

A Study of the Film Industry

(Analysis of Movies released between 2000 and 2019)

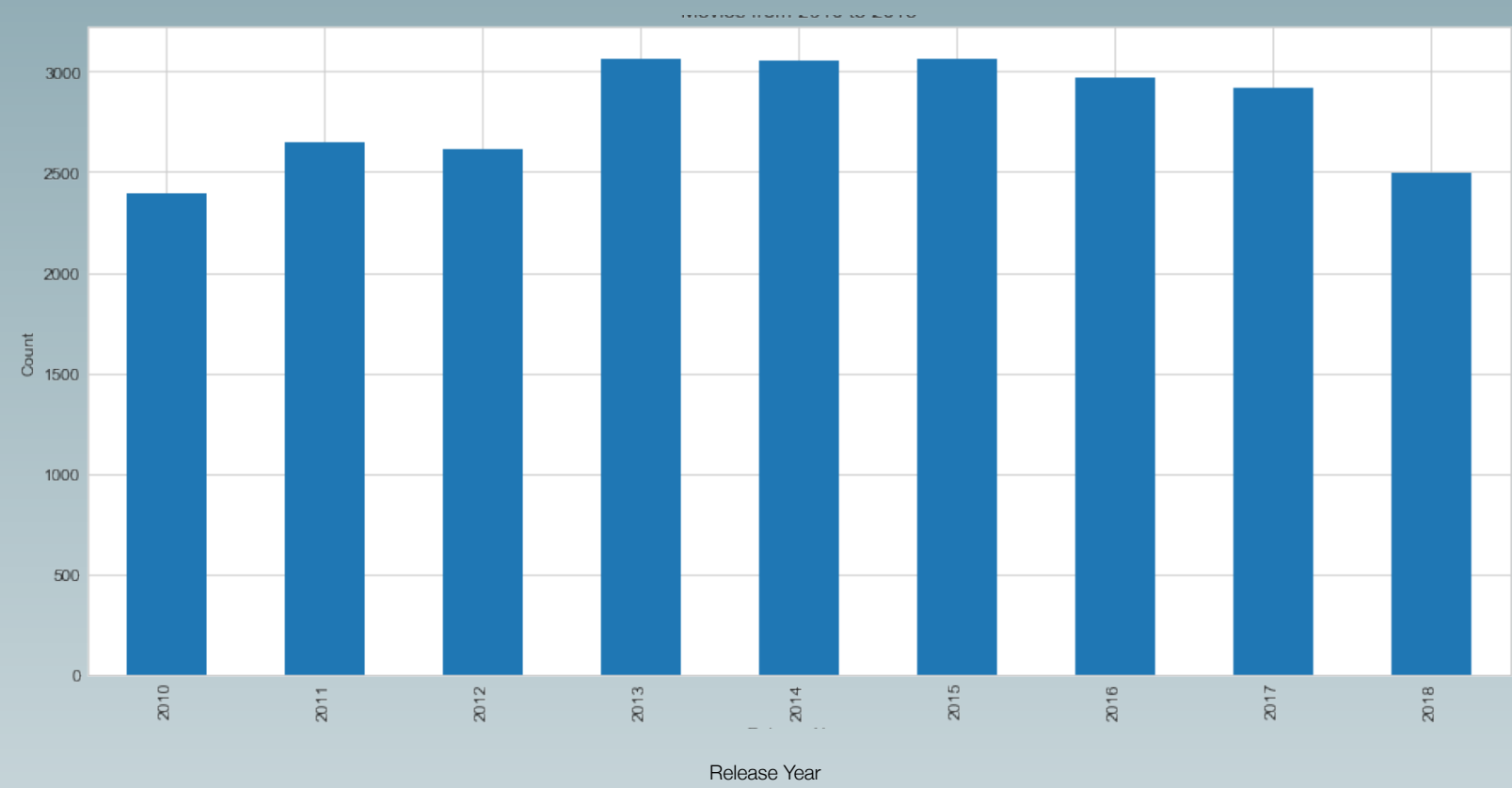
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Module 1 Project
Flatiron 03/2020

INTRODUCTION

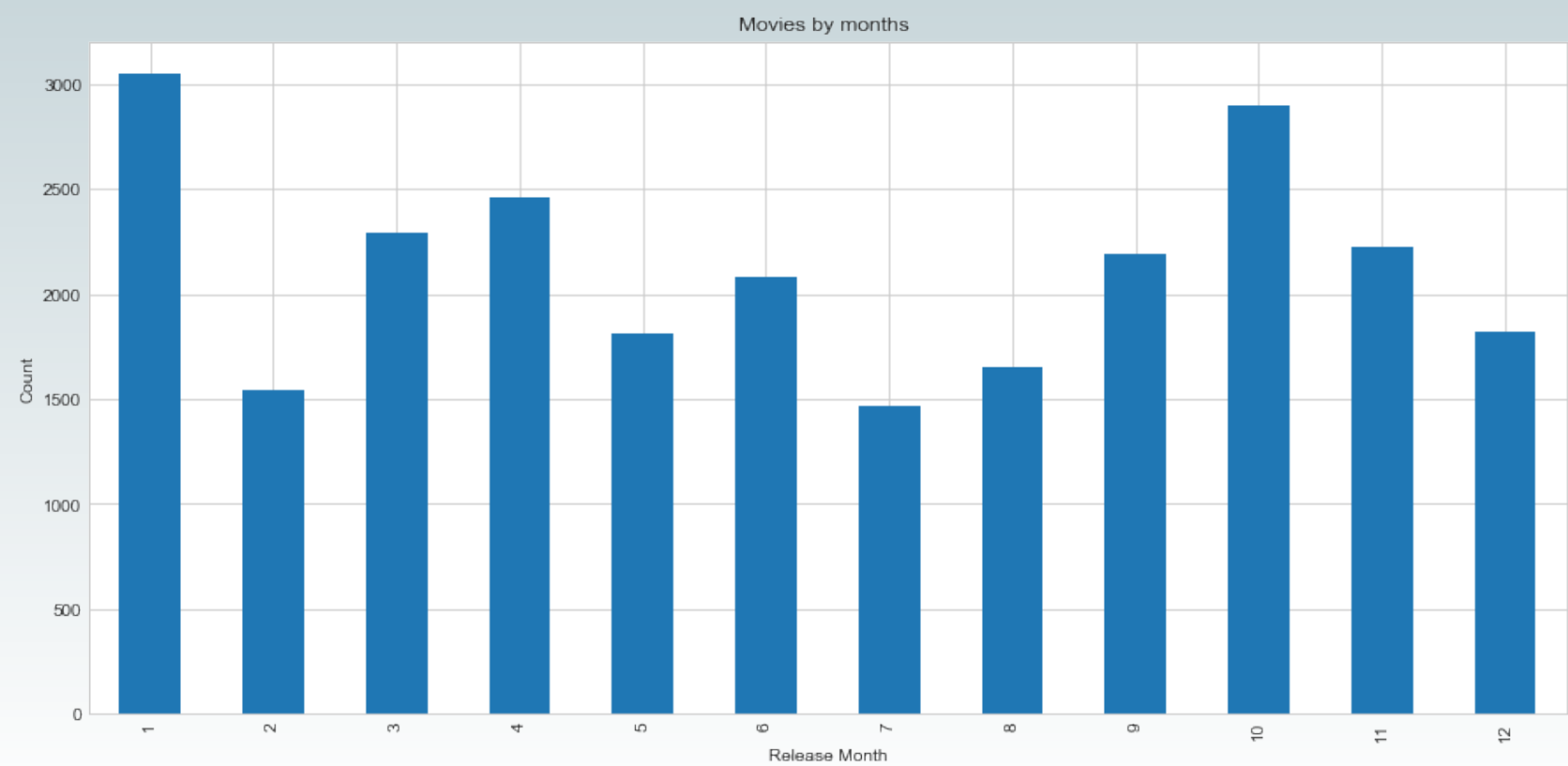
The goals:

- *When to release?*
- *Movie length?*
- *What genre to choose?*
- *How much Production budget?*
- *Who to hire?*

Movies released over the last 10 years



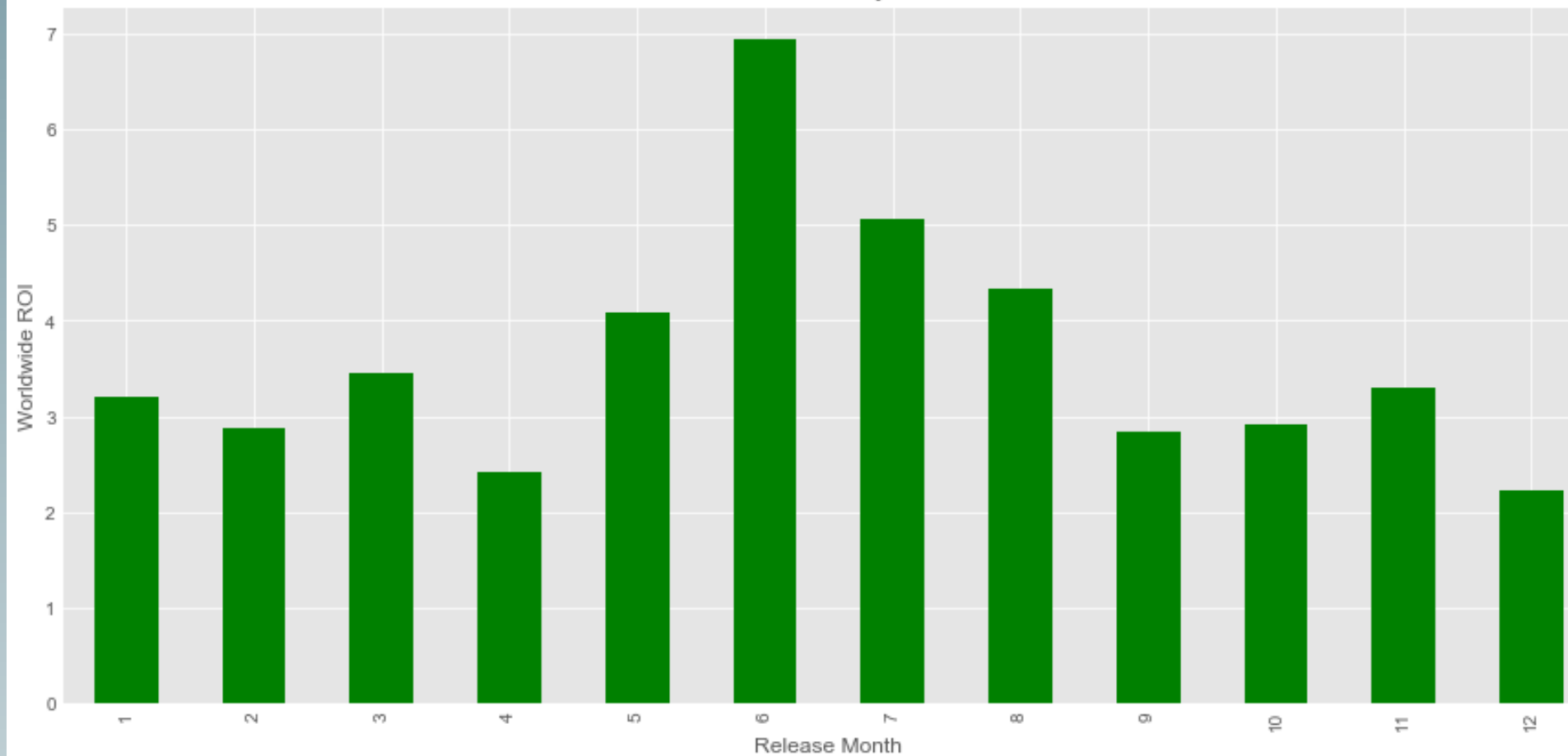
2013, 2014, 2015



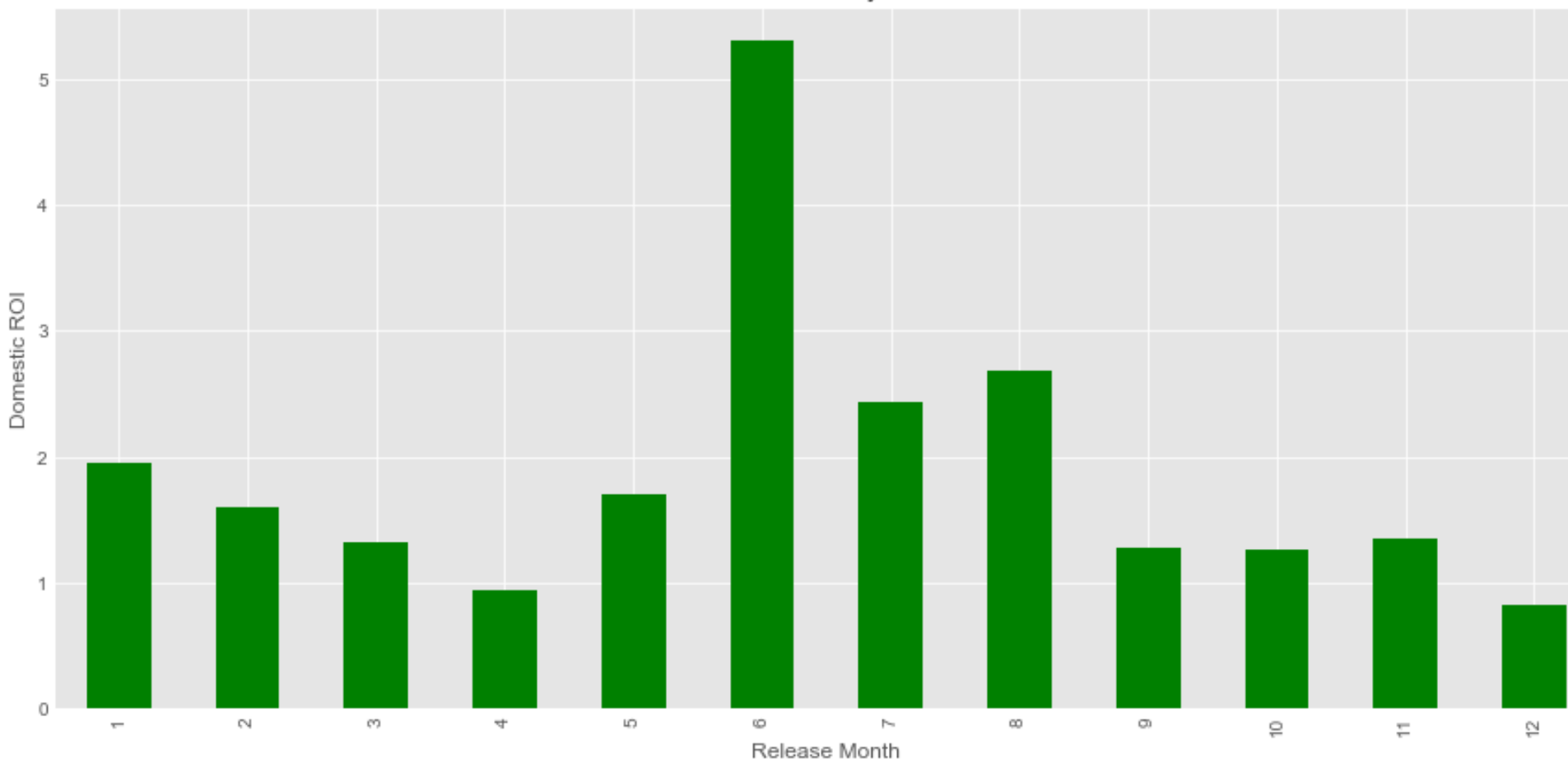
Release Month

Recommendation: Summer Time

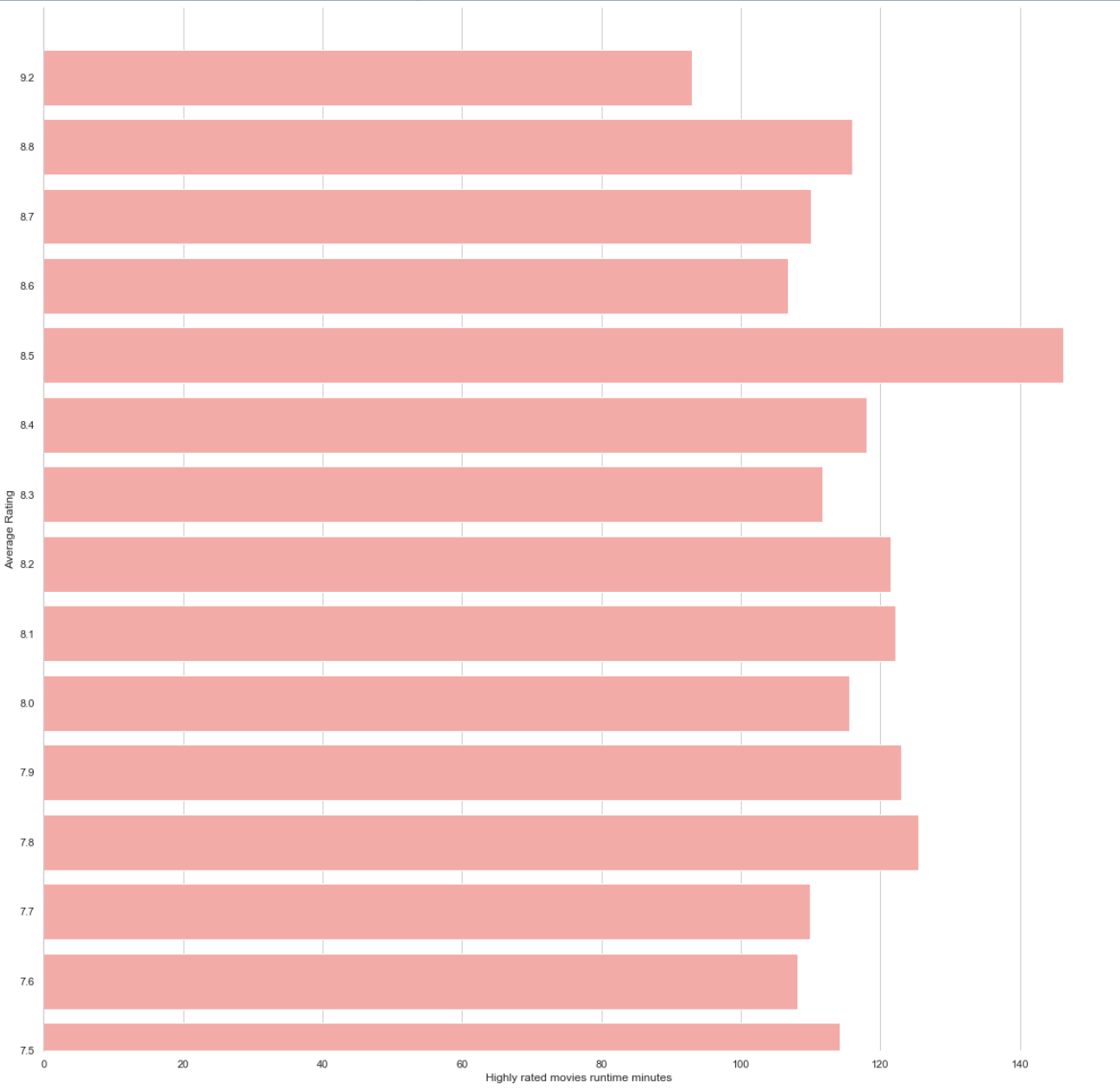
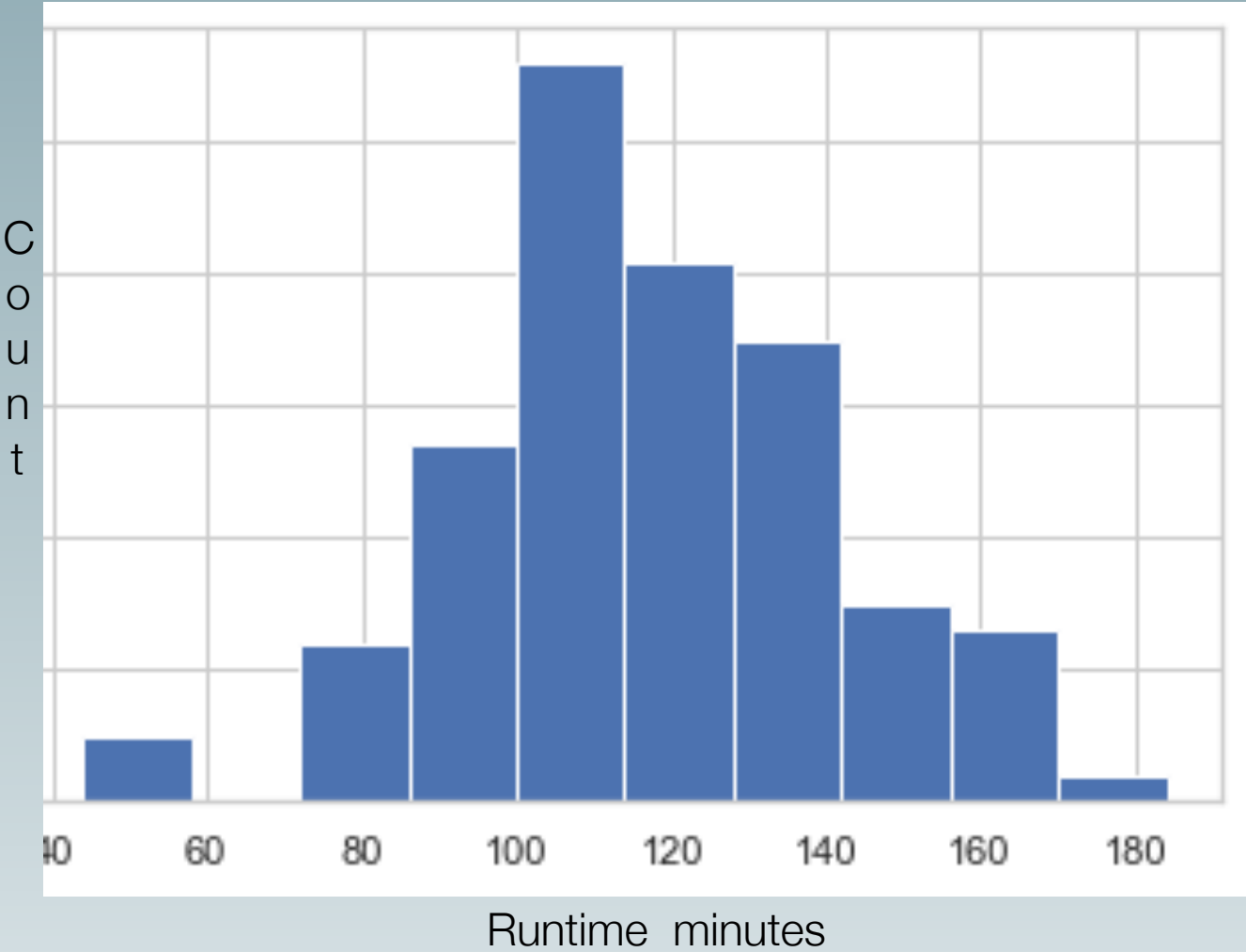
Worldwide ROI by Months



Domestic ROI by Months

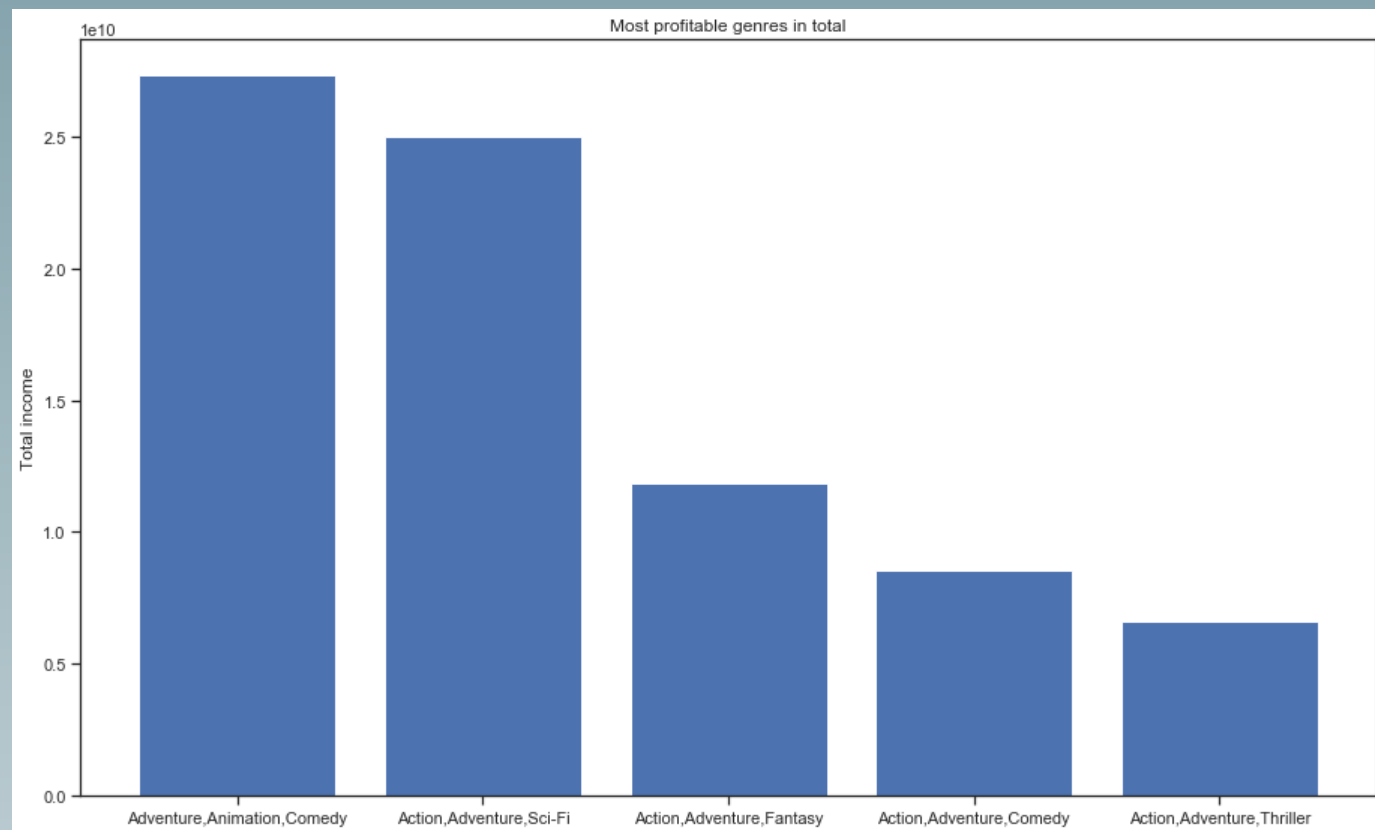


Runtime minutes of highly rated movies



Movie length

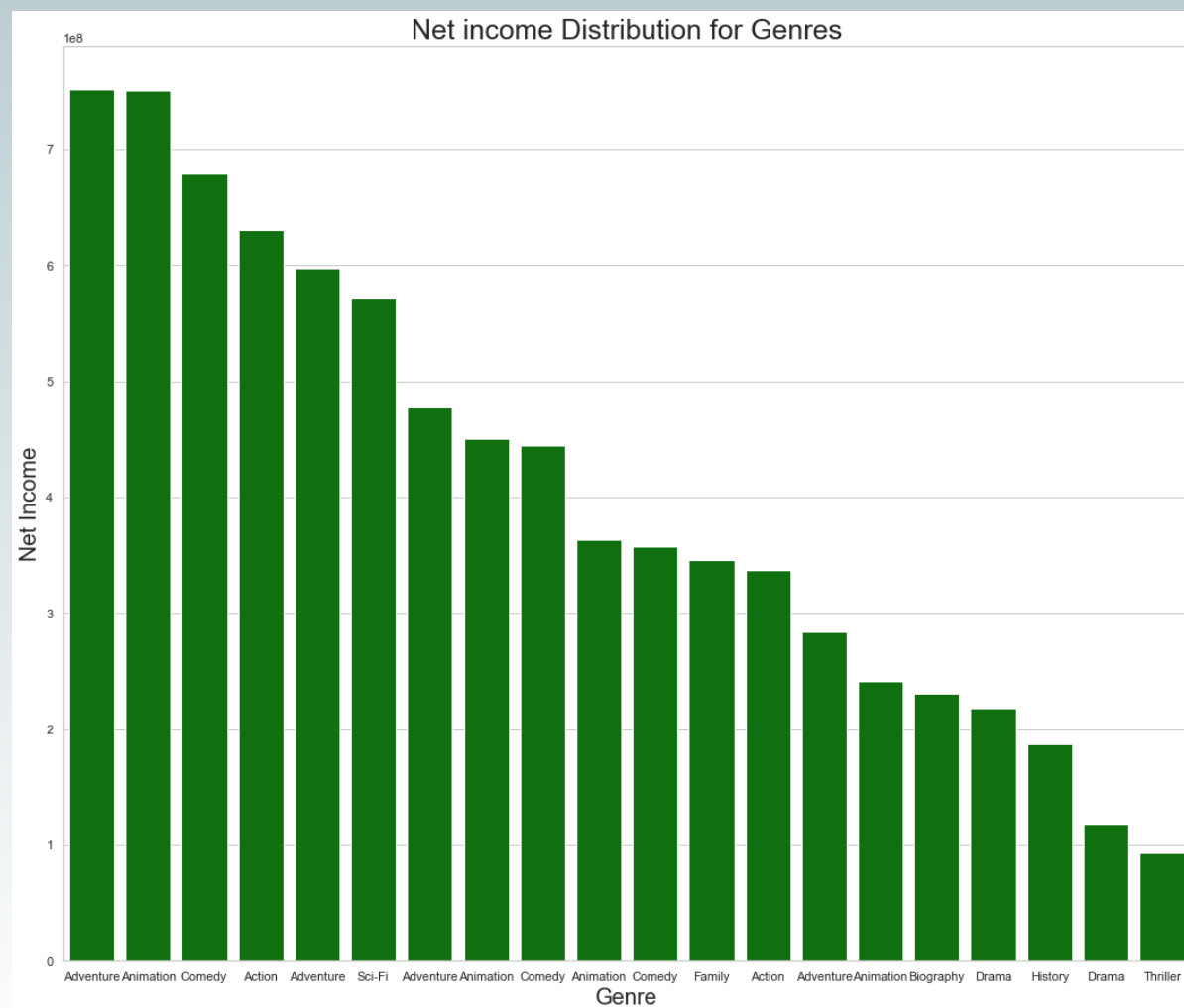
**Recommendation:
100-130 minutes**



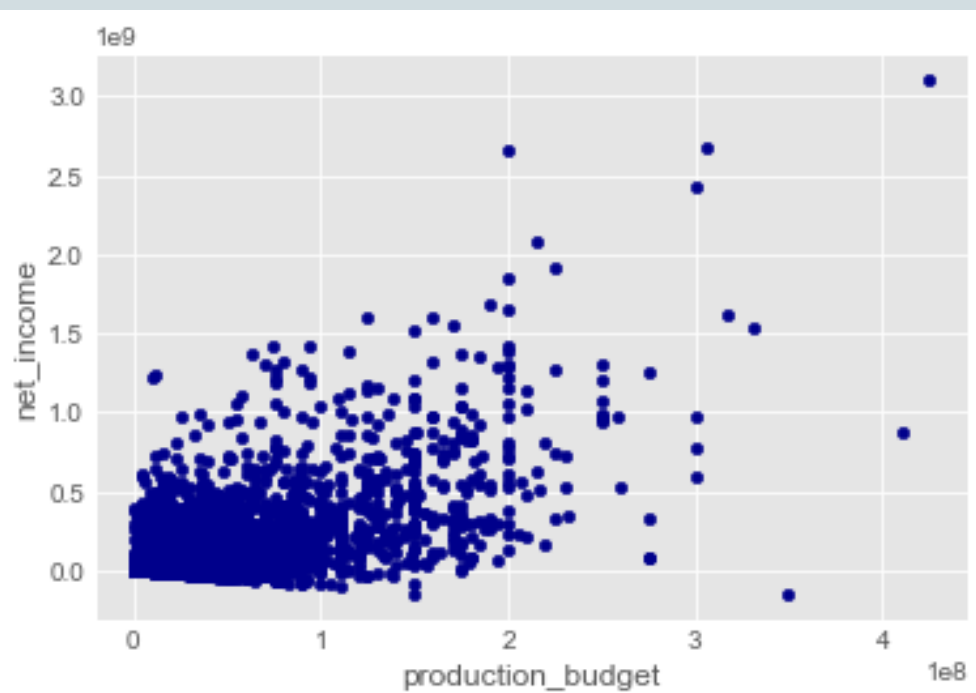
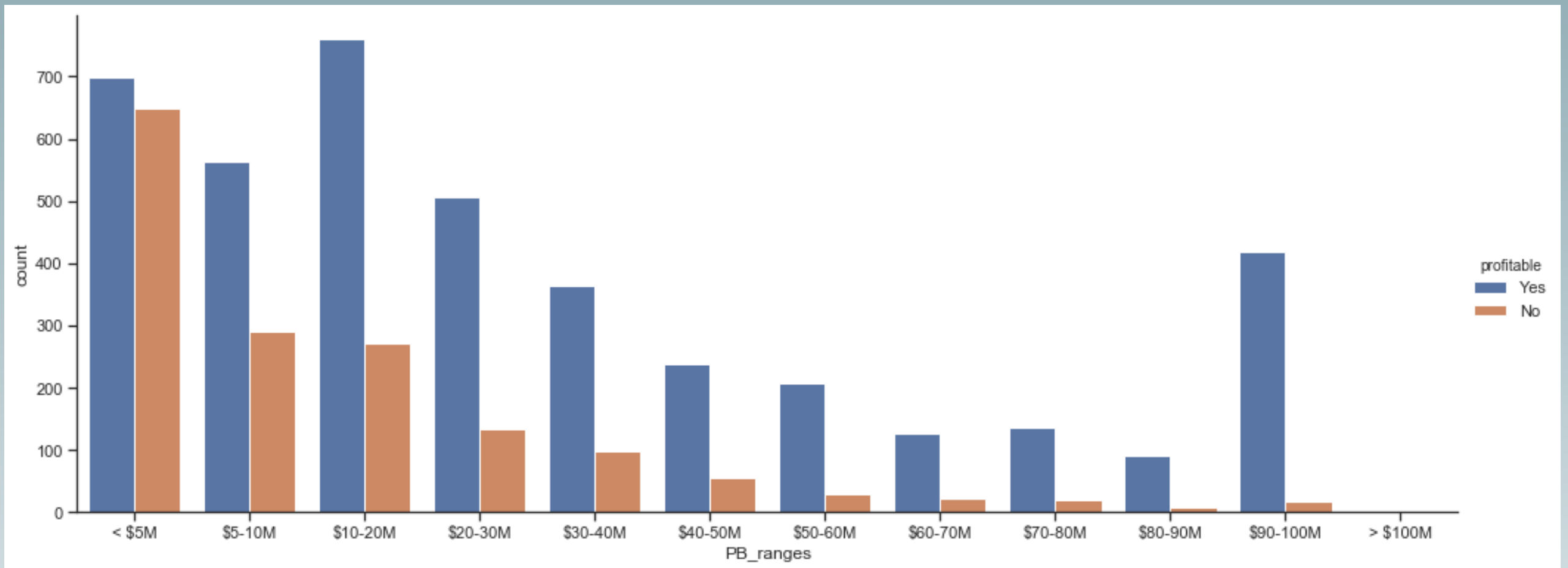
Movie Genre

Recommendation:

**Adventure
Animation
Comedy**

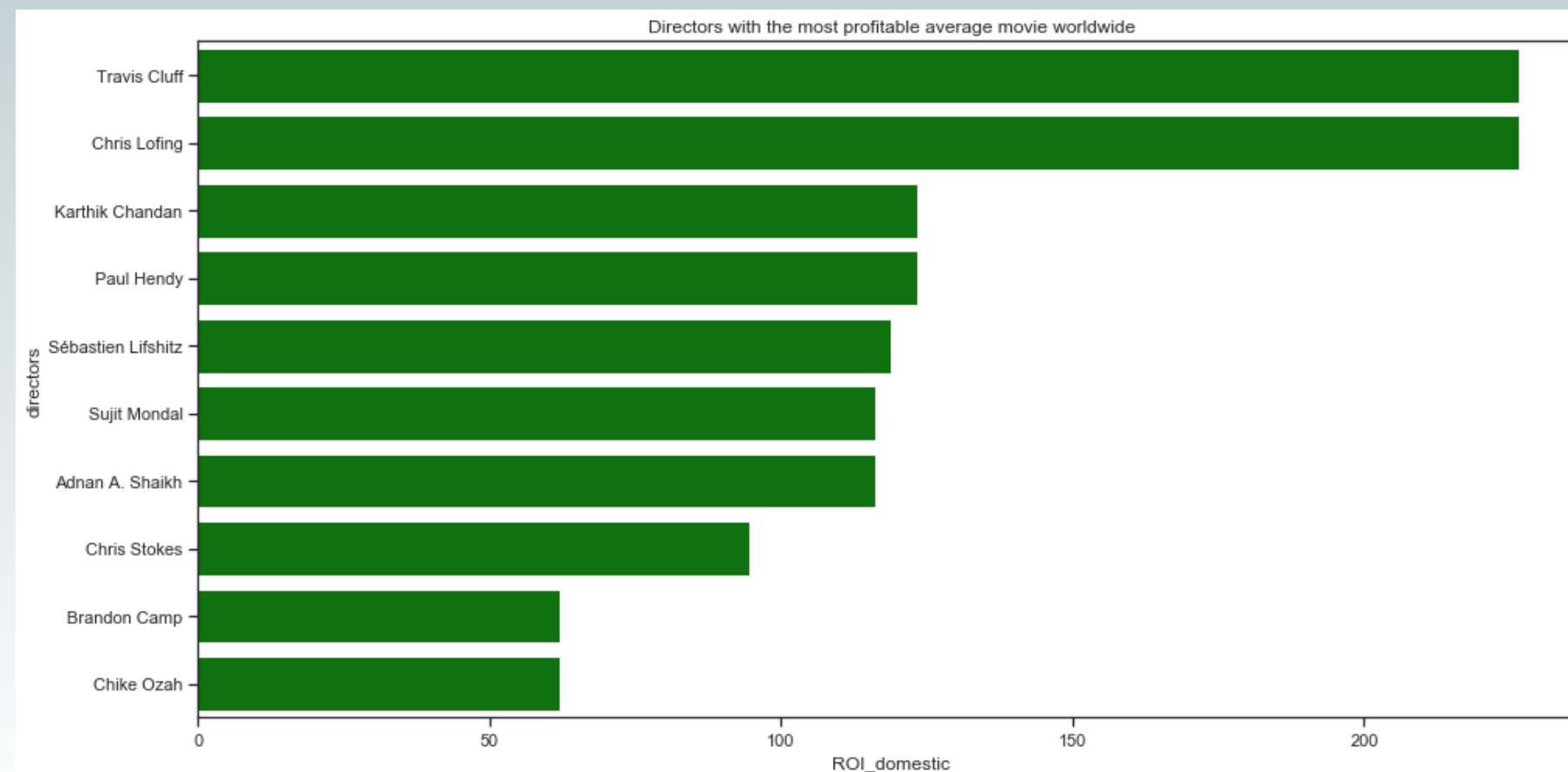
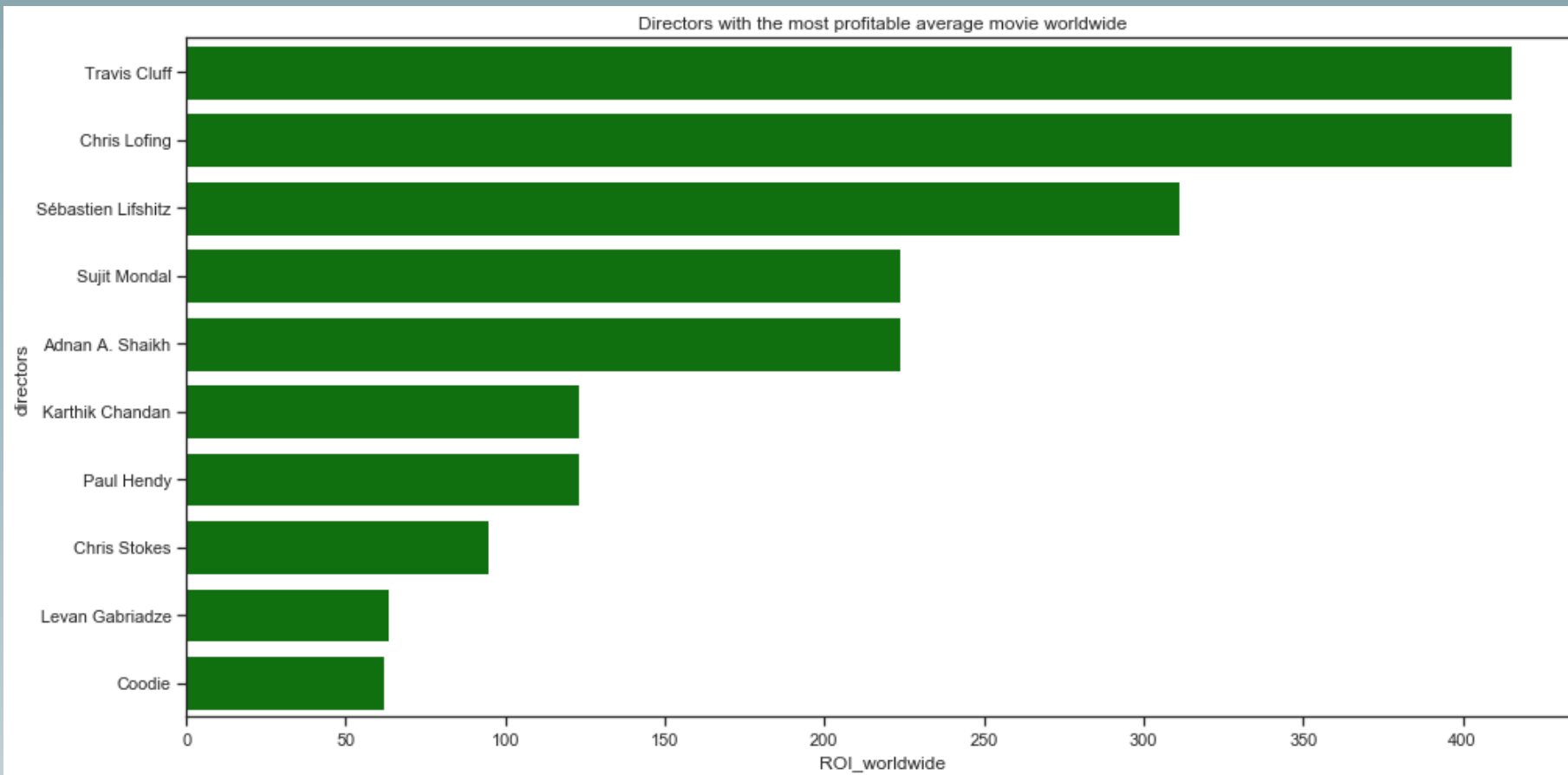


How much Production Budget should range?



Recommendation:
**Higher production
budget equates to
higher profits**

Best Director



Recommendation:
Travis Cluff
Chris Lofing

- **2013, 2014 and 2015 had the highest number of movies in the time epoch of 2009-2019.**
- **June, July and August are the best months you should release movies.**
- **Higher production budget leads to higher profits.**
- **Animation, Action and Comedy are the most profitable genres.**
- **Length of the movie should be between 100 to 130 minutes.**
- **Travis Cluff and Chris Lofing are the top 2 directors.**

Recommendations

- **Further analysis on consumer behavior can be conducted.**
- **Scrape websites for more financial data.**
- **Look at the metrics of movie popularity.**

Further study



THANK YOU

Any questions?

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