

# What Makes a Movie Successful? An Investigation into Characteristics of High-Grossing Films

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# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

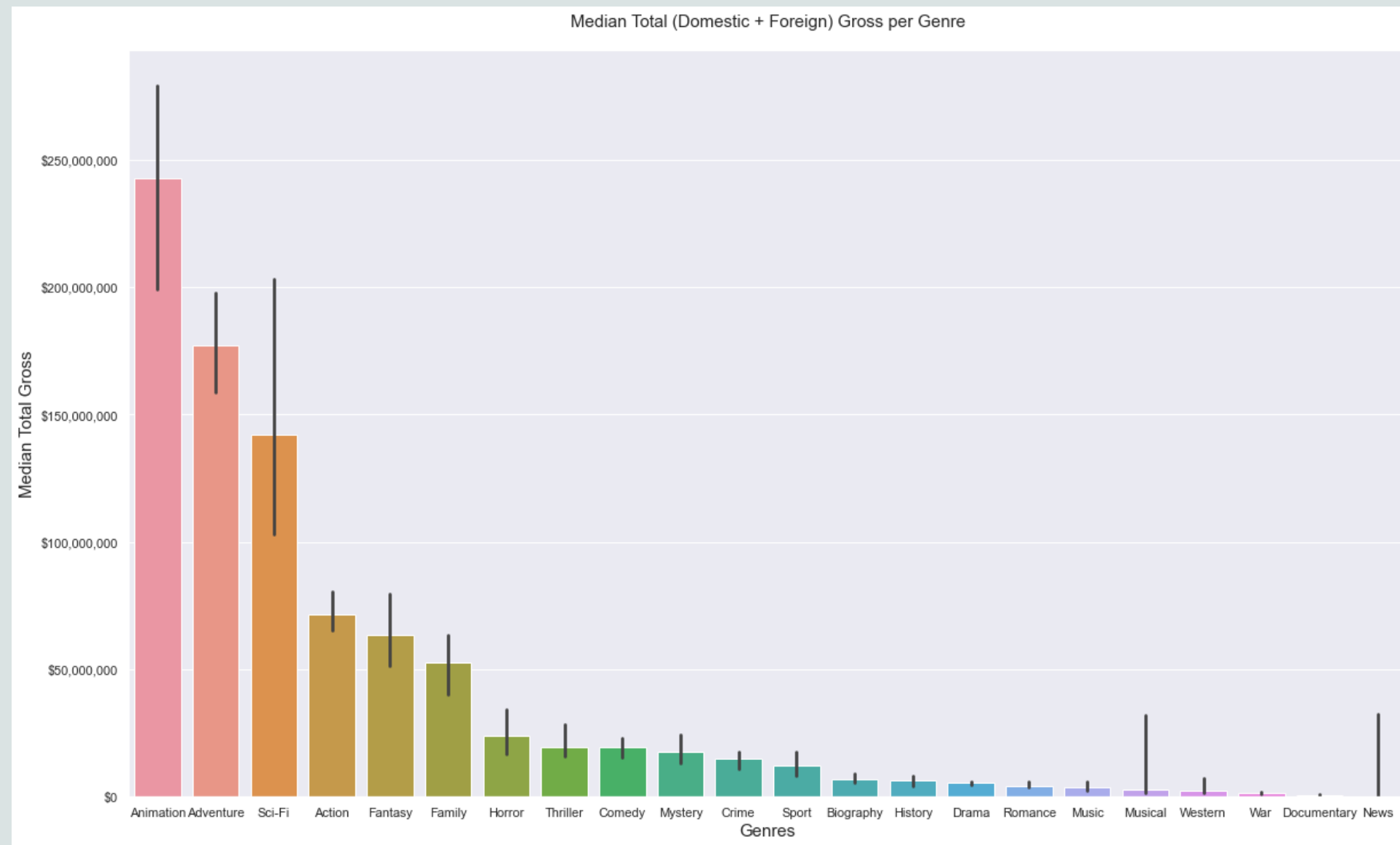
# Business Problem

- This analysis examines data about films from Box Office Mojo and IMDB.
- This report highlights how films can be produced to maximize gross.
- Create films that generate high gross.
- Identify trends in film data that tend to be associated with high gross films.

# Data & Methods

- 2,447 different films. Ranging from 2010-2018
- Target variable: total gross (domestic + foreign gross)
- Other variables analyzed: genre, runtime, and studio
- Methods and questions to explore:
  - Metric of successful films: Combination of total gross as the addition of domestic + foreign gross.
  - Which genres, runtimes, and production studios are associated with high grossing films?

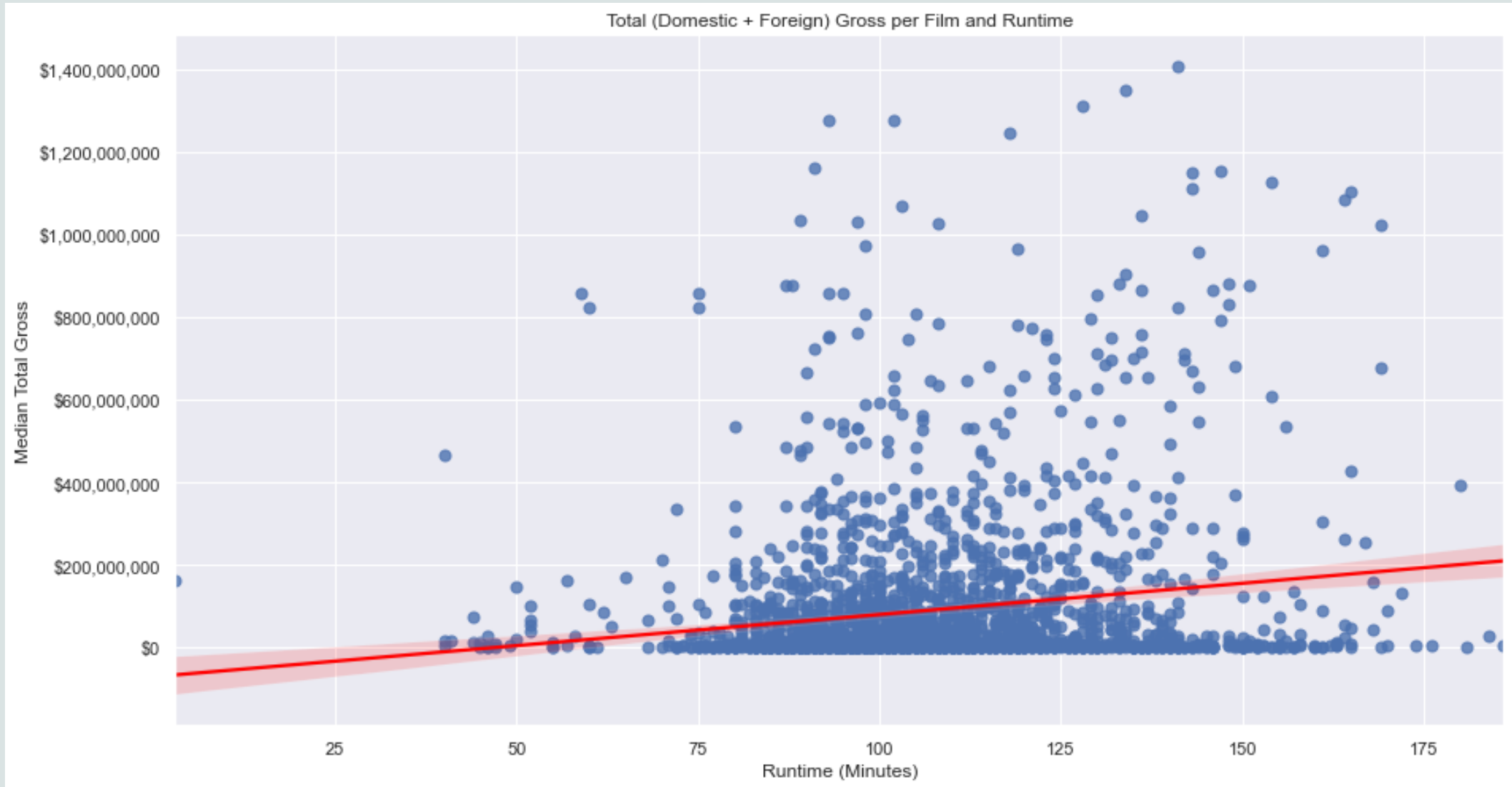
# Results: Genres associated with high grossing films



1. On average, animation films (n=112) gross higher than others.

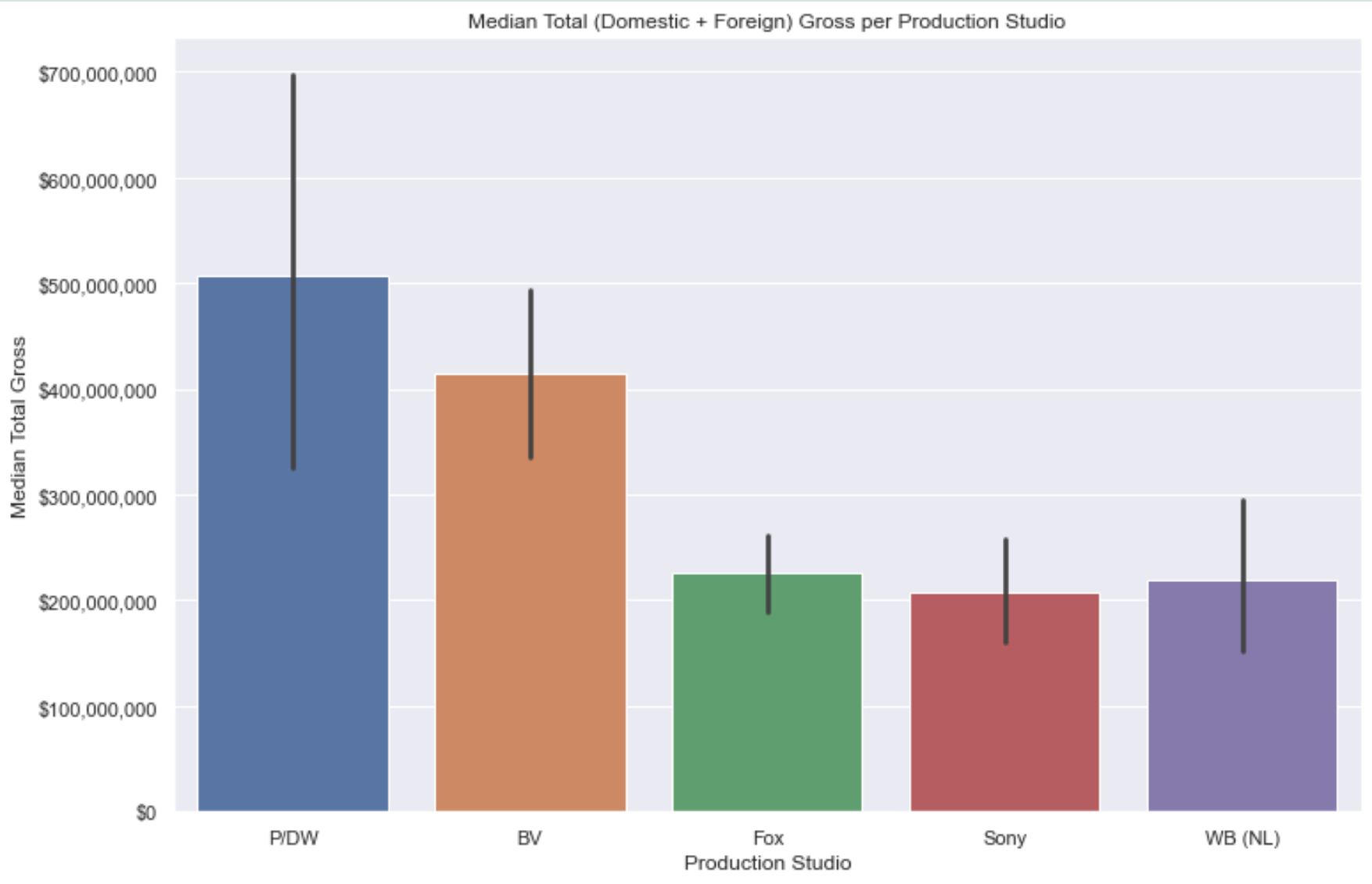
2. CI = 1 SD

# Results: Runtimes associated with high grossing films



1. Films grossing  $\geq \$500\text{M}$  typically run between 75-170 minutes.
2. There is a weak, positive relationship between runtime and gross (emphasis on higher value of the above range).
3. Limitations of trendline (people will not watch films that are 1000s of hours...)

# Results: Production studios associated with high grossing films



1. Films produced by Pixar/Dreamworks grossed median amount of over \$500M (n=10)

2. Disney (BV) is second highest median amount (n=89)

# Conclusions

- Produce films falling under the genre of animation.
- Produce films running between 75-170 minutes with emphasis on higher values in this range.
- Explore qualitative elements, such as types of lighting, cameras, and other business practices found in other studios. Disney (conservative approach) or Pixar/Dreamworks (riskier).



# Future Considerations

- Explore the effect of other variables (i.e. director) on total gross.
- Create models for the effect of a combination of parameters (i.e. runtime and animation) on the total gross of a film.
- Explore net profit of a film (total gross – expenses of producing the film)

Thank You

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