



FILM PRODUCTION VENTURE

Profitability Analysis and Future Venture Strategy

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I analyzed the highest grossing movies and the most popular actors and directors of the past decade to help you make the best movie. Either during the holiday season in November or December or during the summer months with the hire of a popular actor and director that enjoy filming action/crime/thriller or action/adventure/sci-fi 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

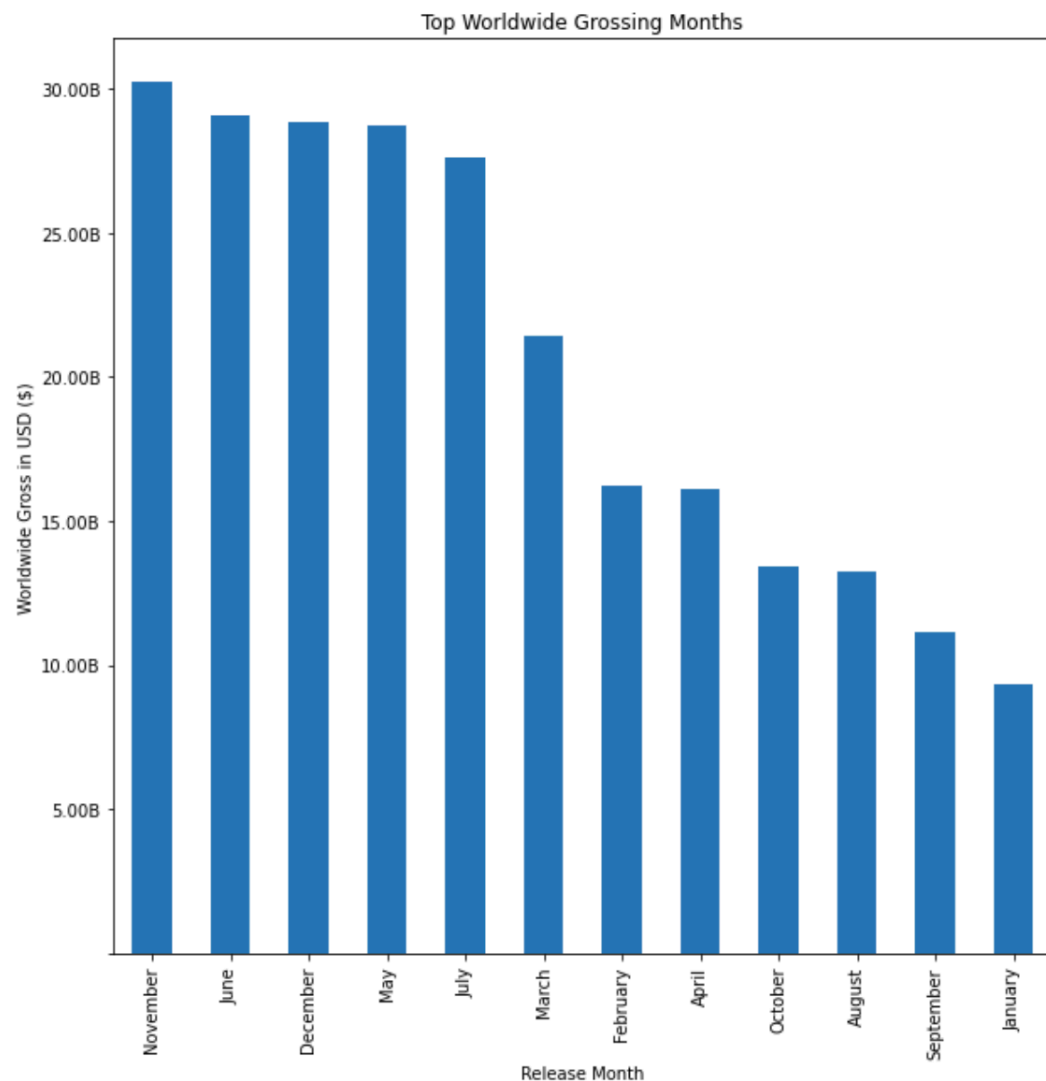
Most Popular Director

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

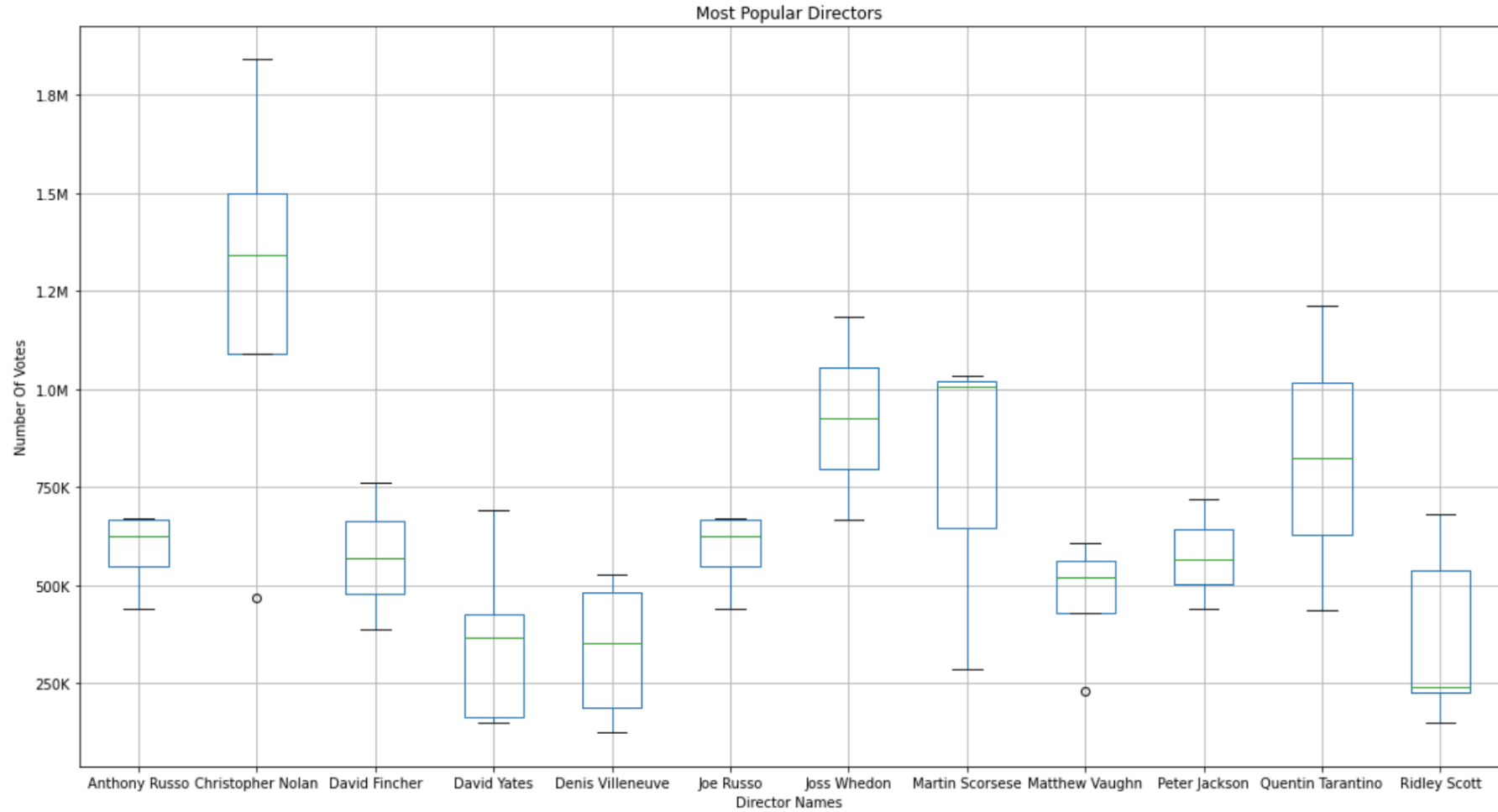
FINDINGS



Result

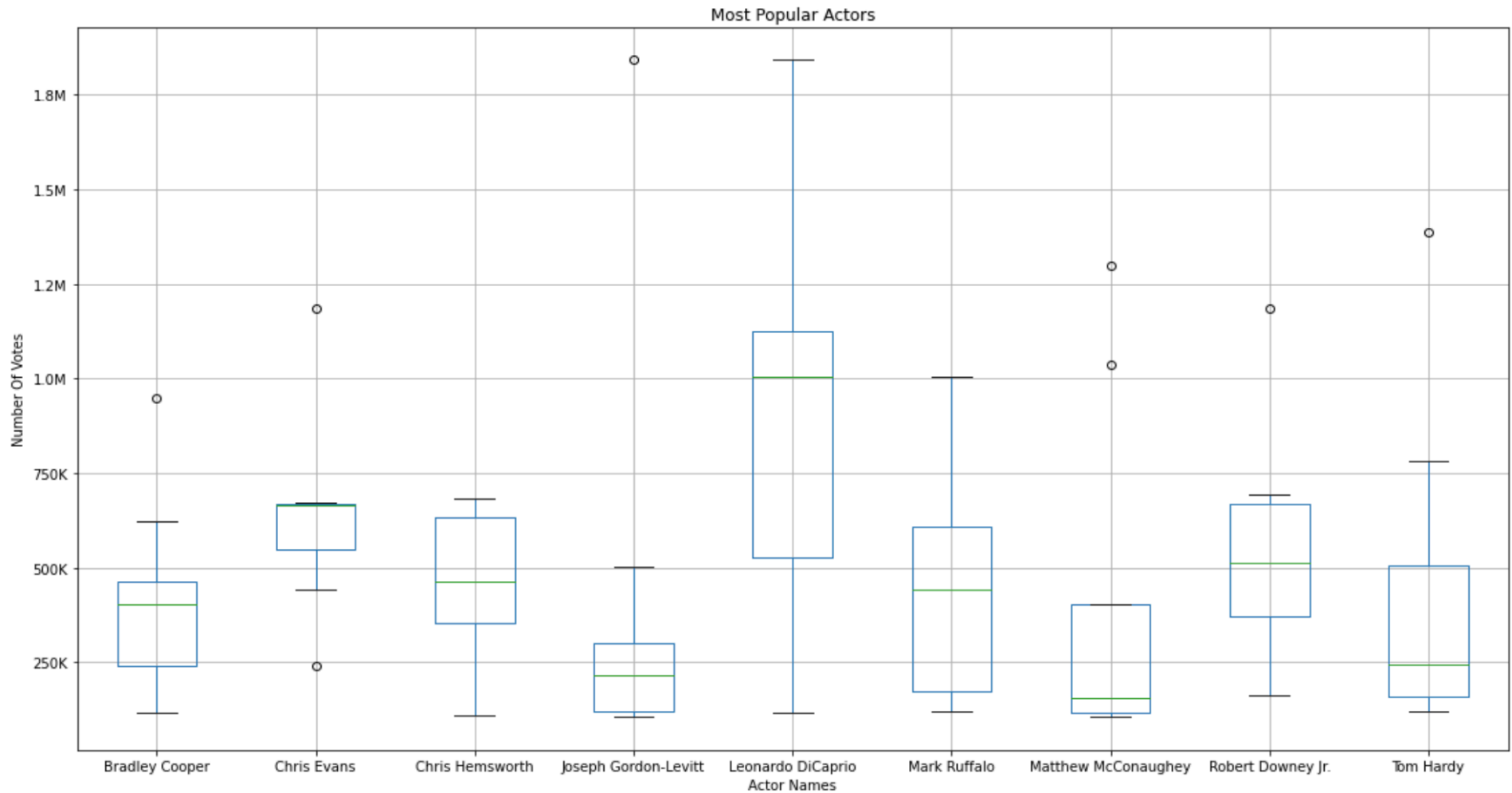
Since 2010, November is the highest grossing month for movies. However the summer season is a profitable time to release a film as well.

FINDINGS



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

FINDINGS

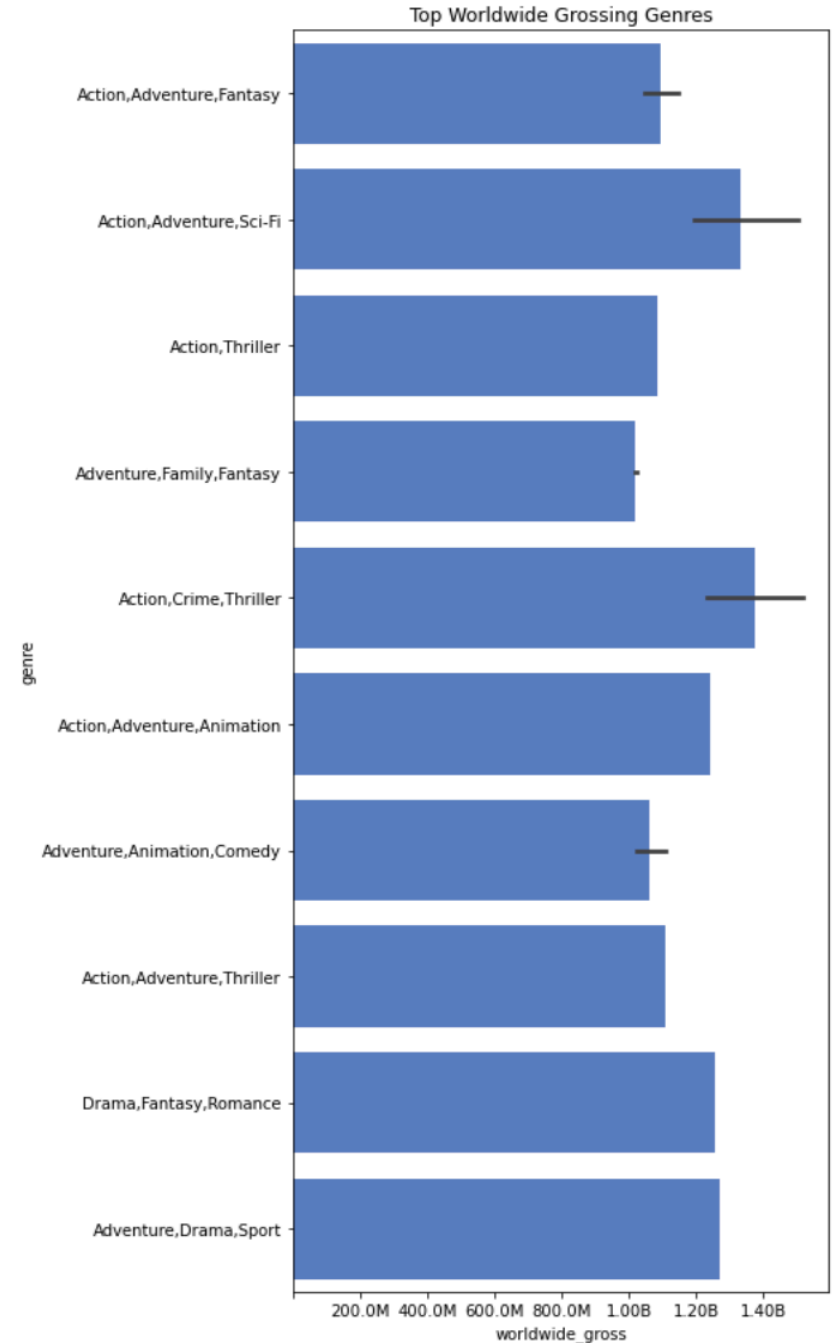


Since 2010, Leonardo DiCaprio was the leading actor in terms of total votes, making him the most popular.

FINDINGS

Result

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



From the data, the hiring of a well known director and actor are very important to creating a successful movie. The data shows that Nolan and DiCaprio are the most popular actors in the past decade, but to look at other actors and directors that have done well in the action/crime/thriller and action/adventure/sci-fi would be beneficial for this new movie company venture.

ANALYSIS

CONCLUSION

Key Findings

In conclusion, I would recommend that Microsoft create movies of either the action/crime/thriller genre or the action/adventure/sci-fi genre. From the data provided, hiring well known directors and actors is proven to positively impact the worldwide gross for a film. To promote the highest box office sales, I recommend a release date during the summer season or during the holidays in November and December. Movie genre, the hiring of a director and lead actor, and release month are all factors critical to creating a successful film.

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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