

Fortune Movie Productions

By: Musa Irshad & Yamuna Umapathy

Outline

- Business problem
- Data
- Analysis
- Conclusion



Business Goals

Fortune Movie wants to create a new movie studio, and has no experience in this industry.

- What type of movies genre are currently doing the best in the movie industry?
- Which movies makes Best revenue.
- Production Budget, Directors & Actors
- recommendations for Top genres.
- Release Day.



Data

Data Source:

- **Box Office Mojo:**

To track box office revenue domestic and international.

- **IMDB**

Used for cast details, user ratings and reviews.

- **Rotten Tomatoes**

Reviews from critics and audiences

- **The Numbers (TN movie budgets)**

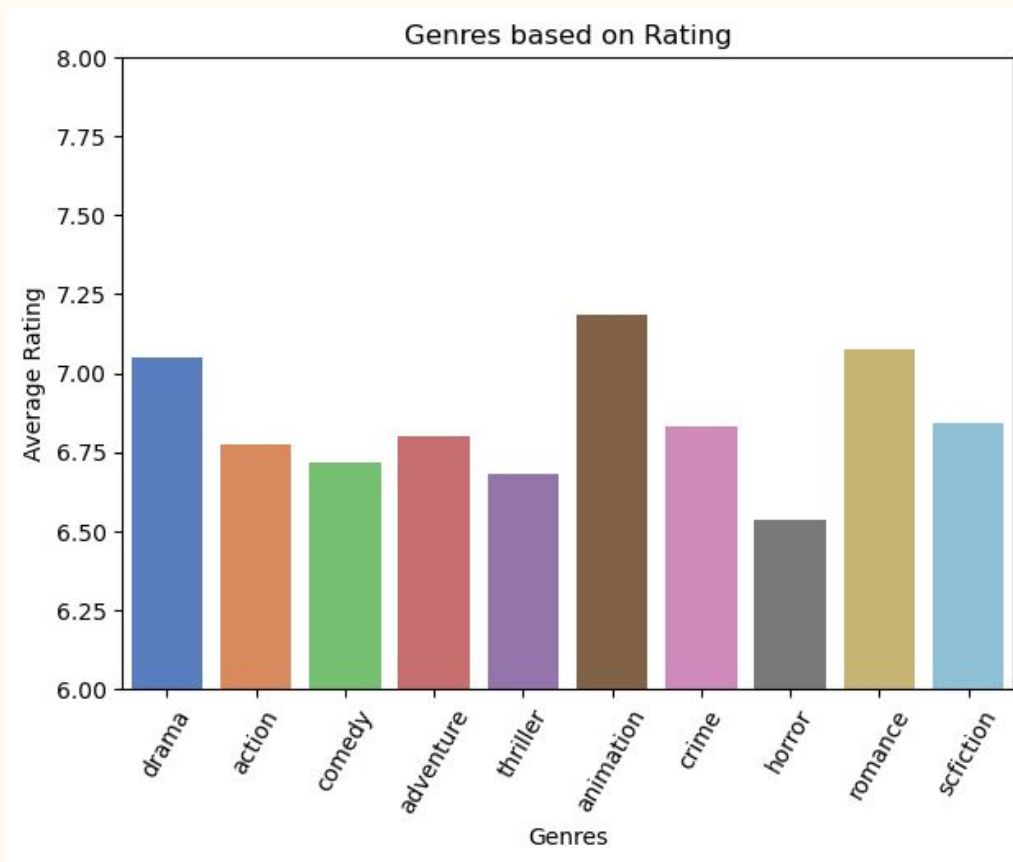
A platform for financial information related to film industry



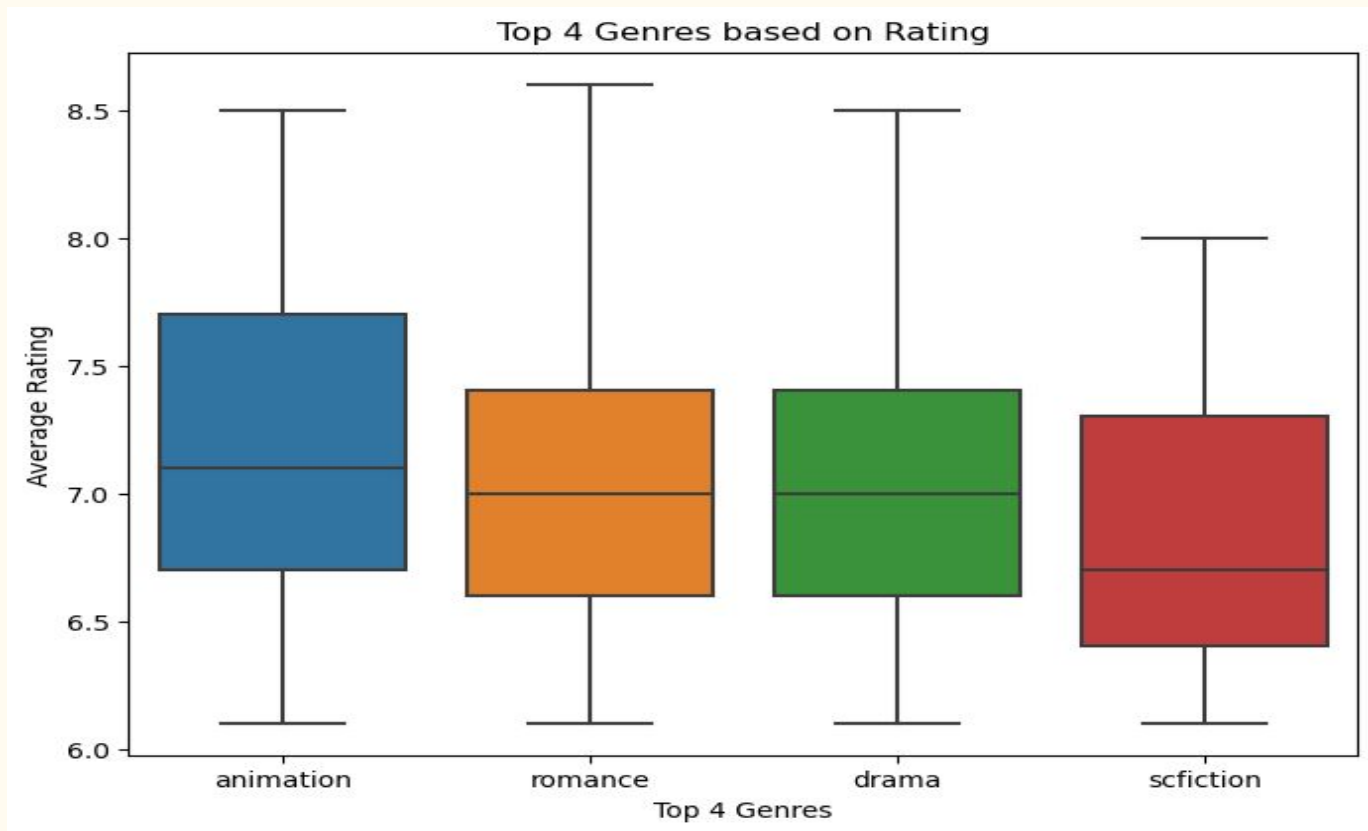
Solutions:

Genre by Rating

- Top genres by average rating:
 - Animation
 - Romance
 - Drama
 - Sci-Fi



Top 4 Genres by Rating

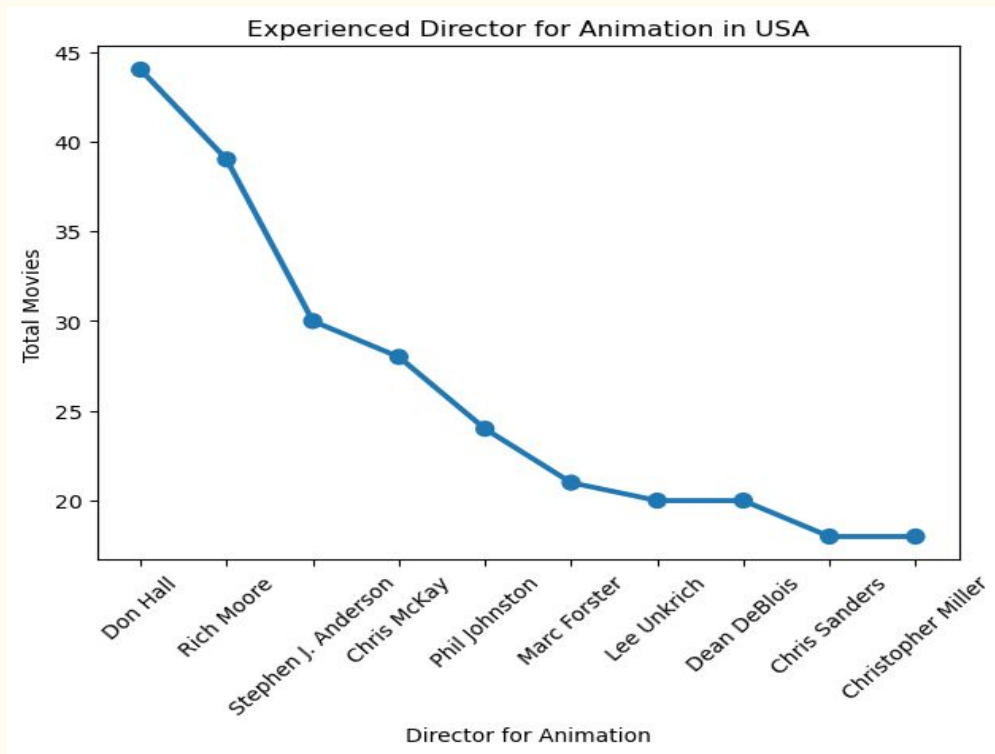


Directors for Animation with Best Ratings

- Top animation movie

directors:

- Don Hall
- Rich Moore
- Stephen Anderson



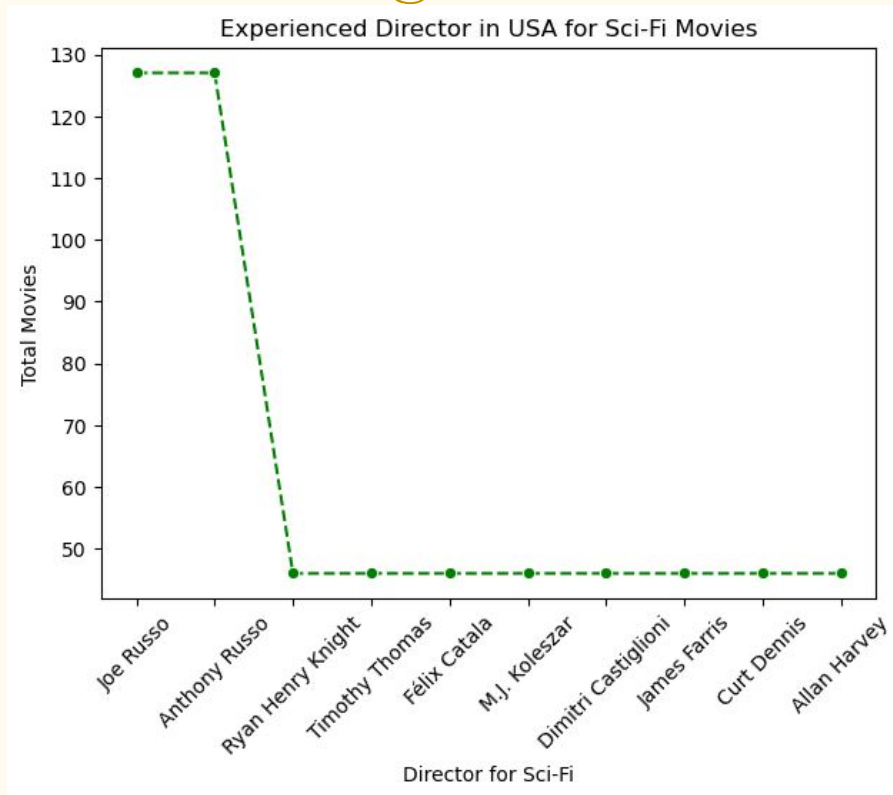
Animation Actors with Best ratings

	genres	primary_name	primary_profession	averagerating	region
0	Animation,Documentary	Anthony Baker	actor	8.8	US
1	Animation,Documentary	Aleksandr Bible	actor	8.8	US
2	Action,Adventure,Animation	Mahershala Ali	actor	8.5	US
3	Animation,Drama,Fantasy	Ryô Narita	actor	8.4	US
4	Animation,Comedy,Crime	Jason Boatswain	actor	8.4	US

Directors for Sci-Fi with Best Ratings

Top Science Fiction Movie Directors:

- Joe Russo
- Anthony Russo



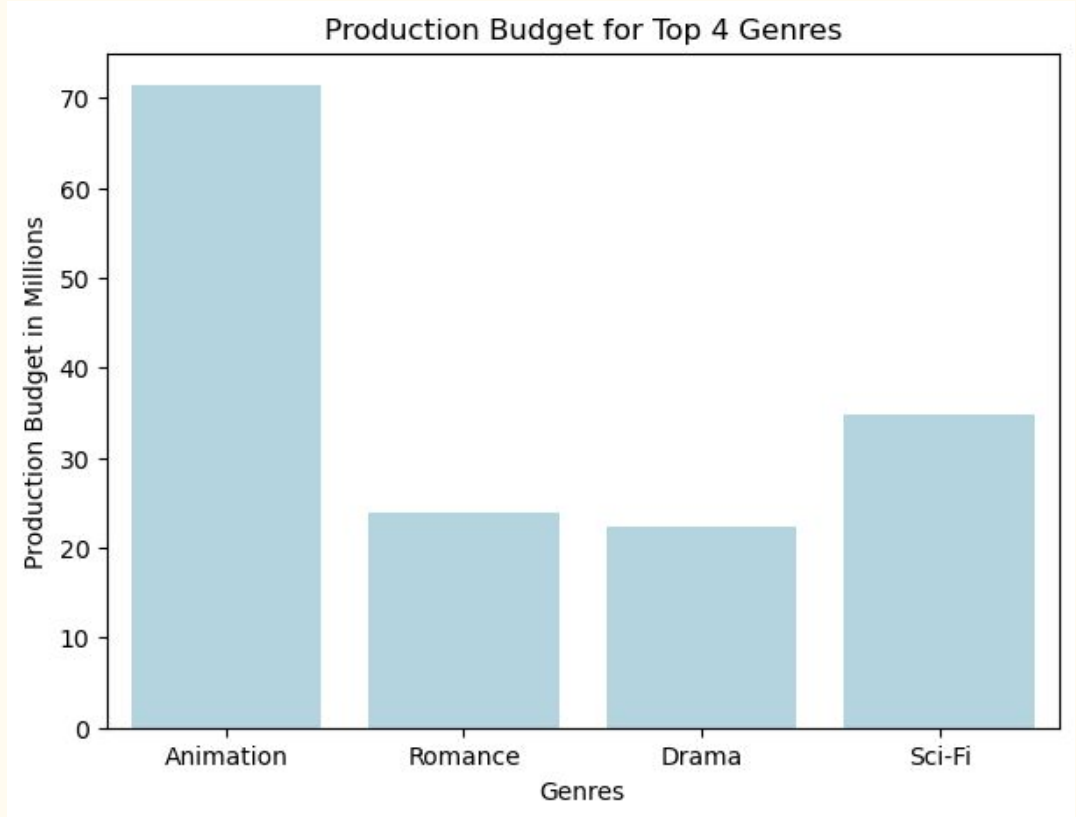
Sci-fi Actors with Best Ratings

	genres	primary_name	primary_profession	averagerating	region
0	Action,Adventure,Sci-Fi	Alison Kam	actor	9.0	US
1	Action,Adventure,Sci-Fi	Mitchell Campos	actor	9.0	US
2	Action,Adventure,Sci-Fi	Victoria Holt	actor	9.0	US
3	Drama,Sci-Fi	Jason Peter Kennedy	actor	8.6	US
4	Sci-Fi,Thriller	Heath Carr	actor	8.6	US

Production Budget

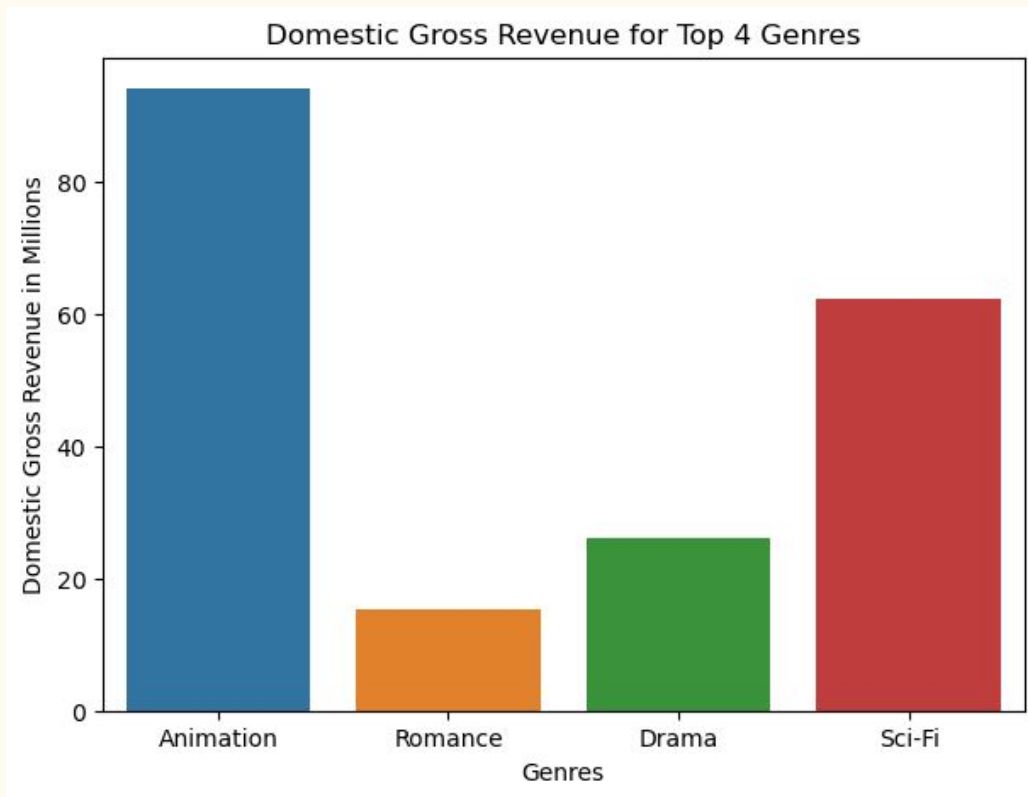
Genres by Production Budgets:

- Animation movies require highest budget around 70 million
- Sci-Fi movies require budget between 30 to 40 million
- Romance movies require budget of over 20 million
- Drama movies require the least budget of 20 million or less



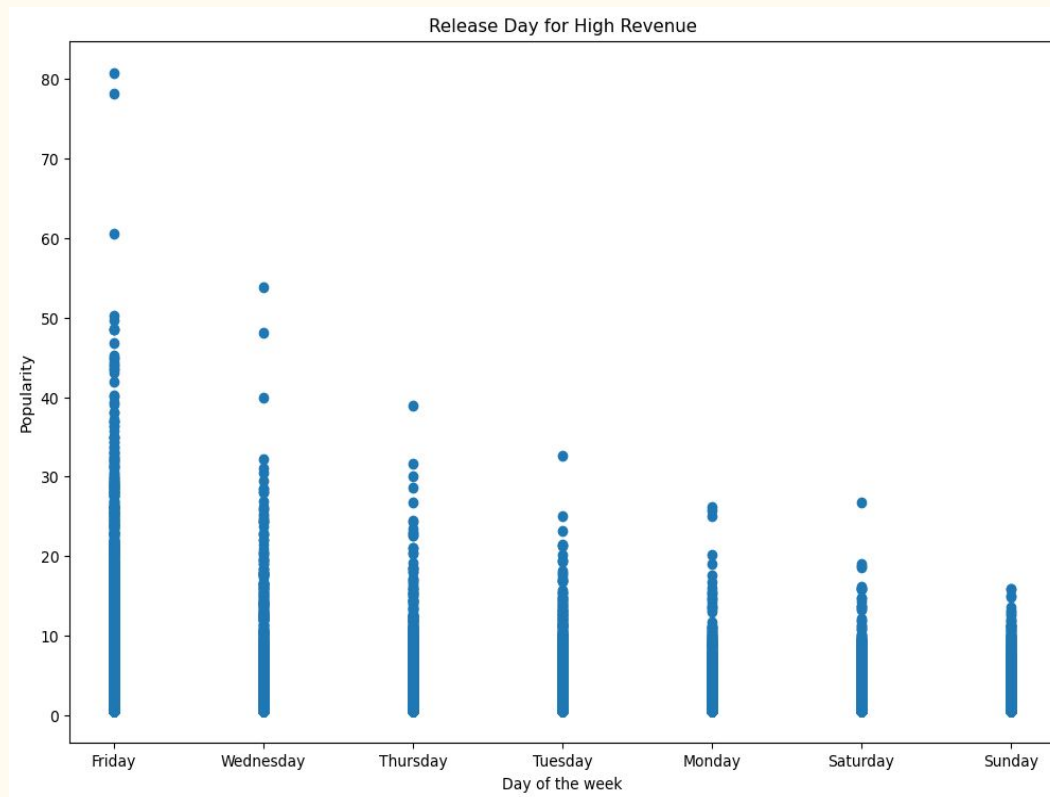
Gross Revenue

- Animation movies spent 70 M and earns 85 M+.
- Science Fiction movies spent 35M and earns revenue up to 60 M.
- Romance do not have potential of higher gross revenue.
- Drama shows No loss/No gain.



Release Day

- Day of release significantly impacts gross revenue.
- Movies released on Friday enjoy highest popularity.
- Friday releases correlate with stronger box office performance.



Conclusion

- Top genres: Animation, Science Fiction, Drama
- Production budget:
 - a. Animation: 70+ million
 - b. Science Fiction: 35+ million
- Revenue increase:
 - a. Animation: 10-15%
 - b. Sci-Fi: 50-70%
 - c. Drama And romance : No gain/loss
- Highest rated Actors and Directors
For sci-fi and animation we can hire highest rated actors and most experienced directors.
- Release Day: Friday is recommended for higher revenue compared to other days.

Next Phase

- Utilize Awards database for best directors across genres.
- Analyze low vs. high budget movies for insights.
- Explore TV-shows and international movies for industry trends.
- Consider advertisement data for informed decision-making.
- Incorporate findings to improve entry into movie production industry.



THANK YOU
QUESTIONS???

Musa Irshad (NJ)

Email: musairshad88@gmail.com

Github: <https://github.com/musairshad>

Linkedin: www.linkedin.com/in/musairshad

Yamuna Umapathy (NJ)

Email: u.yamuna@gmail.com

<https://github.com/YamunaU75>