



# Kick-ass Films

**Analysis of Various  
Characteristics of Best  
Films in Recent Times**

# Introduction

In order to paint a clearer picture on what makes films successful, we are addressing three aspects of the film industry.



The Effect Genre has on Profit





Types of the Films Top Studio's make



Directors, Actors & Producers effect on Grossing



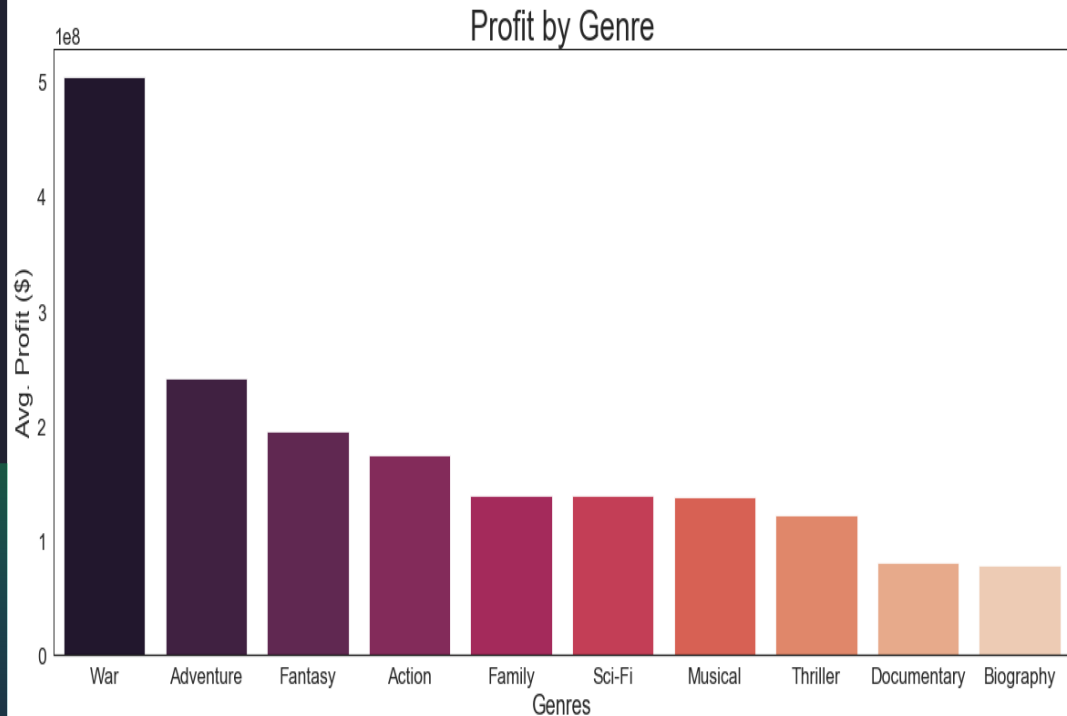


*“The older I get, the more I look at  
movies as a moving miracle.  
Audiences are harder to please if  
you’re just giving them special  
effects...but they’re easy to please  
if it’s a good story.”*

**— Steven Spielberg**

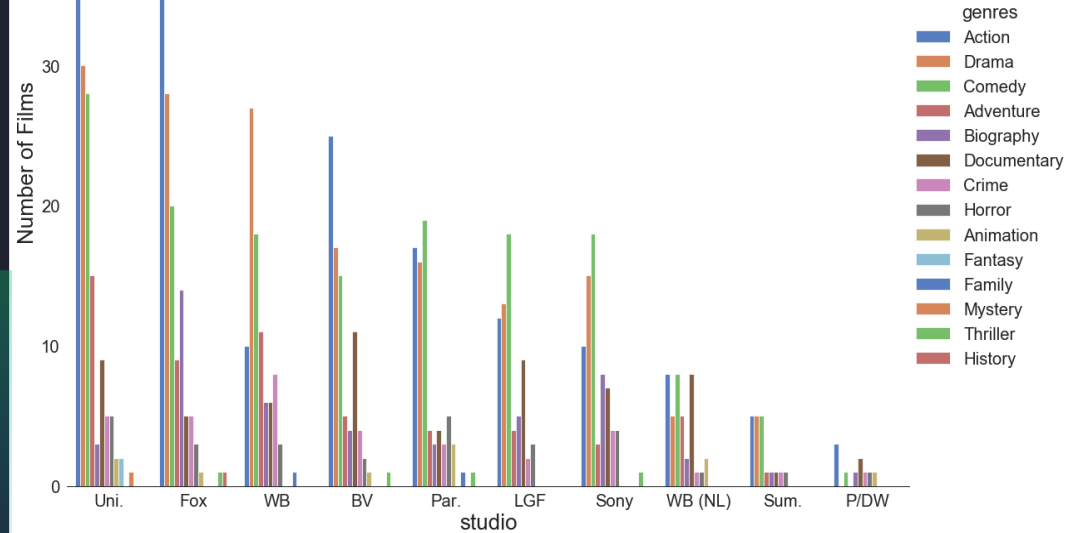
# Don't discount Genre, if you're looking to make money...

- Films based on Adventures are the most profitable
- Action films are increasing in popularity



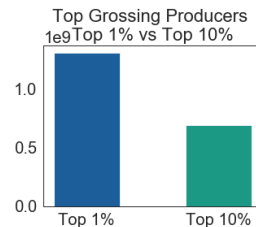
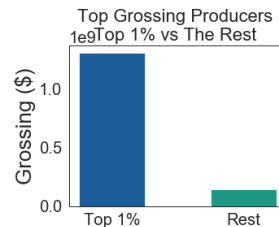
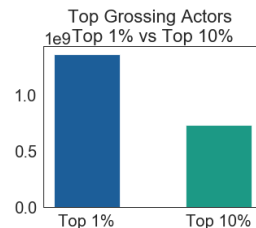
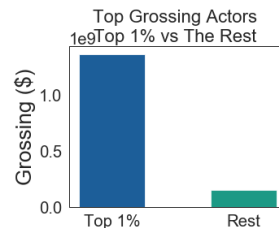
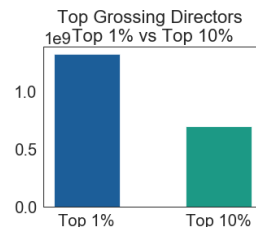
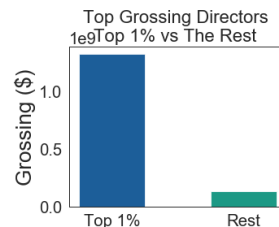
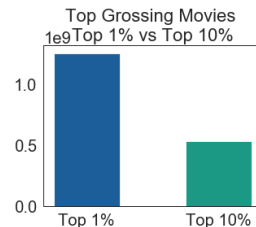
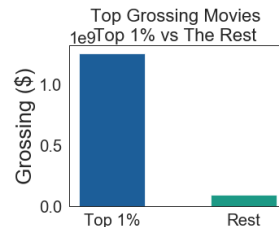
# You have plenty of competition!

- Walt Disney, Universal Studios & Warner Brothers are the industry leaders
- Universal Studios makes the most films
- Their Preferred genre choice is Action, Drama & Comedy



# Make sure you pick the movie's Director wisely!

- The top Actors, Directors and producers have a similarly large effect on average gross
- Directors have the most impact on av. Grossing



# Further Investigation

## Film Finances

Are they accurate?

## The Netflix Effect

What are streaming platforms effect on profit?

## The Success Metric

What constitutes 'best'?

# Conclusion

## Key takeaways:

- Adventure films on average are the most profitable
- The industry leaders preferred Genres to create are Action, Drama & Comedy
- Director choice will have the most impact on grossing





# Thanks!

Do you have any questions?

Repo link:

[https://github.com/fecezar/movie-analysis-project/tree/master/dylan\\_project](https://github.com/fecezar/movie-analysis-project/tree/master/dylan_project)