

Analysis of Blockbuster Films

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Summary

Descriptive analysis of the movie statistics from movie rating websites data reveals great insights with making a blockbuster movie:

- Partnering with a well-established movie studio to have an insight in how the ins and outs of the movie industry and the makings of a blockbuster hit.
- Genre of the movie that follows the current trend.
- Get the average statistics of the blockbuster hits and the minimal production budget of one of the most profitable movie.

Outline

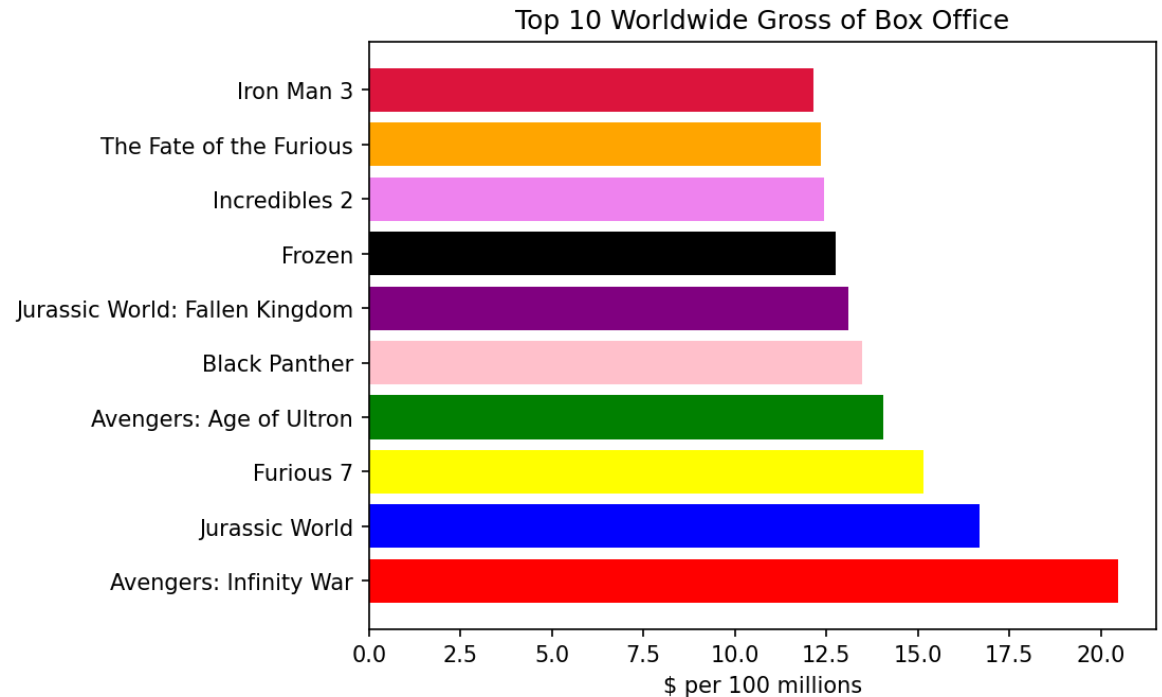
- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Inexperience in making original movies
- Setting genres
- Proper movie statistics e.g. runtime, production budgets

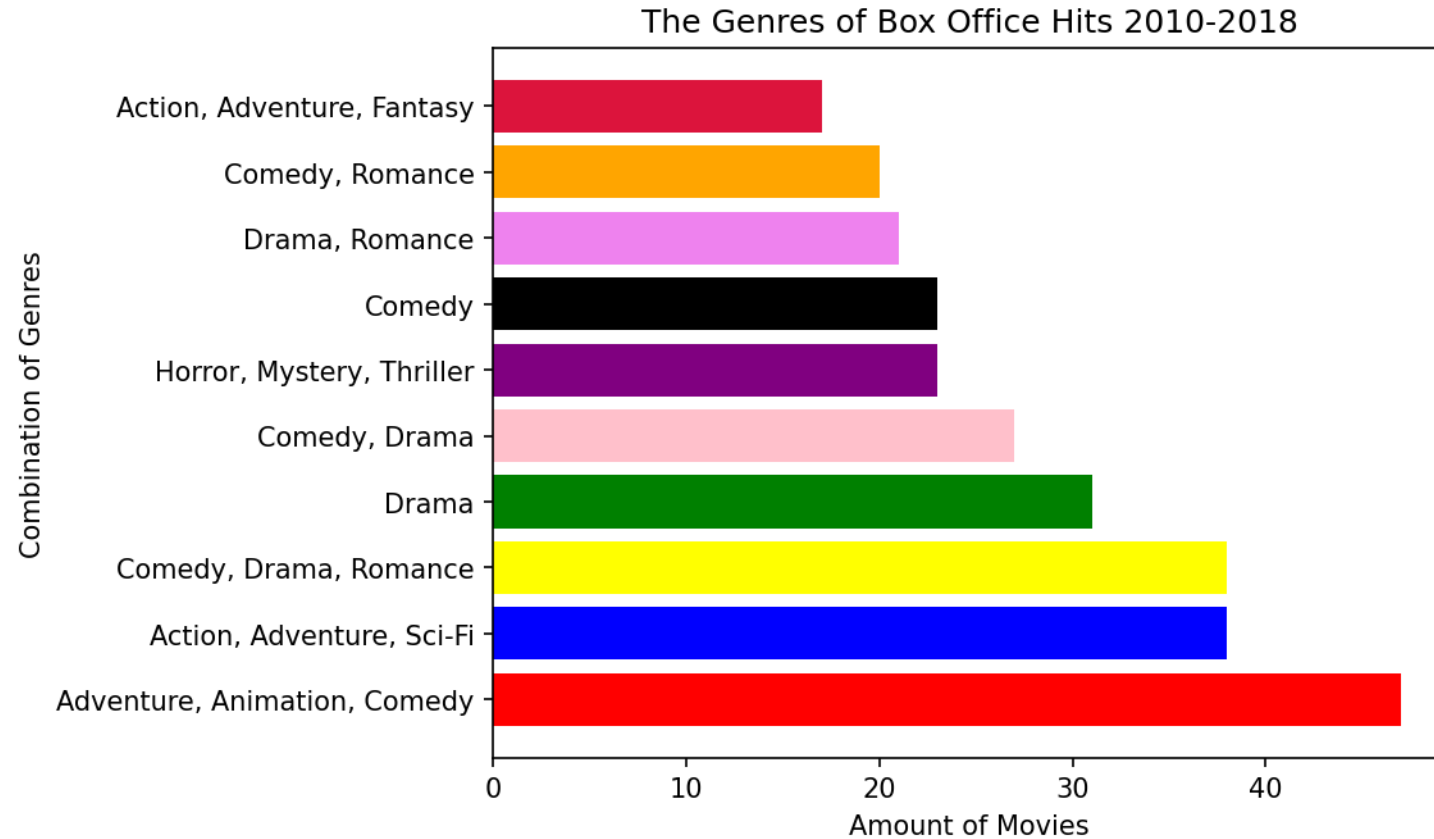
Data and Methods

- Data from IMDB, Box Office Mojo and The Number are used over 1000 movies from 2010 to 2018
- Includes movie statistics, production budget, national (US) and foreign gross.



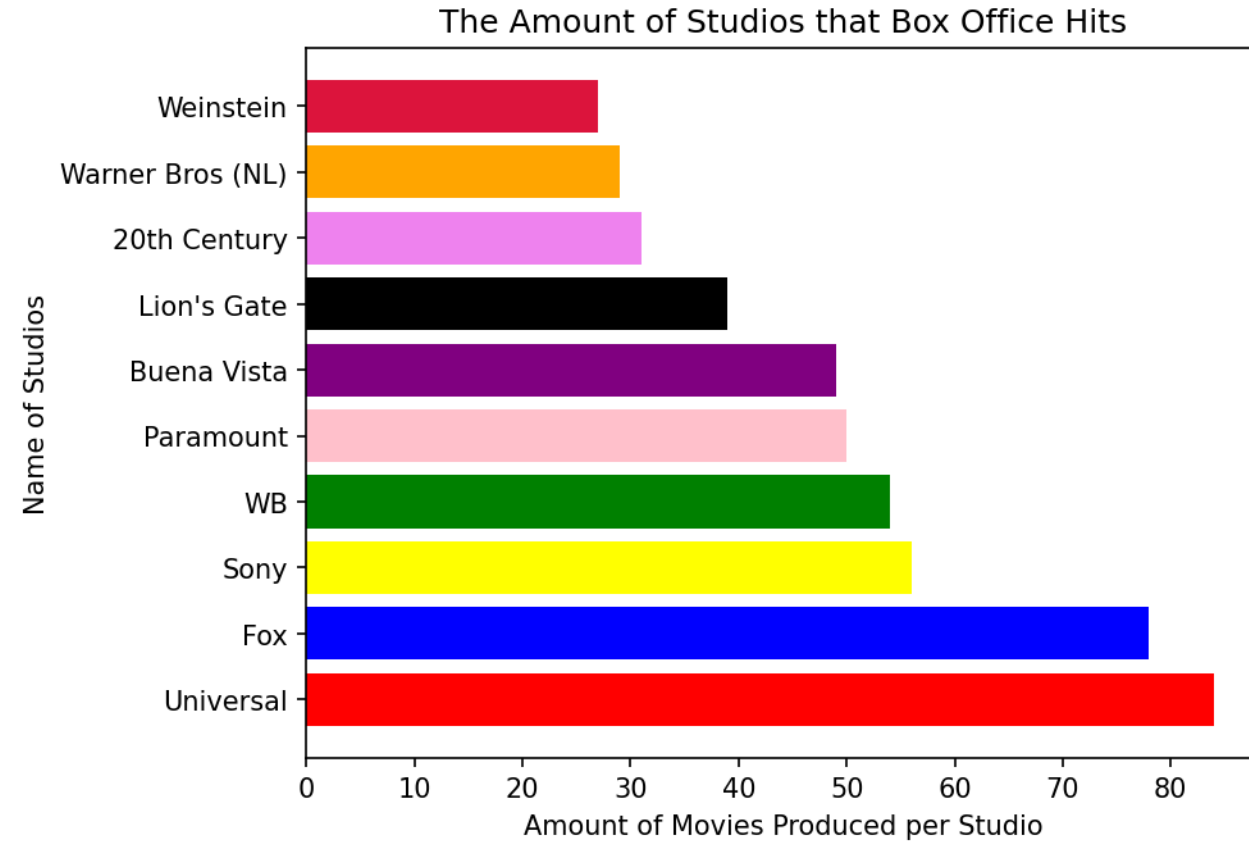
Results

- The combination of genre that is the most common that is considered blockbuster is an animated action-comedy.



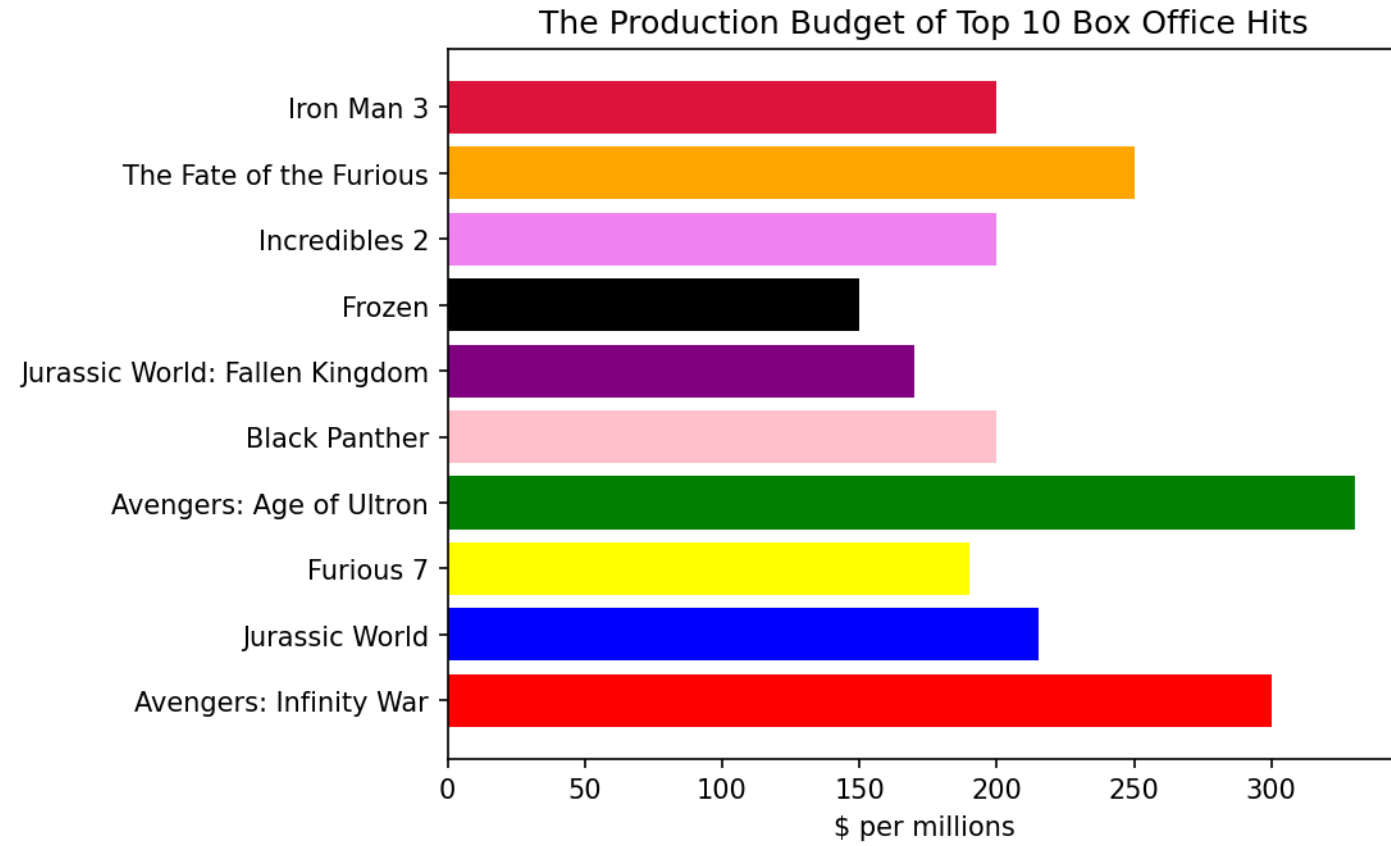
Results

- Most blockbuster movies are released by Universal Studio followed by Fox Studios and Sony Pictures Entertainment



Results

- The budgets of the most profitable movies is \$150 Million to \$ 300 Million which can be a benchmark for the maximum budget you can allot.



Conclusions

- Making a film that follows the combination of adventure, animation, comedy or action, adventure, sci-fi as this is most popular genres that is in the box office.
- Doing a partnership with Universal Pictures or with Fox because they have seniority in film production and produce the most blockbusters.
- Making a movie at the range of 90-110 minutes and the budget of 150 million to 300 million a good maximum benchmark to allot.

Thank you!

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