

Movie Data Analysis

An analysis of factors that contribute to the financial success of movies .

Overview

This presentation covers the analysis of the performance of movie dataset based on their domestic and foreign gross revenues, production studios and release years.

Microsoft has decided to create a new movie studio and needs insights on what type of films are currently performing well.

This analysis will help us understand key factors contributing to a movie's financial success and provide recommendations to future movie productions.

Business Understanding

Stakeholder: Microsoft Corporation

Problem Statement: Exploring what types of films are doing well and help Microsoft's new studio decide what types of films to create and how they will succeed in the market.

Key Business Questions:

- What movies produce the highest grossing revenues?
- What Key factors contributed to the financial success of movies?
- Which studios produce the highest-grossing movies?
- What are the trends in movie revenues of the years?
- What insights can be provided for potential market strategies?

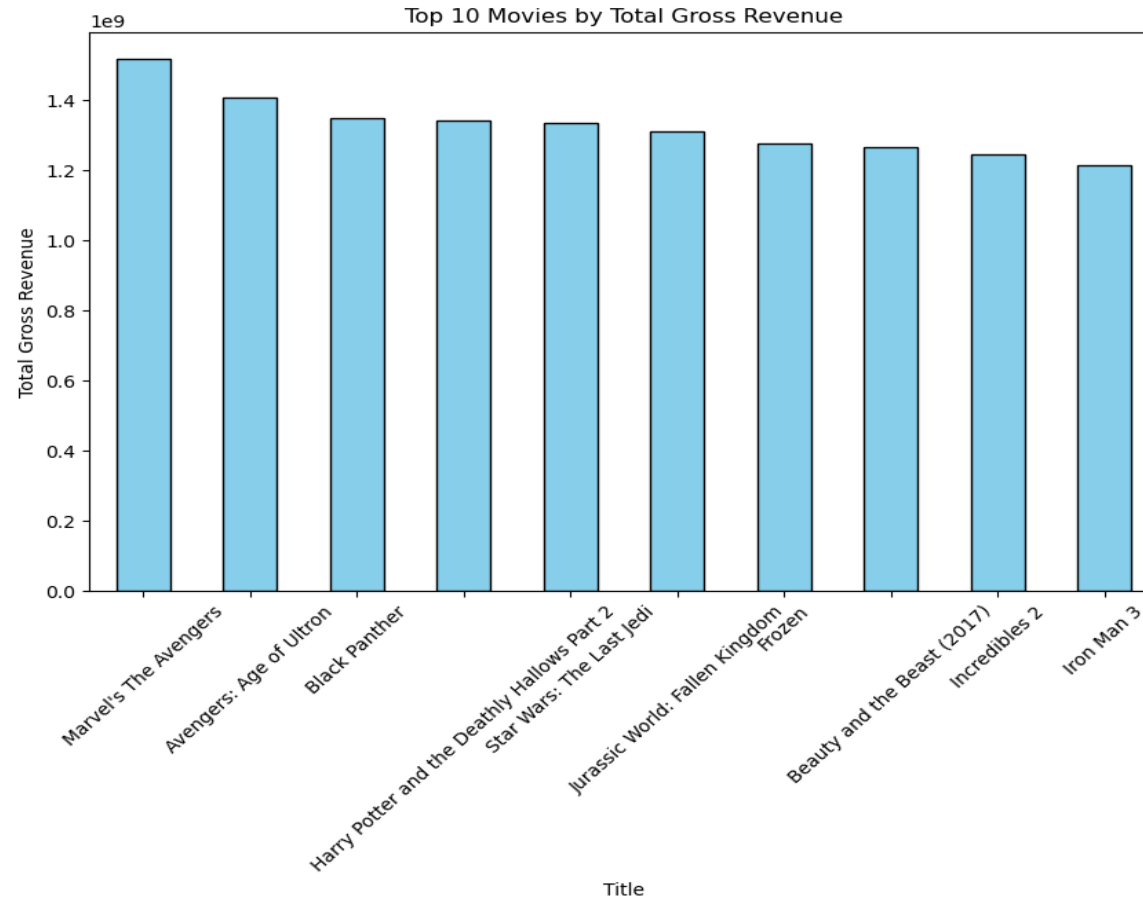
Data Understanding

The dataset includes information about movie titles, studios, domestic gross earnings, foreign gross earnings, and the year of release.

Data Analysis

This Analysis includes cleaning the data, calculating the summary statistics , visualizing distributions and identifying correlation between different revenues.

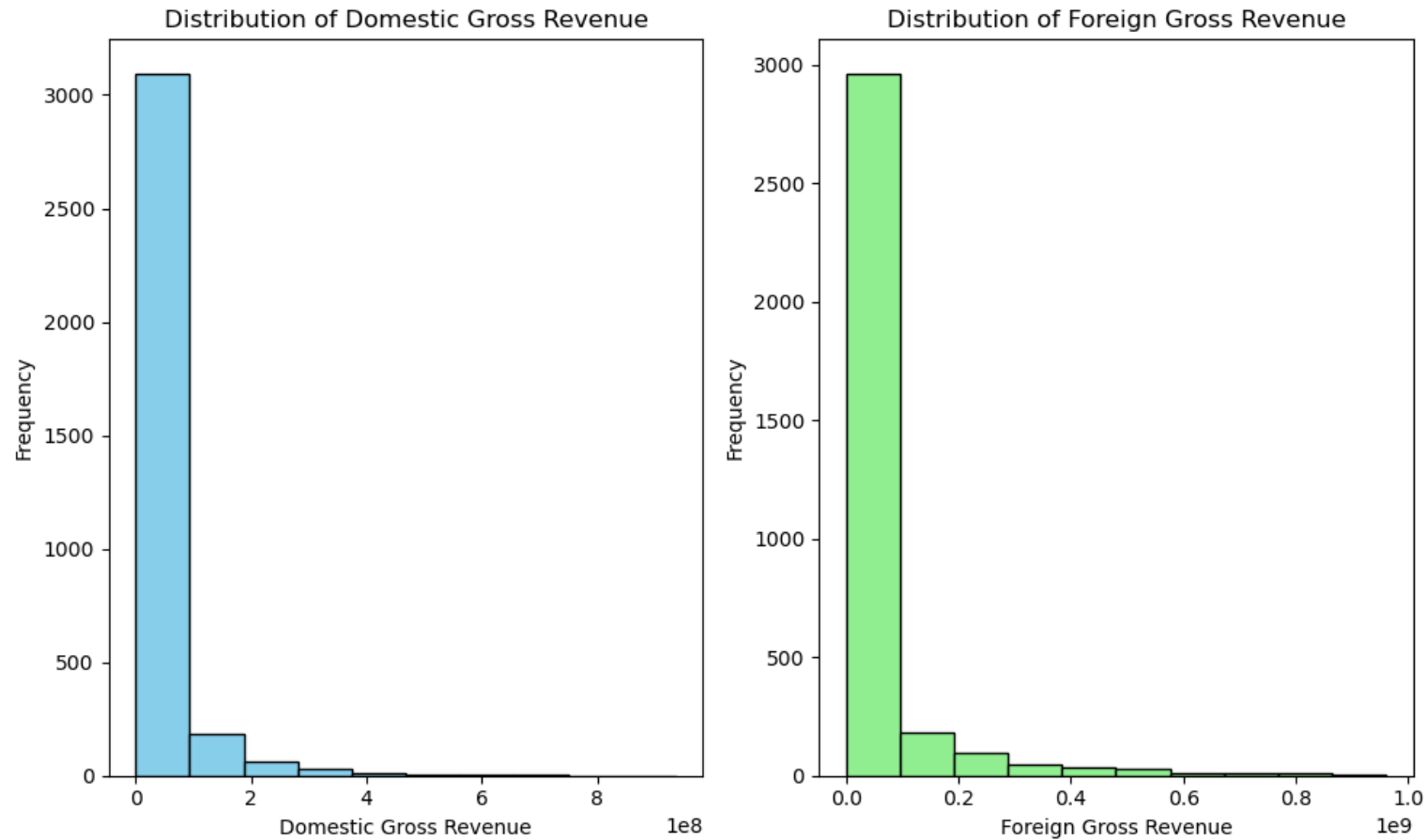
Visualization 1-Top Grossing Movies



Insights:

- The top movies have a significantly high grossing revenues
- The revenues of these movies are relatively close to each other indicating a consistently high performance among them.
- Many of the top grossing movies are part of popular franchises like Marvel, Star Wars .
- Most top grossing movies belong to action and fantasy genres indicating their popularity and profitability.

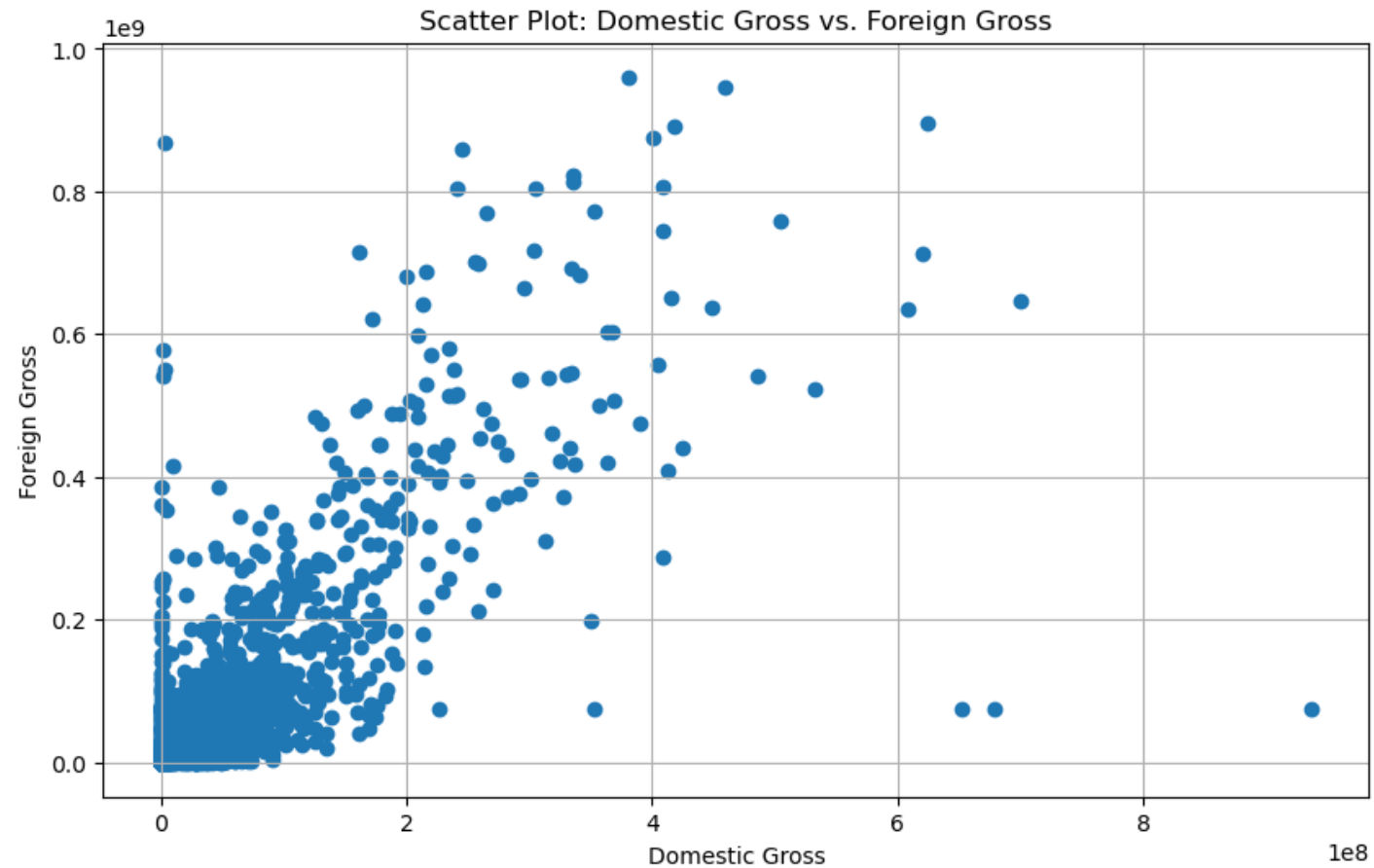
Visualization 2-Revenue Distribution



Insights:

- Both domestic and foreign gross revenue distributions are right skewed.
- Most movies earn a relatively low gross revenue with a small number earning very high gross revenue.
- The domestic gross revenue shows that most movies earn less than 200 million dollars. The foreign gross revenue shows that most movies earn less than 400 million dollars suggesting that most movies earn more in foreign than domestic markets.
- There are few movies with high gross revenues shown by the outliers on the right side both histograms which contribute significantly to the total revenue.

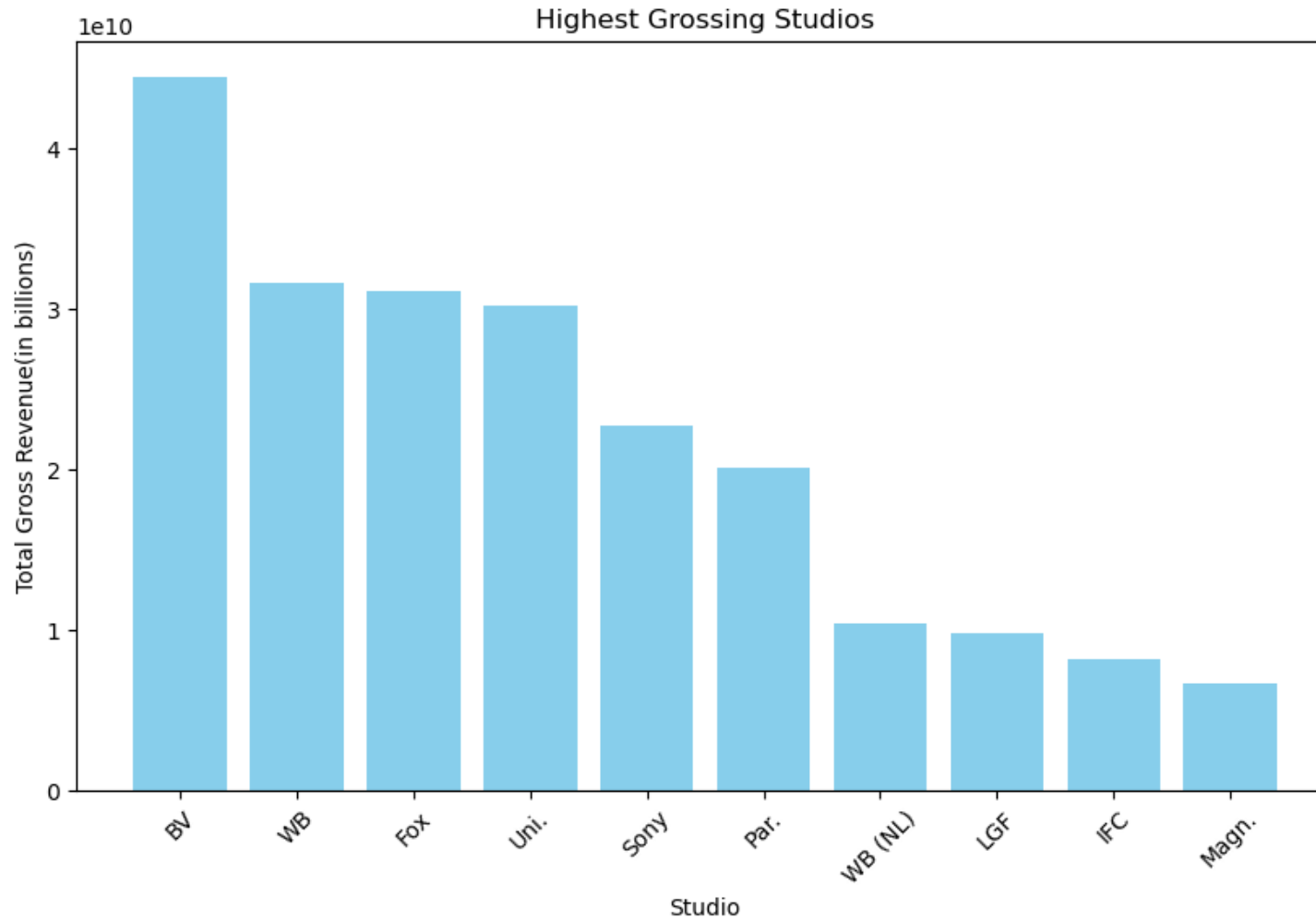
Visualization 3-Domestic Vs Foreign Gross



Insights:

- There is a positive correlation between domestic and foreign gross revenues meaning movies that perform well domestically also tend to perform well in foreign markets.
- A majority of the movies cluster in the lower range of both domestic and foreign revenues with few movies in the higher range

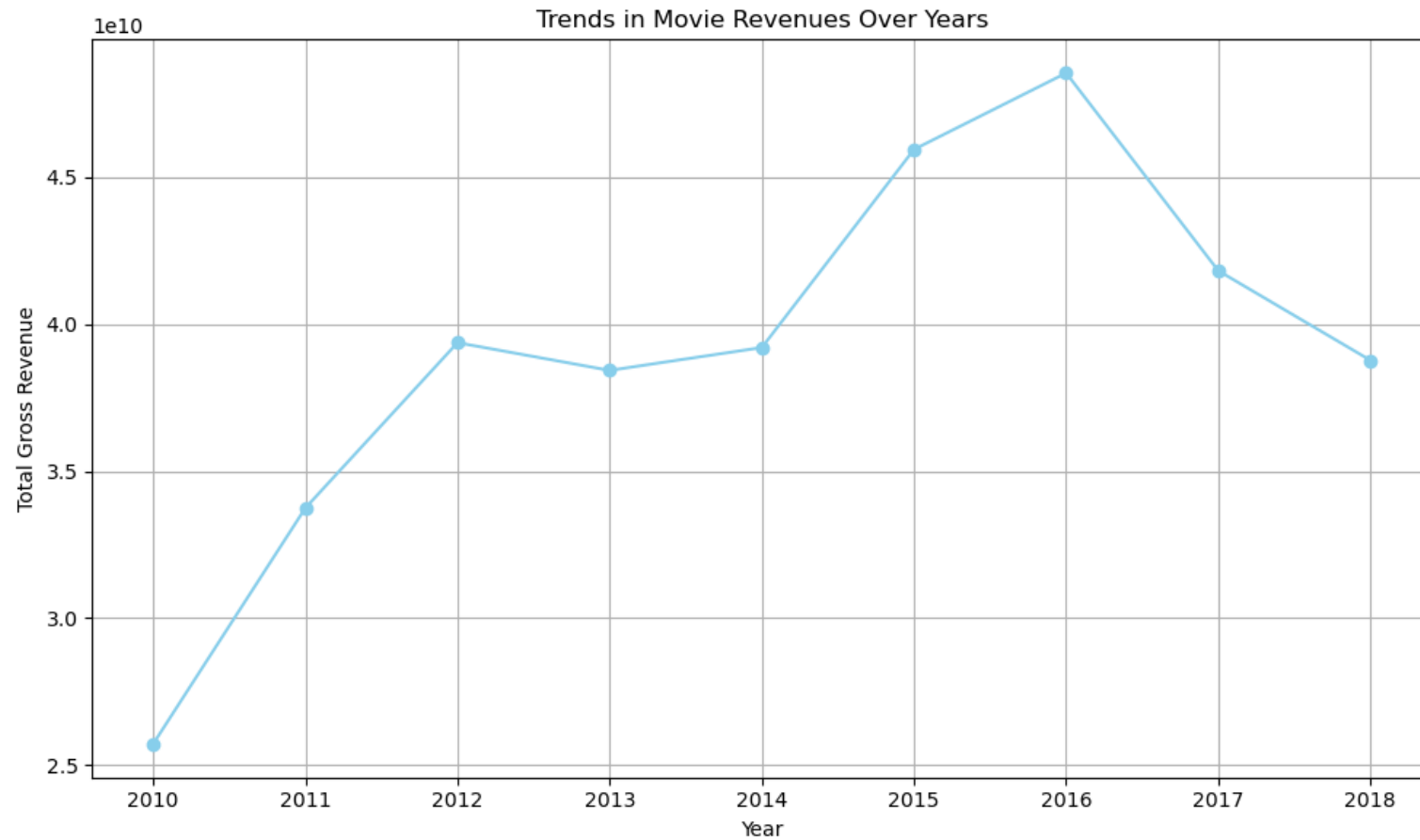
Visualization 4- Highest Grossing Studios



Insights:

- Buena Vista(BV) and Warner Bros(WB) are the leading top studios in terms of gross revenues indicating a strong portfolio of successful movies.
- There is a gap between the highest grossing studios and those on the lower end suggesting a concentration of market power among few studios.
- Successful studios tend to perform well in both domestic and international markets.

Visualization 5- Trend Analysis



Insights:

- There is a clear increase in total gross revenues from 2010 to 2016 indicating growth during that period.
- The highest total revenue was in 2016 showing a successful year in the movie industry.
- There is a noticeable decrease in total gross revenue from 2016 going forward with a significant drop in 2017 to 2018 indicating a downward trend in growth in the last years of the dataset.

Recommendations

- Invest on action and fantasy genres with the popular franchises since their movies tend to have high grossing revenues.
- Focus on International Markets since movies tend to earn more in foreign markets. Microsoft should conduct market research to understand what types of movies resonate with both international and domestic markets.
- Study strategies of top grossing studios since they yield high returns in both domestic and foreign revenues.
- Analyze the best time for movie releases to maximize revenue and optimize marketing strategies.
- Optimize marketing strategies like co-productions and partnerships with successful studios.

Next Steps

- Explore specific factors contributing to success of top grossing movies.
- Explore additional data sources for more comprehensive analysis.
- Develop predictive models to forecast movie revenue potential.

Thank You

Thank you for your time and attention.

Prompt for Questions:

- I am happy to answer any questions you might have.
- Please feel free to ask any questions or share your thoughts.
- Your Feedback and Questions are most welcome!

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