Our Foray into the Movies Business

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Roadmap

1. Business Problem
2. Data Summary and Preparation
3. Visualization
4. Summary and Recommendations

Business Problem

- Company wants to get into the business of creating movies

- Need insight as to which types of movies to invest in:
  a. **Which types of movies are *most likely to be successful?***
  b. **What does it mean for a film *to be successful*?**

Success:

1. Performs well at the box office
2. Gets taken up by streaming platforms

Data Overview

- IMDB
  a. 140,000+ movies
  b. Production details & reception
- Box Office Mojo
  a. 3,400+ movies
  b. Domestic & foreign gross

- **Critical categories:**
  - Genres
  - Total Gross
  - Average Rating
  - Vote Count

Data Preparation

- Narrowed dataset to exclude:
  a. Outliers
  b. Duplicate entries

- Divided dataset between Top 25% and Bottom 75% in terms of vote count
  a. Able to compare most successful with least successful

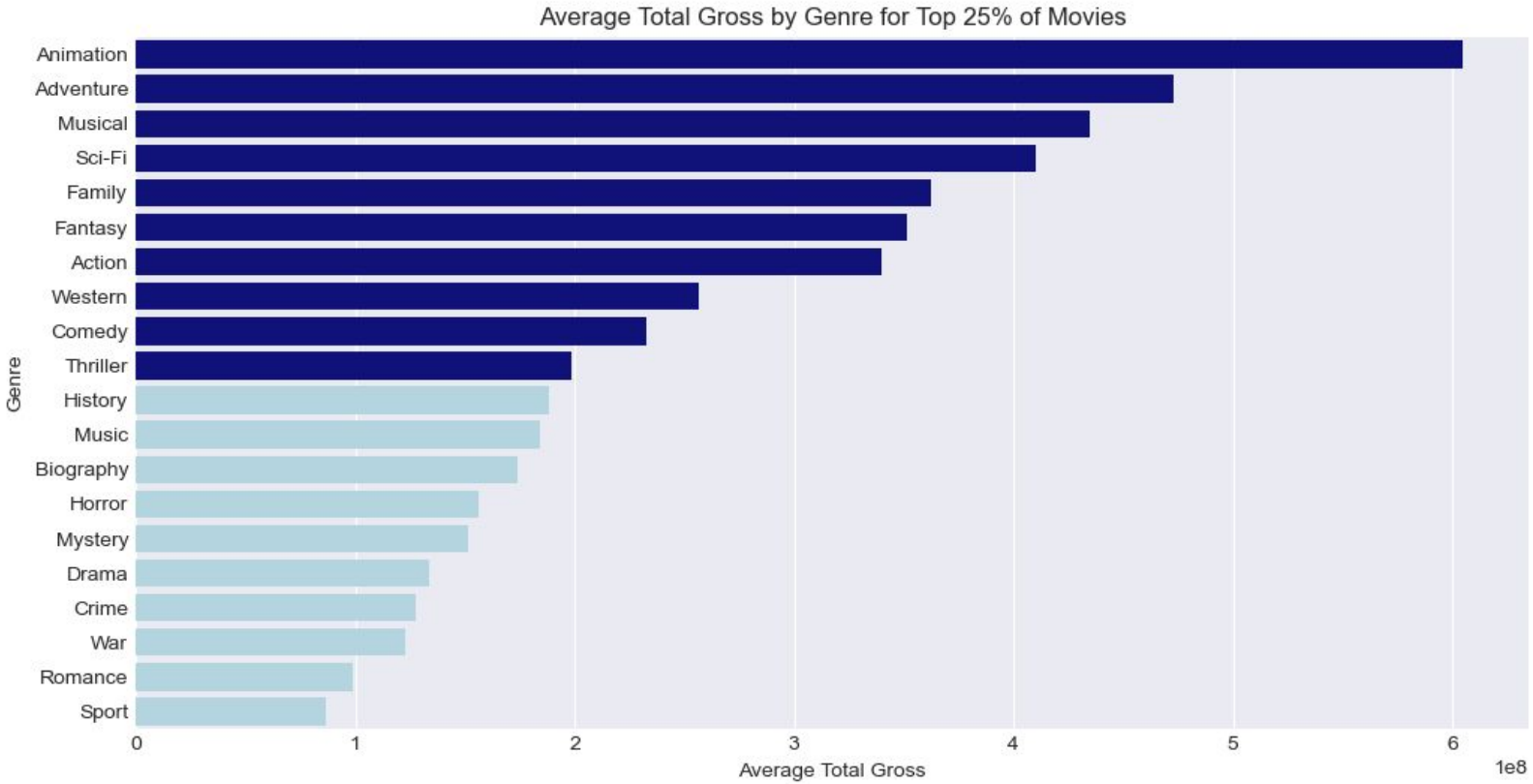
- **Limitations**:
  - Did not consider cast composition, director, budget
  - Difficult to factor in longevity/demand on streaming
  - Did not look at role of discourse, social media buzz, etc.

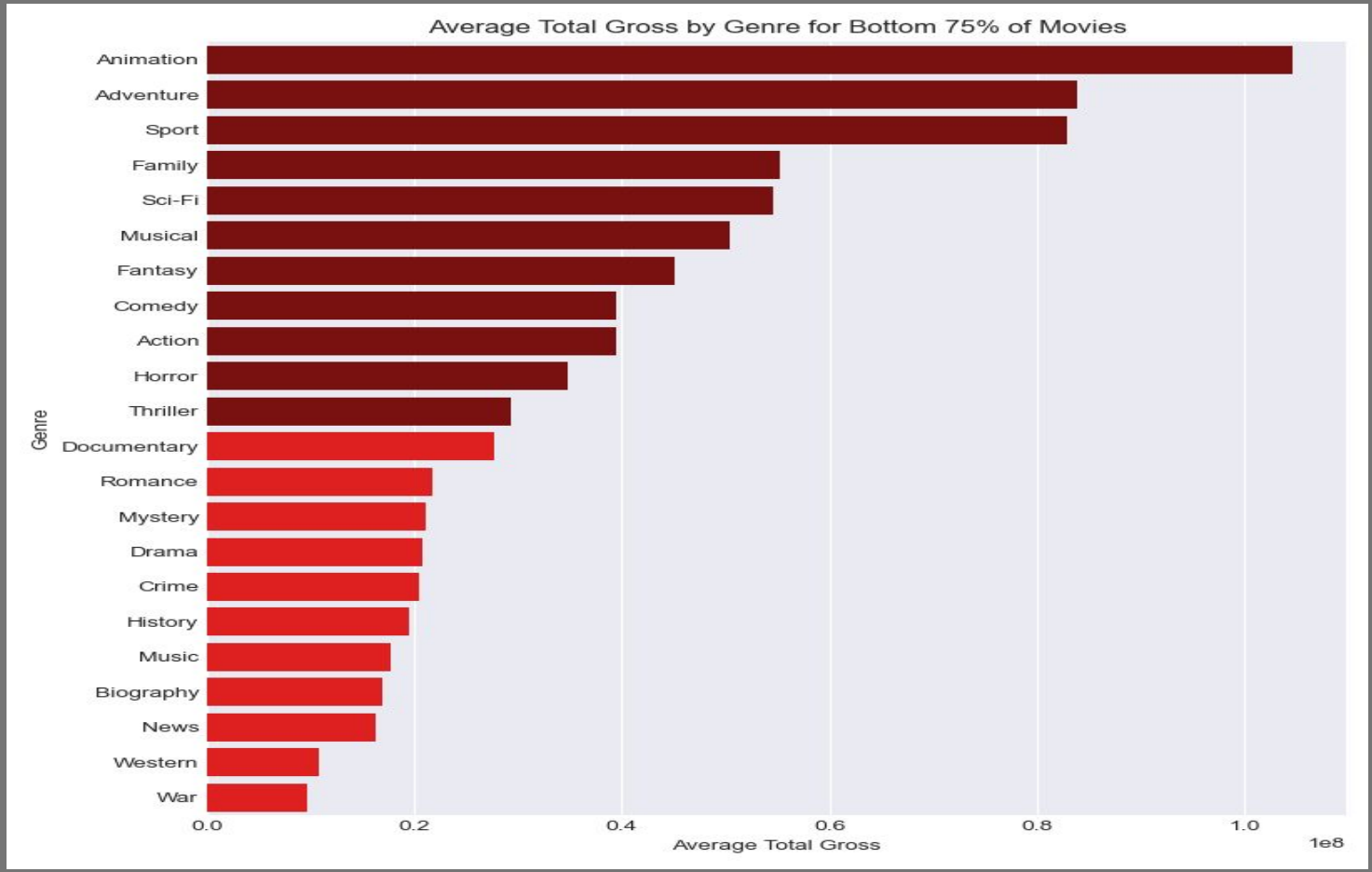
Data Preparation

- **Critical categories:**
  - Genres
  - Total Gross
  - Average Rating
  - Vote Count

Multiple Genre Listings

Data Visualizations


Average Total Gross by Genre for Top 25% of Movies
Animation
Adventure
Musical
Sci-Fi
Family
Fantasy
Action
Western
Comedy
Thriller
History
Music
Biography
Horror
Mystery
Drama
Crime
War
Romance
Sport
Genre
0
1
2
3
4
5
6
Average Total Gross
1e8


Average Total Gross by Genre for Bottom 75% of Movies
Animation
Adventure
Sport
Family
Sci-Fi
Musical
Fantasy
Comedy
Action
Horror
Thriller
Documentary
Romance
Mystery
Drama
Crime
History
Music
Biography
News
Western
War
Genre
0.0
0.2
0.4
0.6
0.8
1.0
1e8
Average Total Gross

What about the overlap?

Highest Gross & Vote Count	Highest Gross & Rating	Highest Rating & Vote Count
Sci-Fi	Musical	History
Adventure	Animation	Biography
Animation	-	Animation
Action	-	Western
Fantasy	-	Mystery
Thriller	-	-

Summary & Recommendations

Top Priority:

Animation

Secondary priorities:

Adventure
Sci-Fi
Musical
Family
Action
Fantasy
Comedy
Thriller

Avoid:

Documentary
War
News
Crime
Romance
Biography
Horror

Questions?