



Movie Type Analysis

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# Agenda

Introduction

Methods

Results

Recommendations

Takeaways





# Introduction

Virtucon wants to enter the movie production space but they do not have expertise in creating movies. Specifically they want to understand which types of movies do best at the box office.

We've analyzed 5 datasets and over 1000 movies to provide answers.

# Data Driven Insights

## Data Sets Used

- The Box Office Mojo
- IMDB
- The Numbers Movie Budget and Financial Performance Records
- Rotten Tomato Movie
- Rotten Tomato Critics Review

# Data Processing Methods

- Extensive data cleaning
- Merging datasets based on title and release year
- Creating new features
- Grouping and ranking genres and profits
- Created a common review scoring system
- Converted diverse review scores to new scoring system

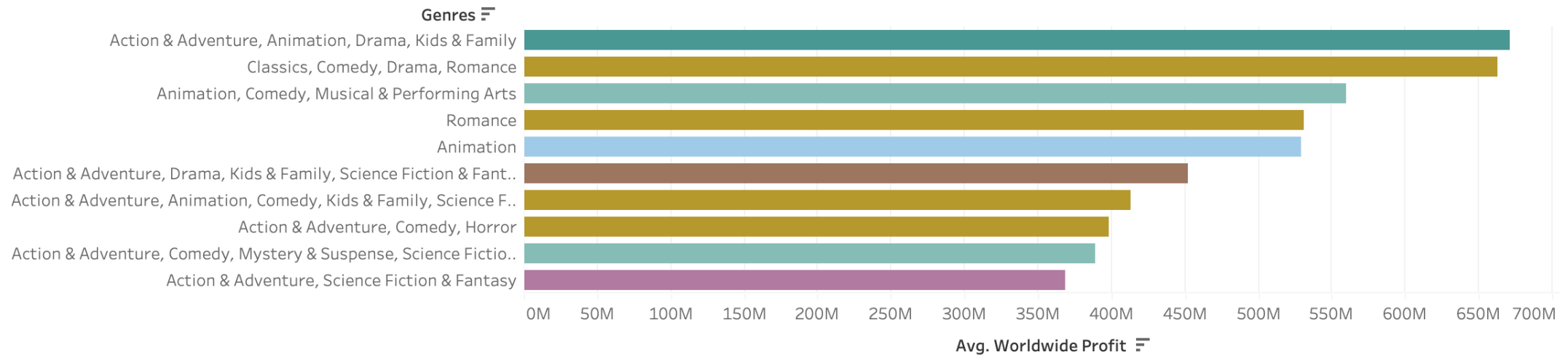




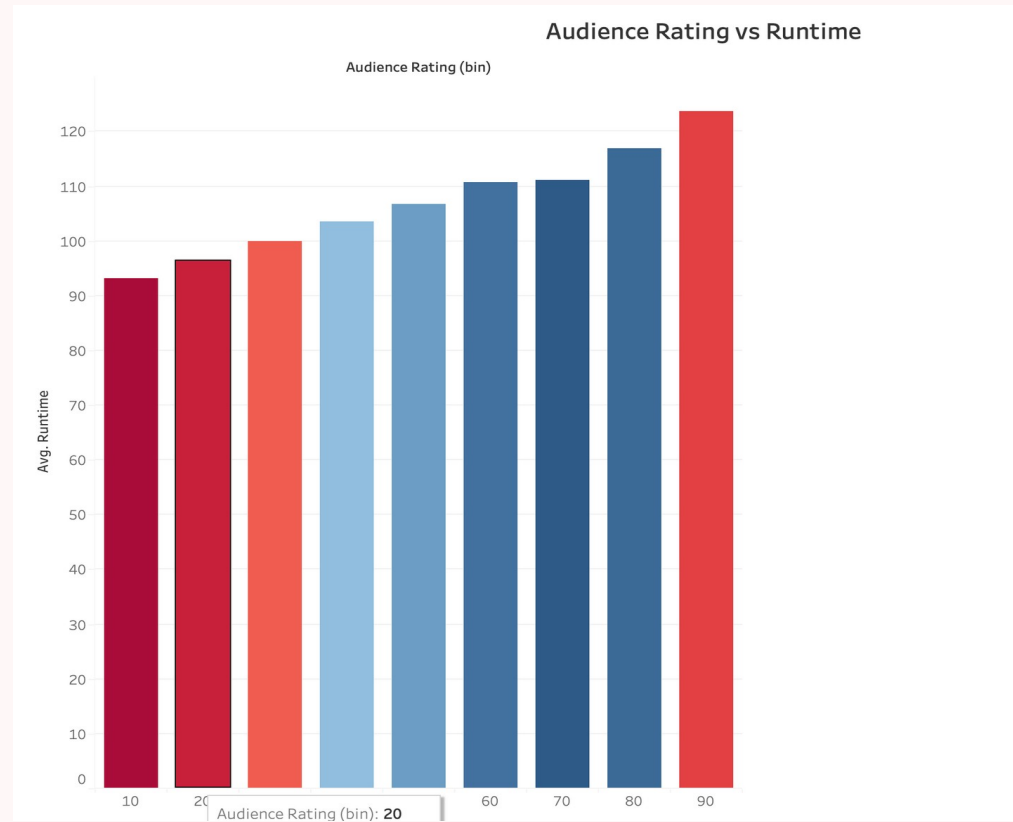
# Our Results

# Chart I

Most Profitable Genres



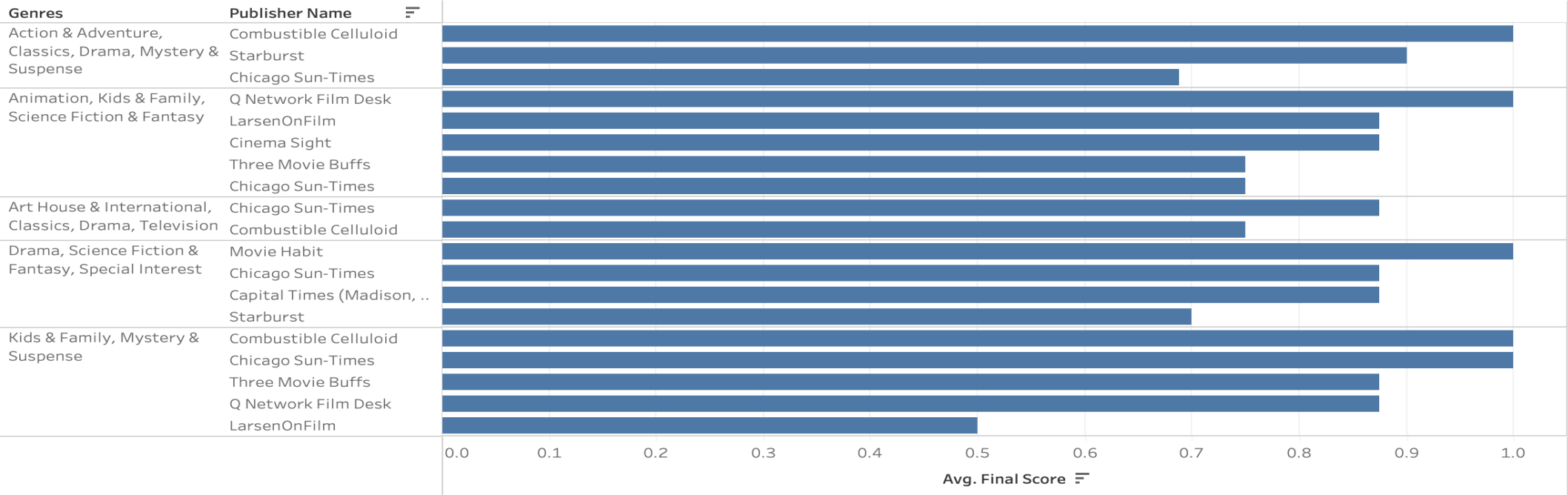
# Chart II





# Chart III

Best Review Publisher per Genre





# Recomendations

Create a movie of the genre “Action & Adventure, Animation, Kids and Family” beacause, on average, they make the most profit.



# Recomendations

Our movie runtime should be just over 120 minutes long. Audiences give movies with these runtimes the highest ratings.



# Recomendations

Our marketing should target critics from Cinema Sight and Q Network Film Desk because they give the most favorable reviews to Action & Adventure, Animation, Kids & Family genres.



# Improvements

- Find a method to reduce the number of genres assigned to a movie to it's core genre
- Explore other avenues like key people, or production studios
- Use less features to include more movies

# Thank you

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