


FILM DATA ANALYSIS

CASE STUDY: MICROSOFT

INTRODUCTION

Film is a medium that tells stories through images and sounds. It is considered by many to be the most dominant art form of the twentieth century. Films are a means of telling stories through images and sounds, and an instrument of illusion. They can be used to entertain, educate, inform, and inspire.


Film production started a long time ago as a source of entertainment which quickly turned into a way of making money as people are drawn to them. Nowadays one can say that movies are one of the biggest source of entertainment in the world together with music and social media. Many Big companies have ventured into film making as it a source of income if done properly. Apple and Sony are an example of how films can be profitable.



PROBLEM

We are trying to get in on the film industry business which is a new untouched ground for us. We have numerous questions about what are the metrics of success of a film which can make successful in this new venture.

The metrics are:

1. A compelling storyline depending on the genre of the film
 2. A well-written script(Writers)
 3. Great actors who have a reach to the audience
 4. A visionary director alongside a director of photography and editor
 5. Film budget
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PROBLEM

Having knowing that we can now start asking the right questions.


1. What type of genres are more likely to be successful
2. How directors and actors affect the performance of a movie
3. What is the relationship between movie budgets and total gross of a movie(domestic gross + foreign gross)



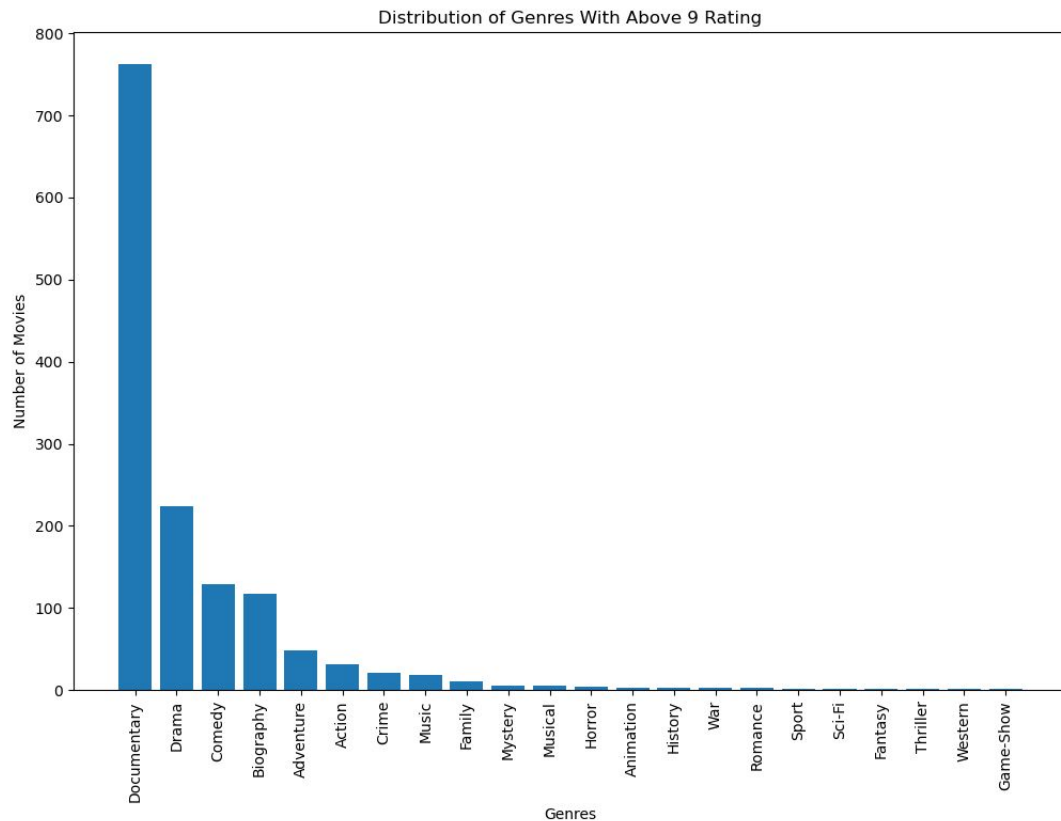
What type of genres are more likely to be successful

Movies of some genres may have more common styles directors use. Two films shot in the same style can be part of different genres, and two films that are in the same genre could use vastly different styles.

Movie genres are stylistic categories where a particular movie can be placed based on the setting, characters, plot, mood, tone, and theme. A film's main genre category will be based on where the majority of the content lands. A sub-genre is a smaller category that fits inside a particular genre.



What type of genres are more likely to be successful



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We have discovered that the genre with the highest number of movies with a rating of 9.0 and above are documentaries with over 700 films. It was followed by drama, comedies, biography, adventure, action, crime. Coming in last are game-shows.



How directors and actors affect the performance of a movie

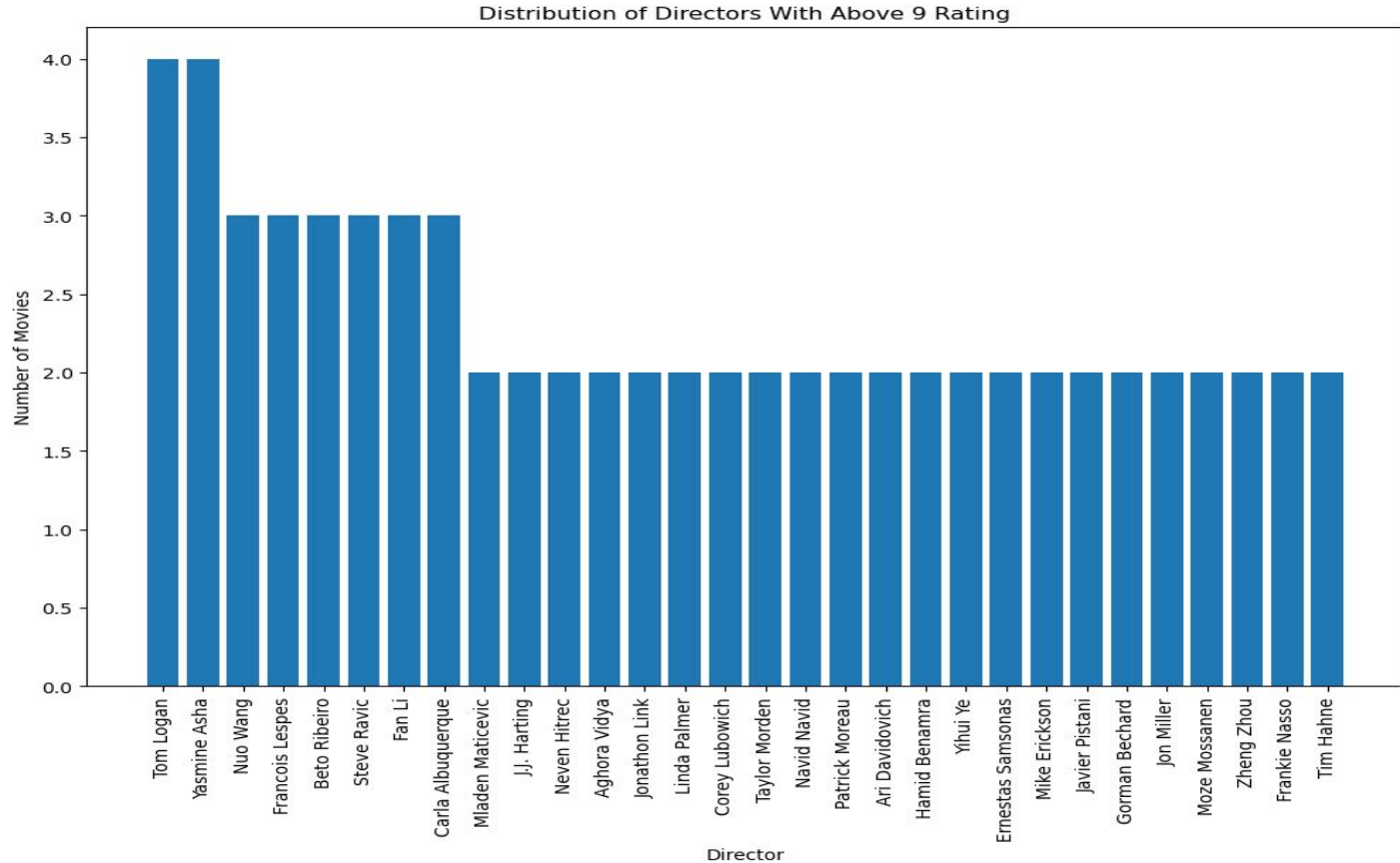
The director of a movie or a TV show may have quite an effect on the performance of an actor. Directors make creative decisions to determine the look of a movie, including those that impact the special effects, filming locations, shot angles, and actors' performances. These professionals participate in virtually every phase of a filming project.

The director's relationship with the actor is crucial in achieving the desired performance. The director must communicate with any particular group of actors requires the most balanced judgment. Unlike the orchestral conductor, to whose aims the theatrical director's are closely analogous, he cannot control actual performance.



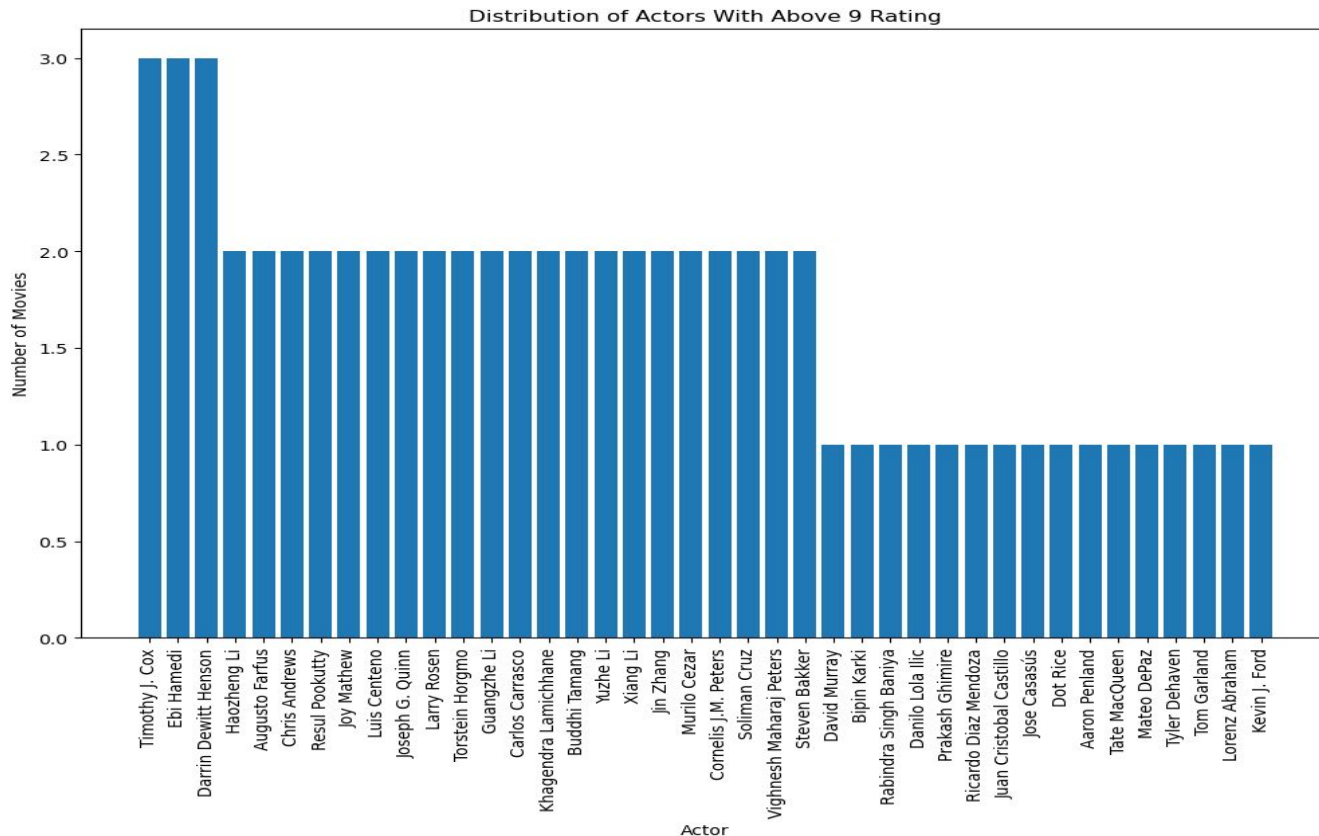
How directors and actors affect the performance of a movie

Directors



How directors and actors affect the performance of a movie

Actors



How directors and actors affect the performance of a movie

We had to set out to see if we can see directors and actors have influence on films and can make them successful. We found that directors and actors can actually influence movies as per our findings where films with a rating of 9.0 and above some directors had several films in the category which also true with actors too. You might have spotted your favorite actor there.



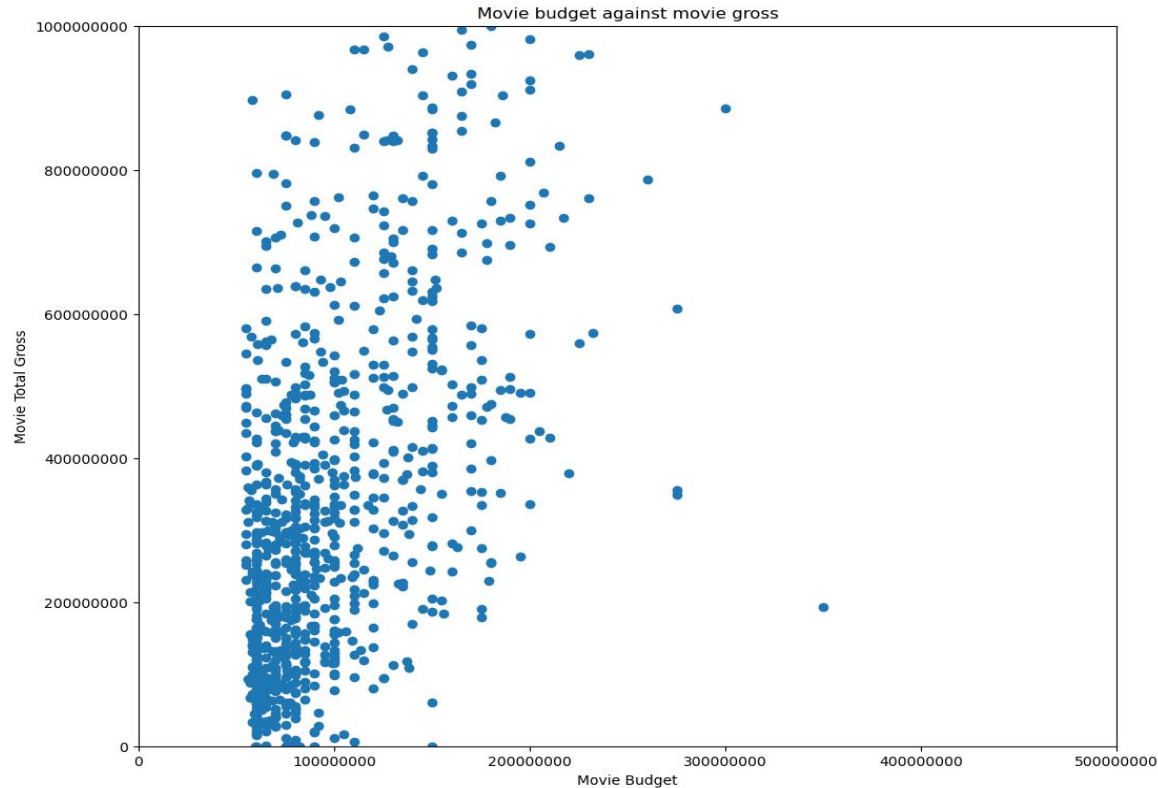
What is the relationship between movie budgets and total gross of a movie(domestic gross + foreign gross)

A film's budget is important because it affects the entire production process and can determine how well the film does in theaters.

The amount of money spent on a movie does not necessarily determine how much money it will make at the box office. There are many factors that can affect a movie's success, including marketing, distribution, and critical reception.



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We have a found a positive correlation of (0.74). This shows that as the movie budget tends to increase the total gross tends to increase. There is no direct relationship between the movie budget and total gross.



Recommendation

- The company should go for a documentary or drama or comedy genre-based film as it starts up the new film division. This more likely to be recognised and liked by people as a result the company new division will get recognition. The genre of a movie can also affect the target audience and the overall tone of the film. Different genres have different conventions and expectations.



Recommendation

The company should seek out famous or successful directors and actors for its films such as (Tom Logan and Timothy J Cox). Actors and directors play a crucial role in the success of a movie. The director determines the creative vision and makes all of the film's biggest decisions. They are responsible for directing the actors and ensuring that their performances are consistent with the overall vision of the film. The director's relationship with the actors is critical to the success of the film. Actors also have a significant impact on movies. A great actor can save bad material, but bad acting can destroy an awesome script. Actors need at least the illusion that their own imaginations have full freedom. The director's efforts are naturally affected by the length of time given to rehearsals.



Recommendation

-The company should be ready to spend and invest in the new venture. The budget of a film includes all costs related to the development, production, and post-production of the film. This includes costs such as acquiring the script, payments to talent, and production costs. The budget plays a dominant role throughout the film's cycle with implications going far beyond the mere cost of the film. The budget of a film can affect many aspects of the production. For example, a high budget movie is almost always financed by a film studio and is synonymous with blockbuster cinema. The project type and genre also a big role in the structure of your accounts and sub-accounts on your film budget breakdown.

