

# 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

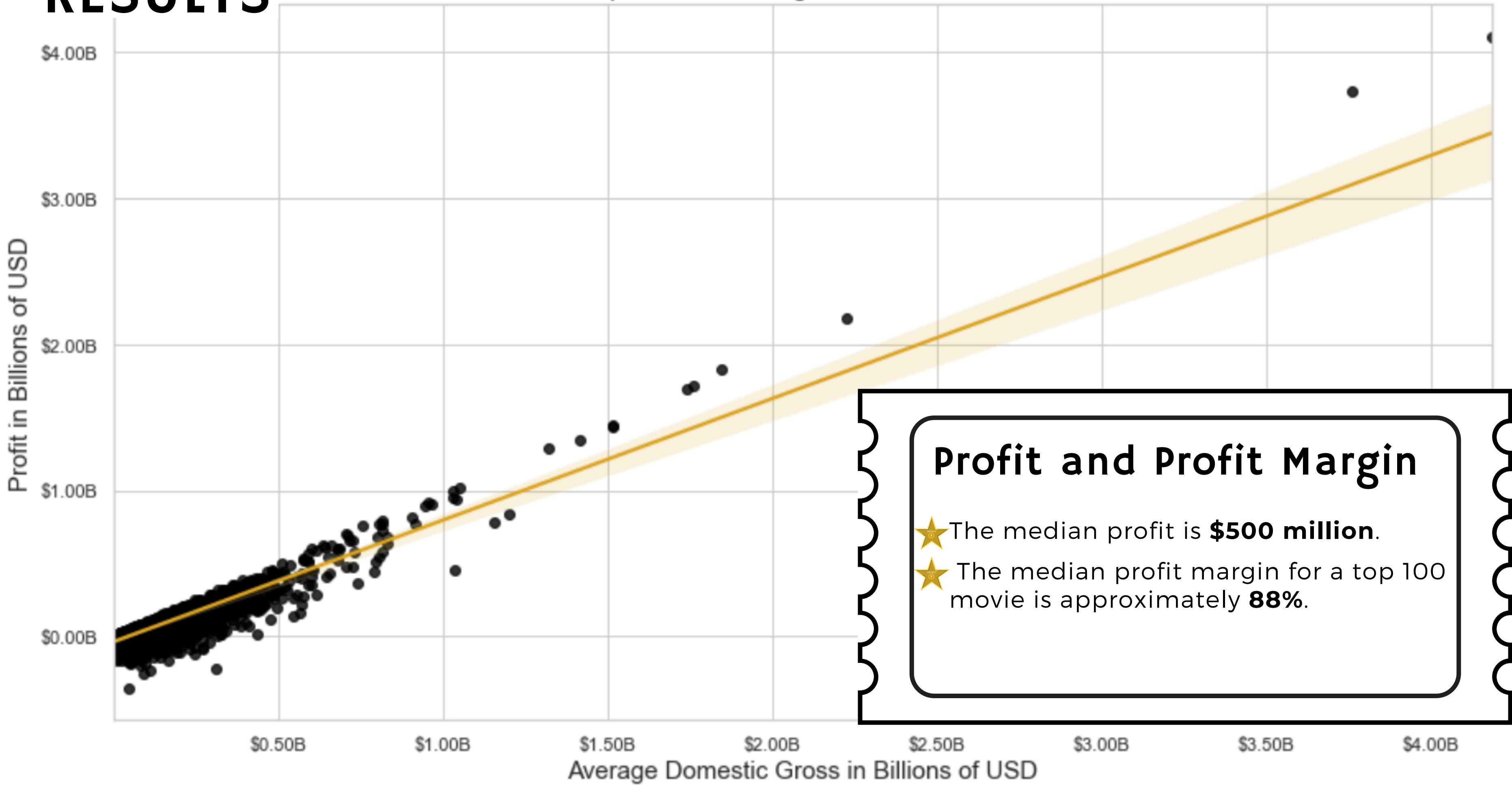
# METHODOLOGY



- Manage
- Analyze
- Visualize

# RESULTS

Relationship between Average Domestic Gross and Profit



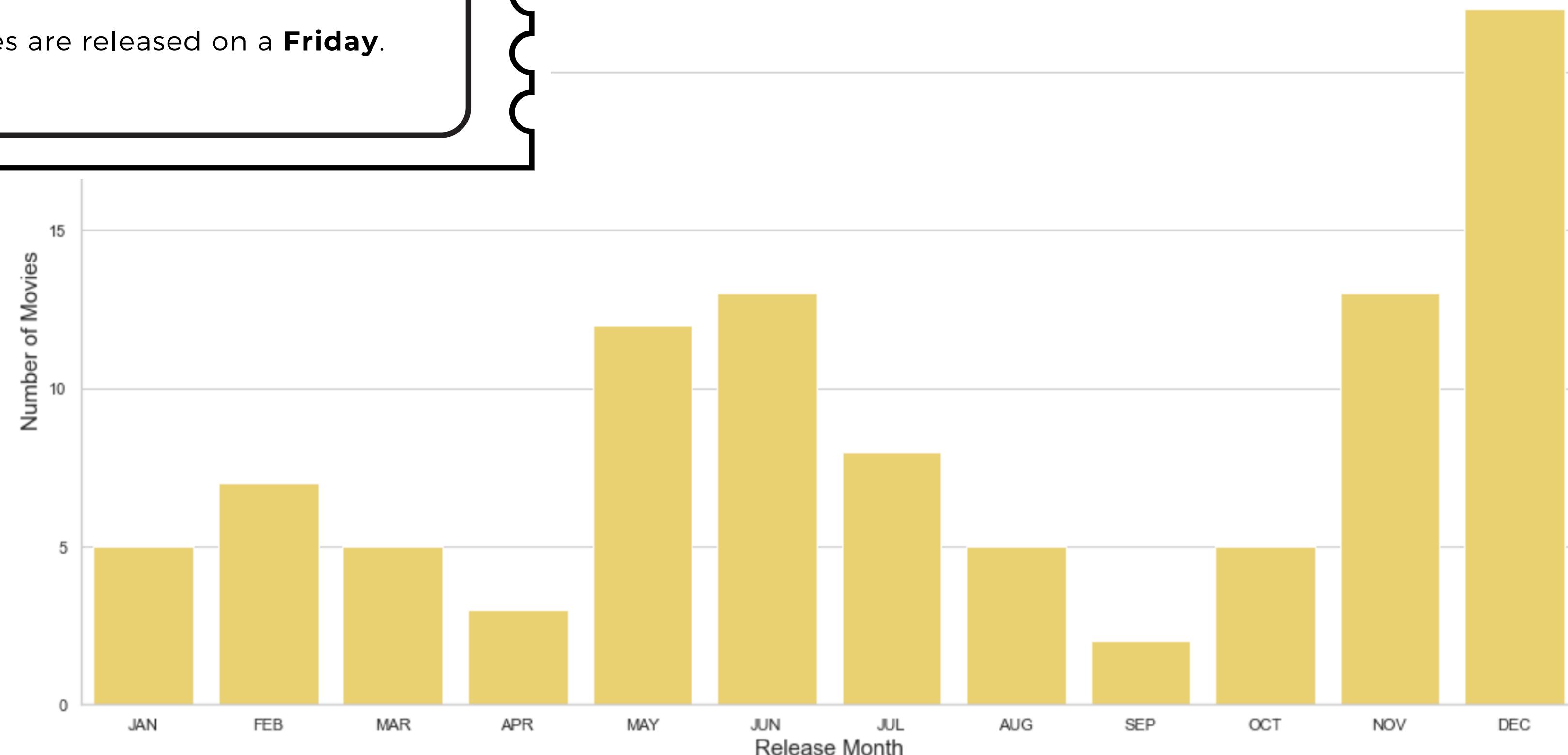
# RESULTS

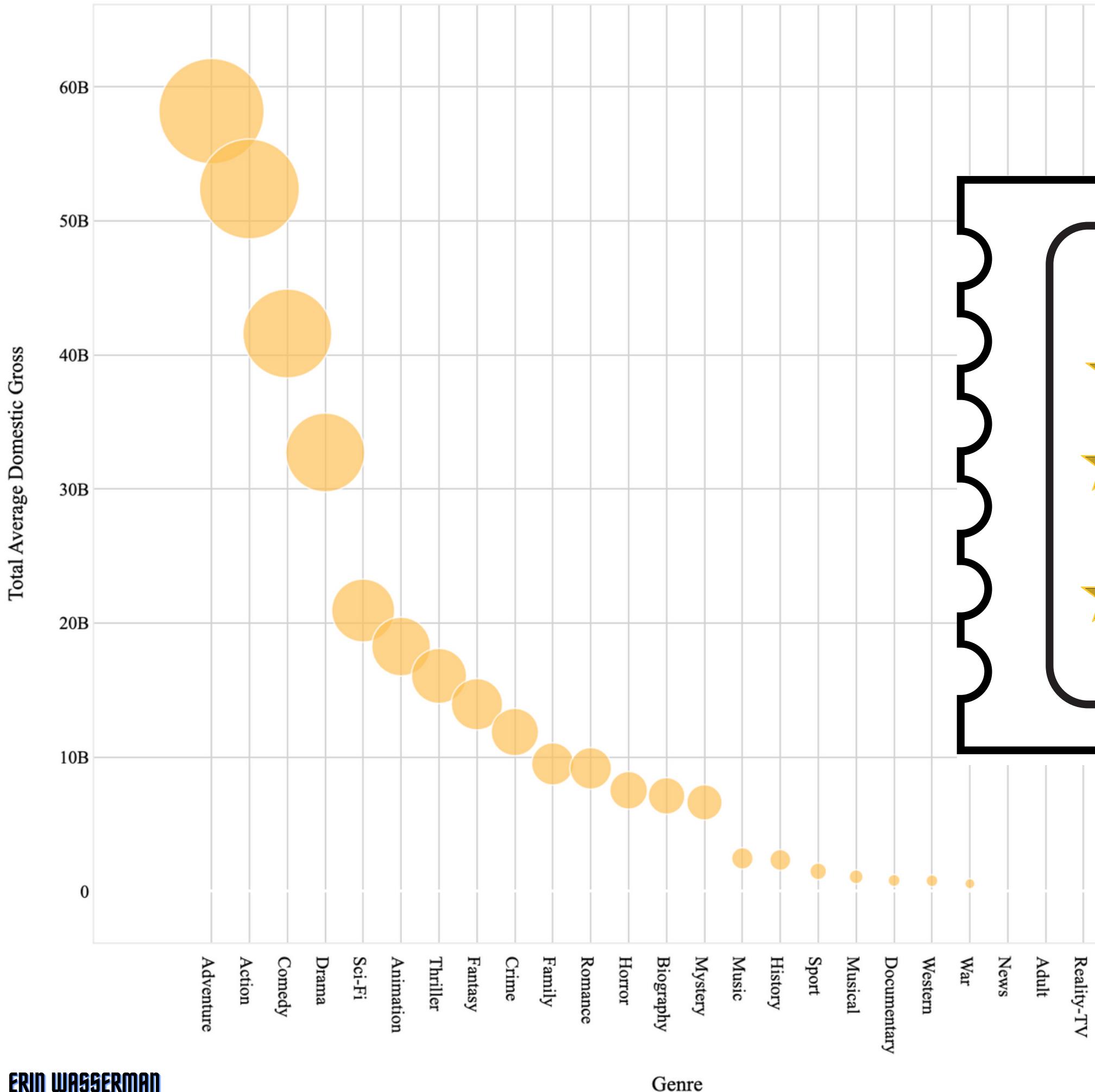
## Release Date

★ 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



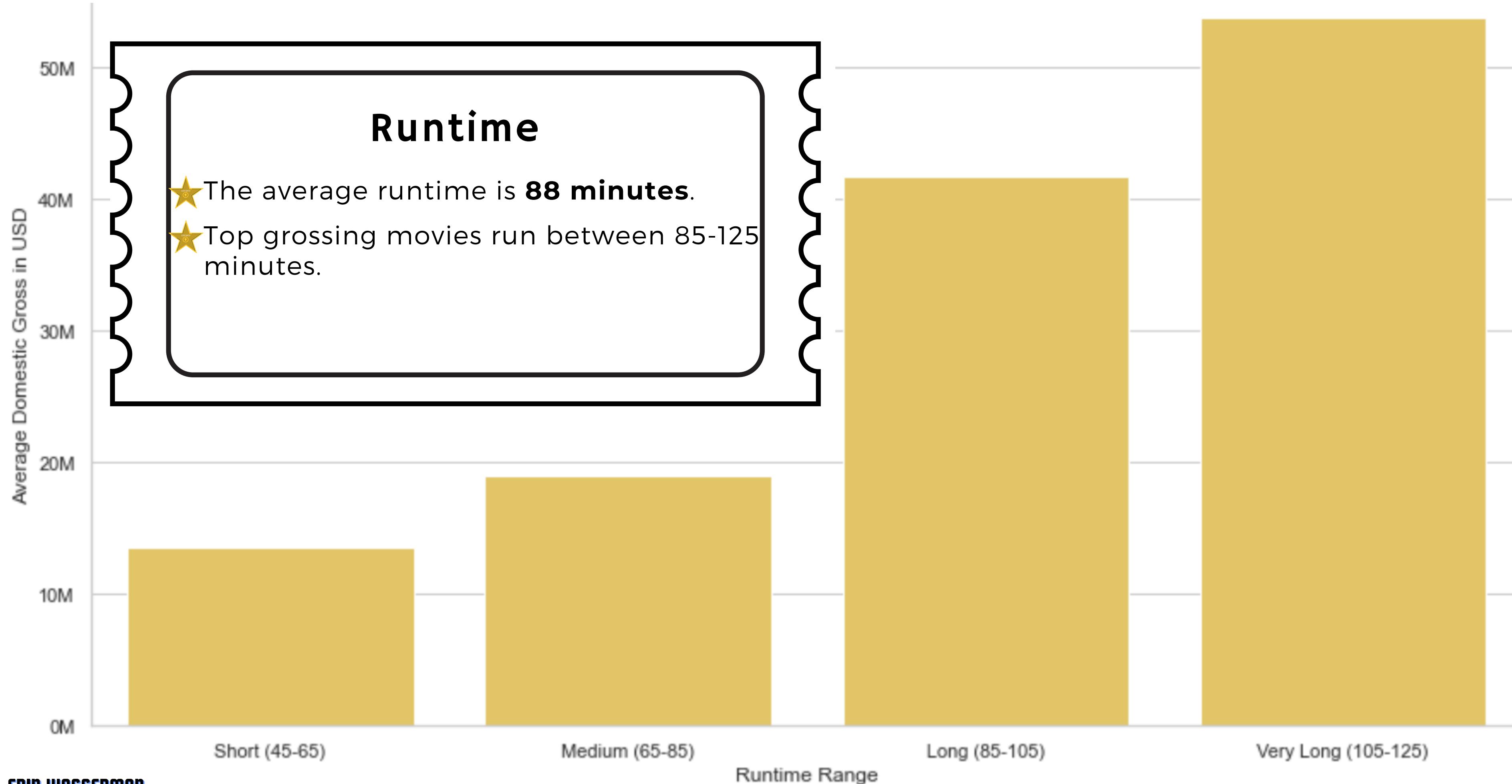


## Genre

- ★ 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.



