

Box Office Analysis for Film Production

entry points into the commerical film production sector



Summary

Identify the genres of film that will be most profitable for initial film production initiatives.

Analysis is based upon movie ratings databases (IMDB) and box office data (Box Office Mojo, The Numbers).

Recommendations are to:

- Confine focus to the 4 most popular genres.
- Focus heavily on Drama and Comedy films (popular, most profitable, best ROI)
- Focus production on mid-sized budget films

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Identify the types of movies that offer the most profit for initial production runs.

Gain a clear understanding of the relevant concerns (genre popularity, yearly trends, profit, ROI).

Data

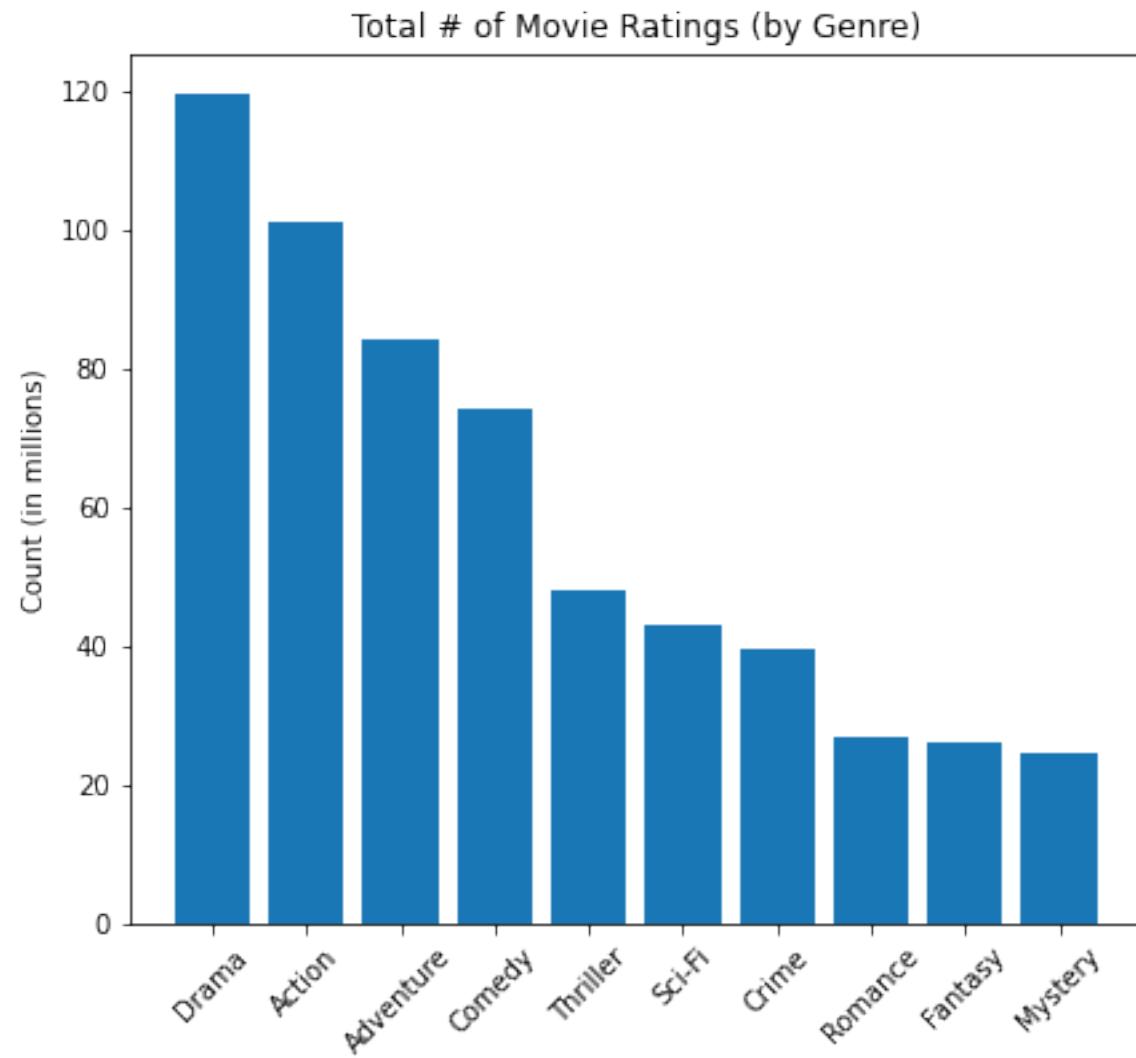
data sets: Internet Movie Database - IMDB (genre, ratings)
Box Office Mojo, The Numbers (budget, revenue)

entries: each entry is one film

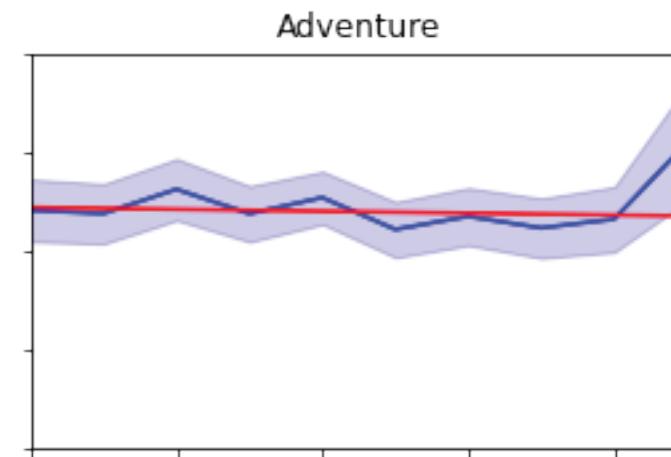
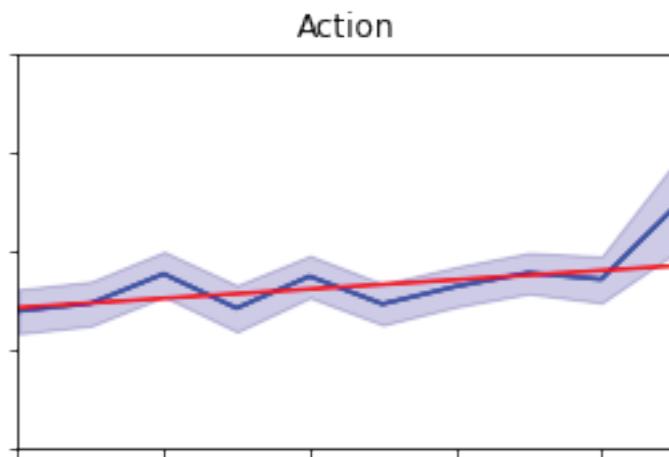
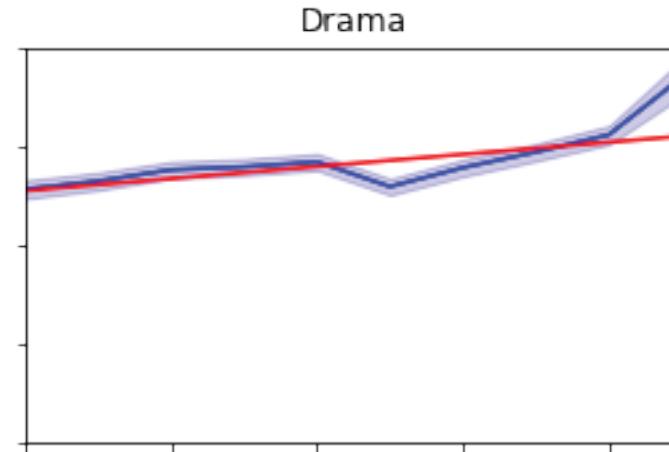
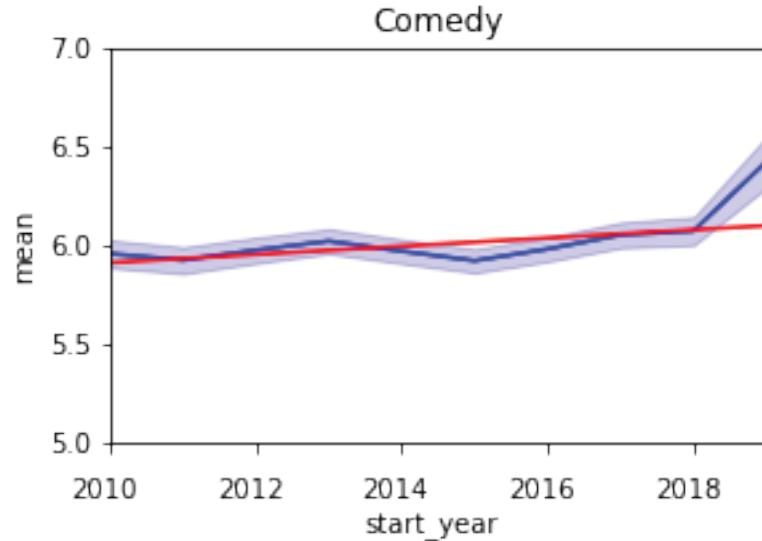
methods: SQL, pandas, statsmodels, summary statistics

target variables: genre, ratings, domestic profits, ROI

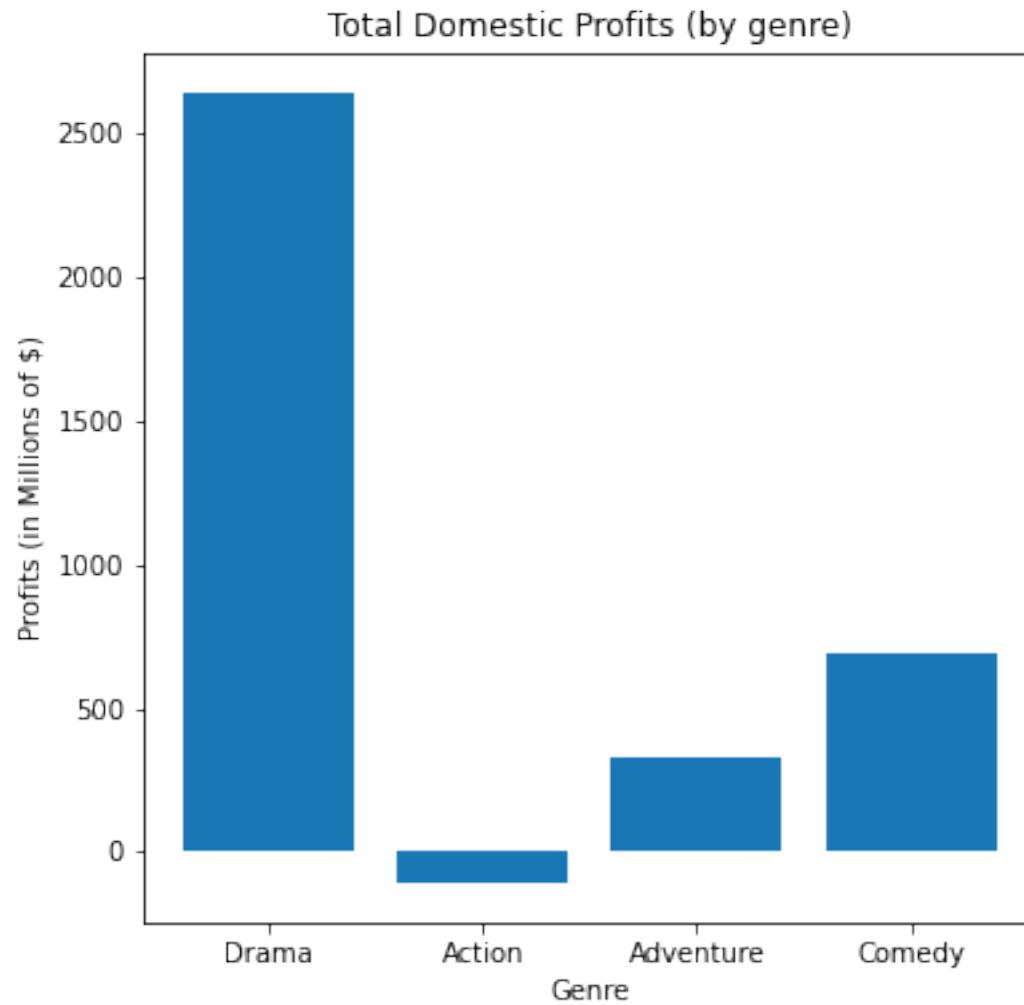
Drama, Action, Adventure, Comedy films are most popular (by number of ratings)



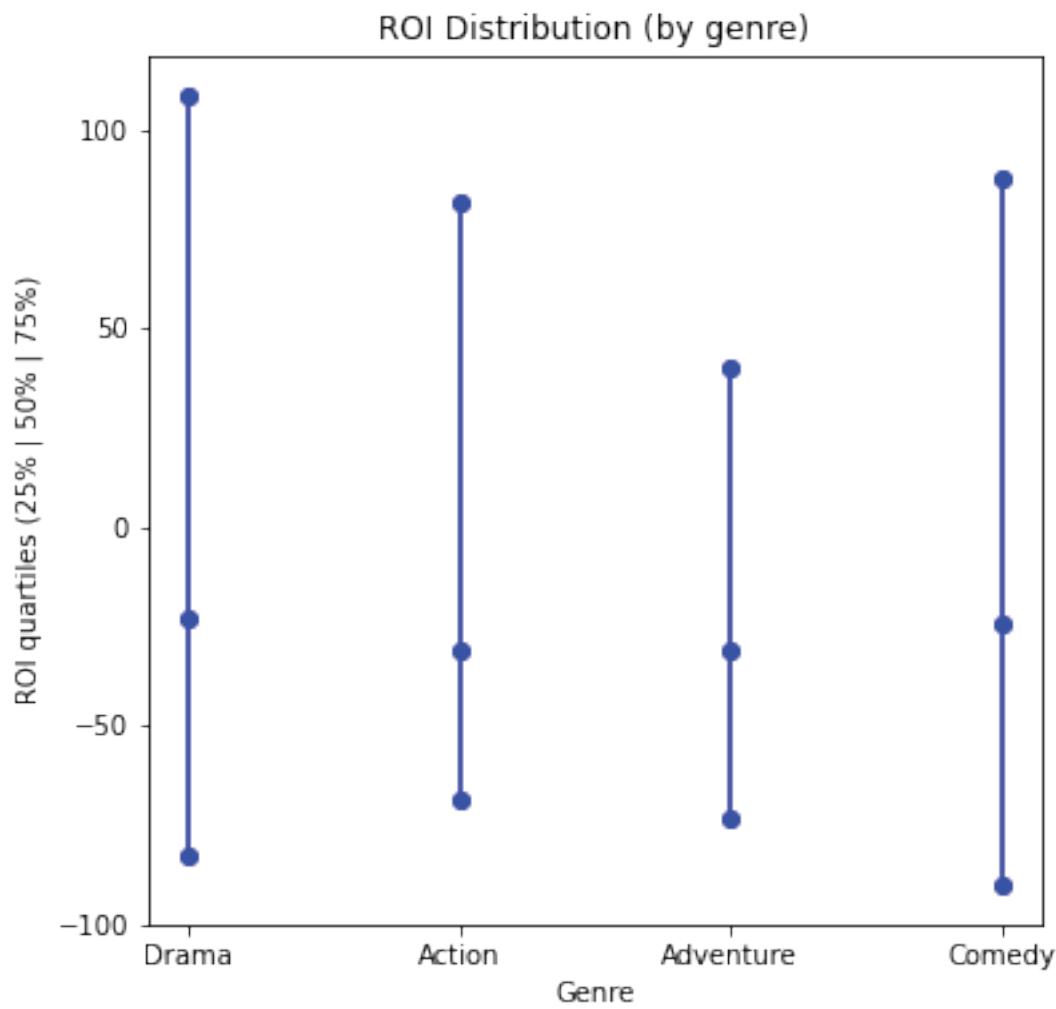
Comedy & Drama have high ratings, trending upward



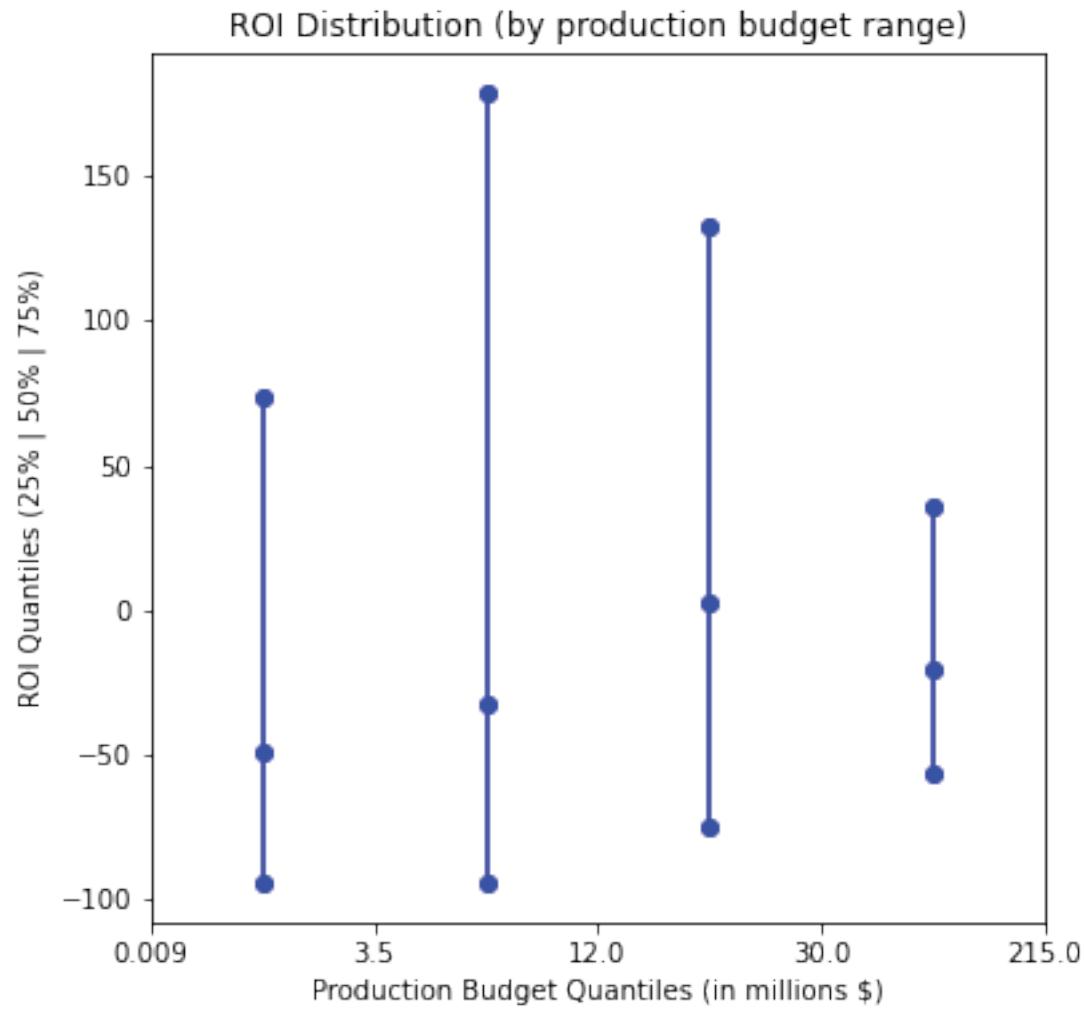
Comedy and Drama films yield largest domestic profits



Higher ROI distributions for Comedy, Drama films



Mid-sized budget films yield higher ROIs



Conclusions

For first films slated for production, the company should focus on:

- The most popular genres (Comedy, Drama, Action, Adventure)
- Restrict focus heavily to Comedy and Drama films
(best rating trends, profit, ROIs)
- Focus on mid-sized budget films in the range of \$3.5 - 30 M

Future Steps



We might ask:

- Best movie release times
- Identify key role players (producer, director, actors)

Thanks for your attention.



Christopher Henry

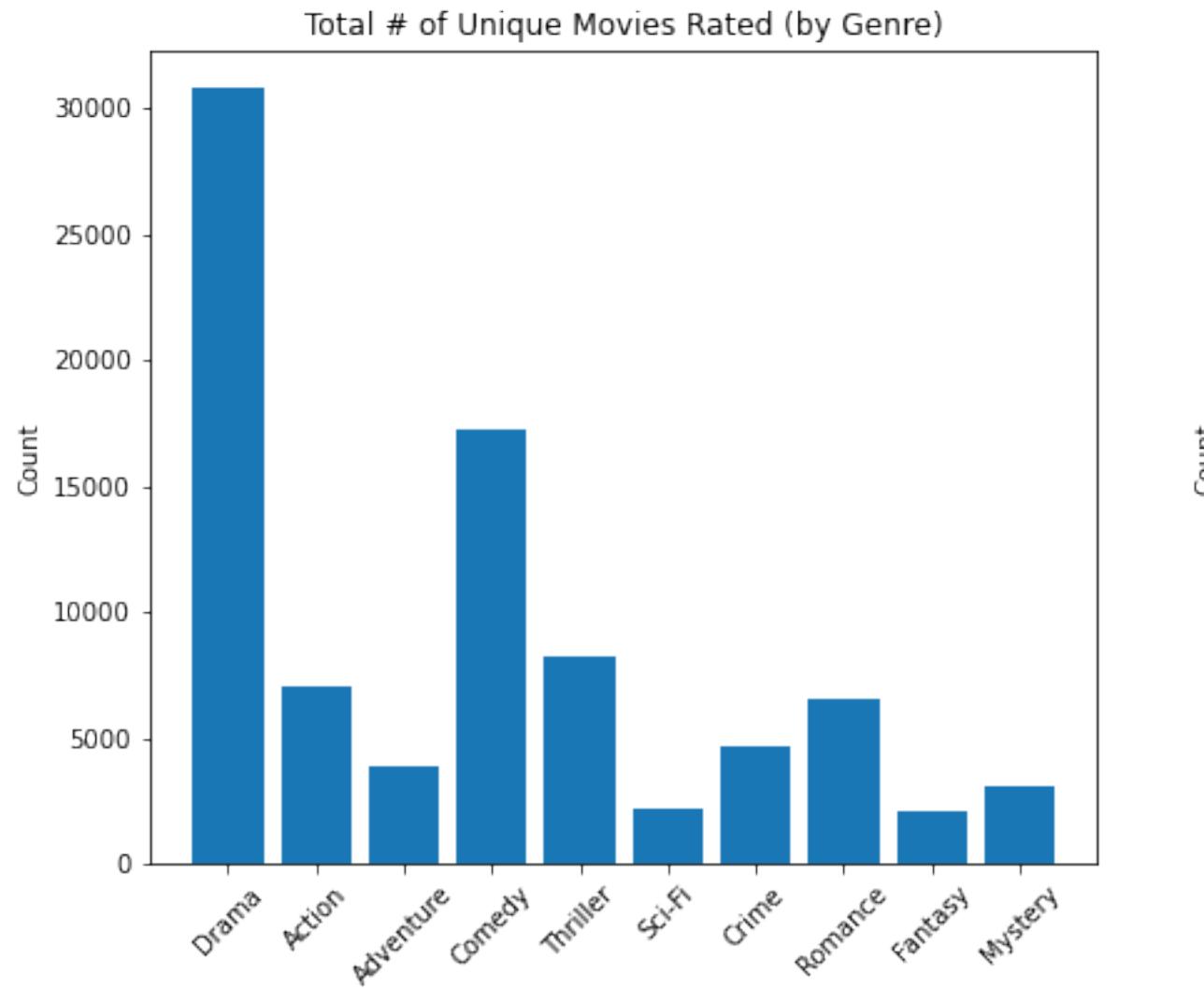
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Supplemental Analyses:

Drama and Comedy are genres with most movie releases



Total sum production budgets comparable across genres

