

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 action and adventure or adventure categories.
 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

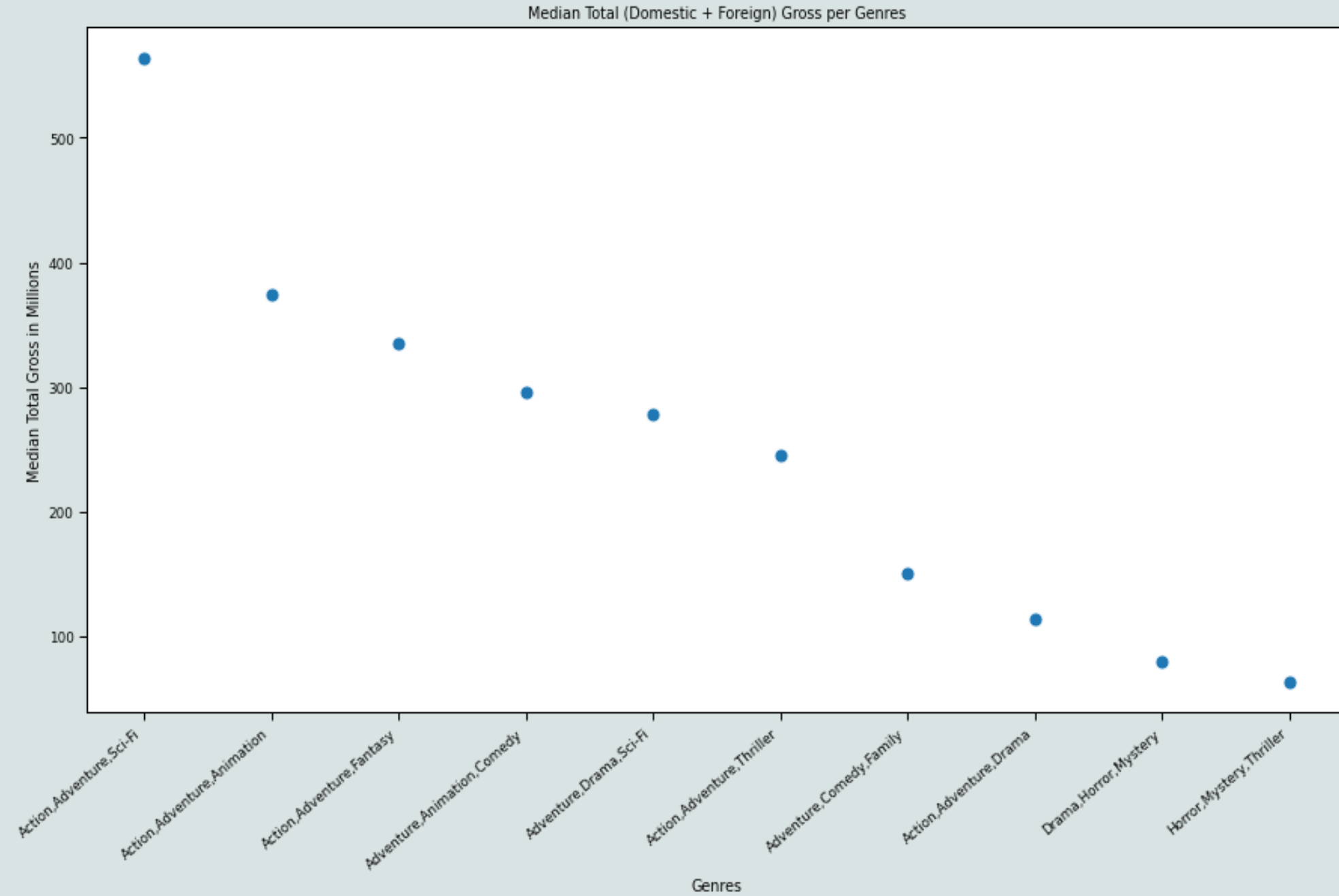
Business Problem

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

Data & Methods

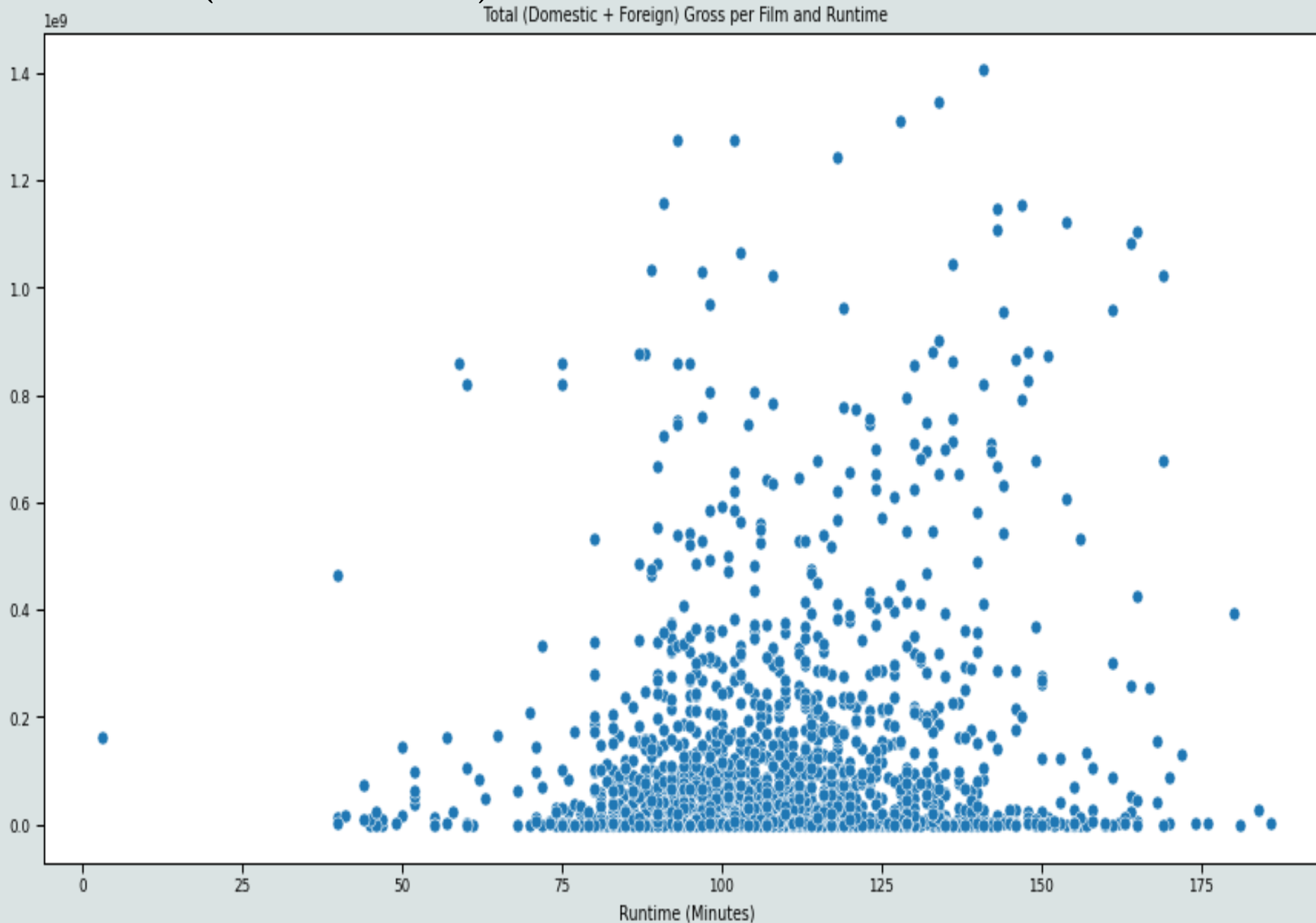
- 2,447 different films
- Target variable: total gross (domestic + foreign gross)
- Other variables analyzed: genre, runtime, and studio
- Methods:
 - Genre contains data with more than 10 films falling within that genre.
 - Studio contains data with at least 10 films produced by that studio.

Results



1. Films falling under both action and adventure appear 5 times in top 10 grossing genres ($n > 10$).
2. Films falling under adventure appear 8 times.

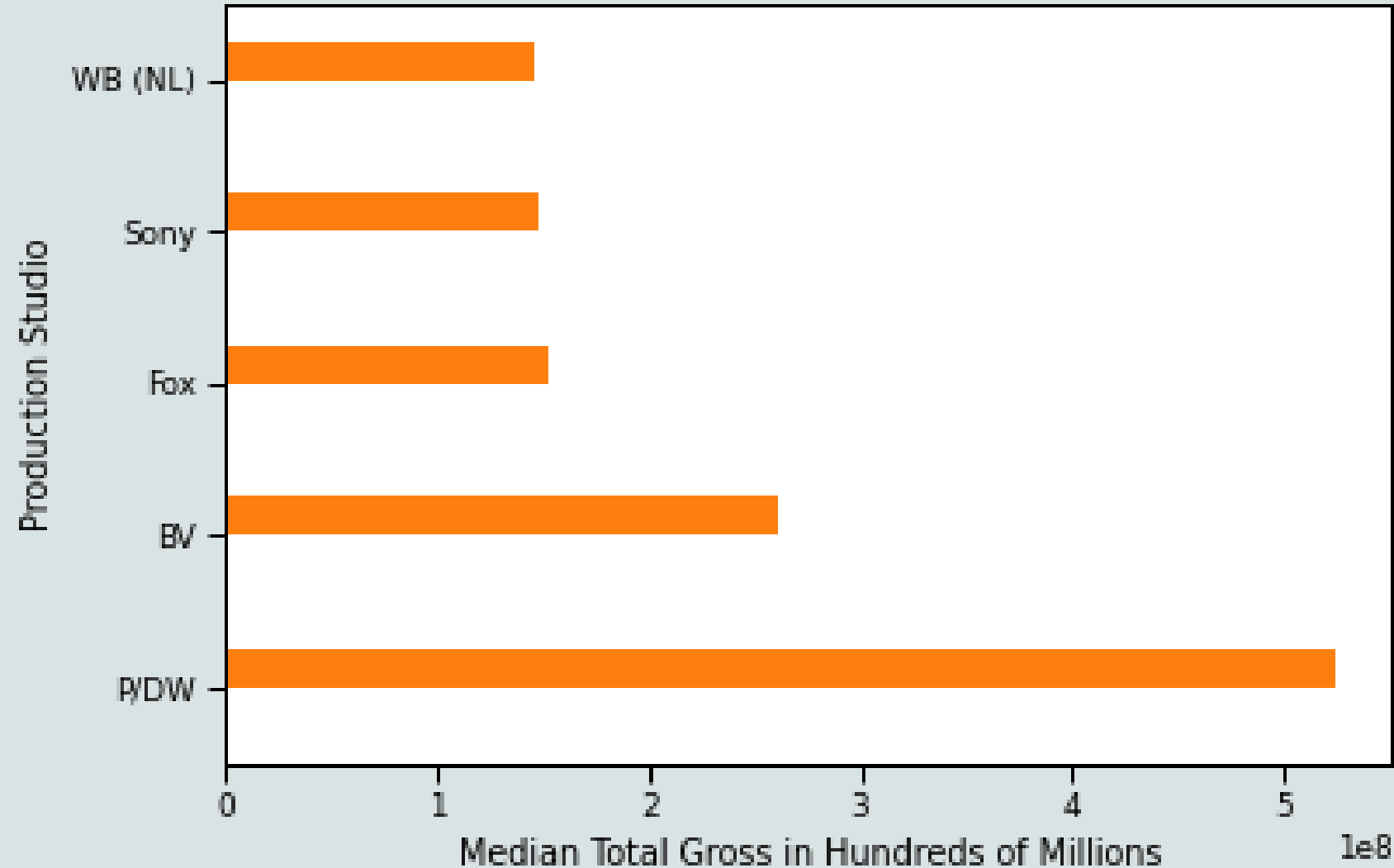
Results (Continued)



Films grossing
>= \$500M typically run
between 75-170
minutes.

Results (Continued)

Median Total (Domestic + Foreign) Gross per Production Studio



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

Conclusions

- Produce films falling under the genre of action and adventure or adventure.
- Produce films running between 75-170 minutes.
- Explore qualitative elements found in other studios.
- Explore the effect of other variables (i.e. director) on total gross.