

# Film Success Analysis



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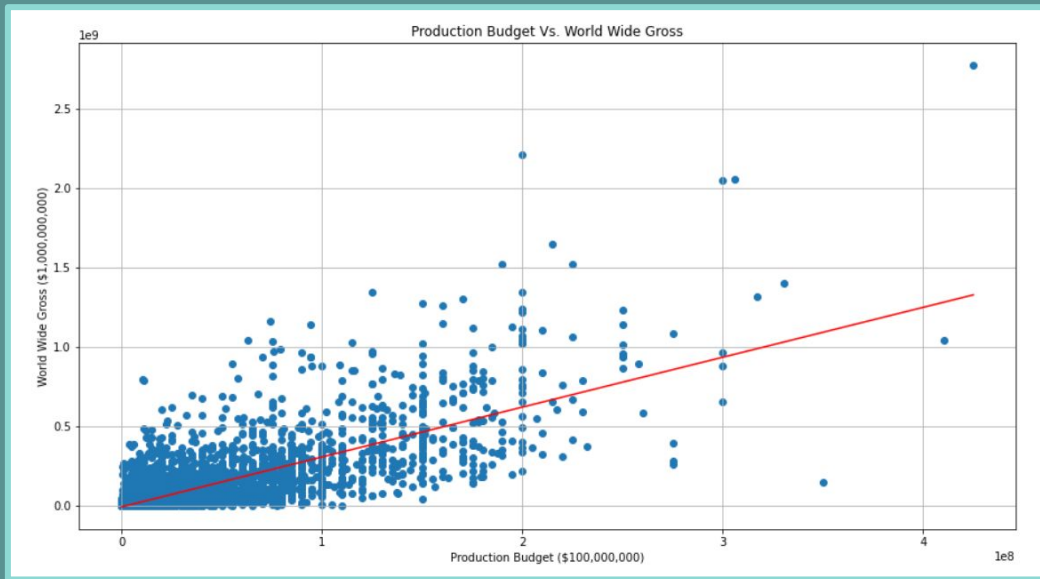
# Stakeholders and Overview

- Our company is looking to expand into the film industry seeing as how all the other big companies are now creating original film content, but don't know where to begin

# Business Problem

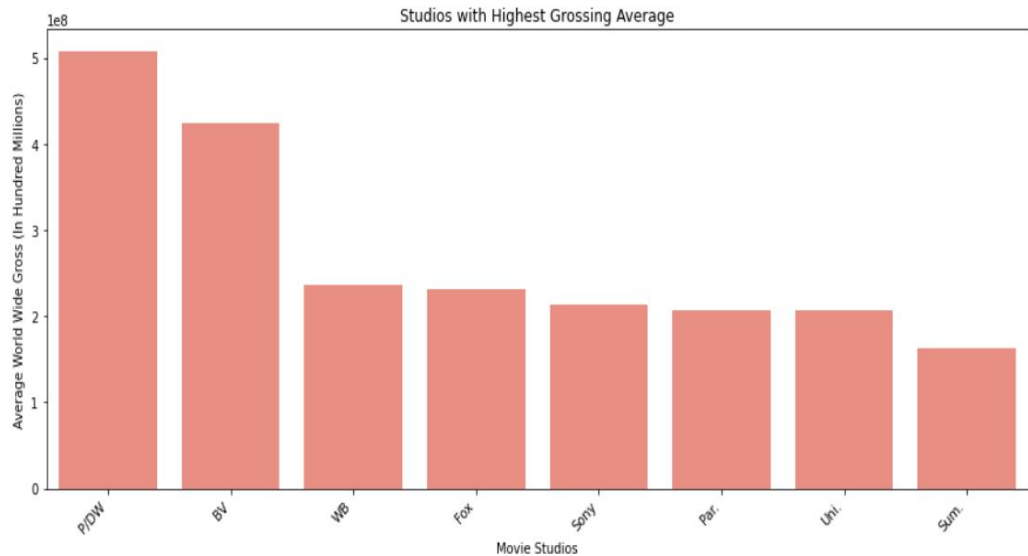
- Explore what types of films are currently doing the best in the box office and translate those findings into actionable insights that the head of the company's new movie studio can use to help determine what types of movies to make

# Relationship Between Film Budget and Overall Gross



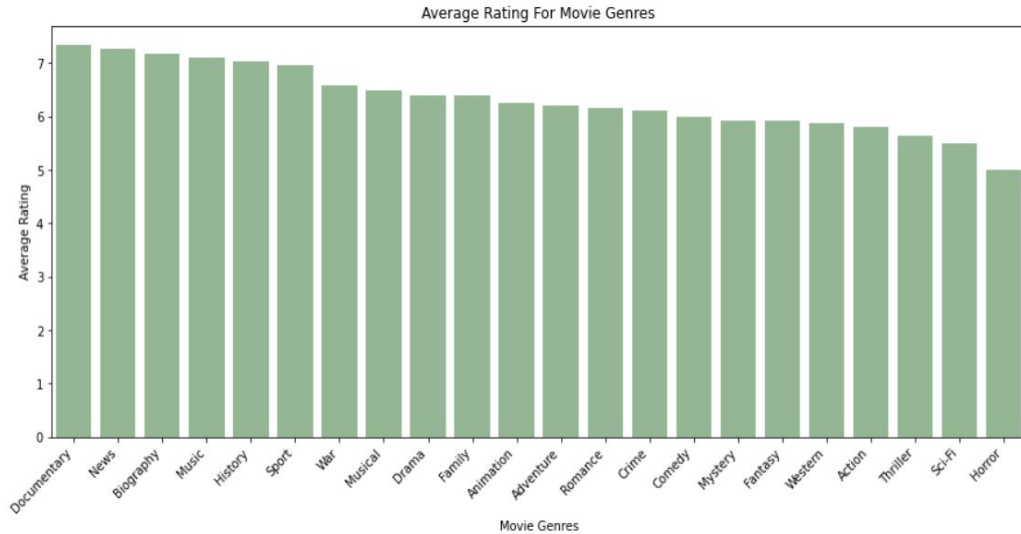
- There seems to be a strong positive correlation between the production budget and the world wide gross

# Most Successful Movie Studios



- The best studios to co-produce with include the following
  - Dream Works
  - Buena Vista
  - Warner Bros
  - Fox
  - Sony
  - Paramount
  - Universal
  - Summit

# Genre Vs. Viewer Rating



- Viewers tend to give documentary and bio-pic style of movies a higher overall rating in comparison to genres such as horror

# Recommendations

- It is safe to assume that the more you spend on a film, the higher the overall earnings will be. With that said we can state that the higher the risk (production budget), the higher the reward (world wide gross).
- The top studios that should be taken into consideration for co-production are Dreamworks, Buena Vista, and Warner Bros
- Documentary style and bio-pic type of movies tend to be the genres with the highest overall satisfaction rating from the viewers
  - Those genres are the safer option when it comes to viewer satisfaction
  - Horror is the riskiest genre to get right as it seems to be the genre with the overall lowest viewer rating

# Thank You

Any Questions?

