

Lights, Camera, Profits:

Data-Driven Insights for Film
Investments



OVERVIEW

THE BUSINESS
PROBLEM



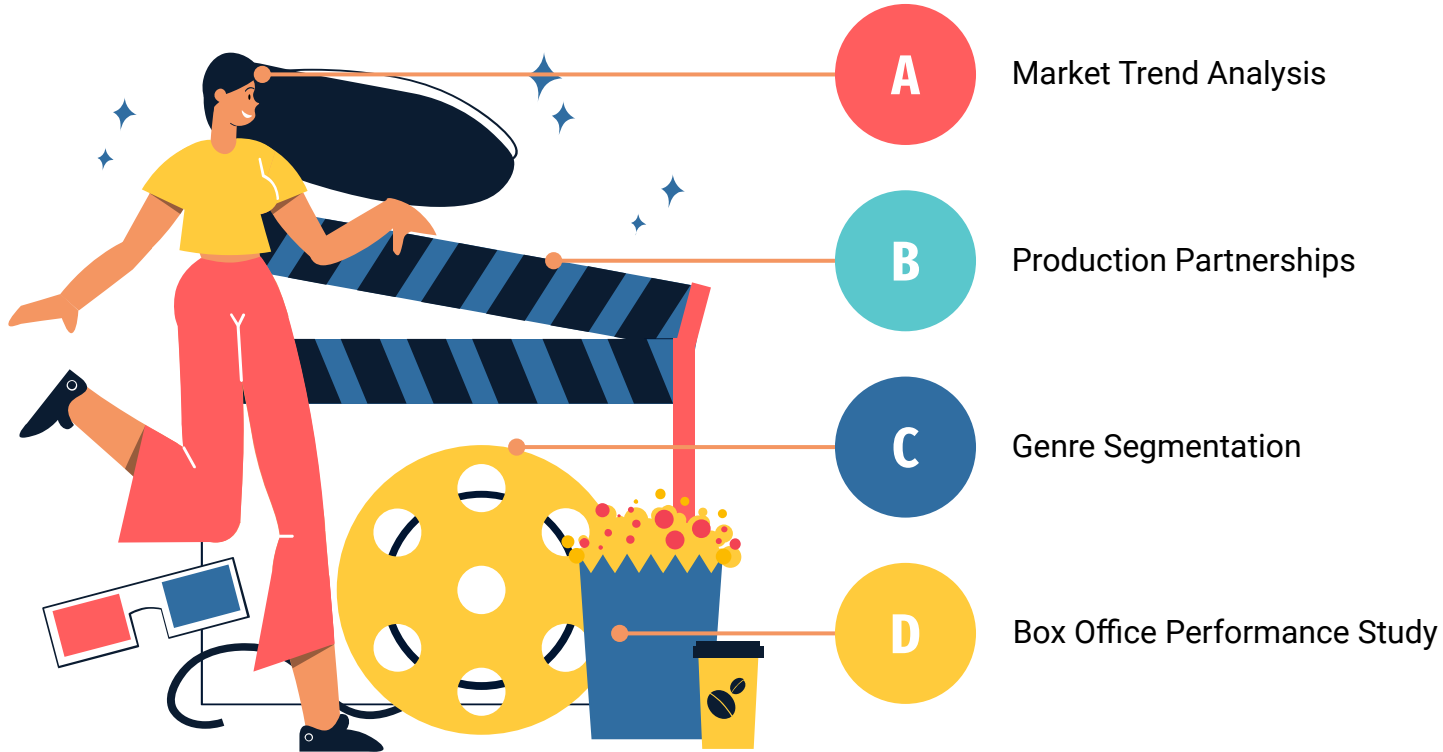
THE SOLUTION



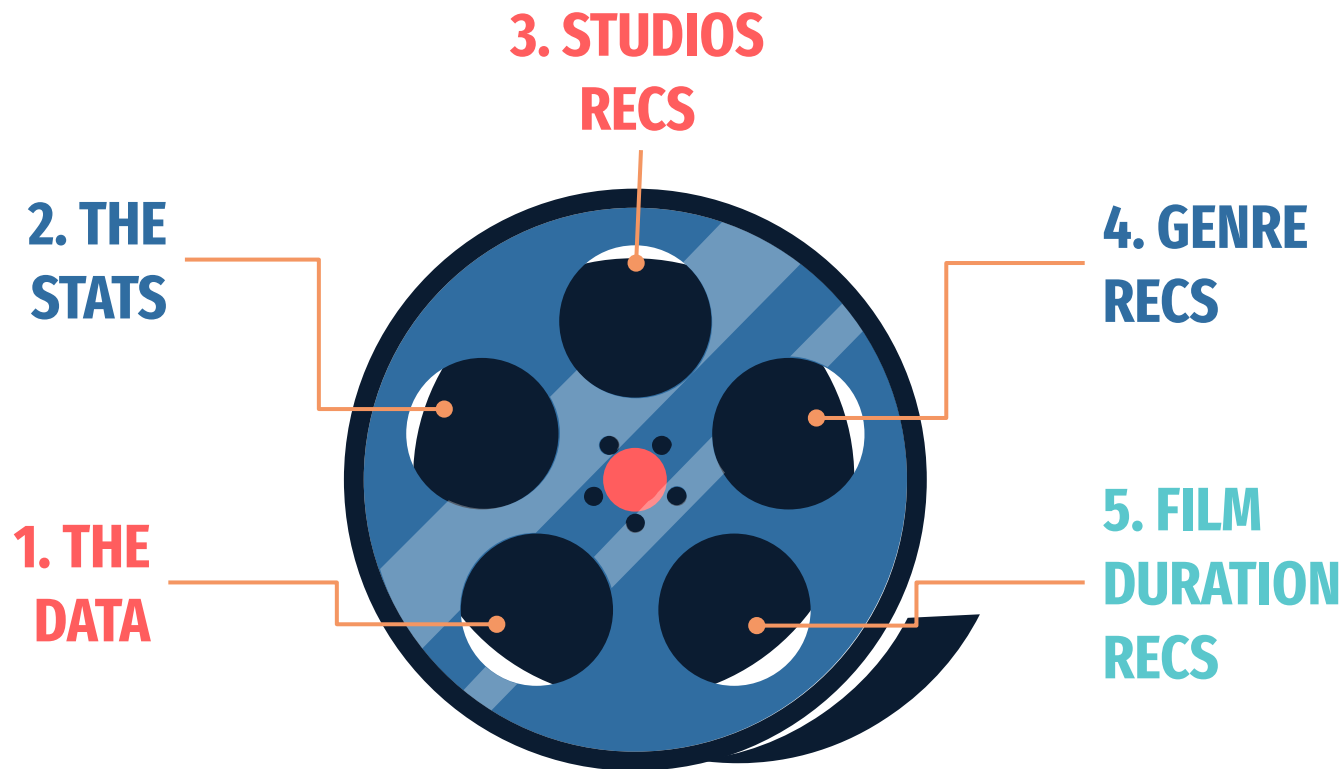
THE DATA



BUSINESS UNDERSTANDING



DATA UNDERSTANDING



DATA ANALYSIS

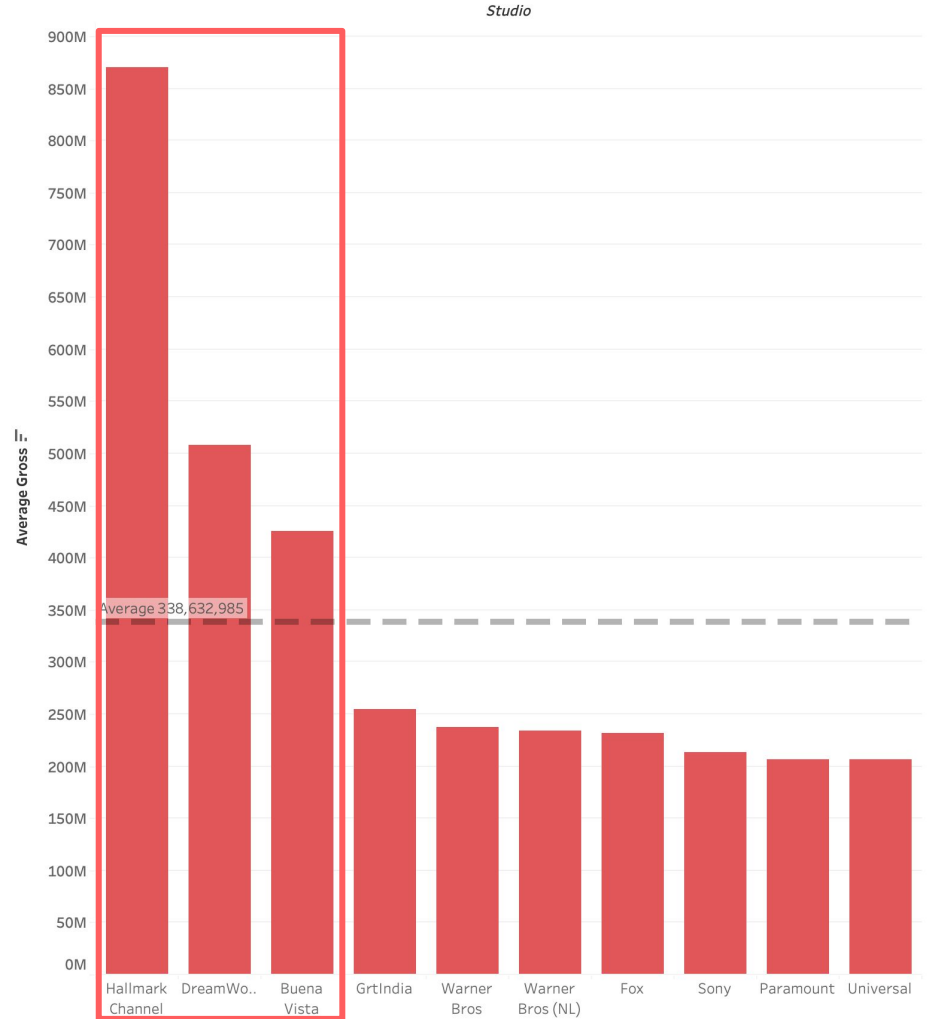


STUDIOS WITH TOP REVENUES

DATA ANALYSIS



Average Revenue Based On Studio



DATA ANALYSIS



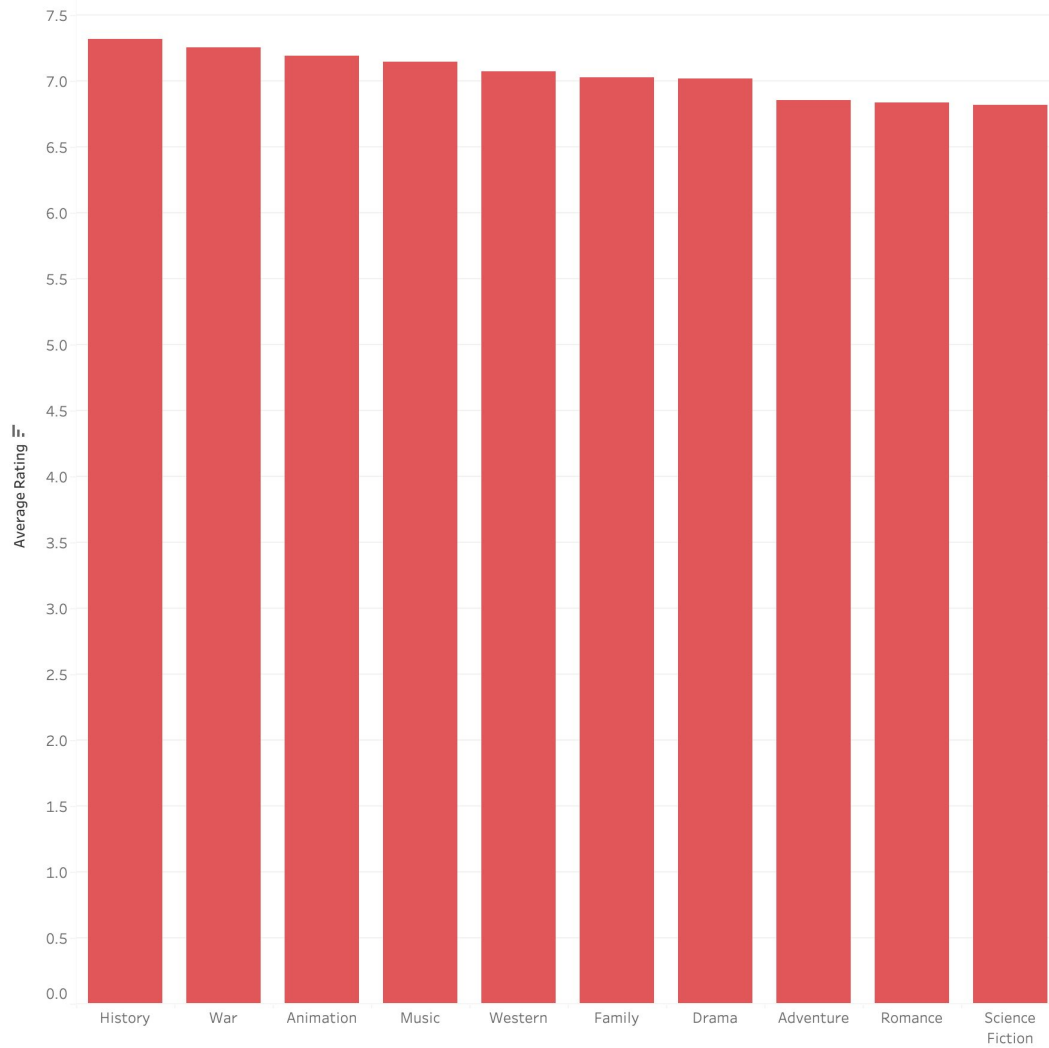
1

STUDIOS WITH TOP REVENUES

2

GENRES WITH TOP RATINGS

Genre Names



DATA ANALYSIS



DATA ANALYSIS



1

STUDIOS WITH TOP REVENUES

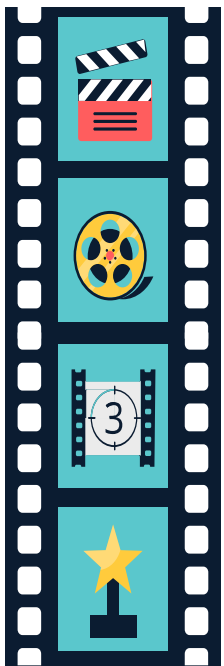
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GENRES WITH TOP RATINGS

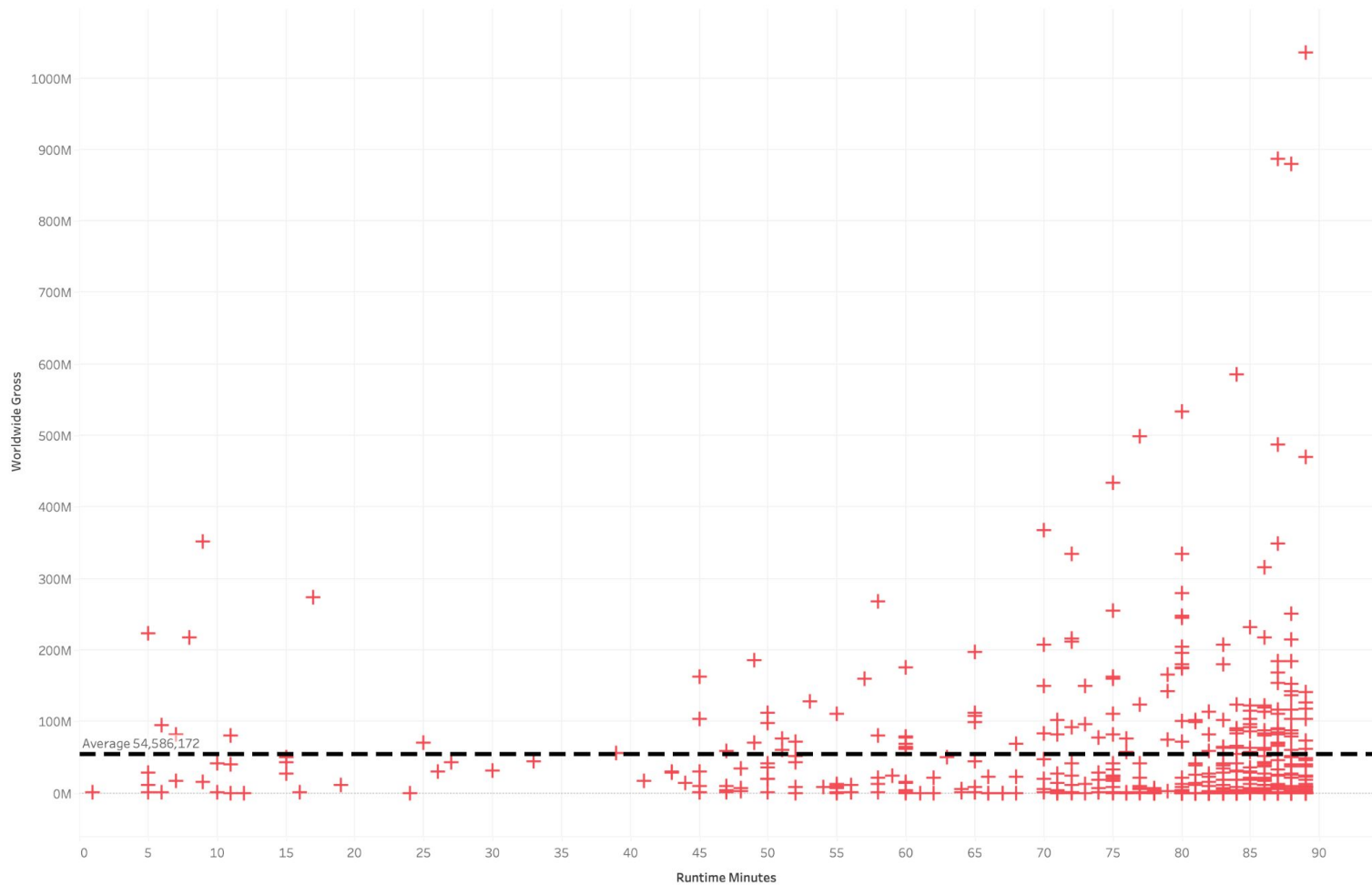
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**SHORTER THAN 90 MINS VS.
LONGER THAN 90 MINS**

DATA ANALYSIS

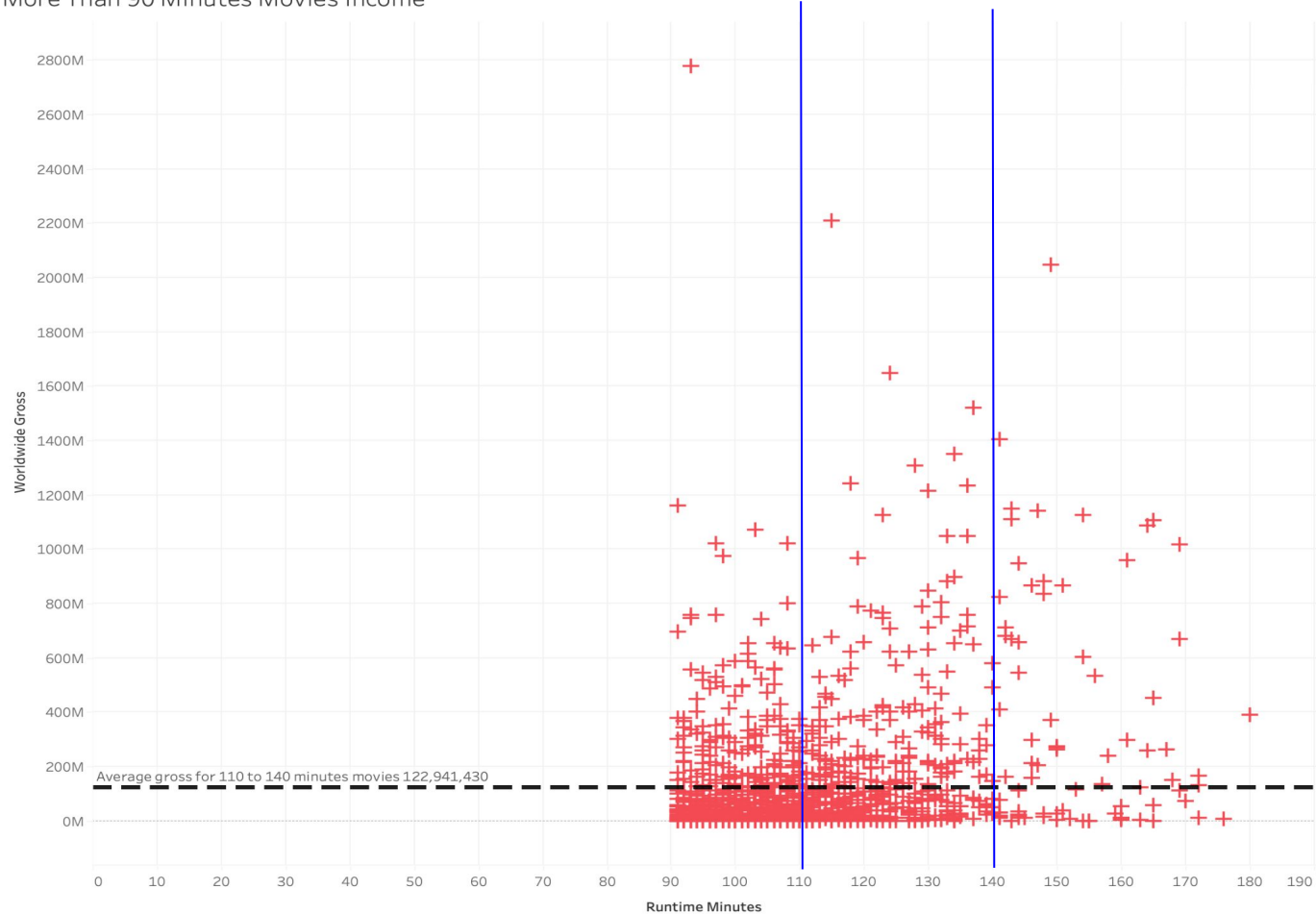


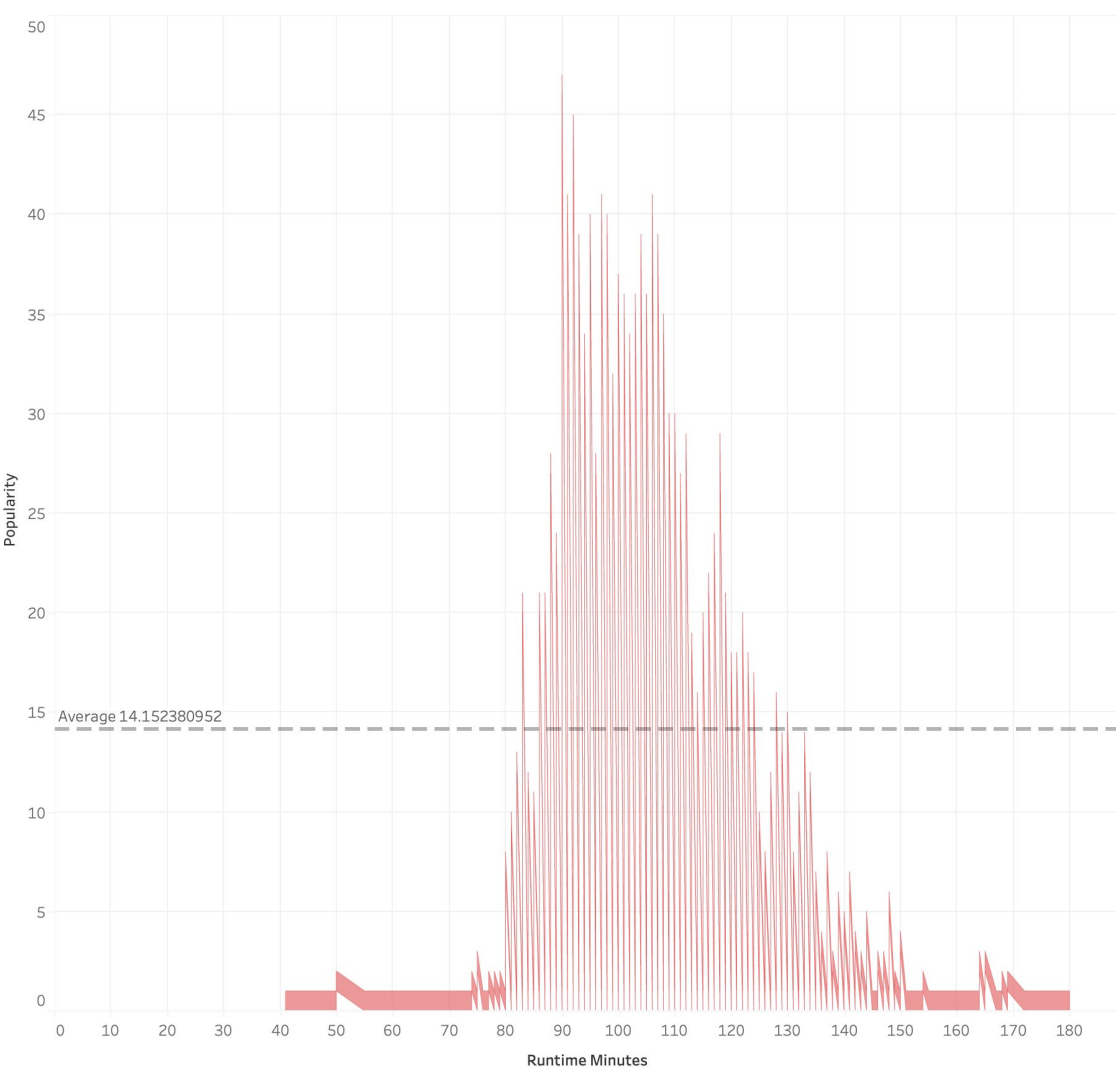
Less Than 90 Minutes Movies Income



DATA ANALYSIS

More Than 90 Minutes Movies Income



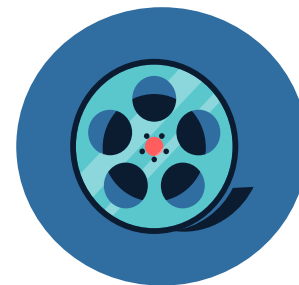
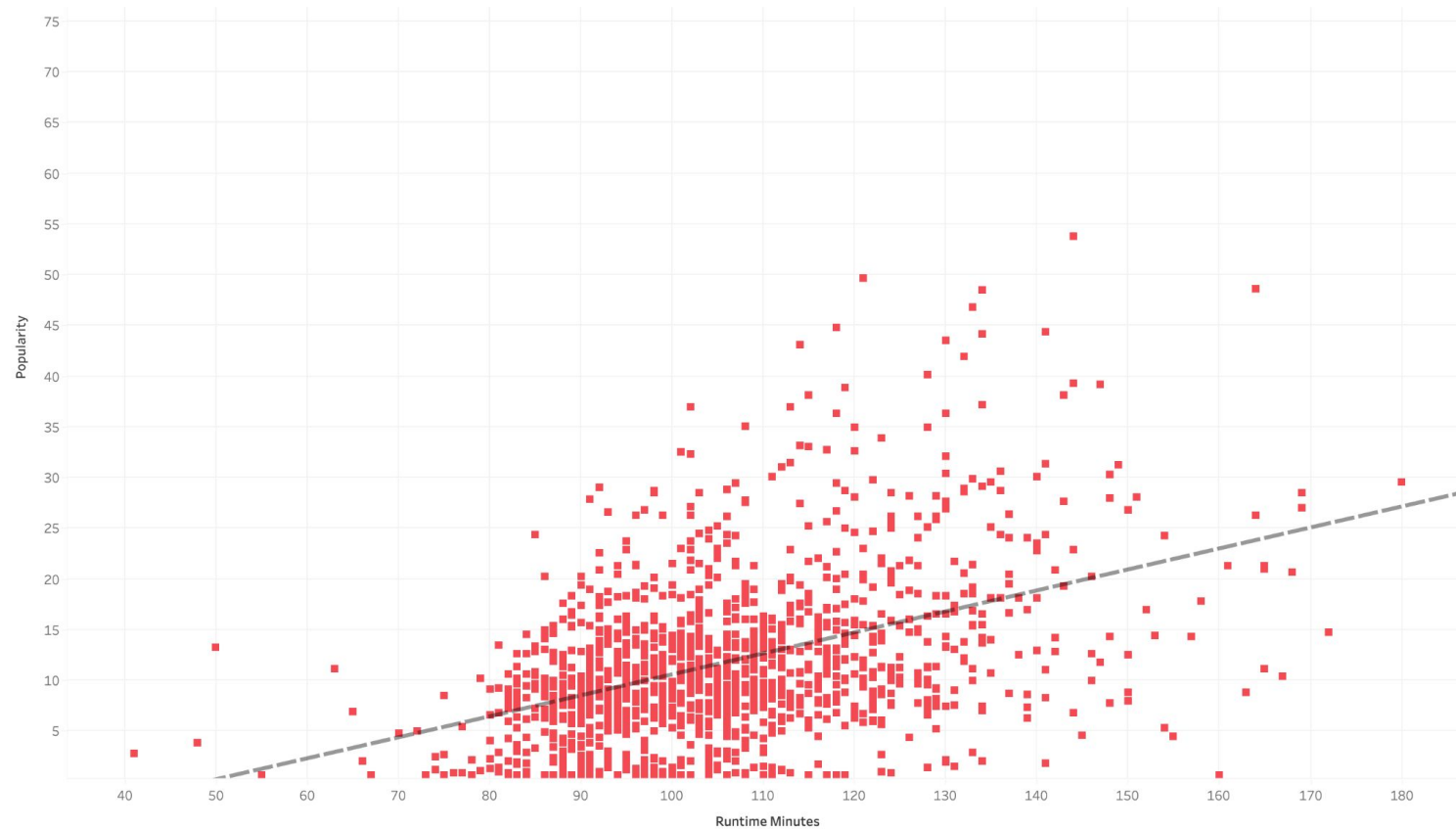


DATA ANALYSIS



DATA ANALYSIS

Popularity vs. Runtime Linear Relationship



R-Squared = 0.19



WHAT WE RECOMMEND



1

338M Average Revenue for Suggested Studios

2

6.9/7.5 Average Rating for Suggested Genres

3

128M Average Revenue for Movies > 90 Minutes

Further Considerations

1

**Revenue Based
on Age Rating**

2

**Actors Bringing
Most Revenue**

3

**Directors Best
for Certain
Genres**



THANK YOU!

Ramses Nestor Reis

LinkedIn

Ben Gilbert

LinkedIn

GitHub



Credits:

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