Conclusions From Graphs Marcus

Chart, histogram

Description automatically generated

This graph shows us all the genres average income for each genre after averaging all movies in the data frame we have. So, from 2015-2020. This graph suggests that family movies would give the highest average gross income. So, it would suggest that making a family genre movie would give you a high income. The next best genres to make a movie judging from this table would be action and animation films. It also suggests that music and thriller genre movies produce less gross income on average.

Graphical user interface, text, application

Description automatically generatedGraphical user interface, application

Description automatically generated with medium confidence

However, when we look at the number of films in each genre then over the 20-year time period we have we notice that we have very few movies in some genres. Thus, it is hard to make a prediction with any confidence about these genres with the limited data we have on them. Which is why I eliminated movies with under a certain number of movies that being 50. Then I display the new table to show the genres which have enough data to make some accurate predictions.

Notice are top average earner is the family genre is no longer in the table so I can not suggest making a family movie as while it had highest average it doesn’t have enough data to support that conclusion. Also are lowest two earning genres thriller and music are no longer in the table. So, it isn’t certain that they would all be low average earners but it is still not advisable to go for them.

Chart

Description automatically generated

Now displaying the new graph, we can see that our two top average earning genres with enough data to support that these averages are accurate are the Action and Animation genre. So, if you make a movie with that as the main genre then on average you will get a higher gross income. We can see that Crime is our lowest average earner so it’s probably best not to make a movie with that as the main genre. However, the other genres aren’t much better except for our two top earners and the adventure genre.

Chart, scatter chart

Description automatically generated

Examining the animation genre over the most recent five years in the data 2015-2020 and plotting its gross income on the y axis while date is on the x axis we get the above graph. As you can see the graph has an even distribution with no peaks or troths. Which suggests that the animation movie genre is a stable earner and isn’t losing or gaining in popularity. Thus, it is more likely to make a consistent amount and from previous we know that animation has a high average earning thus it would be a good choice make movie with animation as the main genre.

Chart, scatter chart

Description automatically generated

Analysing our next highest earning genre over the past five years we see that it two has a consistent spread no matter what the year is meaning it too is a consistent earning genre. However, there are a few more points at the lower end of the gross income which makes it a bit riskier than the animation genre. However, it does have a higher on average income though I would say half of the movies in the last five year are fairly low earners.

Chart, line chart, scatter chart

Description automatically generated

Looking at the movie gross income against year we see that each year is fairly steady income wise however 2020 has few movies and they are low earners which may be due to pandemic.

Chart, bar chart

Description automatically generated

Now this is analysing films with main genre of animation between 2015-2020 while looking at the average gross income depending on what the sub genres are. Looking at this we can see that animation movies which have action, crime as their sub genres do terribly compared to the rest and make very little on average so it would not be advisable to make animation movie with those sub genres. It would also have brought down the values on our previous graphs. Looking at this I can recommend making an animation film with the sub genres adventure, family as that on average makes a lot. The other three bars in this graph also have some decent averages at least compared to the lowest and it wouldn’t be terrible to make an animation movie with those sub genres.

In conclusion making animation movie with the sub genres of adventure, family as the genre is the overall highest earning genre and the adventure, family are the two highest earning sub genres in our highest earning genre. In fact, looking at the previous graph of average gross income by genre we see that the highest three sub genres in this graph have a higher average gross income than the overall average for the entire genre in the previous graph looking at main genre only. So, action, adventure would be good to make as well as adventure, comedy. Looking at comedy family it is pretty much the game as average of the genre as a whole so overall would also be an okay choice.

Chart, histogram

Description automatically generated

Looking at the action genre and its sub genres for the past five years and their average gross income gives us the table above. Looking at this we see that Adventure, Sci fi sub-genre combo gives us the highest average gross income. In fact, looking at it and comparing it to previous tables we see that it is much higher than the average for the whole genre or even the animation genre. Which suggests it is a great combination choice to make a movie and that there are many sub-genre combinations that are pulling down the average and we can see that is true by looking at the graph above. In fact, many sub genres are underperforming in this genre compared to the average for the genre as a whole. For example, sub-genre horror, thriller or comedy drama or mystery sci-fi and would be poor choices to choose for making a movie.

Besides the highest average earning sub-genre of adventure, sci-fi the next three highest bars in this chart are also higher than the overall genre average. Meaning the next three highest would also be a good choice for this genre. So sub-genre of adventure, comedy would still be a good earning movie to make on average. Sub-genre of drama sci-fi is fairly close to the average of the genre as a whole so would be ok movie to make.

Chart, histogram

Description automatically generated

Now we look at the average for all movies and their sub-genres for the past five years to see if there are any other surprises with genres with lower averages overall having a genre sub-genre which performs much higher than the overall average. We see that the Biography with the sub-genres drama, musical makes a much more on average than what would be suggested by its overall gross income for the genre. Drama with sub horror, sci-fi does much better than the average for its genre. So, both would be good choice for making movies in those genres. We also see several genre sub-genre combinations that don’t perform well like Drama with sub fantasy, Romance.

Chart, scatter chart

Description automatically generated

Now looking at something now to do with the genres. This is a graph of budget compared to gross income of the movie. As you can see there is a correlation between a budget and income with the higher the budget the higher the gross income is. However, this relationship is truer for lower budget movies meaning that you can predict the gross income a movie will make the lower the budget is. So, if you want to play it safe you make a lower budget movie however if you go for a higher budget movie there is much more of a chance that your movie will make much more or less than predicted by the line. Which means higher budget movies can have a greater payoff but are much more risky.