

# Movie Project

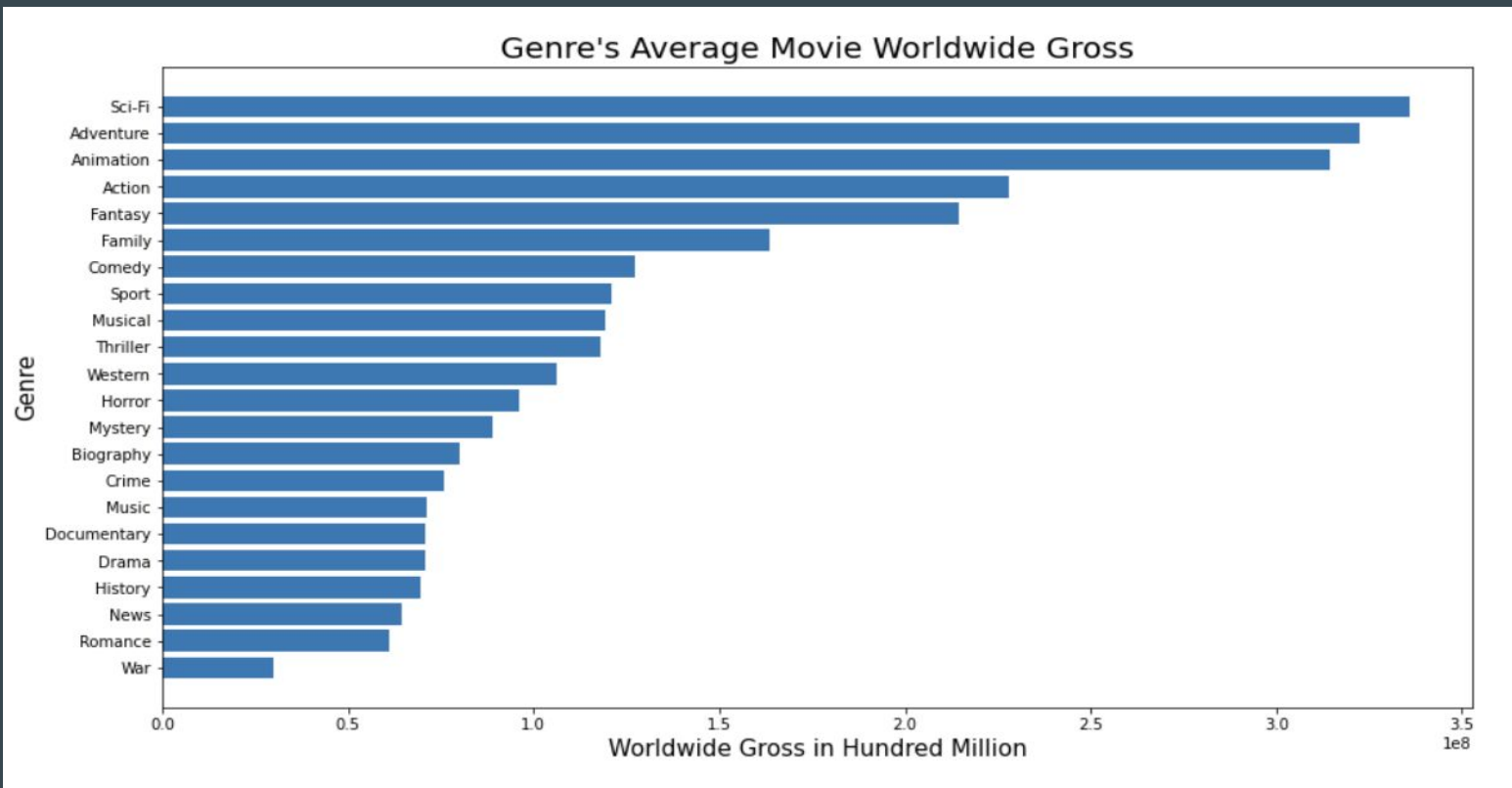
Lauren Petrillo

# Overview

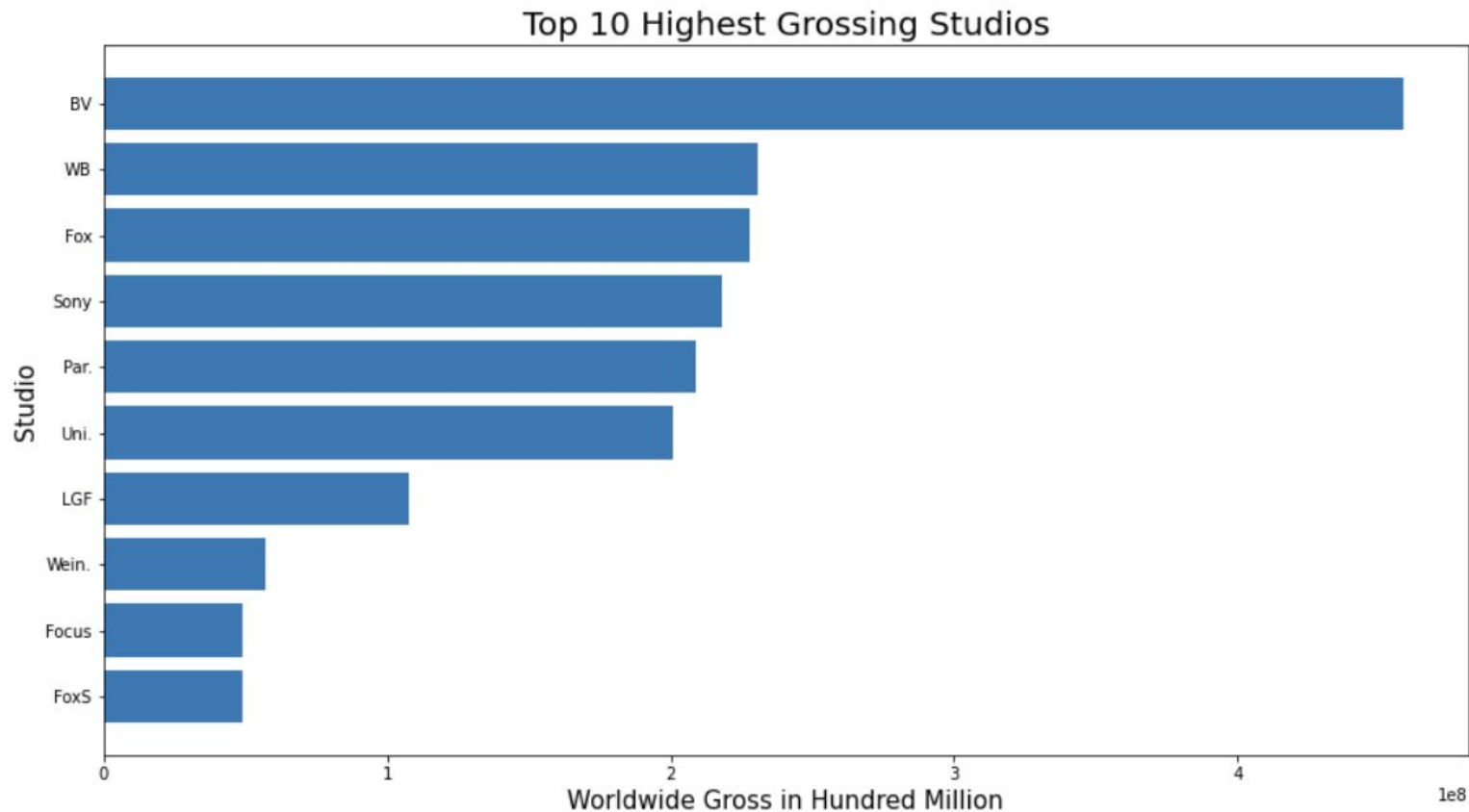
Exploring three areas to see what generates gross income:

- Genre
- Movie Studios
- Directors

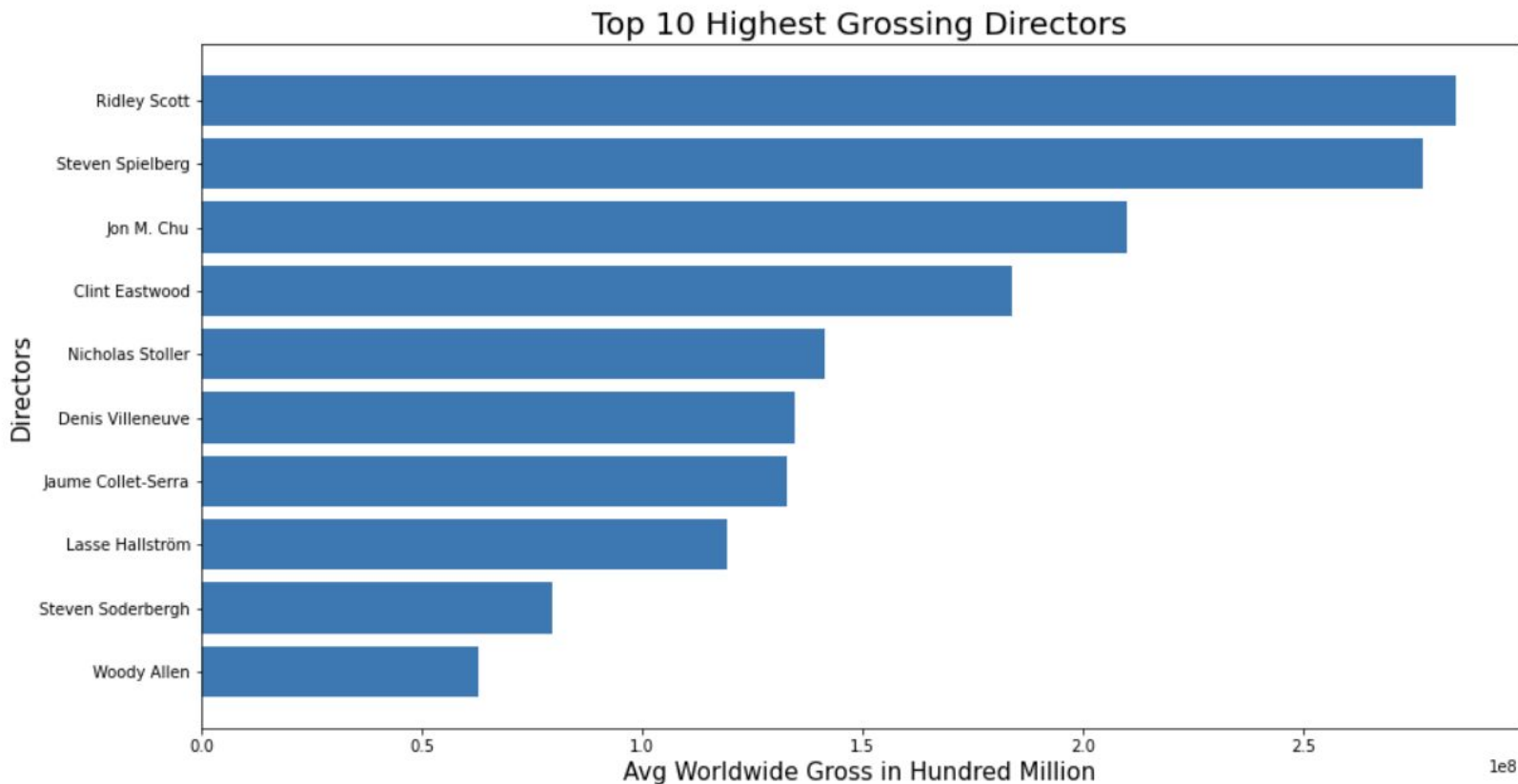
# Highest Grossing Movie Genres



# Highest Grossing Studios



# Highest Grossing Directors



# Recommendations

- Focus on genres such as Sci-Fi, Adventure, and Animation as they produce the most revenue
- Focus on the top movie studios BV, WB, and Fox
  - *Target things such as their strategy to get televisions rights, videos-on-demand, streaming services etc.*
  - *Who is their target audience? Study behavior/trends of consumers*
- Hire popular directors--it can lead to higher revenue for movies

# Next Steps

Features to Explore:

- Movie Budget
- ROI
- Time the movie is released
- Target Audience

# Thank You!

**Email:** [lauren.petrillo13@gmail.com](mailto:lauren.petrillo13@gmail.com)

**GitHub:** [@tiny-tornado](#)