

F.I.L.M

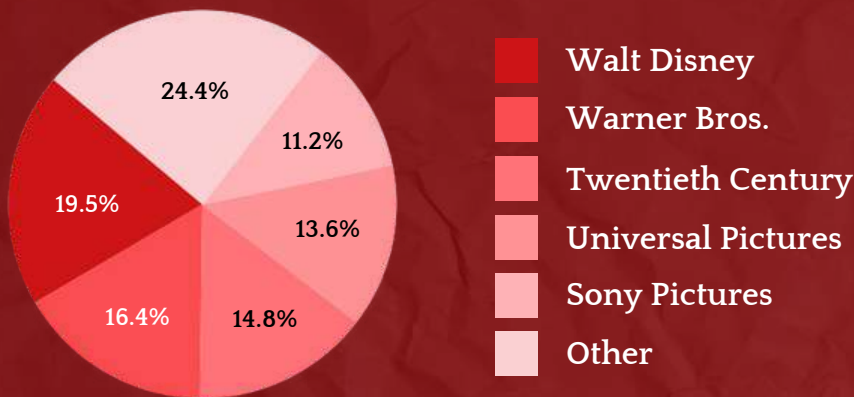
FACTORS TO INCREASE LUCRATIVE MOVIES

What is our motivation? We love movies. Everyone does. But for producers, not every movie is profitable, which leads us to believe that there are factors that can increase a movie's revenue.

We used a Hollywood movie dataset to analyze factors that can increase a movie's revenue, providing insights to filmmakers so that they can create profitable movies.



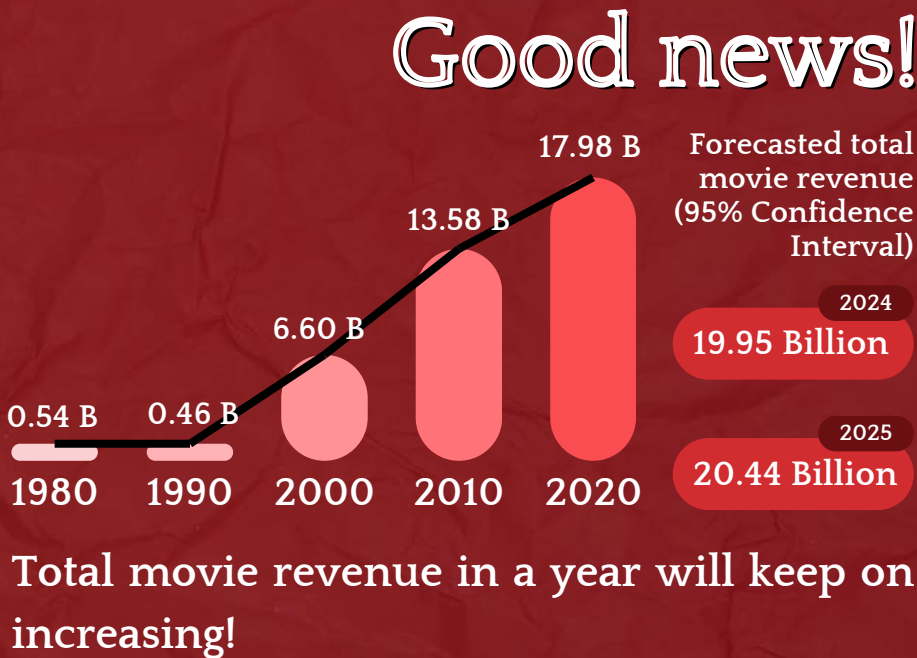
Lights, Camera, Action! Here are the top 3 movies of all time.



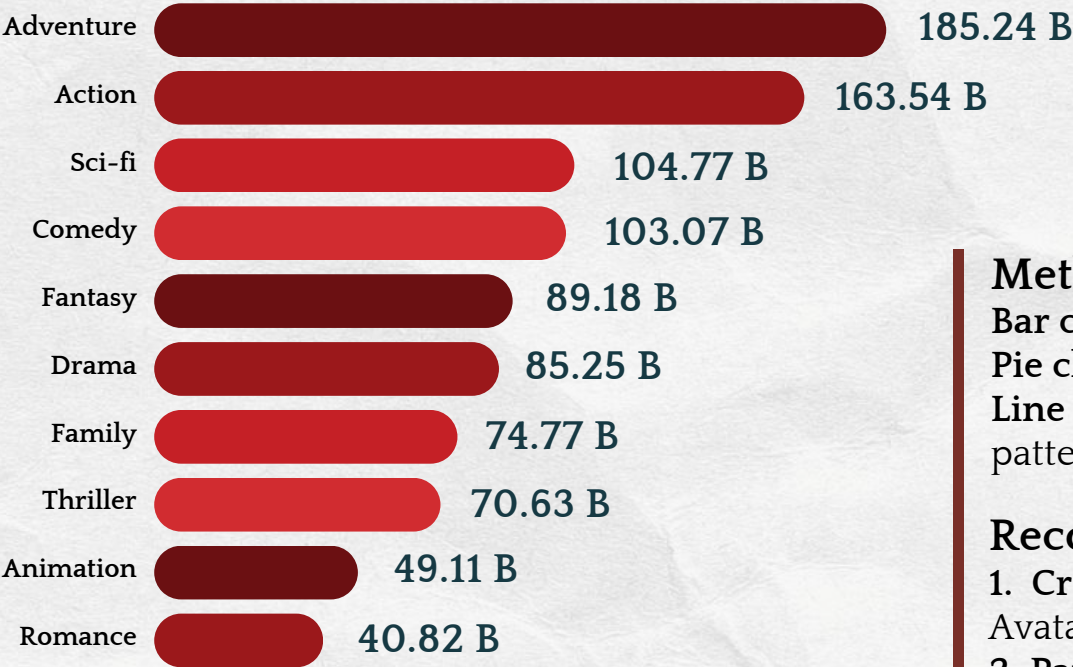
Anyone wondering who are the top 5 distributors?



is the biggest revenue holder among other distributors!

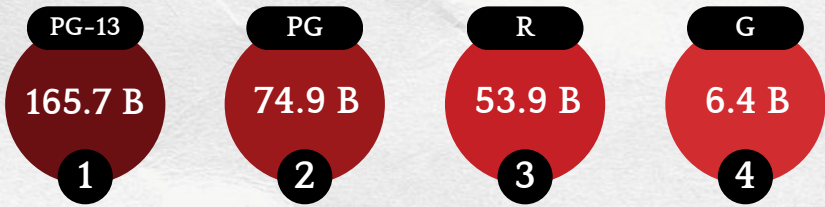


Adventure is the most popular movie genre with a total revenue of over 185 billion USD!



Romance, however, is the least popular genre with the total revenue of 40 billion USD

Movie Revenue Based On Age Ratings



PG-13 has the most profit out of the other age restrictions. Perhaps they do love PG-13 movies!

Methods

- Bar chart:** to compare categorical variables and its frequencies
- Pie chart:** to highlight a group's proportion inside the population
- Line chart:** used in time series analysis to understand the trend and pattern of two related variables (95% Confidence Interval)

Recommendations

- Create Big Hits:** Make high-budget, visually captivating films like Avatar, Avengers: Endgame, and Titanic (and their sequels/spinoffs!).
- Partner with Disney:** Work with Disney for big money – they're the money champs!
- Ride the Revenue Wave:** Capitalize on the growing industry by releasing movies in the coming years
- Explore Adventure Genres:** People love exploring new things, and they can mostly be found in adventure movies