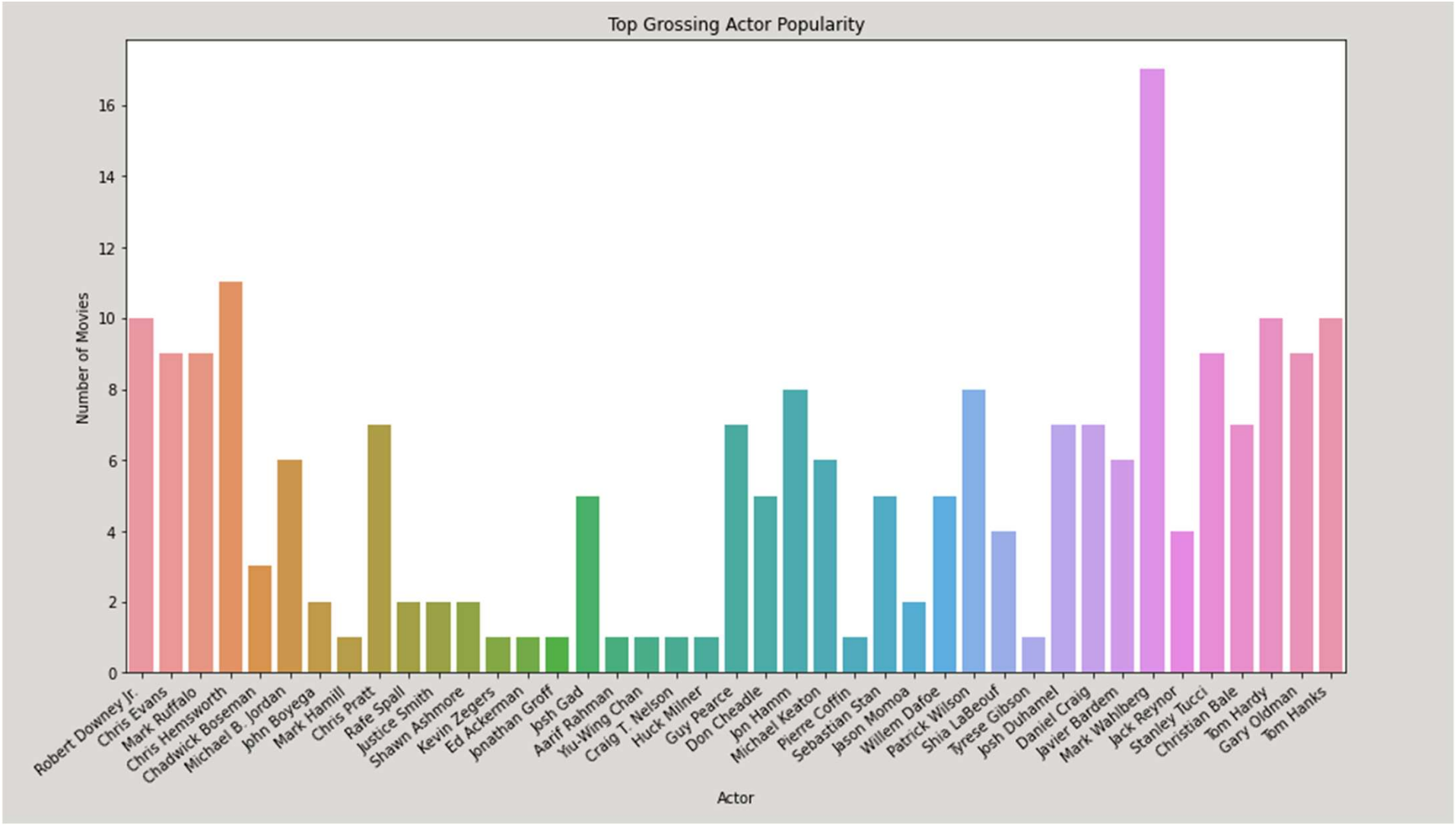
At The Movies

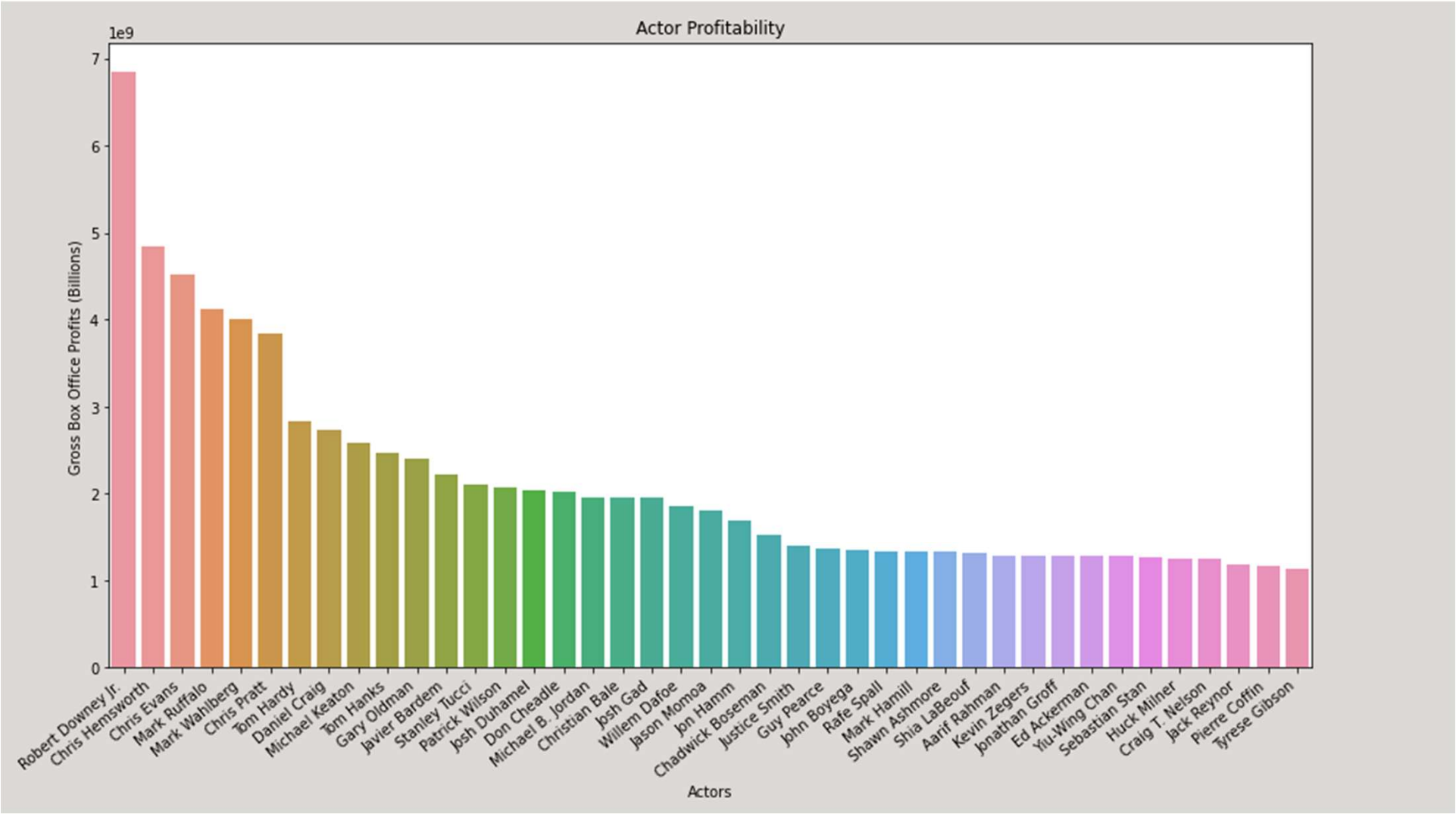
Noelle Ferrari and Jon Ladalla

Overview

- Using IMDB and Box Office Mojo, analyze which actors appear in top grossing movies on a recurring basis


Top Grossing Actor Popularity
Number of Movies
0
2
4
6
8
10
12
14
16
Robert Downey Jr.
Chris Evans
Mark Ruffalo
Chris Hemsworth
Chadwick Boseman
Michael B. Jordan
John Boyega
Mark Hamill
Chris Pratt
Rafe Spall
Justice Smith
Shawn Ashmore
Kevin Zegers
Ed Ackerman
Jonathan Groff
Josh Gad
Aarif Rahman
Yiu-Wing Chan
Craig T. Nelson
Huck Milner
Guy Pearce
Don Cheadle
Jon Hamm
Michael Keaton
Pierre Coffin
Sebastian Stan
Jason Momoa
Willem Dafoe
Patrick Wilson
Shia LaBeouf
Tyrese Gibson
Josh Duhamel
Daniel Craig
Javier Bardem
Mark Wahlberg
Jack Reynor
Stanley Tucci
Christian Bale
Tom Hardy
Gary Oldman
Tom Hanks
Actor

- Using IMDB and Box Office Mojo, analyze which actors provide the highest box office numbers

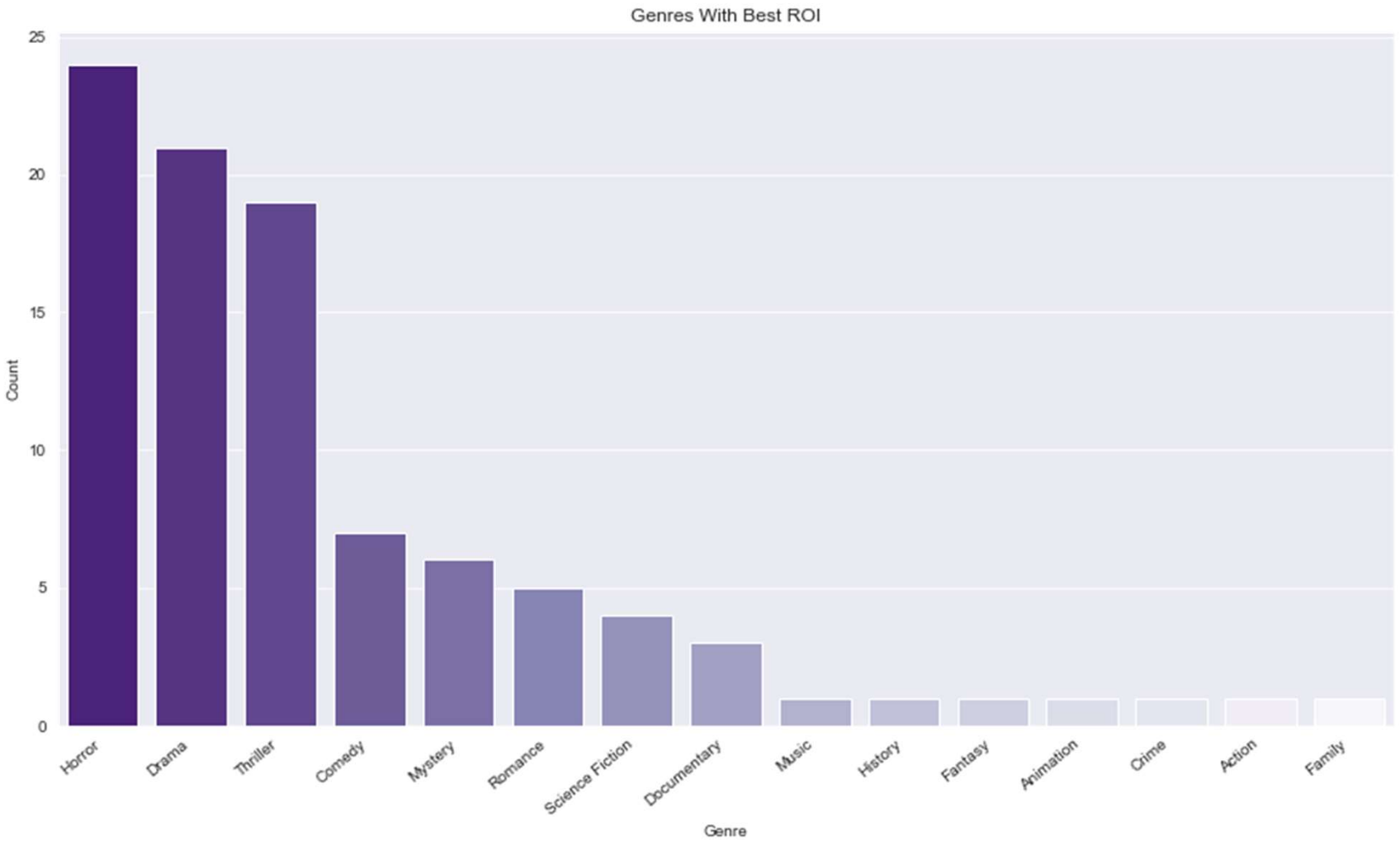

Actor Profitability
1e9
Gross Box Office Profits (Billions)
0
1
2
3
4
5
6
7
Robert Downey Jr.
Chris Hemsworth
Chris Evans
Mark Ruffalo
Mark Wahlberg
Chris Pratt
Tom Hardy
Daniel Craig
Michael Keaton
Tom Hanks
Gary Oldman
Javier Bardem
Stanley Tucci
Patrick Wilson
Josh Duhamel
Don Cheadle
Michael B. Jordan
Christian Bale
Josh Gad
Willem Dafoe
Jason Momoa
Jon Hamm
Chadwick Boseman
Justice Smith
Guy Pearce
John Boyega
Rafe Spall
Mark Hamill
Shawn Ashmore
Shia LaBeouf
Aarif Rahman
Kevin Zegers
Jonathan Groff
Ed Ackerman
Yiu-Wing Chan
Sebastian Stan
Huck Milner
Craig T. Nelson
Jack Reynor
Pierre Coffin
Tyrese Gibson
Actors

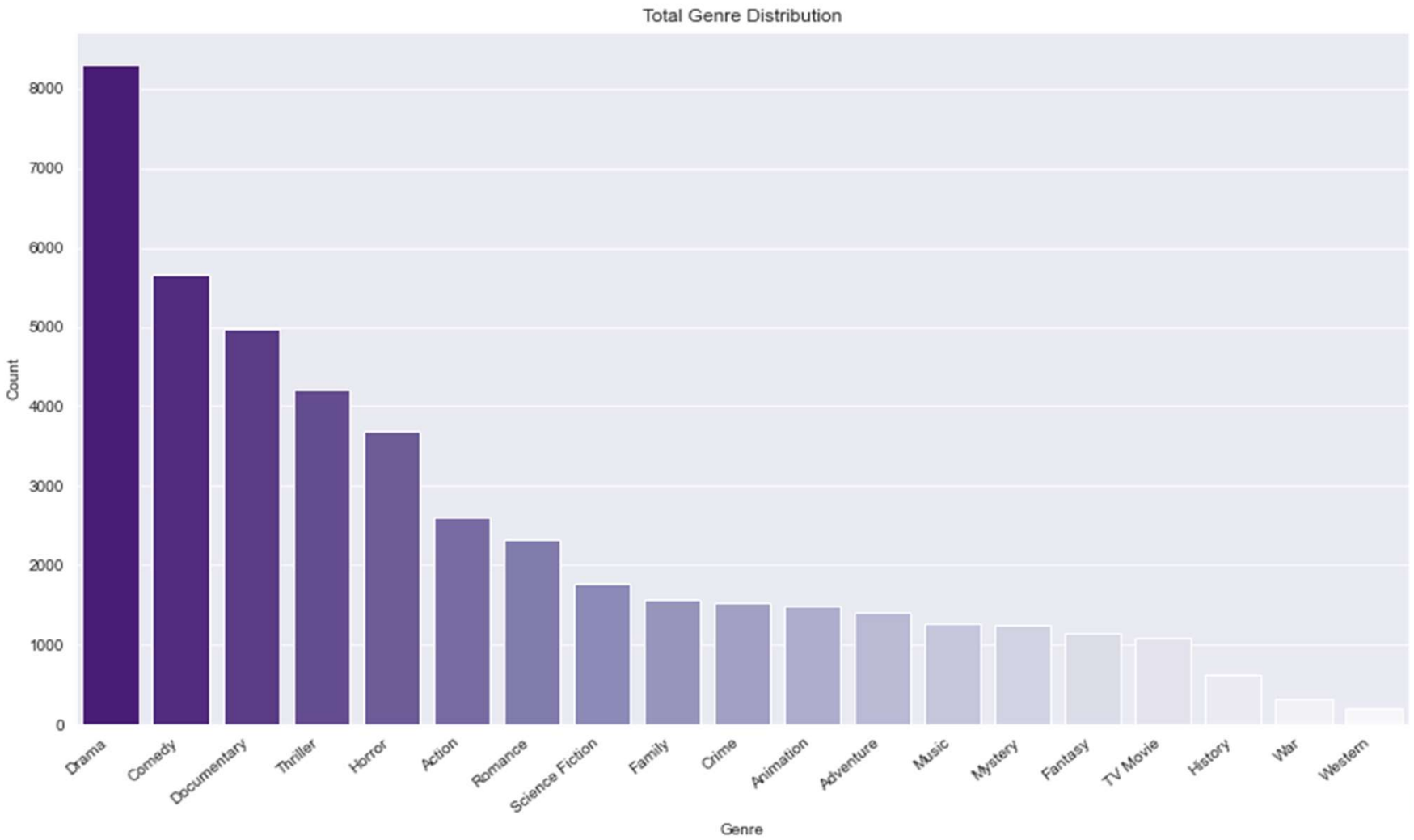
- Using data from Box Office Mojo and TMDB, analyze ROI for films released between 2010 and 2019 based on US box office returns

Return on Investment
ROI (%)
1600
1400
1200
1000
800
600
400
200
0
−200
0.0
0.5
1.0
1.5
2.0
2.5
Budget (10^8)

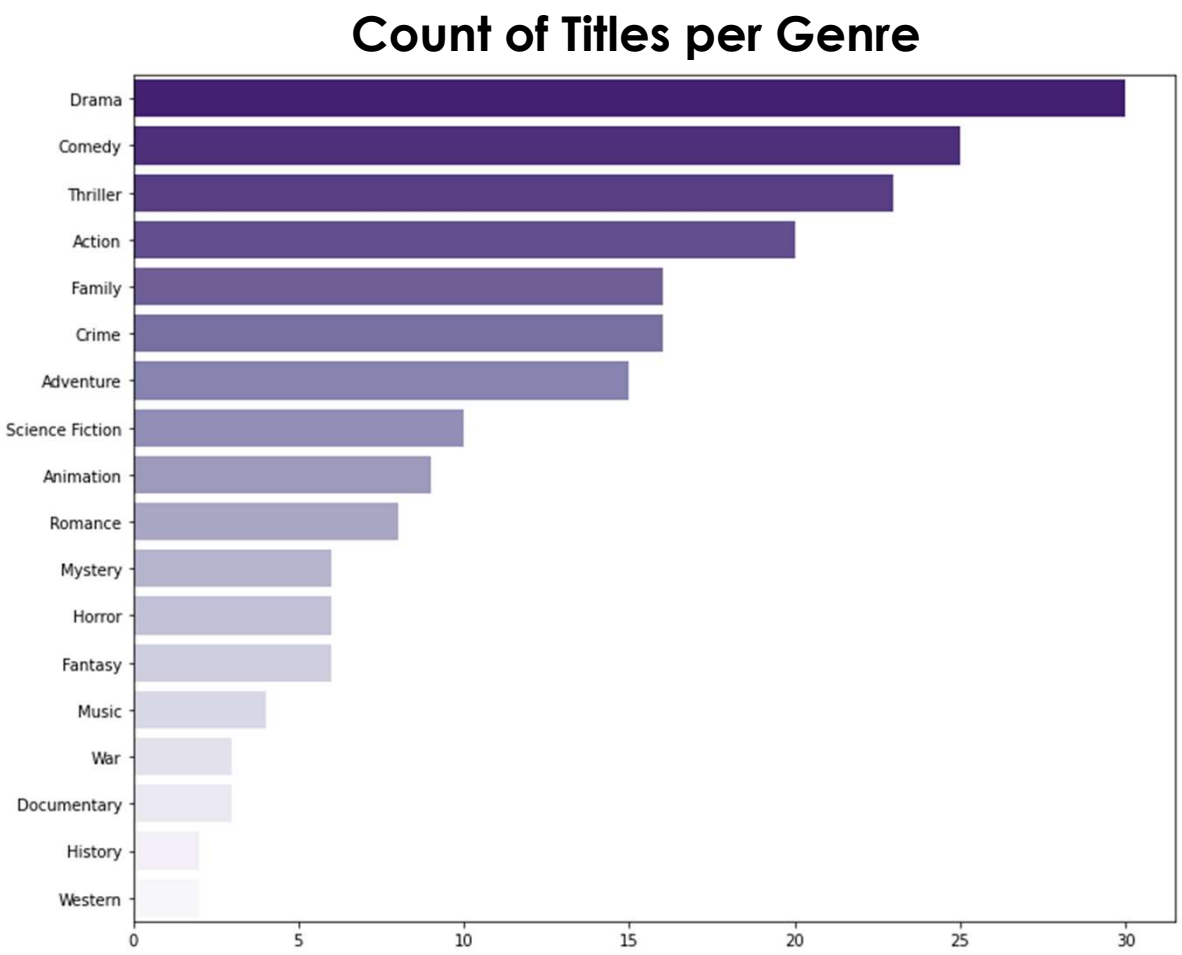
The average movie LOSES $1.2 million!!

Of the 50 movies with the highest ROI, the average budget was $2.75 million (and average profit is $45 million!)


Genres With Best ROI
25
20
15
10
5
0
Count
Horror
Drama
Thriller
Comedy
Mystery
Romance
Science Fiction
Documentary
Music
History
Fantasy
Animation
Crime
Action
Family
Genre


Total Genre Distribution
Count
8000
7000
6000
5000
4000
3000
2000
1000
0
Drama
Comedy
Documentary
Thriller
Horror
Action
Romance
Science Fiction
Family
Crime
Animation
Adventure
Music
Mystery
Fantasy
TV Movie
History
War
Western
Genre

- Netflix data scraped from www.the-numbers.com, additional data retrieved from TMDB API
- Date range: Jan 1 – May 31, 2021



Today's Top Genres

- Explore Netflix's Top Ten for insights
- Summary: Drama and comedy are top genres for today's viewers

Conclusions and Next Steps

There is a gap in the market for female led films

Superhero movies are trendy but risky

Next step: Is Marvel a monopoly?

Modest budgets create opportunity for higher rate of return while minimizing losses

Horror and thriller are profitable genres, comedy may also be a rising trend

Next steps:

- Further analysis of streaming data
- Further research into these genres

See more in-depth analysis on github: https://github.com/zelda4669/movie-data-analysis