



MOVIE INSIGHTS

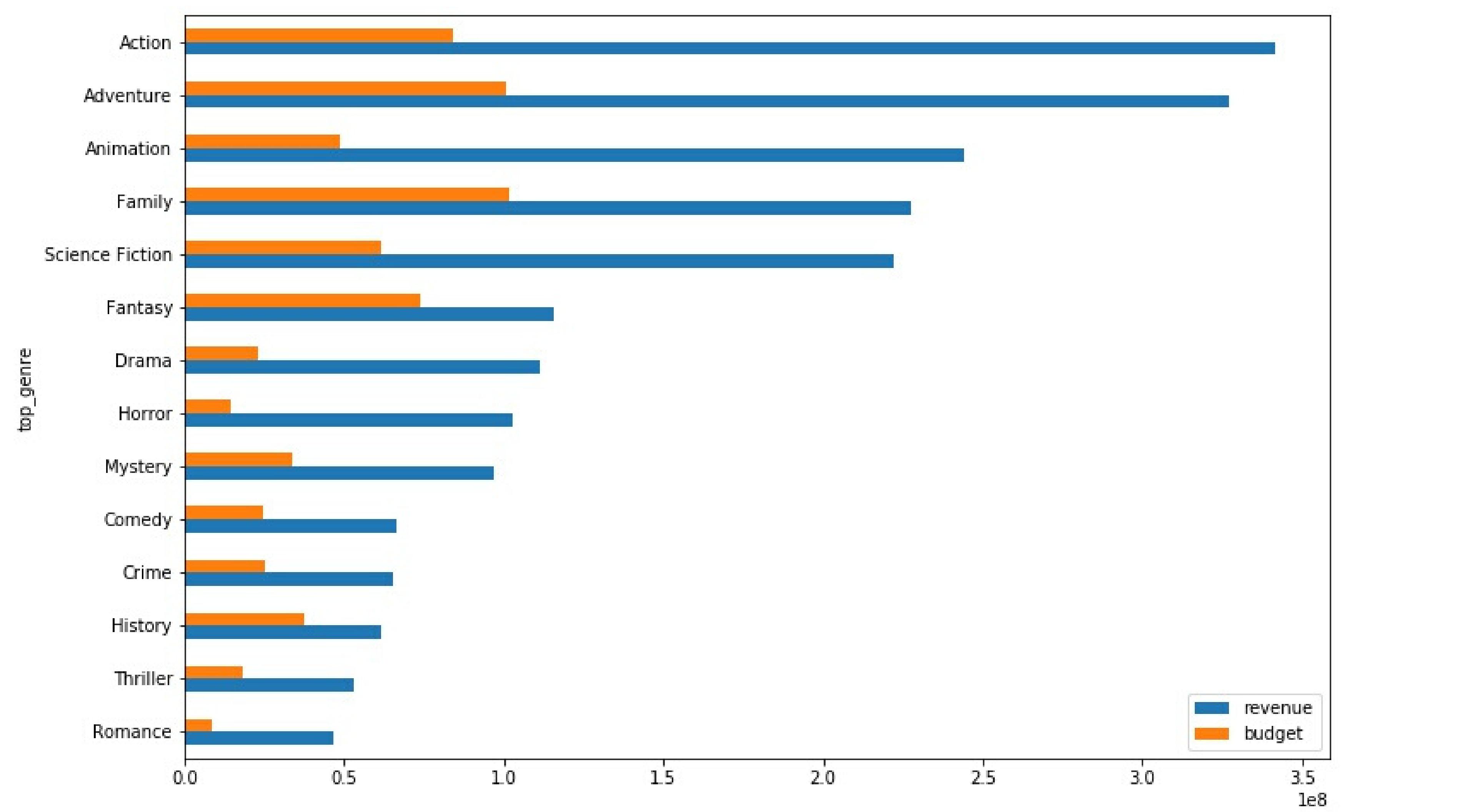
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The Data

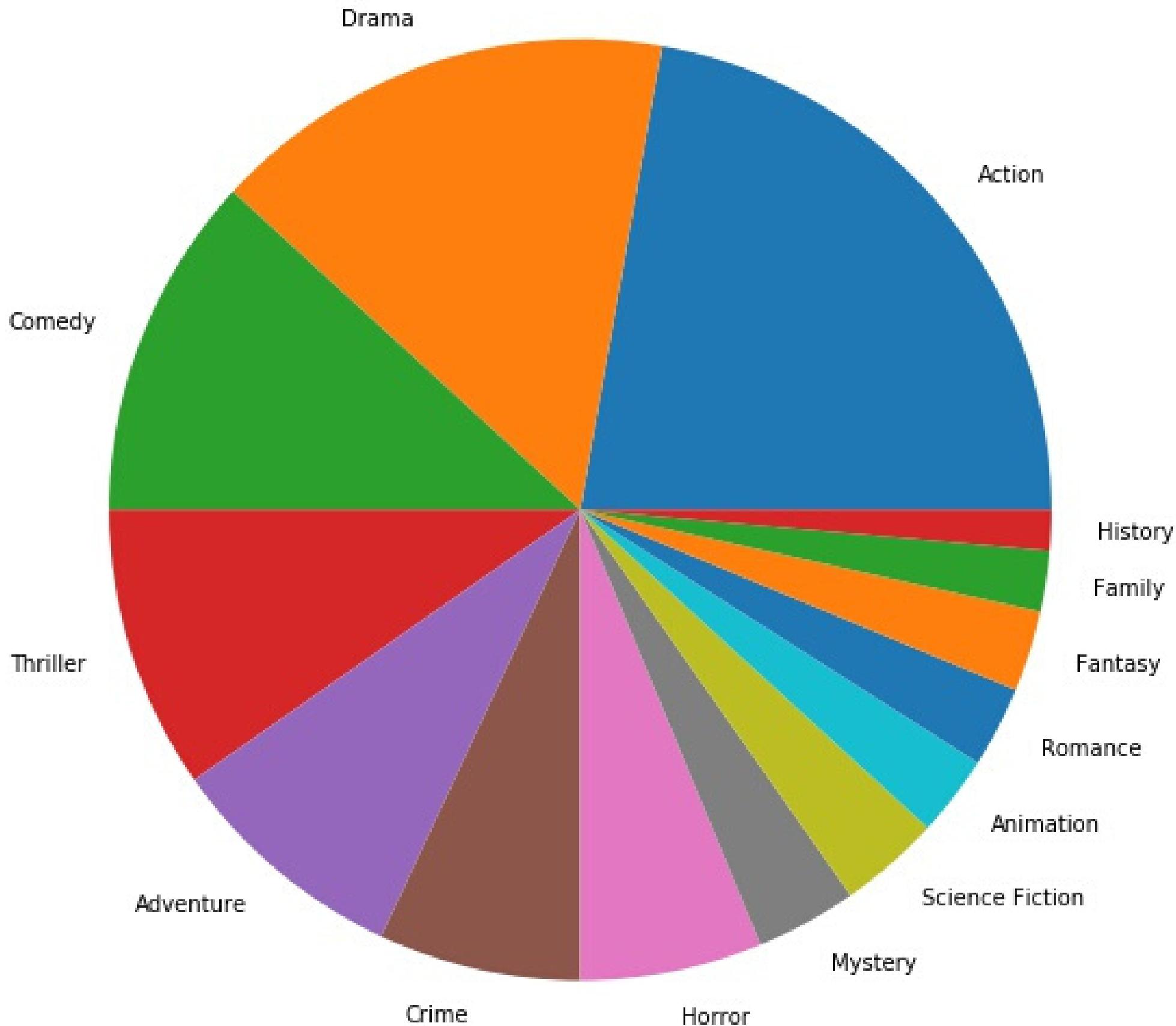
Movies released in 2018
gathered with themoviedb.org API

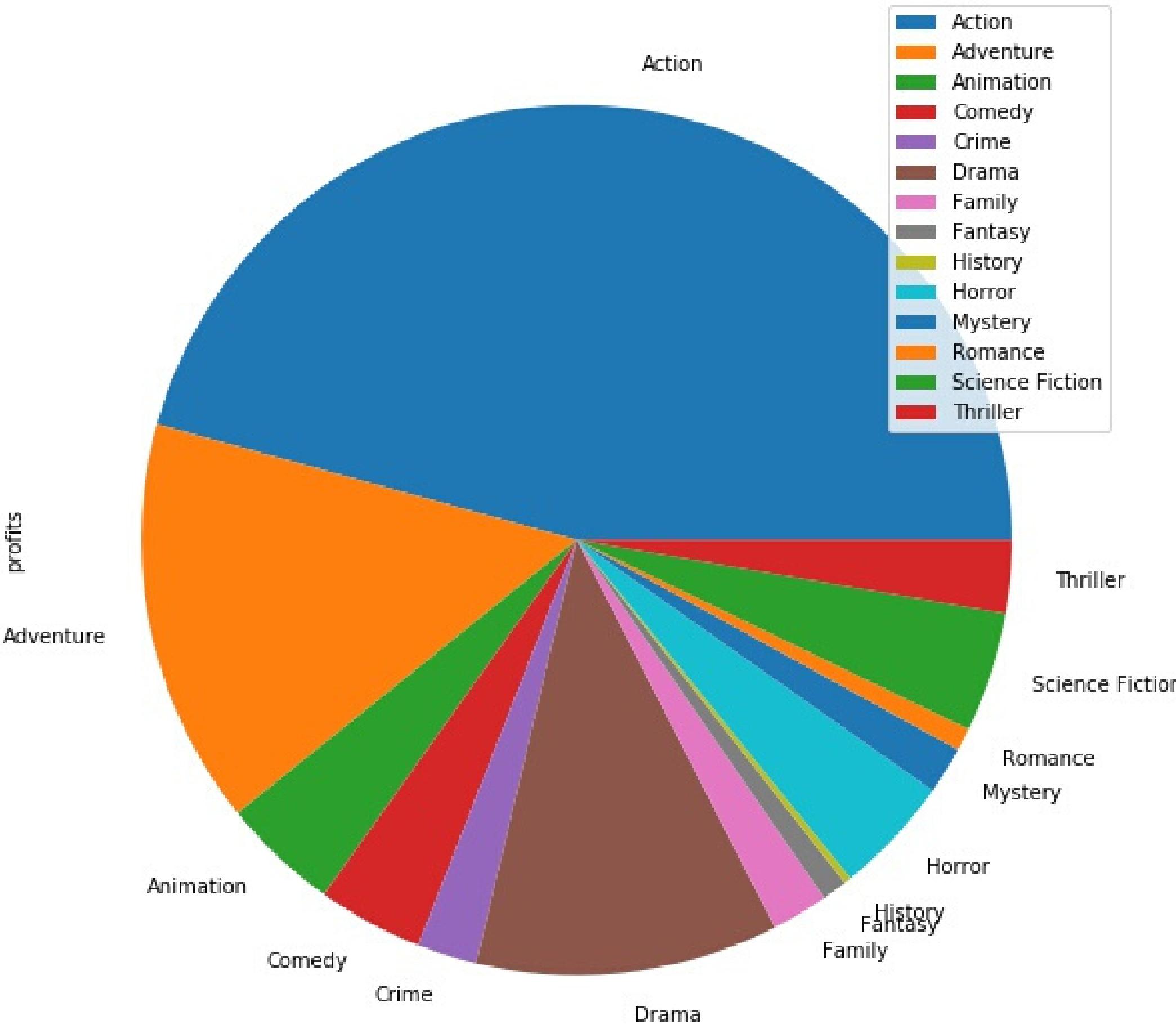
So you want to get into film?

- What kinds of movies are popular recently?
- What cost/make the most money?



2018





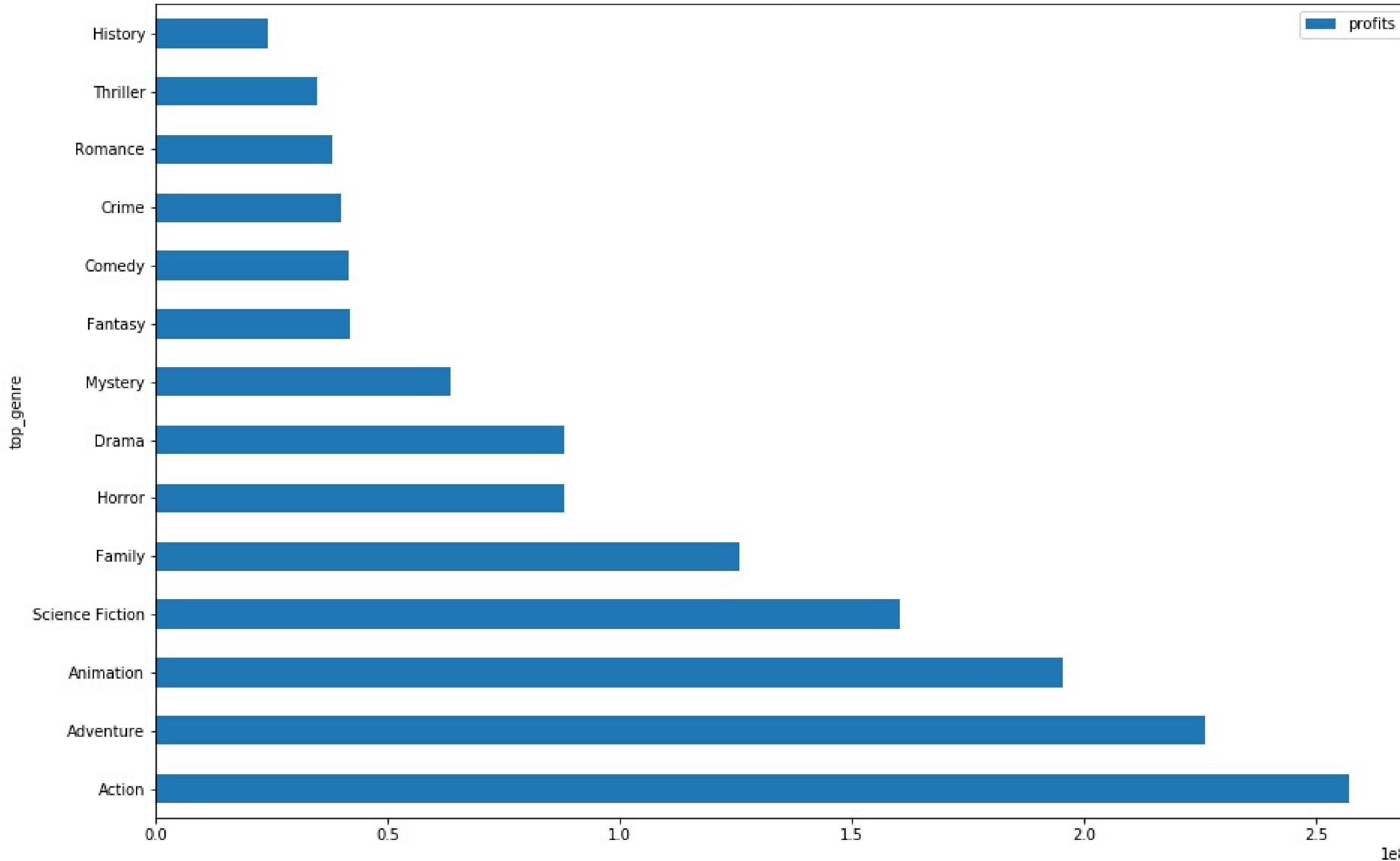


Action	75%
Adventure	75%
Animation	100%
Comedy	82%
Crime	60%
Drama	61%
Family	100%
Fantasy	50%
History	100%
Horror	89%
Mystery	80%
Romance	100%
Science Fiction	80%
Thriller	71%

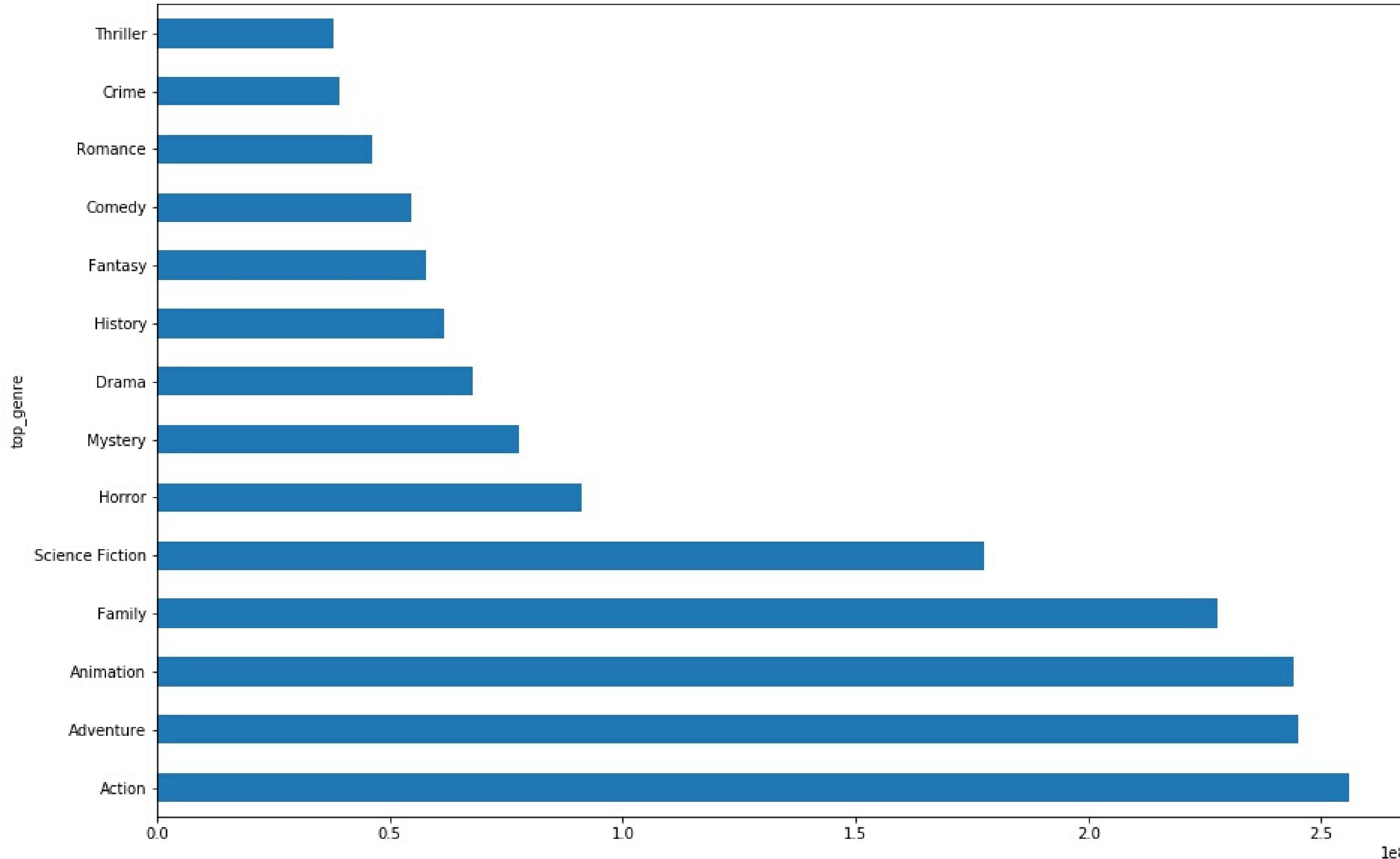
The risk metric was obtained by getting the percentage of ROI that were above 1 from total movies in a genre.



Mean Profit per Film



Risk Adjusted Mean Revenue



Conclusion

**Action, adventure and animation
Animation, family, history and Romance**

Recommendation

Anime is the future of Microsoft