




FILMING INDUSTRY MARKET RESEARCH

December 2021

Sergey Syrvachev
Data Scientist



EVERY TIME I GO TO
A MOVIE, IT'S
MAGIC, NO MATTER
WHAT THE MOVIE'S
ABOUT.

STEVEN SPIELBERG



1

INTRODUCTION

2

RESEARCH

3

FINALISE

- Business problem
- Data
- Methods
- Challenges

- Market Research
- Competitor analysis
- Genre Ratings
- Genre/profit
- Film principals

- Business recommendations

INTRODUCTION

- Business problem
- Data sources
- Methods
- Challenges

BUSINESS PROBLEM

Microsoft sees all the big companies **creating original video content** and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring **what types of films are currently doing the best at the box office**. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help **decide what type of films to create**



DATA SOURCES

1) **Box Office Mojo**

Box Office Mojo website, that tracks box-office revenue in a systematic, algorithmic way.

Website: <https://www.boxofficemojo.com/>

2) **IMDB**

The largest website related to movies.

website: <https://www.imdb.com/>

3) **The Numbers.**

The Numbers is a film industry data website that tracks box office revenue in a systematic, algorithmic way.

Website: <https://www.the-numbers.com/>

4) **The Movie Database (TMDB)**

The Movie Database (TMDB) is a community built movie and TV website: www.themoviedb.org



DATA METHODS

1) **Methods**

This project is based on exploratory analysis to find business insights and confirm them with visualizations.

2) **Instruments**

The main instrument is Python with additional libraries:

- Numpy, Pandas
- Json, CSV
- Matplotlib, Seaborn

3) **Focus**

Analyzing financials and finding useful insights.



DATA CHALLENGES

1) **Redundant information**

Data obtained from data sources is distorted and without additional filters does not reflect actual facts.

2) **Different data sources**

Data comes from different independent sources and it makes it difficult to combine to standardized form for analysis

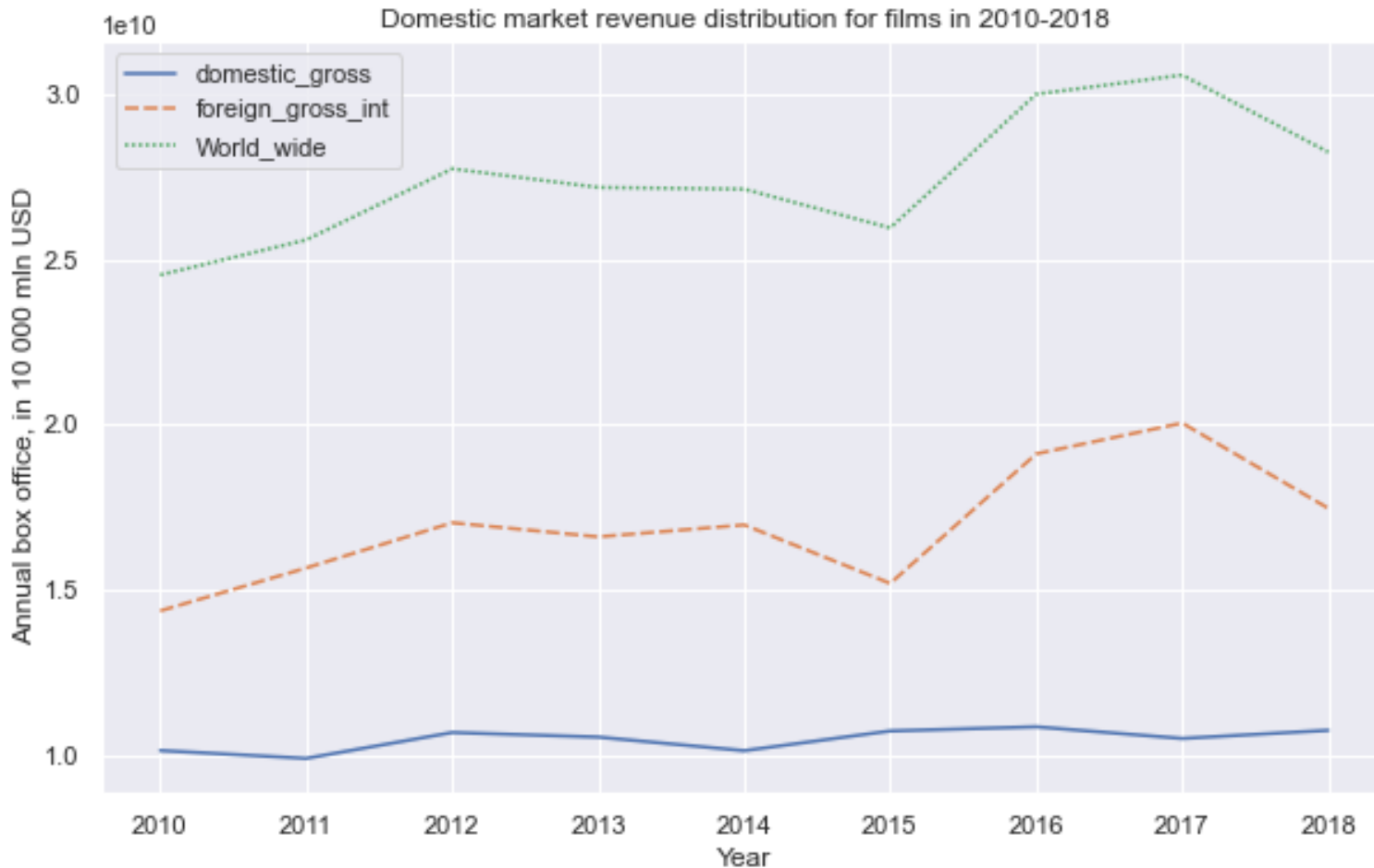
3) **Noise**

Explicit data results in much informational noise



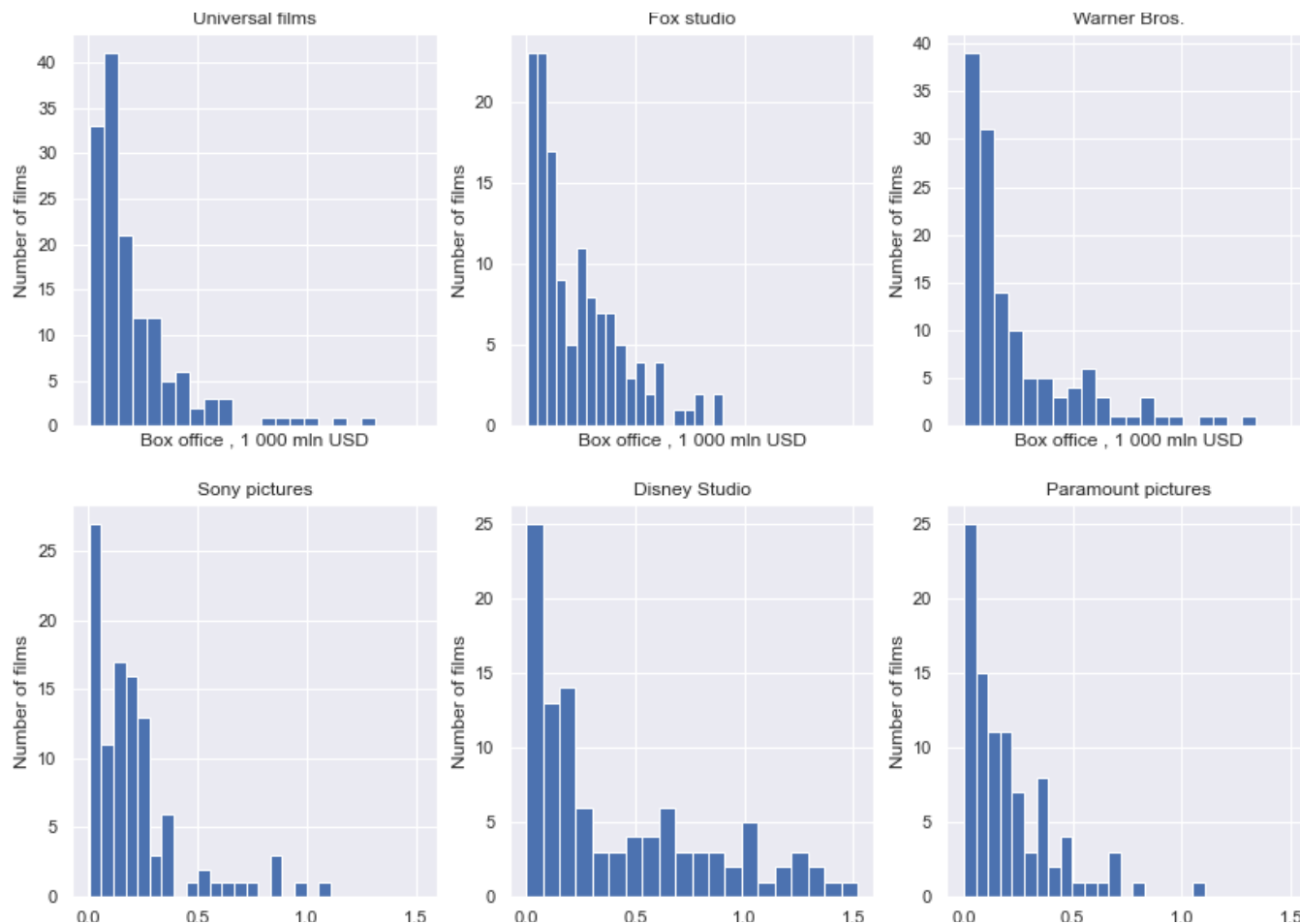
RESEARCH

- Market Research
- Competitor analysis
- Genre Ratings
- Genre/profit
- Film principals



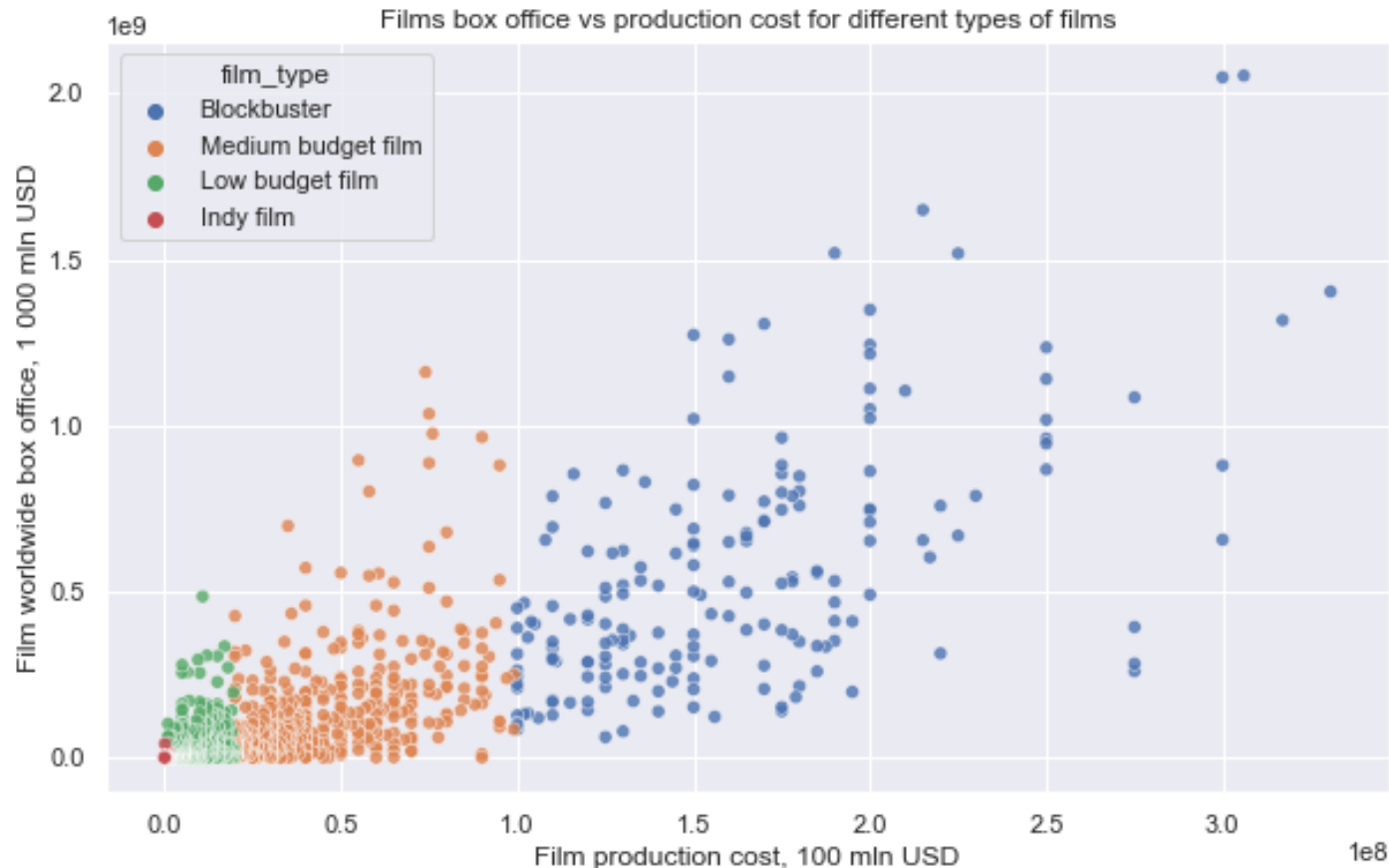
STABLE GROWING MARKET WITH ANNUAL GROWTH RATE 2%

TOP6 STUDIOS



MEAN BOX OFFICE - 120 MLN USD/FILM

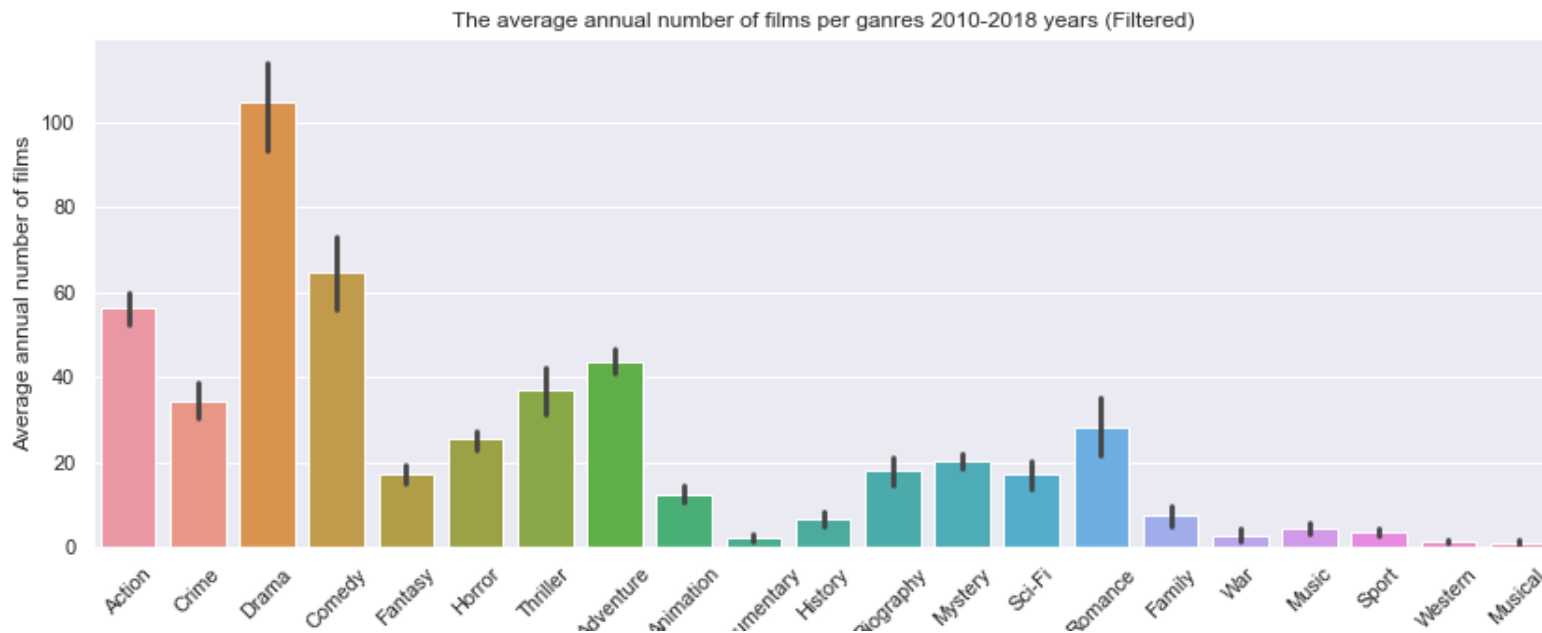
PRODUCTION COST/BOX OFFICE CORRELATION



MEDIUM POSITIVE CORRELATION FOR FILMS 20-100 MLN USD

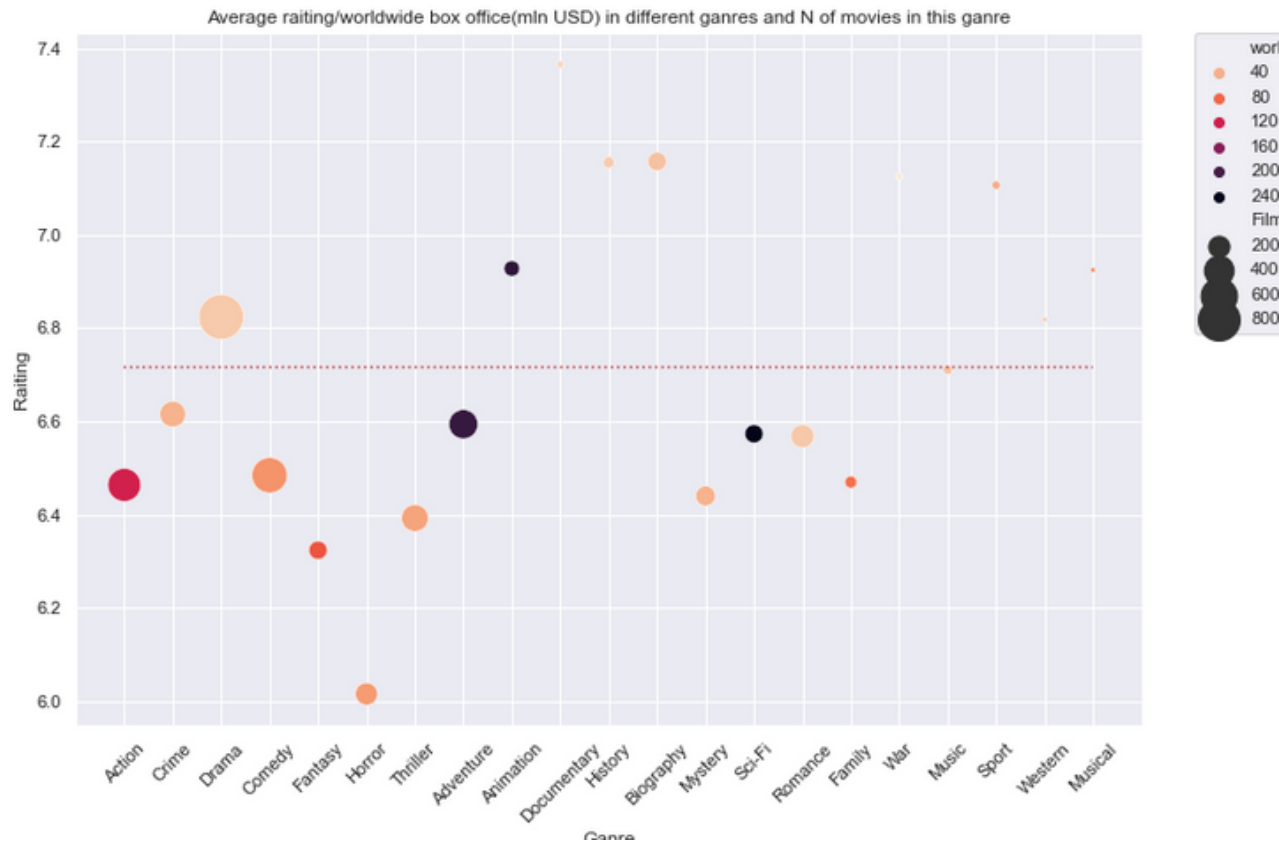
STRONG POSITIVE CORRELATION FOR FILMS 100+ MLN USD

NUMBER OF FILMS IN EACH GANRE



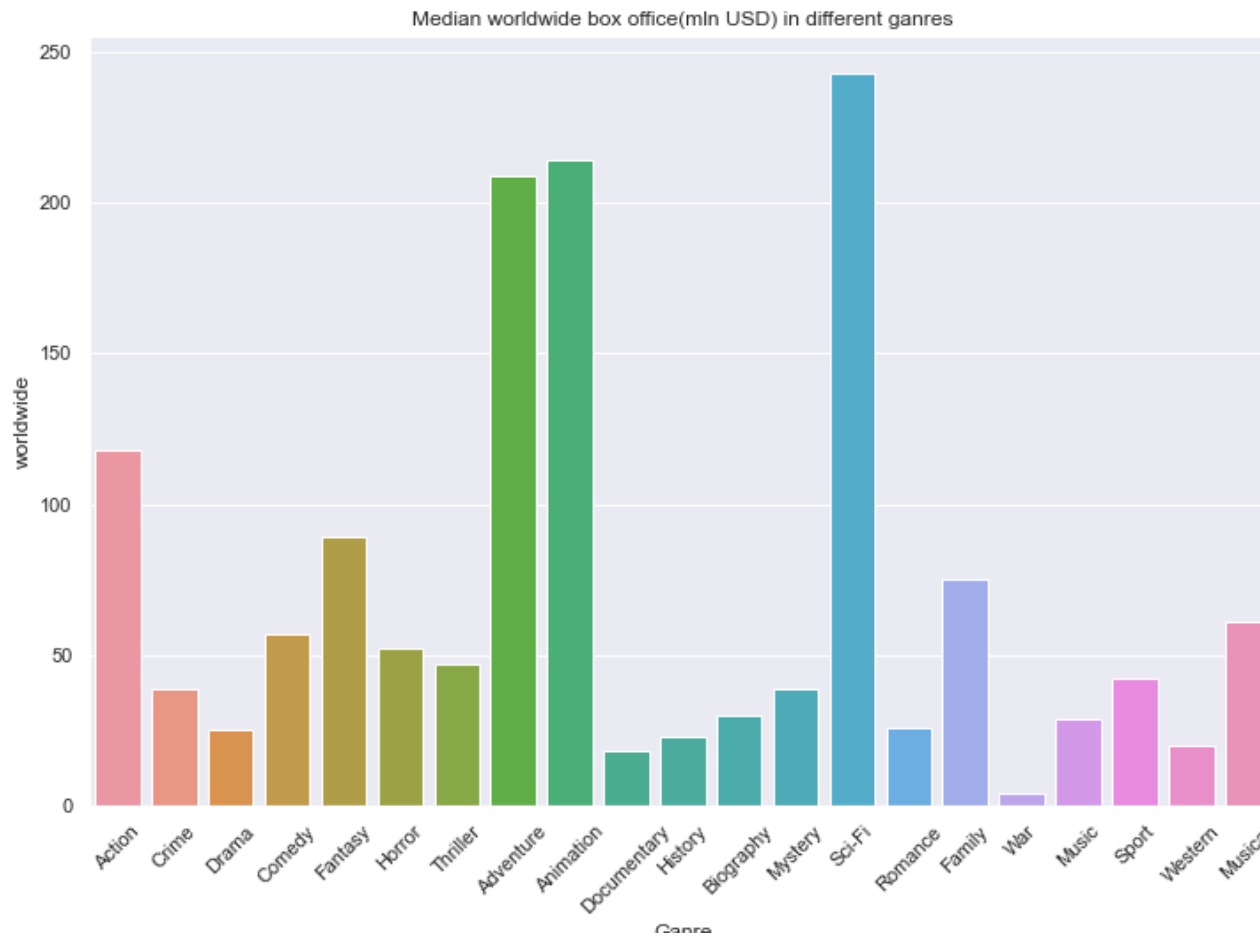
GENRE WITH THE MOST FILMS: **DRAMA, COMEDY, ACTION :**

GENRE RATINGS



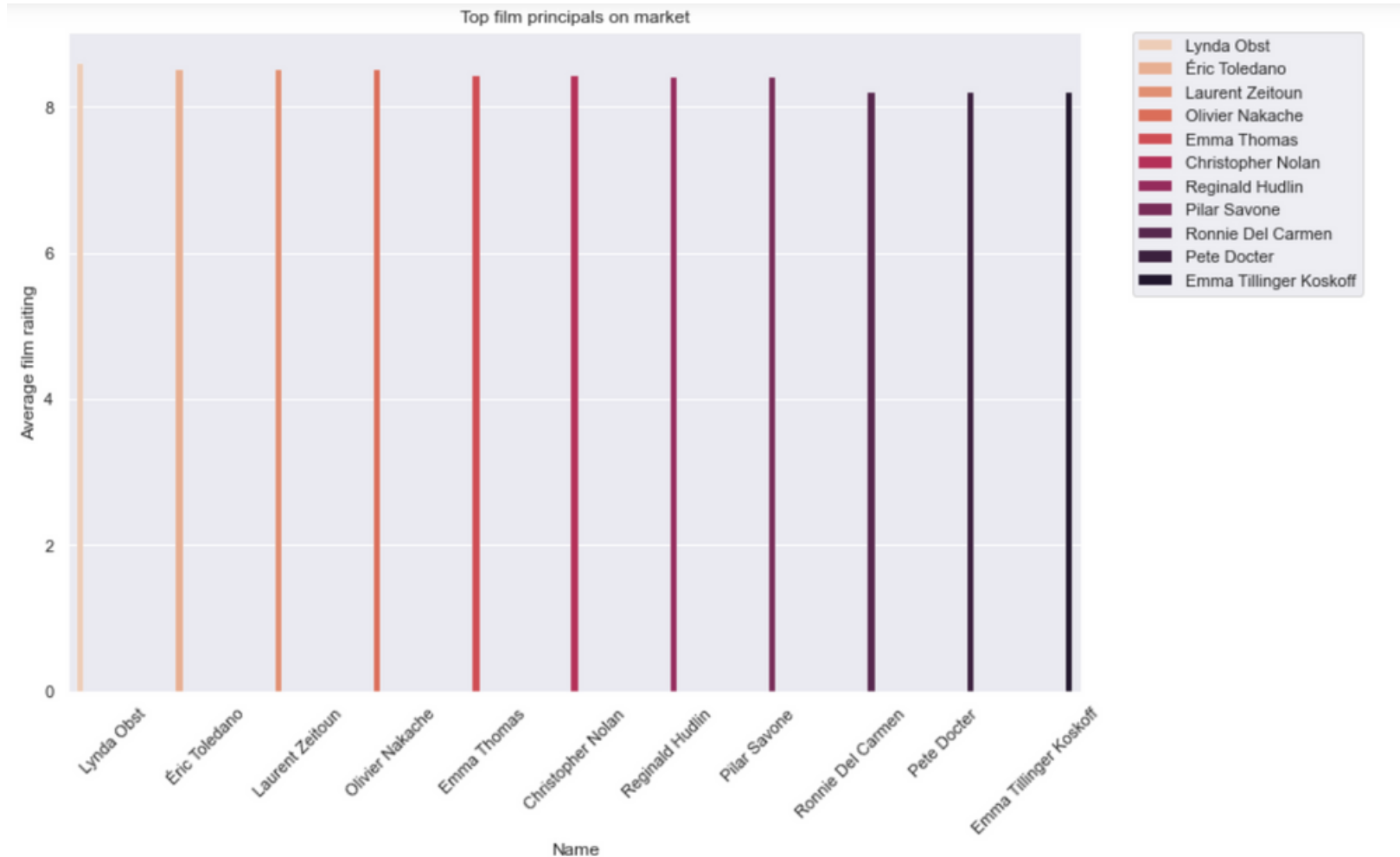
THE MOST POPULAR GENRE:
DOCUMENTARY, HISTORY, BIOGRAPHY :

PROFITABLE GENRES



THE MOST PROFITABLE GENRE: **ADVENTURE, ANIMATION, SCI-FI**

HIGHEST RATED DIRECTORS



THERE ARE A **VARIETY OF TOP-PERFORMING DIRECTORS**
TO CHOOSE FROM

Let's Discuss and Analyze Together

Business proposals:

01

BUDGET

The planned budget for film: 20+ mln USD

- Majority of films 20-100mln USD
- Some films 100+ USD

02

GENRES

The studio should focus on genres:

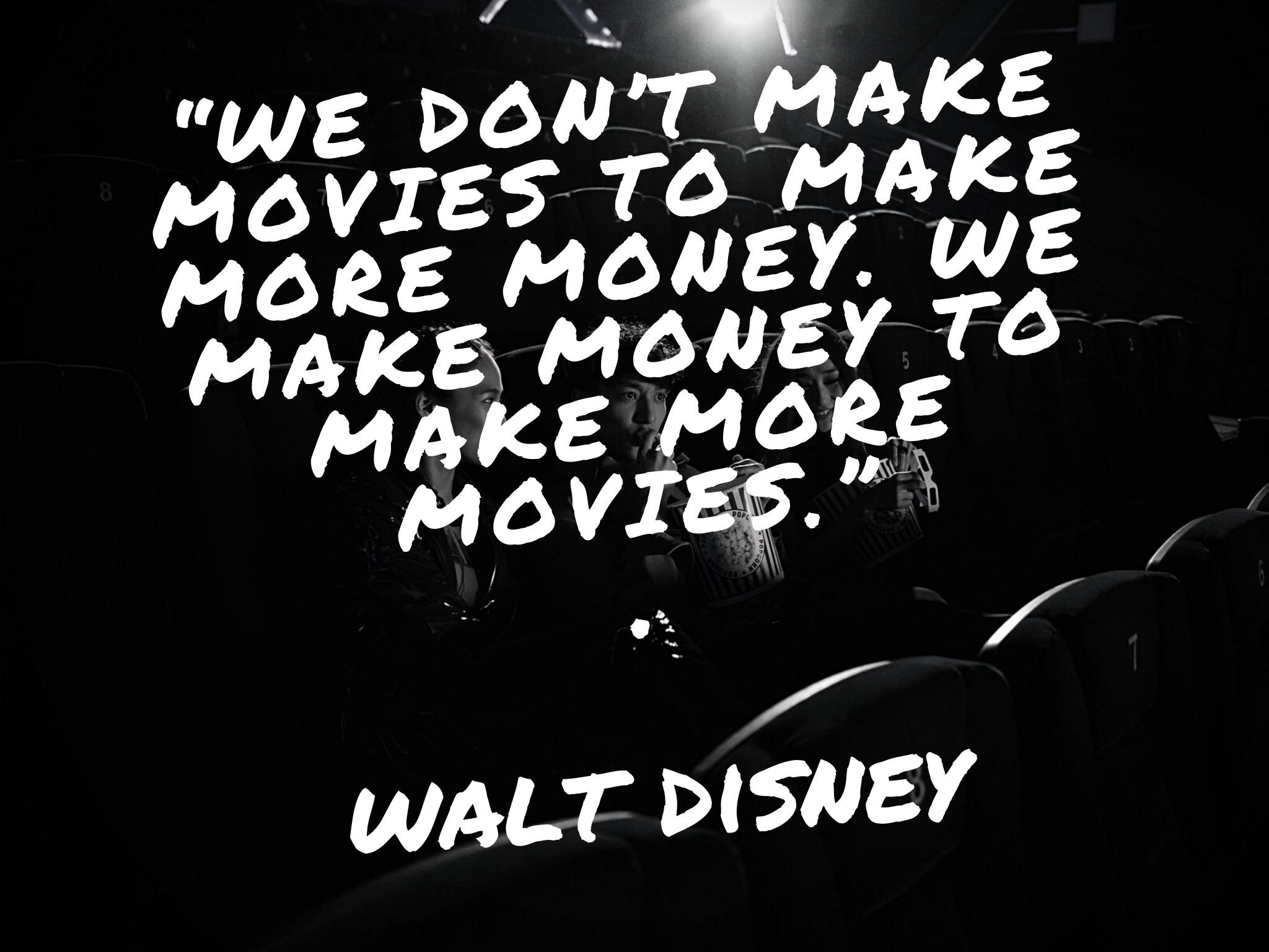
- adventure,
- animation,
- sci-fi

03

DIRECTORS

There are a variety of top-performing directors to choose from. The list is provided with this report.





"WE DON'T MAKE
MOVIES TO MAKE
MORE MONEY. WE
MAKE MONEY TO
MAKE MORE
MOVIES."

WALT DISNEY