
What Factors Make Films Successful?

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Summary

I have been charged with putting together a report that allows Microsoft Studios to make informed decisions about creating original video content.





Outline

- Introduction
- Business Problem
- Data
- Methods
- Results
- Conclusions

Introduction

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.



Business Problem

- What genres profit the most?
- What reviews are most important?
- Who should we consider hiring to direct our films?
- Who should we consider to star in our films?





Data



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





Methods

- Data Exploration
- Data Cleaning
- Creating subset dataframes for value
 - To answer business questions
- Creating Visualizations to show findings

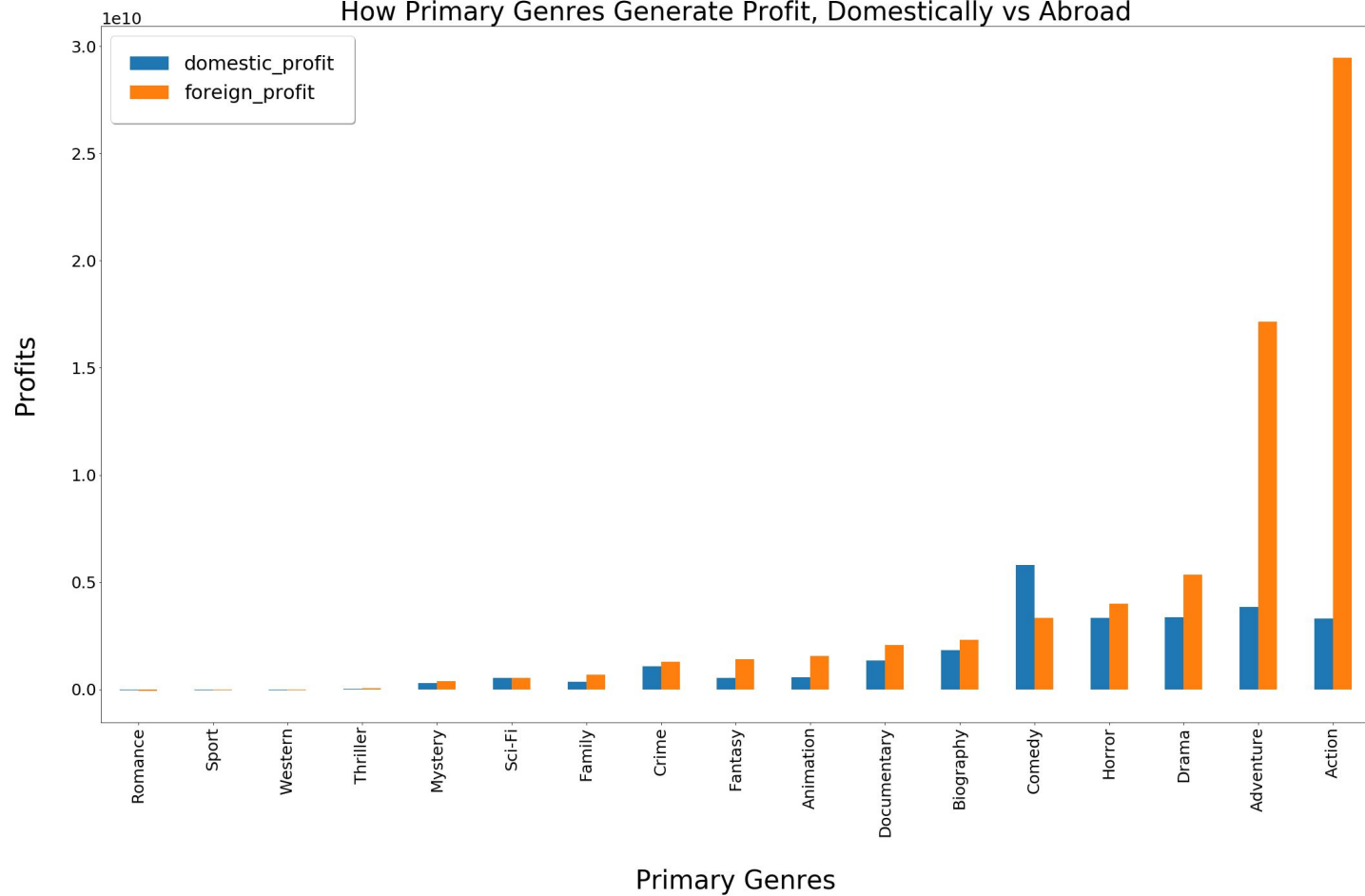


Results, Part 1

Top Profiting Genres

- Domestic:
 - 1.) Comedy
 - 2.) Adventure
 - 3.) Action
- Abroad:
 - 1.) Action
 - 2.) Adventure
 - 3.) Drama

How Primary Genres Generate Profit, Domestically vs Abroad

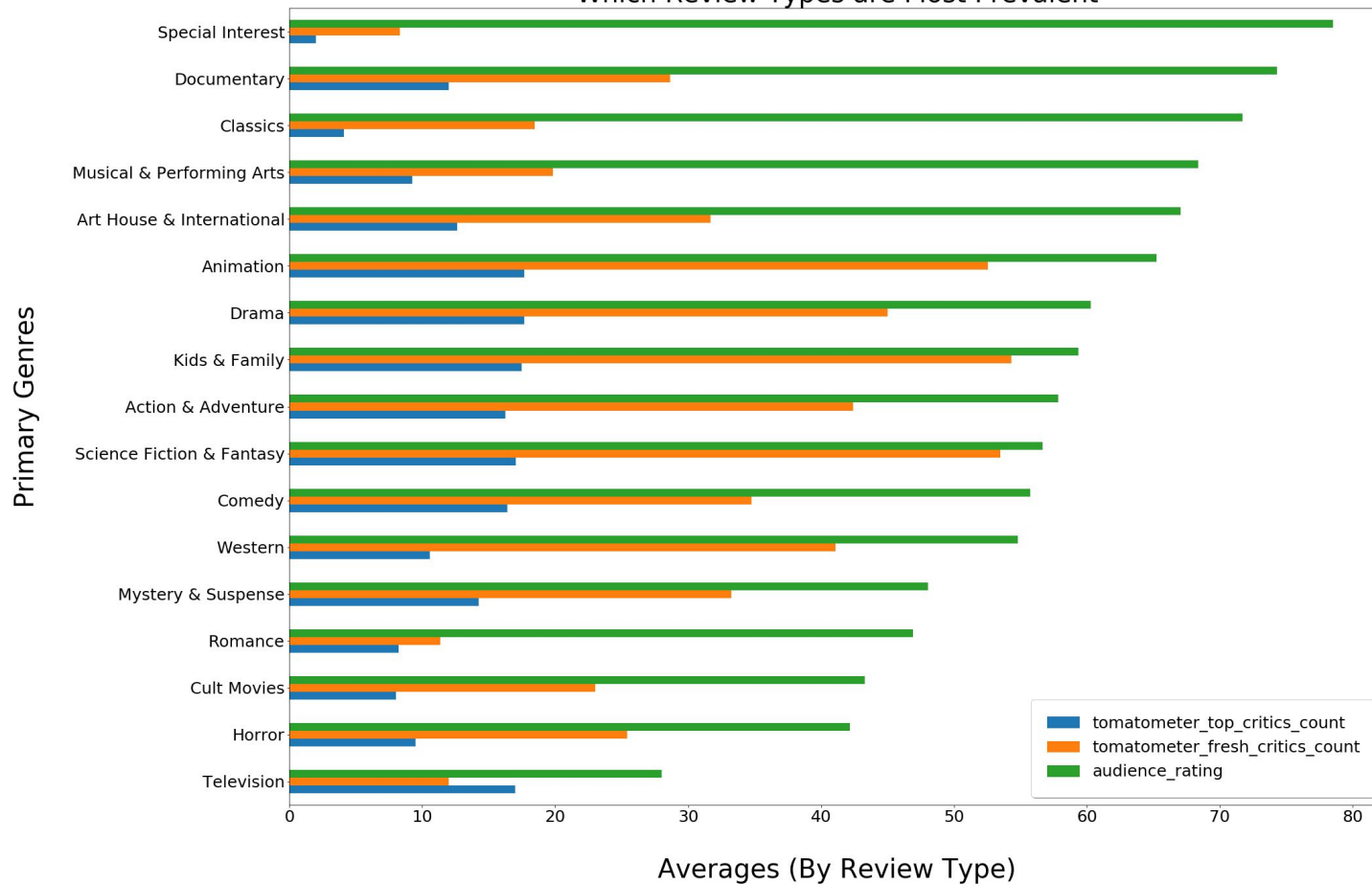




Results, Part 2

- Audience Ratings are the most dominant type of review, for almost every Genre
 - Except for Television, where the gap is relatively even matched

Which Review Types are Most Prevalent

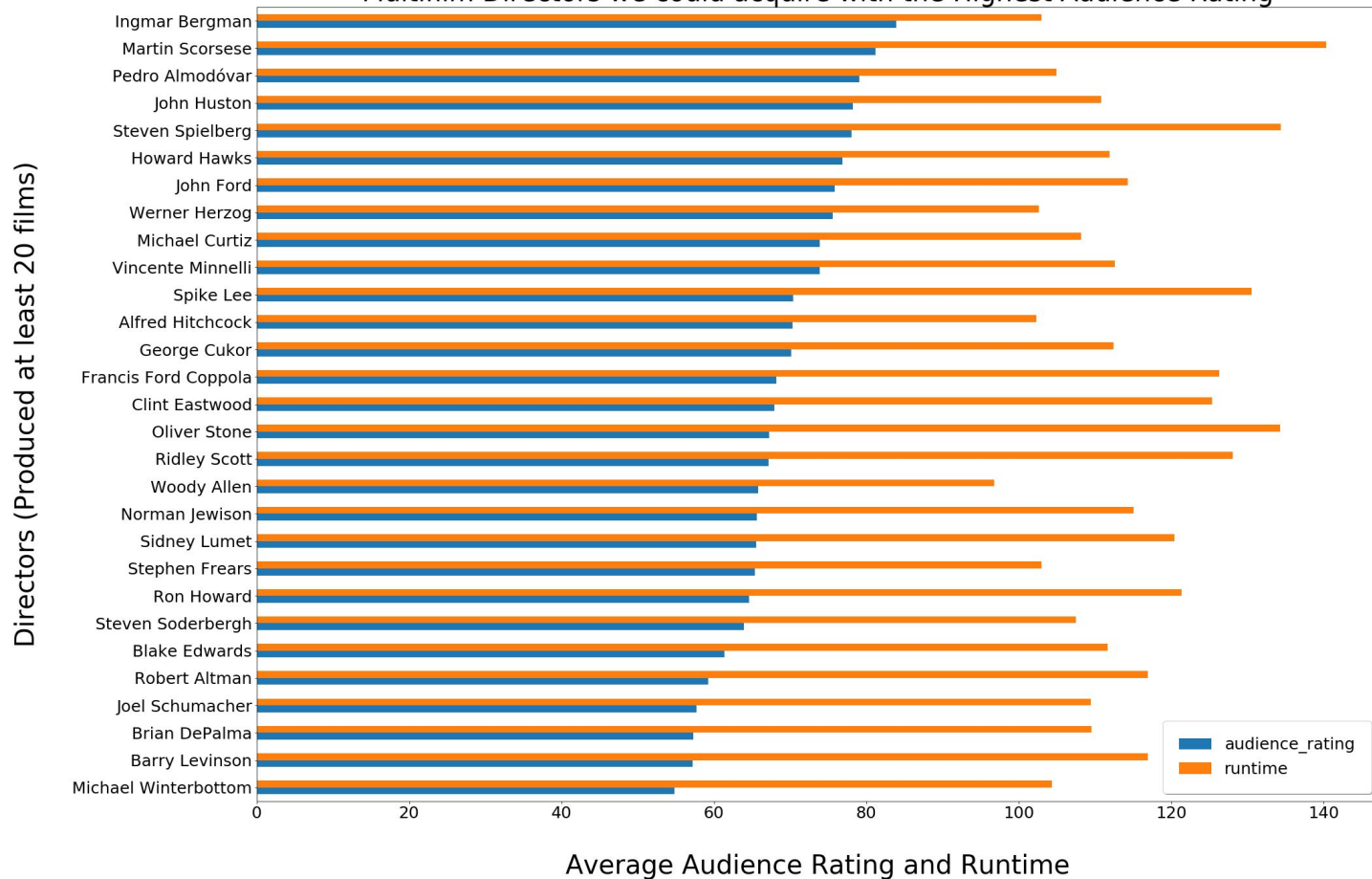


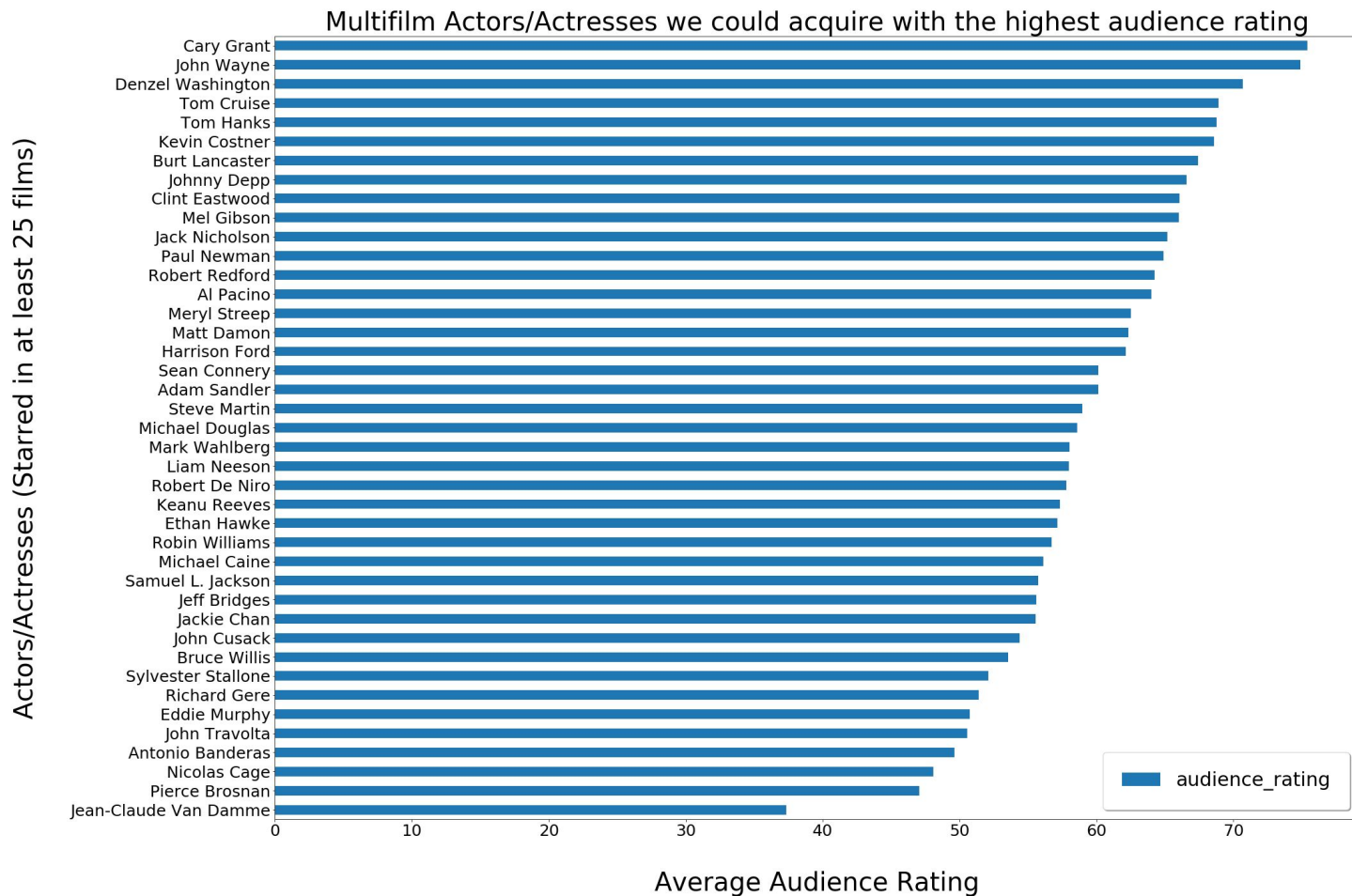


Results, Part 3

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

Multifilm Directors we could acquire with the Highest Audience Rating





Conclusions

- By using the following factors: genres that profit the most, audience reviews, highest audience approvals for directors and multifilm actors/actresses to target for our original video content, we can build a successful launch point for our production studio's strategy.



Thank You!

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