

FILMS TO CREATE




Microsoft

by James Mbeti

OVERVIEW

- Everyone loves a good movie! From animated classics to franchise action movies, movies appeal to many different groups of people and offer wonderful escapes from reality.
- We therefore want to figure out what exactly makes a movie a “success”, through analysis so that we can narrow down to some common factors in successful movies.
- This will in turn be of key value in making strategic decisions for our studio regarding production and financing.

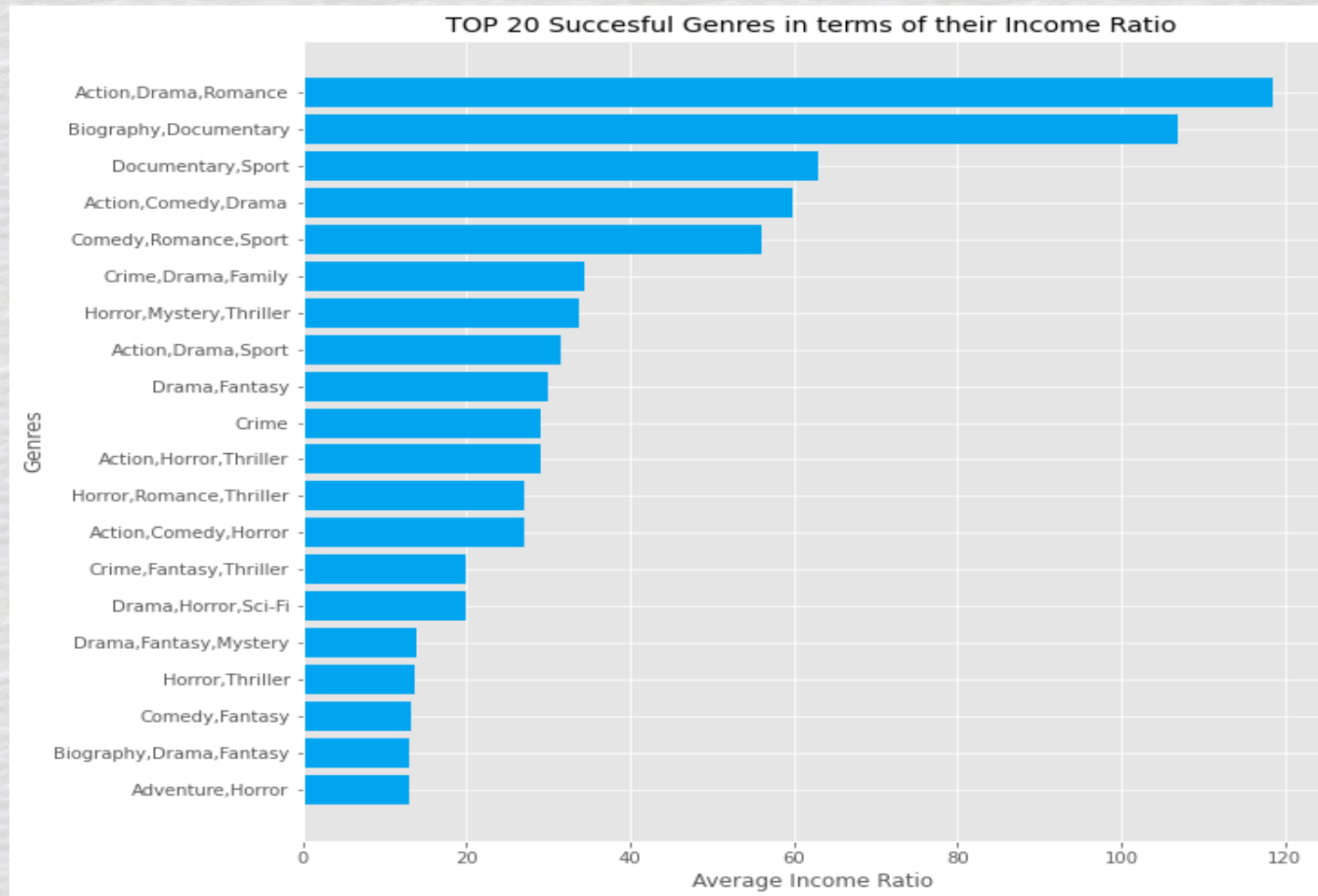
The Optimal Genres?

- All this movies getting produced comprise of different genres ranging from action, comedy, drama,etc, just to name a few.
- But what genres make a movie successful 
- The Analysis we'll find out the best performing genres to inform our decisions on the films to create.

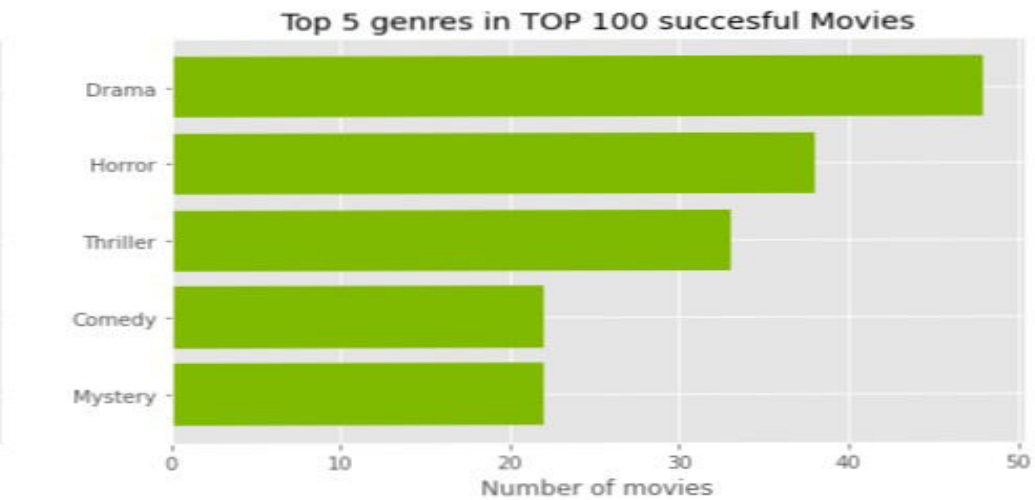
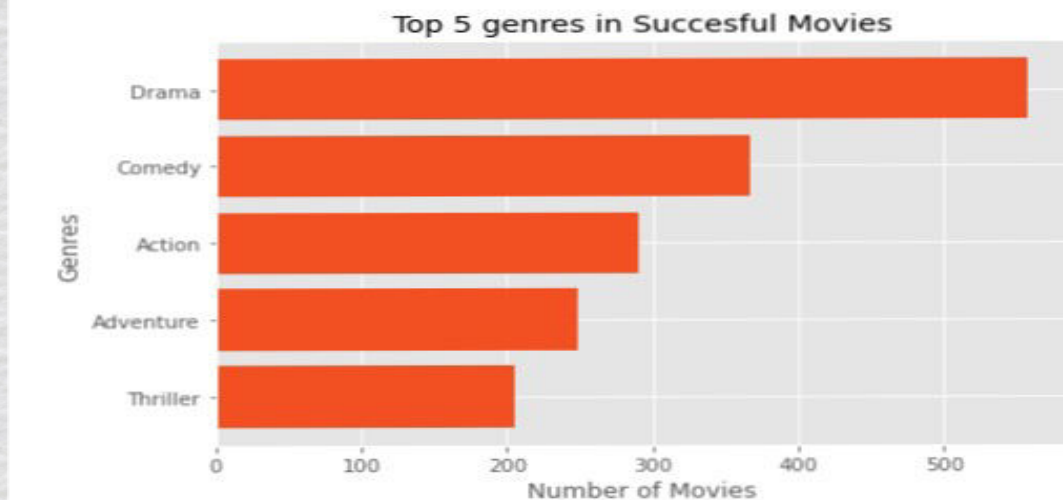
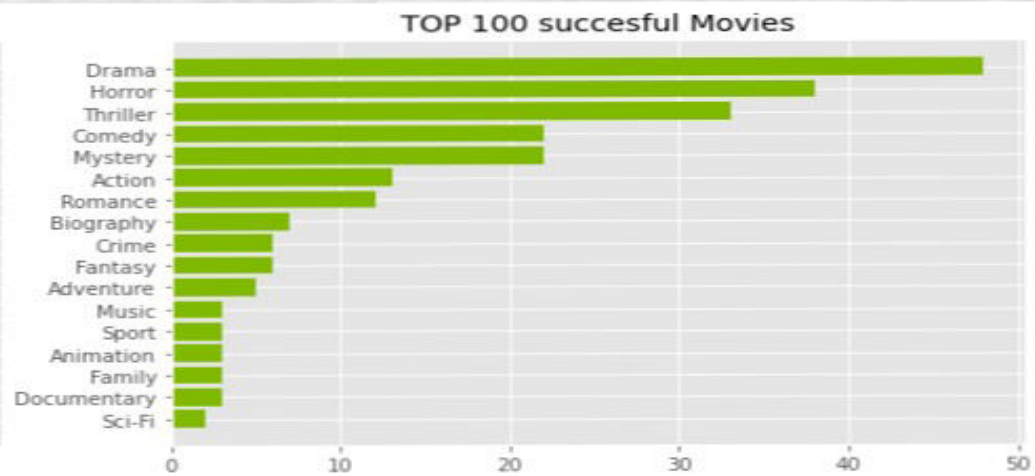
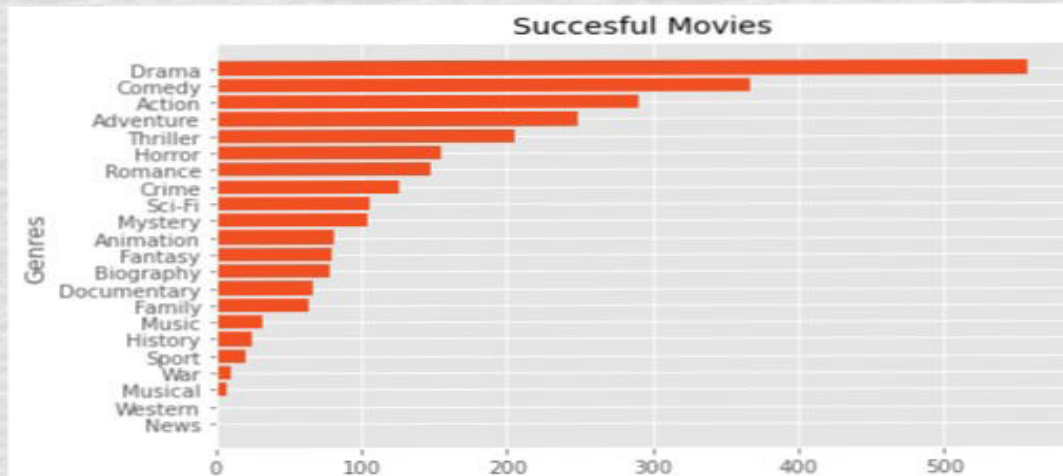
DATA ANALYSIS

- I will be performing an analysis on over 2,500 movies.
- The data includes different information concerning the movies collected from different sites ranging from the production budget, genres, average rating, etc.
- In this analysis I will define success in financial terms basing the success of a movie on whether it made twice or more as much money as the budget.
- We will find out what successful movies have in common through graphic representations done through the use of software python.

- x This shows the TOP 20 most successful genres (combined) in terms of the Income ratio with the highest being **Action, Drama and Romance**:

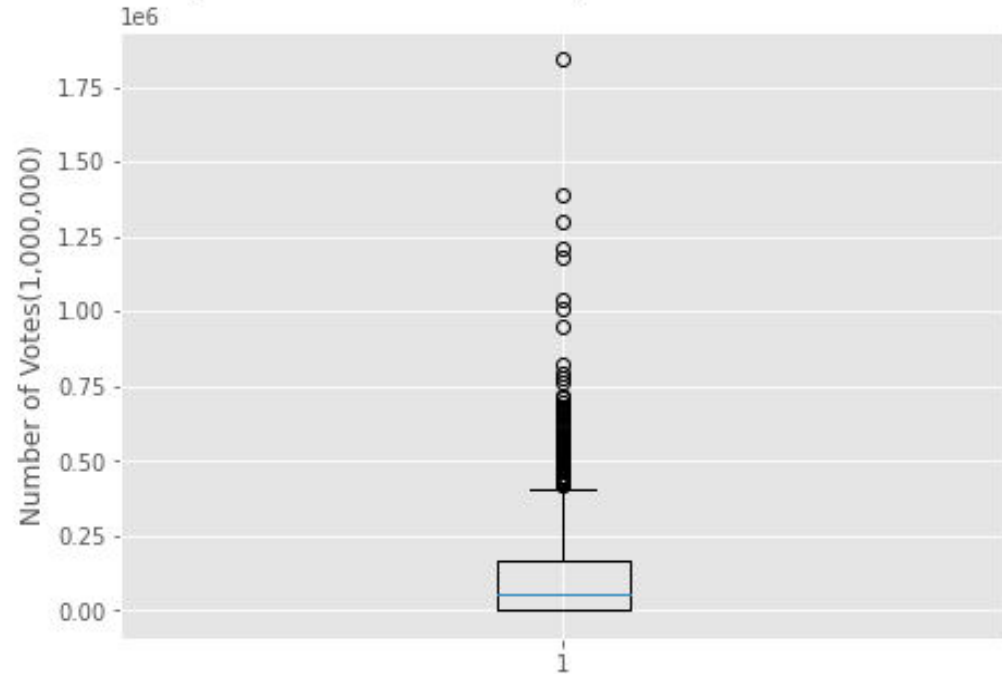
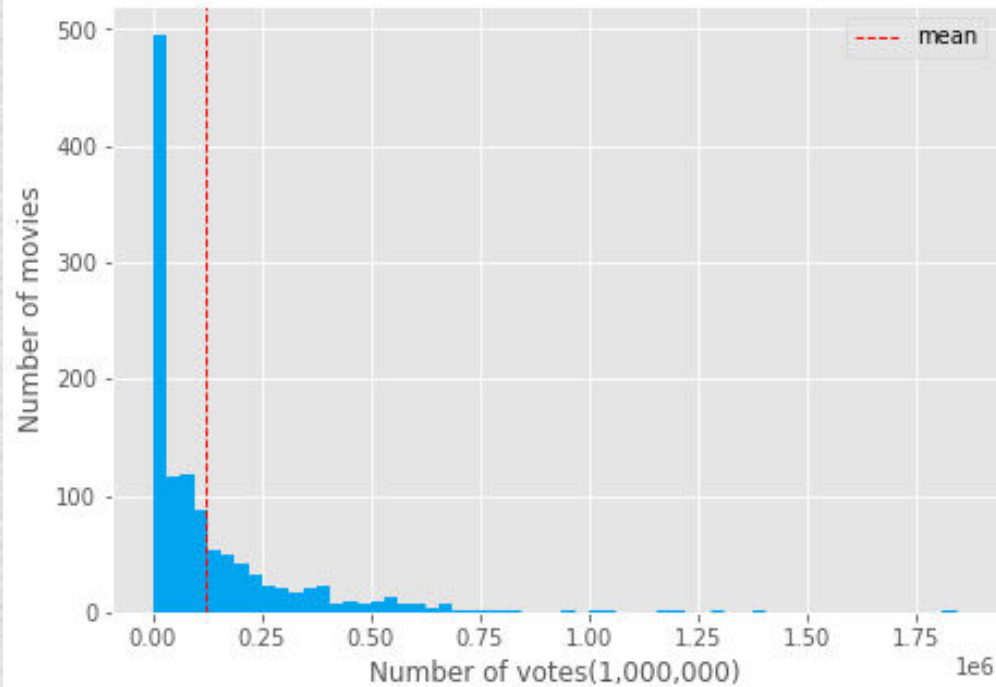


- × Genres; Drama, Comedy and Thriller are the most specific common genres in all successful movies and also in the Top 100. **Drama** being the **most** common.

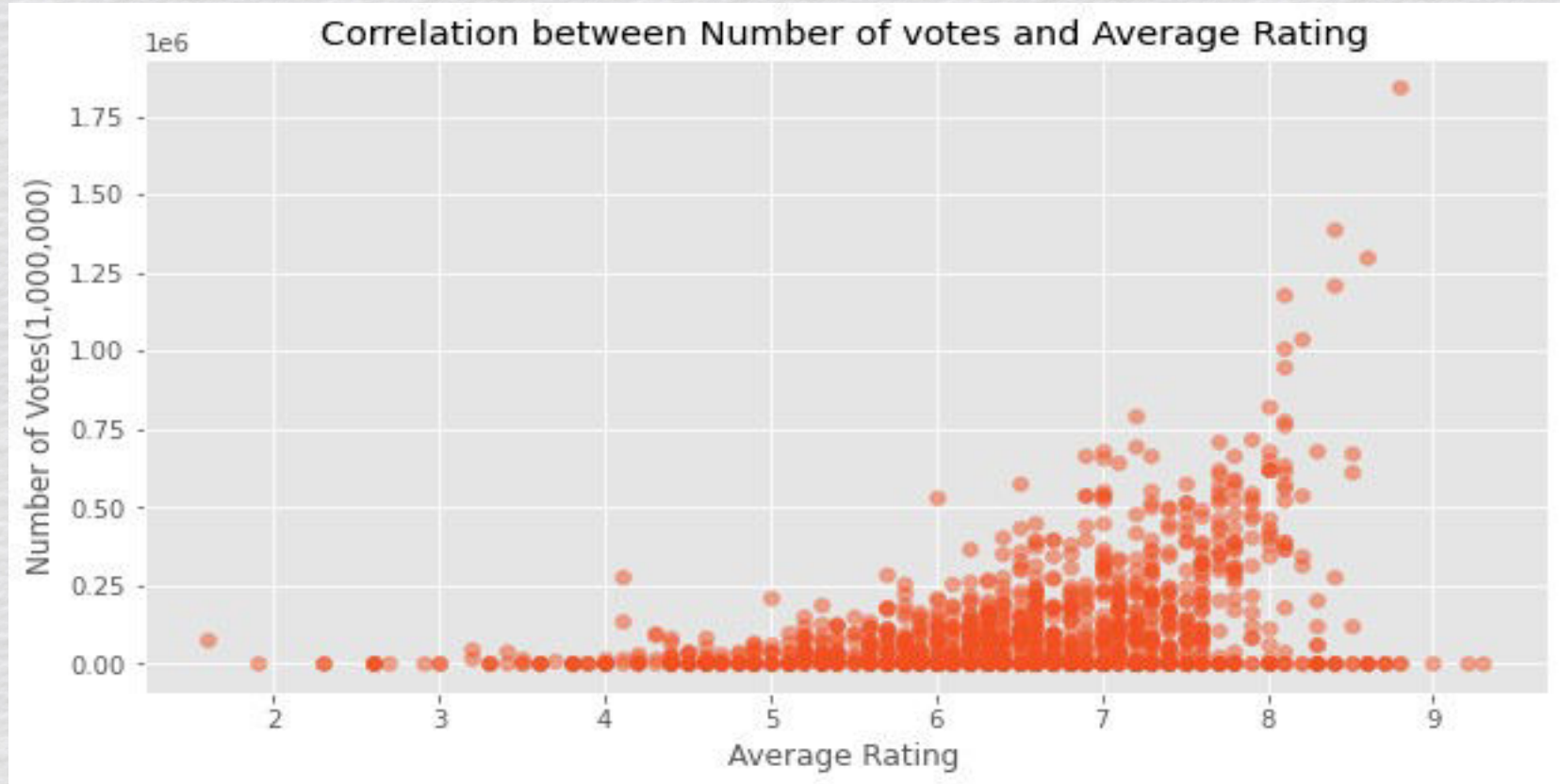


- ✗ Majority of successful movies have less than 100,000 votes with the average number votes being 123,205 votes.
- ✗ This shows that there is no standard number of votes required for a movie's average rating.

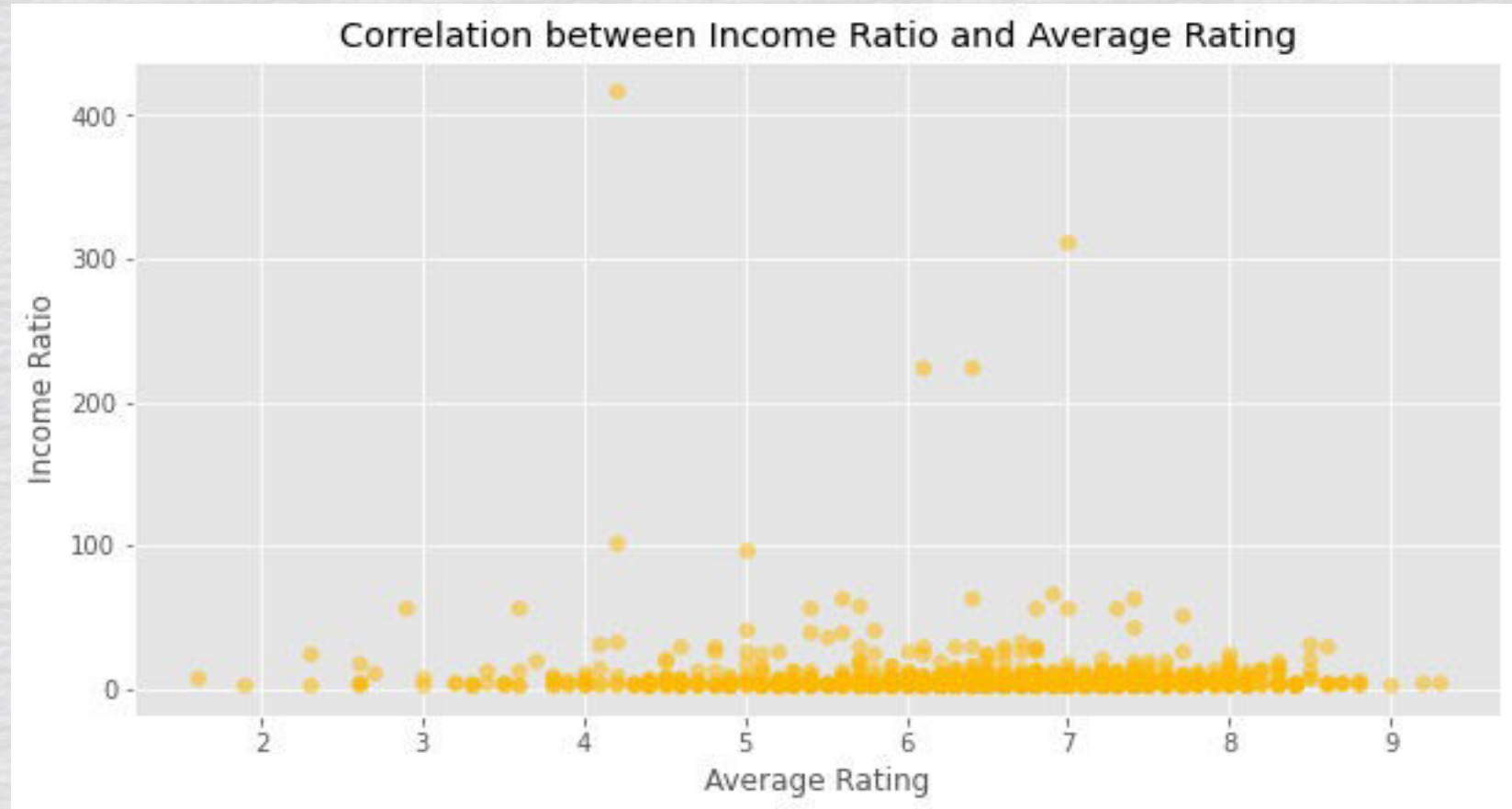
Distribution of the Number of Votes(succesful movies)



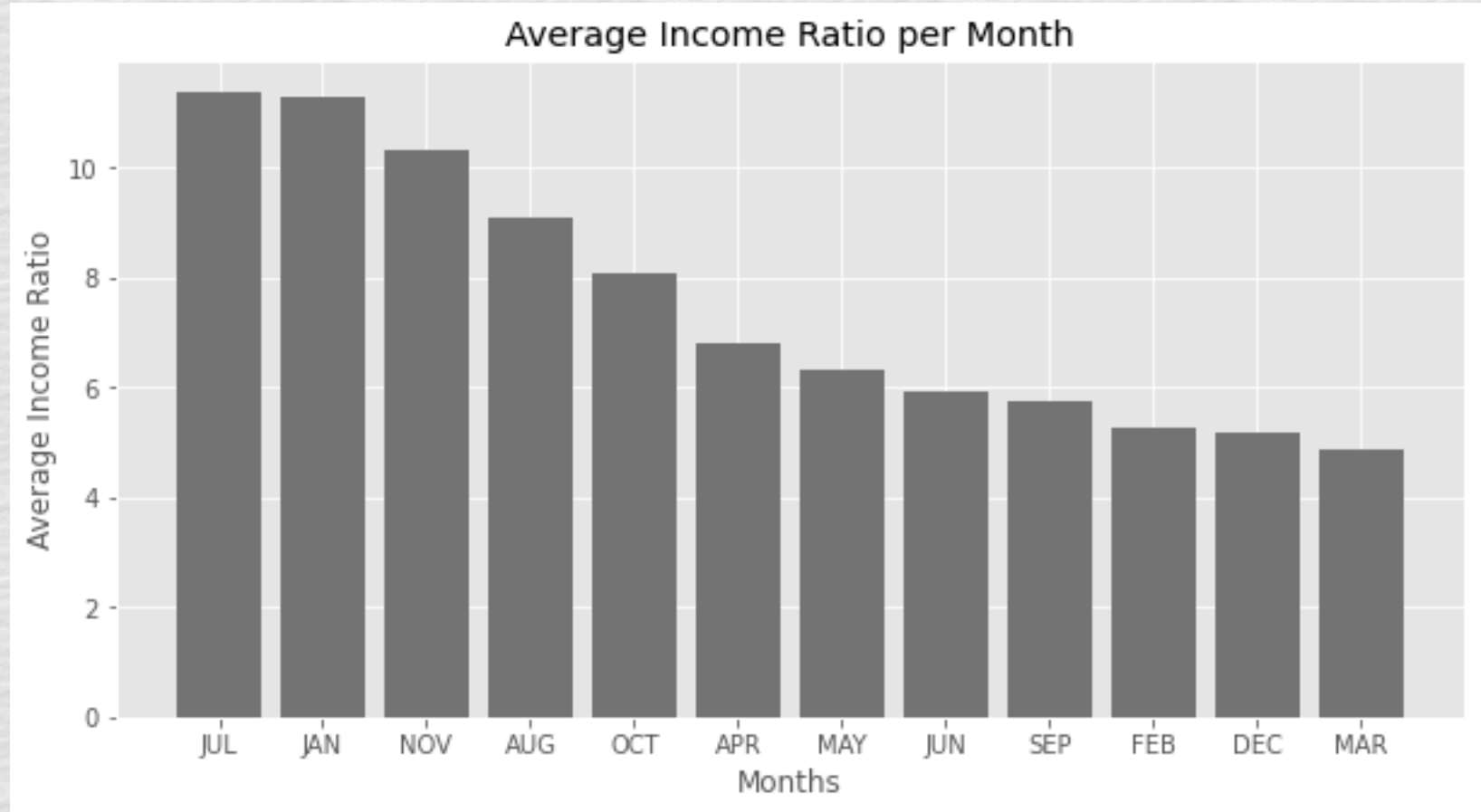
- ✗ Analysis found a low positive correlation between the number of votes and average rating.
- ✗ No standard required number of votes but also we notice that a higher number of votes tend to have a slight effect on a high average rating.



- ✗ The average rating has no correlation to income ratio.
- ✗ Meaning that average rating doesn't affect the success of a movie in terms of the income generated.

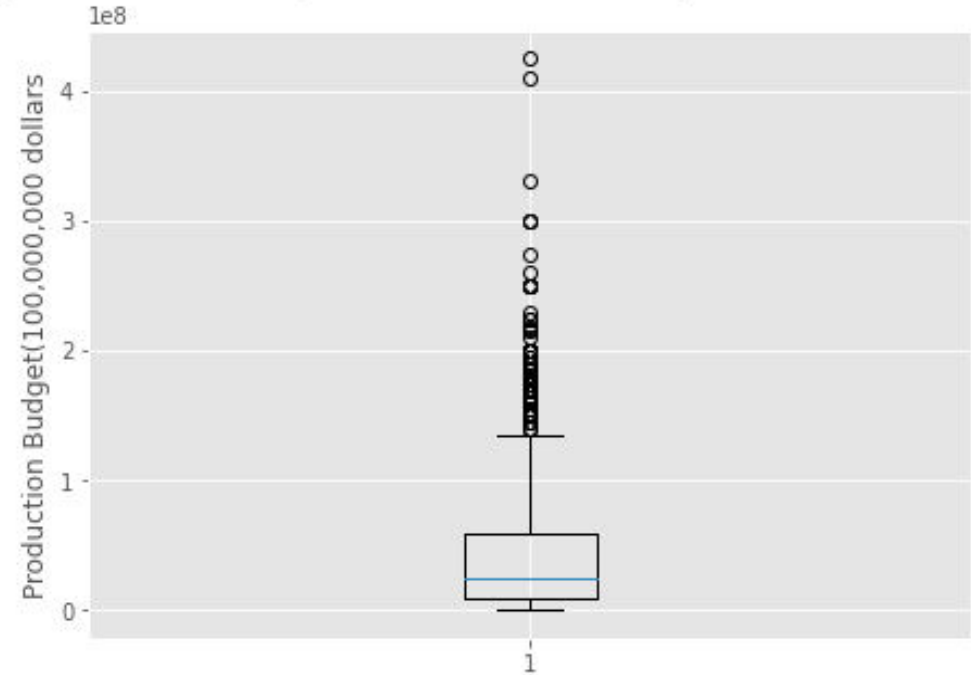
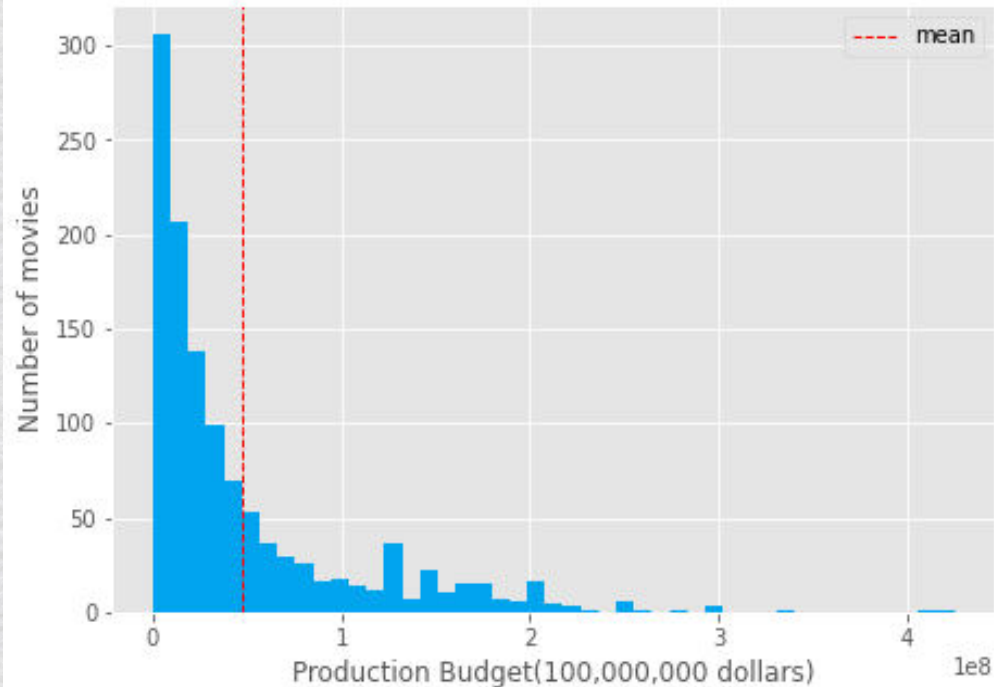


- × From the analysis we find out that the best months to release a movie considering the average income ratio are **July, January** and **November**

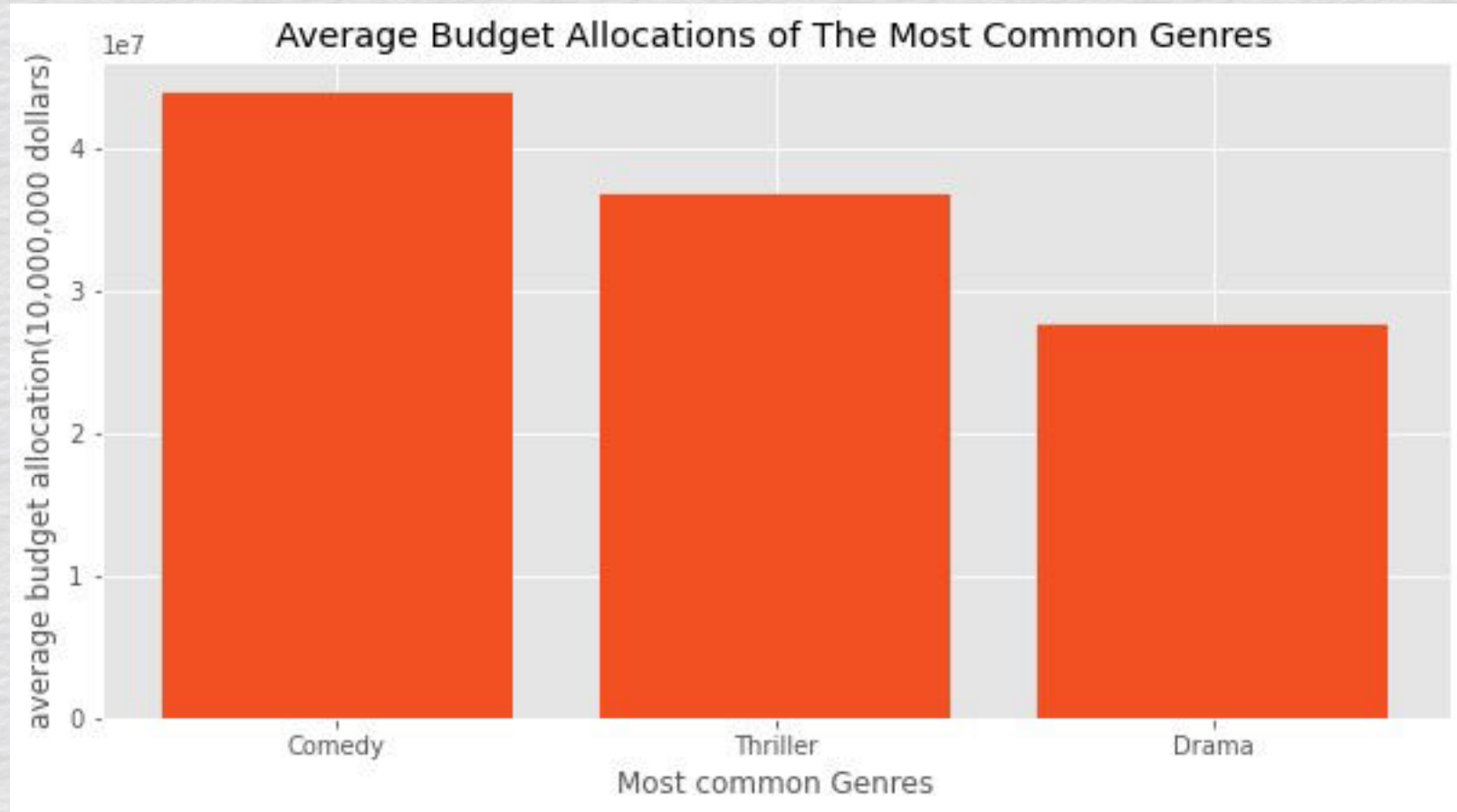


- × Average spending for a successful movie is around \$47,300,000 which we see is due to some movies with budget allocations of over \$100,000,000 hence pulling the mean upwards
- × Most successful movies have less than \$30,000,000 budget allocations.

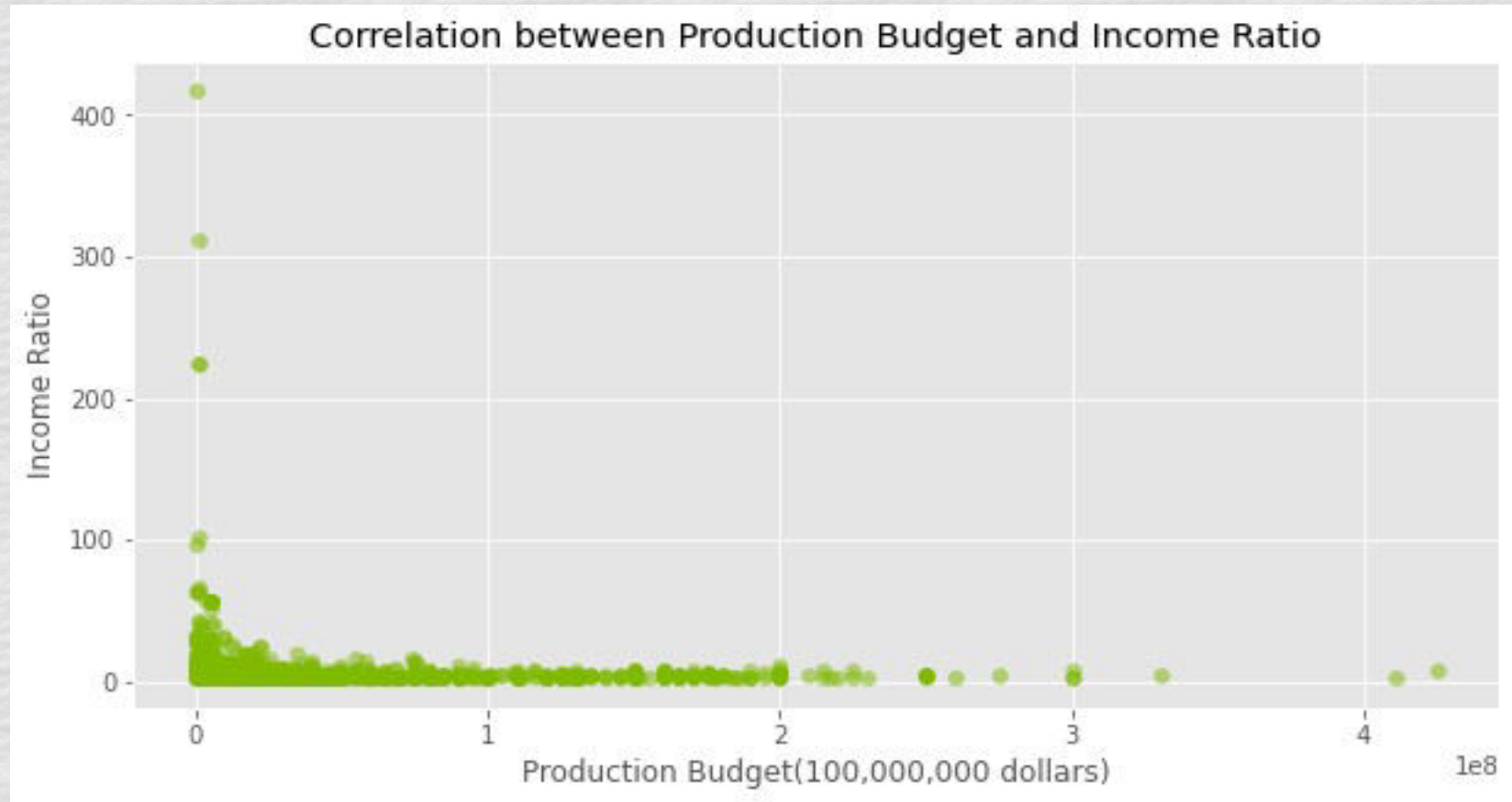
Distribution of the Production Budget Allocation(succesful movies)



- From the average budget allocations of the most common genres we can see that comedy is the most expensive to produce whereas Drama is cheaper to produce.



- × Production budget has a low negative correlation with the income ratio.
- × This means a slight inverse relationship and therefore the more the production budget the lesser the income ratio.



RECOMMENDATIONS



With the findings I highly recommend three film genres which include: **DRAMA**, **THRILLER** and **COMEDY** which appeared to be the most common genres in successful movies. **DRAMA** with the highest priority as it is **cheaper** to produce and has a **high income** ratio.

- Overall the genre combination: (*Action, Drama, Romance*) topped with being the highest in terms of income ratio.
- There are still other genres *Action, adventure, horror, mystery* which also did well and could also be worth taking note of.
- It's also worth noting that genres (*Biography, Documentary*) and (*Documentary, Sport*) aren't that common but they were among the best in terms of income ratio



The success of a movie also highly depends on the **release month**. I'd also want to recommend three months which proved best in terms of the income generated. They include: **JULY**, **JANUARY** and **NOVEMBER** with **JULY** having the highest income ratio.



I would recommend a **budget allocation within 24 million dollars** which proved to be a good allocation for a successful movie considering the inverse relationship between the budget and the income ratio.

NEXT STEPS

- Further analysis on factors causing a high budget allocation on comedies and if this factors have an impact on the success of a movie.
- A model to predict the income to be generated by a movie.

QUESTIONS



THANK YOU !

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