What makes a successful film?

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Summary

We dive into a descriptive analysis of what makes a successful film. By taking profit percentage and critique review and seeing what film genre makes the most profitable film by exploring the following:

- What genre has the highest profit percentage

- What genre has the highest critique review rating

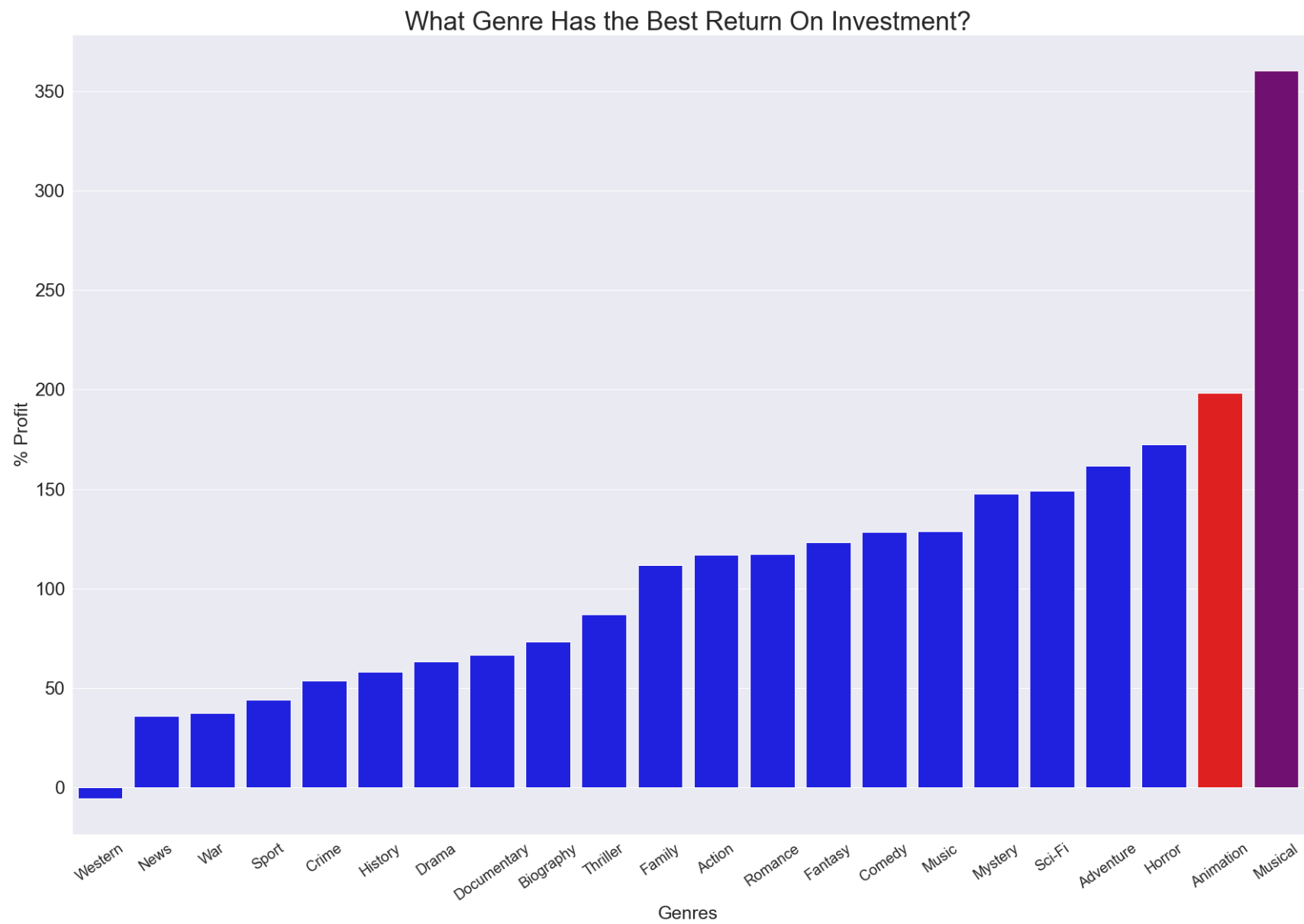- What runtime has the highest profit percentage

Outline

- Business Problem

- Data

- Methods

- Results

- Conclusion

Business Problem

- Find what type of film is successful

- What makes this type of film different from the others
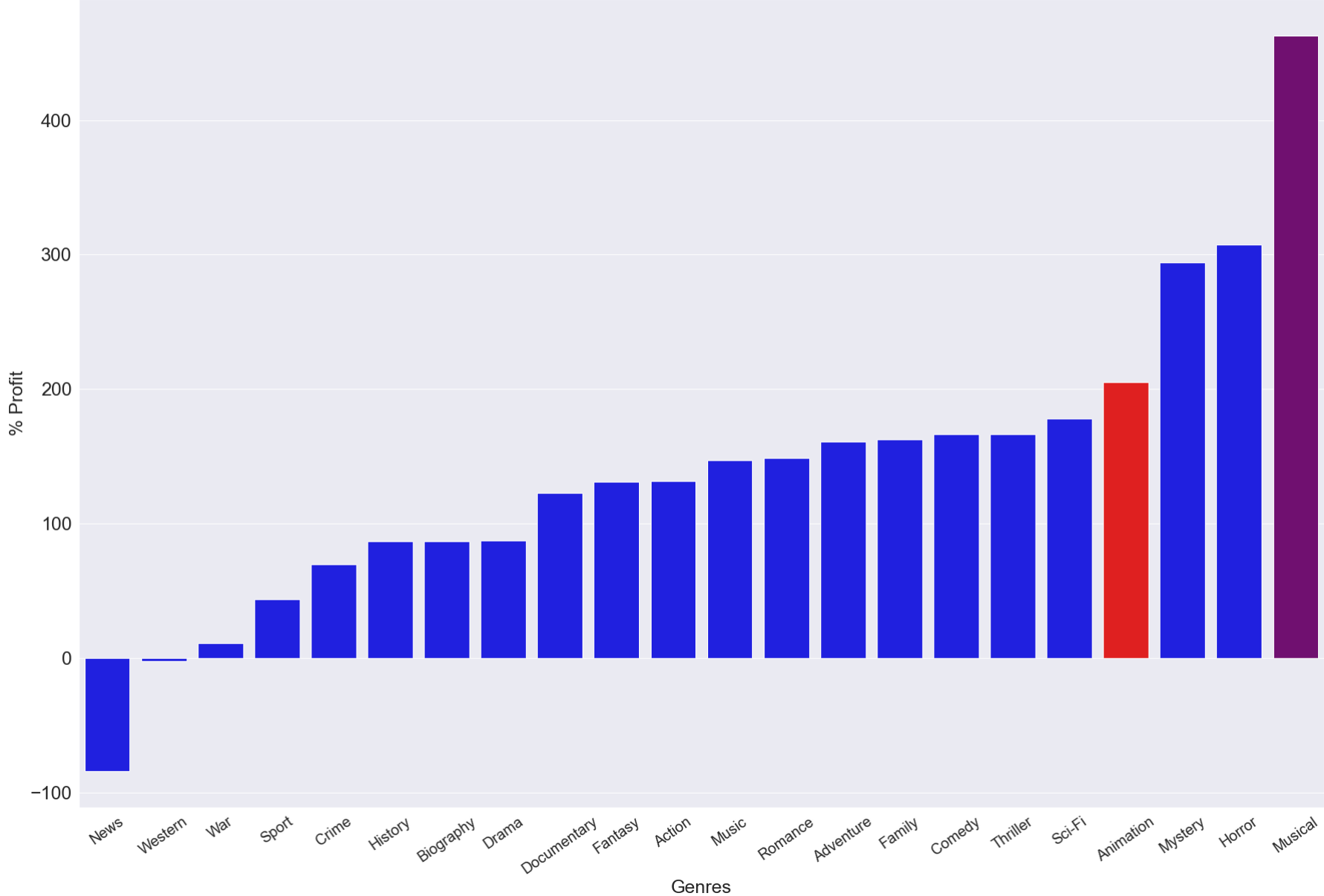
- What is the most profitable genre of film

Data & Methods

What Genre Has the Best Return On Investment?

- Movie profit percentage for each genre of film

- Including all data and just data from films produced since 2015
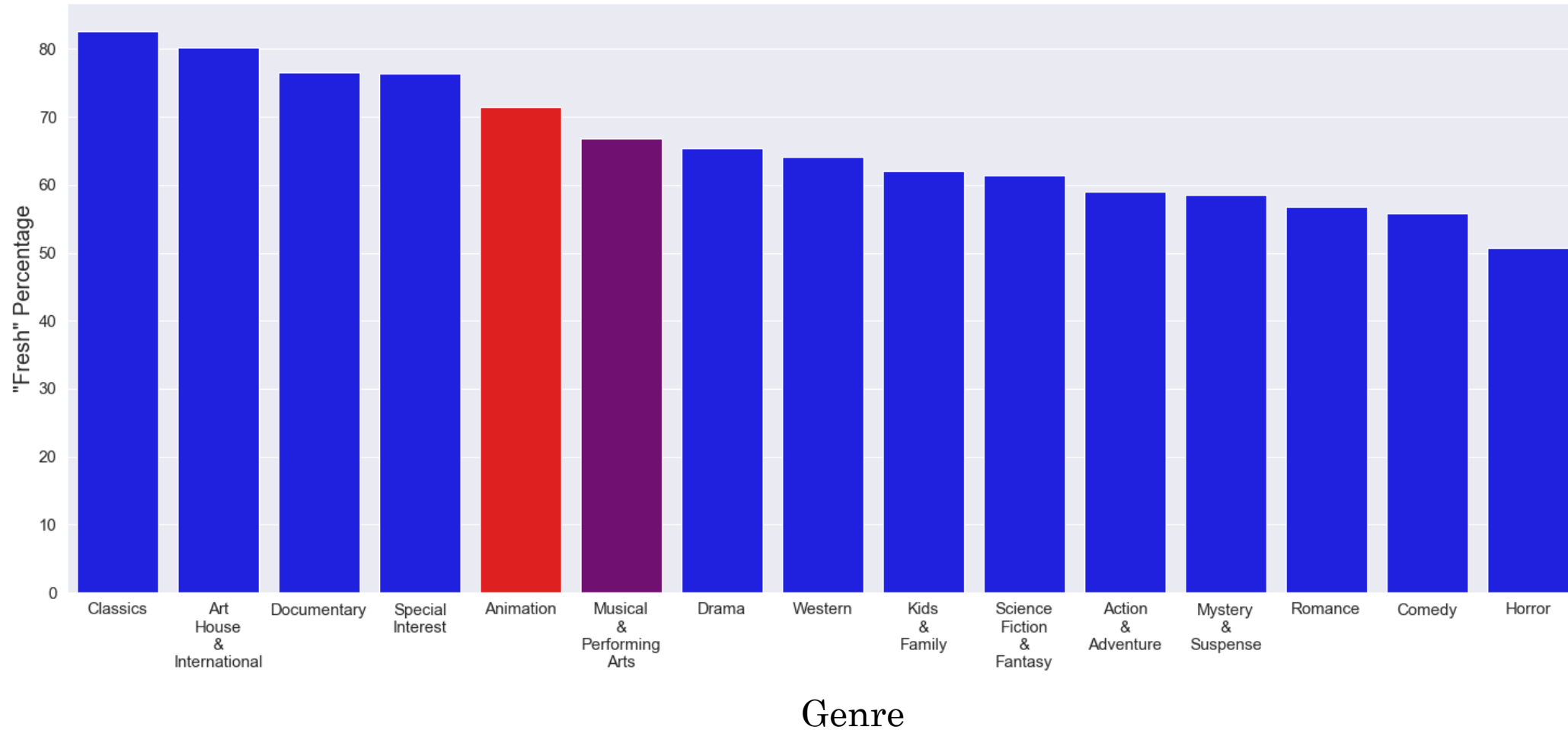
Results

What Genre Has the Best Return On Investment since 2015?

- Within recent years musicals and animation remain the most profitable films.
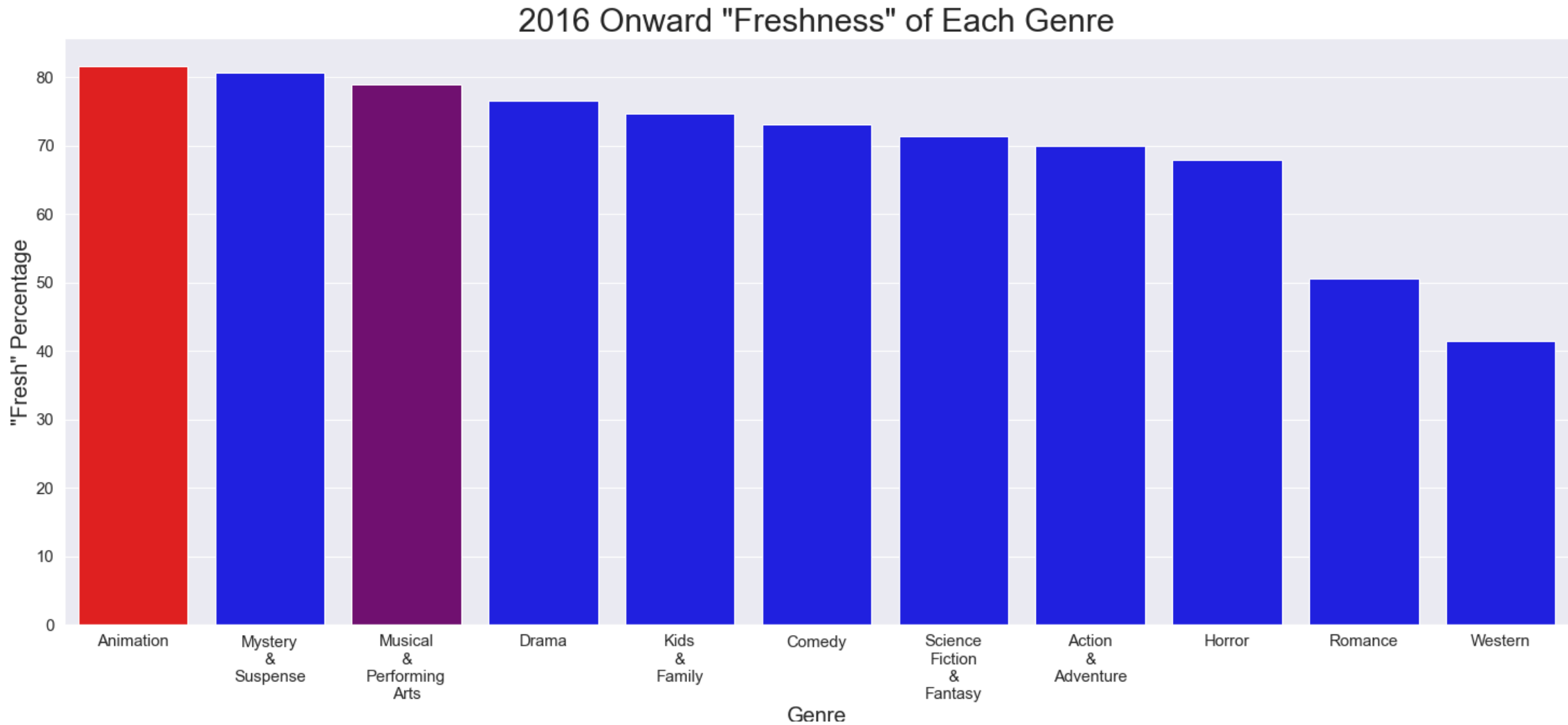
Results

"Freshness" of Each Genre

- The "freshest" genre of movies determined by rotten tomatoes is classics and art house and international
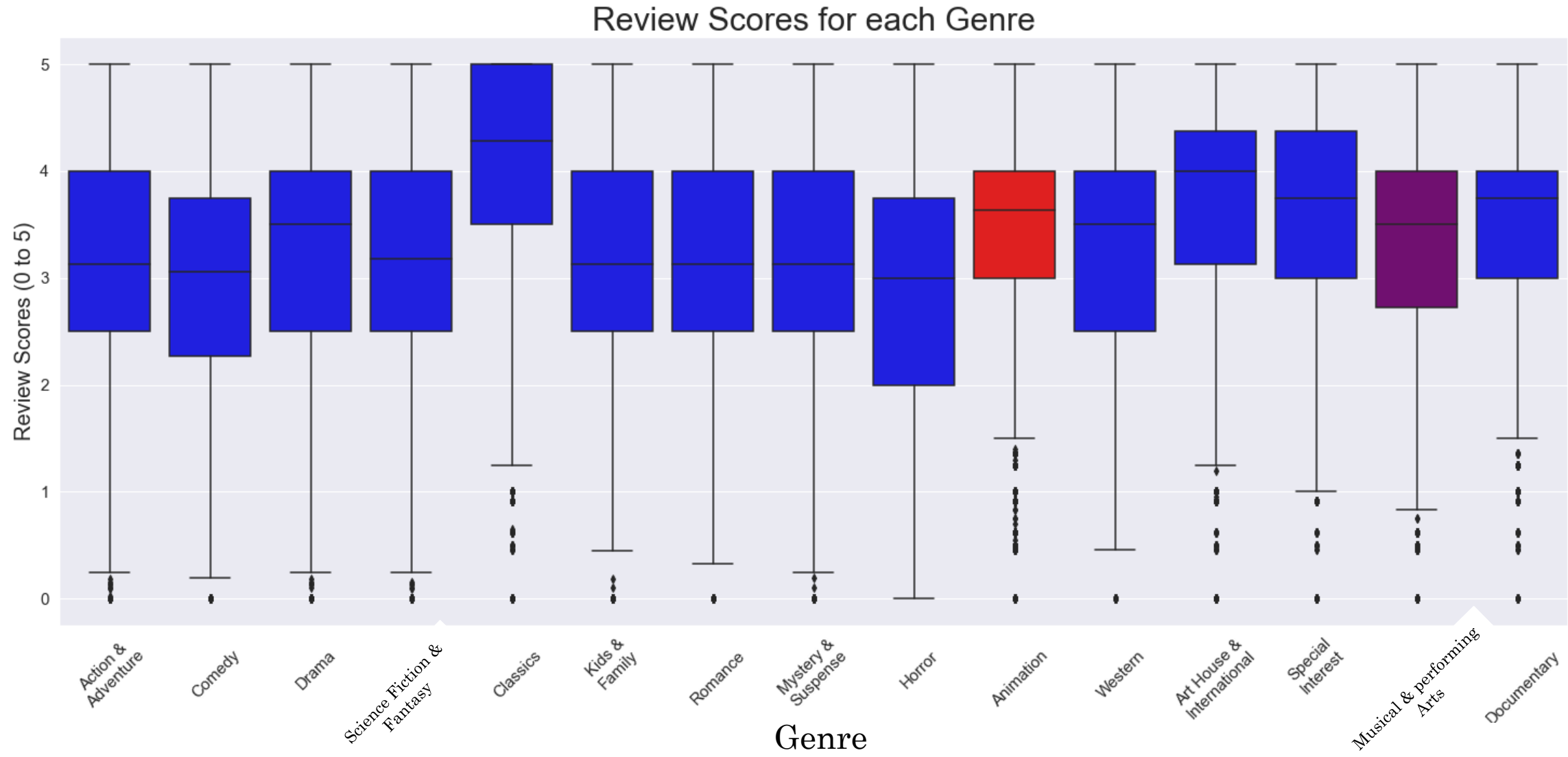- Musicals and animation are still among some of the highest "freshness" of films

Results

2016 Onward "Freshness" of Each Genre

- Within the most recent years animation and musicals have gone up in "freshness"

Results

Review Scores for each Genre

- We see that the highest median reviews are for classics and Art House & International

Results

2016 Onward Review Scores for each Genre
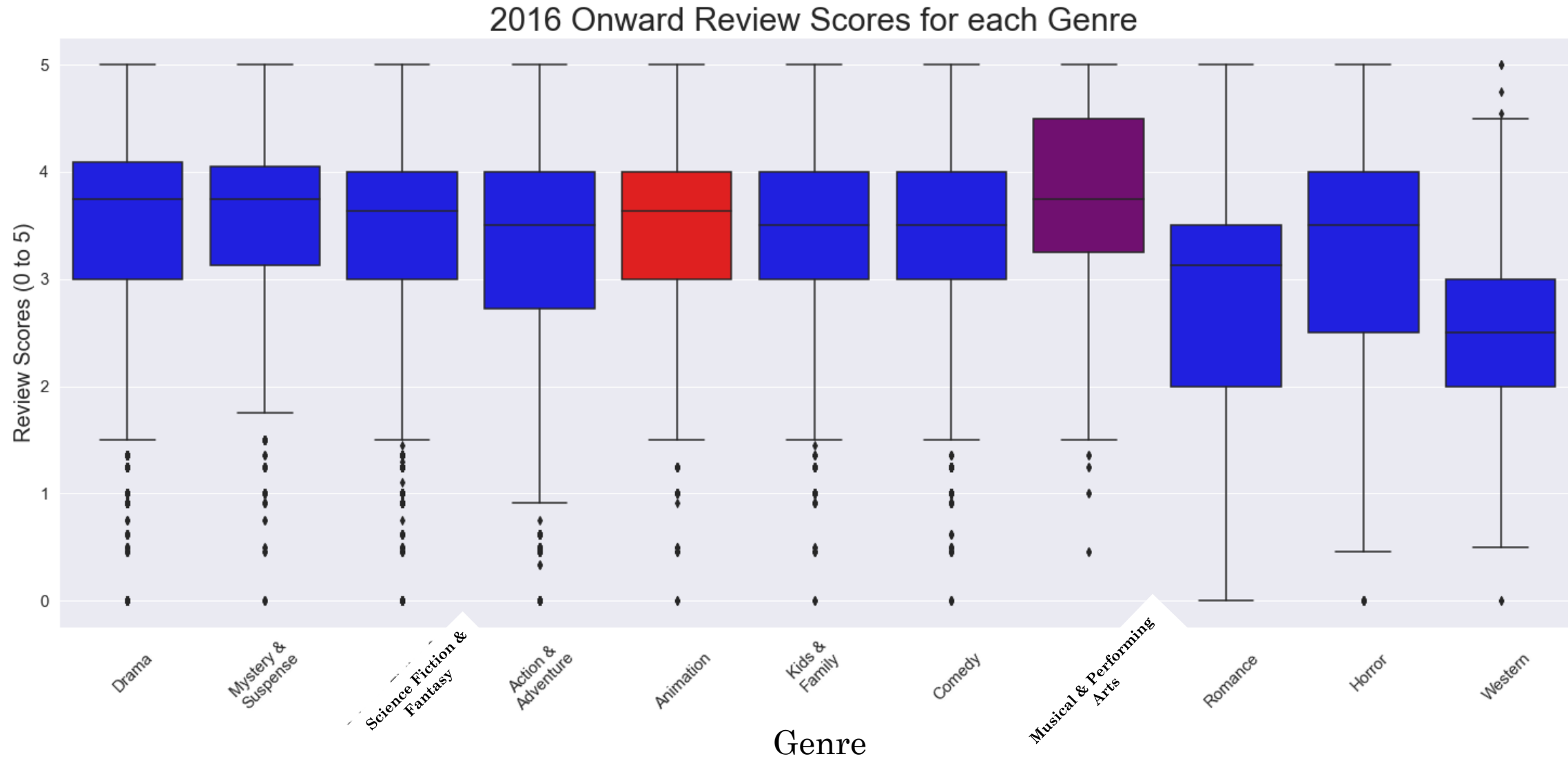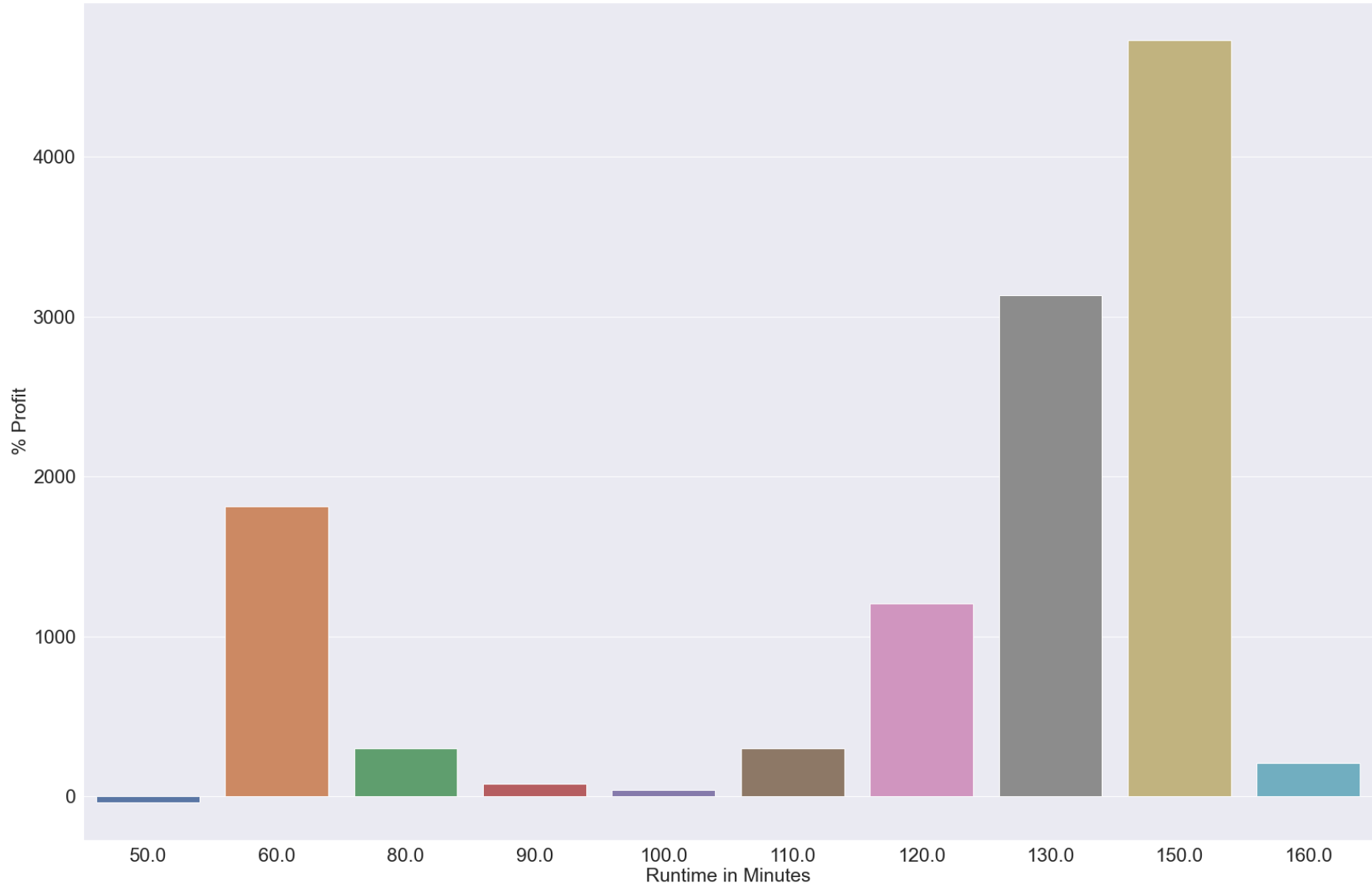
- In recent years the highest median is for Musicals & Performing Arts
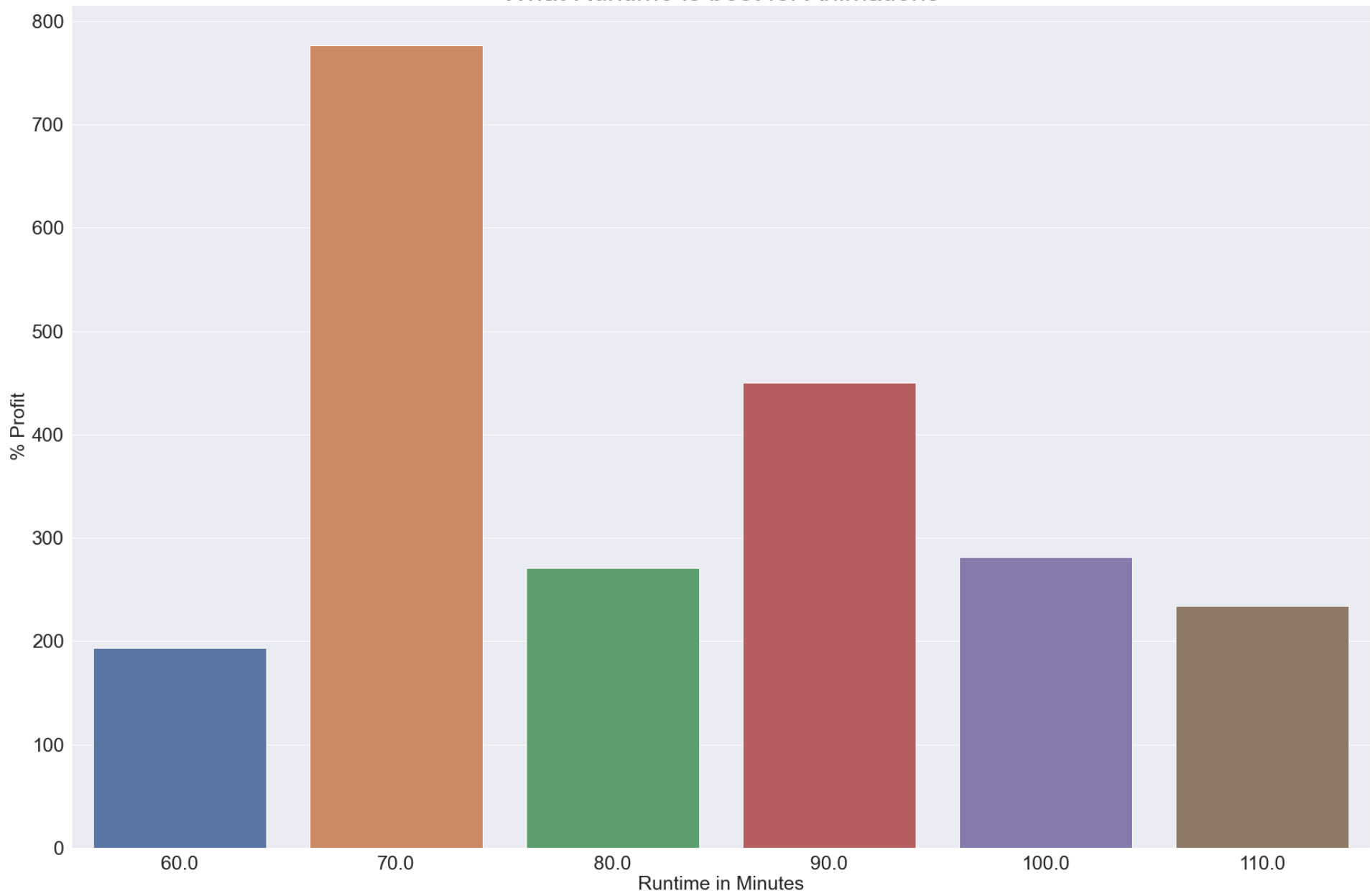
Results

What Runtime is best for Musicals

- The best run time length for a Musical is over 120 minutes but under 150 minutes
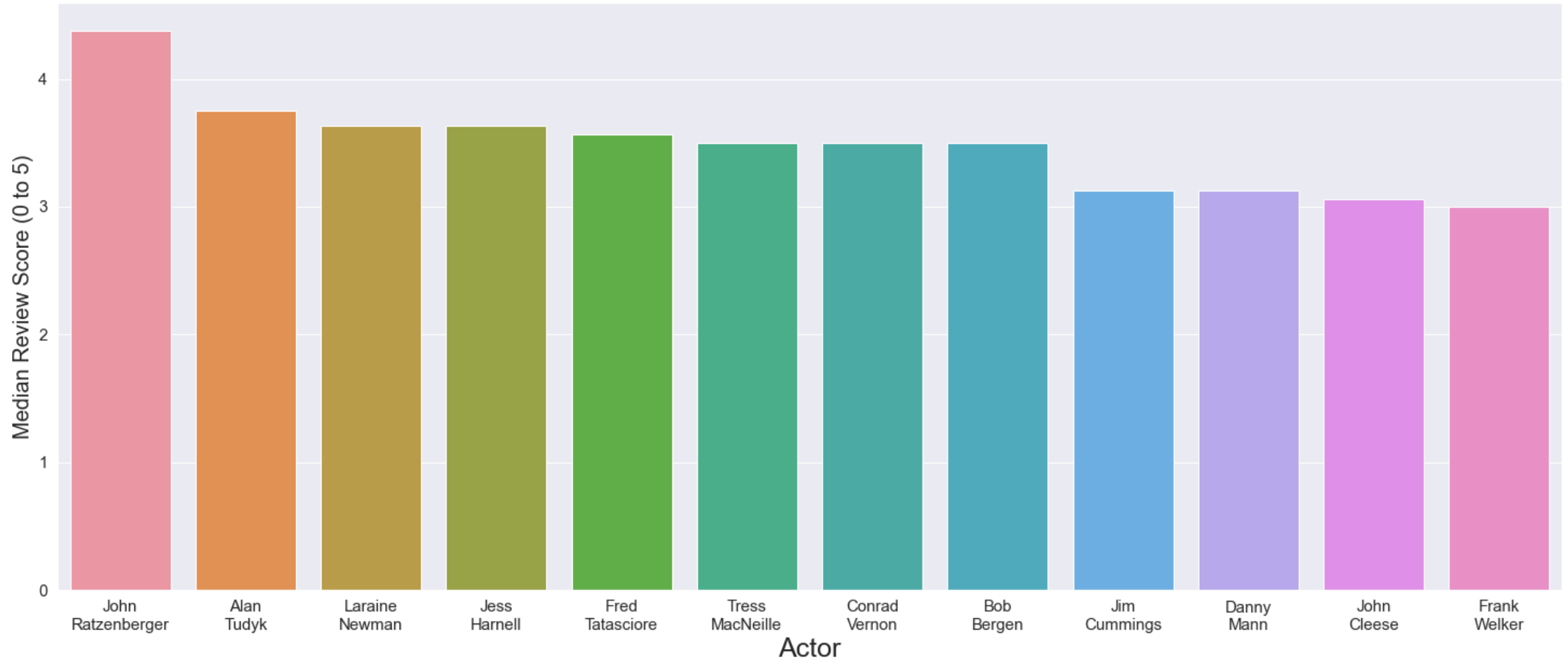
Results

What Runtime is best for Animations

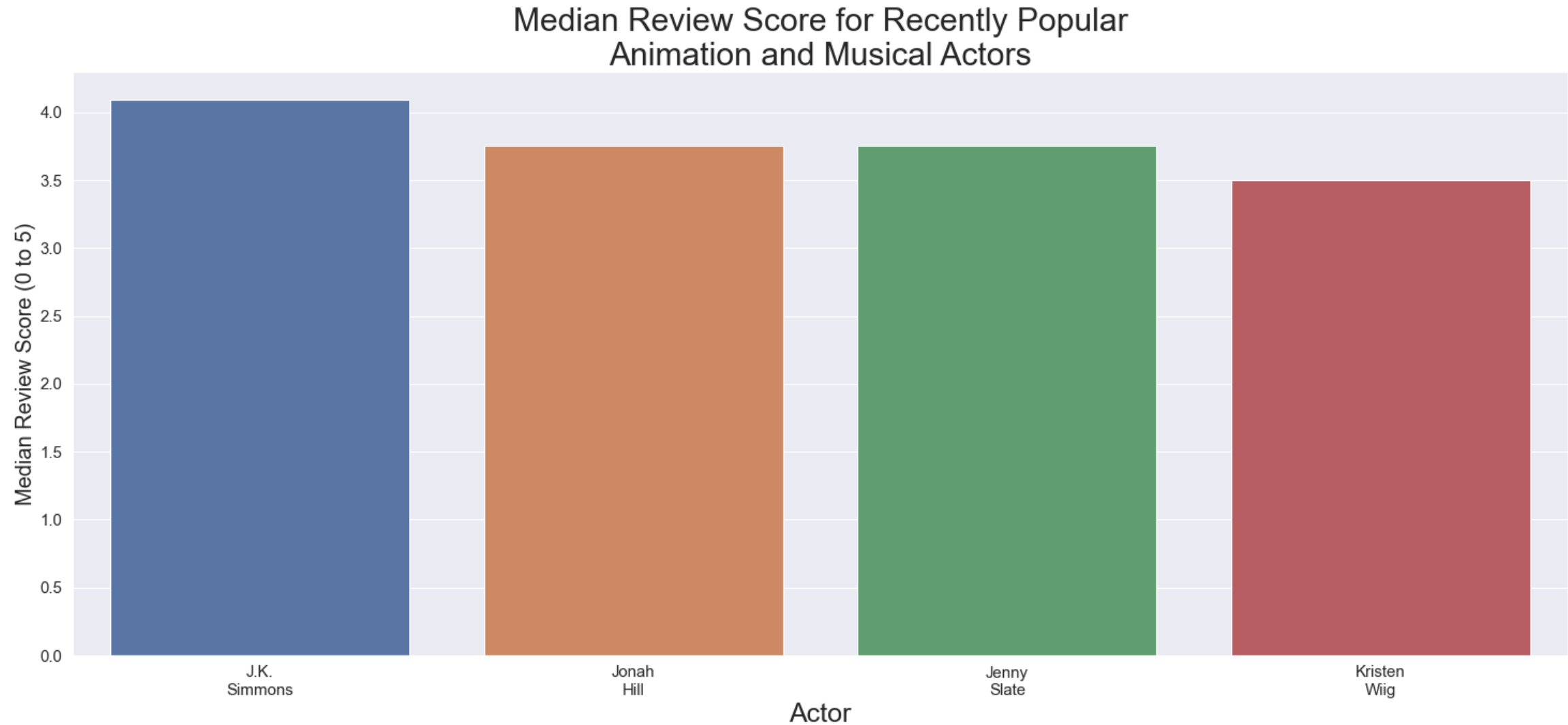- The best run time for an Animated film are under 90 minutes

Results

Median Review Score for Popular Animation and Musical Actors

- The best actor to hire in an animated film or Musical is John Ratzenberger

Results

Median Review Score for Recently Popular Animation and Musical Actors

- The best actor to hire in a recent Musical or Animated film is J.K. Simmons

Conclusion

- To make the most profit based on spending make either a Musical or Animation film

- Audiences prefer movies over 120 minutes but under 150 minutes

- One of the most popular actors in Animated films and musicals is John Ratzenberger

Next steps:

- Create a film that is Animated and under 90 minutes

- Create a film that is a Musical and around 120 minutes long.

Thank you!

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