

Determining the best  
films for a movie  
studio

# Business Understanding

- Movie studios major on producing content to consumers with an aim of earning income from the production.
- To discover the most effective films for a production company our focus will be on three variables; types of films, consumer preferences and income generated by existing movie studios.

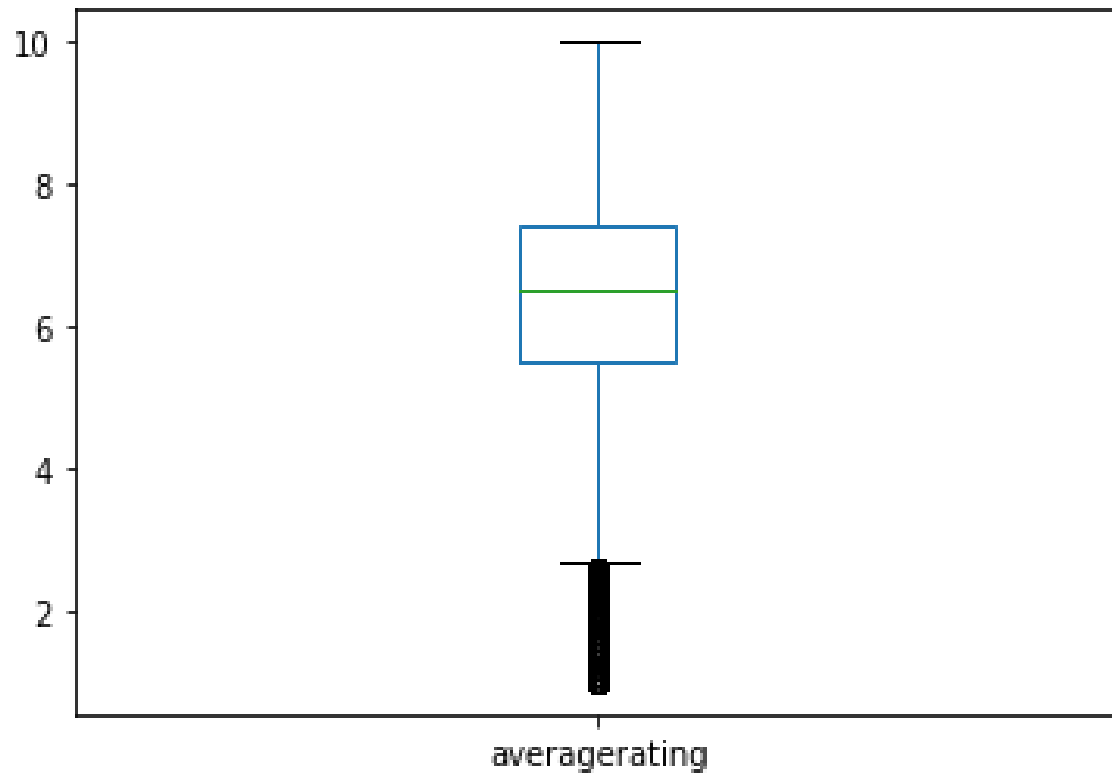
# Data Understanding

- The research implemented the use of secondary data to conduct analysis.
- The data was prepared for analysis by dealing with missing values and checking the data to ensure the missing values were eliminated.
- Types of films available was measured using genres, consumer preferences was measured using number of votes and income generated was measured using domestic gross.

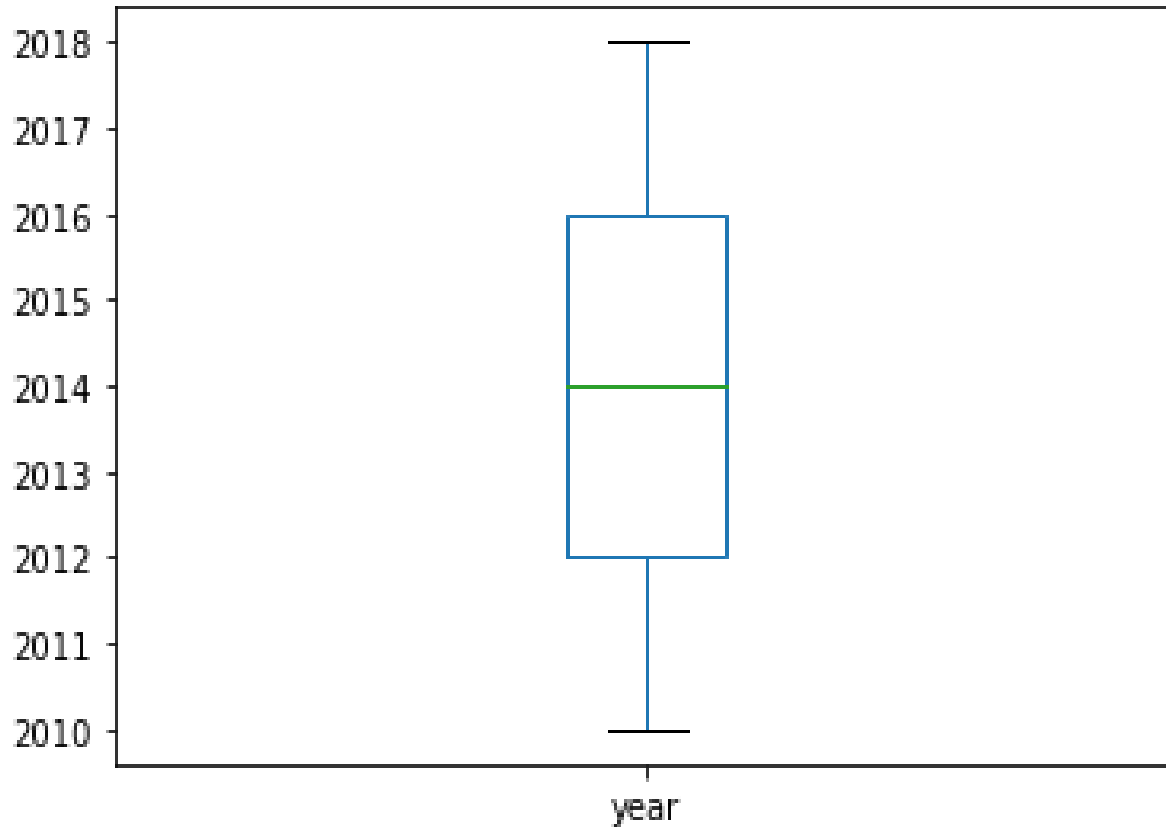
# Data Analysis

- Univariate data analysis was conducted to describe our variables of interest.
- Box plots were used to conduct univariate analysis on consumer preferences and income generated.
- The box plots showed that the data was fit for our analysis since it was normally distributed.

# Box plot on consumer preferences



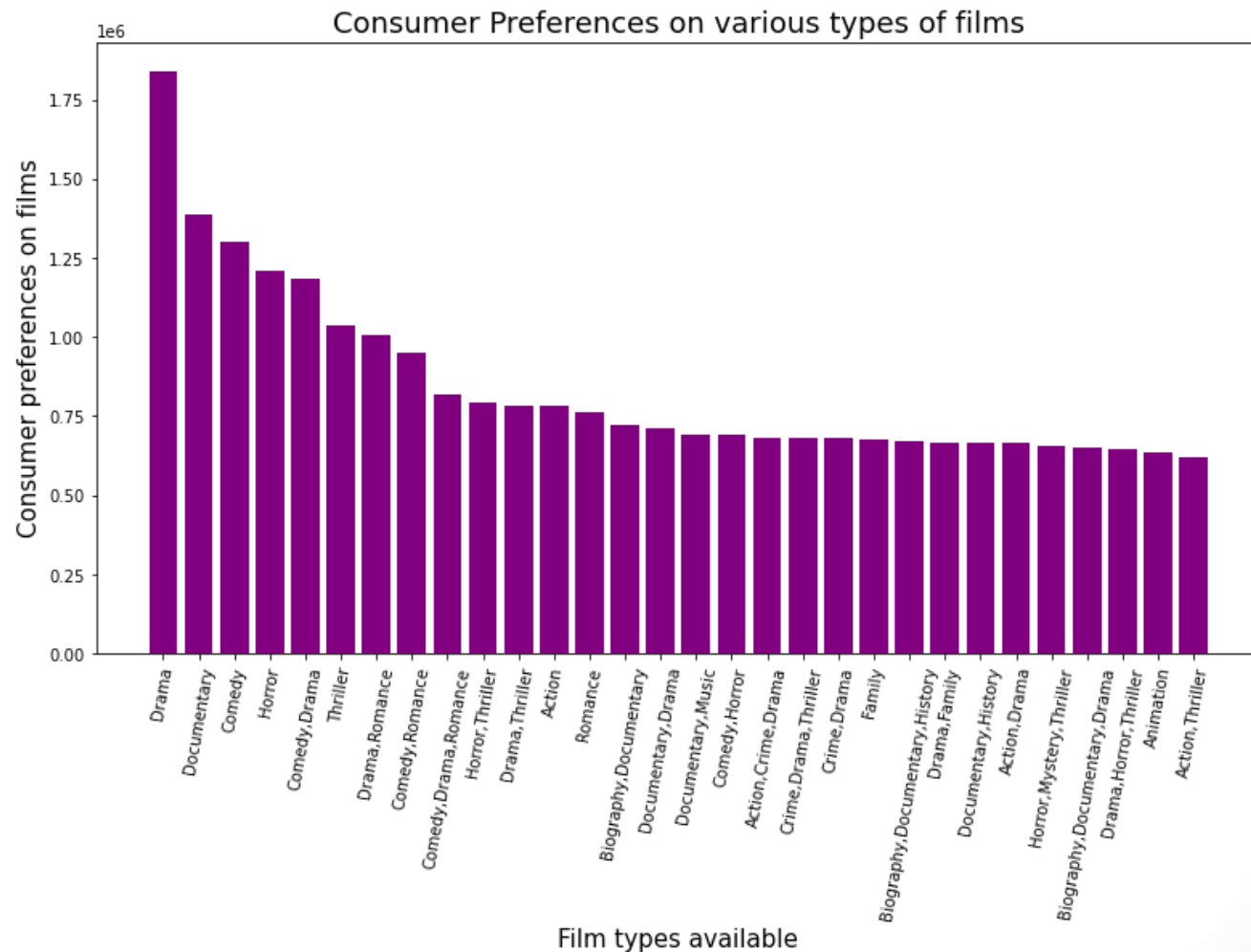
# Box plot on income generated



# Data analysis

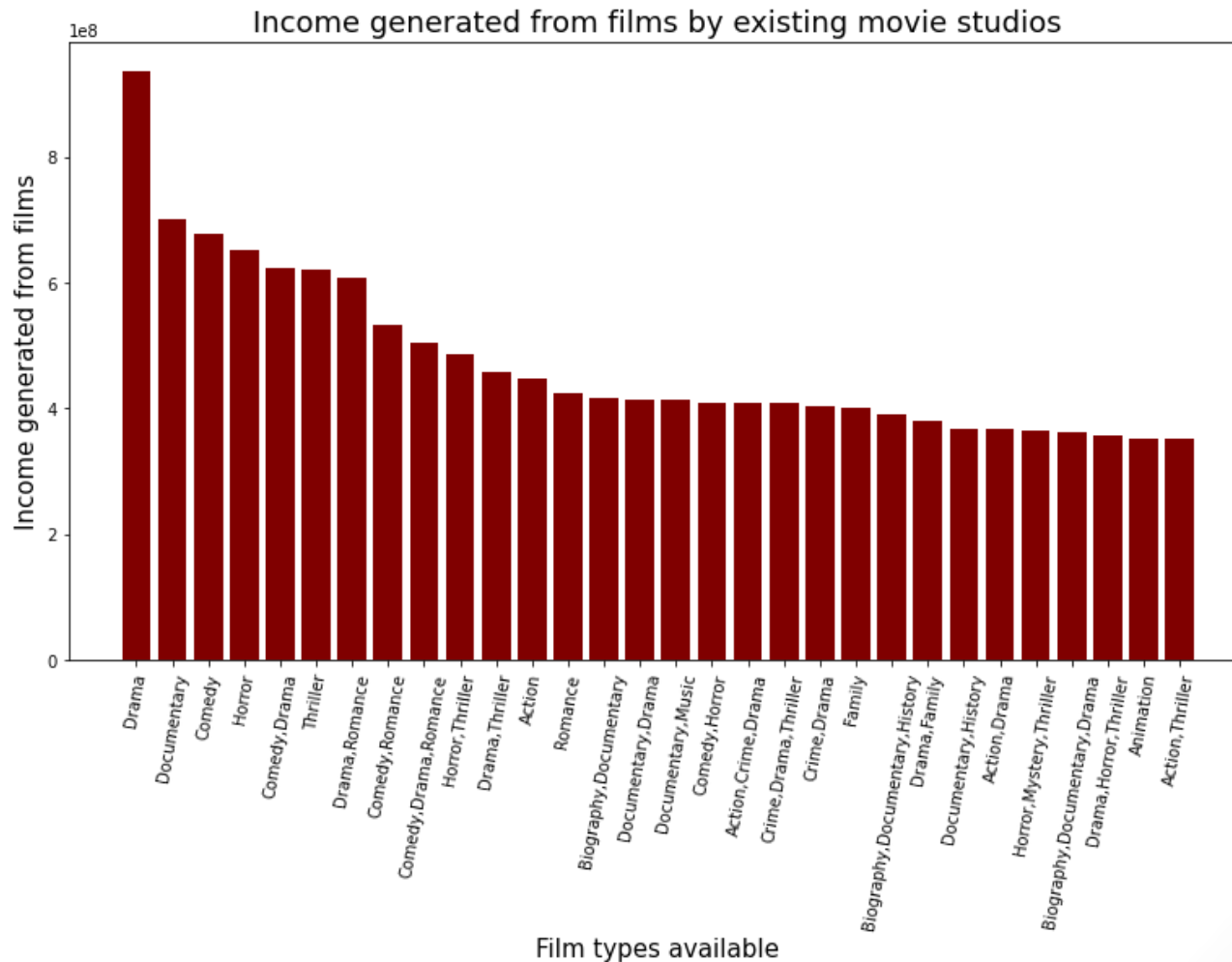
- Bivariate data analysis was conducted on types of films and both consumer preferences and income generated using scatter plots.
- The analysis displayed a perfect negative correlation between films, consumer preferences and income generated by movie studios.
- The films that were most preferred included; drama, documentary and comedy and movie studios generated huge incomes from them.

# Graph on consumer preferences on various types of films

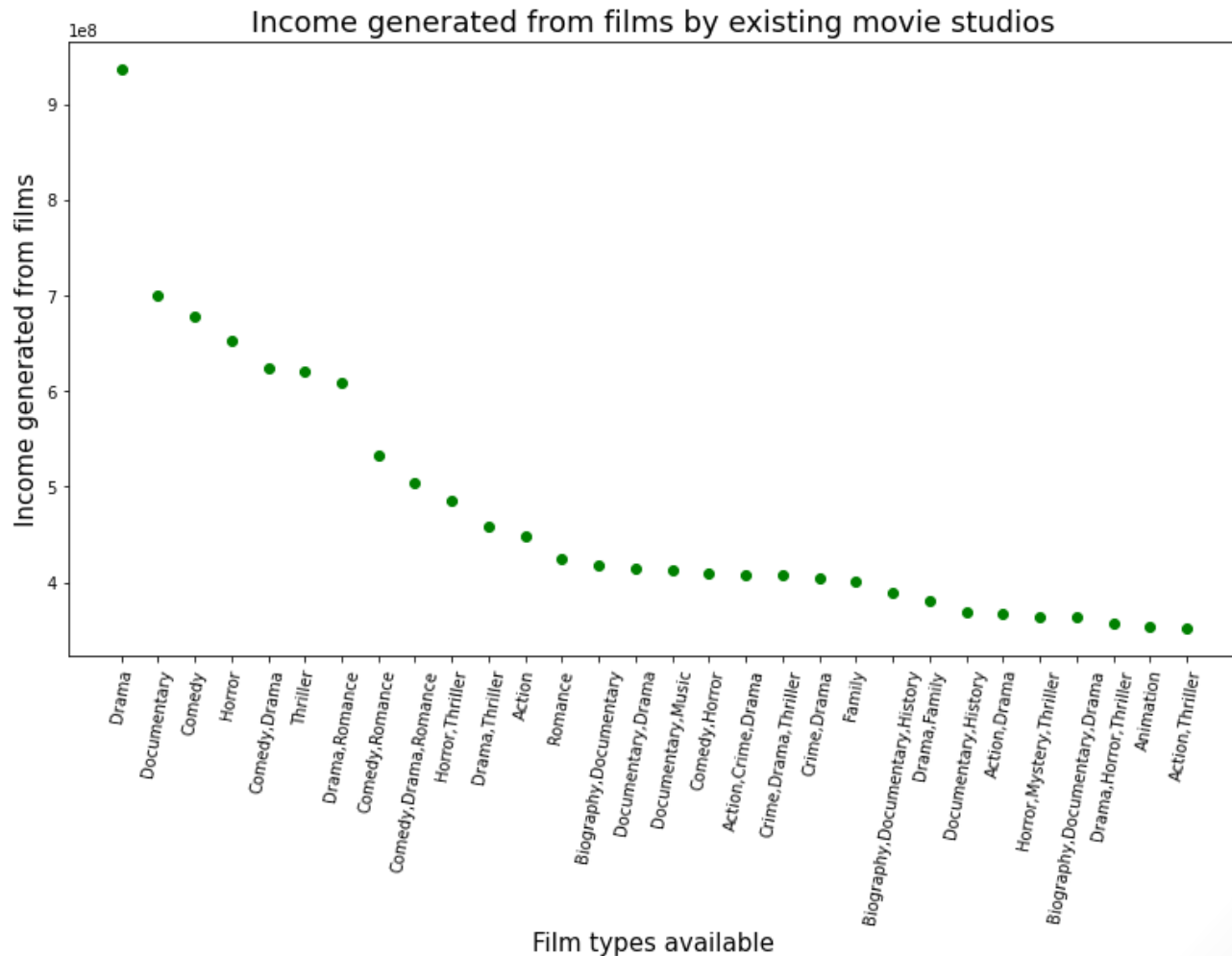




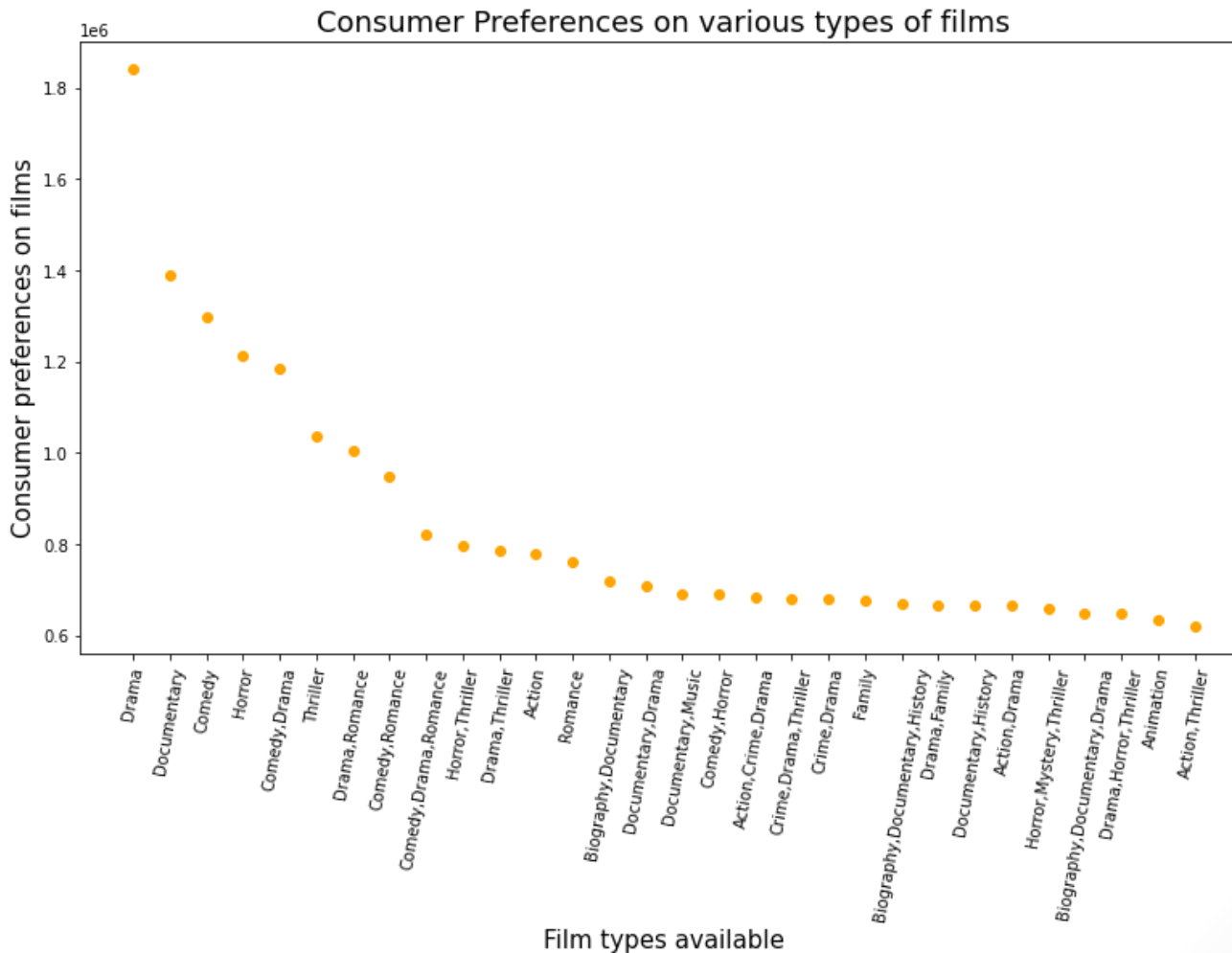
# Graph on income generated from various films



# Correlation between types of films and income generated



# Correlation between types of films and consumer preferences



# Empirical findings

- The analysis shows that films produced by existing movie studios based on drama, documentary and comedy generated high incomes.
- Films based on action, thriller and animation generated low incomes for existing movie studios.
- The findings also discovered that the more regular a film is viewed, the more the demand and the higher the income.

# Recommendations

- A movie studio should implement film production based on drama, documentary and comedy in order to generate high revenues.
- Regular surveys should be conducted to investigate on consumer interests in film content.
- Technology advanced devices should be used when conducting film production to ensure content displayed is of high quality.

# Contacts

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