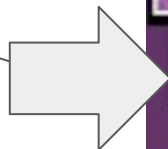


MONTH and HOLIDAY ANALYSIS - ROI and PROFITS

Zach Timmons

Analysis from Web Scrapping data
Of The-Numbers.com



THE NUMBERS®

Where Data and the Movie Business Meet

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Dataset:

-The-Numbers.com provides us with 5500 movies, of which 5026 have information about Worldwide and Domestic Gross figures.

-These movies are the 5026 with the highest Worldwide Grosses - they have a Mean of approx. 31 million \$ and a Median of 20 million \$. Because they are only the most successful movies, it may skew our results to be more successful than they could be with a larger dataset.

-To generate information about Profits and ROI, we have created these new columns, calculated as:

$\text{Profits} = \text{Worldwide Gross} - \text{Production Budget}$

$\text{ROI} = (\text{Worldwide Gross} / \text{Production Budget}) - 1$

-We have broken down findings into Profits and ROI by month, and Profits and ROI by Holiday season.

-The number of movies per holiday season is listed below.

	No Holiday	Christmas	Veterans Day	Thanksgiving	New Years Day	Halloween	MLK Day	Labor Day	Memorial Day	4th of July
Holiday	4138	222	103	99	92	89	82	72	72	57

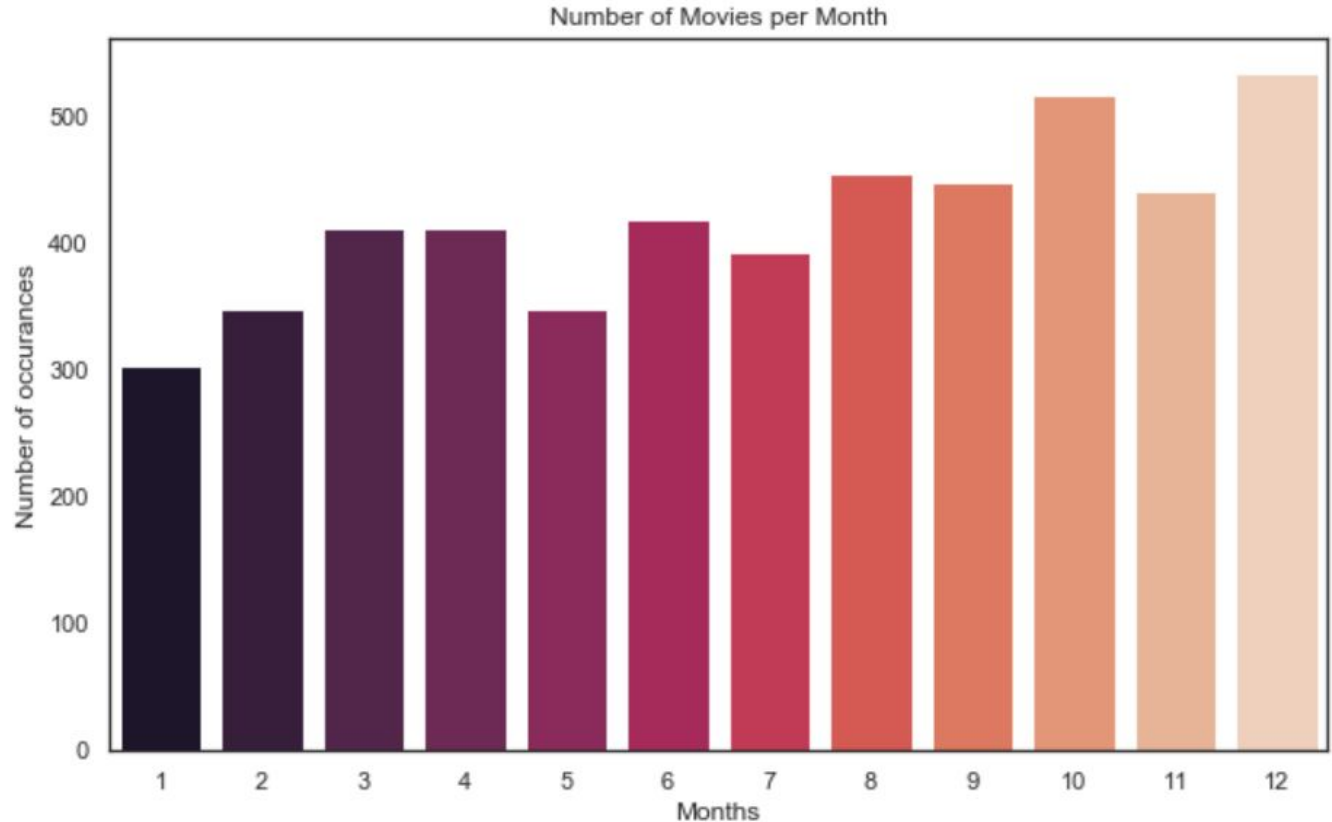
Questions to Answer:

- 1. How does the Month of Movie Release affect Profits and Return on Investment (ROI)?**
- 2. How are Profits and Return on Investment affected by Seasonality? Are there specific holidays that perform better than others?**

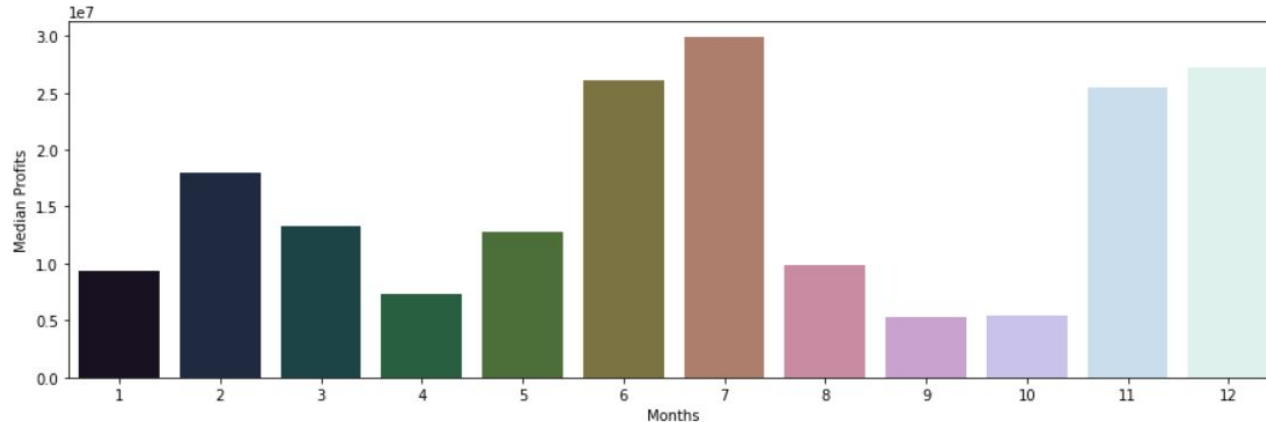
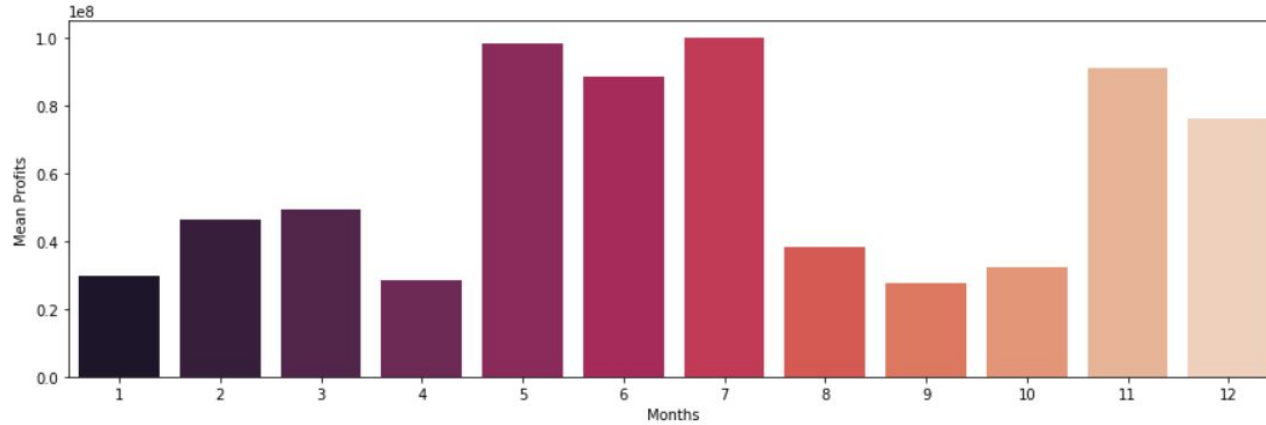
We break the Holiday seasons down into New Years Day, MLK Day, Memorial Day, Independence Day, Labor Day, Halloween, Veterans Day, Thanksgiving, and Christmas.

Number of Movies Released Per Month

-The trend is that the later in the year it is, the more movies are released.



Profits Per Month of Movie Release



The top chart shows us Mean Profits per Month of Movie Release.

The bottom chart shows us Median Profits per Month of Movie Release.

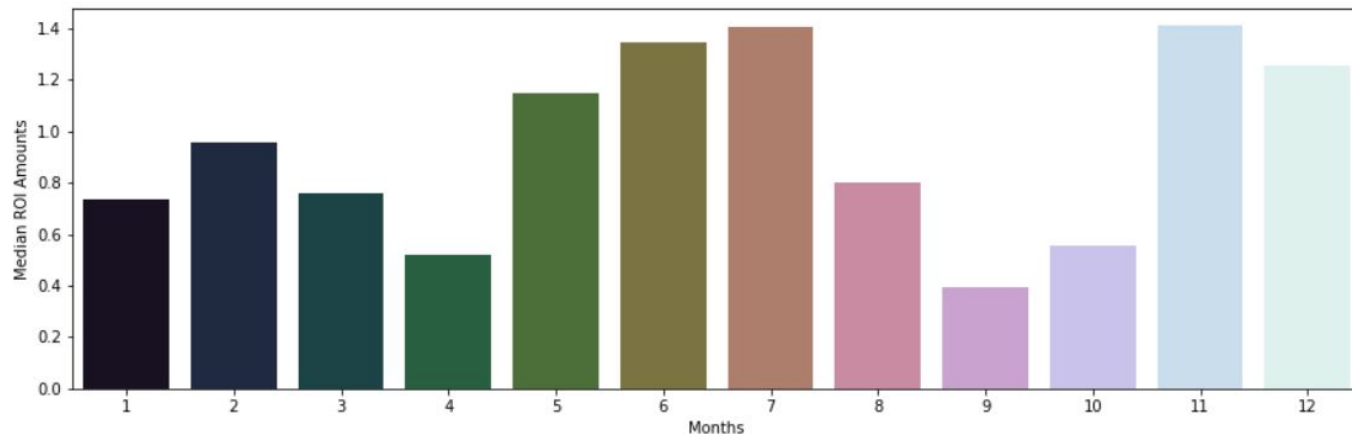
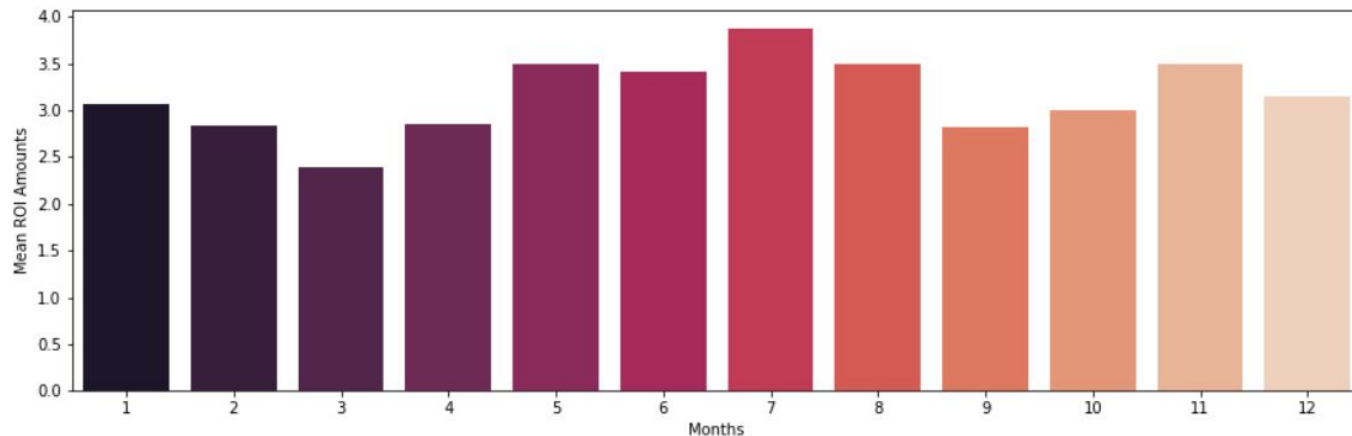
We see that the Summer and Winter months perform better than Spring and Fall months for both Mean and Median Profits.

May also has a large gap between Mean and Median Profits.

ROI Per Month of Movie Release

ROI is more evenly distributed by months than Profits, with the highest Mean ROIs in July and the highest Median ROIs in November.

Mean ROI Amounts (Top Chart)
Median ROI Amounts (Bottom Chart)

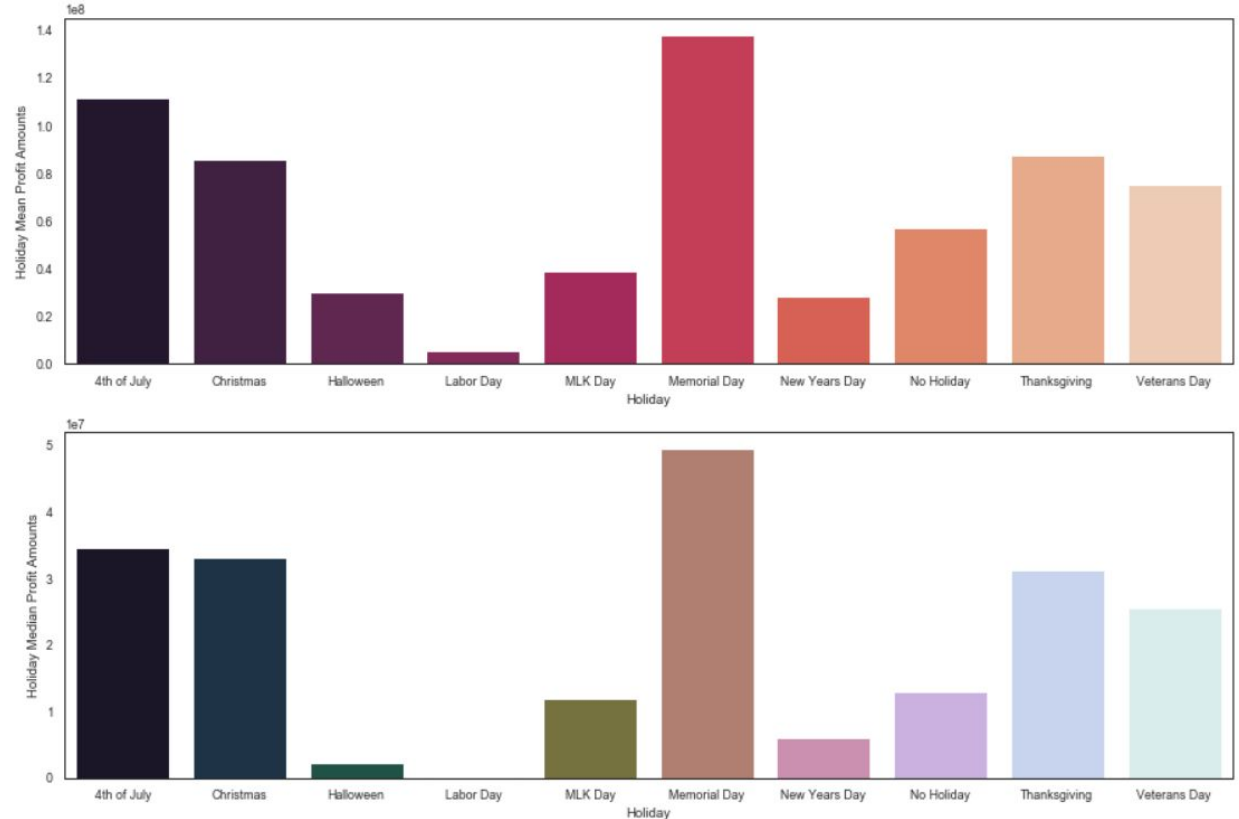


High and Low performing Holiday weekends by Profit

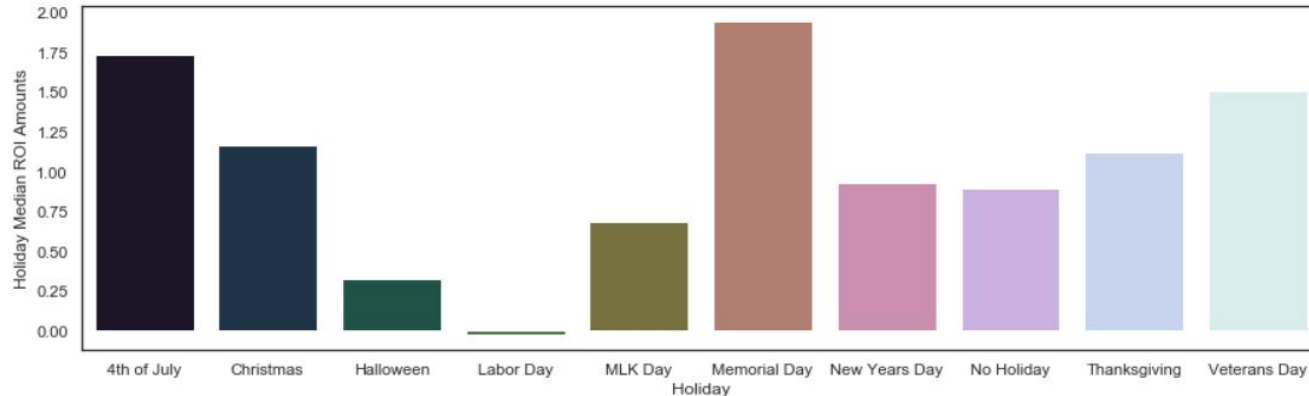
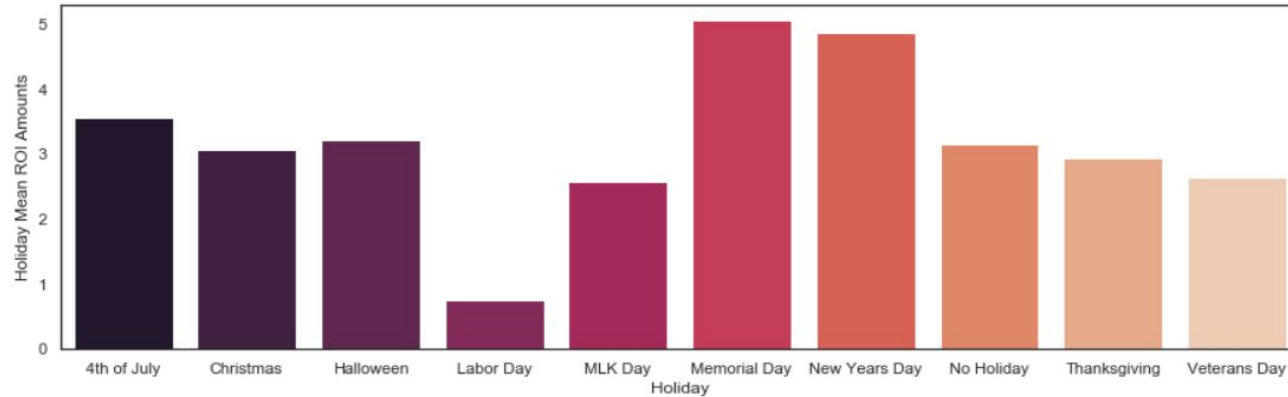
When broken out by Holiday weekend, we find that Memorial Day weekend has by far the highest Mean and Median Profits. Halloween has higher Mean Profits than Median Profits.

(Top Chart - Mean Profits by Holiday Weekend)

(Bottom Chart - Median Profits by Holiday Weekend)



High and Low performing Holiday weekends by ROI



(Top Chart - Mean ROI per Holiday weekend)

(Bottom Chart - Median ROI per Holiday weekend)

We see that Memorial Day weekend still leads the pack for Mean and Median ROI, and additionally there are large gaps between Mean and Median ROIs for Halloween, New Years Day, and Veterans Day. The Median Labor Day movie actually loses money.

Answering Our Questions - Insights



1. How does the Month of Movie Release affect Profits and Return on Investment (ROI)?

-Movie release months are most profitable and have the highest Return on Investment in the summer months and in November/December. This gap is palpable when it comes to profits but is more constrained when it comes to Return on Investment. The largest gap between Mean and Median profitability comes in the month of May, which shows a high Mean profitability but a significantly lower Median profitability.

2. How are Profits and Return on Investment affected by Seasonality? Are there specific holidays that perform better than others?

-Holiday weekends that show a higher Mean and Median Profitability than non-holiday weekends include Memorial Day, 4th of July, Christmas, Thanksgiving, and Veterans Day. Holiday weekends that show a lower Mean and Median Profitability than non-holiday weekends include New Years Day, Martin Luther King Jr. Day, Halloween, and Labor Day, with Labor Day showing by far the worst performances.

-Holiday weekends that show a higher Mean and Median ROI than non-holiday weekends include Memorial Day, New Years Day, and 4th of July. Veterans Day, Thanksgiving, and Christmas show a lower Mean ROI but a higher Median ROI than non-holiday weekends. Halloween shows a higher Mean ROI but a lower Median ROI than non-holiday weekends. Labor Day and Martin Luther King Jr. Day show both lower Mean and lower Median ROIs than non-holiday weekends.

What insights can we gather from this data?

- It is a good idea to try to release your movie during the summer months or the winter months, and creating a movie that can compete with the blockbusters that are generally released during Memorial Day weekend is a good strategy for both Return on Investment as well as profitability.



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