

Flatiron Data Science Phase 1 Project

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Outline

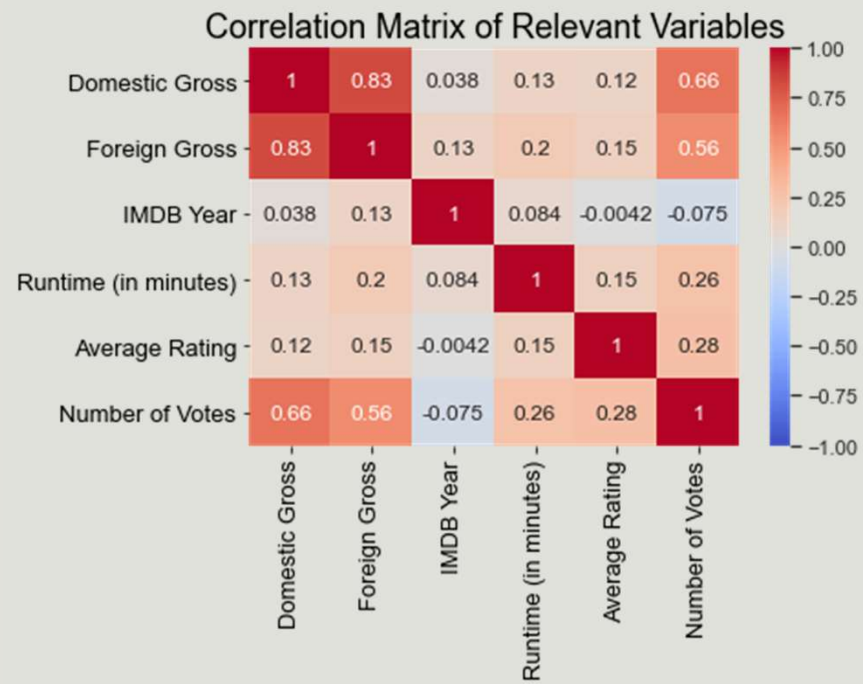
- Business Problem
- Data
- Results
- Conclusions

Business Problem

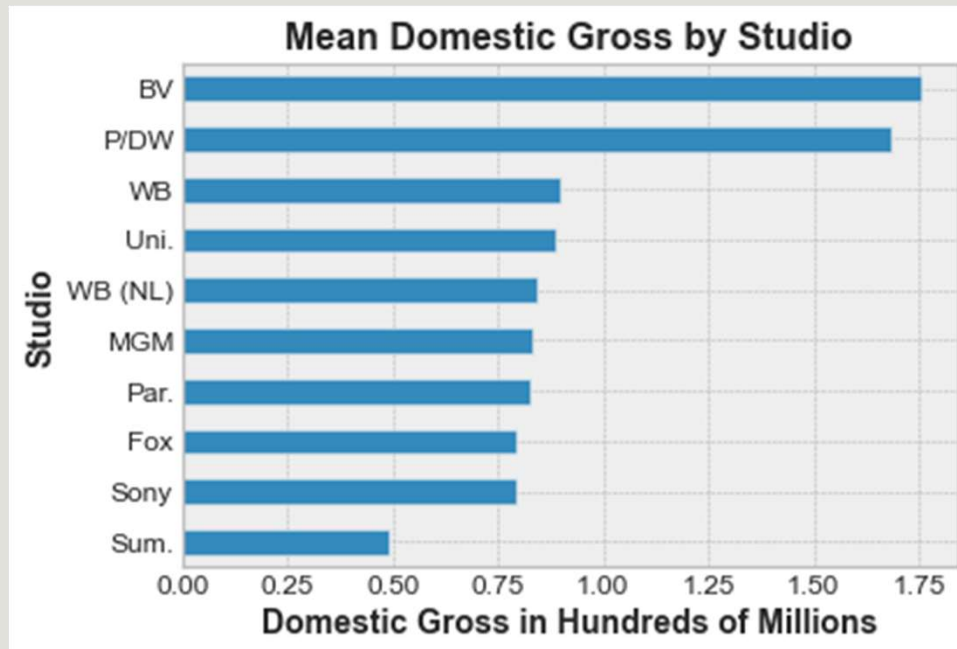
Microsoft wants to create their own movie streaming service

What types/genres of movies make the most money in the box office?

Results



Results

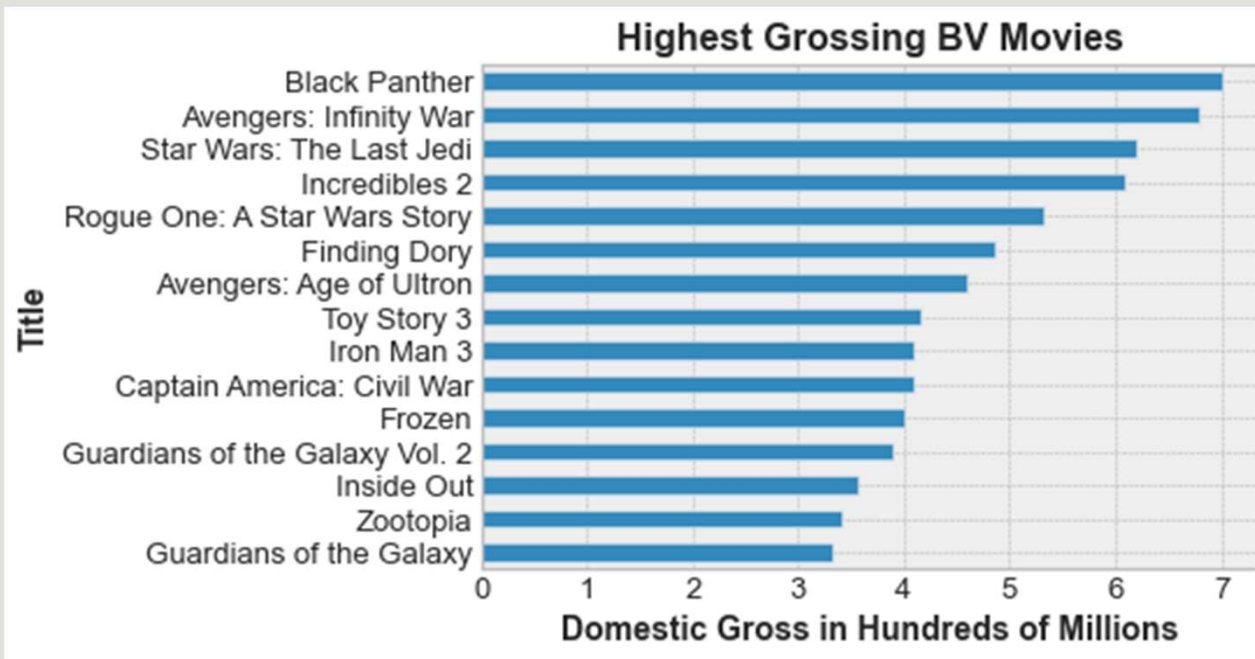


BV: \$ 175,240,200

P/DW: \$ 168,290,000

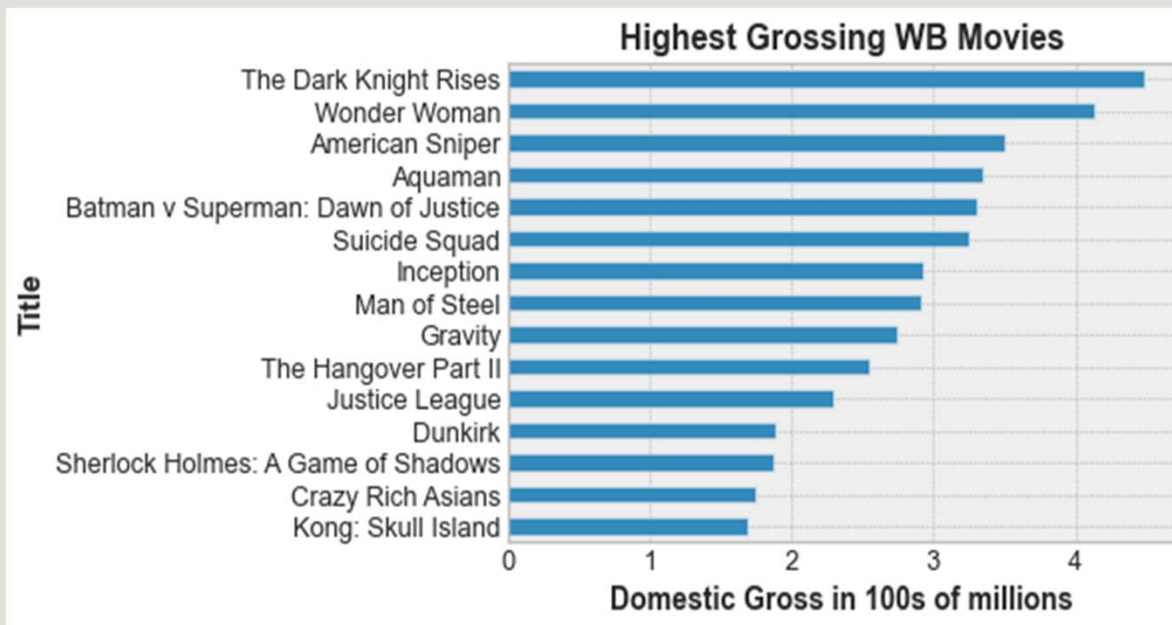
WB: \$ 89,799,160

BV Studios



Black Panther:	\$700,100,000
Avengers: Infinity War:	\$678,800,000
Star Wars: The Last Jedi:	\$620,200,000
Incredibles 2:	\$608,600,000
Rogue One: A Star Wars Story:	\$532,200,000

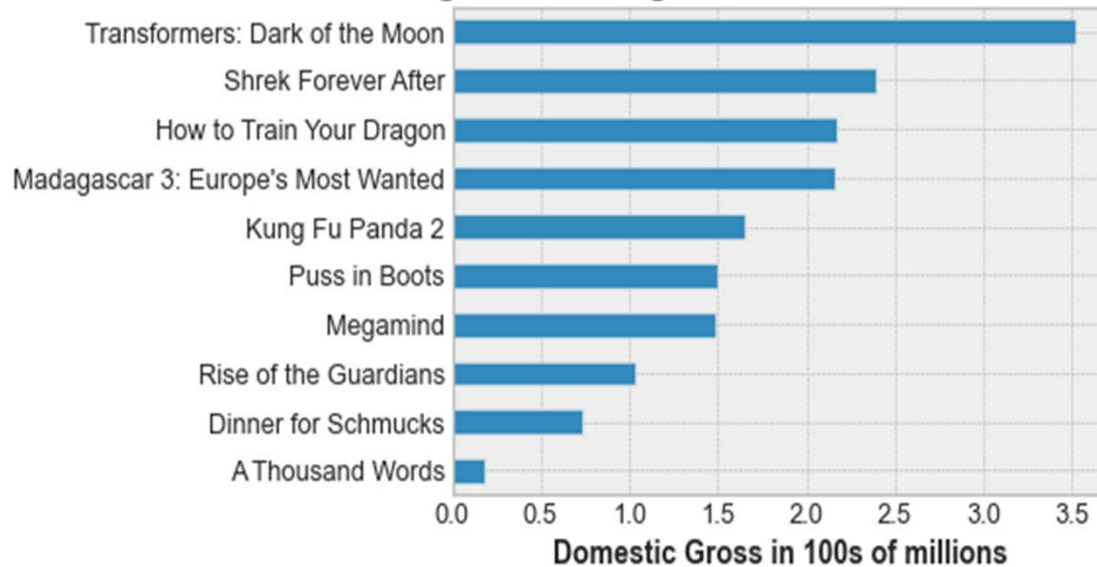
WB Studios



The Dark Knight Rises: \$448,100,000
Wonder Woman: \$412,600,000
American Sniper: \$350,100,000
Aquaman: \$335,100,000
Batman v Superman: Dawn of Justice: \$330,400,000

Paramount/Dreamworks Studios

Highest Grossing Paramount/Dreamworks Movies



Transformers: Dark of the Moon:	\$352,400,000
Shrek Forever After:	\$238,700,000
How to Train Your Dragon:	\$217,600,000
Madagascar 3: Europe's Most Wanted:	\$216,400,000
Kung Fu Panda 2:	\$165,200,000

Conclusions

Adventure/Drama/Sport films make the most money in the Domestic Box Office, invest in live sporting events.

Action/Adventure/Sci-fi and Action/Adventure/Animation films are the 2nd and 3rd most profitable genres, those with sequels do the best.

Because Documentaries are the highest rated genre, invest in these as well, for recognition and awards.

In the future, data from 2019 onward would be interesting to look at to see how the film industry was affected by the Covid-19 Pandemic and how they adapted.

Thank you!

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