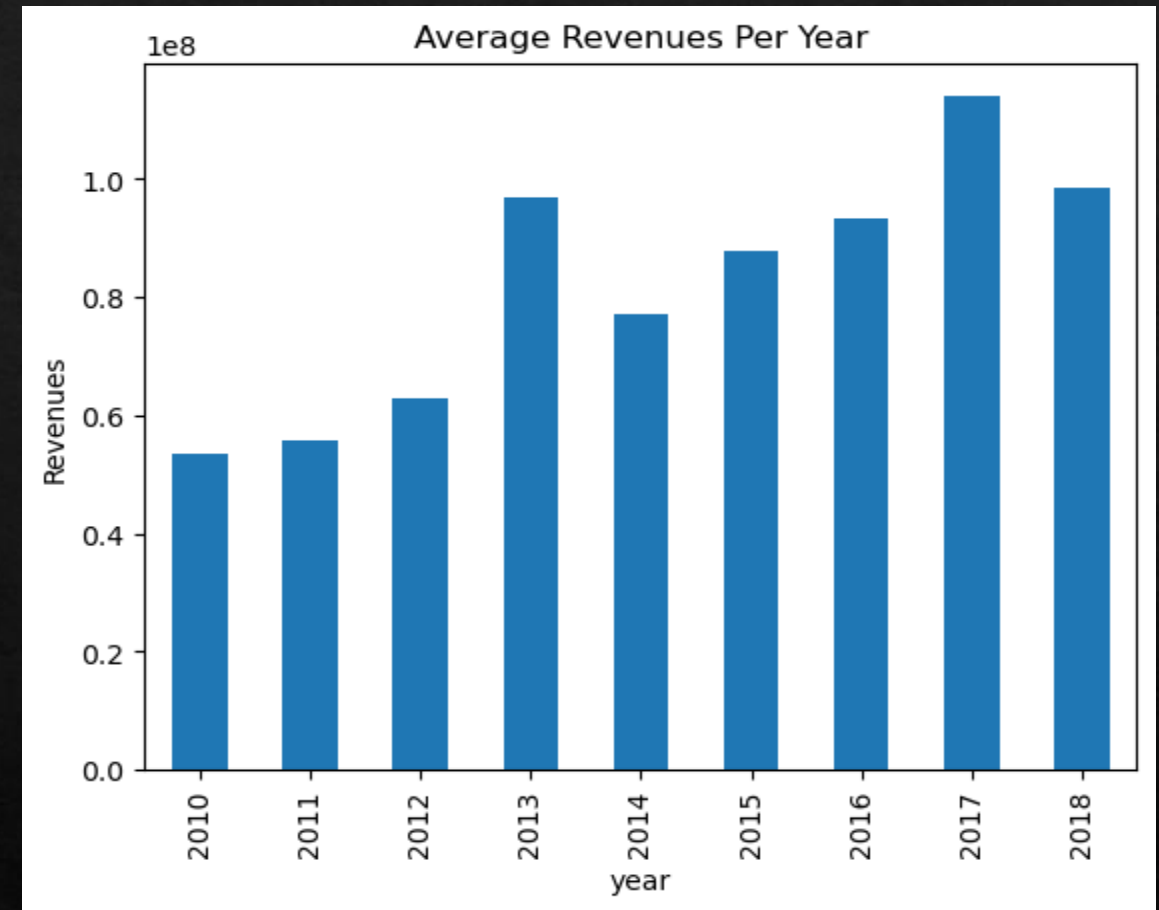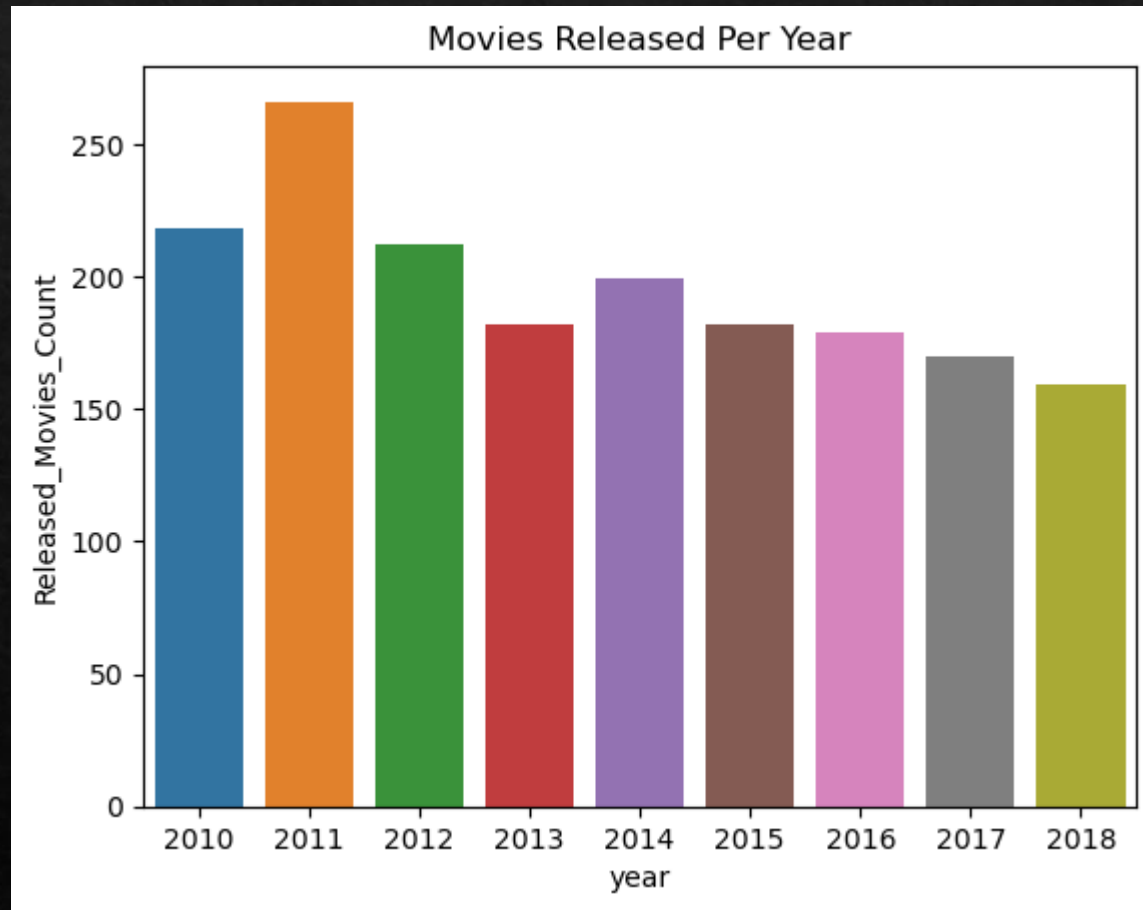# PHASE 1

PROJECT

Presentation By:

Marvin O. Agumba

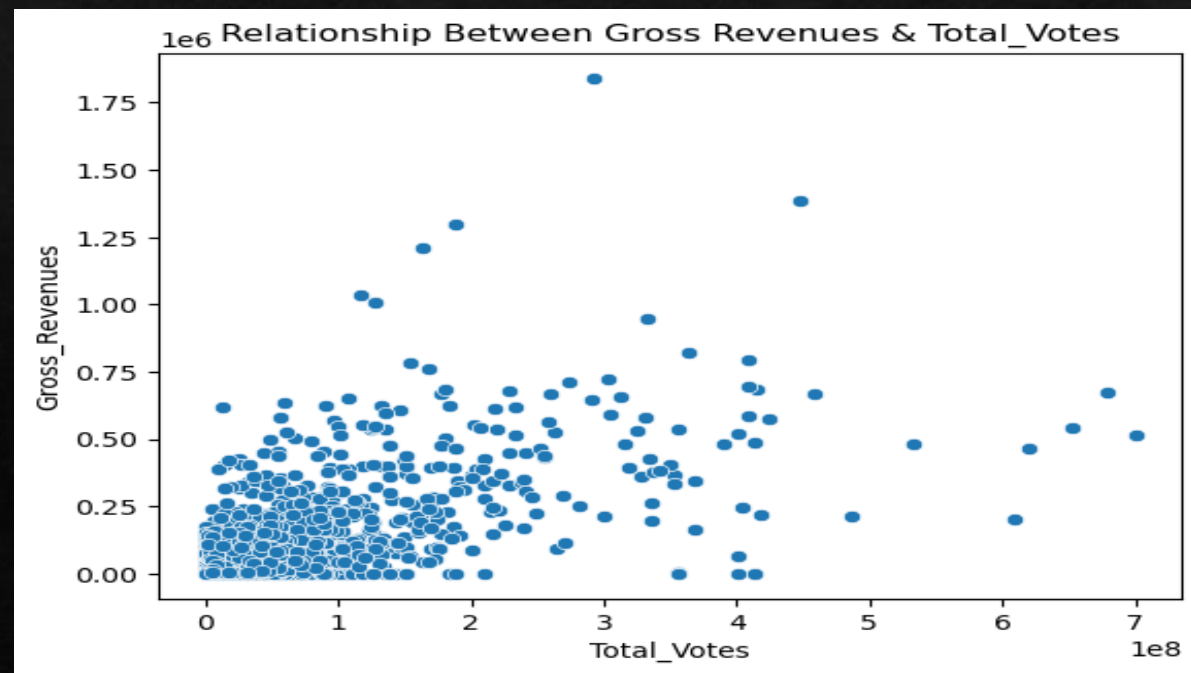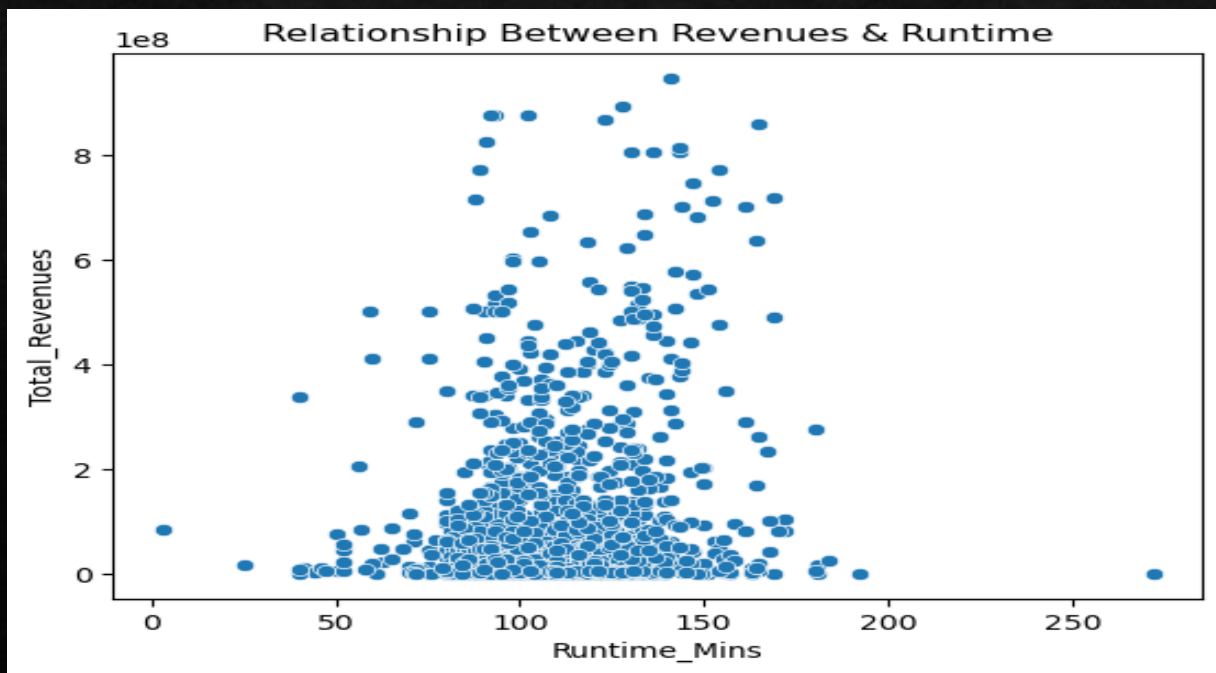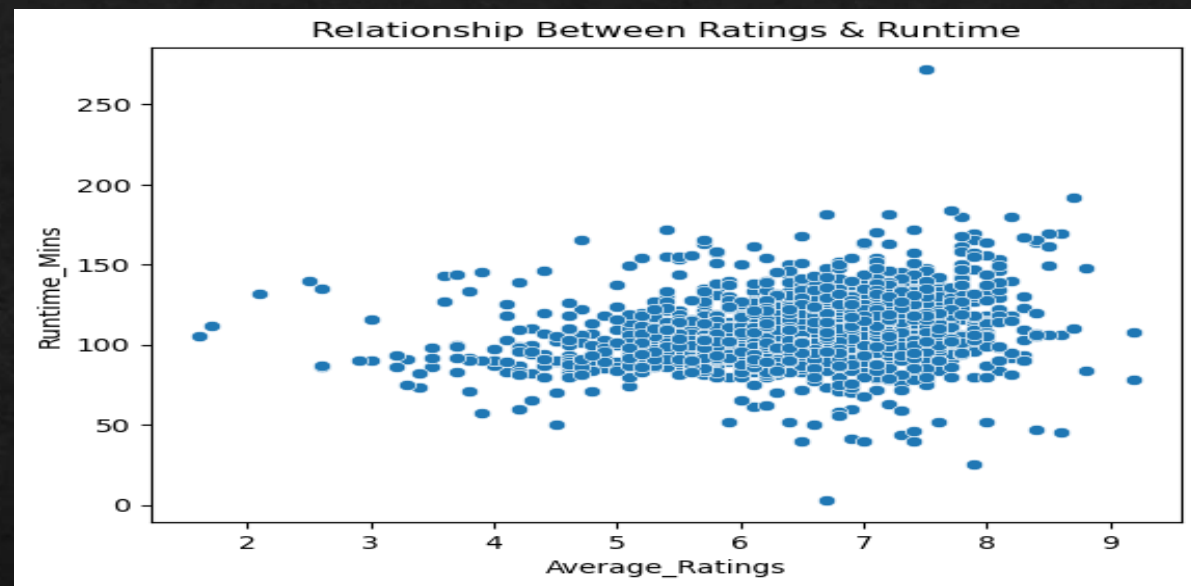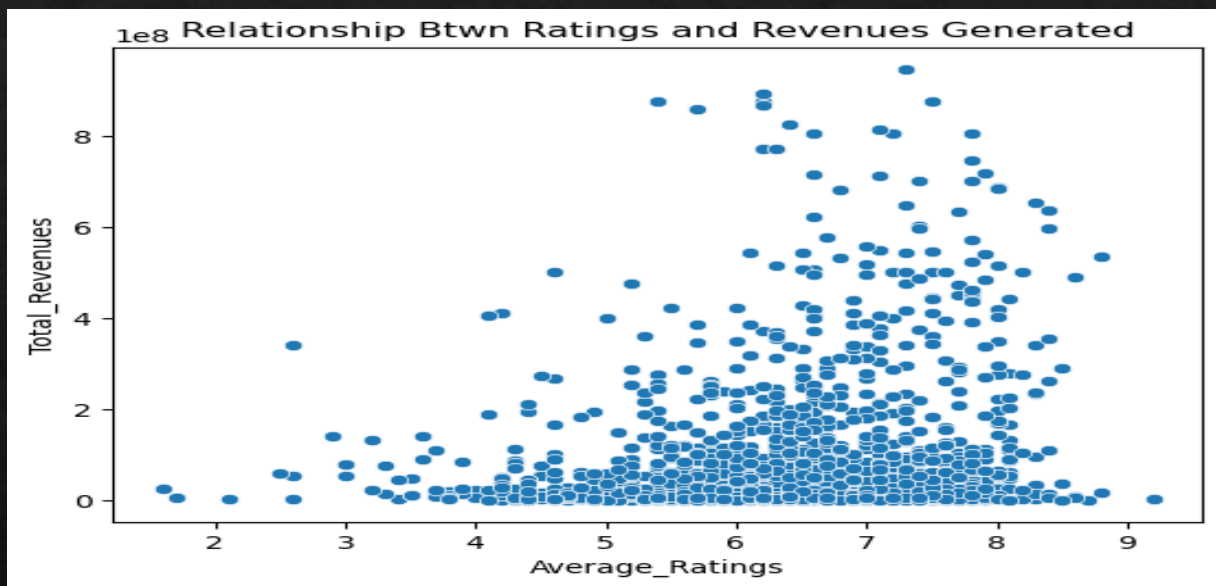February 2023

Purpose/Project Objective

To influence a Company's Decision in the type of films they should produce that shall yield significant returns to the company upon release.

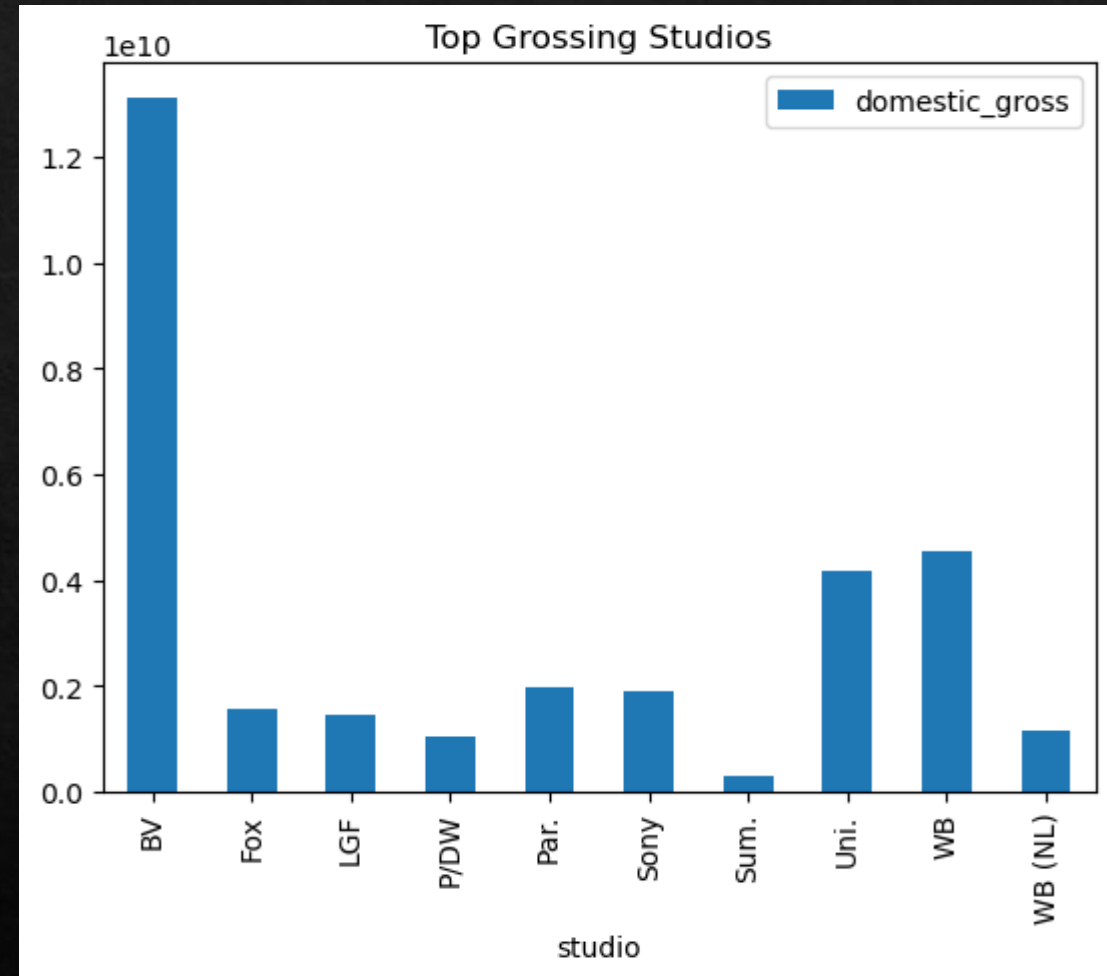# Trend visualization of total movies released & total revenues generated past 9 Years
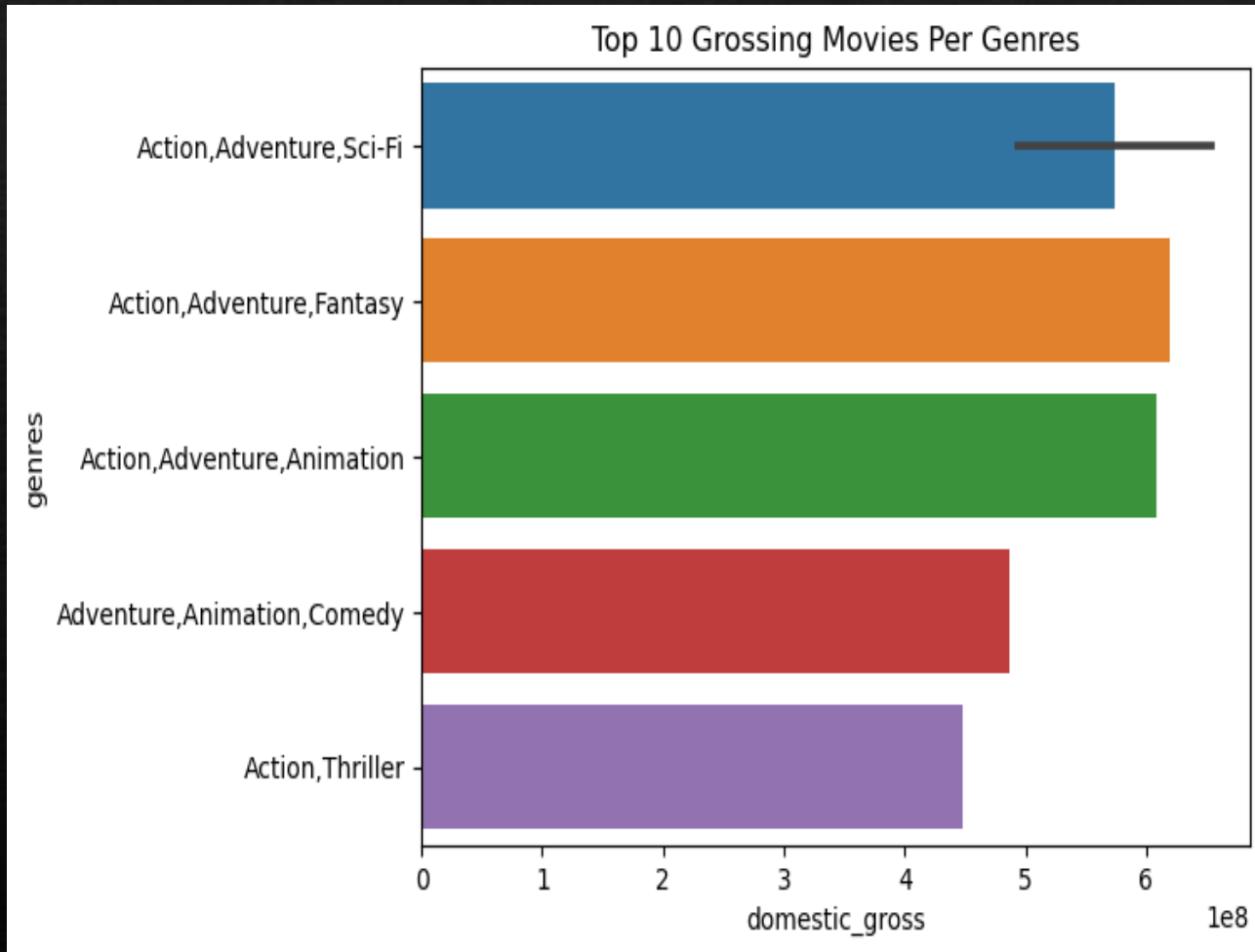

Fewer movies being released year on year
Reducing revenues post 2017

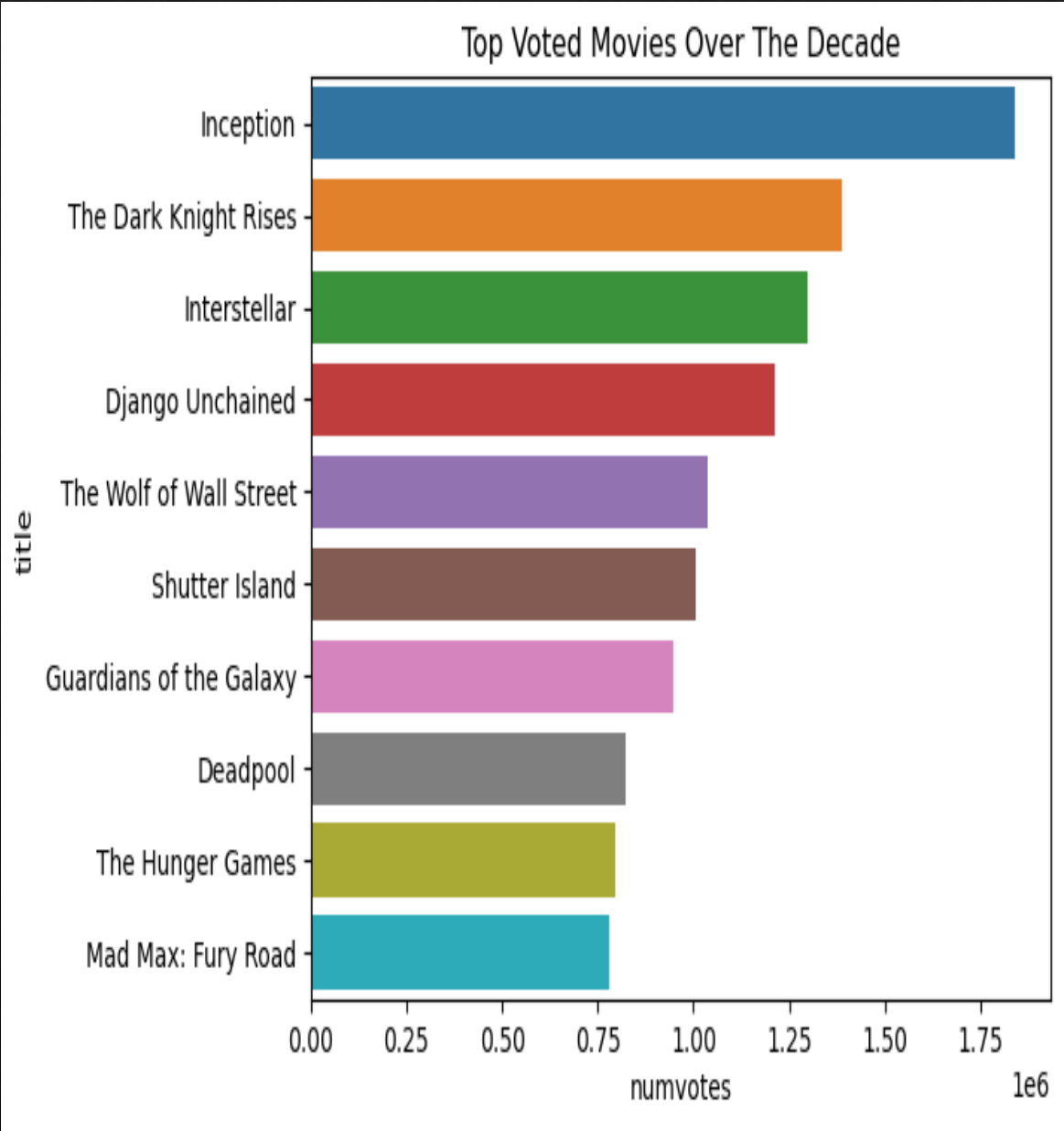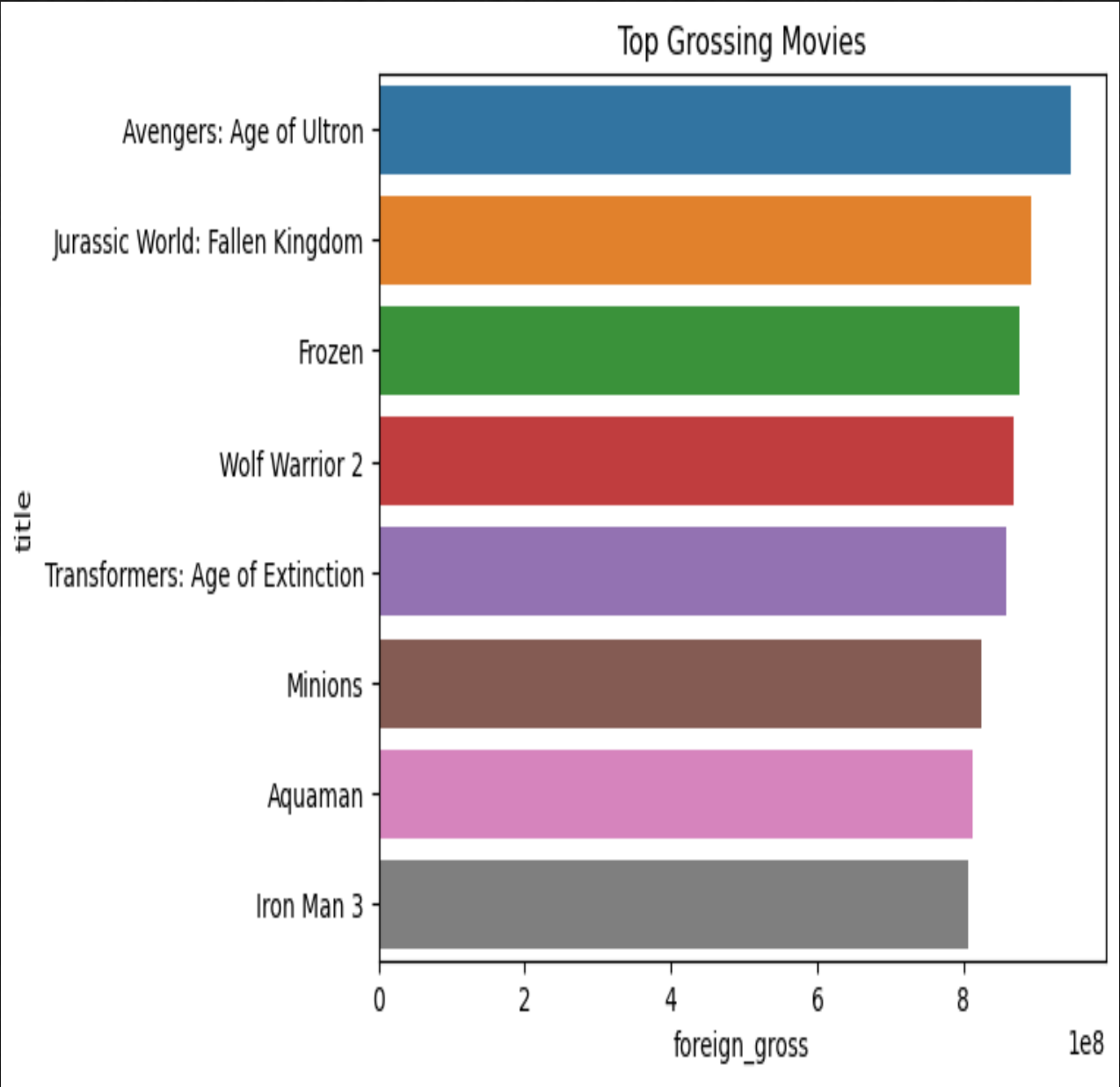# Relationship Between Various Variables in the Dataset
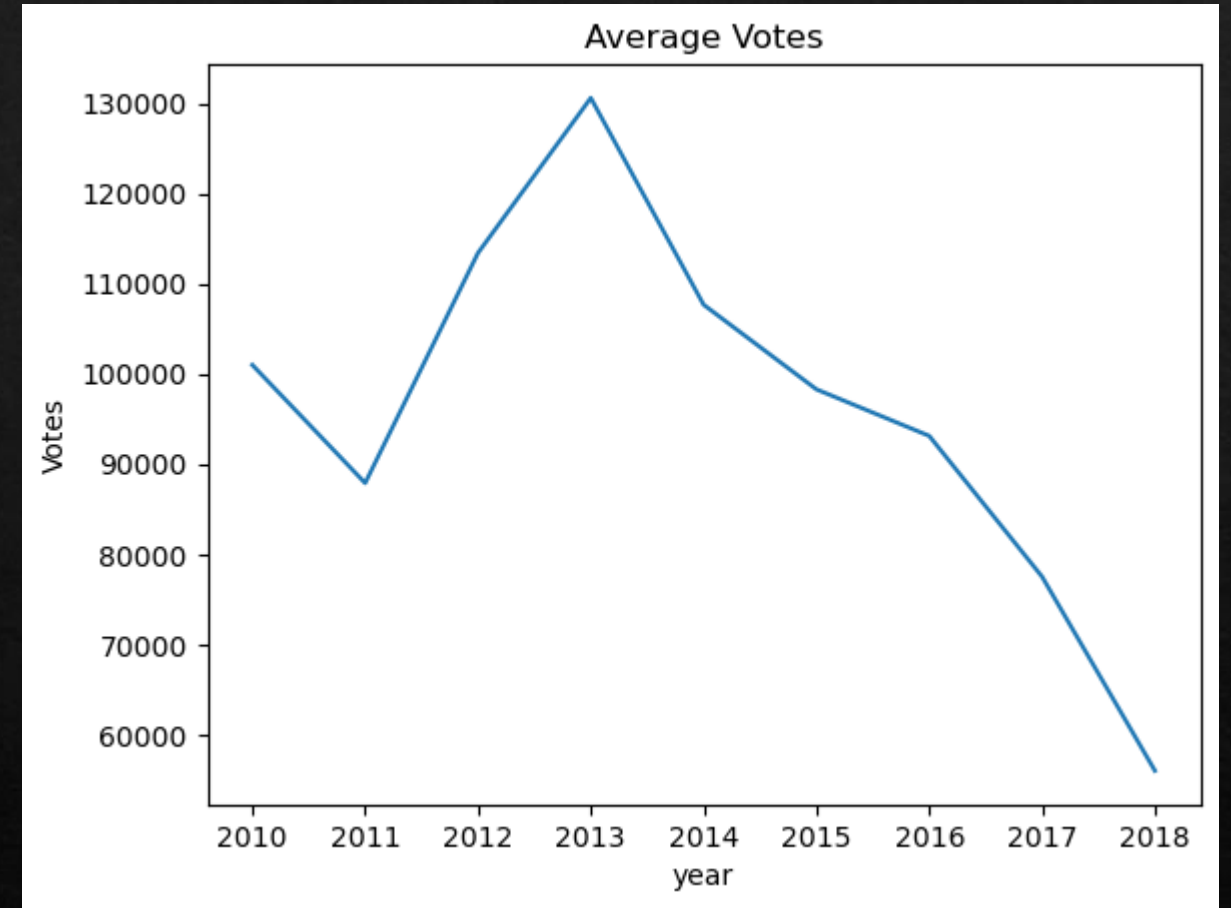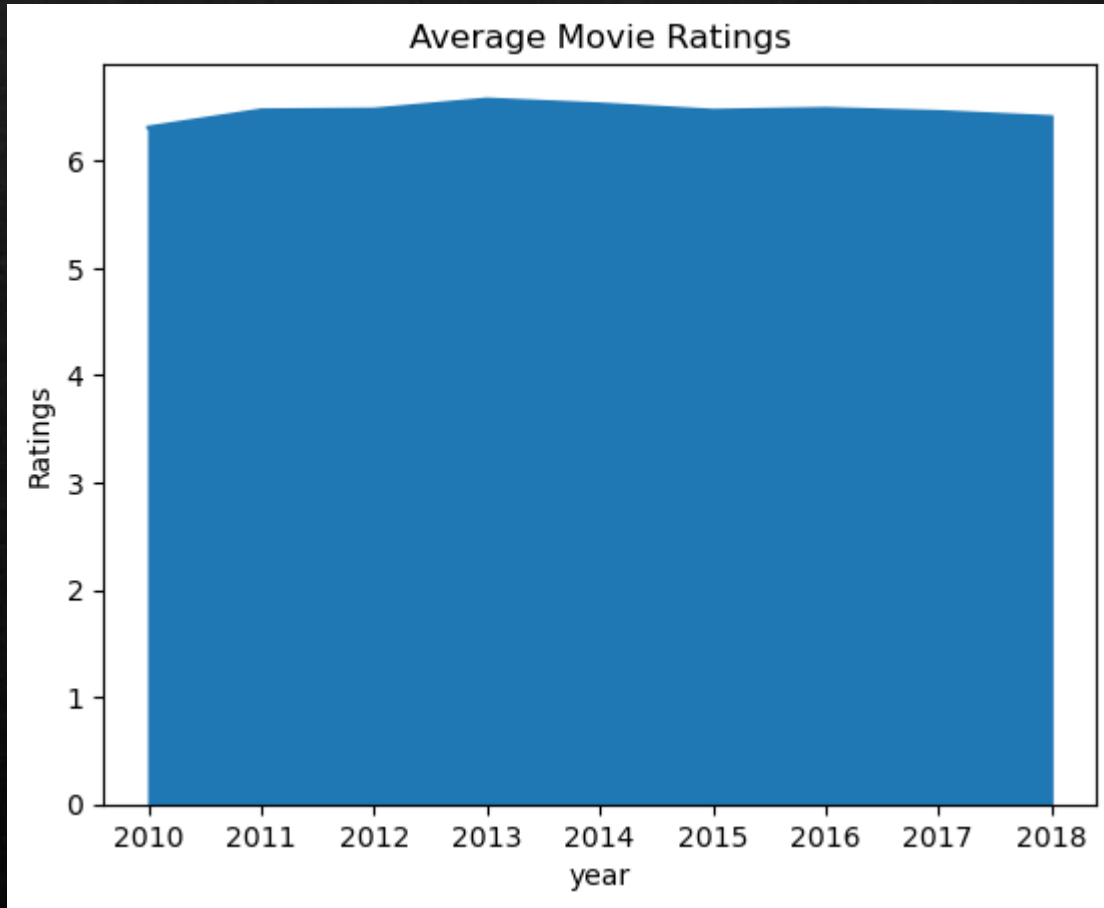
Top Earners (Movie Genres & Studios)

Action Movies generating highest gross revenues
Sci-Fi & Fantasy action movies highest revenue generation
BV studios top grossing (Dominant)

Top Movies

Average Rating & Votes of Movies Per Year

Findings:

1. Revenues & number of movie releases declining annually with the rise of streaming sites.

2. The higher the movies ratings doesn't necessarily translate to higher gross revenues.

3. Dominant players already in the market controlling over 90% of market share.

4. Average movies run time 108 minutes

5. Action movies most profitable

Recommendations:

1. Reserved budget – market dominated by few players & reduced revenues due to technological advancements

2. Movies Runtime – Target average of 130 minutes

3. Aim to produce Action-Sci Fi movies

4. Consider partnering with streaming companies to tap into that emerging market