Film Industry Analysis

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Agenda:

1. Business Problem
2. Datasets and Analysis Methods
3. Results
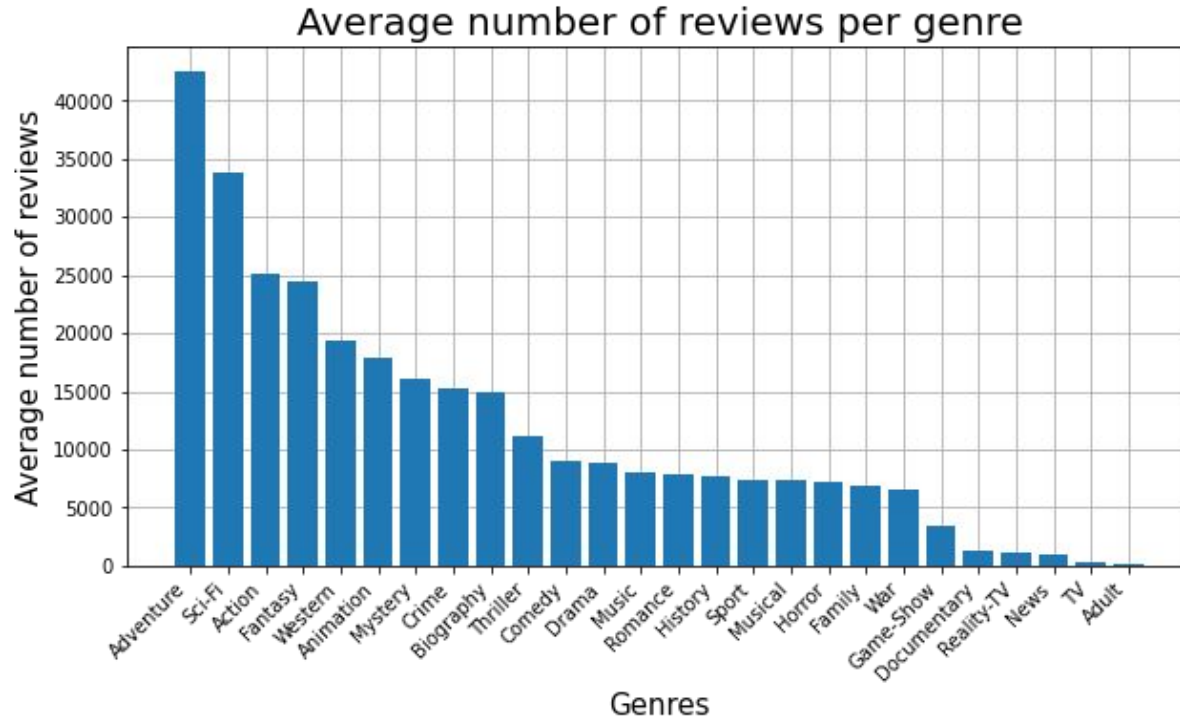4. Conclusion

Business Problem

Thorough analysis of the top movies for the past decade shows that there is a pattern to the success of the biggest films:

1. Decided what kind of movie you want to make
2. Choose the right person to direct the movie
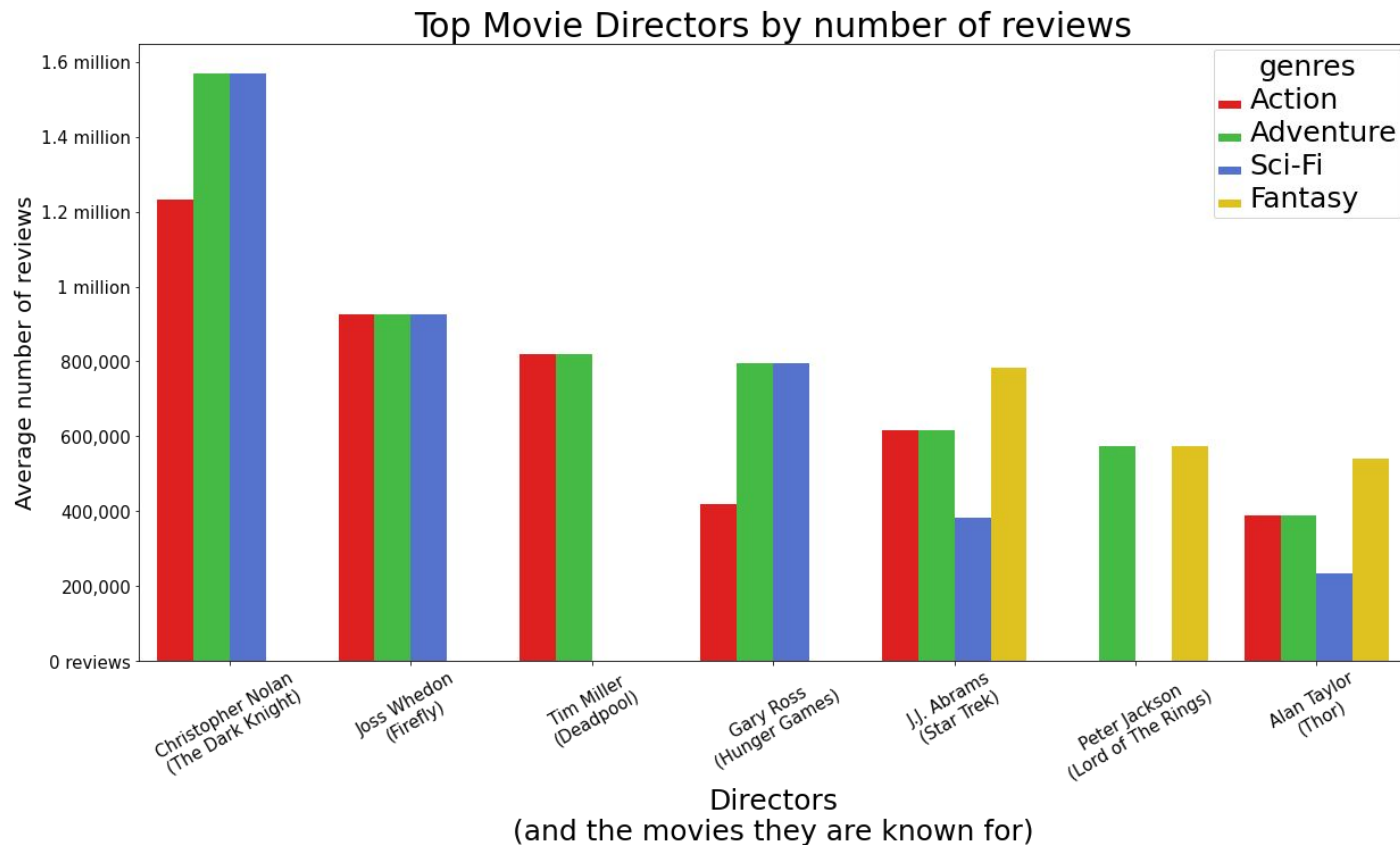3. Hire the best actors for the job
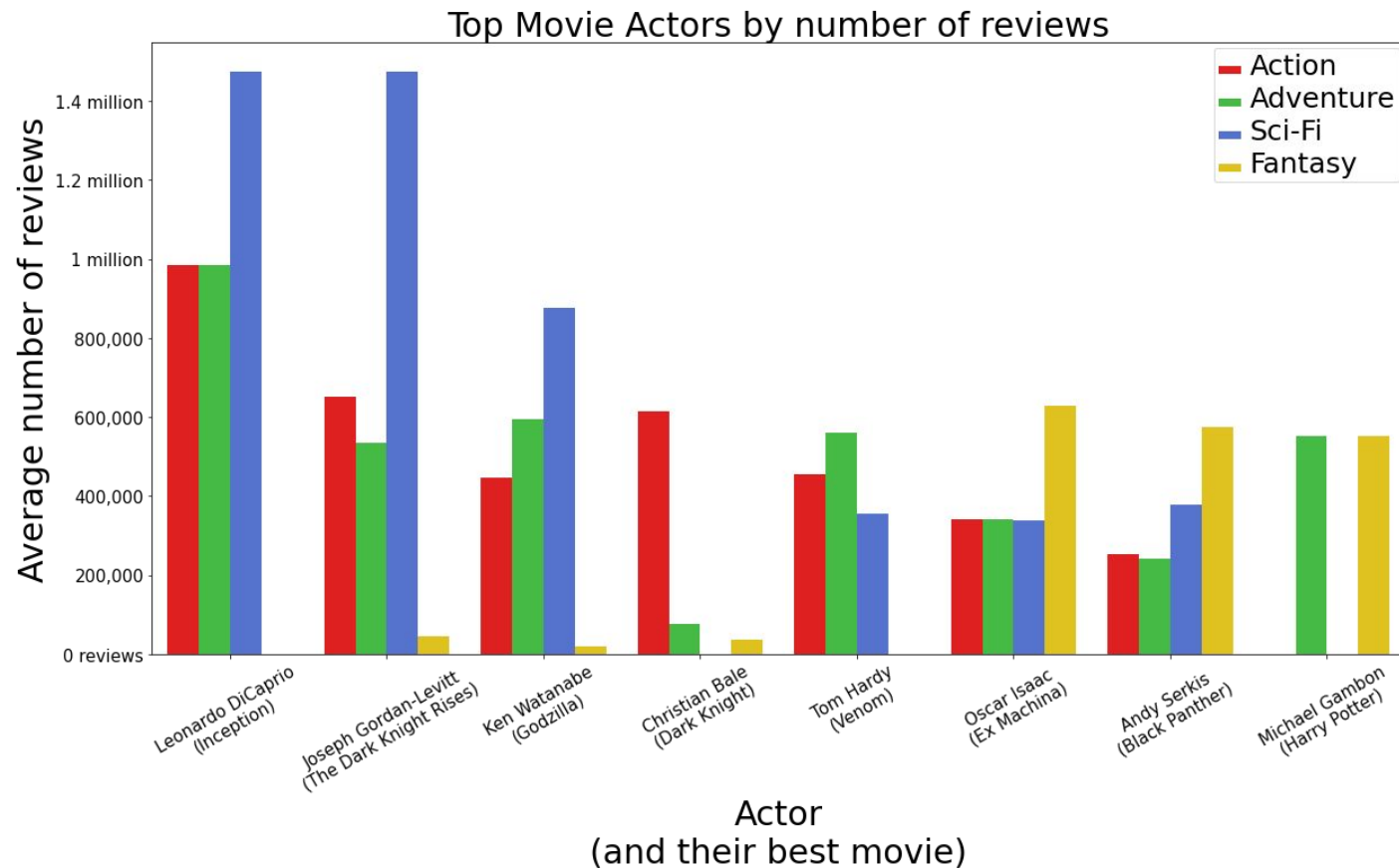
Datasets and Analysis Methods

- Film metadata from over 146,000 movies from 1930 to 2018
- Includes: title, release date, runtime, genres, average rating, average number of ratings, director(s), and actors

Average number of reviews per genre

Results: Directors

Top Movie Directors by number of reviews

Results: Actors

Top Movie Actors by number of reviews

Conclusions

- The movie studio should start by making a movie in the genre of Action, Adventure, Sci-Fi, or Fantasy
- For these movie types Christopher Nolan would be the best choice for a director
- The best actor to get the leading role would be Leonardo DiCaprio

Next Steps:

- Get a much larger dataset to make up the gaps in information residing in the list of actors and directors for each movie
- Find a dataset specifically for the revenue of each movie that does not have holes in the foreign revenue gross

Fin

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