

Module 1 Final Project

Flatiron School

By:

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Research Scope

- Due to COVID 19 outbreak, and the possibility of being in quarantine for the unforeseeable future, there is less opportunity for companies to make different types of movies, but animation movies can be a good option because they need less human face to face interaction. Thus, animation may be a good opportunity to enter the movie space.
- Because of these reasons and circumstances we have suggested to focus our research on the animation movie market.

Research Questions?

What is the trend of animation movies over previous 10 years?

Who makes the greatest number of animation movies in the previous 10 years?

What is the average length of an animation movie?

What is the top earning movie?

What is the correlation between cost of movies and earnings?

Data Collection and Cleaning:

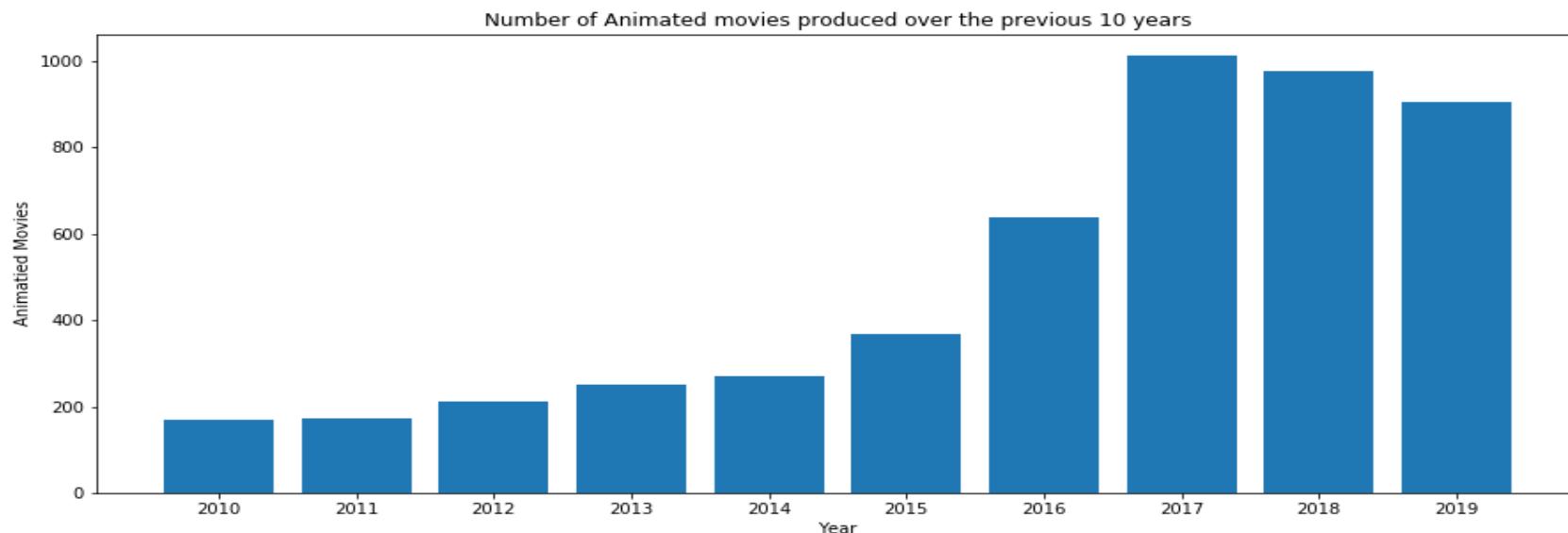
In this research we used provided data (BOM, IMDb), also we did TMDb API to gather more data and complete our data frame. We worked over 10,000 data.





What is the trend of Animation Movies over previous 10 years?

- Our data shows that the trend of animation movies is increasing over the years and it is becoming more popular among the audience



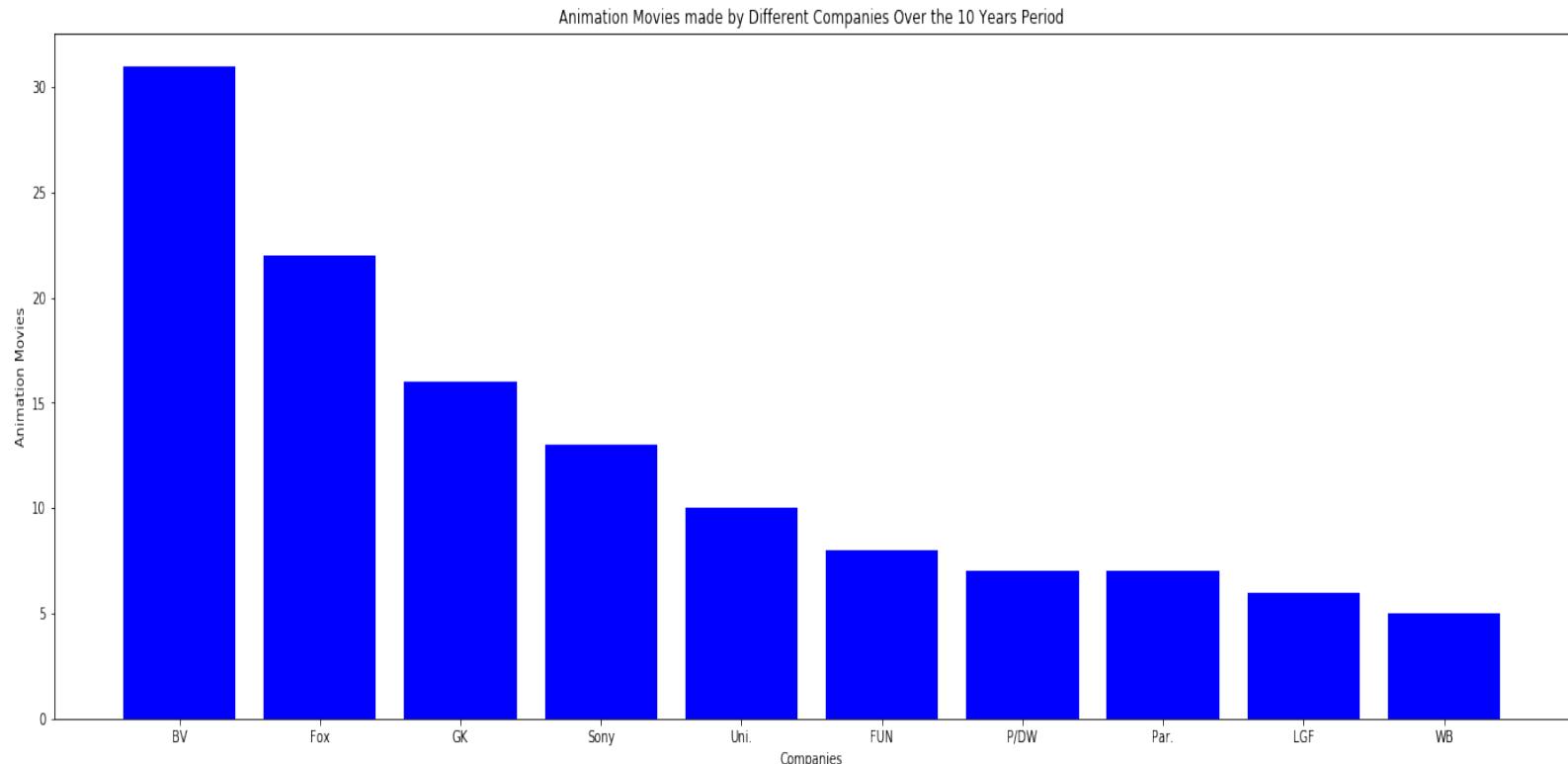
The animation movie industry is clearly stronger now than it was in the past. Going from less than 200 in 2010 to a peak near 1000 in 2017.

So who makes the greatest number of Animation Movies in the previous 10 years?

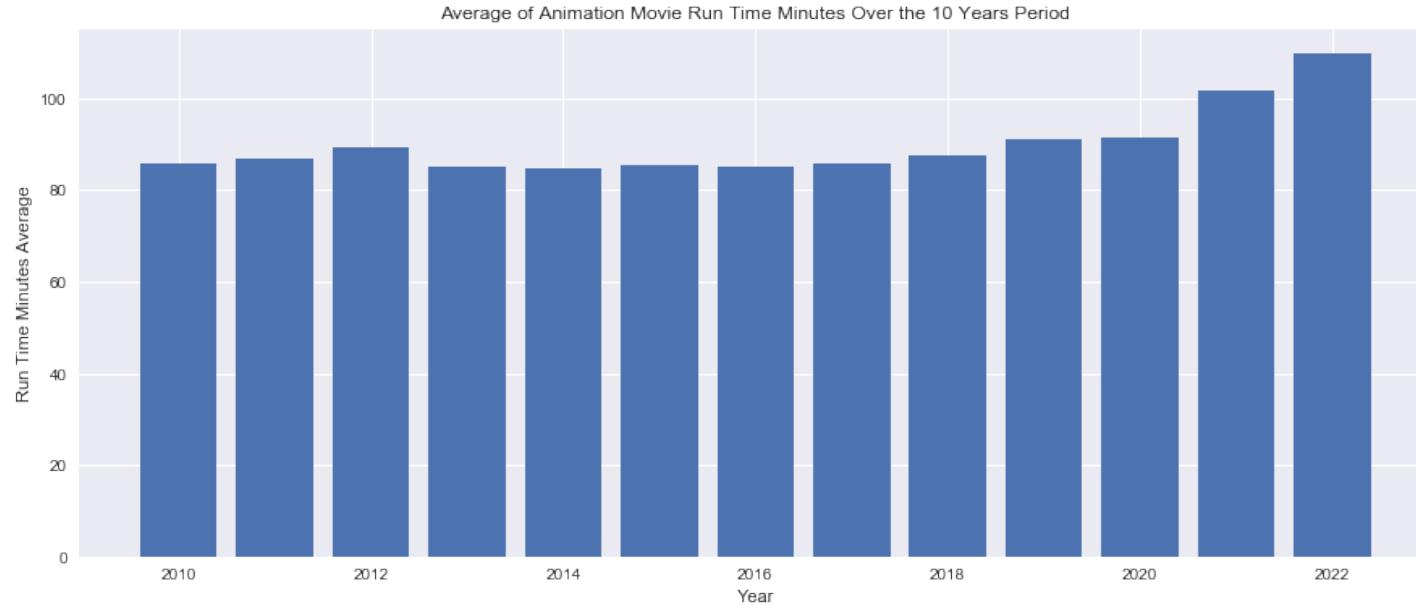
Based on our data Walt Disney is the lead producer of animation movies



leads the market with over 30 animated releases



What is the average length of an Animation Movie?

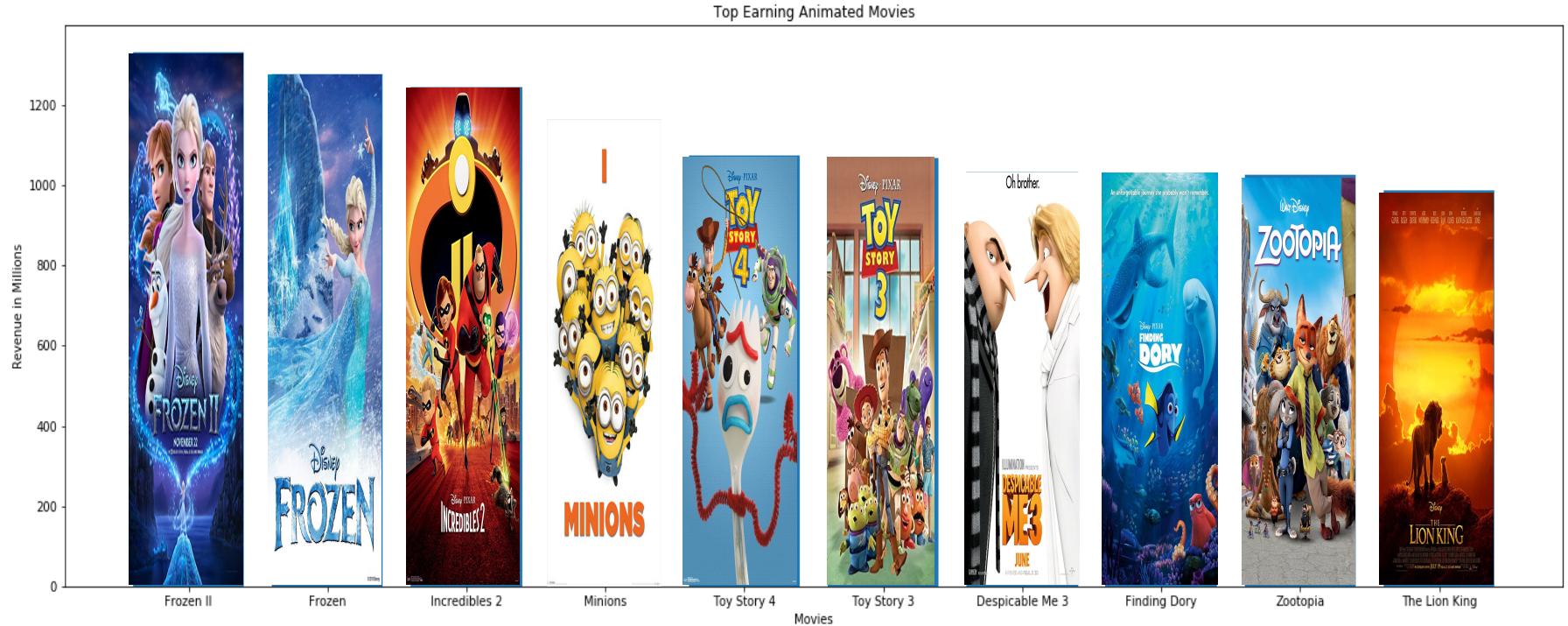


- It's important that a movie tell its story without being too brief to enjoy nor needlessly long.
- Runtime is the time between the starting of the movie up to the end of the credits scene.
- Based on the animation movies over the years we can see that the average runtime on animated movies is 86 min.

What is the top Earning Movie?

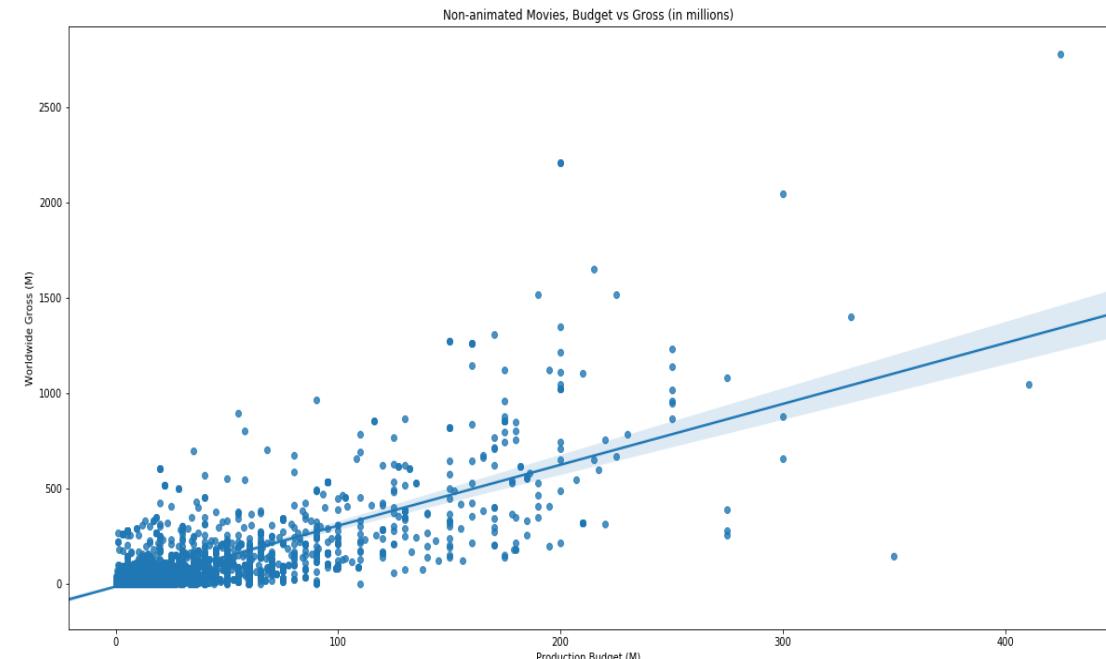
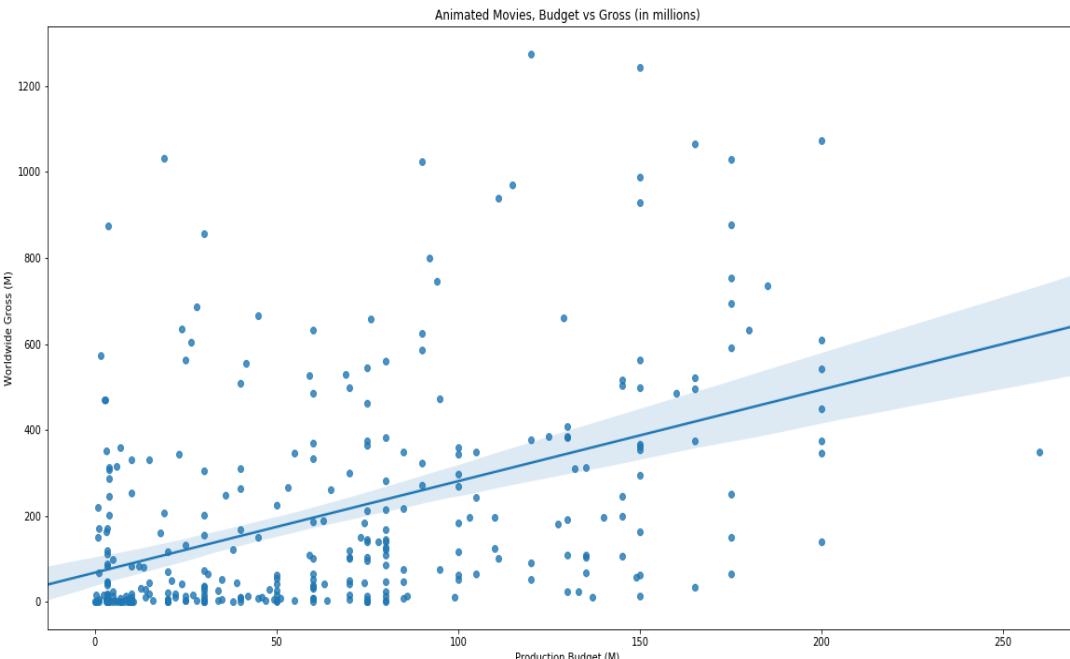
Frozen 2 takes first place in animation movies with a revenue of \$1,330,764,959.

From top earner to 10th there is only a 25% difference in revenue



What is the correlation between cost of movies and earnings? (Animated Movies vs Non-Animated Movies)

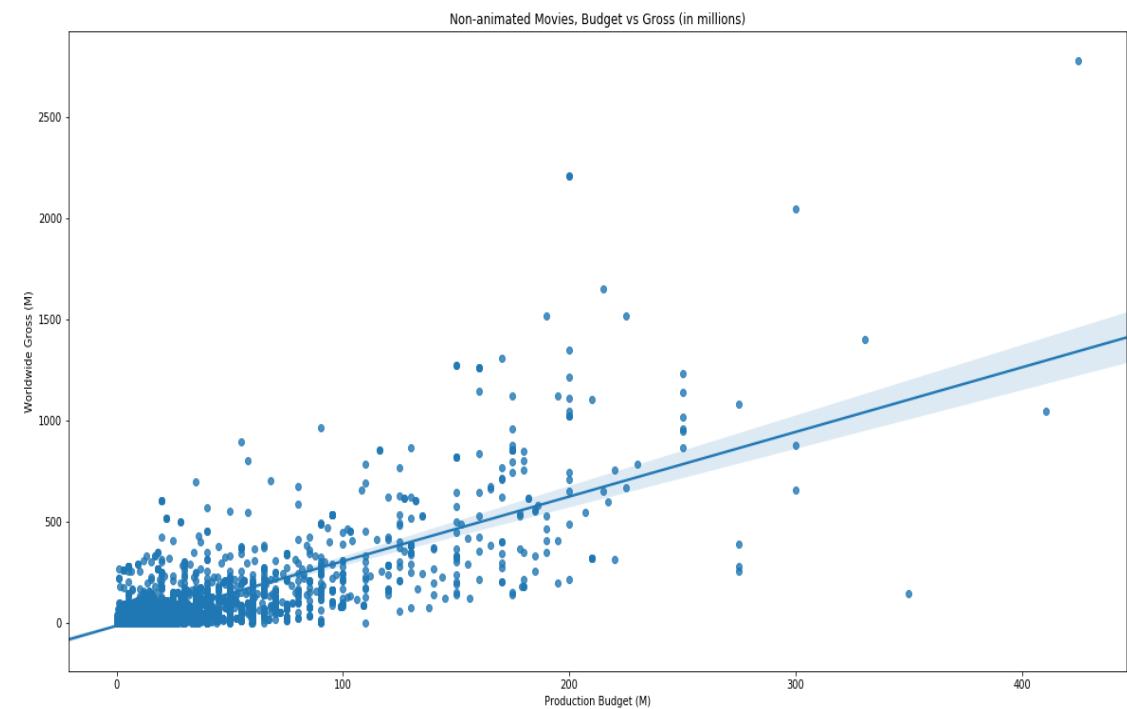
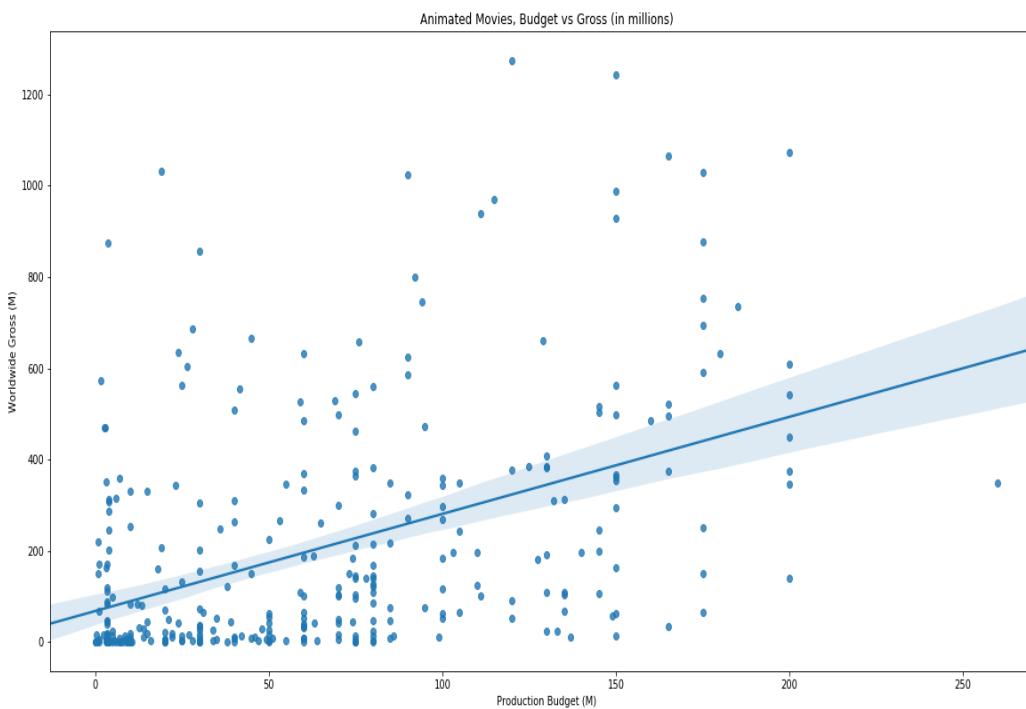
Genre	Animated Movies	Non-Animated Movies
Correlation	0.71	0.80



- It's more likely to make more profit with a small budget with animated movies than you are with non-animated movies.

Genre	Animated Movies	Non-Animated Movies
Ratio (Revenue/Budget)	3.55	3.05

- Based on our research animated movies provide more upside for investments.



Conclusion & Recommendation

Based on the data and current situations we recommend Microsoft starts its own animation studio

Based on our data animated movies are more profitable than non-animated movies

The trend and popularity of animated movies is increasing

Due to COVID 19 we believe it is safer to invest in animated movies in comparison to non-animated movies.



Thank you!

