

FILMING INDUSTRY MARKET RESEARCH

December 2021

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

STEVEN SPIELBERG



1 2 3

INTRODUCTION RESEARCH 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

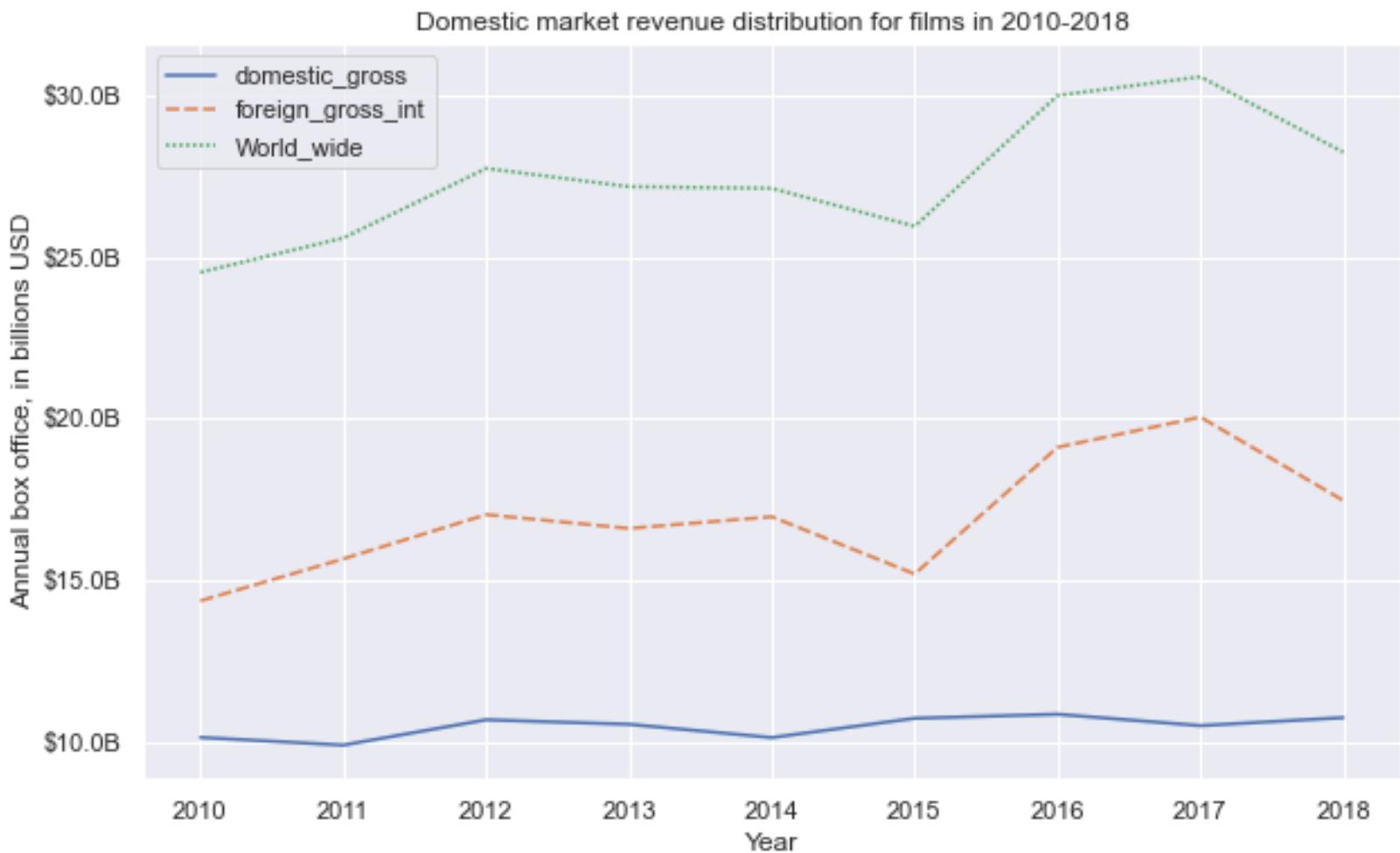
3) Noise

Explicit data results in much informational noise



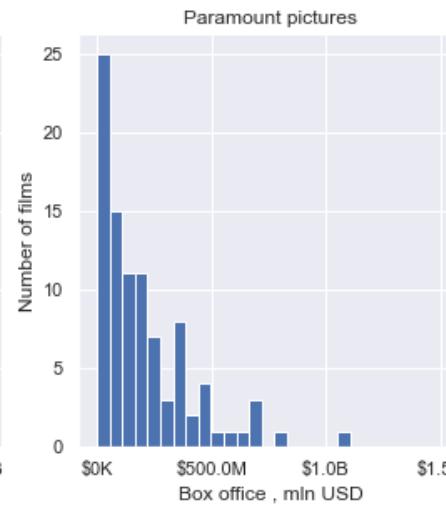
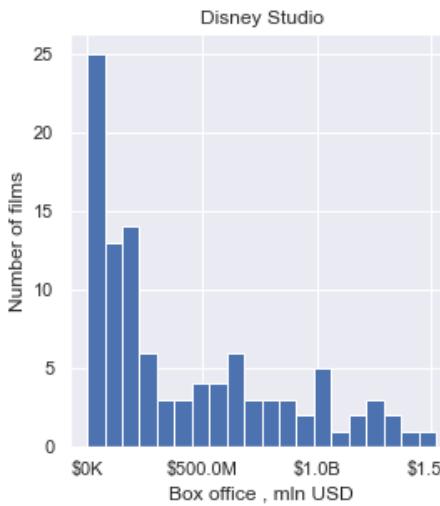
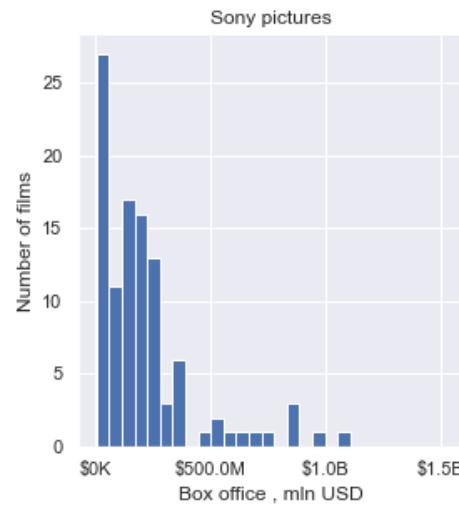
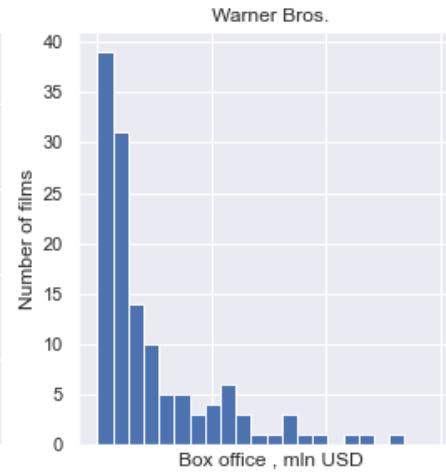
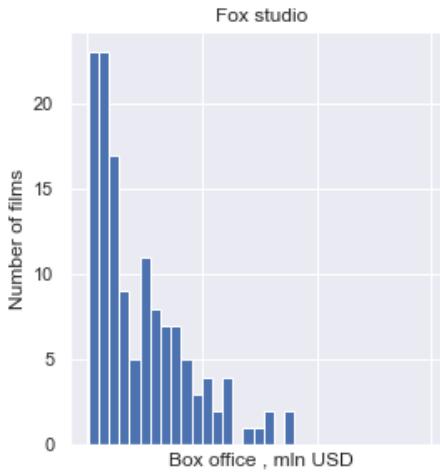
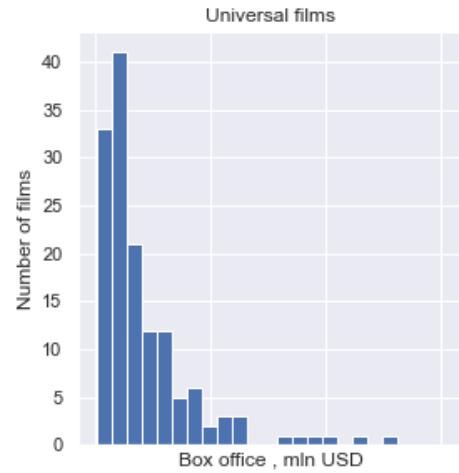
RESEARCH

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



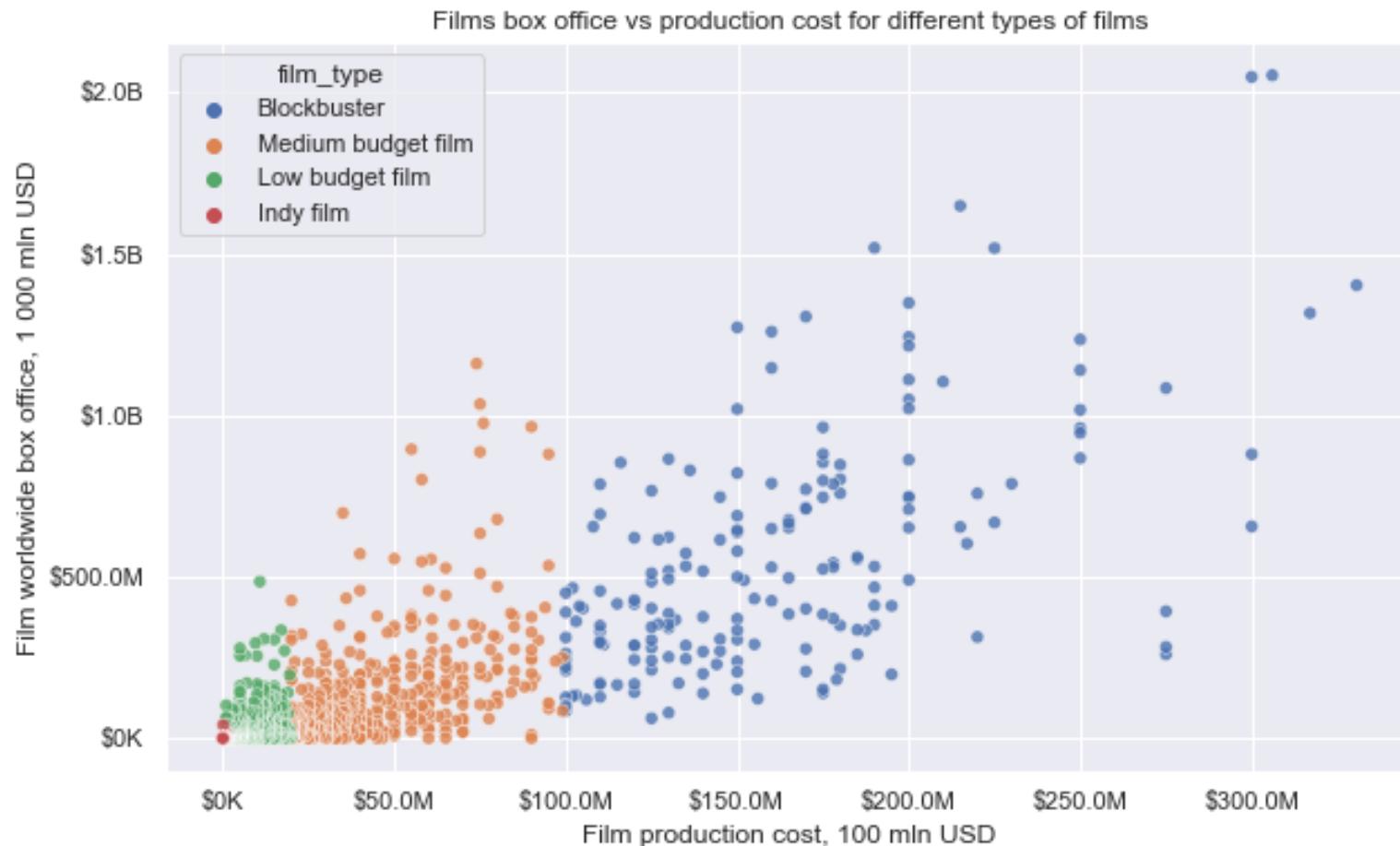
**STABLE GROWING MARKET WITH MARKET CAPACITY 30B USD,
AND ANNUAL GROWTH RATE 2%**

TOP6 STUDIOS



MEAN BOX OFFICE - 120 MLN USD/FILM

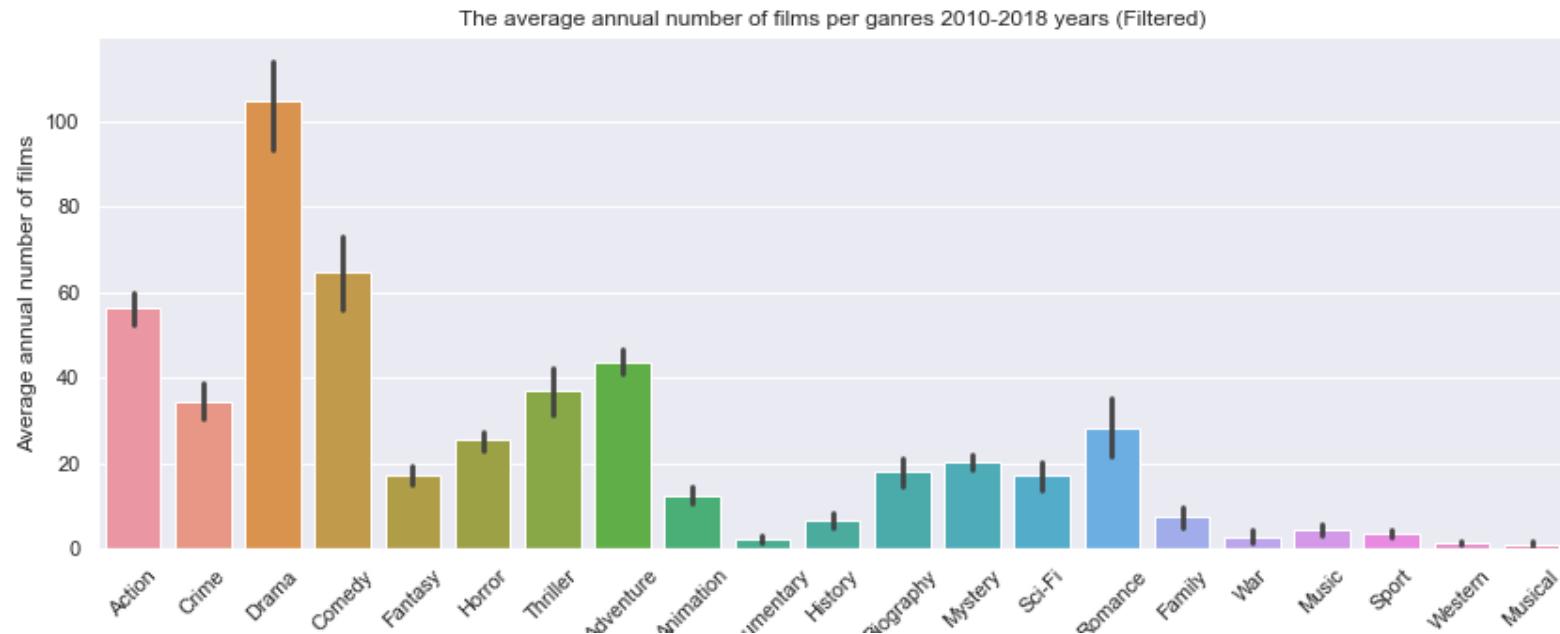
PRODUCTION COST/BOX OFFICE CORRELATION



MEDIUM POSITIVE CORRELATION FOR FILMS 20-100 MLN USD

STRONG POSITIVE CORRELATION FOR FILMS 100+ MLN USD

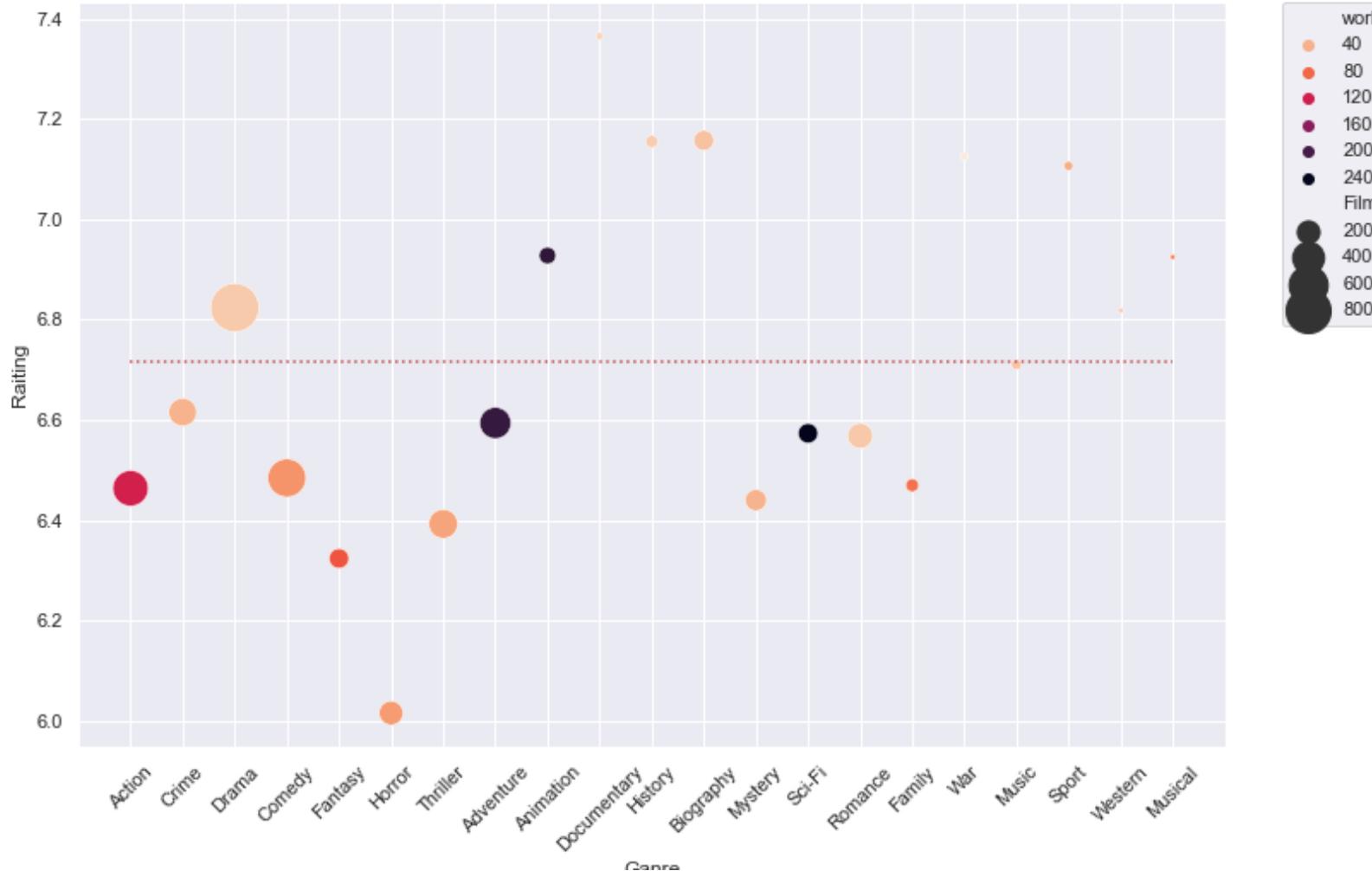
ANNUAL NUMBER OF FILMS IN EACH GANRE



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

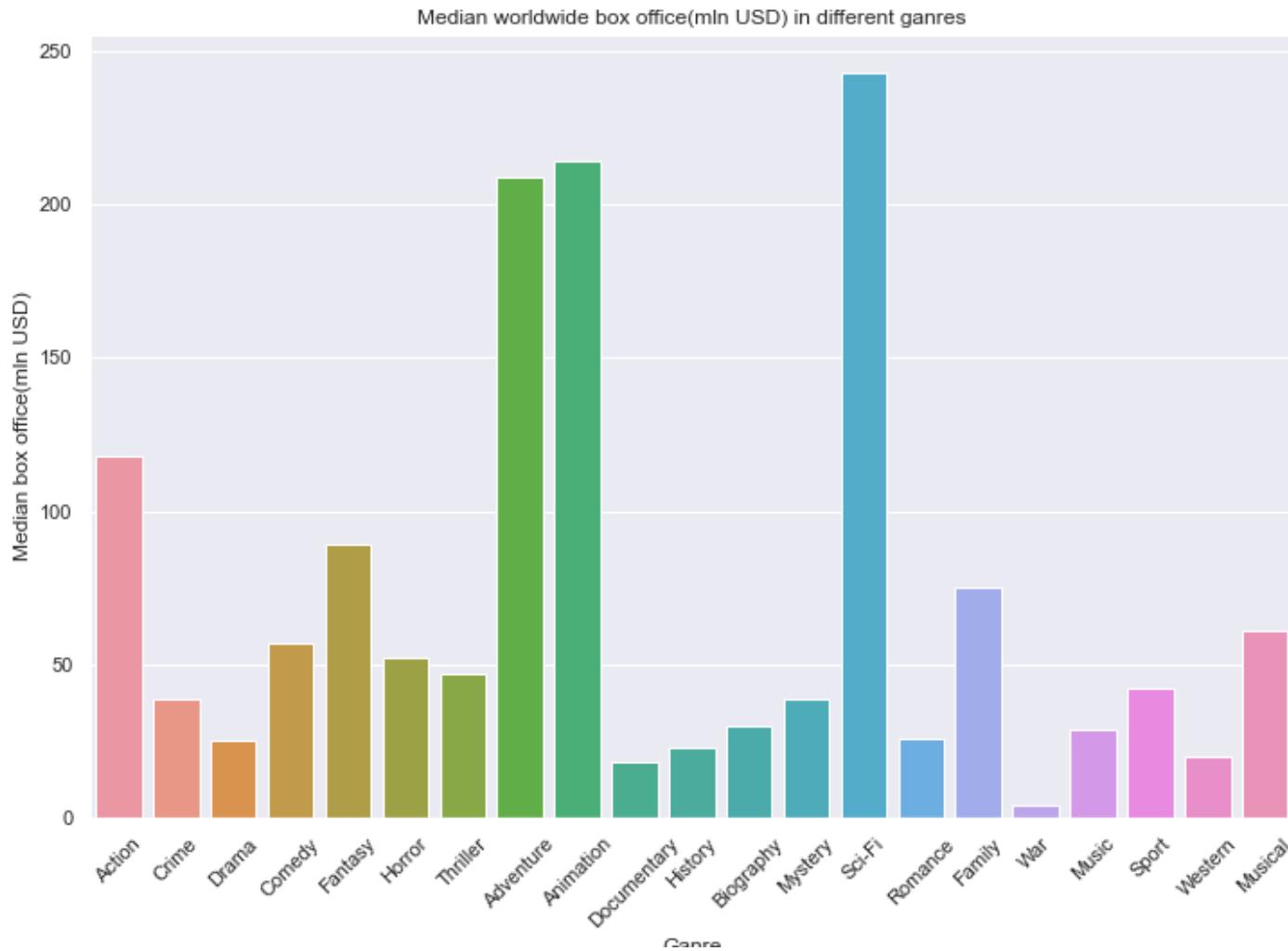
GENRE AVERAGE RATINGS

Average rating/worldwide box office(mln USD) in different genres and N of movies in this genre



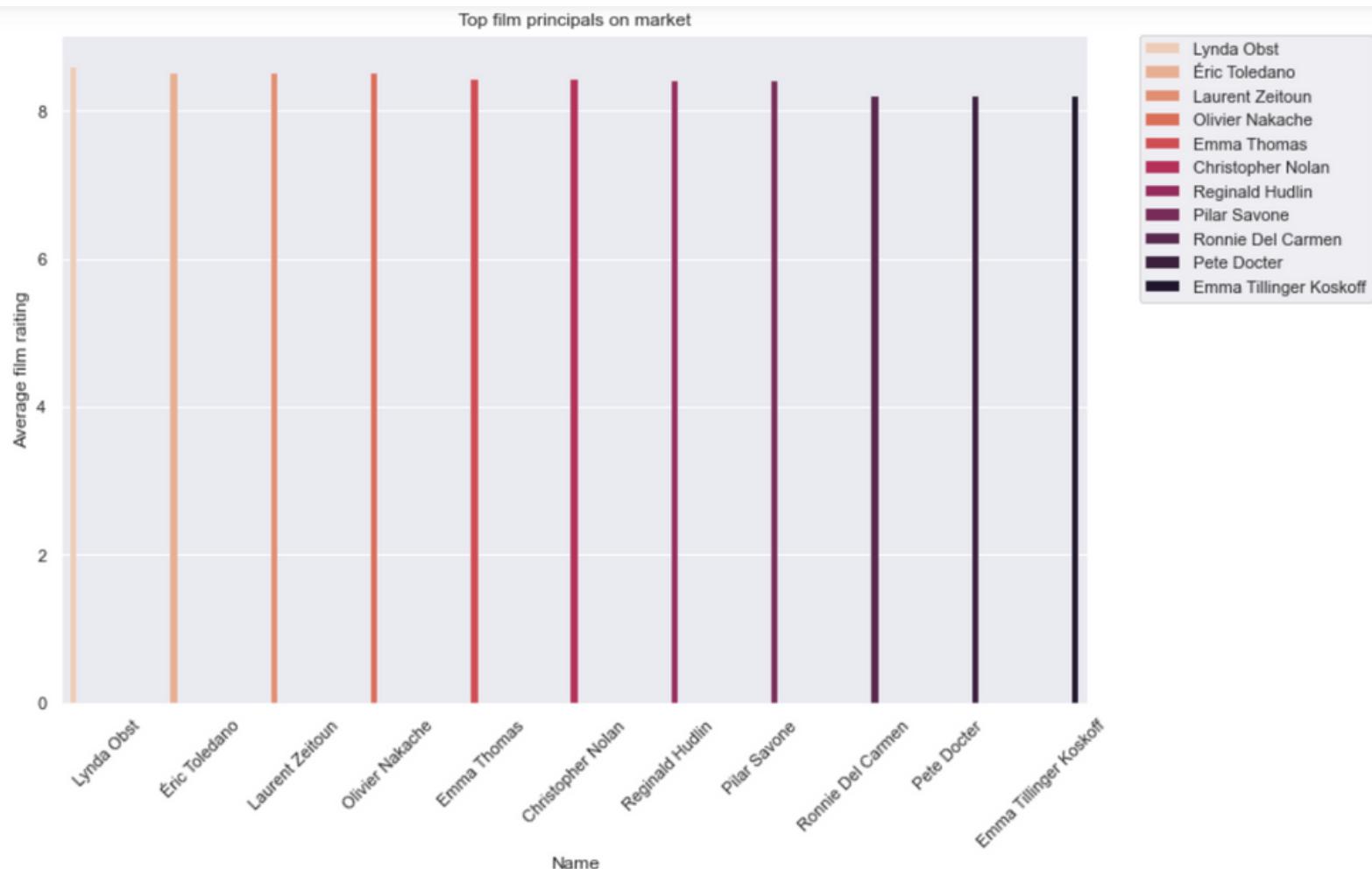
THE MOST POPULAR GENRE:
DOCUMENTARY, HISTORY, BIOGRAPHY :

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