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FACTORS THAT DETERMINE A SUCCESSFUL FILM

15 Dec, 2022

Summary

An in depth analysis from data sources (Bom, IMDb) have shown me the three main factors that determine which types of films are the most successful.

- Genre
- Film Runtime
- Month Released

Factors That Determine Successful Film

TOPICS TO COVER

- Business Problem
- Data & Methods
- Results
- Conclusion

BUSINESS PROBLEM

Microsoft need actionable insights to be able to produce the most revenue from their films. They need:

- To find data from movie datasets.
- Determine which Factos drive the revenue needle.
- Analyise those factors and produce actionable insight to decide what type of films to create.

DATA & METHODS

My data was taken from Bom, IMDb movie datasets which included films dated from 2010 and later. After analysing the data, these were the main factors I focused on.

TOTAL REVENUE

Total revenue is the major factor when determining a successful film.

GENRES

Determine which genres generate the most revenue.

RUNTIME

What is the ideal runtime for a successful film?

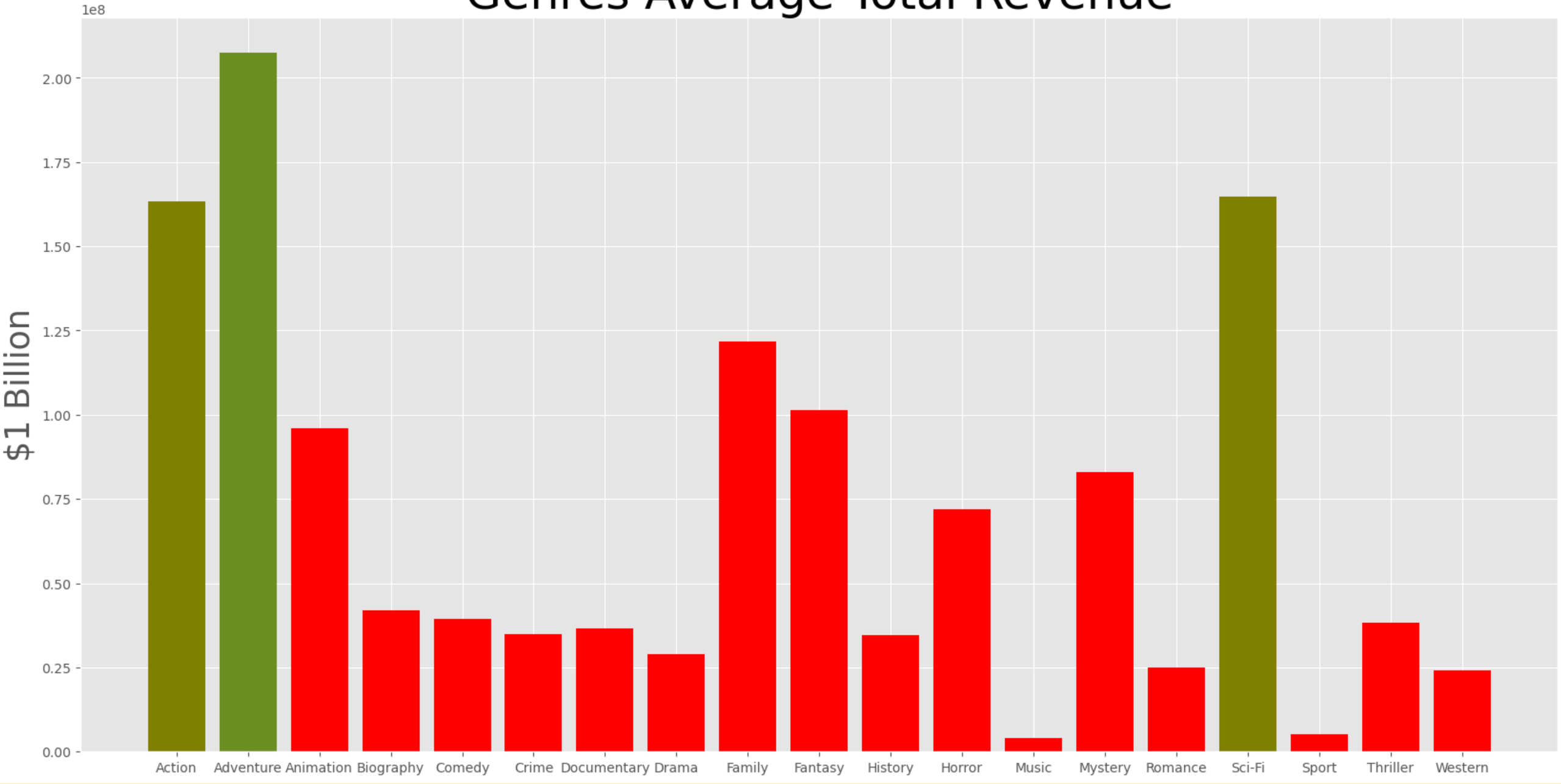
RELEASE MONTH

Do films perform better when released in certain months?

RESULTS (Genres)

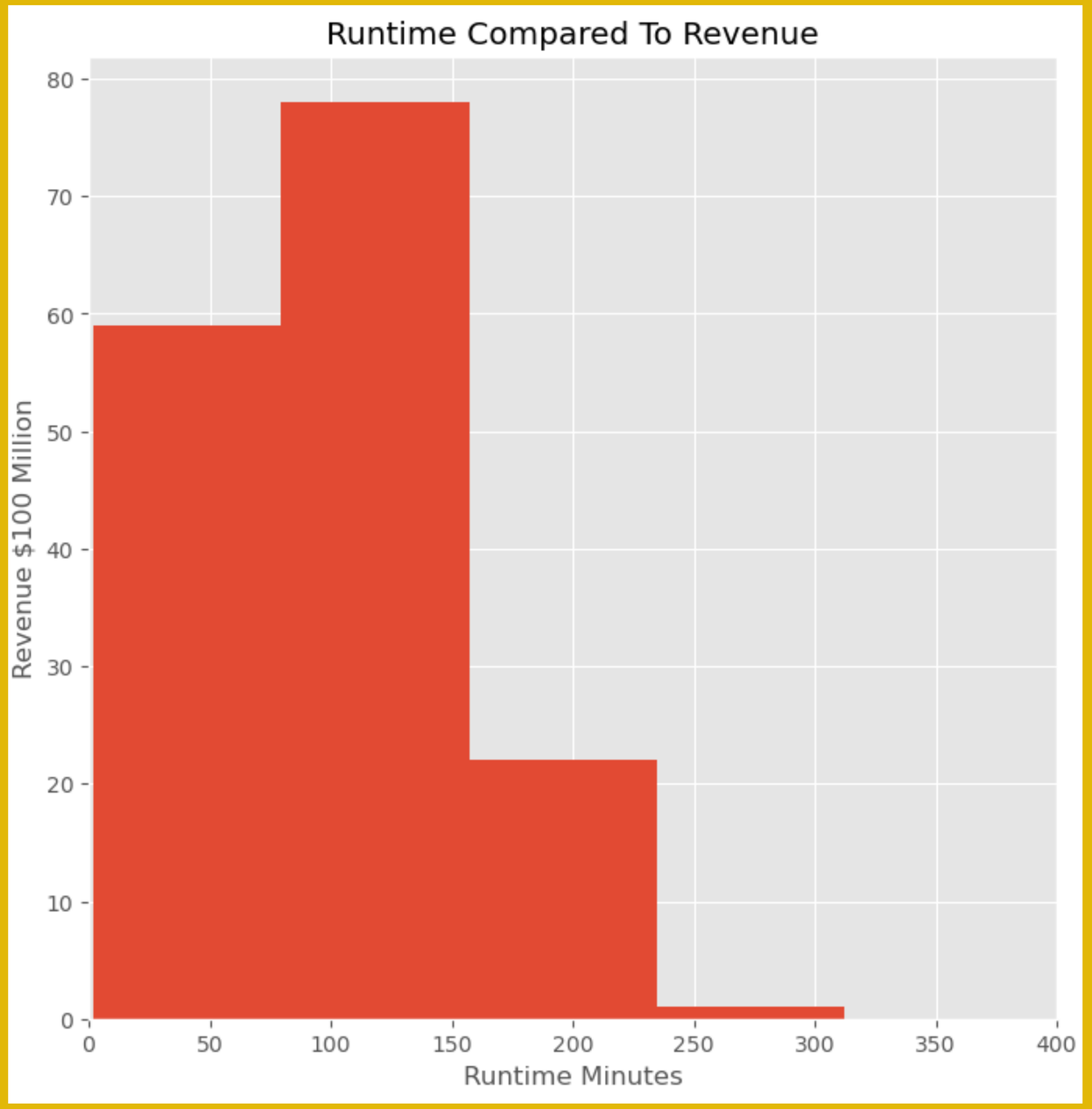
Genres look to have the biggest impact on overall film performance as you can see from the bar graph.

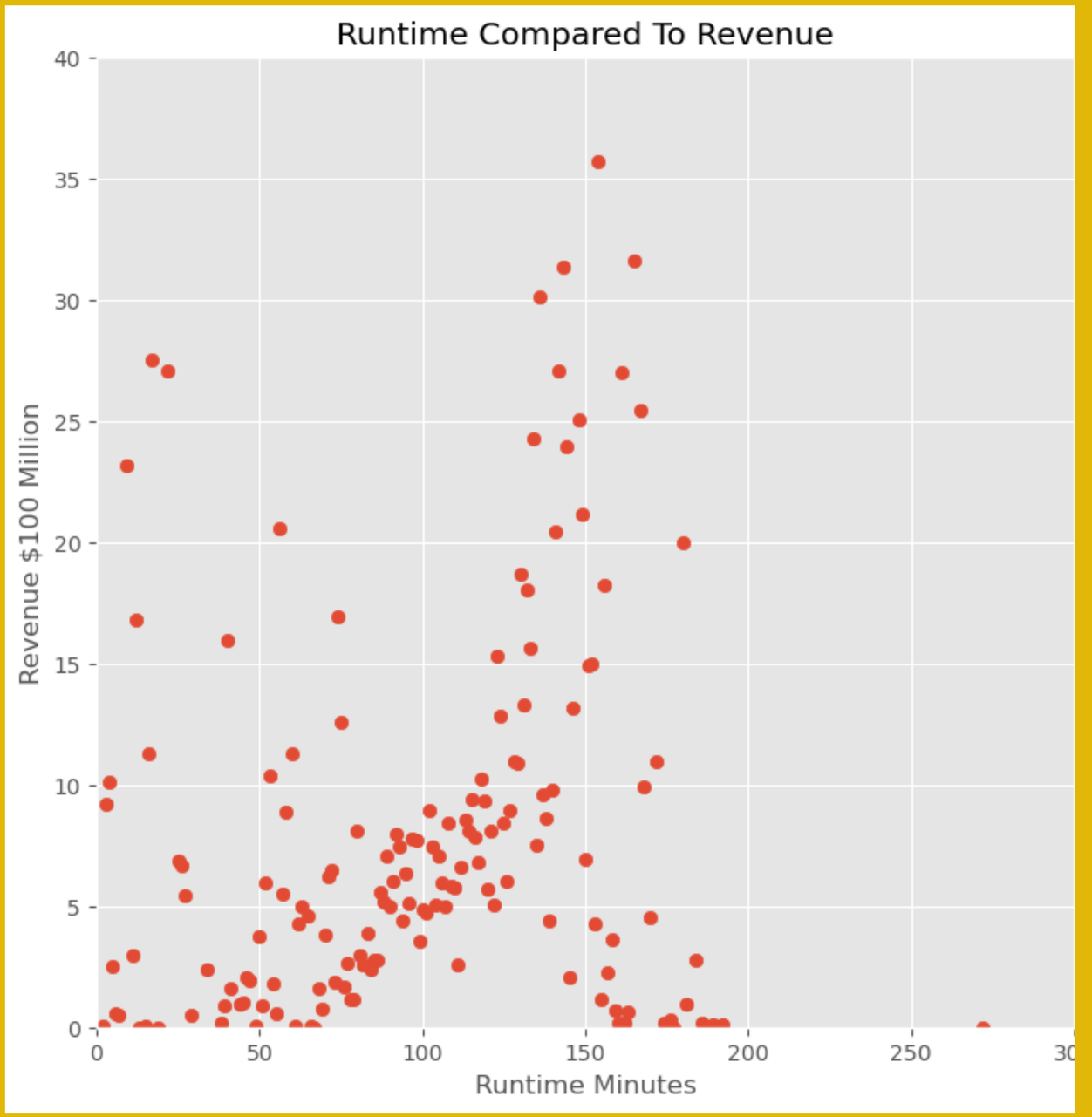
Genres Average Total Revenue



RESULTS (Runtime)

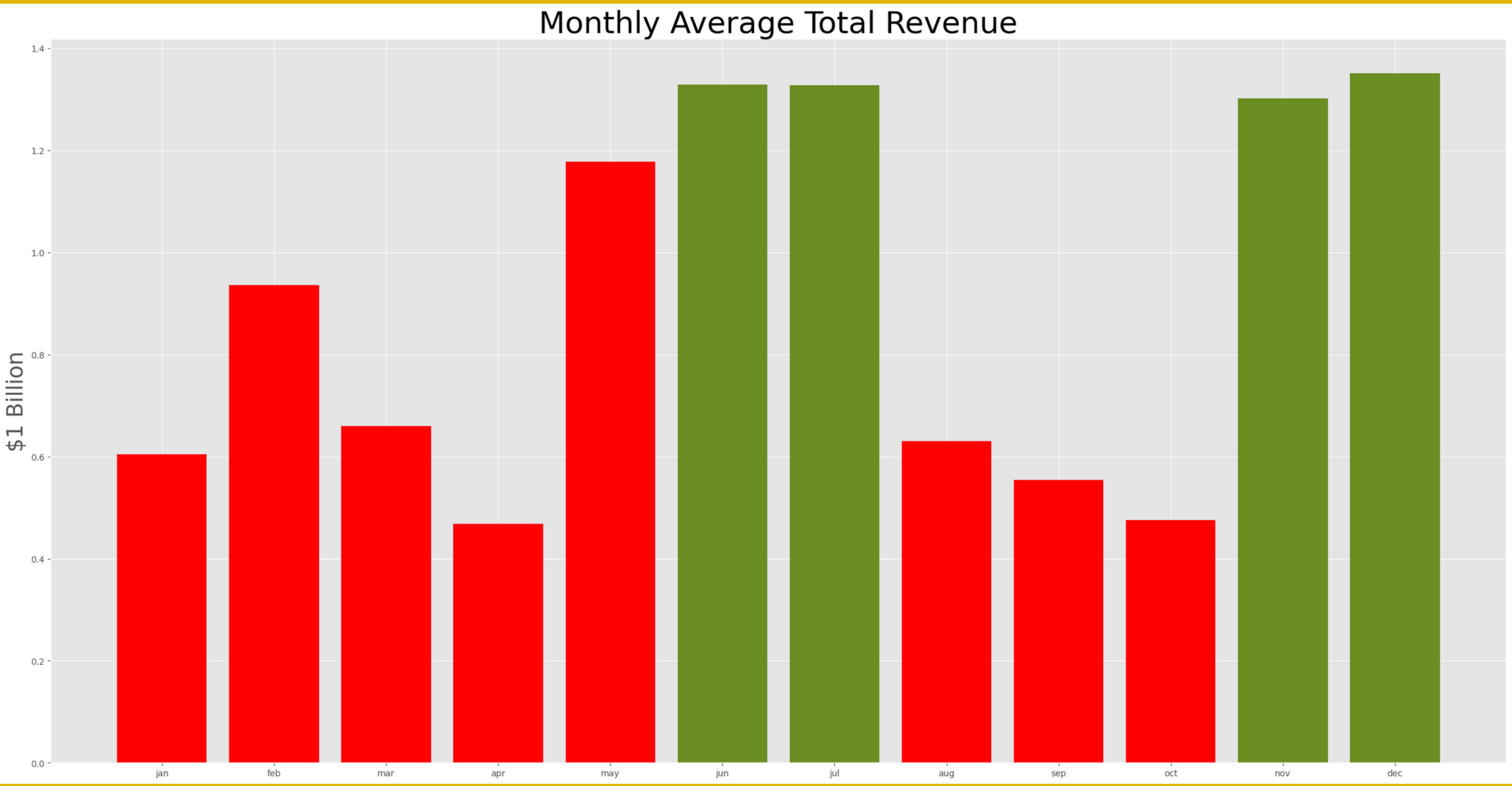
The ideal runtime is between 90 and 150 minutes
as you can see from the scatterplot and histogram.


Runtime Compared To Revenue
Revenue $100 Million
Runtime Minutes
0
10
20
30
40
50
60
70
80
0
50
100
150
200
250
300
350
400


Runtime Compared To Revenue
Revenue $100 Million
Runtime Minutes
0
5
10
15
20
25
30
35
40
0
50
100
150
200
250

RESULTS (Release Month)

The months which product the highest revenue are June-July and November-December as you can see from the bar graph.


Monthly Average Total Revenue
$1 Billion
1.4
1.2
1.0
0.8
0.6
0.4
0.2
0.0
jan
feb
mar
apr
may
jun
jul
aug
sep
oct
nov
dec

Conclusion

To create a film that will return the highest total revenue, it needs to be:

- Preferrably an Adventure film. Action and Sci-Fi are also good genres.
- Between 90 - 150 minutes in length.
- Released June-July or November-December.

Further anaylsis to compare profit margins with revenue could uncover more factors to determine successful films.

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