

A dark, artistic background featuring a film reel on the left and a clapperboard on the right. The clapperboard has white text and black and white striped patterns. The overall tone is cinematic and professional.

# Film Industry Expansion Strategy for ABC Industries

Identifying Key Trends and Opportunities

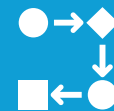
# Overview



The objective of this project is to identify which film genres, themes, and audience demographics are currently the most successful.



Our goal is to translate these insights into actionable recommendations that will help the new movie studio make informed decisions about content creation and audience targeting.



The project will progress through several phases:

- Data Collection
- Data Cleaning
- Data Analysis
- Recommendations.



Each phase is crucial for generating insights that drive strategic decisions.

# Business Understanding

ABC Industries is expanding into the film industry and lacks existing expertise in this area. To ensure the success of the new movie studio, it is essential to understand which types of films are thriving at the box office.

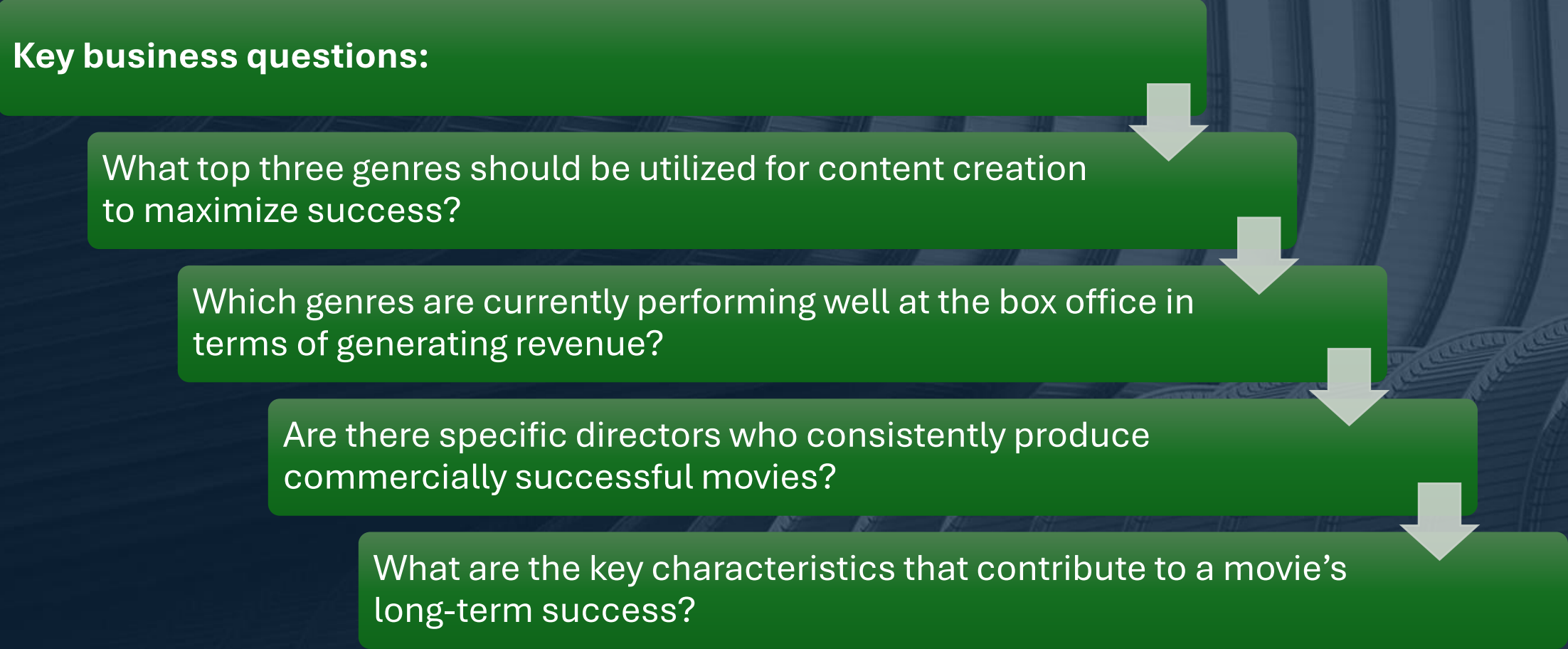
Key goals for this project include identifying successful film genres and themes, understanding audience demographics, and making informed decisions on content creation and marketing strategies.

## **Stakeholders of the movie studio:**

- Executives
- Studio Management
- Content Creators and Directors
- Marketing Teams

# Business Questions

## Key business questions:



What top three genres should be utilized for content creation to maximize success?

Which genres are currently performing well at the box office in terms of generating revenue?

Are there specific directors who consistently produce commercially successful movies?

What are the key characteristics that contribute to a movie's long-term success?



# Data Understanding

There were various Datasets that were provided to conduct the analysis however the datasets below were chosen as they were deemed to contain the key features that are crucial for analyzing trends and making recommendations.

Data Source	Key Features
BOM	Gross Revenues, Genre, Studio
RT	Rating, Genre, Director, Runtime
TMDB	Popularity, Release Date, Vote Average, Vote Count
TN	Movie Name, Production Budget, Domestic Gross, Worldwide Gross



# Data limitations

While the analysis provides valuable insights, several limitations must be considered to ensure a comprehensive understanding of the findings.

These limitations include:

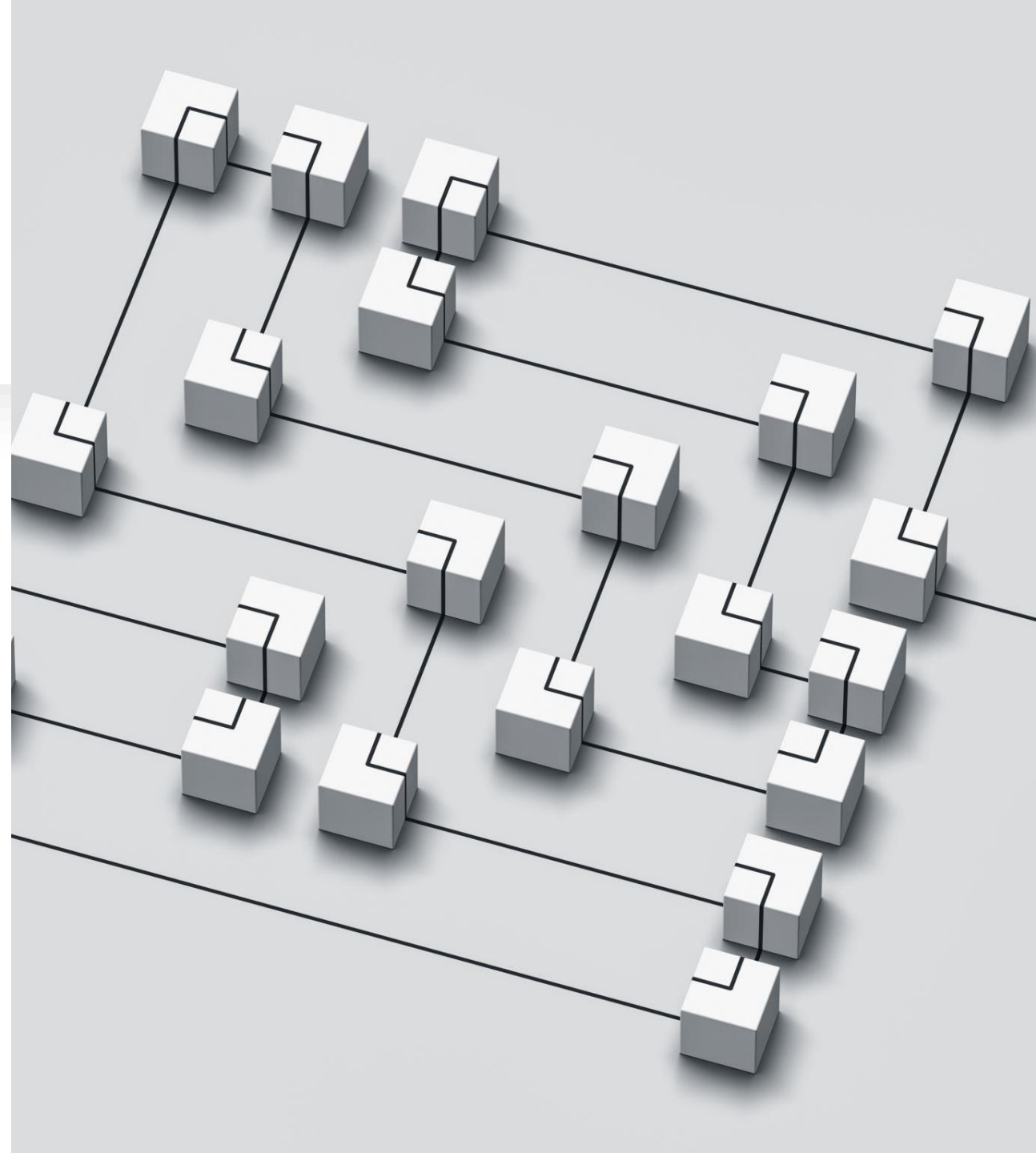
Issues related to missing values, data consistency, historical relevance, and genre classification. Addressing these limitations helps in accurately interpreting the results and refining future analyses.

# Data Analysis

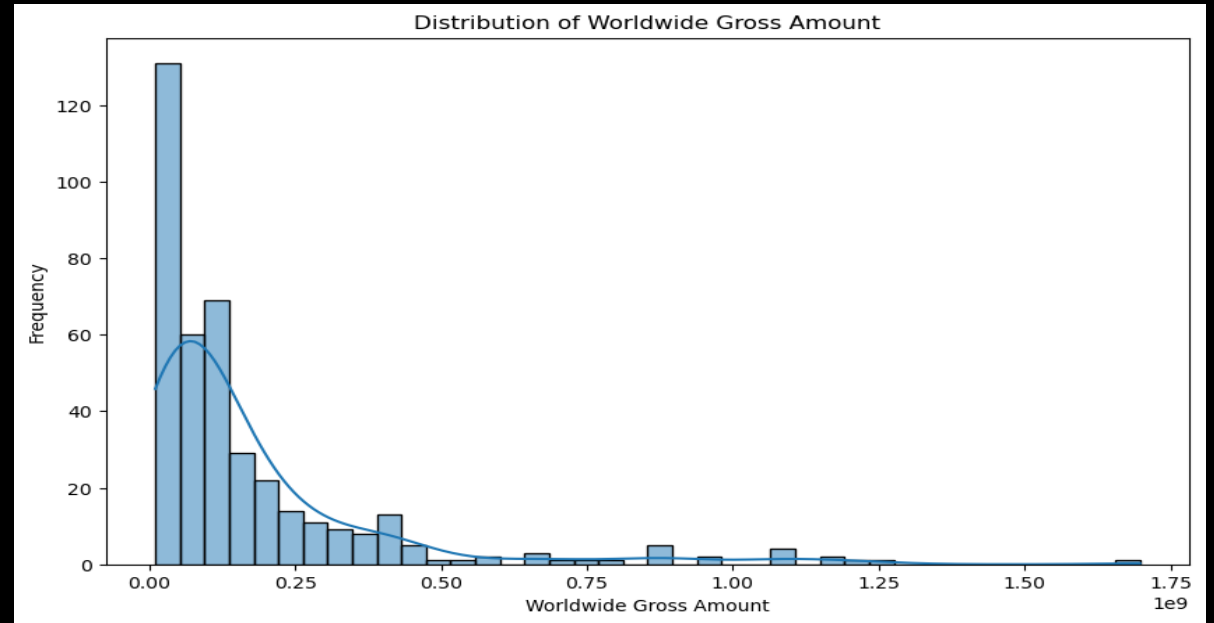
In this section, we delve into the merged dataset to uncover patterns and insights that can guide strategic decisions.

Techniques include data filtering, grouping, and visualization to summarize data, identify correlations, and uncover relationships.

While the analysis provides valuable insights, several limitations must be considered to ensure a comprehensive understanding of the findings. Addressing them by performing statistical tests helps in accurately interpreting the results and refining future analyses.



# Histogram: Distribution of Worldwide Gross Amount

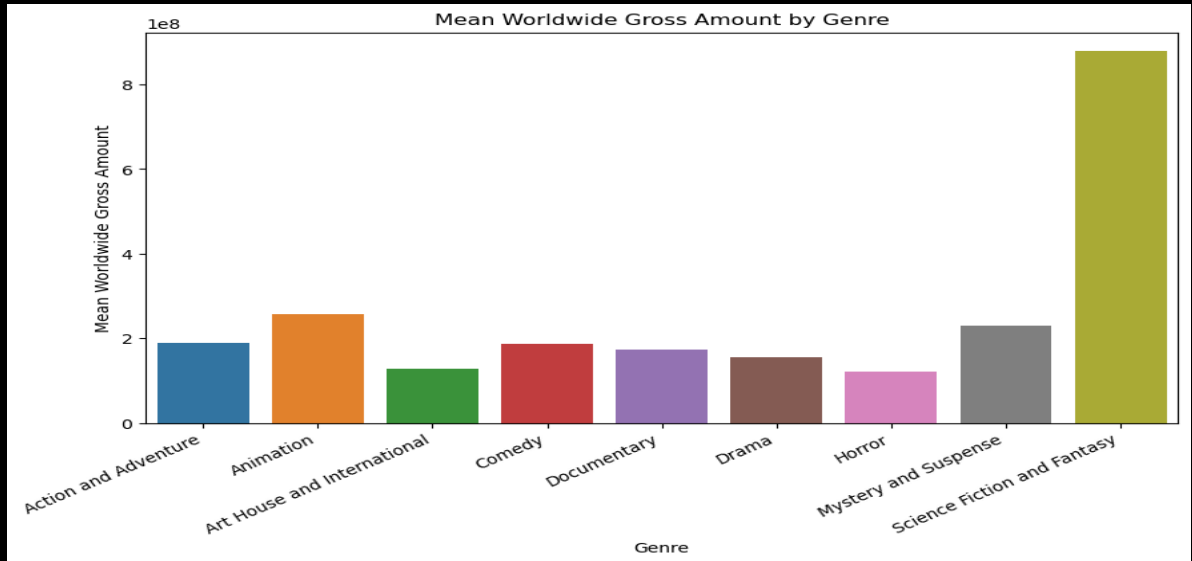
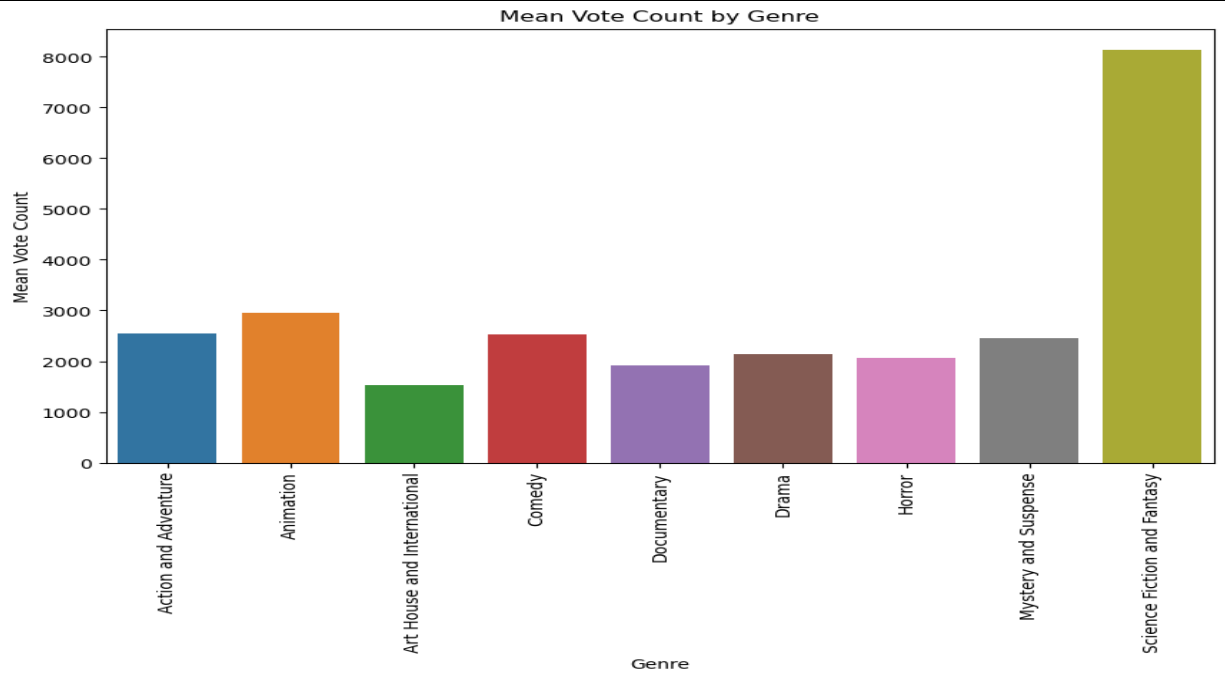


## The Key observations include:

- Most movies earn between \$0 and \$500 million.
- There are a few high-grossing outliers exceeding \$1 billion.
- The distribution is right-skewed, indicating that while most movies generate lower gross amounts, a few achieve very high revenues.



Bar Graph: Mean  
Worldwide Gross Amount  
by Genre  
and Mean Vote  
Count by Genre





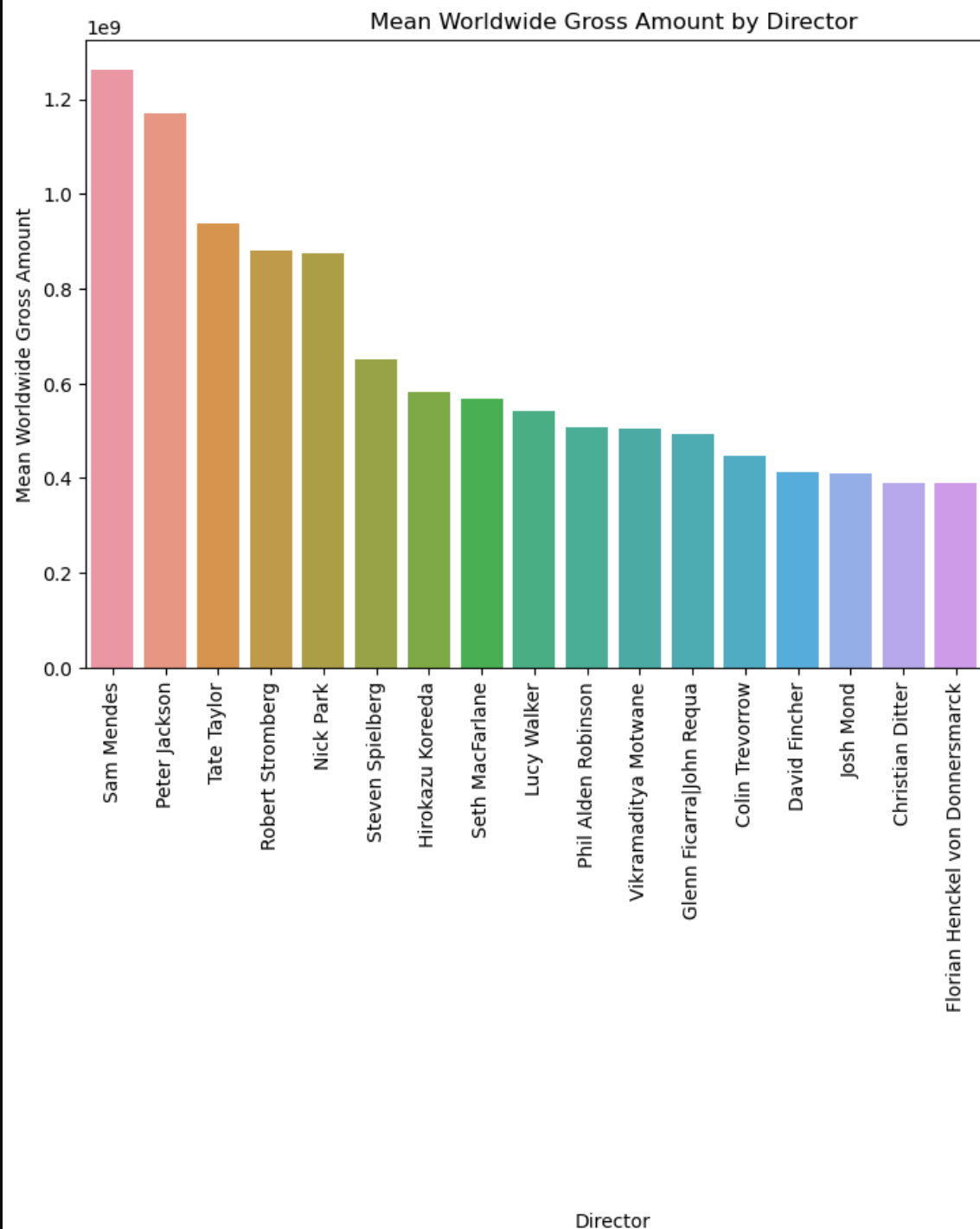
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## Interpretation

This graphs provide complementary insights into movie success. They collectively offer a detailed view of financial performance and audience popularity.

By comparing these graphs, we can explore the correlation between high vote counts and higher revenue, revealing which genres excel both in audience engagement and financial returns.

This analysis aids in making informed decisions about content creation and marketing strategies.

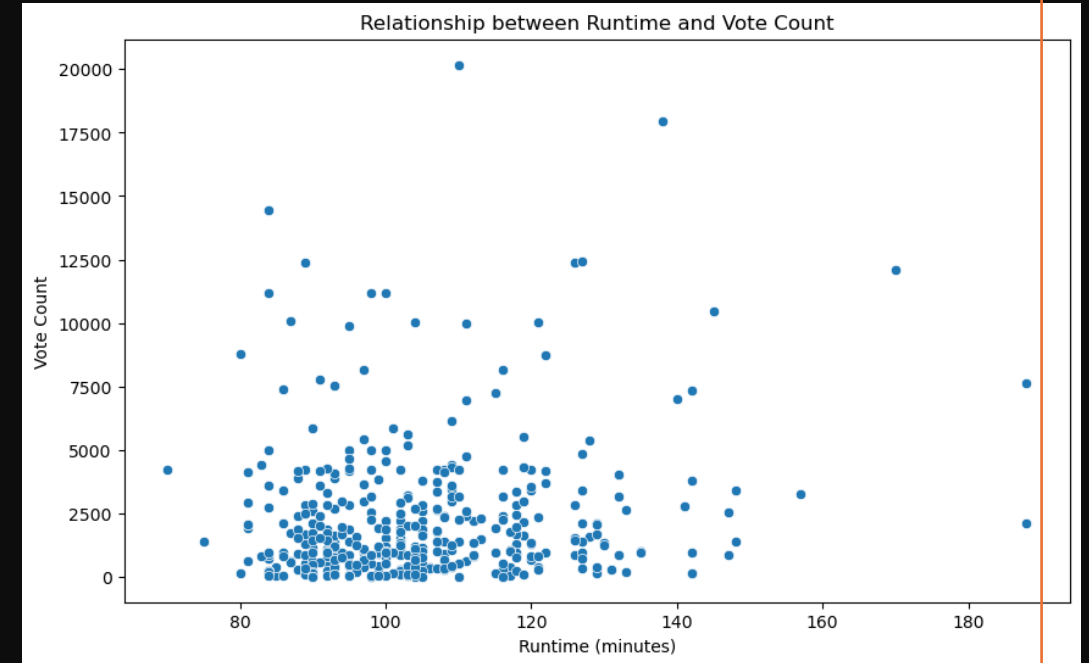


## Bar Graph: Mean worldwide gross by Director

- The plot highlights the top 20 directors with the highest mean worldwide gross amounts. For instance, Sam Mendes tops the list.
- The y-axis, measured in billions of dollars, shows the average gross per director.
- This analysis helps identify directors who consistently produce high-grossing films, guiding decisions on potential collaborations for the new movie studio.

## Scatter plot: Relationship between Runtime and Vote Count

Despite the weak positive correlation (0.14), indicating that longer runtimes may slightly increase vote counts, the relationship is not strong. The plot suggests that movies with runtimes between 80 and 120 minutes are generally preferred by audiences.





# Statistical Tests

**Hypothesis Test:** Compared worldwide gross amounts between Science Fiction/Fantasy movies and other genres. It revealed a significant difference, with Science Fiction/Fantasy movies generally earning more globally.

**Linear Regression:** Examined the relationship between vote counts and worldwide gross amounts. It showed a strong positive correlation, indicating that movies with more votes tend to generate higher revenues.

**Chi-Squared Test:** Assessed the association between movie genres and directors. It confirmed a significant relationship, suggesting that directors' choices of genres influence movie success.

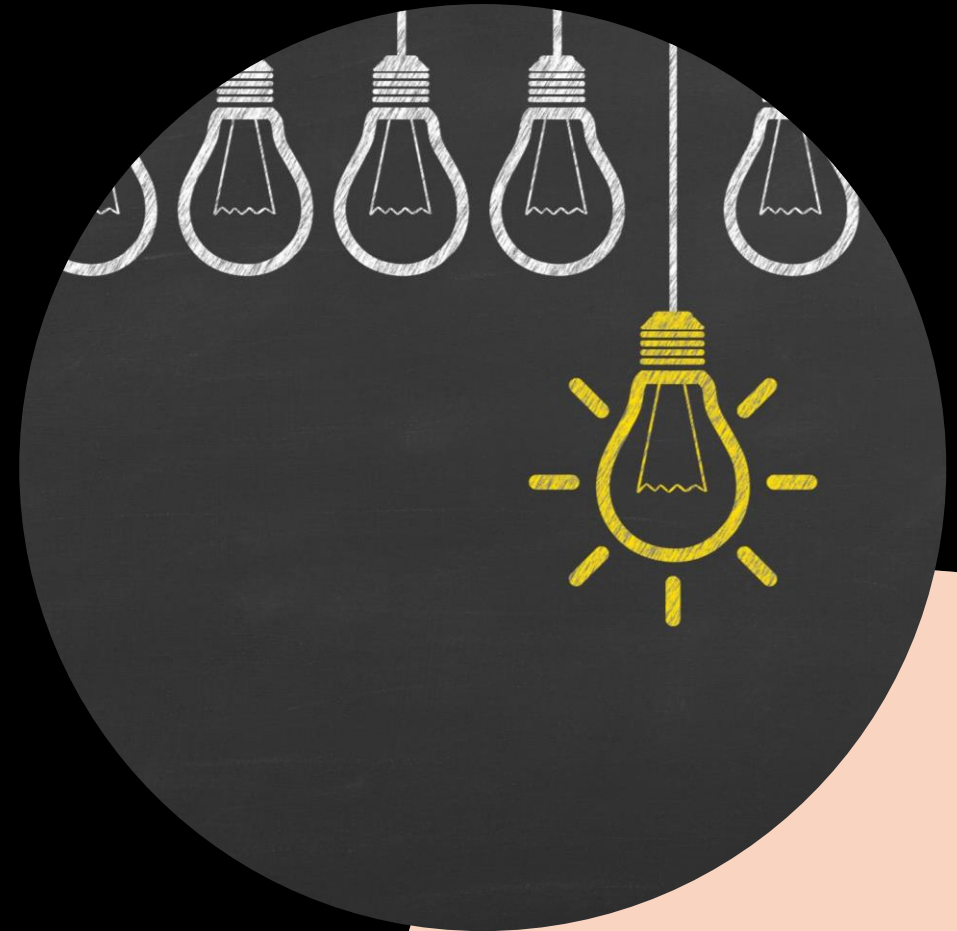




# Recommendations

Based on the analysis, the top three genres that should be utilized for content creation are:

1. Science Fiction and Fantasy: High worldwide gross and broad appeal; strong fan base.
2. Animation: High vote count; appeals to all ages and allows for creative flexibility.
3. Action and Adventure: High box office performance; engaging with dynamic sequences and broad audience appeal.



# Next steps

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## 1) Implement Recommendations

Start production on movies in the top genres by developing scripts, securing budgets, and initiate pre-production activities to align with market trends.

## 2) Develop Marketing Strategies

Craft targeted marketing campaigns for each genre by creating promotional materials and strategies tailored to genre-specific audiences.

## 3) Monitor Industry Trends:

Track trends and shifts in audience preferences, and adjust strategies based on performance metrics and feedback.

## 4) Engage with Successful Directors:

Seek directors with a proven track record in the recommended genres to ensure high-quality productions.

# THANK YOU FOR YOUR TIME

Any Questions?

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