

What Makes a Profitable Film?

By Cierra Andaur and Yung Han Jeong

What makes a profitable film?

Let's explore:

- Which genres have the highest profit margins?
- Is there an ideal time of year to release a film?
- What kind of relationship exists between film budget and profits?

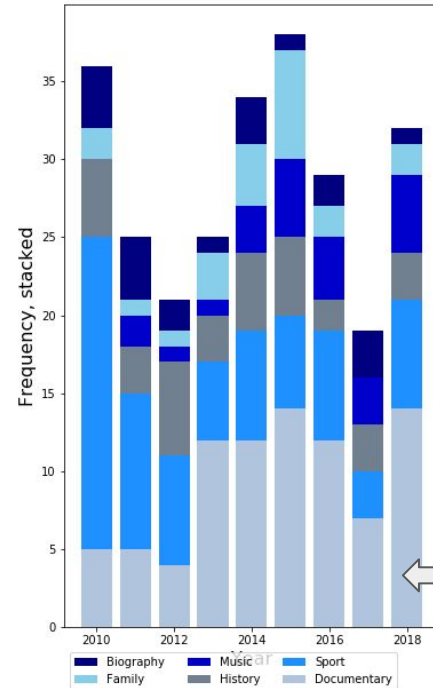
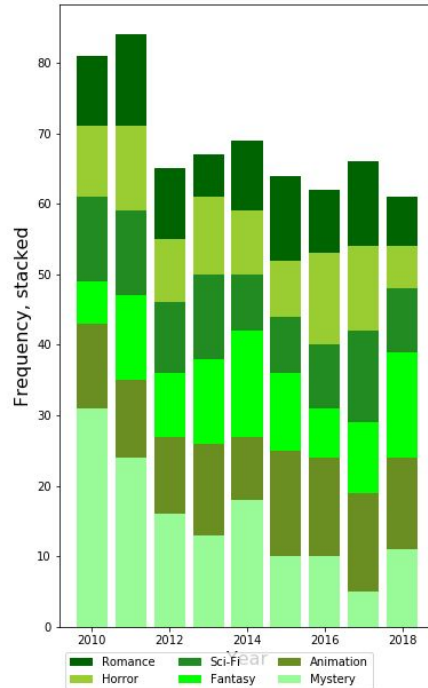
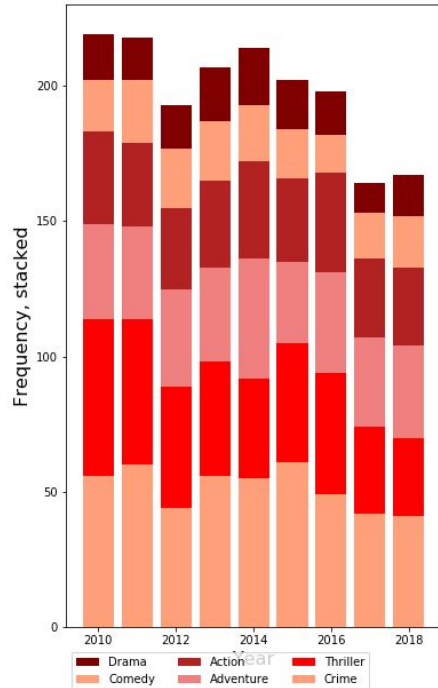
Genre Trends

The background is a solid blue gradient. In the lower-left quadrant, there are several thin, white, curved lines that sweep upwards and to the right. A single, thin, green line also curves upwards and to the right, intersecting one of the white lines. A small, yellow, star-like shape is positioned at the intersection of the green line and one of the white lines.

Exploring the data

Where to start

Genre Frequency Per Year, Stacked

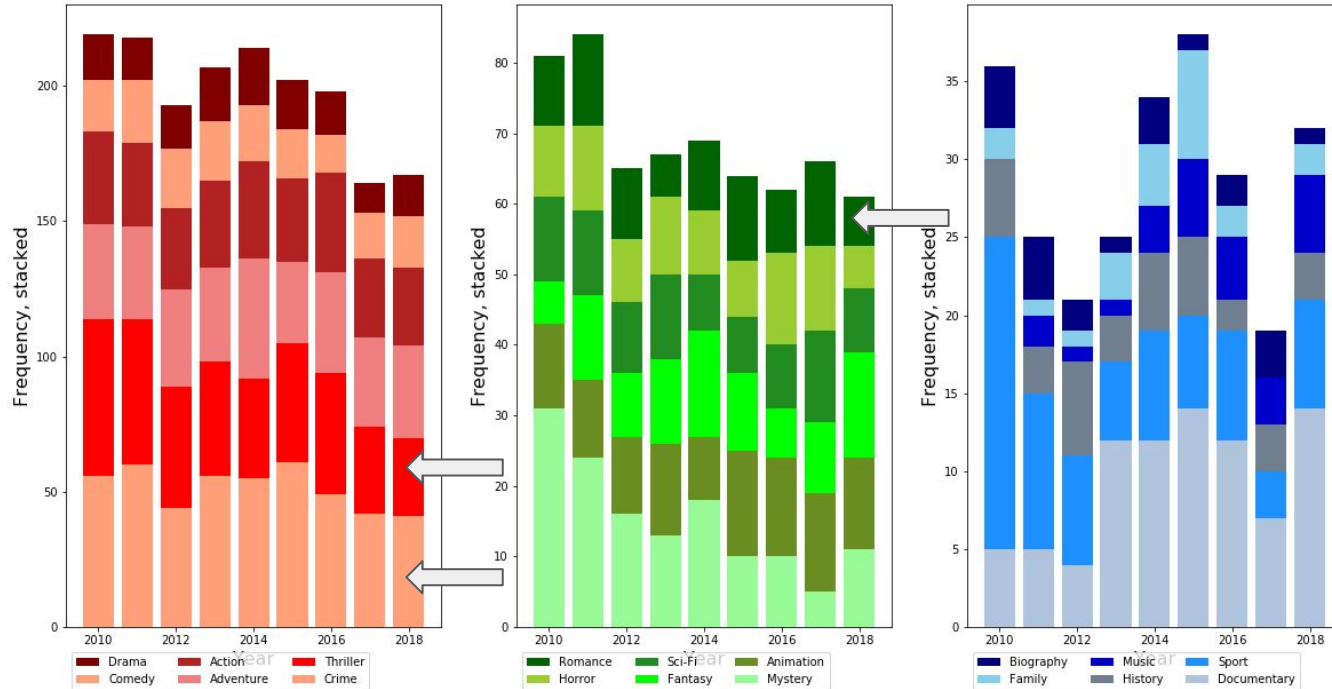


- Documentary genre is in upward trend.

Exploring the data

Where to start

Genre Frequency Per Year, Stacked

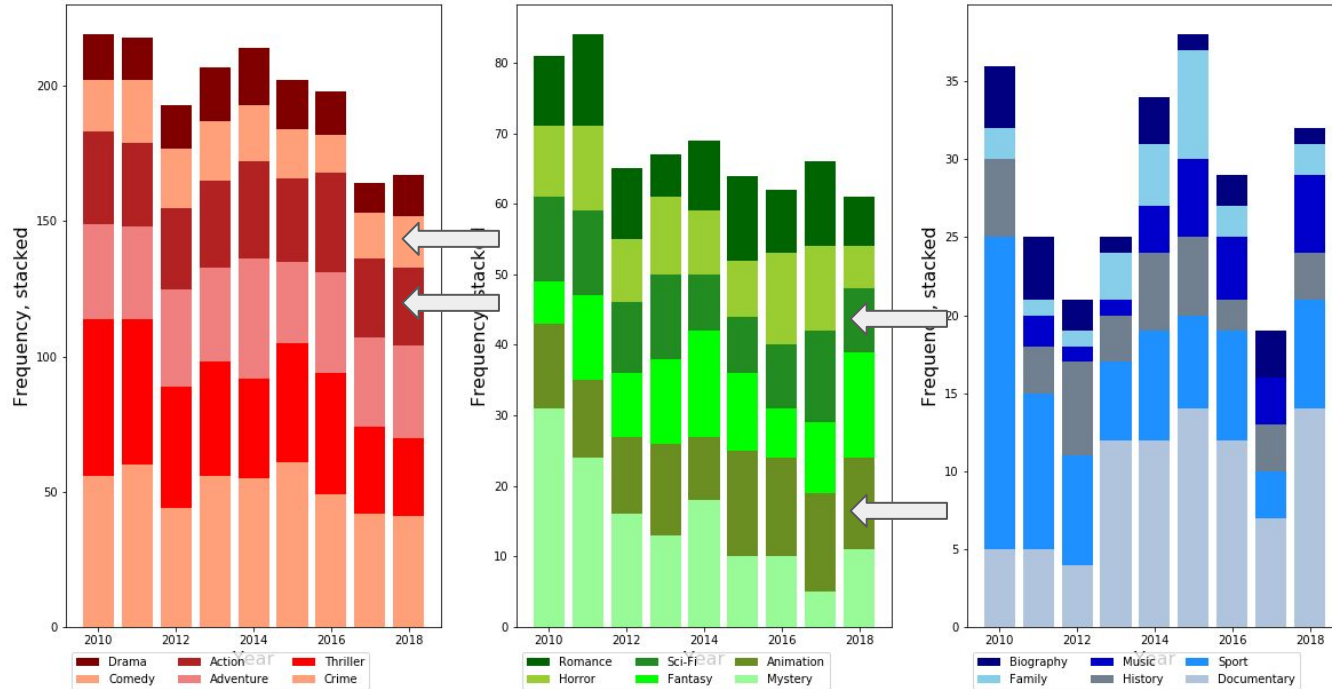


- Documentary genre is in upward trend.
- Crime, Thriller, and Romance are on downward trend.

Exploring the data

Where to start

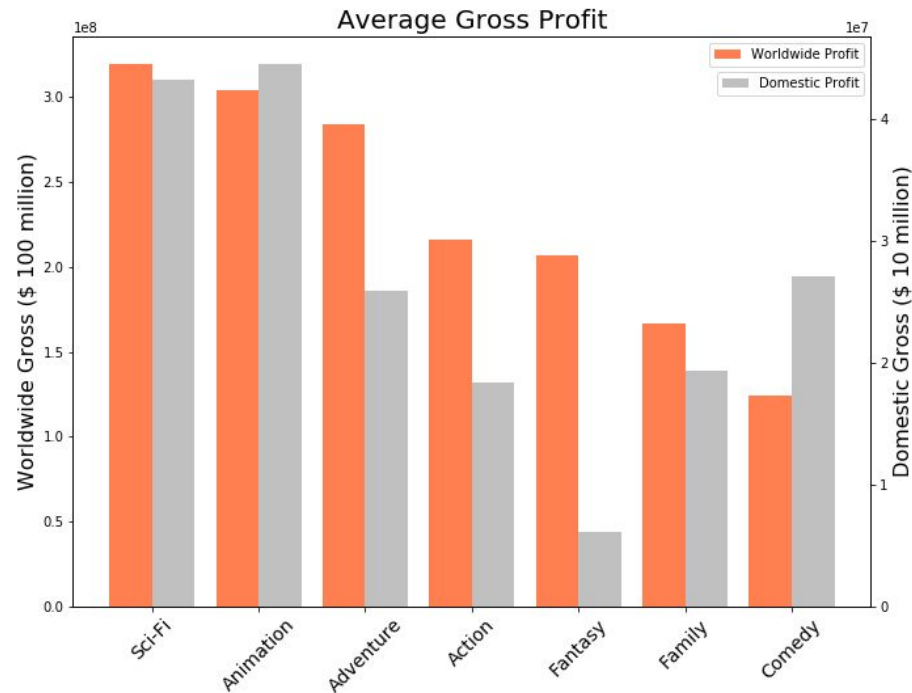
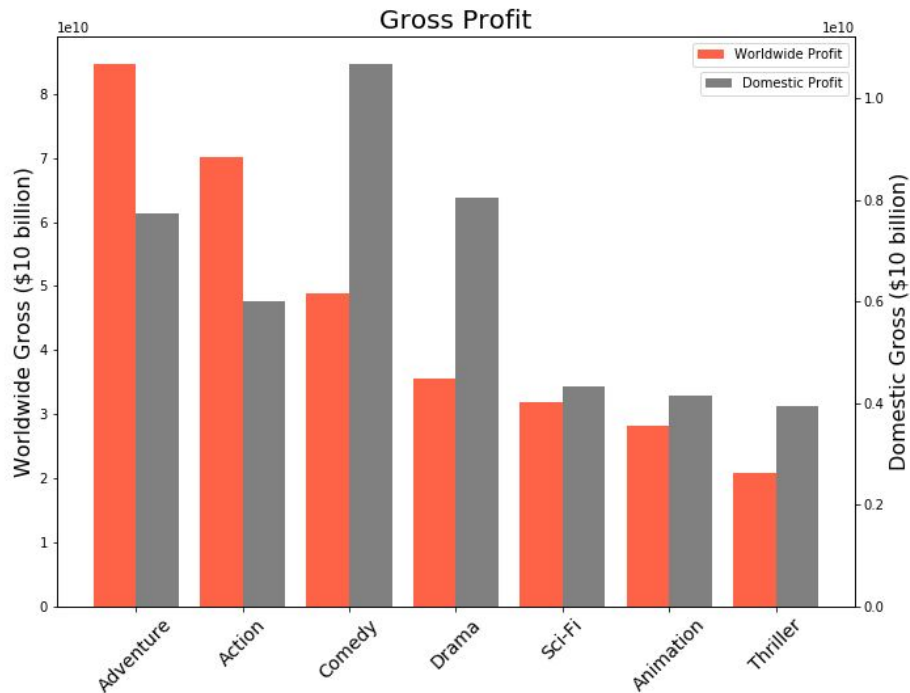
Genre Frequency Per Year, Stacked



- Documentary genre is in upward trend.
- Crime, Thriller, and Romance are on downward trend.
- **Action, Adventure, Animation, and Sci-Fi remain constant.**

Gross Profit per Genre

Box Office Profit Per Genre 2010-2019



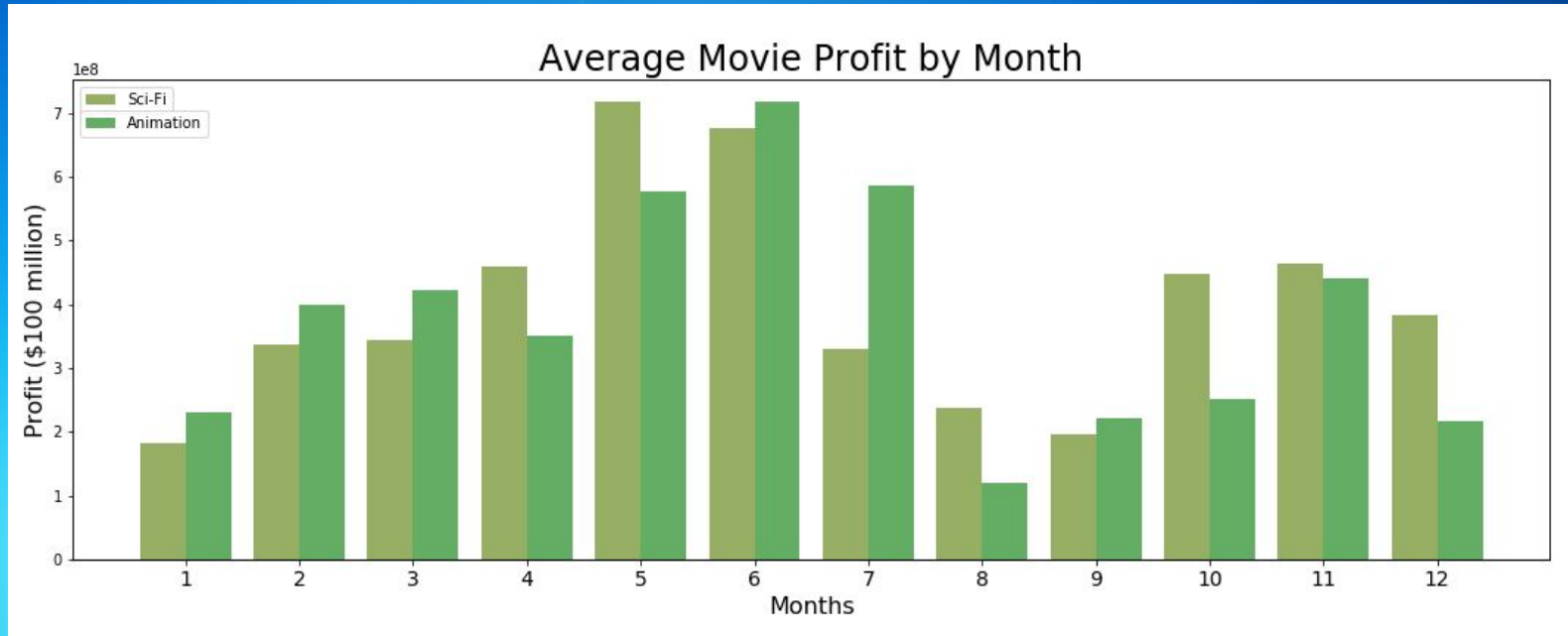
Comedy and Drama have high total profit, but low per film profit.

Sci-Fi and Animation have high per film profit.



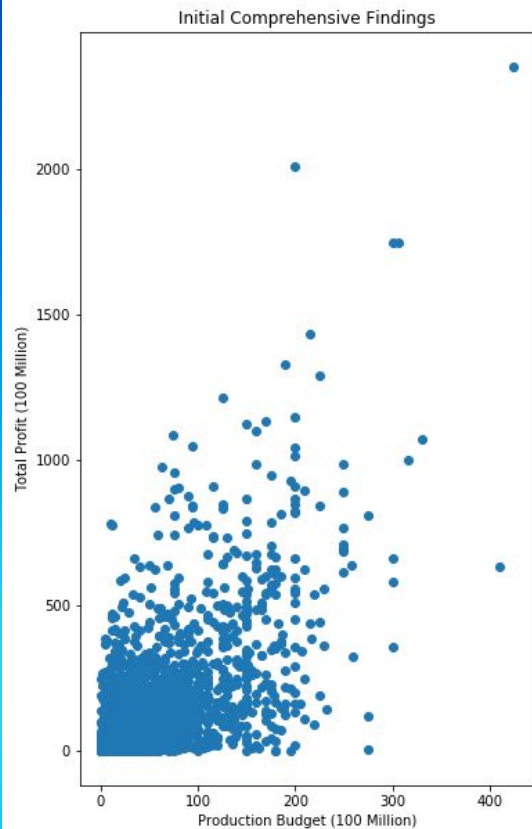
Release Schedule

Release Schedule

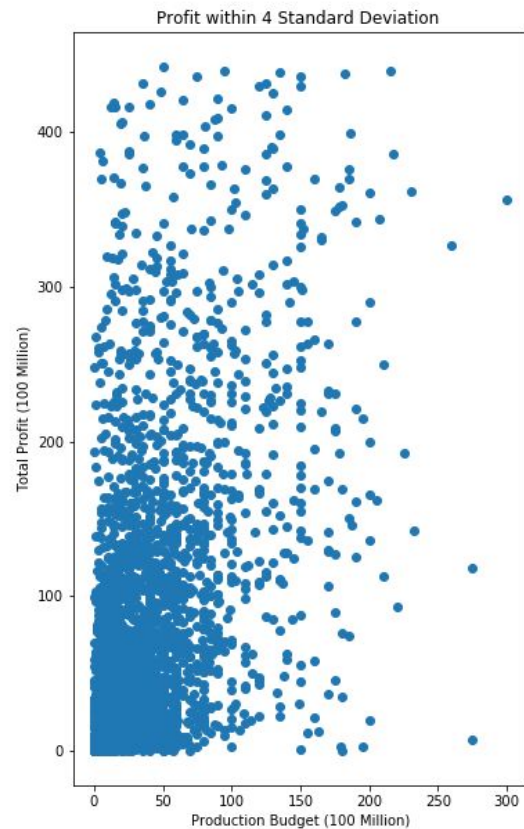


Budget

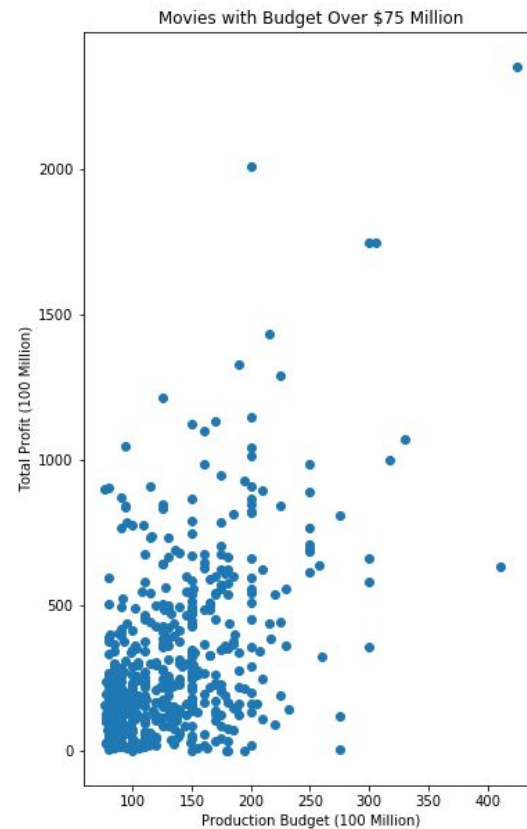
Relationship Between Movie Profits and Production Budget



All Data



4 σ Budget Range



Budget >\$75 mil

Best Performing Films

Analysis of profit to budget - best bang for your buck

Title	Genres	Production Budget (Million)	Worldwide Gross	Worldwide Profit	Profit %
Despicable Me 2	Adventure, Animation, Comedy	76	975.21	899.22	1183%
Ice Age: Continental Drift	Adventure, Animation, Comedy	950	879.76	784.77	826%
Frozen	Adventure, Animation, Comedy	150	1272.47	1122.47	748%
The Hunger Games	Action, Adventure, Sci-Fi	80	677.92	597.92	747%
Jurassic World: Fallen Kingdom	Action, Adventure, Sci-Fi	170	1305.77	1135.77	668%

Family friendly, adventure, comedy

Summary and Future Works

- **Animation films** have the highest profit margins.
 - Combined with adventure, comedy
- **June** is the best month to release an Animation film.
- The budget/investment goal should be **\$75 million**.
- Stories with **franchise** potential should be prioritized
 - Animation: Despicable Me 2, Ice Age: Continental Drift
 - Sci-Fi: The Hunger Games, Jurassic World
- Plan for **families** as target audience
 - Parents = extra tickets!

Thank You!

The background is a solid blue gradient, transitioning from a lighter blue on the left to a darker blue on the right. Several thin, white, curved lines sweep across the frame, creating a sense of motion. In the lower-left quadrant, there is a small, stylized yellow flower icon with a green stem and leaves.