
Bandersnatch Movie studios IMDB's Database Analysis

July 26 2024

Overview

Using Data Analysis skills to help interpret data about movie production and relay this information to Bandersnatch studios so that they can put to venture into the Movie Making industry

1. Understanding the problem

Choose one approach to grab the audience's attention right from the start: unexpected, emotional, or simple.

- **Item 1-what movie genre to venture into ?**
What's new, unusual, or surprising.
- **Item 2- What should be the ideal production budget ?**
Give people a reason to care.
- **Item 3-What are the suitable languages to produce movies in?**
Provide a simple unifying message for what is to come

- **Business Understanding.**

- . The audience preference and taste.
- . Financial constraints concerning the budget
- . Brand identity.

SOURCES OF DATA

The Box office website

IMDB website

Rotten Tomatoes website

The Numbers Website

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What Genre is best?

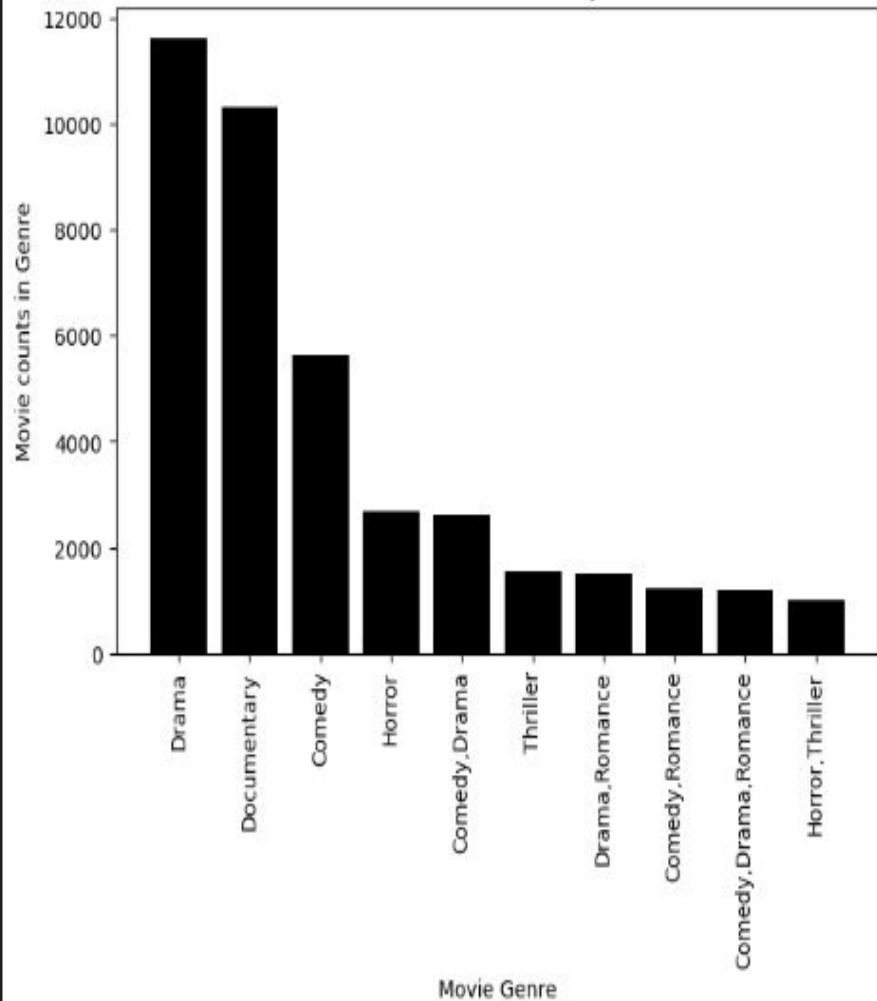
Popular Genres Based on production studios point of view

- Drama
- Documentary
- Comedy

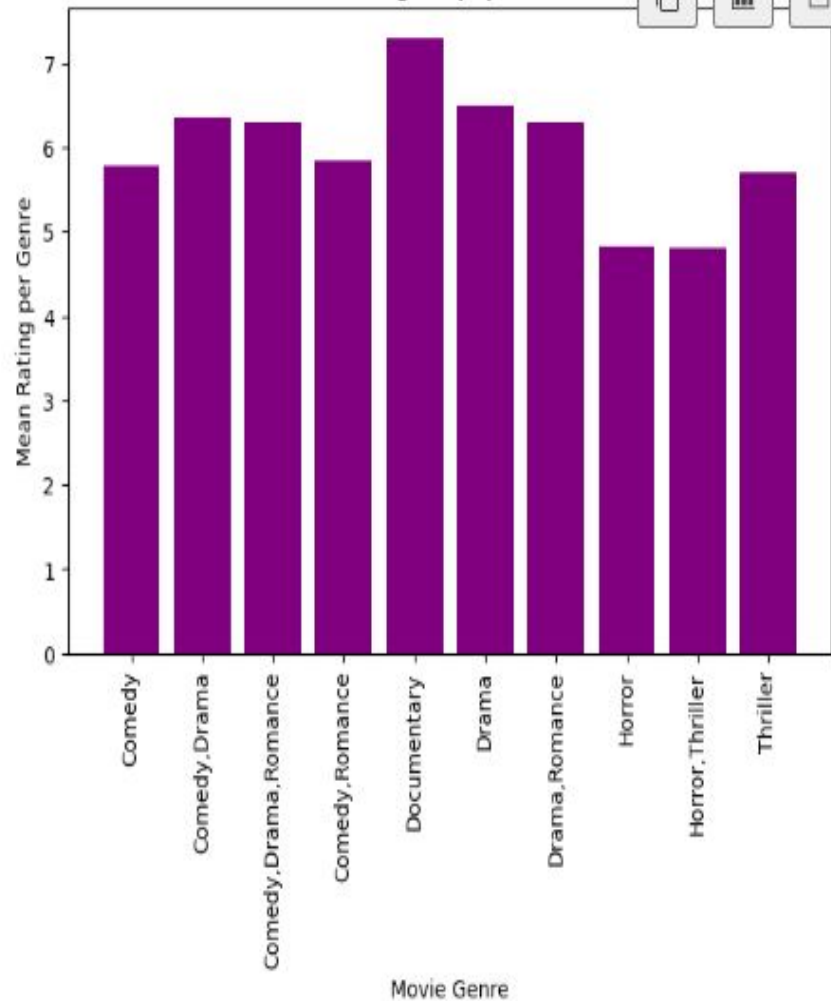
Audience Ratings of Genres From the audience point of view

- Documentary
- Comedy, Drama
- Drama

Distribution of movies by Genre



Mean Ratings of popular Genres



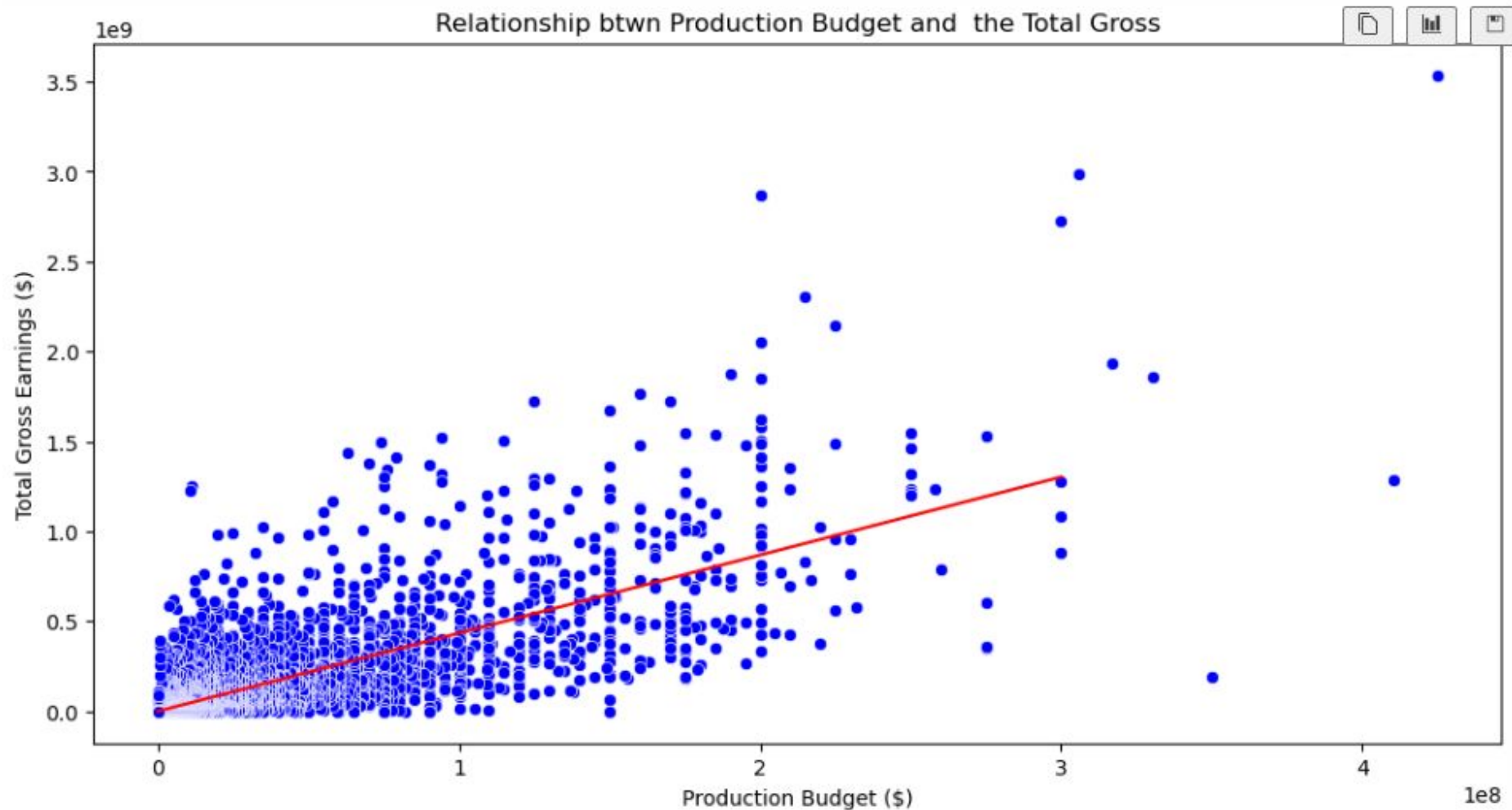
Relationship between Production budget and Earnings

High production
budget

- Above \$350,000
- High probability of grossing 1 billion dollars

Normal Production
Budget

- Below \$100,000
- Most movies are fall in this category, but have less gross earnings



MOST POPULAR LANGUAGES TO PRODUCE MOVIES IN

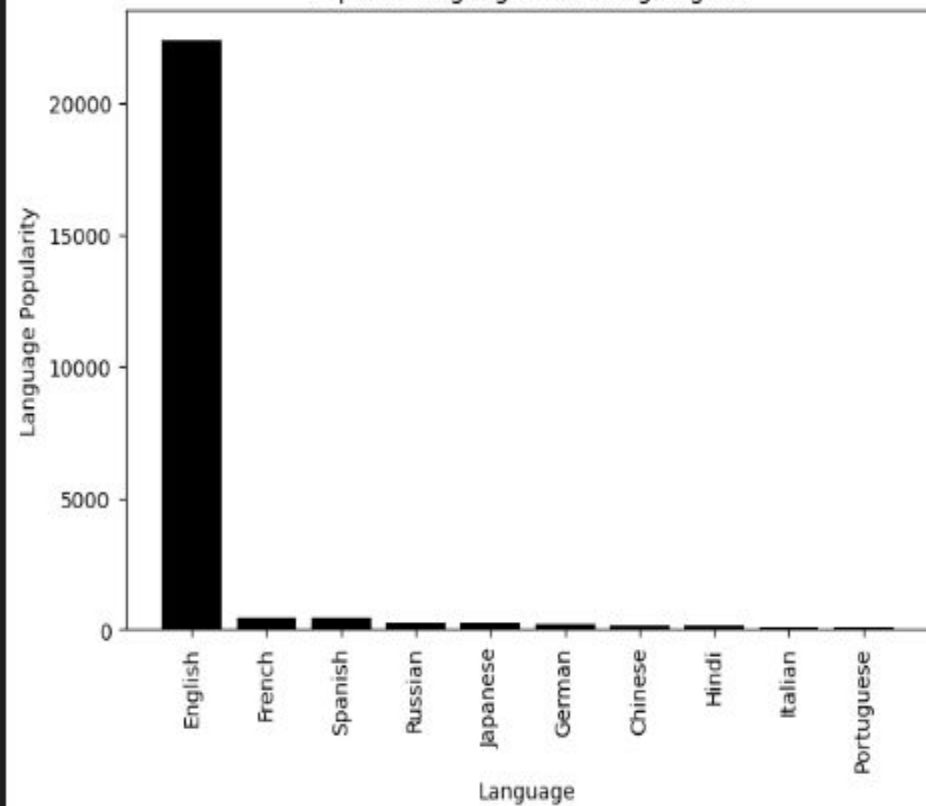
From Studios Point of View

- English
- French
- Spanish
- Russian
- Portuguese

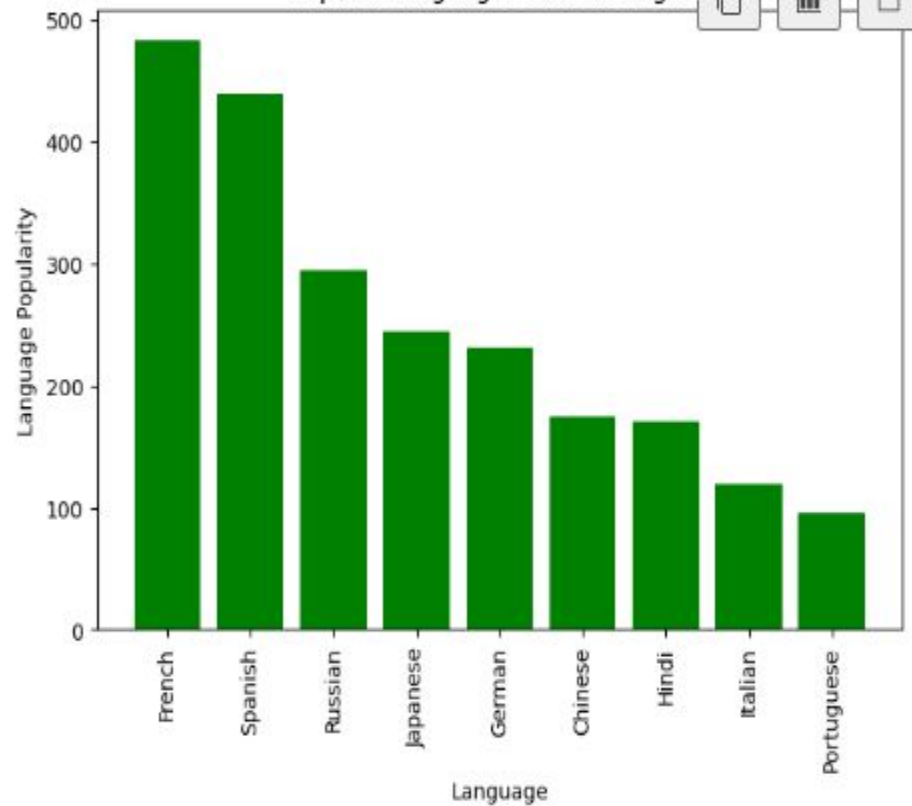
Based on Audience Ratings

- Japanese
- French
- Chinese
- Hindi
- English

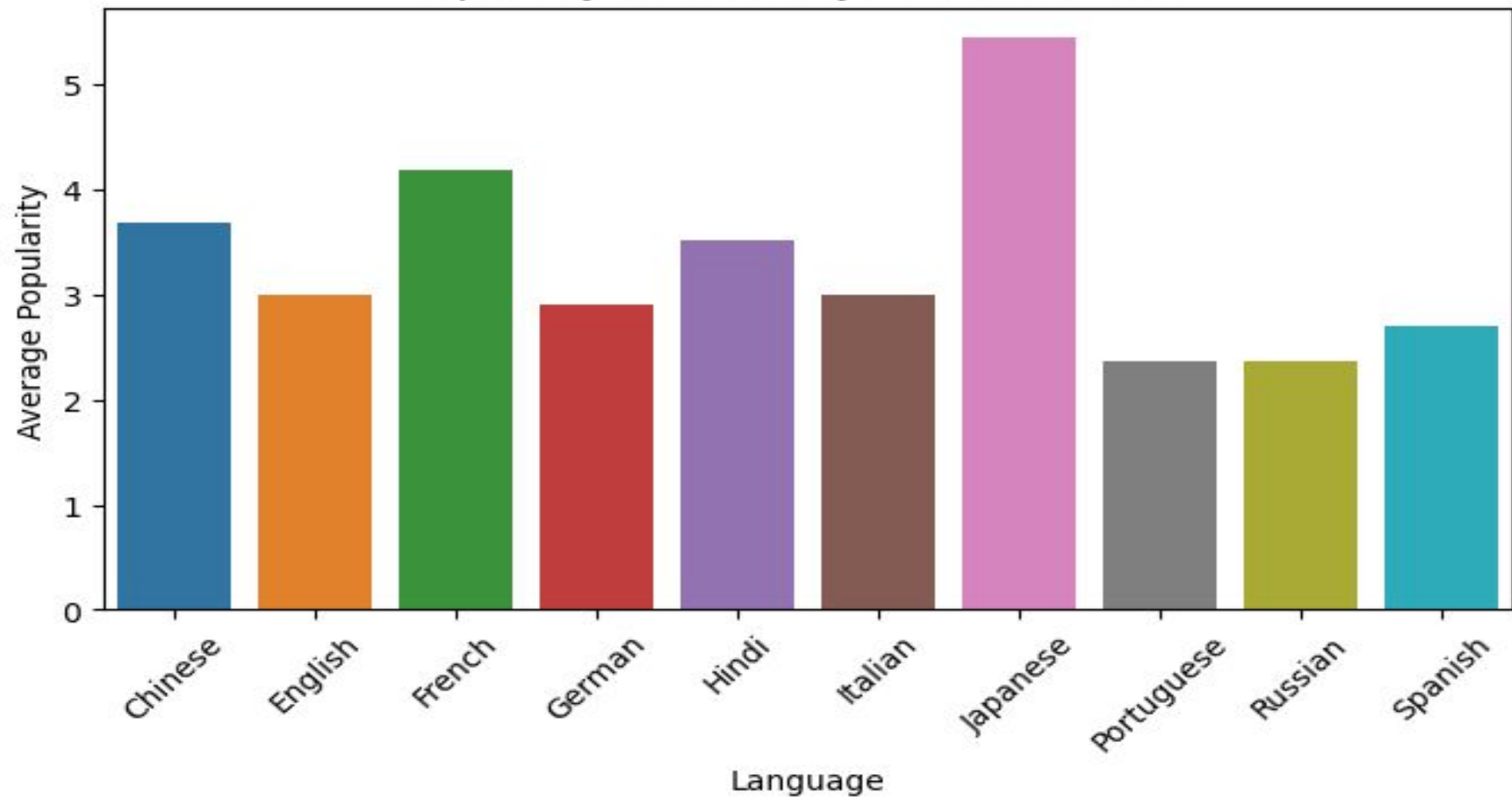
Popular Languages including English



Popular Languages without English

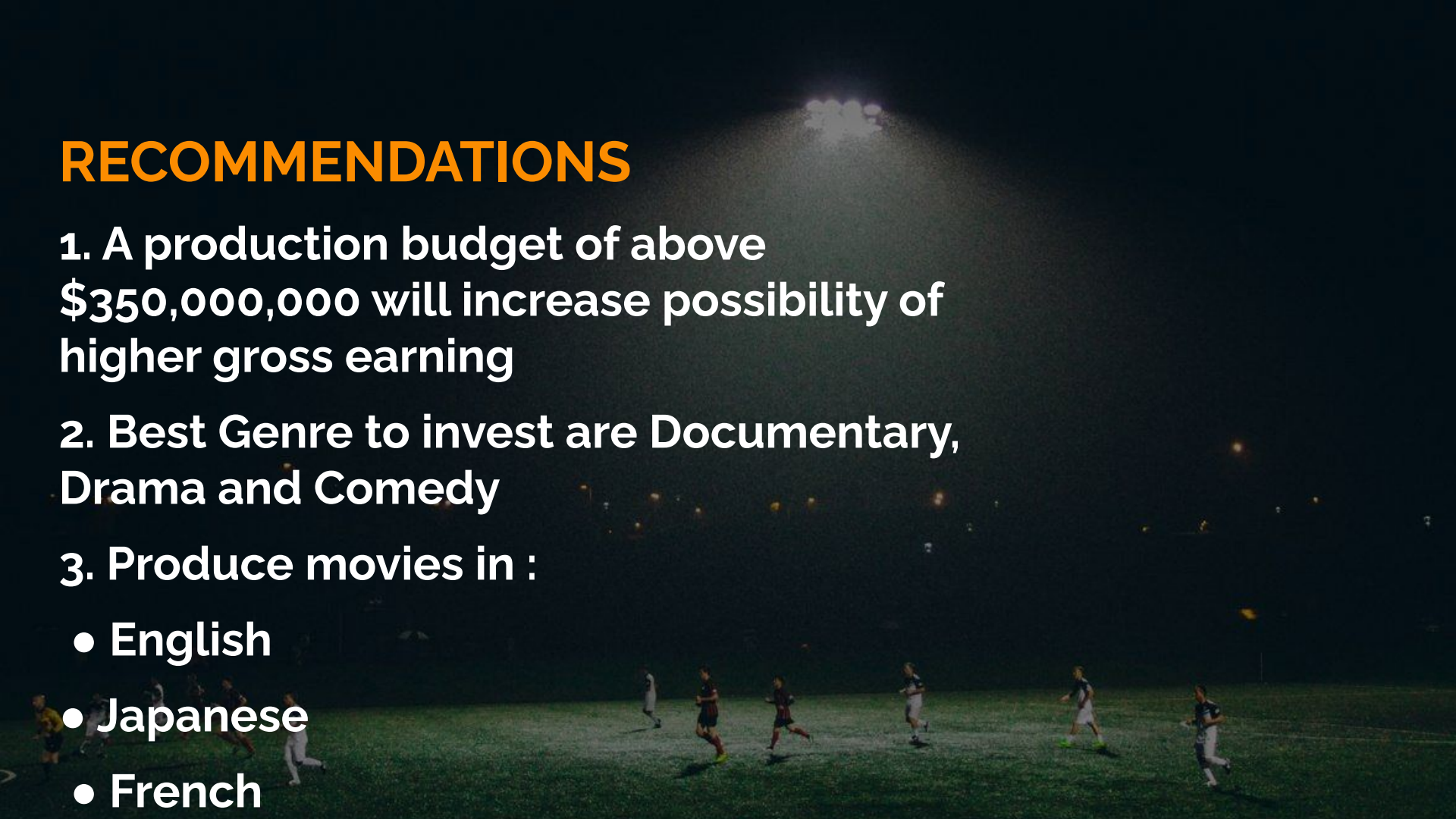


Popularity of movies by Audience Choices



RECOMMENDATIONS

1. A production budget of above \$350,000,000 will increase possibility of higher gross earning
2. Best Genre to invest are Documentary, Drama and Comedy
3. Produce movies in :
 - English
 - Japanese
 - French



NEXT STEPS

1. Shareholders meeting to go through the decisions
2. Regulatory and Legal Compliance
3. Brainstorming to create a vision and brand identity for the Studio
4. Deal with the financials involved
5. Recruit skilled talent to work in the new venture
6. Finalise everything and start movie production



THANK YOU FOR YOUR ATTENTION

.Thanks for being here and participating in today's presentation

For follow up questions you can find me at

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Feel free to reach out with any questions

