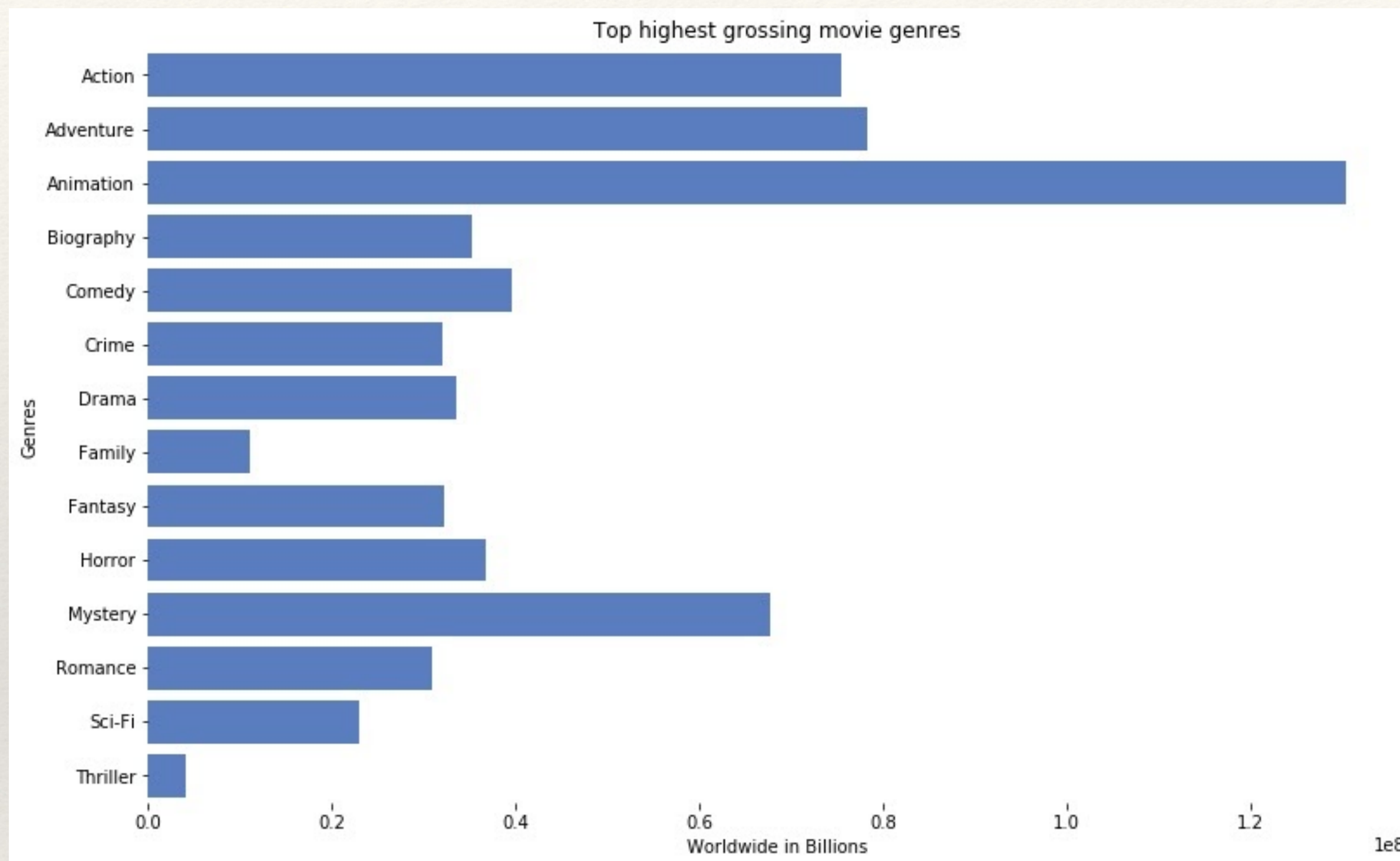*Flatiron School*

Movie Industry

by: Erik Castro

What makes a movie profitable?

- Runtime?
- Budget?
- Director?
- Genre?

The highest grossing movie genres

Top 3 genres/billion $

❖ Animation: 3.32

❖ Adventure: 1.80

❖ Action: 1.76

Bottom Line!

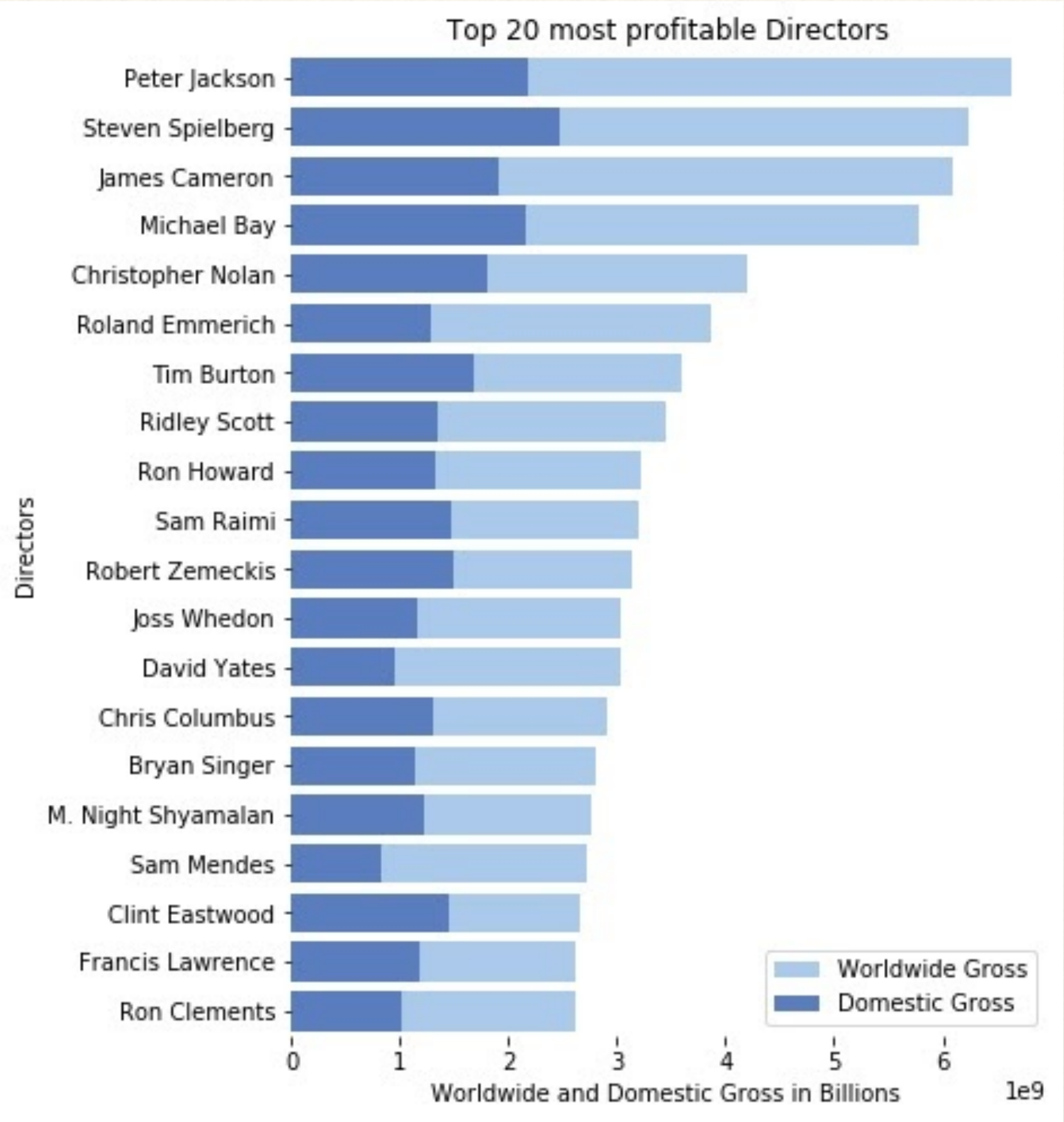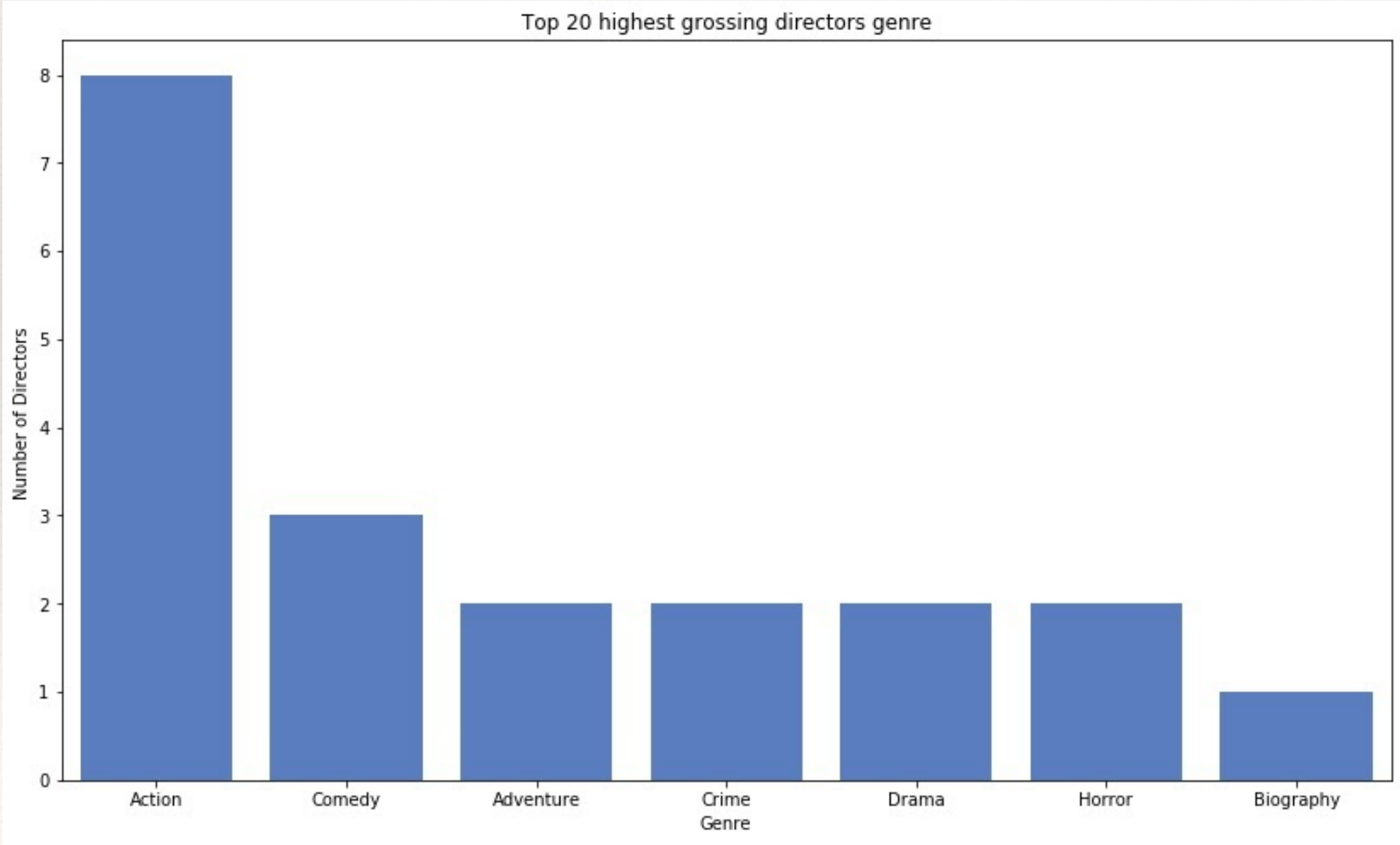A superhero movie will always do right
They embark all three top categories!
Although something like fast and furious will also help

Directors and total grossing

Top 20 most profitable directors

Peter Jackson, Steven Spielberg, James Cameron, Michael Bay and Christopher Nolan have their highest grossing movies in Action, Drama and Adventure.

Top 20 highest grossing directors genre

Top 20 most profitable Directors

Conclusion

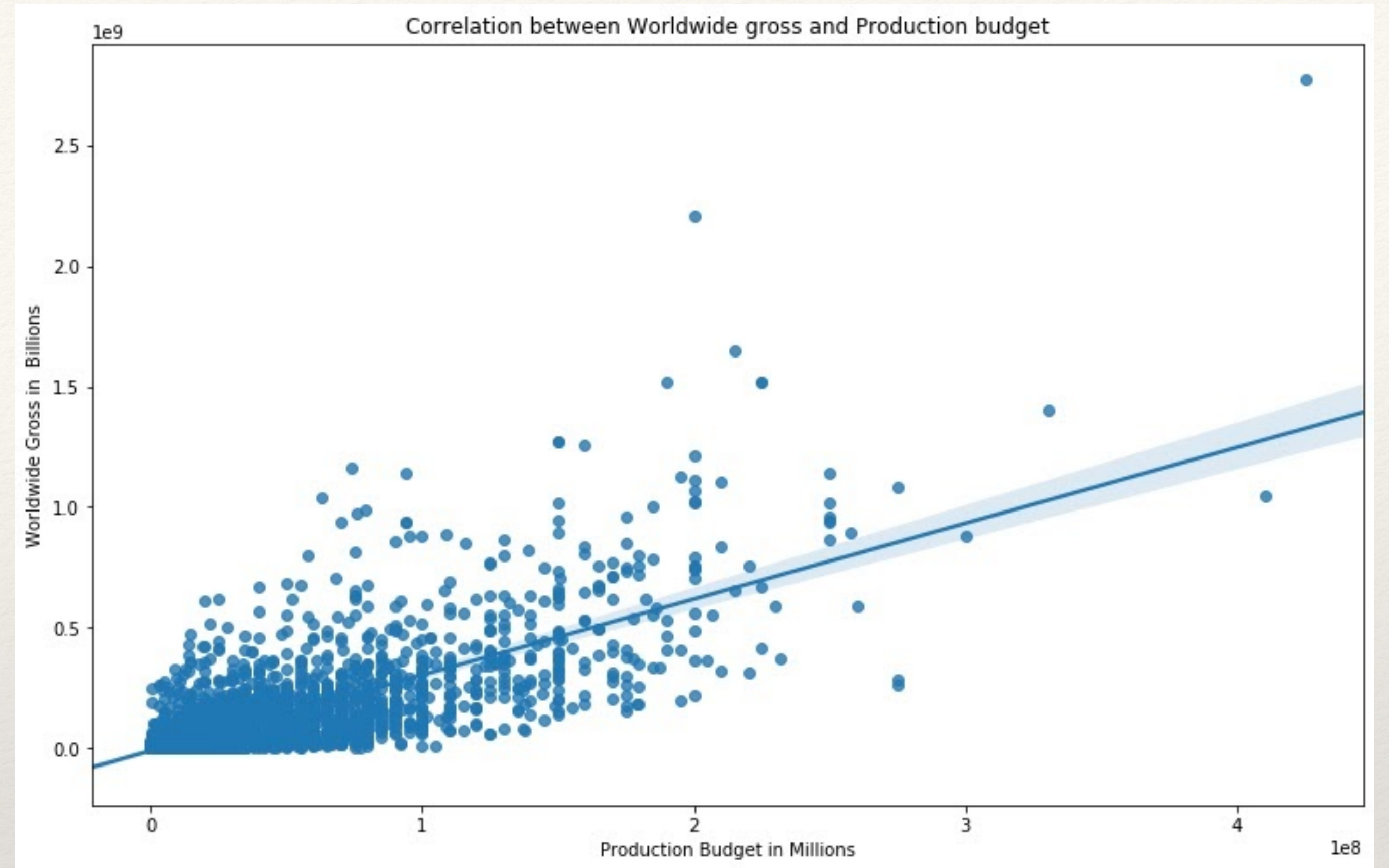The highest grossing directors base their movies in the top 4 genres.

Production budget and Total gross

Movies budget and Total gross average

Movie Mean Budget: 40$ Million
Movie Mean Total Gross: 116$ Million

Correlation Coefficient :0.859045

Conclusion

Taking into account the correlation between budget and total gross, the best course of action is to have a bigger production budget, which will allow to have higher grade actors,directors and crew leading to a higher total gross
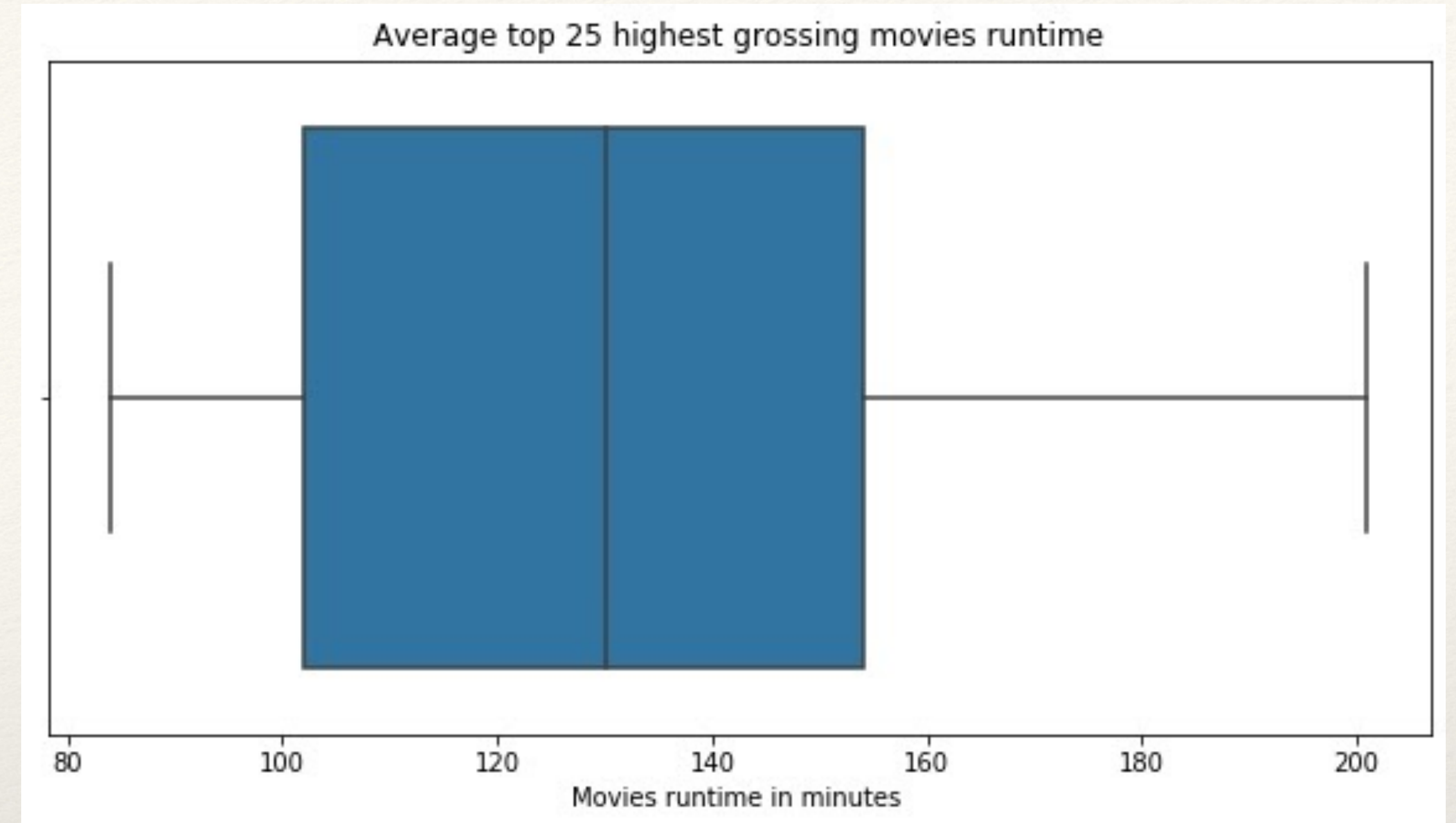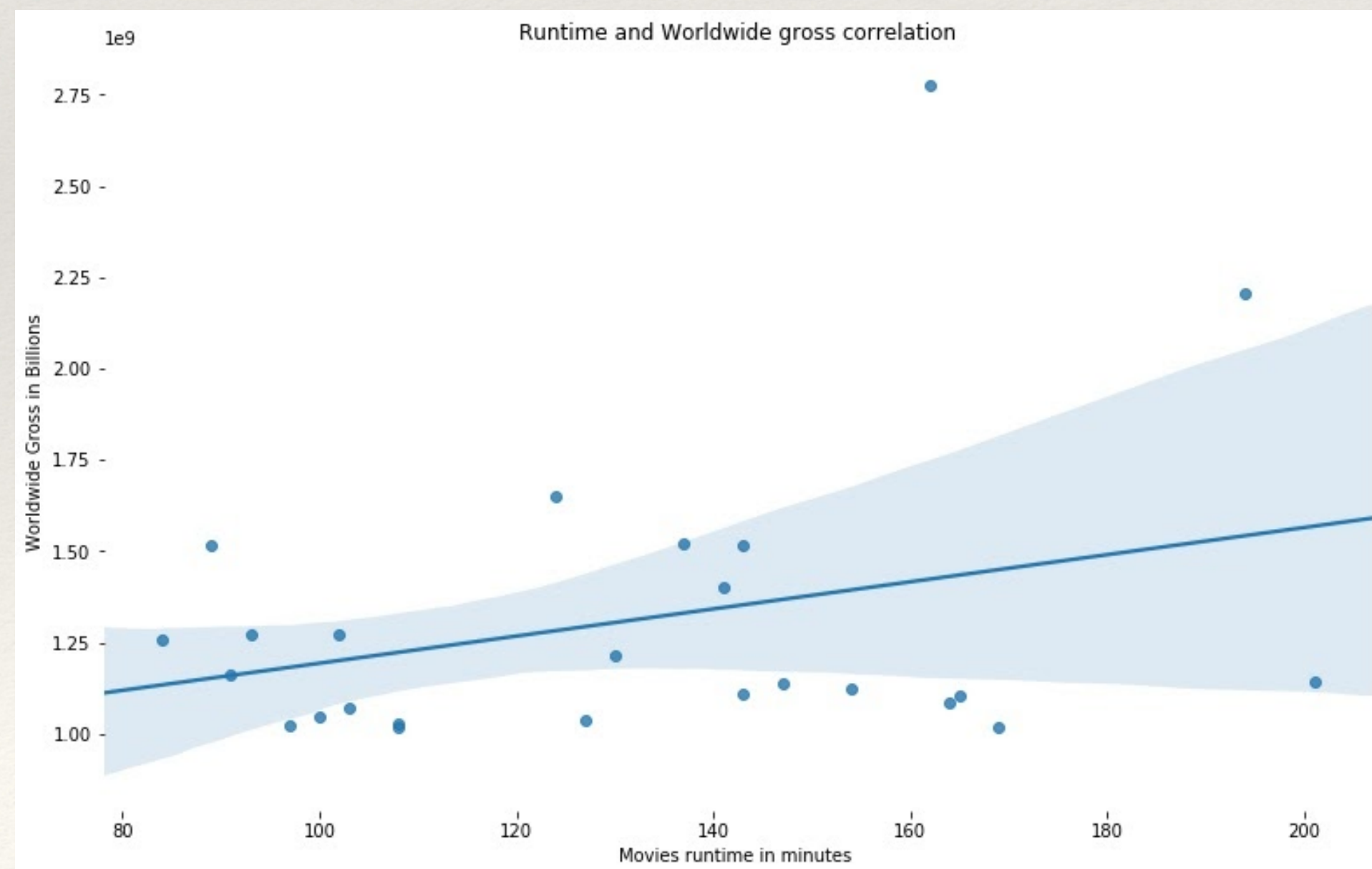
Runtime v Total Gross

Top 25 grossing movies average runtime

Average runtime: 131 min

Top 25 highest grossing movies have an average runtime of 131 minutes.
However, correlation is only slightly positive, sitting at:
0.252034

Average top 25 highest grossing movies runtime

Runtime and Worldwide gross correlation

Conclusion

It doesn't seem to be a correlation between runtime and total gross.
However, it will be safer to have a movie with a length between 100 and 150 minutes

Conclusion

❖ Bigger production budget leads to bigger total gross

❖ Runtime between 110 and 150 minutes

❖ With a bigger production budget, better directors can be hired which can lead to higher total grossings

❖ Top 10 directors have mainly done action, animation and adventure movies, which concord with the top 3 genres.

Future work

❖ Check different variables such as:

   ❖ How the total gross has changed over the years on different ratings.

❖ Check how leading actors affect the total gross as well.

❖ Availability of actors per genre