
Movie Production: Maximizing Profits

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DataScience
DTS-LIVE-05132-P2

Summary

We assessed which films current do best at the box office, taking account multiple variables: Profit, Overall reviews, Directors, Studio

- Which genres of films do the best in terms of profit? Rating
- Are there certain trends for different genres? Movies with multiple genres?
- Are there certain producing “teams” (directors, writers, and actors) that make the best films?
- What are extra factors we can consider



Outline

- Business Problem
- Data and Methods
- Results
- Conclusions



Business problems

- Our client wants to leap into the film industry
- **Goal:** find the best type of movies

Questions:

1. Which genre(s) are the most profitable?
2. Which genre(s) perform the best?
3. What are the highest rated?
4. When should you start?
5. Who can help?



Data Understanding

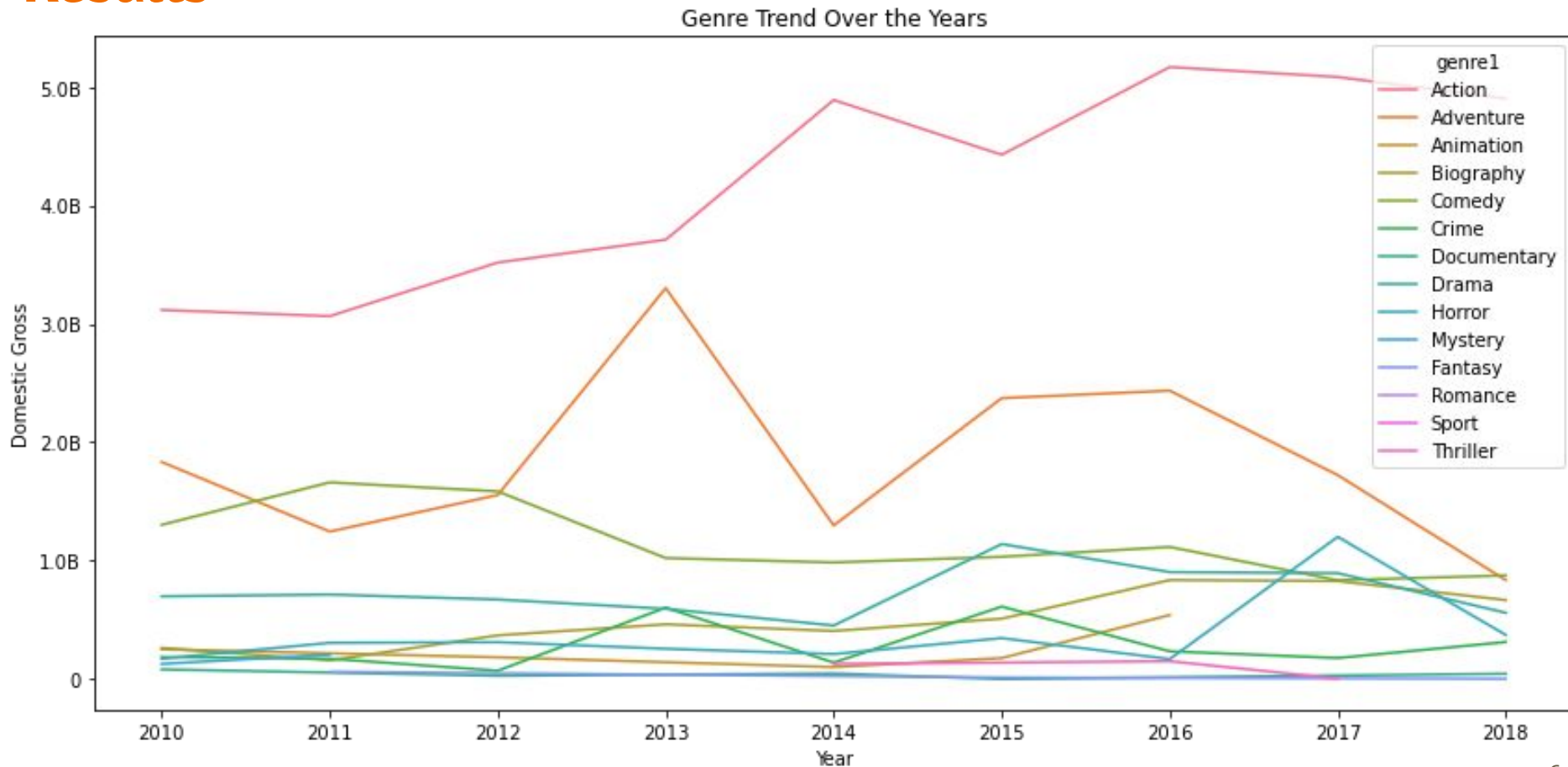
4 datasets:

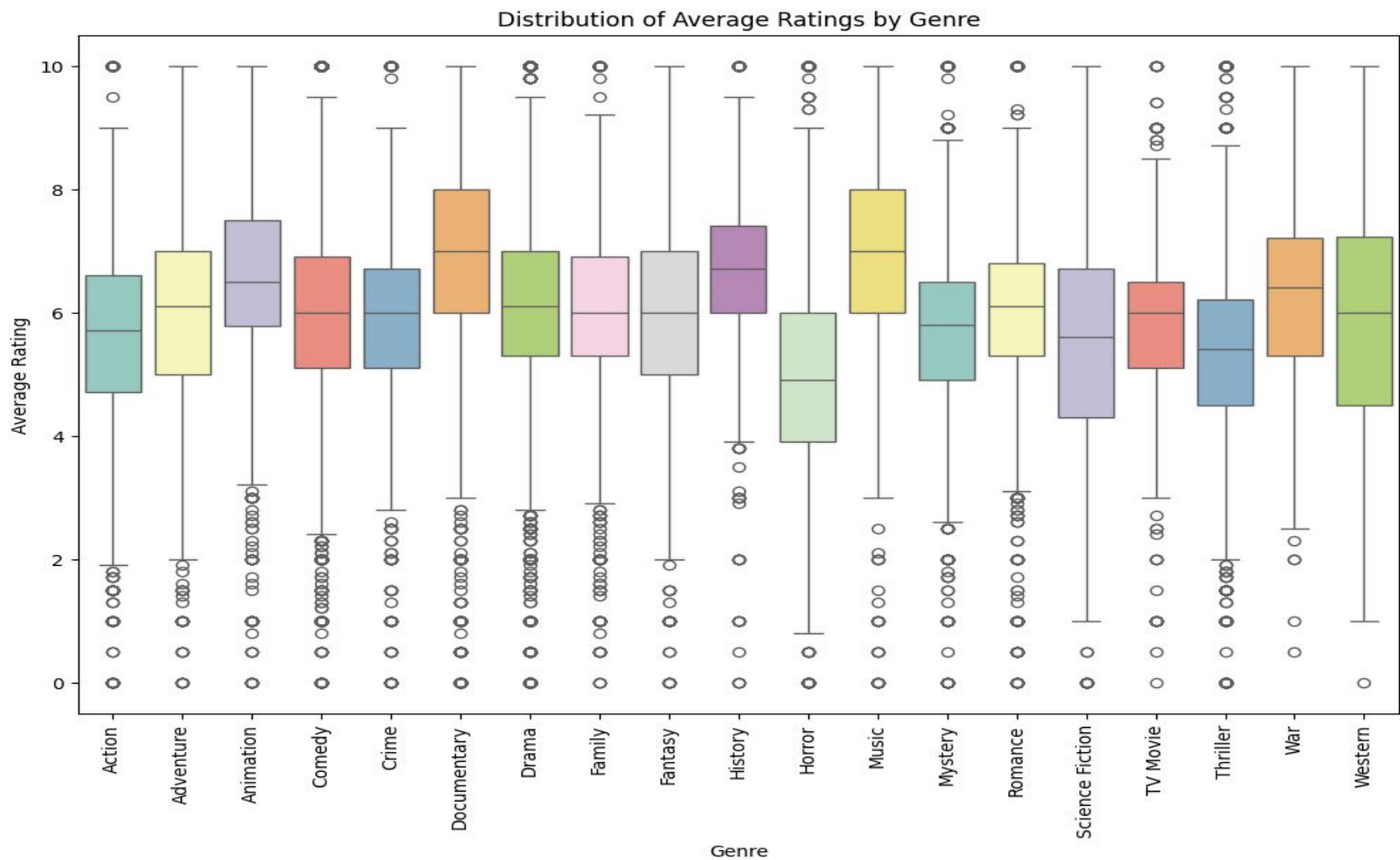
- The Box Office Mojo
- TheMovieDB
- The Numbers
- IMDB

Steps:

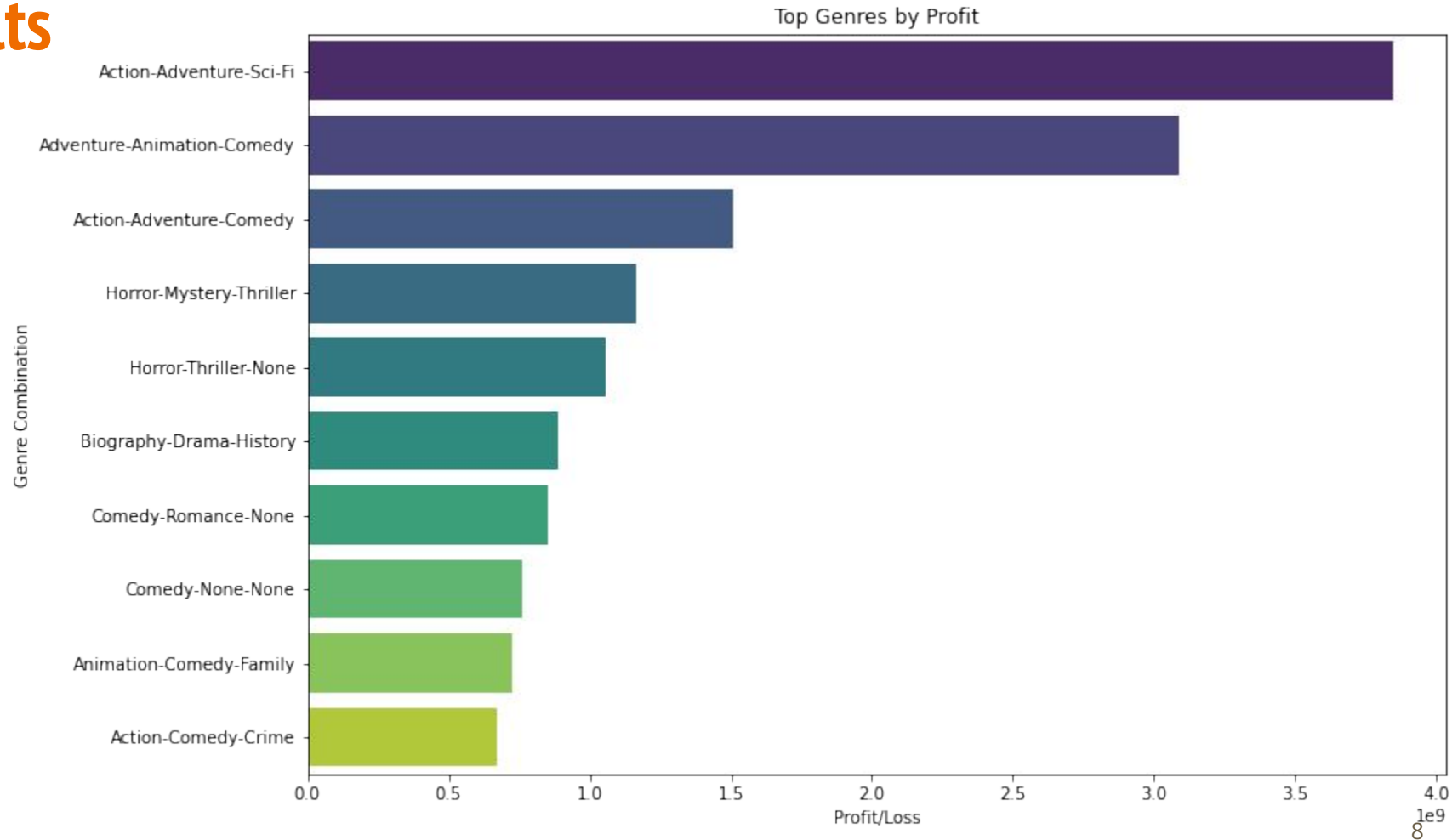
1. Cleaned the data
2. Assessed Average rating, popularity and profits by genres
3. Assessed Profit/popularity of Studios
4. Assessed Profits for Directors

Results

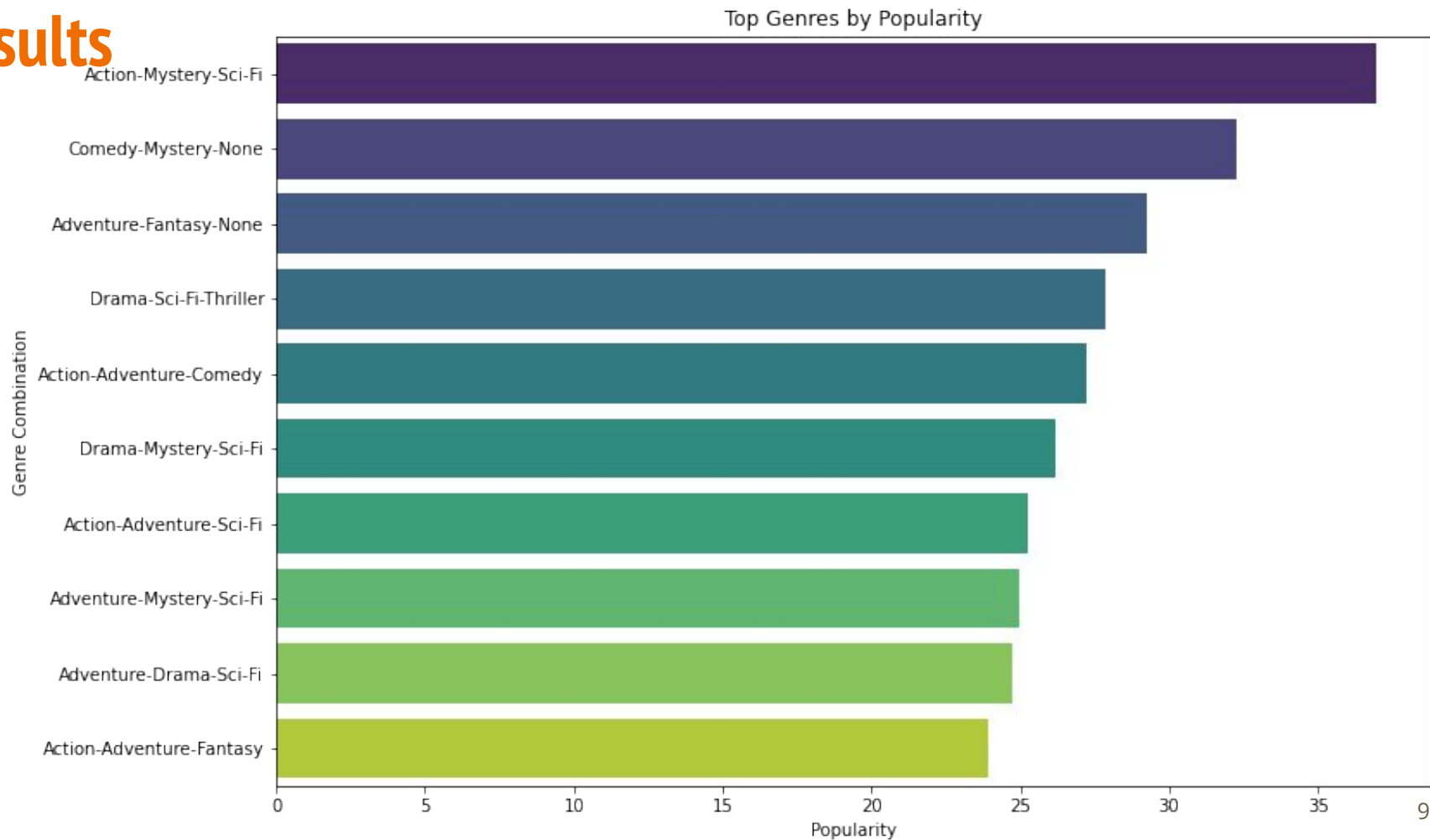




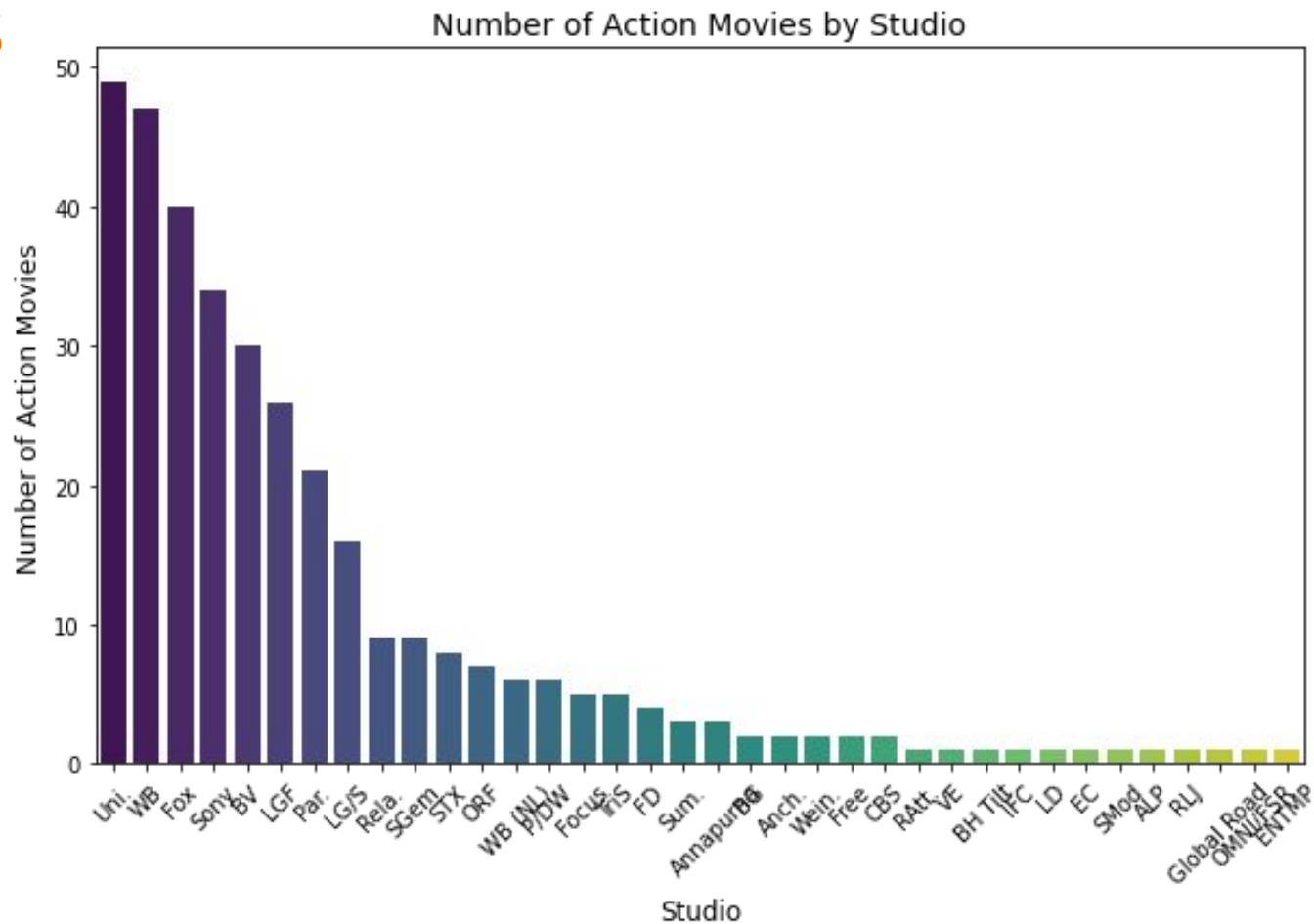
Results



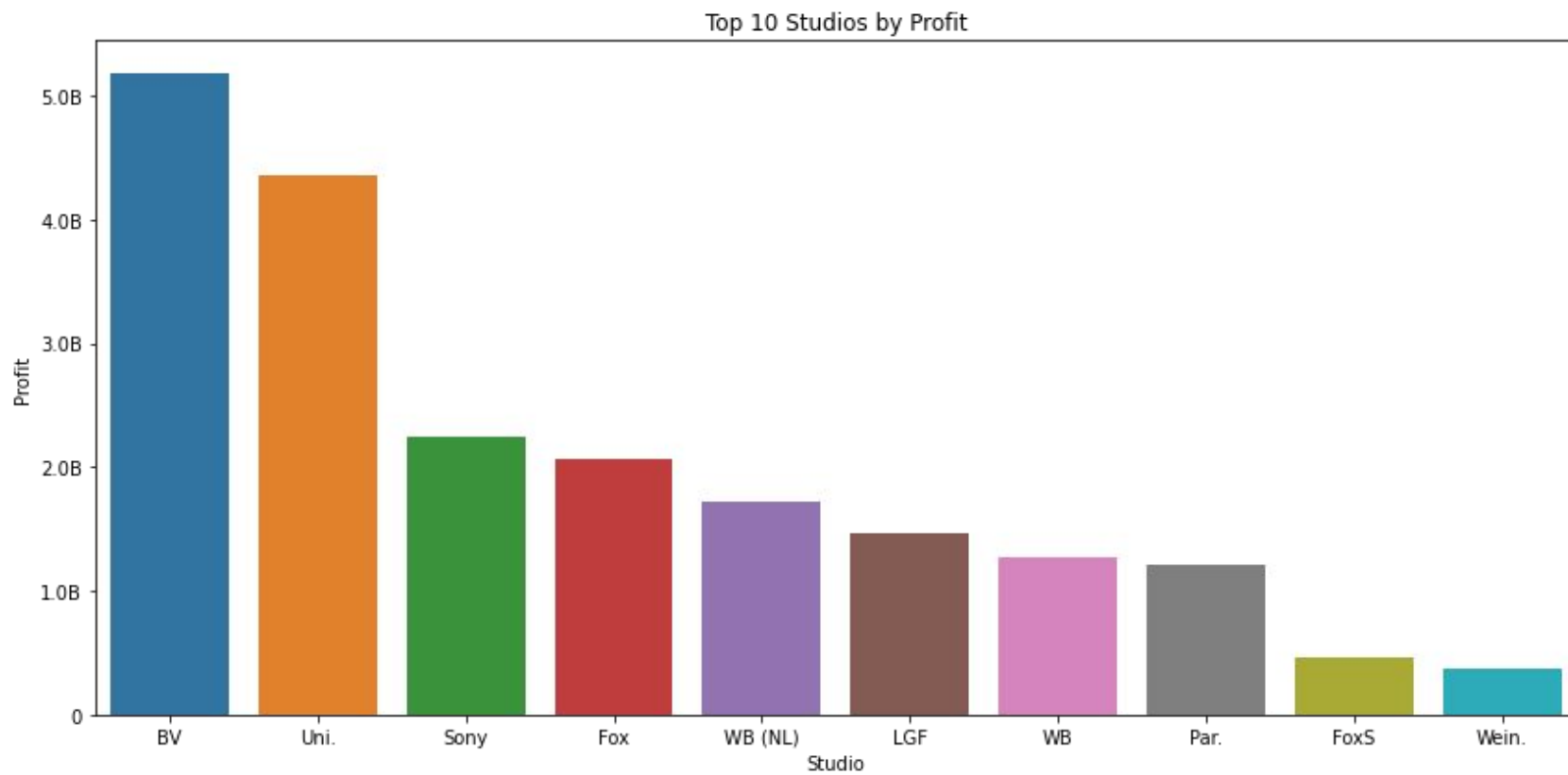
Results



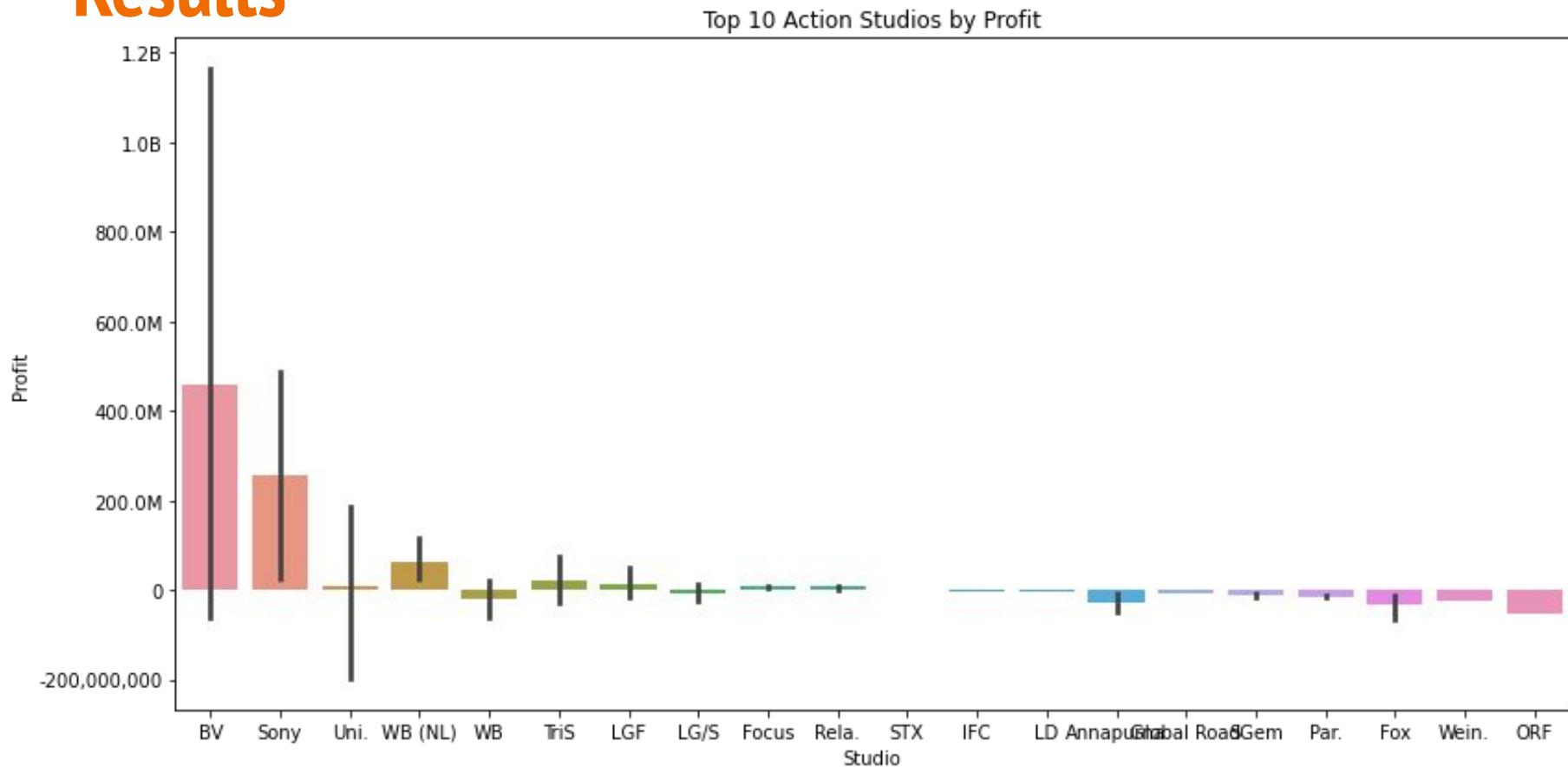
Results



Results

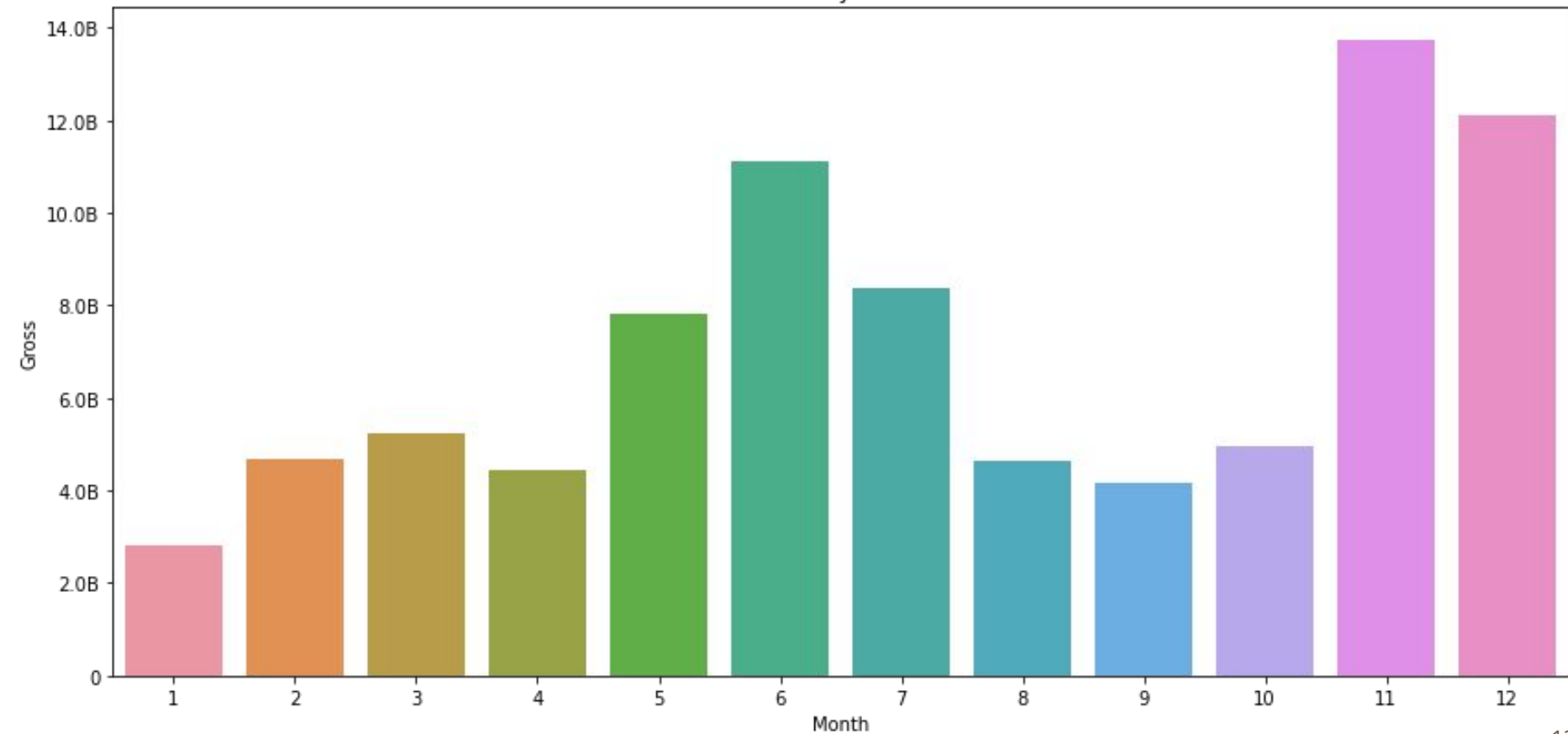


Results



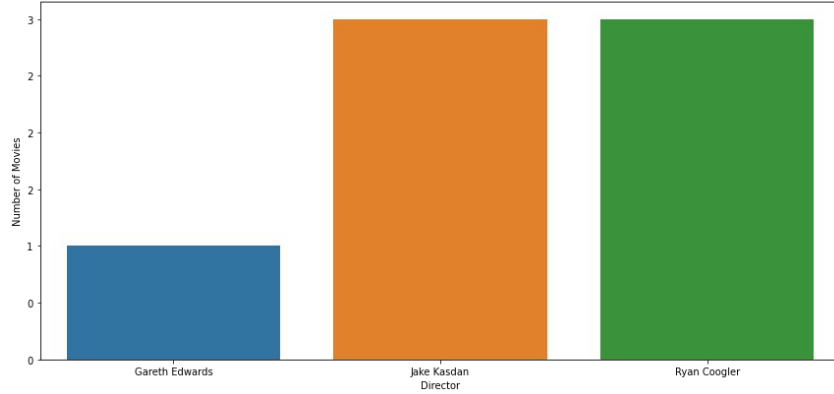
Results

Gross by Month

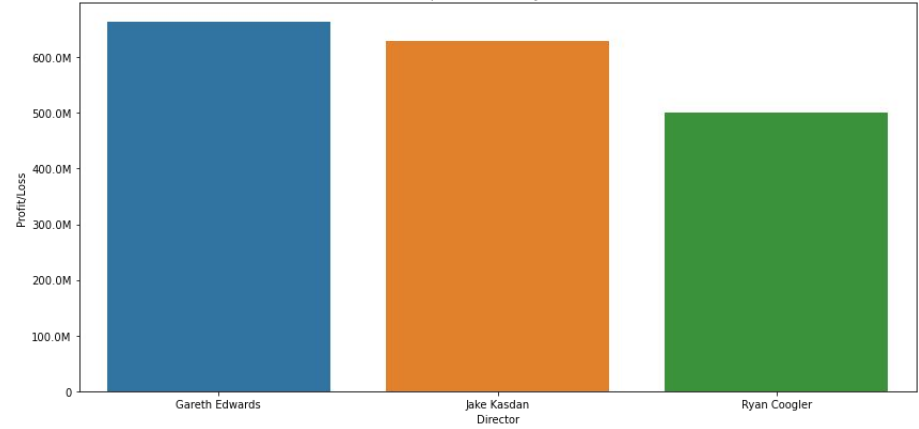


Results

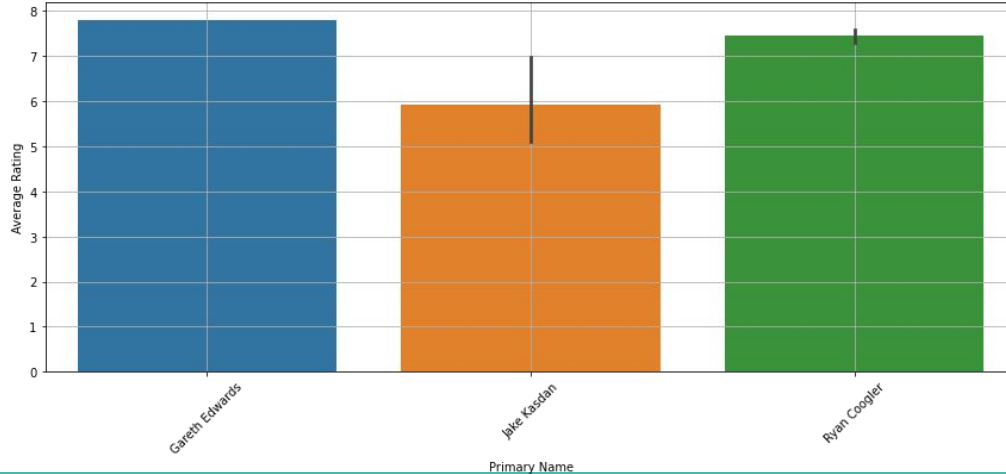
Director and Number of Movies



Top 10 Directors by Profit



Average Rating by Primary Name



Ryan Coogler:

- Black Panther & Creed
- Highest ranked based on number of movies created

Conclusions

After taking a look at all of the data, it seems apparent that the genres of film that are the most successful are:

- Primary: Action - best overall rating and popularity.
Highest Grossing/profits, Gross over number of years
- Secondary: Adventure - second most popular, total gross
- The Best Studio: BV (Walt Disney Motion Pictures)
 - Highest gross and profits
- Best Director - Ryan Coolidge
 - Produced top 3 highest rated movies
 - Black Panther
 - Creed
 - Fruitvale Station



Next Steps:

- Sequels - Sequels make an more money
- Dive into health and safety for our cast and team
- Timelines for movie productions

Contacts

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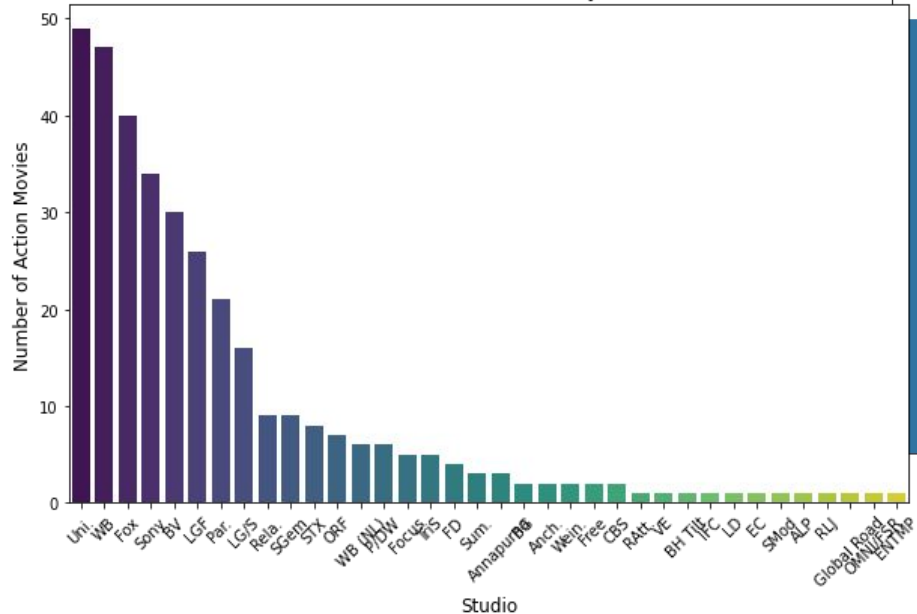
<https://www.linkedin.com/in/msilver/>

Thank you!

Questions!

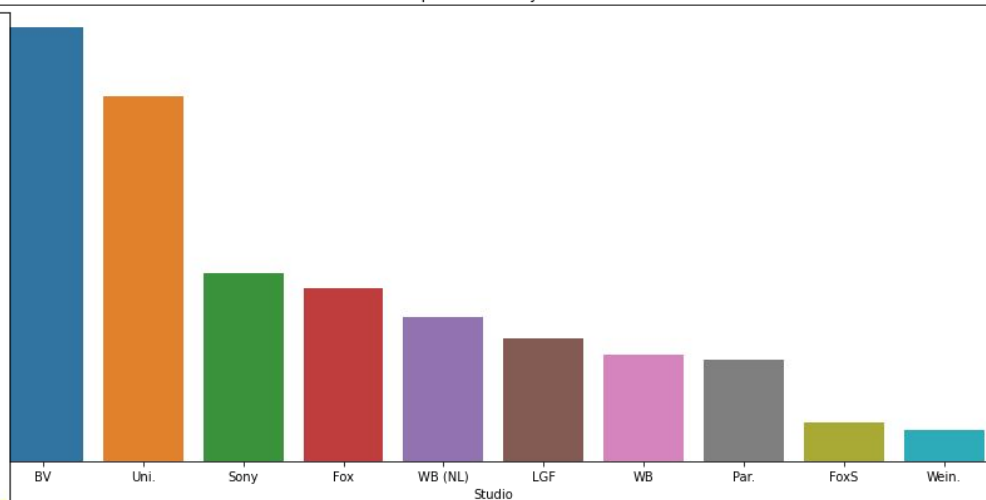
Results

Number of Action Movies by Studio



BV isn't the top action studio
They have about 30 films made in action genre

Top 10 Studios by Profit



BV is the most profitable by almost 1 billion USD