Film Analysis

Descriptive Analysis

by: Josh Grimes

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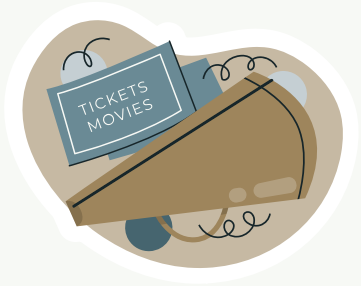

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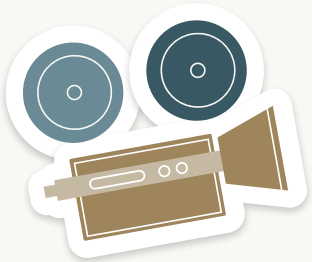
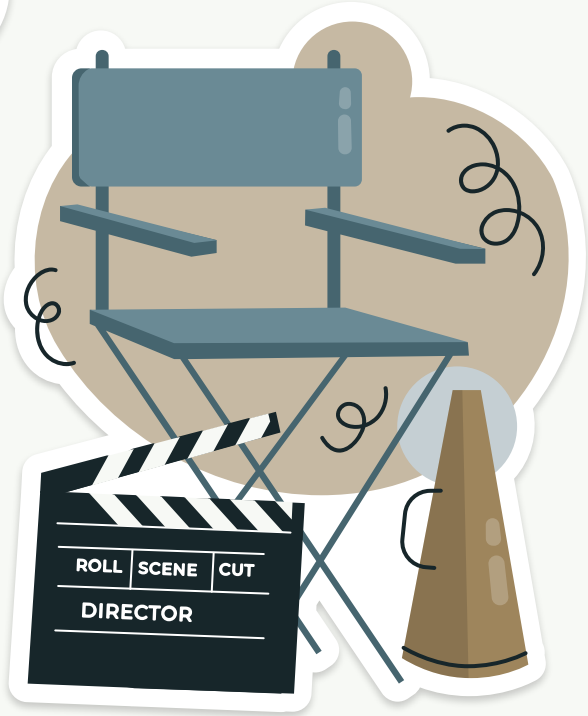


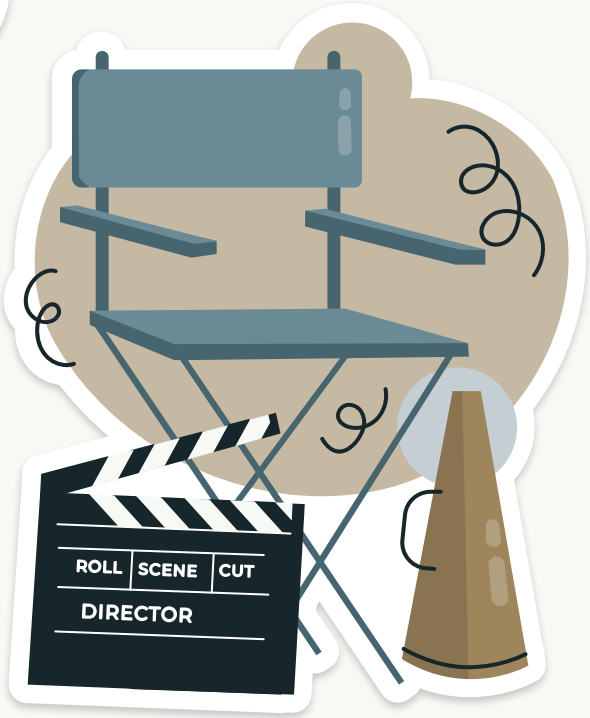


01

Overview

Overview

- **Buena Vista**
- **Action**
- **100 - 119 minutes**

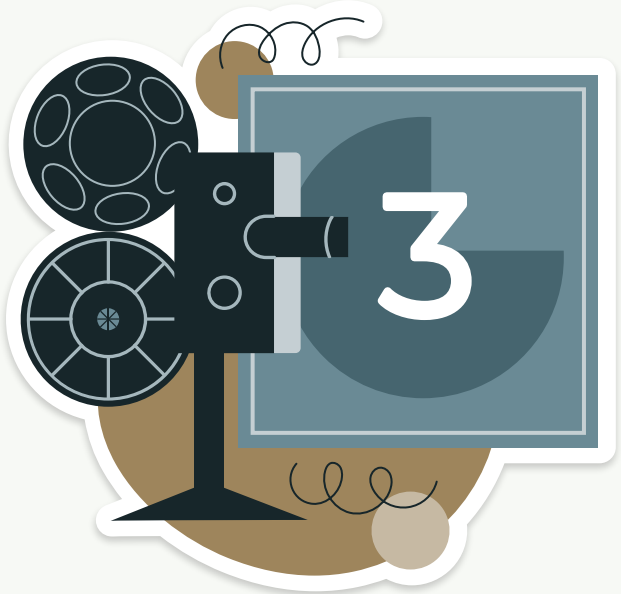


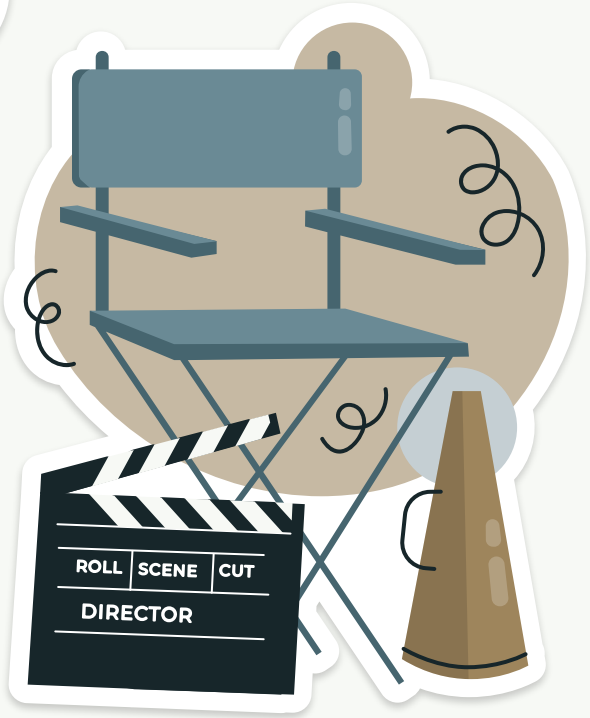
02

Business Problem

Business Problem

- Don’t know anything about producing movies
- What type of films are doing best at the box office



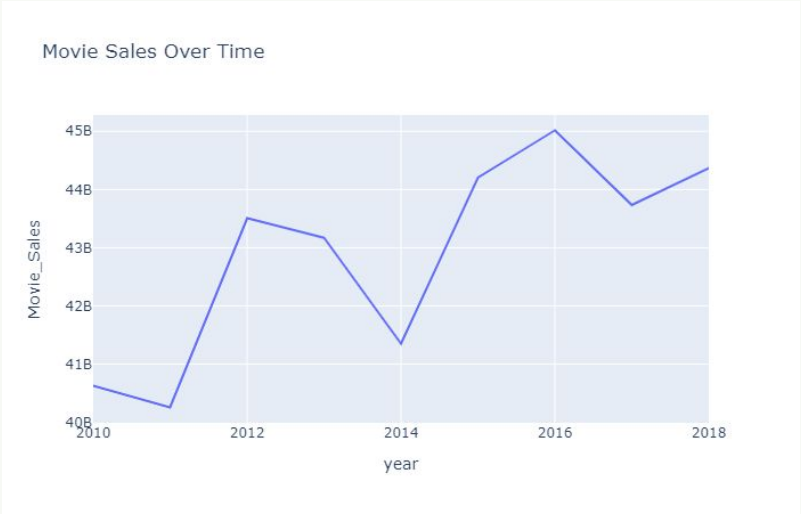


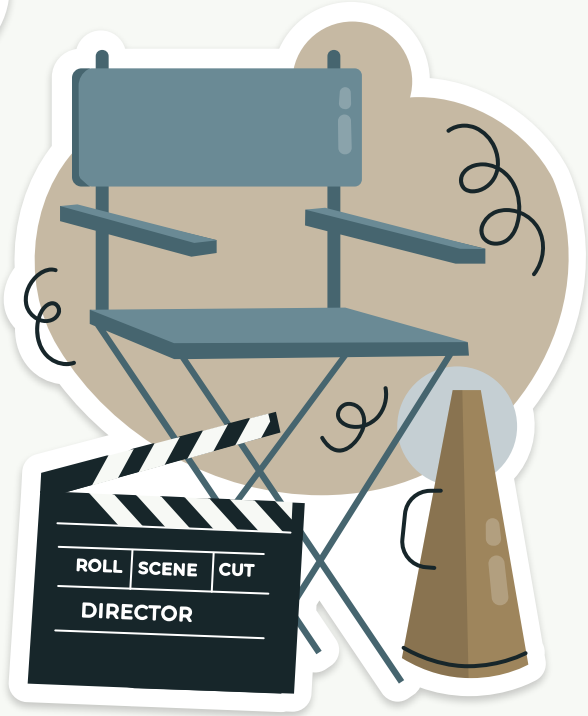
03

Data Understanding

Data Understanding

- Box Office Mojo (text)
  - 3,356 entries from 2010 - 2018
  - Title, studio, sales, year
- IMDB (database)
  - 73,00 entries
  - Title, runtime, genres, rating



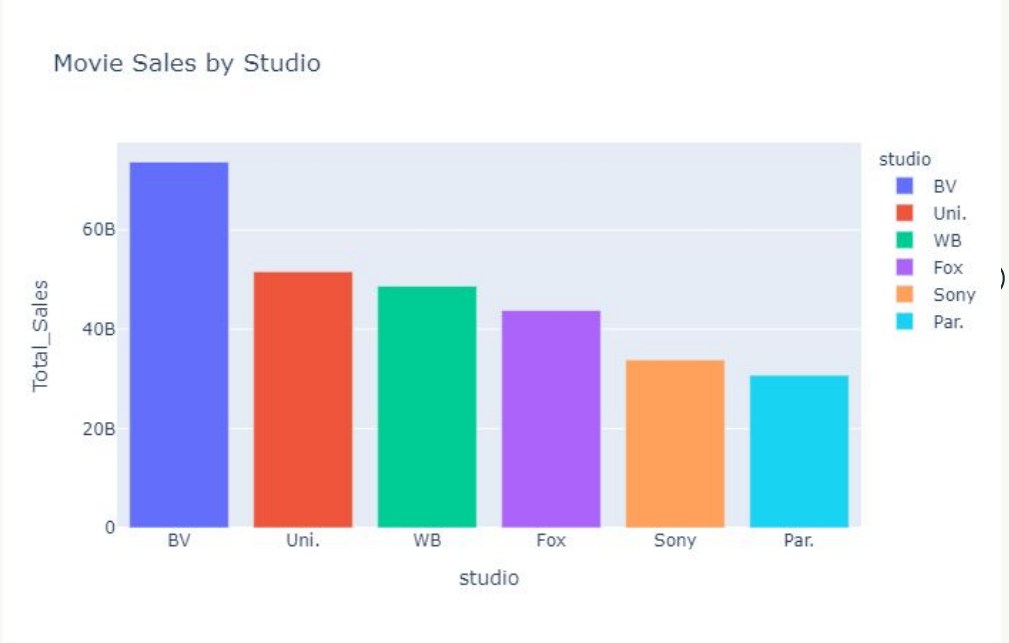


04

Data Analysis

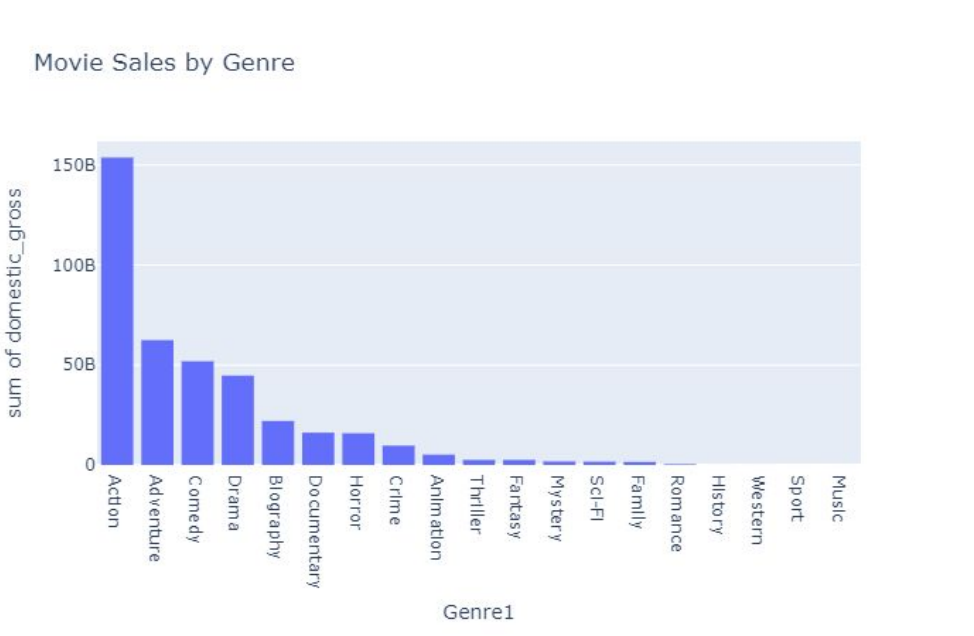
Data Analysis

- **Buena Vista** studio has the most domestic income of any studio from 2010 - 2018



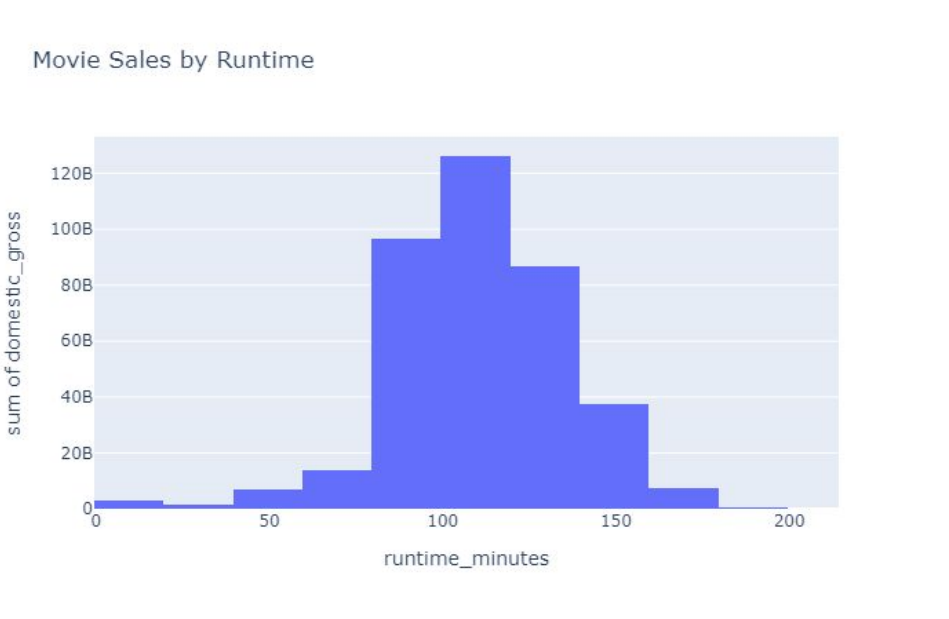
Data Analysis

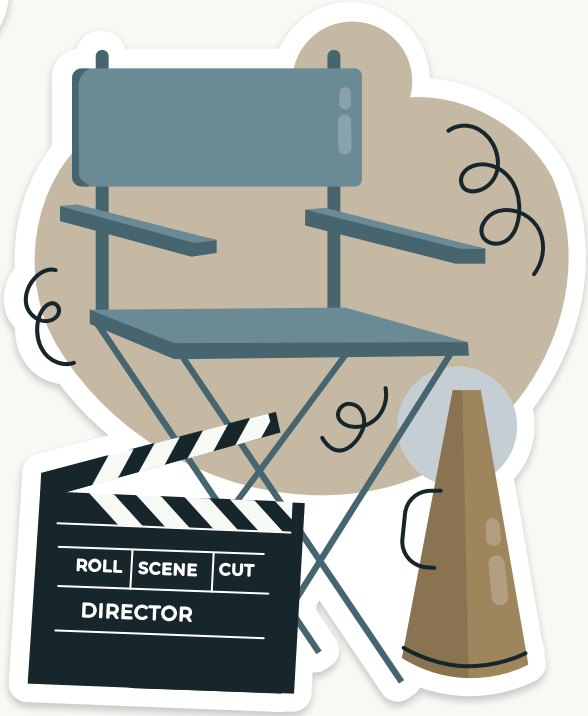
- **Action films** have the most domestic income of any genre from 2010 - 2018



Data Analysis

- **100 - 119** minute films have the most domestic income from 2010 - 2018





05

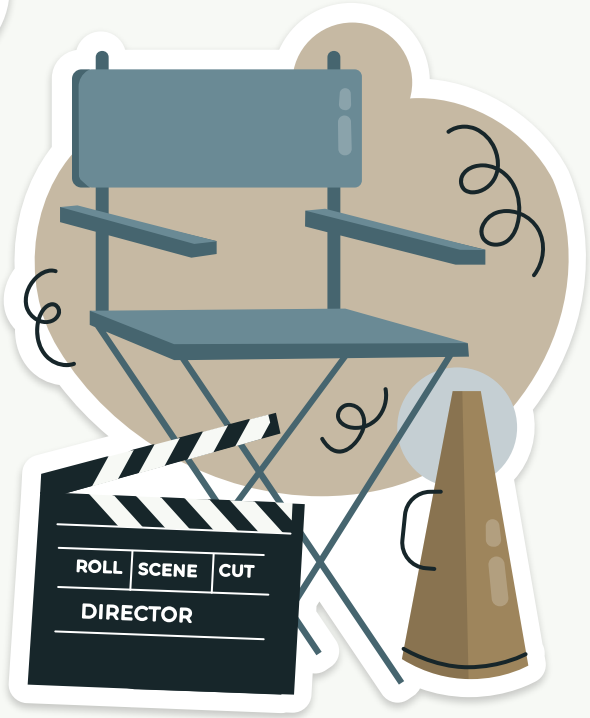
Recommendations

Recommendations

Buena Vista

Action

100-119 minutes

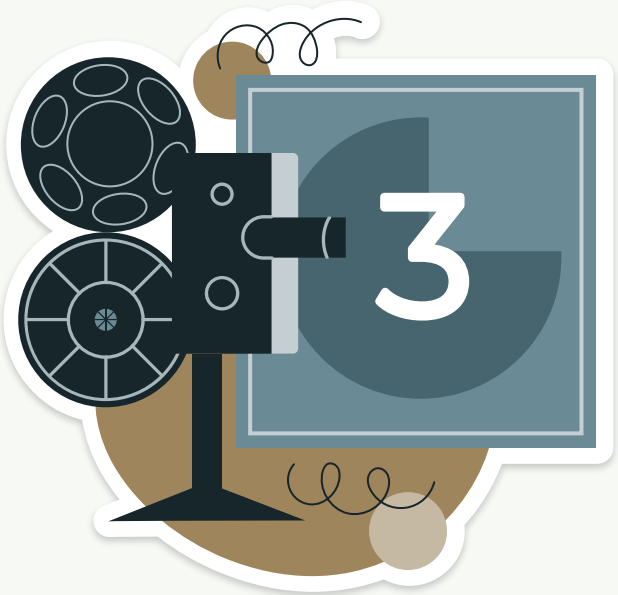


06

Next Steps

Next Steps

- Cast and Crew
- Production Budget
- Advertising



Thank You

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