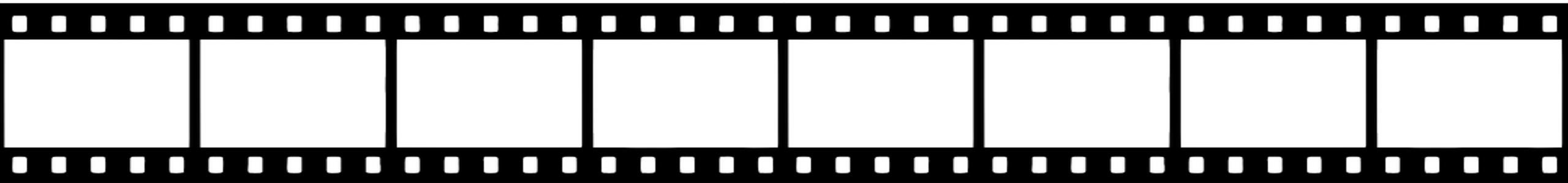# CREATING THE NEXT BLOCKBUSTER

Claude Fried

June 11, 2020

Movie Characteristics

- Genre
- Rating
- Personnel
- Release
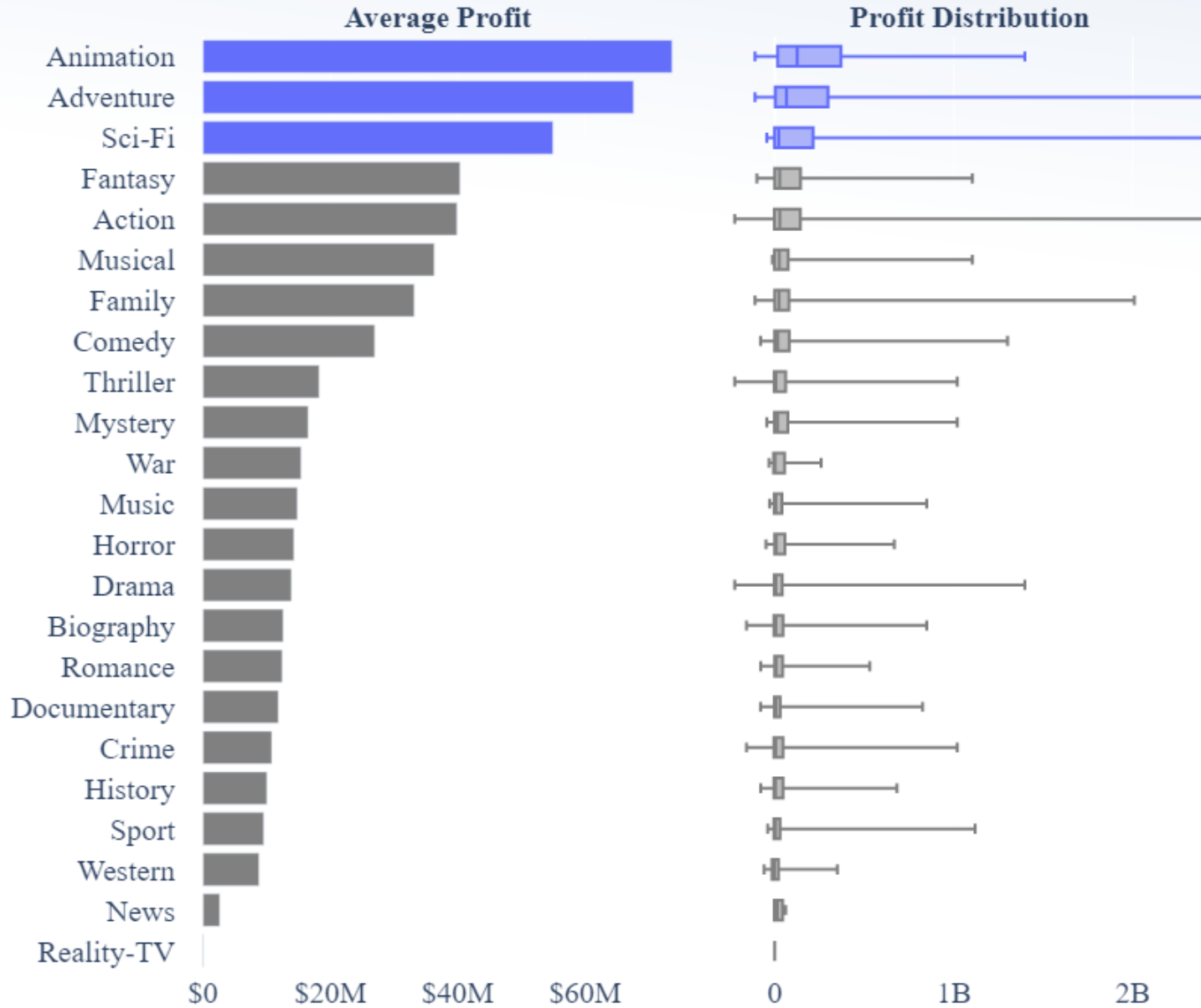- Budget

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

The Effect of Movie Genre on Profit

Average Profit

Profit Distribution

Animation
Adventure
Sci-Fi
Fantasy
Action
Musical
Family
Comedy
Thriller
Mystery
War
Music
Horror
Drama
Biography
Romance
Documentary
Crime
History
Sport
Western
News
Reality-TV

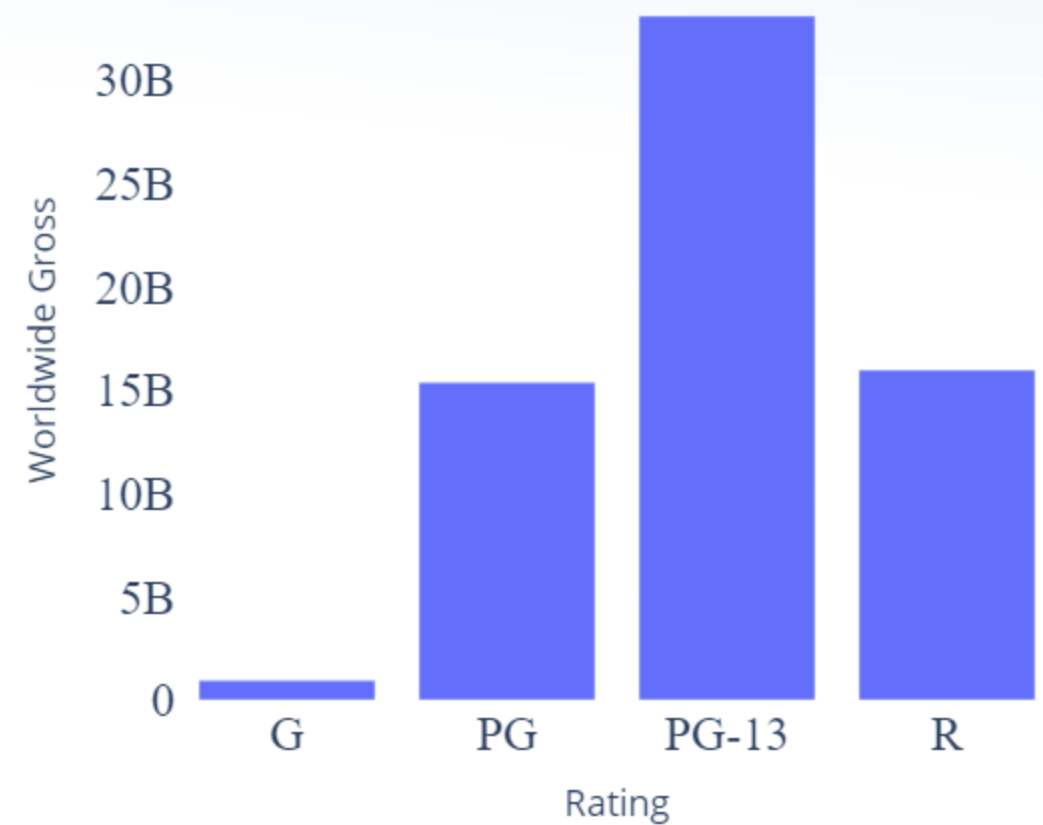$0 $20M $40M $60M

0   1B   2B

⭐ *Movies with subgenres* **Animation, Adventure,** *and* **Sci-Fi** *draw the highest average profit.*
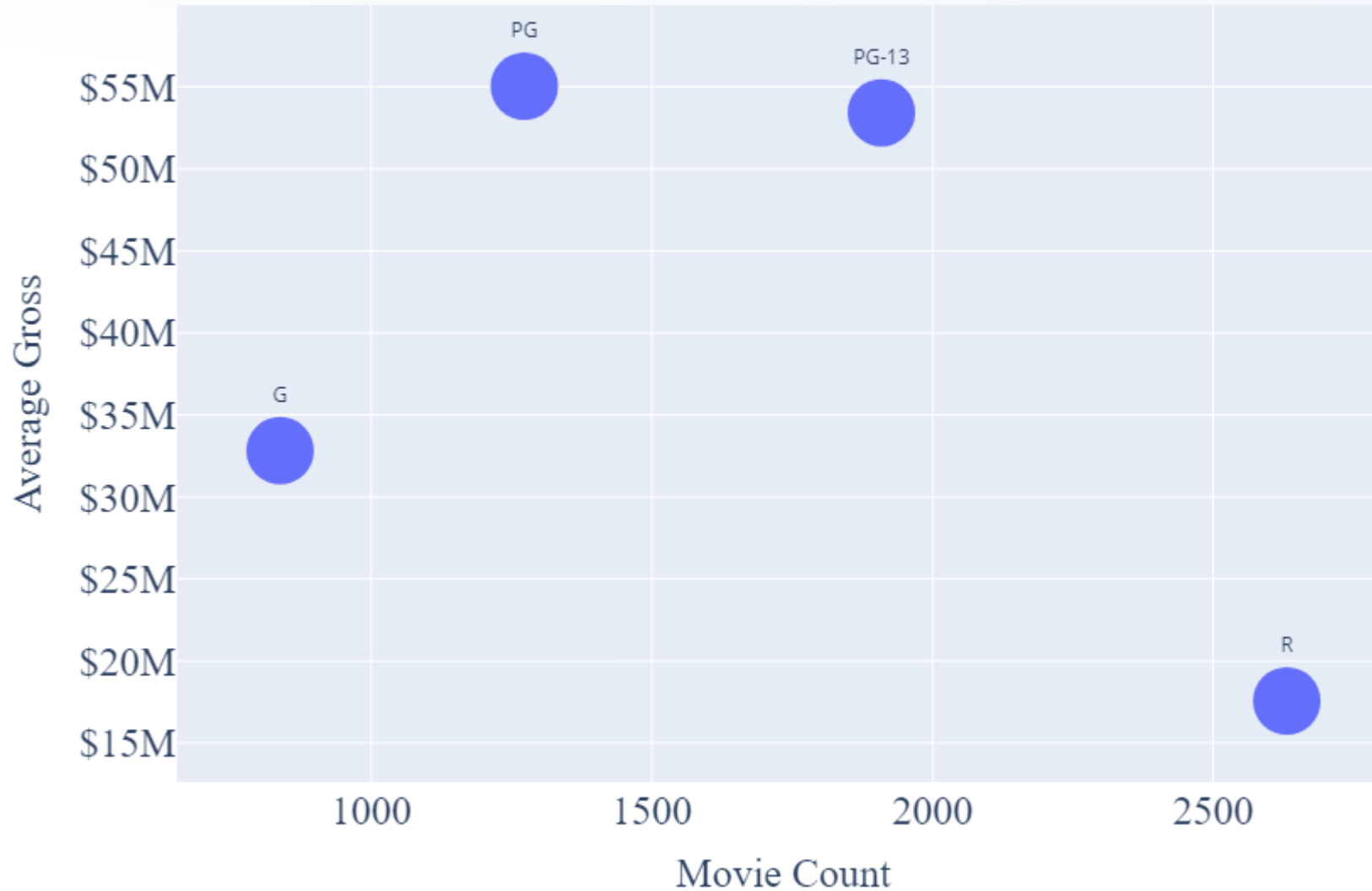
Quality of Movies
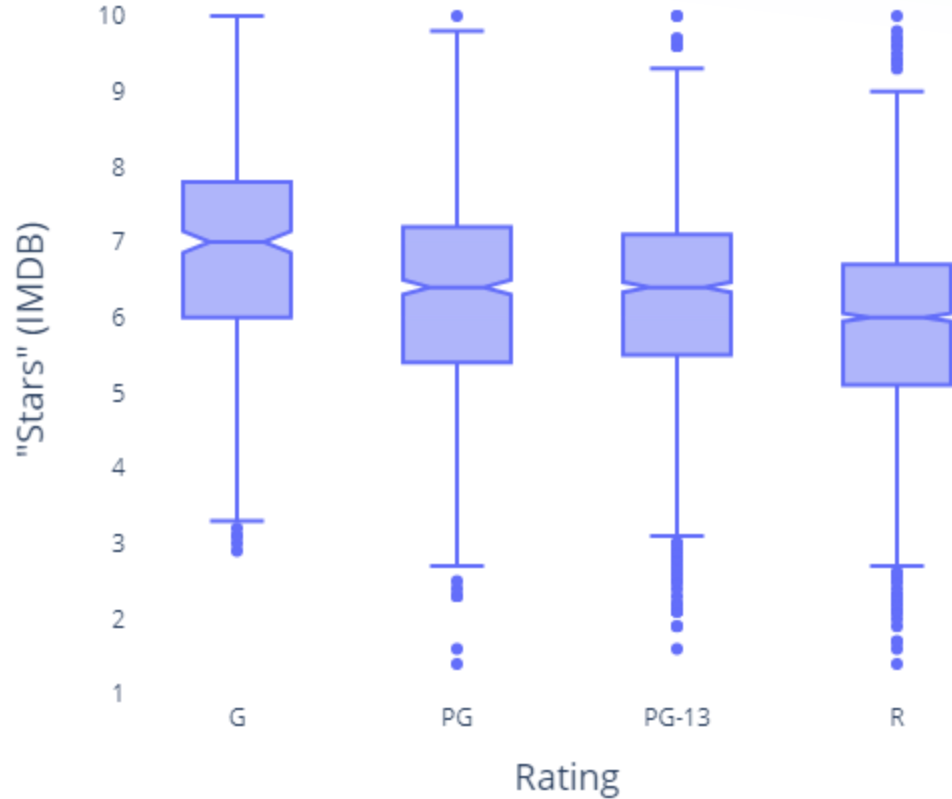
According to IMDB users, the rating of a movie does not affect its quality.

Cumulative Gross by Rating

A movie's gross however does have a relationship with its rating…

Average Gross / Number of Movies Produced

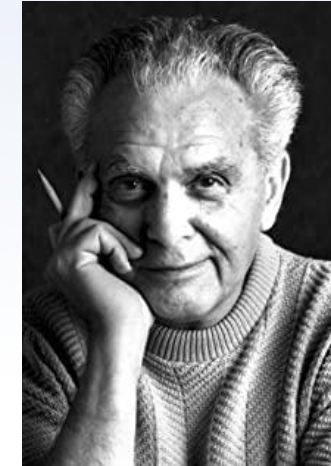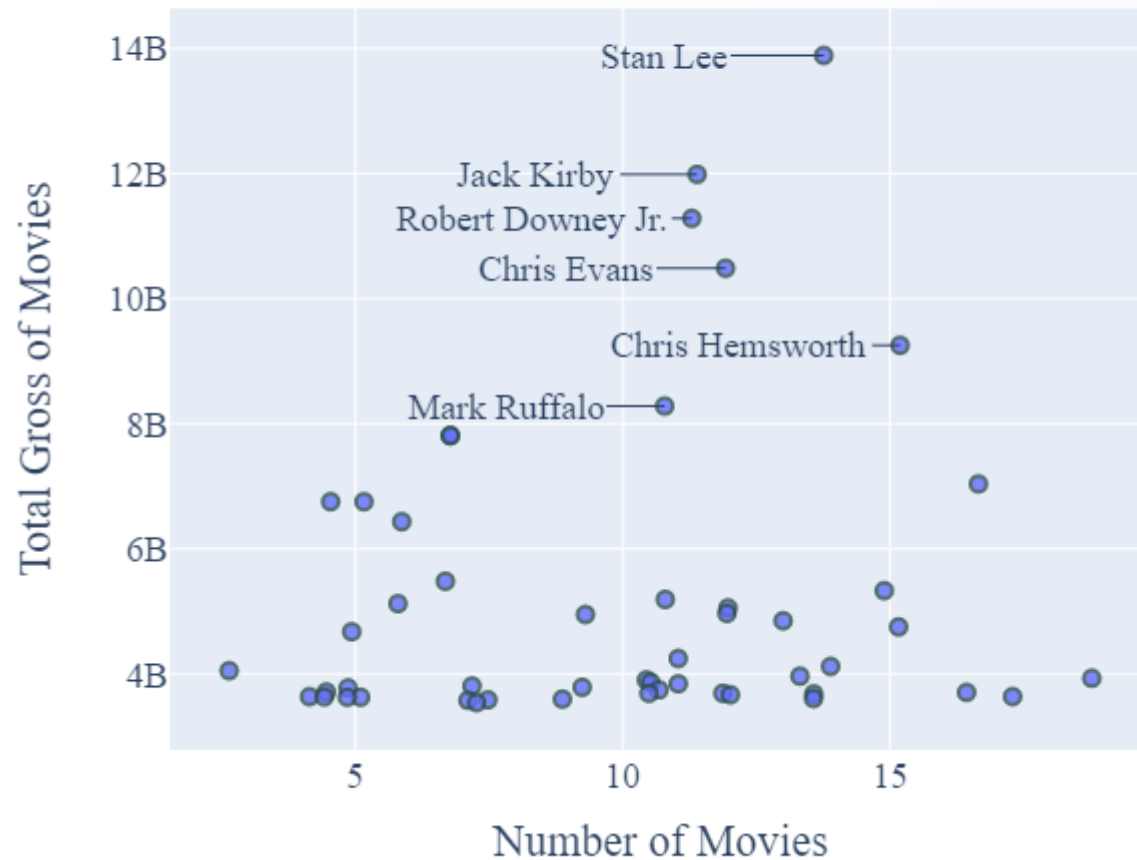⭐*Movies rated PG and PG-13 have more than **triple** the average gross of movies rated R...*

...even though R-rated movies are the most common.

pt. 2/2

Top 50 Movie Personalities (since 2014)

Stan Lee

Jack Kirby
Robert Downey Jr.
Chris Evans

Chris Hemsworth

Mark Ruffalo

Total Gross of Movies (14B, 12B, 10B, 8B, 6B, 4B)

Number of Movies (5, 10, 15)

*Either **capitalize on their enormous fame…***
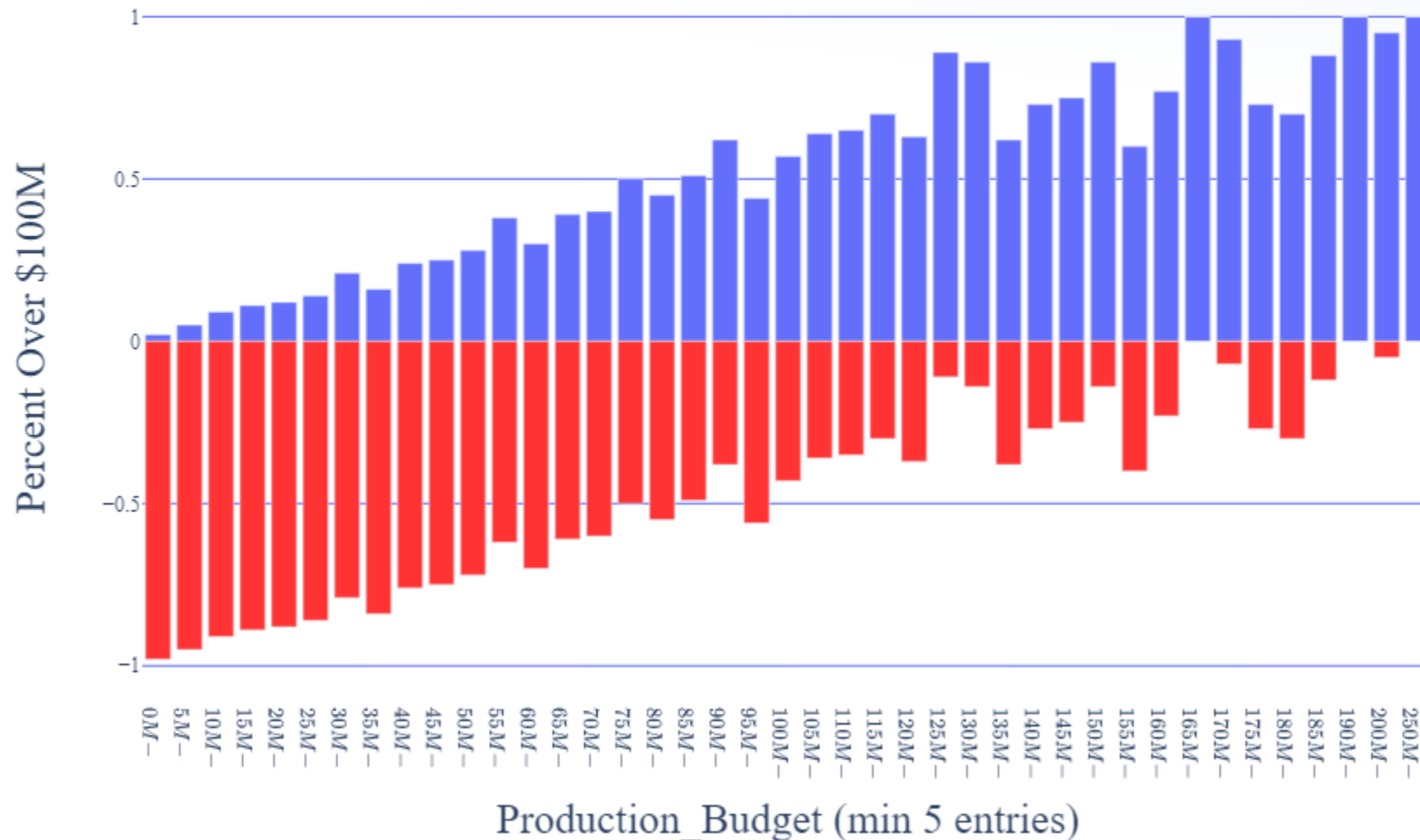
…or find the next 'Marvel'.

Average Revenue by Release Month
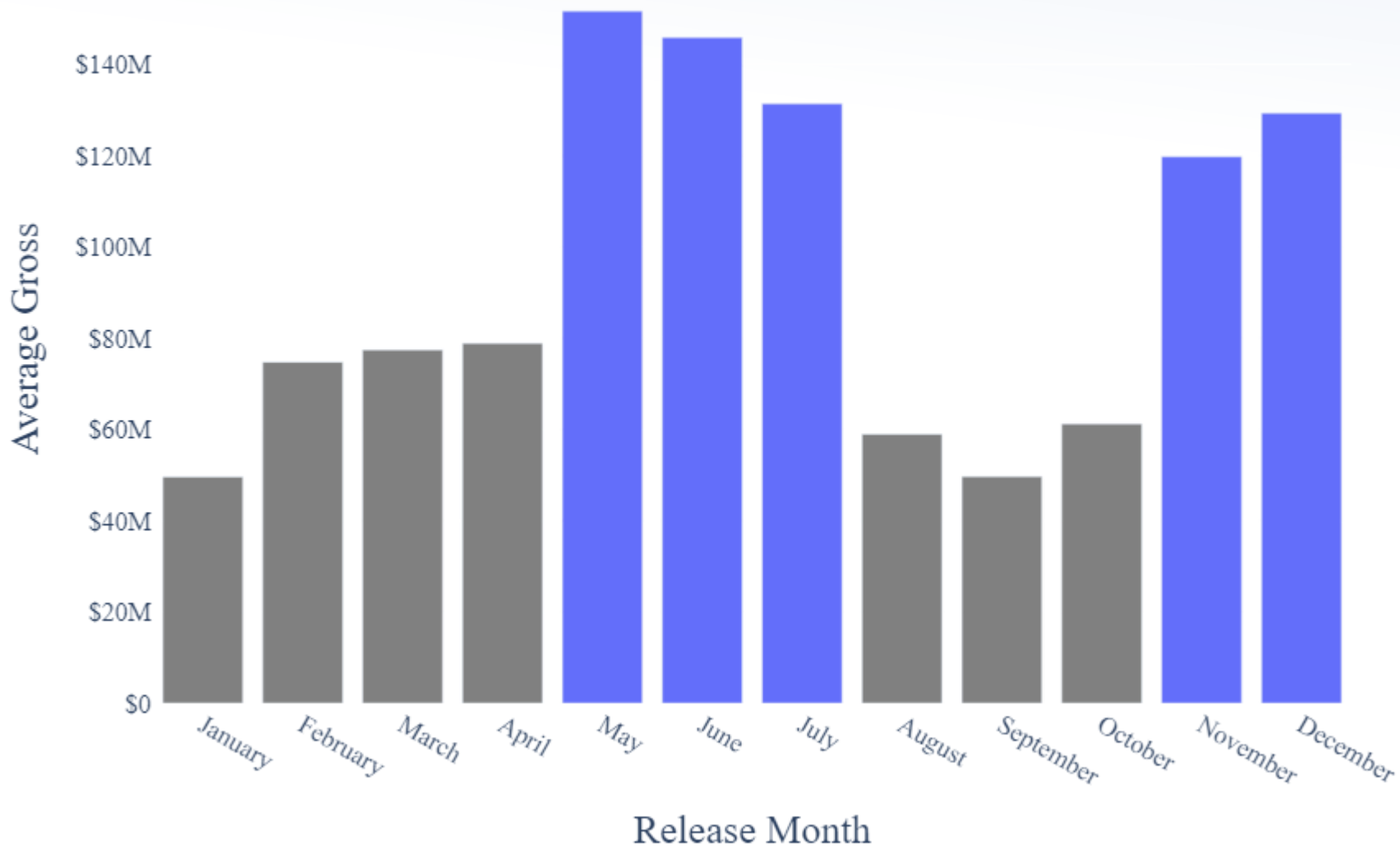
⭐ *Movies released in **May & June** (followed by July, December and November) have returned substantially higher average gross'.*

Budget

Profit over $100M by Production_Budget

⭐ *The higher the production budget, the lower the risk.*

- *Movies must have a **budget of at least $100M** to be likely to return a large profit.*

In Conclusion:

- *Genre*:   *Animation/Adventure/Sci-Fi*
- *Rating*:   *PG-13*
- *Release*:   *May*
- *Budget*:   *$100M(+)*

- *The goal is to create the next 'Marvel' franchise where we can produce several hit movies in a series.*

Next Steps

1. Research actors' / directors' / writers' **salaries** and find out who gives the most '**bang for your buck**' when working on a production.

2. Research **streaming services** (Netflix, Hulu, Prime, etc.) for additional insights on modern media consumption.

3. Create an **interactive dashboard** where profit and budget can be investigated deeper.

Thank You!

Questions?