

What Makes a Movie Successful?

An Investigation into Characteristics of High-Grossing Films

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Summary

- This analysis examines data about films from Box Office Mojo and IMDB.
- This report highlights how films can be produced to maximize gross.
- Recommendations:
 1. Produce films that fit under animation.
 2. Produce films that run between 75-175 minutes.
 3. Further examine qualitative elements found in successful production studios.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

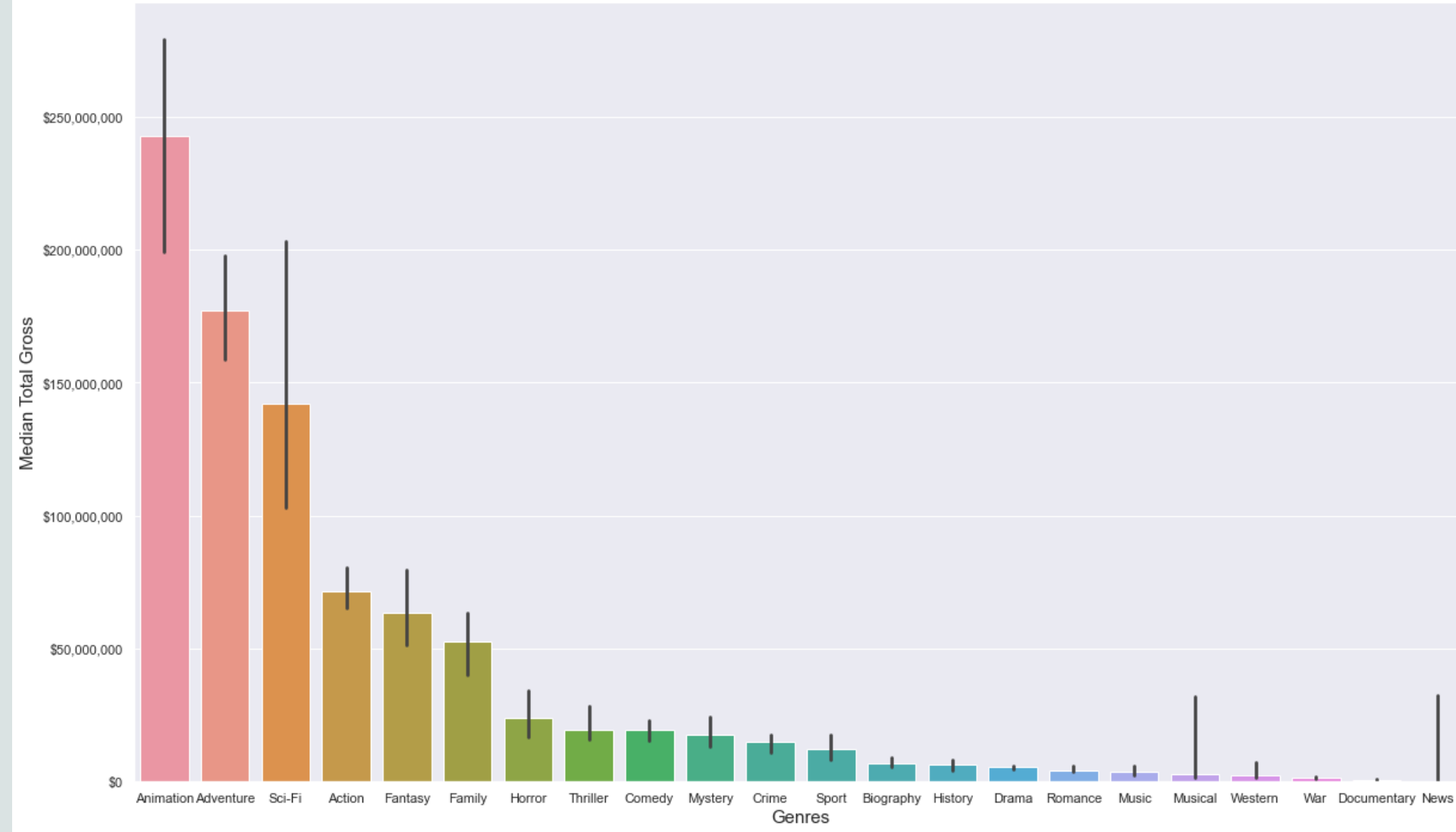
- Create films that generate high gross.
- Identify trends in film data that tend to be associated with high gross films.

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:
 - Poduction of genre and studio subsets
 - Combination of total gross as the addition of domestic + foreign gross.
 - Visualizations

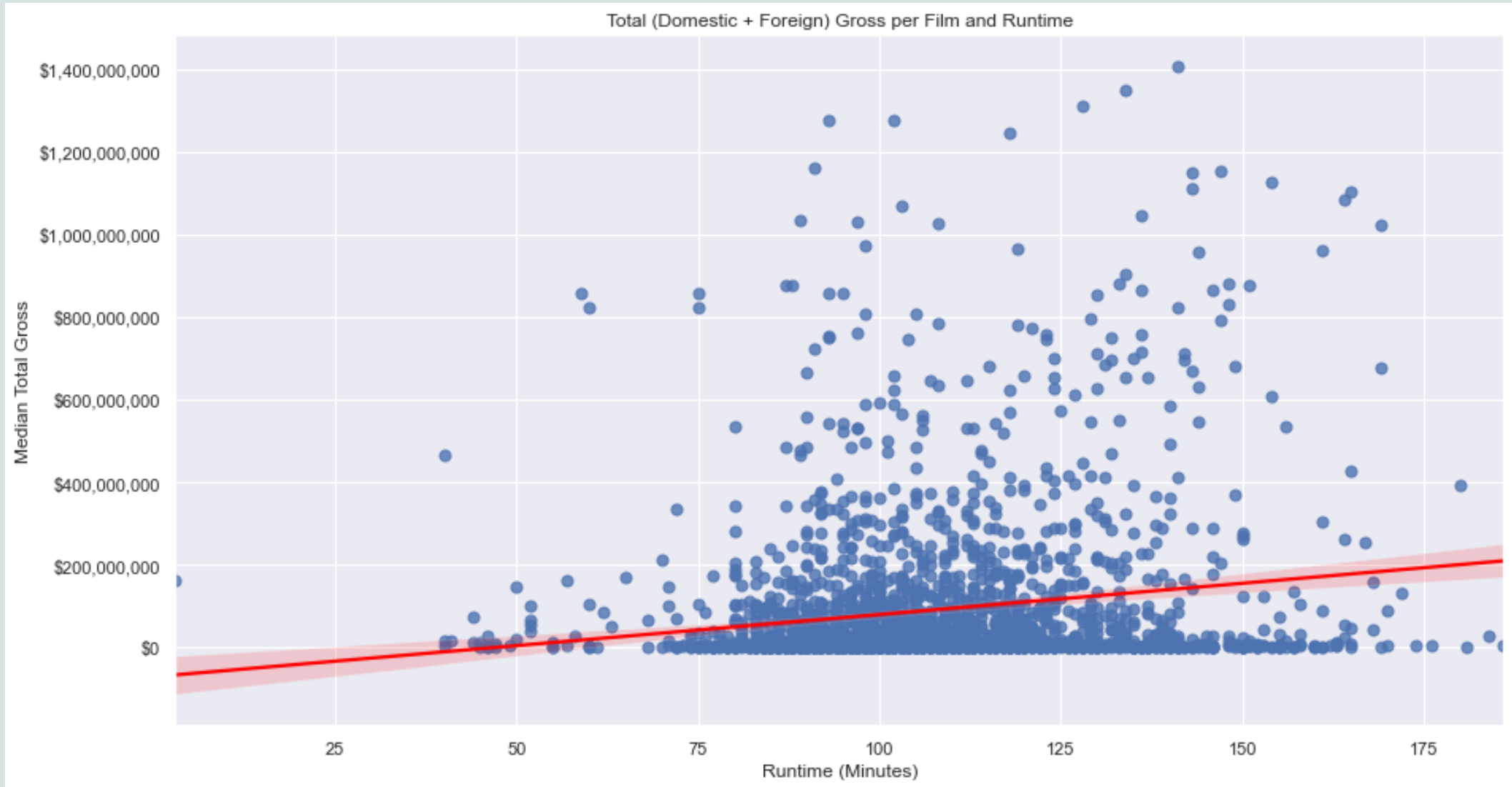
Results

Median Total (Domestic + Foreign) Gross per Genre



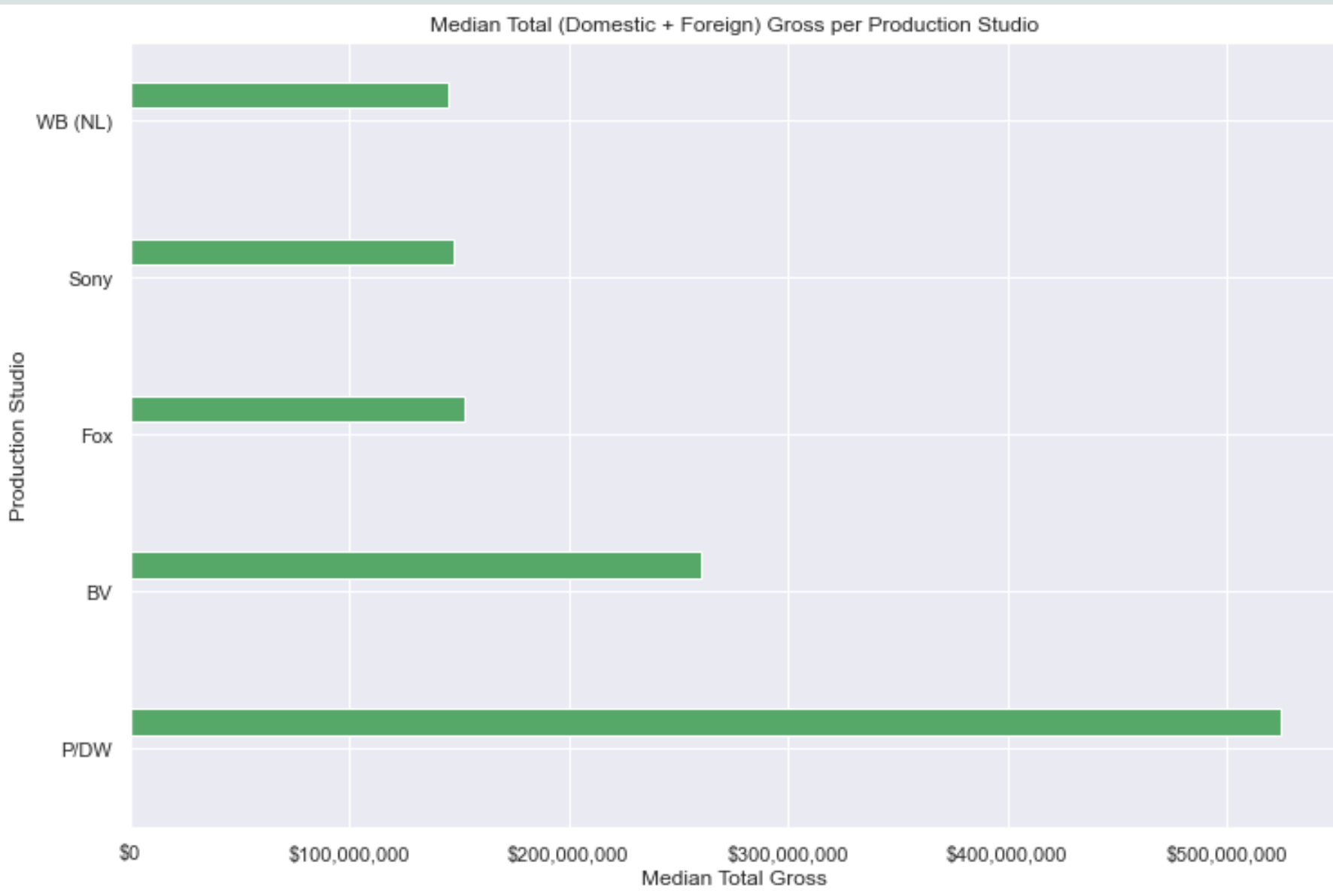
1. On average, animation films gross higher than others.
2. Highest-grossing genres: Animation (n=112), Adventure (n=381), Sci-Fi (n=128).
3. CI = 1 SD
4. Sci-Fi is riskiest among the three highest-grossing.

Results (Continued)



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 (Continued)



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

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 found in other studios. Disney (conservative approach) or Pixar/Dreamworks (riskier).
- Explore the effect of other variables (i.e. director) on total gross.