

# Urban Production: Movie Production Analysis

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A Data-Driven Analysis and Insights of Movie Performance  
using IMDb and Box Office data

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# Project Overview

- Urban Enterprises has decided to venture into the movie production industry and wants to build a new studio.
- The head of studio needs to know what type of films/movies to create.
- Our goal is to analyse movie performance data to provide insights on movie production.





# Objectives

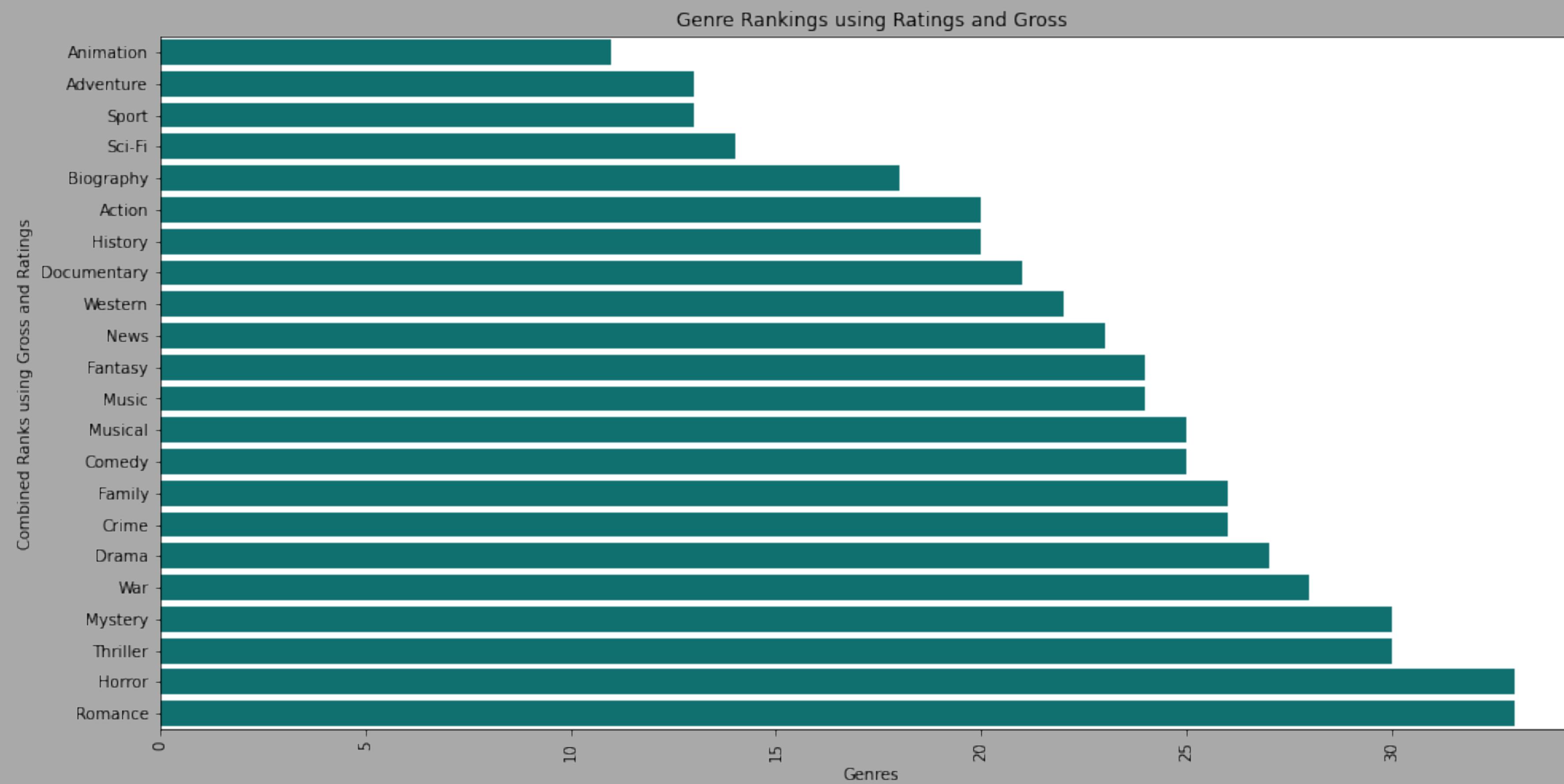
- Determine the best movie genres by examining total gross and movie ratings for the business to take steps that will maximise their profits and ensure return of investment.
- Compare production budgets for movies with their total gross over the years.
- Explore whether movie release months affect movie performance to suggest the best release strategies.

# Data Understanding

- We are using datasets from Box Office Mojo, IMDb and the Numbers.
- Box Office Mojo- Gross earned by Movies.
- IMDb- Movie details ie Title, Genres, Years, Runtimes, Ratings.
- The Numbers- Production budgets and revenues.

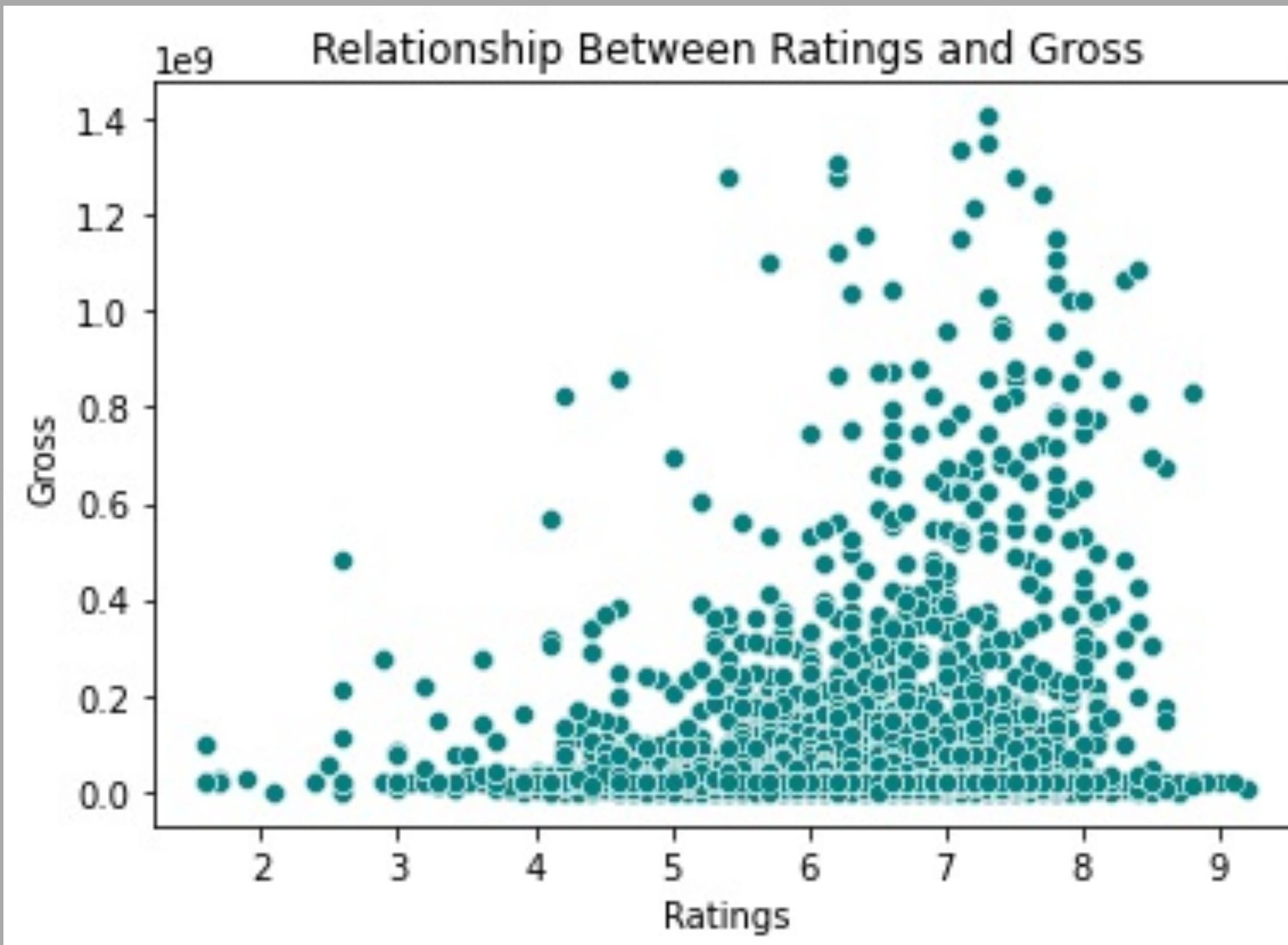


# Objective 1: Genre vs Total Gross and Ratings



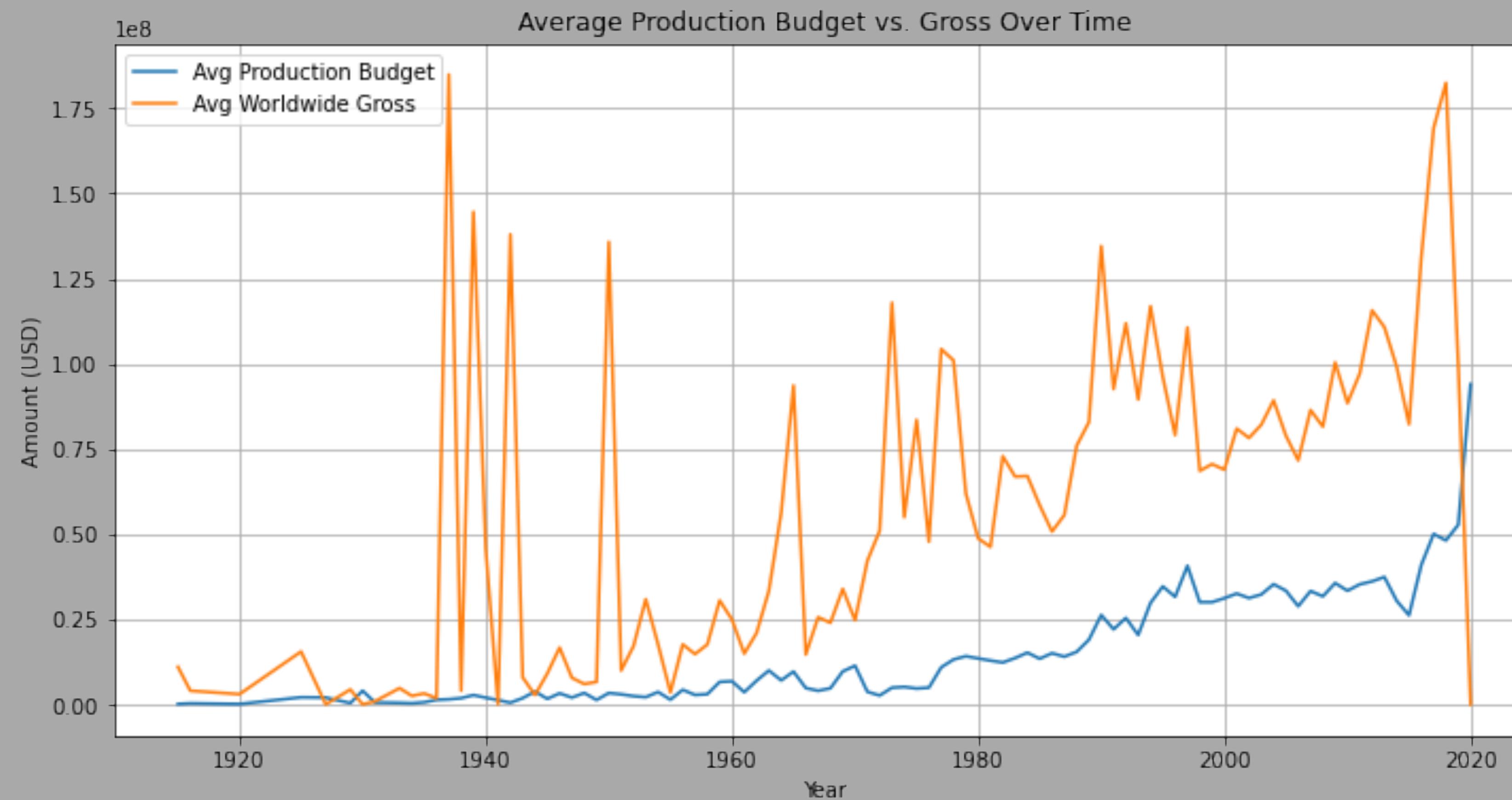
- From the above analysis and visualisation, the results show that Animation is the best-performing genre, followed by Adventure and Sport, Romance, Horror and Thriller appear to be the lowest-performing genres based on combined gross and rating scores.

# Cont... (Rating vs Gross)



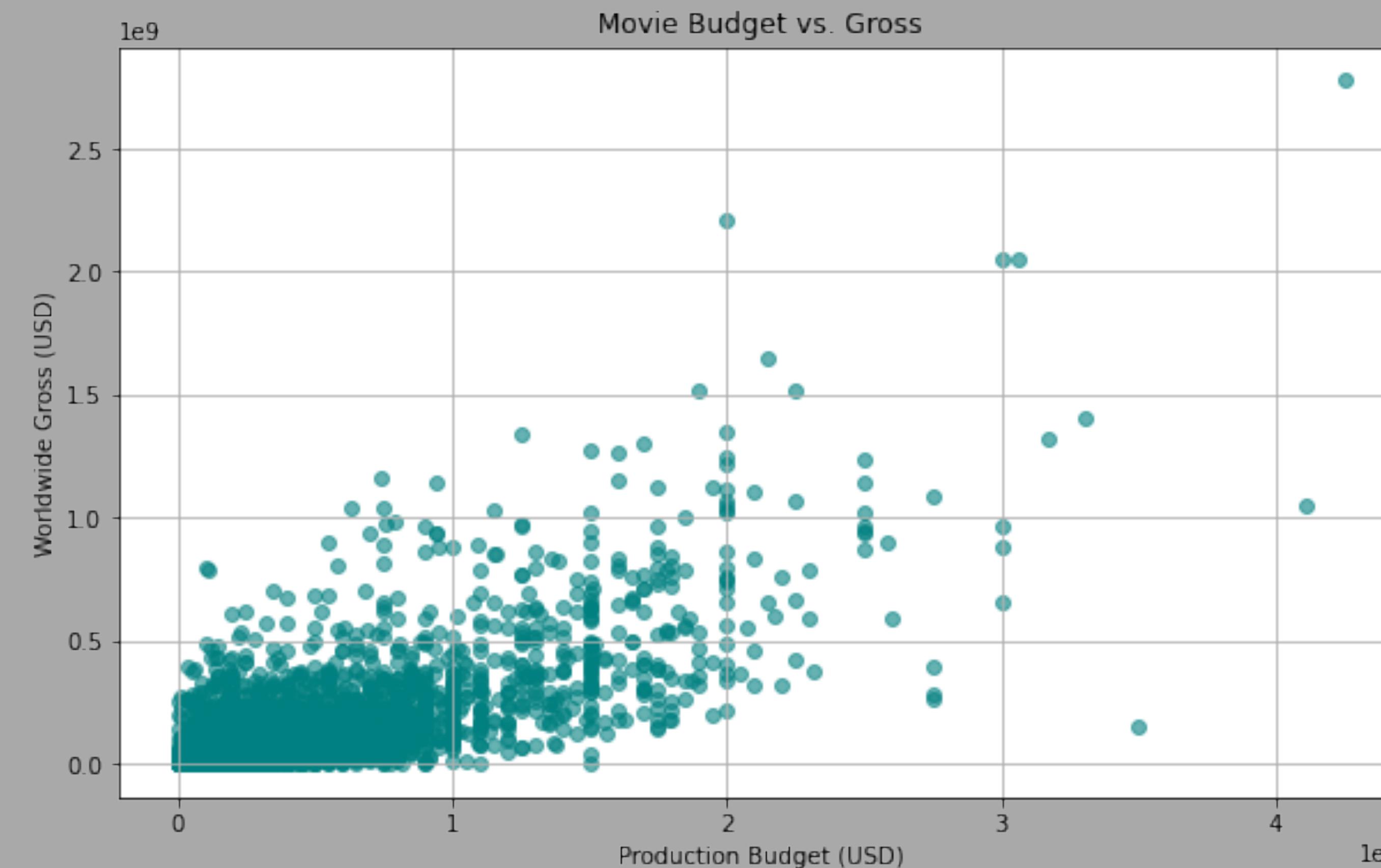
- This analysis shows that there is no significant correlation between ratings and the gross earned.
- This means a movie can have a small rating and still earn a lot.
- Therefore a movie's gross earned may be affected by other factors beyond viewers opinions.

# Objective 2: Production Budget vs Total Gross over the years



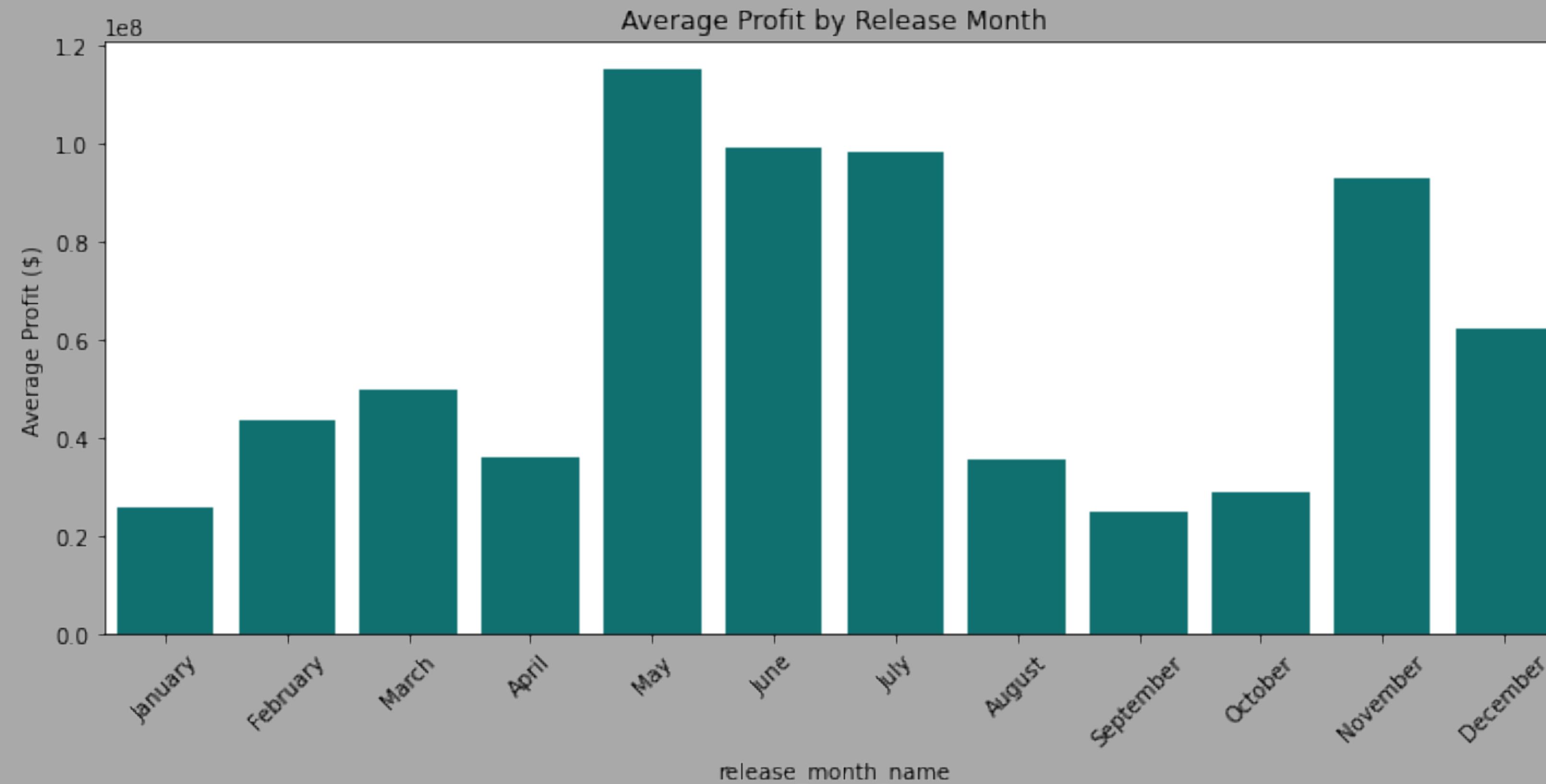
- As the production budget Increases, the worldwide gross tends to increase too over the years.
- This means higher-budget movies generally earn more revenue.

# Cont...(Production Budget vs Total gross over the years)



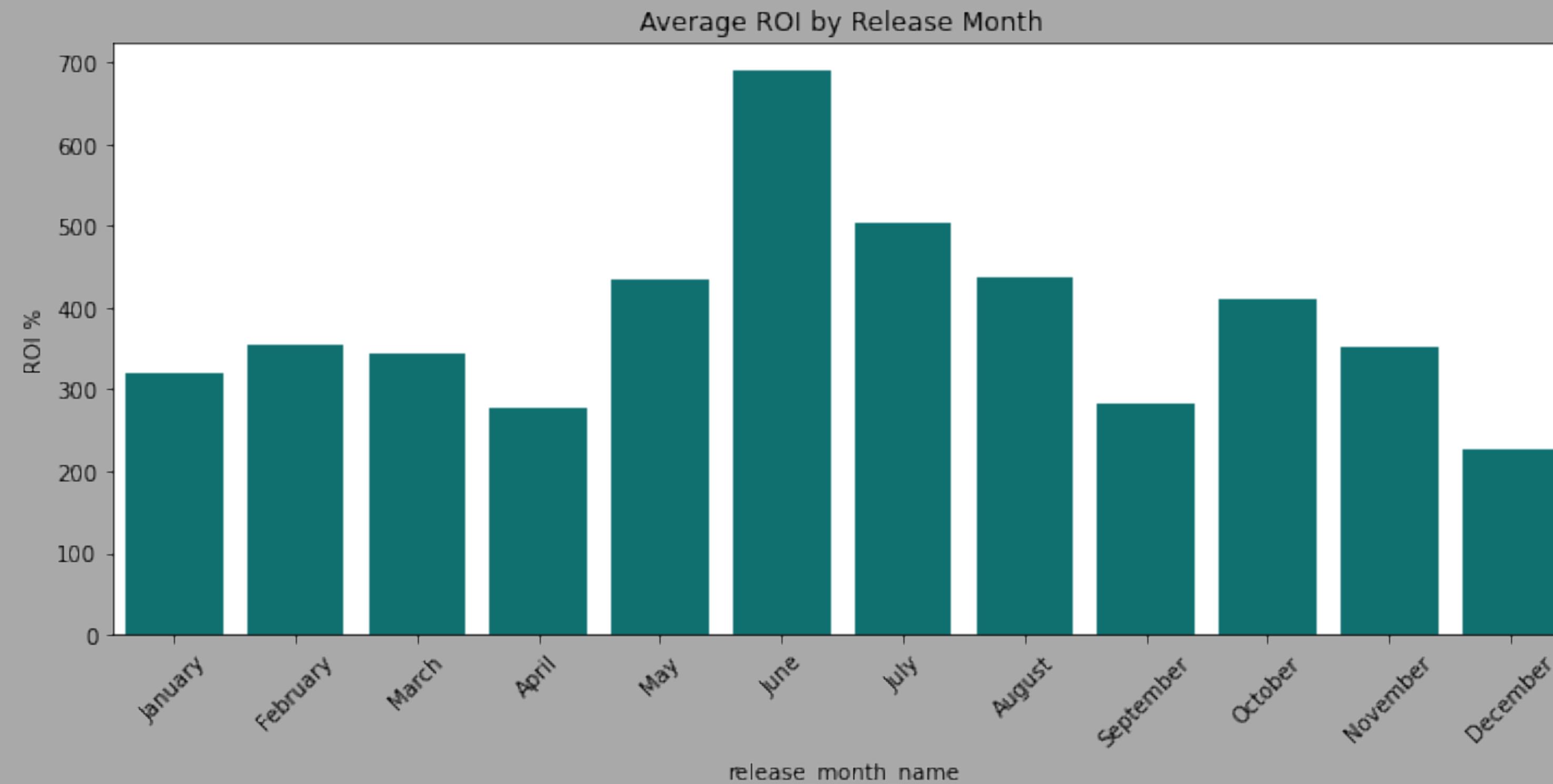
- There is a good relationship ie high correlation between Production budget and gross.
- This means the production budget amount affects the gross return greatly.

# Objective 3: Profit and Return on Investment (ROI) According to Release Months



- From this analysis, May, June and July have the highest average profits in the film industry.

# Cont...(Profit and Return on Investment(ROI) According to release Months



- Further we also observe that May, June and July have the highest average ROIs in the film industry.

# Recommendations

1. According to our rank, the best performing genre in the film industry is Animation, followed by Adventure and sport. Thriller, Horror and Romance are the least rewarding genres to invest in. Therefore, we received that Urban Production invest more in Animation, Adventure and Sport genres.
2. As studios spend more on movies, production budgets for films since viewers reward the spending, which ensures return of profits.
3. Movies do best within the May to July period. On the other hand, January, September and October are the least performing months to the films industry. It is hence ideal to have movies releases during the May to July period.

# Conclusion

- Overall, the project provided Valuable insights into the factors influencing movie success in the film industry.
- By analysing genres, production budgets and release periods, we identified trends that affect a film's performance.
- The findings show that a movie's success is determined by genre selection, suffering budgeting and strategic release timing.
- Therefore, this analysis guides Urban Productions in making informed decisions in venturing into the film industry.

# QUESTIONS & ANSWERS



Thank you!