



Movie Studio Analysis

By Greg Fatouras and Evan Rosenbaum



Introduction

Our project focuses on solving challenges faced by US stakeholders in the film industry:

- Optimizing Release Days
- Identifying High-Rated Genres
- Highlighting Key Contributors

Our aim is to help stakeholders make more informed decisions, optimize their resources, and enhance their overall performance in the film industry.



Datasets

IMDB Database

- Cast and Ratings
- 84,334 Entries

Rotten Tomatoes

- Movie ratings
- Writers
- Runtime
- Studio
- Reviews
- 1,560 Entries

The Movie DB

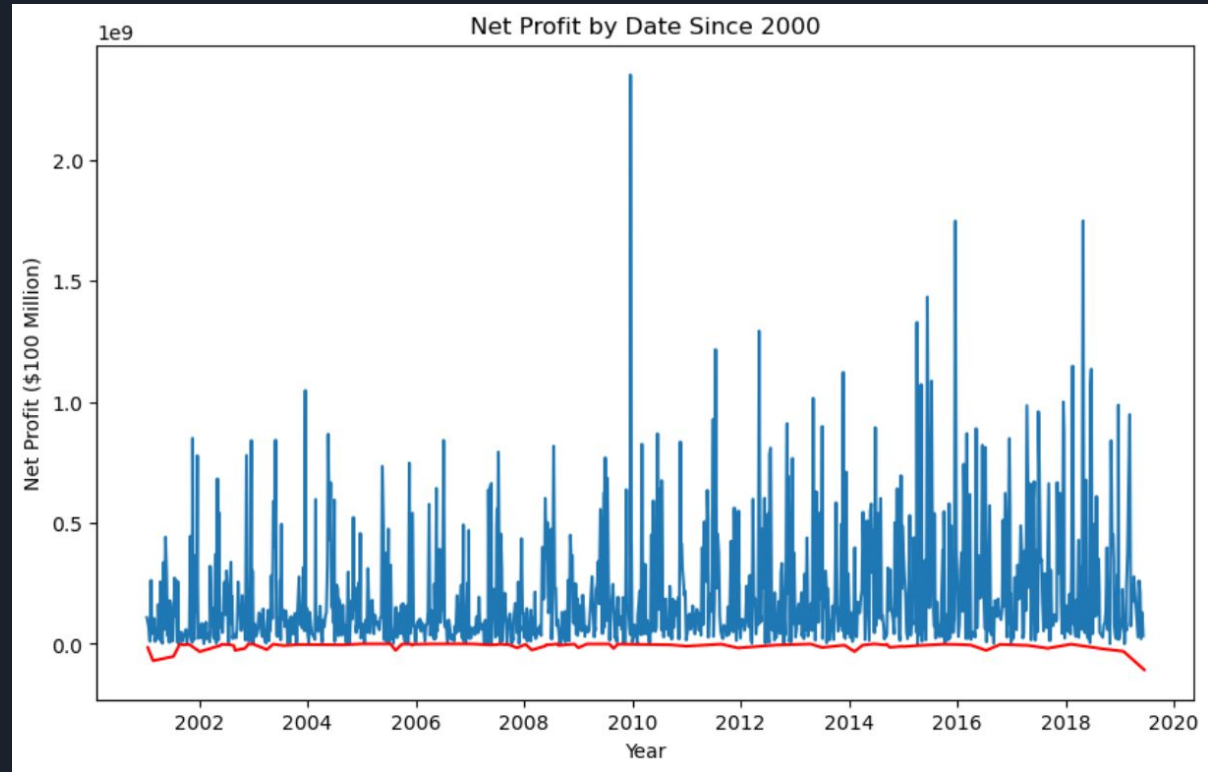
- Language
- Popularity
- Ratings
- Genre
- Release date
- 22,929 Entries

The Numbers

- Net profits
- Domestic/worldwide
- Release date
- 3,567 Entries

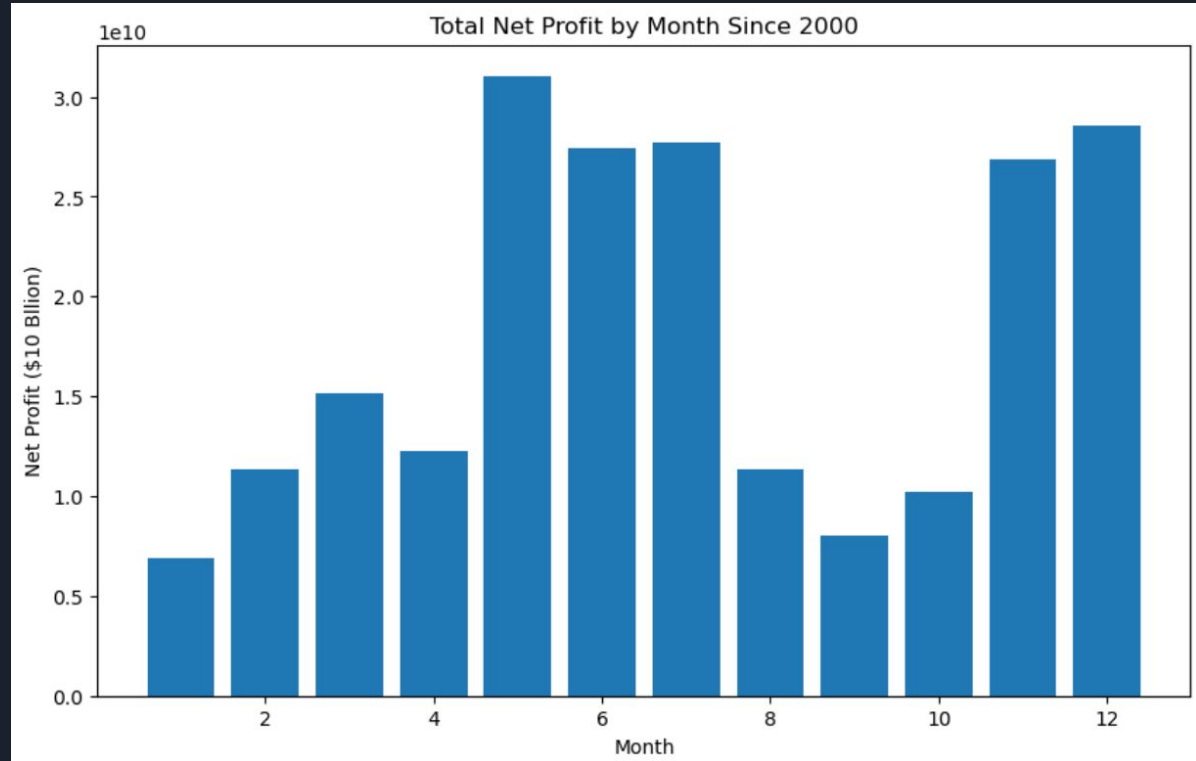
Profits by Release Date: Year

- Slight upwards trend
- Red line indicates net losses
- We only included movie data after the year 2000 to limit any possible date related variance to the last 20 years.
- Repeating trend within each year is clearly visible



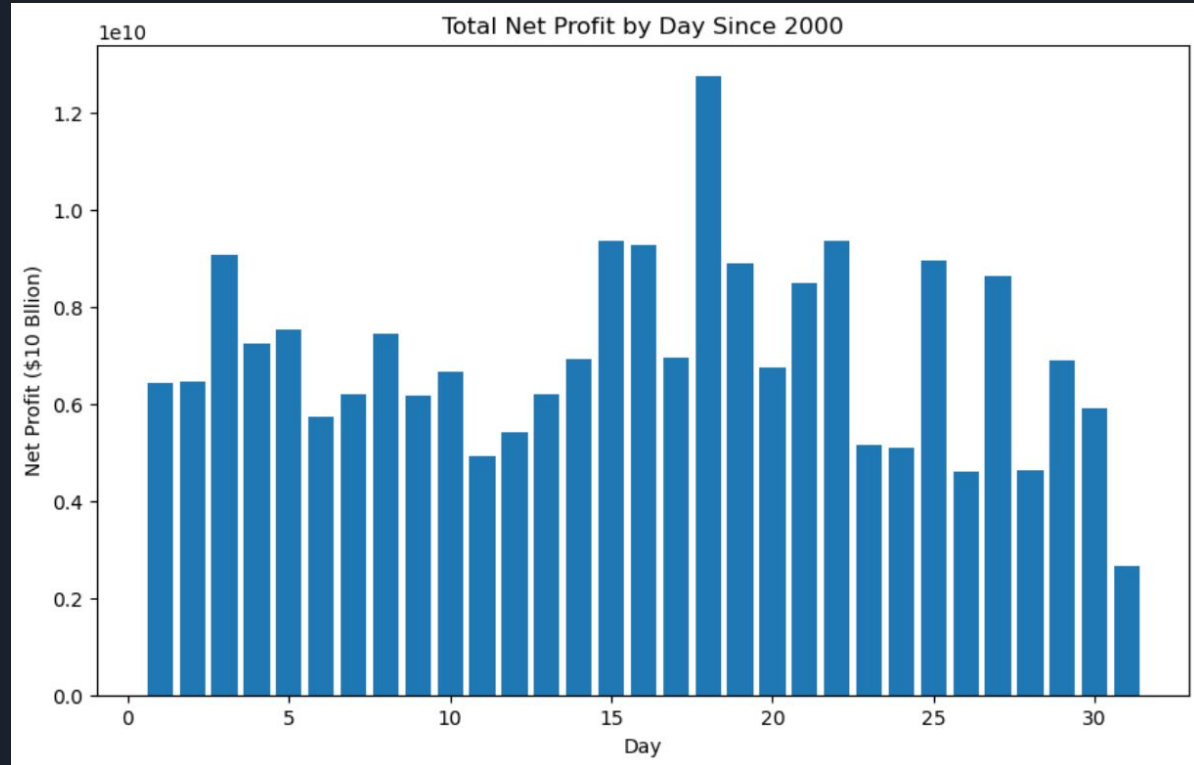
TN: Profits by Release Date (Month)

- Summer and Winter months see the highest revenue
- Movies released in May, June, July, November, and December earned 65.3% of all annual revenue.
- Those 5 months take up 41.7% of the year, so they see an extra 23.6% of annual revenue



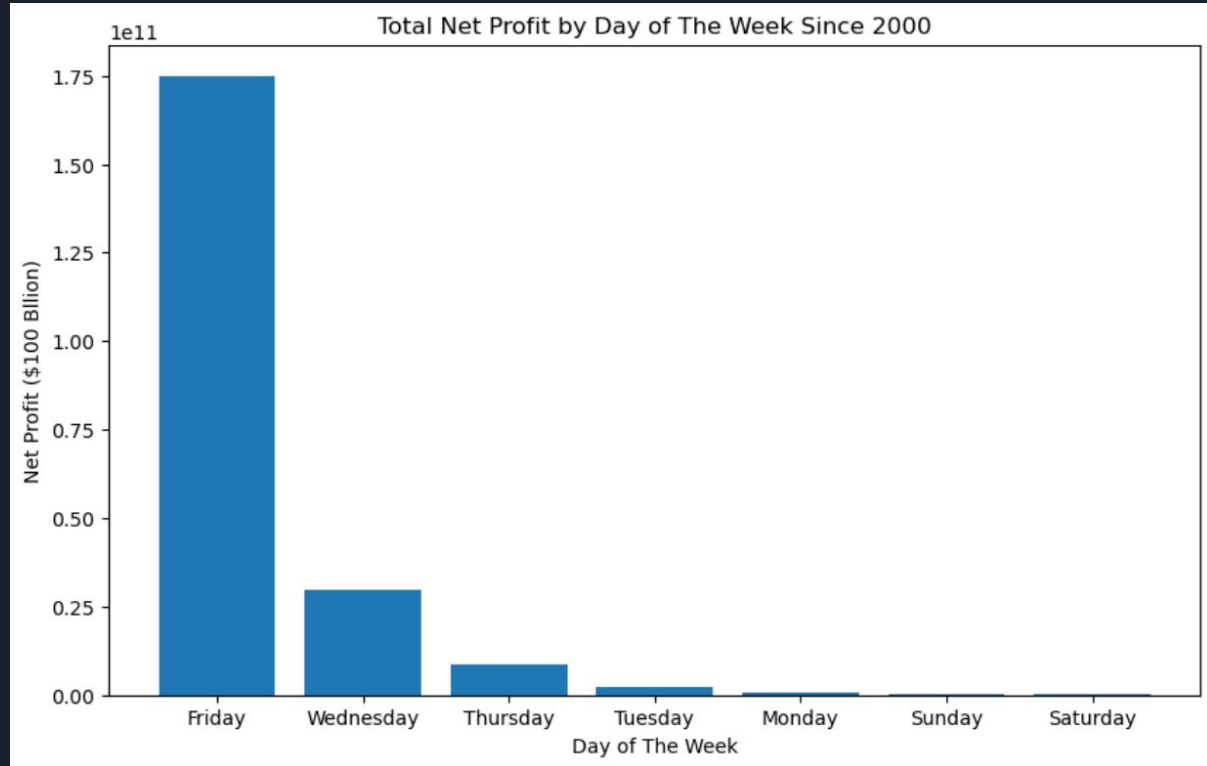
Profits by Release Date: Day

- General downwards trend as the month progresses
- Slight increase in revenue when released in the middle of the month
- The 18th sees a significant spike in revenue



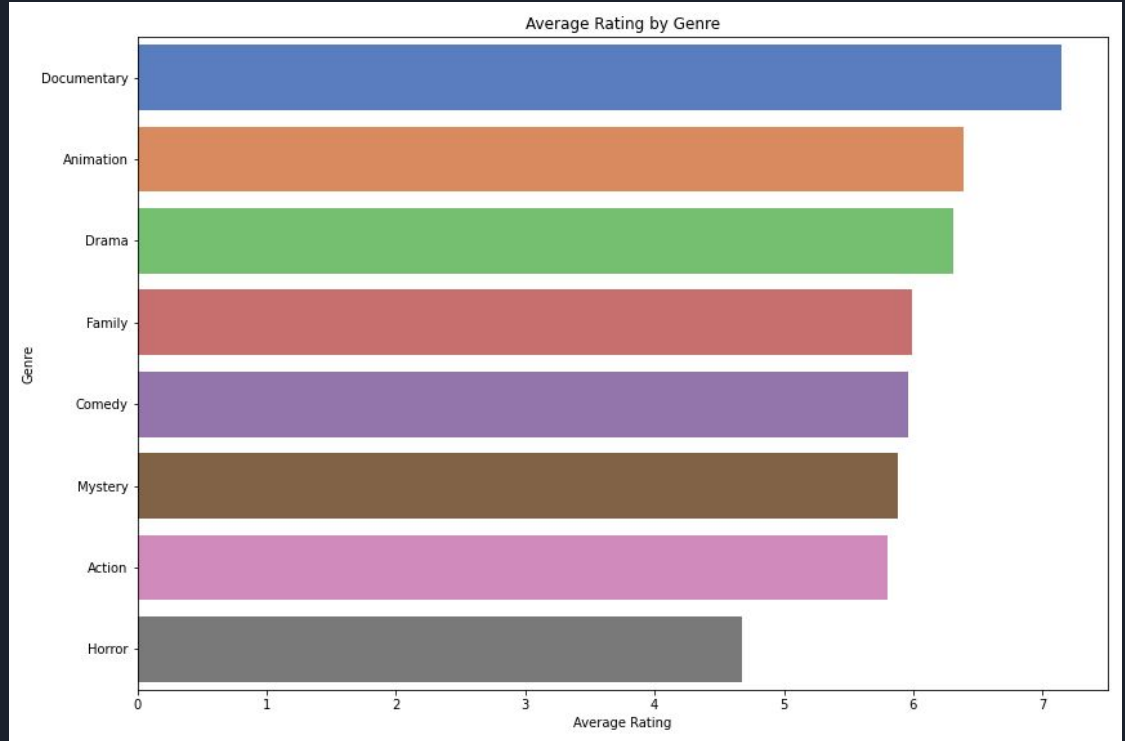
Profits by Release Date: Day of The Week

- Movies released on a Friday make the most profit.
- Movies released on a Friday take up 80.71% of all profit.
- Surprisingly, a movie releasing on the weekend sees the least amount of profit.



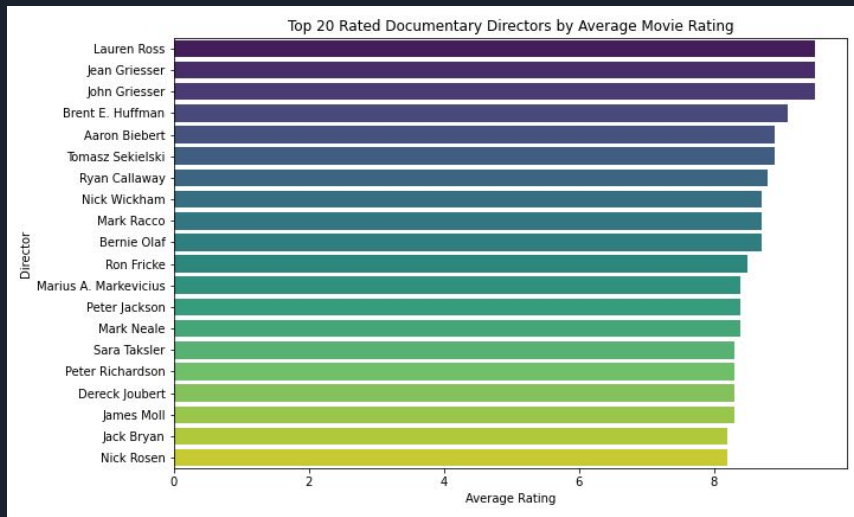
Rating by Genre

- The rating score was out of 10 points
- We primarily used ratings from the top critics
- We merged data from 3 different datasets (IMDB, RT, TMDb) to encompass a broad range of data.

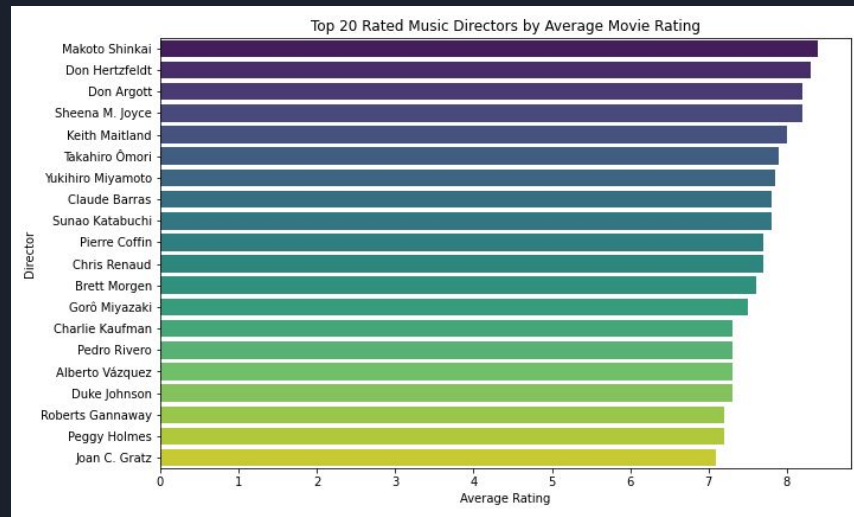


IMDB: Rating by Director

Documentaries

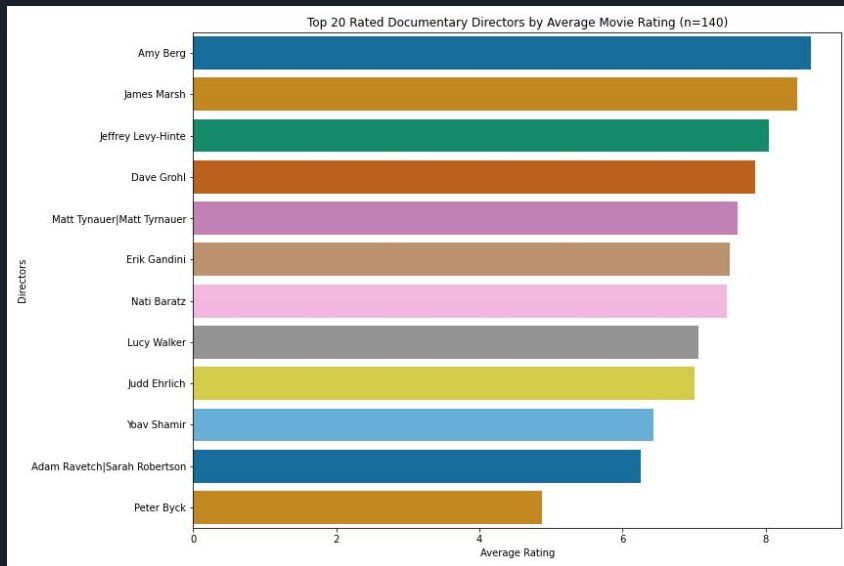


Animated Films

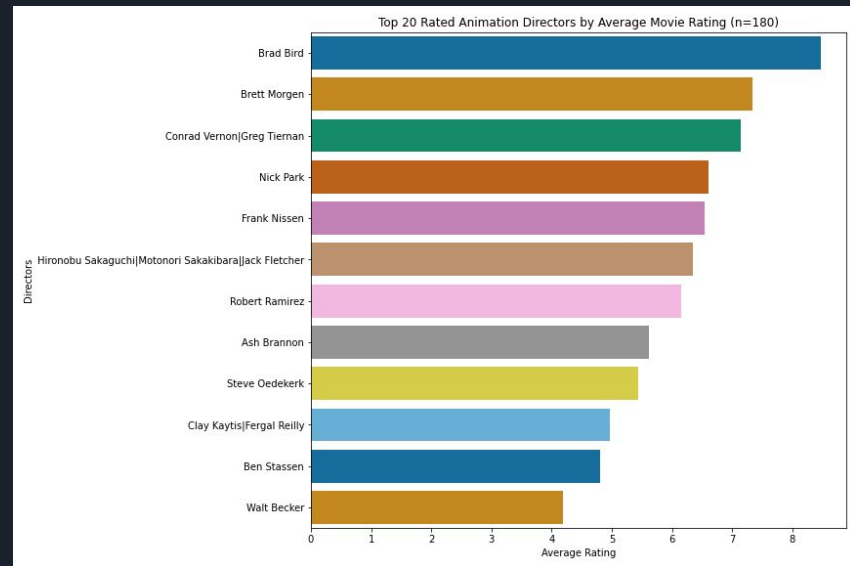


RT: Rating by Director

Documentaries

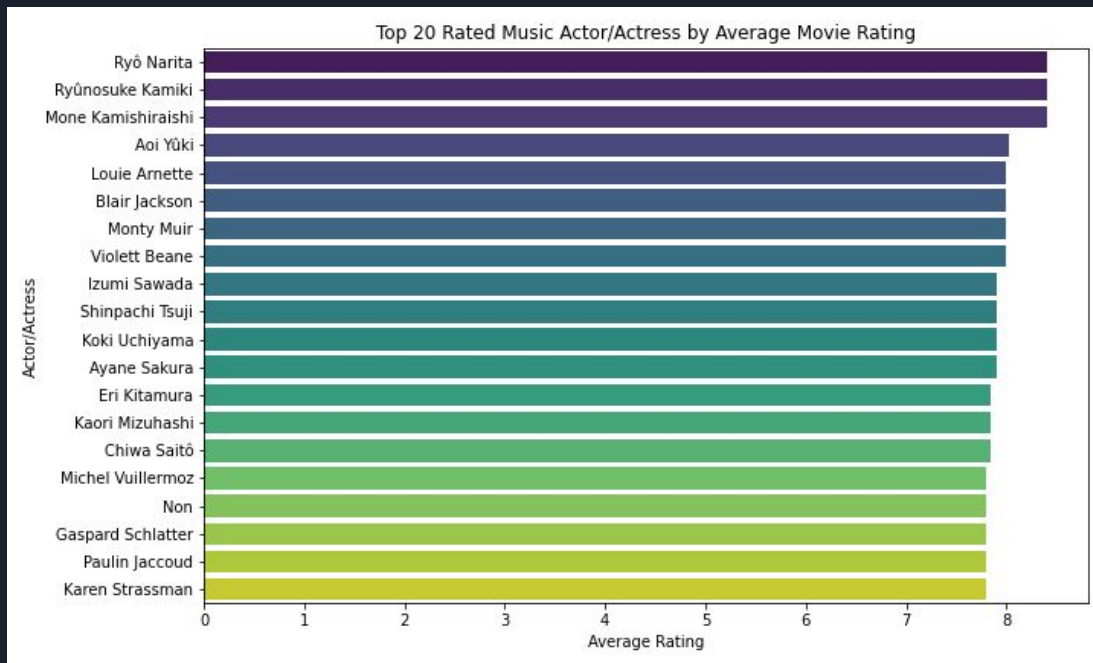


Animated Films



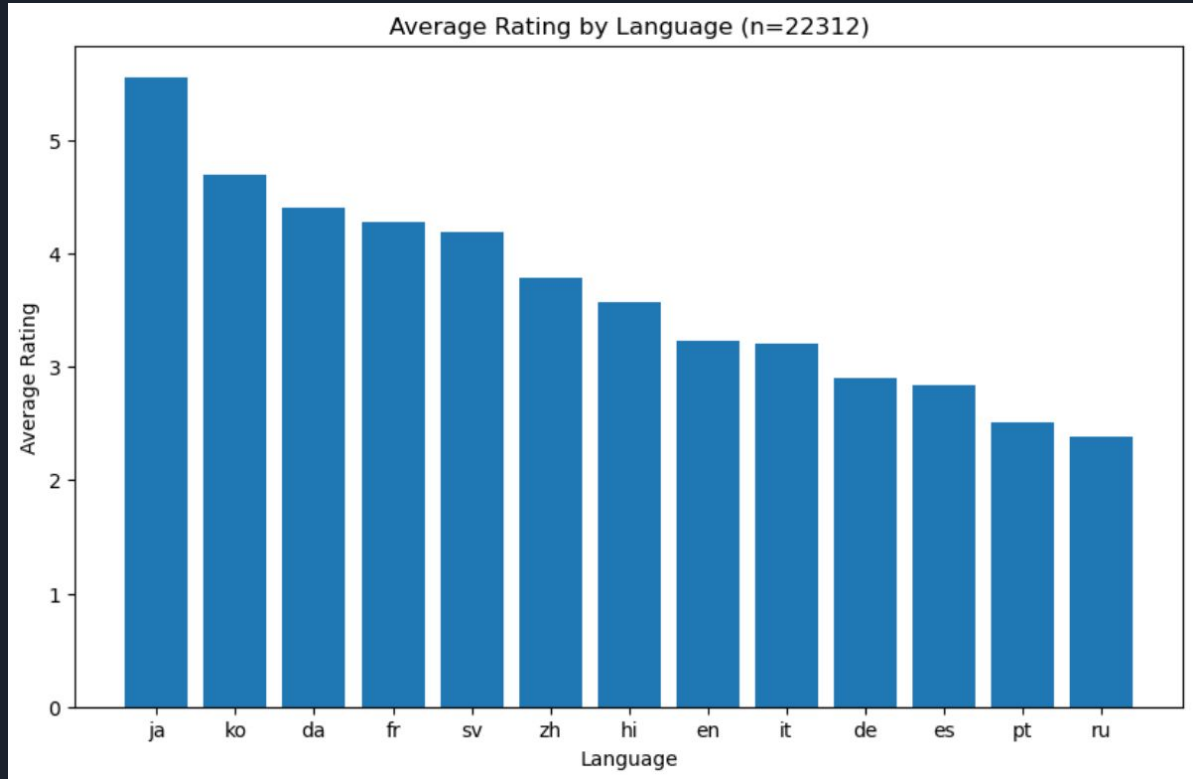
IMDB: Rating by Actor

Animated Films



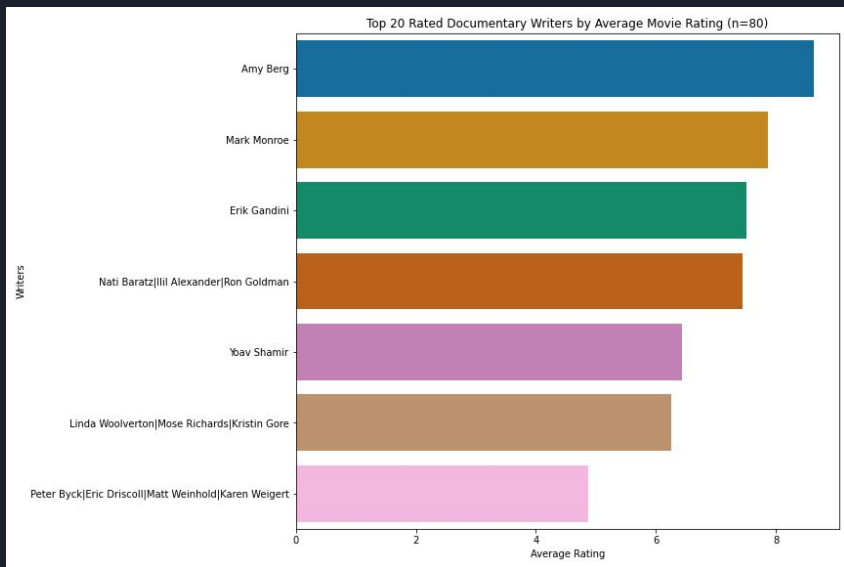
Movie Ratings: Language

- Movies in Japanese and Korean have the highest overall rating.
- Underscores the impact and influence of Japanese and Korean cultures on global cinema, particularly in animated films.
- Highlights the cross-cultural appreciation and demand for their artistic contributions.

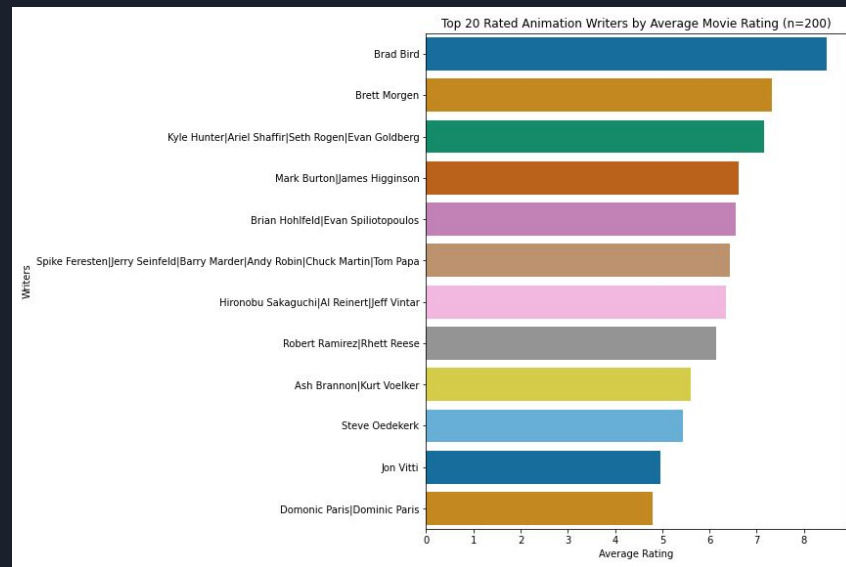


RT: Rating by Writer

Documentaries

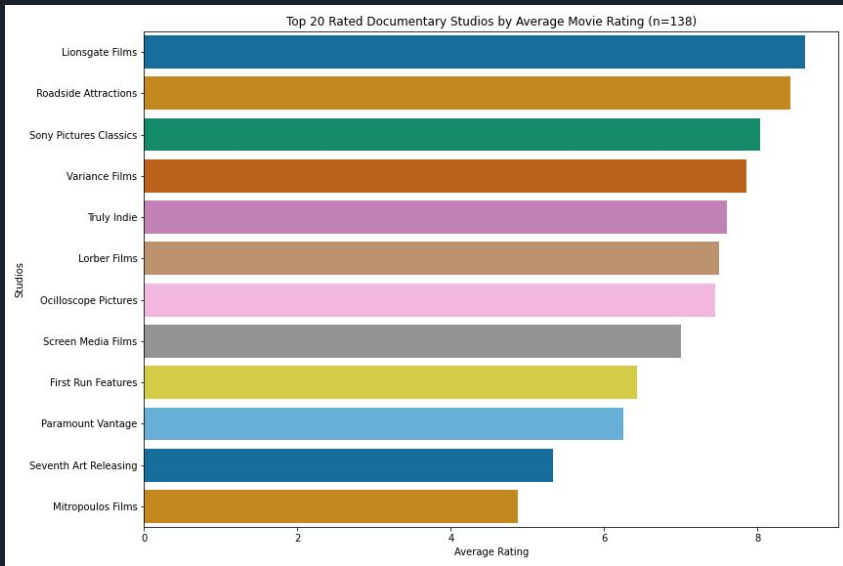


Animated Films

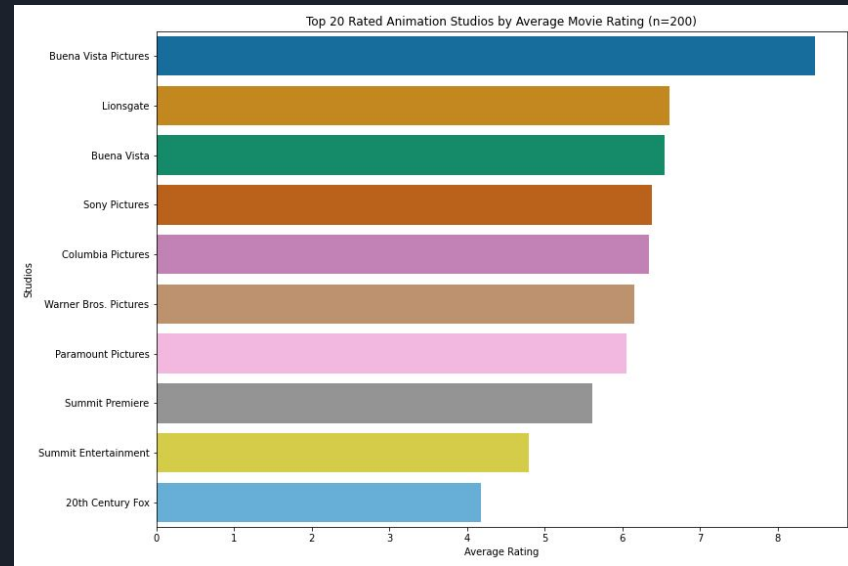


RT: Rating by Studio

Documentaries

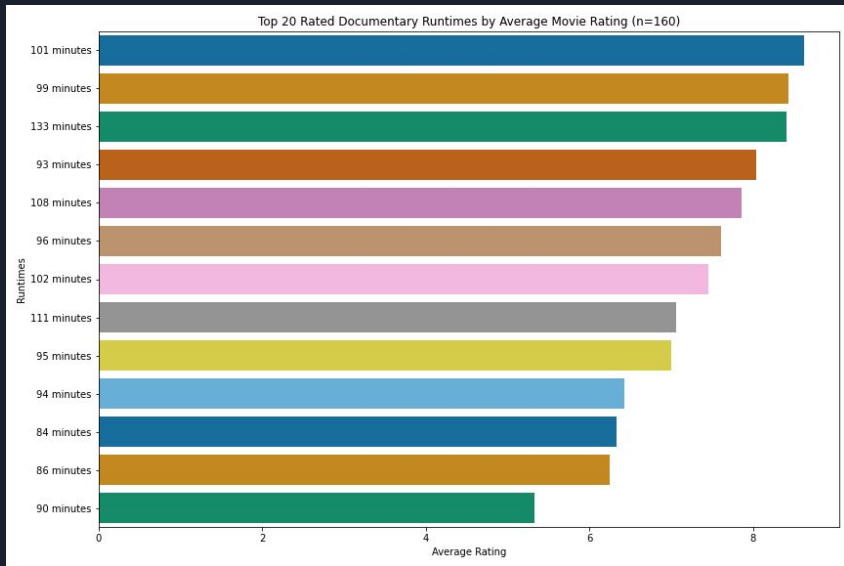


Animated Films

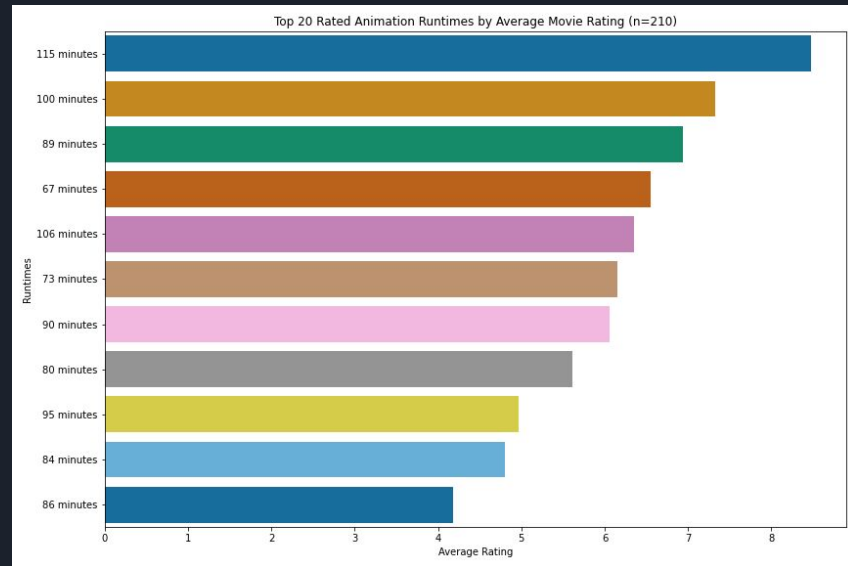


RT: Rating by Runtime

Documentaries



Animated Films





Recommendations

- Release Date:
 - Summer and Winter months generate the most revenue.
 - Movies released in the third week of the month see the most profits.
 - Movies released on a friday generate 4x more profit than all other days combined.
- Genre:
 - Domestic Fiction v Non-Fiction
 - Non-Fiction films have higher ratings than Fiction films.
 - Non-Fiction
 - Documentary films
 - Fiction
 - Animated Films



Recommendations

- Documentary Films
 - Directors
 - Amy Berg, James Marsh, Lauren Ross, Jean and John Griesser
 - Writers
 - Amy Berg and Marc Monroe
 - Studio
 - Lionsgate Films
 - Runtime
 - 101 minutes



Recommendations

- Animated Films
 - Directors
 - Brad Bird, Brett Morgan, Don Hertzfeldt and Don Argott
 - Writers
 - Brad Bird and Brett Morgan
 - Actors/Actresses
 - Louie Arnett and Blair Jackson
 - Studio
 - Buena Vista Pictures
 - Runtime
 - 115 minutes



Thank You!

Contacts:

Evan Rosenbaum:

evanrosenbaum@gmail.com

Greg Fatouras:

fatourasg@gmail.com

Links:

GitHub: <https://github.com/Gfatouras/Phase2>

Jupyter Notebook: https://github.com/Gfatouras/Phase2/blob/main/Phase_2_Project_-_Movie_Analysis.ipynb