



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



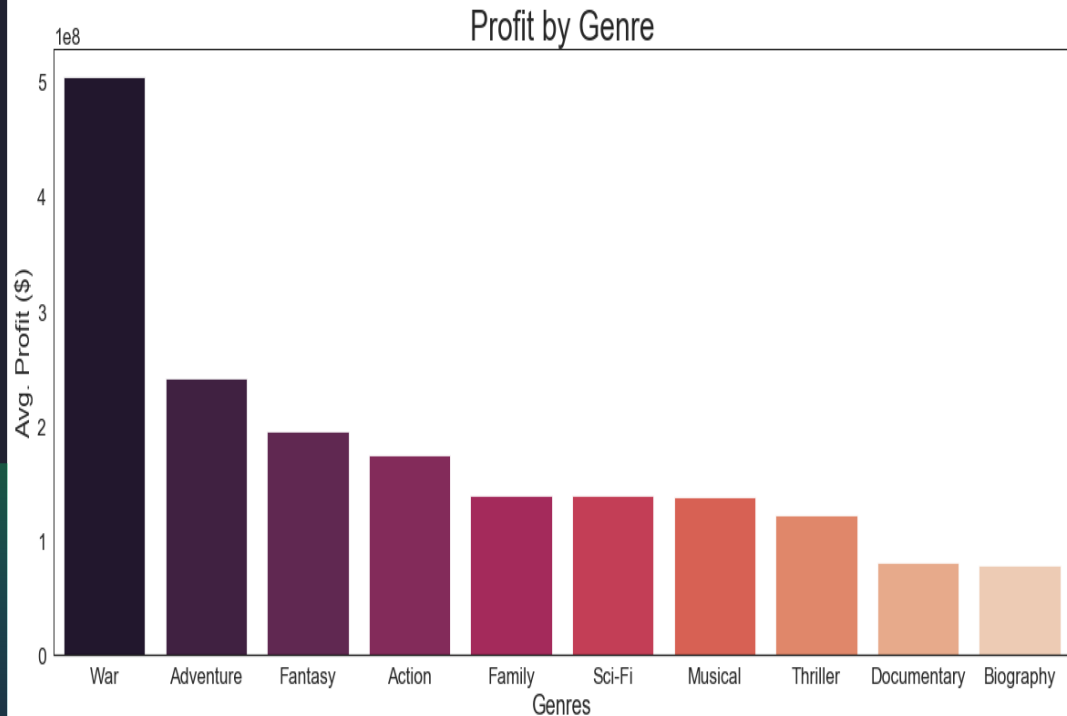


*“The older I get, the more I look at
movies as a moving miracle.
Audiences are harder to please if
you’re just giving them special
effects...but they’re easy to please
if it’s a good story.”*

— Steven Spielberg

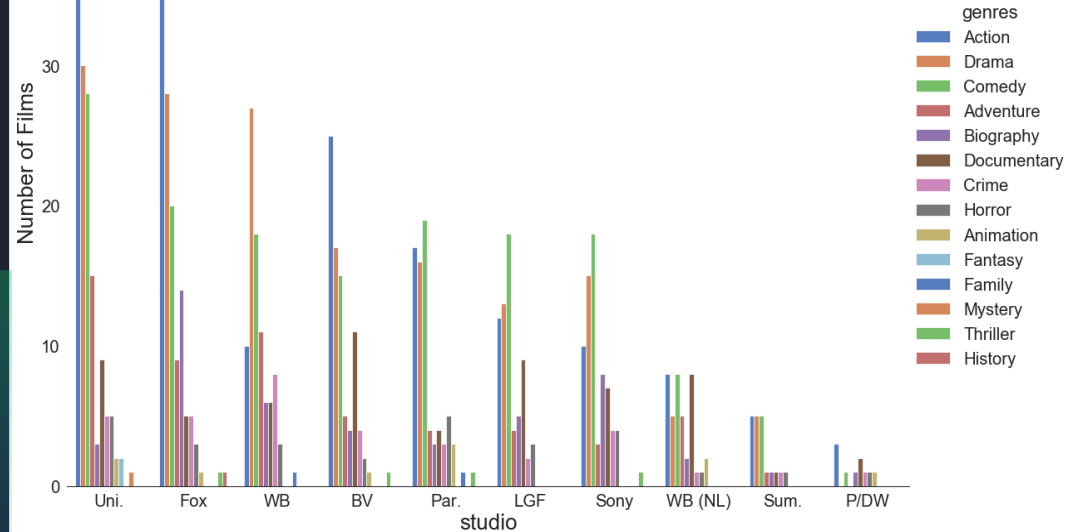
Don't discount Genre, if you're looking to make money...

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



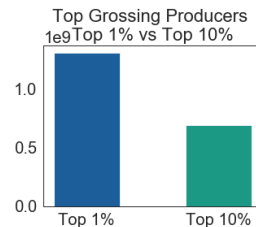
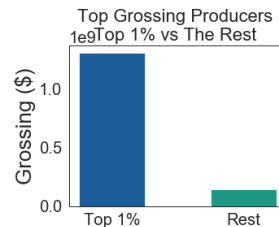
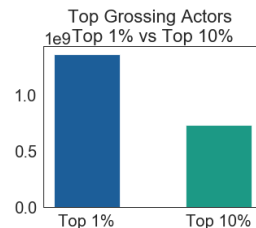
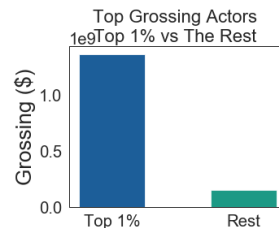
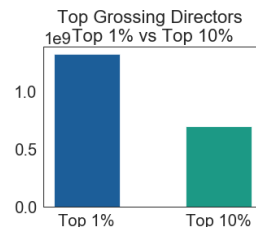
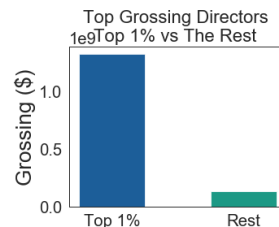
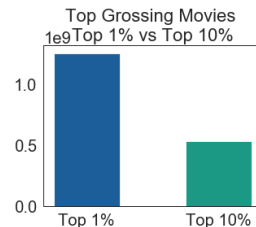
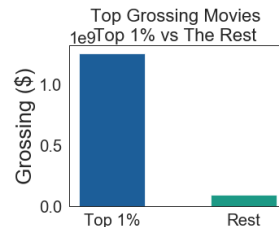
You have plenty of competition!

- 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:

- War 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