
Insights and Actions

— Understanding the Movie Industry —

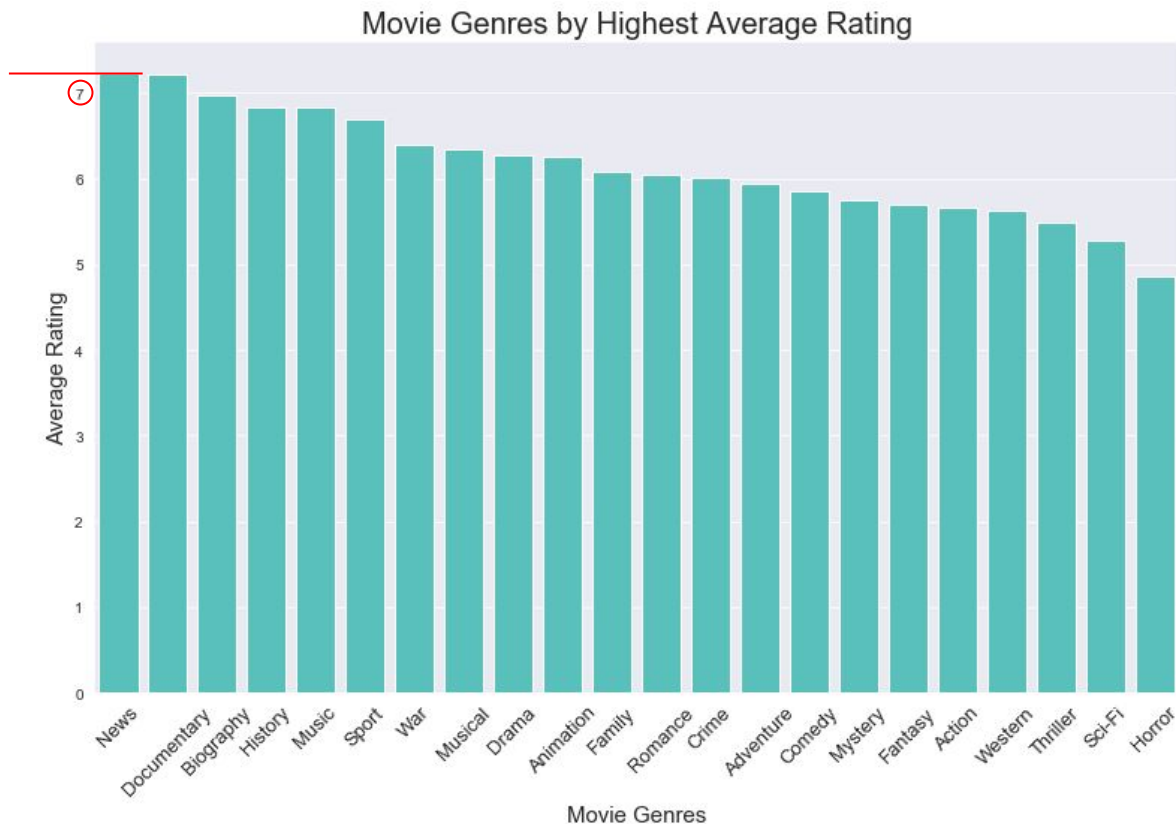
What Do We Want to Learn?

- Which genres have the best ratings; which have best gross?
- Which genre should we start with based on budget?
- When will we want to release?
- Who should we consider working with?

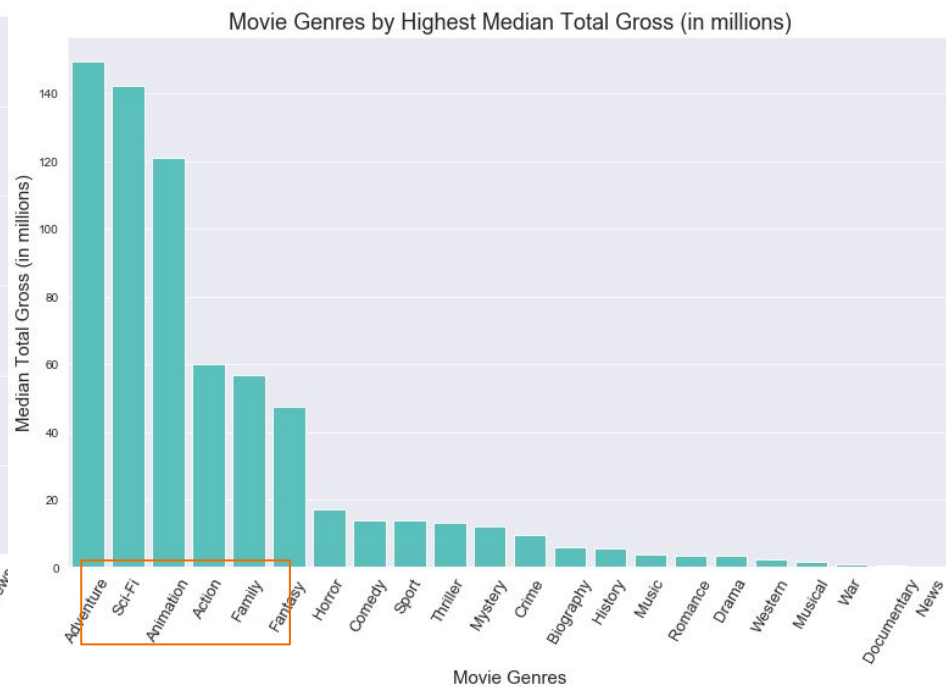
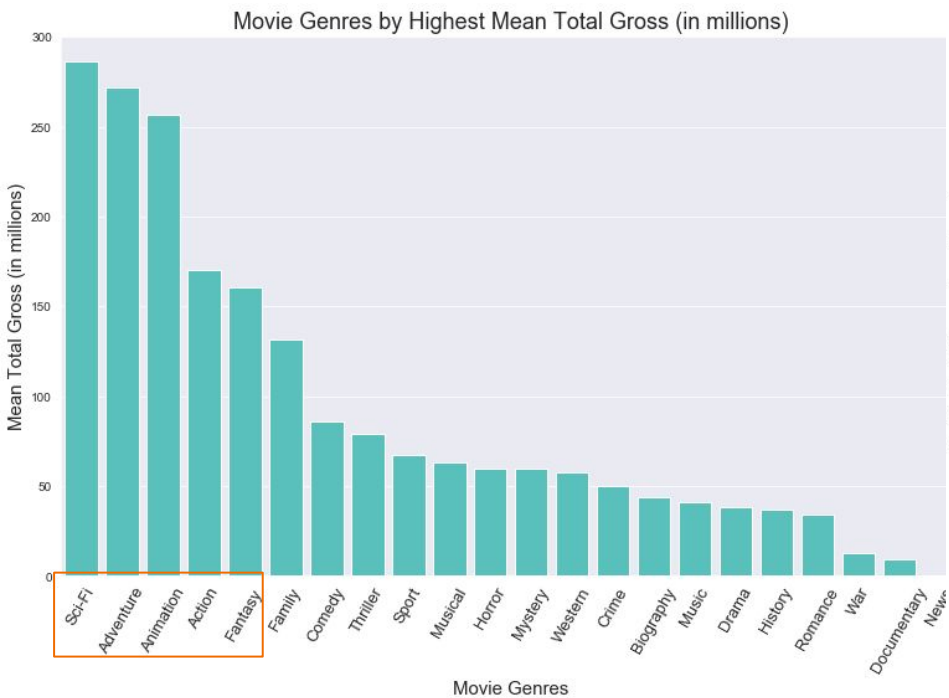


What Genres are The Highest Rated?

- How are genres rated?
- Why this result?
- Why this matters?



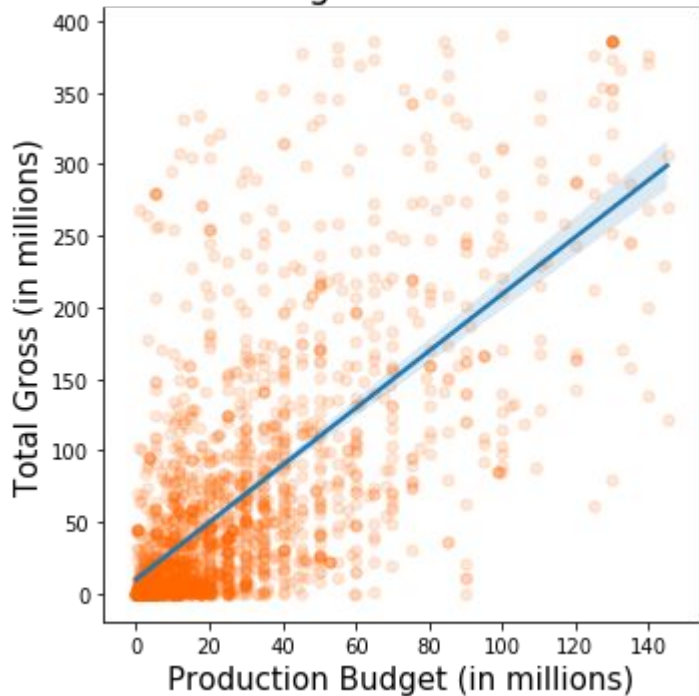
What Genres have the Highest Average Gross?



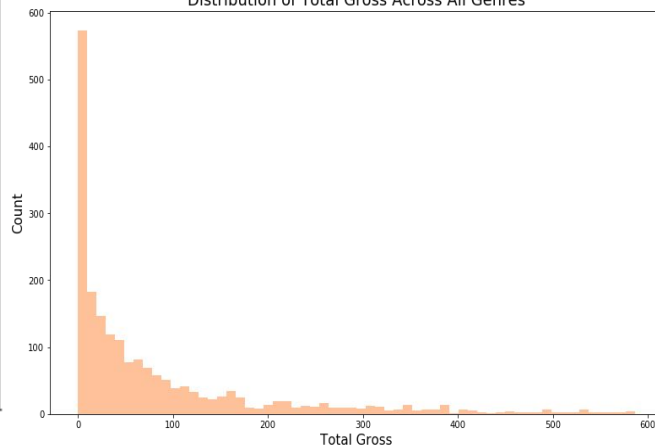
How much do we want to spend on Production?

Production Budget vs Total Gross of Film

Correlation: 0.7832260783



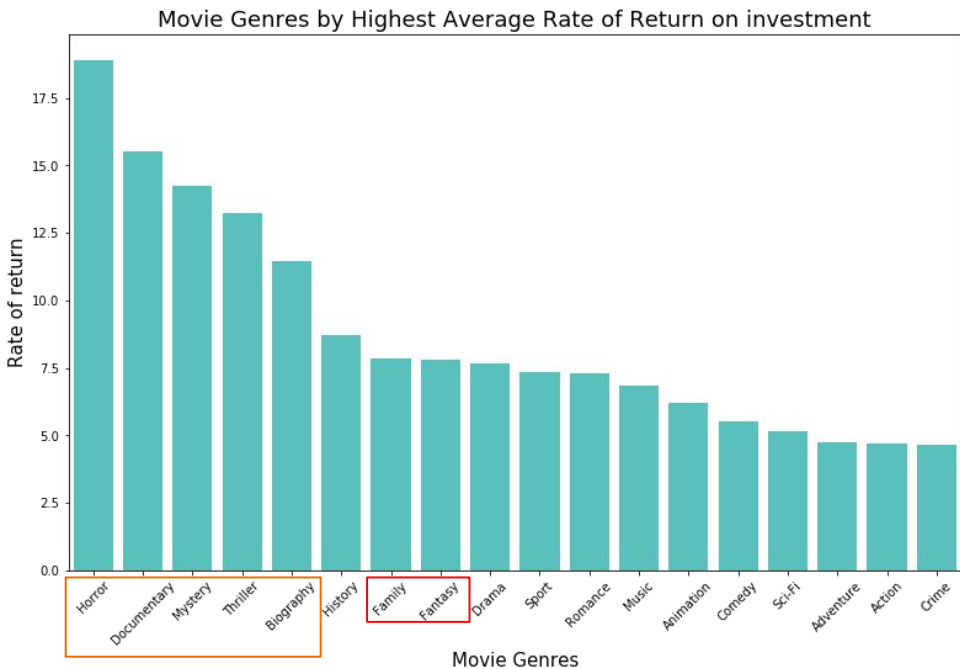
Distribution of Total Gross Across All Genres



- Considerable correlation between production budget and total gross.
- Majority of films break even

Rate of Return

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

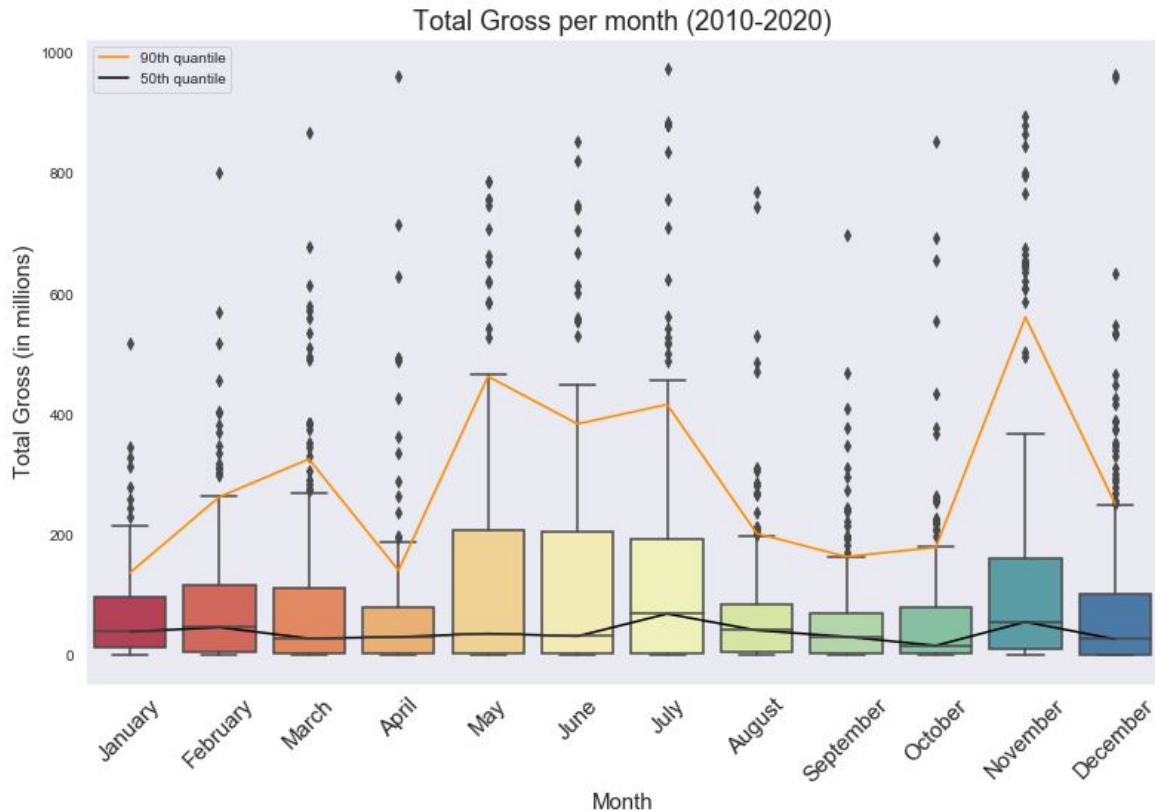


Insights

- *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 good Rate of Return

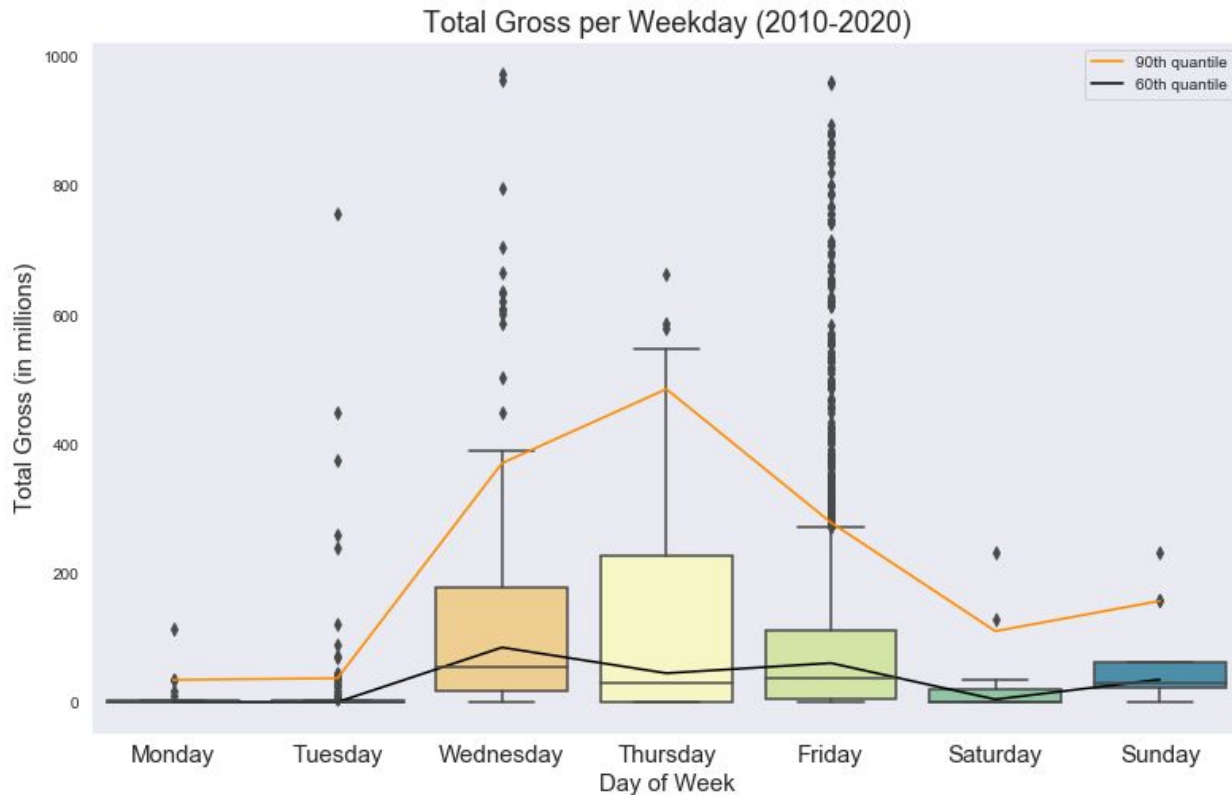
When is Ideal Time to release?

- 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

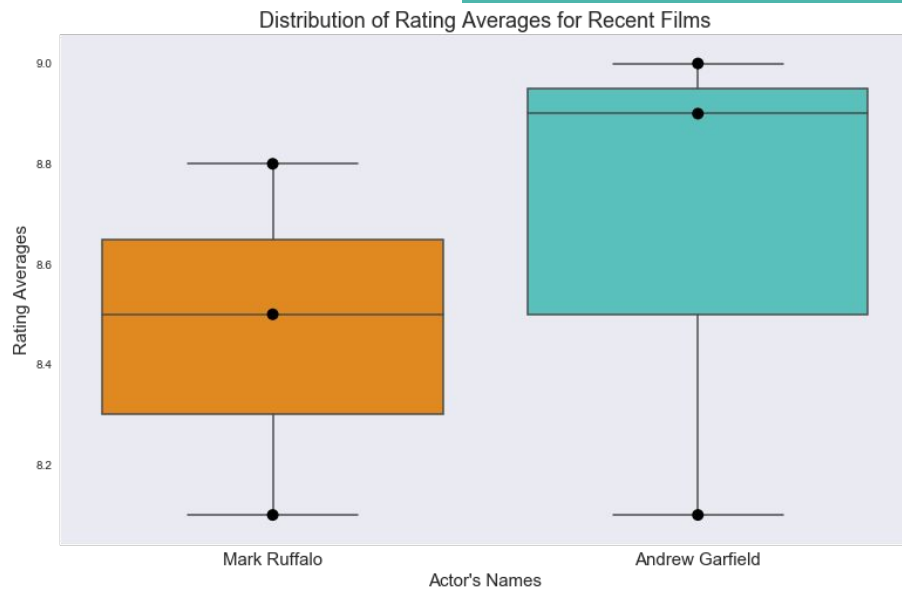
- Have released a lot of films in the past 5 years
- Has had a lot of people rate their films
- Said films have been highly rated



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

Appendix:

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

Equations.

Rate of Return = (Total Gross)/(Production Budget)

Thank You For Your Time

Special Thanks:

- Fellow Flatiron School cohort mates
- Cohort Instructor: [Rafael Carrasco](#)
- Ed Coach: [Talia Salzberg-Horowitz](#)