

# What kind of movie should we make?

Michael Kearns



# Introduction

- **Problem:** Which types of movies should the new movie studio make?
- **Solution:** Determine which movie genre makes the **most money** and which receive the **highest viewer ratings**.



# The data

- Dataset from multiple sources.
- Includes Title, Year, Runtime, Genre, Gross Revenue, Ratings



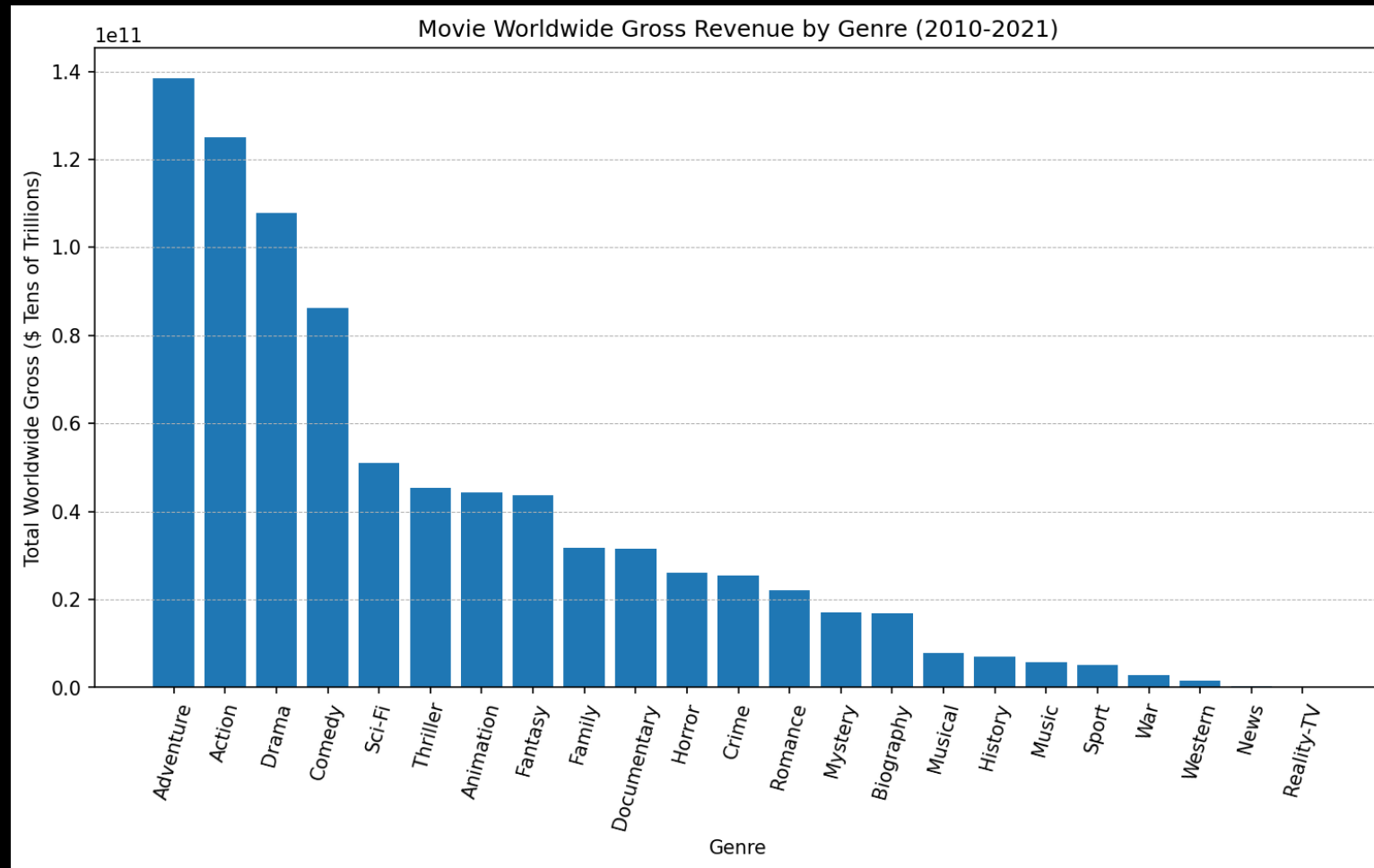
# What's important

- **Which movies generated the most revenue?**
- **Which movies have the best ratings by viewers?**

# Analysis

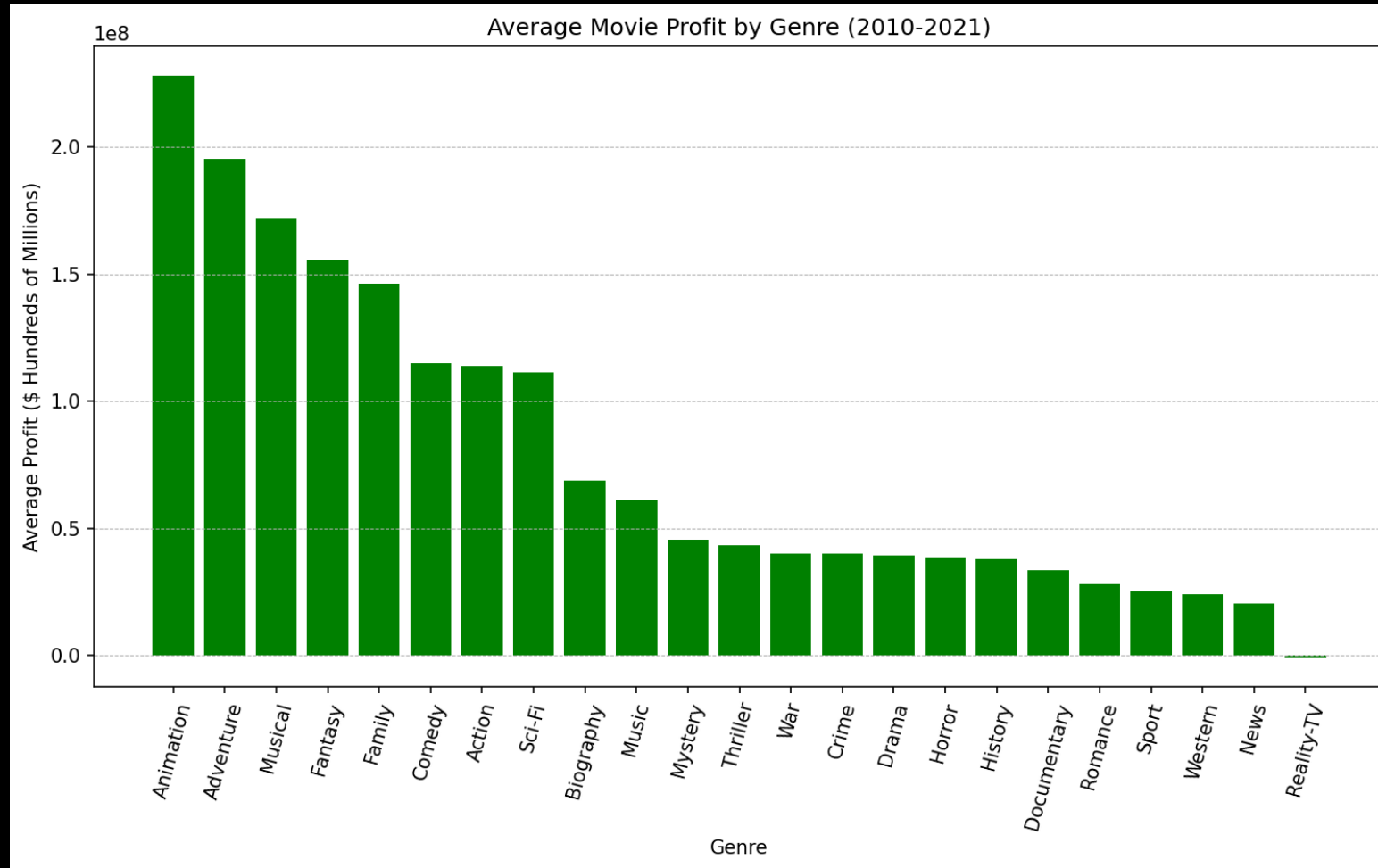
- Steps Taken:
  - Combining data sets based on movie Title
  - Identifying each movie by specified Genre
  - Grouping by specific Genres
  - Summarizing statistics based on each genre.

# 1<sup>st</sup> Finding



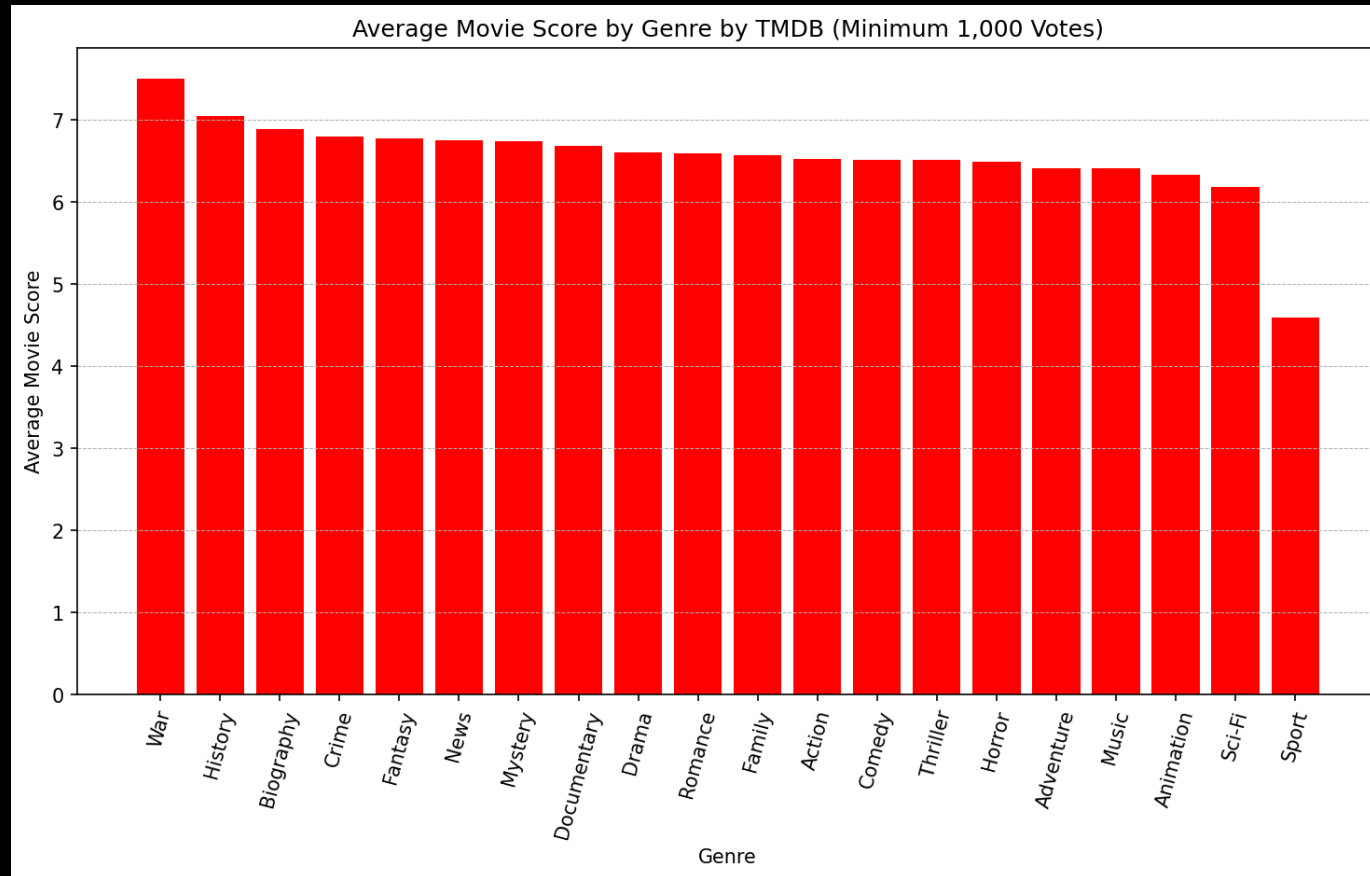
- Adventure, Action, and Drama earned the most revenue from 2010-2021

# 2<sup>nd</sup> Finding



- Animation movies earned the most profit during 2010-2011

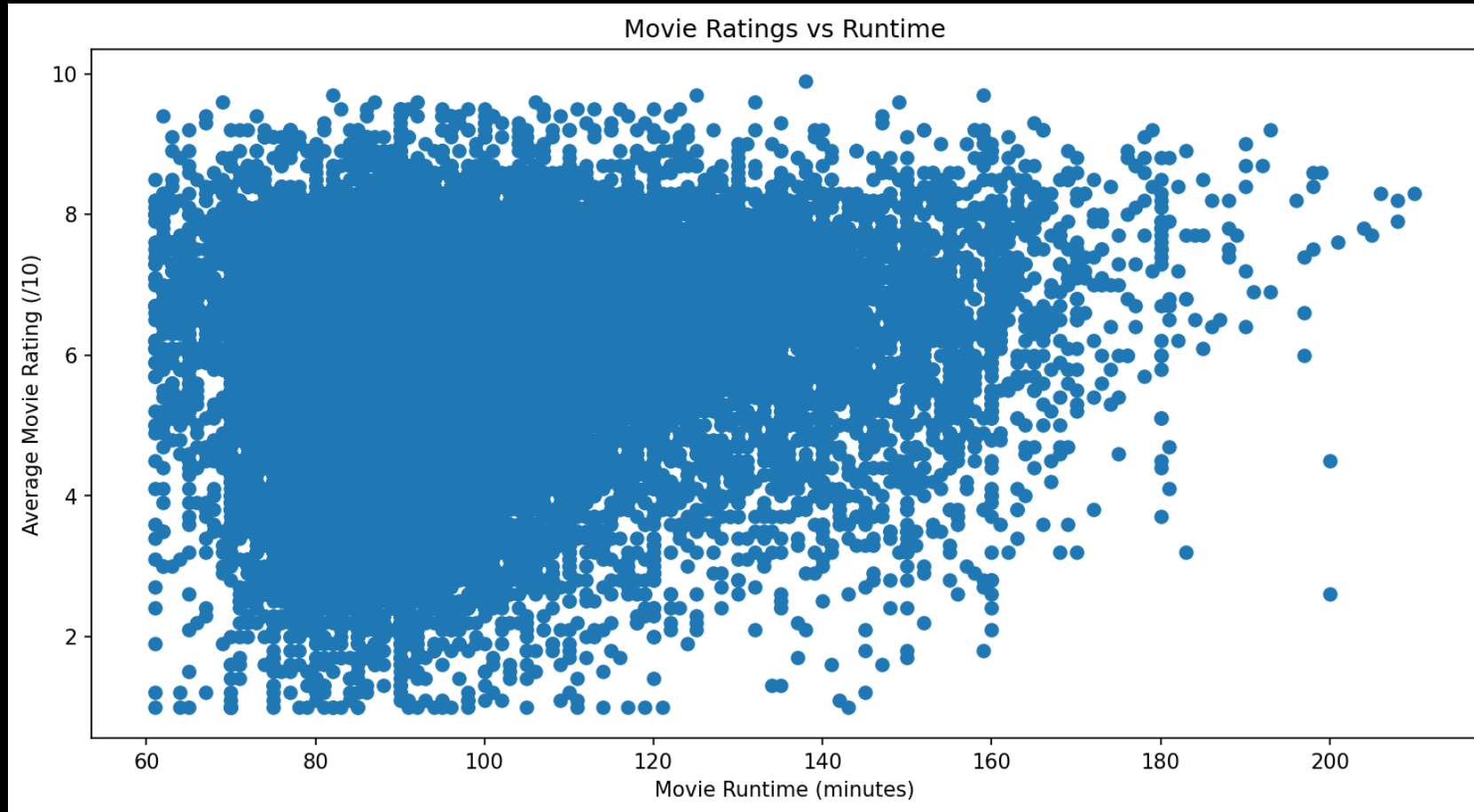
# 3<sup>rd</sup> Finding



- Movie ratings average out very similarly across genres



# 3<sup>rd</sup> Finding



- Runtime does not appear to have an impact of movie ratings

# Recommendations

1. Make Action & Adventure movies to generate a lot of revenue.
2. Make Animated movies to ensure profits are made.
3. Focus on production quality and stories. Movie runtime and viewer ratings **DO NOT** have a major impact on financial success.

# The next steps

- Which filmmakers and actors should we bring on?
- Are there specific individuals that have had consistent success?