
What Factors Make Films Successful?

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Summary

Microsoft stakeholders have noticed their competitors creating original video content. In response, Microsoft has decided to create a new movie studio, but they are unfamiliar with the film sector. I have been charged with putting together a report that allows Microsoft Studios to make informed decisions about original video content.

Forrest Gump once said, “Life is like a box a chocolate, you never know what your going to get.” Films are just like this box of chocolates, you never what you might get. Just like one chocolate doesn’t make or break the whole box, no one factor can make or break a film. Factors like genre, critics reviews, audience ratings, director and star power can aid in making a successful film.





Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- What types of films should we make?
- What types of reviews are most important?
- Whom should direct those films?
- Whom should star in those films?



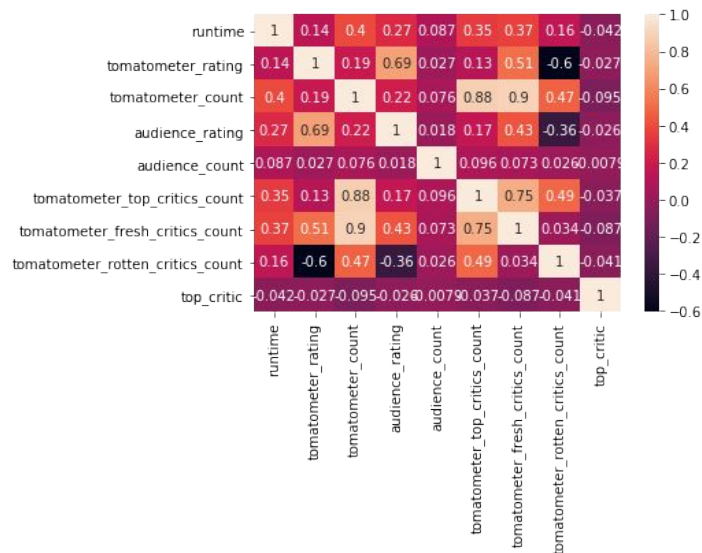


Data

- Two Datasets were used:
 - Rotten Tomatoes
 - Various types of Reviews, Directors and Actors/Actresses
 - 1129887 Rows and 28 Columns
 - IMDB
 - Genres, Budget and Grossing Data
 - 2097 Rows and 22 Columns

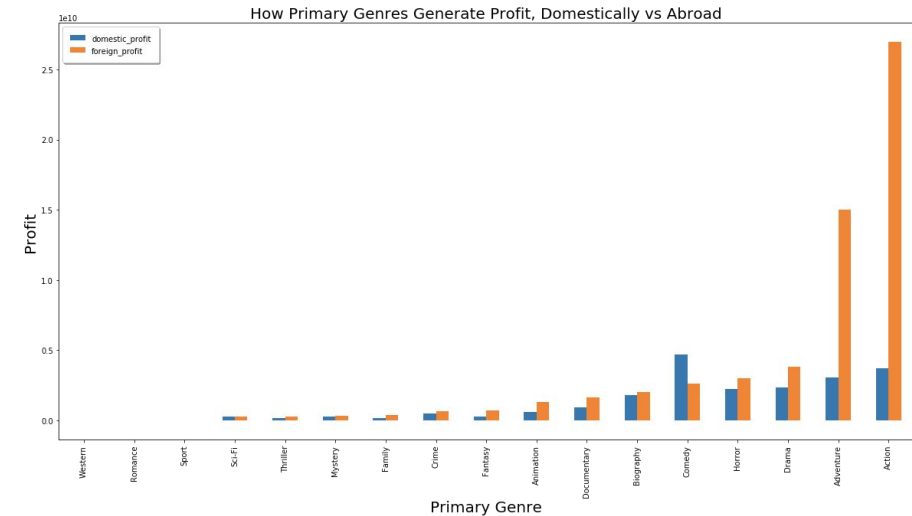
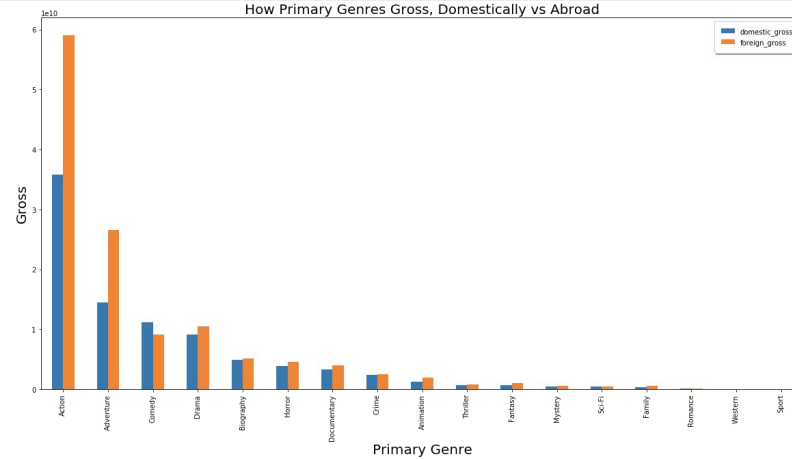
Methods

- Missing Data Percentage
 - Dropping Columns that are missing 25 to 30% of it's values
- Removing Duplicates
- Using graphs and numerical methods/functions to see what data matters
- Creating a subset dataframes focused on creating value
 - Viewed unnecessary data as data doesn't add value
- Creating new columns and renaming columns to access data easier
- Looking at the data to see if it contained any correlation
- Answering my questions with graphs and configurations to the dataframe



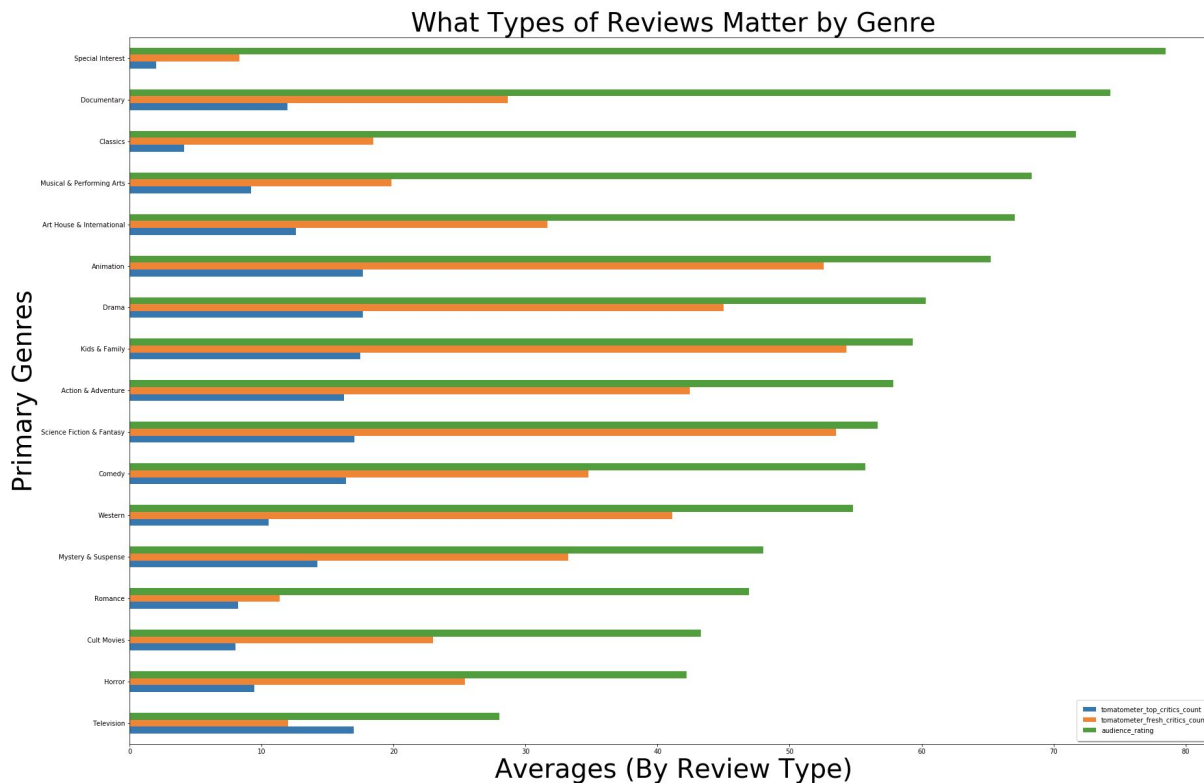
Results, Part 1

- Top Grossing Genres
 - Domestic:
 - 1) Action
 - 2) Adventure
 - 3) Comedy
 - Abroad:
 - 1) Action,
 - 2) Adventure
 - 3) Drama
- Top Profits By Genre:
 - Domestic:
 - 1 - Comedy,
 - 2 - Adventure,
 - 3 - Action
 - Abroad:
 - 1) Action
 - 2) Adventure,
 - 3) Drama



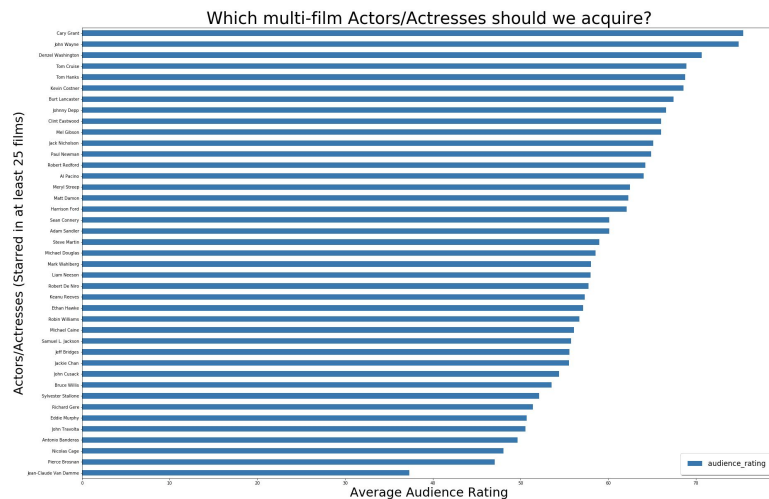
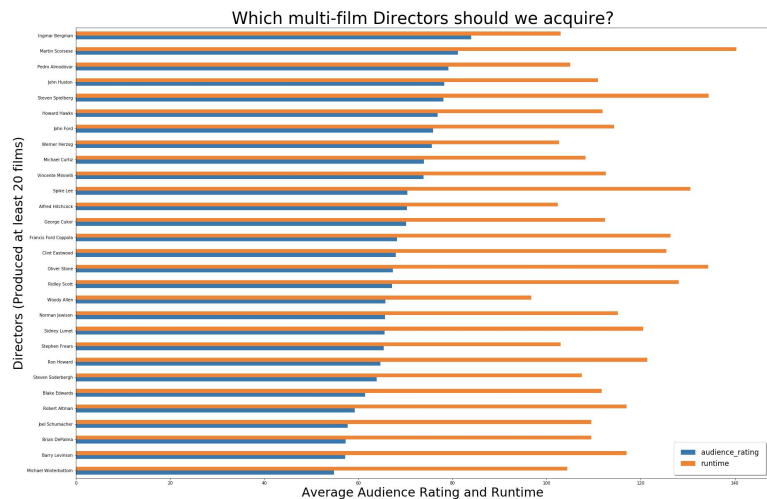
Results, Part 2

- Audience Ratings are the most dominate types of reviews for almost every Genre
 - Except for Television, where the gap is relatively even matched



Results, Part 3

- Multi-Film Directors we can consider acquiring for our films
- Multi-film Actors/Actresses we can consider acquiring for our films



Conclusions

- A film is multifaceted. One factor is not the sole determinant for why a film will be successful or fail. We can use the correlation matrices to show this. By using the following common factors: genres that gross/profit the most, audience reviews, highest audience approvals for directors, the average directors runtimes and the top actors/actresses to target for our films, we can build a successful launch point for our production studio's success strategy.
- **Top Grossing Genres:**
 - Domestic:
 - (1) Action
 - (2) Adventure
 - (3) Comedy
 - Abroad:
 - (1) Action
 - (2) Adventure
 - (3) Drama
- **Top Profits By Genre:**
 - Domestic:
 - (1) Comedy
 - (2) Adventure
 - (3) Action
 - Abroad:
 - (1) Action
 - (2) Adventure
 - (3) Drama
- Audience Ratings are the most dominant type of review, for almost every genre.
- We have a list of Multi-Film Directors to consider
- We have a list of Multi-Film Actors/Actresses to consider



Thank You!

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