GROUP 7

Title: Data-Driven Insights for a New Movie Studio

Subtitle: Strategic Recommendations for Film Production

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" The global film and video market will reach $410.6 billion by 2030…"
 -Business Wire

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Business Overview

- **Industry Context**: Brief description of the competitive movie industry landscape.
- **Project Purpose**: Providing insights on film industry trends for a new movie studio.
- **Objective**: Identify successful genres, directors, and formats to optimize studio performance.

Business Understanding

Industry Evolution: Changes in technology and audience preferences driving industry growth.

Strategic Goals: Establish a studio to produce diverse, high-quality films catering to various audience segments.

Stakeholders:

- Company board of directors
- Creative team (content creation)
- Marketing & sales team
- Audience (content consumers)

Business Question

Core Question: What are audience preferences in the movie industry?

Objective: To understand the movie business and analyze trends to guide production decisions.

Data Understanding

Primary Data Source: IMDb (film attributes)

Supplementary Sources:

- **Box Office Mojo**: Financial information
- **MoviesDB**: Popularity and ratings
- **The Numbers**: Financial metrics

Data Insights: Overview of the types of data collected

Data Description

- **Key Columns Analyzed**:
  - **Movie Attributes**: Title, genre, director, studio, runtime, release details, original language
  - **Performance Metrics**: Production budget, domestic and foreign gross, worldwide gross, ROI
  - **Ratings & Popularity**: IMDb and MovieDB ratings, popularity scores
- **Data Notes**:
  - Multi-genre and multi-director films
  - Domestic gross = US revenue; foreign gross = revenue outside the US
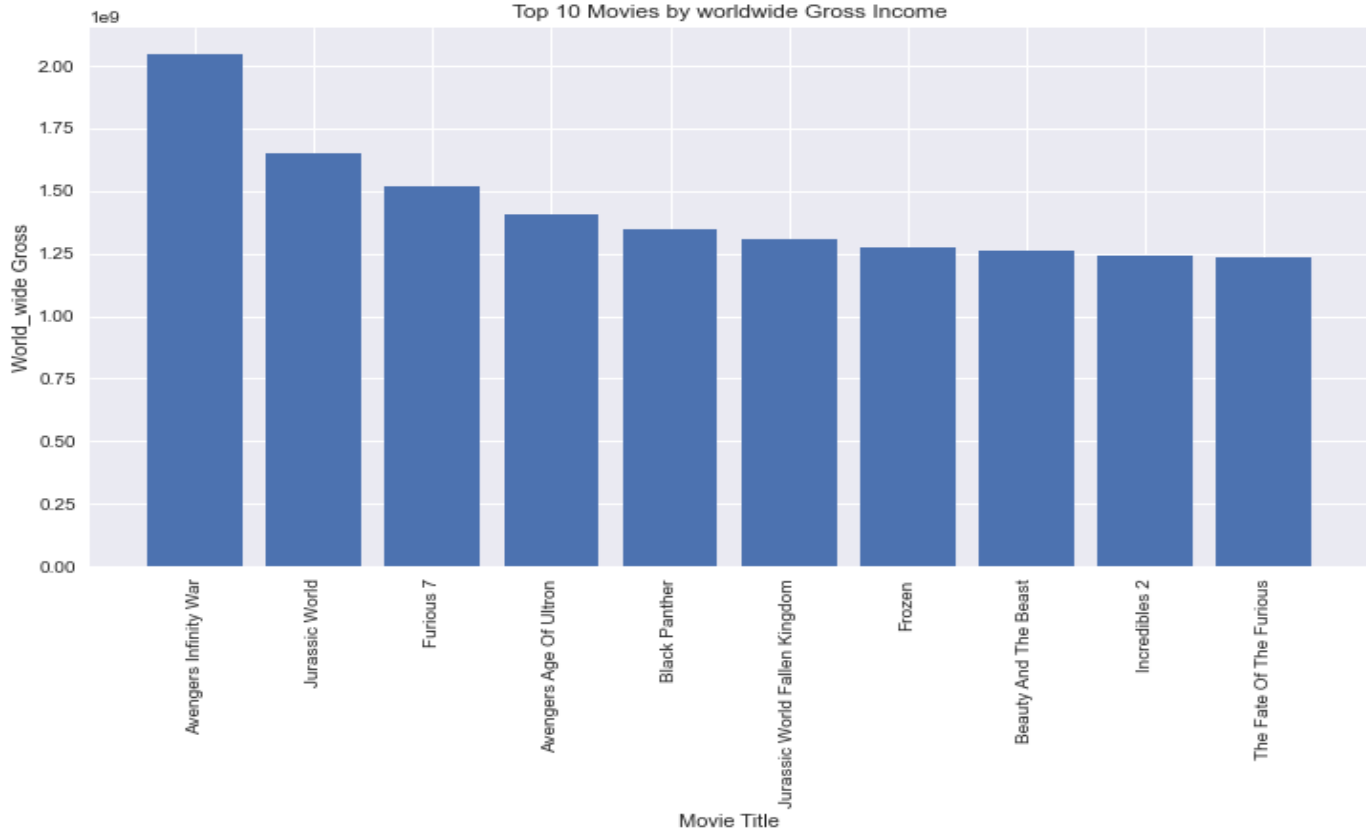 - ROI definition: Return on Investment

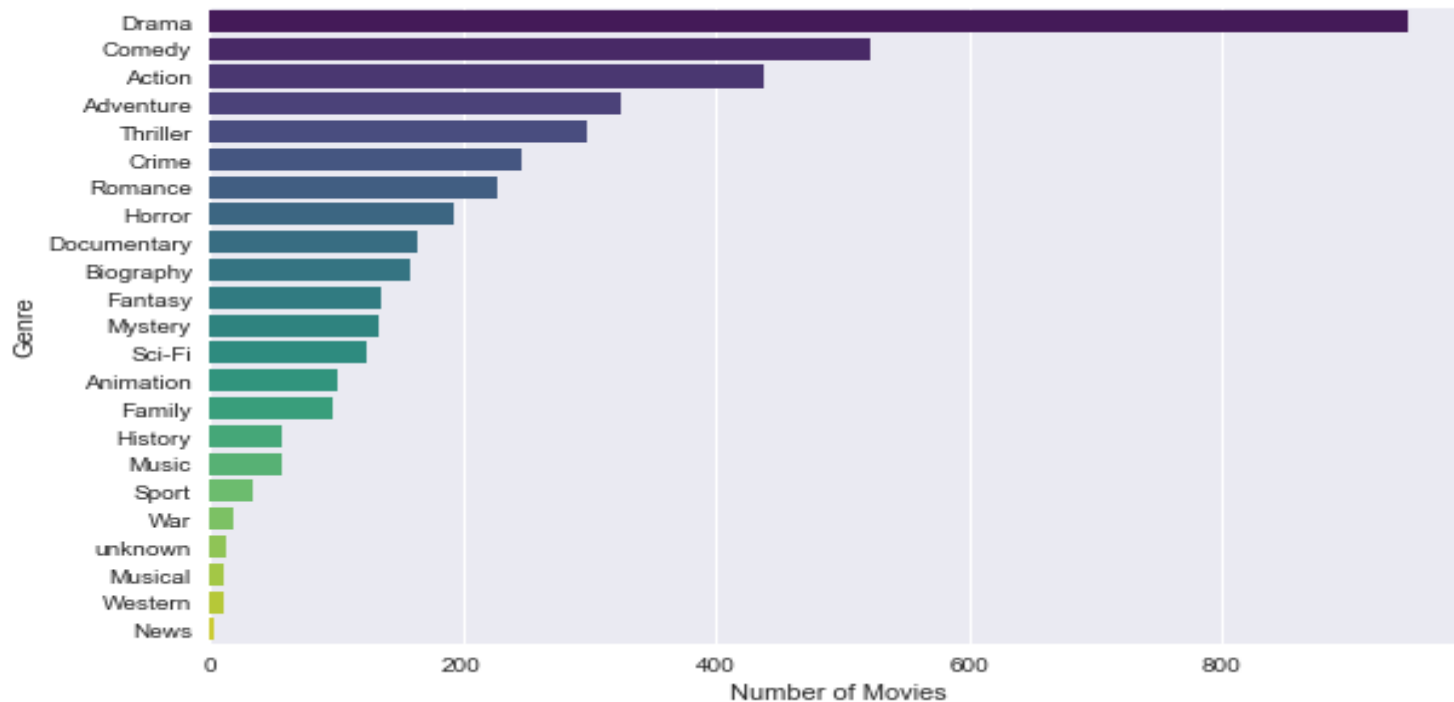# Data Cleaning Process

- **Steps Taken**:
  - Merging of datasets
  - Removal of duplicates and inconsistencies
  - Imputation for missing values where applicable
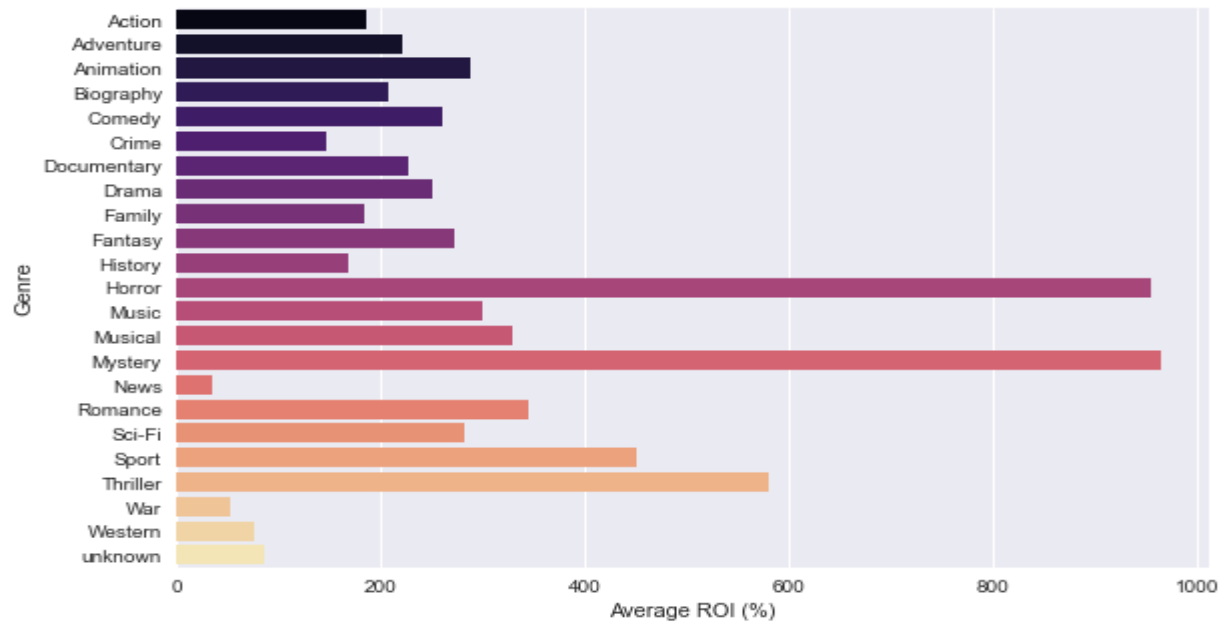 - Column transformation for analysis-ready format

DATA VISUALIZATIONS

Top 10 Movies by worldwide Gross Income

Number of movies per genre

Number of Movies by Genre

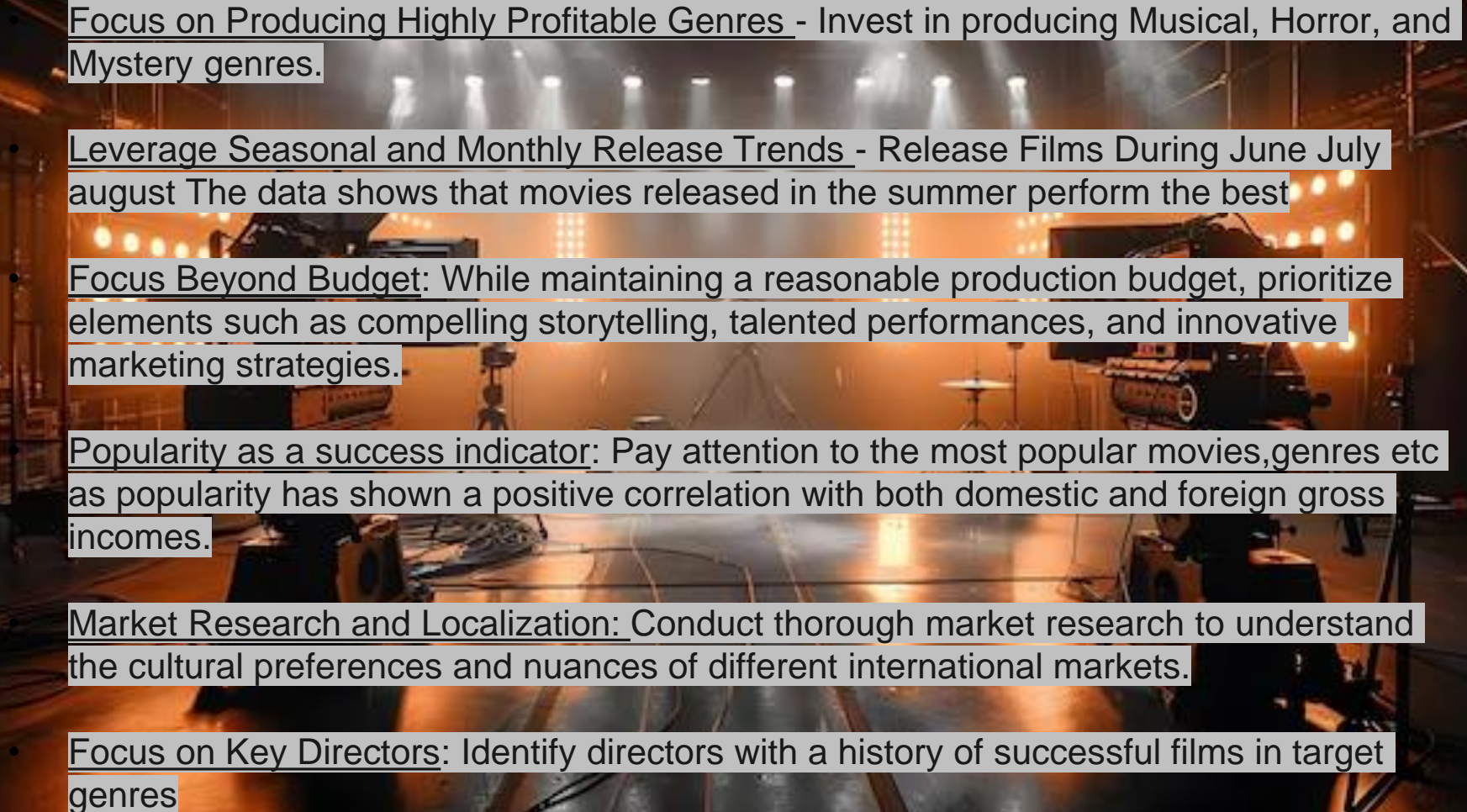Average Return On Investment (ROI) by genre

Average ROI (%) by Genre

Data Visualization - Tableau Dashboard

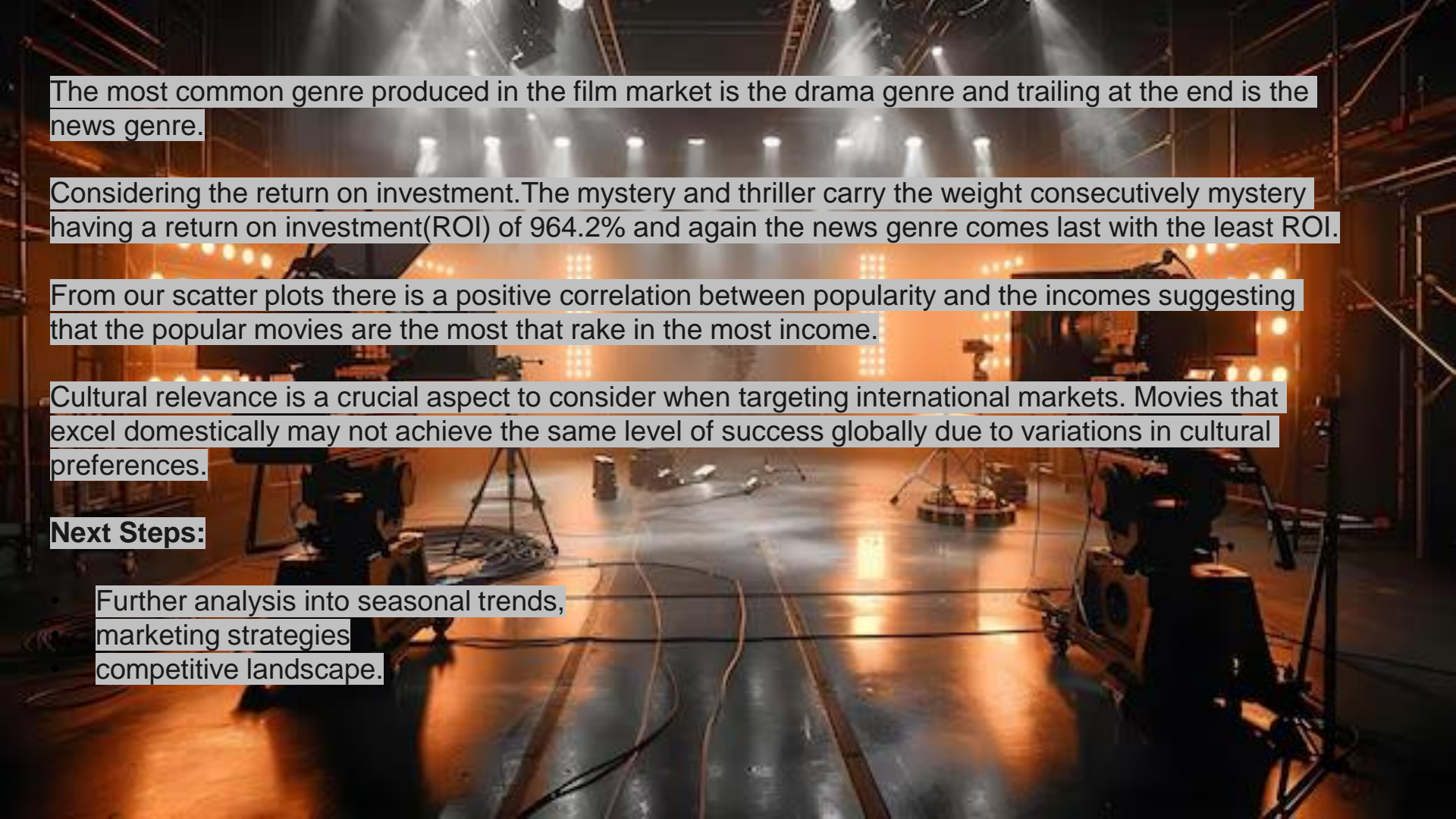https://public.tableau.com/app/profile/edwin.maina/viz/Phase2Projectdashboard/Dashboard1?publish=yes

Key Insights

- **Genres with High Box Office Performance**: Based on domestic and worldwide gross
- **Directors and Formats**: Directors associated with top-performing films
- **Audience Preferences**: Key attributes associated with high IMDb and MovieDB ratings

- <u>Focus on Producing Highly Profitable Genres</u> - Invest in producing Musical, Horror, and Mystery genres.

- <u>Leverage Seasonal and Monthly Release Trends</u> - Release Films During June July august The data shows that movies released in the summer perform the best

- <u>Focus Beyond Budget</u>: While maintaining a reasonable production budget, prioritize elements such as compelling storytelling, talented performances, and innovative marketing strategies.

- <u>Popularity as a success indicator</u>: Pay attention to the most popular movies,genres etc as popularity has shown a positive correlation with both domestic and foreign gross incomes.

- <u>Market Research and Localization</u>: Conduct thorough market research to understand the cultural preferences and nuances of different international markets.

- <u>Focus on Key Directors</u>: Identify directors with a history of successful films in target genres

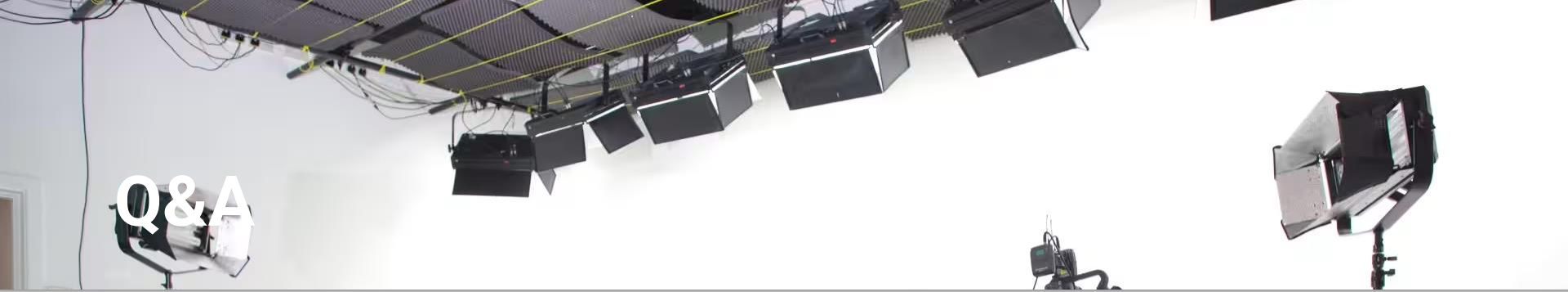The most common genre produced in the film market is the drama genre and trailing at the end is the news genre.

Considering the return on investment.The mystery and thriller carry the weight consecutively mystery having a return on investment(ROI) of 964.2% and again the news genre comes last with the least ROI.

From our scatter plots there is a positive correlation between popularity and the incomes suggesting that the popular movies are the most that rake in the most income.

Cultural relevance is a crucial aspect to consider when targeting international markets. Movies that excel domestically may not achieve the same level of success globally due to variations in cultural preferences.

Next Steps:

- Further analysis into seasonal trends,
- marketing strategies
- competitive landscape.

Q&A

Thank You!

Questions?