



CREATING THE NEXT BLOCKBUSTER

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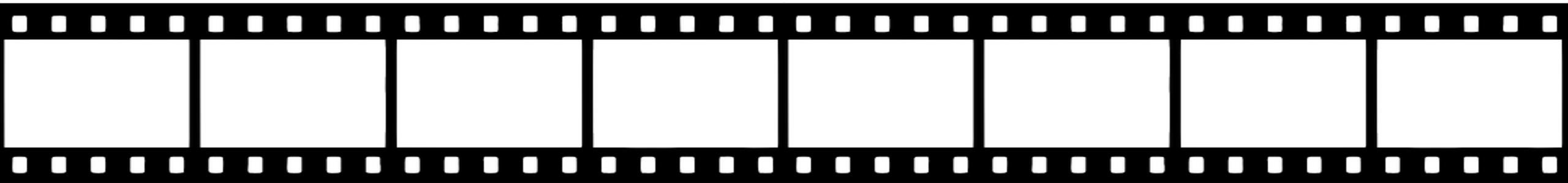
June 11, 2020

Movie Characteristics

- Genre
- Rating
- Personnel
- Release
- Budget

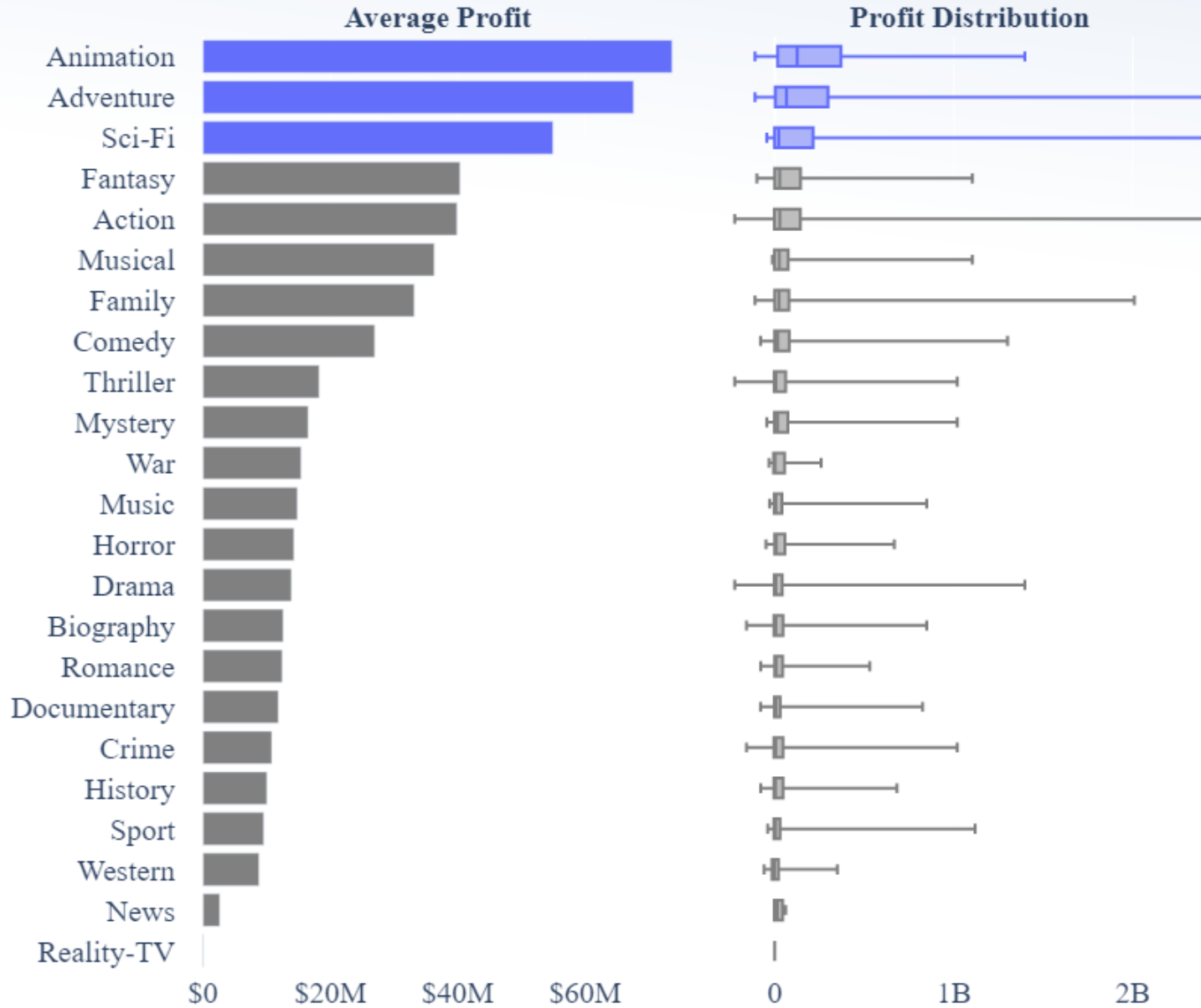


*How can we use these characteristics
to produce a movie
that will succeed at the box office?*



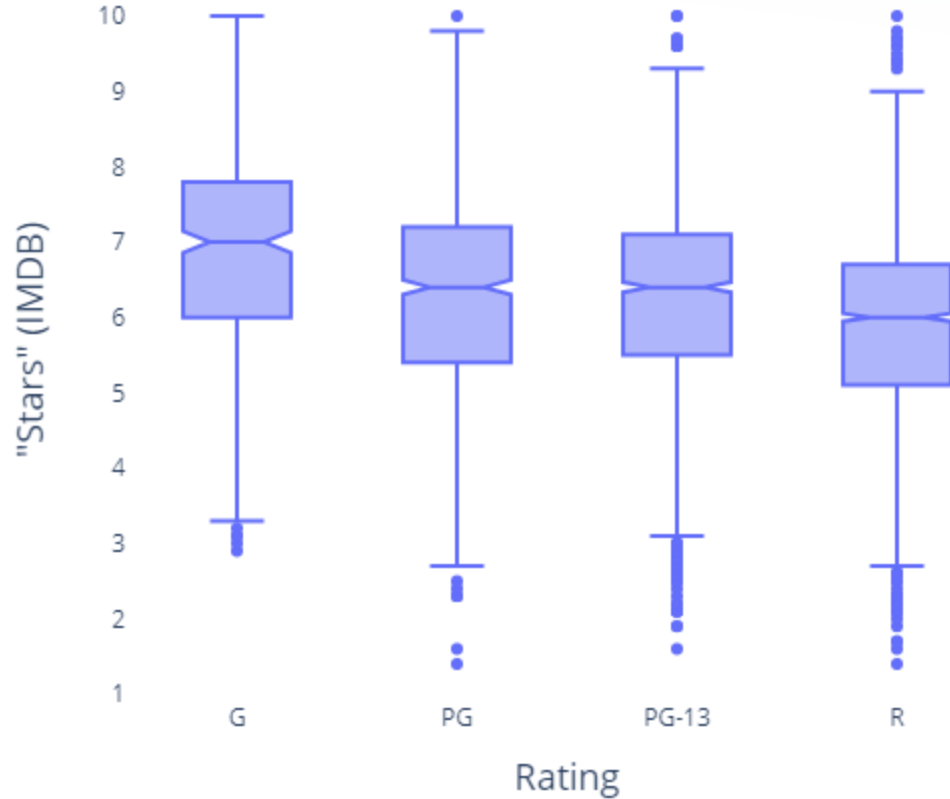
**Sources: IMDB, Rotten Tomatoes, the-numbers.com*

The Effect of Movie Genre on Profit



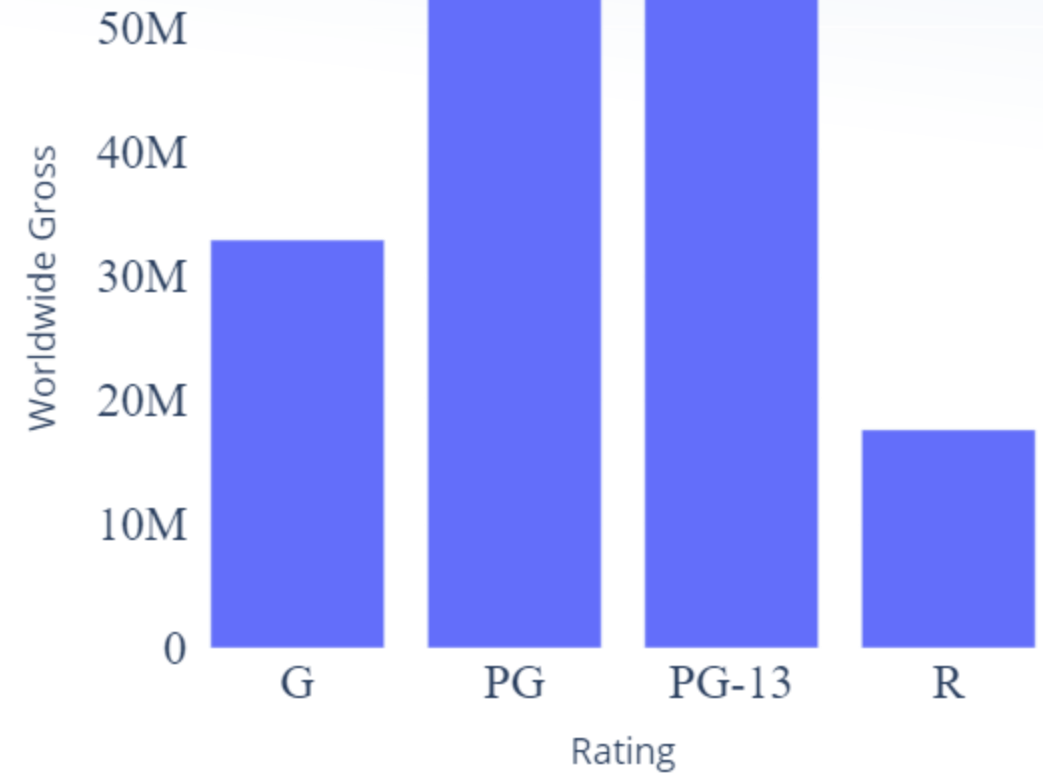
★ Movies with subgenres **Animation, Adventure, and Sci-Fi** draw the highest average profit.

Quality of Movies

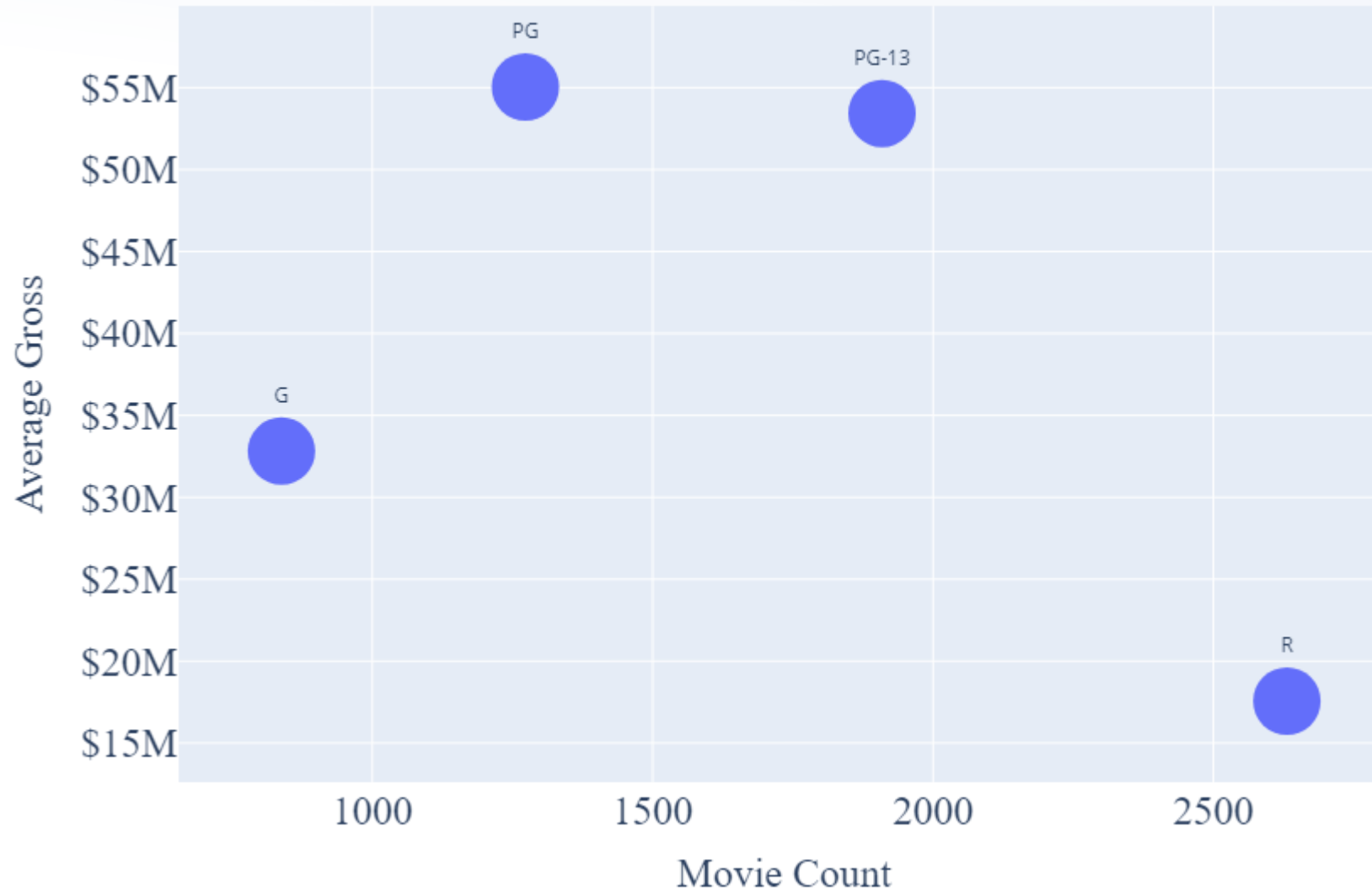


According to IMDB users, the rating of a movie does not affect its quality.

Average Worldwide Gross by Rating



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

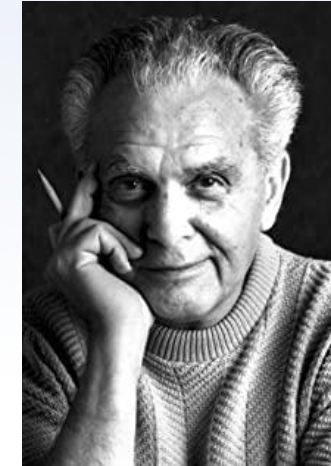
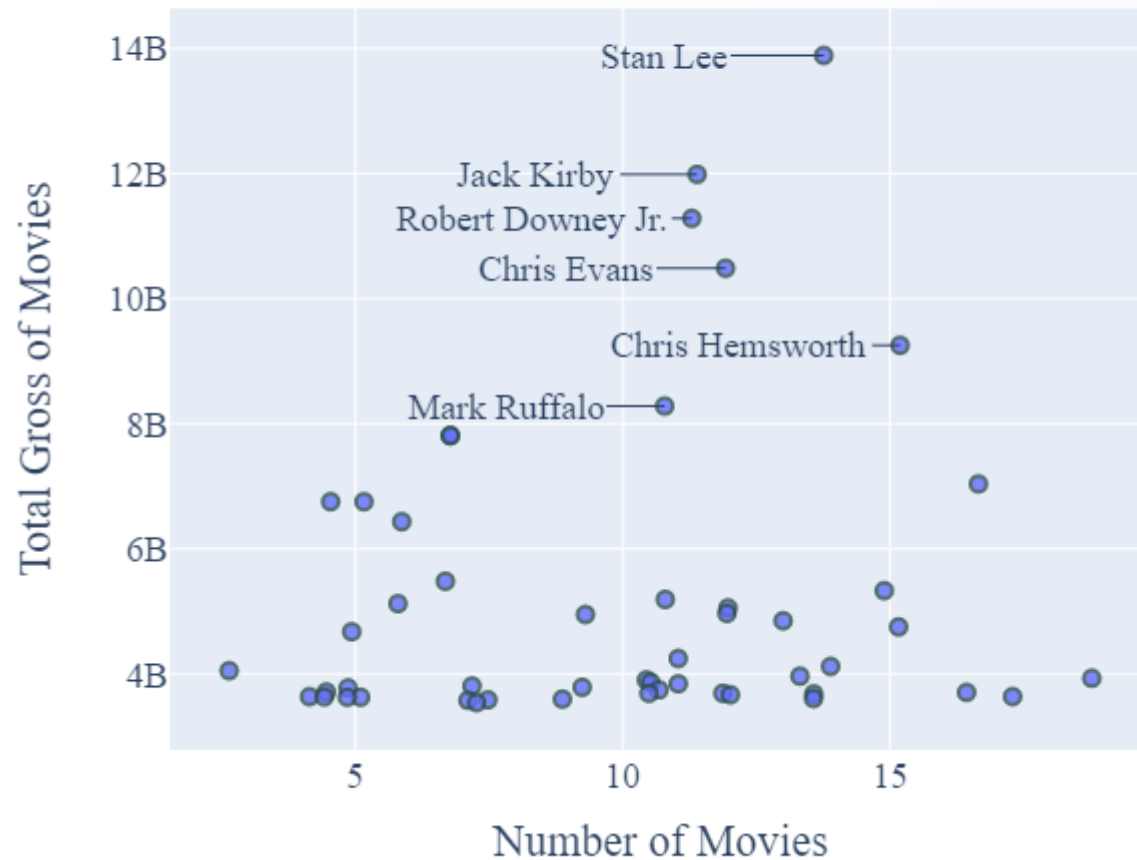
Average Gross / Number of Movies Produced

★ 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.

Personnel

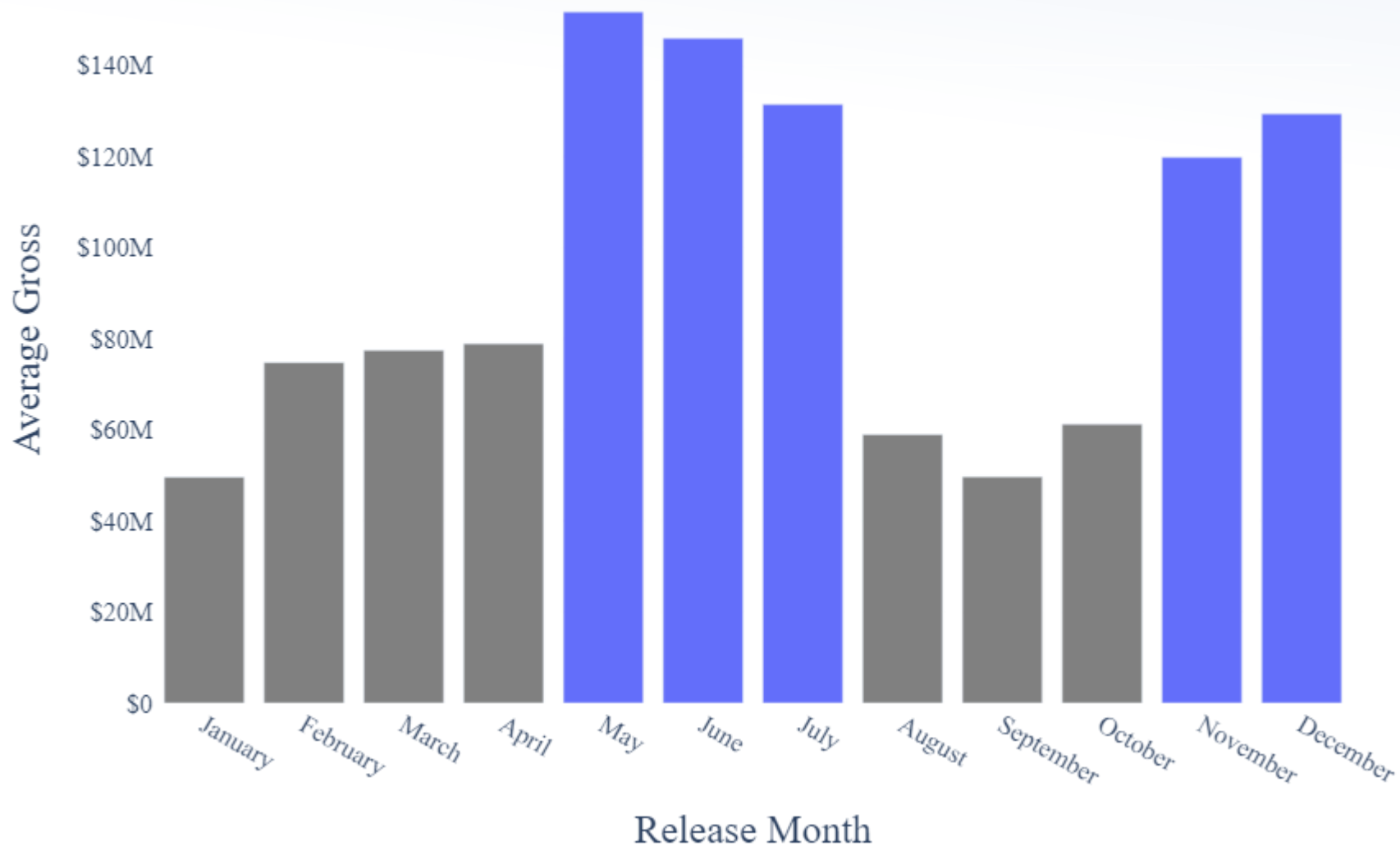
Top 50 Movie Personalities (since 2014)



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

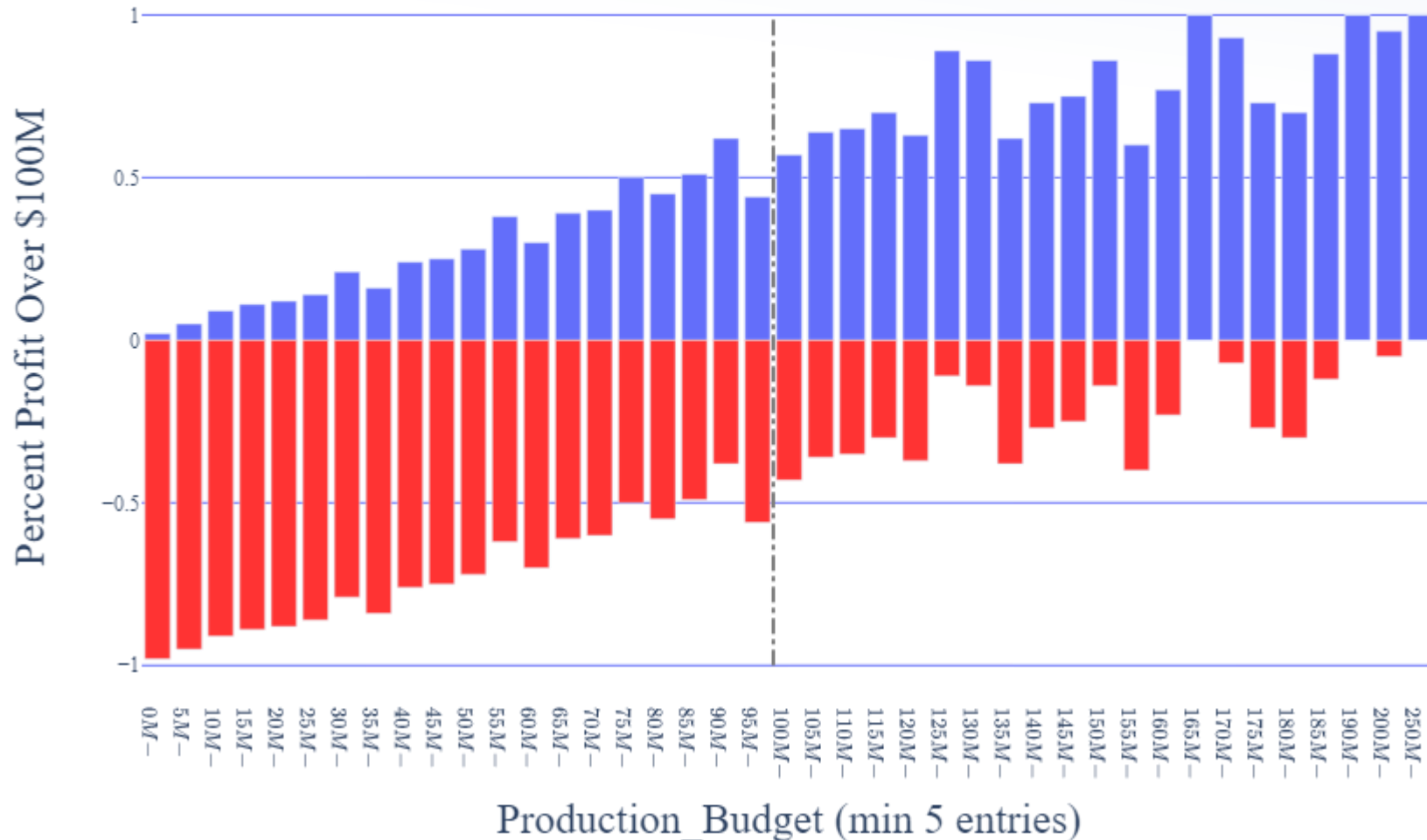


Average Revenue by Release Month



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

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?