

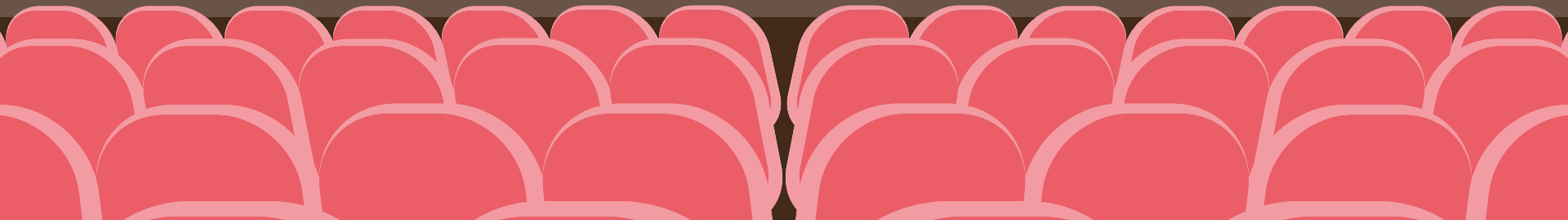
# ***BUILDING A FANBASE***

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

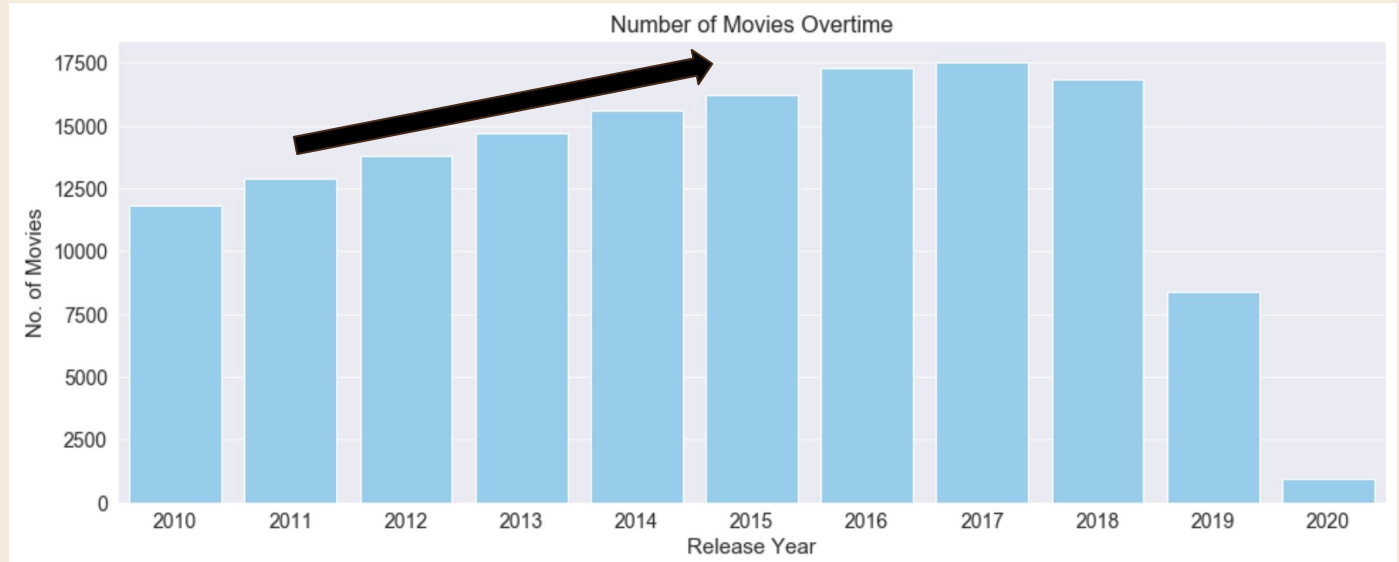


6.5%

Avg. Growth YoY



Competitive and  
Saturated Market



YouTube Originals

# ***GENRES TRENDS***

Finding which genres have been  
more successful

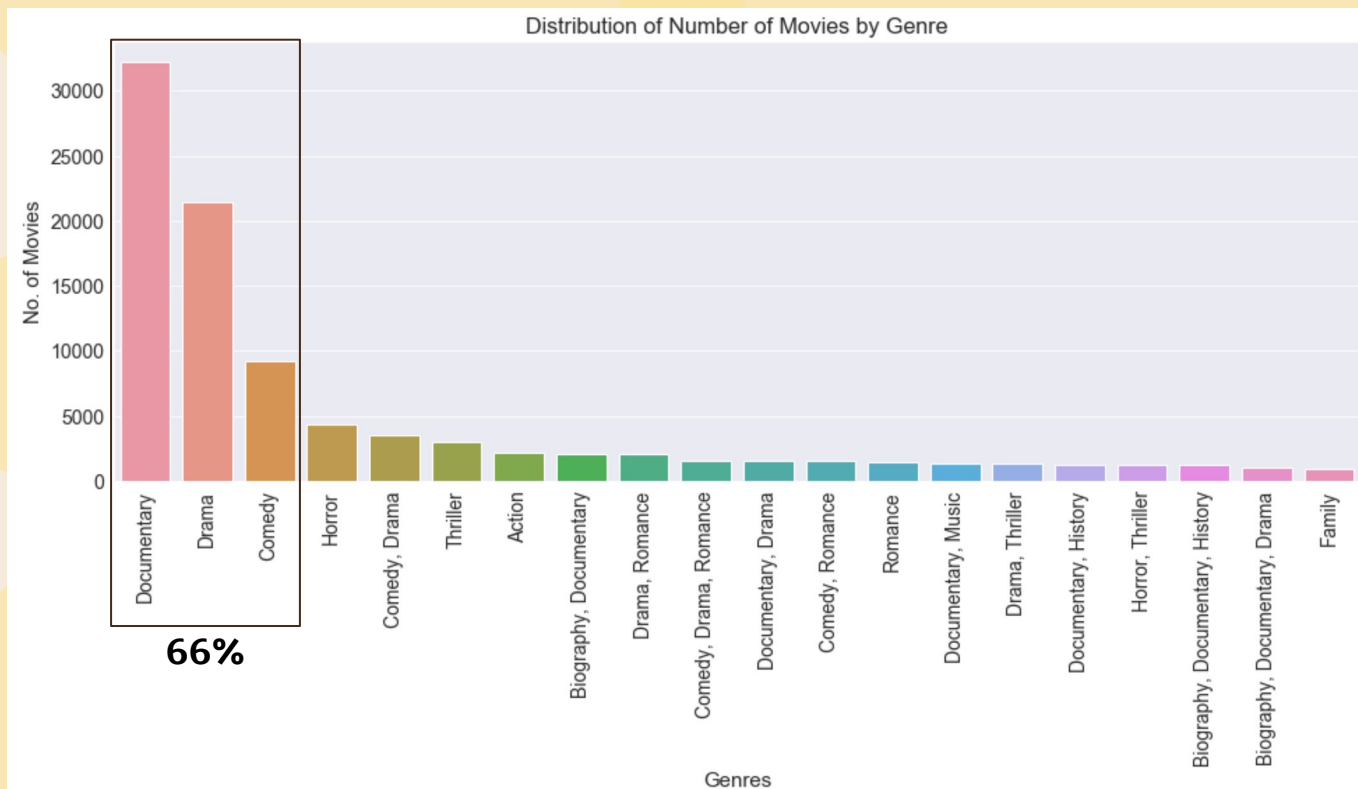


# ***TRENDS BASED ON NO. OF MOVIES***

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

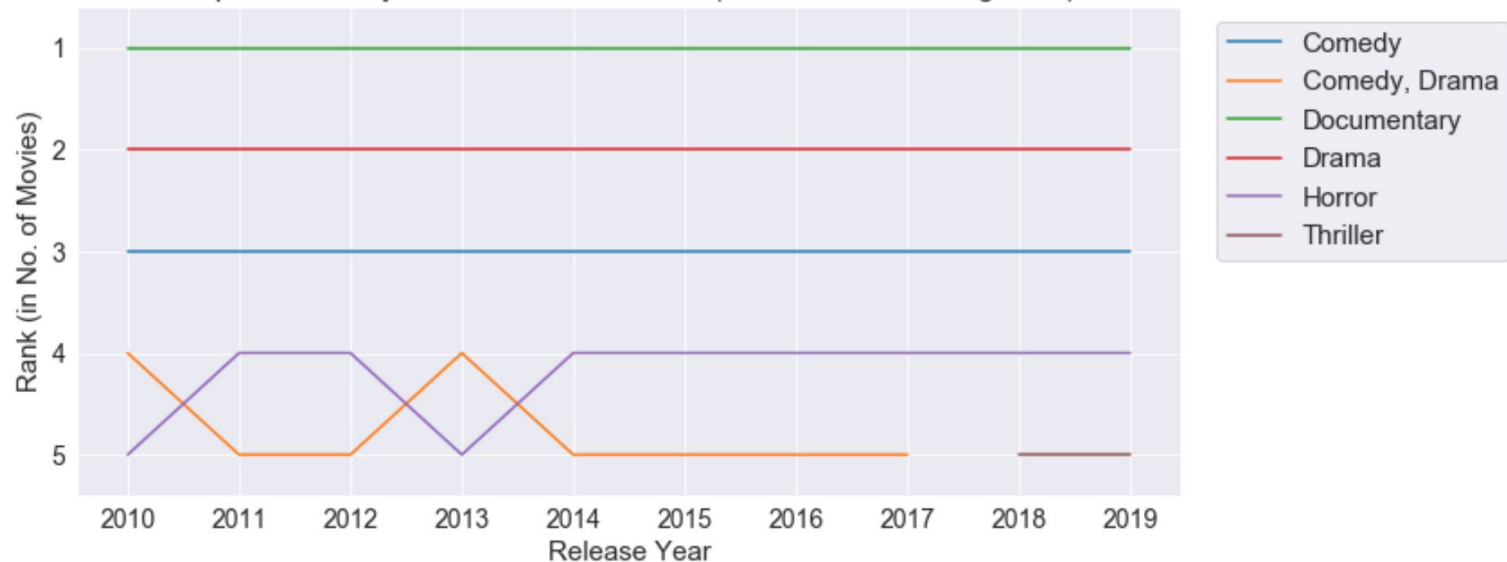


# TRENDS BASED ON NO. OF MOVIES



# TRENDS BASED ON NO. OF MOVIES

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

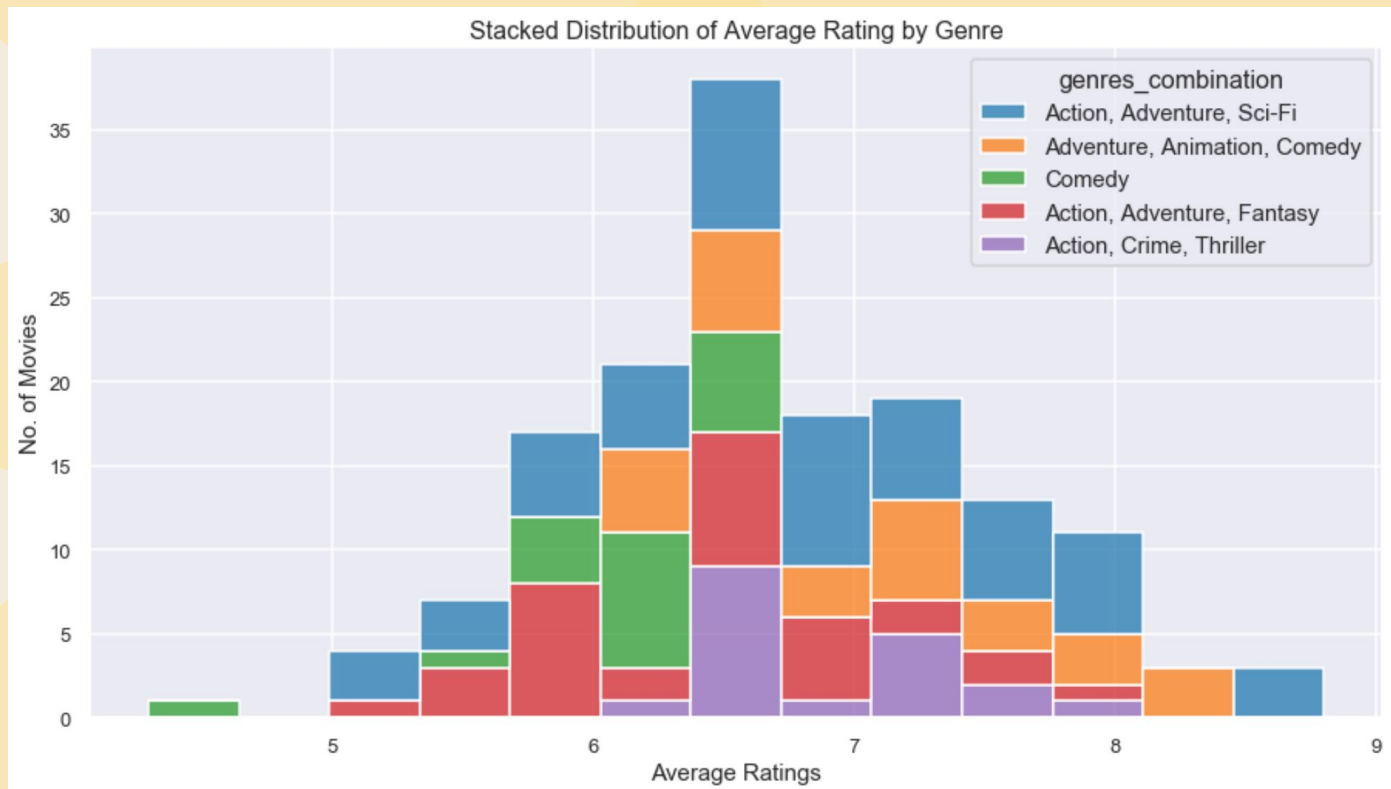




***TRENDS BASED ON  
NO. OF VOTES AND RATINGS  
STARRING: CONSUMERS' FEEDBACK***



# 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

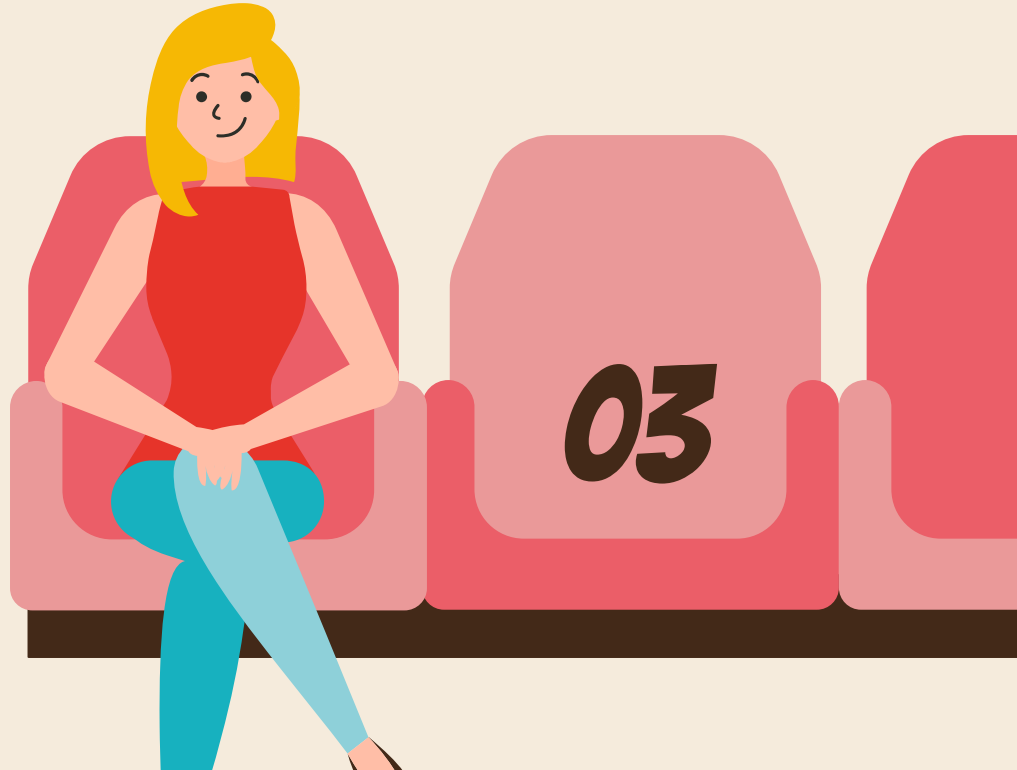
Adventure,  
Animation, Comedy

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

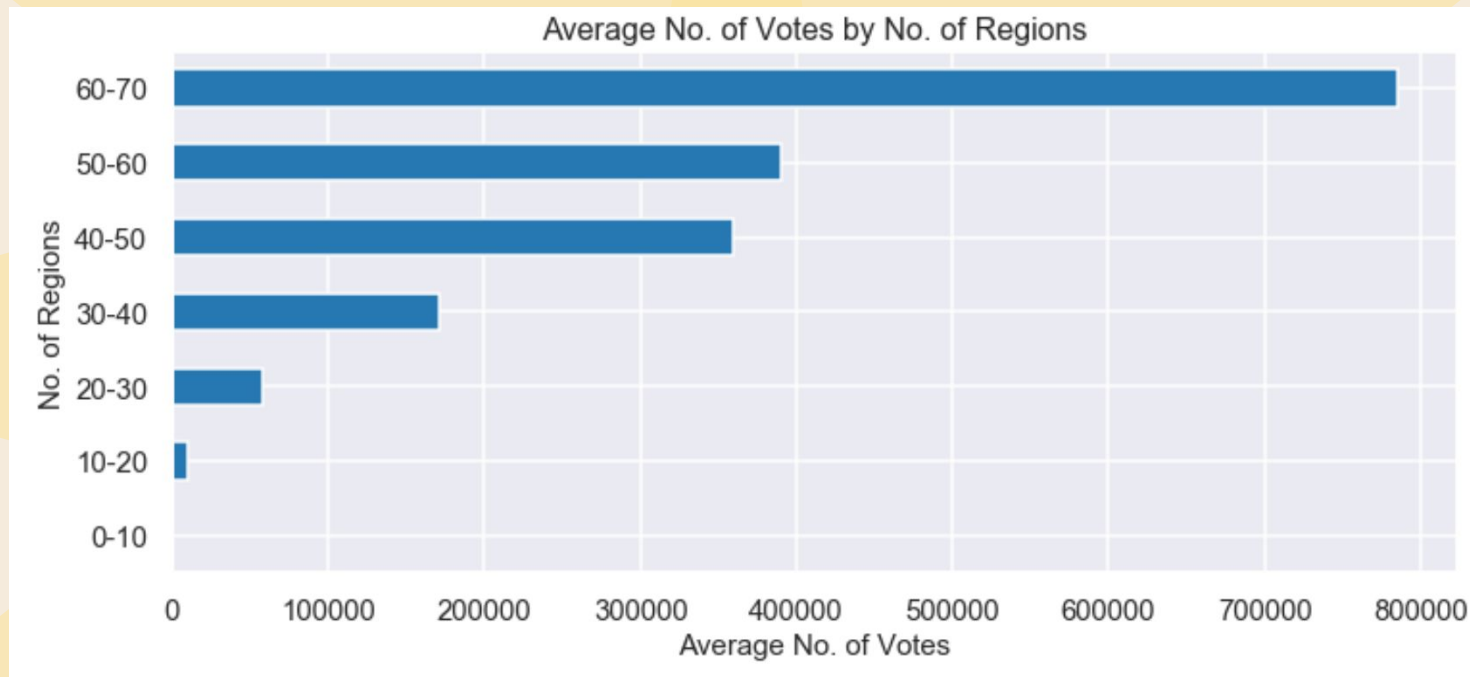
## BUILD A FANBASE!

# ***INTERNATIONAL IMPACT***

Analyzing the impact of  
launching a movie  
internationally



# ***MOST FREQUENT ROLES IN HIGH VOTED MOVIES***



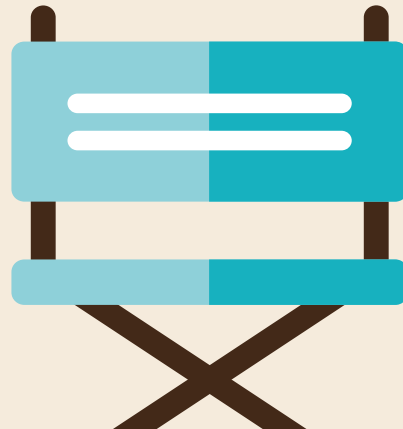
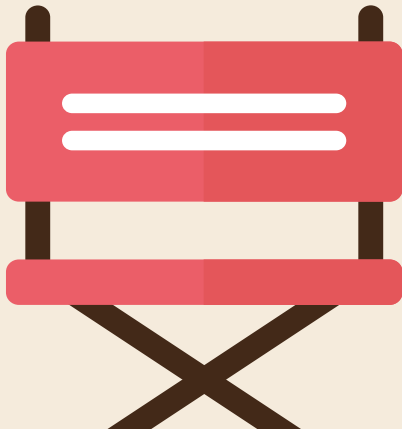
# ***CONCLUSIONS***

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



# ***FUTURE ANALYSIS***

- Bring more data points: Tickets Sold, viewers + demographics, and more information on which Platform/Studio created the movie.
- Understand Microsoft's goals would also guide my analysis to relevant conclusions for them.
- Compare results from different websites.





# ***THANKS***

Reno Neto

renoneto@gmail.com

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