Fortune Movie Productions

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Outline

- Business problem

- Data

- Analysis

- Conclusion

Business Goals

Fortune Movie wants to create a new movie studio, and has

no experience in this industry.

● What type of movies genre are currently doing the best

in the movie industry?

● Which movies makes Best revenue.

● Production Budget, Directors & Actors

recommendations for Top genres.

● Release Day.

Data

Data Source:

- **Box Office Mojo:**

  To track box office revenue domestic and international.

- **IMDB**

  Used for cast details, user ratings and reviews.

- **Rotten Tomatoes**

  Reviews from critics and audiences
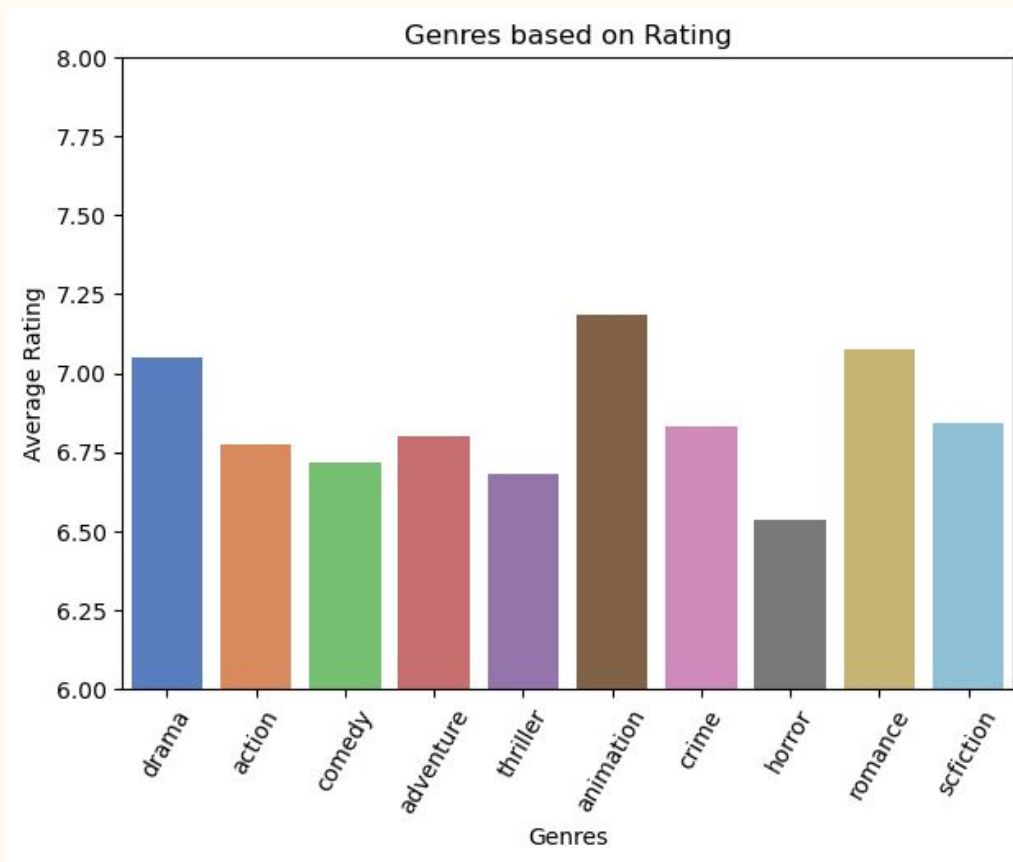
- **The Numbers (TN movie budgets)**

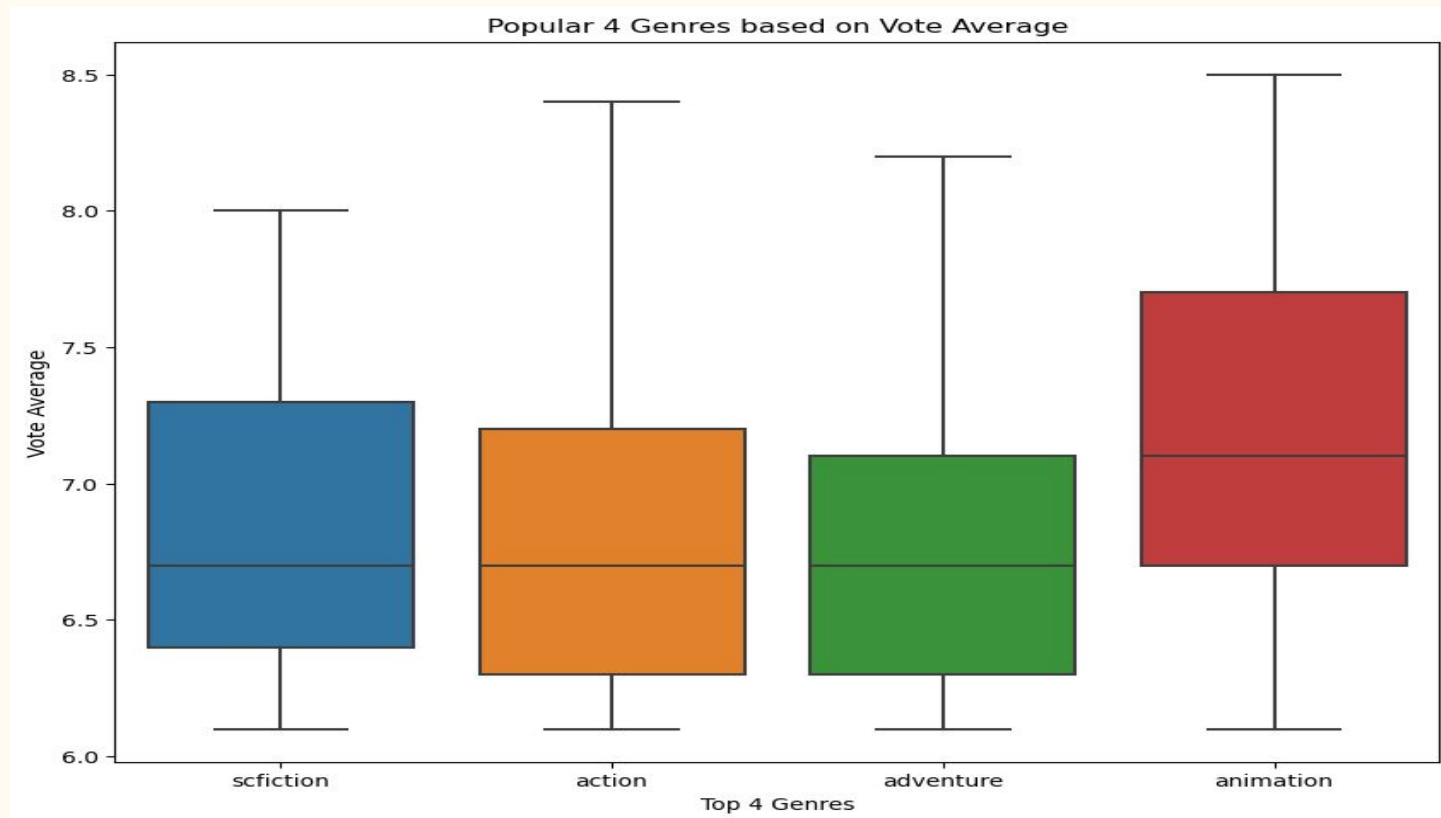 A platform for financial information related to film industry

Solutions:

Genre by Rating

- Top genres by average rating:
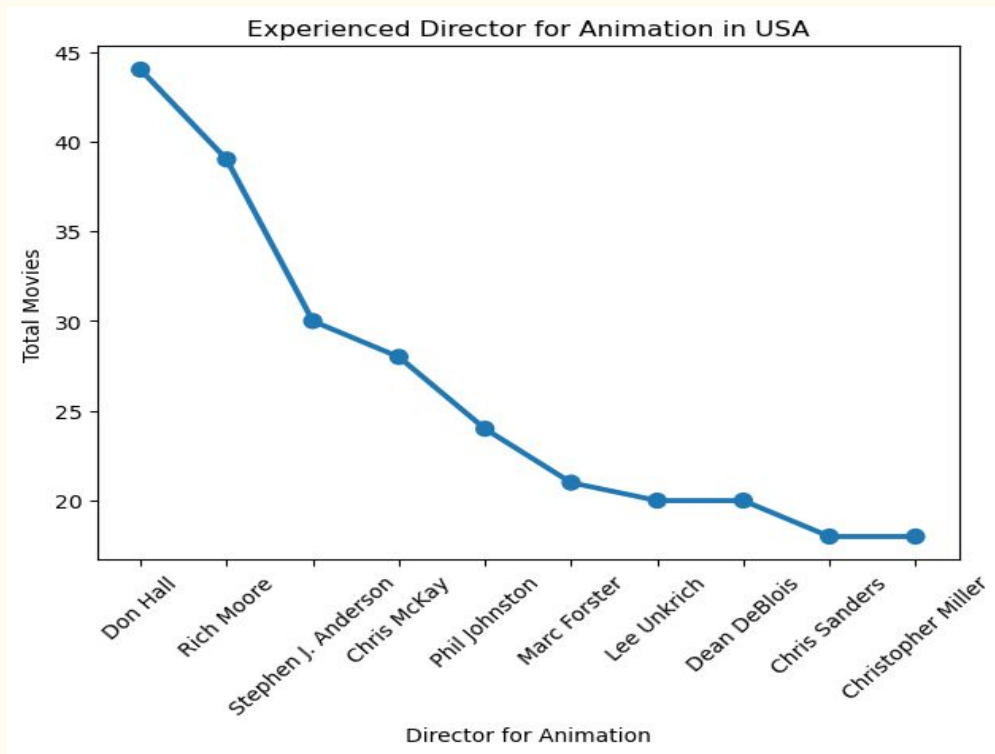 - Animation
  - Romance
  - Drama
  - Sci-Fi

Genres based on Rating

Top 4 Genres by Rating

Popular 4 Genres based on Vote Average

Directors for Animation with Best Ratings

- Top animation movie
  directors:
  - Don Hall
  - Rich Moore
  - Stephen Anderson

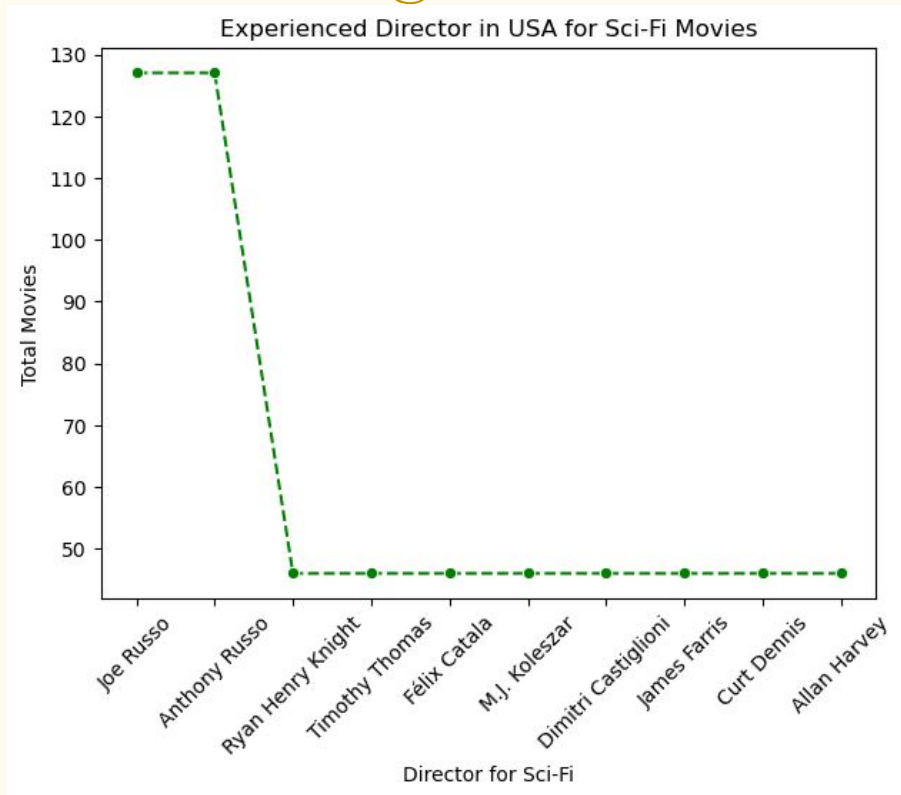Experienced Director for Animation in USA

Animation Actors with Best ratings

	genres	primary_name	primary_profession	averagerating	region
0	Animation,Documentary	Anthony Baker	actor	8.8	US
1	Animation,Documentary	Aleksandr Bible	actor	8.8	US
2	Action,Adventure,Animation	Mahershala Ali	actor	8.5	US
3	Animation,Drama,Fantasy	Ryô Narita	actor	8.4	US
4	Animation,Comedy,Crime	Jason Boatswain	actor	8.4	US

Directors for Sci-Fi with Best Ratings

Top Science Fiction Movie Directors:
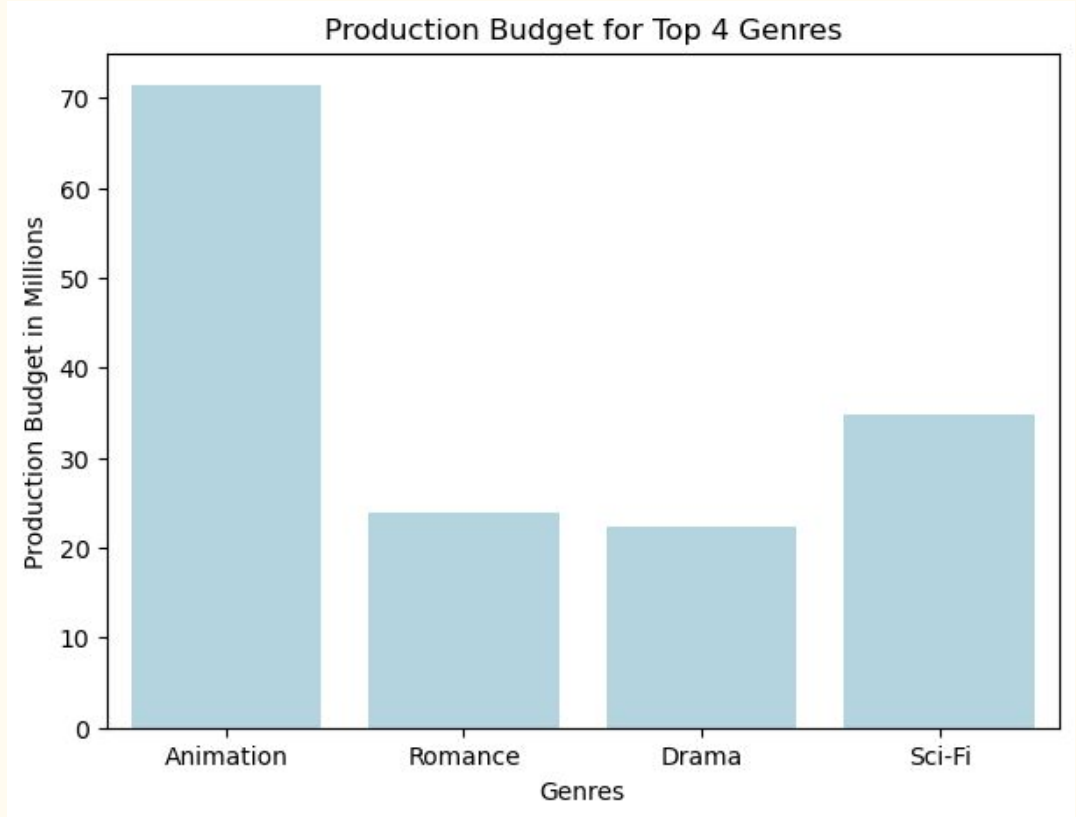
- Joe Russo

- Anthony Russo

- Ryan Knight

Experienced Director in USA for Sci-Fi Movies

Sci-fi Actors with Best Ratings

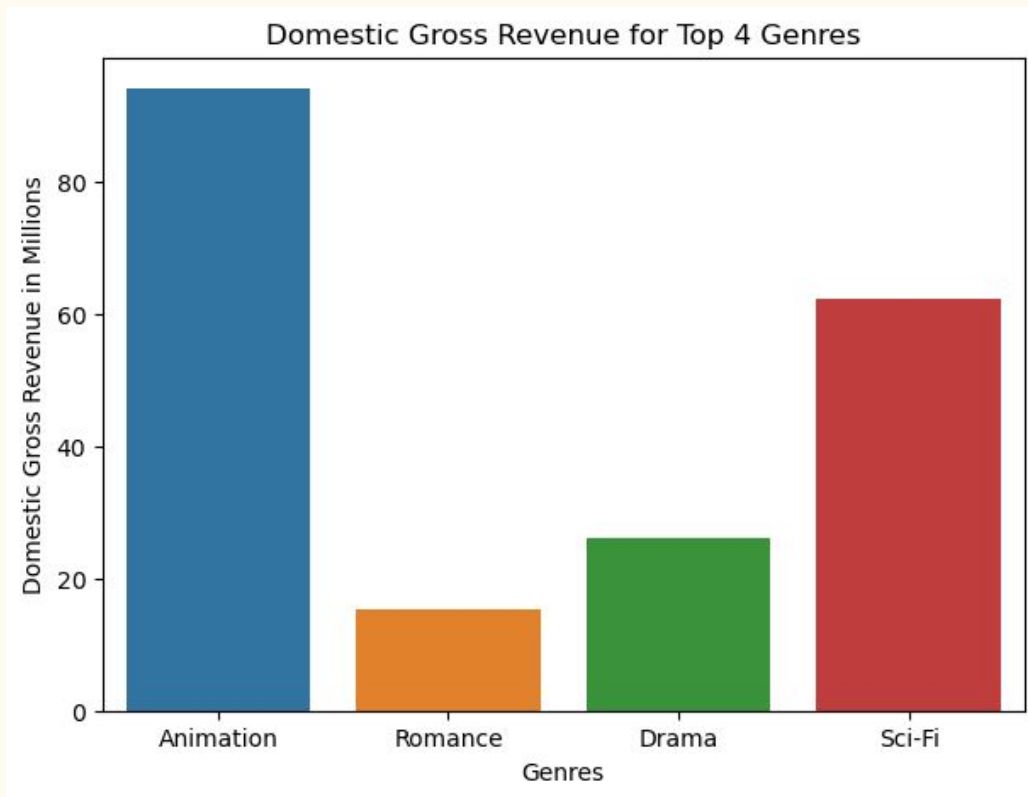|	genres	primary_name	primary_profession	averagerating	region
0	Action,Adventure,Sci-Fi	Alison Kam	actor	9.0	US
1	Action,Adventure,Sci-Fi	Mitchell Campos	actor	9.0	US
2	Action,Adventure,Sci-Fi	Victoria Holt	actor	9.0	US
3	Drama,Sci-Fi	Jason Peter Kennedy	actor	8.6	US
4	Sci-Fi,Thriller	Heath Carr	actor	8.6	US

Production Budget

Genres by Production Budgets:

- Animation movies require highest budget around 70 million
- Sci-Fi movies require budget between 30 to 40 million
- Romance movies require budget of over 20 million
- Drama movies require the least budget of 20 million or less
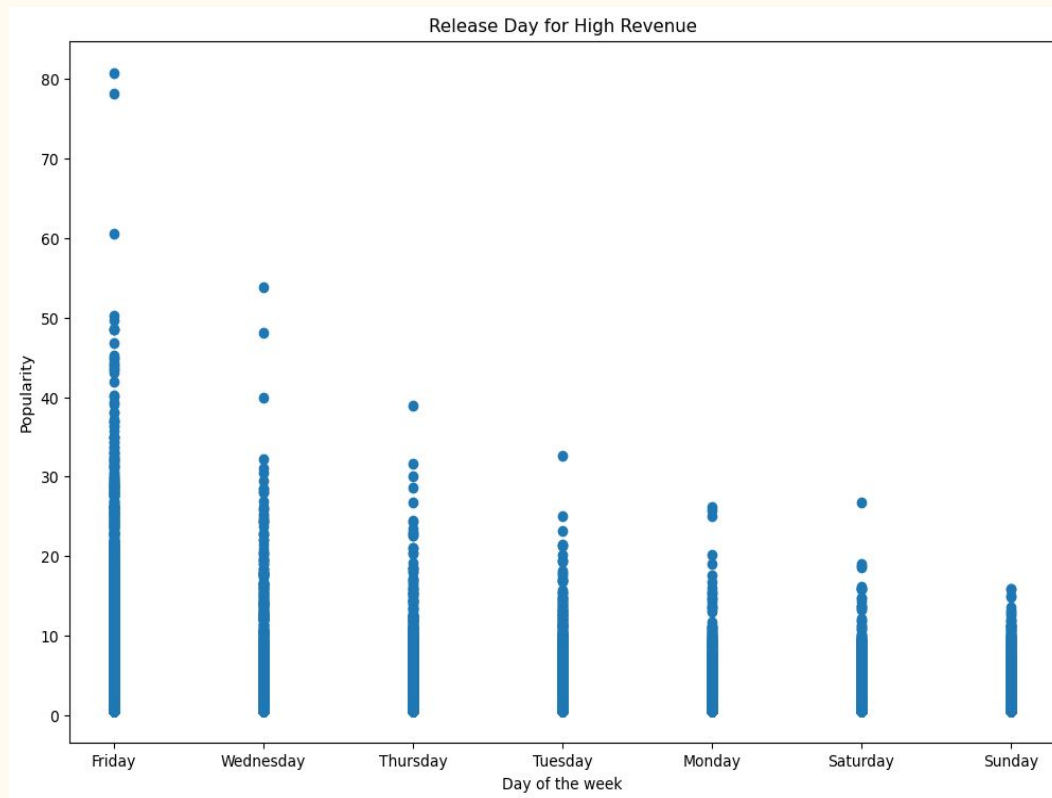

Production Budget for Top 4 Genres

Gross Revenue

- Animation movies spent 70 M and earns 85 M+.

- Science Fiction movies spent 35M and earns revenue up to 60 M.

- Romance do not have potential of higher gross revenue.

- Drama shows No loss/No gain.

Domestic Gross Revenue for Top 4 Genres

Release Day

- Day of release significantly impacts gross revenue.

- Movies released on Friday enjoy highest popularity.

- Friday releases correlate with stronger box office performance.

Release Day for High Revenue

Conclusion

- Top genres: Animation, Science Fiction, Drama

- Revenue increase:
    a. Animation: 10-15%
    b. Sci-Fi: 50-70%
    c. Drama: No gain/loss

- Production budget:
    a. Animation: 70+ million
    b. Science Fiction: 35+ million

- Release Day: Friday is recommended for higher revenue compared to other days.

Next Phase

- Utilize Awards database for best directors across genres.

- Analyze low vs. high budget movies for insights.

- Explore TV-shows and international movies for industry trends.

- Consider advertisement data for informed decision-making.

- Incorporate findings to improve entry into movie production industry.

THANK YOU

QUESTIONS???

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