

# 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?

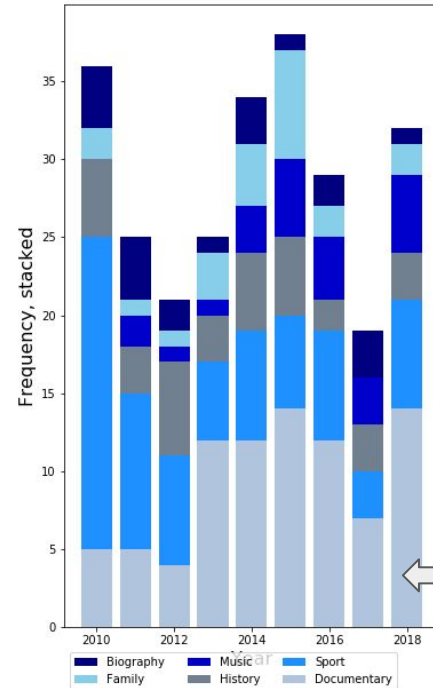
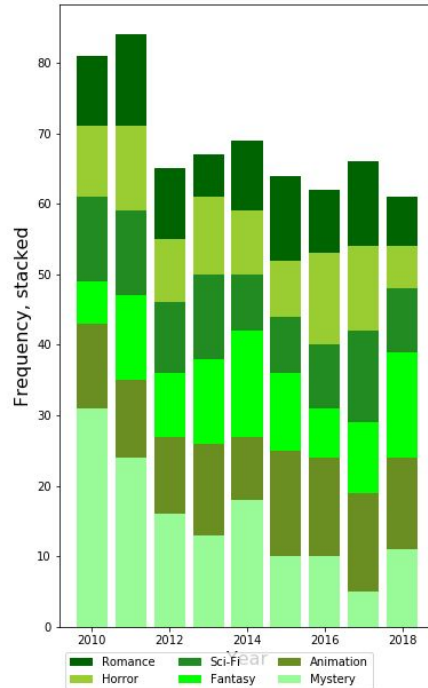
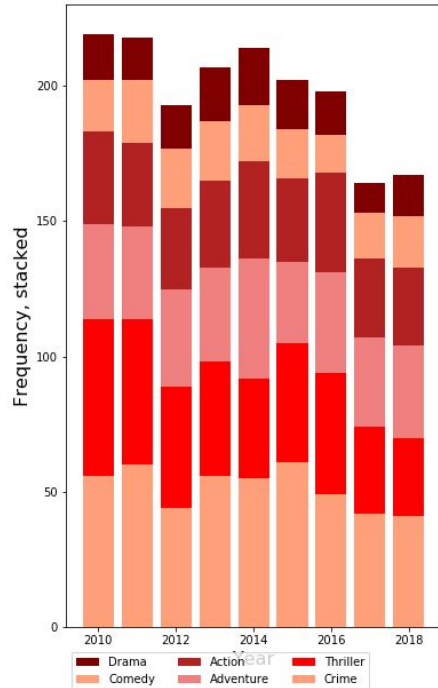
# Genre Trends

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 from the bottom left, ending near a small, bright yellow star-like shape. The overall aesthetic is clean and modern.

# Exploring the data

Where to start

Genre Frequency Per Year, Stacked

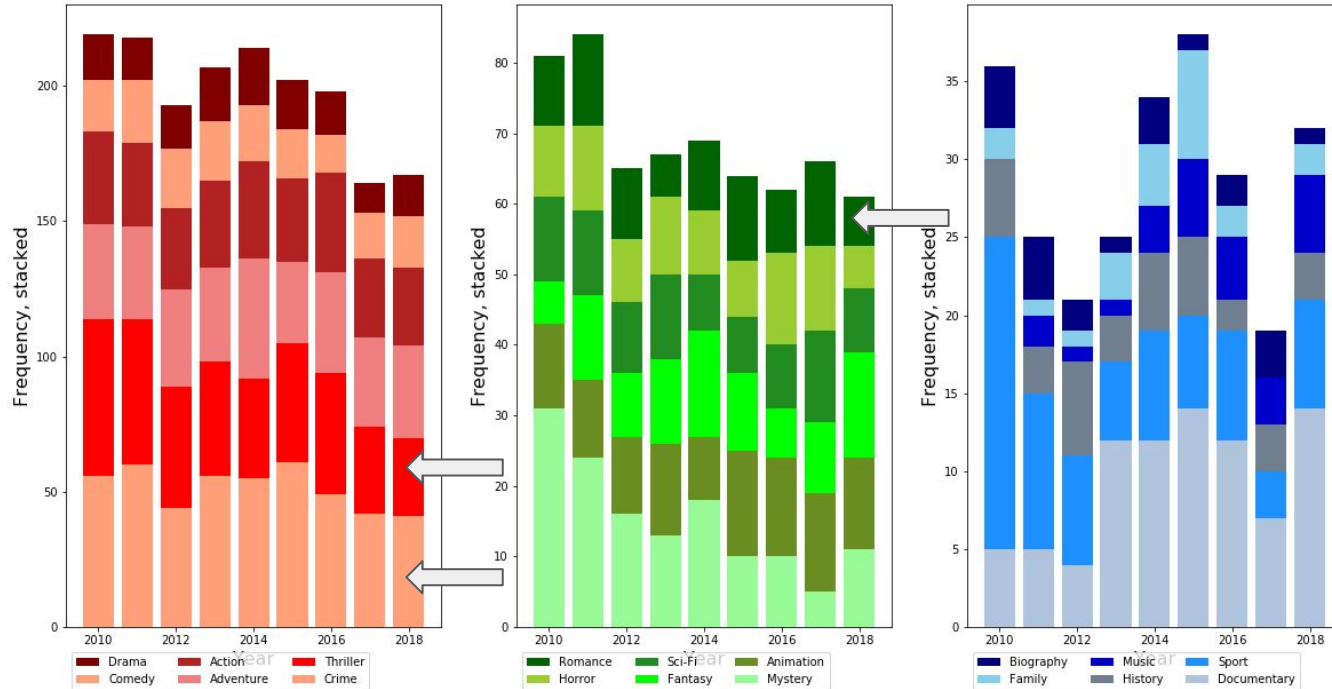


- Documentary genre is in upward trend.

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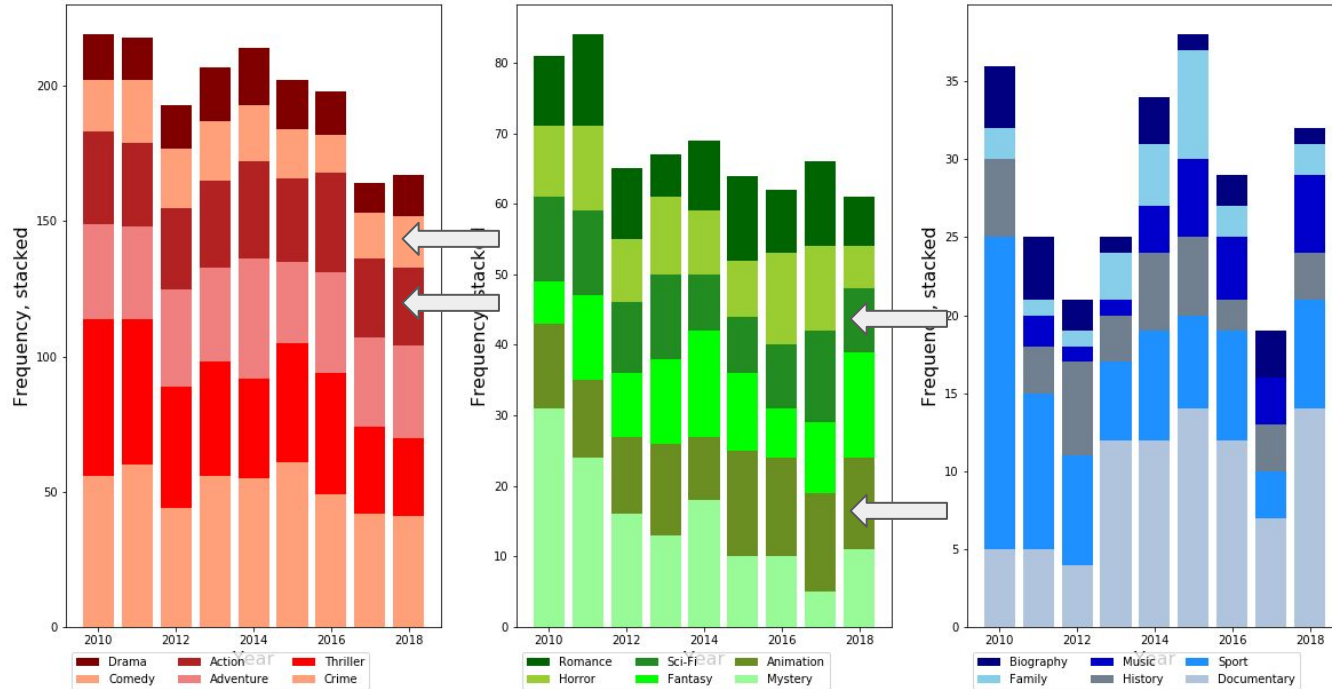


- Documentary genre is in upward trend.
- Crime, Thriller, and Romance are on downward trend.

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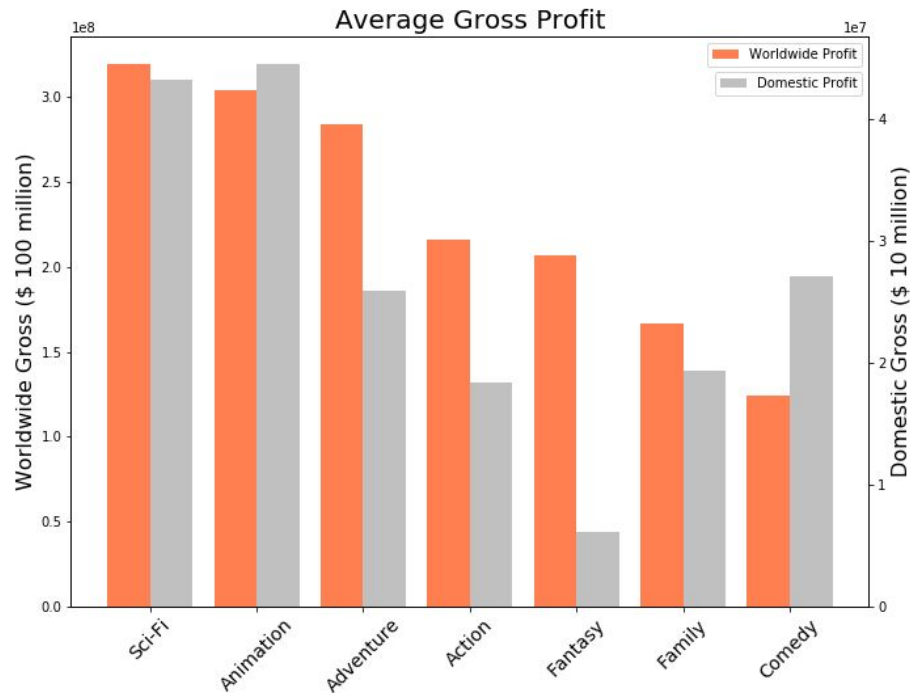
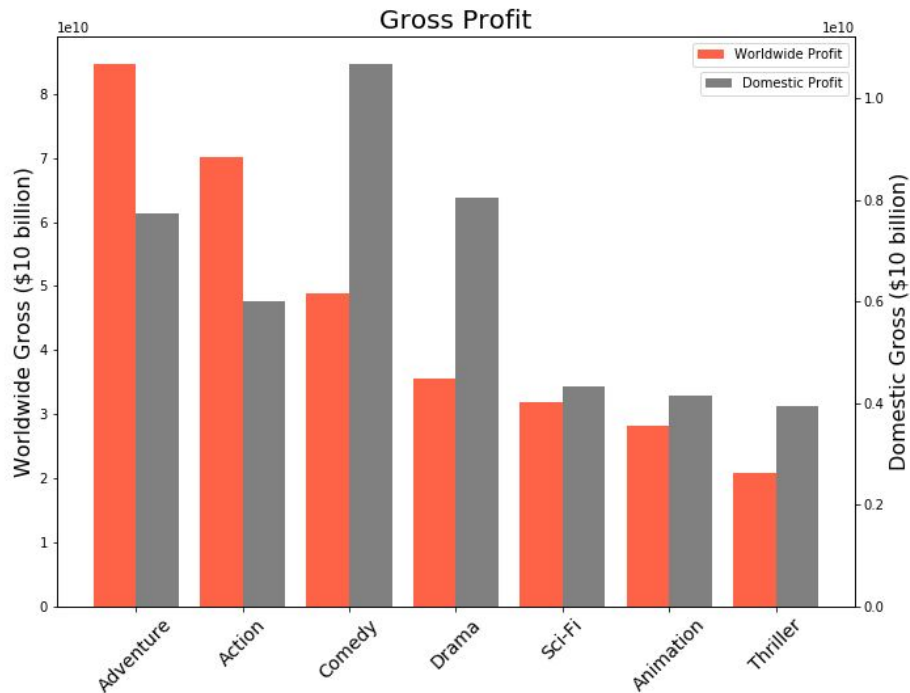
Genre Frequency Per Year, Stacked



- 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.



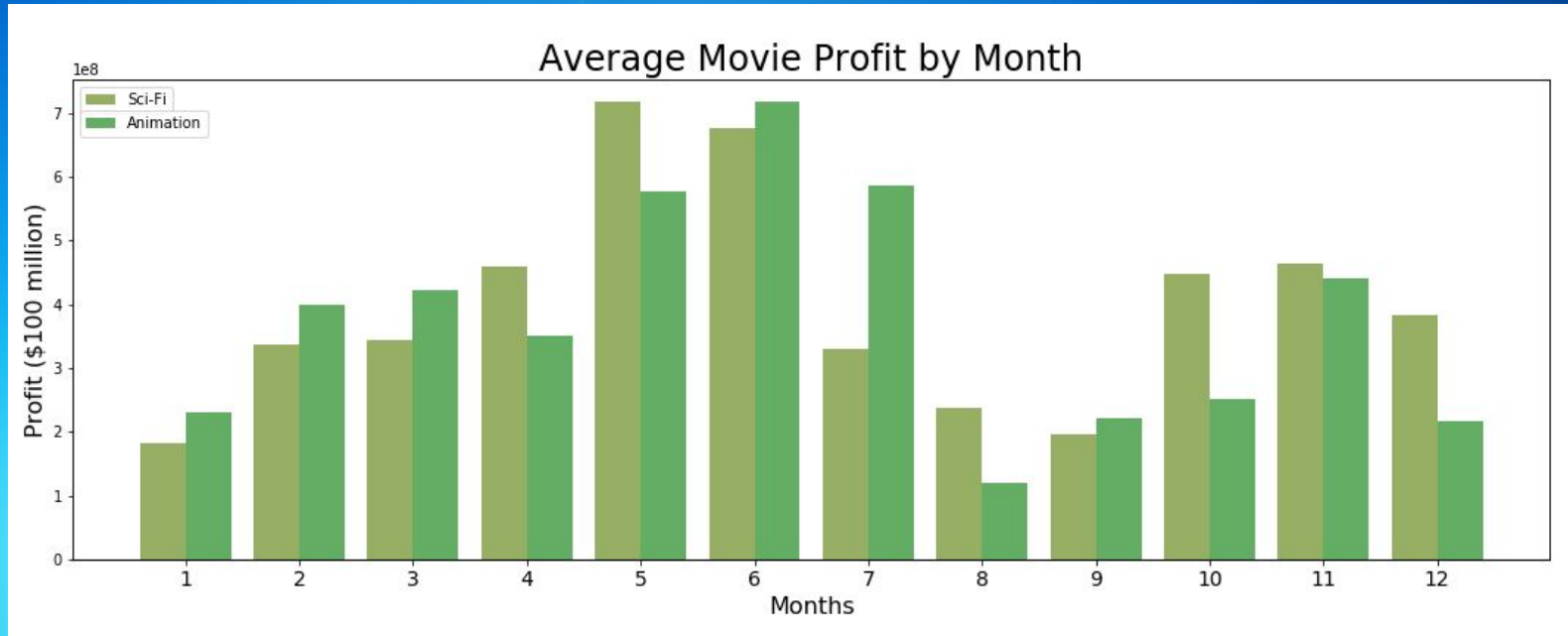




# Release Schedule

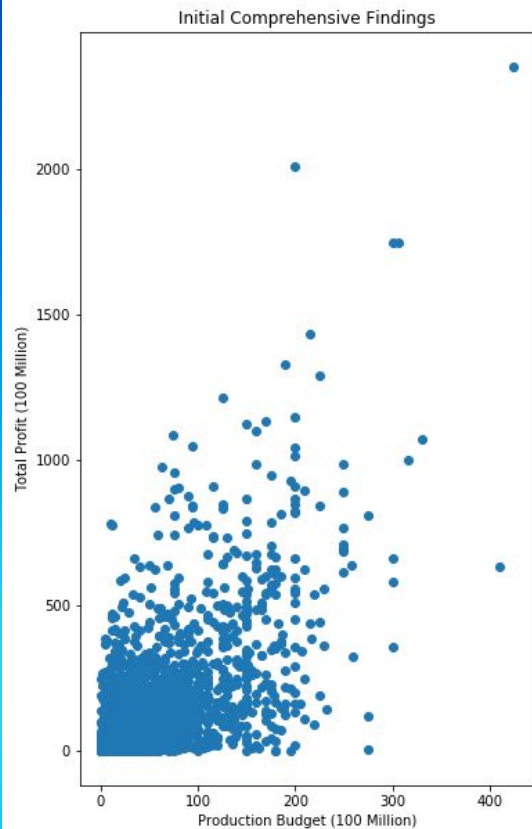


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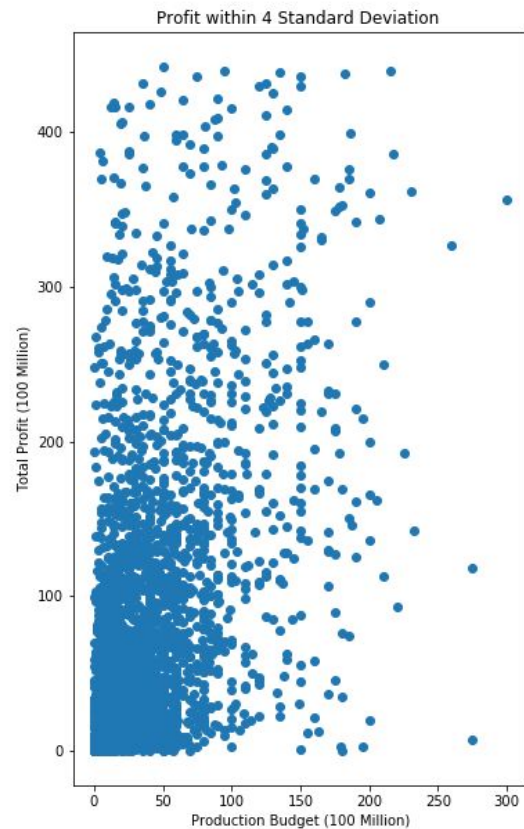


# Budget

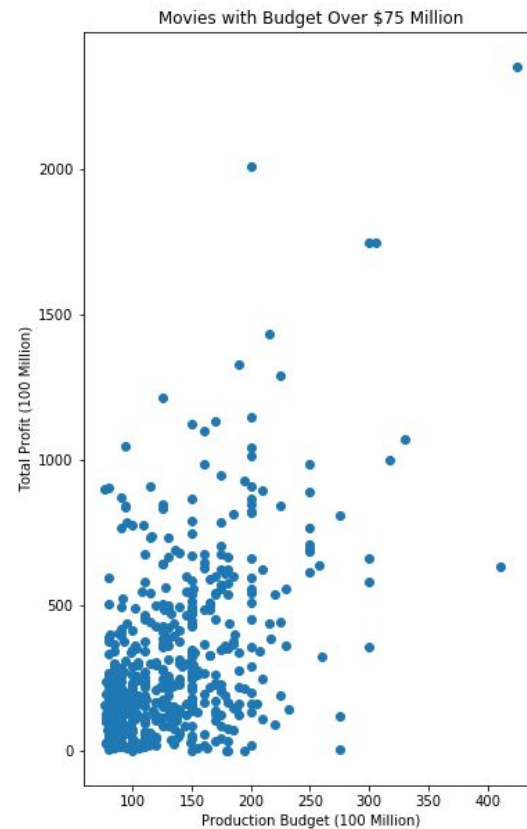
## Relationship Between Movie Profits and Production Budget



All Data



4 $\sigma$  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!