



RevoU Mini Course



Data Analytics Case Study : Movie Dataset

Febe Jovita

Cinema Vision

TABLE OF INTEREST

https://github.com/Christiankandinata/RevoU/blob/main/MC/movie_data.csv

[illegible]

Defining The Problems

1. What is the trend of number of movies made outside the US?
2. Which country outside the US are growing more movie outputs every year (is it really South Korea and India ?)
3. What is the average financial performance and IMDB score of movies outside the US, compared to US movies?
4. Is there any genre speciality from movies made outside the US?



TOOLS



Google
BigQuery



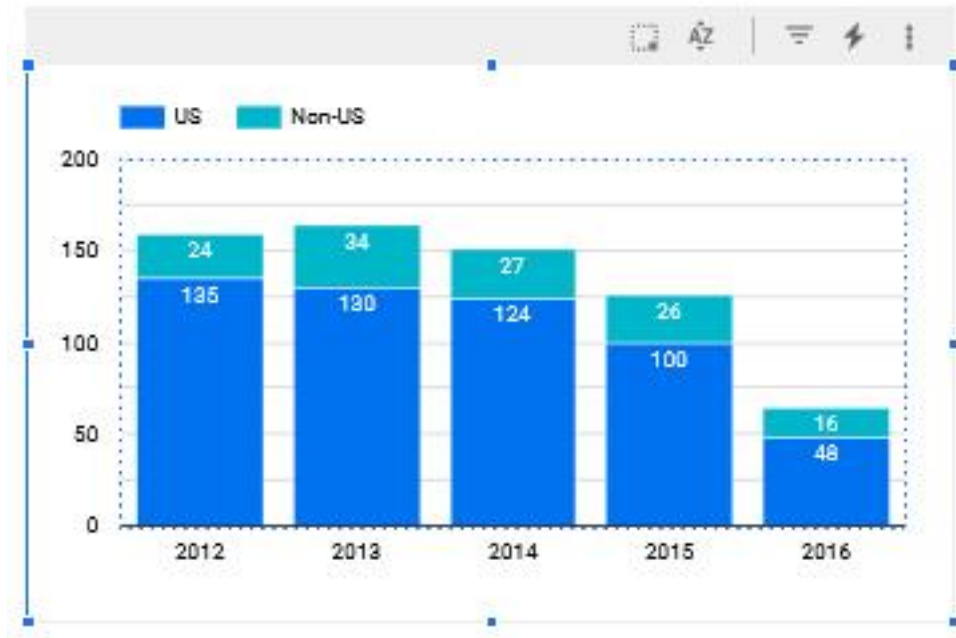
Google Data Studio

CLEANING DATA RESULTS

Row	imdb_id	director_name	duration	gross	genres	movie_title	title_year	language	country	budget	imdb_score	actor	movie_facebook_likes	main_genre	us_top_grossing_movie
1	2003	Richard Linklater	107	1188957	Drama	Me and Orion Welles	2008	English	UK	25000000	6.8	James Tupper	0	Drama	Non-US
2	2654	Kenneth Branagh	150	6414525	Drama	Hamlet	1996	English	UK	18000000	7.8	Richard Briers	0	Drama	Non-US
3	2987	Fred Schepisi	109	2226407	Drama	Lean On Me	2001	English	UK	12000000	7.0	JJ Field	205	Drama	Non-US
4	2314	Mike Leigh	121	112925	Drama	All or Nothing	2002	English	UK	9000000	7.6	Gery McDonald	684	Drama	Non-US
5	2400	Lone Scherfig	100	12570715	Drama	An Education	2009	English	UK	4500000	7.3	Ellie Kendrick	12000	Drama	Non-US
6	2453	Rodrigo Goro	113	2014561	Drama	Albert Nobbs	2011	English	UK	8000000	6.7	Mark Williams	0	Drama	Non-US
7	2534	Richard E. Grant	97	222103	Drama	Wah-Wah	2005	English	UK	7000000	6.9	Misende Richardson	211	Drama	Non-US
8	2566	Steve McQueen	101	3003064	Drama	Shame	2011	English	UK	6500000	7.3	James Badge Dale	22000	Drama	Non-US
9	2571	Hans Petter Moland	106	64148	Drama	Aberdeen	2000	English	UK	6500000	7.3	Stellan Skarsgård	260	Drama	Non-US
10	3050	Danny Boyle	94	16501785	Drama	Trainspotting	1996	English	UK	2500000	8.2	Ewan Bremner	21000	Drama	Non-US
11	2284	Michel Gondry	102	11169521	Comedy	Be Kind Rewind	2008	English	UK	20000000	6.4	Malorie Dicks	0	Comedy	Non-US
12	2932	Kevin Allen	86	185577	Comedy	The Big Tease	1999	English	UK	3000000	6.3	Mary McCormack	182	Comedy	Non-US
13	3053	Kirk Jones	91	24788807	Comedy	Walking Ned Devine	1998	English	UK	2000000	7.4	Flannula Flanagan	0	Comedy	Non-US
14	2908	Mark Herman	94	9030581	Drama War	The Boy in the Striped Pajamas	2008	English	UK	12500000	7.8	Cara Horgan	28000	Drama	Non-US
15	2271	Richard Loncraine	104	2800000	Drama War	Richard III	1995	English	UK	6000000	7.5	Kristin Scott Thomas	0	Drama	Non-US
16	2582	Oliver Stone	120	137963228	Drama War	Platoon	1986	English	UK	6000000	8.1	Kevin Dillon	9000	Drama	Non-US
17	689	Roman Polanski	130	1987287	Crime Drama	Oliver Twist	2005	English	UK	50000000	6.9	Tony Noble	0	Crime	Non-US
18	2028	Tim Robbins	122	29025000	Crime Drama	Dead Man Walking	1995	English	UK	11000000	7.6	Robert Prosky	0	Crime	Non-US
19	2060	Mike Leigh	125	2752806	Crime Drama	Vane Drake	2004	English	UK	11000000	7.7	Imelda Staunton	0	Crime	Non-US
20	4101	Gavin Hood	94	2612363	Crime Drama	Taxi	2005	Zulu	UK	2000000	7.3	Requena Selphemo	0	Crime	Non-US
21	4216	Shane Meadows	101	227919	Crime Drama	This Is England	2008	English	UK	1500000	7.7	Jack O'Connell	11000	Crime	Non-US
22	2770	Ronan Chaplain	41	4074023	Documentary	See Rac 20 Journey to a Prehila..	2010	English	UK	5000000	6.9	Chloe Hollings	89	Documentary	Non-US
23	2719	Stephen Daldry	110	21993911	Drama Music	Billy Elliot	2000	English	UK	5000000	7.7	Jamie Draven	0	Drama	Non-US
24	2826	Martin McDonagh	110	14889761	Comedy Crime	Seven Psychopaths	2012	English	UK	15000000	7.2	Michael Stuhlbarg	32000	Comedy	Non-US
25	2017	Guy Ritchie	104	20092107	Comedy Crime	Snatch	2000	English	UK	6000000	8.3	Jason Fleming	27000	Comedy	Non-US
26	4658	Guy Ritchie	120	2650677	Comedy Crime	Lock, Stock and Two Smoking ..	1998	English	UK	960000	8.2	Dexter Fletcher	21000	Comedy	Non-US
27	2081	Dustin Hoffman	98	18281787	Comedy Drama	Quartet	2012	English	UK	11000000	6.8	Pauline Collins	12000	Comedy	Non-US
28	2108	John Madden	124	46377023	Comedy Drama	The Best Exotic Marigold Hotel	2011	English	UK	10000000	7.3	Celia Imrie	98000	Comedy	Non-US
29	2101	John Madden	122	22071558	Comedy Drama	The Second Best Exotic Marig..	2015	English	UK	10000000	6.6	Ronald Pickup	21000	Comedy	Non-US
30	2299	Mike Leigh	129	2205334	Comedy Drama	Another Year	2010	English	UK	10000000	7.3	Phil Davis	0	Comedy	Non-US
31	2824	Michael Winterbottom	94	1207453	Comedy Drama	Tristram Shandy A Cook and B..	2005	English	UK	2800000	6.8	Dylan Moran	750	Comedy	Non-US
32	2980	Nicholas Hytner	109	2706659	Comedy Drama	The History Boys	2006	English	UK	2000000	6.9	James Corden	0	Comedy	Non-US
33	3089	Dermian O'Donnell	96	4170647	Comedy Drama	East Is East	1999	English	UK	1900000	6.9	Om Puri	1000	Comedy	Non-US

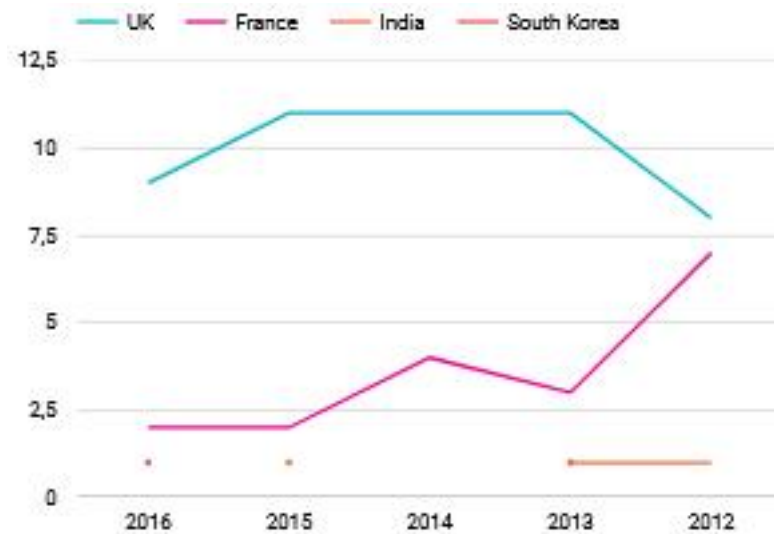
Results per page: 50 1 - 50 of 377

Non-US movies made larger share of production over time



From the chart, seems like the growth of movies made outside the US is stopped since 2013, while US movies declined significantly.

European movies still the key driver behind the non-US movies



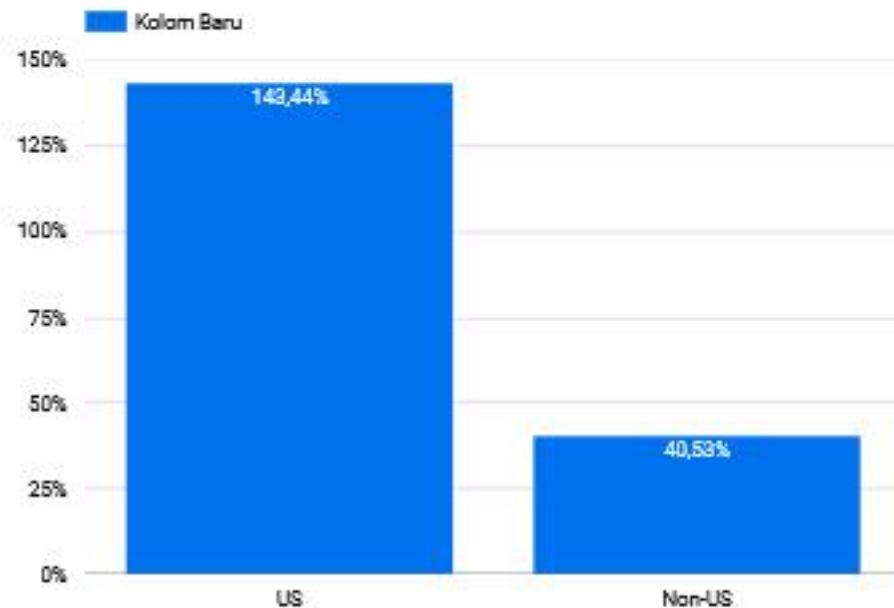
UK and France movies still dominating movies made outside the US.

India and South Korea movie production are still below those countries.

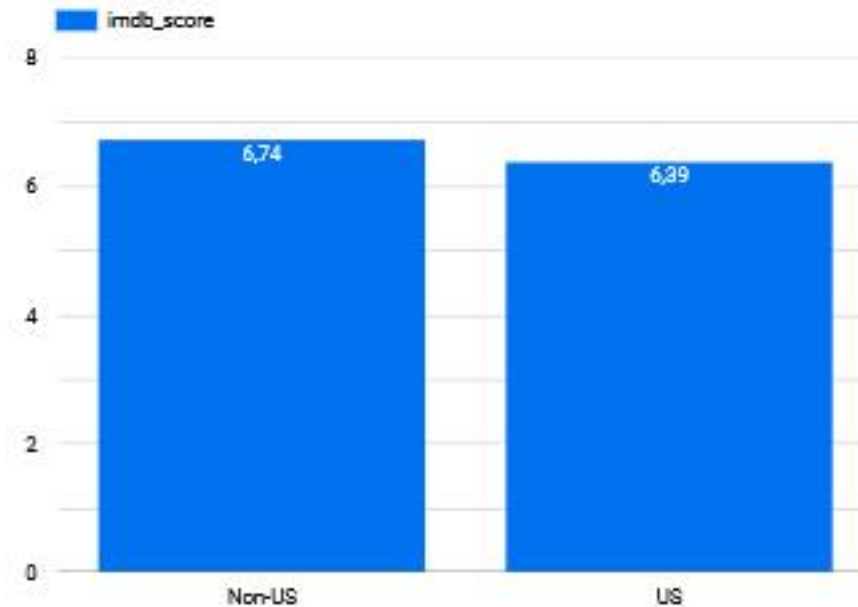
Cinema Vision

Despite relatively worse financial performance, non-US movies are slightly better on IMDB movie ratings

Non-US movies made only 40,53 % return on budget compared to US's 143,44 % ...



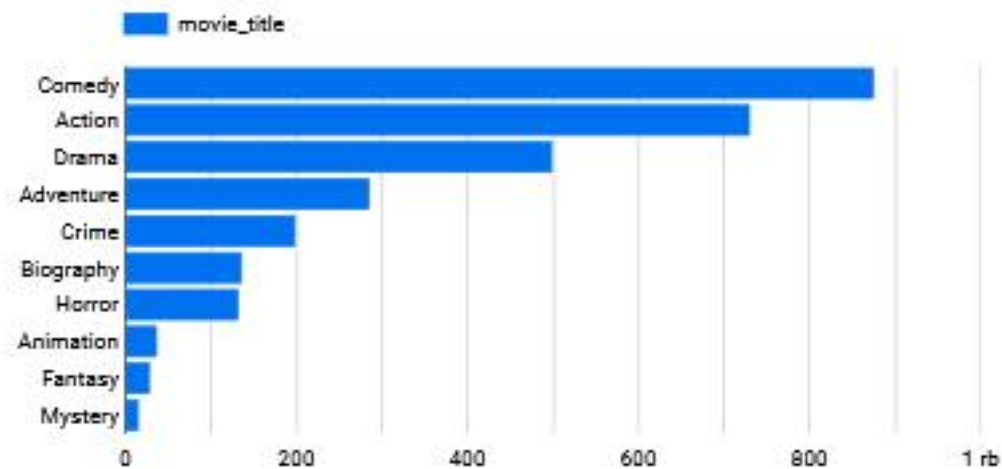
... however, non-US movies command slightly better average IMDB score



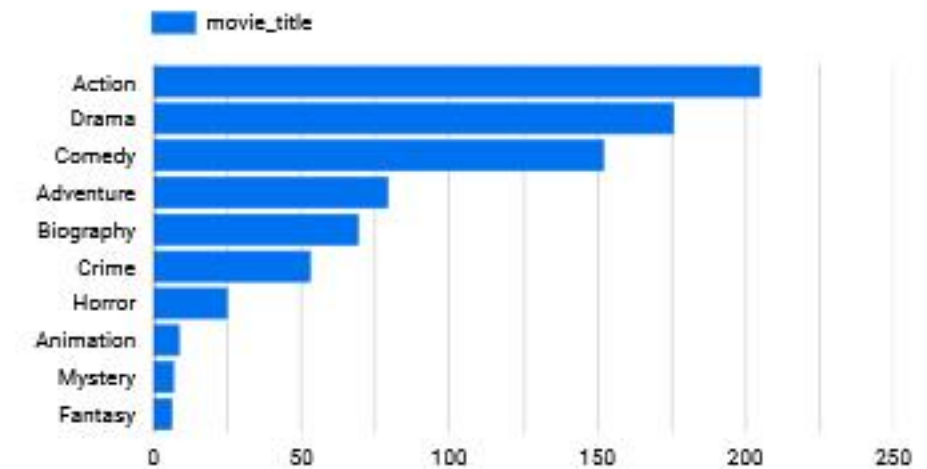
Cinema Vision

Non-US movies emphasize more drama & biography, less comedy

us_non_us_movie: US (1) ▾



us_non_us_movie: Non-US (1) ▾

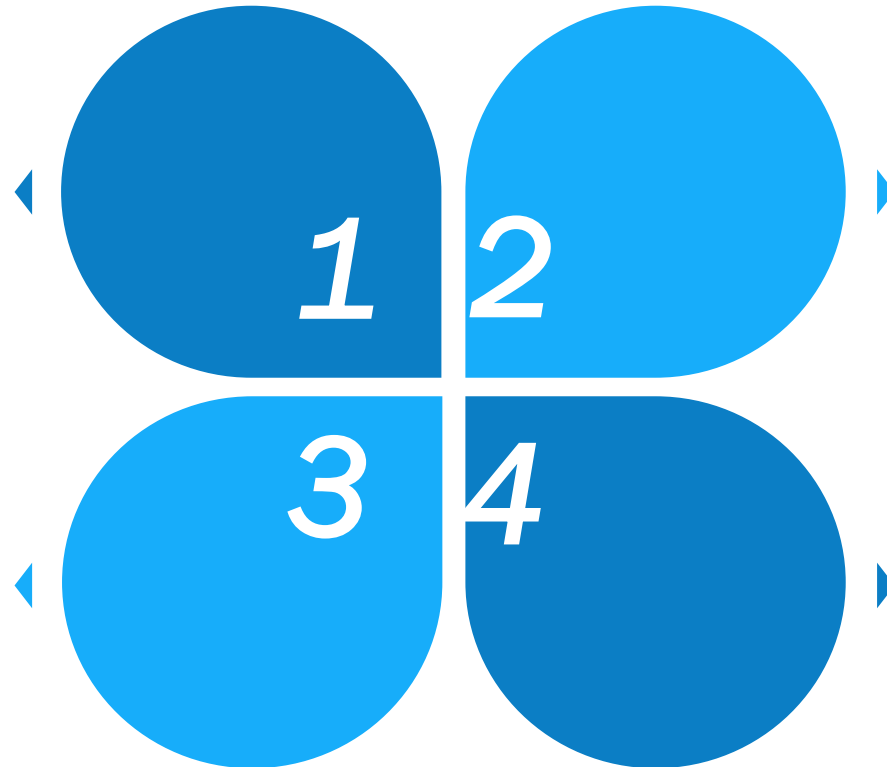


Cinema Vision

Conclusion

Non-US movies made larger share of production over time.

Despite relatively worse financial performance, non-US movies are slightly better on IMDB movie ratings.



European movies still the key driver behind the non-US movies.

Non-US movies emphasize more drama & biography, less comedy.

Cinema Vision

Recommendations

PROMOTION

Expand attractive promotions to get a lot of viewers.

1

2

APPRECIATION

Reward amazing directors and actors.

3

4

EFFICIENCY

Reducing film production costs to be able to make a lot of profit.

SUSTAINABLE

Create a follow-up series to blockbusters and well-rated films.



THANK YOU !

LinkedIn : www.linkedin.com/in/febe-jovita-7b1572246

Email : febejovita@gmail.com

Instagram : @fjovitaj