

CREATING THE NEXT BLOCKBUSTER

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June 1, 2020

Movie Characteristics

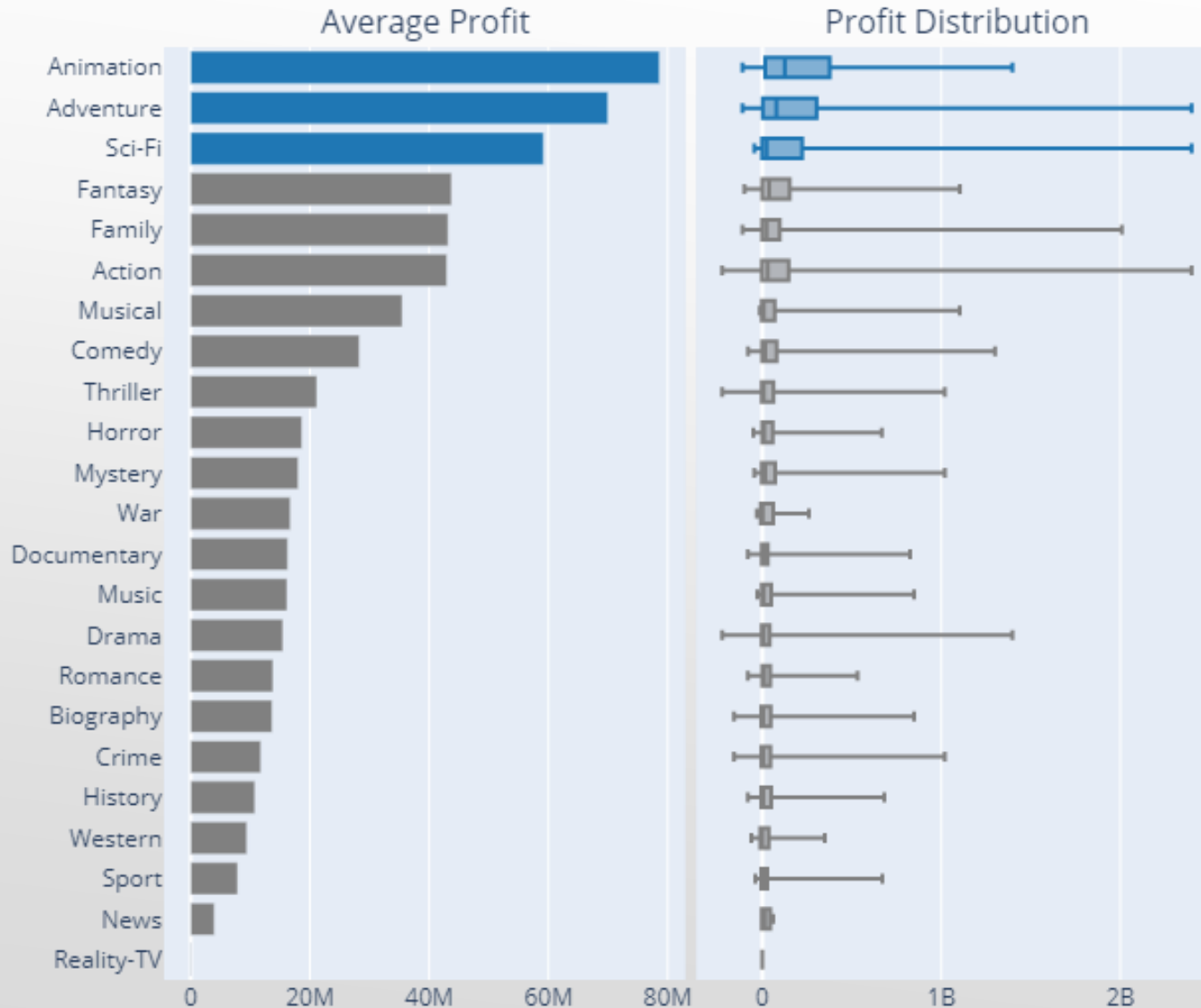
- Genre
- Rating
- Personnel
- Release
- Budget

How can we use these characteristics to produce a movie that will succeed at the box office?

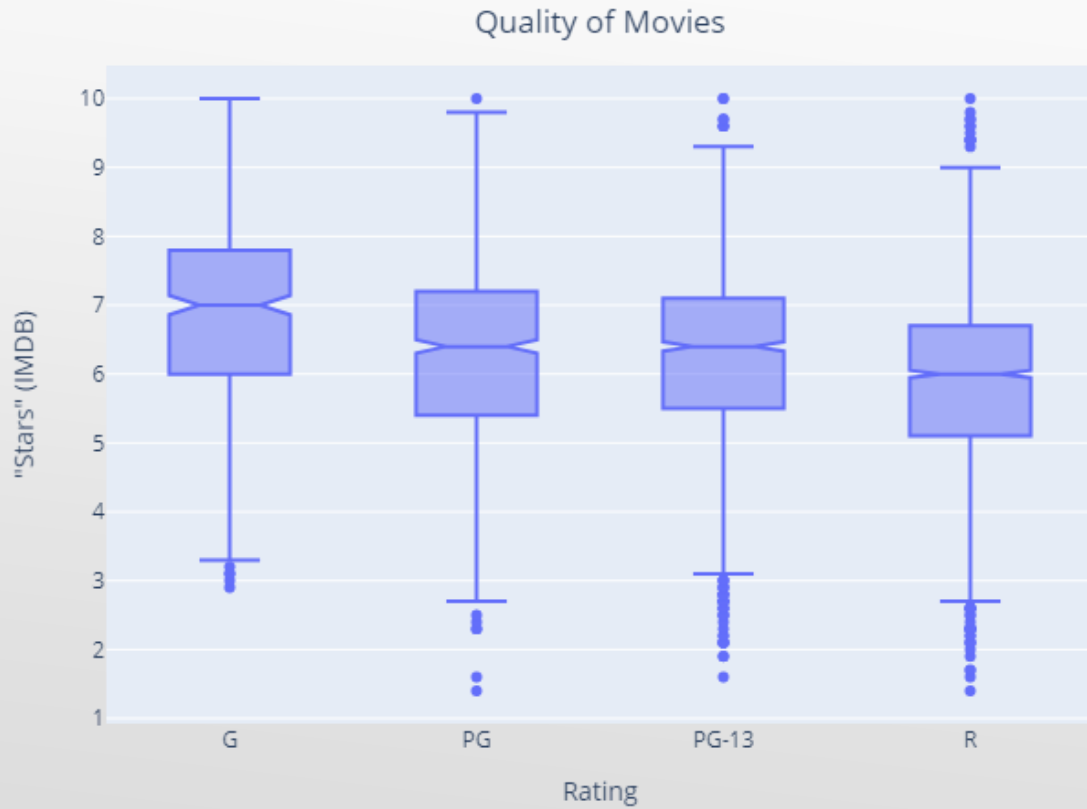
Data Sources

- IMDB
- Rotten Tomatoes
- the-numbers.com

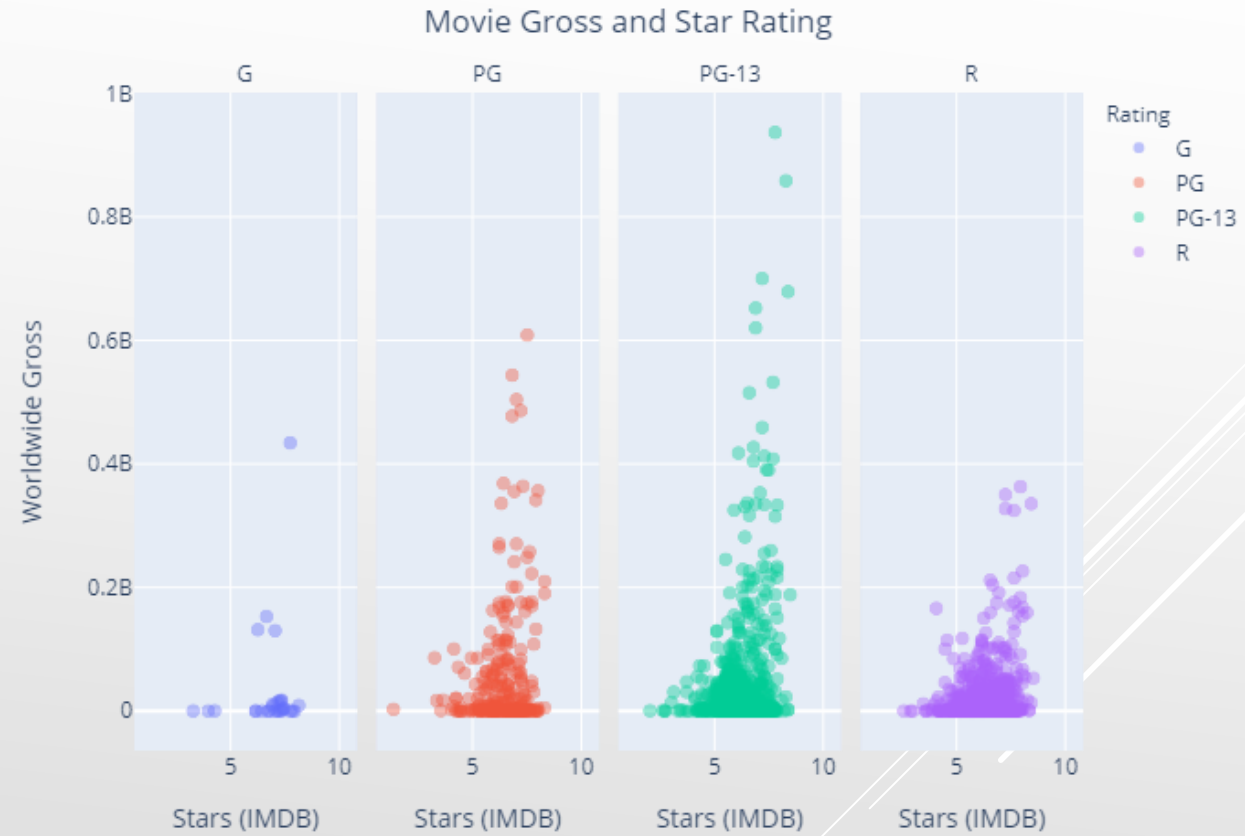
The Effect of Movie Genre on Profit



*The movies with subgenres **Animation, Adventure, and Sci-Fi** tend to draw the highest average profit.*

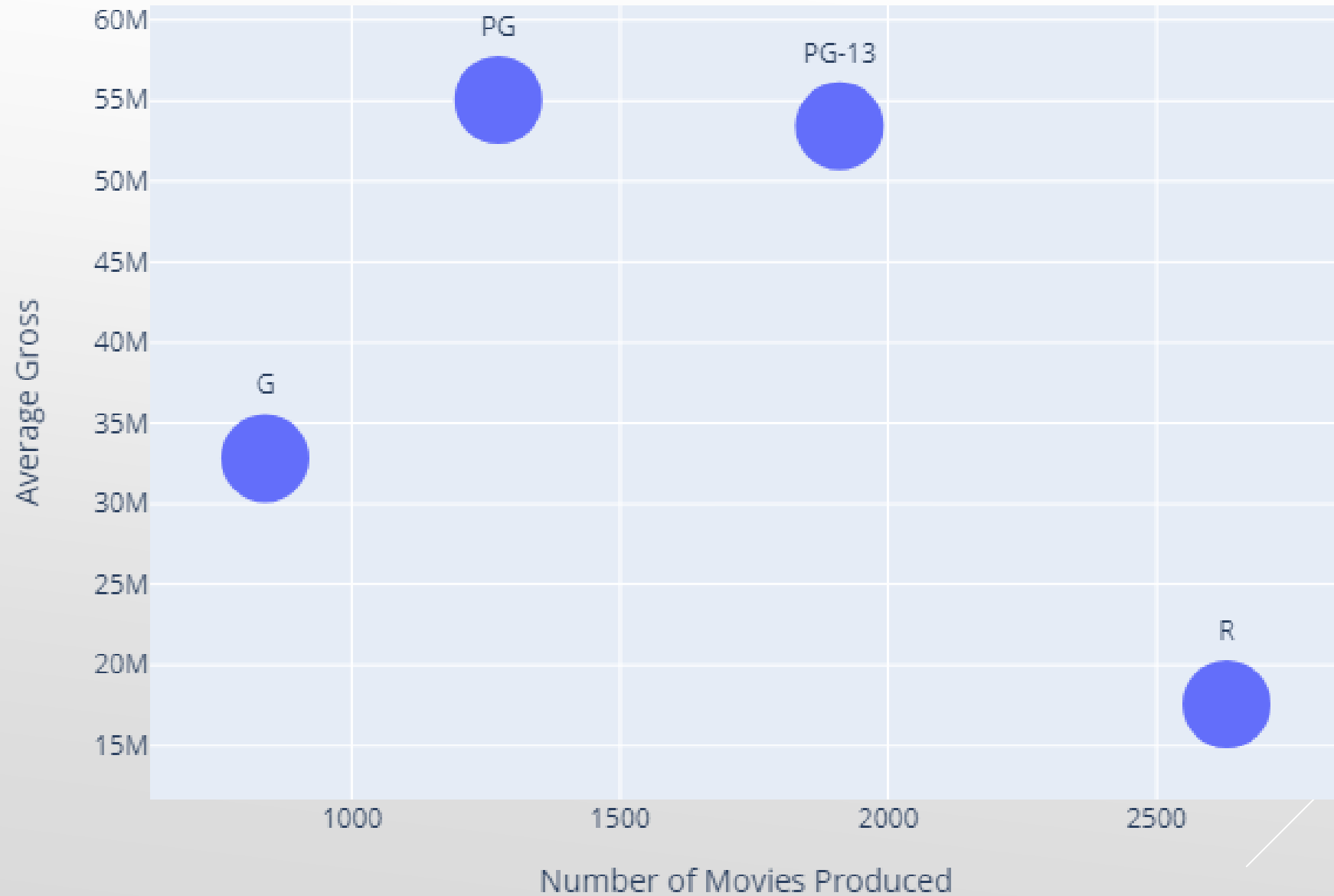


According to IMDB users, the rating of a movie does not affect it's quality.



A movie's gross however does have a relationship with it's rating...

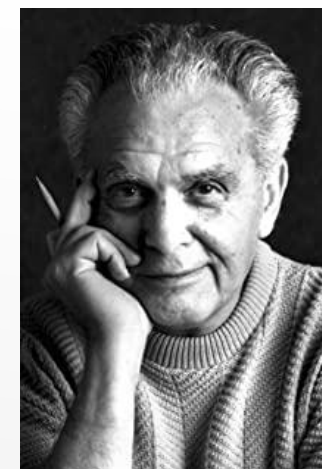
Average Gross / Number of Movies Produced



*Movies rated PG and PG-13 have more than **triple** the average gross of movies rated R.*

Even though R rated movies are the most common.

Top 50 Movie Personalities (since 2014)



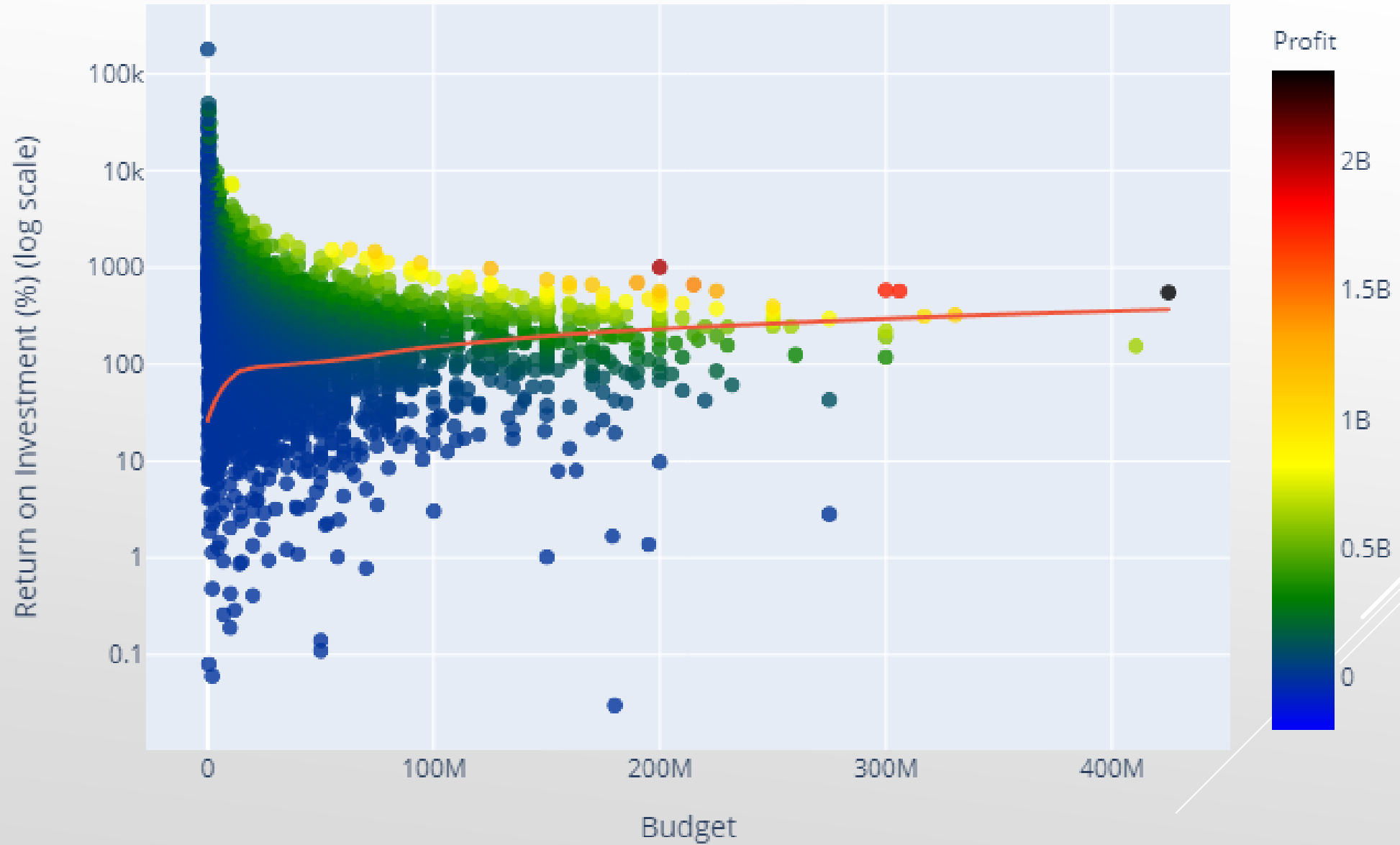
Worldwide Gross vs Budget by Release Month



- Movies released in **April, May, and December** have a better chance to perform well at the box office.

- Months to particularly avoid releasing movies would be **January, August, and September**.

ROI vs Budget



Future Research:

- ▶ Actors' / directors' / writers' salaries and find out which people give the most 'bang for your buck' when working on a production.
- ▶ Research streaming services (Netflix, Hulu, Prime, etc.) for additional insights on modern media consumption.
 - ▶ Find trends for whether the movie industry is really where we'd like to be investing our money.
 - ▶ Find out if producing a *series* for a streaming service would be more profitable than a movie.

Thank You!

Questions?