Term Project: Disney Animated Film Success

DSC530

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When deciding on a topic for this project, I found myself curious about why Disney films tend to make such a significant amount of money. This led me to the question: what factors influence how much money an animated Disney film makes? As I worked through my dataset, I kept asking myself, “Could this variable affect a Disney film’s box office revenue?” With that in mind, I chose to examine the following variables: budget, runtime, IMDb rating, Rotten Tomatoes rating, and the gender of the main character. Here's my reasoning behind each of these choices:

I decided to include budget because I assumed that films with larger production budgets would likely bring in higher earnings, as more money could lead to better animation, bigger marketing efforts, and a larger audience. I selected both IMDb ratings and Rotten Tomatoes ratings as starting points to gauge overall film reception, thinking that films with higher ratings would correlate with higher revenue. Runtime was another variable I considered, as I wondered if shorter films might appeal more to audiences, particularly children, who tend to have shorter attention spans. Lastly, I included the hero’s gender as a categorical variable, assuming that female-led films might attract different audience demographics than male-led ones, which could ultimately affect their box office success.

After completing the analysis, I was surprised that there didn’t seem to be a strong correlation between any of these variables and the films’ earnings. I expected budget to have a clearer connection to revenue, but that wasn’t the case. There were weak correlations between the ratings (IMDb and Rotten Tomatoes) and box office earnings, but they weren’t strong enough to pursue further. The most noticeable finding was a slight relationship between the hero’s gender and box office performance. It appeared that male-led films tended to make more money than female-led ones. However, it’s important to note that one female-led film, *Frozen*, significantly skewed the data, making it an outlier and therefore affecting the overall trend.

If I were to conduct this analysis again, I would do a few things differently. First, I would focus more on categorical variables, as they may provide more insight into the content of the films. Due to the constraints of the assignment, I stuck with numerical data, but focusing on categorical data could reveal deeper patterns. I would also expand the sample size. I limited the analysis to animated Disney films. Still, I think including all Disney films—or even Disney-Pixar films—could have changed the results and offered a broader understanding of what drives box office success.

In conclusion, while my analysis did not reveal strong correlations between the variables I chose and box office earnings, it provided valuable insights into how challenging it can be to predict financial success based solely on certain metrics. Further exploration could yield more meaningful results, particularly with a larger and more diverse dataset. This exercise highlighted the complexities of analyzing the success of films and underscored the need for a more nuanced approach that considers a broader range of factors.