

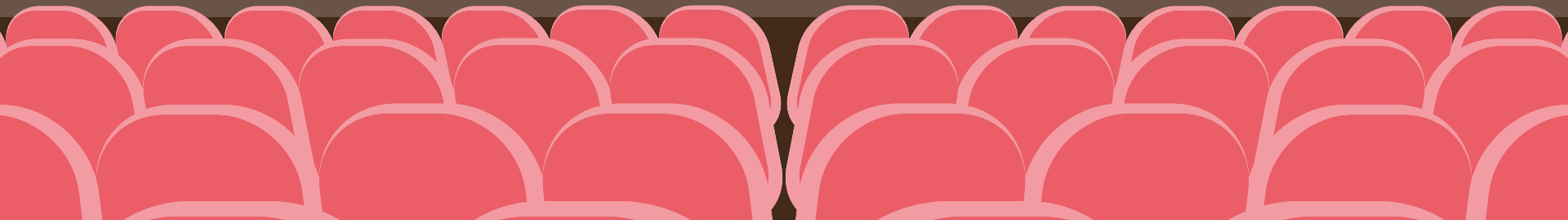
BUILDING A FANBASE

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

Netflix Passes 150 Million Paid Subscribers

Netflix's worldwide streaming subscribers at the end of the respective period

DISN
NEXT LE

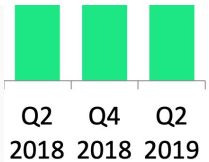
- United States (paid)
- International (paid)
- United States (free trial)
- International (free trial)



hulu

25 26.8

Apple tv+ YouTube Originals



@StatistaCharts

Source: Netflix



statista

BUSINESS
INSIDER
INTELLIGENCE

Note: Figures are of total subscribers, for both the ad-supported and ad-free tiers.
Source: Company announcements, 2019

GENRES TRENDS

Finding which genres have been
more successful

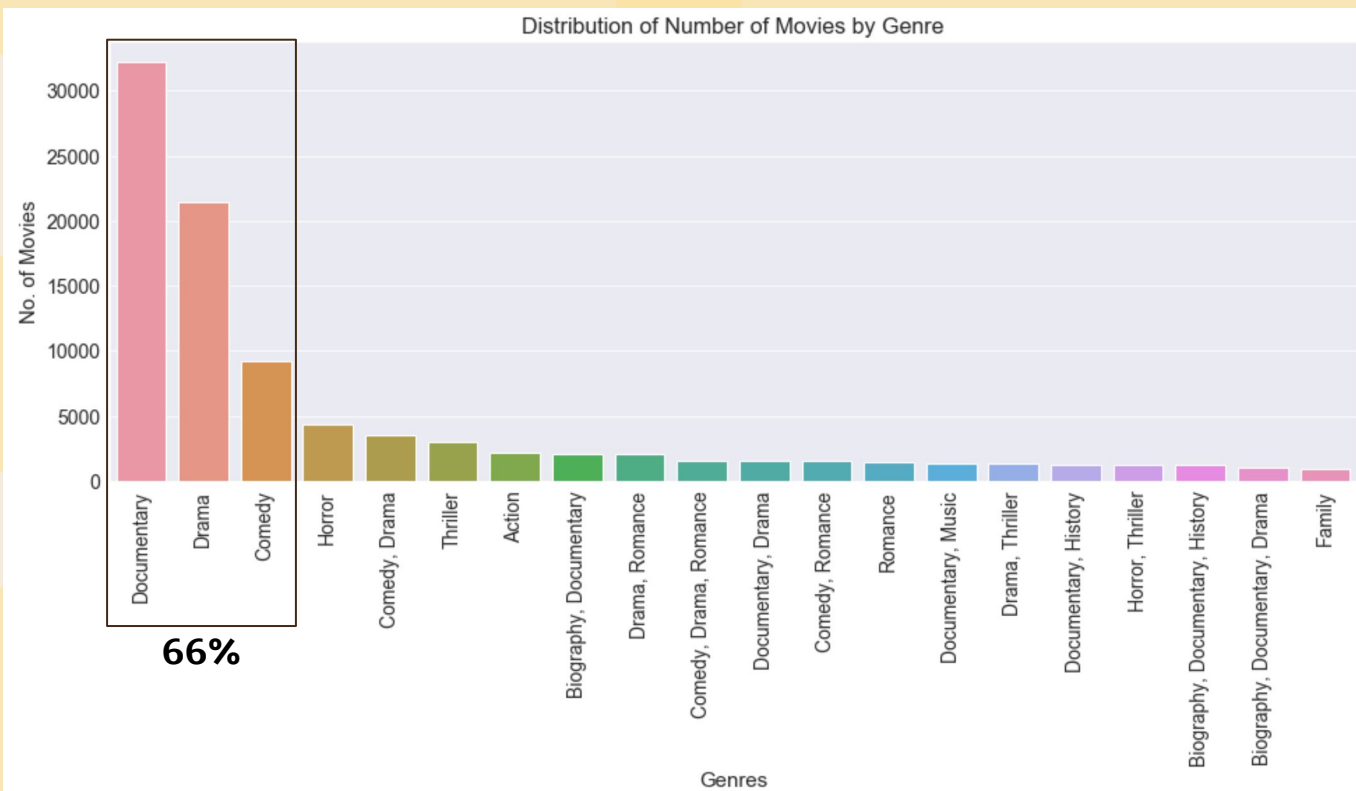


TRENDS BASED ON NO. OF MOVIES

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

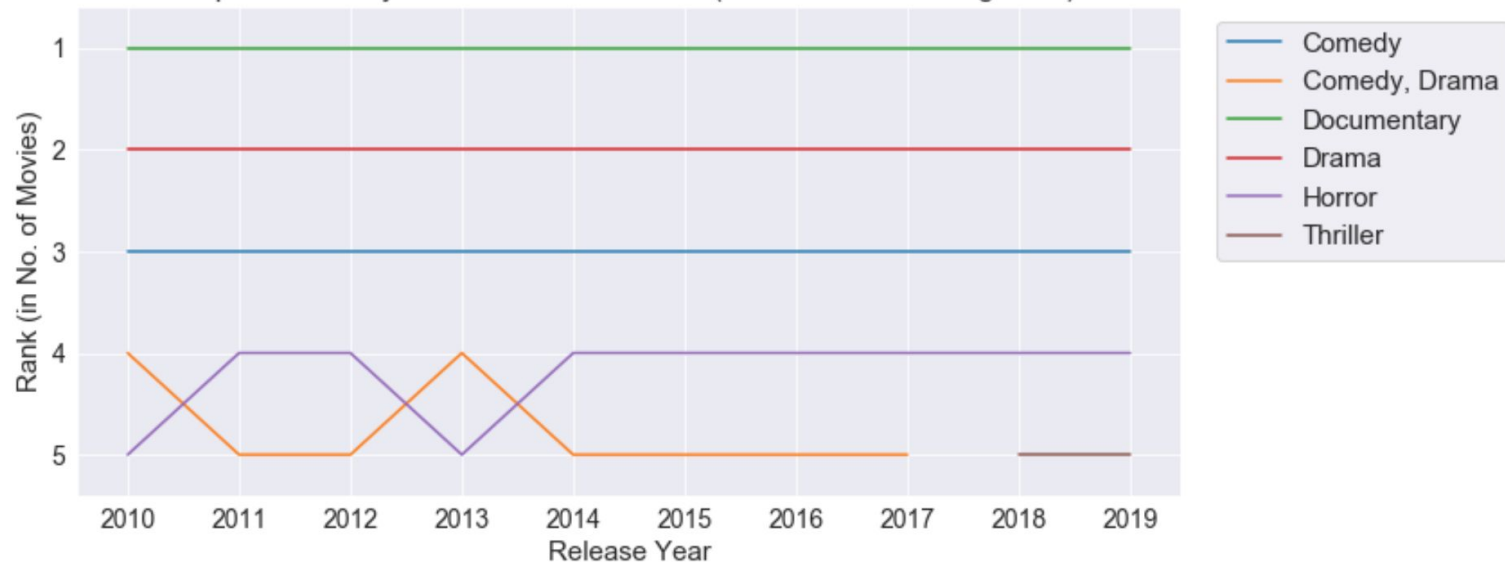


TRENDS BASED ON NO. OF MOVIES



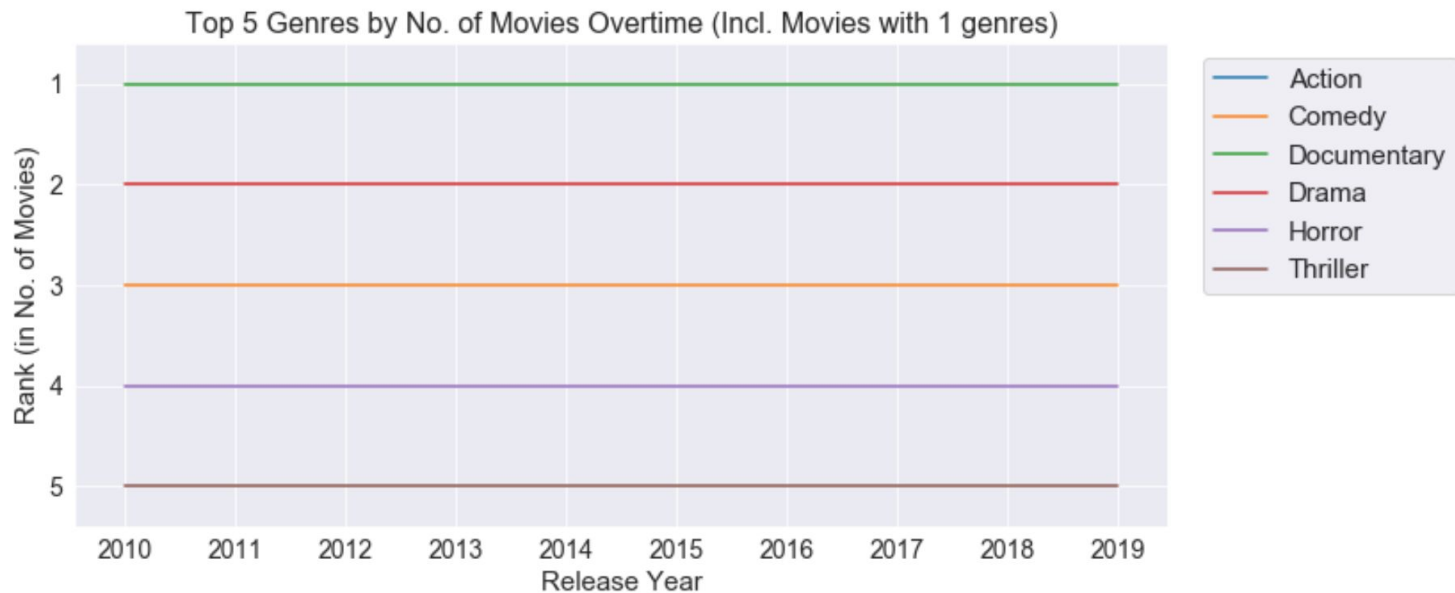
TRENDS BASED ON NO. OF MOVIES

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

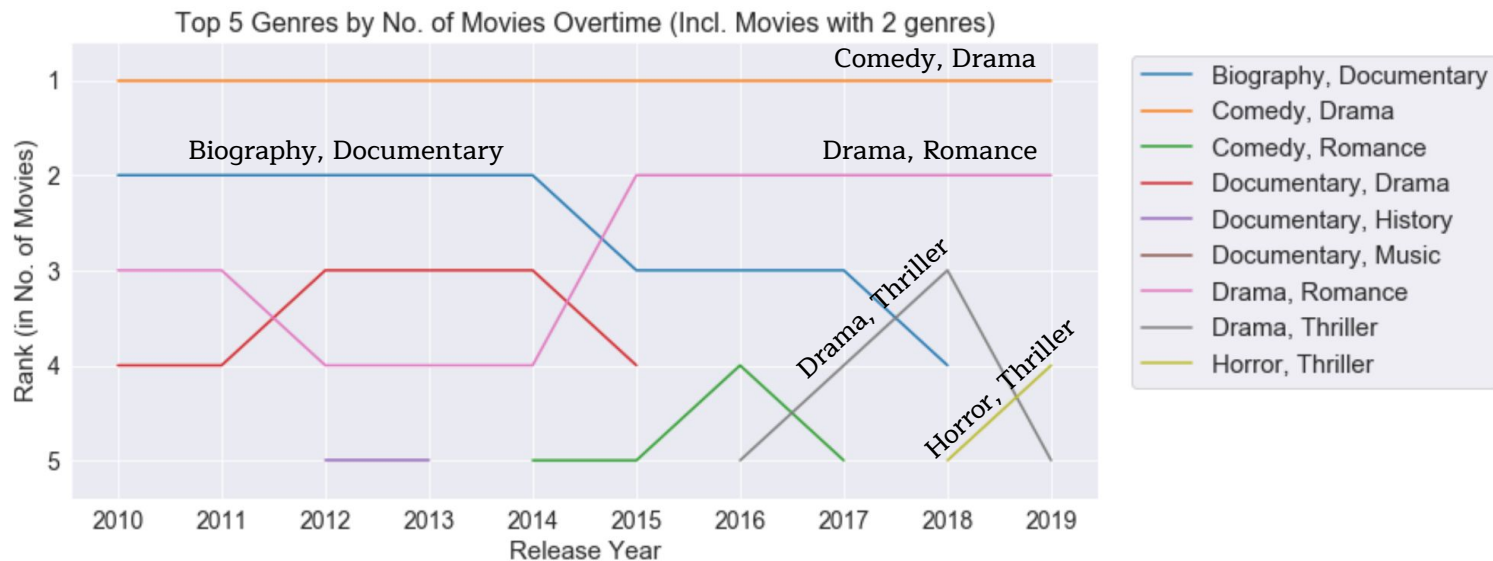


The chart displays the rank of the top 5 movie genres based on the number of movies released over time, including movies with only one genre. The y-axis represents the rank (1 to 5), and the x-axis represents the release year (2010 to 2019). The genres and their corresponding ranks are: Action (Rank 1), Comedy (Rank 2), Documentary (Rank 3), Drama (Rank 4), and Thriller (Rank 5). The ranks remain constant throughout the period.

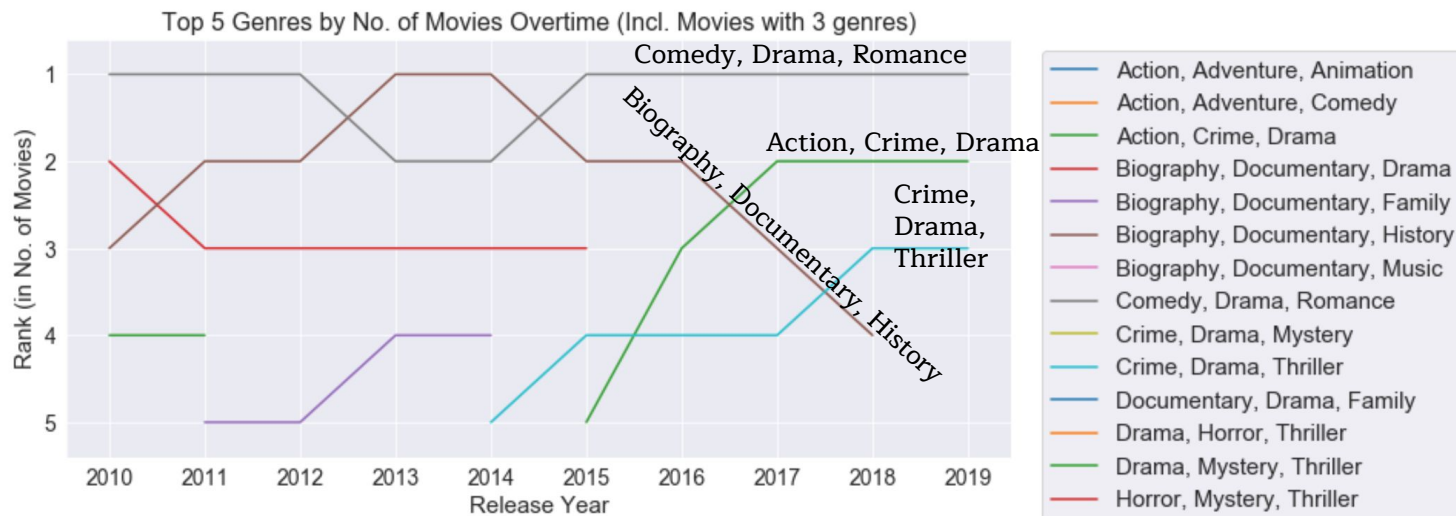
| Genre | Rank (in No. of Movies) |
|-------------|-------------------------|
| Action | 1 |
| Comedy | 2 |
| Documentary | 3 |
| Drama | 4 |
| Thriller | 5 |



TRENDS BASED ON NO. OF MOVIES



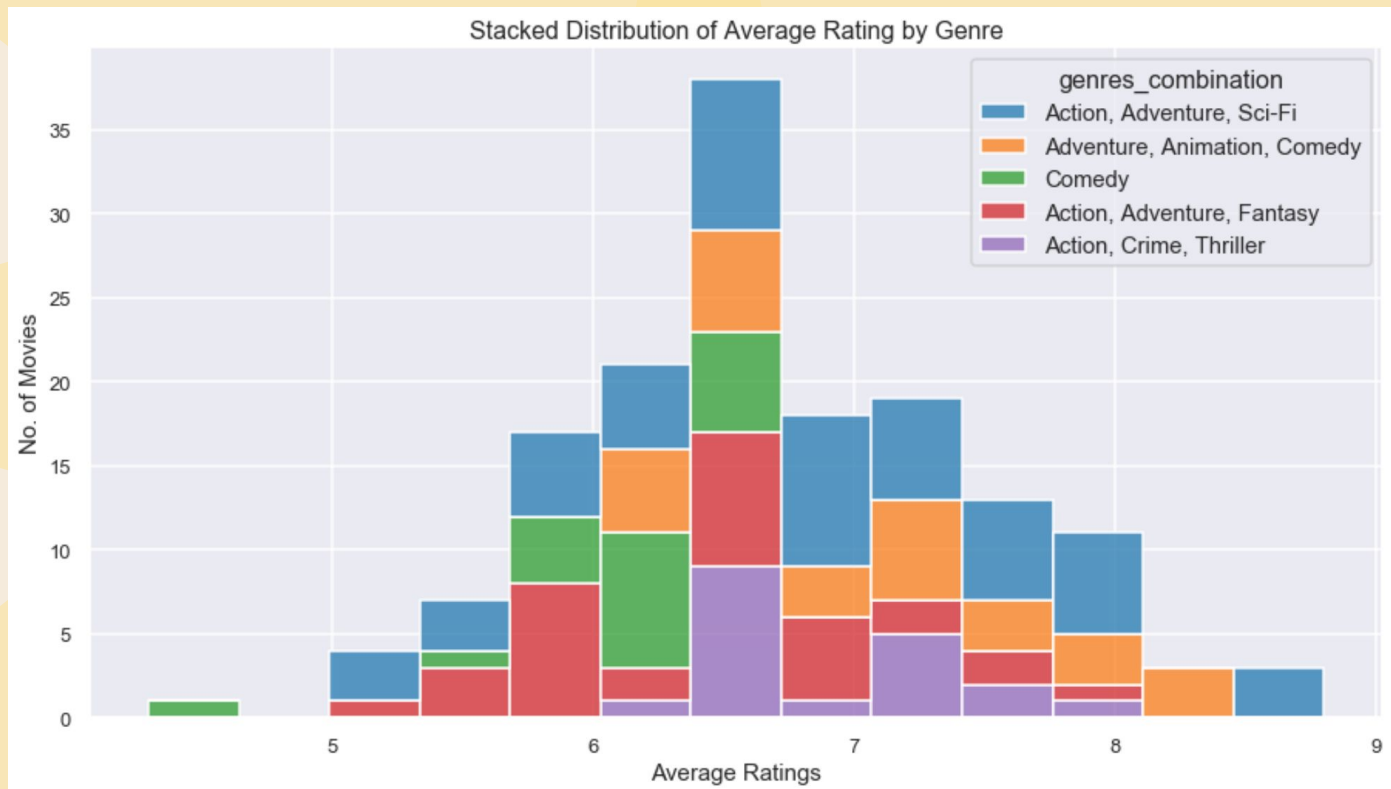
TRENDS BASED ON NO. OF MOVIES



***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!

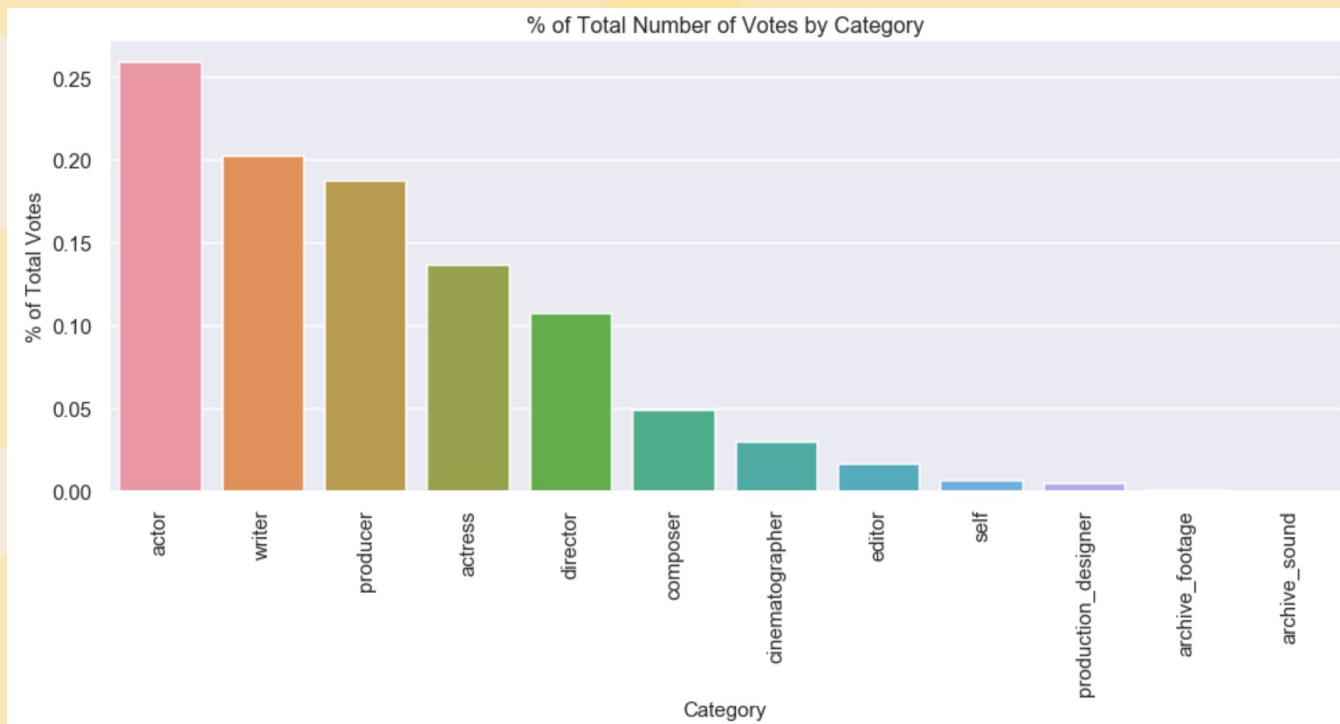


03

THE CAST

Roles most likely to bring more views

MOST FREQUENT ROLES IN HIGH VOTED MOVIES

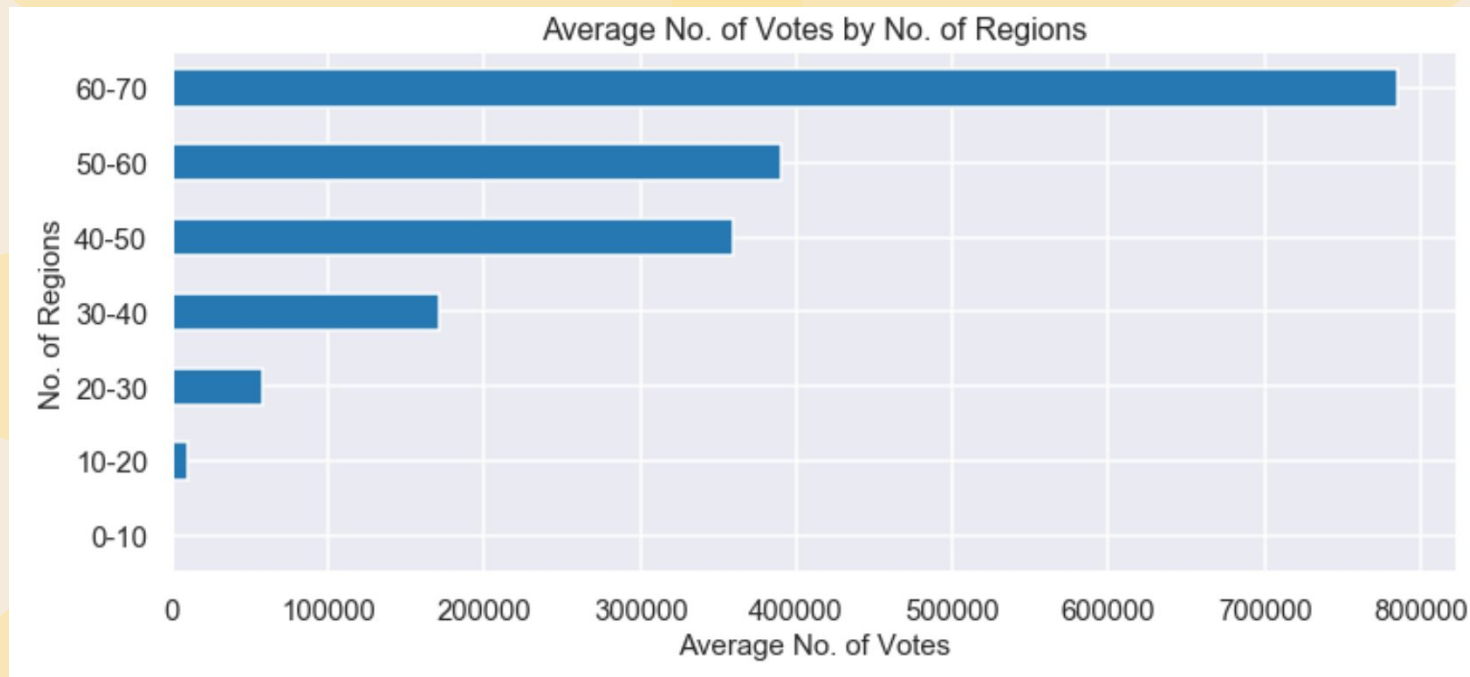


INTERNATIONAL IMPACT

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

