

# Profitability of the Film Industry

Average Rating and Total Gross as determinants

Github Link: Github URL: <https://github.com/TemiHenry/dsc-phase-1-project.git>

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# Summary

Microsoft wants to get in on the excitement after noticing that all the major corporations are producing original video content. They don't know nothing about making movies, yet they have decided to start a new studio.

Total Gross and Average title rating played a major role in knowing the profitability of a film. This metric was subjected to a number of data aggregation, data manipulation and data cleaning techniques.

The project outcome revealed that Microsoft should consider making Adventure movies( which amass a movie rating of 8.6 and Total gross of  $1.536868e+08$ ) as they venture into the ever changing world of filmmaking.



# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# Business Problem

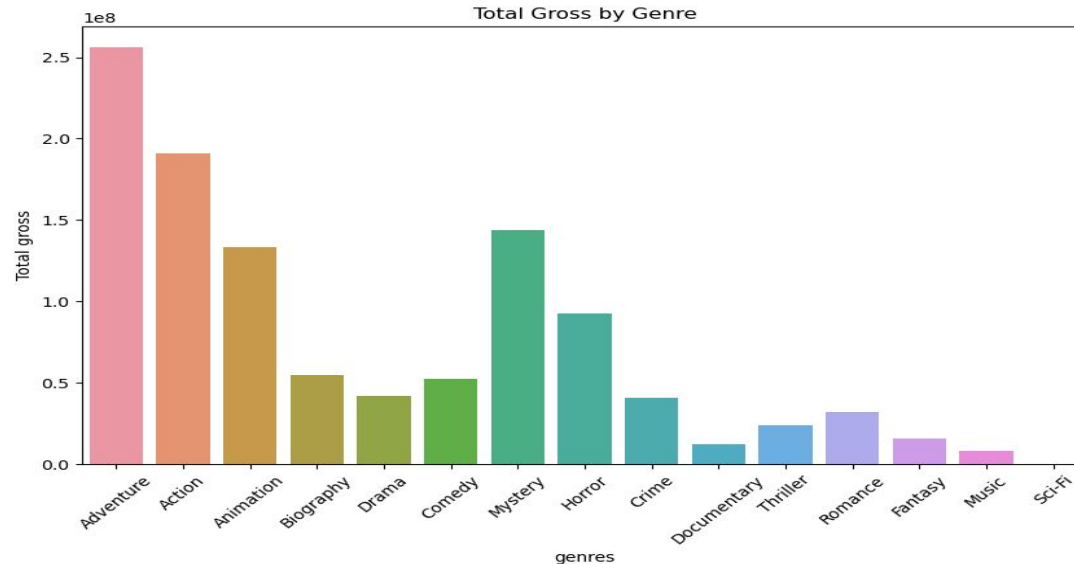
Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create

# Data

The dataset includes details about a number of different movies, including runtime, genres, average rankings, release year, total gross, studio, domestic and international gross, and title. The given dataset allows us to investigate the correlation between these variables and identify patterns in the profitability of films thanks to this extensive information.

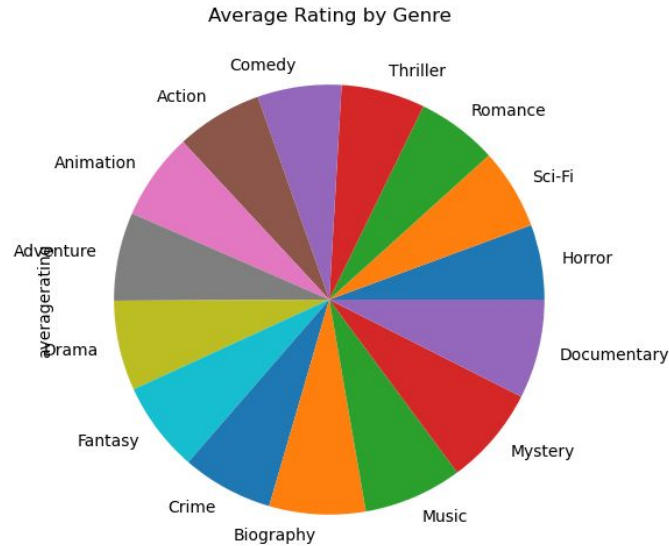
# Exploring Total Gross

Total Gross refers to the overall revenue generated by a film, combining both domestic and foreign earnings. It is a fundamental measure of financial success. From the visualization below, genres, such as Action, Adventure, and Animation, tend to have higher total gross earnings. This suggests that audiences are more inclined to spend on these genres, making them potentially more profitable for the studio



# Average Movie Ratings

The average Rating metrics gives information about a movie's reception from both reviewers and viewers.



# Results Discussion

- Decisions made by the audience might be greatly influenced by positive average ratings.
- High-grossing movies typically have a longer lifespan in the home entertainment sector.
- Positive average ratings can be a tool for marketing.
- Increased revenue can result from high average ratings.
- I give each statistic a weight proportionate to its significance so that the Total Gross and Average Ratings can be combined to calculate the overall profitability.
- The genre adventure has the highest average profitability in proportion to both total gross and average rating after the weights have been applied and the profitability statistic has been calculated.



# Conclusions

The project outcome revealed that Microsoft should consider making Adventure movies( which amass a movie rating of 8.6 and Total gross of  $1.536868e+08$ ) as they venture into the ever changing world of filmmaking.

# Thank You!

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