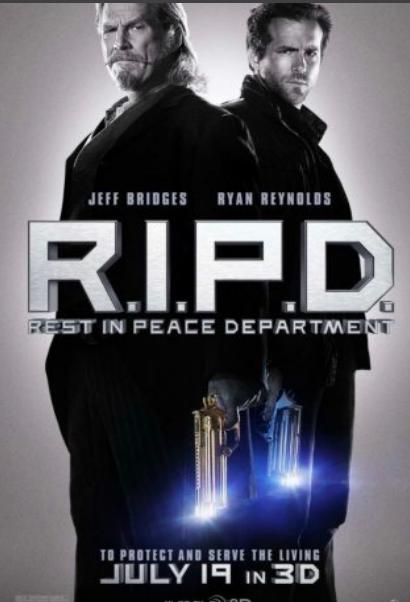
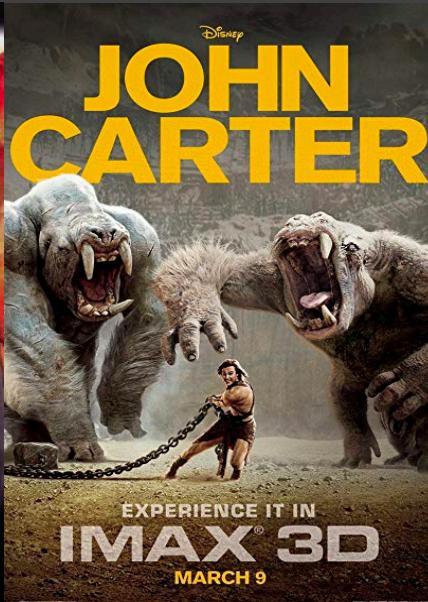
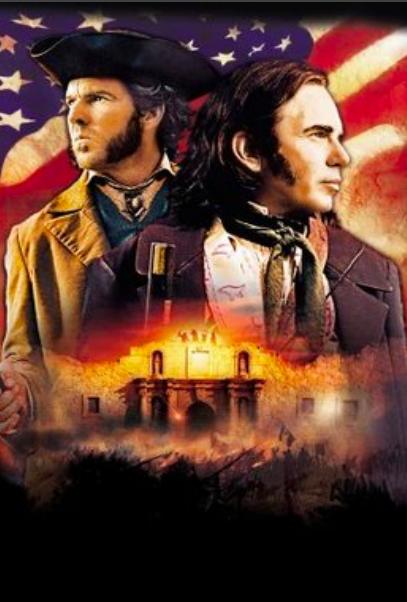
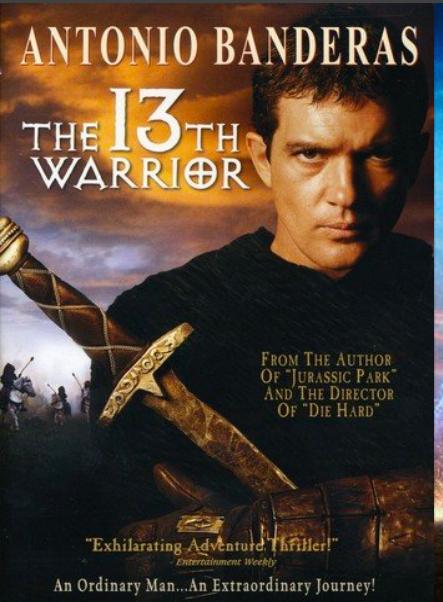


How to Avoid a Box-Office Flop

Nick Parker and Sean Sturtevant



The Movies Dataset

Important Variables:

Revenue – how much money a movie grossed in theaters

Budget – how much money a film cost to produce

Profit - Revenue – Budget

Rating – average 1-5 rating across 26 million user reviews

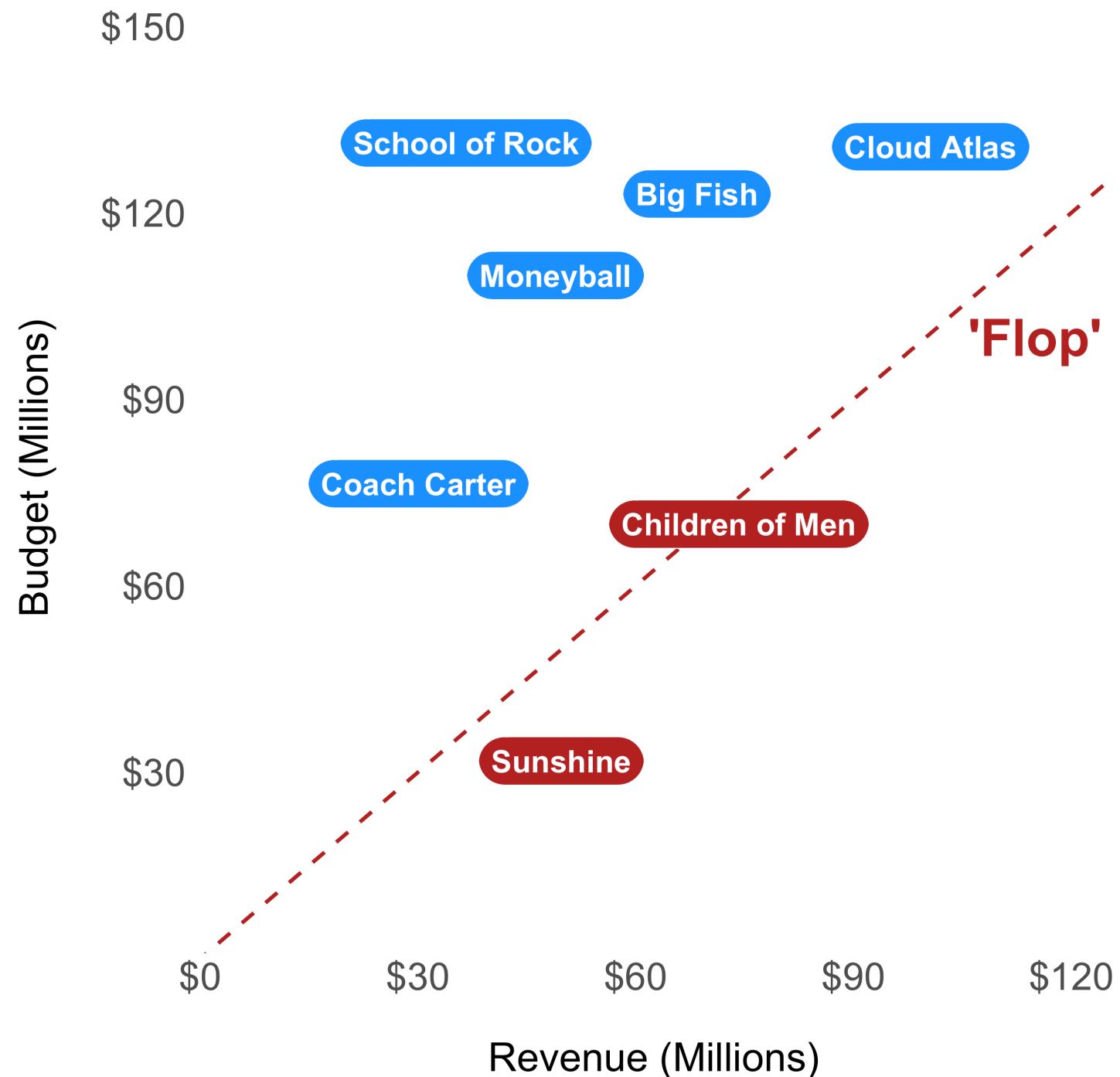
Release Date – when a film was released in theaters

Genre – Type of movie

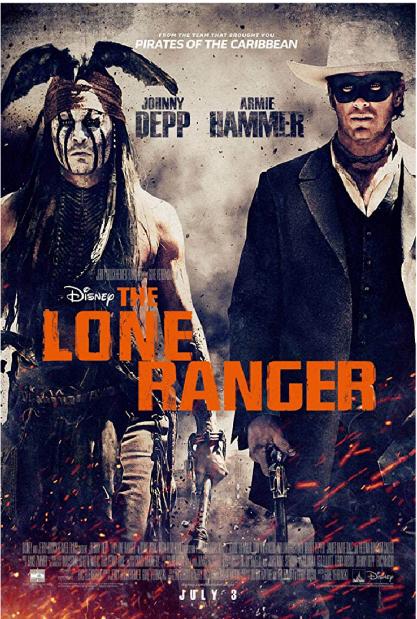
We only looked at Hollywood movies (American)



What is a 'flop'?



Top 10 Flops



30%
of all
movies flop

-\$200 -\$150 -\$100 -\$50 -\$0

Dollars Lost (Millions)

The Lone Ranger

The Alamo

Mars Needs Moms

Valerian

The 13th Warrior

Pluto Nash

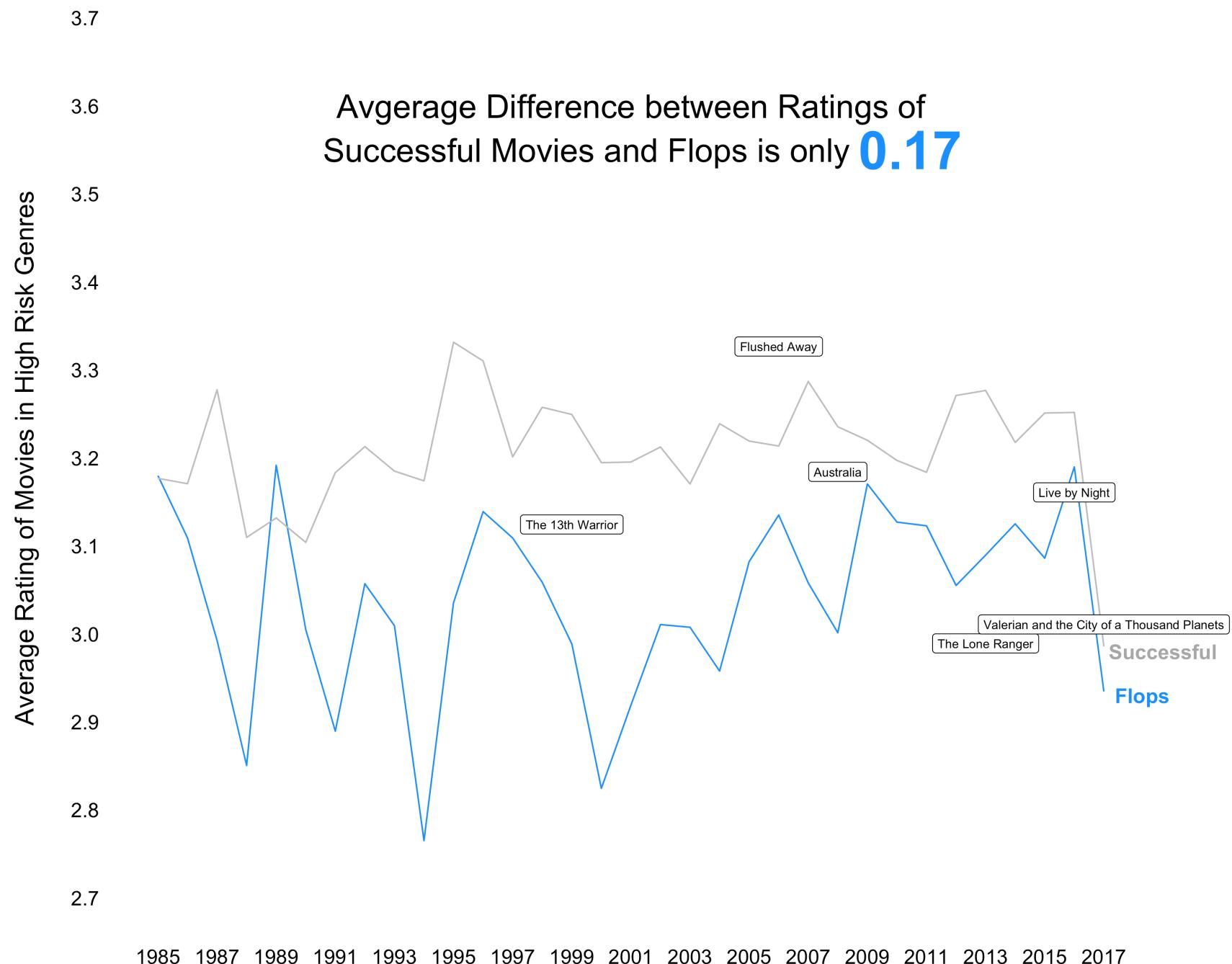
Cutthroat Island

Live by Night

Flushed Away

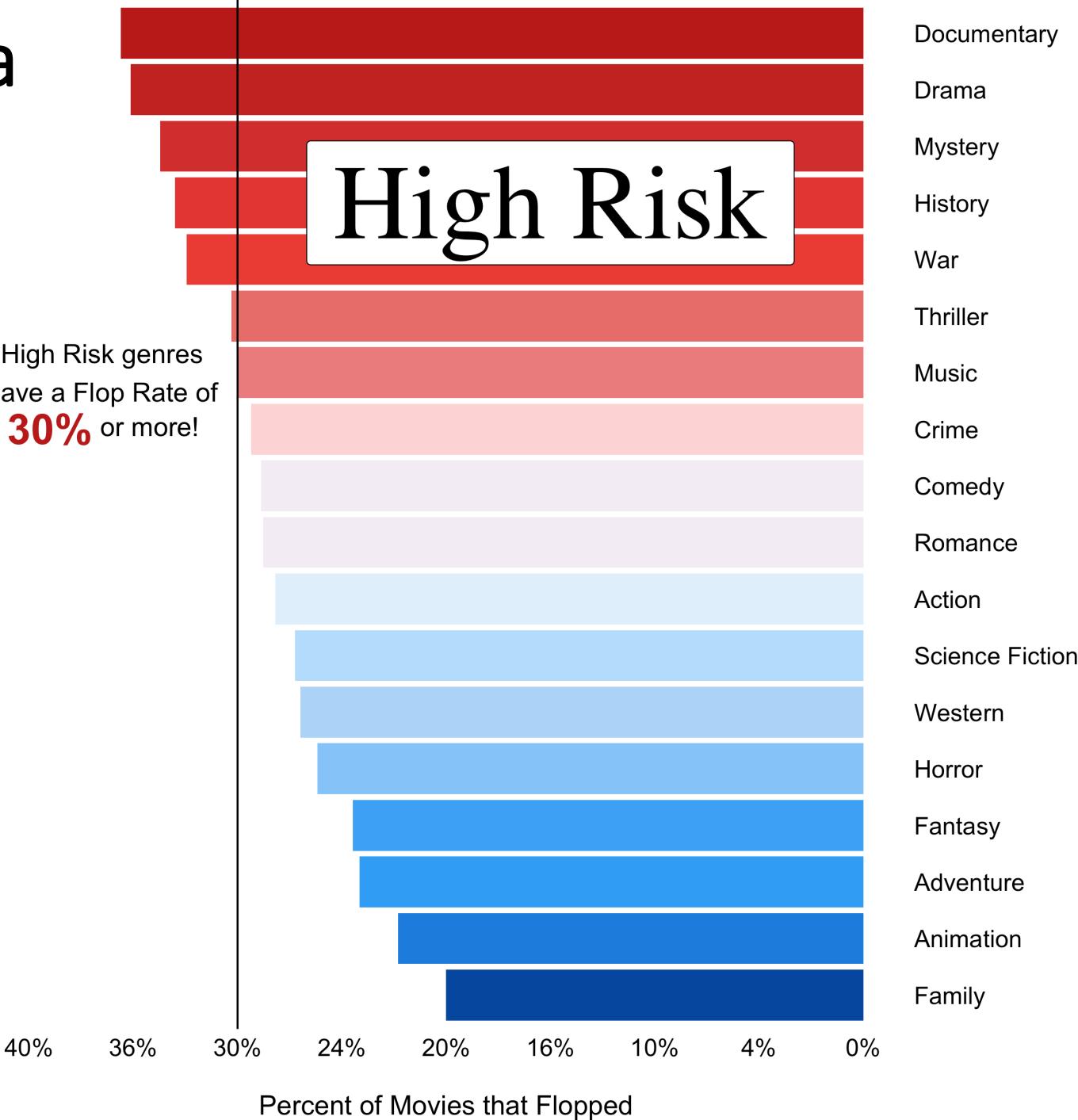
Australia

Flops aren't bad movies

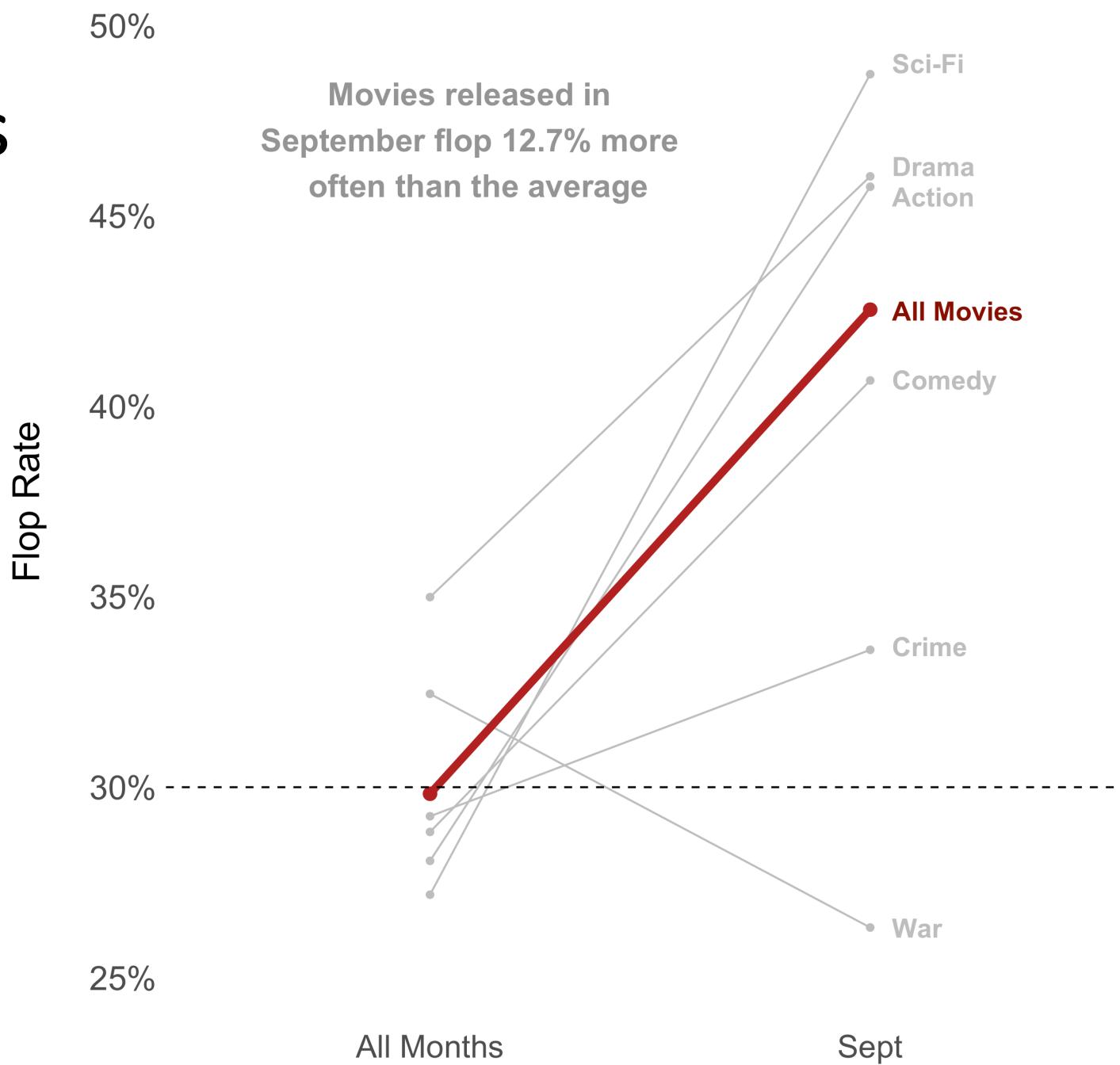


Genres with a High Risk of Flopping

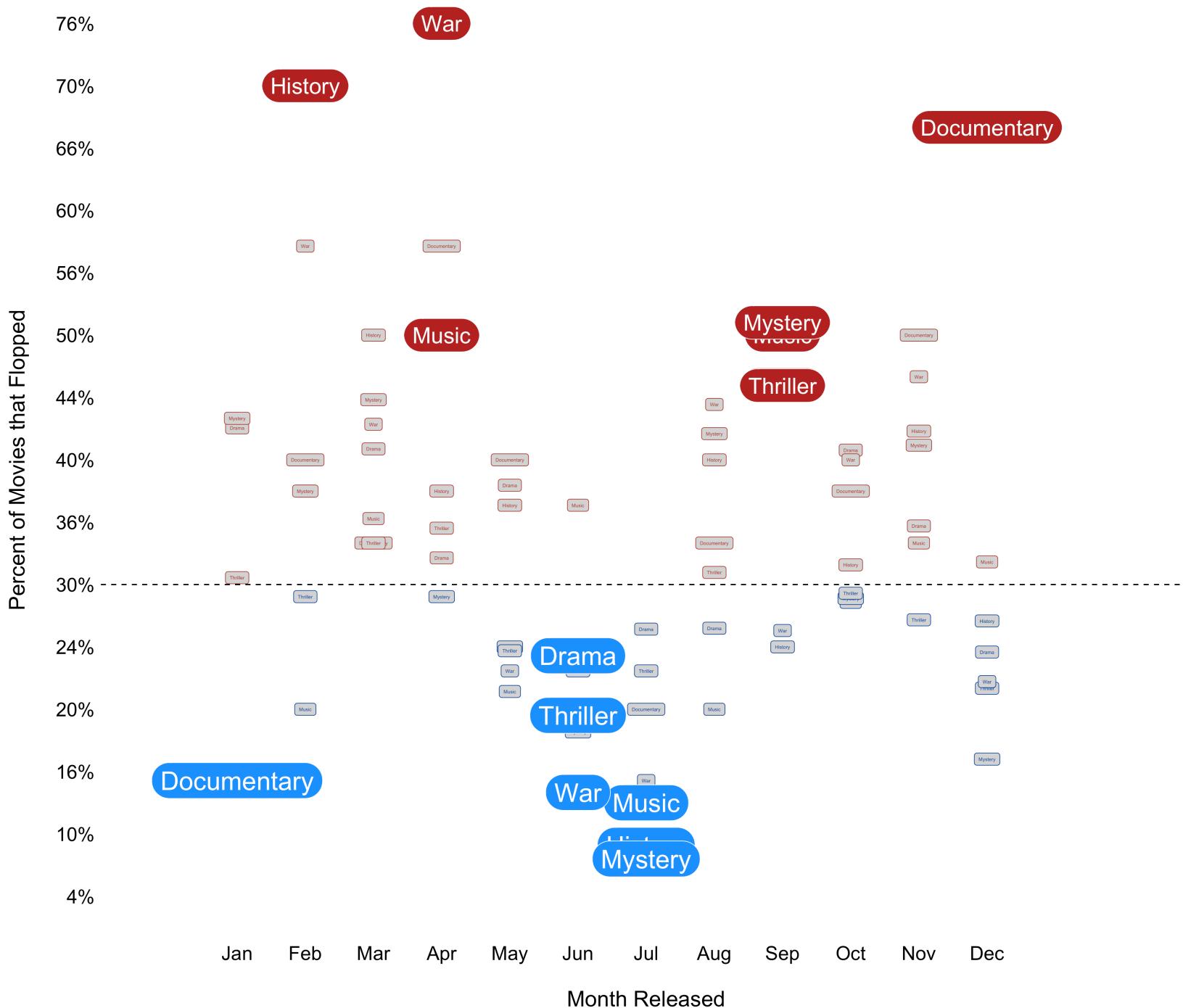
High Risk genres have a Flop Rate of **30%** or more!



Release Month Affects Flopping



High-Risk Genres: Best and Worst Release Months



Mitigating High Risk Genres

