

CREATING THE NEXT BLOCKBUSTER

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Movie Characteristics

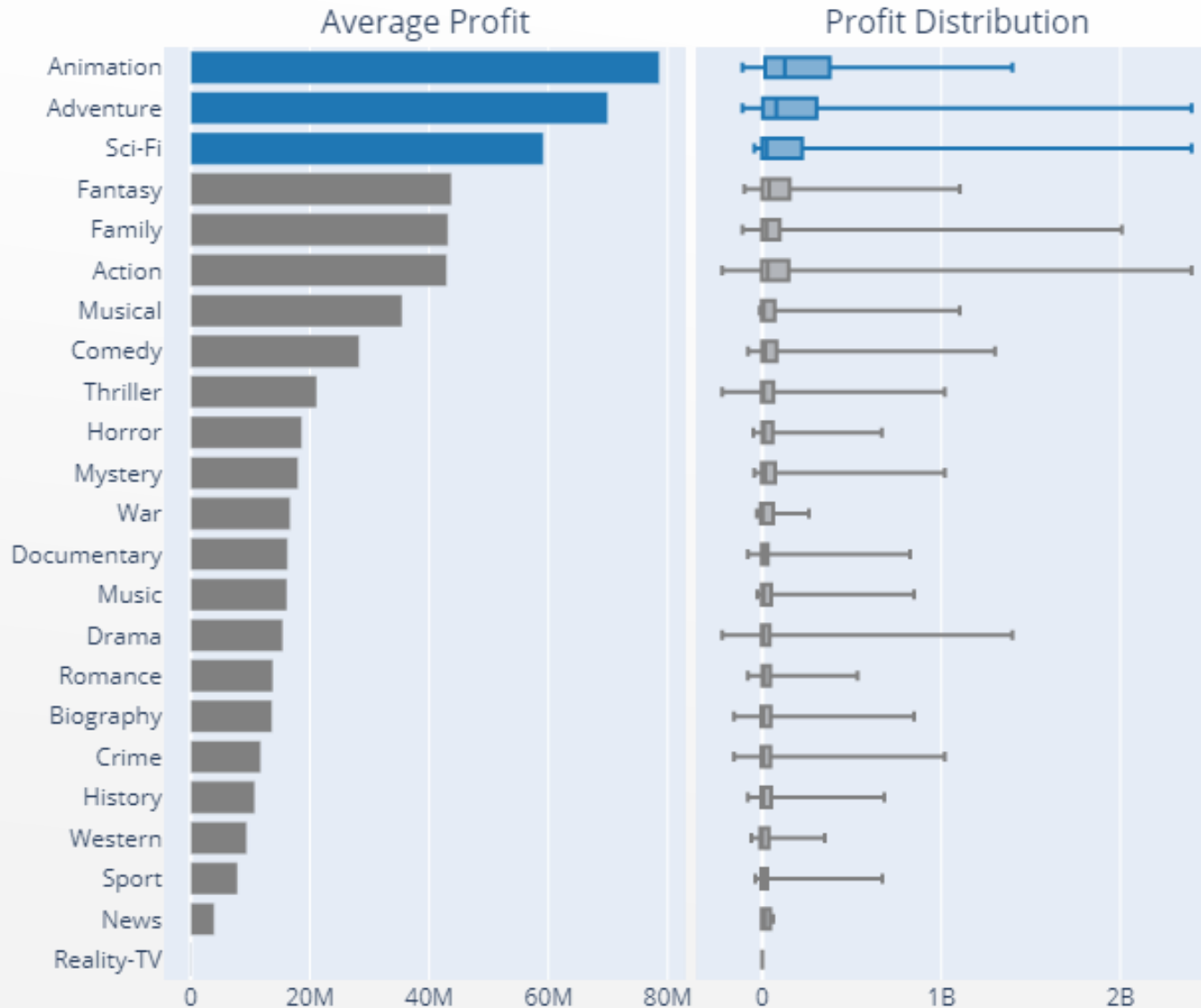
- Genre
- Rating
- Personnel
- Release
- Budget

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

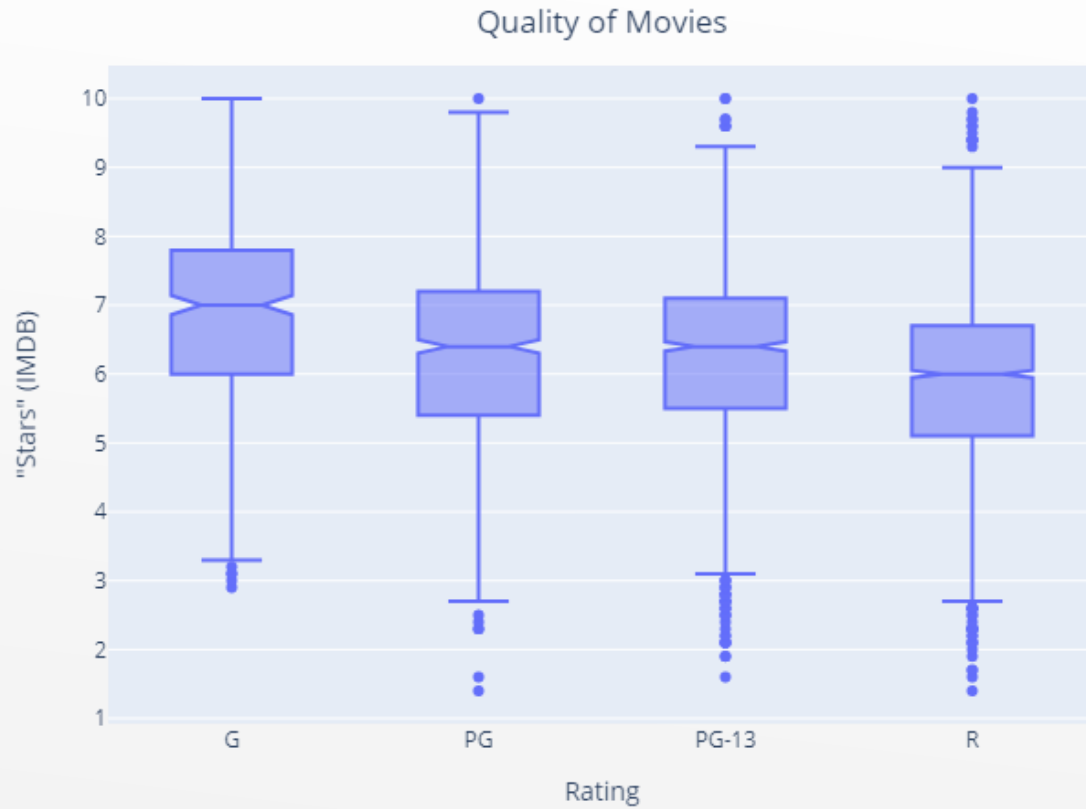
Data Sources

- IMDB
- Rotten Tomatoes
- the-numbers.com

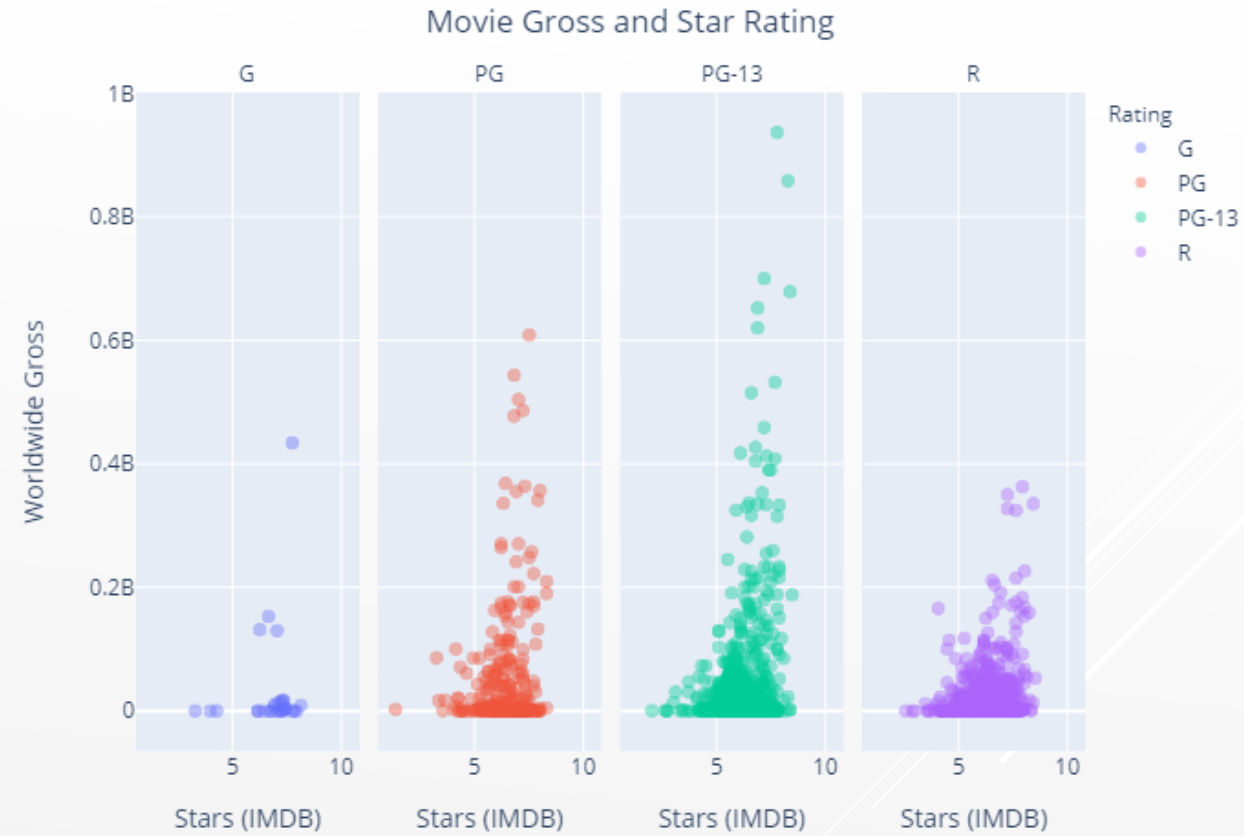
The Effect of Movie Genre on Profit



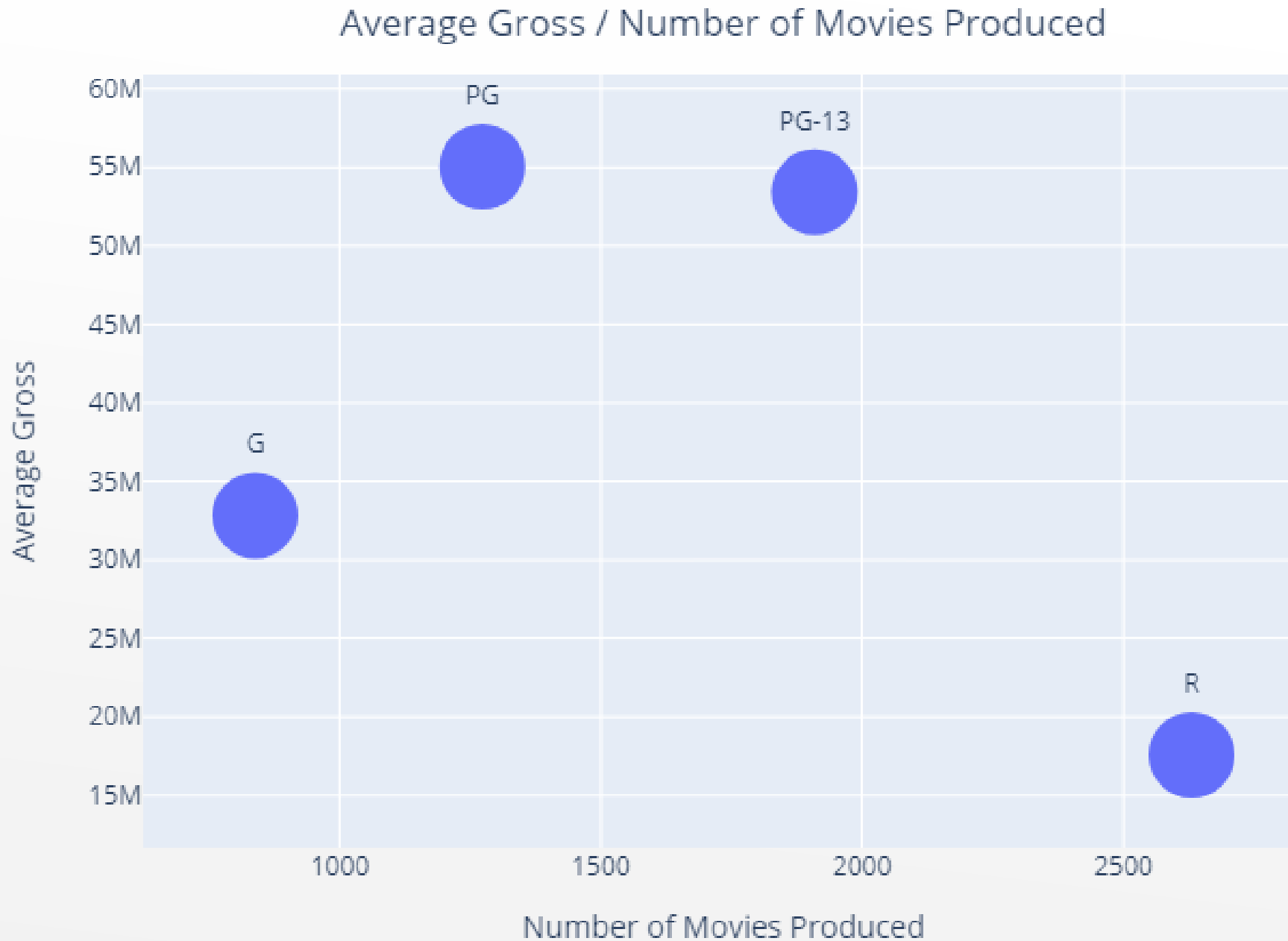
★ Movies with subgenres **Animation, Adventure, and Sci-Fi** draw the highest average profit.



According to IMDB users, the rating of a movie does not affect its quality.



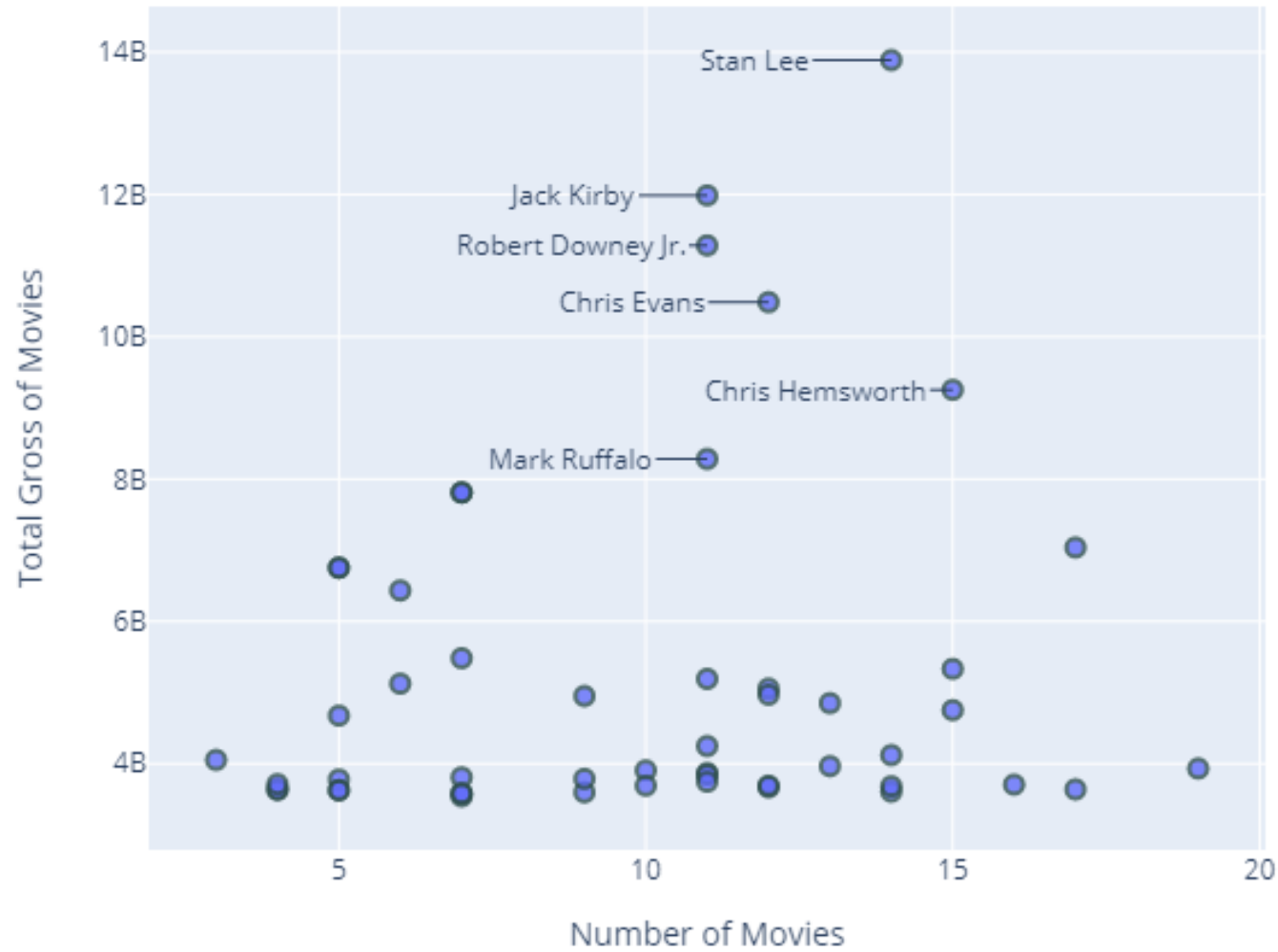
A movie's gross however does have a relationship with its rating...



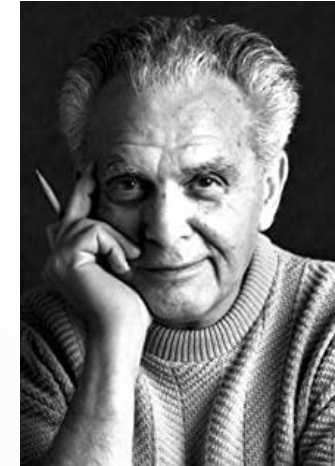
★ Movies rated PG and PG-13 have more than **triple** the average gross of movies rated R...

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

Top 50 Movie Personalities (since 2014)



Personnel



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



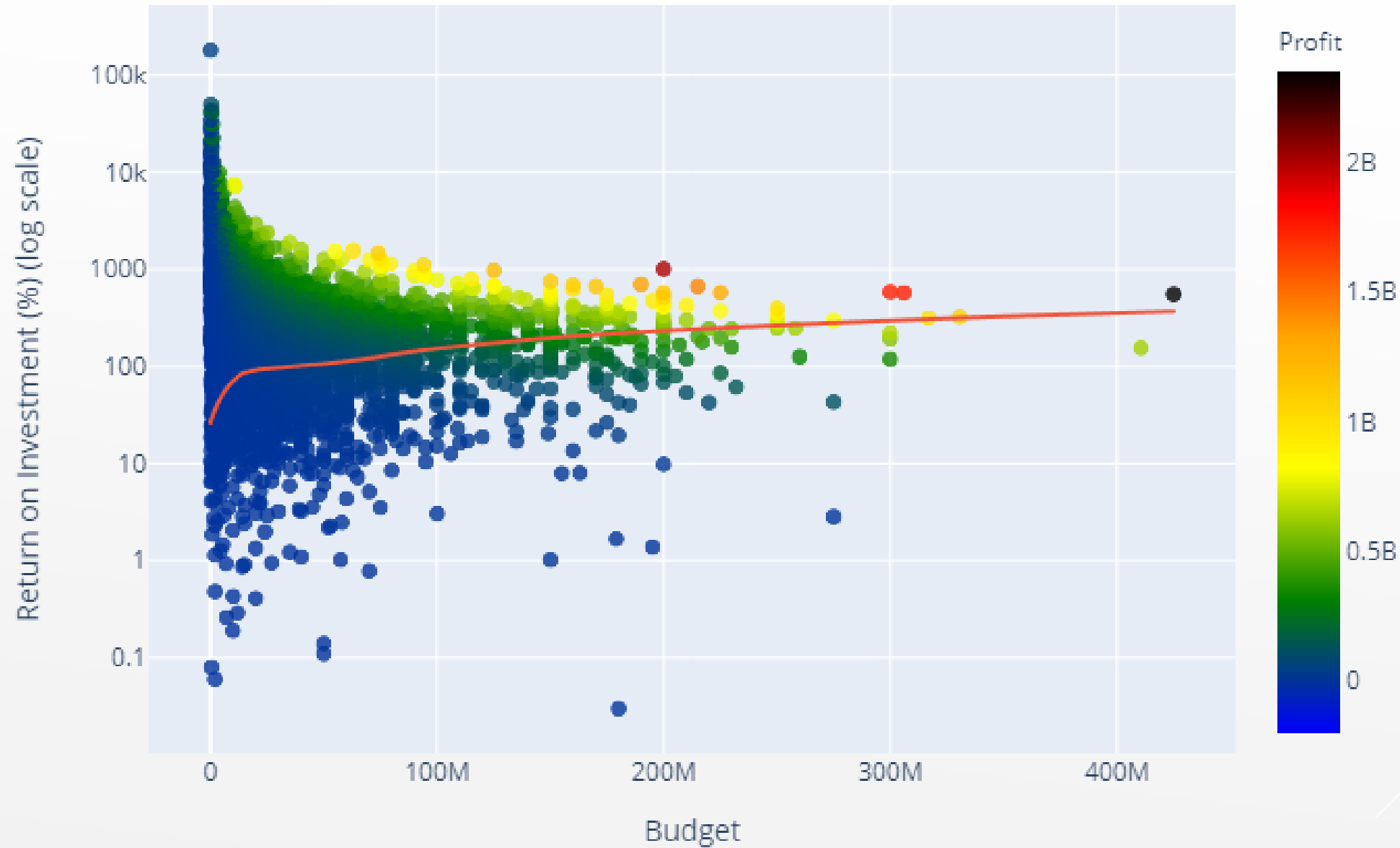
Worldwide Gross vs Budget by Release Month

Release



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

ROI vs Budget



- ★ A higher budget (\$100M +):
- Increases ROI and profit.
 - Decreases risk of a low profit.

Future Research:

- ▶ Research actors' / directors' / writers' **salaries** and find out who gives 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?