

FILM IS GOLD

INTRODUCTION.

Film industry is a monopolistic industry offering goods and services of similar in nature, but different companies, for instance will use different differentiation techniques to attract clients and increase revenue base. These many firms in the film industry are coming up with many and, different innovative techniques to penetrate and increase their market share, edge out their weak competitors, and increase their revenue base. This cut-throat business competition is not healthy for our film company and it is the reason why the main features driving revenue generation in the film industry are unidentified and their effect sizes determined scientifically. This analysis will promote sound business establishment and remove uncertainty in the film industry because features and revenue will probabilistically be identified.

PROJECT GOAL

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The objective is to determine and analyze the features affecting the performance of firms in the film industry and further predict the performance of firms in the film industry using features provided in the datasets.

The specific objectives are:

- **To identify the titles that are most popular**
- **To identify the titles that are most profitable**
- **To identify movies that are profitable**
- **To identify studios that are most profitable**

Defining the metric for success:

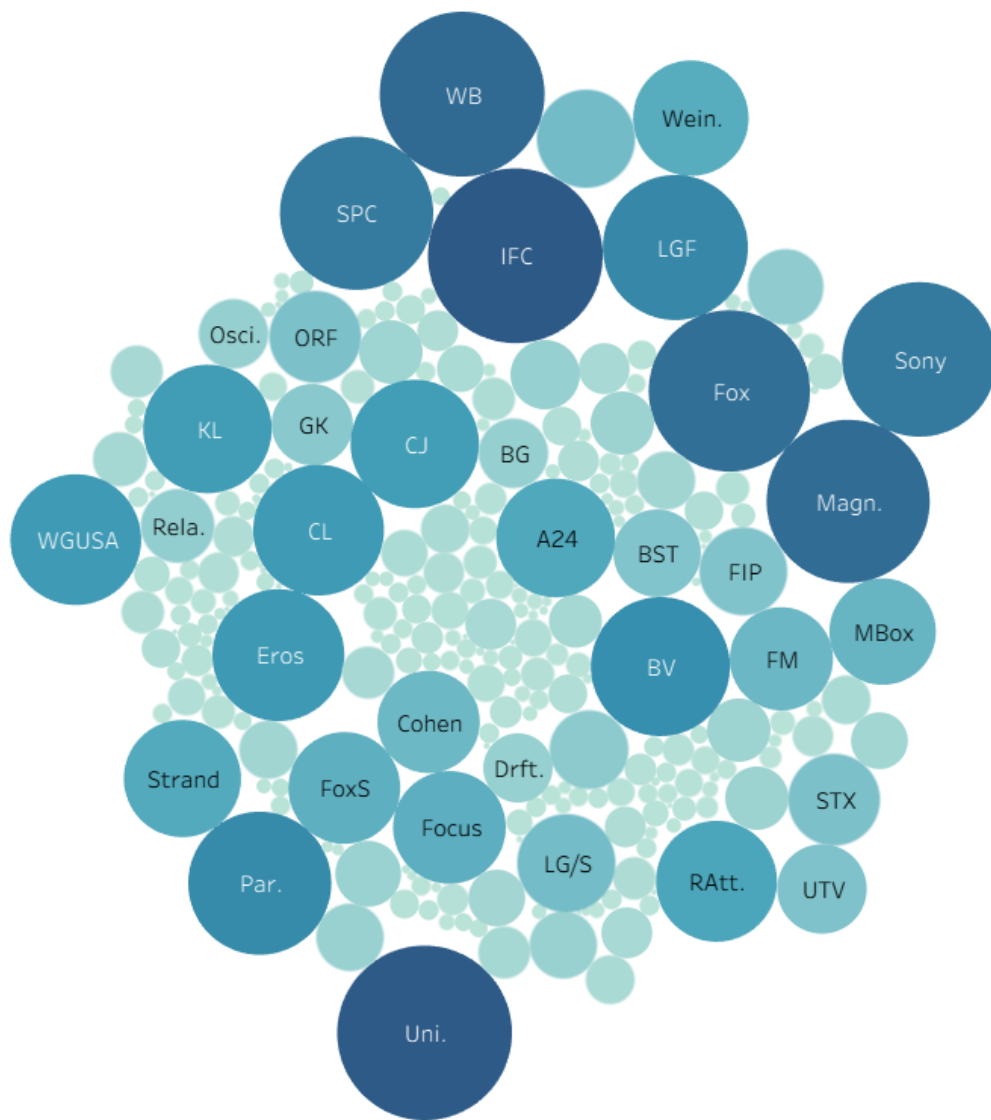
To build model that can correctly identify the drivers for good performance in the film industry

Experimental Design

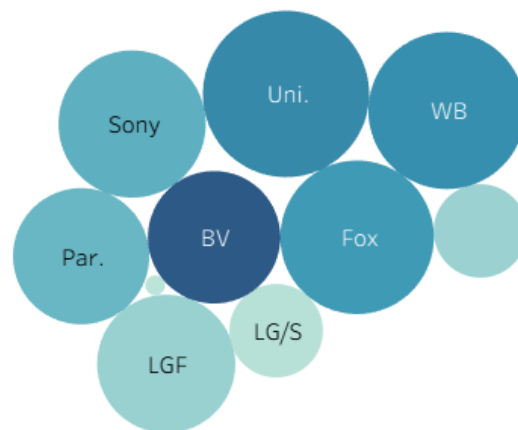
Below is the expected work flow:

- Loading our libraries and datasets
- Data cleaning and preparation
- Dealing with missing values
- Dealing with duplicates
- Performing EDA
- Univariate analysis
- Bivariate analysis
- Multivariate analysis
- Conclusion
- Recommendations

Title popularity



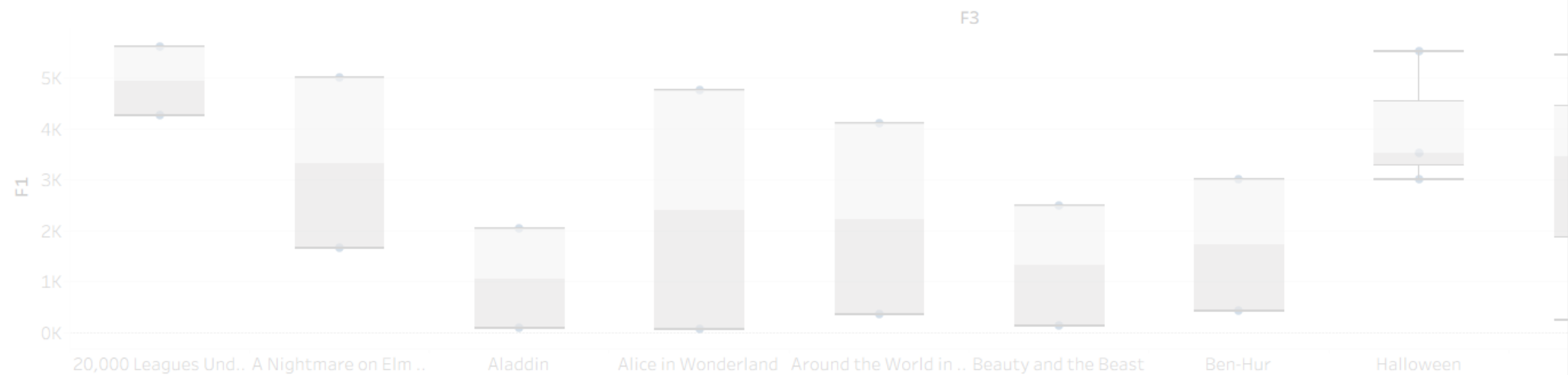
studiodomestic gross



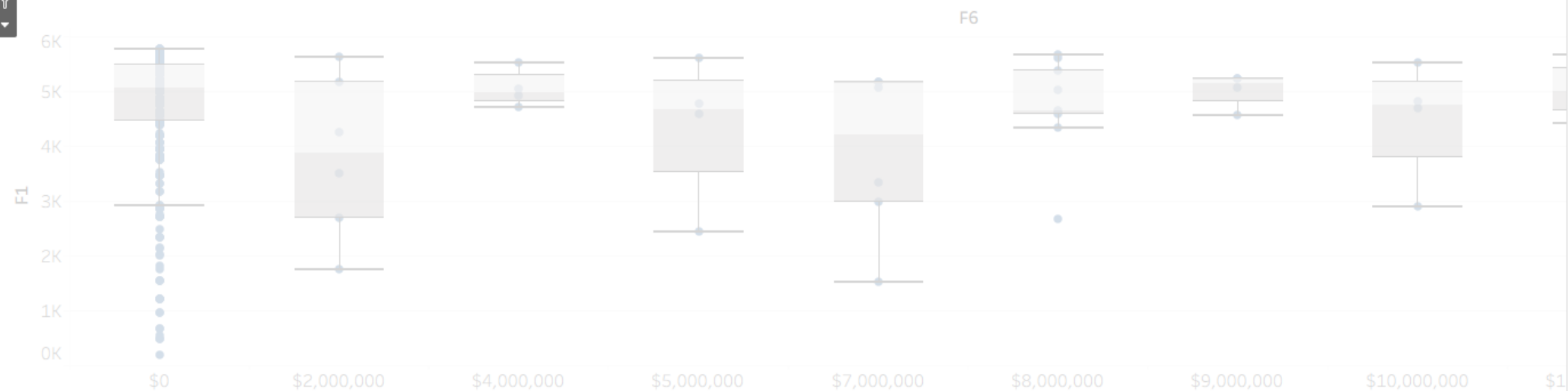
studioforeign
n gross

Studio	
BV	153,561
Fox	206,464
LG/S	75,480
LGF	167,036
P/DW	3,452
Par.	162,448
Sony	189,701
Uni.	242,375
WB	215,804
WB (NL)	76,564

<Movies and Domestic gross>



<movies and worldwide gross>



Conclusions:

- The top five titles of the movies:

Eden 27.257

The Road Within 20.514

The Forger 19.323

Puella Magi Madoka Magica the Movie Part II: Eternal 19.179

Boy 17.740

- The top five movies based on domestic gross.
- AstÃ©rix aux Jeux Olympiques \$999,811 ,Gnomeo and Juliet \$99,967,670 ,Christopher Robin \$99,215,042 ,Desert Blue \$99,147 ,Twin Falls Idaho \$985,341
- The top five movies based on worldwide gross.
- Fifty Dead Men Walking \$997,921 ,Duma \$994,790 ,Insidious \$99,870,886 ,Hellboy \$99,823,958\$40,725,492 ,Mad Max \$99,750,000
- The top five studios based on domestic gross
- BV 1.841903e+10 ,Uni. 1.290239e+10, WB 1.216805e+10 ,Fox 1.094950e+10 ,Sony 8.459683e+09
- The top five movies based on foreign gross.
- BV 2.579385e+10, Fox 2.005587e+10 ,WB 1.866790e+10 ,Uni. 1.685477e+10, Sony 1.394535e+10

RECOMMENDATIONS:

- The stakeholders should pick the top five titles of the movies because they are popular..
- The stakeholders should pick the top five movies based on the domestic gross.
- The stakeholders should pick the top five movies based on the worldwide gross .
- The stakeholders should pick the top five studios based on the domestic gross
- The stakeholders should pick the top five studios based on the foreign gross

NEXT STEPS:

- We will use Natural language modelling and Machine Learning Modelling to understand the actual story on the performance of firms in film industry.
- Thank you.
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