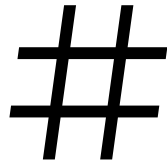# The Film Landscape

Examining Top Grossing and Highly Rated Films

$ #   ★

Our Team

- **INDY-SEA Consulting**
  - The movie experts since 2020
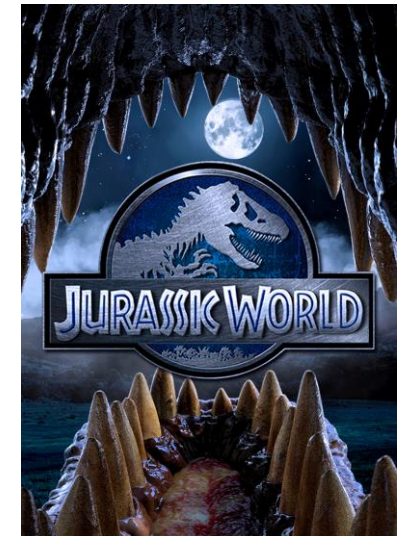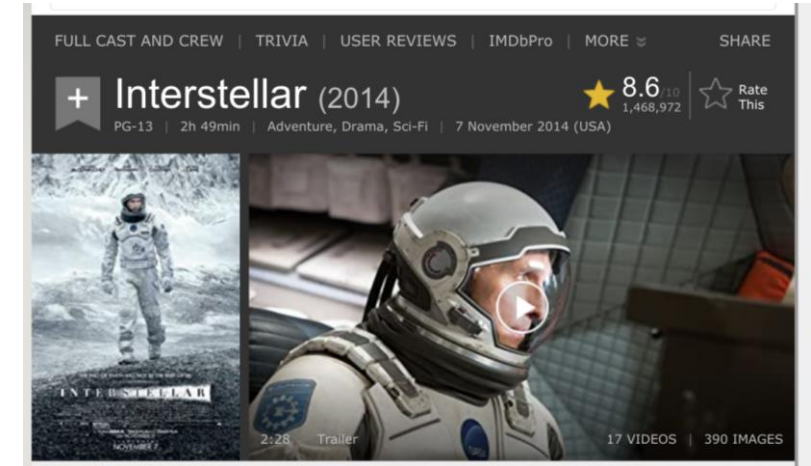 - In collaboration with Flatiron School

- Joe Resis
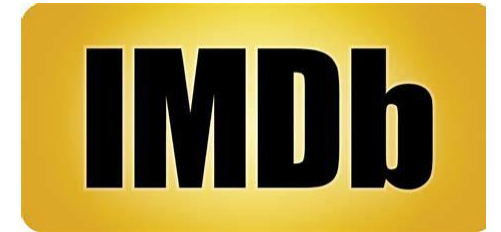
- Mark Patterson

Our Focus

- Provide a high-level overview of Top Films
  - Defined "Top" by:
    - **$$$** = Highest domestic gross
    - **Popularity** = Most ratings on IMDB
    - **Quality** = Average rating on IMDB
- Generate a list of "Top" writers
- Suggest genres of focus
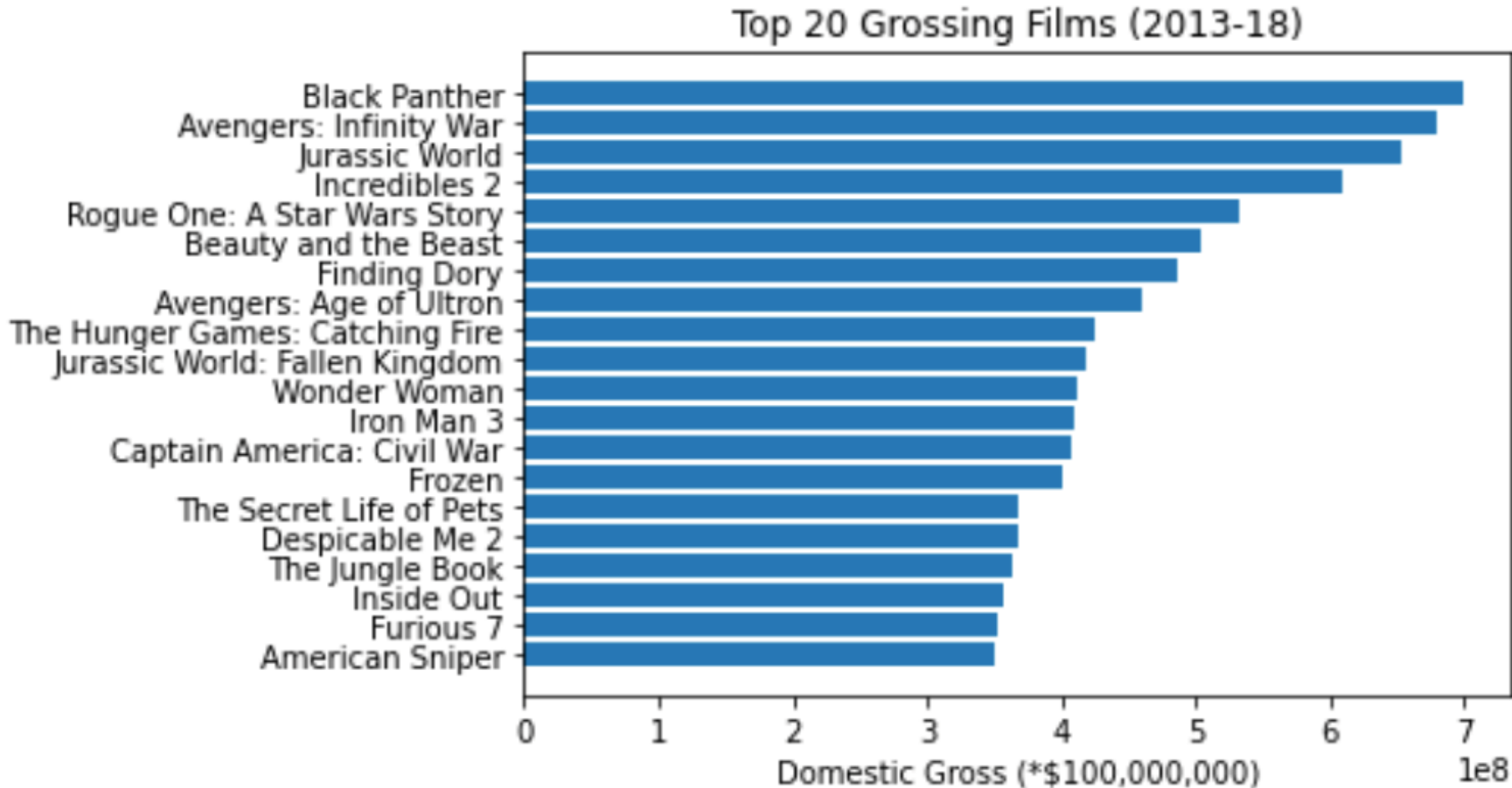- Discuss opportunities for additional analysis

Methodology

- Data from IMDb and Box Office Mojo
- Used existing data files
  - 2013-18
  - English language
  - Domestic gross
- Merged multiple data files
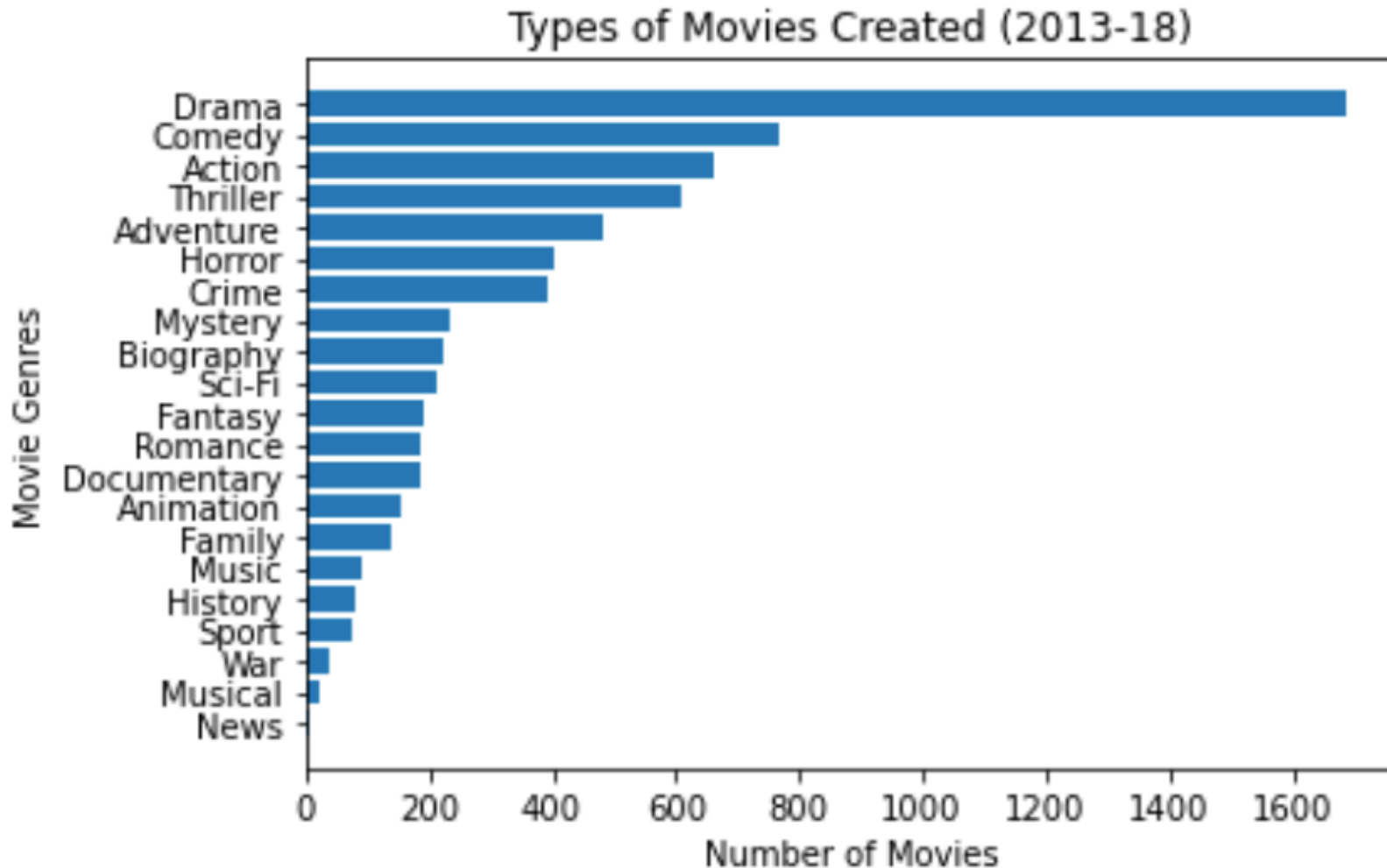- Analysis: exploration, insights, visualize
- Generate Top 20 lists

Insights

Financials are just part of the picture

Top 20 Grossing Films (2013-18)

A horizontal bar chart showing Domestic Gross (*$100,000,000) for:
- Black Panther
- Avengers: Infinity War
- Jurassic World
- Incredibles 2
- Rogue One: A Star Wars Story
- Beauty and the Beast
- Finding Dory
- Avengers: Age of Ultron
- The Hunger Games: Catching Fire
- Jurassic World: Fallen Kingdom
- Wonder Woman
- Iron Man 3
- Captain America: Civil War
- Frozen
- The Secret Life of Pets
- Despicable Me 2
- The Jungle Book
- Inside Out
- Furious 7
- American Sniper

X-axis: Domestic Gross (*$100,000,000), from 0 to 7, 1e8

- "Series" do well, as do Family films

Dramas are the most common genre

Types of Movies Created (2013-18)

- Have dramas reached an oversaturation point?

- Opportunities in other genres:
  - Sci-Fi
  - Documentaries
  - Animation

High grossing can also mean high budget

Average Domestic Gross by Genre (2013-18)
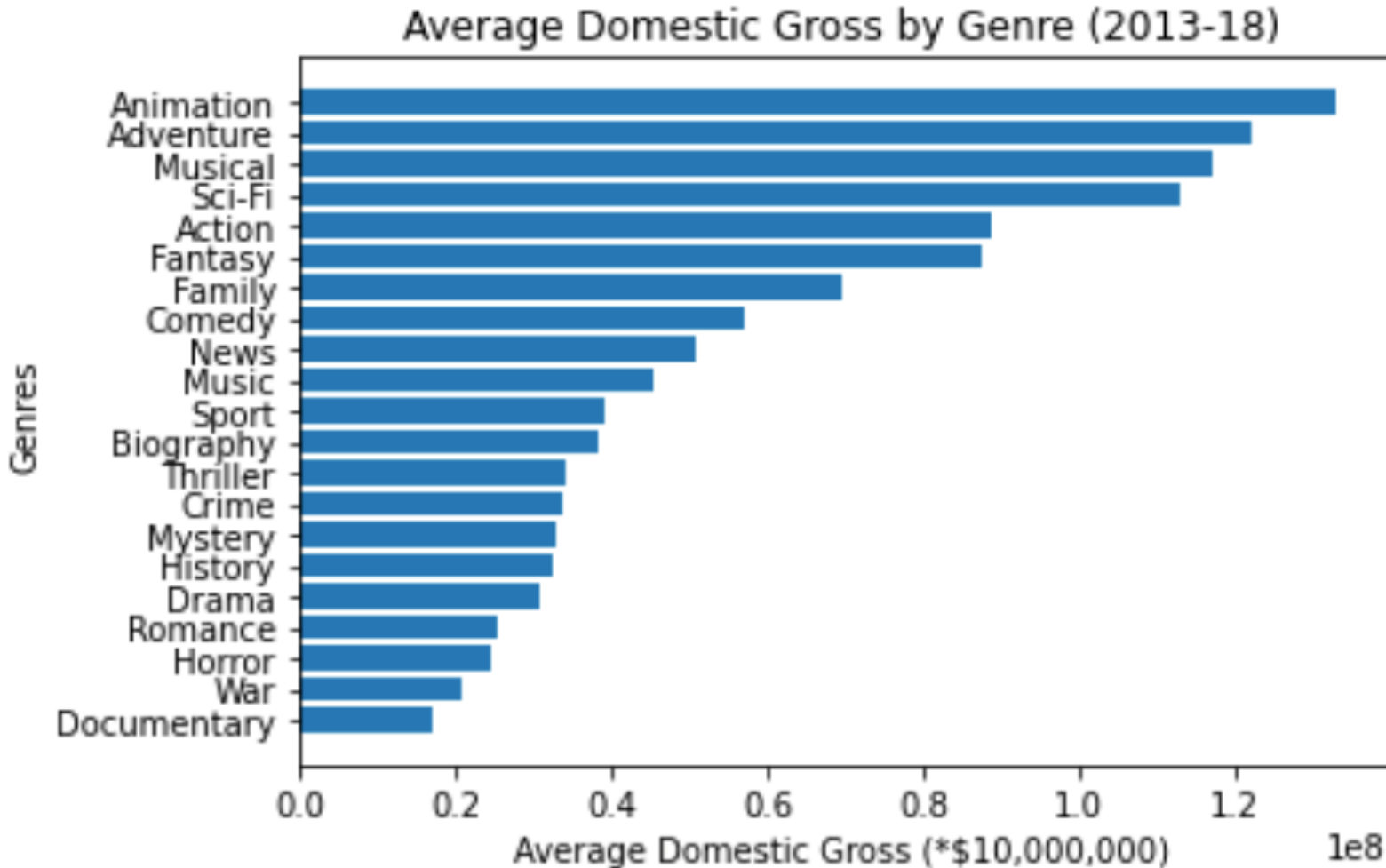
- Animation does well

- Dramas not as high grossing as other genres

- Some top genres have more "family" appeal

Writers: the heart and soul of a film

Top tier writer's based on film's domestic gross(2013-18)

Derek Connolly
Jurasic World

Ken Daurio
Despicable Me2
The Secret Life of Pets

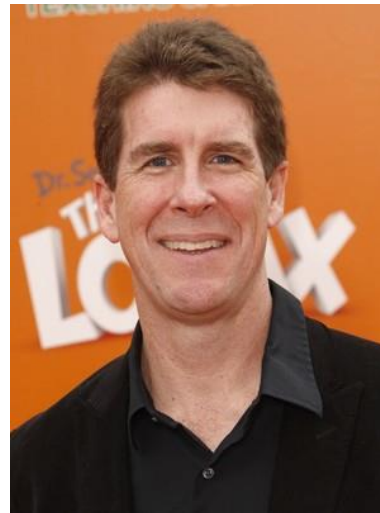**Michael Arndt**
Hunger Games: Catching Fire
Star Wars: The Force Awakens

Stephen McFeely
Avengers: Endgame
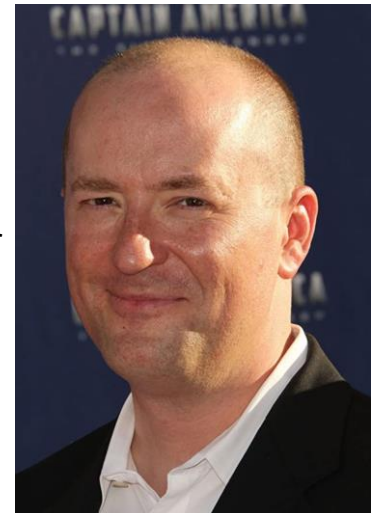*Captain America: Civil War*

Cinco Paul
Despicable Me2
The Secret Life of Pets

Christopher Markus
Avengers: Endgame
Captain America: Civil War
*Avengers: Infinity War*

Work with the best…

- **A group effort:**
  - Most of these films have 2 to 5 writers

- **Numerous series in the list**
  - Build loyalty
  - Appeal to whole family

- Opportunity to encourage diversity (6 women out of 48)

Writers on Top Grossing Films (2013-18)

| Writer	Film	Writer	Film
Allan Heinberg	Wonder Woman	Jessica J. Herrera	Wonder Woman
Amanda Silver	Jurassic World	Jim Starlin	Avengers: Age of Ultron
Billy Frolick	The Jungle Book	Joe Robert Cole	Black Panther
Bob Hilgenberg	The Jungle Book	John Knoll	Rogue One: A Star Wars Story
Bob Peterson	Finding Dory	Justin Marks	The Jungle Book
Brian Lynch	The Secret Life of Pets	Ka Yee Yim	Frozen
Brian Stewart	Inside Out	Ken Daurio	The Secret Life of Pets
Chris McKenna	Jumanji: Welcome to the Jungle	Ken Daurio	Despicable Me 2
Chris Moran	Furious 7	Larry Lieber	Iron Man 3
Chris Van Allsburg	Jumanji: Welcome to the Jungle	Linda Woolverton	Beauty and the Beast
Chris Weitz	Rogue One: A Star Wars Story	Michael Arndt	Inside Out
Christopher Markus	Avengers: Infinity War	Michael Arndt	The Hunger Games: Catching Fire
Christopher Markus	Captain America: Civil War	Paul Wernick	Deadpool
Cinco Paul	Despicable Me 2	Rhett Reese	Deadpool
Cinco Paul	The Secret Life of Pets	Rick Jaffa	Jurassic World
Colin Trevorrow	Jurassic World: Fallen Kingdom	Rob Muir	The Jungle Book
Derek Connolly	Jurassic World	Sandra Vo-Anh	Beauty and the Beast
Derek Connolly	Jurassic World: Fallen Kingdom	Scott Rosenberg	Jumanji: Welcome to the Jungle
Drew Pearce	Iron Man 3	Shane Morris	Frozen
Dylan Schaffer	Inside Out	Simon Beaufoy	The Hunger Games: Catching Fire
Gary Scott Thompson	Furious 7	Stephen Chbosky	Beauty and the Beast
Erik Sommers	Jumanji: Welcome to the Jungle	Stephen McFeely	Captain America: Civil War
Evan Spiliotopoulos	Beauty and the Beast	Stephen McFeely	Avengers: Infinity War
Gary Whitta	Rogue One: A Star Wars Story	Suzanne Collins	The Hunger Games: Catching Fire
George Lucas	Rogue One: A Star Wars Story	Tony Gilroy	Rogue One: A Star Wars Story
Jason Fuchs	Wonder Woman	Victoria Strouse	Finding Dory
Jeff Pinkner	Jumanji: Welcome to the Jungle	Zack Snyder	Wonder Woman

Popular genres = High grossing genres

Films with the Most Ratings (2013-18)
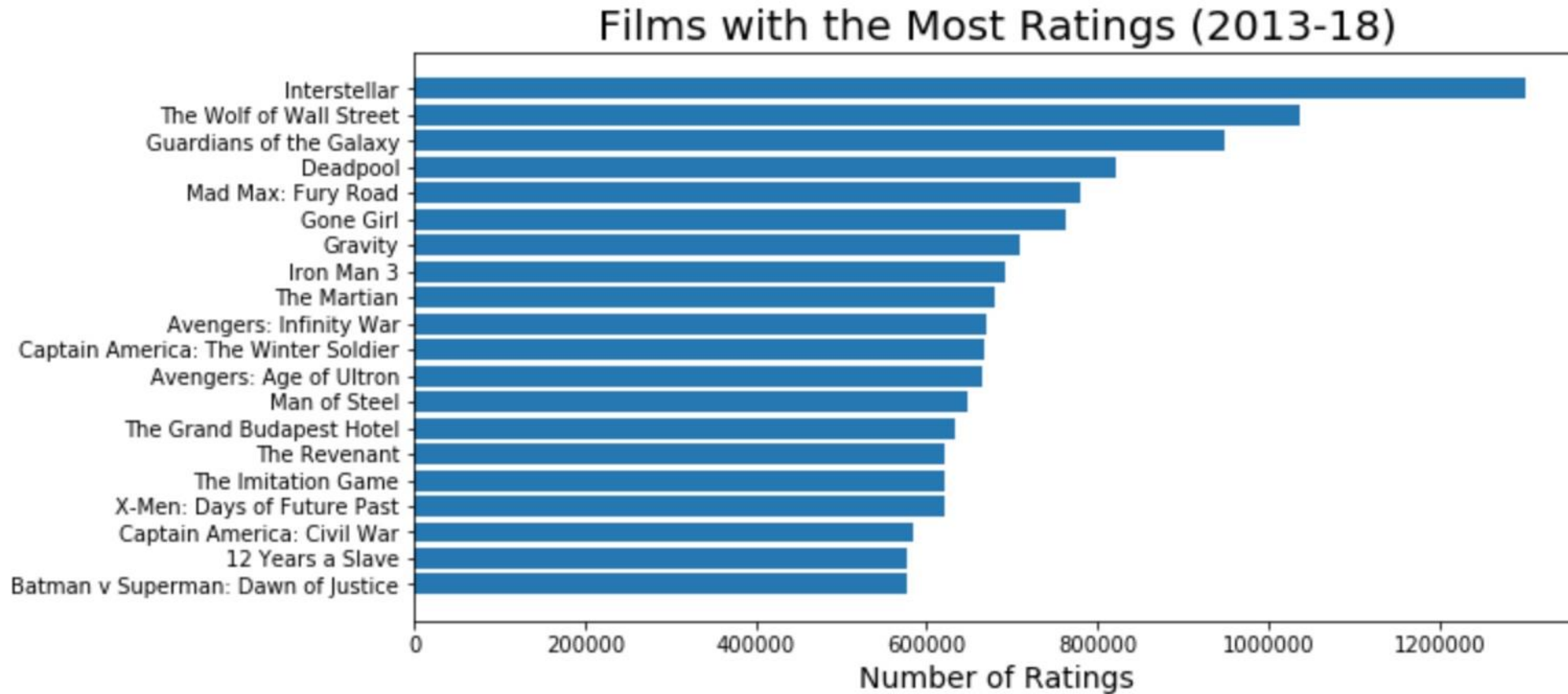
- **Top genres:**
  - Adventure
  - Action
  - Sci-Fi

- Some of these also Top Grossing

- Age of film impacts # ratings

Note: The original IMDB sample had a median of 1,403 ratings.

Dramas not high gross, but highly rated

## Films with the Highest Ratings (2013-18)
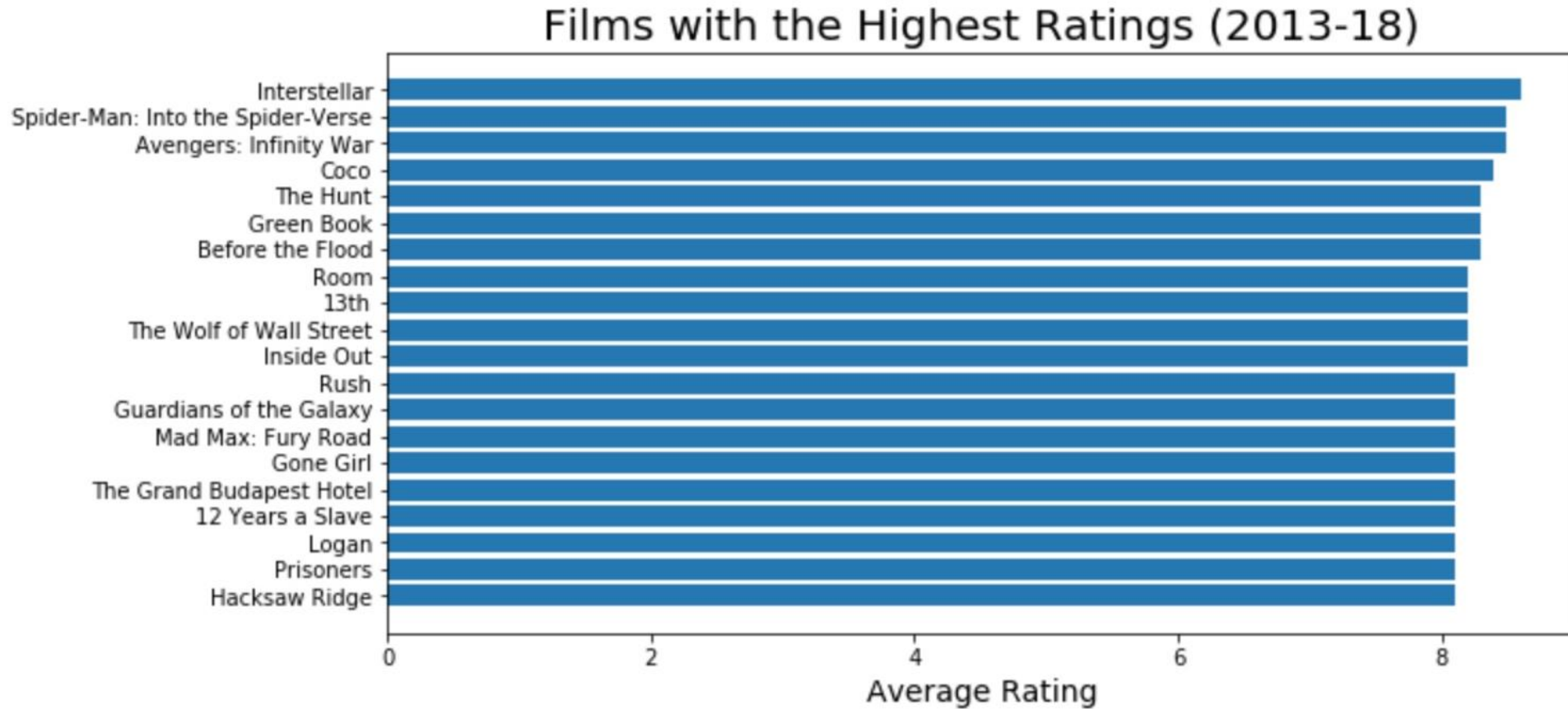
- **Top genres:**
  - Dramas
  - Adventure
  - Action
  - Biography
  - Comedy

- 8 /20 on both lists

Note: The original IMDB sample had a median film rating of 5.9.

Future Analysis

- **Quality:** Examine ratings of critics
- **Focus:** Explore niche genres – Documentary, Biography, Sports
- **Champion:** Investigate films by African-American creators
- **Segment:** Analyze by age groups, generations
- **Profit:** Examine ROI to determine genres of focus
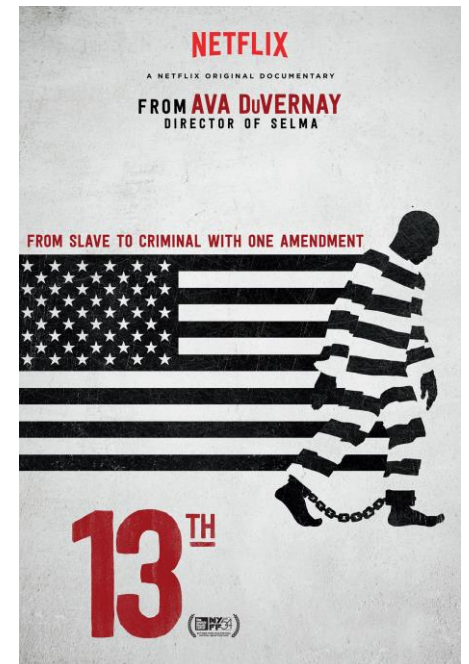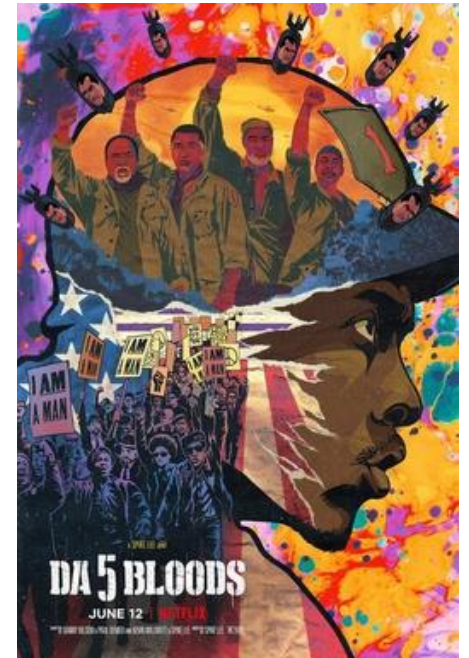
In Summary

- Dramas, a crowded field BUT highly rated = *Quality*

- Sci-Fi, good brand fit and high grossing = *$*

- Writers: work with those having a proven track record = *Popular & $*

- Limited cross over between Quality and Popularity; *choose one*

- Explore niche genres for potential focus; *be a leader*

Thank You...

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markpatterson8@hotmail.com