



# Types of films analysis project



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# OBSTACLE

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Microsoft wants to start creating original video content. They have decided to create a new studio with no prior experience of film making. They do not know what type of film is best to use

# Objectives

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1. What genre of film is most successful in recent times?
2. What genre of film produces the highest amount of gross revenue?
3. What genre of film is a crowd's favourite?

# Analysis

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The needed datasets were uploaded onto the notebook.

Further Familiarization with the data at hand was done

Relevant information in terms of time was separated into its own dataset.

Different correlations were revealed.

# Research Findings

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1. Fantasy and Adventure are the top genre of films being released in recent times.
2. The highest domestic and foreign gross revenue was acquired by the same film industry (Buena Vista International)

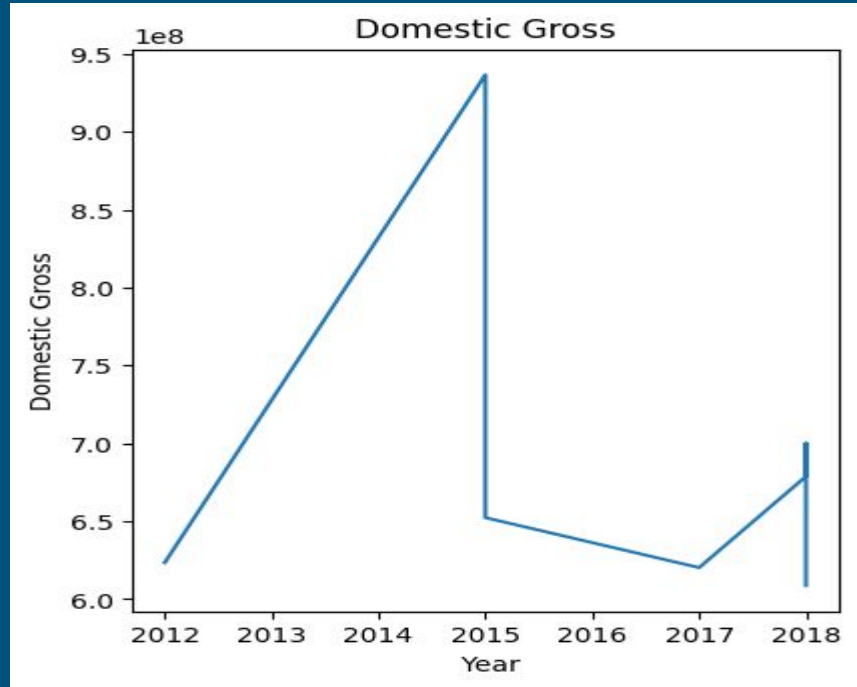
Domestic revenue: 936.7 Million during 2015

Foreign revenue: 712.4 Million during 2017

3. Fantasy related movies happen to be popular

# Domestic Gross Revenue, 2012-2018

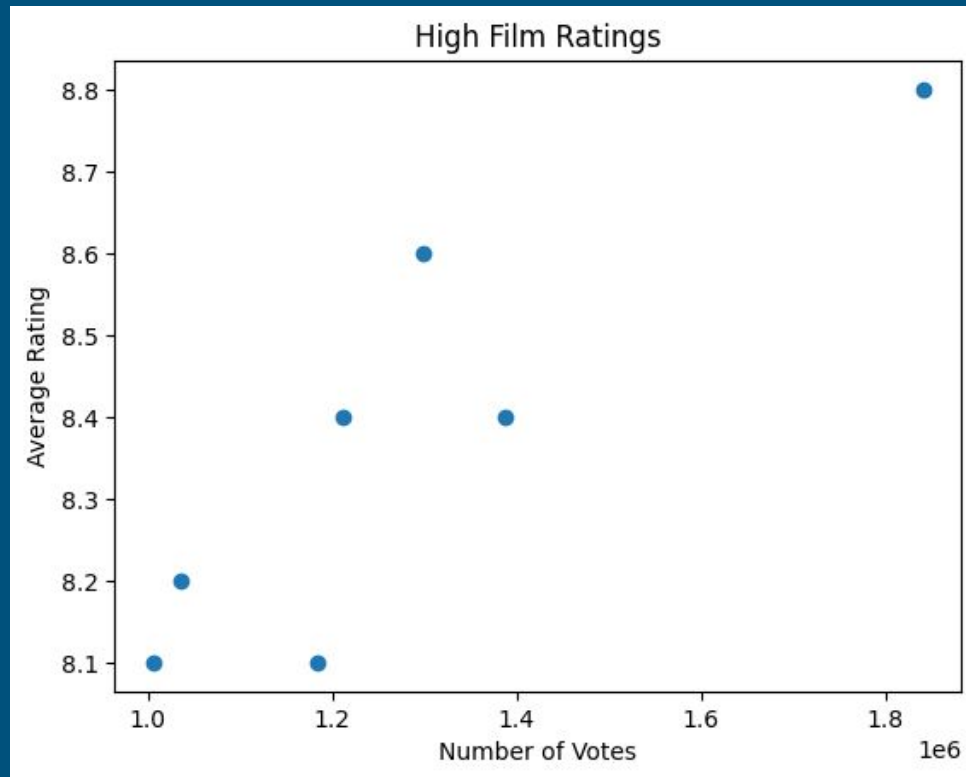
There happens to be a drastic increase in 2015 due to a film 'Star Wars: The Force Awakens' that happens to be a science fiction and fantasy type of film.



# Votes Of Fan Favourites

Highly rated films show what majority of the people like.

This was found to be marvel and disney movies



# Recommendations

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1. Fantasy films are widely liked and appreciated hence it would be the best film genre to use.
2. Animation in the Walt Disney Style could also be incorporated as it is also a fan favourite and could be profitable .
3. Use of short films to our advantage can be advantageous as highly rated films have a low runtime.