

What film should we make?

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Problem

This presentation was prepared after we analysed what types of films are currently performing the best at the box office.

This is to provide insights of the current films to help Microsoft's new movie studio decide what type of films to create.



What did we look at?

→ **Sales data**

What genres are the best selling so far?

→ **Ratings**

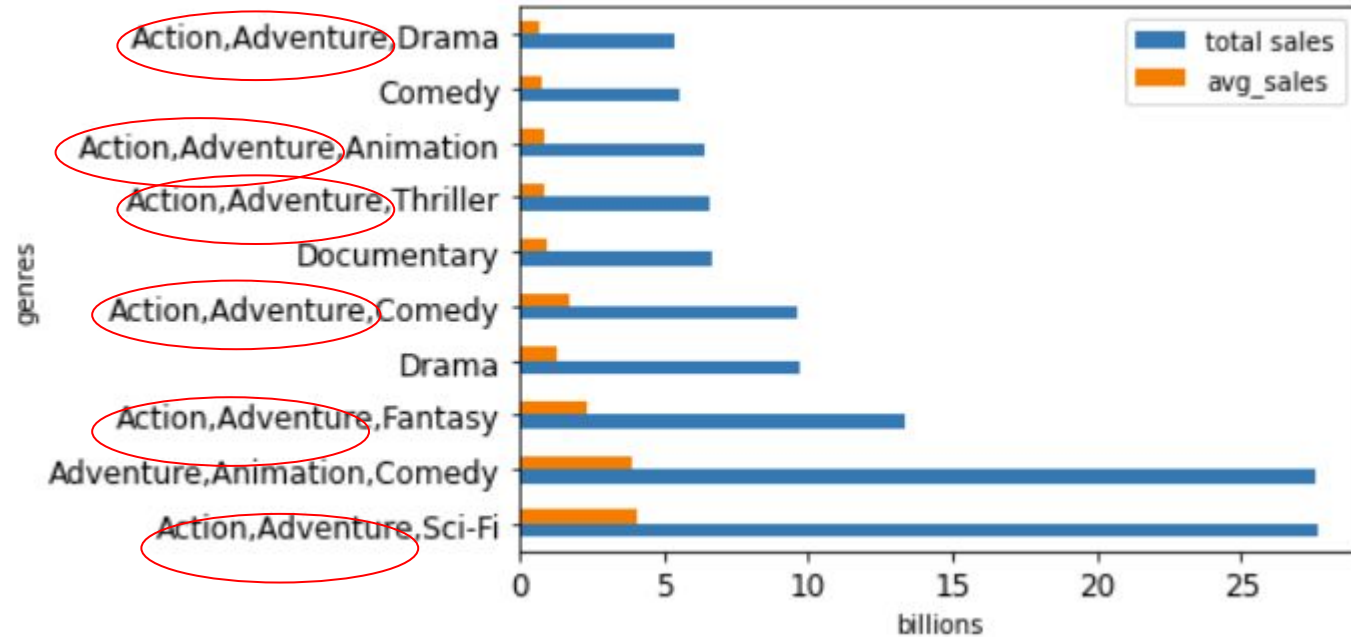
What genres are highly rated?

→ **Trend**

What genres are more popular recently?

What genres are the best
selling so far?

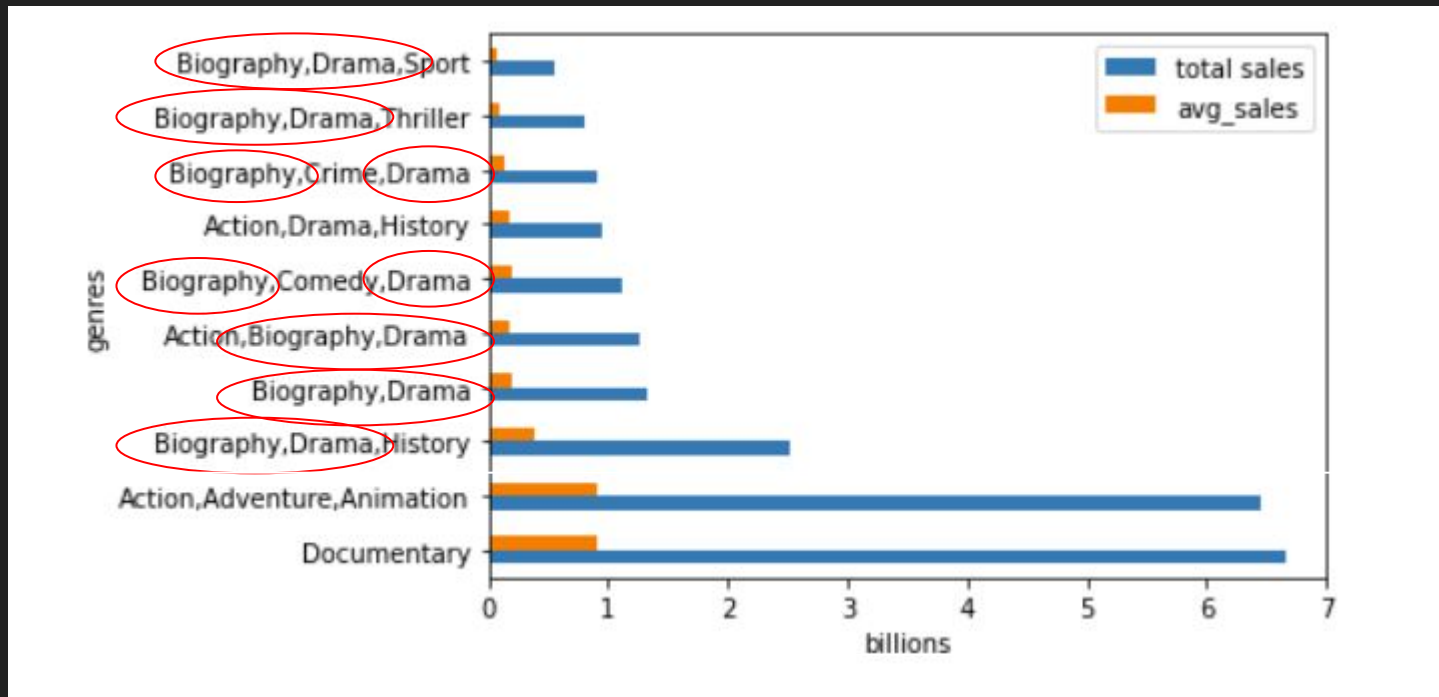
Mixed Genres with Action and Adventure!



What genres are
highly rated?

What genres are highly rated?

Top 10 genres that were rated at least 6.5 (above average) with at least 1 mil votes and their box office performance



What genres are more popular recently?

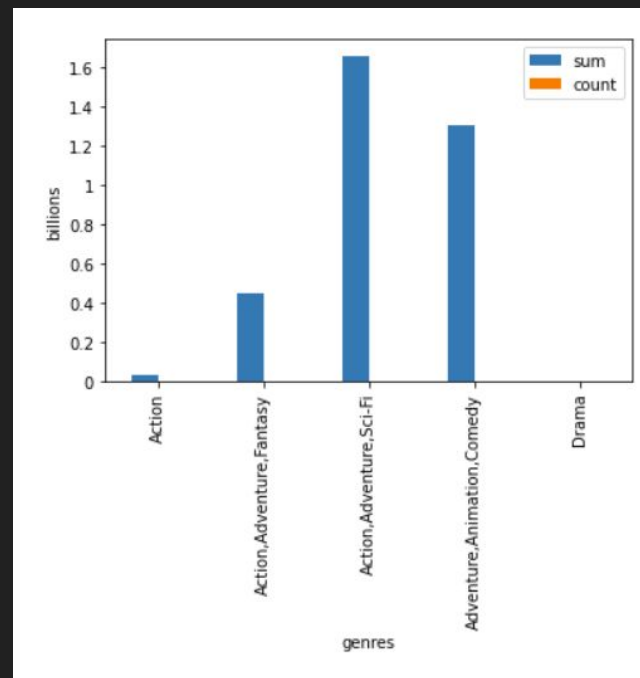
What genres are more popular recently?

year	genres	total sales
2020	Drama	76,900
2019	Action	306,700,000
2018	Action,Adventure,Sci-Fi	4,386,201,370
2017	Action,Adventure,Fantasy	4,513,100,000
2016	Adventure,Animation,Comedy	4,780,699,999
2015	Action,Adventure,Sci-Fi	3,366,401,019
2014	Action,Adventure,Sci-Fi	4,030,400,000
2013	Action,Adventure,Sci-Fi	4,803,500,000
2012	Adventure,Animation,Comedy	2,881,170,200
2011	Adventure,Animation,Comedy	2,737,471,700
2010	Adventure,Animation,Comedy	2,663,400,000

2019 and 2020 best selling genres appear to be Action and Drama respectively. However, the sales revenue is much lower compared to the previous year. Viewers film preferences may have changed in the last two year or the data may be incomplete.

What genres are more popular recently?

genres	total sales	
	sum	count
Action	306,700,000	1
Action,Adventure,Fantasy	4,513,100,000	1
Action,Adventure,Sci-Fi	16,586,502,389	4
Adventure,Animation,Comedy	13,062,741,899	4
Drama	76,900	1



Other consideration:

- **Cost to make** - cost should also be a key factor for consideration as it can be more costly to create film in Action, Animation or Sci Fi genres than Drama or Documentary. It may be more profitable make Drama or Documentary if they can generate a good volume of sales, which may not be as much as Action, Animation or Scifi.
- The business should look to obtain a larger dataset for sales, especially for 2019 and 2020 datasets and ensure that the datasets are up to date and complete.



Thank you