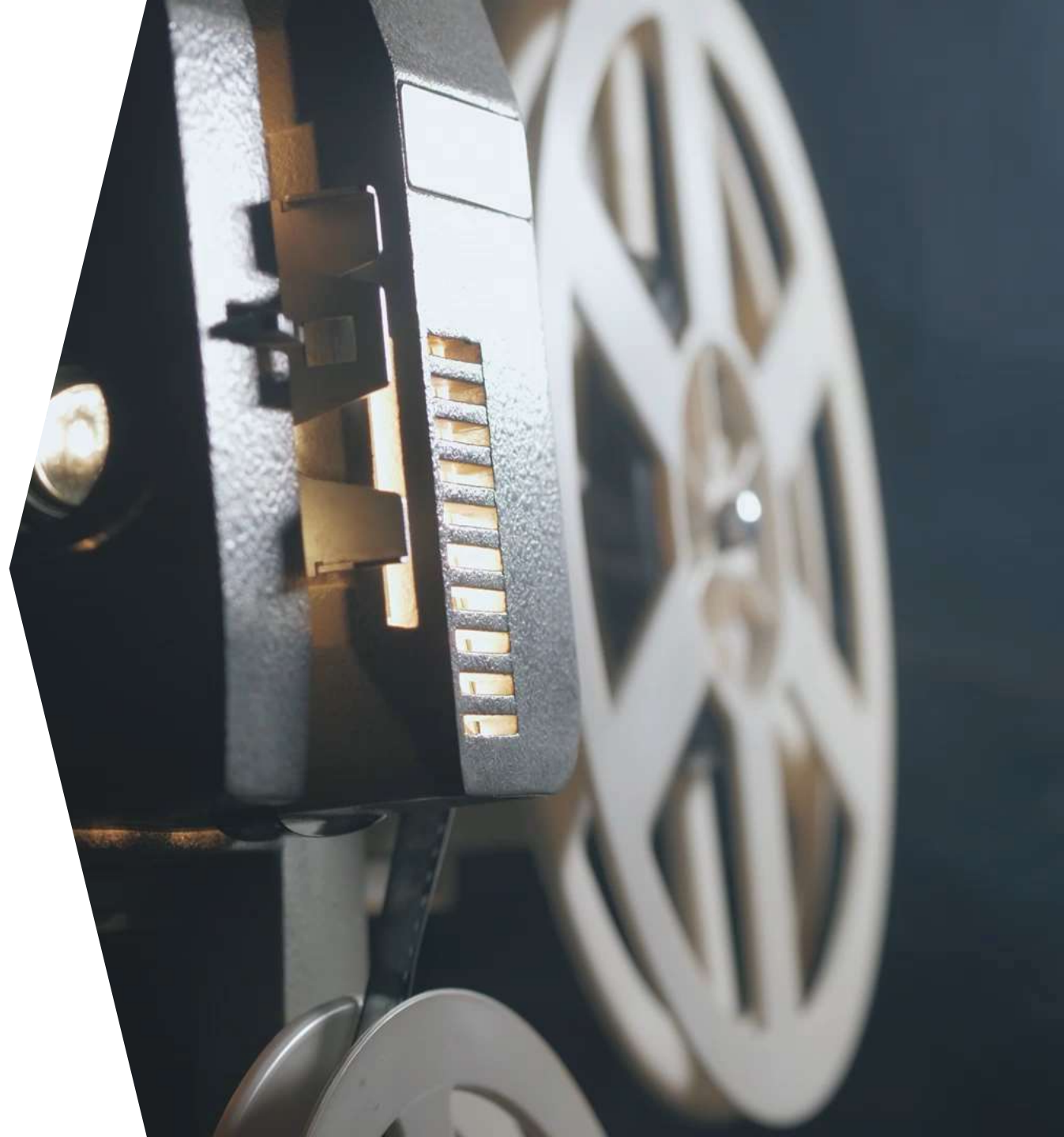# Market Analysis for Film Production
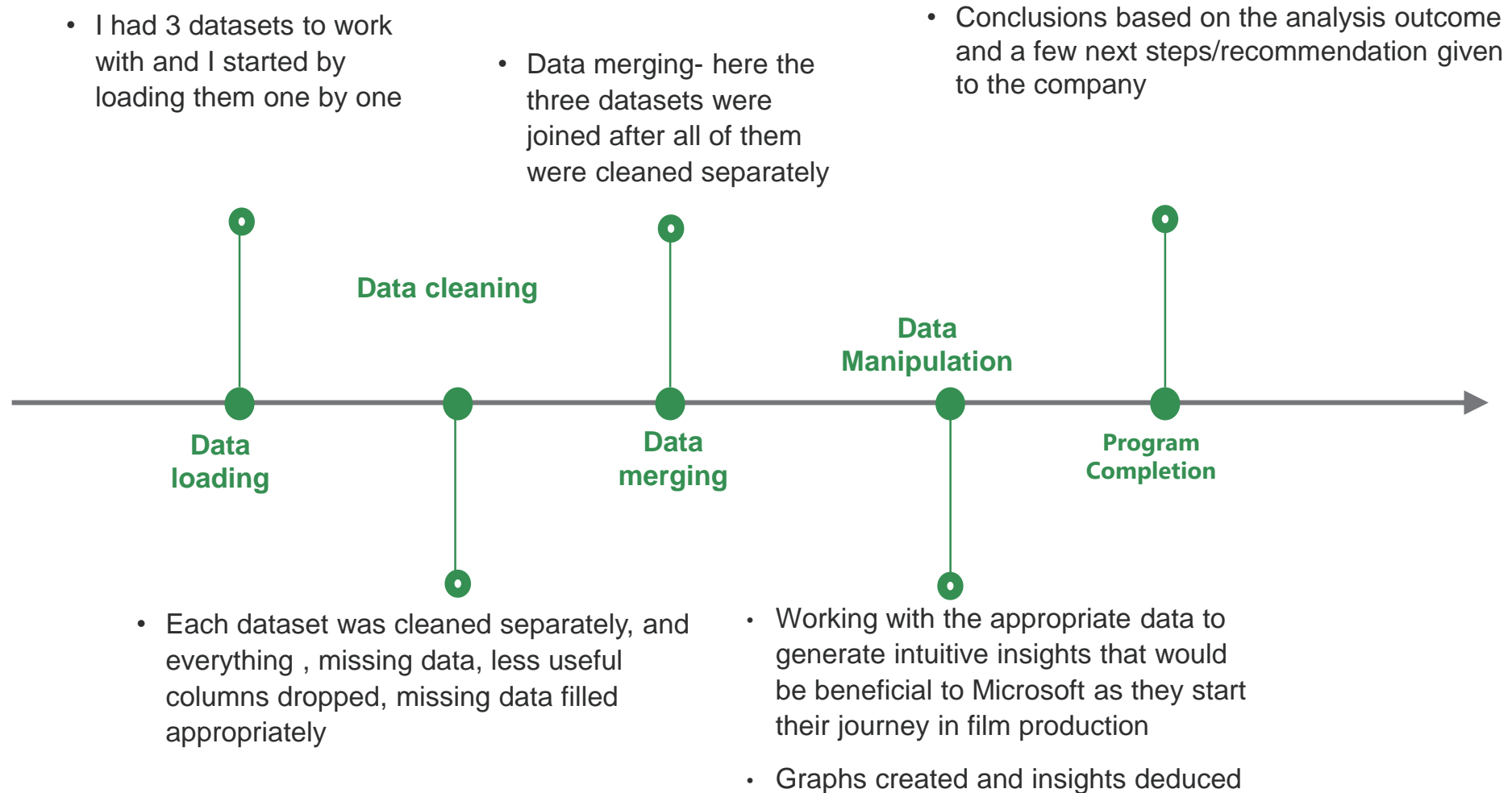
Background of the study

This project analyses the understanding of the market landscape needed to by Microsoft to start a new movie studio, which looks to secure a portion of the market that is already dominated by the existing movie produces and eventually become the leading studio. Exploratory analysis of the movies produced, the ratings, the genre the sales/revenue, the market capture among the existing movie producers and the average runtime of the movies being produced. The MS studios can use this analysis to understand their immediate market to inform decision making as they build one of the leading movie studios, MS STUDIOS.
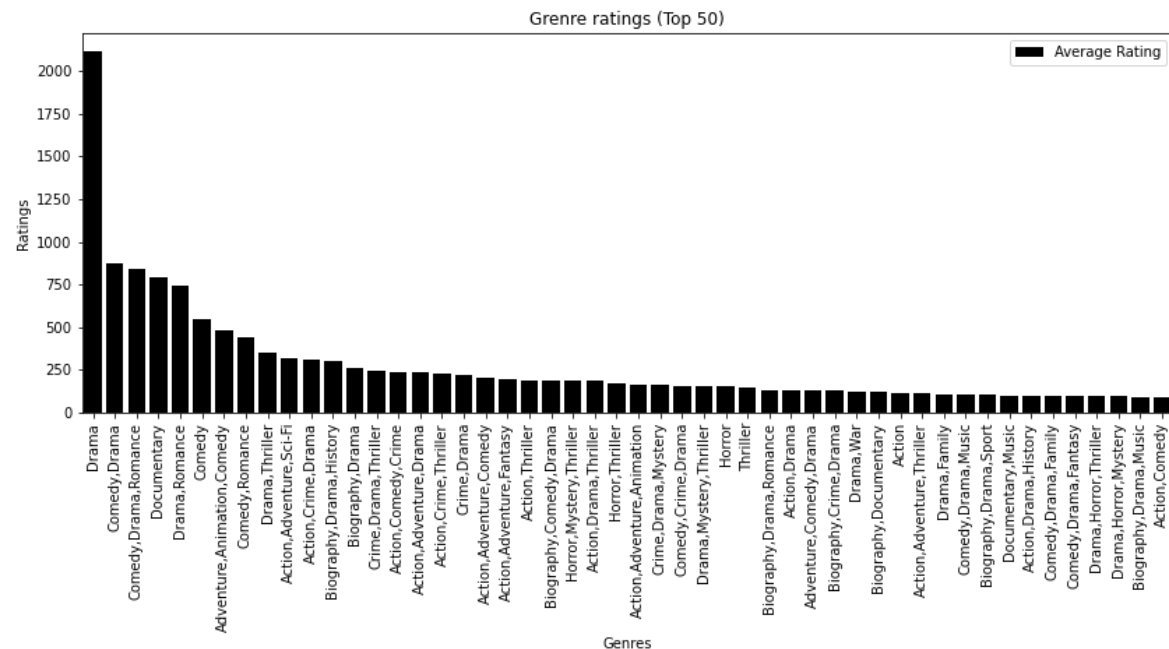
Data source, composition and uses

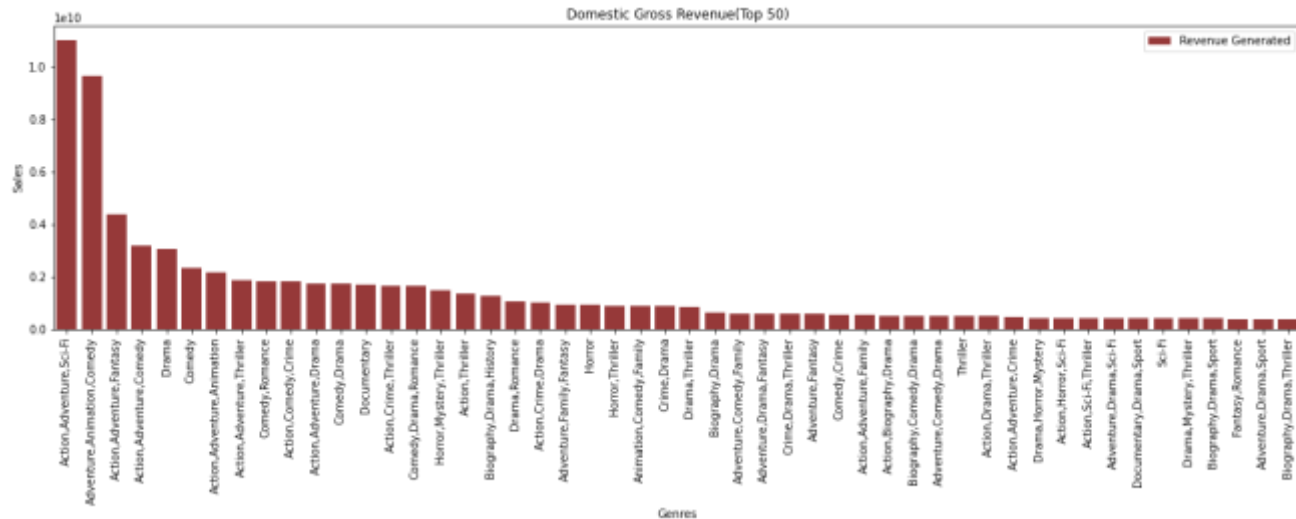- IMDB Web site that provides information about multiple movies, films, and TV programs.
- Data is composed of;
    o consistent updates
    o its reliable.
- This data assisted me in getting insights that will enable Microsoft understand movies production and the immediate market.
- The data also speaks to movie length and sales made by movies and the respective producers who represent the market competition.

The process flow

- I had 3 datasets to work with and I started by loading them one by one

- Data merging- here the three datasets were joined after all of them were cleaned separately

- Conclusions based on the analysis outcome and a few next steps/recommendation given to the company

Data cleaning

Data Manipulation

Data loading

Data merging

Program Completion

- Each dataset was cleaned separately, and everything , missing data, less useful columns dropped, missing data filled appropriately

- Working with the appropriate data to generate intuitive insights that would be beneficial to Microsoft as they start their journey in film production

- Graphs created and insights deduced

Revenues and ratings based on genre

Domestic Gross Revenue(Top 50)

Grenre ratings (Top 50)

- The most selling films are a combination of action, adventure and Sci-Fi
- This is closely followed by a combination of action, adventure & comedy and action, adventure & fantasy.
- With this trend it is ok to conclude that films with both action and adventure in one combination are set to do well in sales generation.
- Pure drama is the most produced in the market
- Production has no impact on sales as many people buy a combination of action, adventure, and Sci-Fi as opposed to the most produced, drama.

Production rate & movie rating based on the companies

Studio Count and Average Rating by Studios (Top 50)
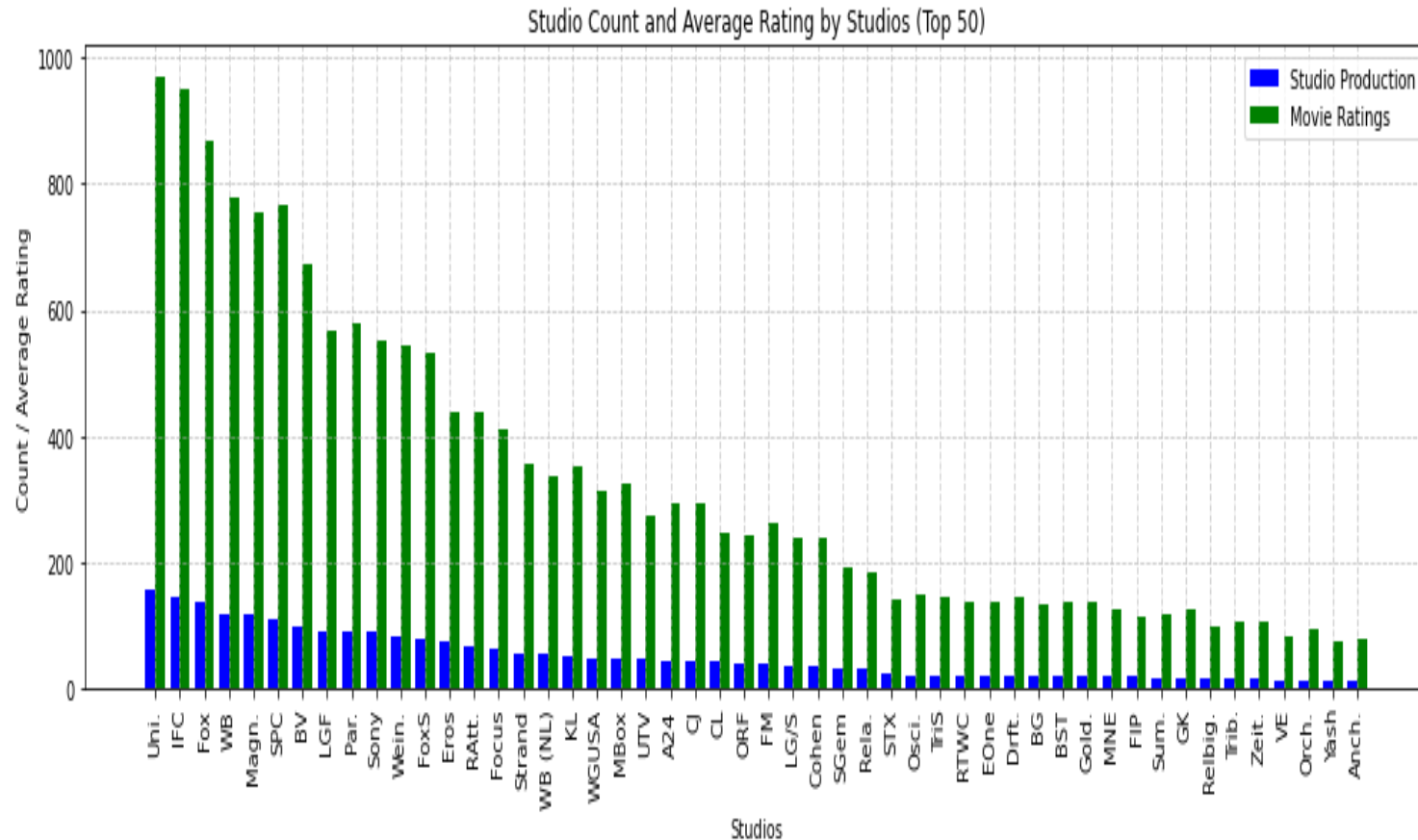
- Direct proportionality of production and movie rating is seen.
- In this market, the company producing the most movies also receive the most movie rating hence the popularity.
- This graph shows competition based on production capacity.
- The production rate is at below 200 movies per company within the past few years.
- The production capacity is a key thing to focus on while creating movies as it will be determined by cost of production and the return trends

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Average film length in the market

Average Runtime by Studios (Top 20)
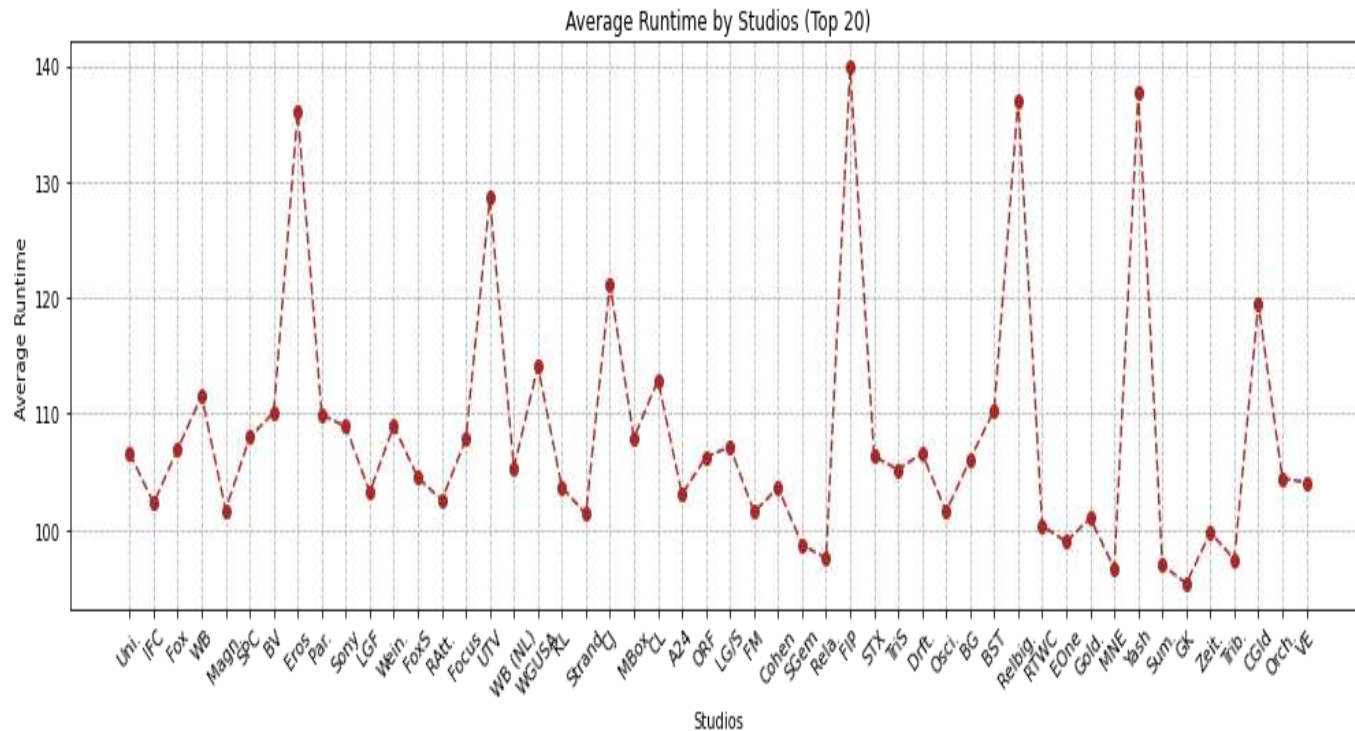
- The companies producing many films have an average runtime of below 110 but more than 100 minutes
- This can change based on the demands in the market and/or based on the subsequent ratings and feedback.
- The preferred runtime of a movie is between 80-110 minutes based on the findings from the analysis

Most sales in the last 5 years

Studios Trend Over the Last 5 Years (2016-2020)
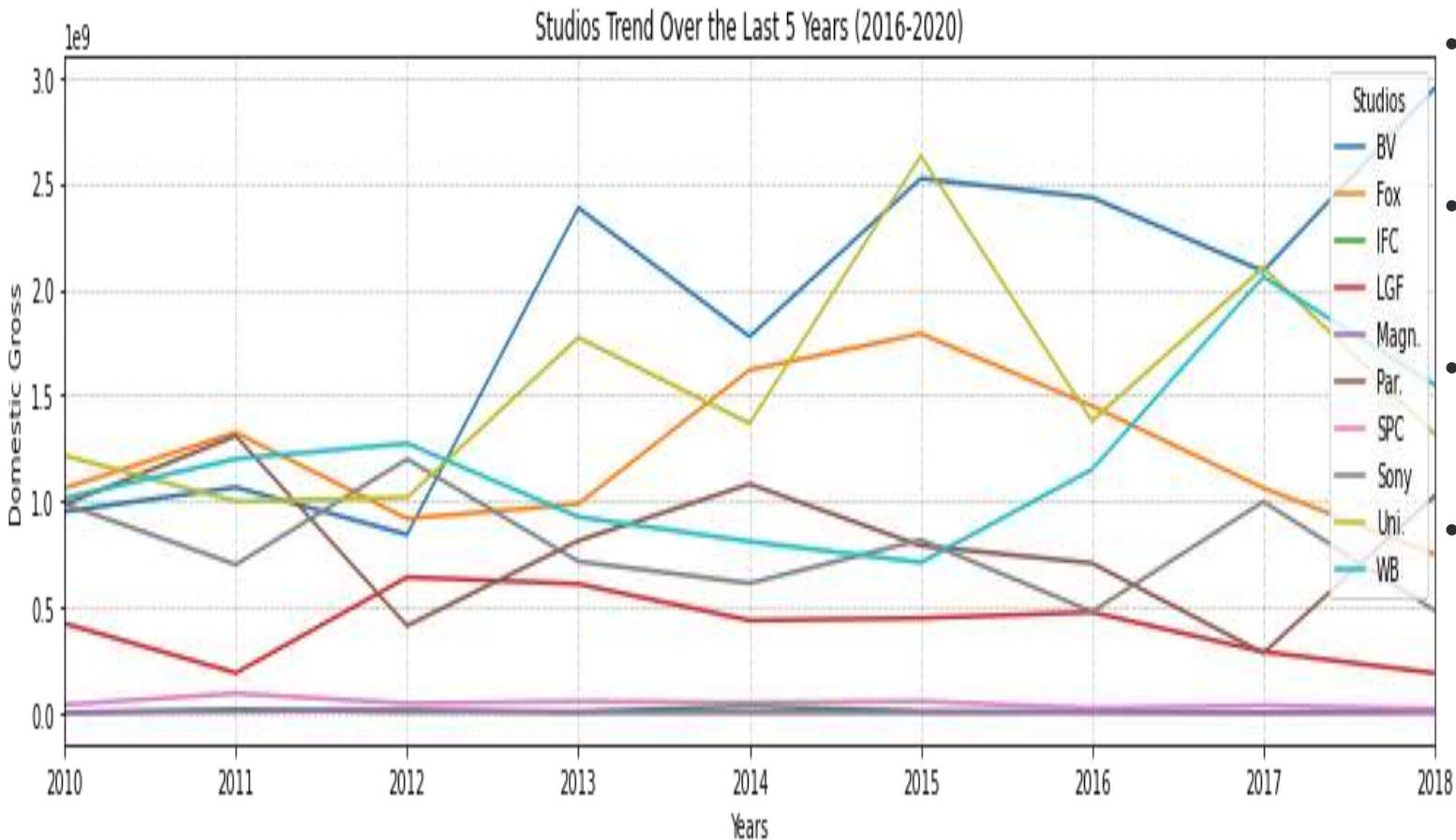
- Buena Vista , 20th Century Studios, IFC Films, LGF Studios, Sony, Warner Bros, Paramount Picture and SPC video studio
- Above are some of the companies with the top sales. They pose a direct competition on Microsoft.
- They are advantaged because they are in the market already and thy understand their ecosystem.
- The irregularity of the sales also shows the unpredictability of the market and the risk involved in the business.

Conclusion and Next steps

Conclusion	Next steps
Conduct direct surveys on the target market and potential competitors to assist them in producing based on the immediate customer needs.	Further analyses could yield additional insights to further improve oversight on movie production as the market keeps on changing and competition increasing
The movie runtime is key as the preferred time for a movie is about 80 to 110 minutes. Based on the data most people prefer this range of watching time and this will also inform production	Better prediction of movie sale with resent dataset would really inform recent market trends and could shade light on the upcoming companies.
While most studio focus on producing drama, the company can start with Action & adventure which is the combination that generates most sales compared to the other genre	This Microsoft could also benefit from customer surveys to better understand the market and the preference of the customers in the immediate.
Bring onboard an experienced producer who understands the market trend and can combine different movie genres in one film.	The company also needs insights from different movie producers who understand the movie production landscape and ecosystem.
Understand and satisfy the target	This modelling could identify the specific genre of movie targeting a specific group of people and staying consistent to it.

Questions?

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