



FILM MAKING ANALYSIS

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PROJECT OVERVIEW

THINKING ABOUT GETTING INTO THE MOVIE BUSINESS?

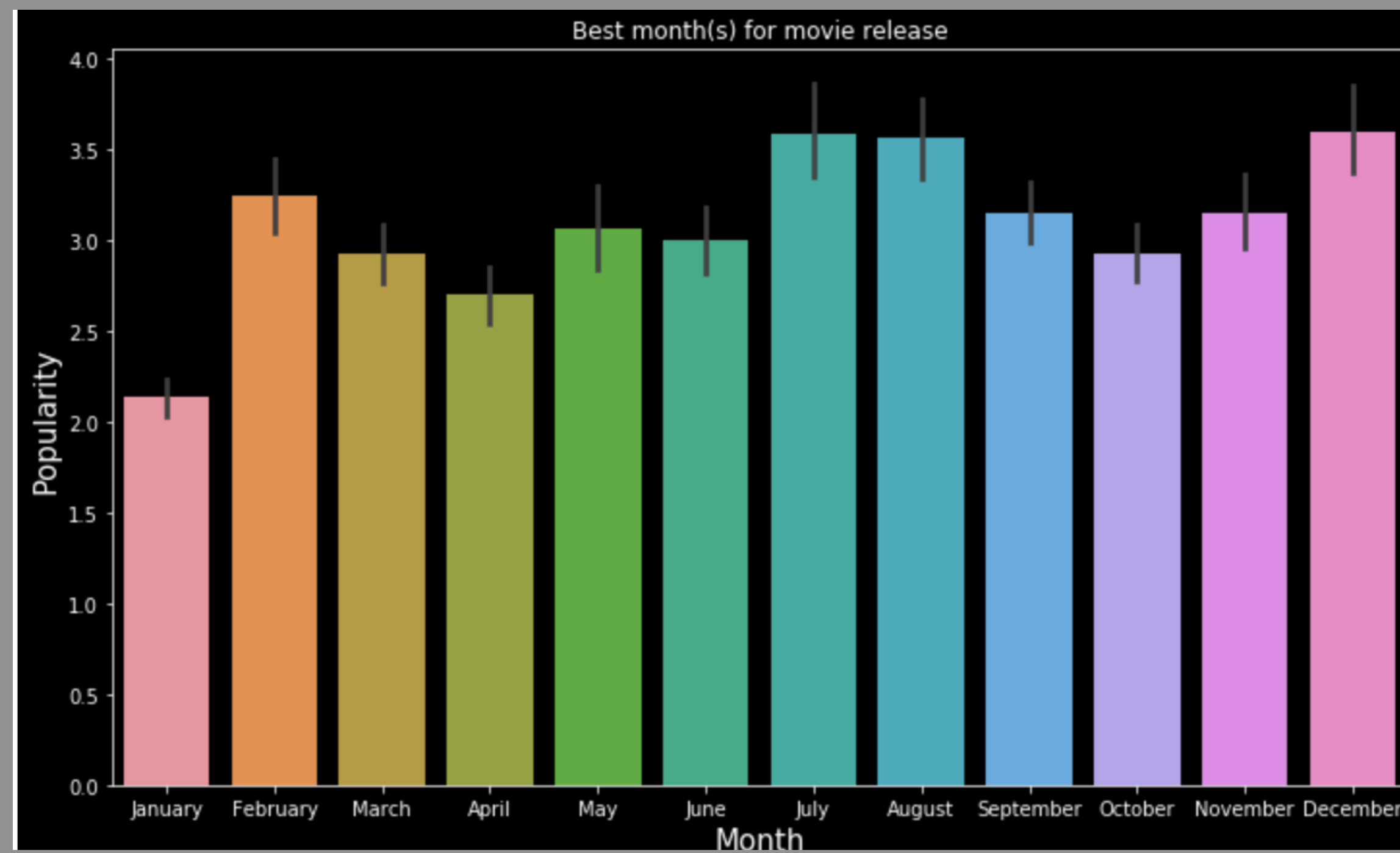
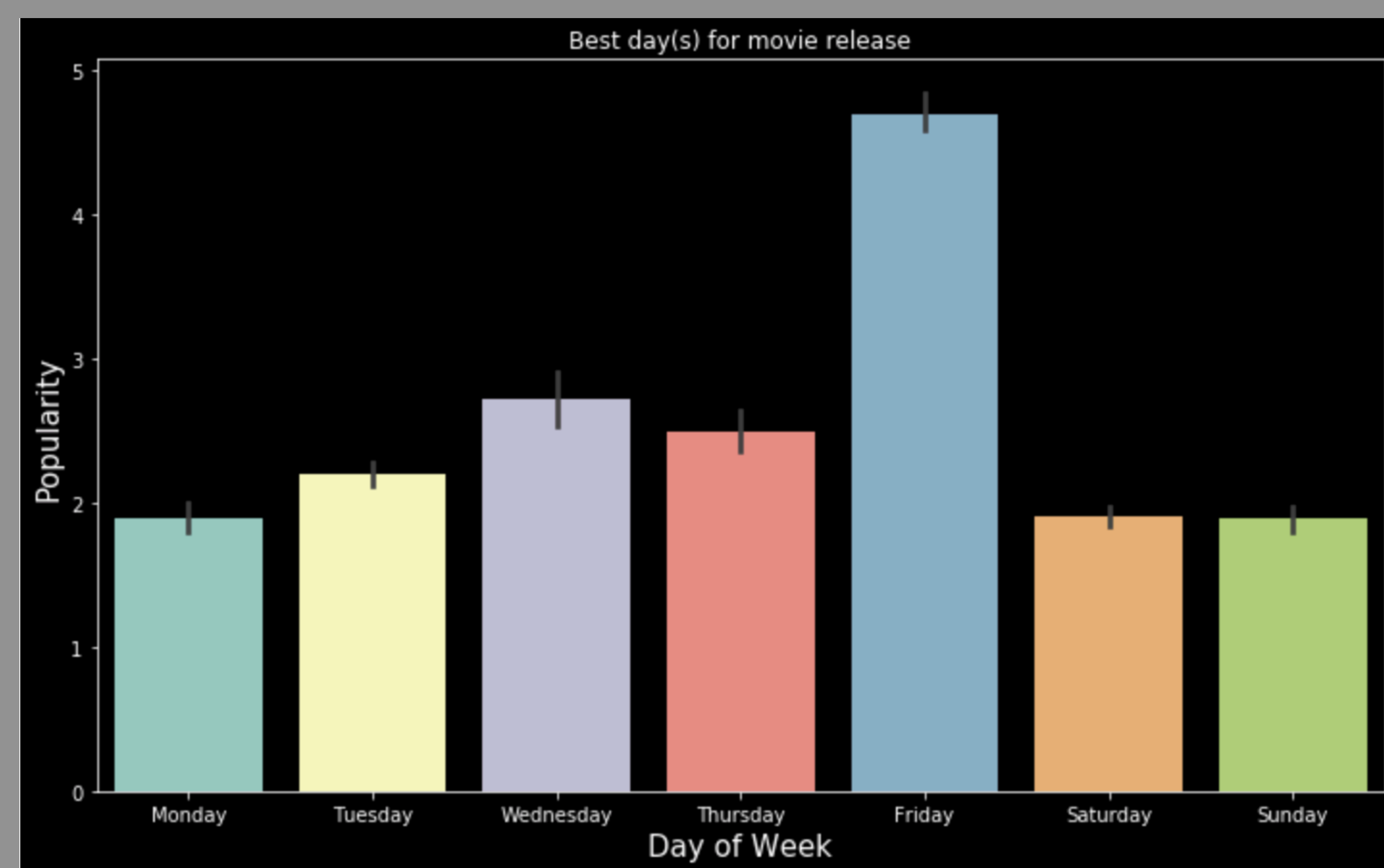
Objective

- ✓ Determine what movie genre(s) to produce.
 - ➡ Best day(s) and month(s) for movie release.
- ✓ Determine if producing movies is profitable
- ✓ Is collaboration with other producing studios beneficial to the success of a movie.

IS THERE A RIGHT DAY OR MONTH TO RELEASE A MOVIE?

FINDINGS

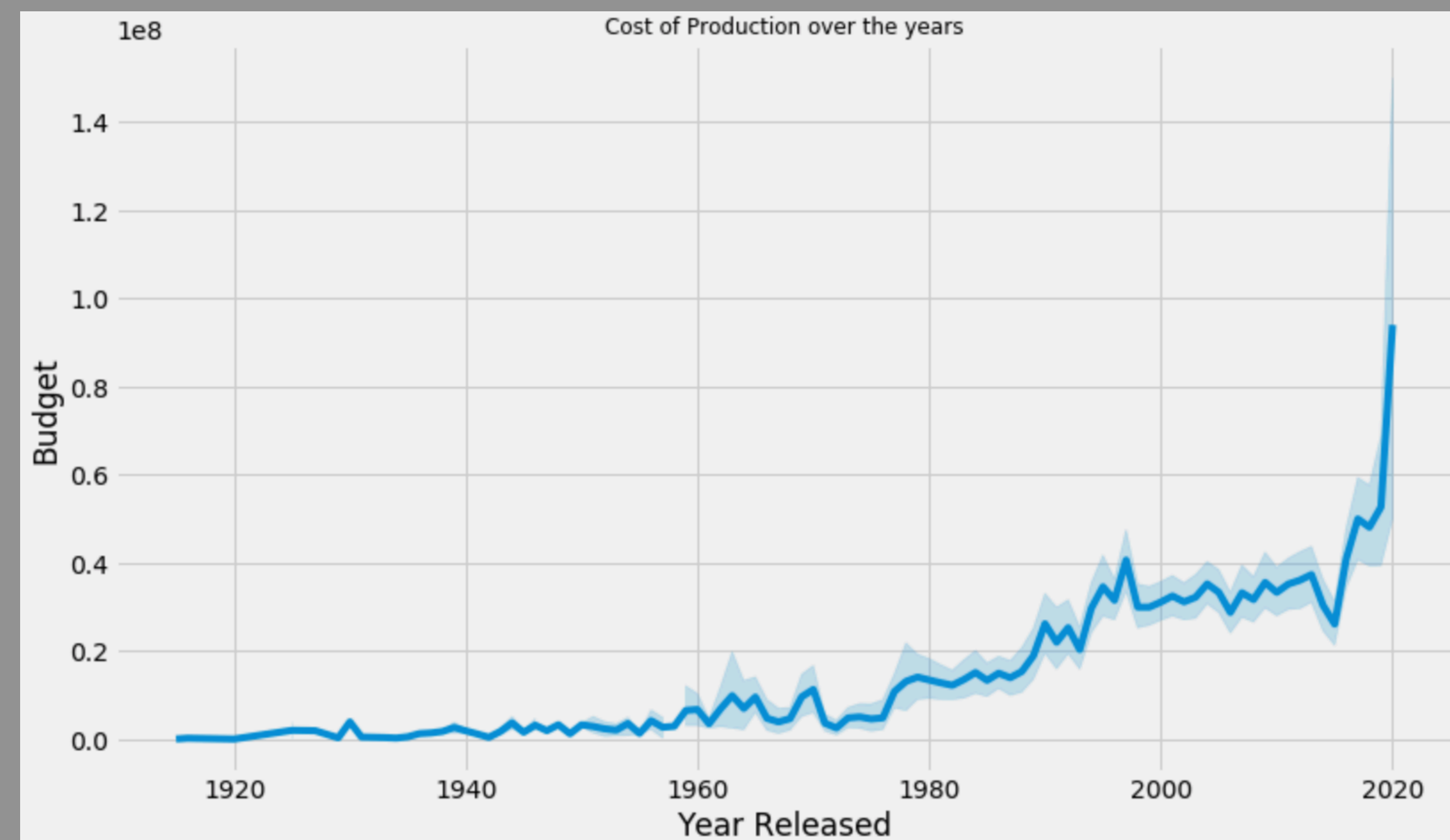
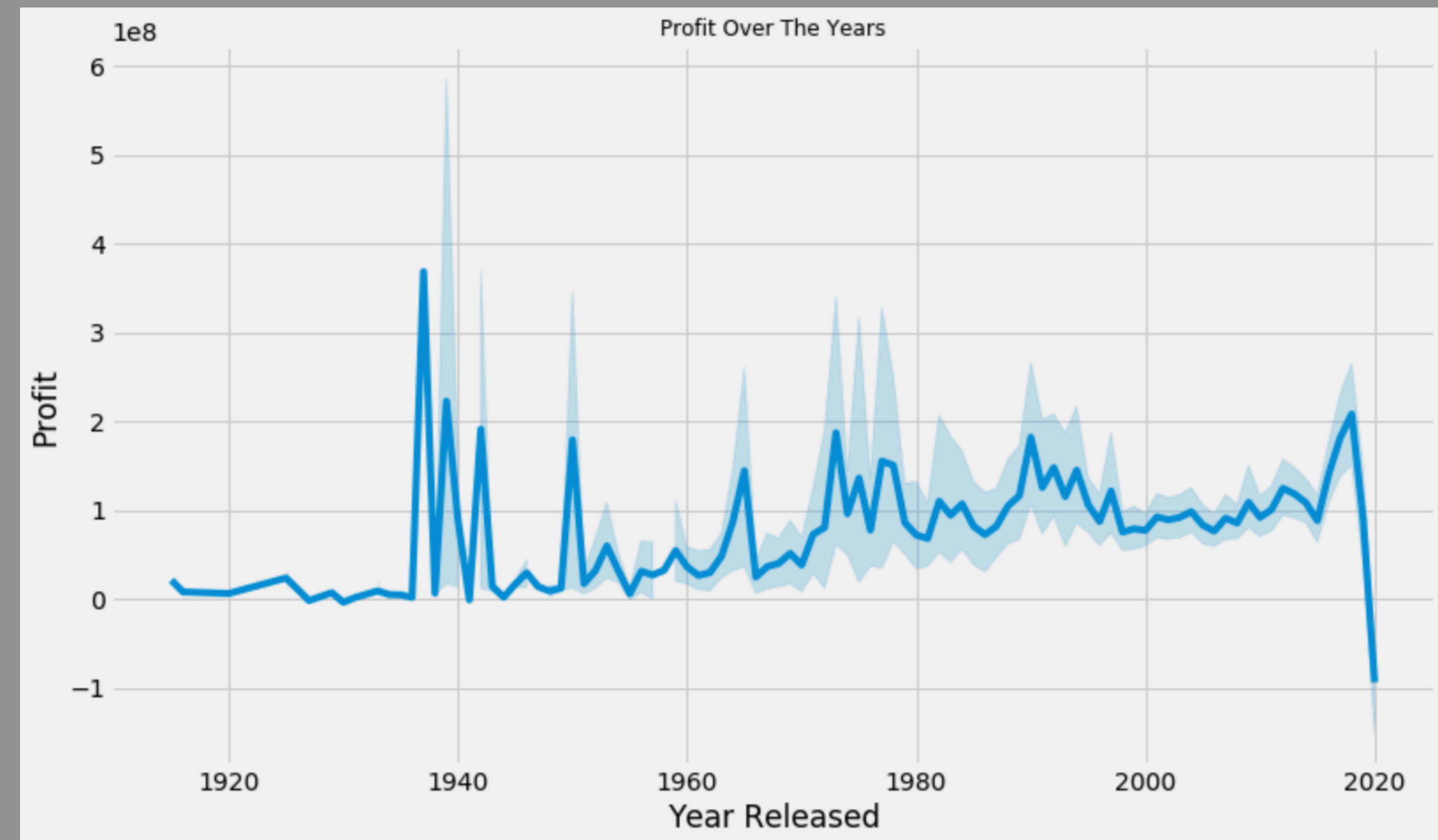
- It's no surprise that Friday takes the lead as the best day to release a new movie.
- Although it's not much of a difference July, August, and December take the lead as the best months to releases a new movie. That could be due to those 3 months being holiday seasons in most countries.



IS THERE A PROFIT TO BE MADE?

FINDINGS

- * Looking at the first graph there no significant profit being made.
- * In fact, it seems the most profit ever made was back in the 1930's.
- * On the other hand it looks like the amount spent on production steadily increased over the past half century.



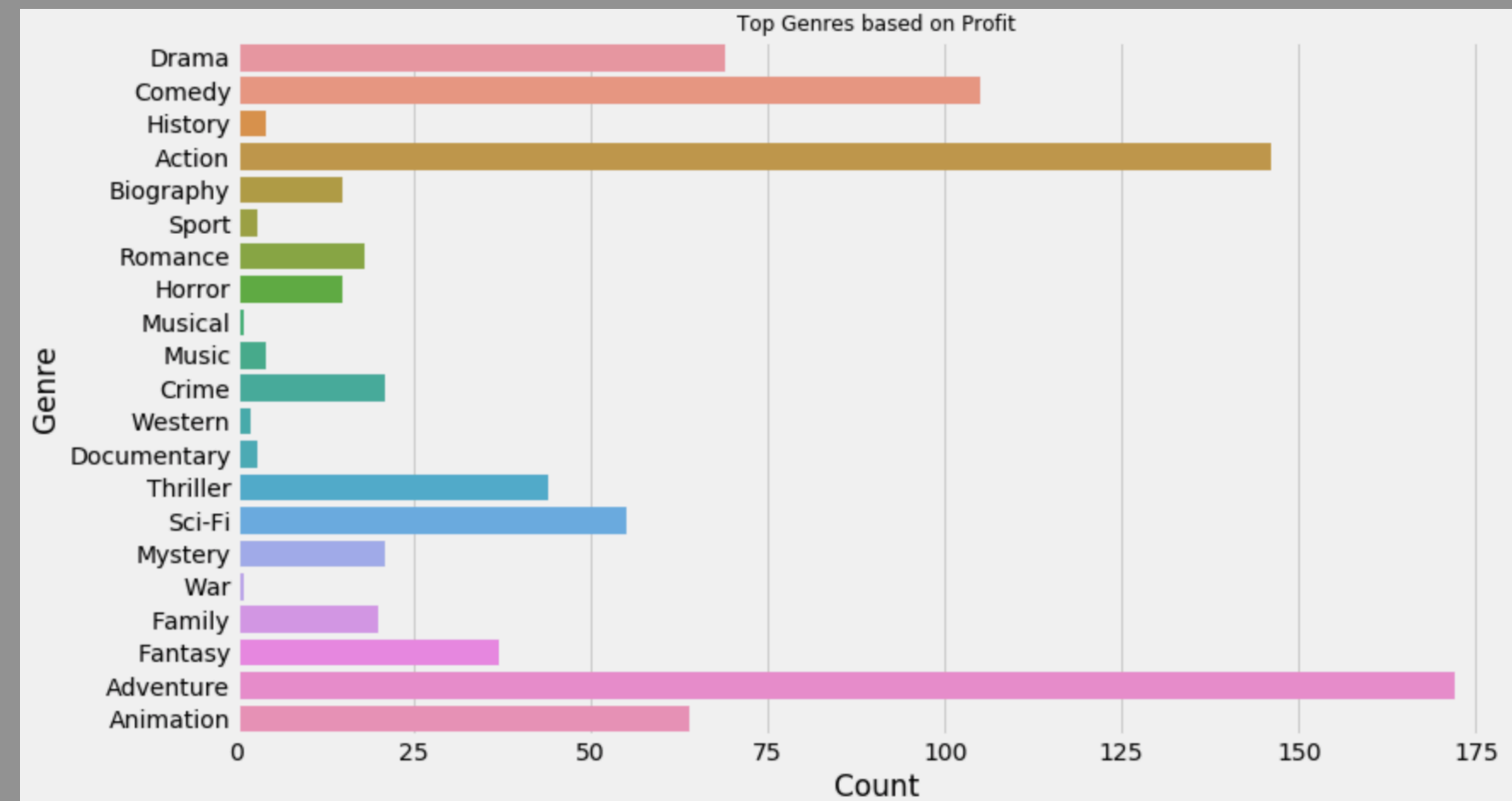
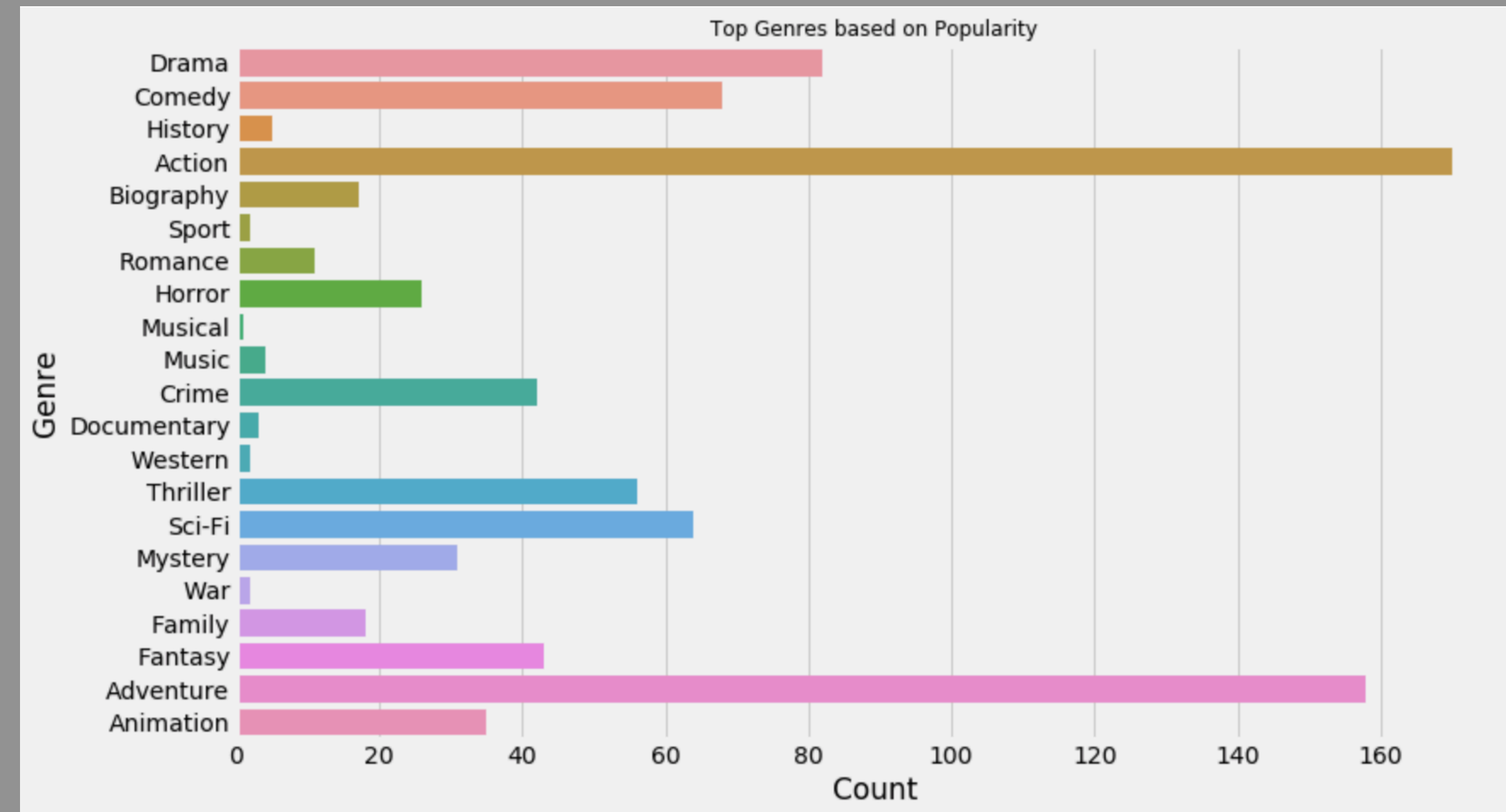
**IS PRODUCING
A MOVIE
WORTH IT?**



DOES GENRE HAVE A BIG IMPACT ON POPULARITY AND PROFIT OF MOVIES?

FINDINGS

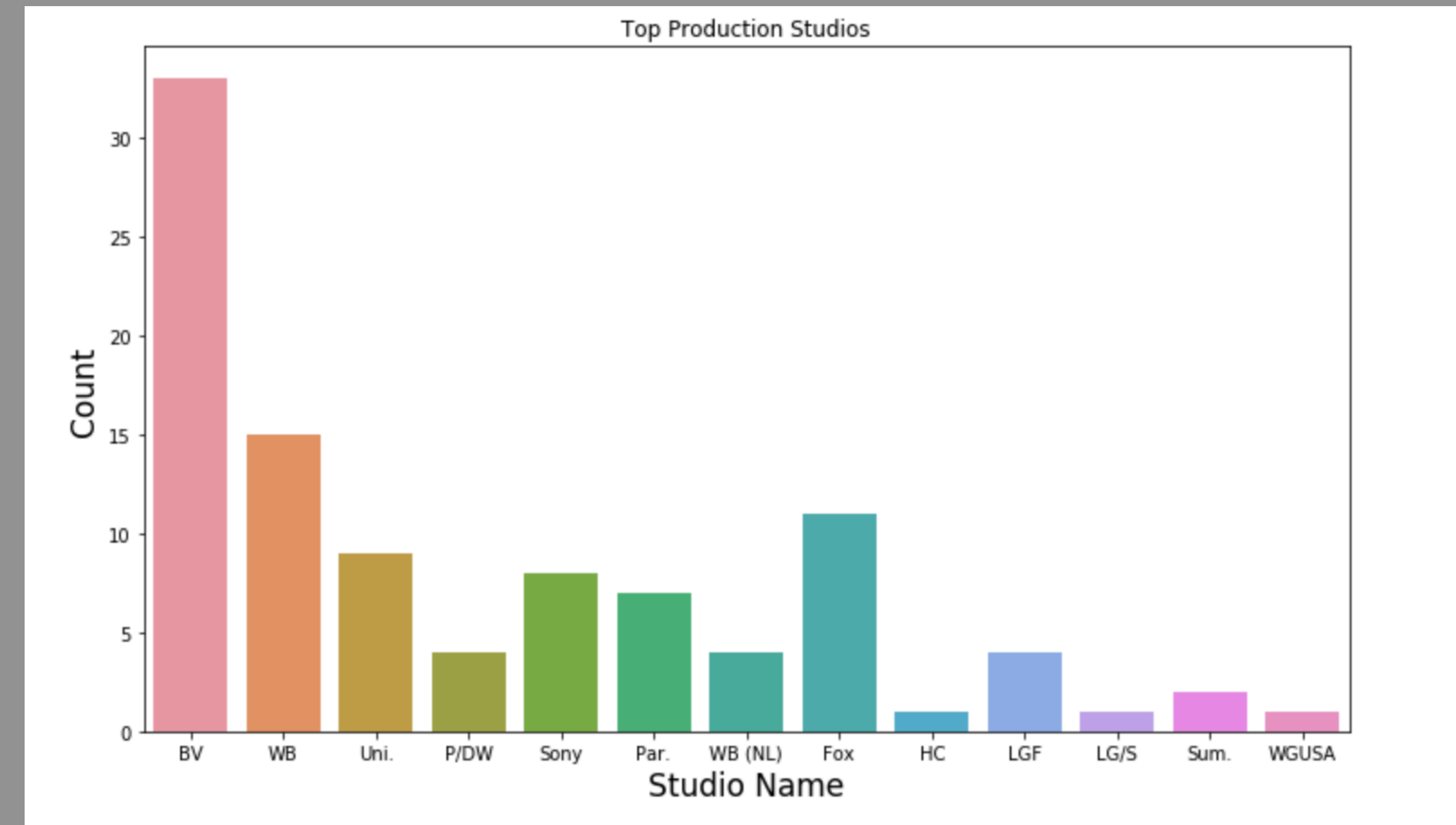
- * Looking at the first graph it is obvious that Action takes the lead with Adventure coming in second as the top 2 *Genres* based on *Popularity*. You can also tell that Westerns, Musicals, and War movies don't seem to go over well with the masses.
- * Once again Adventure and Action take point as the 2 most profitable *Genre* based on *Profits* made.
- * Which is no surprise. Who doesn't love a movie with Action and Adventure.



TOP PRODUCING STUDIO

FINDINGS

- * The top 5 producing studios based on Profit are: BV, WB, FOX, SONY, and Uni.
- * Collaboration with any of these five studios would boost the popularity and profit of the movie greatly.



FURTHER ANALYSIS

Next Steps:

- * Do popular movies get more positive reviews?
- * Do movies with more language options make more profits?
- * Top producers/directors based on movie popularity.
- * Are TV shows more profitable than Movies?

THANK YOU!!!