

Summary

We used exploratory data analysis (EDA) to clean, assemble, and interpret movie data to make recommendations for creating successful films based off of producer success, genre popularity, and release date.

Our results displayed some potential intersections for these metrics to maximize return on investment, viewer ratings, and net income.

Outline

- Business Problem / Topics to Address
- Data
- Methods
- Results
- Business Recommendations
- Conclusion

Business Problem

• Problem: Which types of films should the studio focus on to be successful?

- Focus Points:
 - Producers
 - Genres
 - o Release Dates

Data Set Sources

- Box Office Mojo
- <u>IMBD</u>
- Rotten Tomatoes
- The Numbers
- Group Lens
- The Movie DB



THE NUMBERS®

Methods

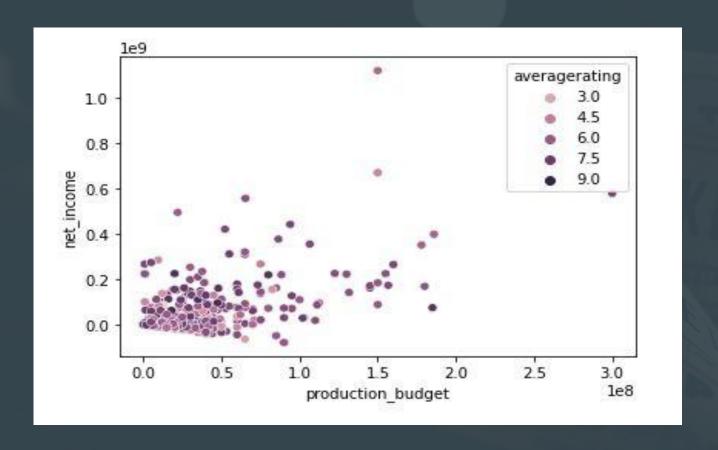
EDA

Data Analysis and Visualization

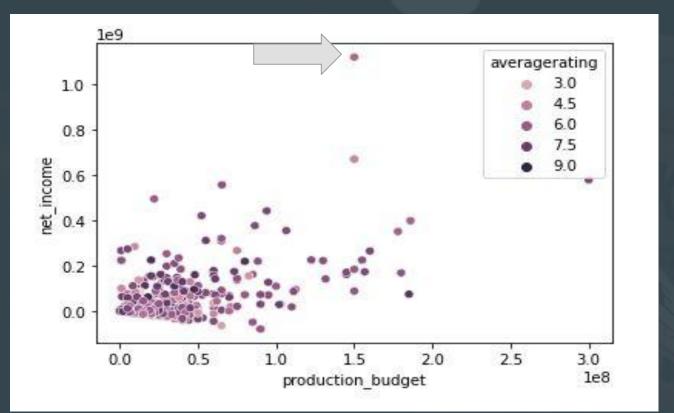
Considerations

- Time Span: 2009 2019
- The effects of streaming platforms
- COVID-19's impact on theater attendance

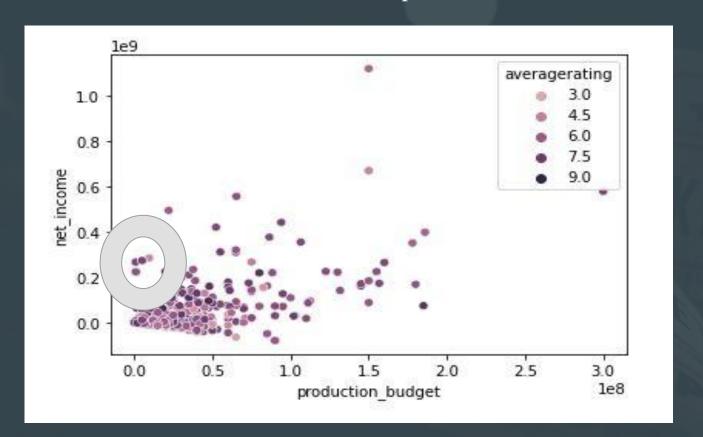
Net Income Average by Production Average Mean by Rating Average

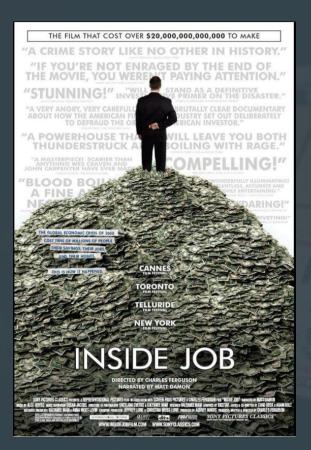


False Positive



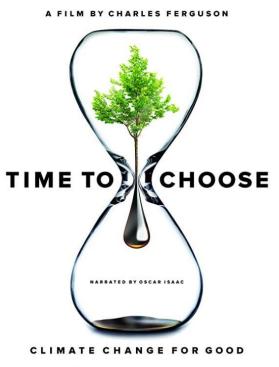
The sweet spot





Audrey Marrs





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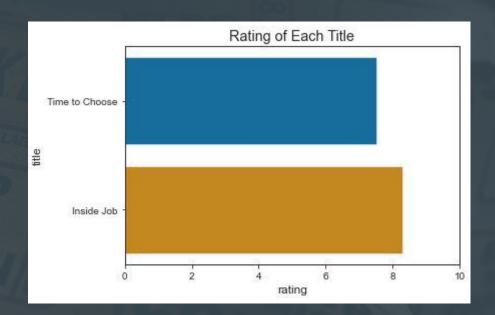
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An Ideal Candidate Profile: Audrey Marrs Overview

Production Budget Average: \$2,750,000 Net Income Average: \$3,914,245

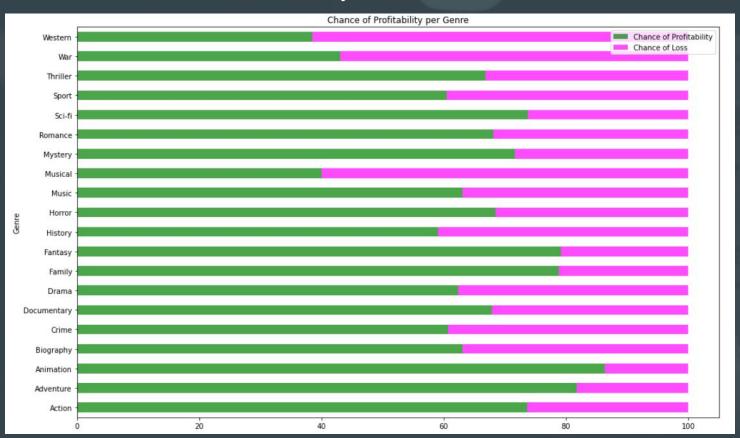
```
release date
                            [Jun 3, 2016, Oct 8, 2010]
production budget
                                              2.75e+06
gross income
                                           3.91424e+06
id
                                [tt5001130, tt1645089]
                          [Time to Choose, Inside Job]
title name
                      [Documentary, Crime, Documentary]
genres
net income
                                           1.16424e+06
mean rating
title count
rating list
                                            [7.5, 8.3]
Name: Audrey Marrs, dtype: object
```

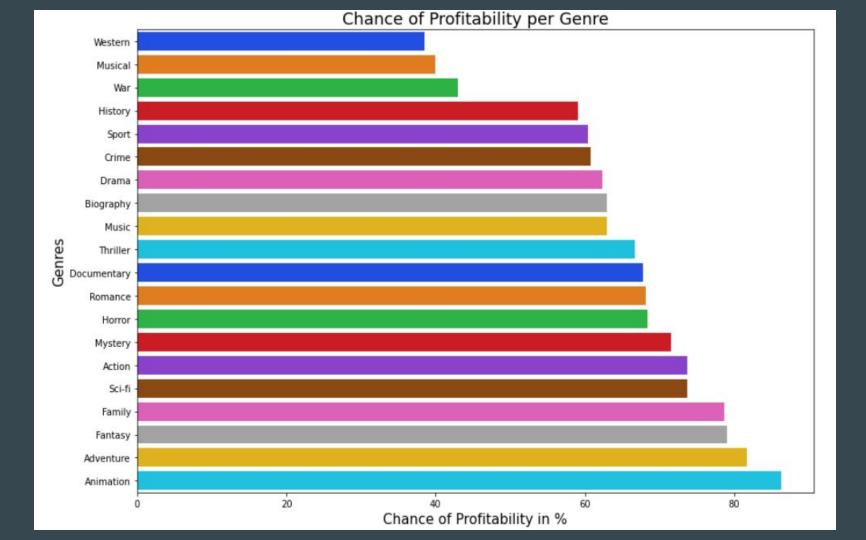


Findings on Genres and Ratings

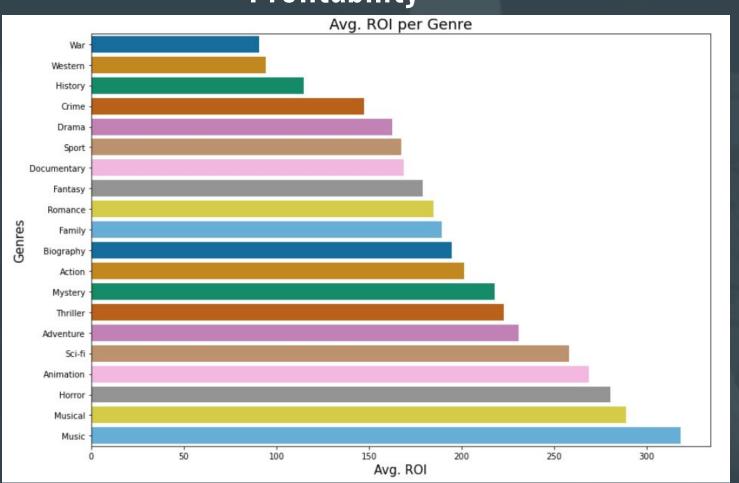


Profitability likelihood





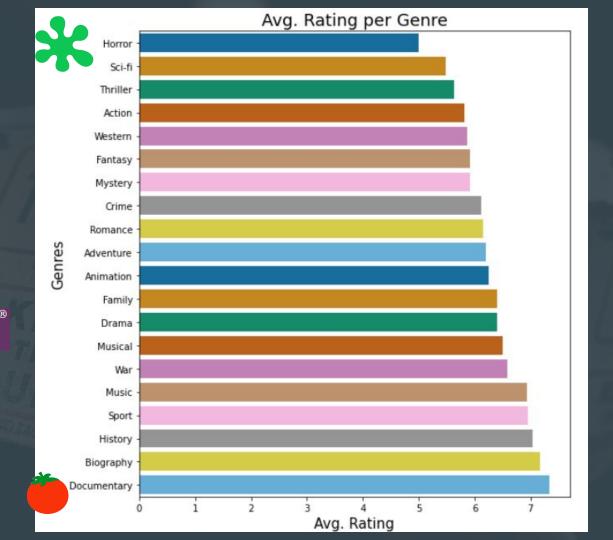
Profitability





Critical Reception

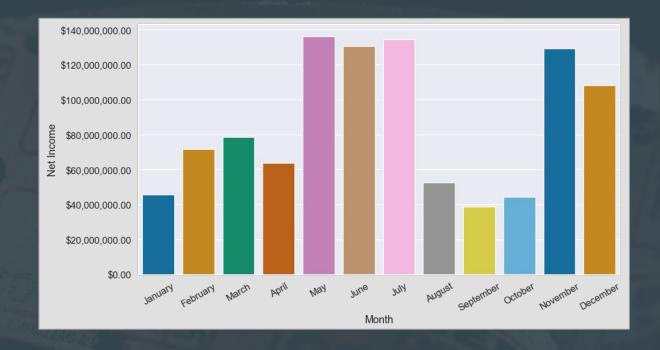
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Results

Profitable Months:

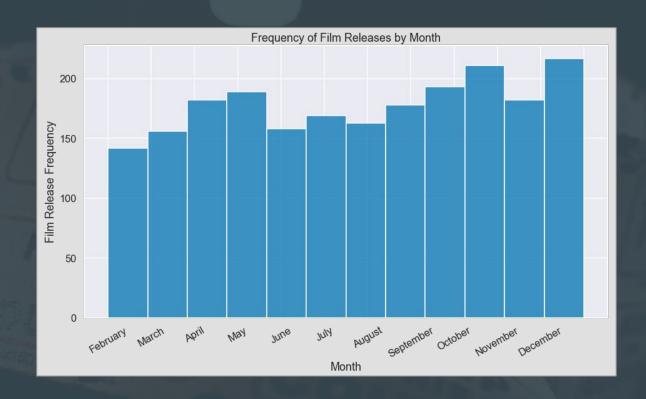
- May
- July
- November



Results

Highest Release Frequencies:

- October
- December



Recommendations

Producers

- Producers with high profit margins
- Cross check producers made genres with genre plot
- Cross check producers ratings per movies in rating plot

Genres and Ratings

- Animation, Adventure, Fantasy likely to succeed
- Documentary, Biography, History films well-rated
- Which genres are the safest choice, if you want profit

Release Dates

- Summer season releases (May-July)
- November is best for the fall
- Look for high-net/low-frequency intersections

Conclusions

This data can be useful to finetune selections based on individual budget, staffing, and style limitations.

Thank You!

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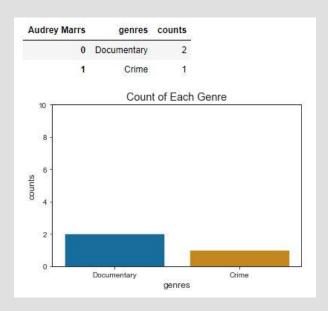
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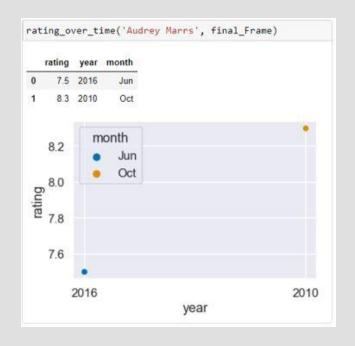
Appendix A

• Other Producer Profile Analysis tools

Production X Genre Graph



Ratings X Time Graph



Appendix B

• Other Release Date Analysis tools

Frequency X Net Income by Month

