

An Analysis of Popular Films From 2010-2020

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June 10, 2020

What makes a successful film?

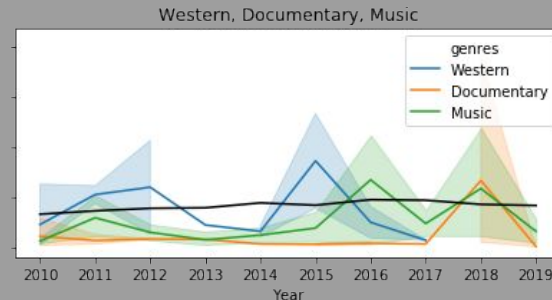
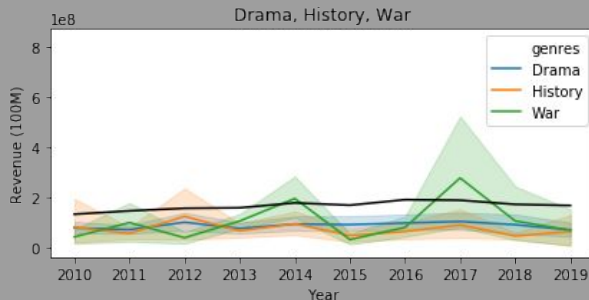
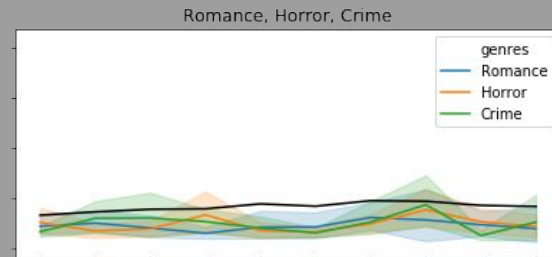
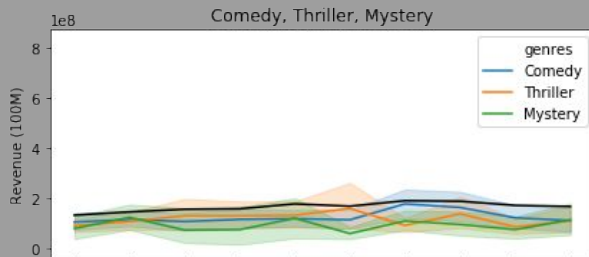
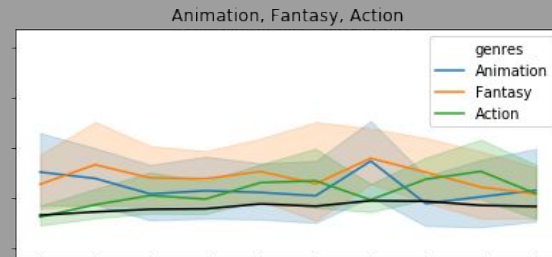
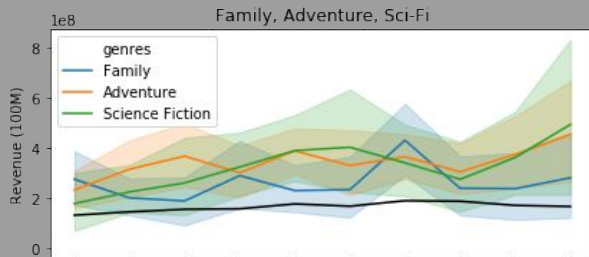
Let's explore the following questions:

- What are the highest grossing genres?
- Who are the writers of the most successful films?
- What are the keywords that describe these films?

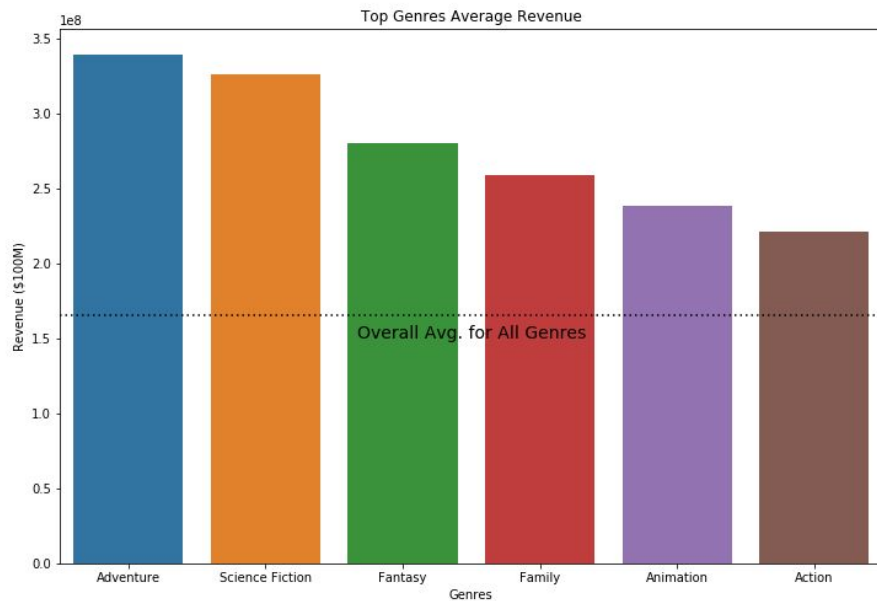
What Genres Perform Well Consistently?

- Family
- Adventure
- Sci-Fi
- Animation
- Fantasy
- Action

Average Revenue by Genre Compared to Overall Average

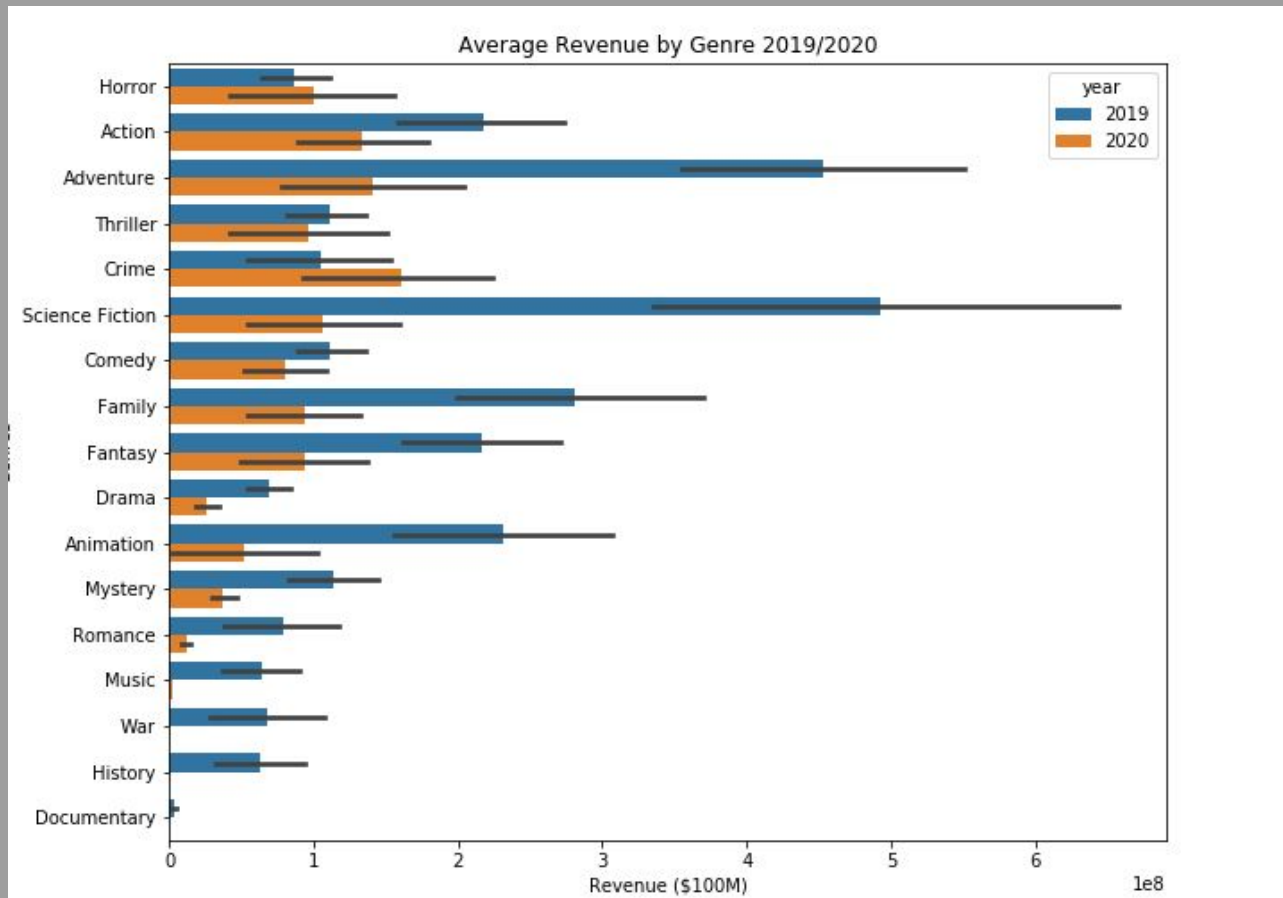


Average Revenues for Top Genres 2010-2019



Genre Performance So Far in 2020

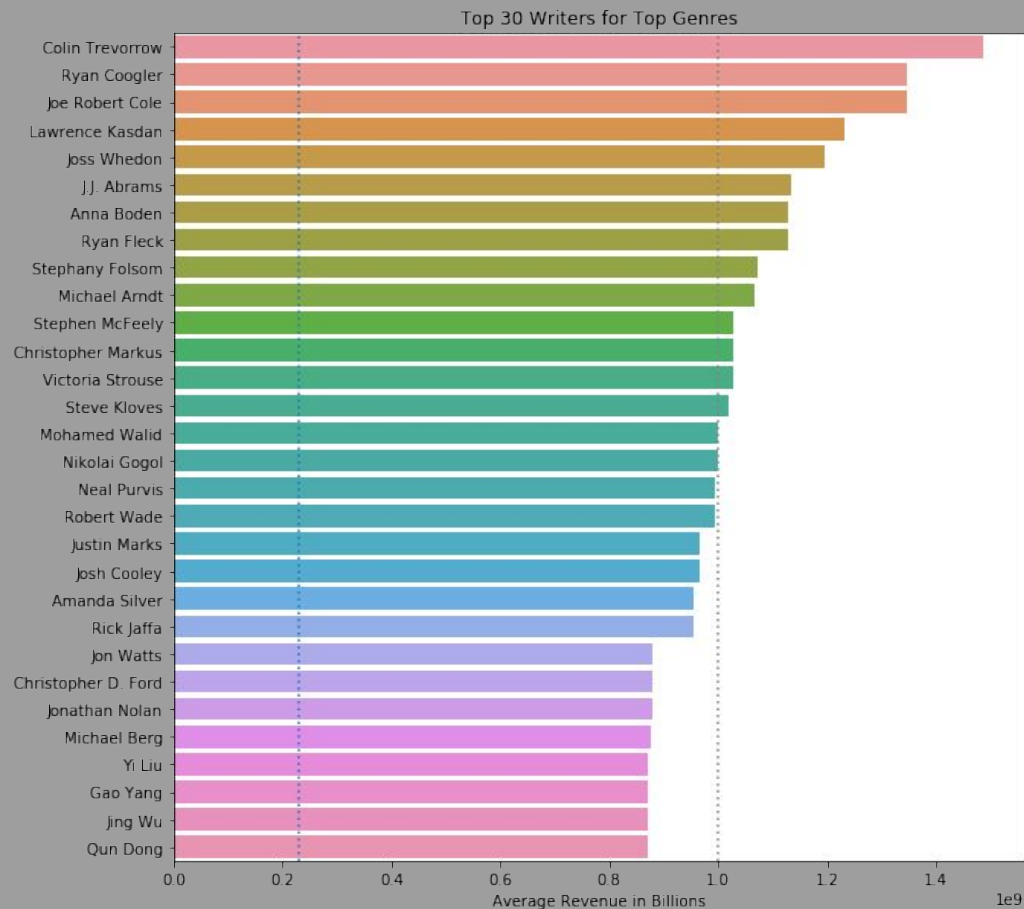
- Similar Trends
- Revenue is down
- Theater closures



Recommendations:

1. The film should belong to at least one of the top genres.
2. These genres are not exclusive.
3. A film spanning multiple genres can pull more viewers.

Writers: Best Bets



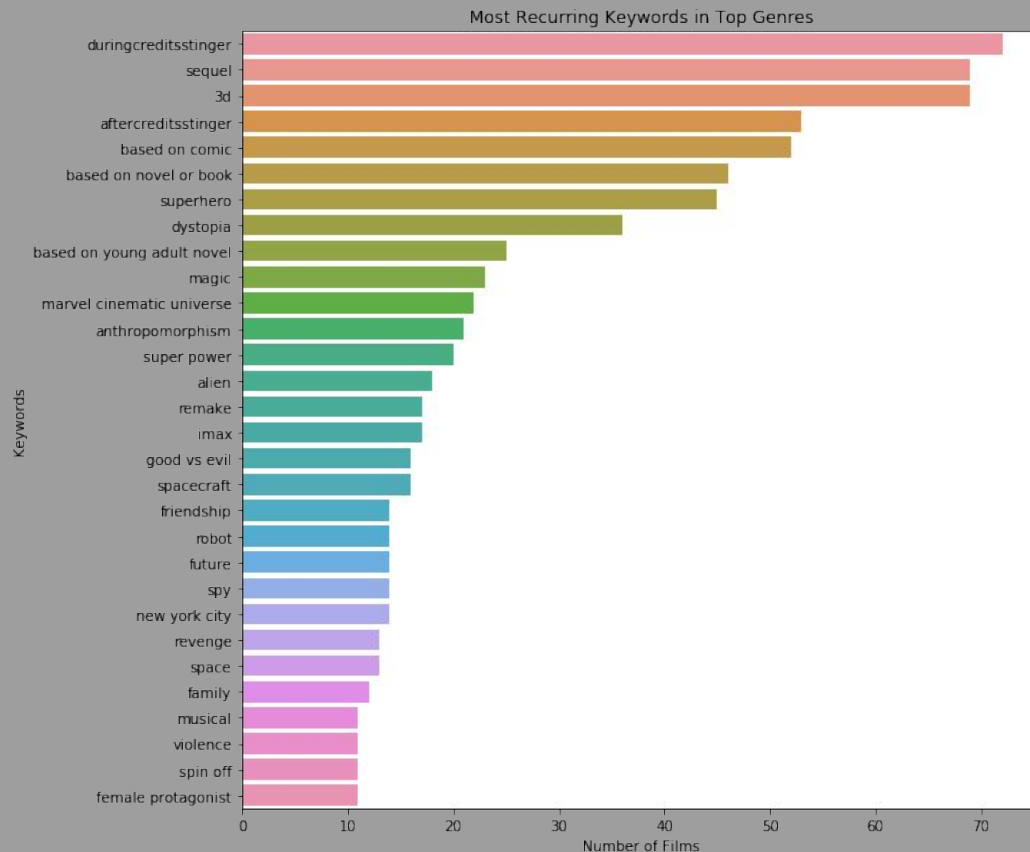
Recommendations:

1. Films written by proven screenwriters can perform significantly better than average.
2. A well-known writer can pull viewers who might otherwise skip the film.

Keywords: Describing A Hit Film

Notables:

- Sequel
- 3-D
- Based on Comic
- Based on Book
- Dystopia



Recommendations:

1. Film based on popular novels or comics.
2. Sequels can be a great pull.

Overall Recommendation: Science Fiction films based on popular book series.

- Sci-Fi is trending upward in popularity.
- Many great options for writers.
- Book series provides opportunity for sequels.

Future Work:

- What is the expected revenue per film for a series?
- How much does the film's director influence its performance?
- What is the expected investment to acquire movie rights to a popular property?

Thank You!

We appreciate your consideration.