

PROJECT; GUIDE FOR FILM PRODUCTION.

GROUP 2;

MEMBERS;

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BUSINESS OVERVIEW.

Your company now sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of your company's new movie studio can use to help decide what type of films to create.

BUSINESS PROBLEM

In the evolving landscape of the film industry, our company aims to establish a new movie studio to produce original video content. However, with limited experience in filmmaking, there is uncertainty about which genres or types of films are currently achieving the most success at the box office. To ensure the studio's productions resonate with contemporary audiences and achieve commercial viability, it is essential to analyze current box office trends and identify the film genres and themes that are performing exceptionally well. This analysis will inform strategic decisions on the types of films the studio should focus on creating to maximize audience engagement and profitability.

SOURCES OF DATA.

- The data used in the analysis includes;
 - rt_movies.tsv
 - bom.movies.csv.
 - rt_reviews.csv.
 - im.db.
 - tn_movies.csv

OBJECTIVES.

Understand runtime trends considering ratings.

Potential movie directors that have the highest audience ratings.

Studios with the highest returns.

Production budget that yields the most profit return and Evaluate the Impact of Budget on Success.

Compare between the worldwide and domestic patterns which one has more profitable market.

Understand Genre Performance in terms of ratings

Identify Profitable Films.

Find Seasonal or Time-Based Trends

POSSIBLE CHALLENGES

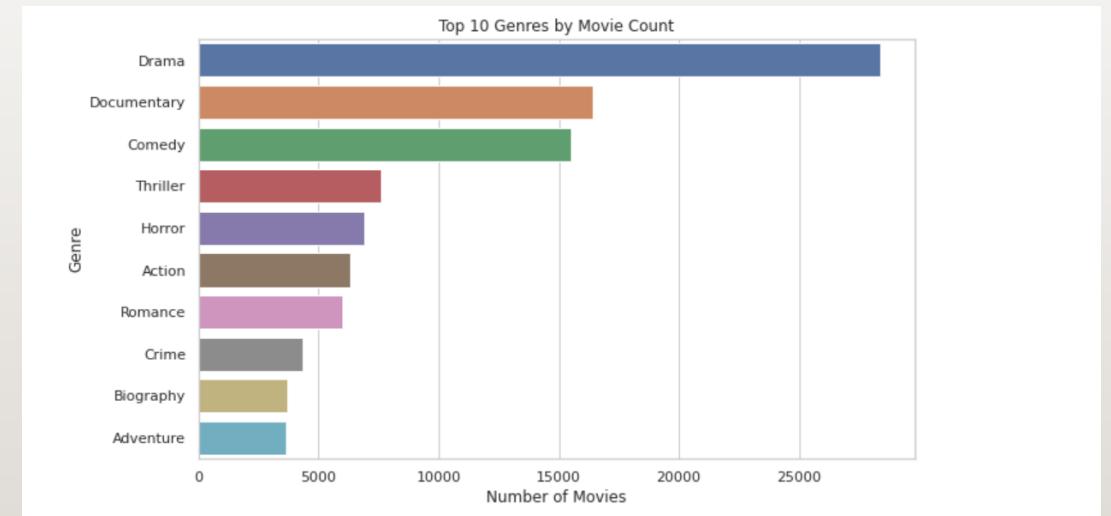
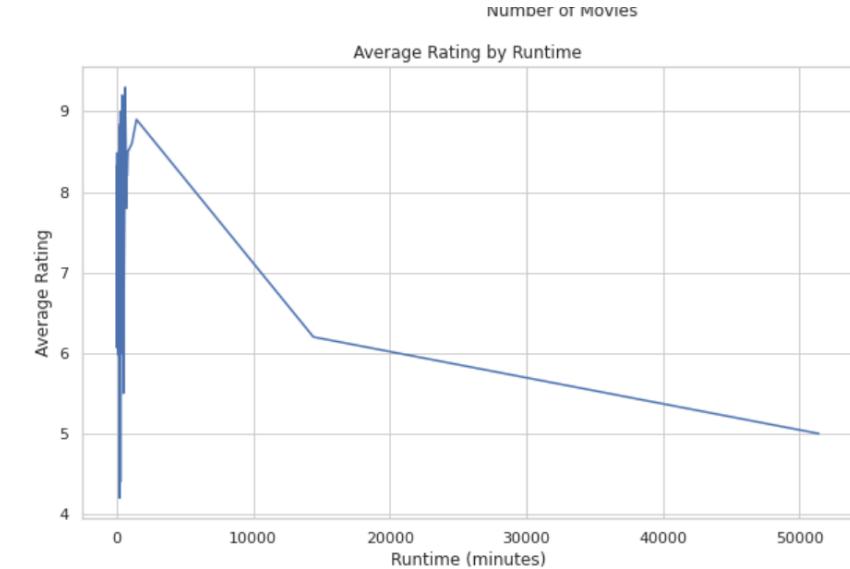
1. Understanding and Producing various movie genres.
2. Movie Budget according to Business capability.
3. Accessing the Movie directors.
4. Risk of Failure after copying other movies.
5. Access to the International Markets.



DATA ANALYSIS AND VISUALISATION.

I. Understand runtime trends considering ratings. (Godfrey)

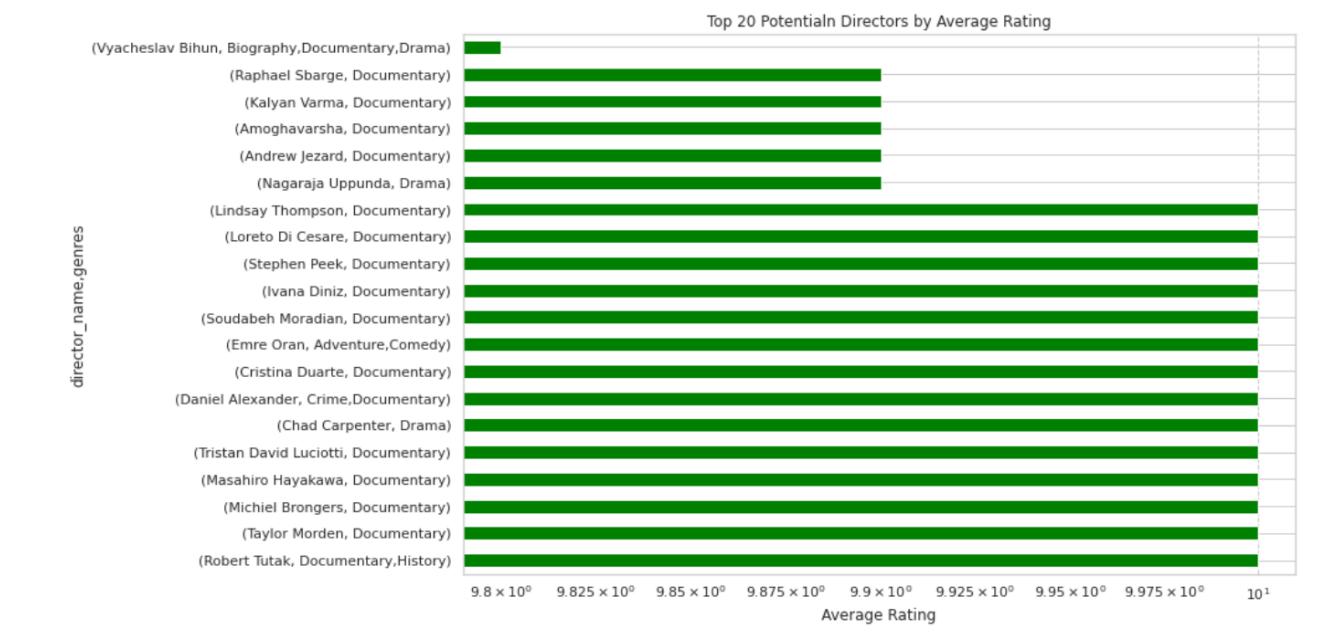
- The attributes used to evaluate movie performance, and ratings include the run time in minutes and the movie popularity using movie count.
- It is advisable for the movie studio to highly consider venturing into movies with shorter run time as the longer the periods the lower the ratings as shown above.
- It is also advisable for the movie studio to venture into genres such as Dramas and Documentaries as from the analysis above, these genres earned the spot as the most popular genres over others such as Adventures, Biographies and Crime movies.



DATA ANALYSIS AND VISUALISATION.

2. Potential movie directors that have the highest audience ratings.(Joy)

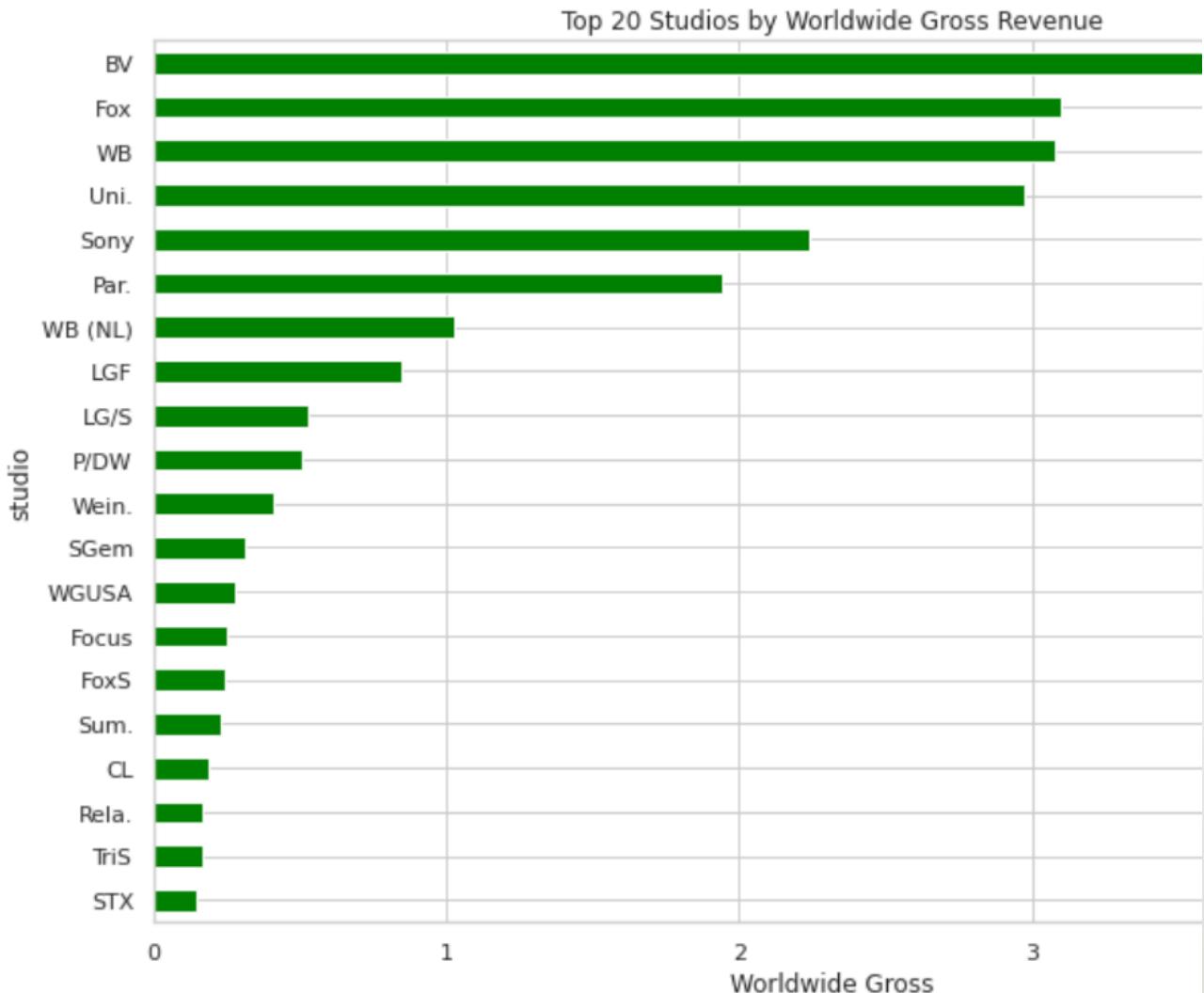
- From the analysis we can conclude that Robert Tutak, Taylor Morden and Michiel Brongers are the top-rated Directors in the film industry.
- We can therefore recommend partnering with them in various projects.
- Also considering the analysis focus on documentaries as the most top-rated directors specialize in this genre



DATA ANALYSIS AND VISUALISATION.

3. Studios with the highest returns. (Joy).

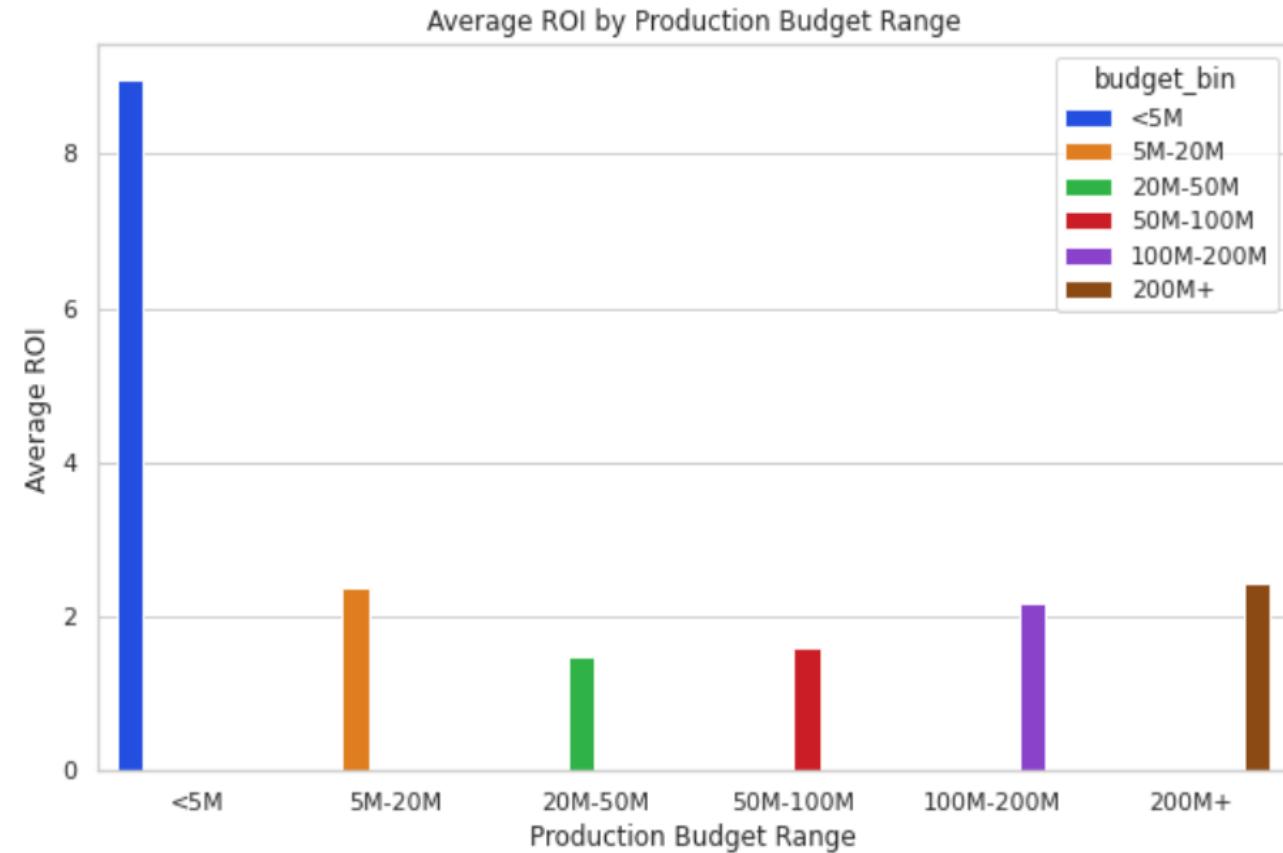
- From the analysis above it indicates that BV studio generates the highest revenue worldwide followed by Fox and WB.
- We can therefore recommend considerations ,partnerships and building business models considering these studios.



DATA ANALYSIS AND VISUALISATION.

4. Production budget that yields the most profit return and Evaluate the Impact of Budget on Success.(Godfrey)

- The analysis used the budget and worldwide gross to find the returns on the movies produced by various studios.
- From the analysis, we came to a conclusion that the movies with the lowest budgets recorded higher returns.
- This therefore means that for the studio to gain high returns it is not necessary for them to spend a lot in production as less budgets produce higher returns



DATA ANALYSIS AND VISUALISATION.

5. Compare between the worldwide and domestic patterns which one has more profitable market. (Emmanuel)

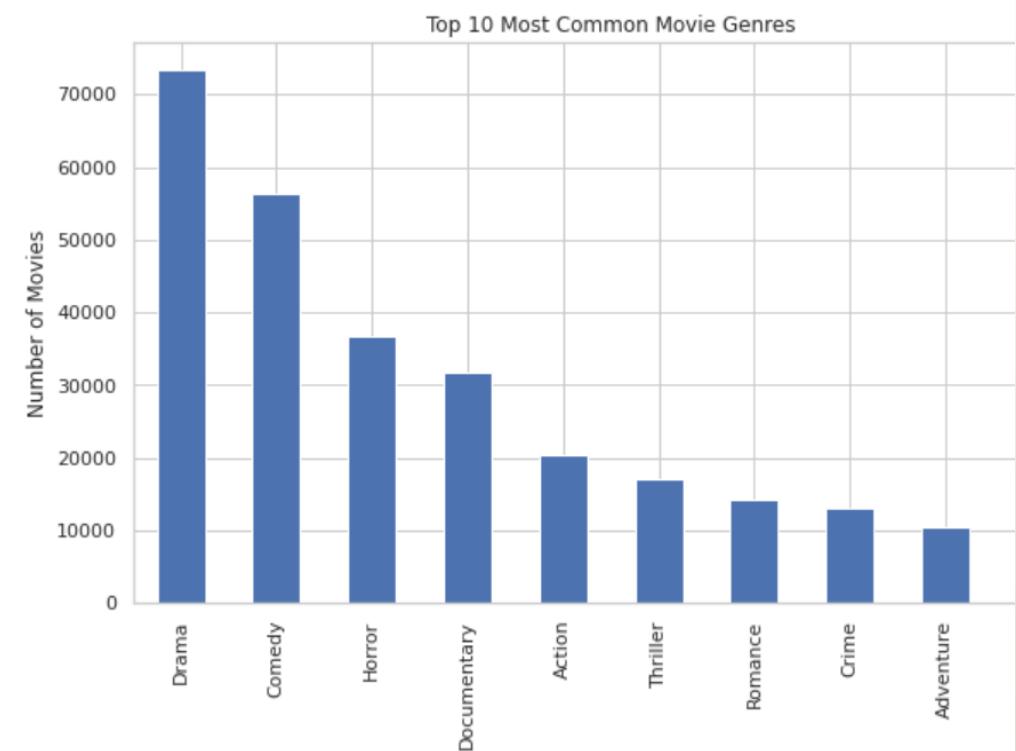
- From the analysis, movies that focused on the foreign market recorded higher profits than those that focused on the domestic market.
- We can therefore recommend the studio to focus more on the foreign markets.



DATA ANALYSIS AND VISUALISATION.

6. Understand Genre Performance in terms of ratings.(Faith)

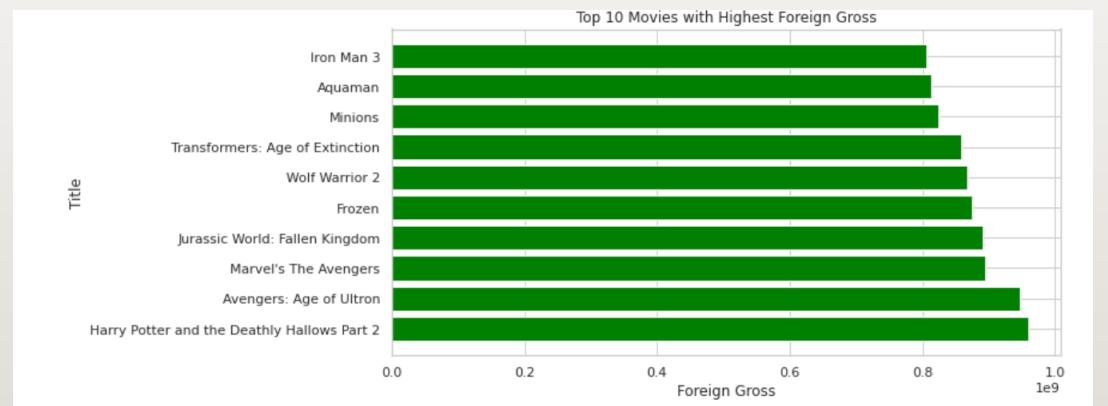
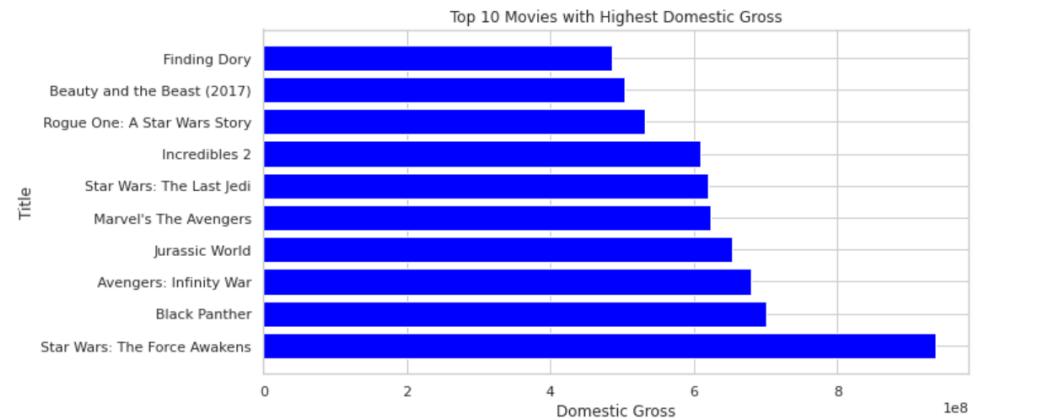
- Drama and Comedy are highly produced but not the highest rated. From the observation made the films/movies should Focus on quality, niche genres for loyal audiences and popular genres for broader reach.
- Documentary and Drama dominate in number of movies produced over 50,000, meaning they are the most engaged genres by creators.
- Genres like Short and Game Show, which are highly rated, do not even appear in the top 10 most common meaning they might have higher audience satisfaction but lower production volume which means its an open market.



DATA ANALYSIS AND VISUALISATION.

7. Identify Profitable Films. (Faith).

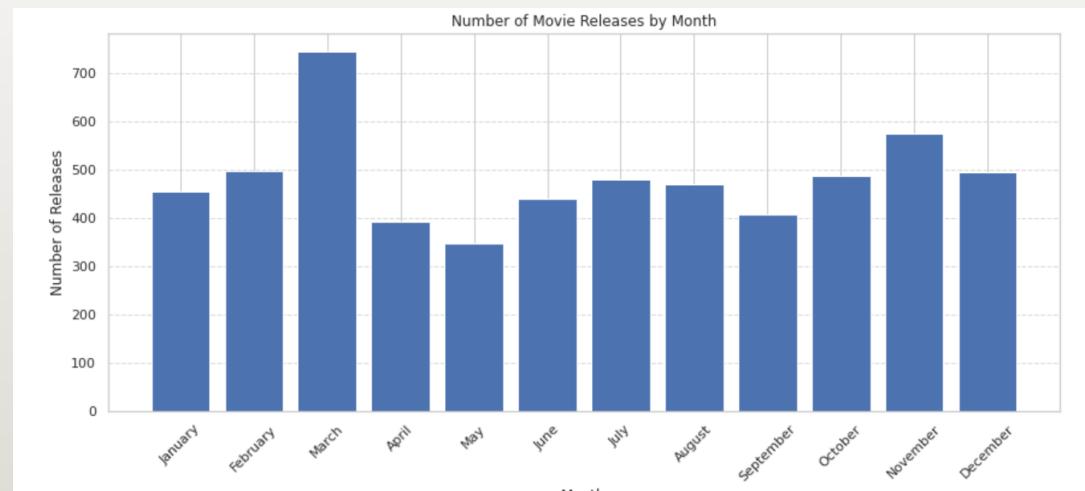
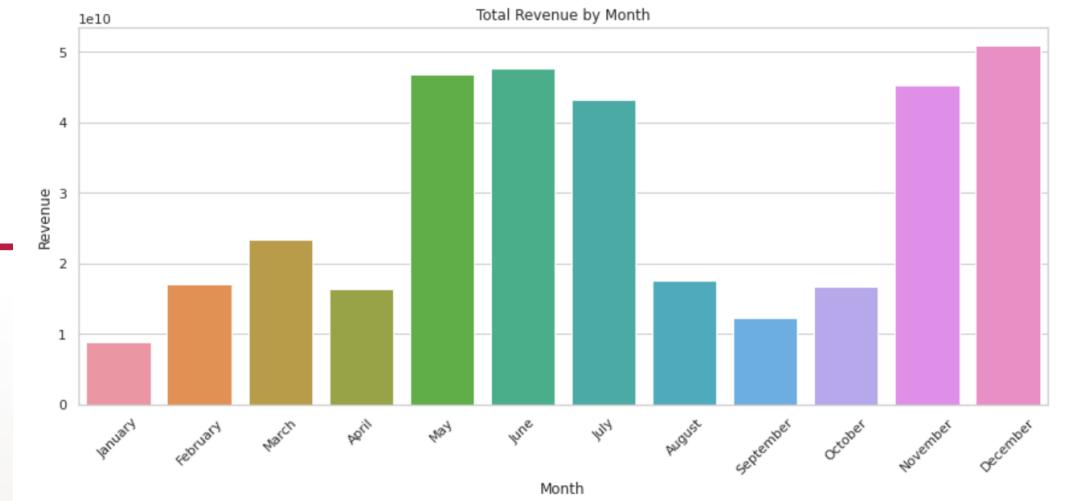
- Marvel's The Avengers appears in both the domestic and foreign top 10 meaning it has a huge worldwide appeal thus very profitable.
- Profitable films are often franchise-based, family-friendly, superhero-related, and supported by strong international appeal. We can therefore recommend considering the franchise-based, family-friendly and superhero-related movies/Films.



DATA ANALYSIS AND VISUALISATION.

8. Find Seasonal or Time-Based Trends. (Emmanuel)

- May, June and July have fewer movies being released but have relatively higher revenue income and would therefore recommend the company to consider creating a film during these months due to low traffic from newer movies but still maximize the profits
- Movies released in November and December have higher revenue generation compared to other months. i would therefore recommend the company to consider releasing their movies during these months.



RECOMMENDATIONS

1. Genres and runtimes based on ratings -

- Profitable films are often franchise-based, family-friendly, superhero-related, and supported by strong international appeal. We can therefore recommend considering the franchise-based, family-friendly and superhero-related movies/Films.
- It is also advisable for the movie studio to venture into genres such as Dramas and Documentaries as from the analysis above, these genres earned the spot as the most popular genres over others such as Adventures, Biographies and Crime movies.

RECOMMENDATIONS

2. Preferable markets based on domestic and foreign returns;

- From the analysis above, movies that focused on the foreign market recorded higher profits than those that focused on the domestic market. We can therefore recommend the studio to focus more on the foreign markets.

RECOMMENDATIONS

3. Movie production features: directors, budgets and release dates -

- From the analysis, we concluded that the movies with the lowest budgets recorded higher returns.. This therefore means that for the studio to gain high returns it is not necessary for them to spend a lot in production as less budgets produce higher returns
- It is advisable for the movie studio to highly consider venturing into movies with shorter run time as the longer the periods the lower the ratings as shown above.
- From the analysis we can conclude that Robert Tutak, Taylor Morden and Michael Brongers are the top-rated Directors in the film industry. We can therefore recommend partnering with them in various projects.
- May, June and July have fewer movies being released but have relatively higher revenue income and would therefore recommend the company to consider creating a film during these months due to low traffic from newer movies but still maximize on the profits
- Movies released in November and December have higher revenue generation compared to other months. I would therefore recommend the company to consider releasing their movies during these months.



ANY QUESTIONS ?



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- ***Thank you for listening to our presentation, your comments and questions.***