

# Module 1 Final Project Film Analysis Presentation

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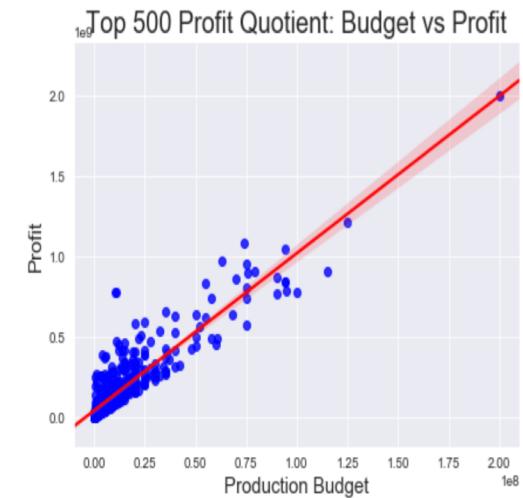
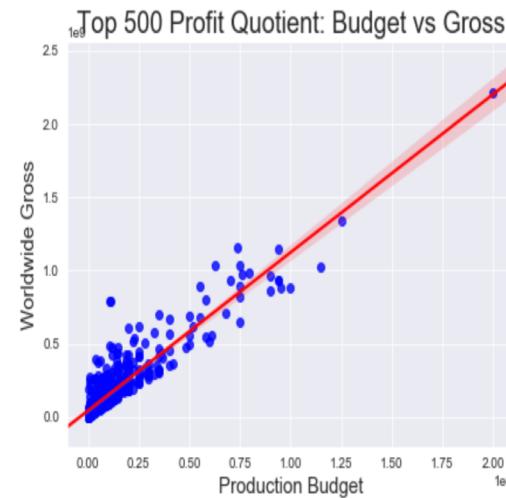
# Introduction

- ▶ An exploratory data analysis of the film industry through databases provided by The Flatiron School and found at kaggle.com
- ▶ Goal: extract meaningful insights from the data and manipulate them into actionable recommendations



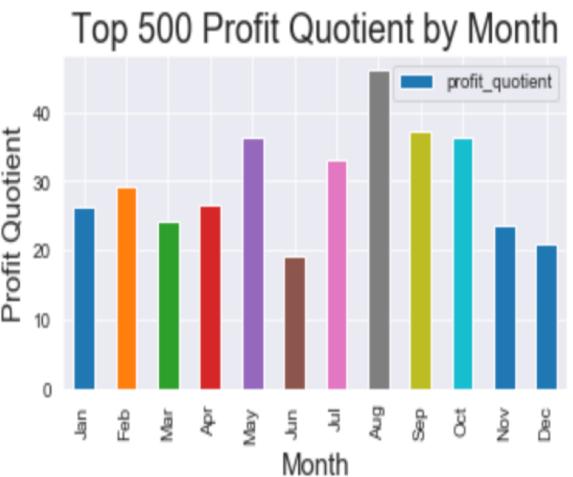
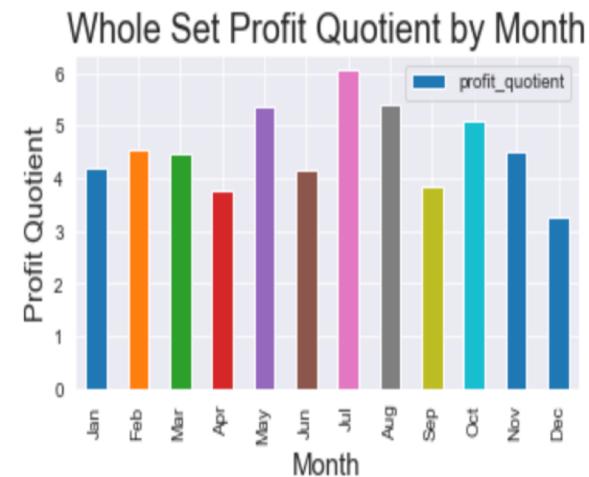
# Methodology

- ▶ Profit quotient: how many times a film multiplies its budget into its gross earnings
- ▶ Compare profit quotient to variables and find a combination of variables that will produce the most profitable film



# Release Month

- ▶ Top films released in August have a profit quotient that is 25% higher than the average of other months.



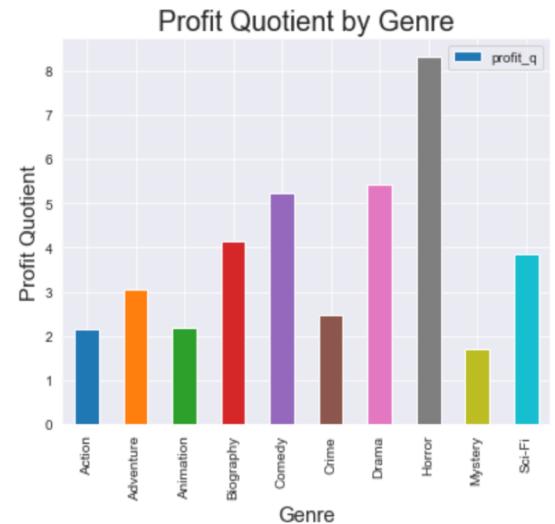
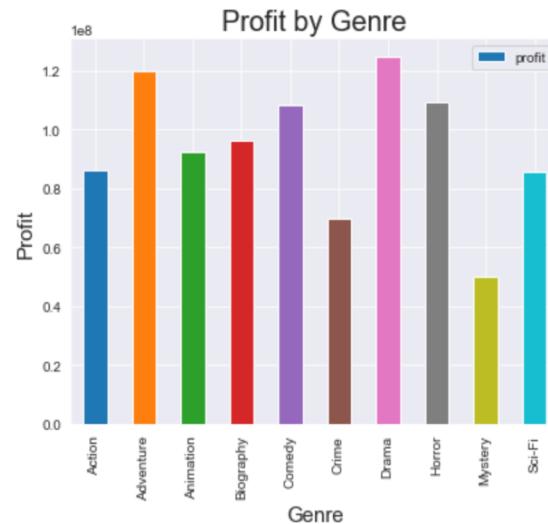
# Rating

- ▶ Film ratings are near equally distributed by profit
- ▶ Films that are rated ‘R’ have a profit quotient that is an average of 30% higher than other ratings



# Genre

- ▶ Drama, adventure, horror, and comedy films profit more than other genres
- ▶ Horror films have a profit quotient that is almost 50% higher than the average of other genres



# Conclusion

- ▶ If a studio produces a rated 'R' horror film and releases it in August it will maximize its ROI and earn the highest profit margin which will position the studio to have the most capital for additional productions

