

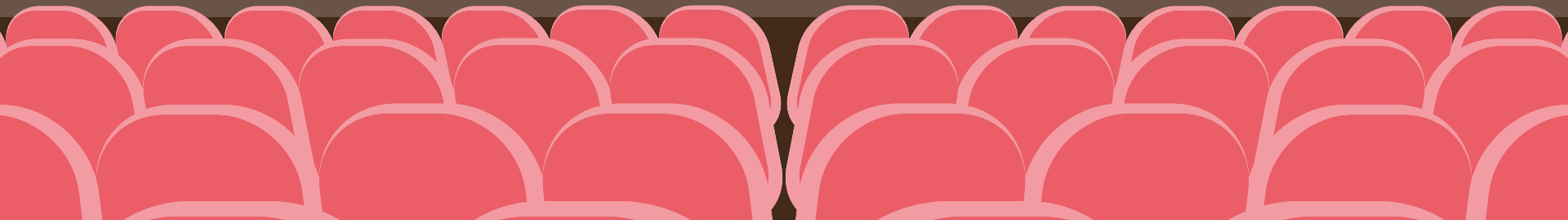
BUILDING A FANBASE

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

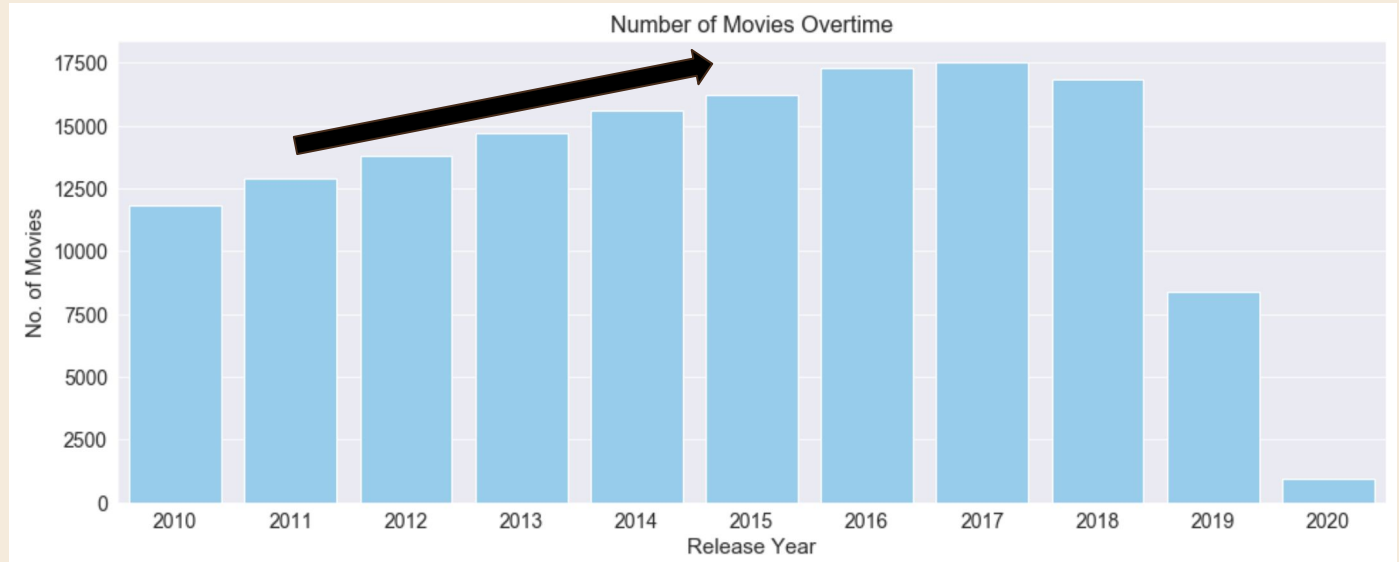
THE INDUSTRY IS GROWING



6.5%
Avg. Growth YoY



Competitive and
Saturated Market



GENRES TRENDS

Finding which genres have been
more successful

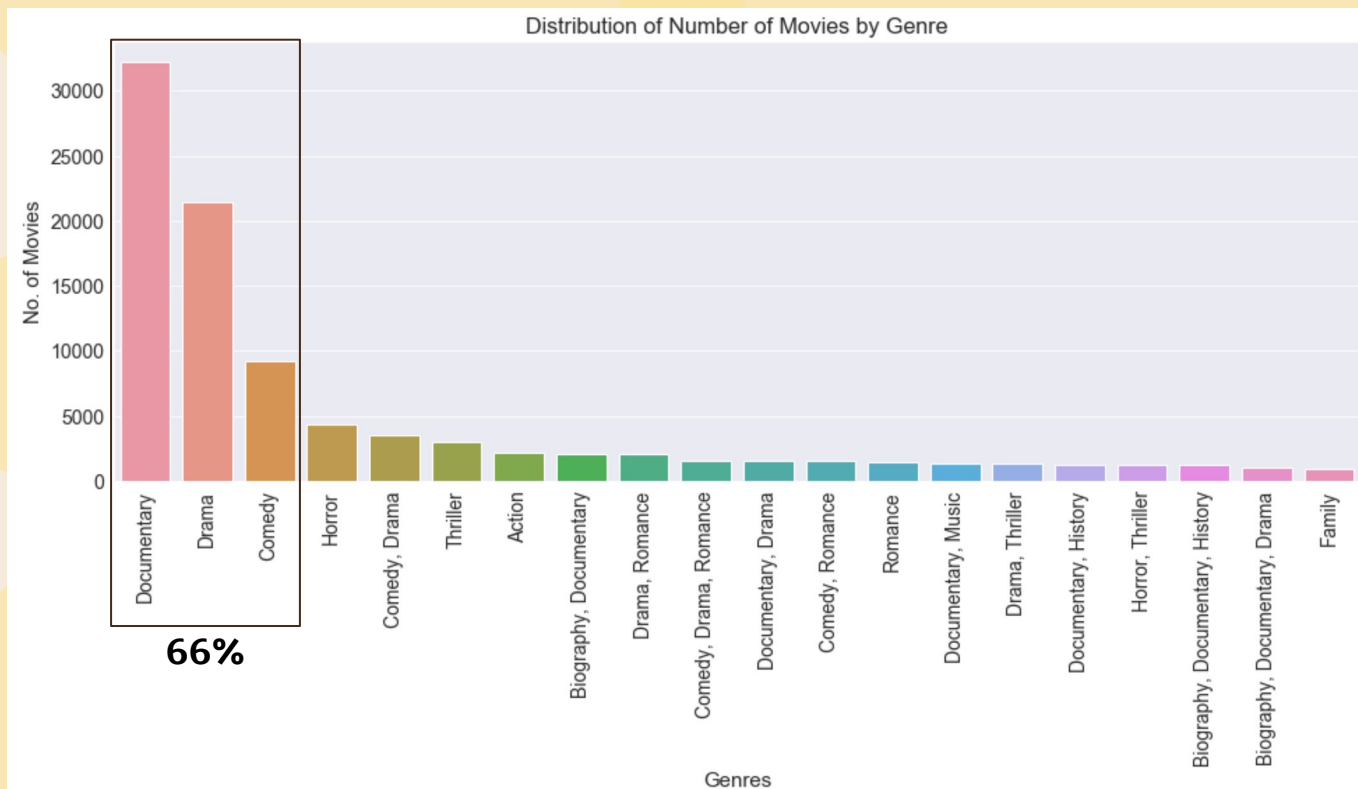


TRENDS BASED ON NO. OF MOVIES

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



TRENDS BASED ON NO. OF MOVIES



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



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

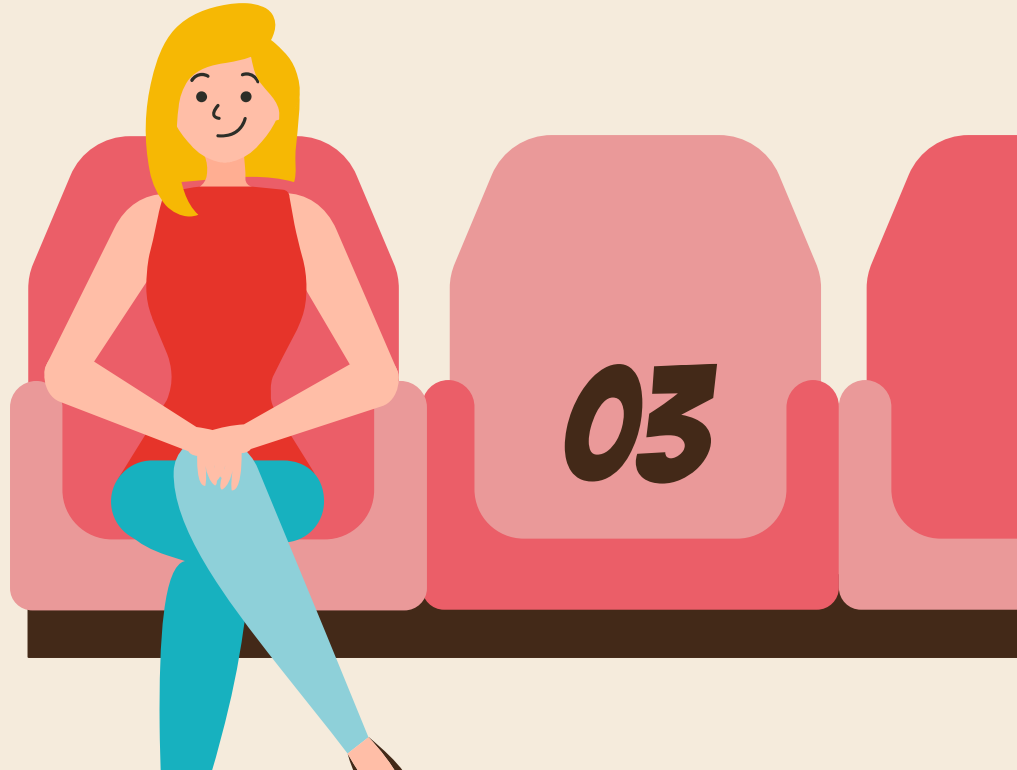
Adventure,
Animation, Comedy

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

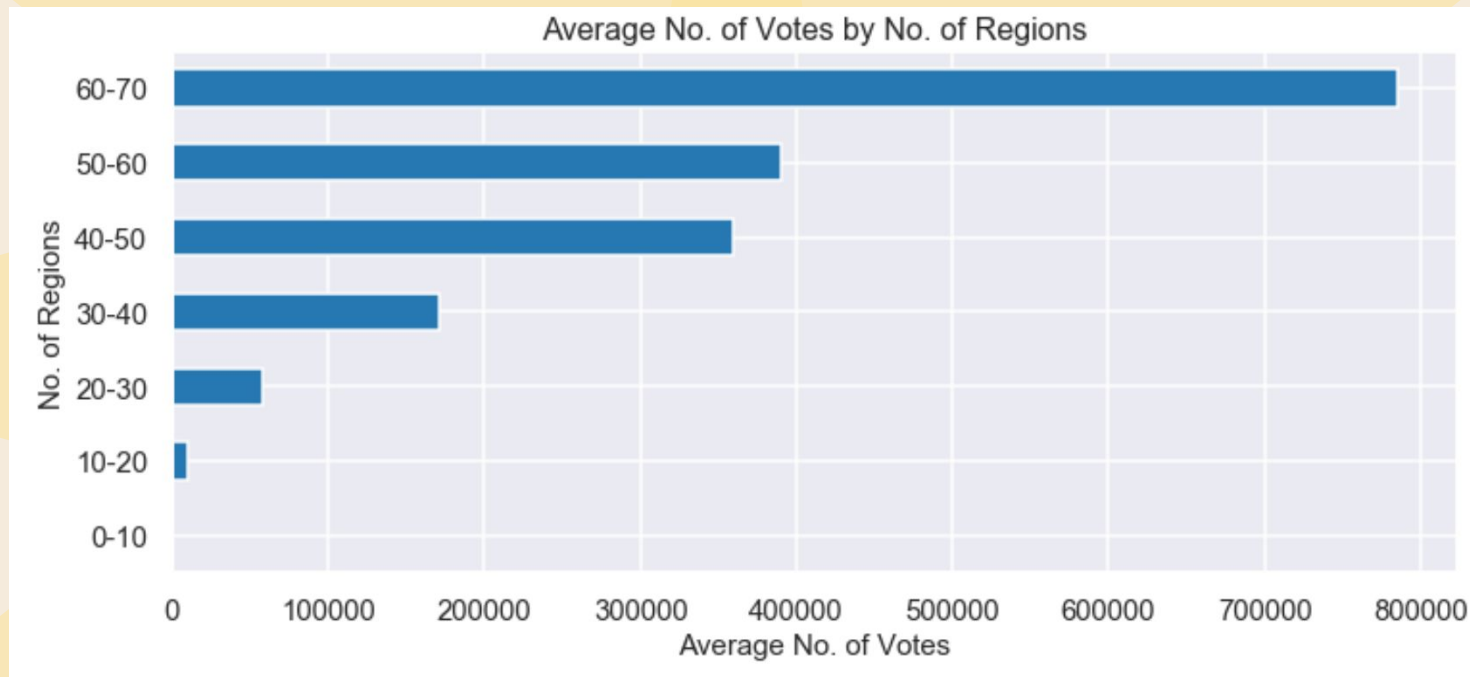
BUILD A FANBASE!

INTERNATIONAL IMPACT

Analyzing the impact of
launching a movie
internationally



MOST FREQUENT ROLES IN HIGH VOTED MOVIES



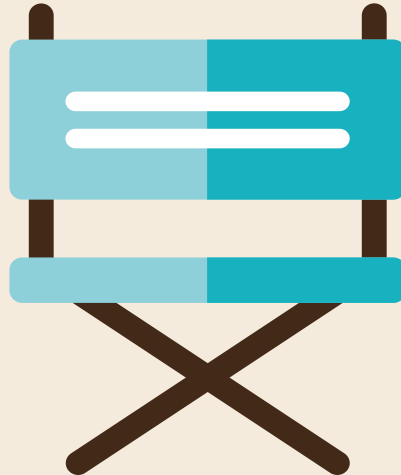
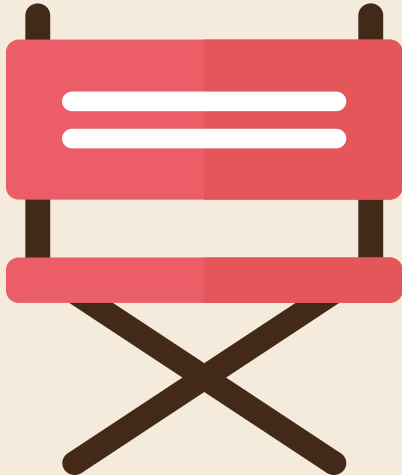
CONCLUSIONS

1. Film Industry is a competitive and growing market
2. **Build a Fanbase**
3. Have an international footprint



FUTURE ANALYSIS

- Bring more data points.
- Understand Microsoft's goals.
- Compare results from different websites.



THANKS

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