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- What genres of film produce the highest box office revenue?
- What is the best month to release a film to generate the most revenue?
- What writers, directors, producers, actors and actresses have the highest revenue earning potential?

Data Understanding and Analysis

1. Source of data

- All data used in this project was provided for me by FlatIron School. It includes data from IMDB, Rotten Tomatoes, Box Office Mojo, The Numbers, and The Movie Database. However, I did not use data from each of these organizations. I primarily relied on IMDB and The Numbers for my data.

2. Description of data

- From IMDB I gleaned personnel that created the films analyzed, genre, and other basic film information. From The Numbers I gleaned the release date and box office performance. Those were the primary data points and metrics I used in my analysis.

3. Three visualizations (the same visualizations presented in the slides and notebook)

- [Visualization 1](#)
- [Visualization 2](#)
- [Visualization 3](#)
- [Visualization 4](#)
- [Visualization 5](#)

Conclusion

1. This analysis is limited by time and budget. There are many other factors to consider when trying to launch a film business. Some areas to consider looking into before producing a film are:

- How much do existing franchises influence the public's film choices?
- If existing film franchises have a lot of draw, does the public have the appetite for more after they've already spent a lot of time and money on the existing franchises?
- Should Microsoft find an existing property and option it for film or start new?
- Is streaming a better option for building the brand and generating revenue?
- Should Microsoft purchase one of the big studios instead of entering the competition?

- Rather than make a specific recommendation for which film to greenlight, I want to strongly recommend more research.
- Three conclusions I do have:
 - a. The public likes action and adventure films.
 - b. The best release windows are May-July and November-December.
 - c. Writers and actors are the best creative personnel to increase a films revenue potential.
- I think more time spent in answering the questions in the slide above would go a long way in helping Microsoft be successful with their film aspirations.

Releases

No releases published

[Create a new release](#)

Packages

No packages published

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Languages

● Jupyter Notebook 100.0%