
Insights and Actions

— Understanding the Movie Industry —

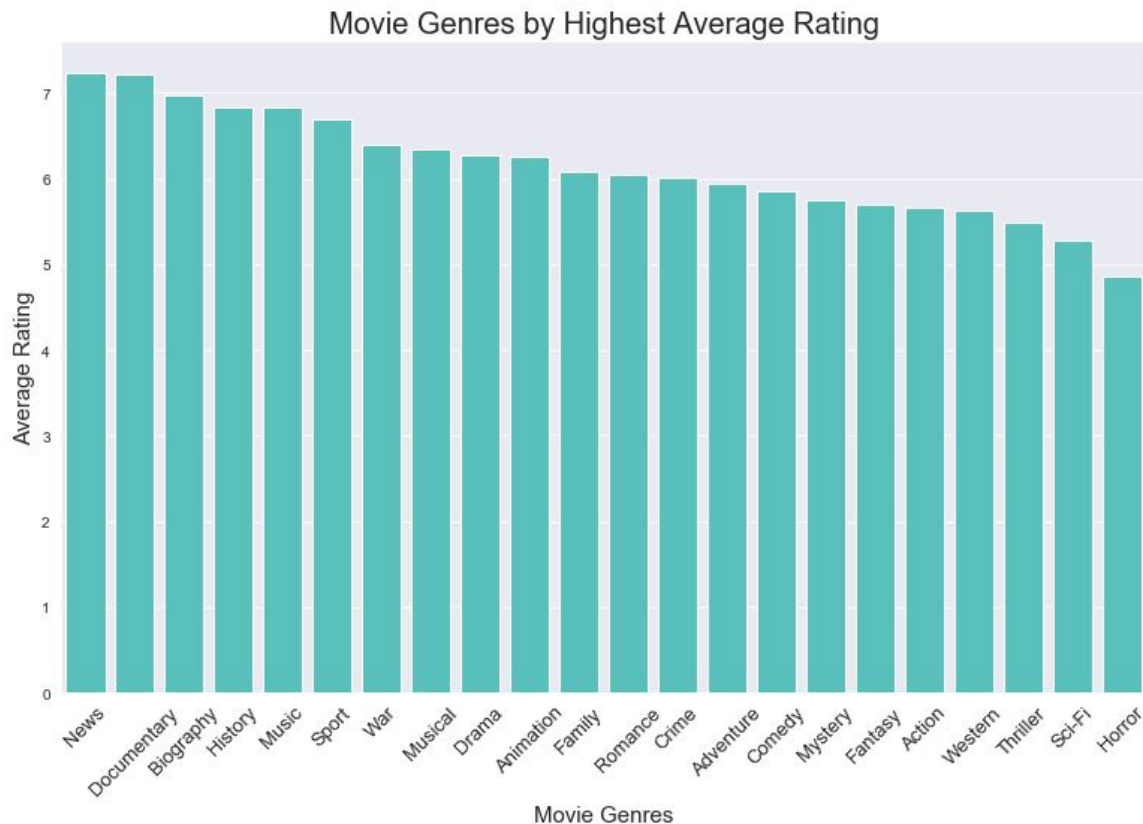
What Do We Want to Learn?

- What performs best ratings?
- What performs best by gross?
- Where do we want to start? (production budget-wise)
- When will we want to release?
- Who should we consider working with?

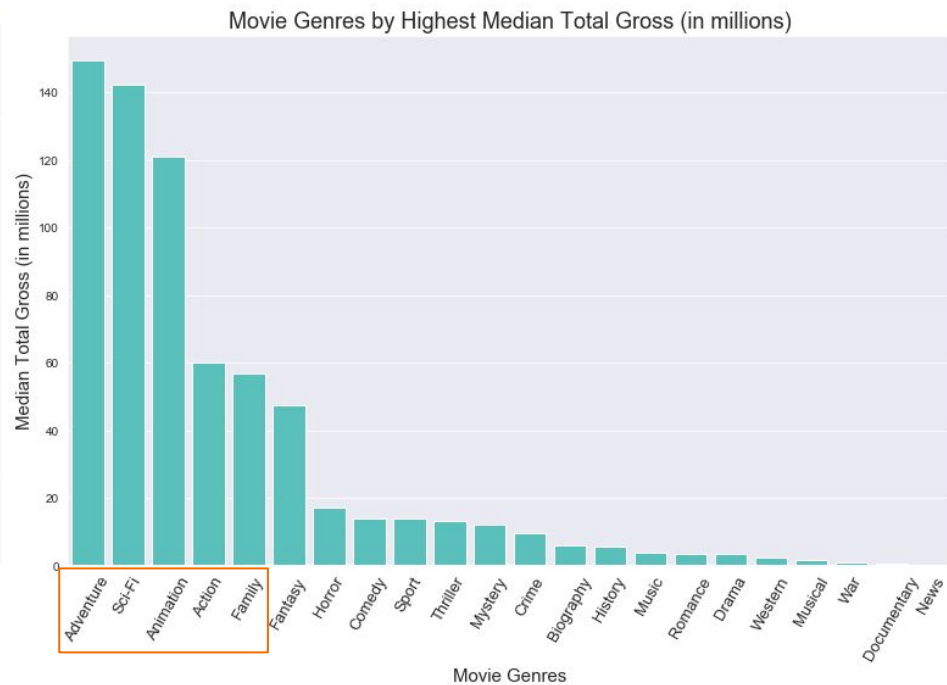
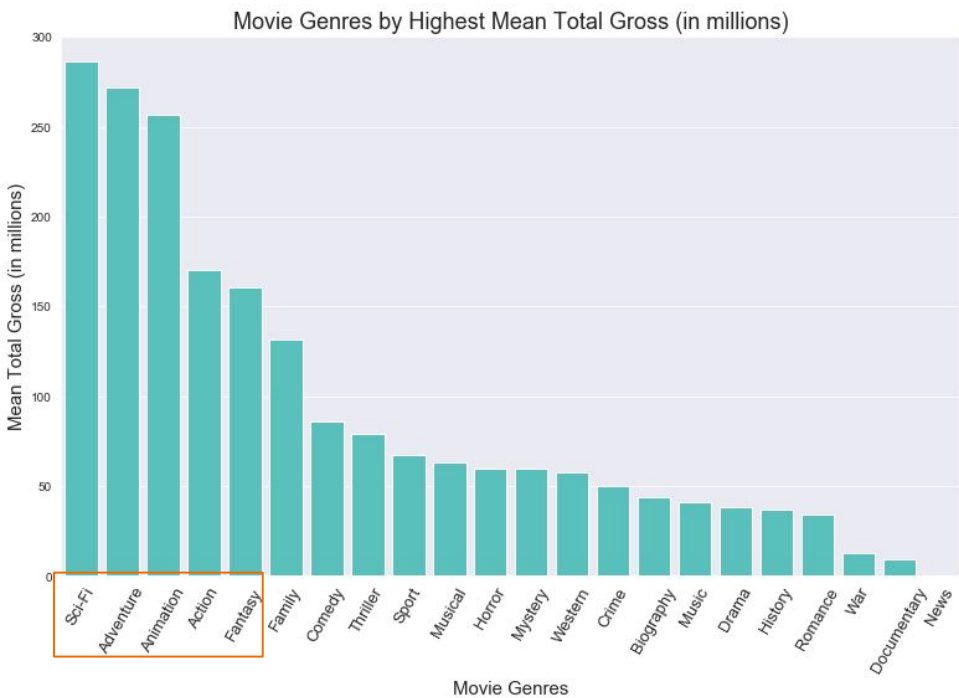


What Genres are The Highest Rated?

- How are genres rated?
- Why could we be seeing what we are?
- How much should this matter to us?



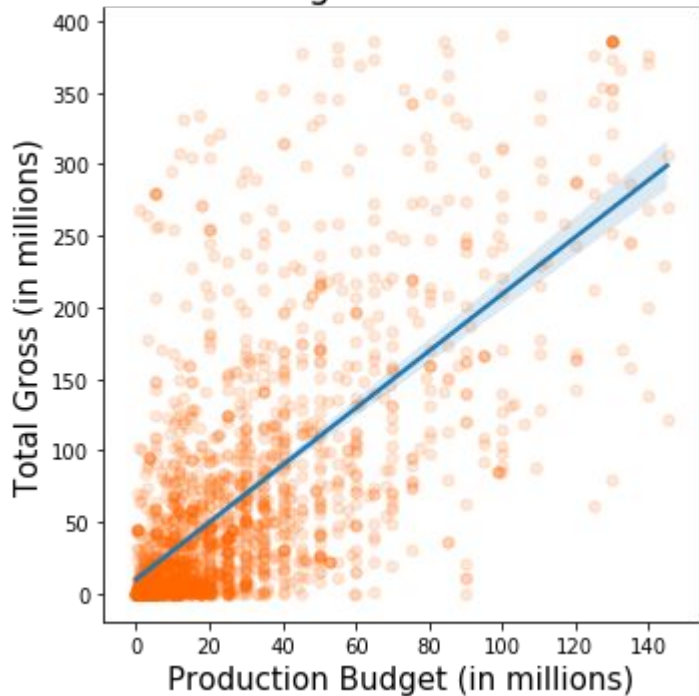
What Genres have the Highest Average Gross?



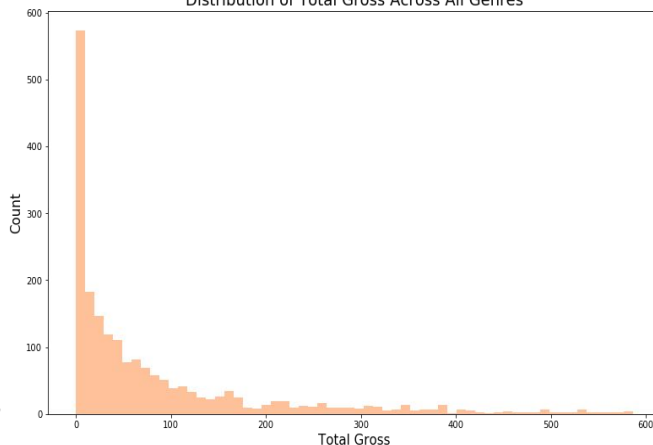
How much do we want to spend on Production?

Production Budget vs Total Gross of Film

Correlation: 0.7832260783



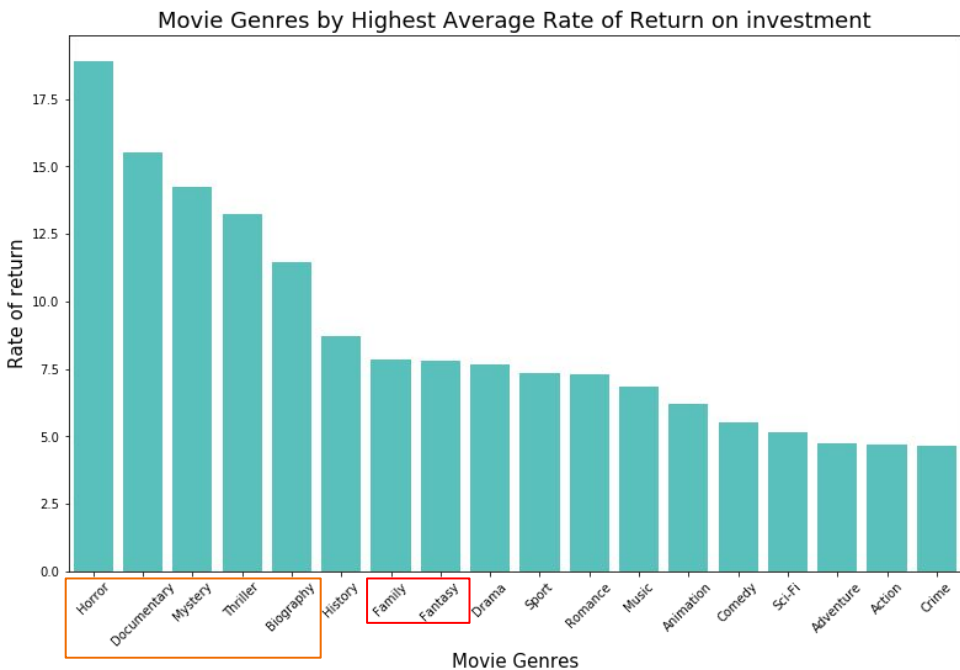
Distribution of Total Gross Across All Genres



- There is considerable correlation between production budget and total gross.
- Majority of films just about break even

Rate of Return

Total Gross over Production Cost:
By how much is your money being multiplied?

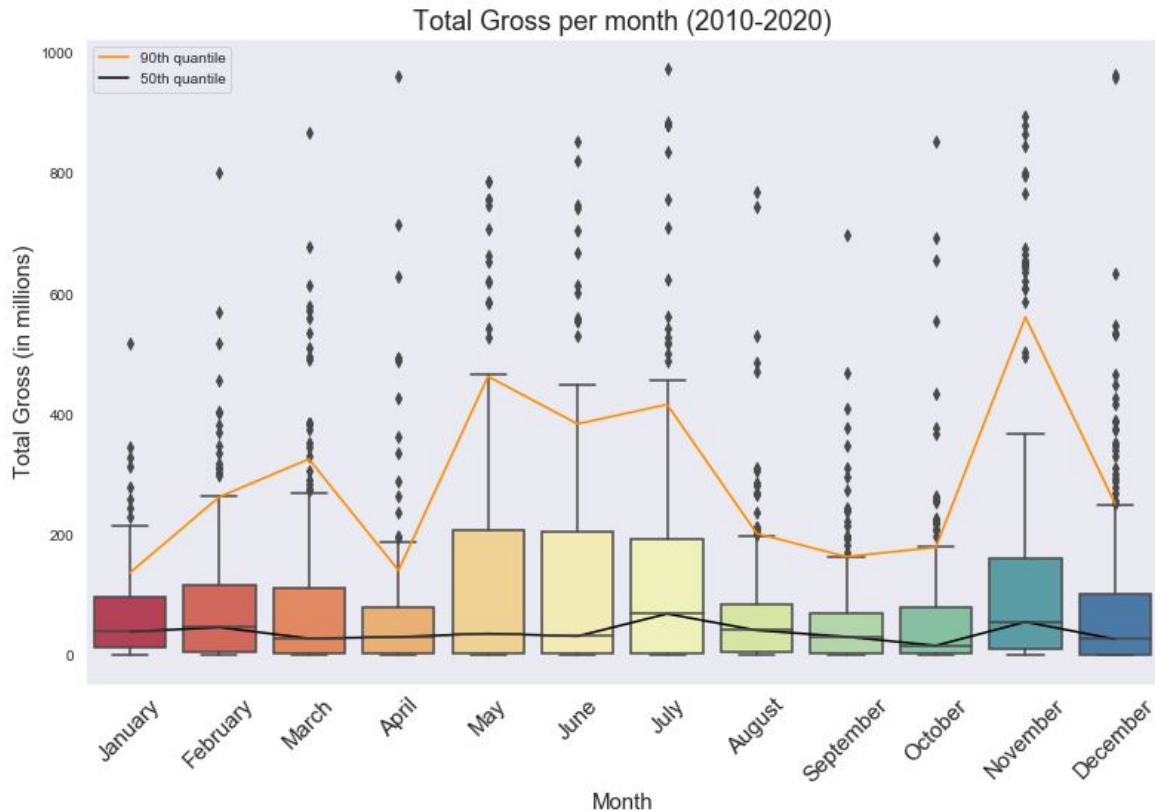


Insights

- Action/Adventure Films High Gross is due to High Production Costs
- Horror Films can make the most bang for buck
- Family and Fantasy Films have both High Gross and relatively good Rate of Return

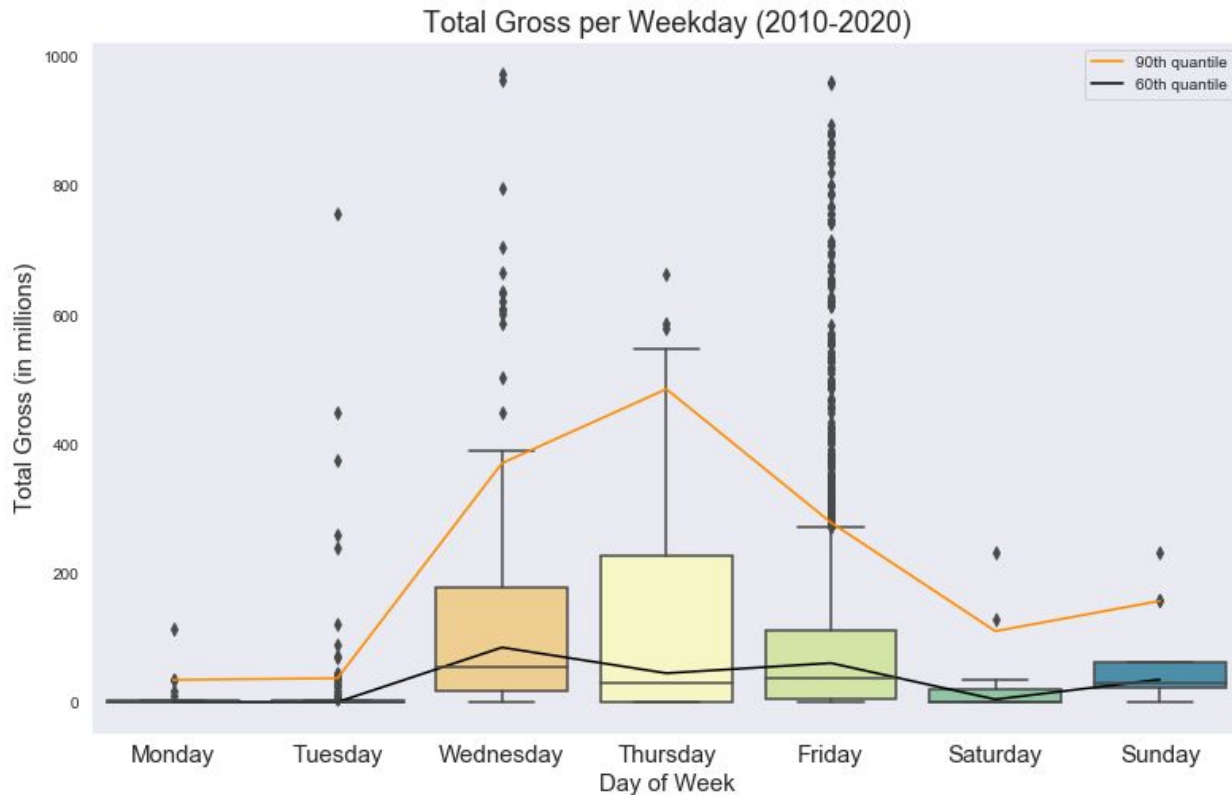
When is Ideal Time to release?

- Summer months perform the best on average
- Few films dominate every winter and take up most viewers



Is There an Ideal Weekday to release a film?

- Current industry standard: release on Friday
- Wednesday releases perform the best on average



Persons of Interest

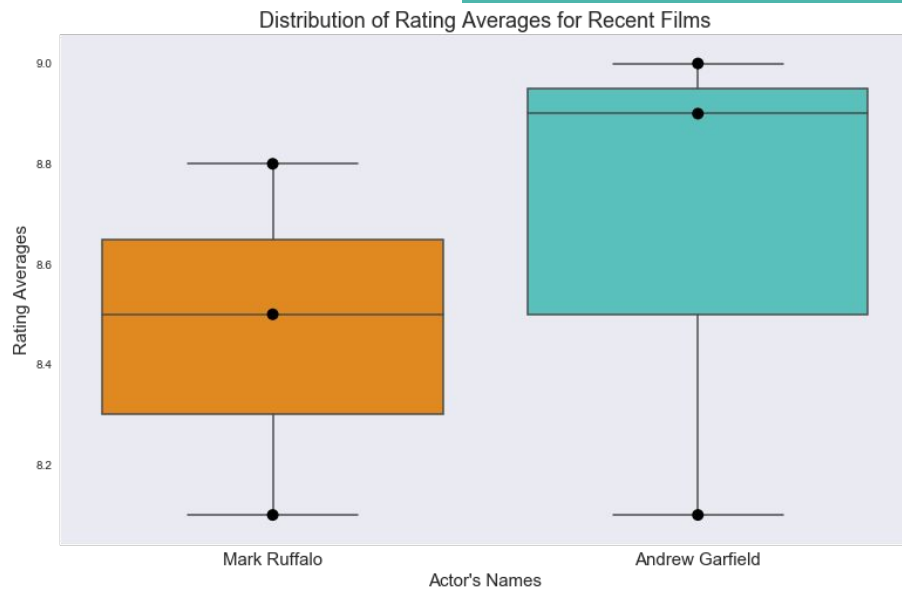
- Have released a lot of films in the past 5 years
- Has had a lot of people rate their films
- Said films have been highly rated



Mark Ruffalo



Andrew Garfield



Final Takeaways

- What performs best?
 - a. By ratings, films where people have a vested interest in the contents
 - b. By gross, Sci-fi, Action, Adventure, or Animation
- Where should we start?
 - a. Large budget: Sci-fi, Action, Adventure, or Animation
 - b. Small budget: Horror
 - c. Best Genre Choice: Family or Fantasy
- When should we release?
 - a. During the Summer months on a Friday or Wednesday
- Who should we work with?
 - a. Consider Mark Ruffalo and Andrew Garfield. Products perform well and are well liked.

Future Work

- Look at data per region and see if there is an advantage marketing to certain parts of the world for certain genres
- Analyze which are the best performing studios
- Analyze how critic review affects gross

Non graphical image sources.

<https://invidgroup.com/what-is-data-insights-and-analytics/>

<https://www.pngfuel.com/free-png/rsjfw/download>

<https://www.imdb.com/name/nm0749263/>

https://en.wikipedia.org/wiki/Andrew_Garfield