

NILAN LOVELACE

MOD 01 – FINAL PROJECT

PROJECT GOALS

- ▶ Identify performance patterns across time
 - ▶ Are there any noticeable trends regarding profitability and when a title was released?
- ▶ Identify any relationships between profitability and the number of markets in which a title is released
- ▶ Identify the best studios with whom to partner

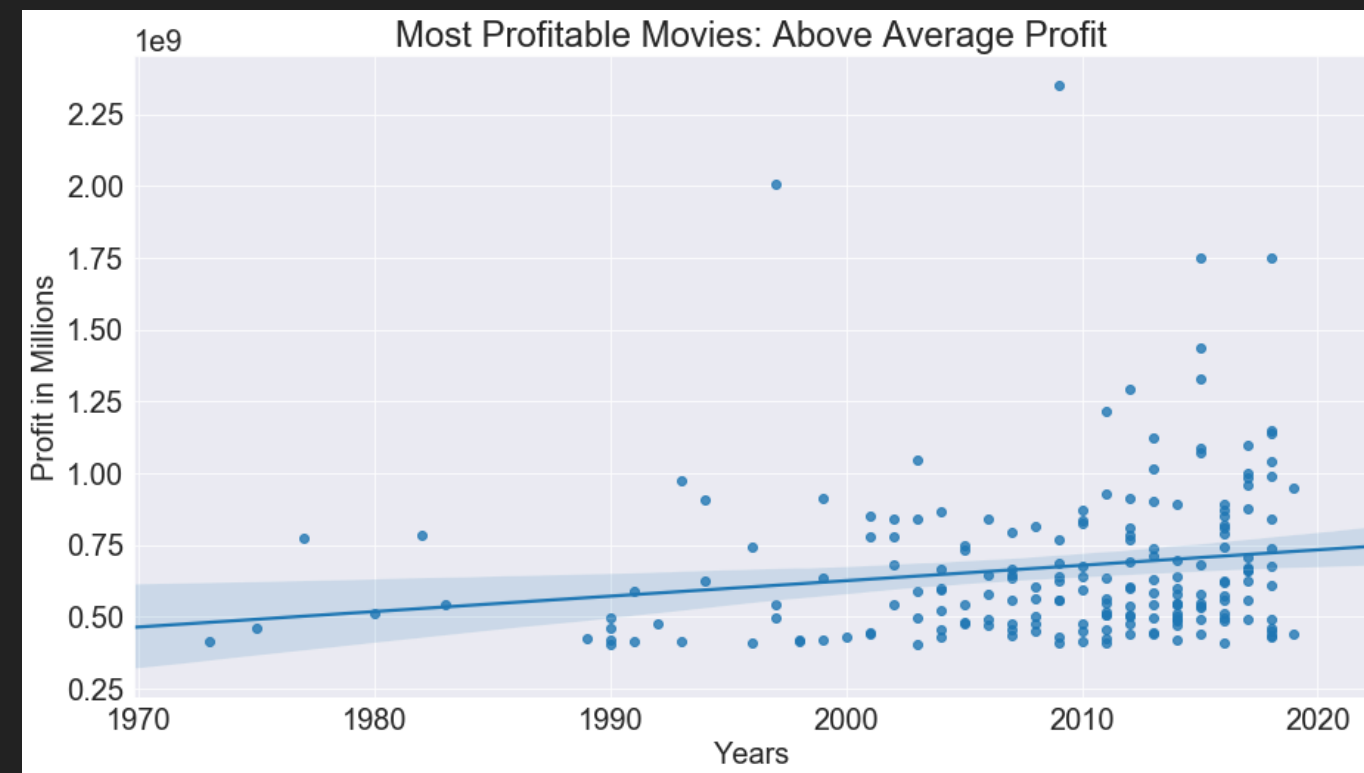
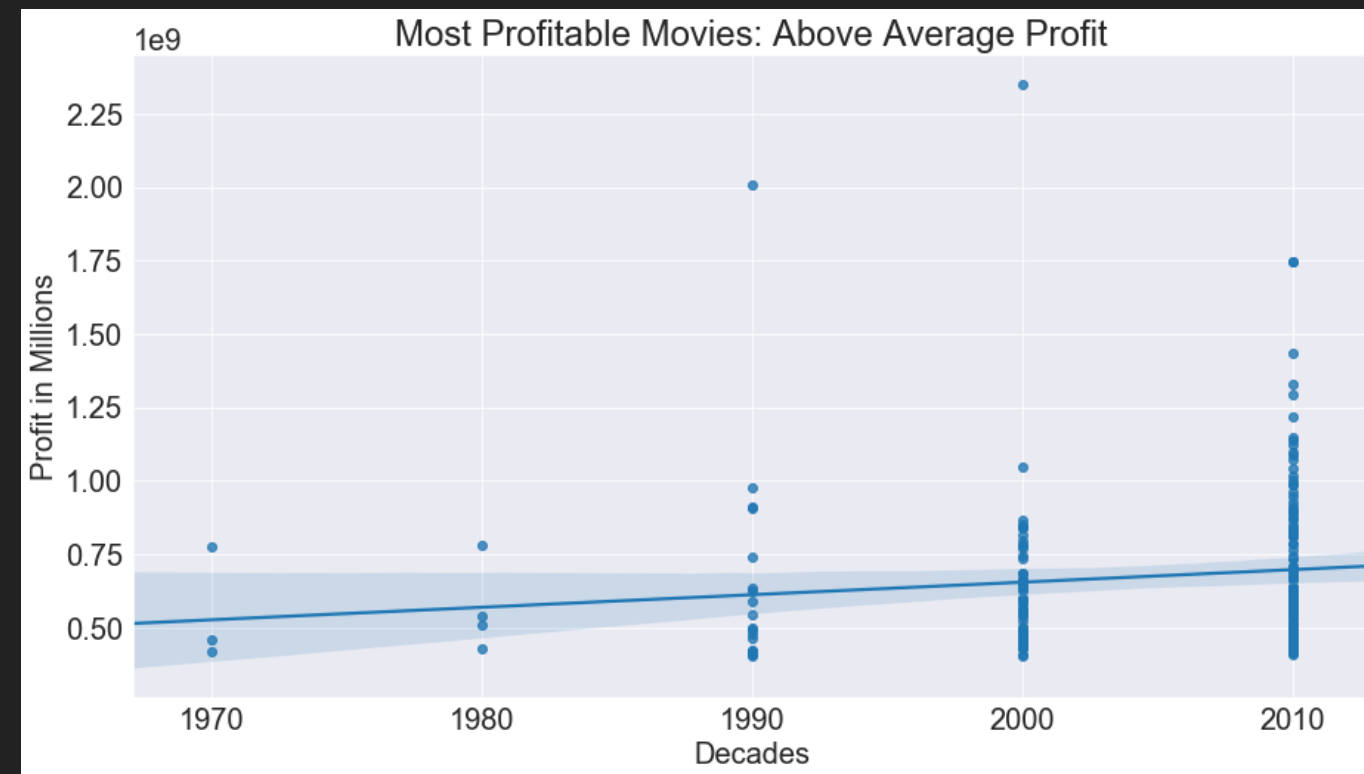
PROFITABILITY AND RELEASE DATE

- ▶ Profit = World Wide Gross - Product Budget
- ▶ Is time a good predictor for potential profitability?
 - ▶ Have top films seen significant increases in profit over the years? Are certain months more profitable?
- ▶ Is there a time of the year where a film is more likely to be more profitable?

QUESTION 1

OVER THE YEARS

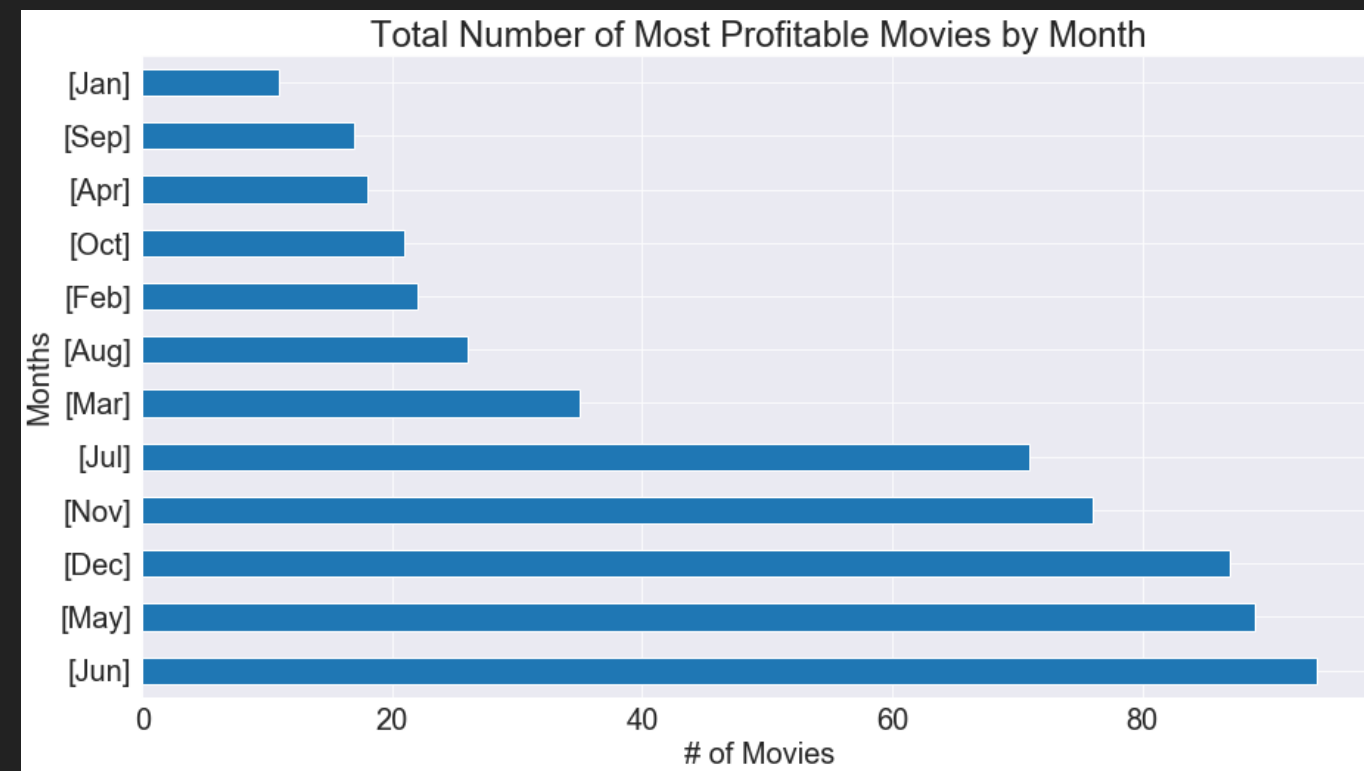
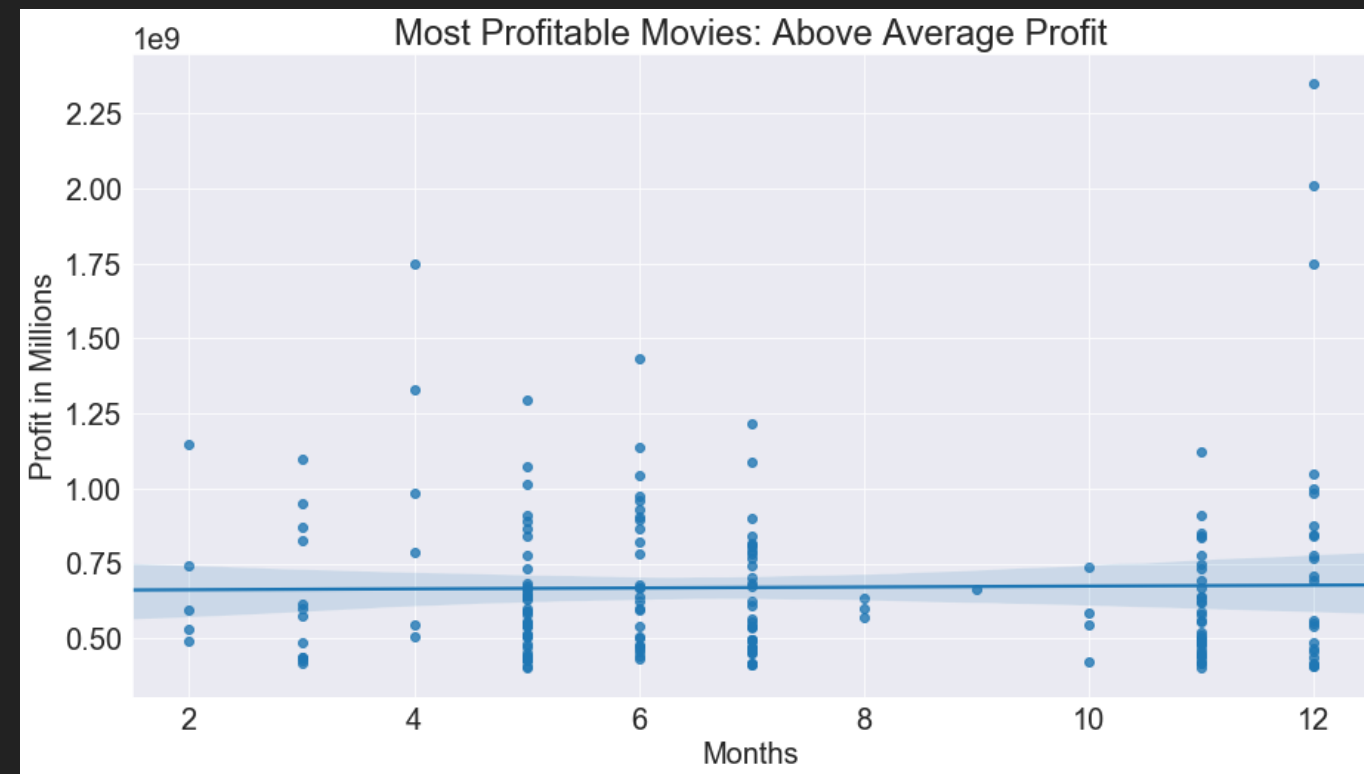
- ▶ Top 10% of movies
 - ▶ Majority of the top performing movies from last decade
- ▶ Closing profit gap



QUESTION 1

BY MONTH

- ▶ Top 10% of movies
 - ▶ Release month isn't a good indicator of performance
 - ▶ Pattern between release



SO WHAT?

- ▶ Profitability over the years is a sufficient predictor
 - ▶ Should further explore if production budget plays a role in profitability over the same time frames
 - ▶ Does a certain genre influence profitability? If so, are these genres well represented in the data?
- ▶ Months are iffy
 - ▶ Months don't predict actual profitability, but can predict that likelihood of being profitable
 - ▶ There's a stronger likelihood that a profitable title will be released in late-Spring/early-Summer and late-Fall than any other time of the year.
 - ▶ Plan on looking into genre and production budget influences for these months

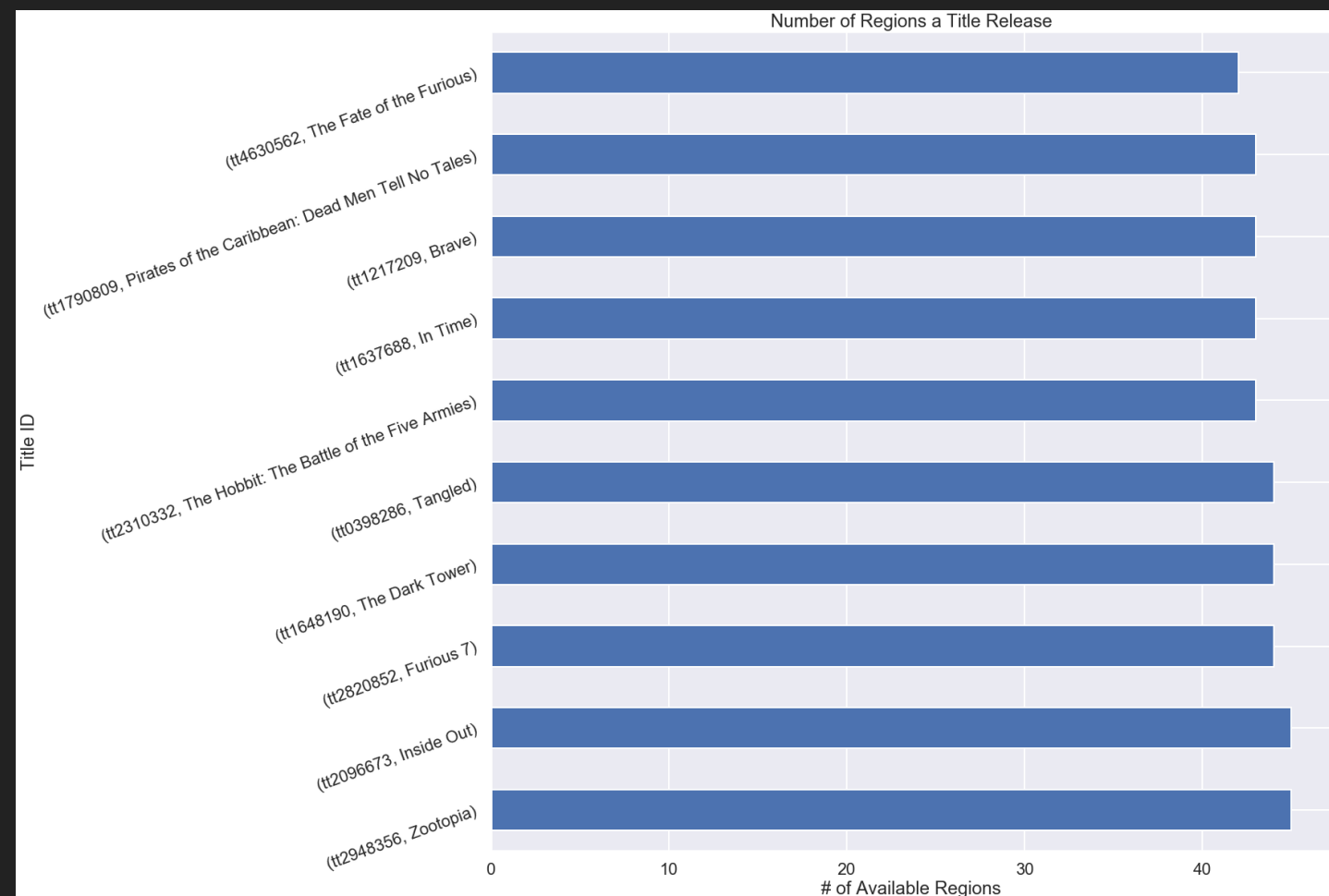
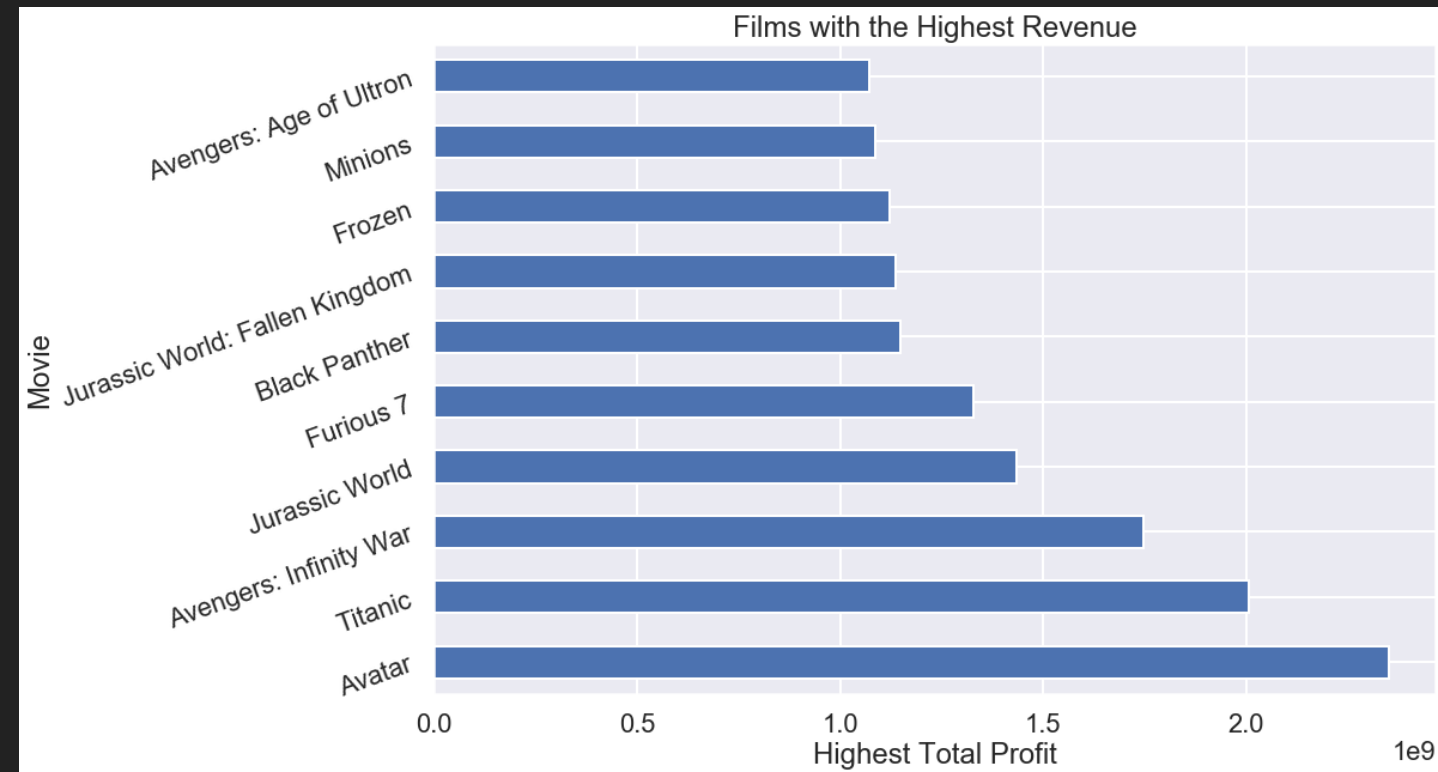
REGIONAL RELEASES AND PERFORMANCE

- ▶ Profit = *World Wide Gross* - Product Budget
- ▶ Does a title's profitability depend on how many regions it is distributed to during a theatrical release?

QUESTION 2

WHERE IN THE WORLD...?

- ▶ Top 10% of movies
- ▶ Movies released in most regions
- ▶ Furious 7
- ▶ Average Profitability



SO WHAT?

- ▶ A theatrical release in more markets doesn't mean that a title will earn more profit
- ▶ Identify the most profitable markets for top performers? Do these regions also influence profitability for average and low performing titles?
- ▶ Identify top reasons a film might not be released in certain markets.

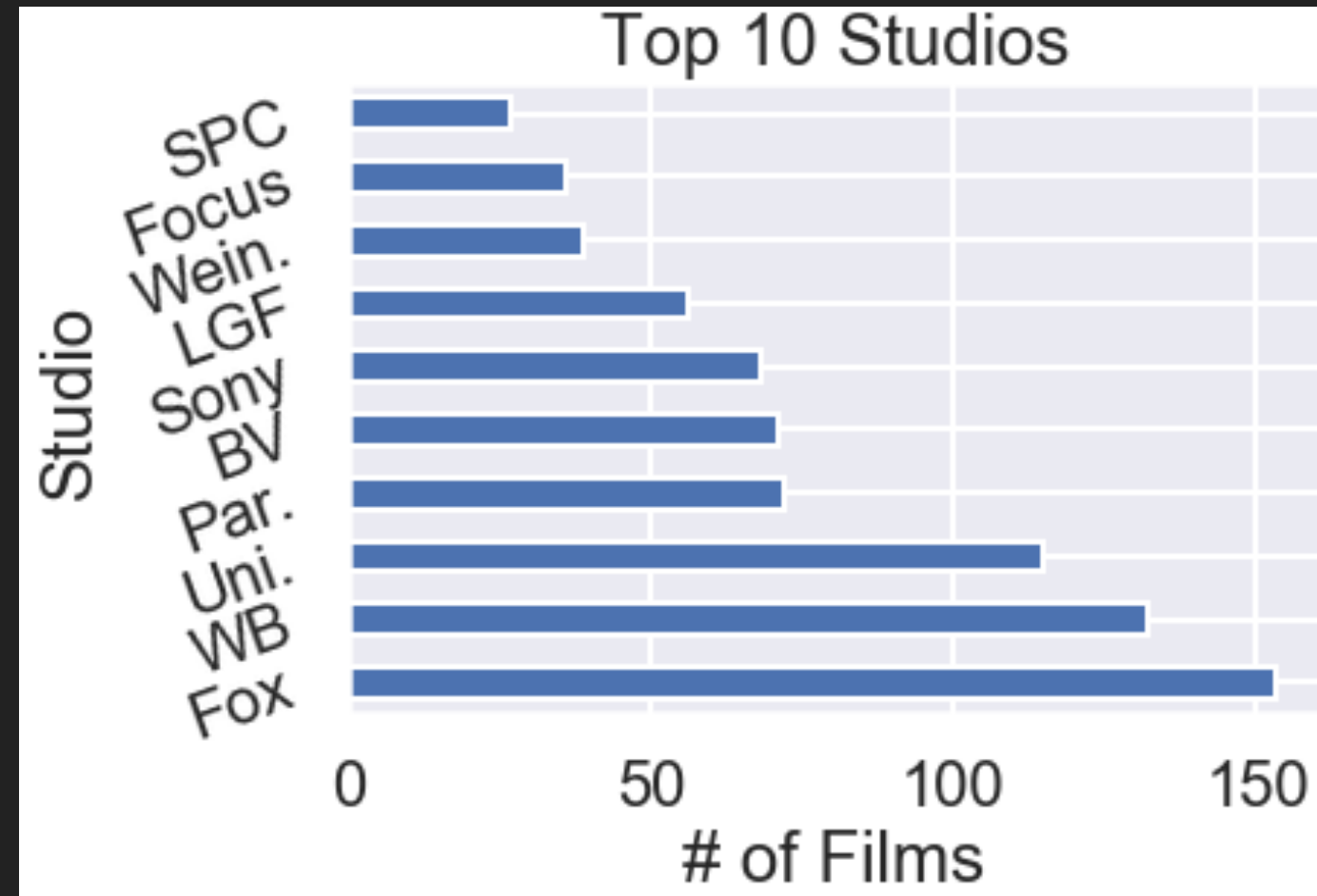
MOST POPULAR AND PROFITABLE STUDIOS

- ▶ Which studios head the most movies?
 - ▶ Independent of time
- ▶ Do they produce the most profitable movies?
- ▶ Do they produce the most popular movies?

QUESTION 3

TOP STUDIOS

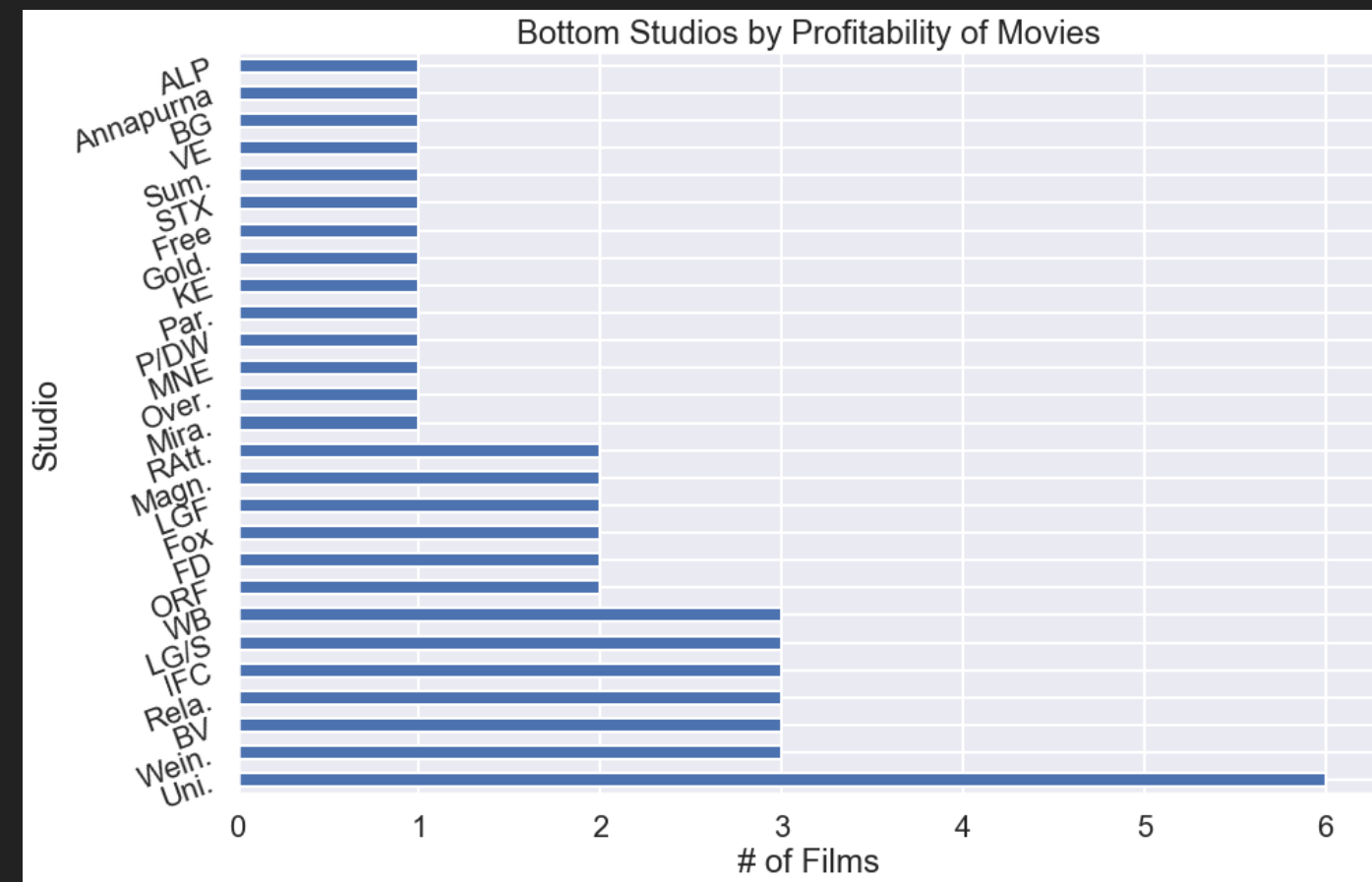
- ▶ Top 10 Studios
 - ▶ Represents # of movies they have made



QUESTION 3

STUDIOS BY PROFIT

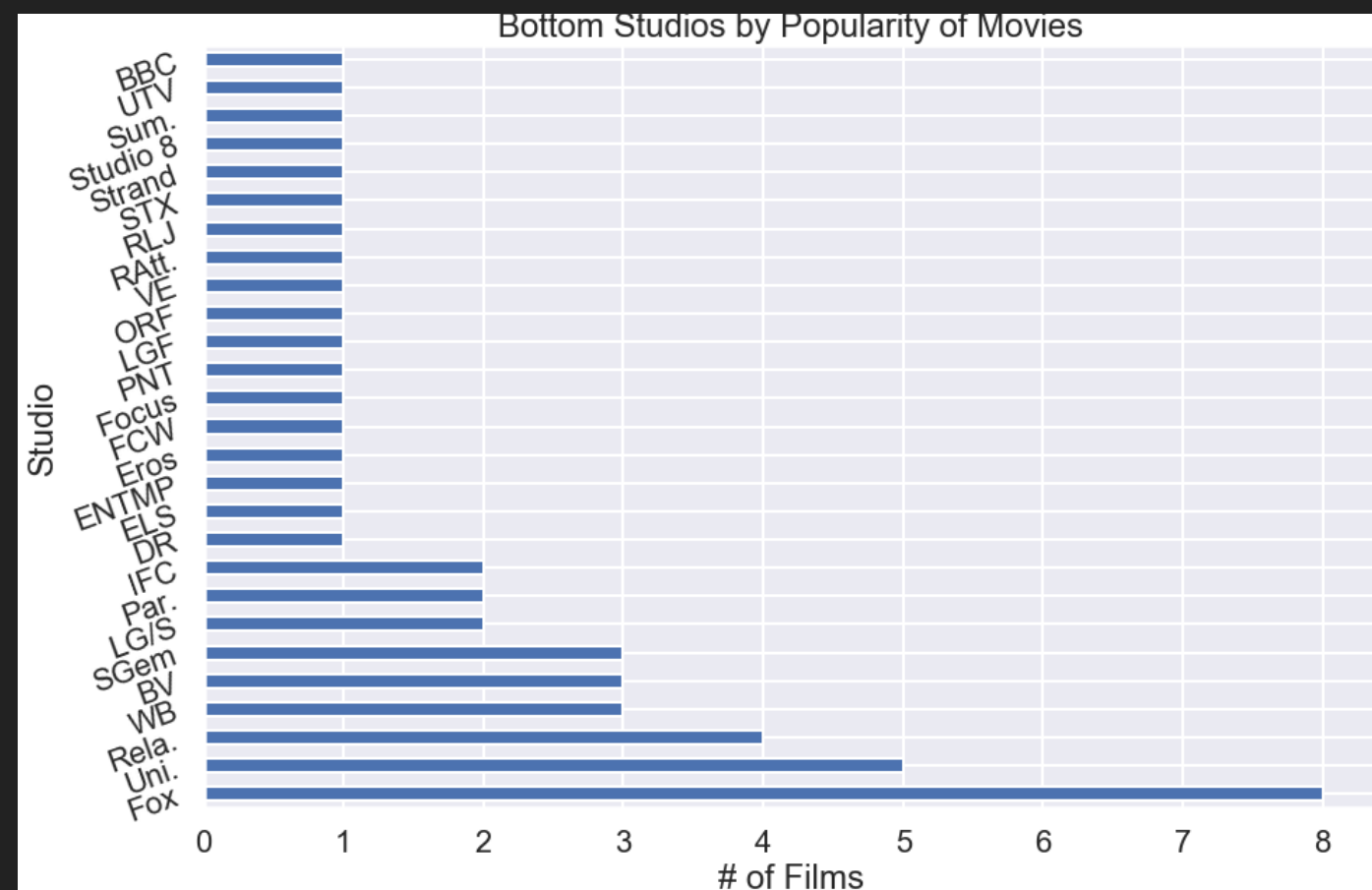
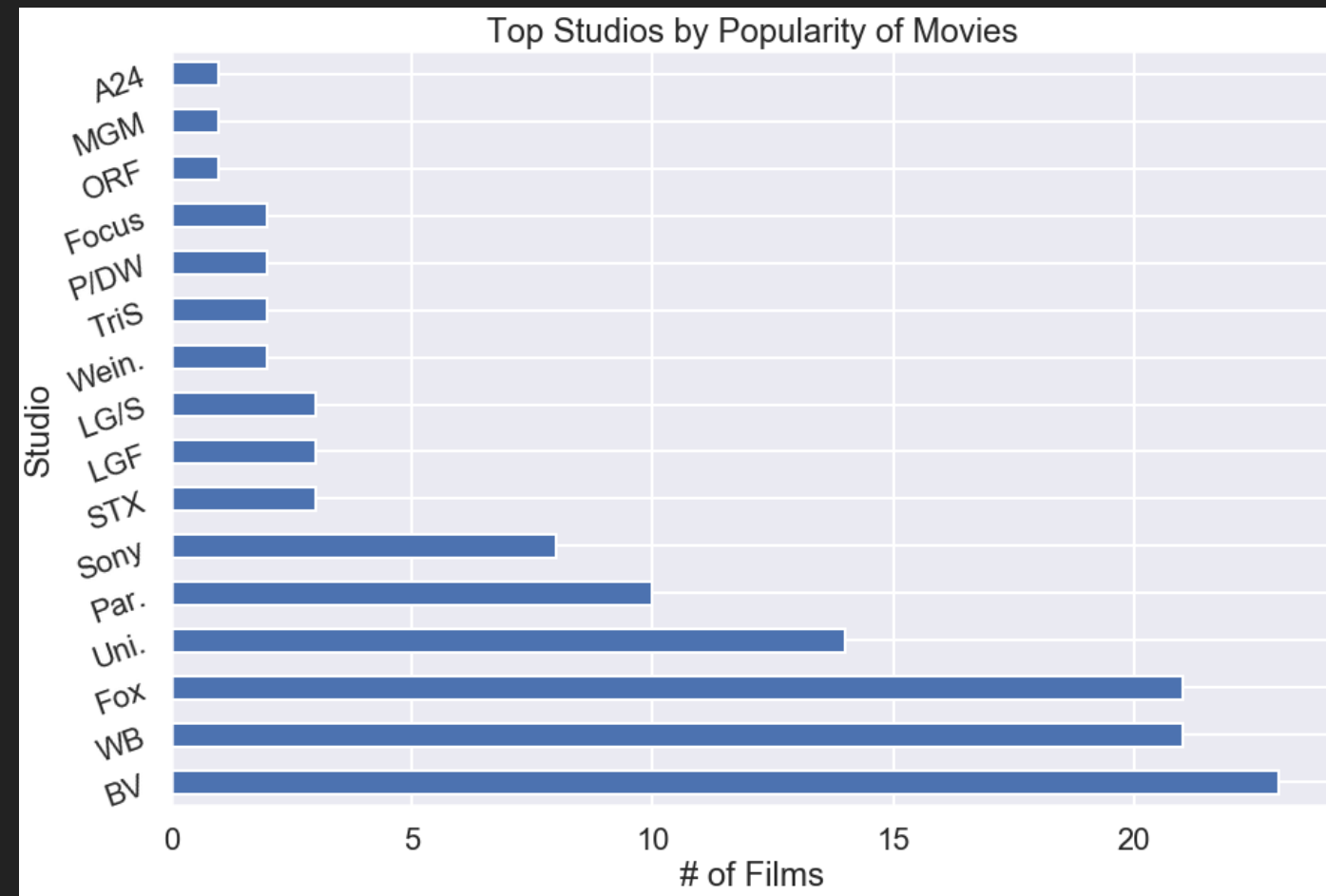
- ▶ Represent top 10% of movies
- ▶ Represents bottom 5%
- ▶ Nearly all of top studios present in most profitable



QUESTION 3

STUDIOS BY POPULARITY

- ▶ Represent top 10% of movies
- ▶ Represents bottom 5%
- ▶ Nearly all top studios represented in most popular



SO WHAT?

- ▶ Top Studios tend to create the most profitable and most popular movies
- ▶ SPC and Focus are the least profitable and popular among these studios
- ▶ Possibly due to number of films produced
- ▶ Were some studios left out? Do smaller studios have an advantage in popularity?