A Study of the Film Industry

(Analysis of Movies released between 2000 and 2019)
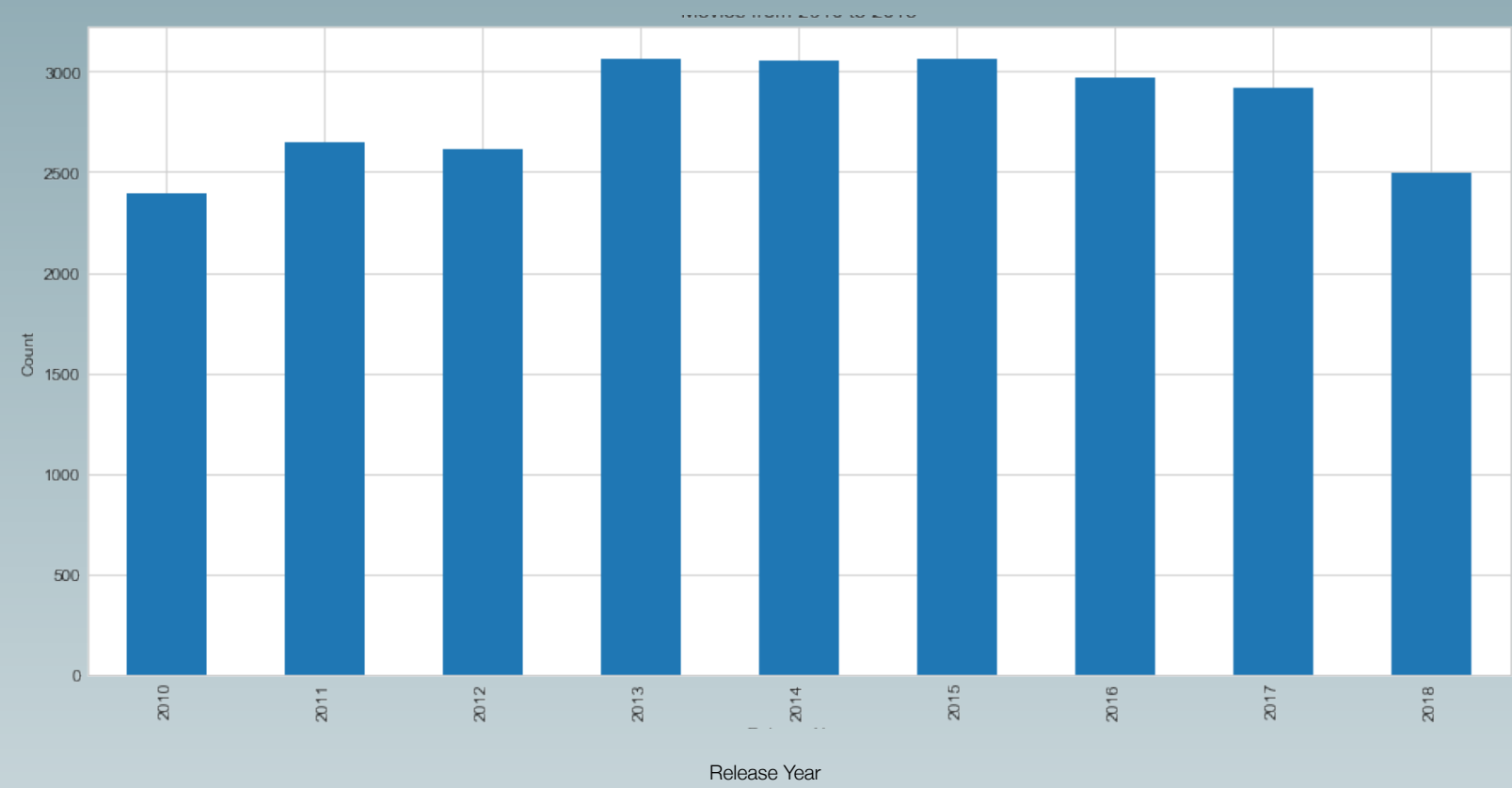
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Module 1 Project
Flatiron 03/2020

Microsoft

INTRODUCTION

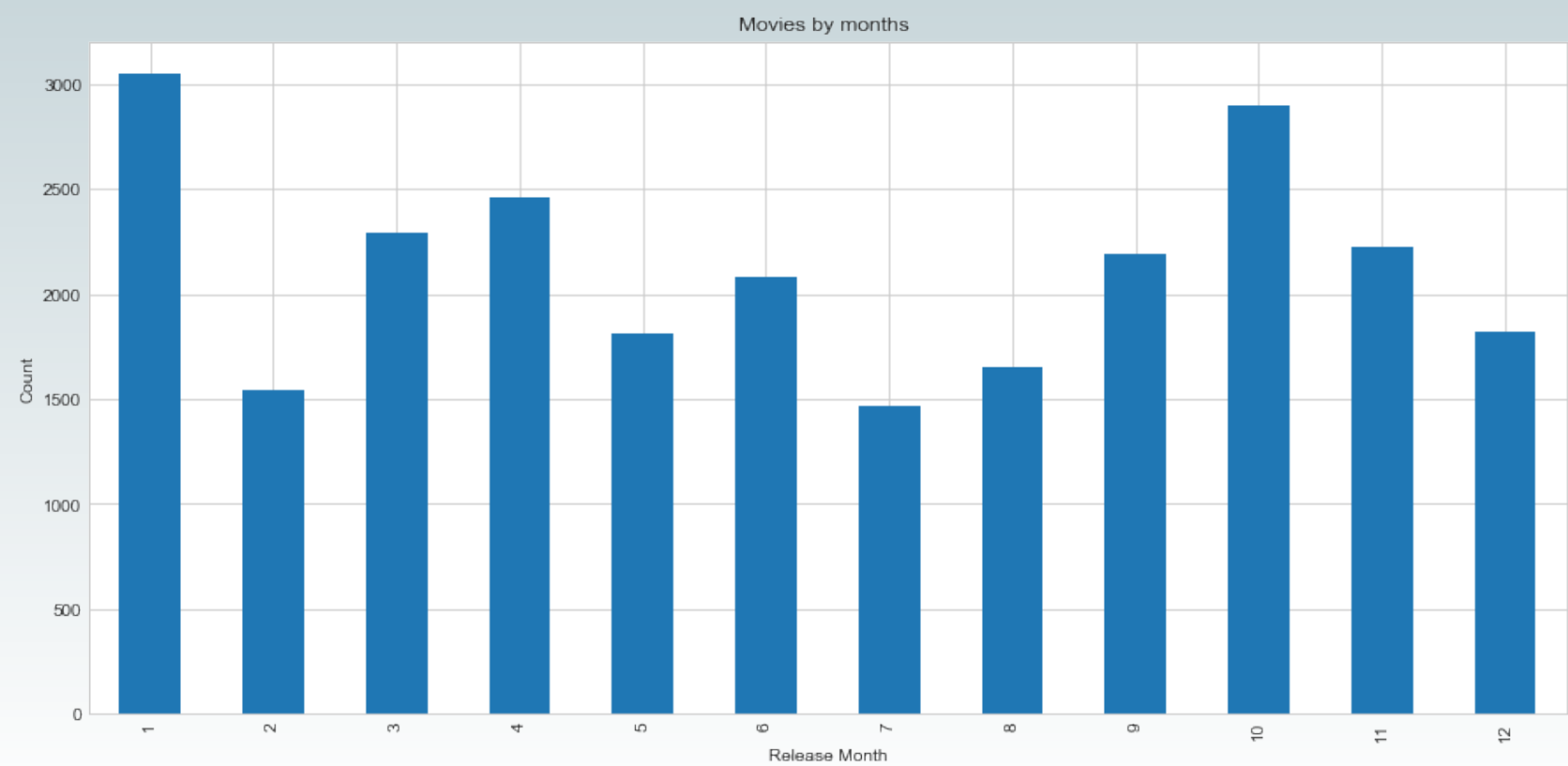*The goals:*

- *When to release?*

- *Movie length?*

- *What genre to choose?*

- *How much Production budget?*

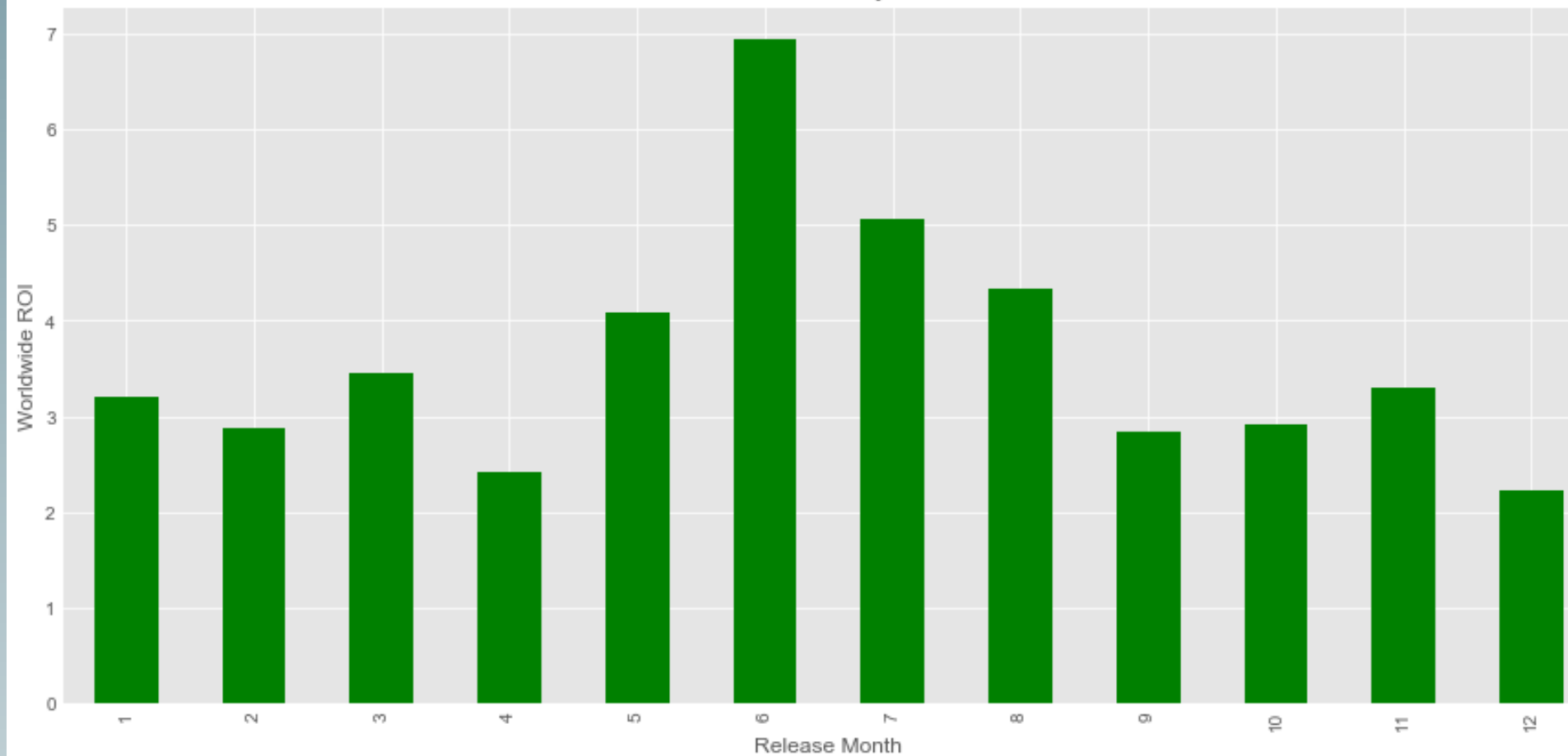- *Who to hire?*

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Movies released over the last 10 years
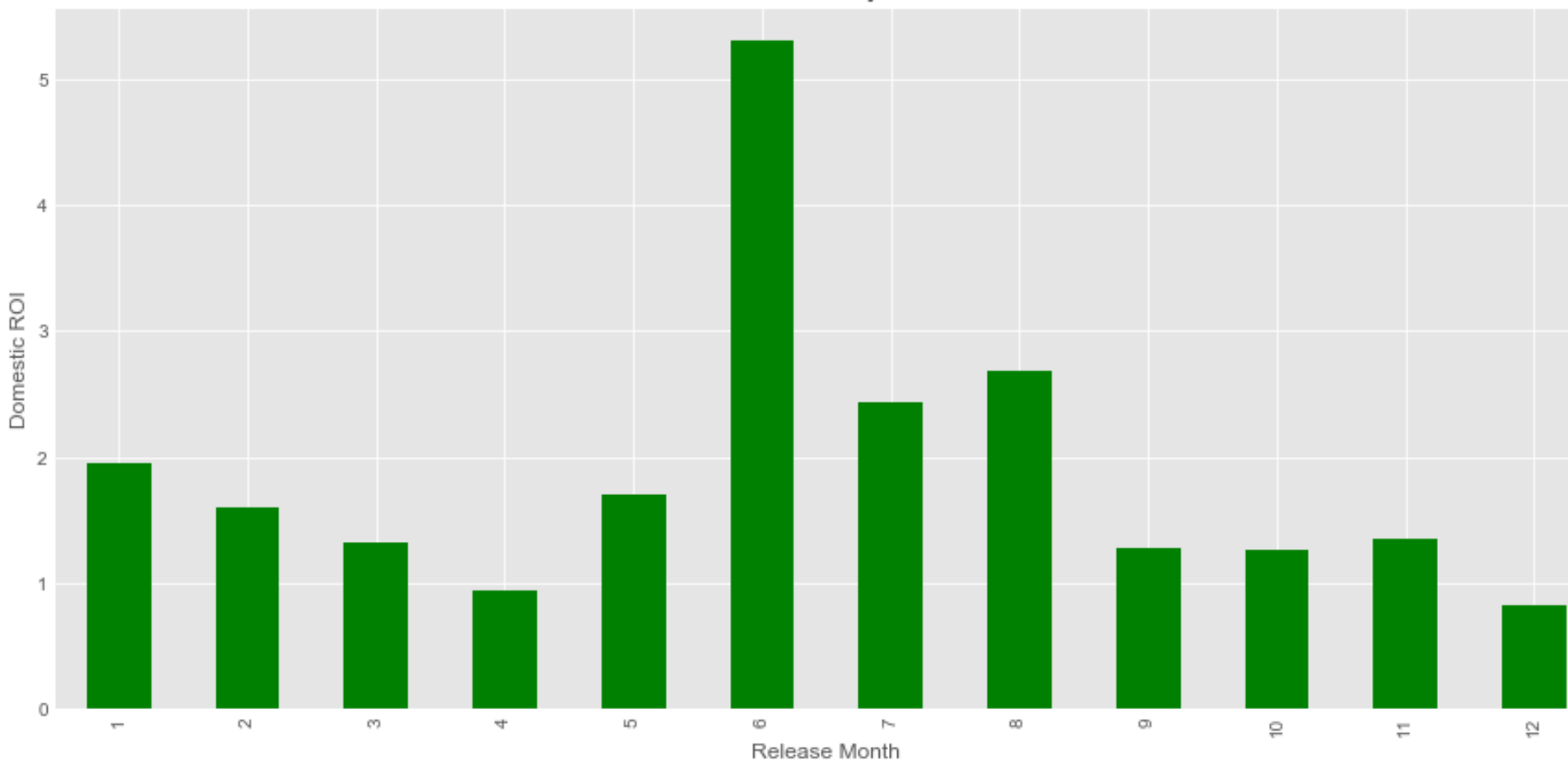

Movies from 2010 to 2018

Movies by months

2013, 2014,2015

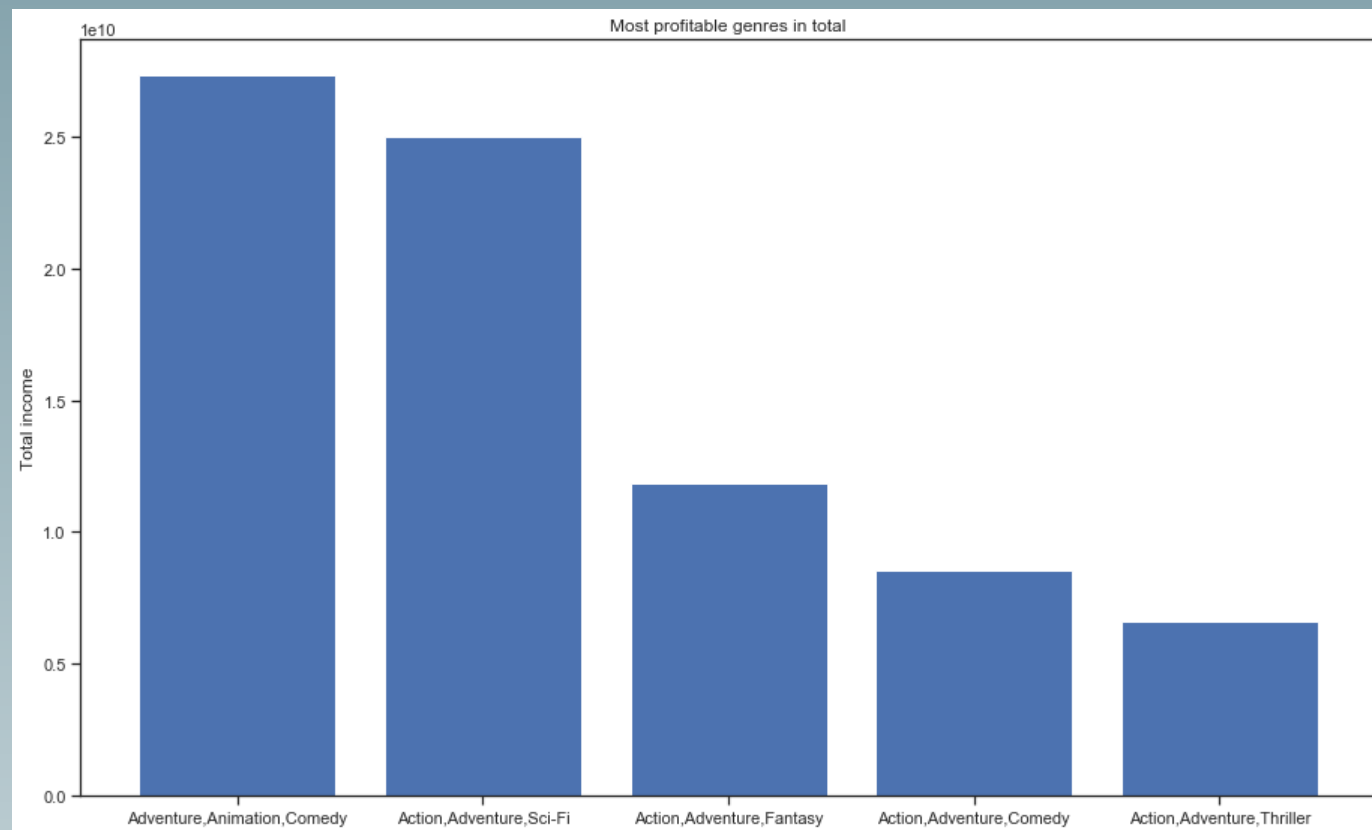**Release Month**

Recommendation: Summer Time

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Runtime minutes of highly rated movies
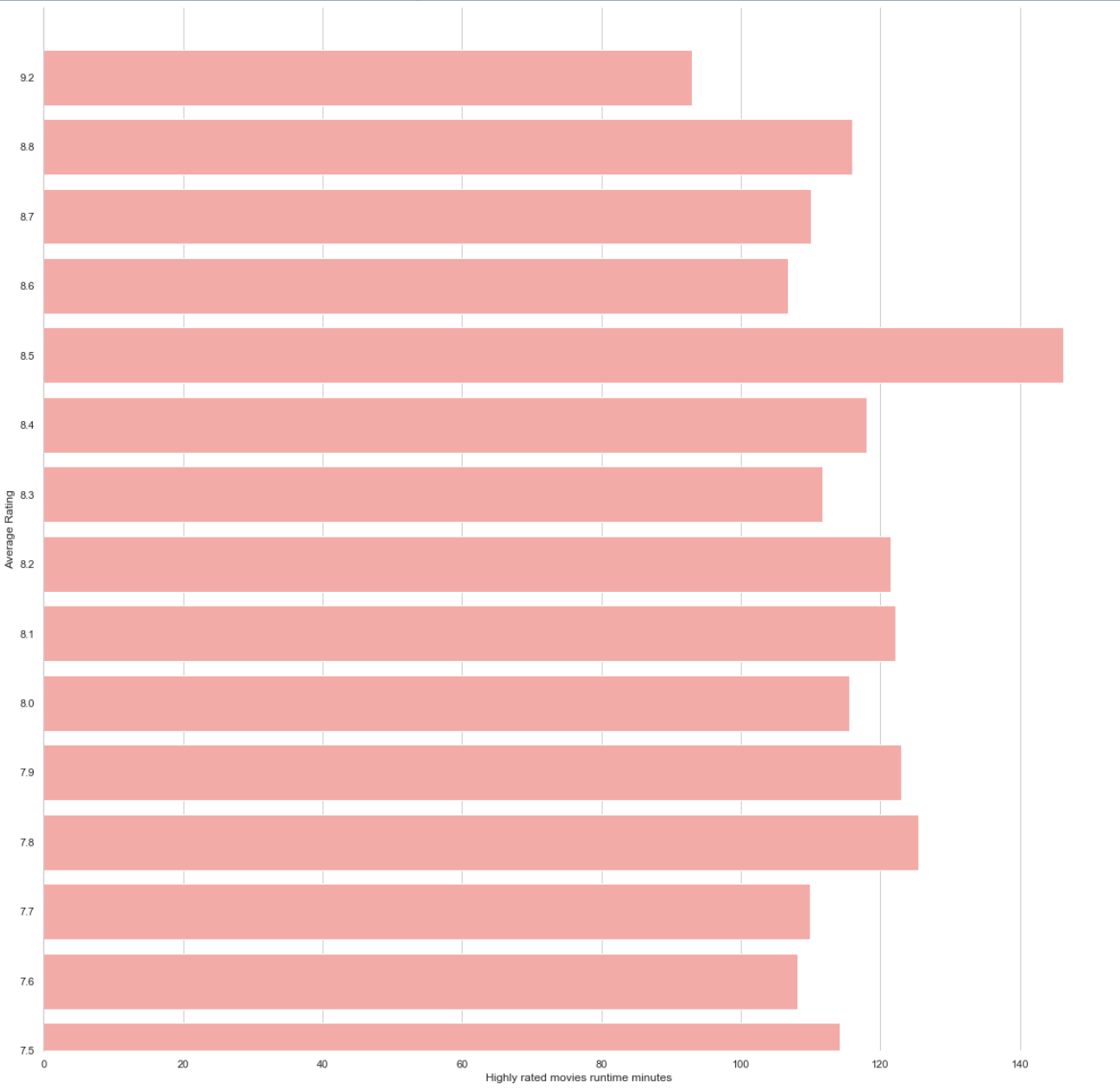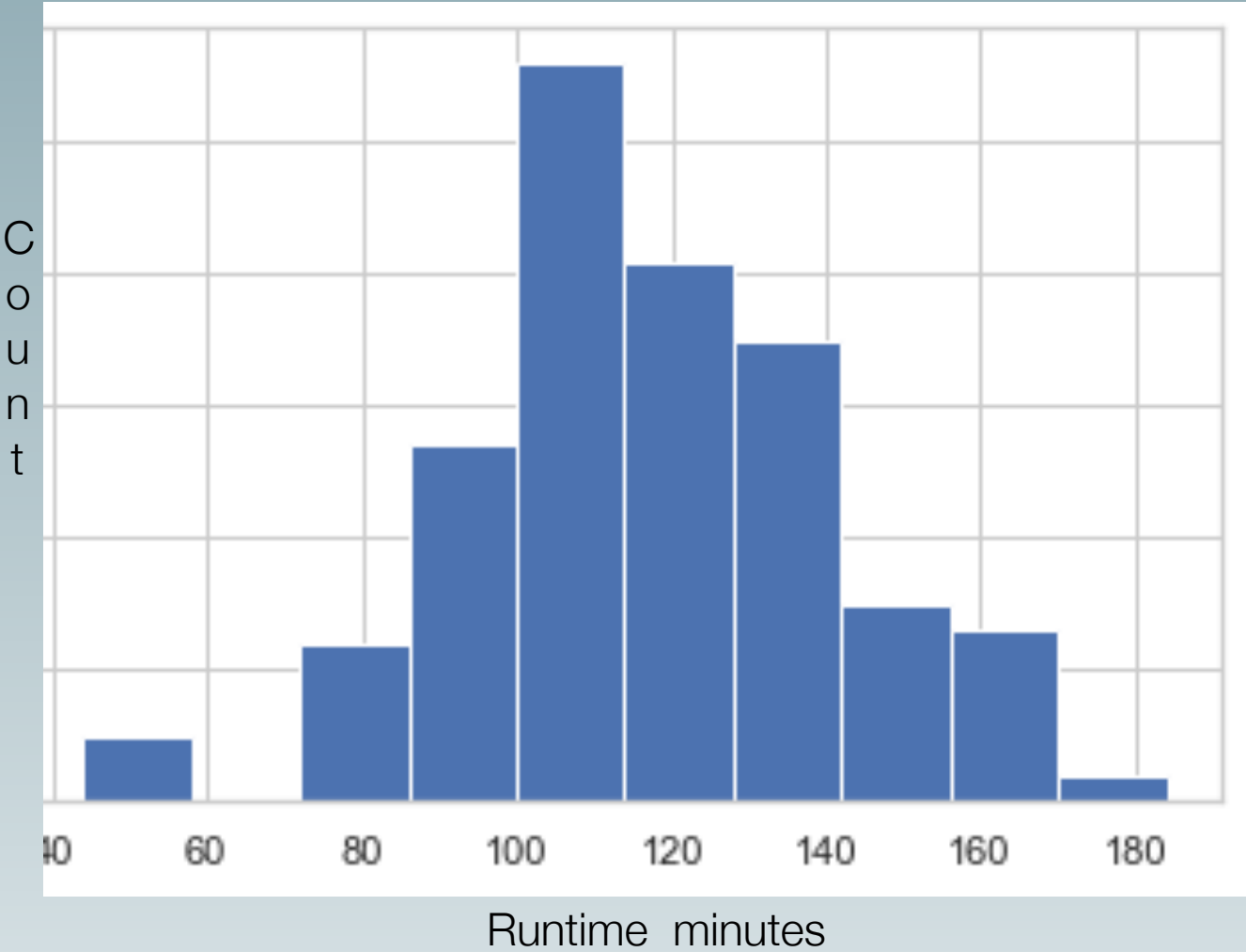
Movie length

Recommendation:
100-130 minutes

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Most profitable genres in total
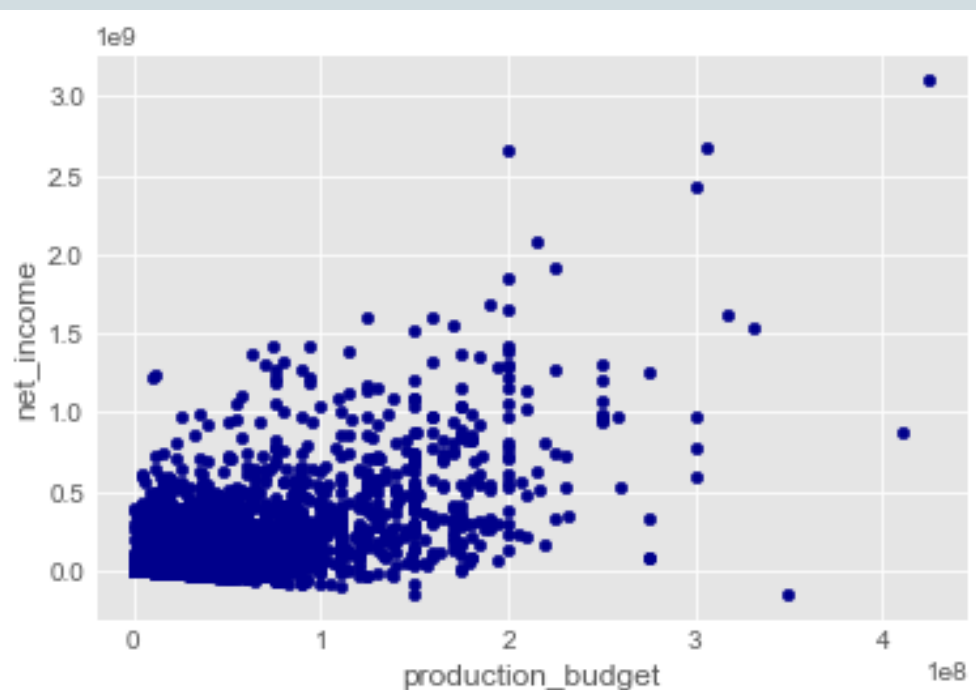

Net income Distribution for Genres

Movie Genre

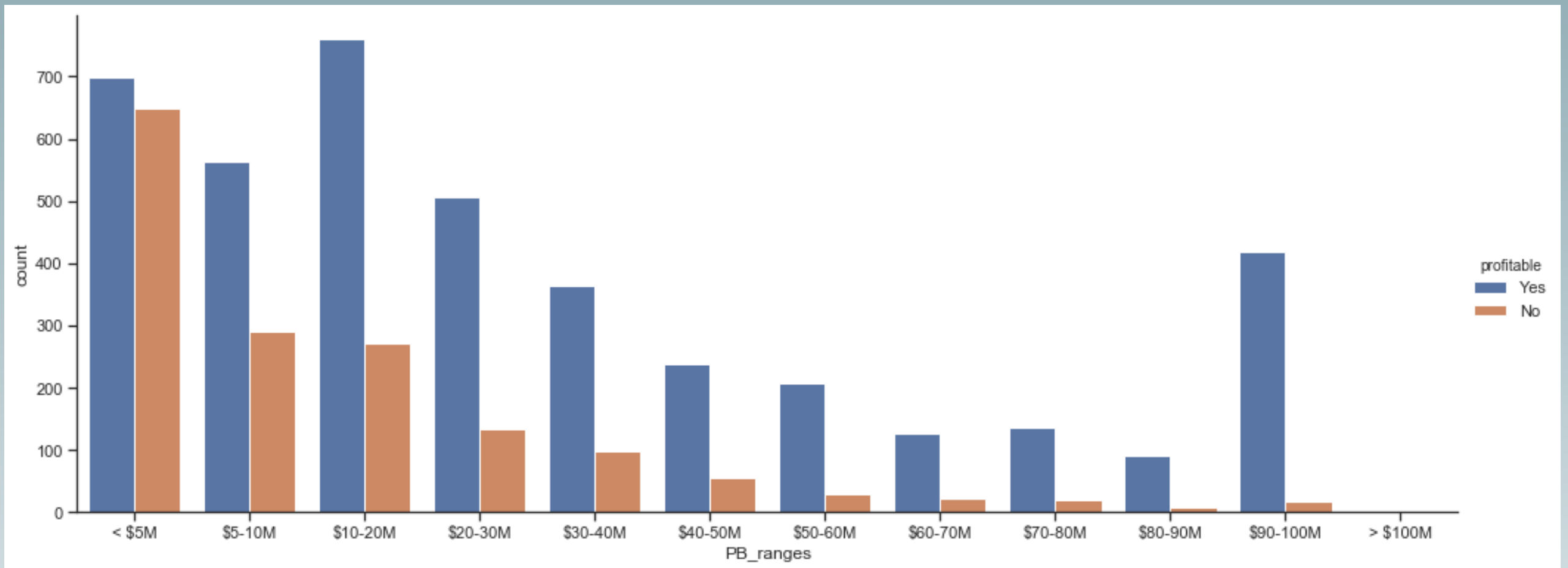
Recommendation:

Adventure
Animation
Comedy
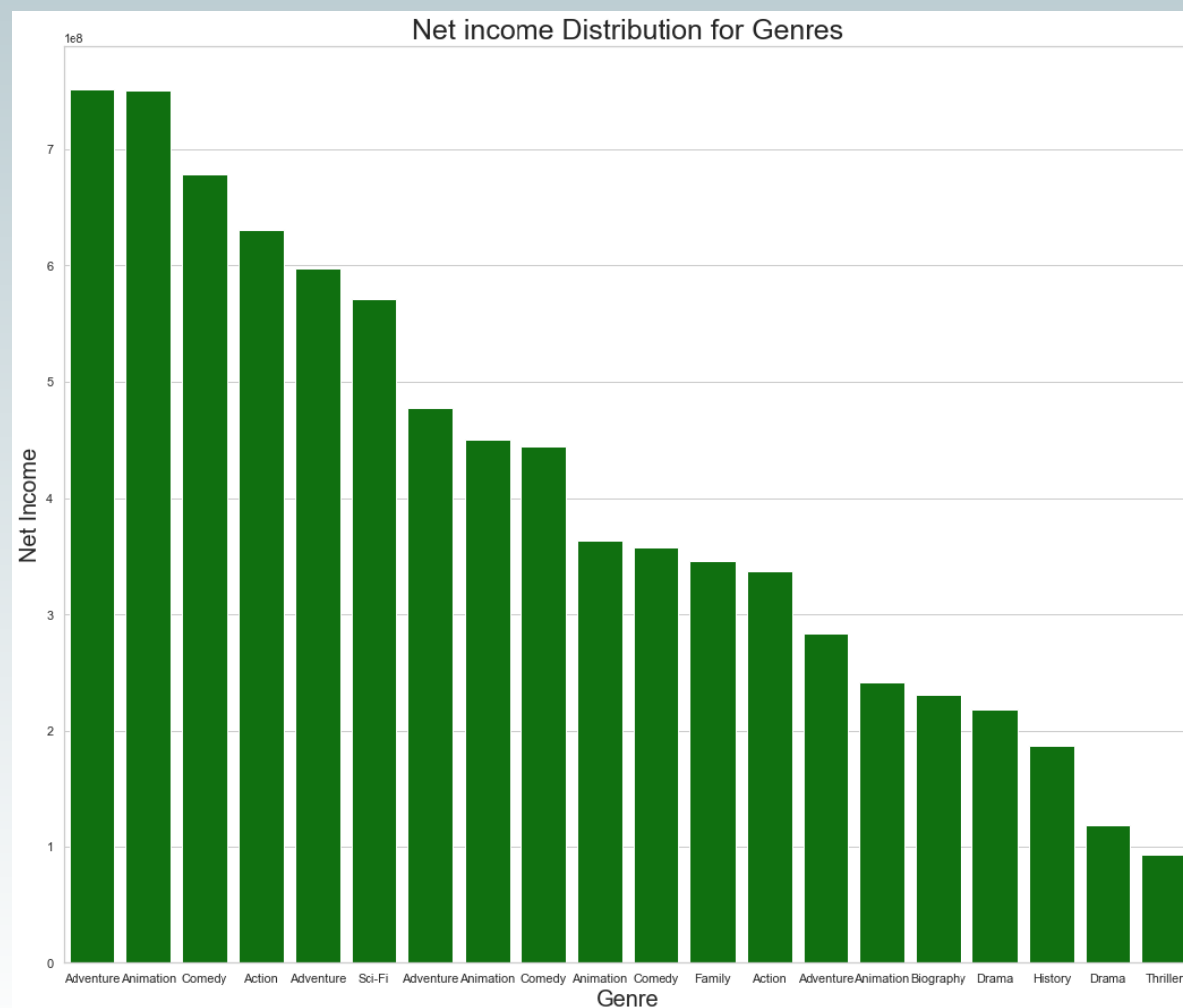
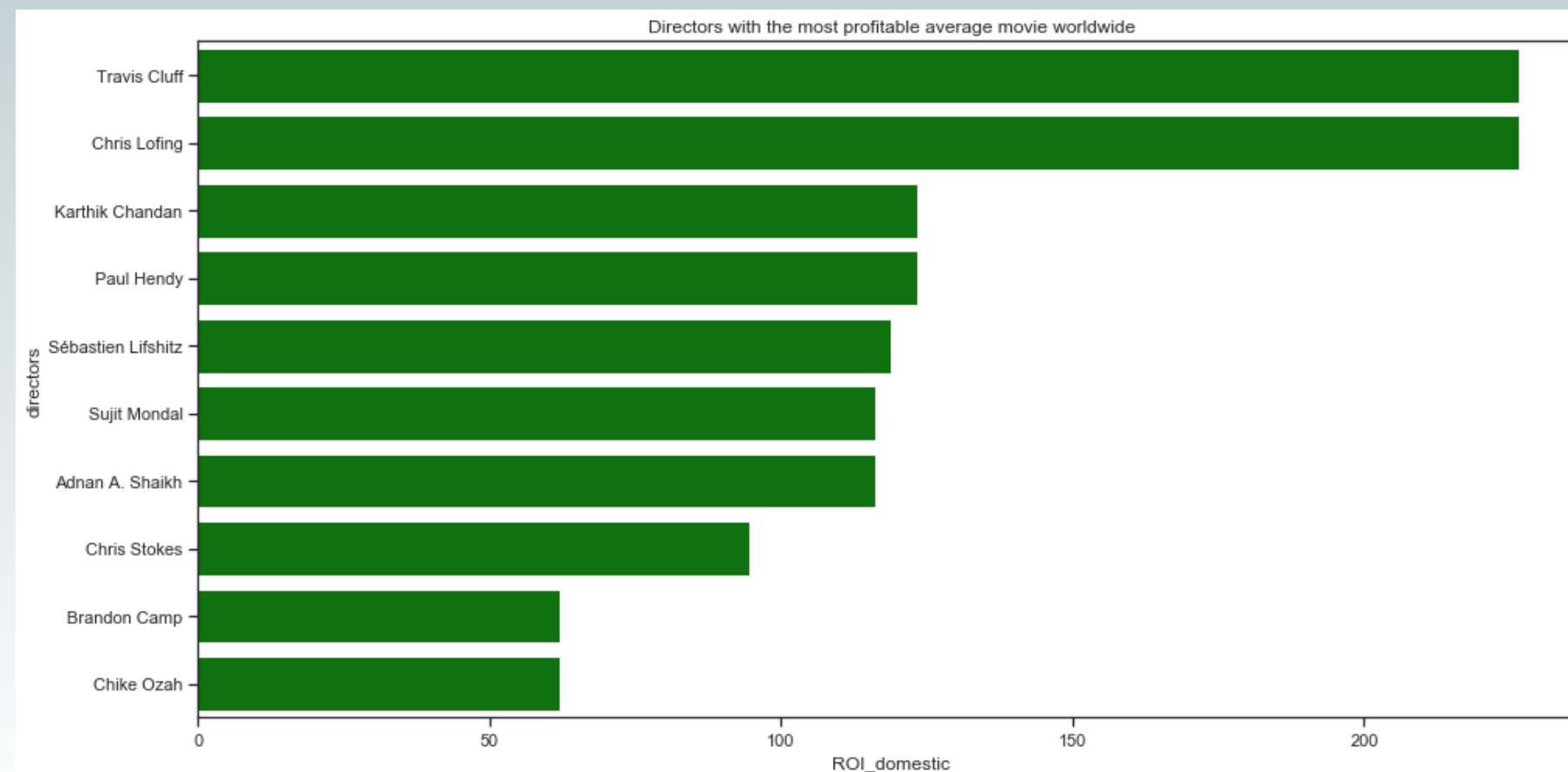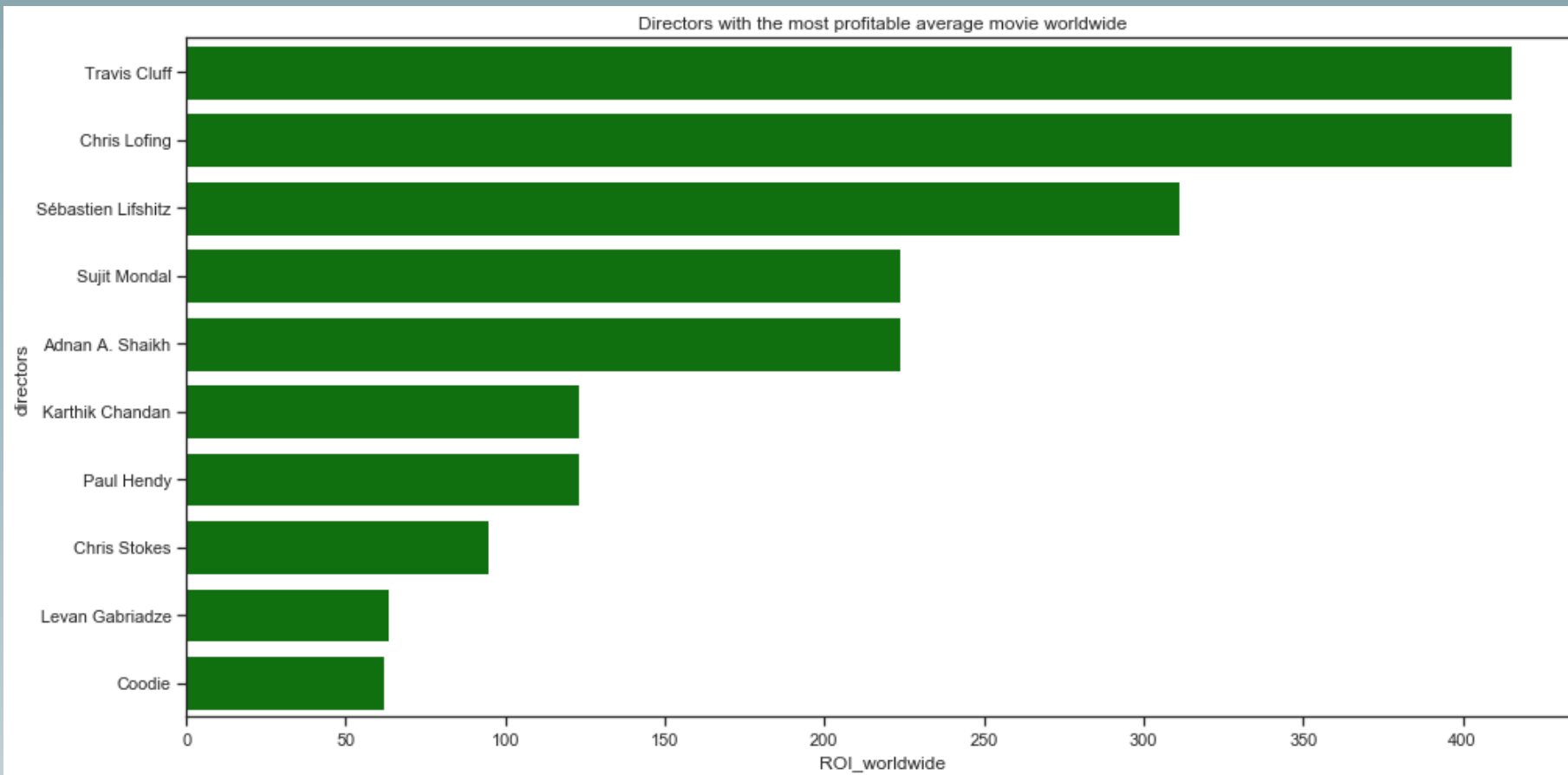# How much Production Budget should range?

Recommendation:
Higher production budget equates to higher profits

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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

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THANK YOU

Any questions?

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