Module One Presentaion

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Goals

: Translate findings into actionable insight

What to expect ?

Which genres had the most likes?

Which genres had the least amount of dislikes?

Listing the brands with the most profit earnings , what type of movies do each produce?

Listing of the sum of global gains that each genre had per year.

Personnel Aspects

Key Players: Regarding Brands and Audiences

Which brands are earning the greatest profit in returns ?

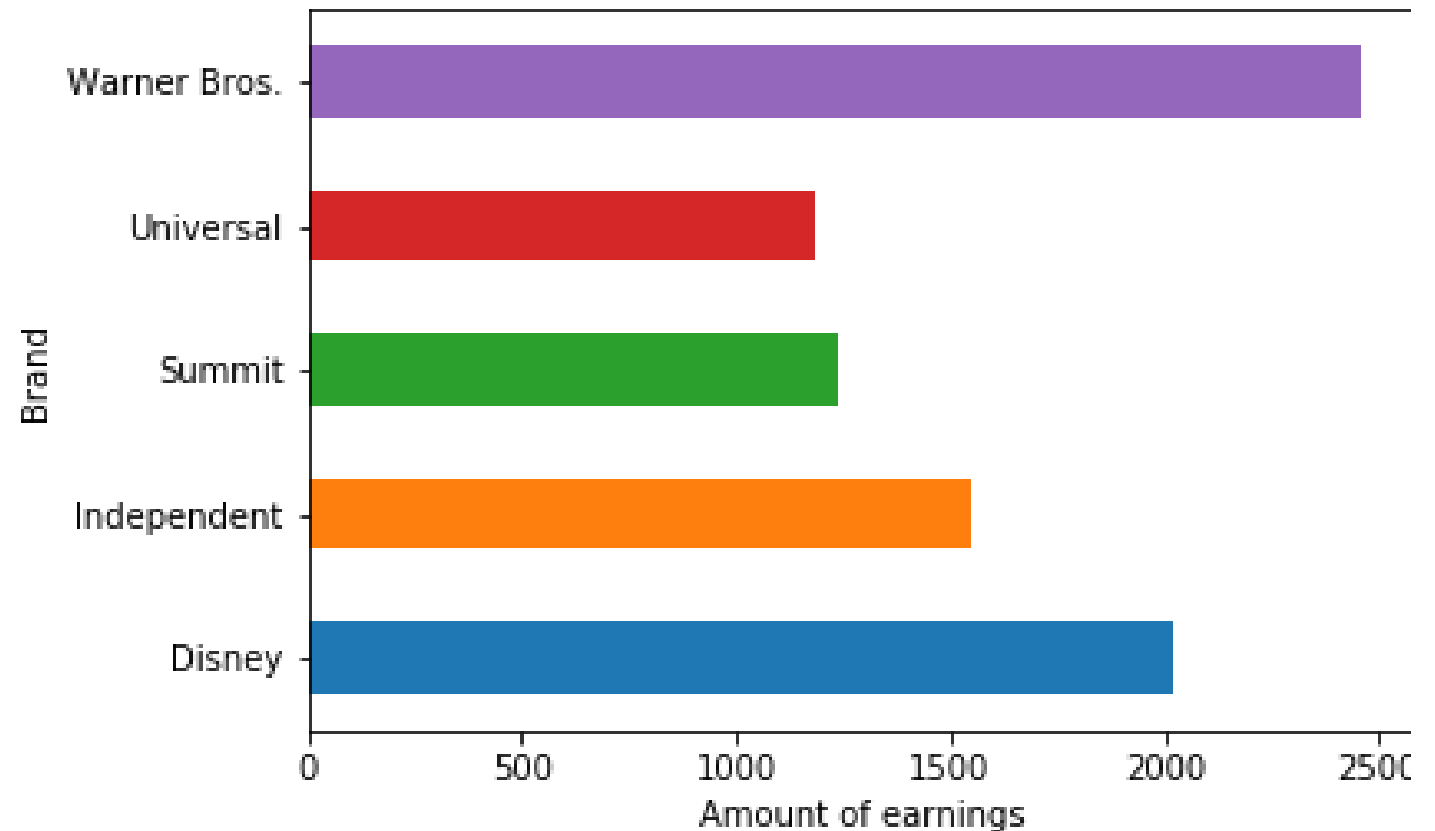Which brands are gaining the most internationally?

Influencial Factors such as like and dislikes

High Gainers

Warner Bros. Disney Independent also are the top 3 in global gains
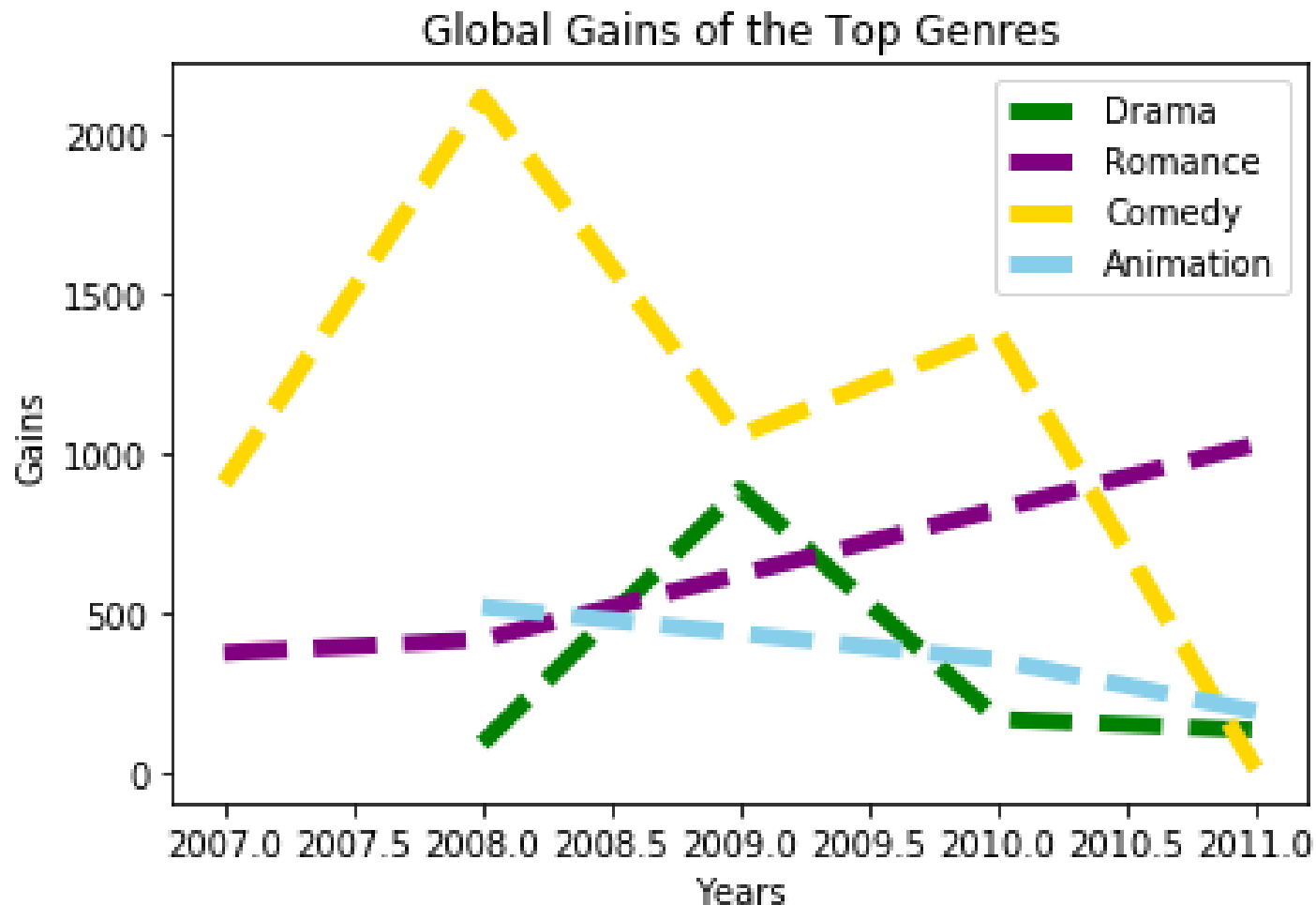
```
Winners.plot(kind = 'barh')
```

<matplotlib.axes._subplots.AxesSubplot at 0x7fc68c95cac8

Brand Gains

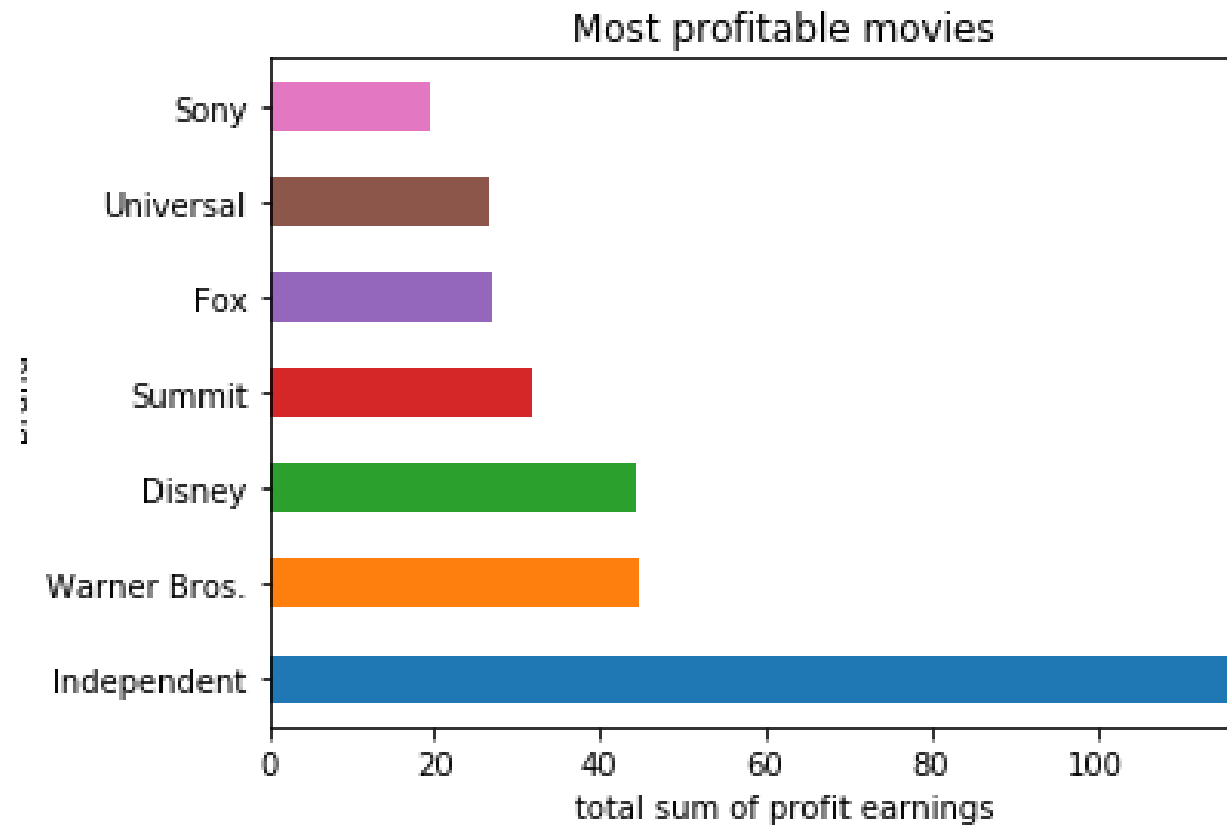**Brand gains over the years 2007 to 2011**

Comedy and Romance movies seem to be the most reliable

High Profit Brand

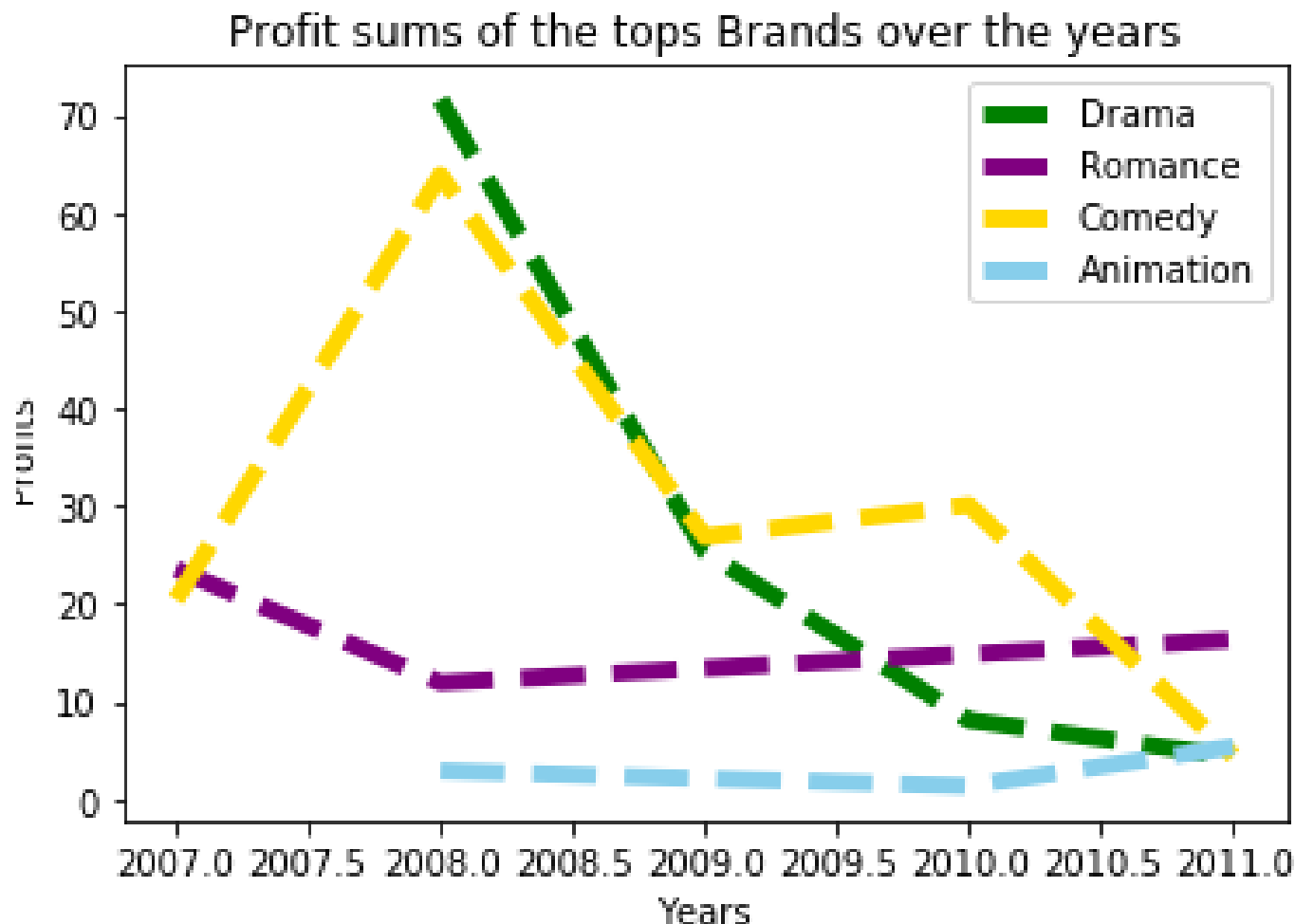Independent holds a majority share of profits with Warner Bros. And Disney

List of the most profitable mc
Independent', 'Warner Bros.', 'Disney', 'Summit', '
natplotlib.axes._subplots.AxesSubplot at 0x7fc68c5ba
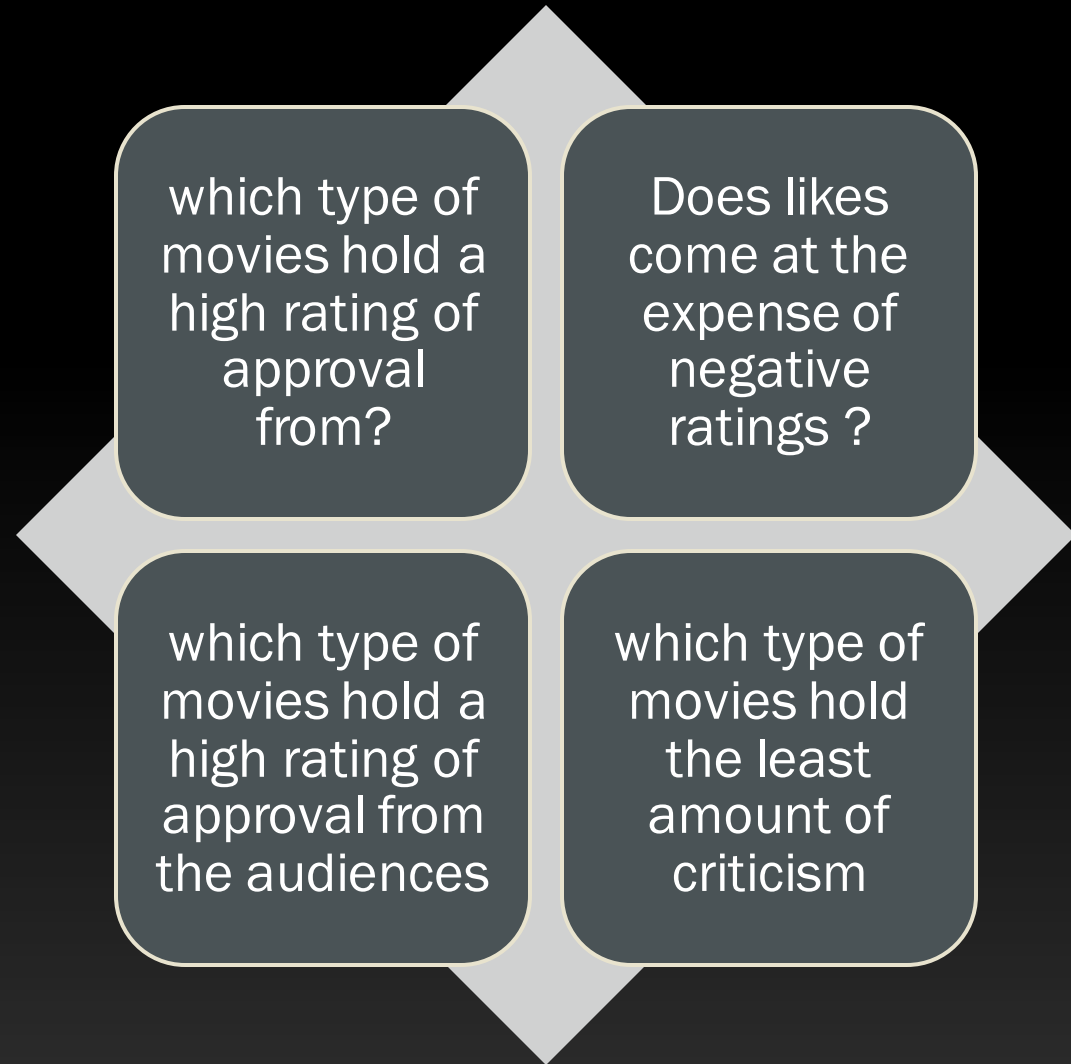
Brand Profits

Comedy movies usually increase after a slup while Romance films remain improve gradually

Profit sums of the tops Brands over the years

Rate of likes and dislikes

which type of movies hold a high rating of approval from?

Does likes come at the expense of negative ratings ?

which type of movies hold a high rating of approval from the audiences

which type of movies hold the least amount of criticism
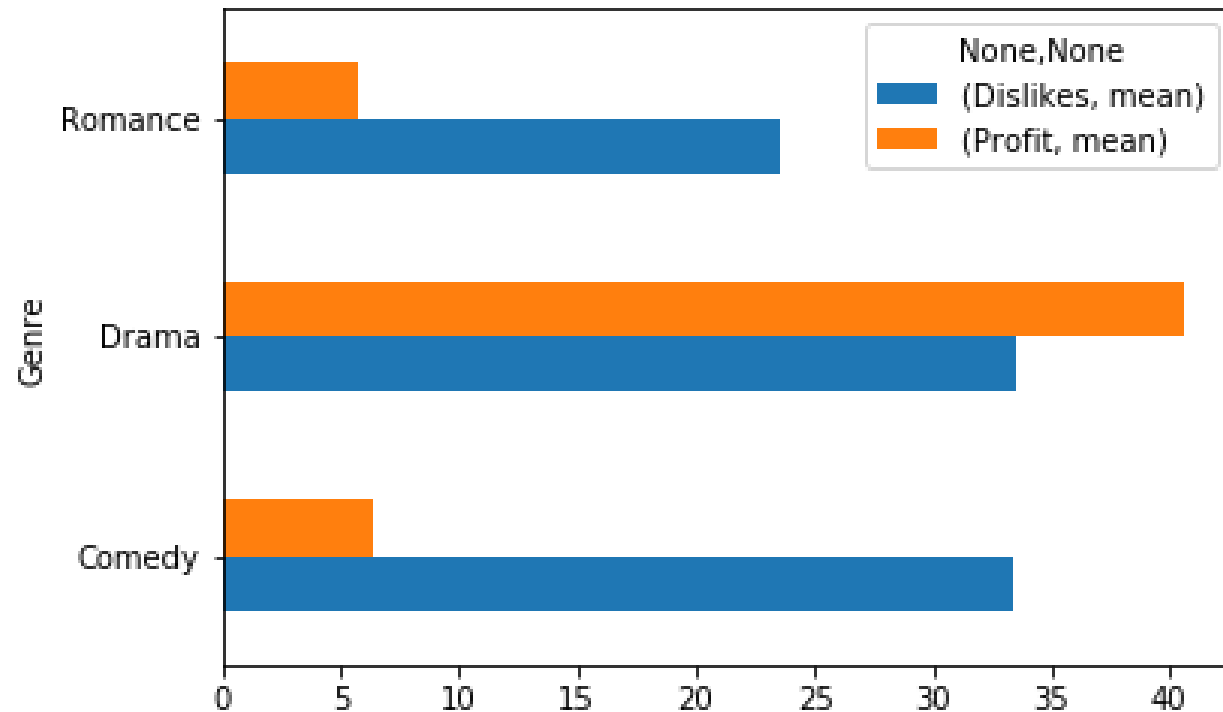
Profit/ Dislikes

Genres still gain a high profit despite a high rate of criticism

Averages Dislikes

Difference in dislikes is slightly marginal and not enough to make the argument that it has an effective on profits

```
Plate.set(title = 'Average Dislikes for the top 20 % movies compared to oth
            ylabel = 'Rate of Dislikes', xlabel = 'Groups')

Total movies that profited above the  75% percentile :  19
Average Dislikes for them :  49.578947368421055
Average Likes for them :  72.21052631578948
Amount of other films :  56
Average Rate of Dislikes for the others :  45.44642857142857
The differences in average dislikes of the highest profiting movies and oth
```
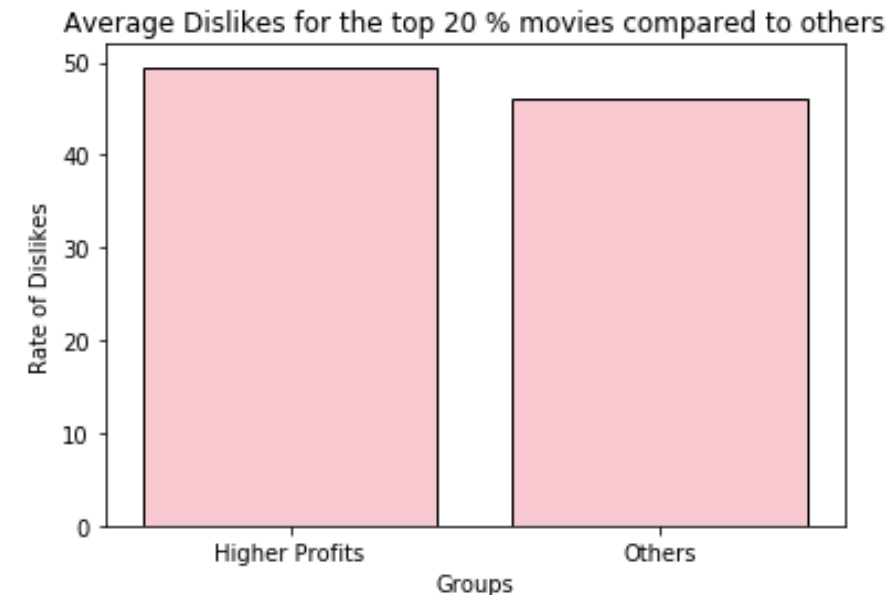
```
Out[279]: [Text(0, 0.5, 'Rate of Dislikes'),
 Text(0.5, 0, 'Groups'),
 Text(0.5, 1.0, 'Average Dislikes for the top 20 % movies compared to other
```


Average Dislikes for the top 20 % movies compared to others

Motives

I wanted to find out whether if a brand's rate of dislikes had an effect on the amount of profit that each earned. My conclusion was that it certainly did not and the difference among high profiting films and others average rating of dislikes were less than 5 points from each other and presented no correlation.
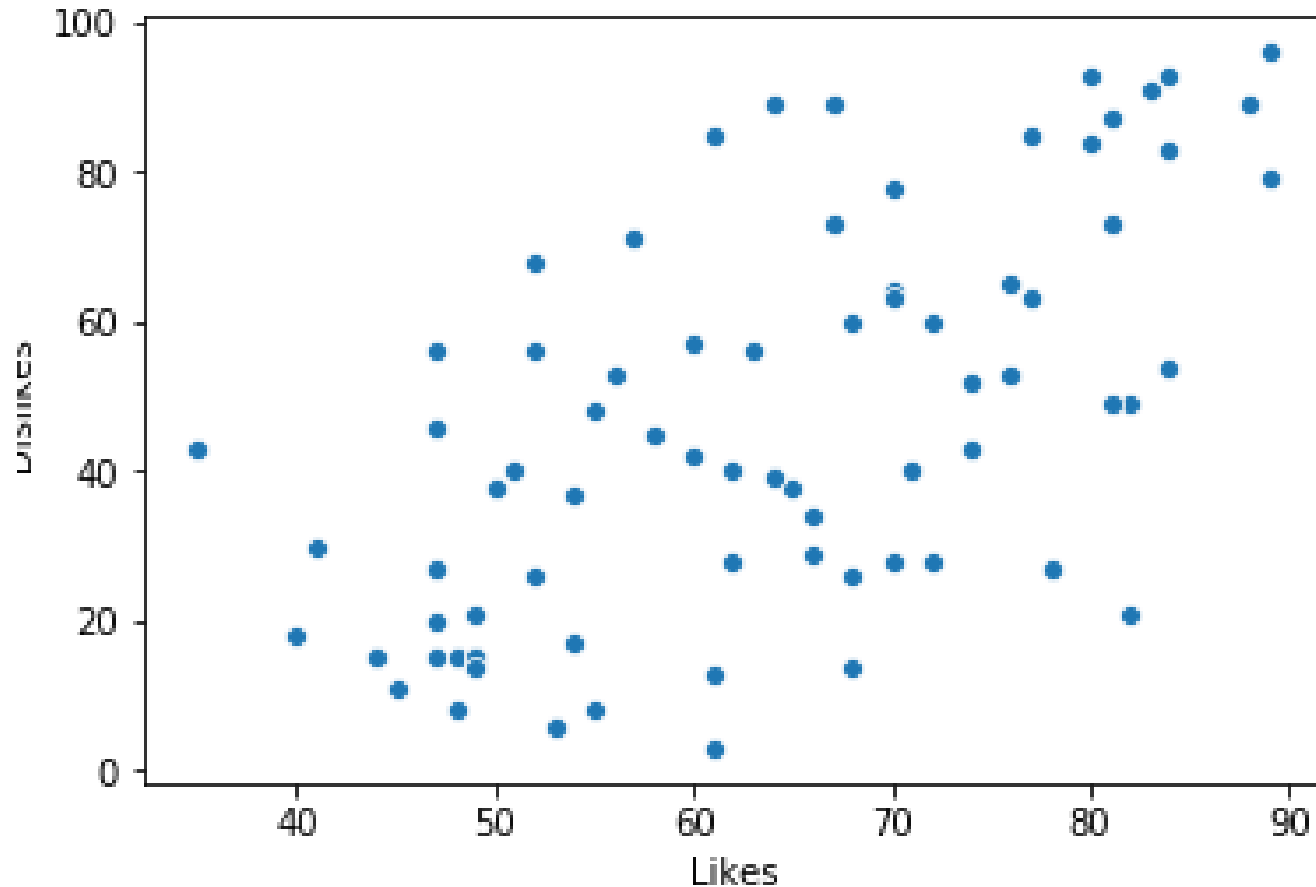
Likes vs Dislikes

High number of likes come at the expense of a large number of criticisims

```
e Weinstein Company'])
```

Average Likes Overall :   63.72
Average Dislikes Overall :   46.4933333333333
Average amount of dislikes and likes per brand

Out[281]:

	Dislikes	Likes
	mean	mean
Brand		
Disney	65.285714	71.857143
Independent	45.473684	62.684211
Summit	39.200000	73.200000
Universal	59.000000	64.571429
Warner Bros.	35.071429	58.071429

Likes / Dislikes Diff

The top brands display likes and dislikes near the overall means with only two falling out of the 10 point marks

Future Endeavors

Since we've accomplished the goals of finding out which specific brands and actors the next steps would be to conduct competitive analysis and target these brands in particular in each specific genre

Why? These brands have experience and hold a large amount of market share;