Top Films, Studios, and Genres

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Overview

We are creating a new movie studio!

To get started, we need to know a little more about the industry today.

To do so, I've looked at data from Box Office Mojo and IMDB to inform our practices as we move forward.

Business Questions

- How can our new studio be successful?

- What are the ways that current studios have been successful and why?

- Who can we look to for business models?

- What kinds of films should we be creating?

- How has the pandemic changed viewers' interests?

Data Understanding and Analysis

This data comes from Box Office Mojo and the Internet Movie Database (IMDB).

The primary columns I used from these databases to determine movie success were

- domestic gross
- foreign gross
- number of review ratings
- average rating

Data Understanding and Analysis

Taking these variables into consideration, I investigated the top film titles, studios, and film genres.

I created a total gross amount for each film (combining domestic and foreign gross), and then adjusted those amounts for inflation. I then looked at the top 25% grossing films and studios.

I took the 25% top rated films based on their review rating and the number of the reviews, and then I looked at the genres to determine the top-rated genres.
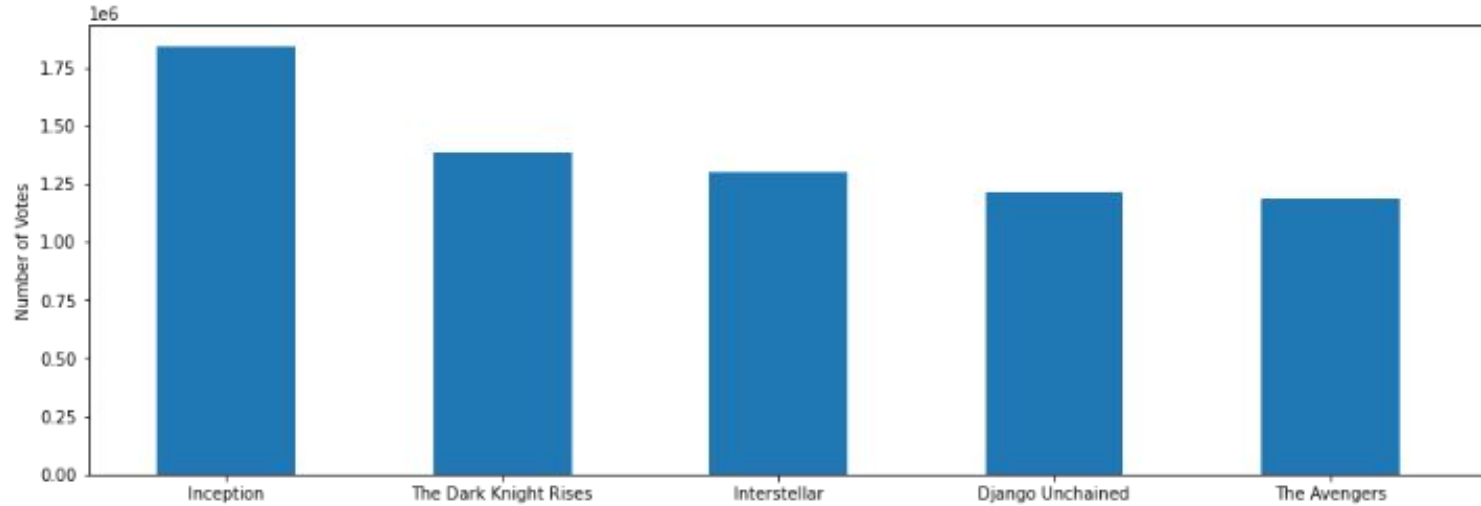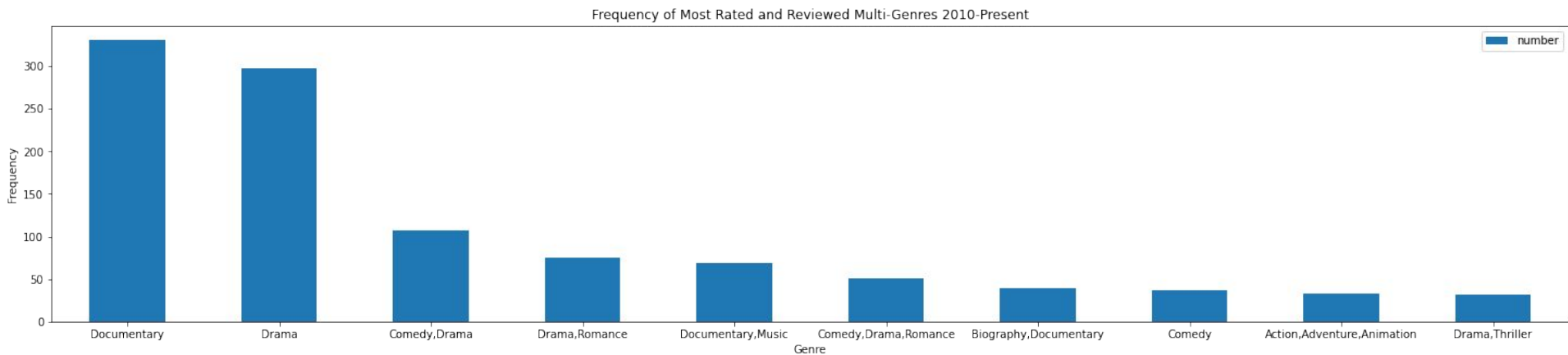
Top Grossing Films

Total Gross By Studio
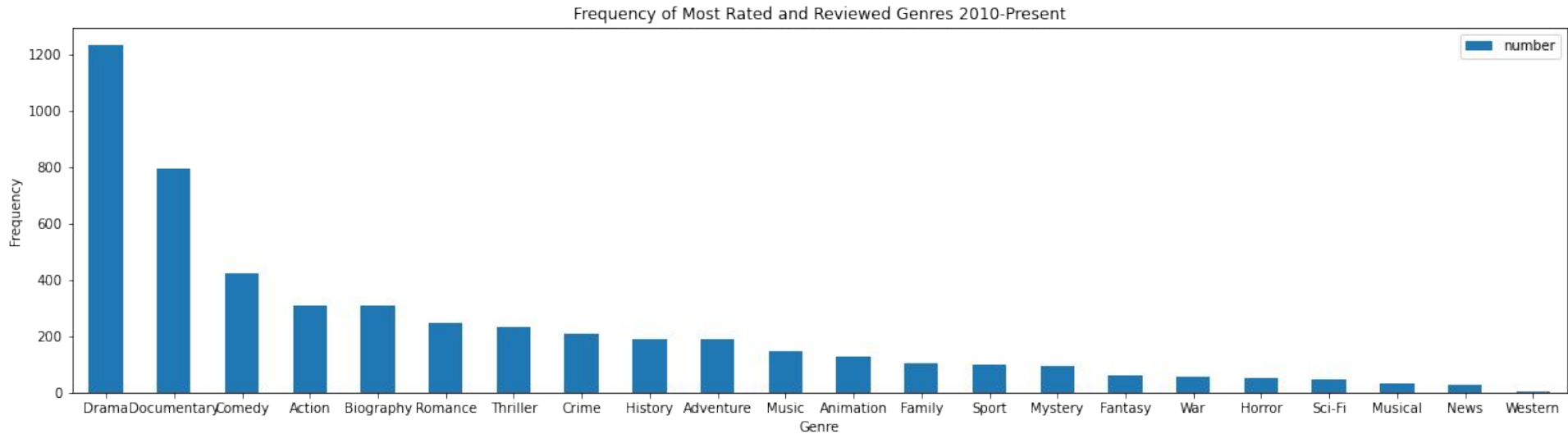

Total Gross for Top Studios 2010-2018
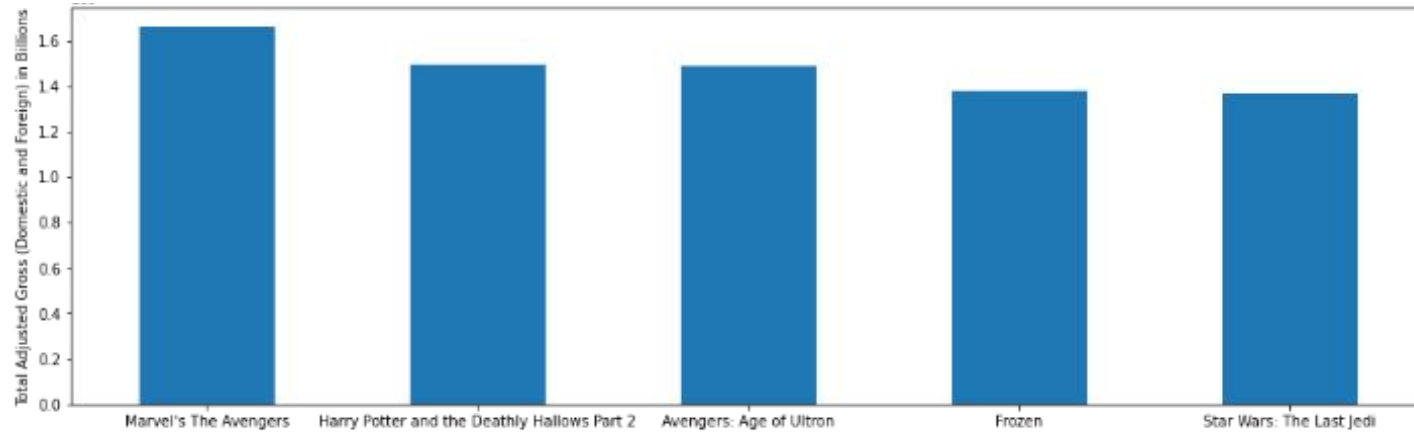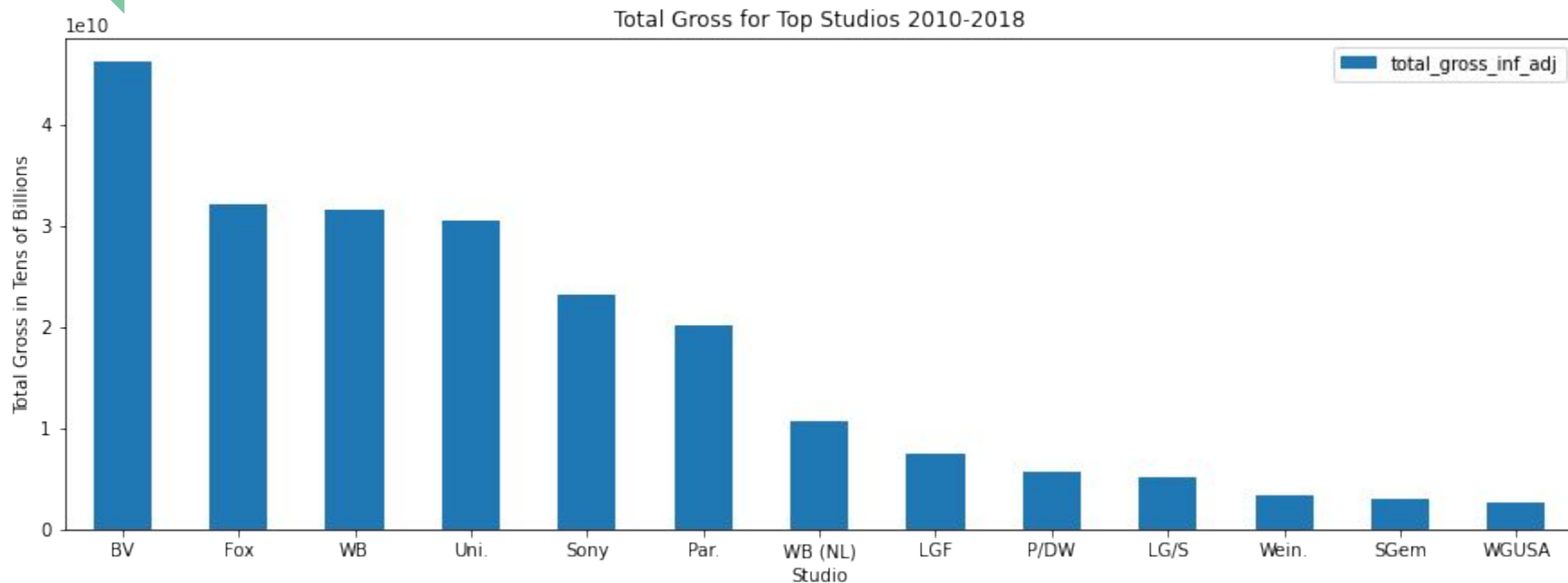
Top Rated Films

Top Rated Genres (Multi)

Frequency of Most Rated and Reviewed Multi-Genres 2010-Present

Top Rated Genres (Solo)

Frequency of Most Rated and Reviewed Genres 2010-Present

Top Rated Genres (Multi) Post Pandemic

Frequency of Most Rated and Reviewed Multi-Genres Post Pandemic
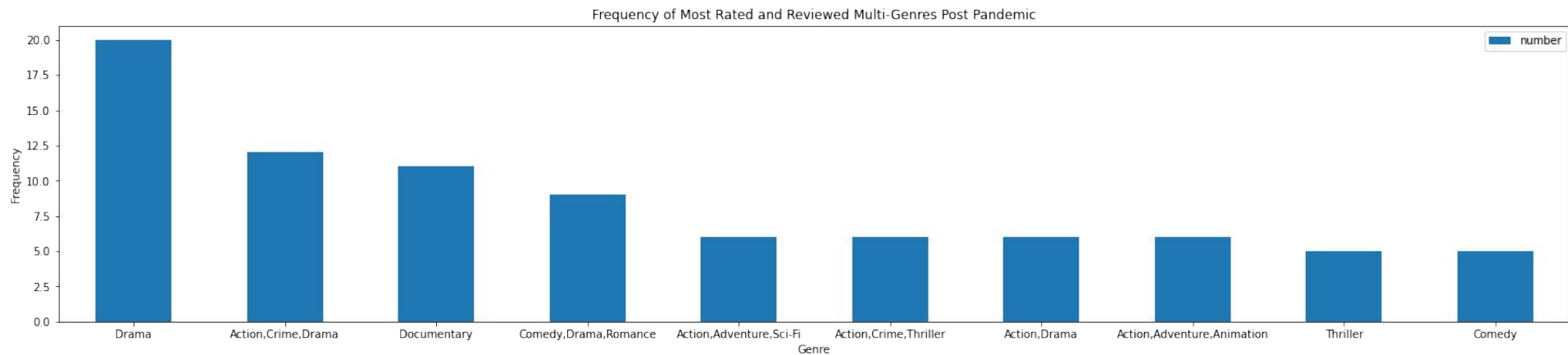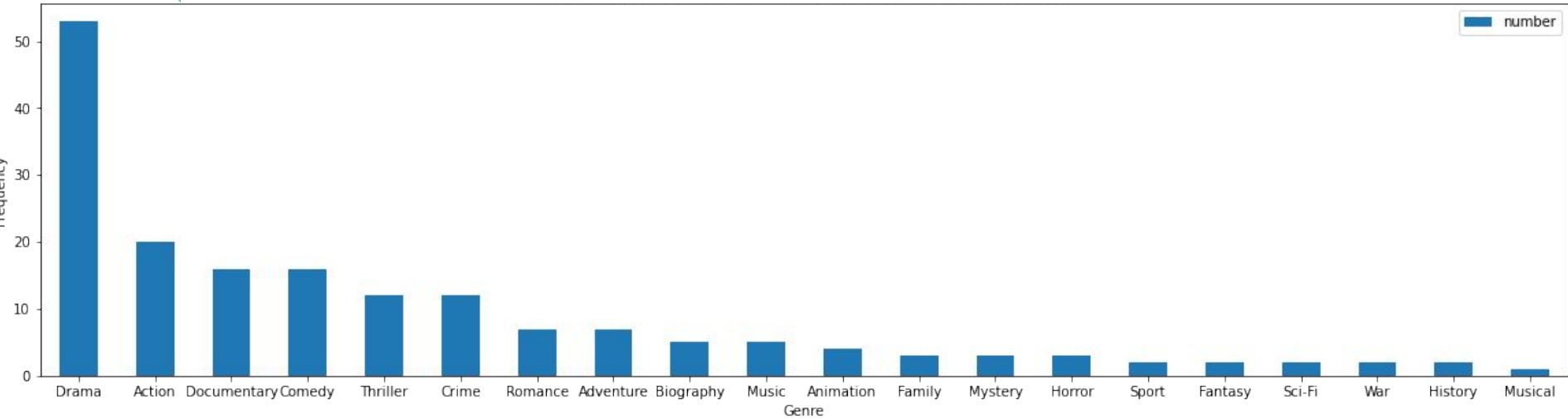
Top Rated Genres (Solo) Post Pandemic

Frequency of Most Rated and Reviewed Genres Post Pandemic

Recommendations

Highest grossing films:

- Marvel
- Harry Potter
- Star Wars
- Jurassic Park
- Transformers
- Incredibles
- Toy Story
- Minions.

These films all are or have sequels, or a part of a franchise with multiple films capitalizing on a created universe.

These are the kinds of films that will bring in the highest dollars.

Recommendations

The highest grossing studios:

- BV
- Fox
- WB
- Uni.
- Sony

These studios utilize the best business models that should inform our practice for our own studio.

The business strategies of these studios should be carefully scrutinized to determine and emulate their methods for success.

Recommendations

The highest rated films:

- Inception
- The Dark Rises
- Interstellar
- Django Unchained
- The Avengers

The highest rated genres:

- Drama
- Documentary
- Comedy
- Action
- Biography

The highest rated genres (pandemic):

- Drama
- Action
- Documentary
- Comedy
- Thriller

These are the kinds of films we should consider making, and we may lean into the post-pandemic information a little more heavily to inform studio choices, as they may be the most relevant to success today.

We should consider creating movies within these genre parameters if we want to generate interest and increase our likelihood of achieving high ratings.

Next Steps

1.) Investigating the business strategies for the top grossing studios

2.) Analyzing the reasons behind the successes of the top grossing and top rated films.

3.) Assessing the subgenres and variables of success for the top rated genres.
   a.) Interpreting the slight shift in genre-preferences pre and post pandemic

Thank you

I would be happy to take any questions