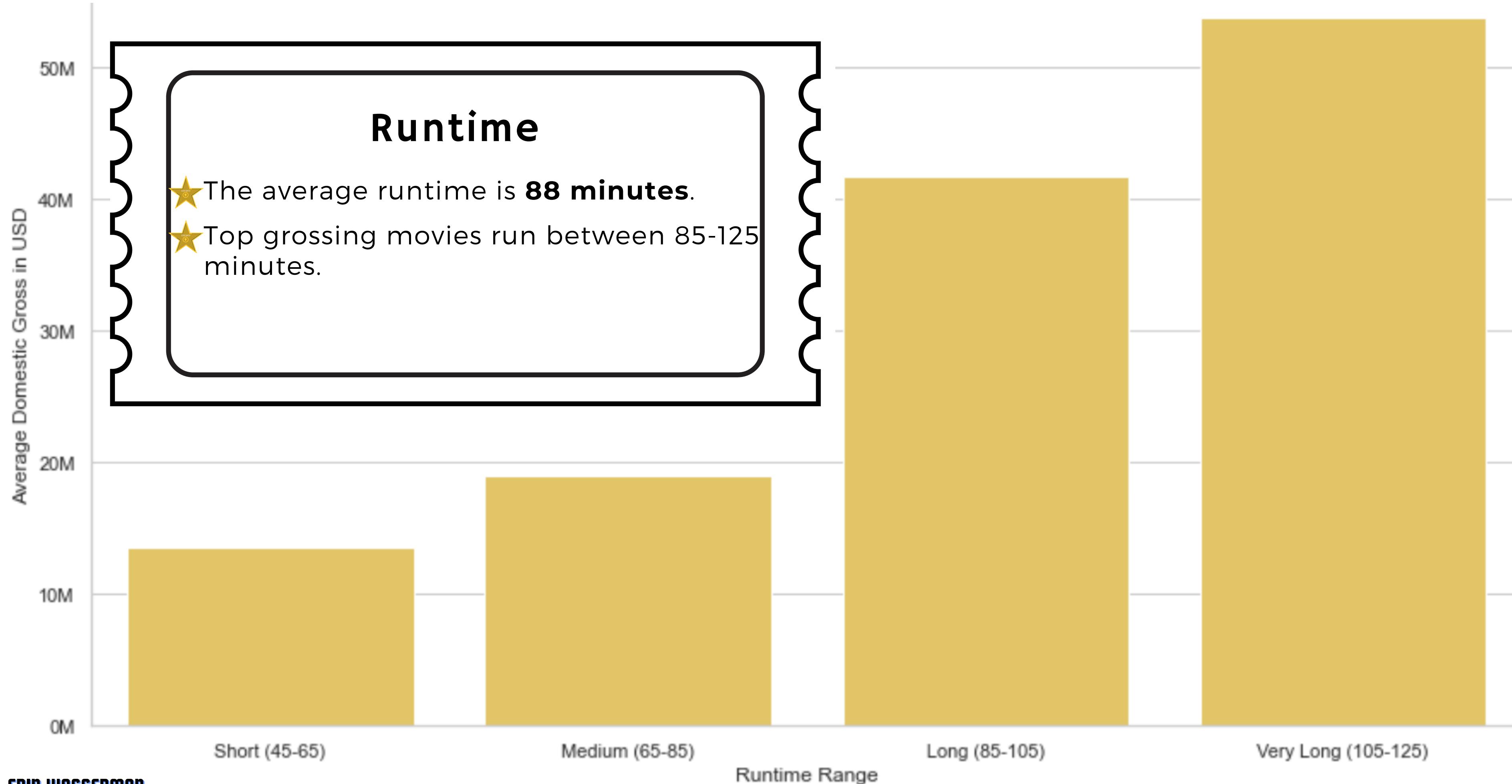


Genre

- ★ The top three grossing genres are **Action, Adventure, and Comedy**.
- ★ **64%** of the 100 top grossing movies fall into the top three genres.
- ★ More than **50%** of movies produced are Drama, Documentary, and Comedy.

RESULTS

Average Domestic Gross by Runtime Range



ACTIONABLE INSIGHTS

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

RUNTIME

A MAY/JUNE OR
NOVEMBER/DECEMBER
RELEASE DATE.

RELEASE DATE

PLAN FOR A BUDGET
OF \$44-\$136
MILLION.

BUDGET

PRODUCE AN ACTION
OR ADVENTURE
MOVIE.

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.

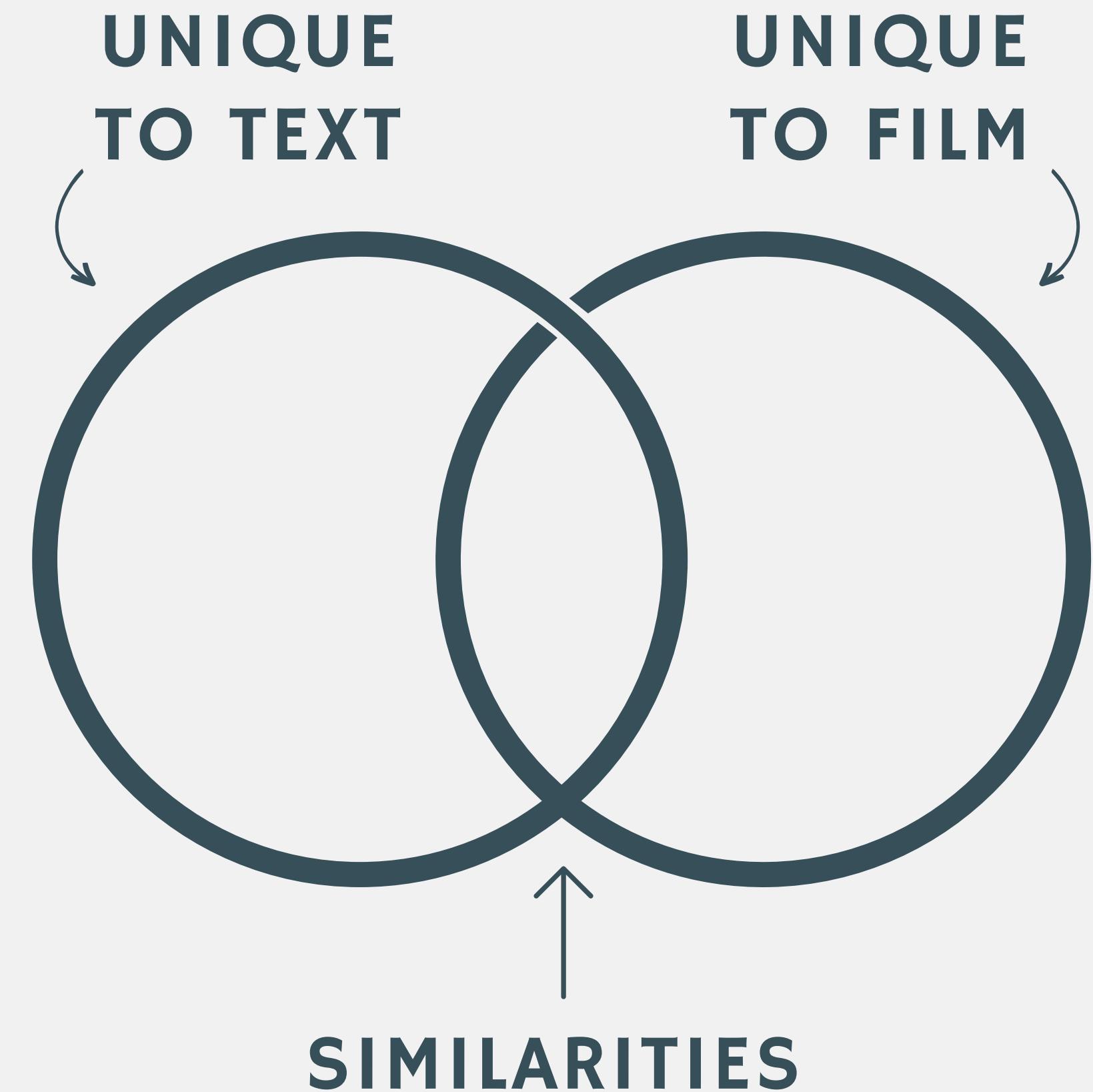


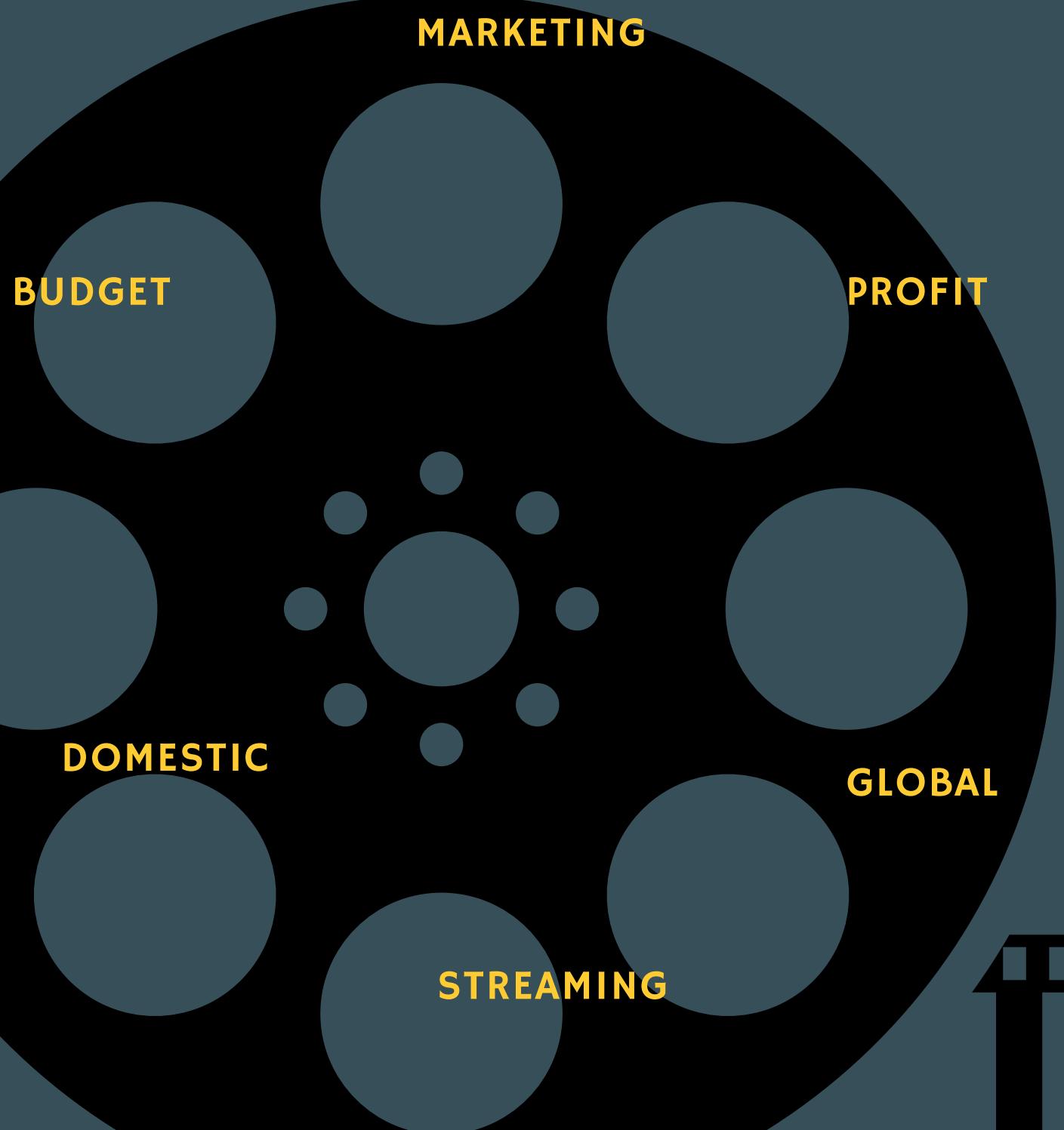
EXTRA SLIDES

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.

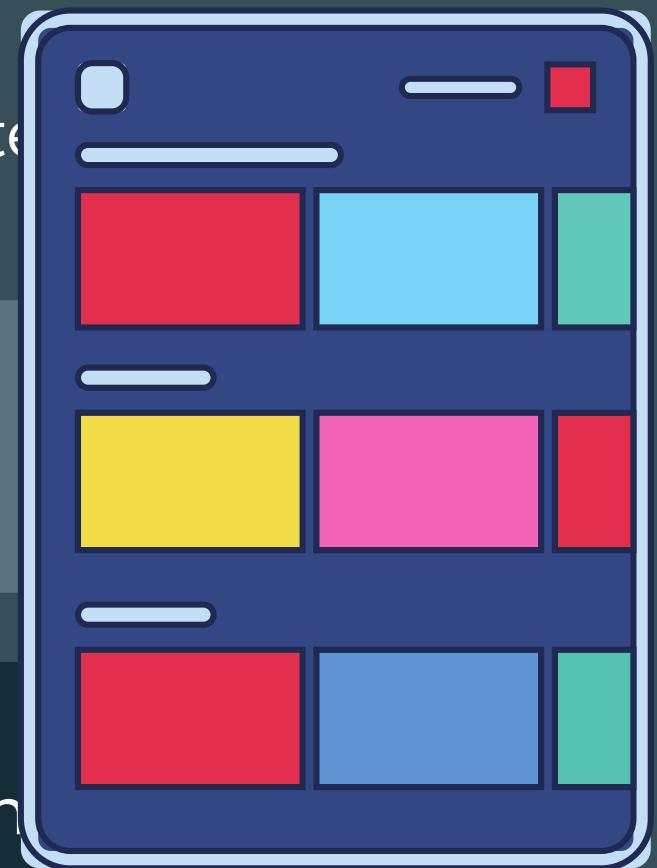
CHARACTER ANALYSIS

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.

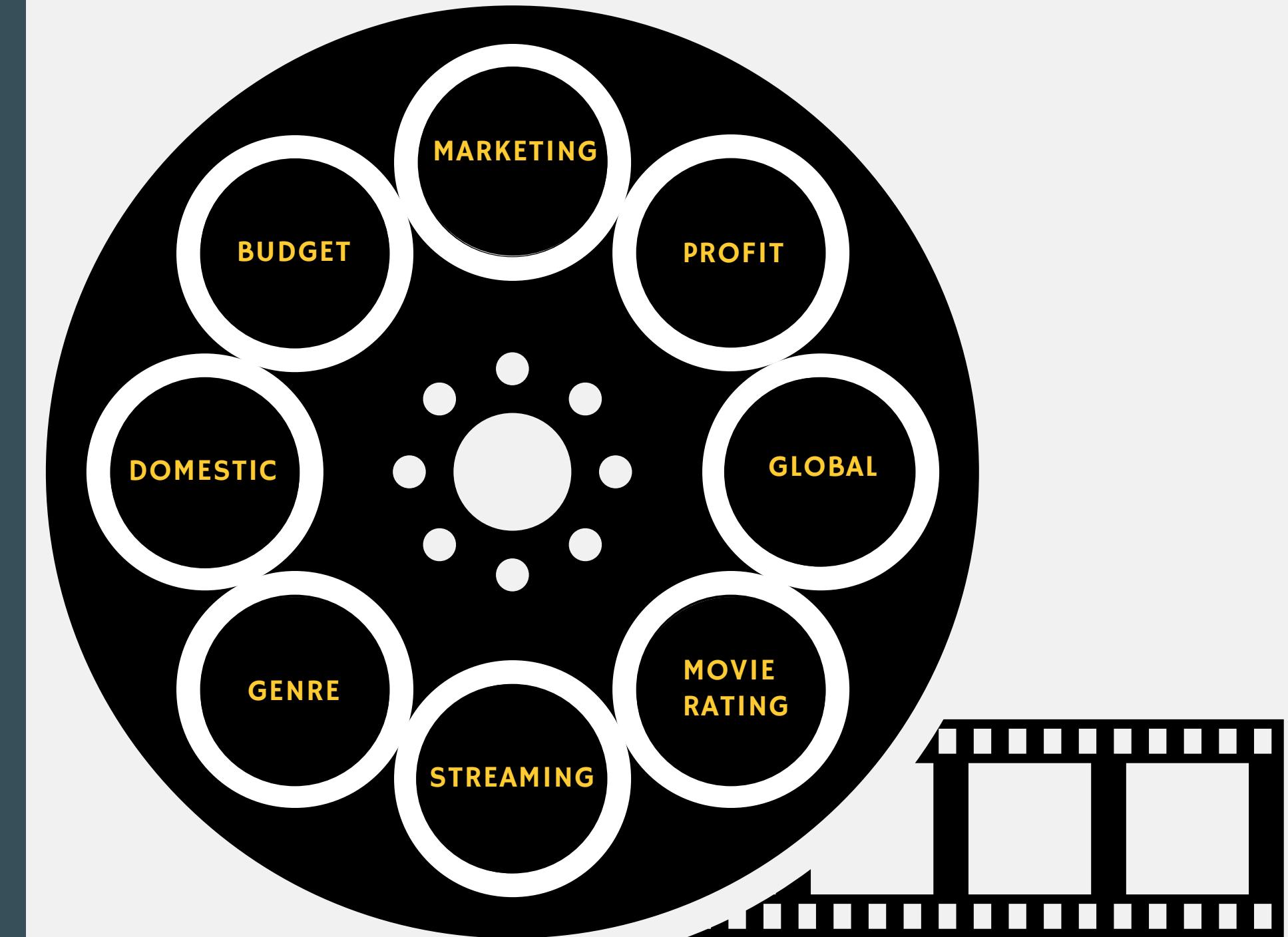


THERE ARE A NUMBER OF FACTORS TO CONSIDER SUCH AS:

- I. OPENING WEEKEND RANKING
- 2. PERCENTAGE DROP BETWEEN THE FIRST AND SECOND WEEKENDS
- 3. PRODUCTION BUDGET:GROSS PROFIT DIFFERENCE
- 4. MOVIE ADVERTISING (PROMOTIONAL BUDGET)
- 5. PERCENTAGE STUDIO REVENUE
- 6. PERCENTAGE THEATER REVENUE
- 7. FOREIGN VS DOMESTIC GROSS PROFIT
- 8. DVD/VIDEO-ON-DEMAND RELEASES

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VARIABLE LIST