

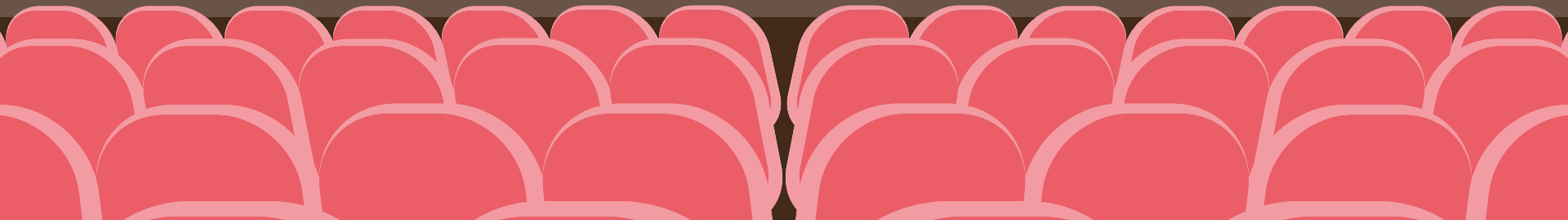
BUILDING A FANBASE

Finding Opportunities in the Film Industry

Flatiron Data Science Bootcamp

Module 1 Project

Written and Directed by Reno Neto



BUSINESS CASE



Microsoft

Microsoft is creating a new movie studio and would like to know more about creating movies.



THE FILM INDUSTRY

Understanding the market over
the last 10 years

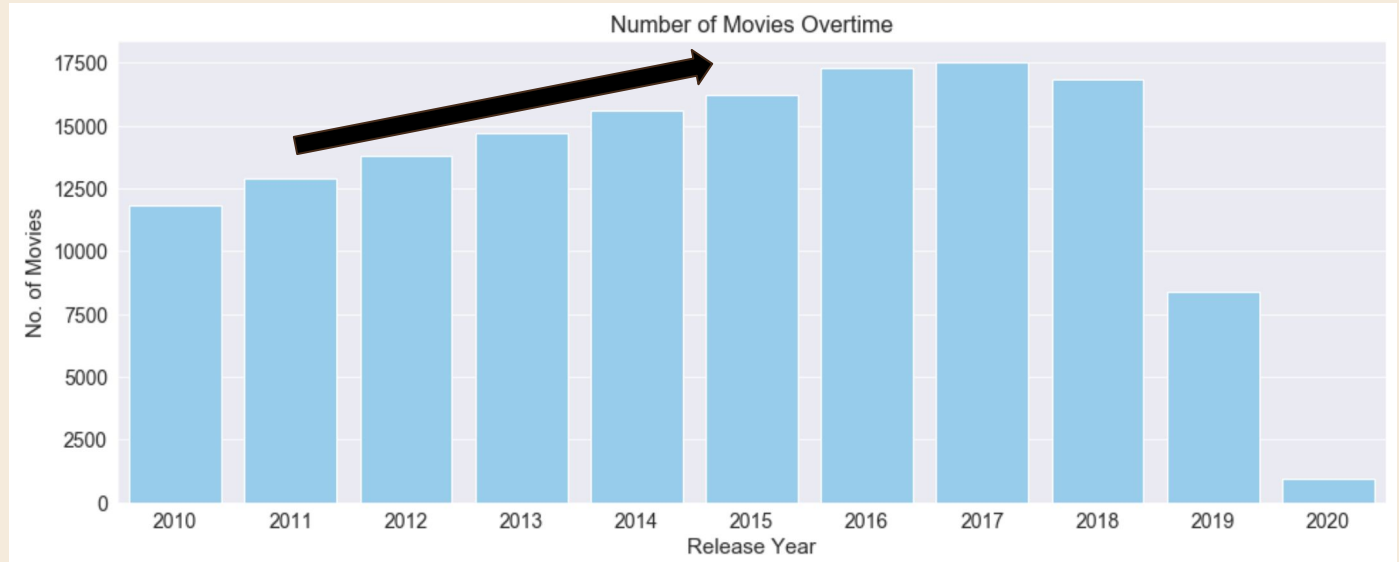
THE INDUSTRY IS GROWING



6.5%
Avg. Growth YoY



Competitive and
Saturated Market



GENRES TRENDS

Finding which genres have been
more successful

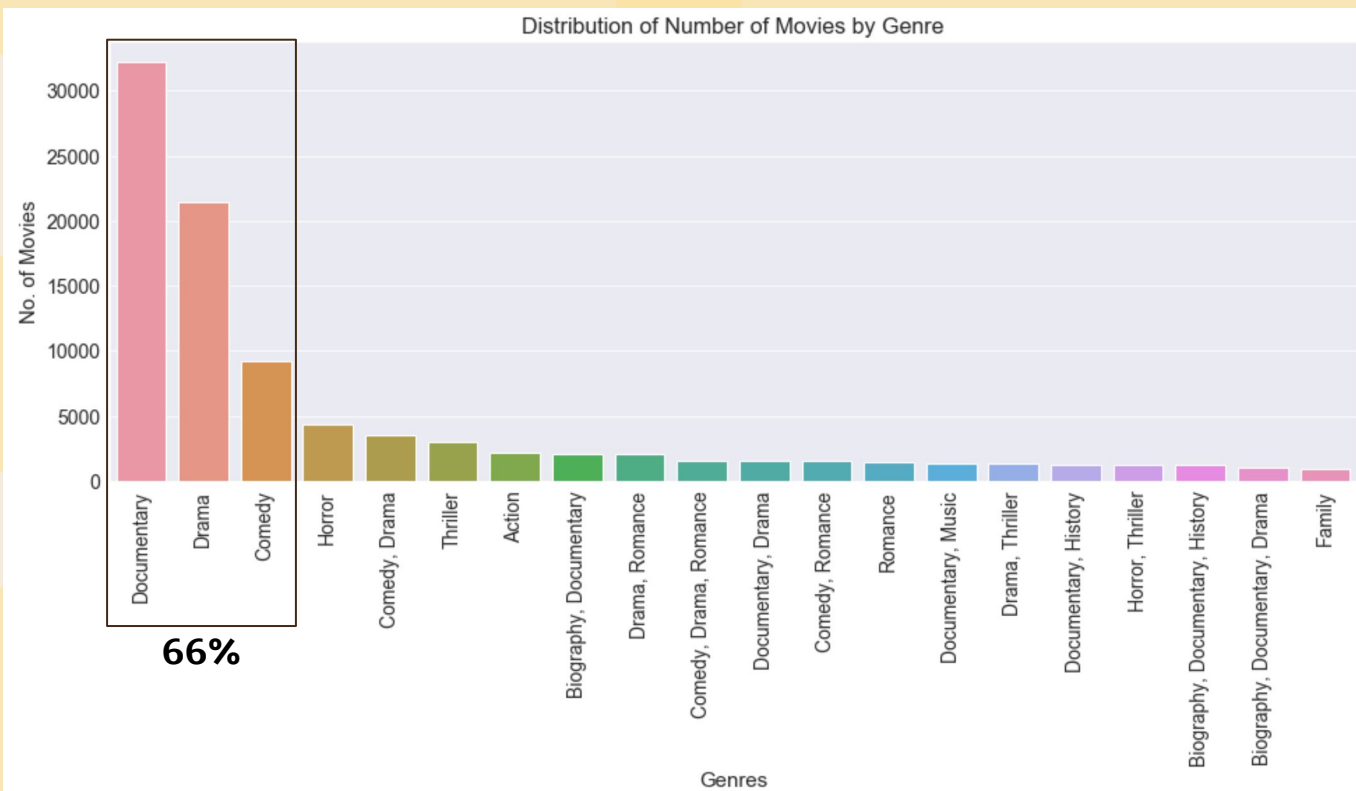


TRENDS BASED ON NO. OF MOVIES

***STARRING: THE RULE OF SUPPLY AND
DEMAND***

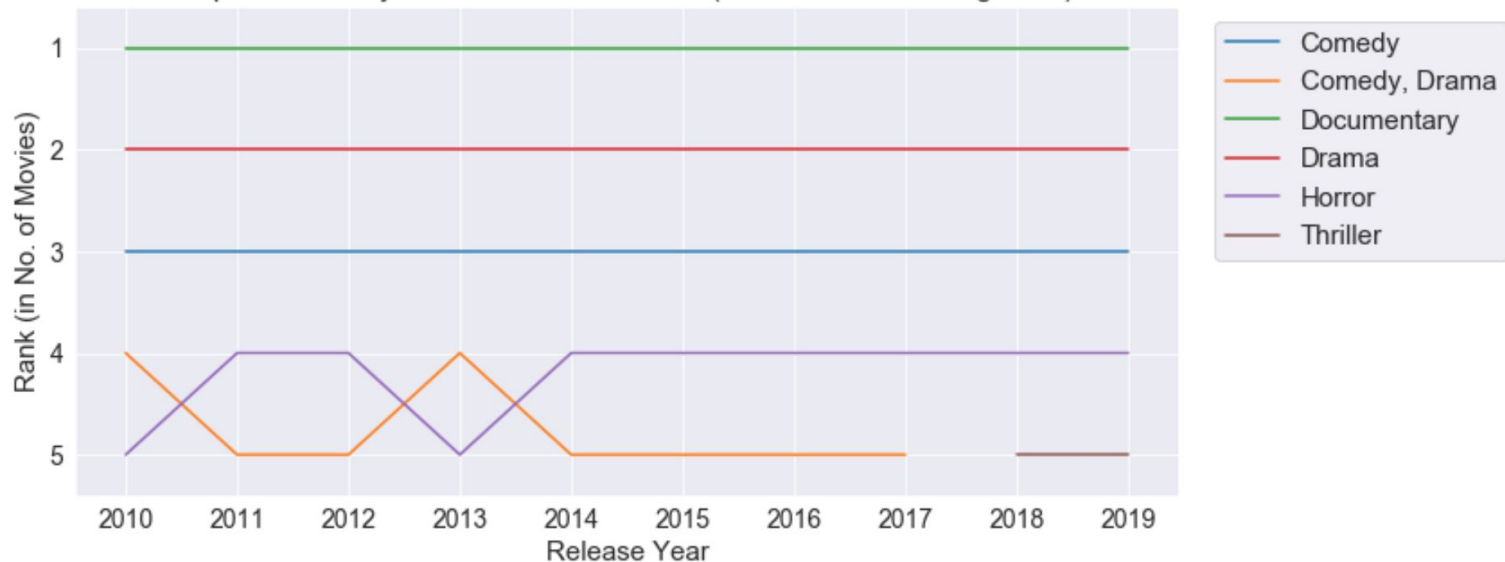


TRENDS BASED ON NO. OF MOVIES



TRENDS BASED ON NO. OF MOVIES

Top 5 Genres by No. of Movies Overtime (Incl. Movies with all genres)



Top 5 Genres by No. of Movies Overtime (Incl. Movies with 1 genres)

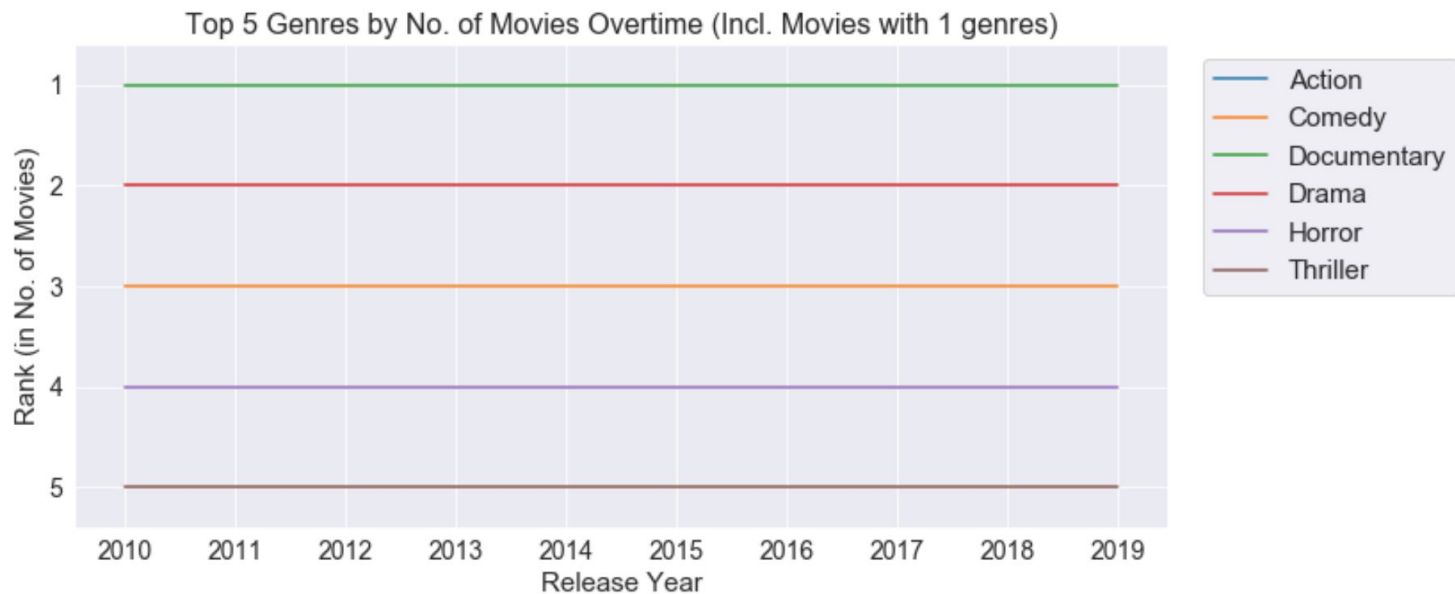
Rank (in No. of Movies)

Release Year

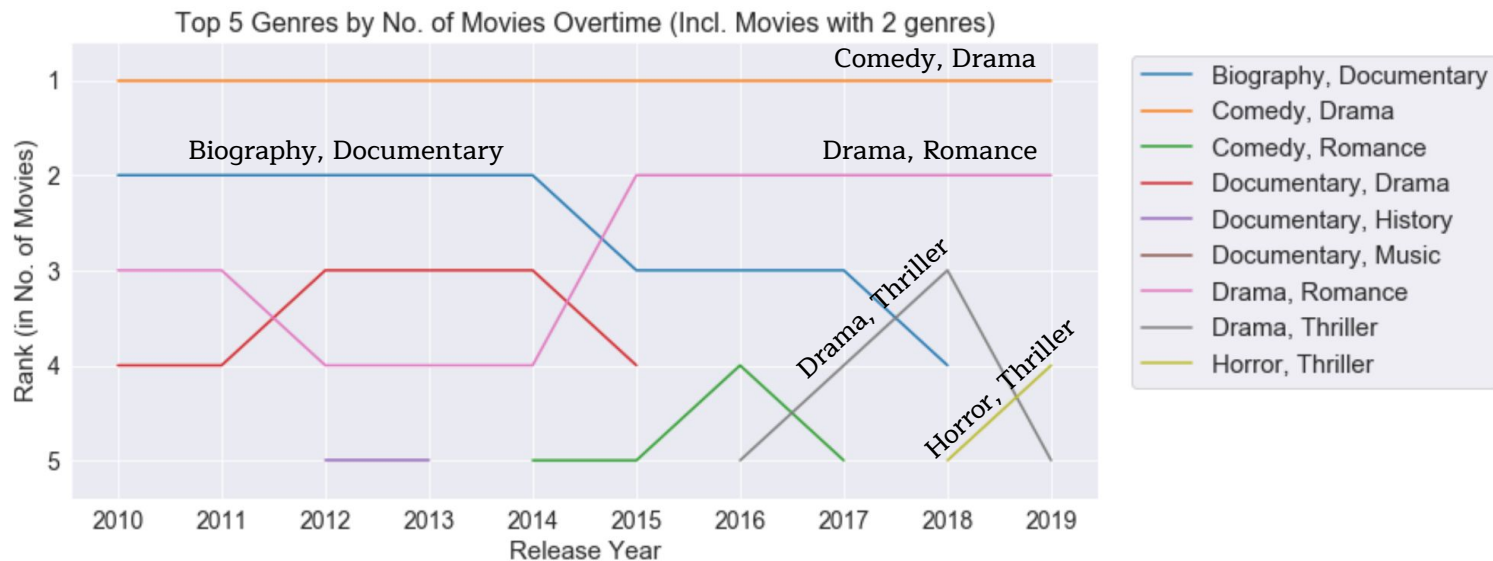
Legend:

- Action
- Comedy
- Documentary
- Drama
- Horror
- Thriller

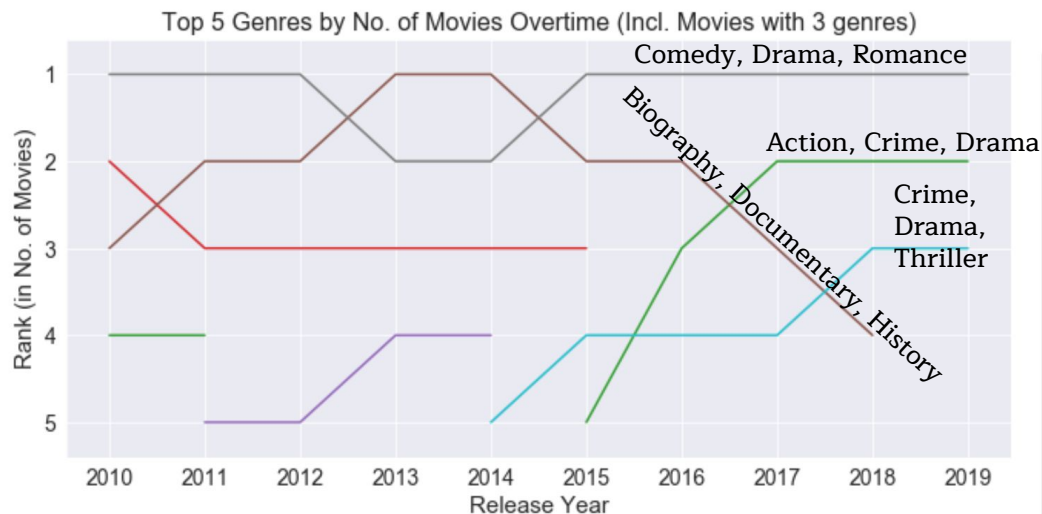
Genre	Rank (in No. of Movies)
Documentary	1
Drama	2
Comedy	3
Horror	4
Thriller	5



TRENDS BASED ON NO. OF MOVIES



TRENDS BASED ON NO. OF MOVIES

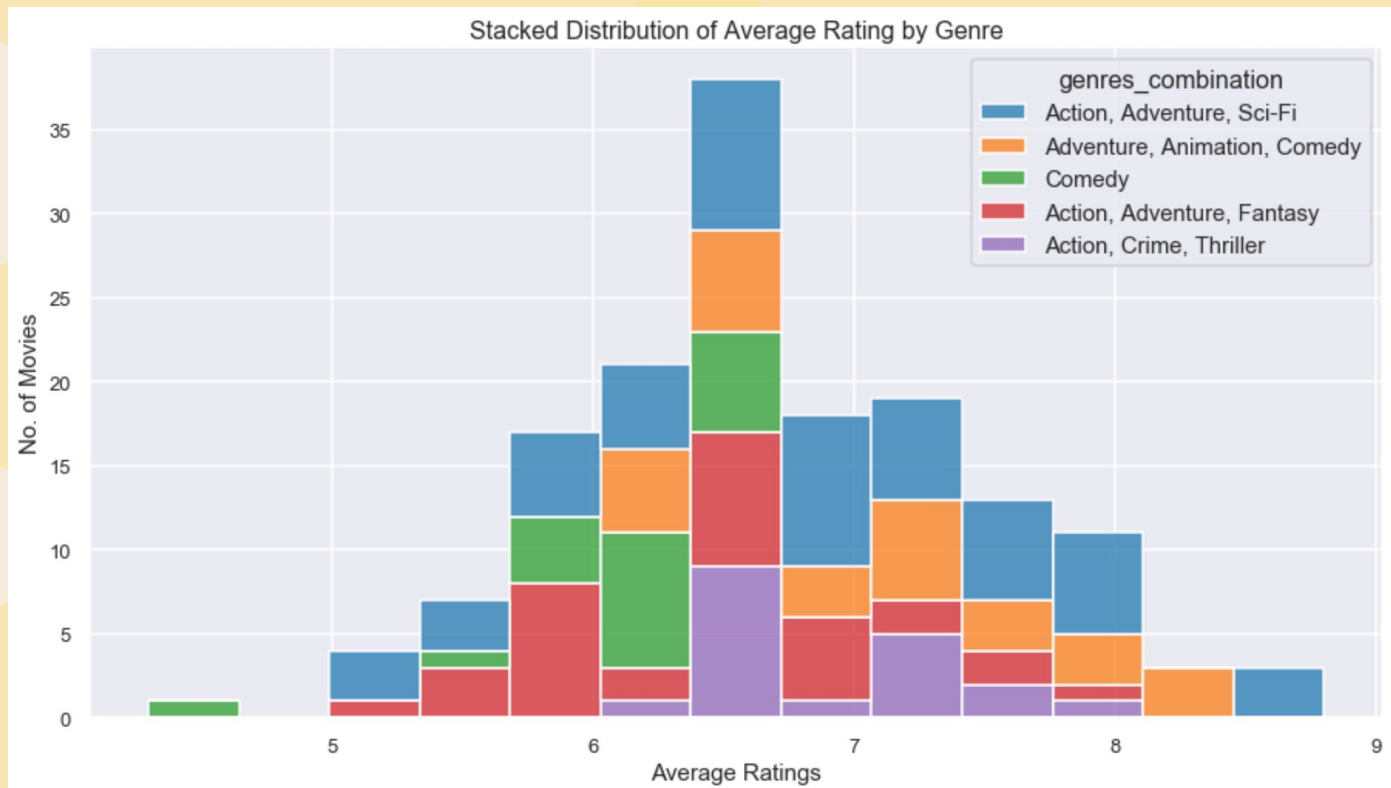


- Action, Adventure, Animation
- Action, Adventure, Comedy
- Action, Crime, Drama
- Biography, Documentary, Drama
- Biography, Documentary, Family
- Biography, Documentary, History
- Biography, Documentary, Music
- Comedy, Drama, Romance
- Crime, Drama, Mystery
- Crime, Drama, Thriller
- Documentary, Drama, Family
- Drama, Horror, Thriller
- Drama, Mystery, Thriller
- Horror, Mystery, Thriller

***TRENDS BASED ON
NO. OF VOTES AND RATINGS
STARRING: CONSUMERS' FEEDBACK***



TRENDS BASED ON NO. OF VOTES/RATINGS



TRENDS BASED ON NO. OF VOTES/RATINGS

genres_combination	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	no_of_times
Action, Adventure, Sci-Fi	4	2	1	1	1	1	2		1	1	9
Adventure, Animation, Comedy	2	5	4			2	3	5			6
Action, Adventure, Fantasy	3						1	1	2		4
Action, Adventure, Animation		3			5					3	3
Action, Adventure, Comedy								2	3	4	3
Comedy			3	5			4				3

TRENDS BASED ON NO. OF VOTES/RATINGS

Action, Adventure,
Sci-Fi

original_title
Inception
The Avengers
The Hunger Games
Mad Max: Fury Road
Iron Man Three
Avengers: Infinity War
Captain America: The First Avenger
Captain America: The Winter Soldier
Avengers: Age of Ultron
Iron Man 2

Action, Adventure,
Fantasy

original_title
Star Wars: Episode VII - The Force Awakens
Thor
Batman v Superman: Dawn of Justice
Thor: The Dark World
Suicide Squad
Doctor Strange
Wonder Woman
Star Wars: Episode VIII - The Last Jedi
Pirates of the Caribbean: On Stranger Tides
Justice League

Adventure,
Animation, Comedy

original_title
Toy Story 3
Inside Out
Frozen
Zootopia
Tangled
Wreck-It Ralph
Despicable Me 2
Brave
Monsters University
Coco

BUILD A FANBASE!

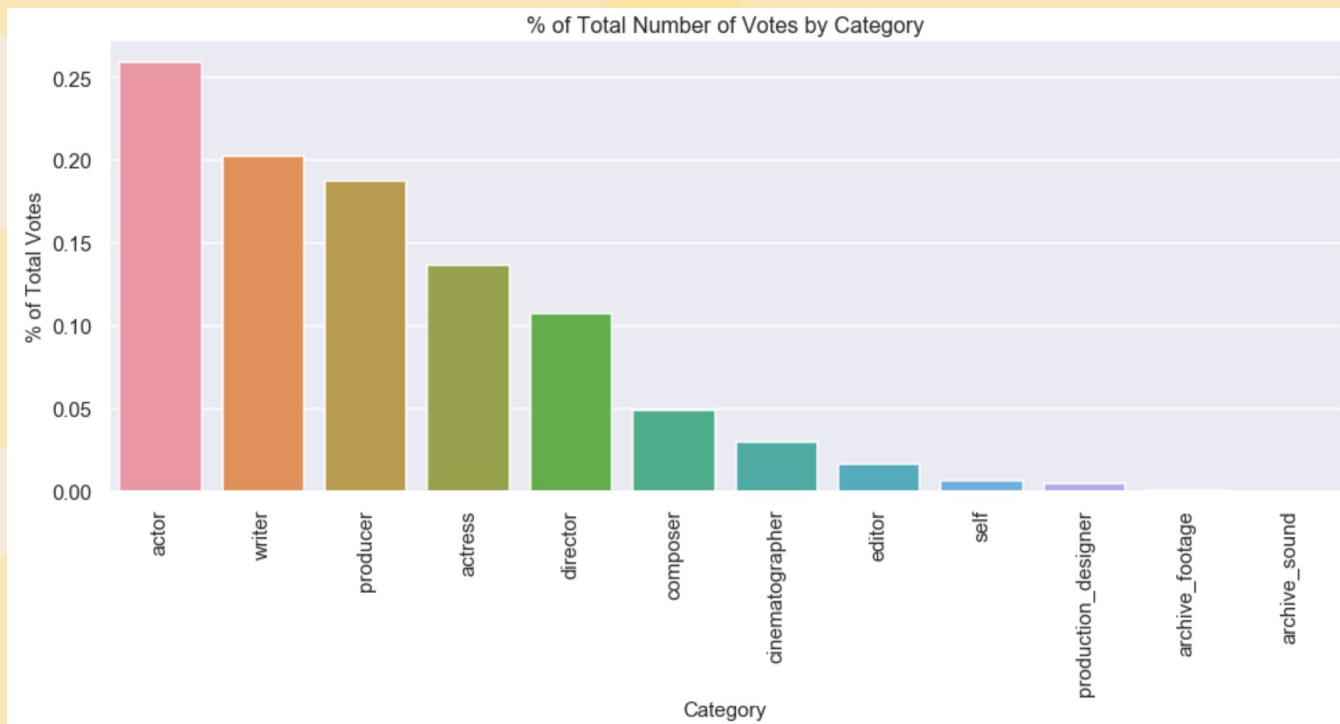


03

THE CAST

Roles most likely to bring more views

MOST FREQUENT ROLES IN HIGH VOTED MOVIES

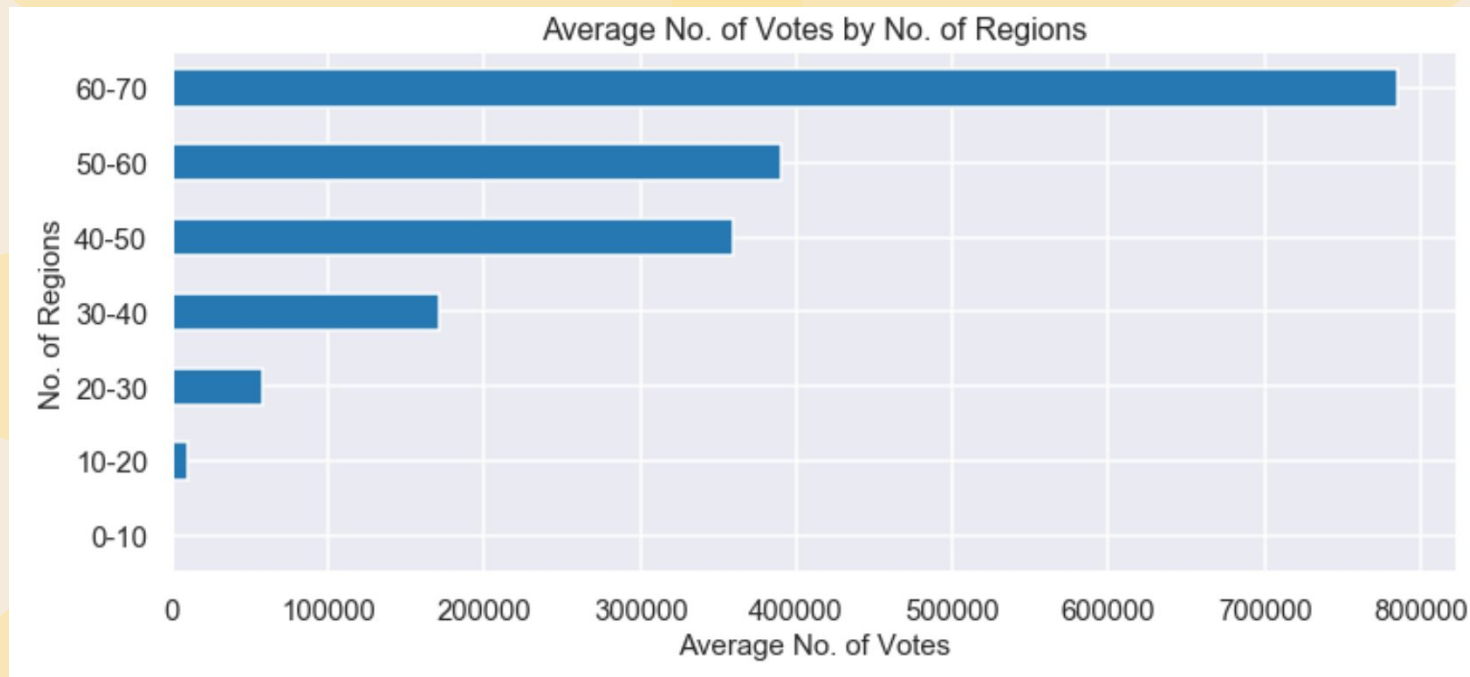


INTERNATIONAL IMPACT

Analyzing the impact of
launching a movie
internationally



MOST FREQUENT ROLES IN HIGH VOTED MOVIES



CONCLUSIONS

1. Film Industry is a competitive and growing market
2. Documentary, Drama, and Comedy are the most popular genres in No. of Movies
3. **Building a Fanbase**
4. Hire the best on roles that matter the most
5. Have an international footprint

