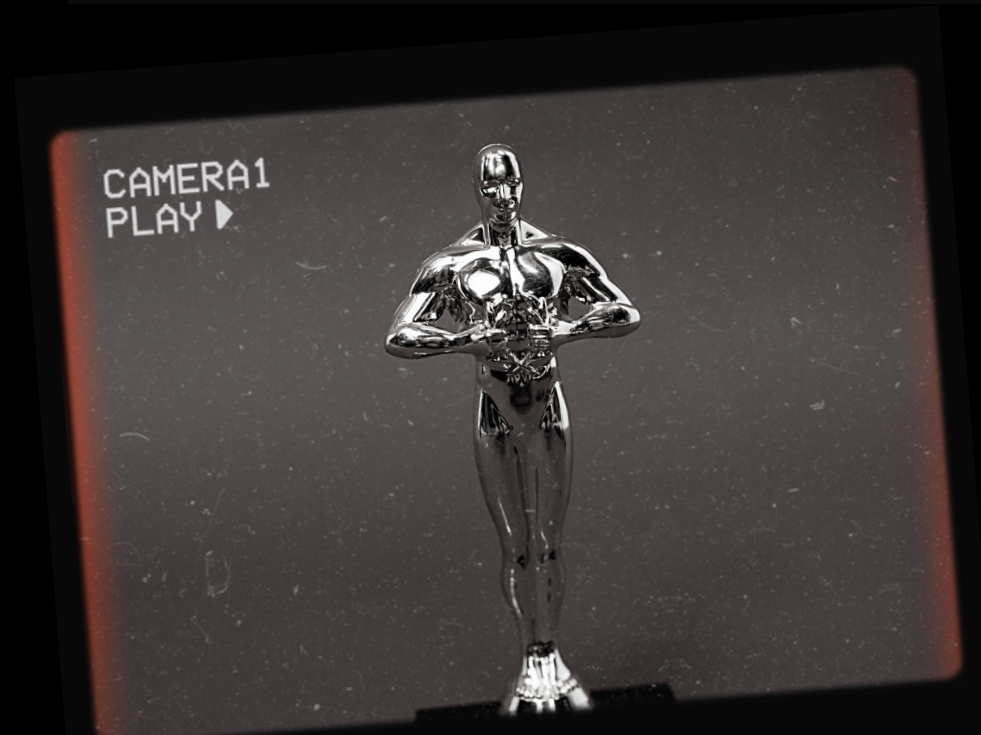
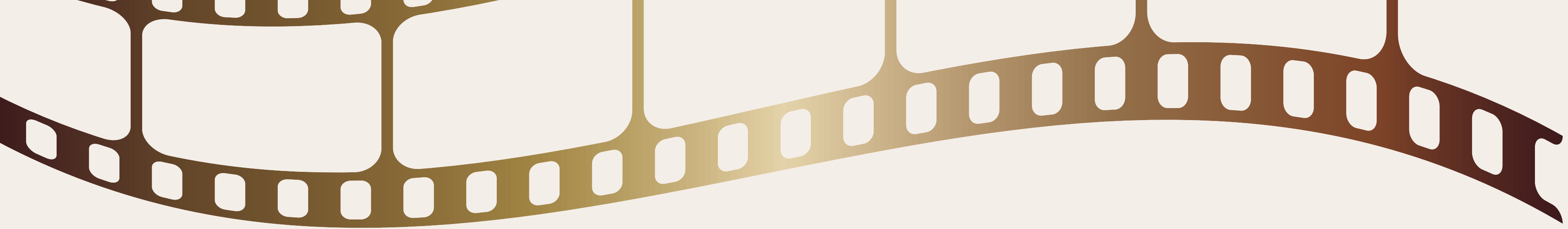


Winners Vs. Losers

ACADEMY AWARD FOR BEST PICTURE

Analysis & Design by Zoe Teets





OVERVIEW

The Academy of Motion Picture Arts and Sciences holds an annual, televised ceremony to honor the films that premiered in theaters in the previous calendar year. The category of *Best Picture* is given to the producer(s) of the winning movie and is the only category in which all Academy members (10,000) can submit a nomination and vote.

DATA QUESTION

How does gross revenue affect a movie's chances to win Best Picture?

PROCESS

Tools used:

Python - data extraction, cleaning, analysis, and visualization

Microsoft Excel - additional data cleaning

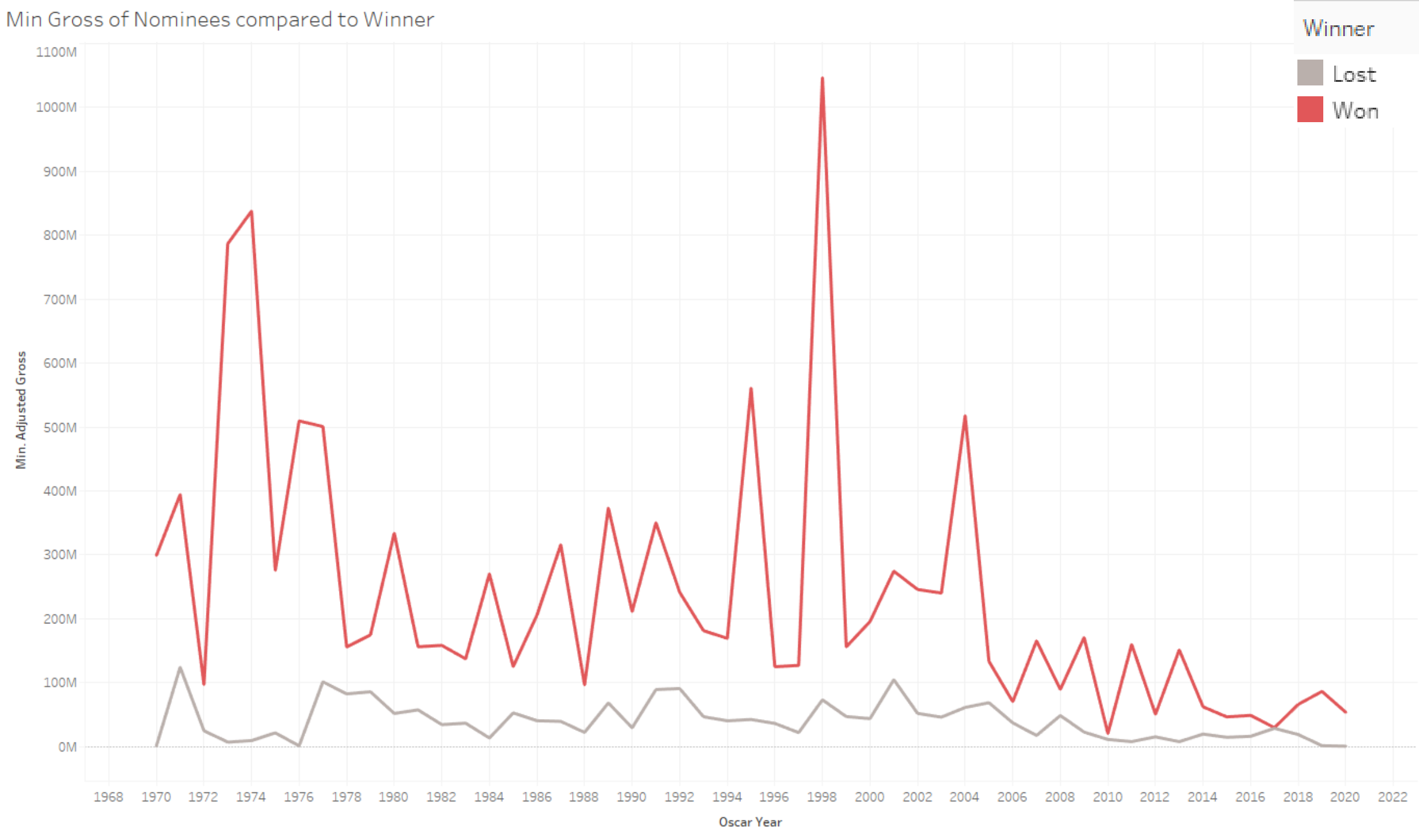
Tableau - data visualization

Dates: 1970-2020

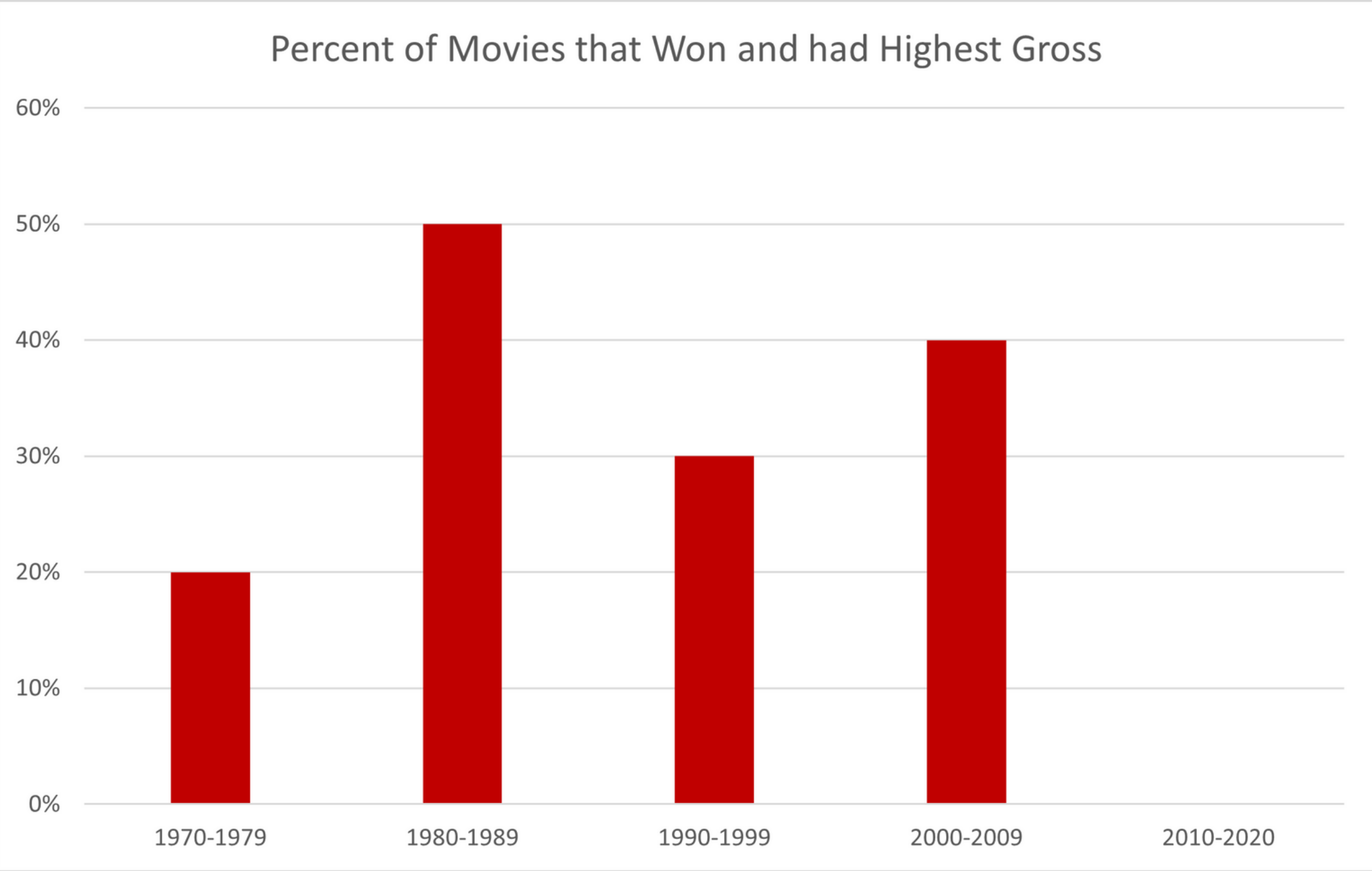
Number of movies: 300

- Web scraped data on all nominees and winners for the Academy Awards category *Best Picture*
- Cleaned and merged data in data frames
- Adjusted gross revenue of films to account for inflation
 - To adjust for inflation, this analysis uses the annual consumer price index (CPI) from the US Bureau of Labor Statistics
 - $\text{adjusted gross} = (\text{original gross} / 2020 \text{ annual CPI}) * \text{original annual CPI}$
- Performed quantitative and qualitative analysis using aggregations, statistical methods, and visualizations

100% OF MOVIES THAT WON WERE NOT THE LOWEST GROSSING MOVIE OF ALL NOMINEES

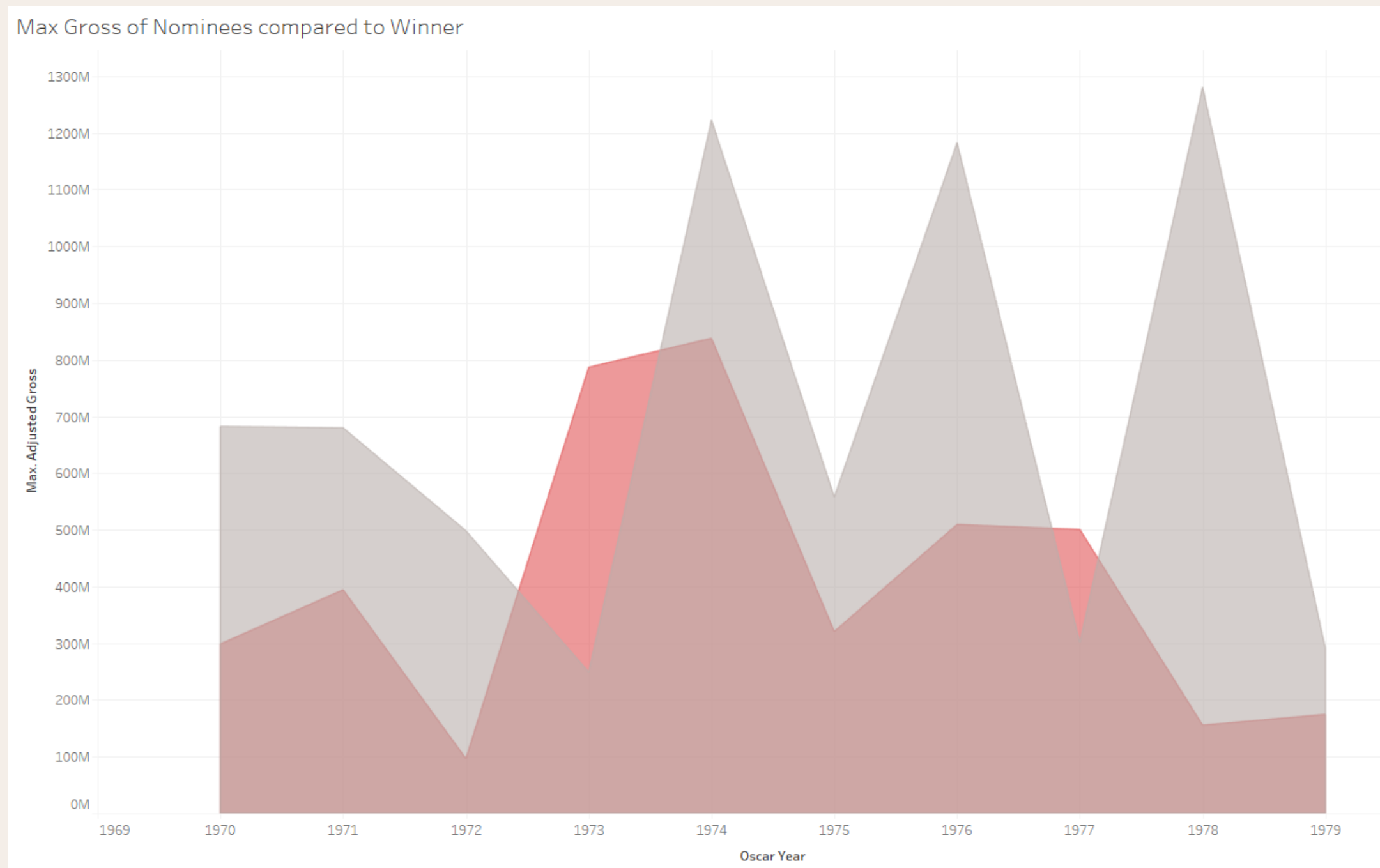


Percent of Movies that Won and had Highest Gross



1970 - 1979

20% of the time, movies that won
were the highest grossing of all nominees that year



Highest Grossing Movies:

1970: Butch Cassidy and the Sundance Kid

1971: Love Story

1972: Fiddler on the Roof

1973: The Godfather *Winner*

1974: The Exorcist

1975: The Towering Inferno

1976: Jaws

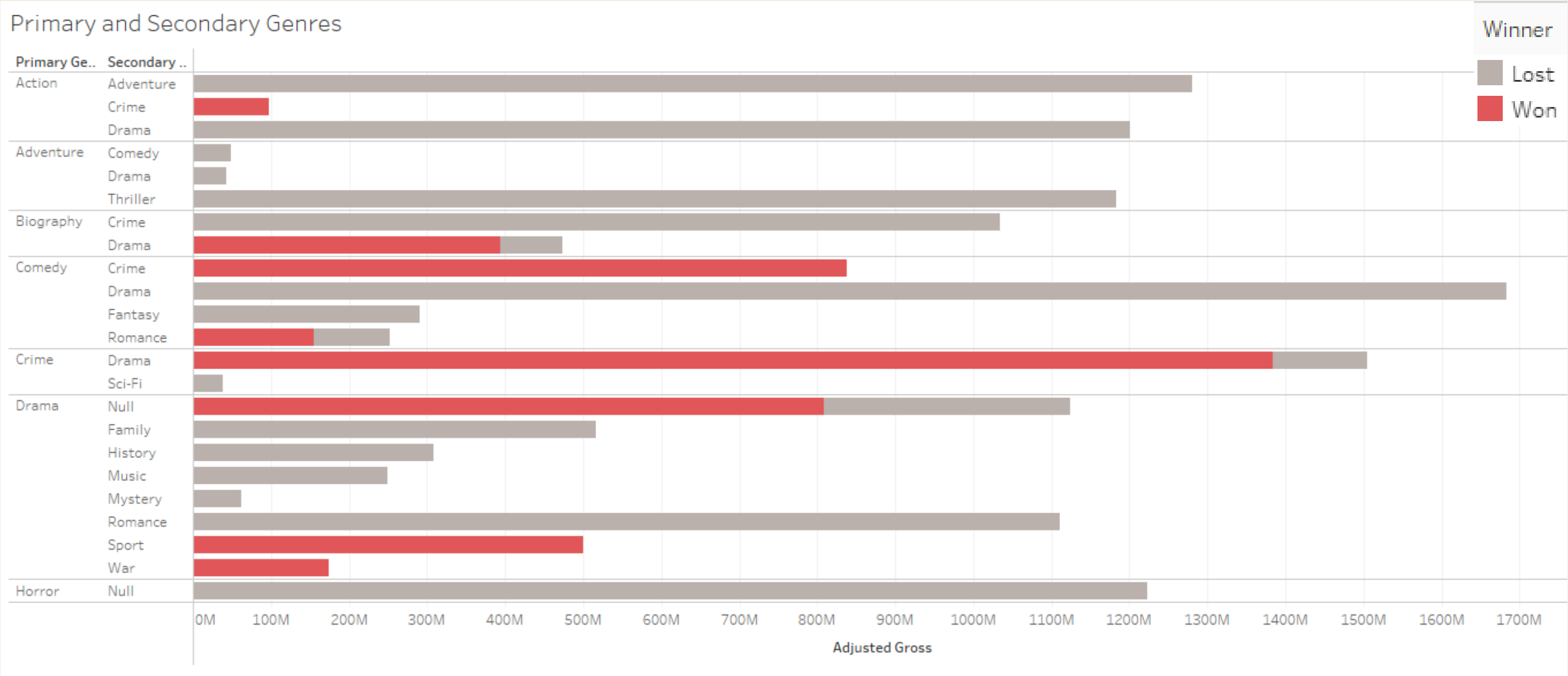
1977: Rocky *Winner*

1978: Star Wars

1979: Heaven Can Wait

1970 - 1979

Highest grossing genres: Comedy / Drama
Winning Genre: Crime /Drama

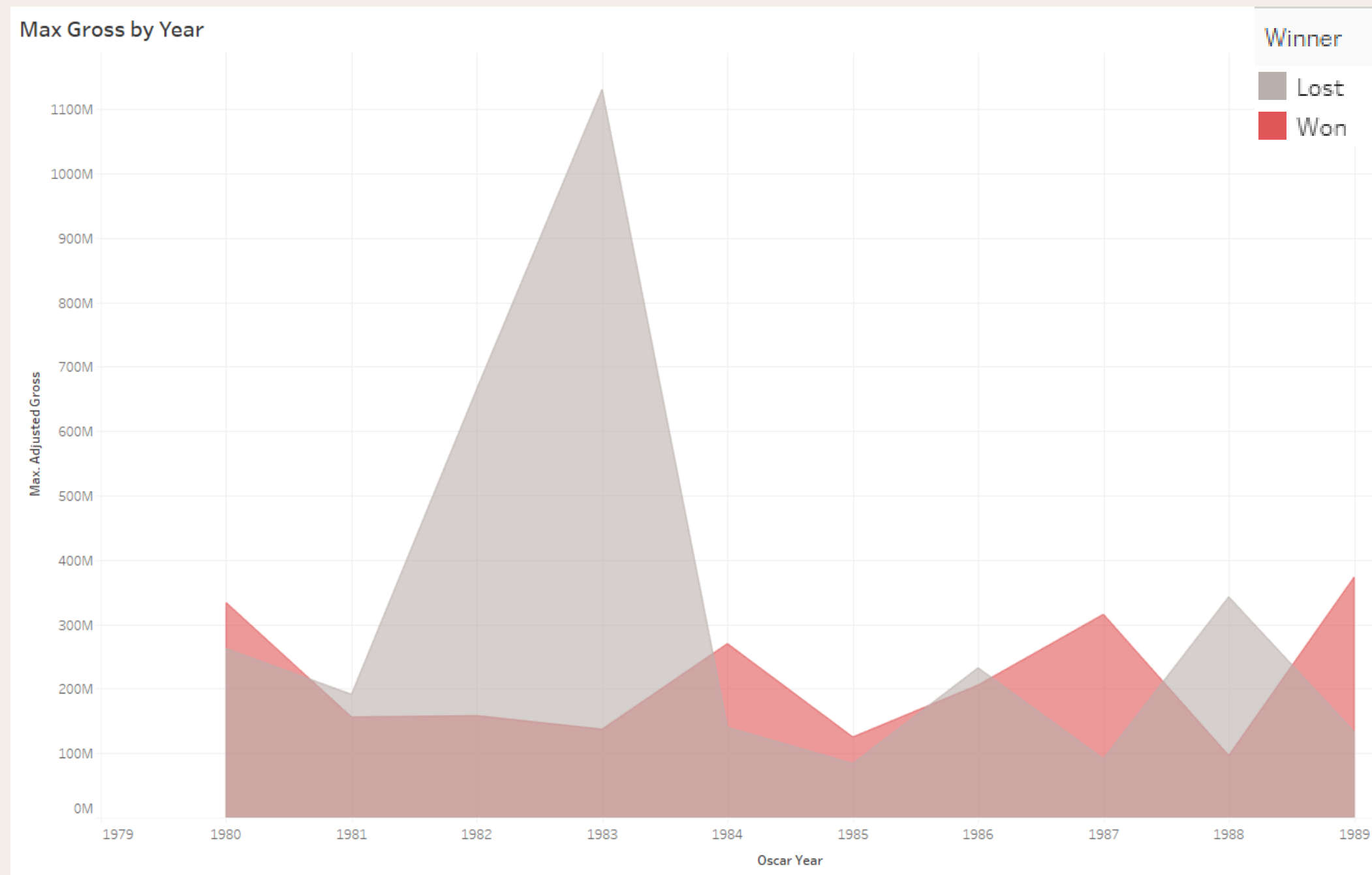


1970'S

- 20% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Comedy/Drama
- Most won genre: Crime/Drama

1980 - 1989

50% of the time, movies that won
were the highest grossing of all nominees that year



Highest Grossing Movies:

1980: Kramer vs. Kramer *Winner*

1981: Coal Miner's Daughter

1982: Indiana Jones and the Raiders of the Lost Ark

1983: E.T. the Extra Terrestrial

1984: Terms of Endearment *Winner*

1985: Amadeus *Winner*

1986: The Color Purple

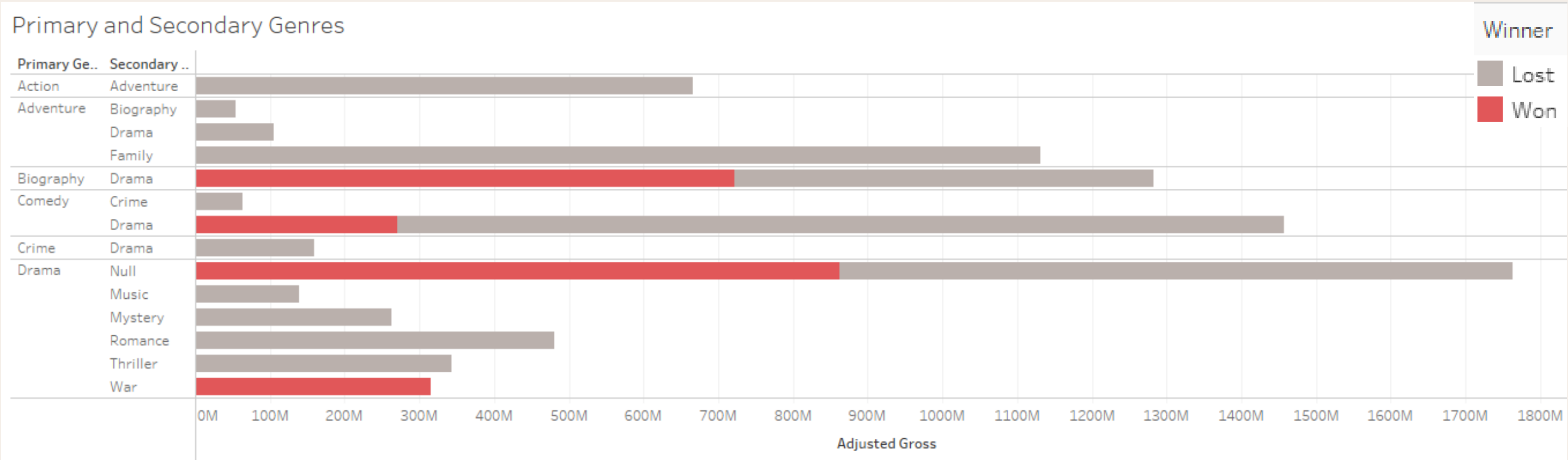
1987: Platoon *Winner*

1988: Fatal Attraction

1989: Rain Man *Winner*

1980 - 1989

Highest grossing genres: Drama
Winning Genre: Drama



1970'S

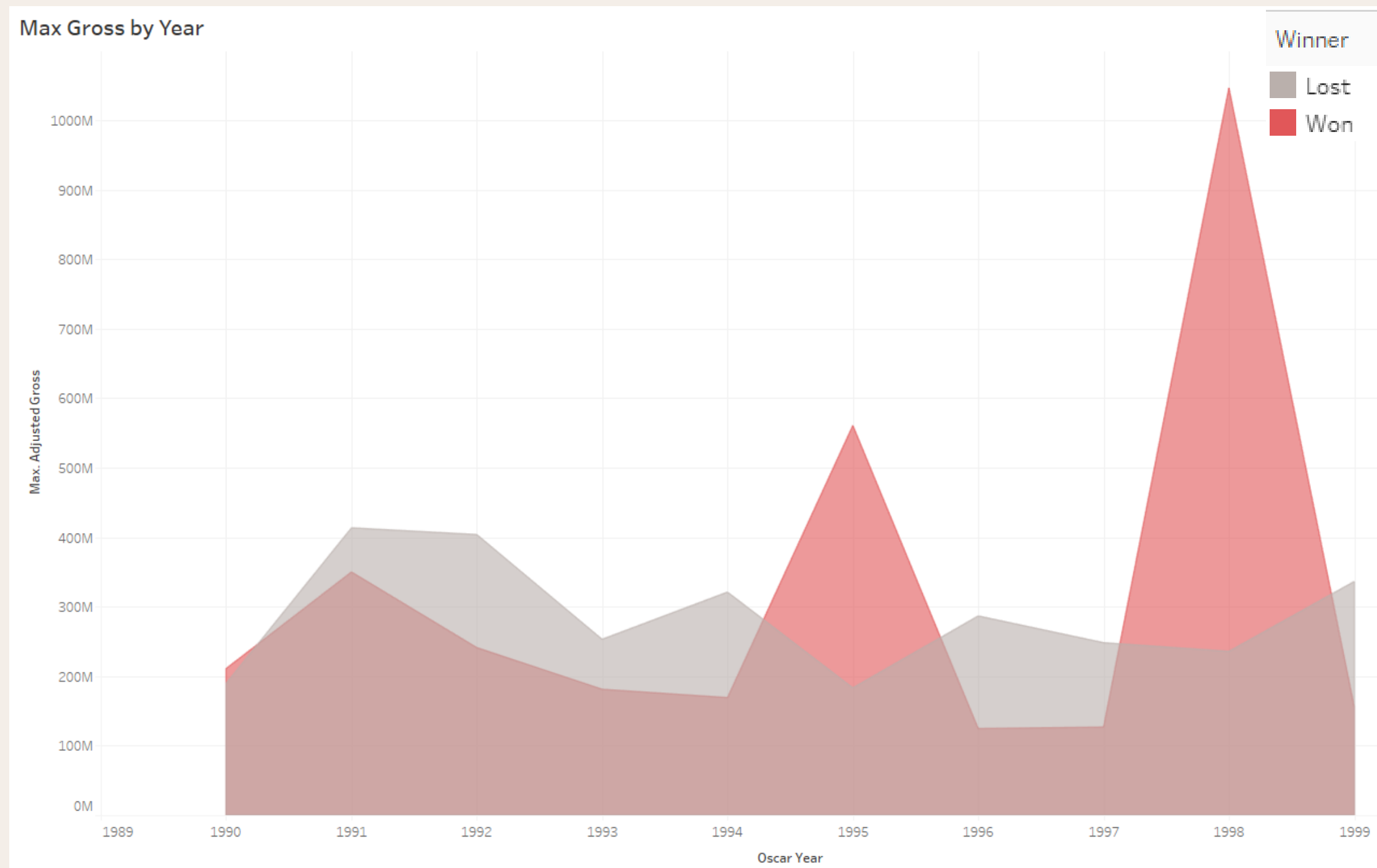
- 20% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Comedy/Drama
- Most won genre: Crime/Drama

1980'S

- 50% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Drama
- Most won genre: Drama

1990 - 1999

30% of movies that won
were the highest grossing of all nominees that year



Highest Grossing Movies:

1990: Driving Miss Daisy *Winner*

1991: Ghost

1992: Beauty and the Beast

1993: A Few Good Men

1994: The Fugitive

1995: Forrest Gump *Winner*

1996: Apollo 13

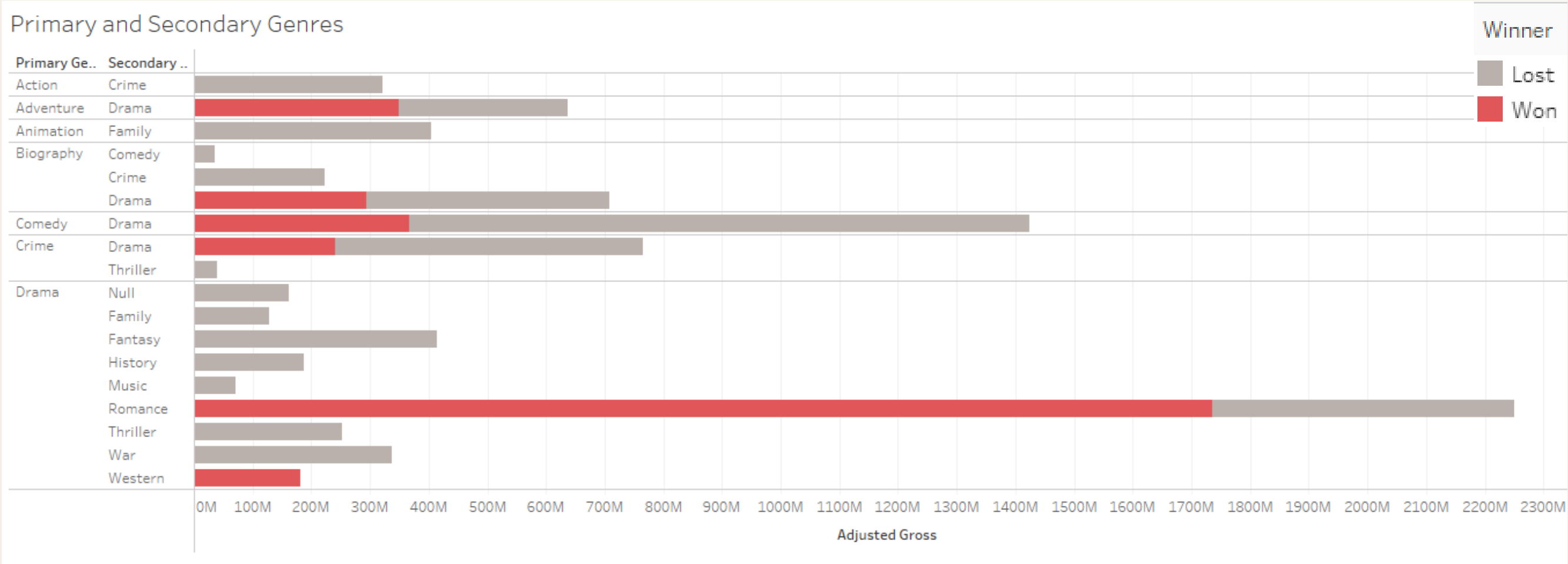
1997: Jerry Maguire

1998: Titanic *Winner*

1999: Saving Private Ryan

1990 - 1999

Highest grossing genres: Drama / Romance
Winning Genre: Drama / Romance



1970'S

- 20% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Comedy/Drama
- Most won genre: Crime/Drama

1980'S

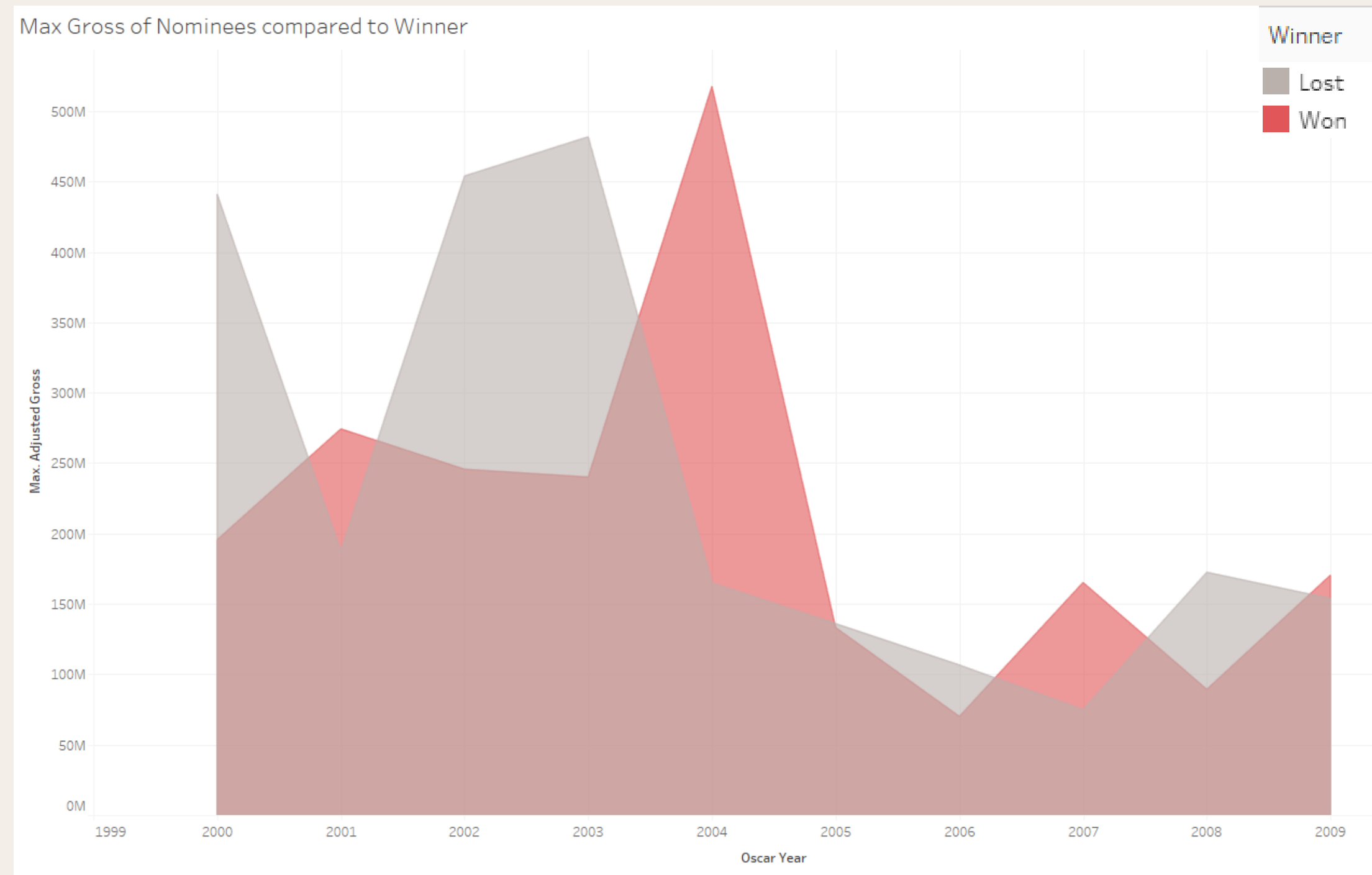
- 50% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Drama
- Most won genre: Drama

1990'S

- 30% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Drama/Romance
- Most won genre: Drama/Romance

2000 - 2009

40% of the time, movies that won
were the highest grossing of all nominees that year



Highest Grossing Movies:

2000: The Sixth Sense

2001: Gladiator *Winner*

2003: The Lord of the Rings: The Fellowship of the Ring

2003: The Lord of the Rings: The Two Towers

2004: The Lord of the Rings: The Return of the King *Winner*

2005: The Aviator

2006: Brokeback Mountain

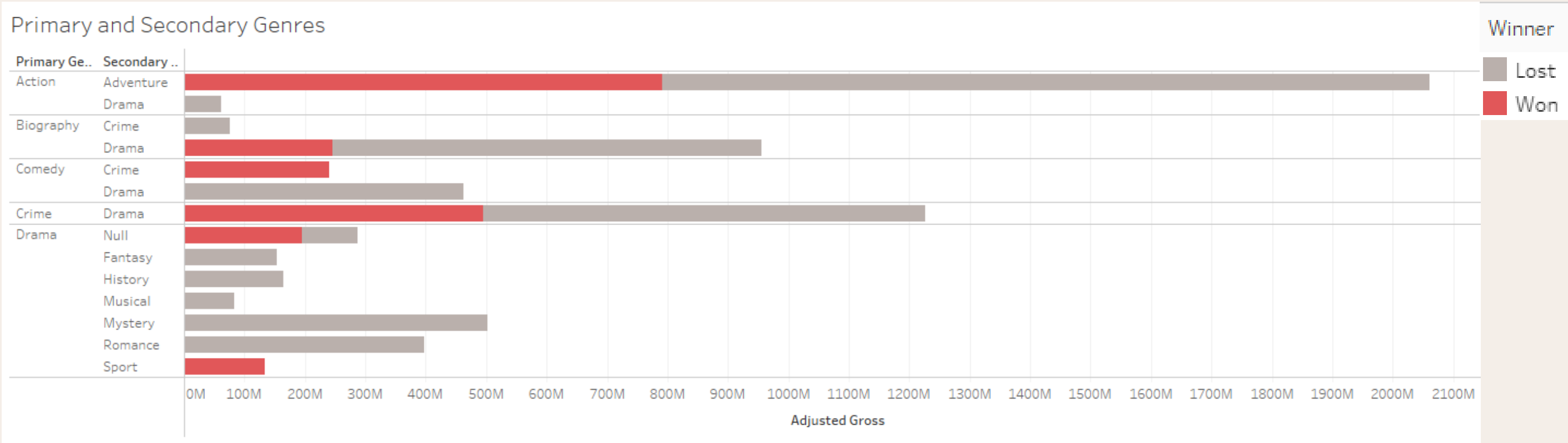
2007: The Departed *Winner*

2008: Juno

2009: Slumdog Millionaire *Winner*

2000 - 2009

Highest grossing genres: Action / Adventure
Winning Genre: Action / Adventure



1970'S

- 20% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Comedy/Drama
- Most won genre: Crime/Drama

1980'S

- 50% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Drama
- Most won genre: Drama

1990'S

- 30% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Drama/Romance
- Most won genre: Drama/Romance

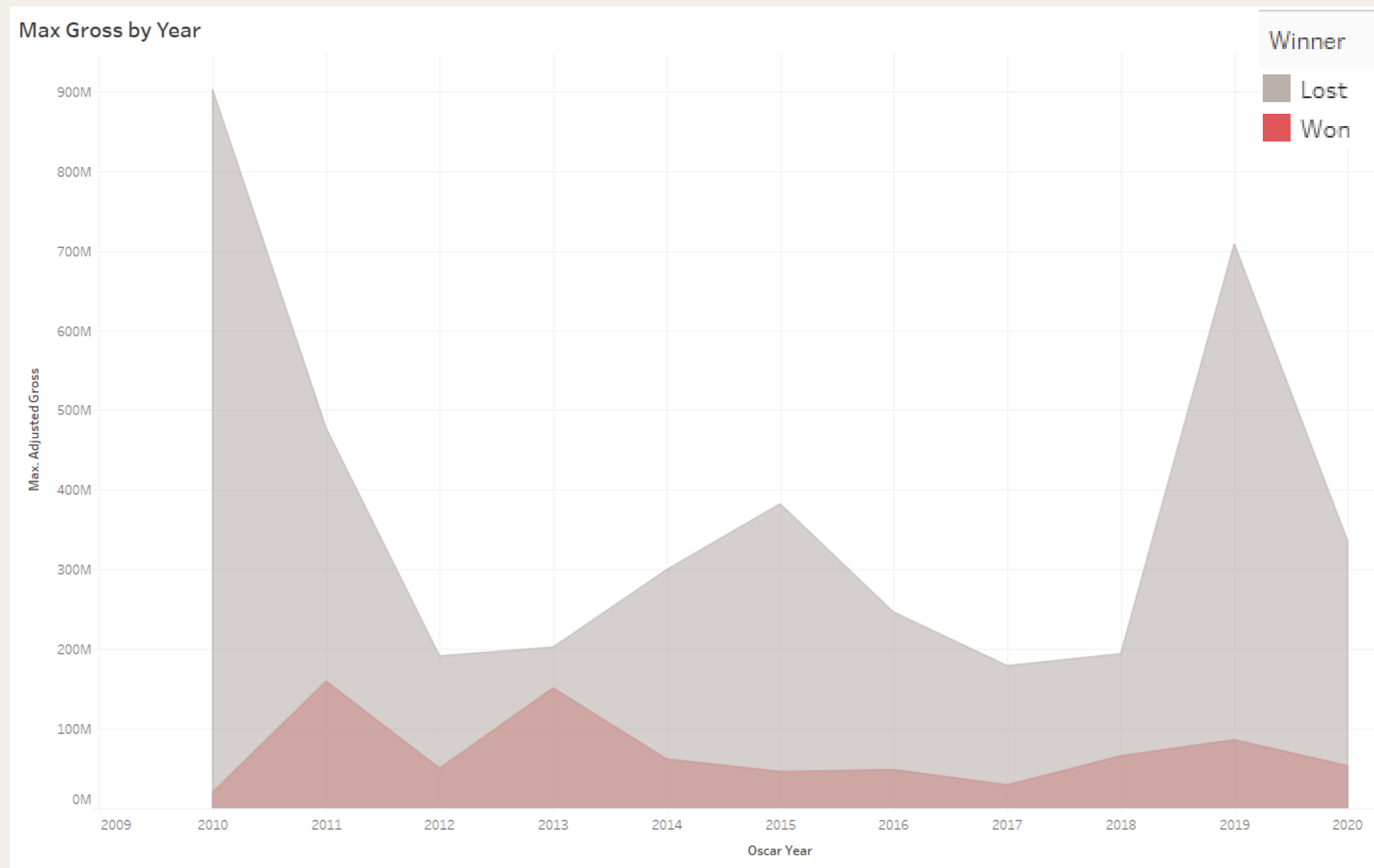
2000'S

- 40% of winners were the highest grossing movie out of all nominees
- Highest grossing genre: Action/Adventure
- Most won genre: Action/Adventure

***Starting to see a relationship between Gross, Genre & Wins**

2010 - 2020

0% of the time, movies that won
were the highest grossing of all nominees that year



Highest Grossing Movies:

2010: Avatar

2011: Toy Story 3

2012: The Help

2013: Lincoln

2014: Gravity

2015: American Sniper

2016: The Martian

2017: Hidden Figures

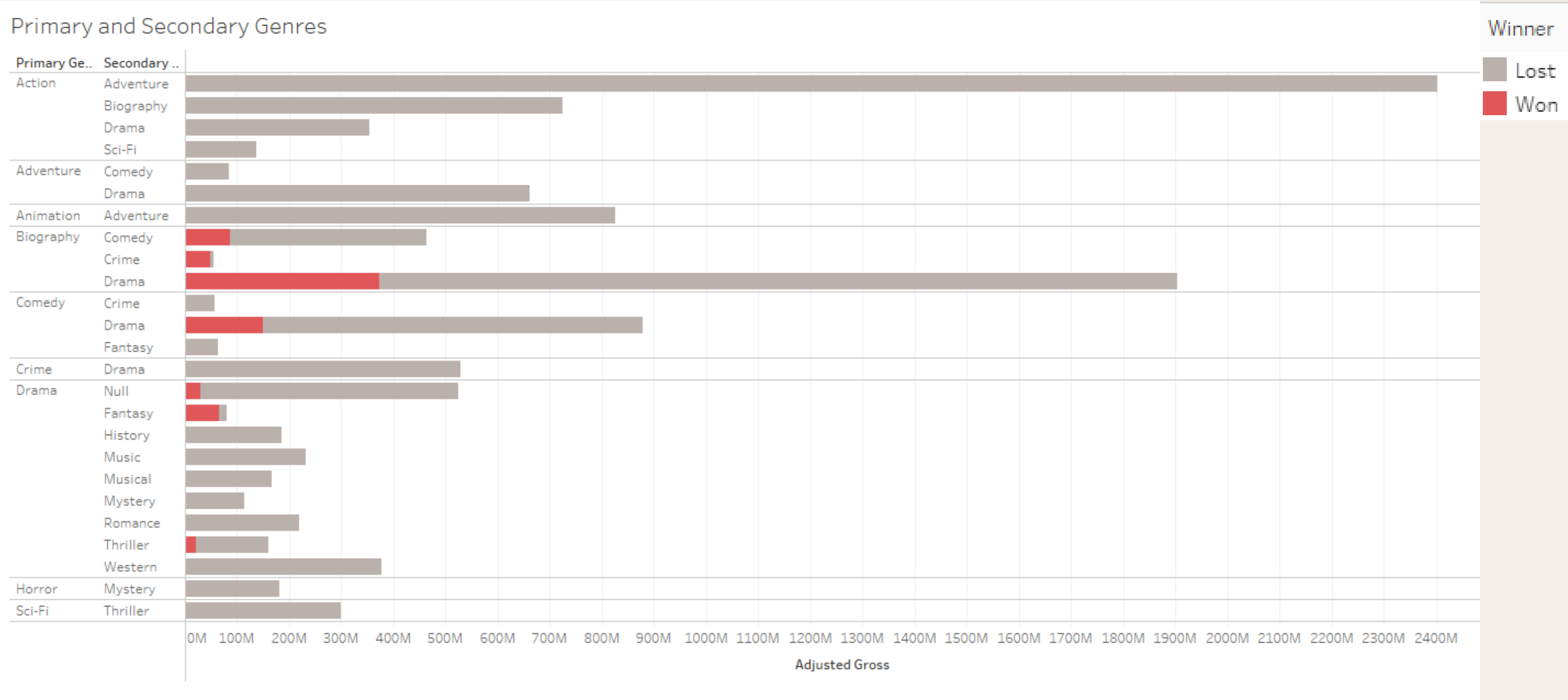
2018: Dunkirk

2019: Black Panther

2020: Joker

2010-2020

Highest grossing genres: Action / Adventure
Winning Genre: Biography / Drama



WHY THE SUDDEN CHANGE?

In 2010, the voting process for Best Picture changed from *single choice voting* to *ranked choice voting*. With a fairer voting system and increased diversity of Academy members, the variables of gross revenue and genre have less influence on the winner of Best Picture. The change in voting method has exacerbated the difference in what movies The Academy values vs what movies audiences want to see. However, it's worth noting that if there's one thing The Academy and audiences can agree on it's that the lowest grossing movie was not the Best Picture.

DOES GROSS REVENUE AFFECT A MOVIE'S CHANCES TO WIN BEST PICTURE?

More often than not, the highest grossing nominee will not win the award for Best Picture, and never in recent years. Furthermore, in the last 50 years the lowest grossing nominee has never won. It is more accurate to say that gross revenue affects a movie's chances of *losing* the award for Best Picture.

From this analysis, we can conclude three observations:

- 1) The lowest grossing movie is not the Best Picture
- 2) The Academy and movie-goers value different movies
- 3) The highest grossing movie is rarely the Best Picture

Sources

- The Academy of Motion Picture And Science
 - General information & Nominations data
- Oscar voting process
- IMDB
 - List of nominees
- US Bureau of Labor Statistics
 - Consumer Price Index

FURTHER RESEARCH

- Does Studio-backing still influence the vote?
- Does an Academy member's country of origin affect the vote?
- Would the highest grossing movie have a higher chance of winning if released prior to December which would decrease its gross revenue, but increase its chances to be seen by Academy members?

ADDITIONAL FINDINGS

- Title word length does not affect wins
- R is the most common rating of all losers and winners
 - Except in the 80's when PG rating was the most common and most successful
- 3 producers is the most common and most successful choice since the 90's
 - In the 70's and 80's when 1 producer was the most common and most successful
- October is the most common release month for winners, while December is the most common release month for Losers
 - December is the most profitable release month for movies
- It is often said that a Comedy has never won Best Picture; however, that is only the case when comedy is listed as the only genre. Many comedies have won when combined with other genres.