

MovieLens Film Analysis

Characteristics of the Top 10% Most Profitable Films

Problem Statement

What are the key components that differentiate the top 10% of films from the remainder when considering profit margin?

Executive Summary

Story factors appear to have the greatest influence on the profit margin of a film*

Our recommendation is to focus on the production and promotion of films that are part of an ongoing collection and have the other characteristics found in this study to be related to high profit margin

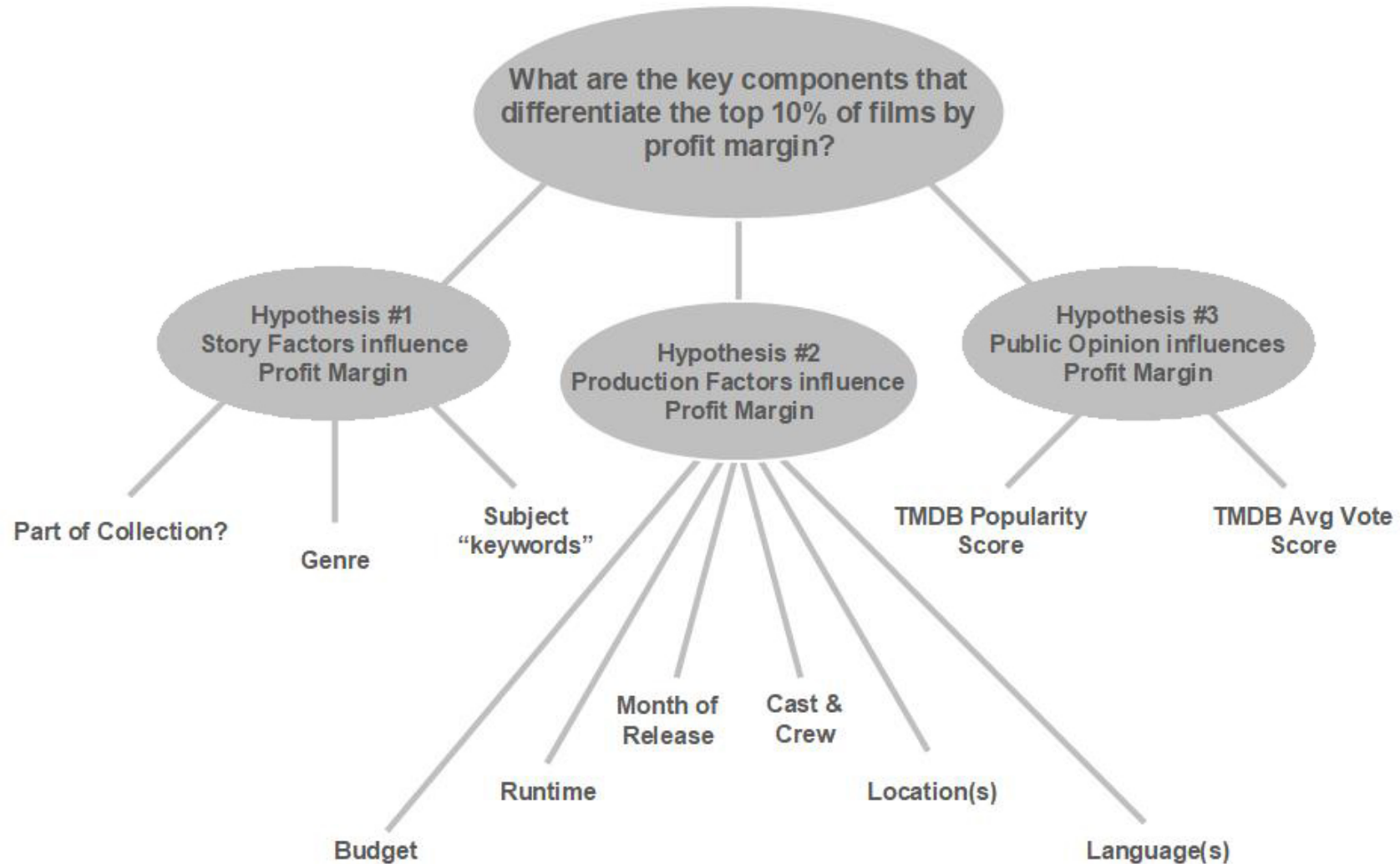
* This is a tentative finding and is subject to verification in the full analysis

Overview of Analysis

The success of each film was quantified based on profit margin and the top 10% were determined. Analysis was then conducted in the following areas:

- Profitability differences based on Story Factors
 - Part of a collection
 - Genre, etc.
- Profitability differences based on Production Factors
 - Budget
 - Runtime, etc.
- Profitability differences based on Public Opinion
 - Popularity score
 - Vote average, etc.

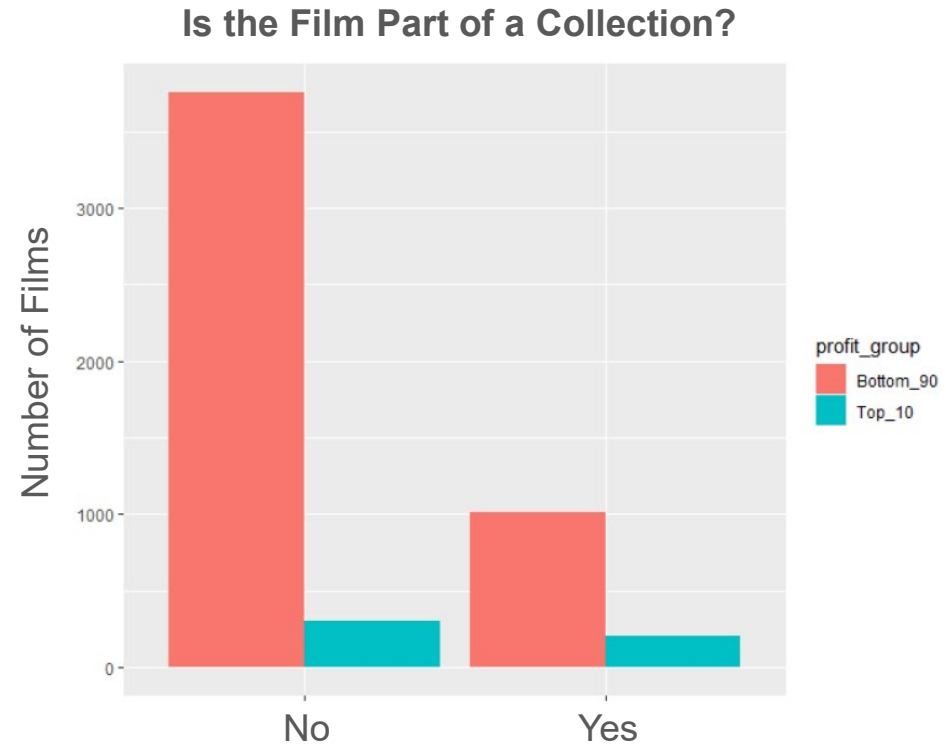
Issue Tree



Analysis of Story Characteristics

Are there key story characteristics that differentiate the top 10% of films from the remainder when considering profit margin?

- Part of a collection
- Genre
- Plot keywords



Analysis of Production Characteristics

Are there key production characteristics that differentiate the top 10% of films from the remainder when considering profit margin?

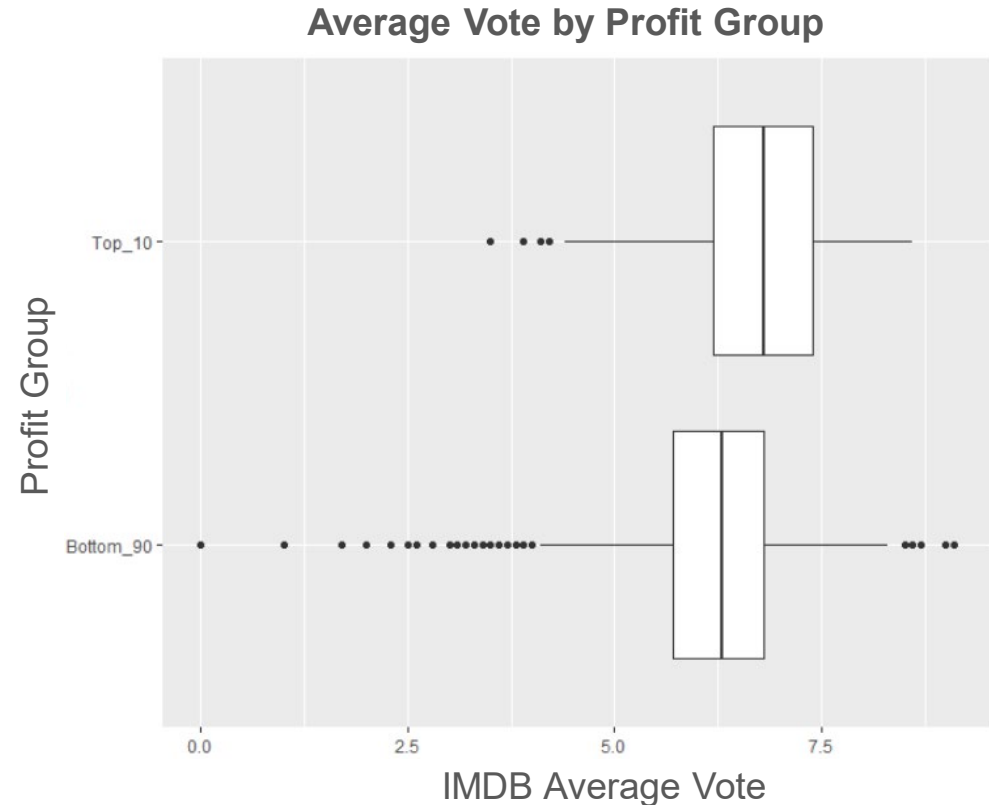
- Budget
- Runtime
- Release month
- Language, etc.



Analysis of Public Opinion

Are there patterns in public opinion data that differentiate the top 10% of films from the remainder when considering profit margin?

- Popularity ratings
- IMDB vote averages, etc.



Study Limitations

Not all movies are represented in the sample.

Many films have incomplete information

Out of over 45,000 films, only about 5,300 have the financial data required for the analysis

Additional Limitations

It is difficult to quantify the value of actors and crew members toward the profitability of a film

Public opinion data can be influenced by other factors including the reviews and opinions of others

Next Steps

The findings of this analysis could be expanded and improved upon in the following areas:

- Continue to expand the sample size and completeness of the dataset
- Identify ways to quantify cast and crew data
- Identify sources of opinions and ratings that are collected prior to a film's public release

References

Anonymous. (1970, January 1). McKinsey Presentations - How to Apply Ghost (aka Shell and Skeleton) Decks and Pages. Retrieved March 7, 2020, from <http://workingwithmckinsey.blogspot.com/2013/07/McKinsey-presentations-ghost-decks.html>

Banik, R. (2017, November 10). The Movies Dataset. Retrieved March 1, 2020, from https://www.kaggle.com/rounakbanik/the-movies-dataset#movies_metadata.csv