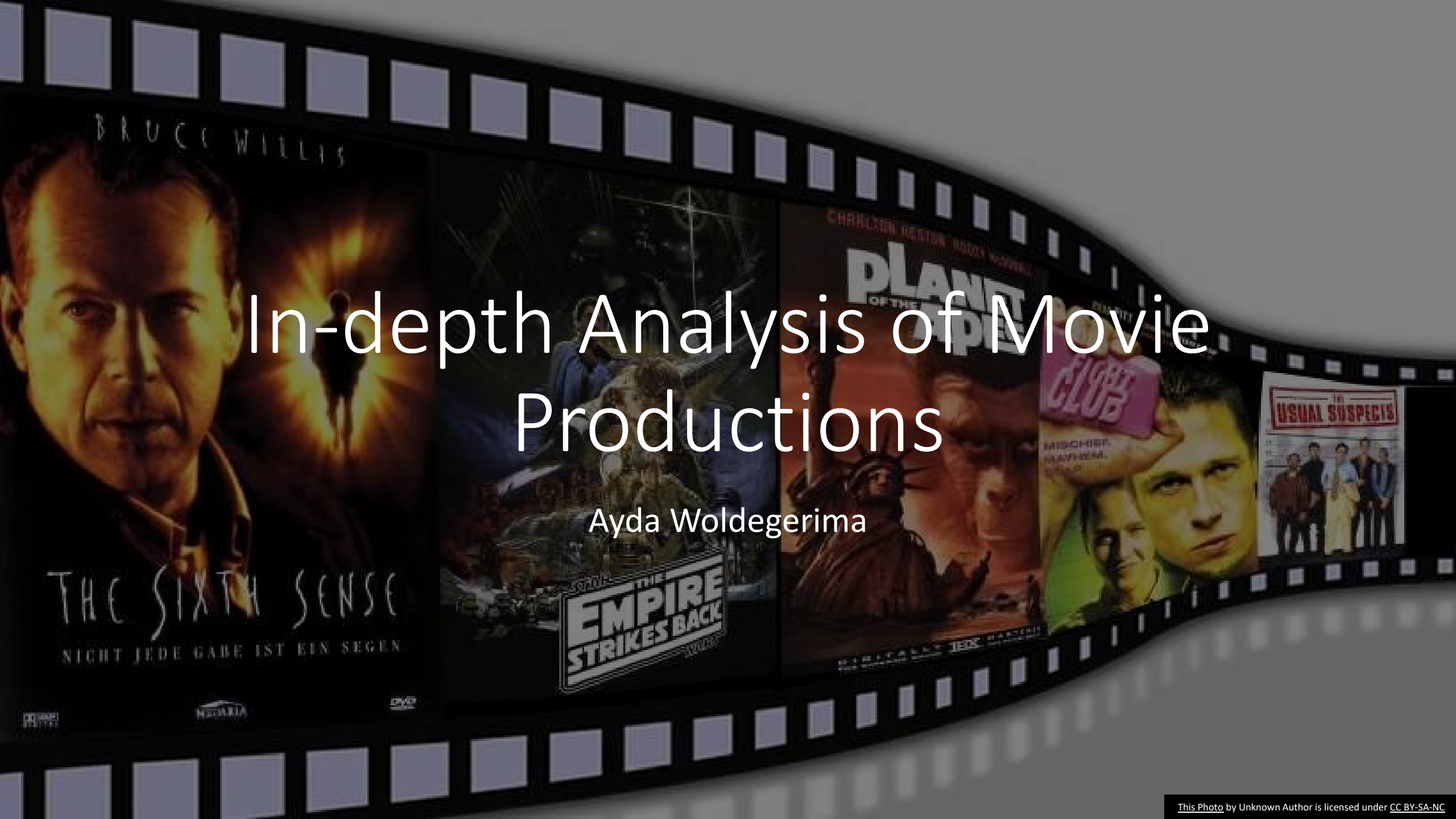# In-depth Analysis of Movie Productions

Ayda Woldegerima

# OBJECTIVE

Analyze and Understand the movie production industry

Investigate 4 questions to address business problem

Provide beneficial suggestions to to help Microsoft in deciding what movies to produce to join the film production market

# Analyze and Understand the movie production industry

**Obtained Movie Information from a movie datasets:**

| Box office Mojo | IMDB |
|---|---|

↓

**Narrowed down analysis of movie to three criteria:**

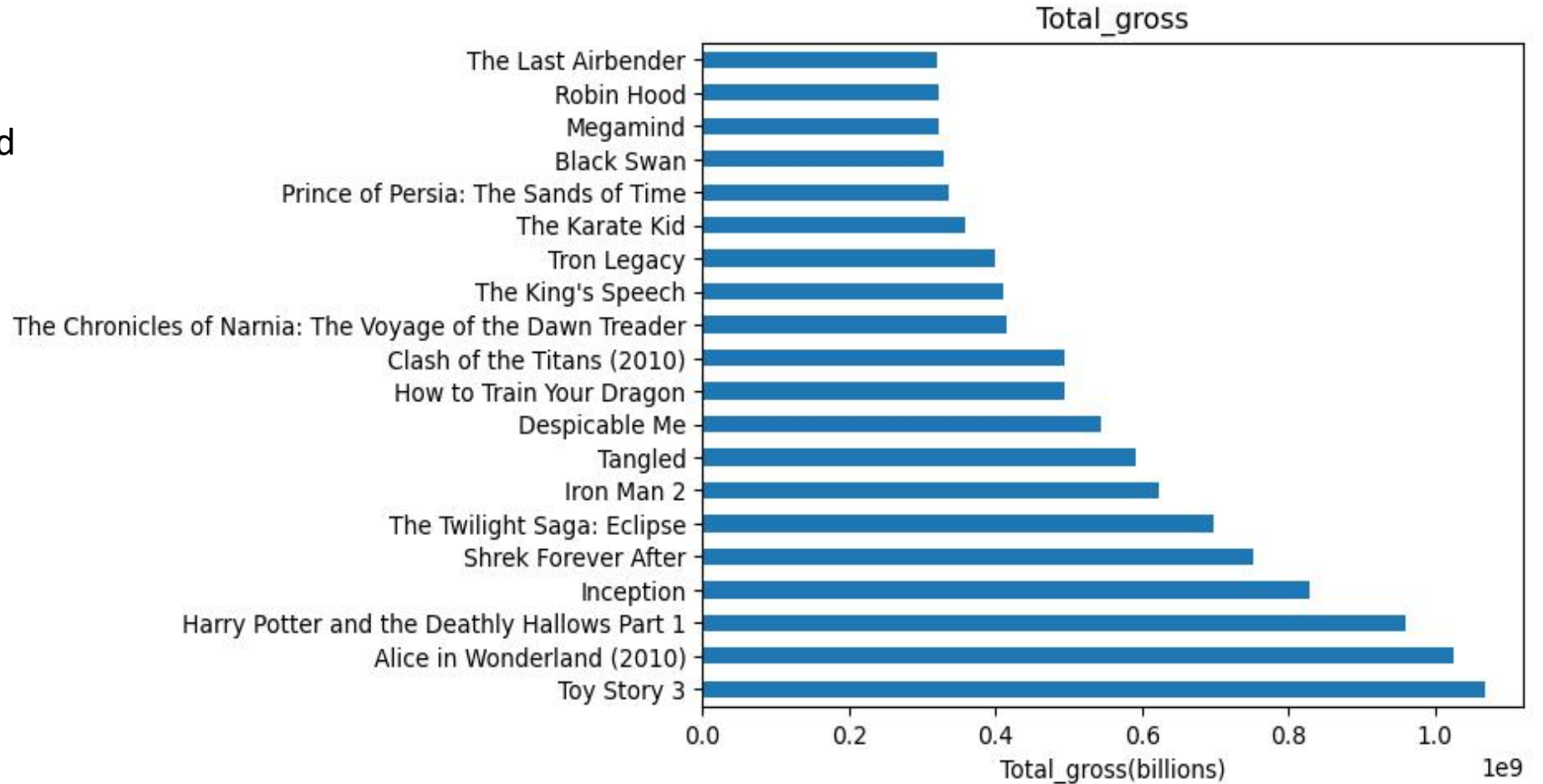| Movie Gross Profit | Movie Genre | Movie Rating | Movie runtime | Producers |
|---|---|---|---|---|

# Question 1:
# What is the Gross profit Margin for movies?

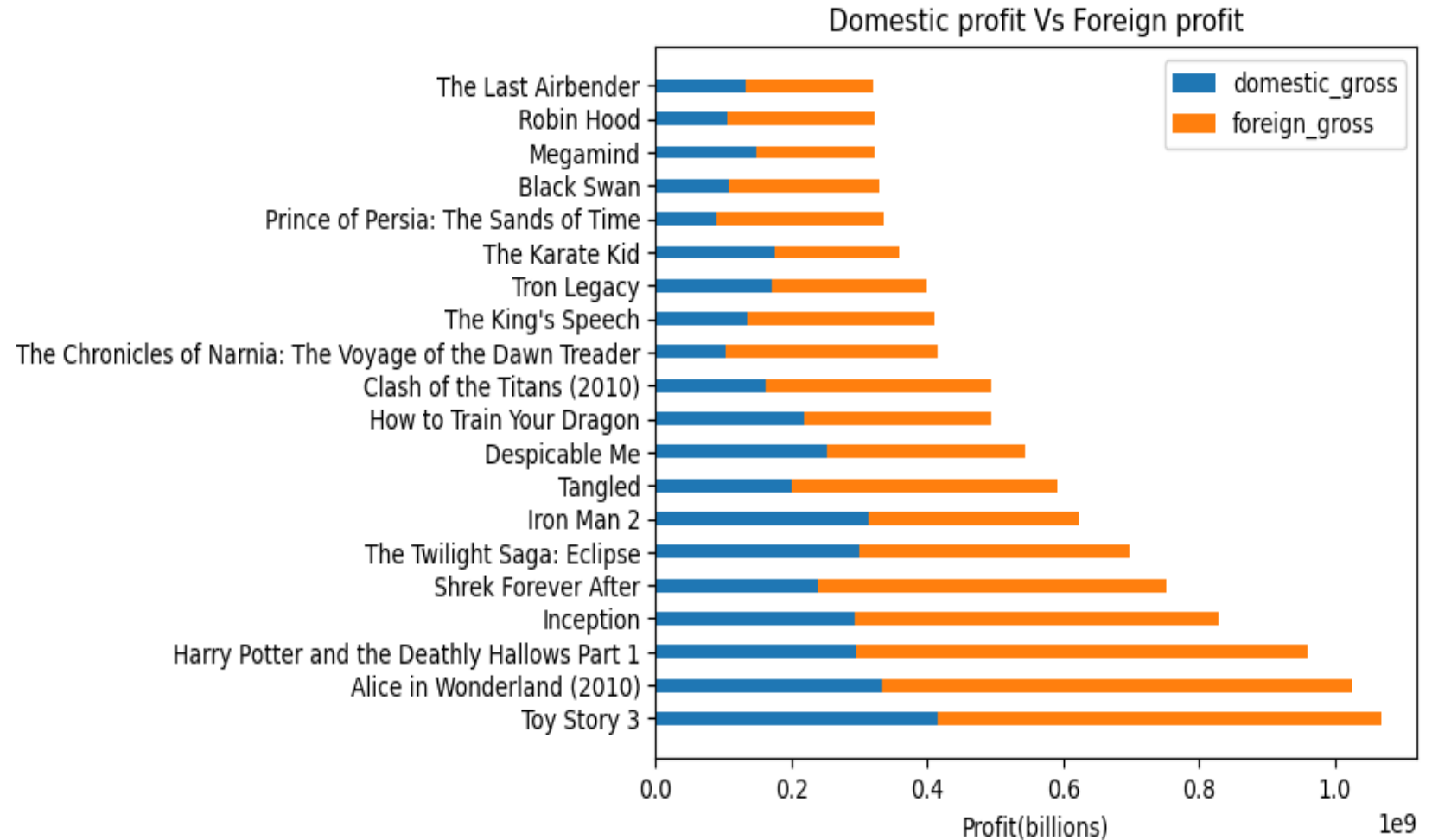❖ Total gross profit is the combination of Foreign and Domestic profit

❖ The highest Gross profit Margin is around 1.5 billion



Total_gross

# Question 1: Continuing
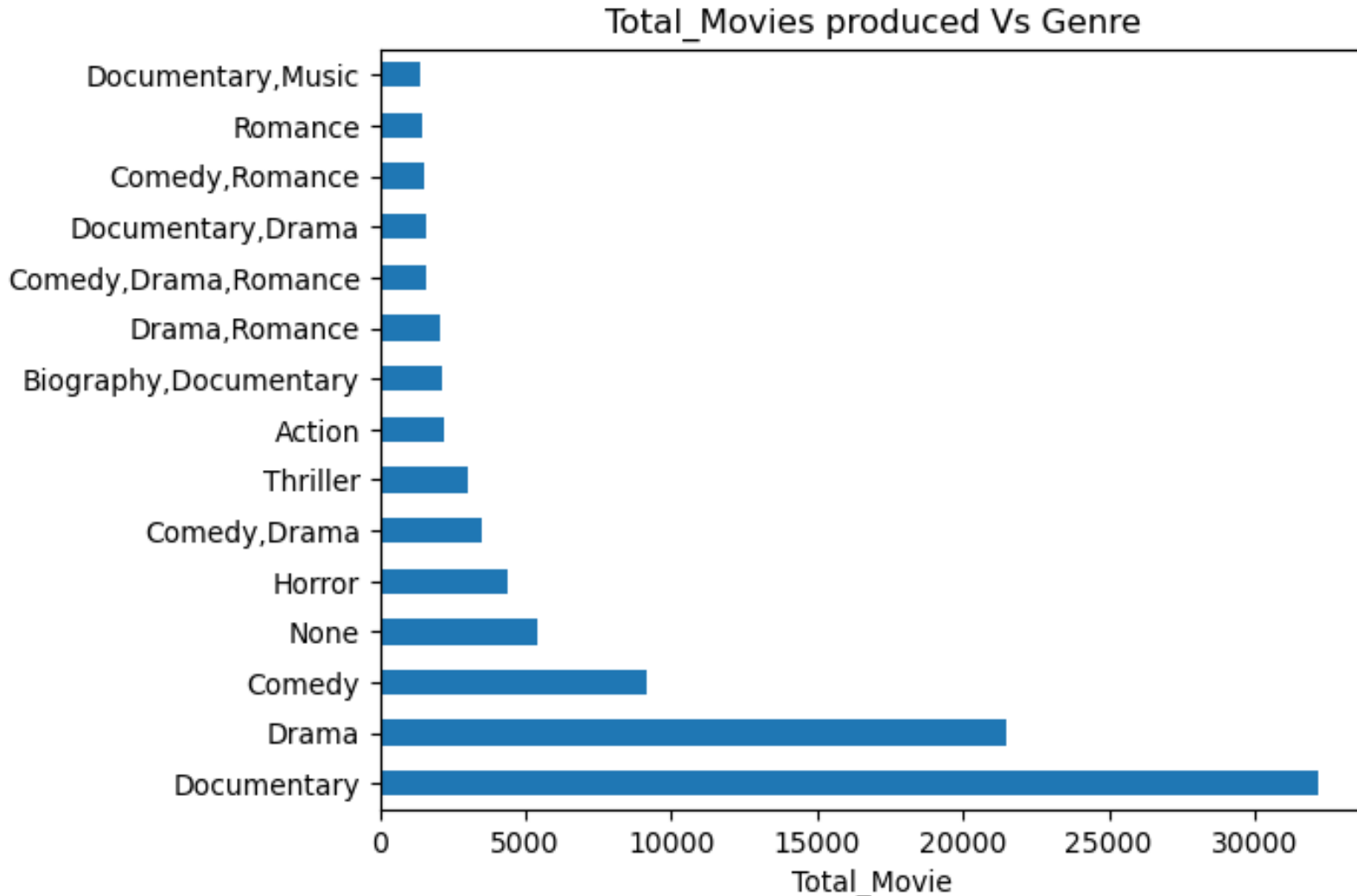# What is the Gross profit Margin for movies?

➢ The foreign Profit contributes much higher than domestic profit towards Total Profit

➢ Based on this I suggest that the Marketing team should have a strategy that focuses on distribution the movie worldwide to obtain high profit margin



Domestic profit Vs Foreign profit

# Question 2:
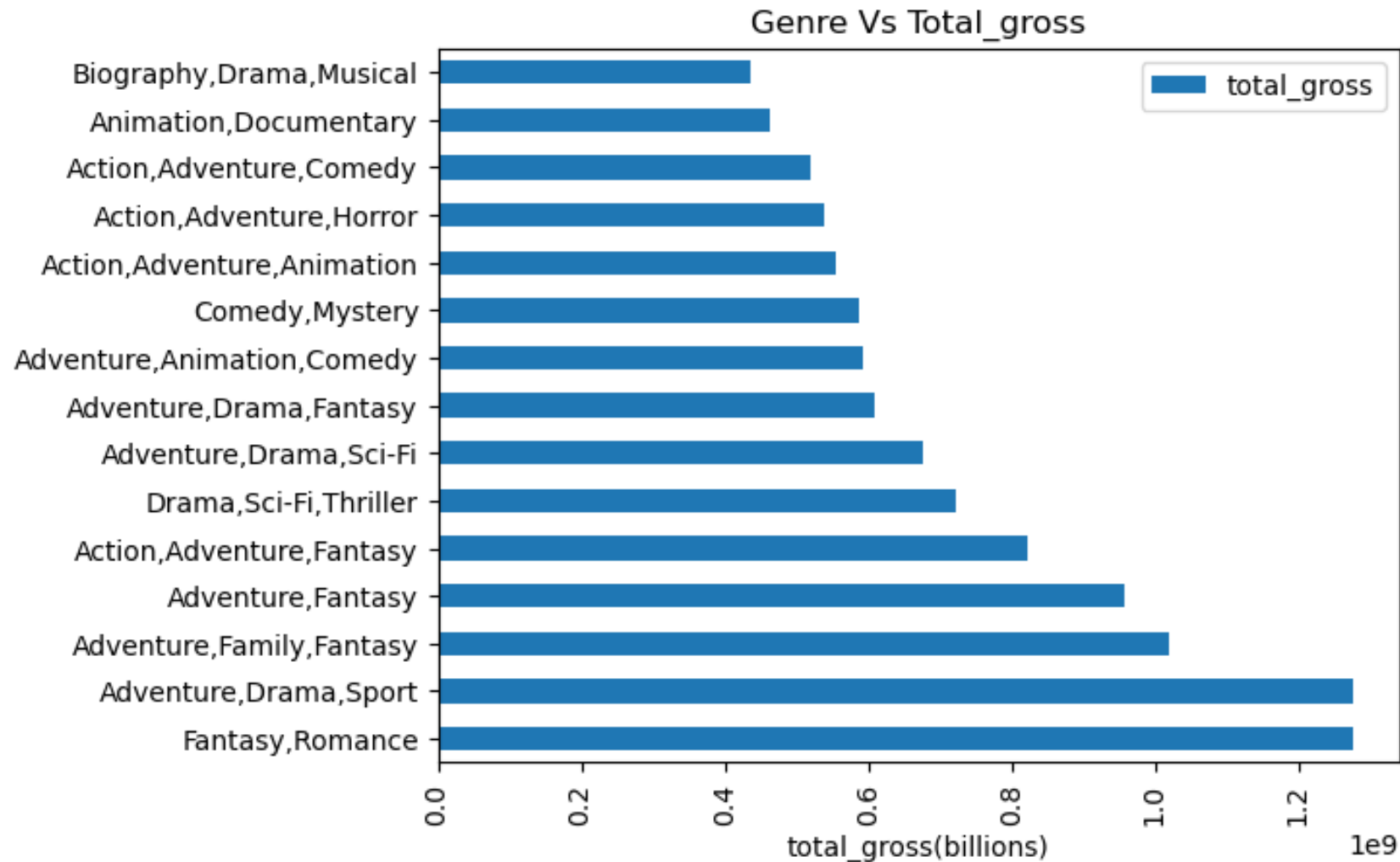# Which Genre of movies should be considered for production?

➢ Most industries produce movies in Documentary or Drama Genre

➢ If the company is focused on competing with other movie producing studios, then I suggest they produce Documentary/Drama



Total_Movies produced Vs Genre

# Question 2: Continuing
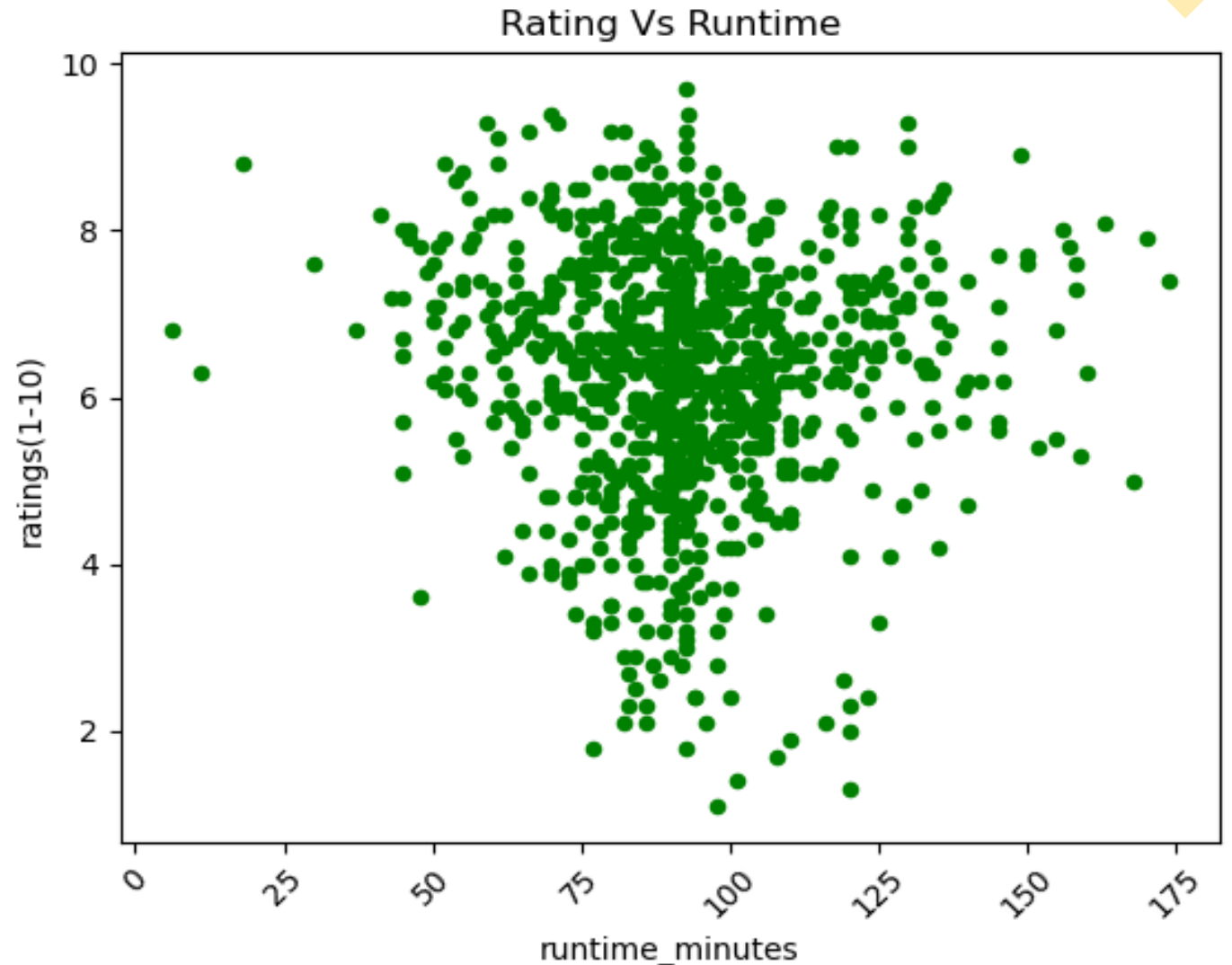## Which Genre of movies should be considered for production?

➤ Although If the aim of the company is to earn income money, then they should focus on high earning genre Fantasy/Romance



Genre Vs Total_gross

# Question 3:
# What should be the runtime of the movie produced?

➢ The most common runtime for movies with high rating is somewhere between 75-100 minutes

➢ In producing a movie, the company should aim to keep the movie runtime 74-100 minutes to keep audiences interested
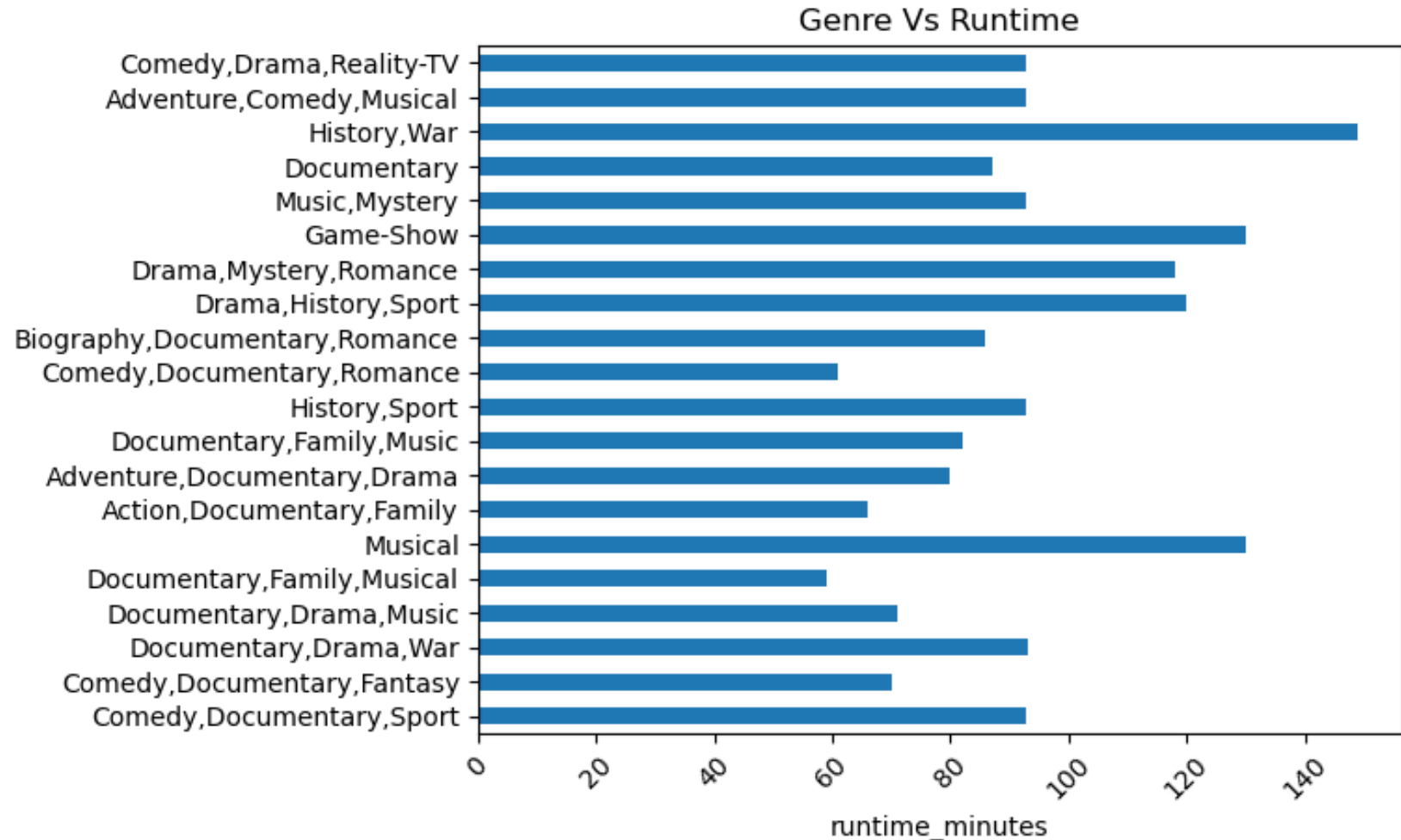


Rating Vs Runtime

# Question 3: Continuing
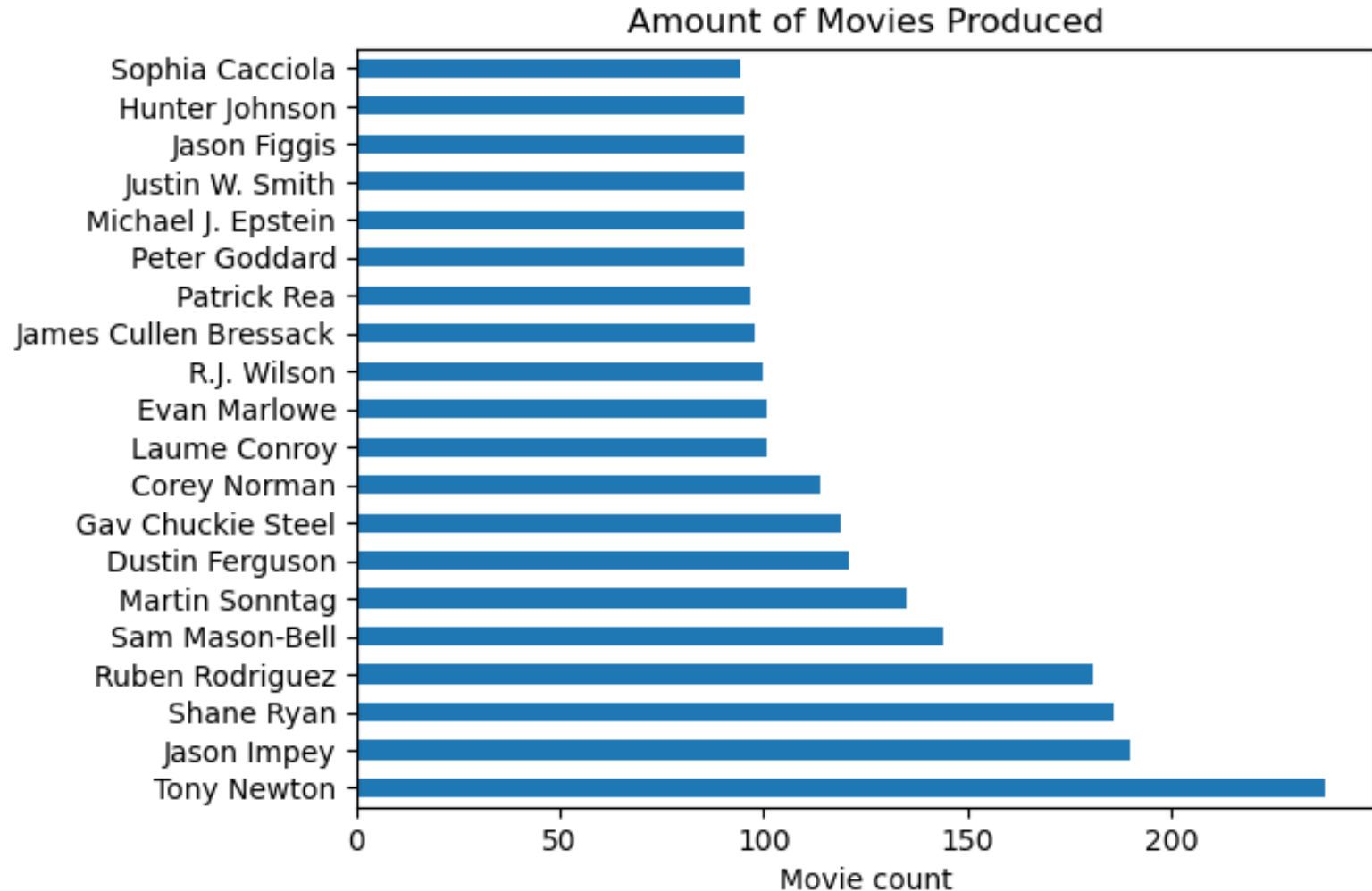# What should be the runtime of the movie produced?

➤ Similarly, Genre that have high average ratings have movie runtime between 75-100 minutes

➤ From this analysis if the company is focused of movie rating, they should aim to have movie the average movie runtime.



Genre Vs Runtime

# Question 4:
## Who is the best director/producer to hire for production of the movie?

➢ Best producers are assessed based on your talent and skill. Production of a lot movies can be one indication for determining a fit producer

➢ As per the analysis I would consider producer with high movie count to have increased talent. So, I suggest the company higher a producer that has more experience in producing movie such as Tony Newton, Jason impey or Shane Ryan



Amount of Movies Produced

# Suggestions based on Analysis

If the company wants high Gross profit - I suggest they have a marketing team that strategizes worldwide movie advertisement

If the company want to compete with other competitors - I suggest they produce movies in Documentary/Drama genre

If the company wants net income - I suggest they produce movies in Fantasy/Romance Genre

If the company wants high ratings - I suggest they aim to make their movie runtime between 75-100 minutes

If the company wants to hire a producer - I suggest they hire someone with a lot of experience in movie production, i suggest they hire Tony Newton, Jason impey or Shane Ryan

# Conclusion

The current analysis serves as a steppingstone in the process for new studio to produce movie.

We still need to keep in mind other factors for that could be assessed to determine how to make a successful movie