Film Industry Forecasting

By: Sarah Lowing DSF

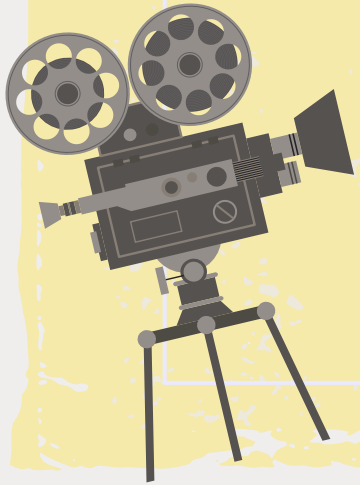


Table Of Contents

01
Overview

02
Data Analysis

03
Recommendations

04
Next Steps

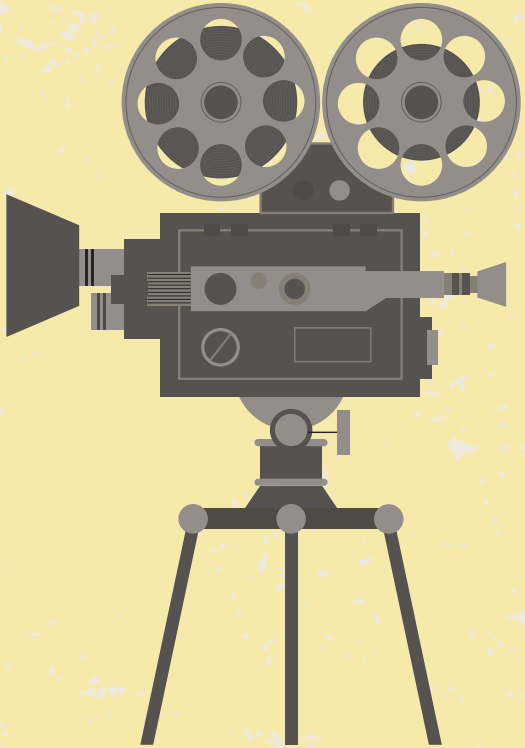
01

Overview

How a movie's genre, budget, and release date affect box office gross

Movie Magic by the Numbers

Blockbuster movies bring in billions in revenue for the studios behind them. But with production costs that can run into the hundreds of millions, studios must be careful about which movies they invest in. We'll look at three key findings to maximize profit for the new media arm of Microsoft.



What Are We Looking For?

Earnings

Which films are top earners? Does a larger film budget correlate to bigger box office revenue?

Genres

What kinds of films are in the top quarter of worldwide gross?

Release Dates

How does release date impact earnings?

02

Data Analysis

Let's look at the numbers...

Frequency of genres:

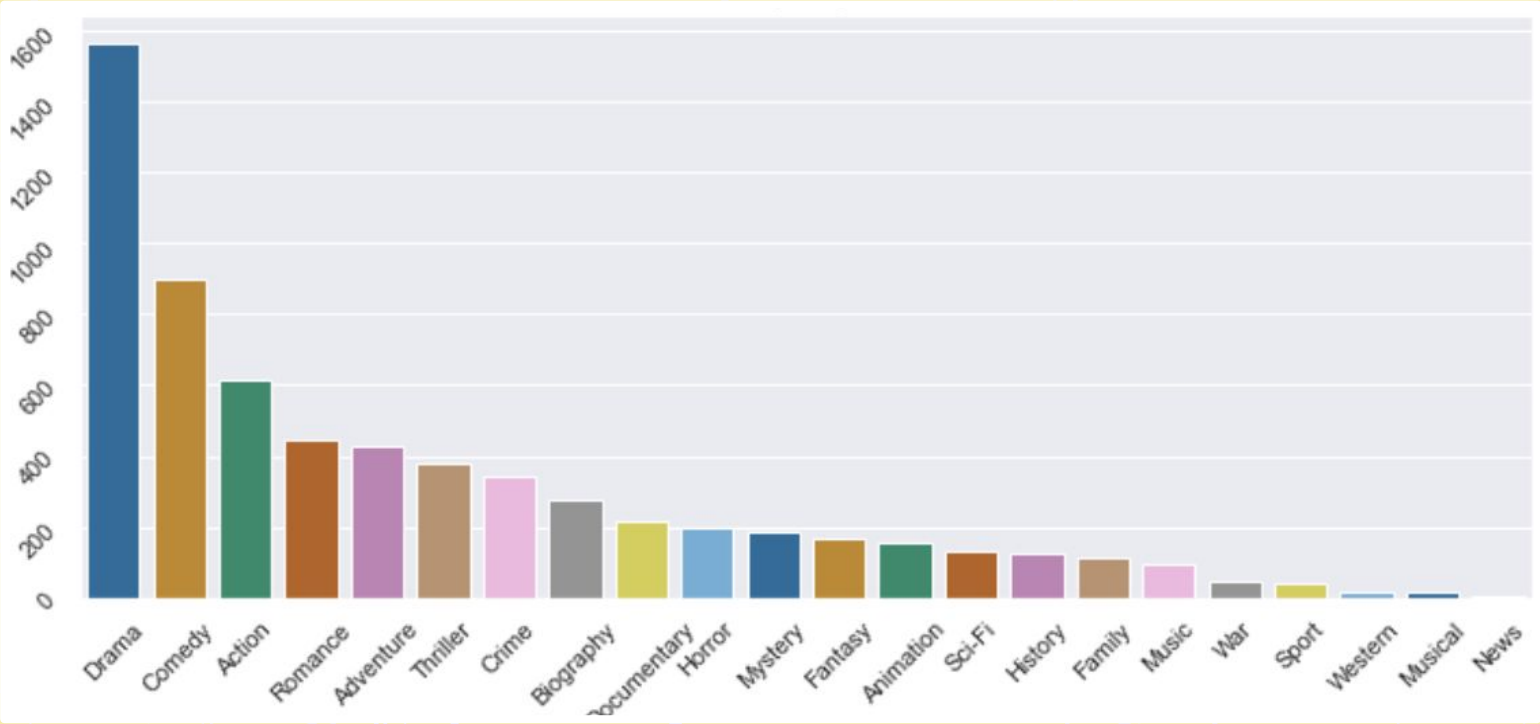
Examining the frequency of film genres from the imdb dataset tells us:

- What kinds of films are on the market already
- What genres of film are most likely to become top quartile earners

And, does that differ from

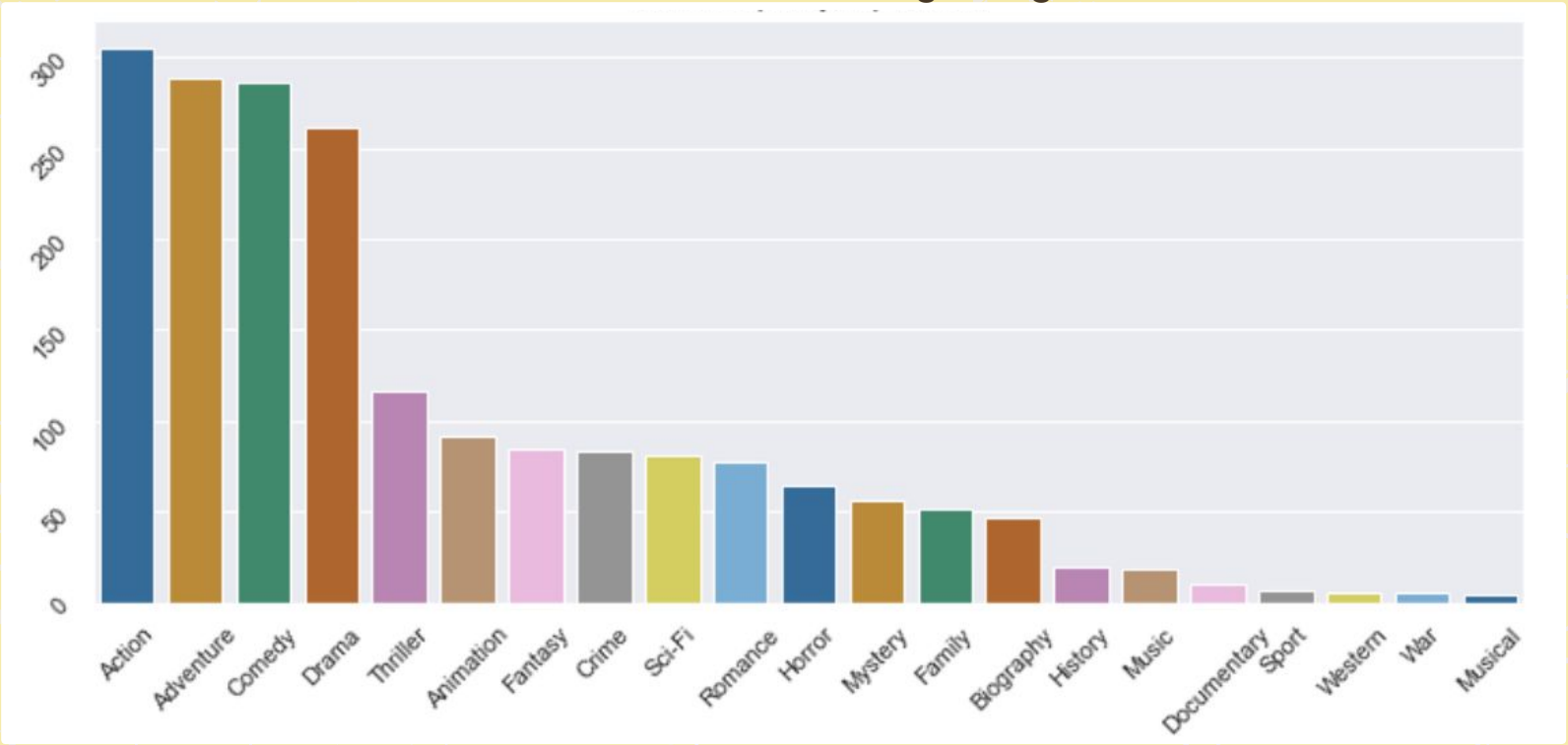
- The genres of films that become giant blockbusters (top 20 list)

All films: How often a genre appears for all the films in the *imdb* database

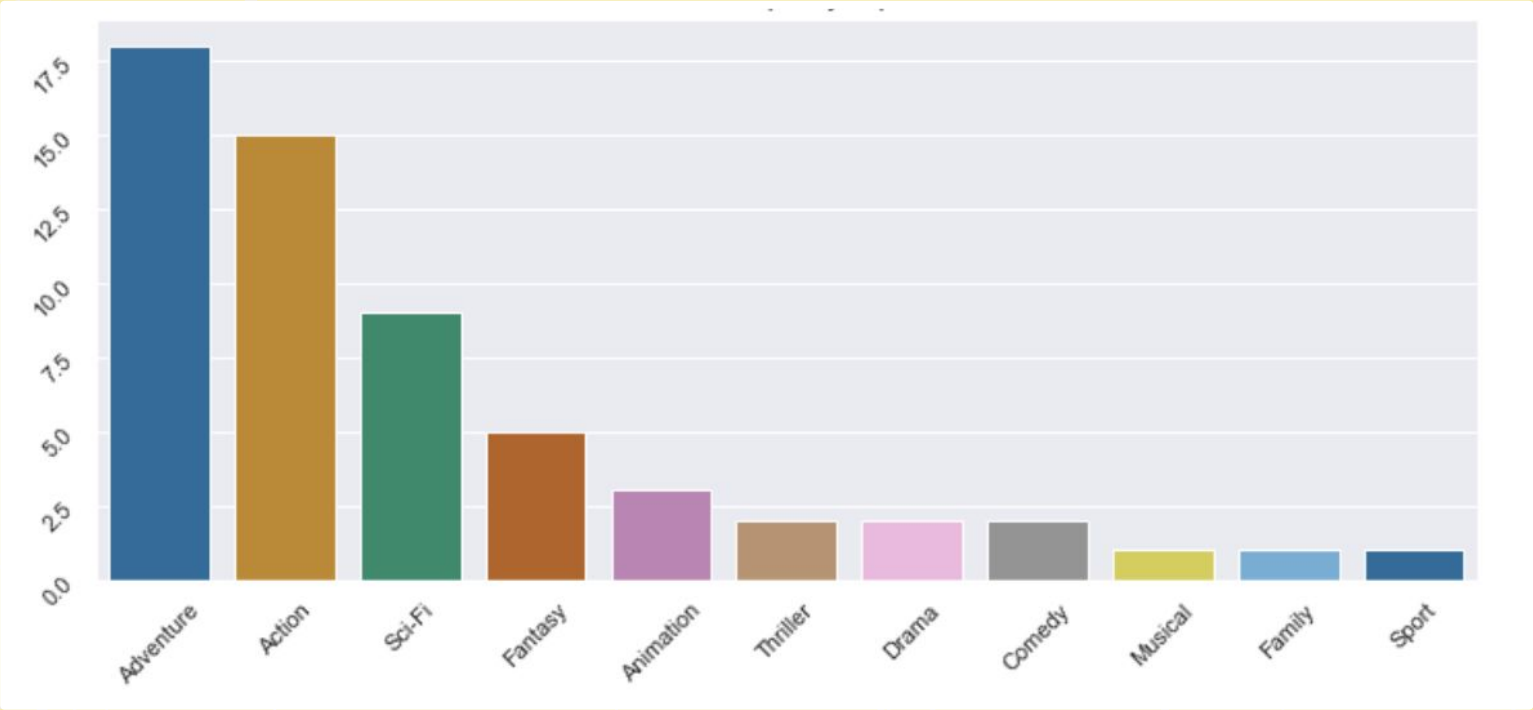


Top Quartile:

How often a genre appears for top quartile highest grossing films in the *imdb* database



Top 20: How often a genre appears for the top 20 highest grossing films in the *imdb* database



03

Recommendations

So, what next?

Invest in Action/Adventure films

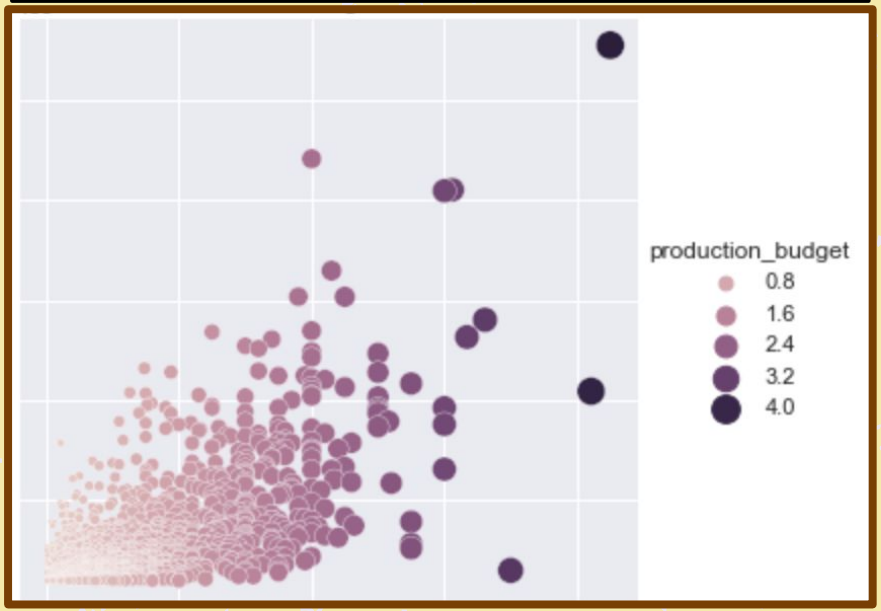
with a Sci-Fi/Fantasy bend

Bigger budget

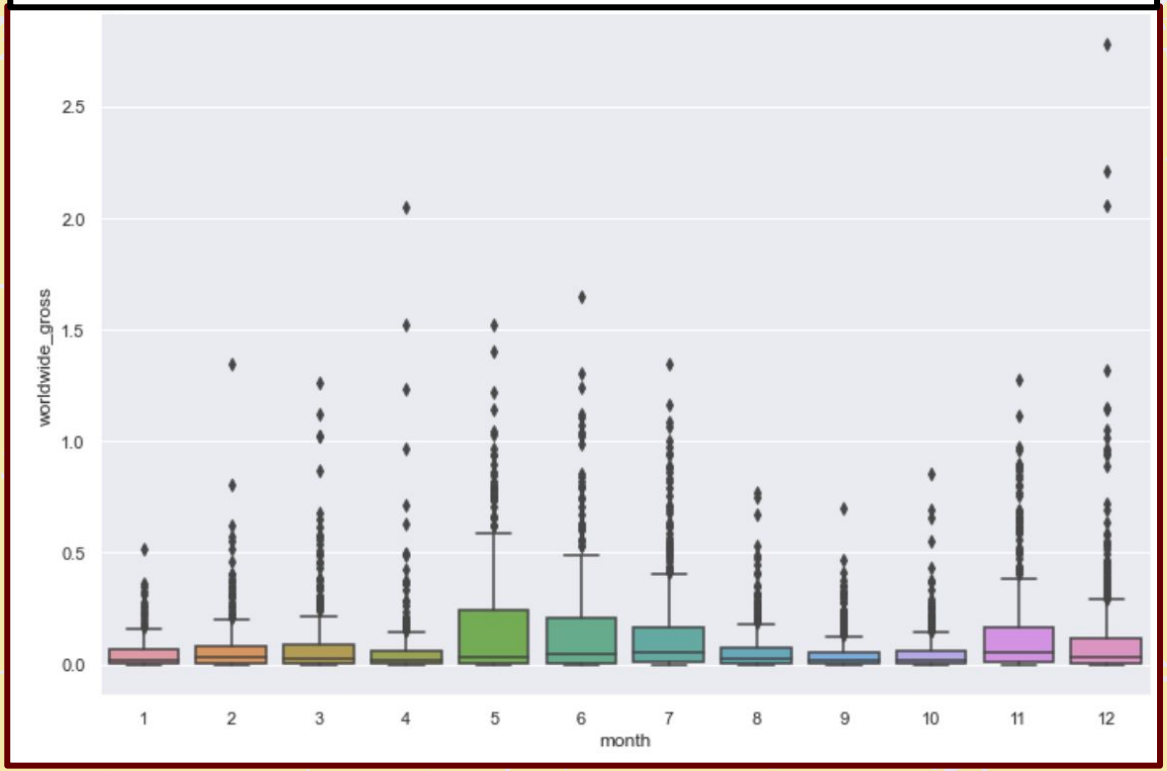
means

Bigger earnings:

Budget and Worldwide Gross:



Worldwide Gross by Movie Release Date (month)



release films in:

early summer

04

Next Steps

What should we consider moving forward?

Streaming

Movie theater revenue is slowly rebounding from a covid exacerbated steaming induced dive. **Research streaming services** return on investment to insulate the media division from future declines

Diversity

There much room in the market to produce epic sagas with more diverse heros. As the recent success of movies like "Black Panther" demonstrate, Researching **untapped markets for films with diverse casting** would be a wise next step

Thanks

Have any questions?

Contact me using linkedin:
www.linkedin.com/in/sarah-lowing-330714242

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

Please keep this slide for attribution