

# Film Industry Analysis

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# Project Insight

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In this project, we will do some data analysis and presentation to explore what type of movies are currently doing the best at the box office and translate those findings into actionable insights that our client can use when deciding what type of movies they should produce.

# Project Breakdown

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Find the top popular  
and profitable movies

1

categorizing top popular and profitable  
genres based on their movie crew

3

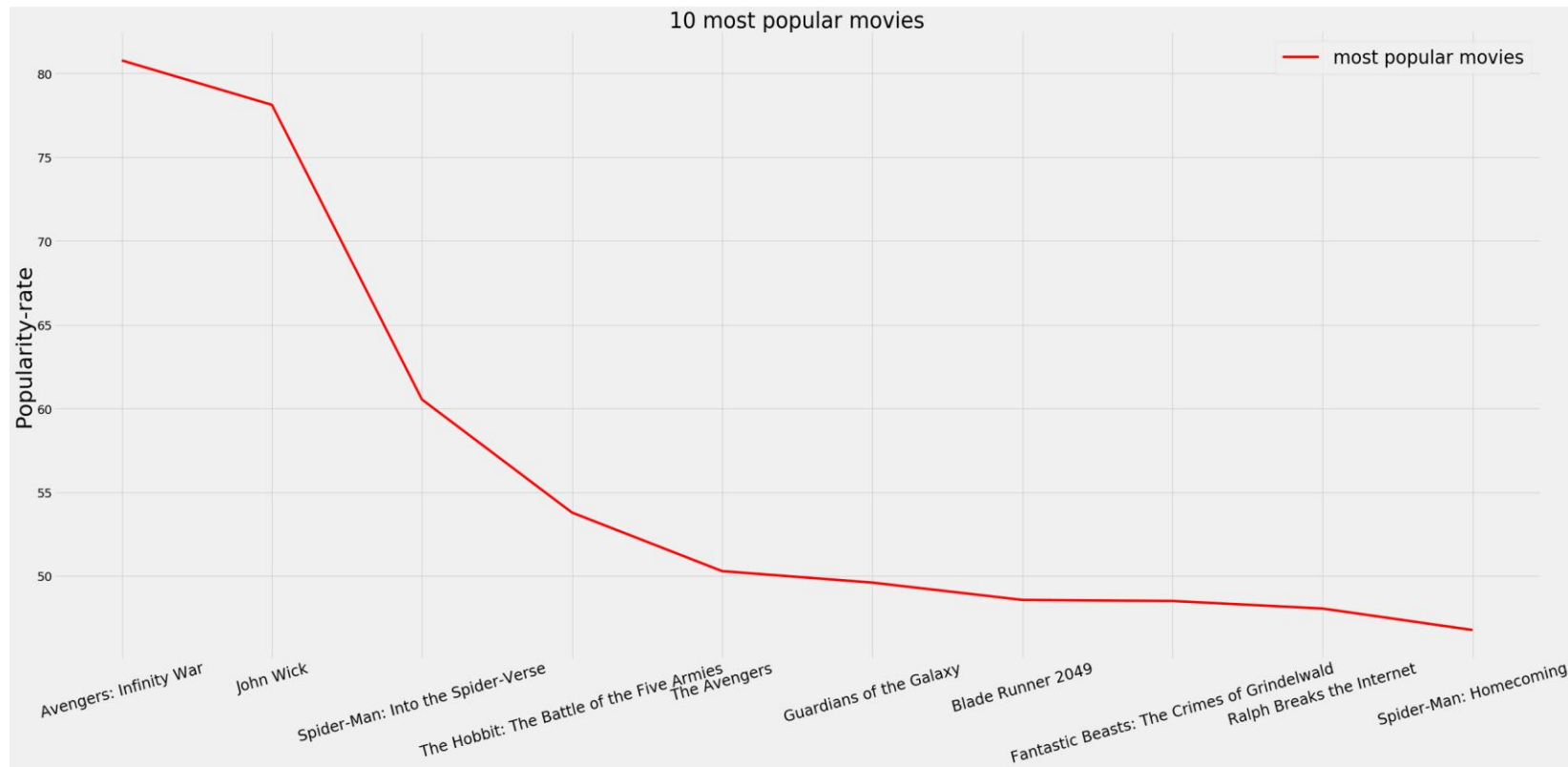
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Categorizing top popular and profitable  
movies based on their genres

Categorizing top popular and profitable  
genres based on their investment budget

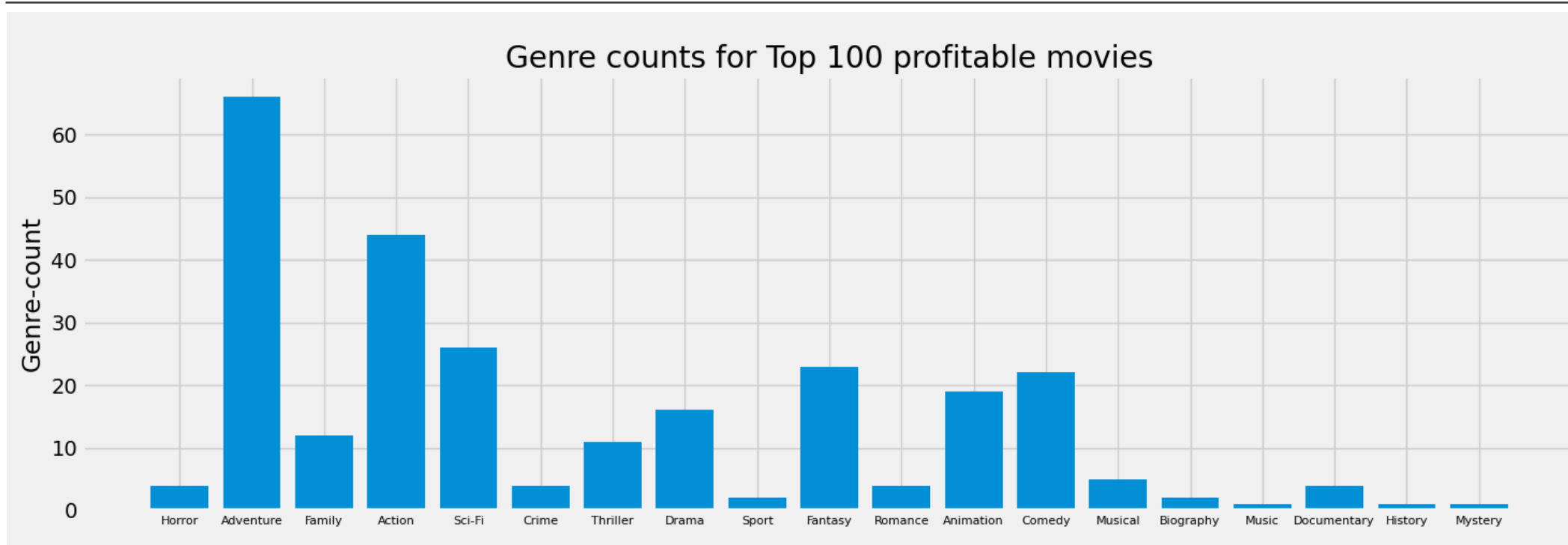
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# The top 10 popular movies



1. Avenger: infinity war - 2018
2. John Wick - 2014
3. Spider-man: Into the Spider Verse - 2018
4. The Hobbit: The Battle of the Five Armies - 2014
5. The Avengers – 2012
6. Guardians of the Galaxy -2014
7. Blade Runner 2049 - 2017
8. Fantastic Beasts: The Crime of Grindelwald - 2018
9. Ralph Breaks the Internet - 2018
10. Spider-Man: Homecoming - 2017

# The top 100 popular and profitable movies based on their genres



1. Adventure  
2. Action  
3. Sci-Fi

4. Fantasy  
5. Comedy  
6. Animation

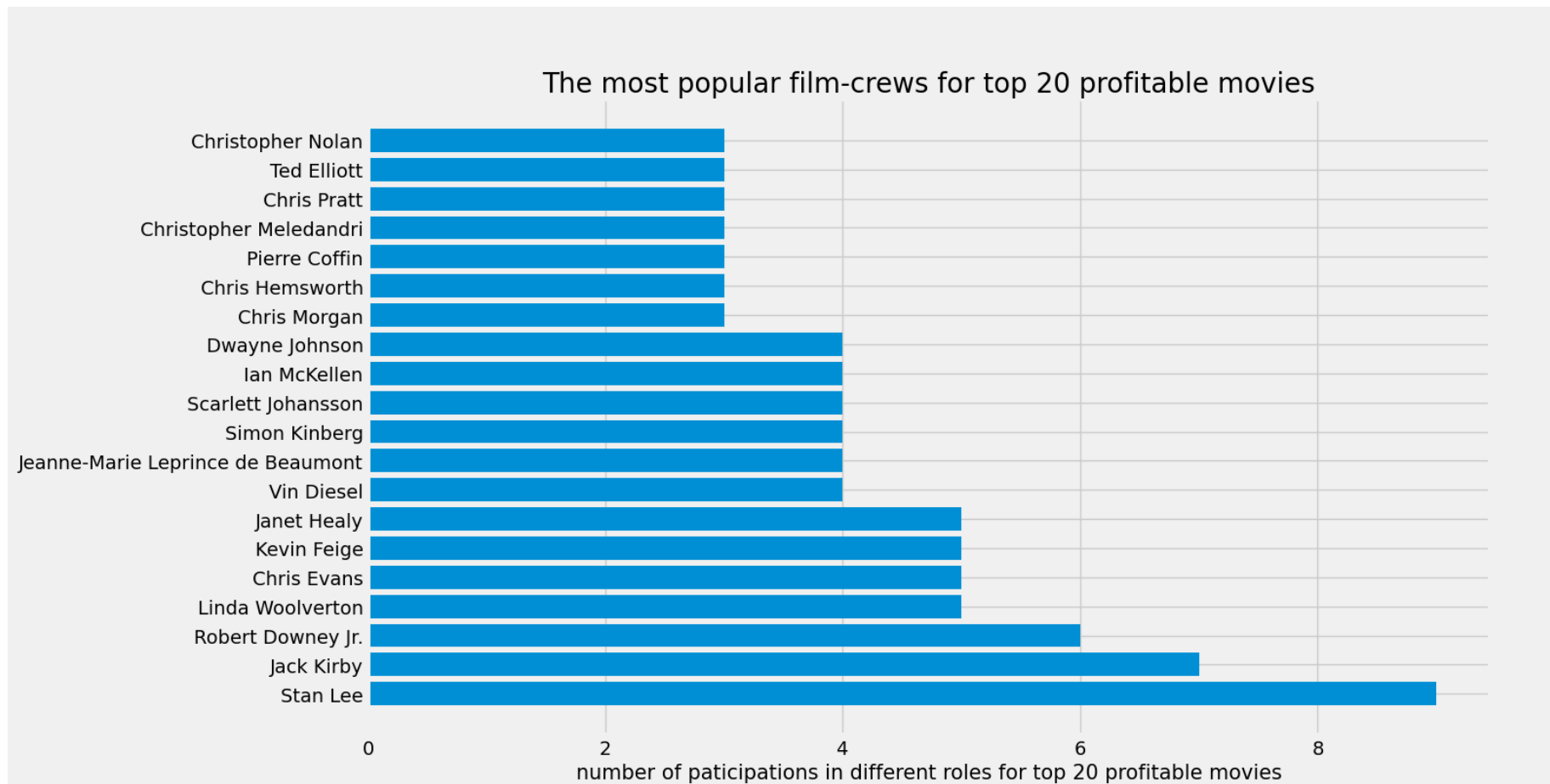
7. Drama  
8. Family  
9. Thriller

9. Musical  
10. Documentary  
11. Horror

13. Crime  
14. Biography  
15. Sport

16. History  
17. Mystery  
18. Music

# The top 20 popular and profitable movies based on their film-crew



## The top popular and profitable genres based on their investment budget

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As shown in the next few graphs for different **budget categories**:

Budget 0 \$ 1400.0 to \$ 4550000.0

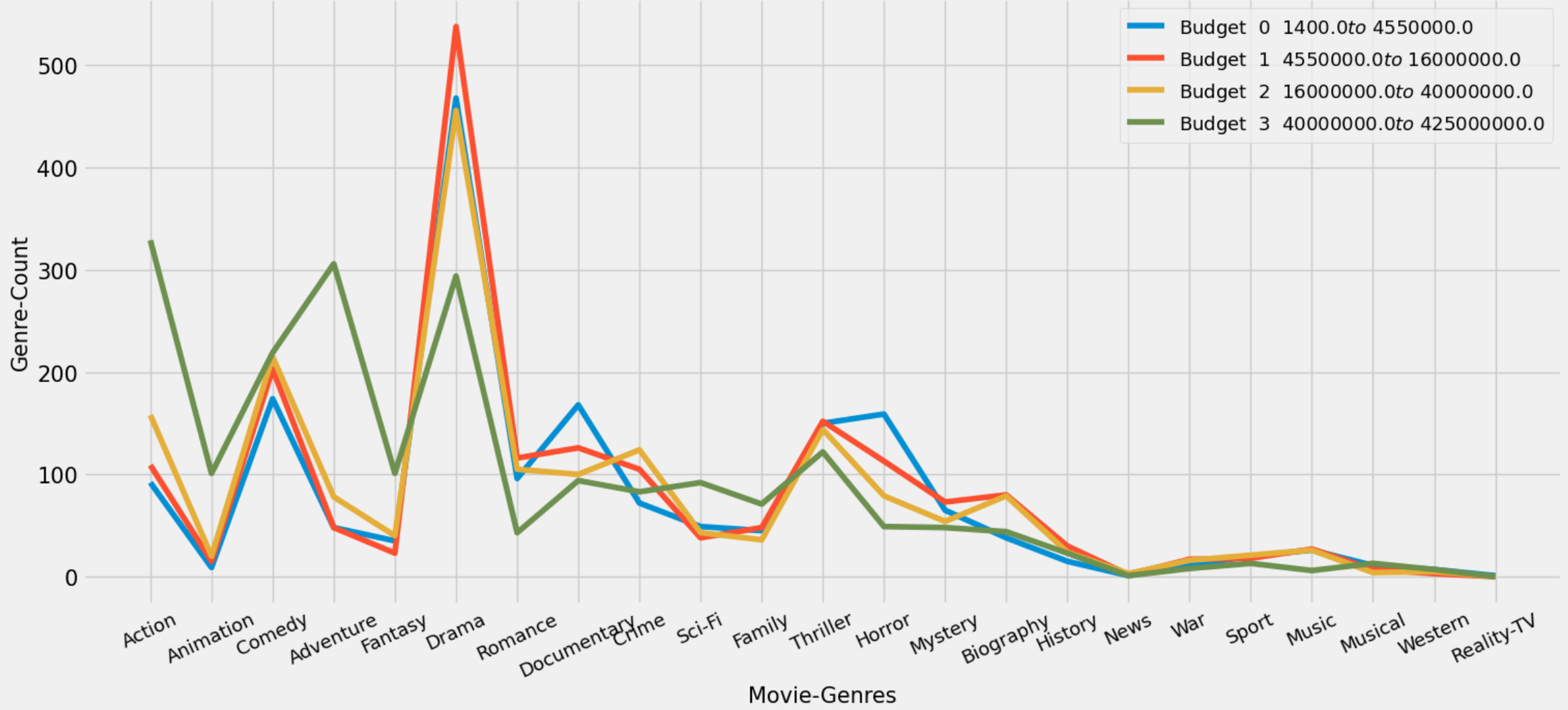
Budget 1 \$ 4550000.0 to \$ 16000000.0

Budget 2 \$ 1600000.0 to \$ 40000000.0

Budget 3 \$ 40000000.0 to \$ 425000000.0

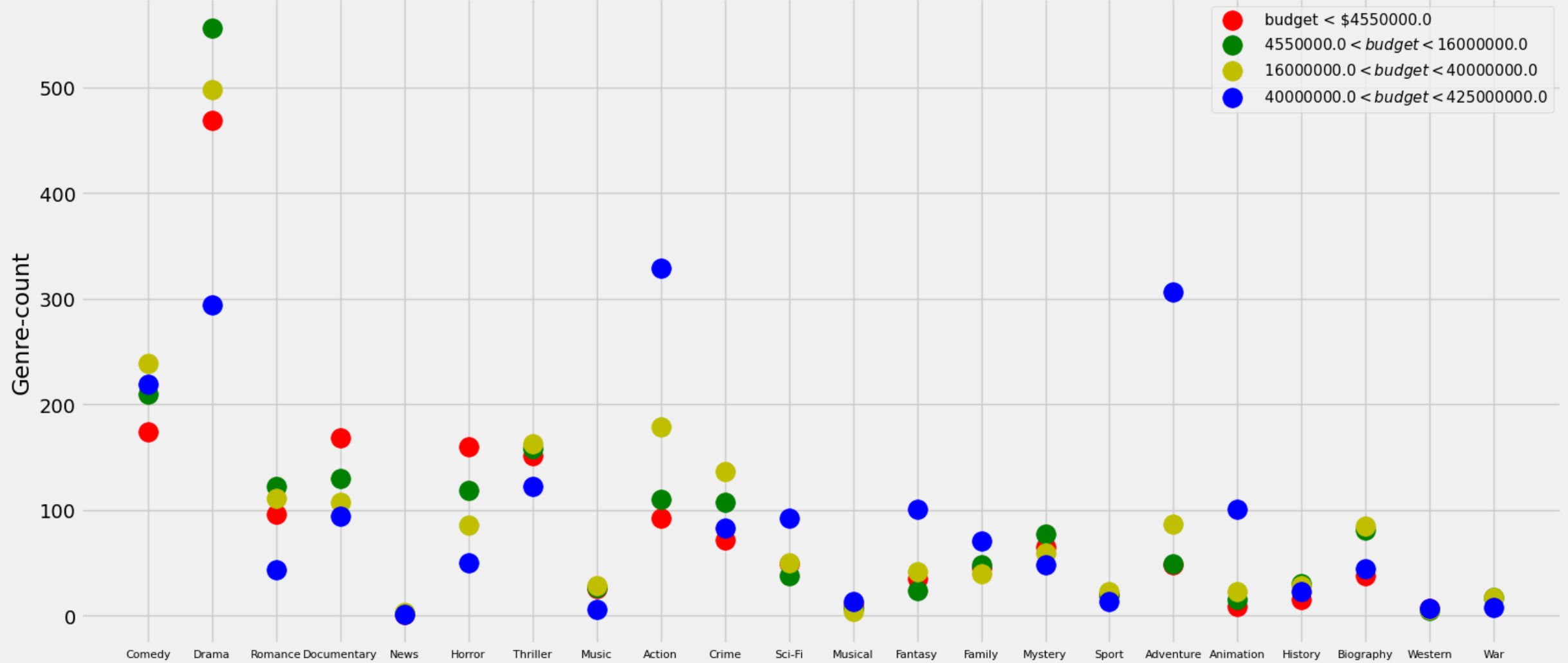
- For the budget \$40000000.0 and higher, **Action** is the best choice of movie genre and **adventure** is the second choice.
- For budgets lower than \$40000000.0, **Drama** is the best choice of genre and **Comedy** is the second choice.

The most profitable Genres based on investment budgets

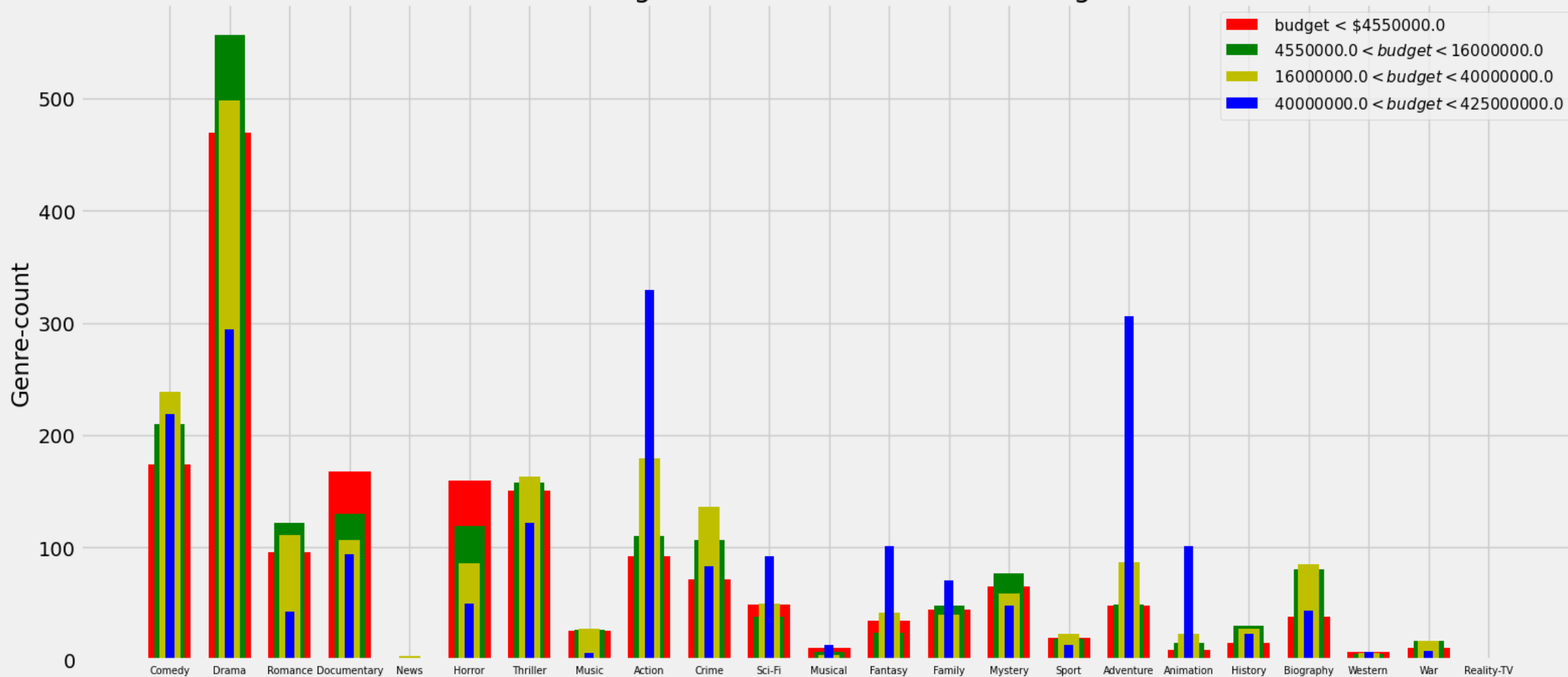




The most ptofitable Genres based on movie budgets



movie genres count based on the budget



# The Summary of Results:

With the available budget for our movie investment, what genre and what crew would be the best option to work with?

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## Best movie-genres to produce based on investment budget:

### Budget 0 : \$ 1400.0 to \$ 4.55 million

- 1.Comedy
- 2.Documentary
- 3.Horror

### Budget 1 : \$ 4.55 m to \$ 16 million

- 1.Drama
- 2.Comedy
- 3.Thriller

### Budget 2 : \$ 16 m to \$ 40 million

- 1.Drama
- 2.Comedy
- 3.Action

### Budget 3 : \$ 40 m to \$ 425 million

- 1.Action
- 2.Adventure
- 3.Drama

## Best movie-crews to recruit based on top popular/profitable movies:

- 1.Stan Lee
- 2.Jack Kirby
- 3.Robert Downey Jr.
- 4.Linda Woolverton
- 5.Chris Evans
- 6.Kevin Feige
- 7.Janet Healy
- 8.Vin Diesel
- 9.Jeanne-Marie Leprince de Beaumont
- 10.Simon Kinberg
- 11.Scarlett Johansson
- 12.Ian McKellen
- 13.Dwayne Johnson
- 14.Chris Morgan
- 15.Chris Hemsworth
- 16.Pierre Coffin
- 17.Christopher Meledandri
- 18.Chris Pratt
- 19.Ted Elliott
- 20.Christopher Nolan

## Further Analysis

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1. Collecting more data from new resources and extract new features for better decision-making.
2. Applying statistical analysis to determine whether there are trends between various movie data sets, and recognize the corresponding patterns.
3. Applying temporal analysis on the movie data sets to determine the ongoing change of movies' popularity in different generations, which will help predict the future trends for better investments.

# Thank you

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