Microsoft

FILM PRODUCTION VENTURE

Profitability Analysis and Future Venture Strategy

CONTENTS

- Analysis of the best time of the year to release a film.

- Using number of votes by the public audience as the determine most popular directors and actors.

- Analysis of the top worldwide grossing genres.

OVERVIEW

BUSINESS PROBLEM

You want to break into the movie business, but you don't know where to start.

Let's look at a four factors to keep in mind:

Release Month

Popular Director

Popular Actor

Top Worldwide Grossing Movie Genre

METHODS USED

- Used two different sources of data to extract key indicators of successful movies.

  Data Sets

- Cleaned up and reformatted data sources to perform mathematical operations.

  Reformat

- Extracted and combined data to depict further analysis of genre.

  Combine

- Created data visualizations to present findings.

  Data Visualizations

RESULTS

Top Grossing Month

Since 2010, November is the highest worldwide grossing month with $30,219,577,526

Most Popular Actor

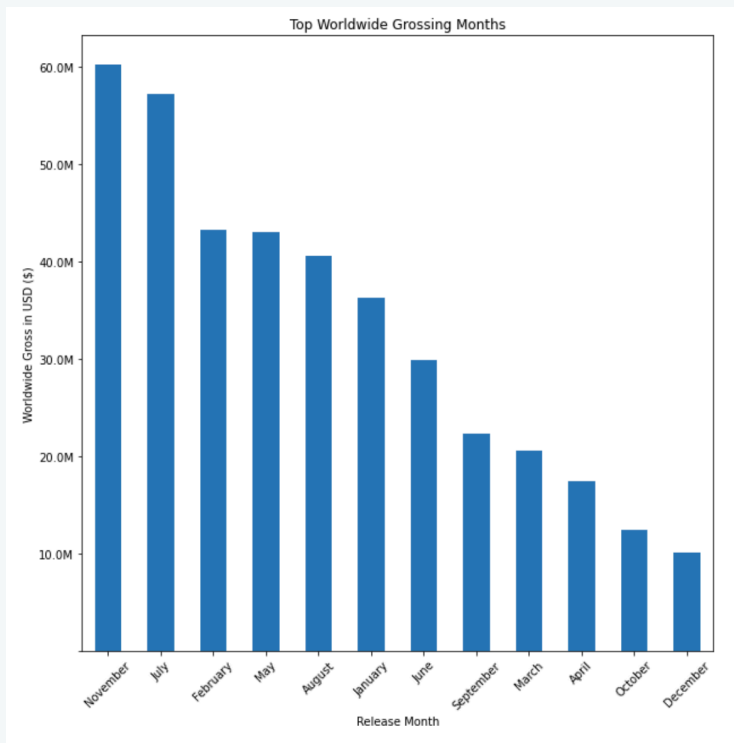Leonardo DiCaprio leads all actors since 2010 with 6,264,072 votes

Most Popular Director

Christopher Nolan leads all directors since 2010 with 4,994,749 votes

Top Grossing Genre

Action/adventure/sci-fi and action/crime/thriller are the top grossing genres with $2,753,569,061 and $16,027,425,657
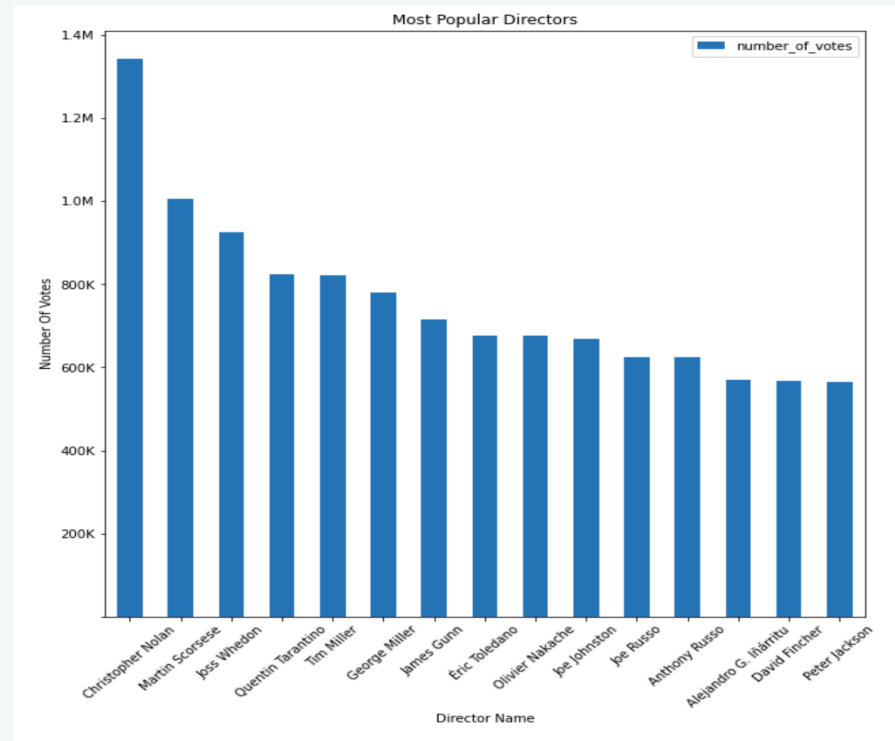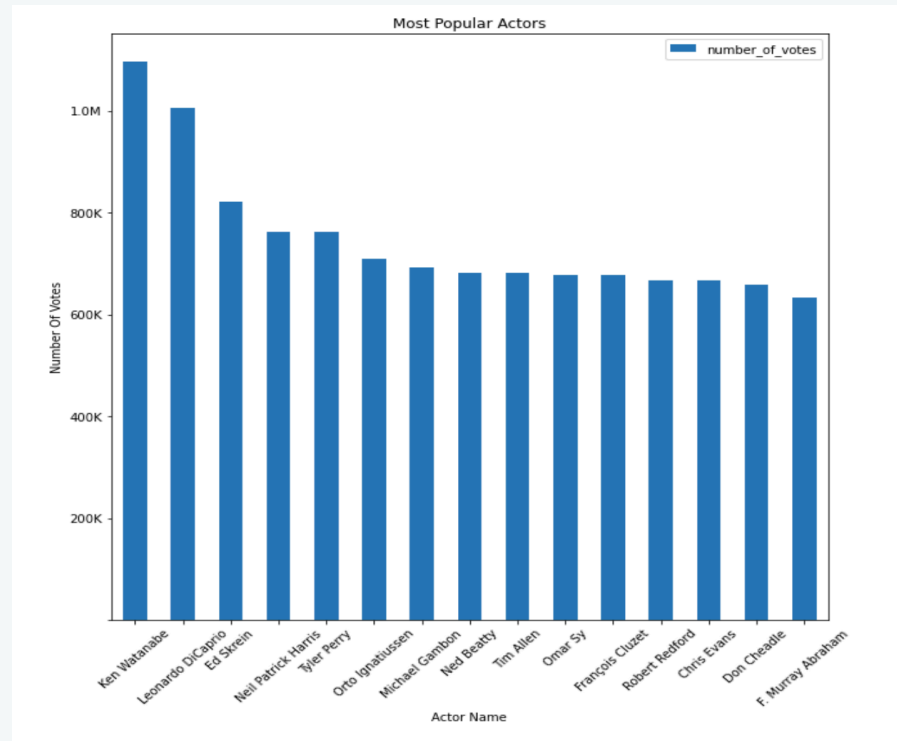
FINDINGS

Top Worldwide Grossing Months

Result

- November and July best months to release a film.

- Releasing a film in December or October is not recommended.

FINDINGS

Most Popular Directors

Since, 2010 Christopher Nolan is the most popular director ranking the highest with the most votes from the general public.
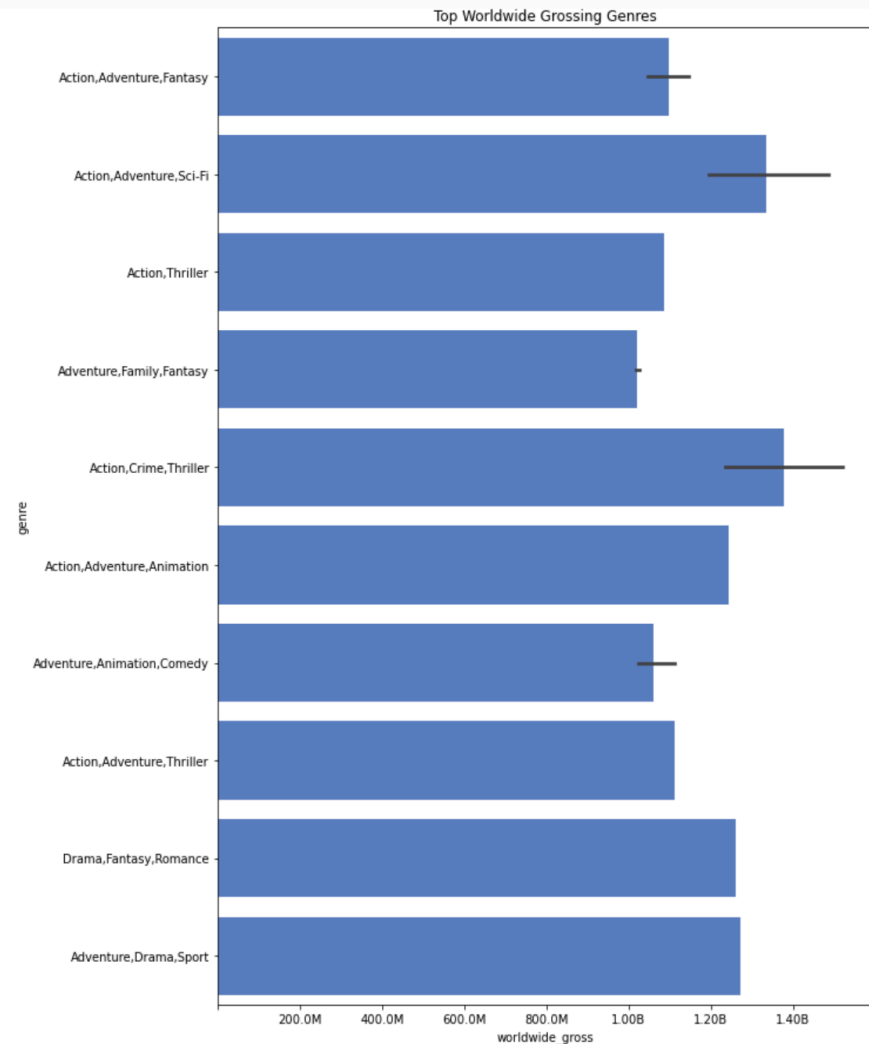
FINDINGS

Most Popular Actors

Since 2010, Ken Watanabe and Leonardo DiCaprio were the most popular actors, voted by the general audience.

FINDINGS

Result

In terms of worldwide gross, action/crime/thriller and action/adventure/sci-fi were the top money making genres since 2010.

Top Worldwide Grossing Genres

- hiring of a well known director and actor are very important to creating a successful movie.

- The data shows that Nolan and Watanabe are the most popular actors in the past decade.

- Action movies do the best in the box office.

ANALYSIS

CONCLUSION

Key Findings

- I recommend Microsoft film action films.

- Hiring a well know director and actor duo is proven to positively impact the worldwide gross and exposure of a film.

- Releasing a film in November or July is the best time to release to film to promote the highest box office sales.

Next Steps

Further analyze past data

- Analyze data dating back to the year 2000 to see if the findings change.

Try Different Data Analysis Metrics

- Determine popular directors and actors by using worldwide gross as the determining factor.

Preferred Genres of Actors/Directors

- What genres do top actors and directors on our list prefer to do and are the best at making.

THANK YOU

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🔗 https://github.com/MHolthouser10 24/Microsoft-Movie-Analysis.git