

# PROJECT 1:

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# AGENDA

PROJECT PROPOSAL

DATA ANALYSIS

DECISION

FINAL COMMENTS & TAKEAWAYS

# MAJOR MOTION PICTURE INVESTMENT

# PROJECT PROPOSAL

MAJOR MOTION PICTURE INVESTMENT



# PROJECT PROPOSAL

- Mutual interest in movies and film as entertainment, as well as a future career path
- Dataset: [Top 10 Highest Grossing Films \(1975-2018\)](#)  
[\(kaggle.com\)](#)

# WHAT KIND OF MOVIE TO MAKE AND WHICH STUDIO TO PARTNER WITH IN ORDER MAKE THE MOST MONEY?

## Film Attributes:

- Does an animated or live-action movie generate more worldwide gross income?
- What MPAA rating hits the “sweet spot” for attracting the largest audiences?
- What genre and / or sub-genres should we target?
- Does the length of a movie matter to the overall gross income?

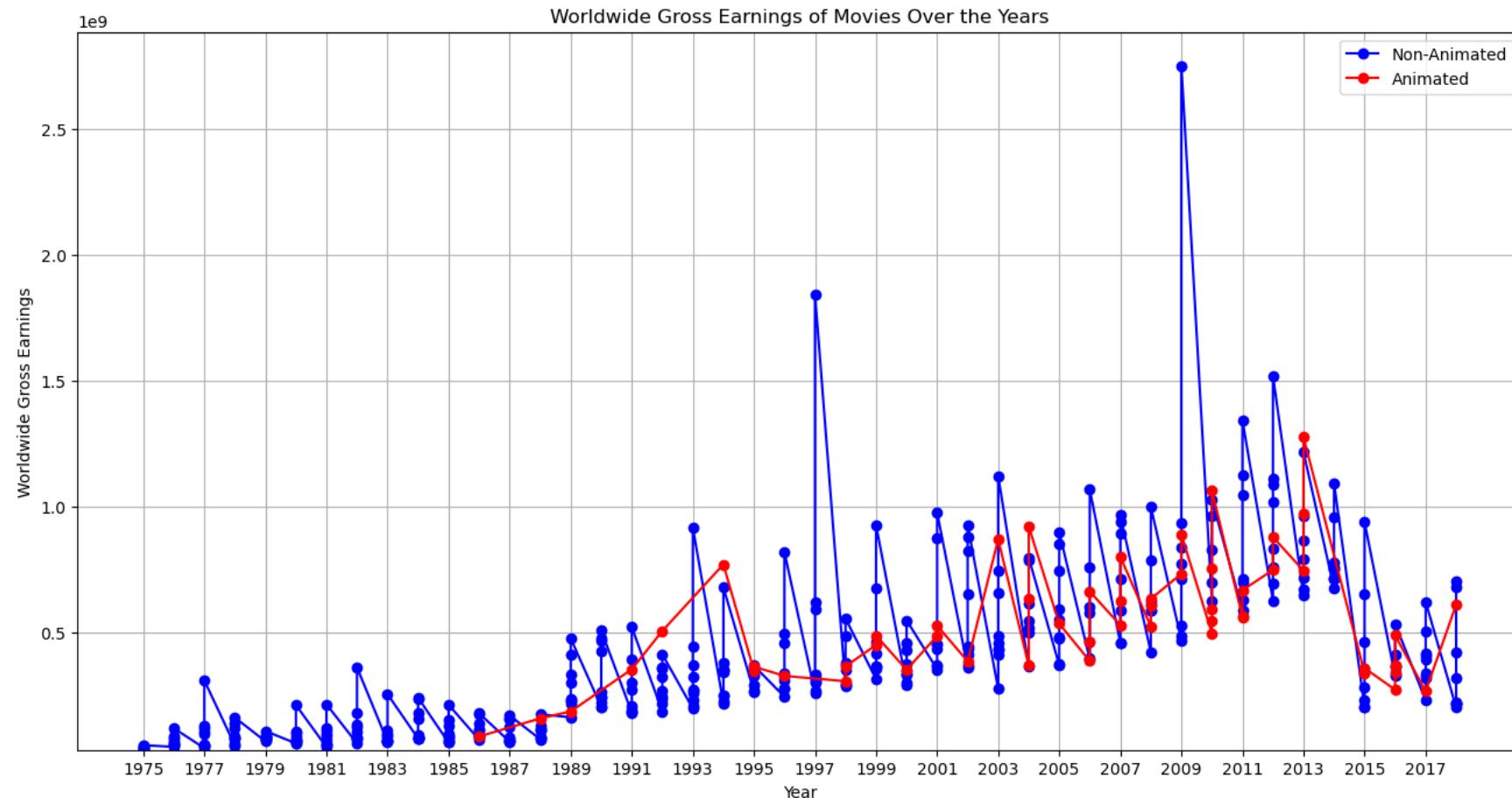
## Studio / Distributor Attributes:

- Do certain production companies focus primarily on specific genres?
- On average, which studios tend to generate higher gross income at the box office?
- Which distributors tend to put out higher quality films?
- Is there correlation between the IMDb rating of a movie and the gross income?

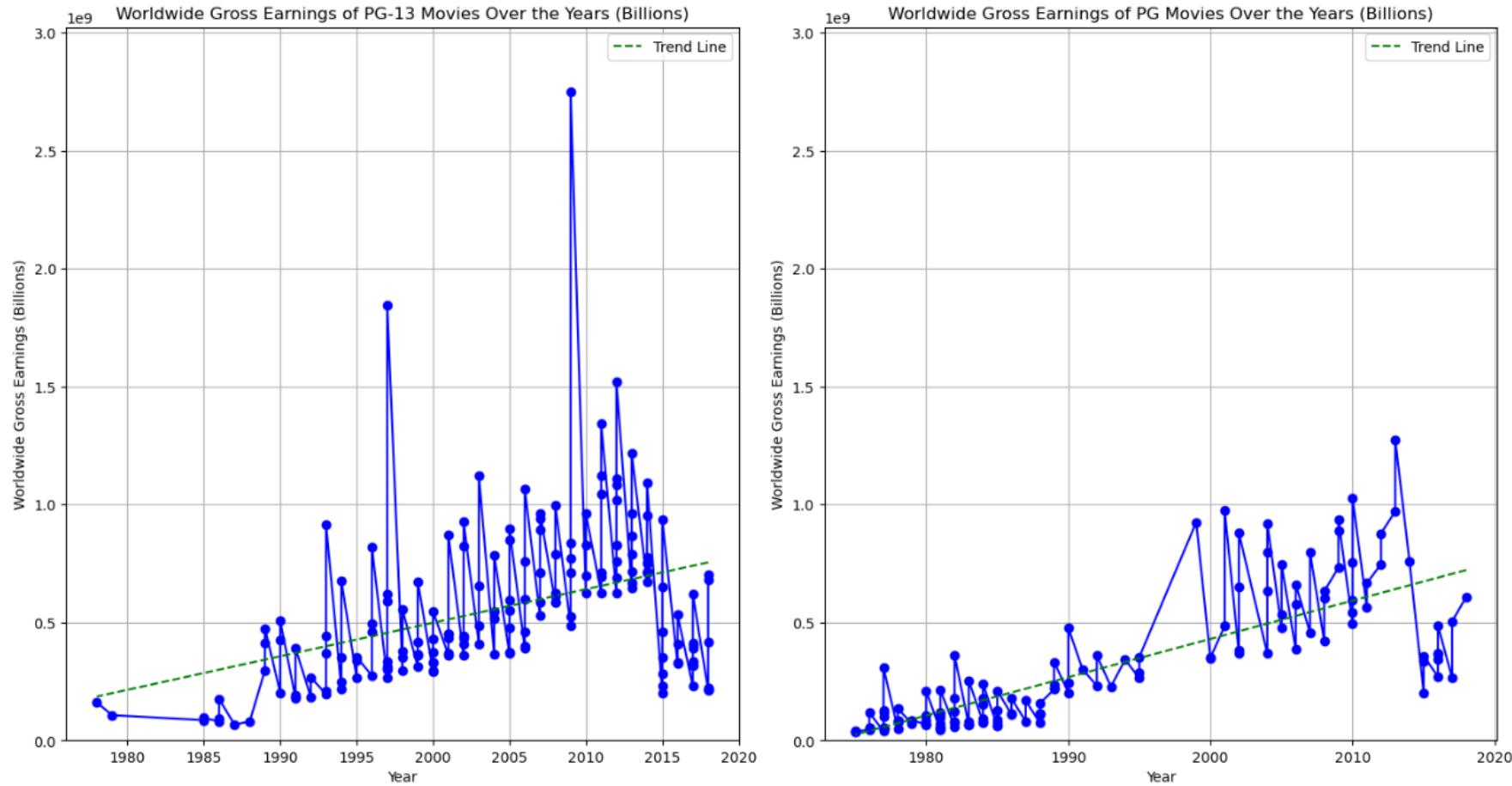
# DATA ANALYSIS

MAJOR MOTION PICTURE INVESTMENT

# WHAT TYPE OF FILM SHOULD WE MAKE? ANIMATED VS. NON-ANIMATED

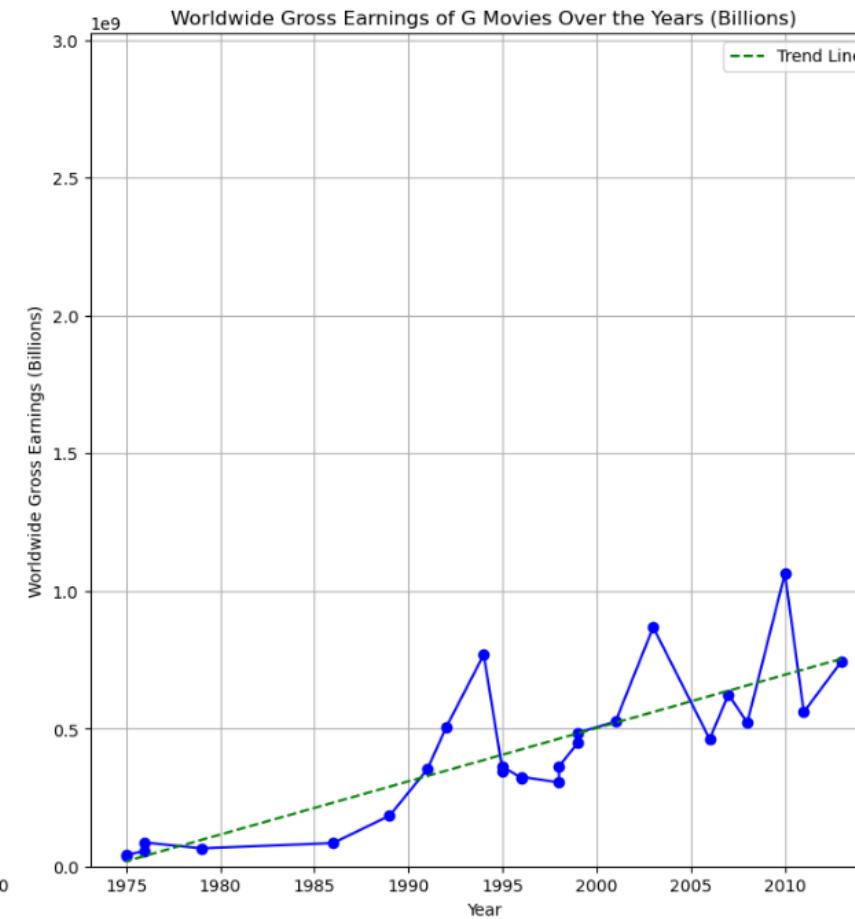
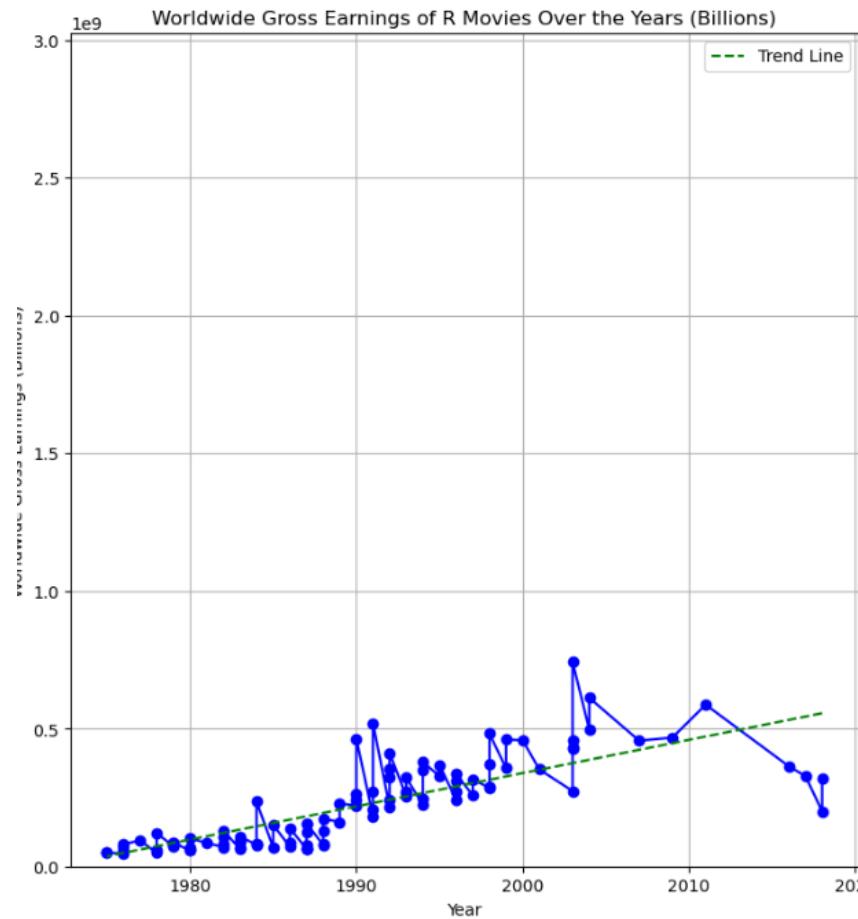


# WHAT MPAA RATING SHOULD WE TARGET? PG-13 & PG

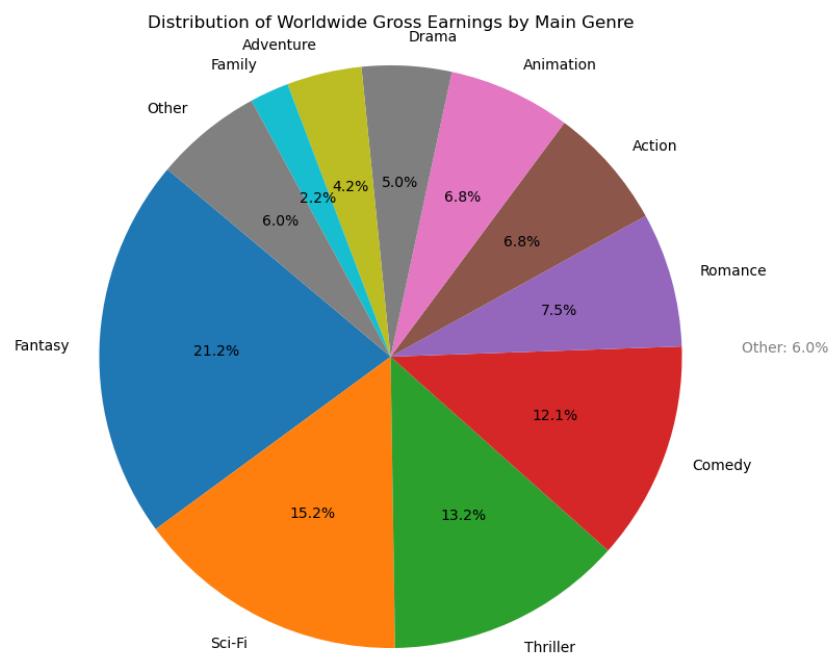


# WHAT MPAA RATING SHOULD WE TARGET?

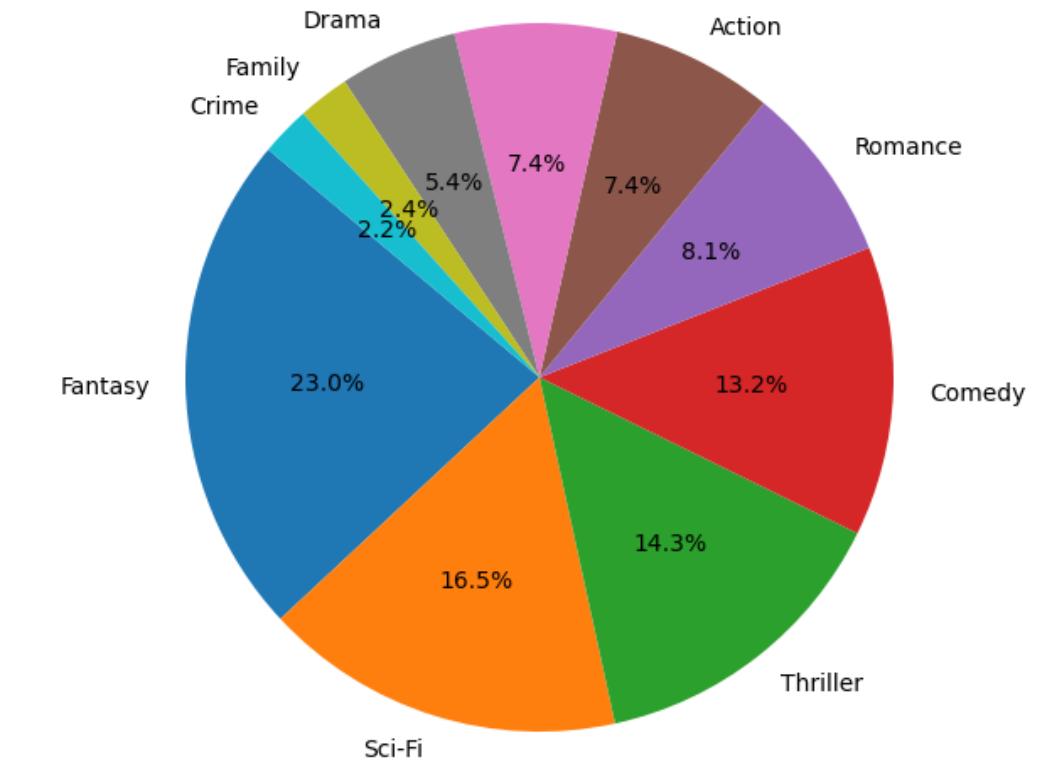
## R & G



# WHICH GENRES HAVE HIGHEST WORLDWIDE GROSS?

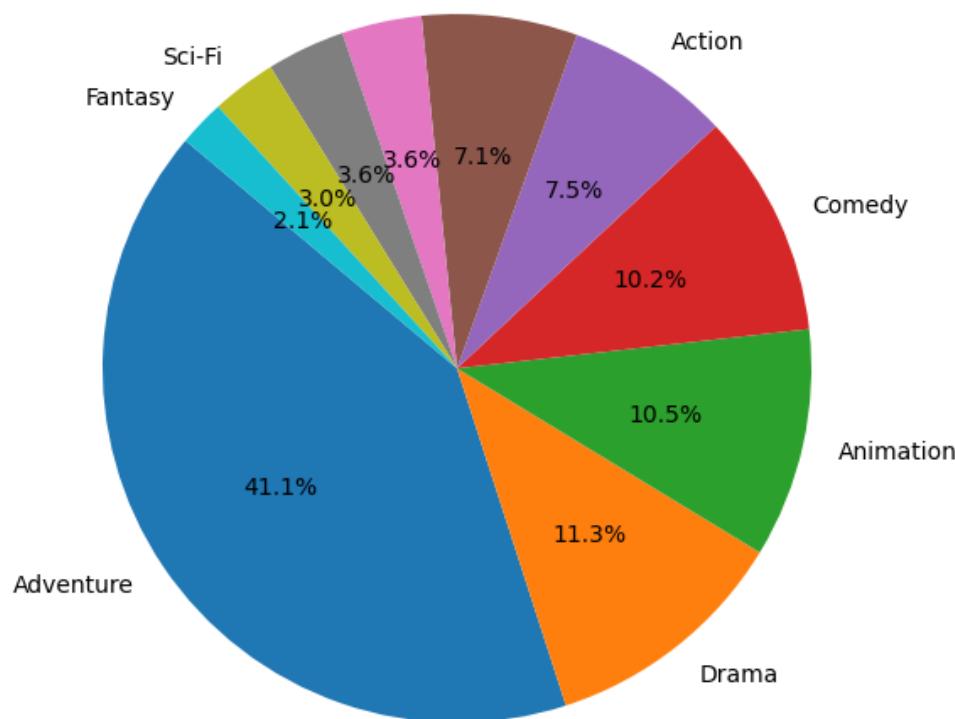


Distribution of Worldwide Gross Earnings by Top 10 Genres in Main\_Genre  
Animation

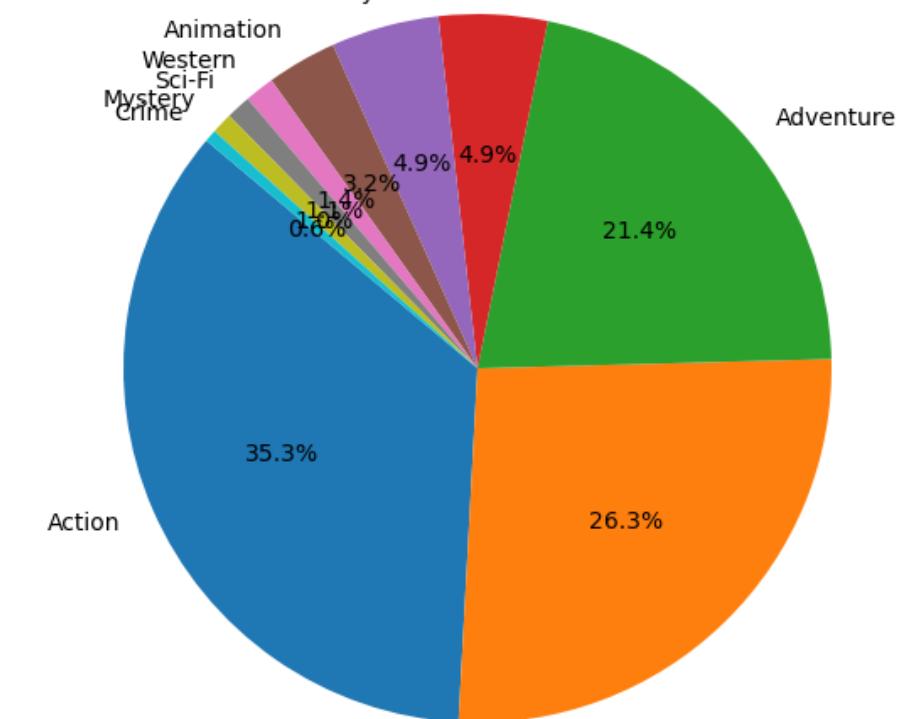


# WHICH GENRES HAVE HIGHEST WORLDWIDE GROSS?

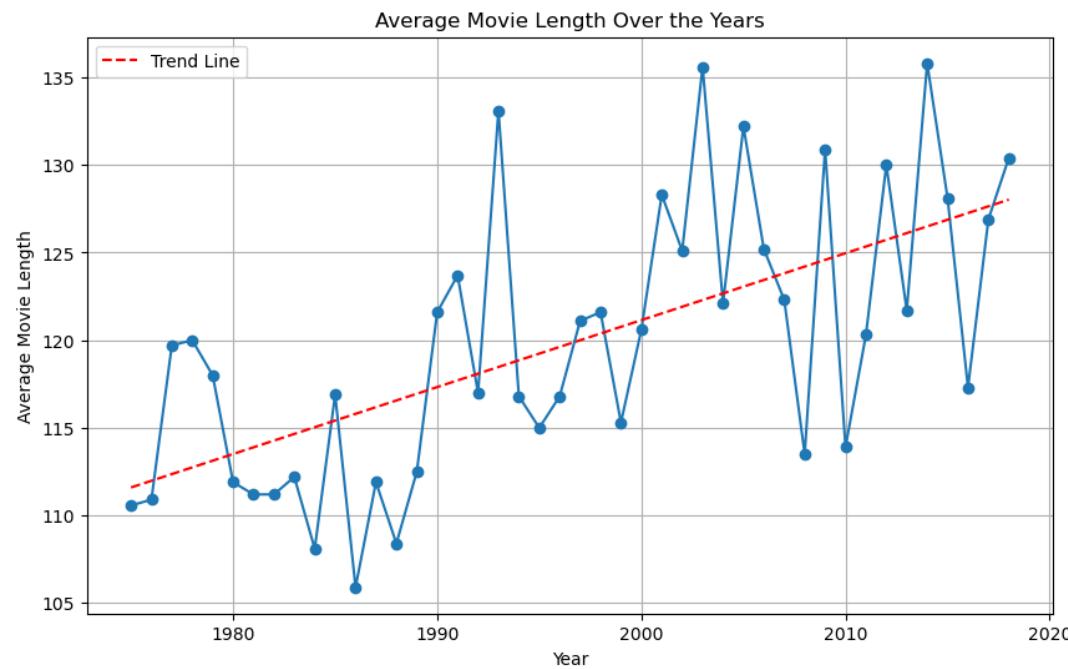
Distribution of Worldwide Gross Earnings by Top 10 Genres in Genre\_2



Distribution of Worldwide Gross Earnings by Top 10 Genres in Genre\_3

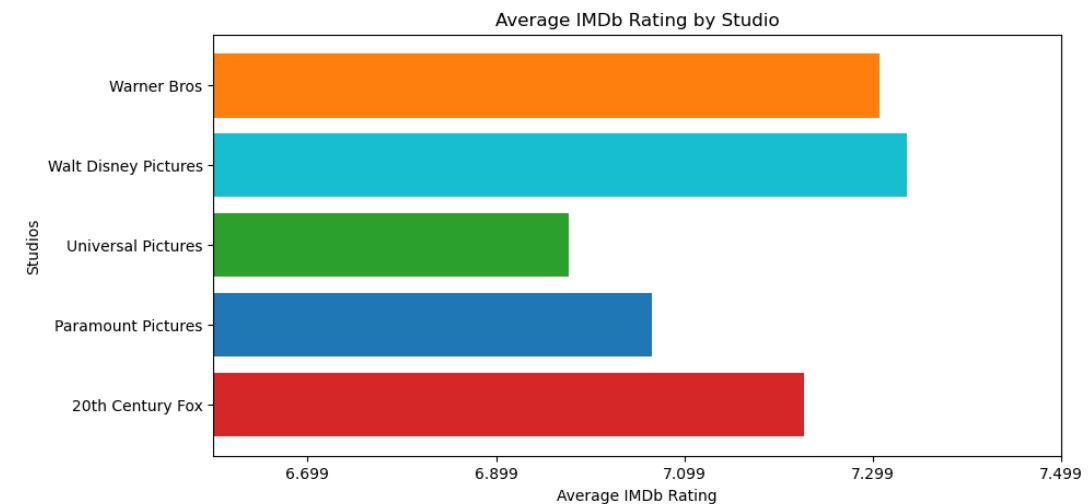


# DOES THE LENGTH OF THE MOVIE MATTER?

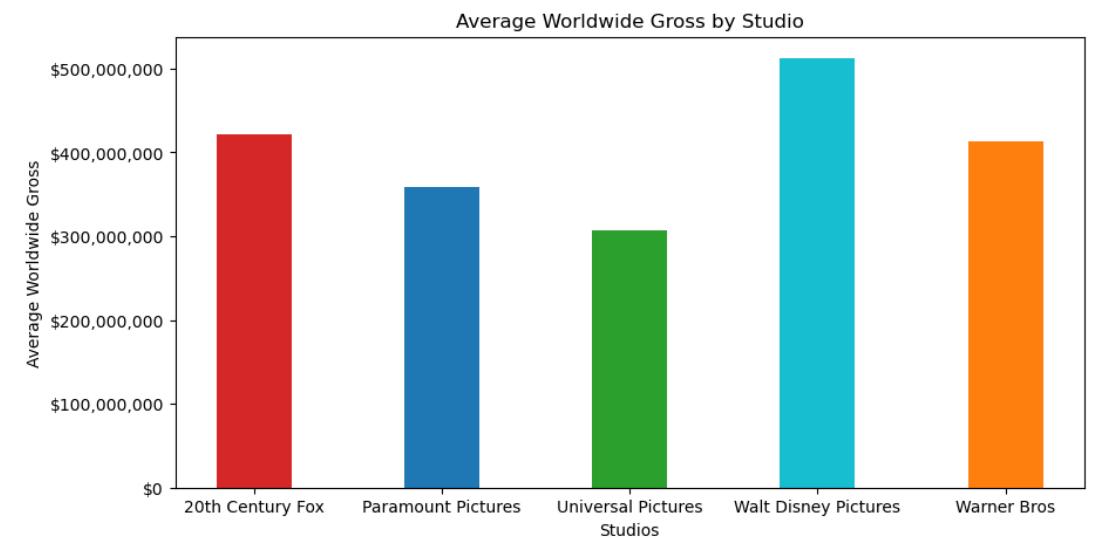
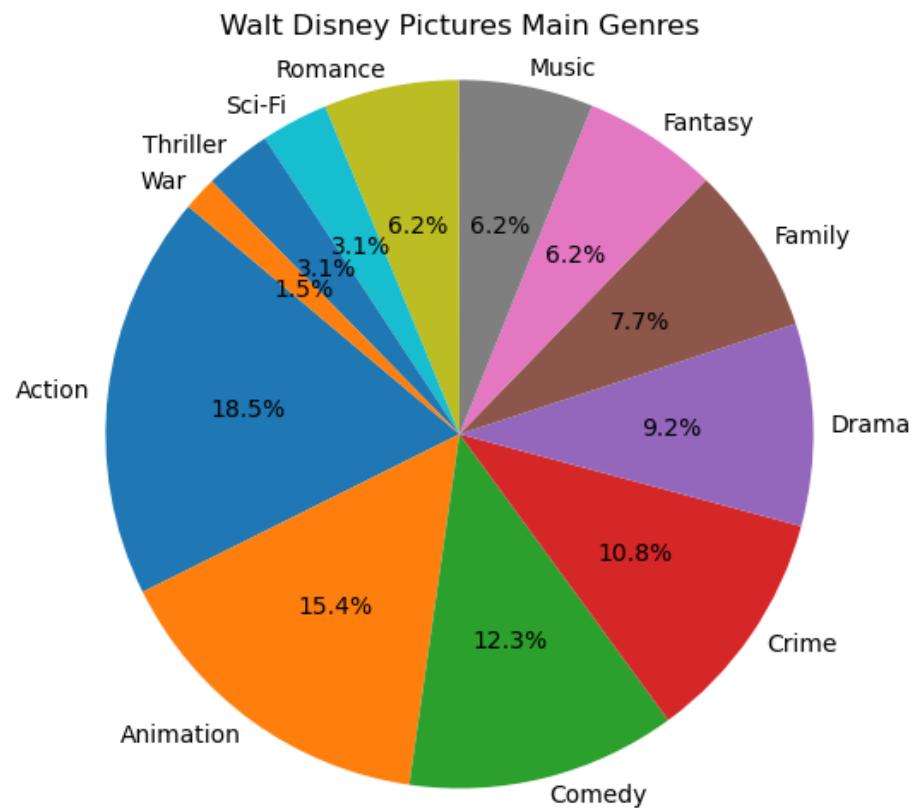


# DOES THE RATING OF THE MOVIE MATTER?

Test	Correlation	P-Value
Pearson's R	0.2882	$2.0202 \times 10^{-7}$
Spearman's Rho	0.2682	$1.4143 \times 10^{-6}$
Kendall's Tau	0.1864	$1.2721 \times 10^{-6}$



# WHICH STUDIO SHOULD DISTRIBUTE THE FILM?



# WHICH STUDIOS TEND TO EARN THE MOST MONEY?

STUDIO	MEAN	MIN	MAX
20 <sup>th</sup> Century Fox	\$422m	\$51m	\$2,749m
Paramount Pictures	\$359m	\$53m	\$1,843m
Universal Pictures	\$308m	\$35m	\$971m
Walt Disney Studios	\$512m	\$37m	\$1,519m
Warner Bros	\$414m	\$46m	\$1,342m

# DECISION

MAJOR MOTION PICTURE INVESTMENT



## OUR FILM CHARACTERISTICS

TYPE	Live Action
GENRES	Sci-Fi, Action, Adventure
RATING	PG-13
STUDIO	Walt Disney Pictures
LENGTH	120-200

# FINAL COMMENTS & TAKEAWAYS

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# ADDITIONAL DATASET CONSIDERATIONS

- The dataset we used focuses on the annual Top 10 Worldwide Grossing movies:
  - By focusing on just the “winners” we might be introducing bias in the data
  - Further analysis should include all films, regardless of gross
- Gross vs. Net Income
  - A better metric for an investment decision would be to also include budget and other expenses in the analysis
- Worldwide Gross figures in the dataset are not inflation-adjusted:
  - Comparison of prior years is difficult
- Incorporating additional attributes:
  - Release Date
  - Geographic Breakdown
  - Director / Actors
- Additional statistical measurements



THANK YOU