

MOVIE ANALYSIS



Overview and Recommendation

Project Prompt: Your company wants to capitalize on the trend of big media companies creating original content and needs to understand movie variables to determine what type of films to create

Goal: Analyze important movie attributes (genre, director, writer) to decide on strategy for building out an in-house film studio

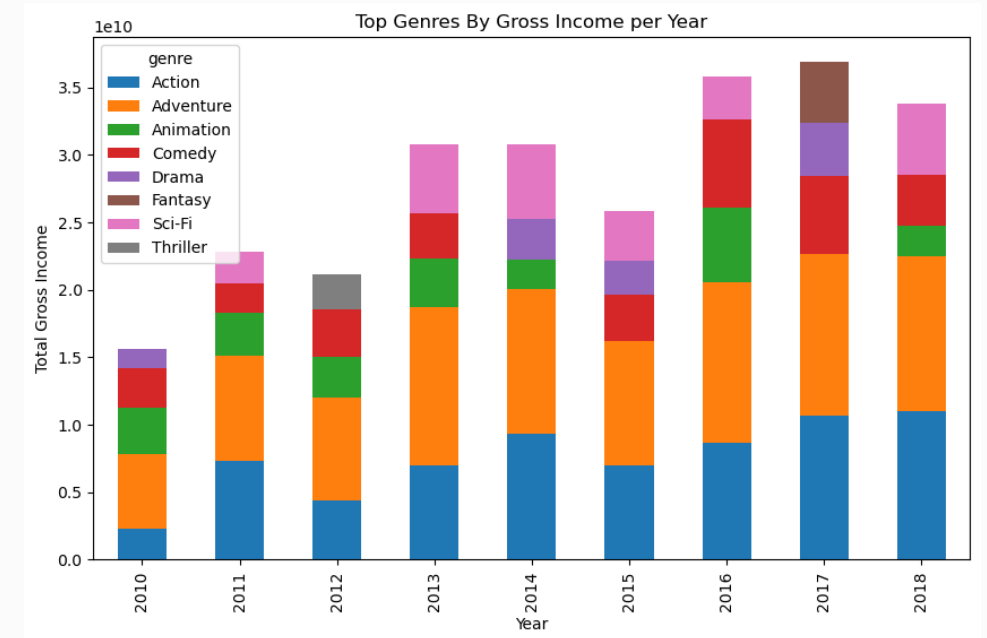
Datasets Utilized

1. IMDB

- Contains data on the year, director, writers, length, ratings, number of votes, and more

2. Movie Gross

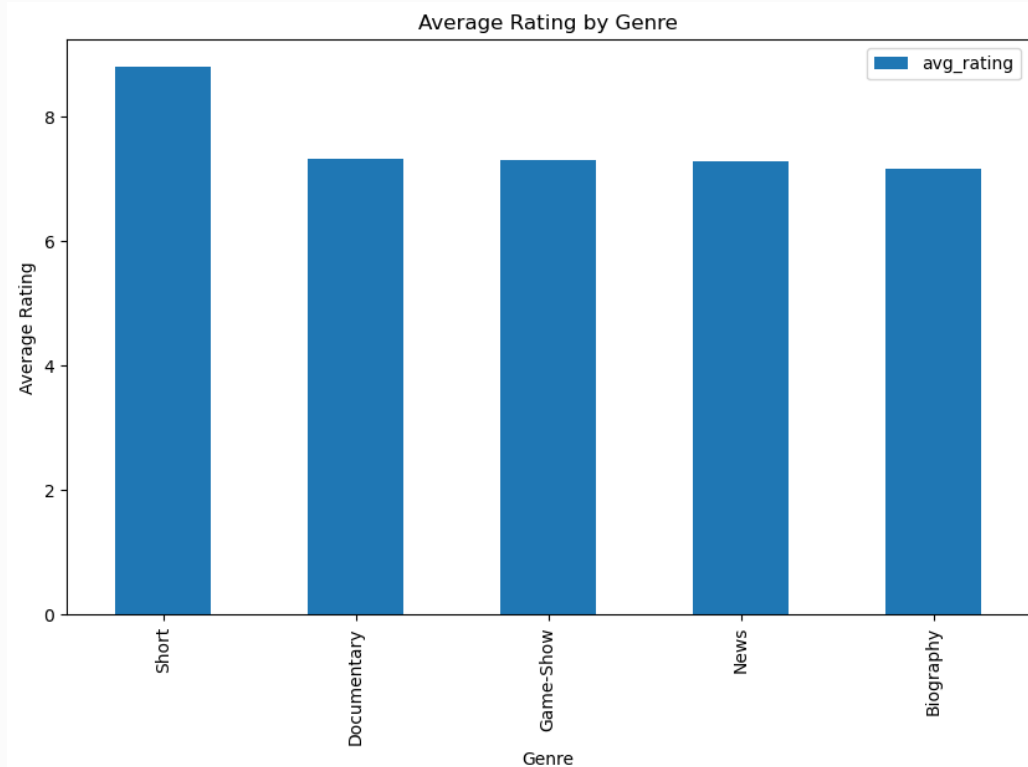
- Gross income data broken down by foreign and domestic



Key Variables Analyzed

Variable	Analysis
Average Rating	
Number of Votes	
Movie Length	
Director	
Writer	
Domestic Income	
Foreign Income	

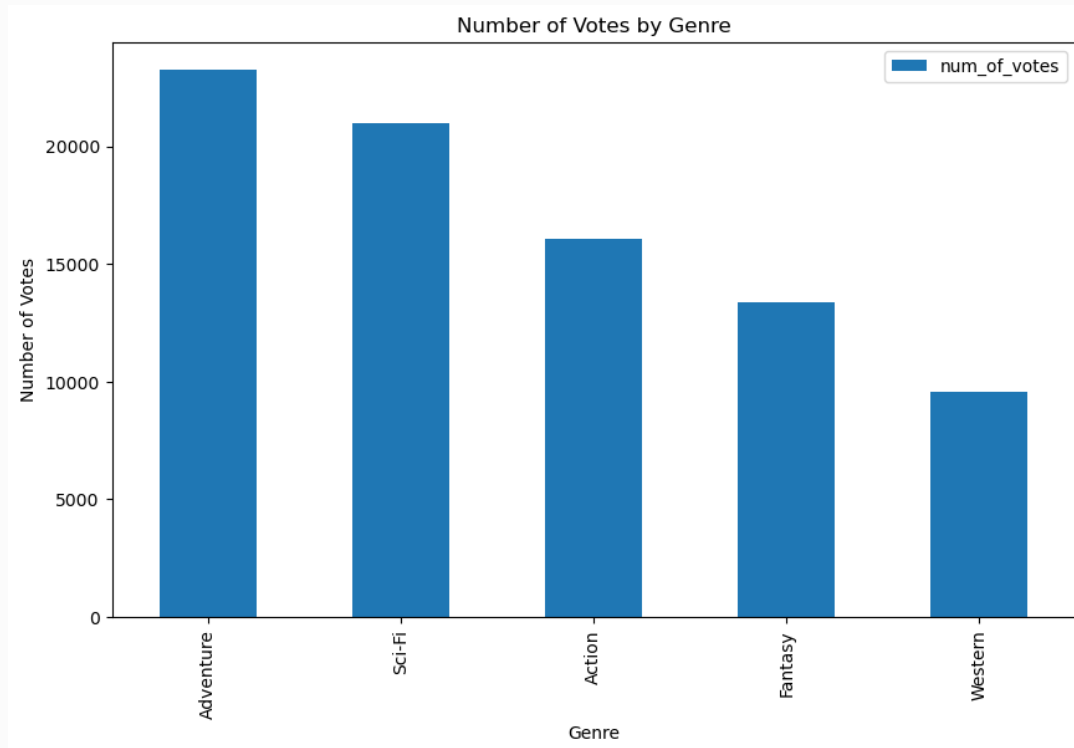
Average Rating



Takeaways

- The top 5 genres by average rating are:
 - Short
 - Documentary
 - Game-Show
 - News
 - Biography

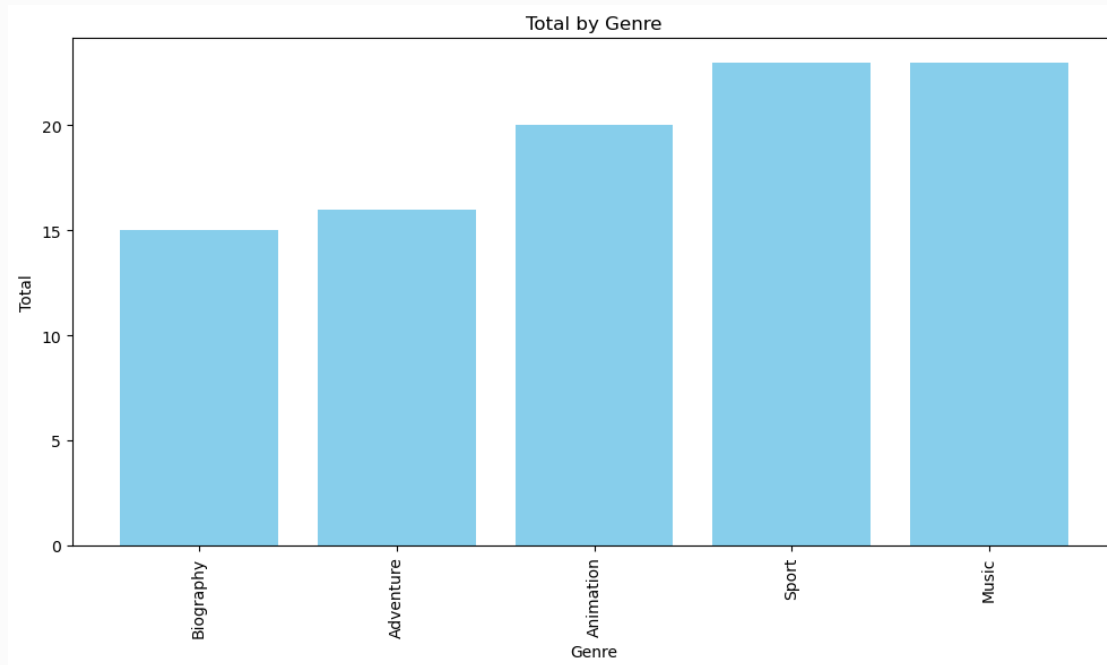
Number of Votes



Takeaways

- The top 5 genres by number of votes are:
 - Adventure
 - Sci-Fi
 - Action
 - Fantasy
 - Western

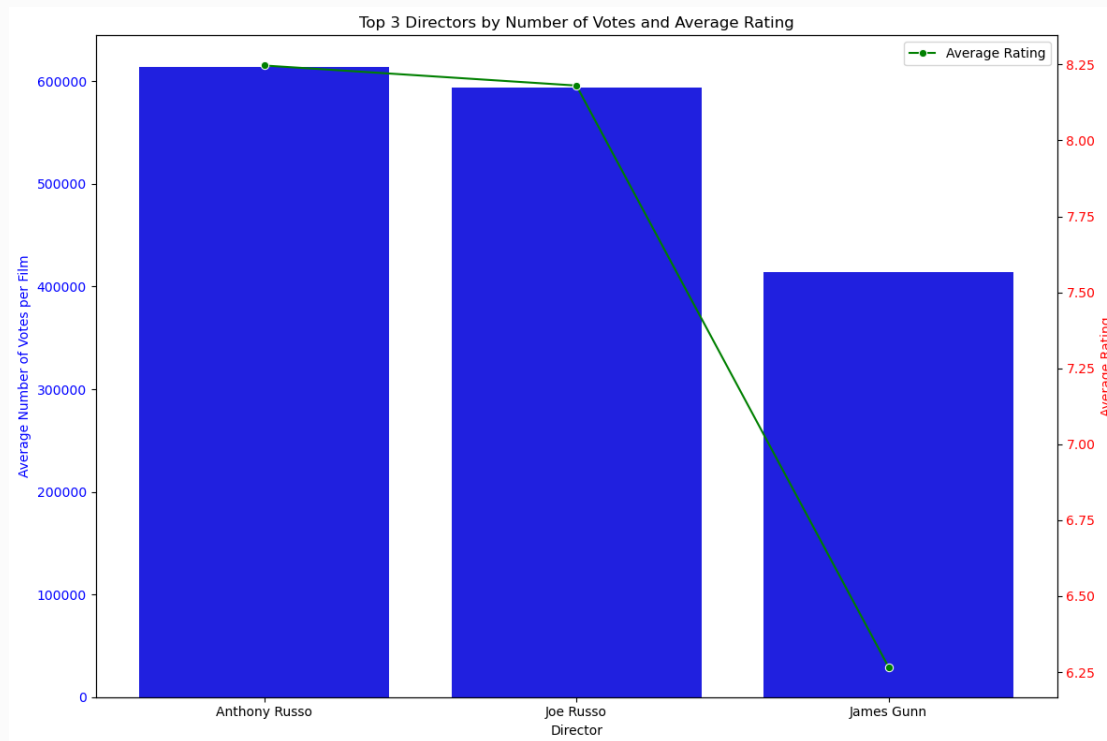
Combined Rating Metrics



Takeaways

- This graph combines the rankings for number of votes and average rating to factor both rating metrics (lower score = higher rating)
- The top 5 genres are:
 - Biography
 - Adventure
 - Animation
 - Sport
 - Music

Top Directors

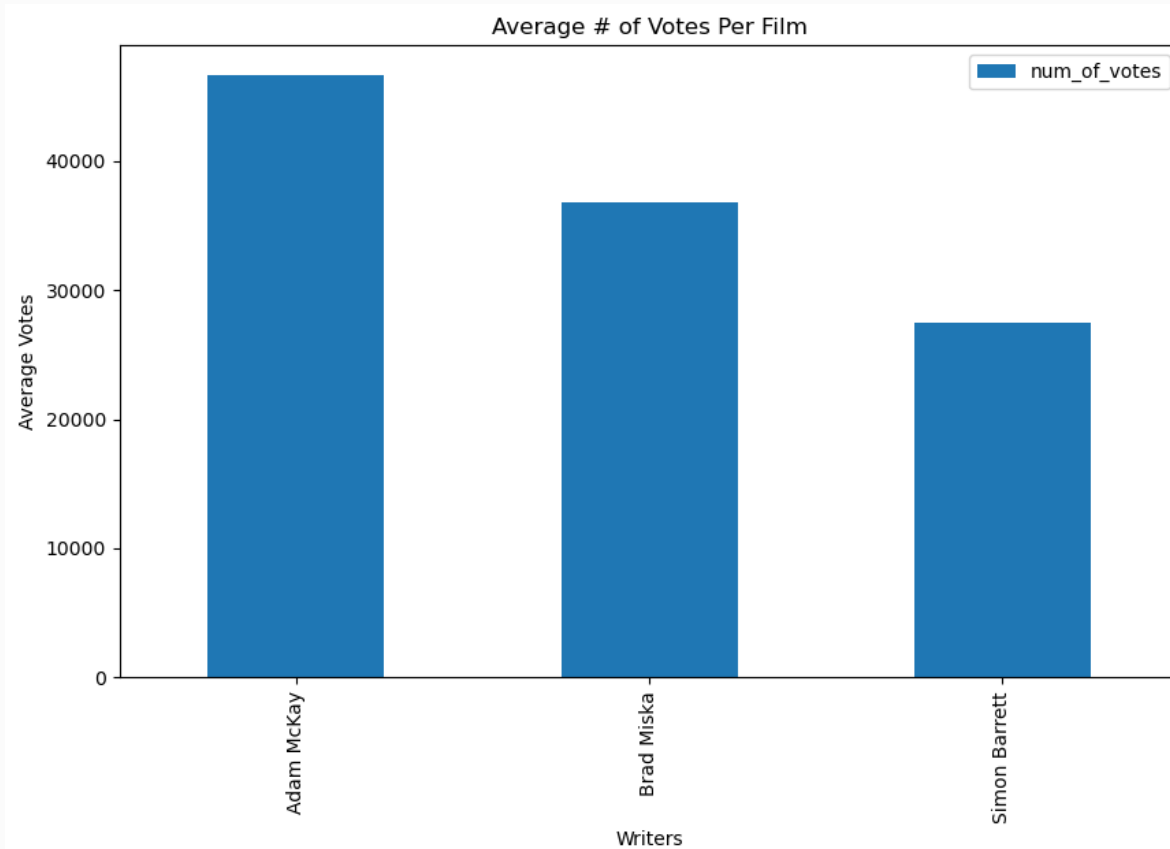


Takeaways

- Top Directors based on average rating and number of votes are:
 - Anthony Russo
 - Joe Russo
 - James Gunn

*Director must have directed more than 20 films

Top Writers

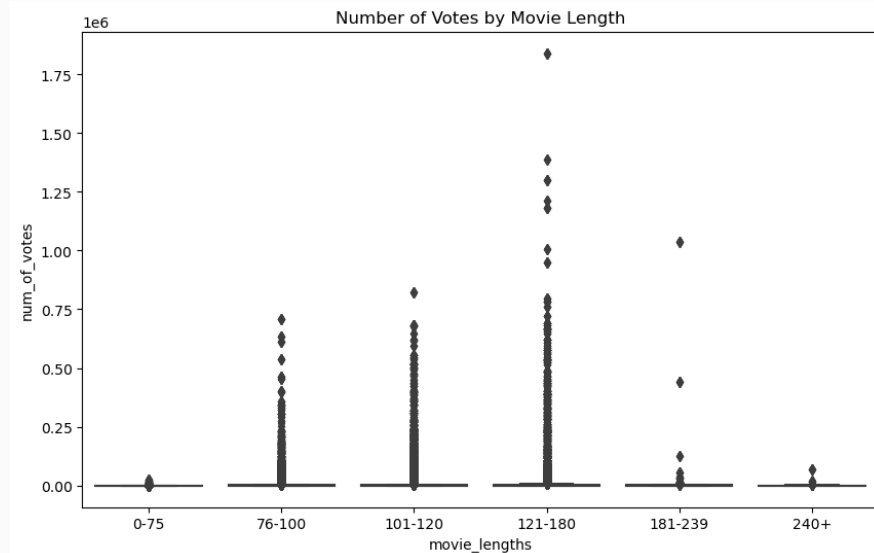
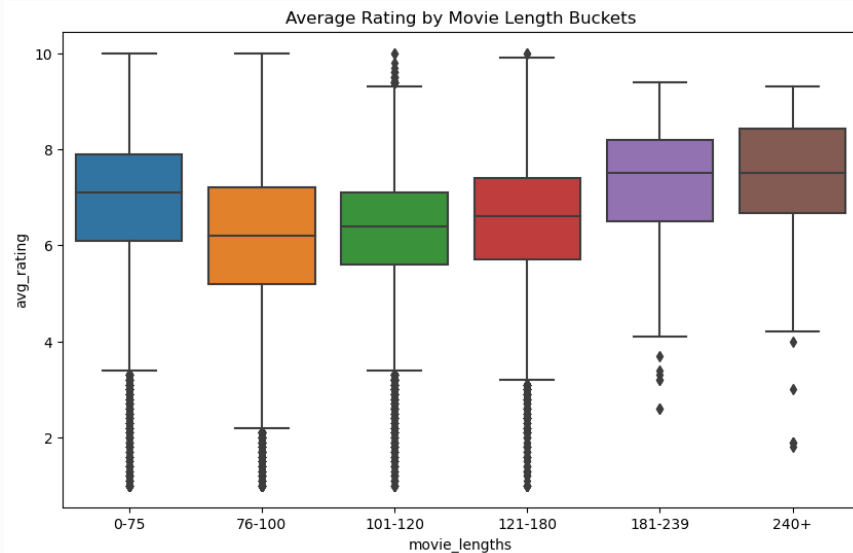


Takeaways

- Top Writers based on average number of votes:
 - Adam McKay
 - Brad Miska
 - Simon Barrett

*Writer must have written more than 20 films

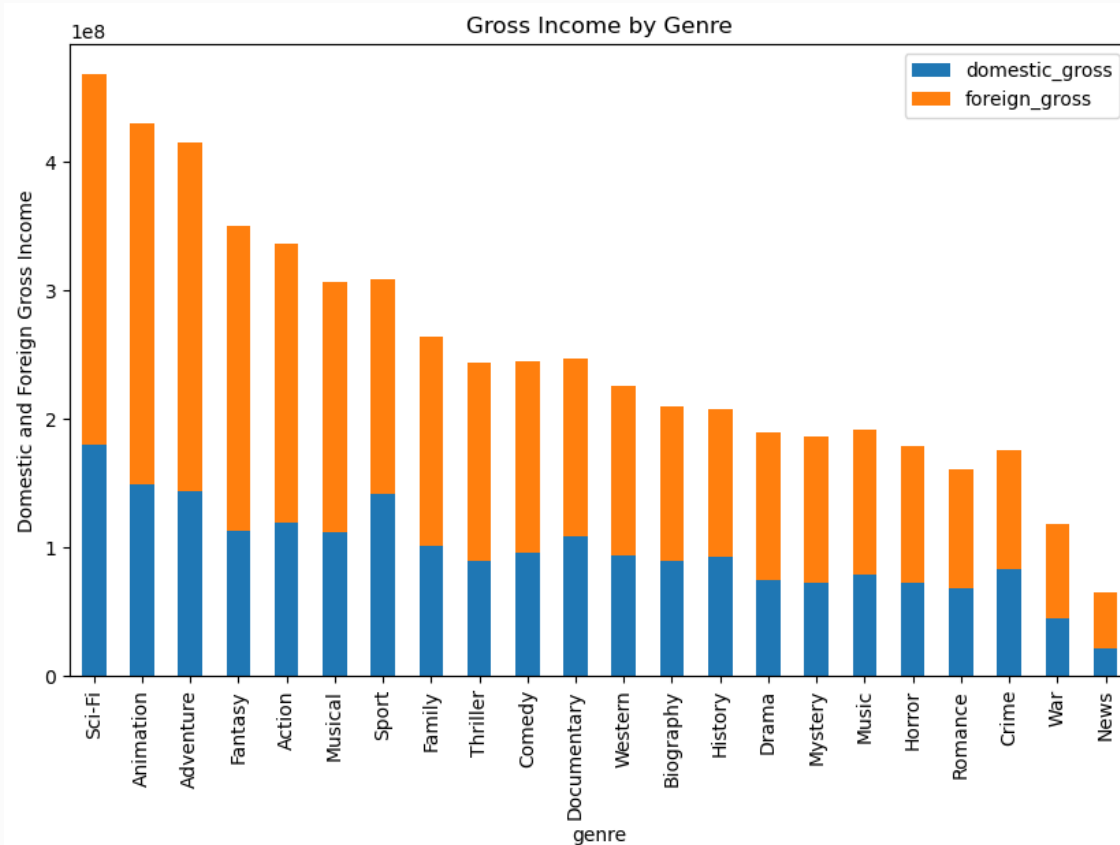
Movie Length



Takeaways

- Movie length seems to be a factor with movies 121 – 180 minutes registering the highest number of average votes per film

Gross Income

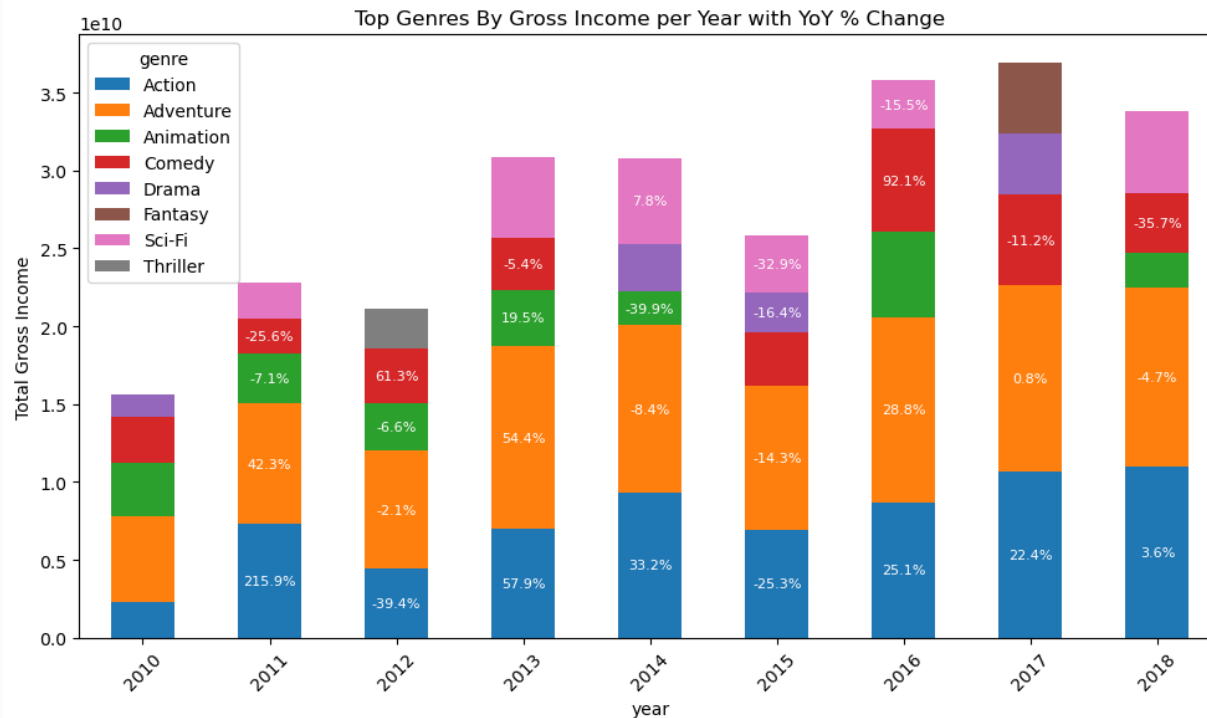


Takeaways

- The Genres that produced the most gross income are
 - Sci-Fi
 - Animation
 - Adventure
 - Fantasy
 - Action

Genre Gross Income YoY

This graph shows the YoY % change in gross income across each genre and allows us to see recent trends



Takeaways

- From 2010-2018 gross income for
 - Action increased 74.5%
 - Adventure increased 46.8%
 - Comedy increased 7.8%

*Writer must have written more than 20 films

Recommendations

My recommendation is to focus on a narrow subset of films with genres being Action, Adventure, and/or Sci-Fi, movie length should be around 120 minutes, and directors / writers should have 20 movies under their belt and in top 2/3 of average rating.

Supporting Data:

1. Action, Adventure, and Sci-Fi films have the highest gross income, average rating, and number of votes
2. Movie lengths in the 120 minute bucket received the highest number of votes
3. The difference between writers / directors in the top 2/3 versus the bottom 1/3 is substantial