

A Presentation on what type of movies to
venture into

The problem

Company

The company is looking to venture into film making as it is evident that it is turning into the new norm

Context

The organisation is supposed to decide on what will be the best direction to take in order to be in the new trend

Problem statement

We need to come up with recommendations for the organisation that will assist in determining how the organisation will approach the venture

STEPS

STEP 1

We will need to load our data, clean it and create visuals which may be important for analysis.

STEP 2

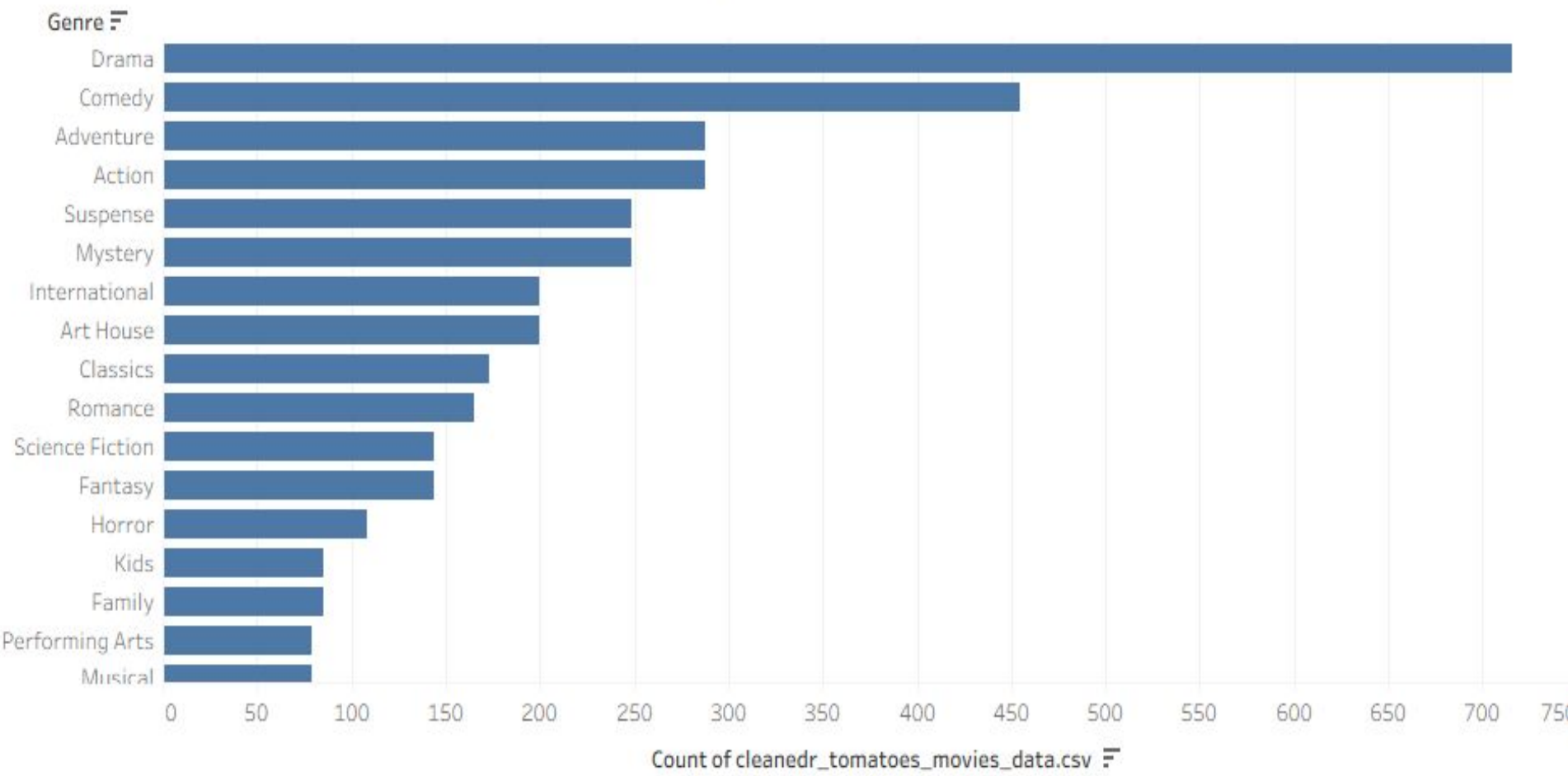
We then create a dashboard which displays our findings from the data.

STEP 3

We then draw conclusions and give recommendations based on the data that we have.

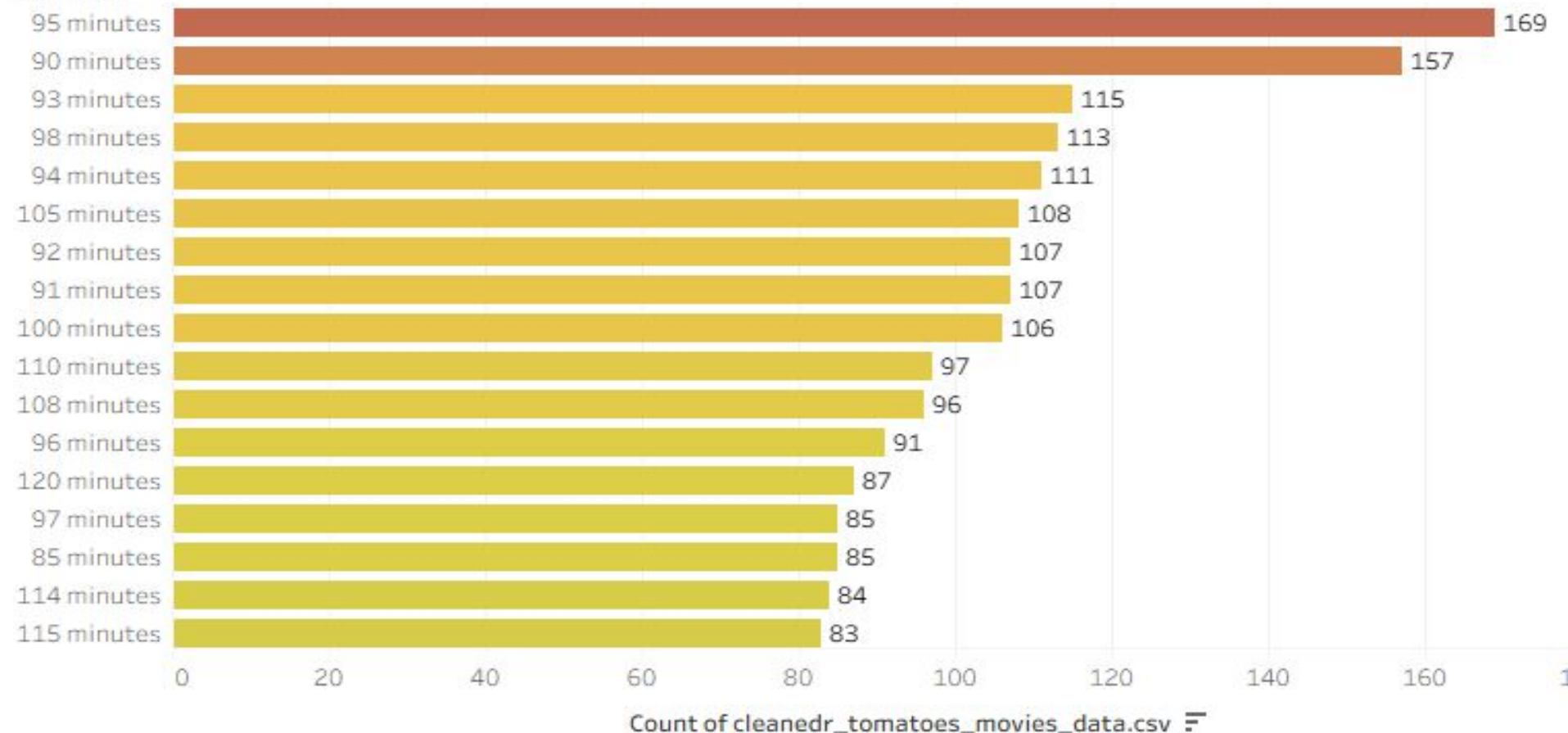
From the slides that follow, we will clearly see which type of genre is being used by filmmakers, the runtime of different movies to determine how long the film should be to capture attention and the rating of movies to know which audience we are targeting.

Graph to show the amount of different types genres made in a year

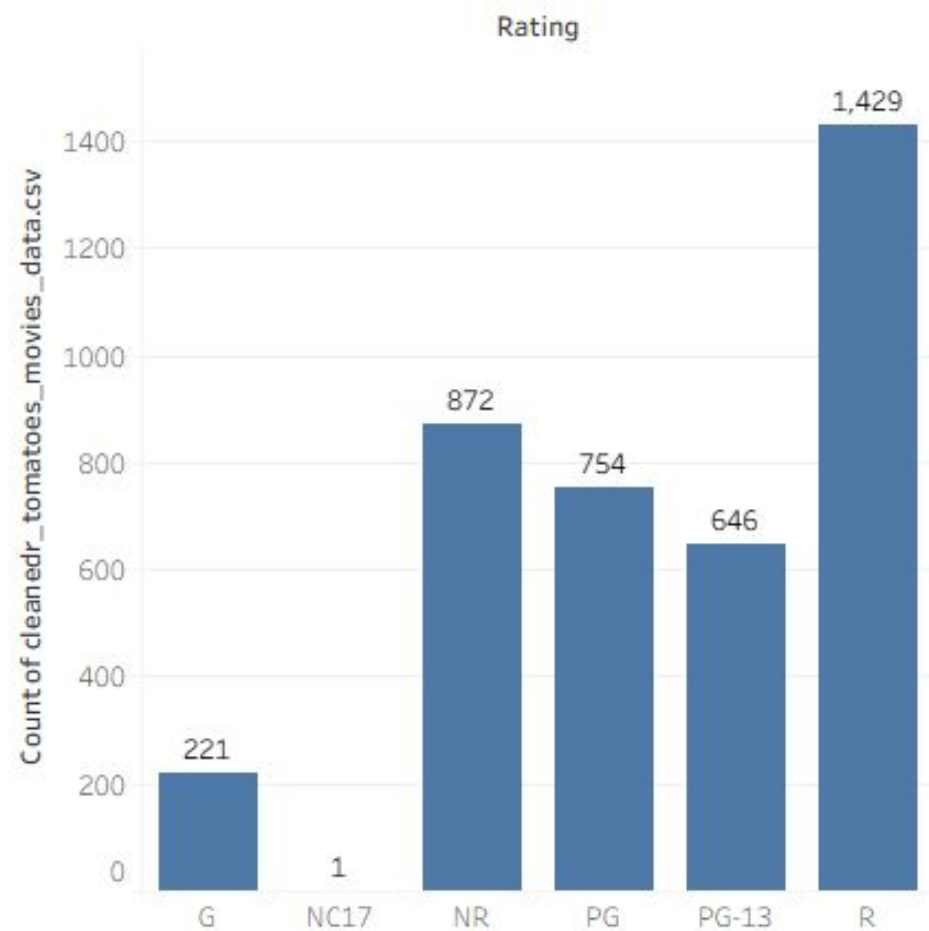


GRAPH TO SHOW HOW LONG MOST FILMS TAKE

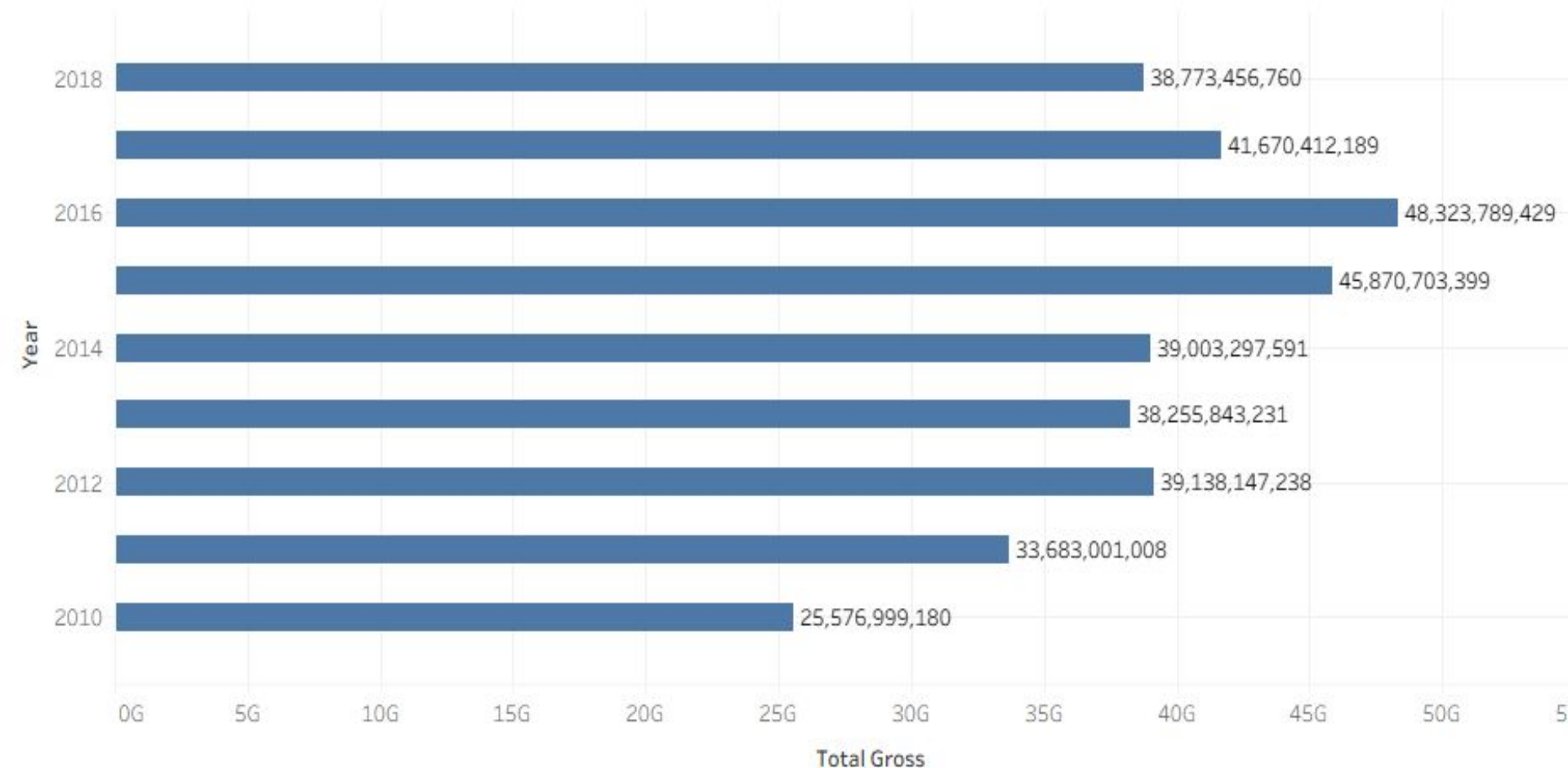
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GRAPH TO SHOW THE TYPE OF MOVIES THE AUDIENCE LIKE



GRAPH OF THE TOTAL GROSS AGAINST THE YEAR



OBSERVATIONS

From the visuals we can see that:

- 1.The movie industry is lucrative.
2. Movie audiences do not like lengthy films.
3. Movies rated R are the most sought after.
4. Drama films are the hot cake in the market.

RECOMMENDATIONS

From the observations, the following recommendations were made:

1. The company should venture into drama, comedy, action and adventure.
2. The company should lean towards making the movies R rated.
3. The company should strive to ensure their movies last 90-100 minutes.