MOVIE PRODUCTION ANALYSIS

March 22 2024

Overview

Using Data Analysis Skills to help interpret data about movie production and relay this back to Microsoft so they can put it into use and venture into the Movie Making industry.

Understanding the problem

Item 1	Item 2	Item 3
What Movie Genre to venture into	Production Budget for a movie	Suitable language to produce a movie in

BUSINESS UNDERSTANDING

- Key players in the Movie Making Market
- The audience preference and taste
- Various competitive landscapes such as fellow movie studios and streaming services
- Financial constraints concerning the budget involved in the production of a movie
- Brand Identity

SOURCES OF DATA

- Rotten Tomatoes website
- The Numbers website
- Internet Movies Database website
- Box Office Mojo

What Genre is best?

Popular Genres

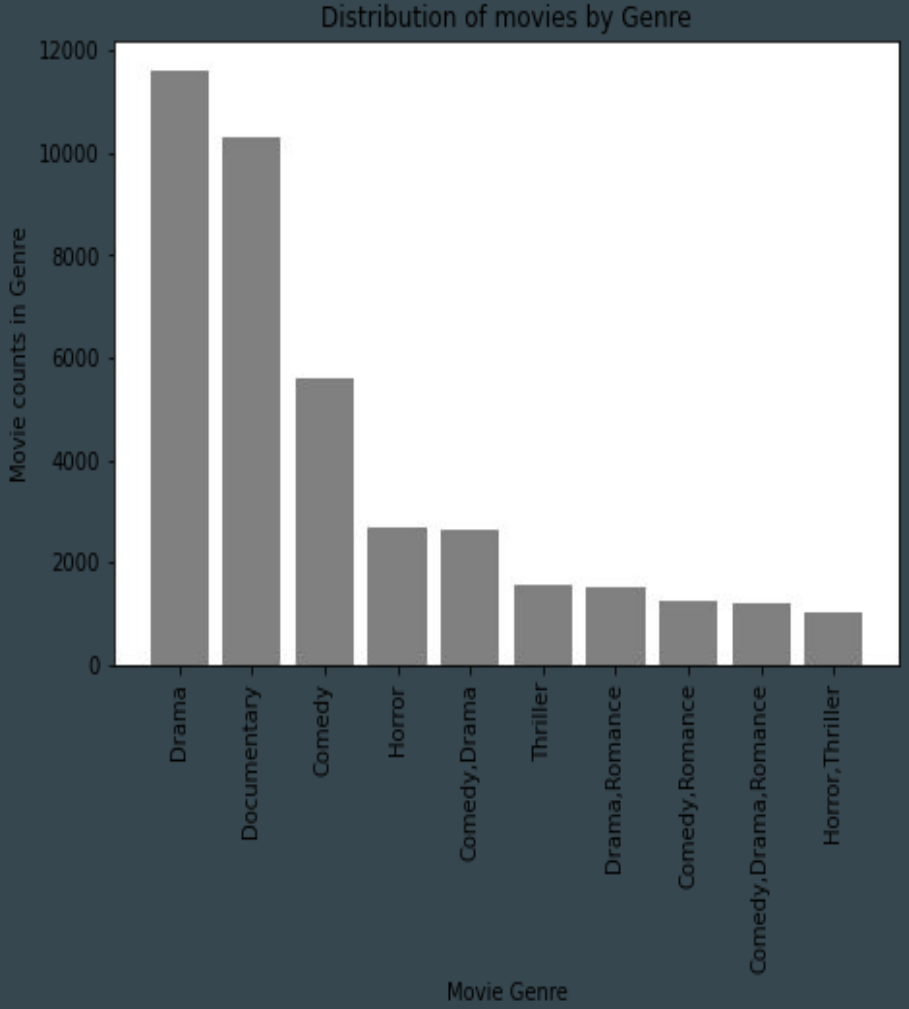
Based on production studios point of view

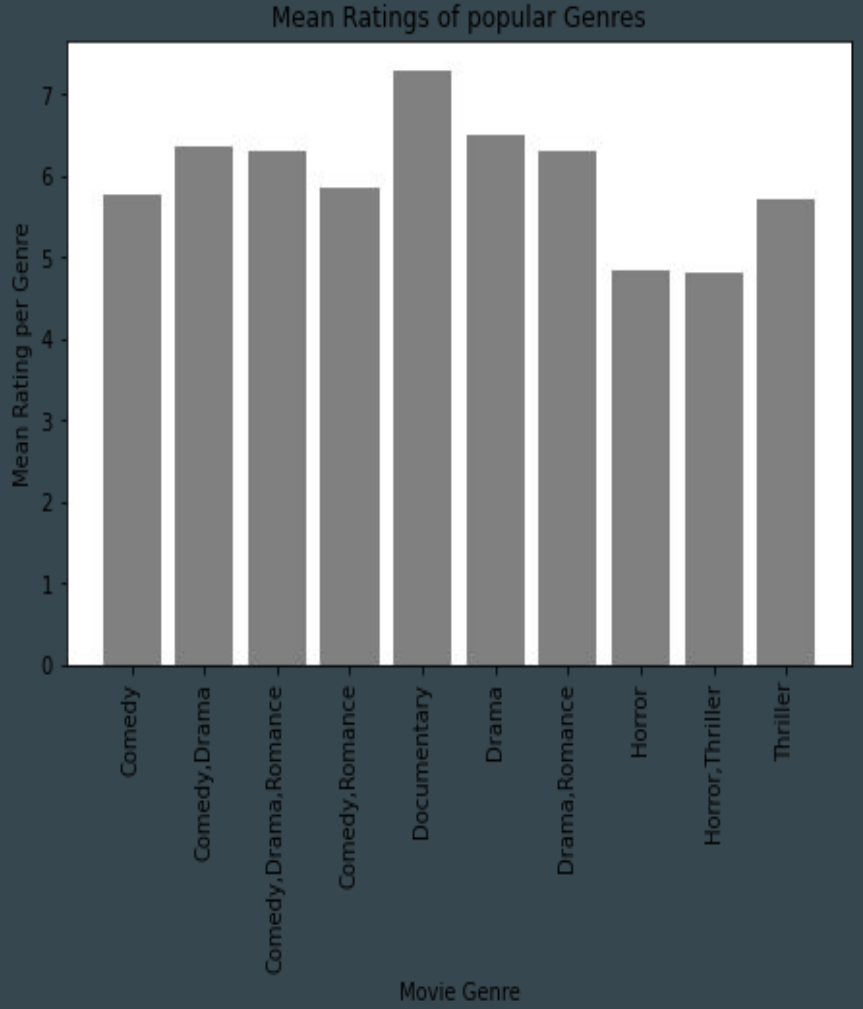
- Drama
- Documentary
- Comedy

Audience Ratings of Genres

From the audience point of view

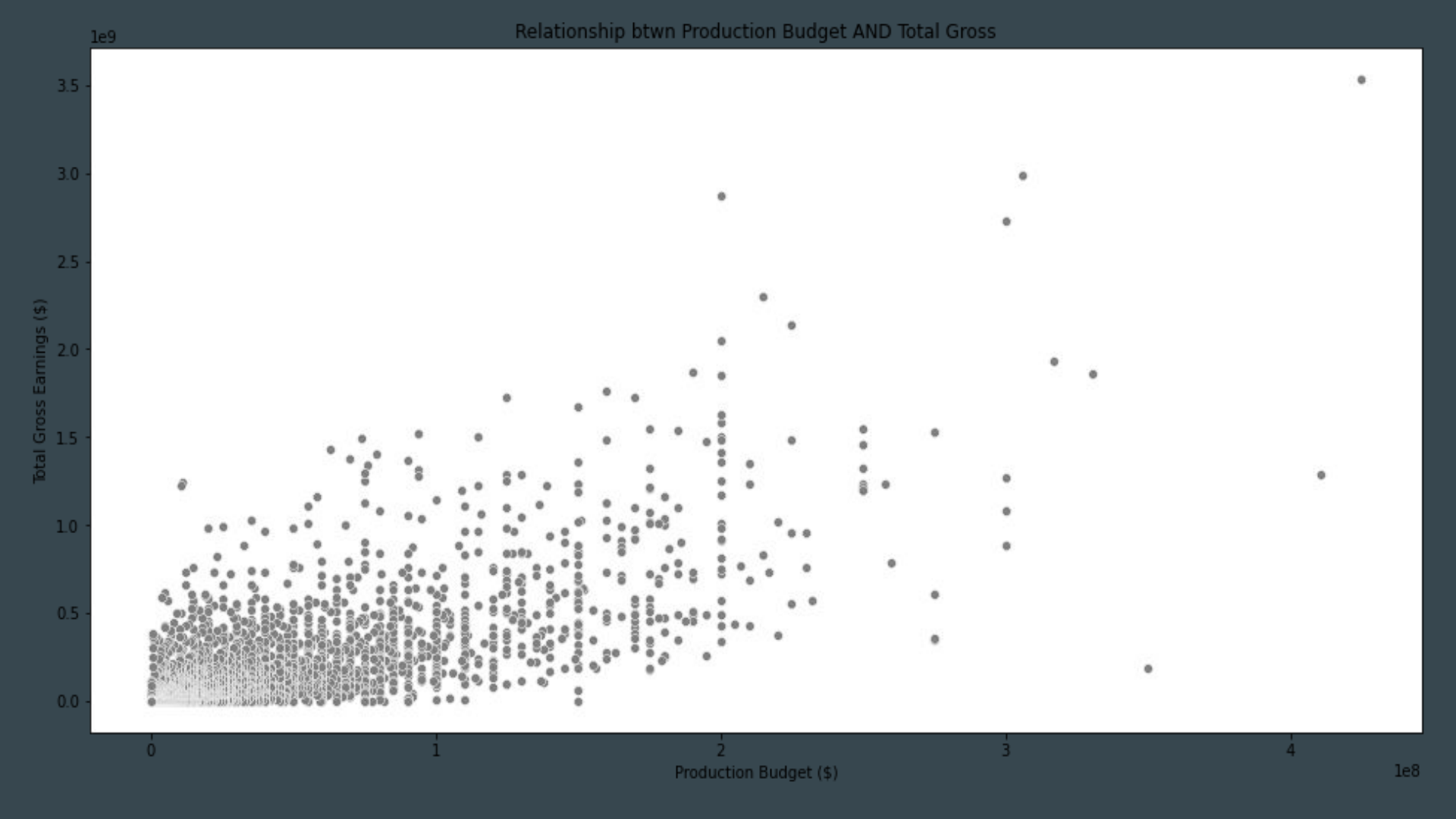
- Documentary
- Comedy, Drama
- Drama


Distribution of movies by Genre
Movie counts in Genre
0
2000
4000
6000
8000
10000
12000
Drama
Documentary
Comedy
Horror
Comedy,Drama
Thriller
Drama,Romance
Comedy,Romance
Comedy,Drama,Romance
Horror,Thriller
Movie Genre


Mean Ratings of popular Genres
Mean Rating per Genre
0
1
2
3
4
5
6
7
Comedy
Comedy,Drama
Comedy,Drama,Romance
Comedy,Romance
Documentary
Drama
Drama,Romance
Horror
Horror,Thriller
Thriller
Movie Genre

Relationship between Production budget and Earnings

High production budget	• Above $350,000 • High probability of grossing 1 billion dollars
Normal Production Budget	• Below $100,000 • Most movies are fall in this category, but have less gross earnings


Relationship btwn Production Budget AND Total Gross
1e9
Total Gross Earnings ($)
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
0
1
2
3
4
Production Budget ($)
1e8

MOST POPULAR LANGUAGES TO PRODUCE MOVIES IN

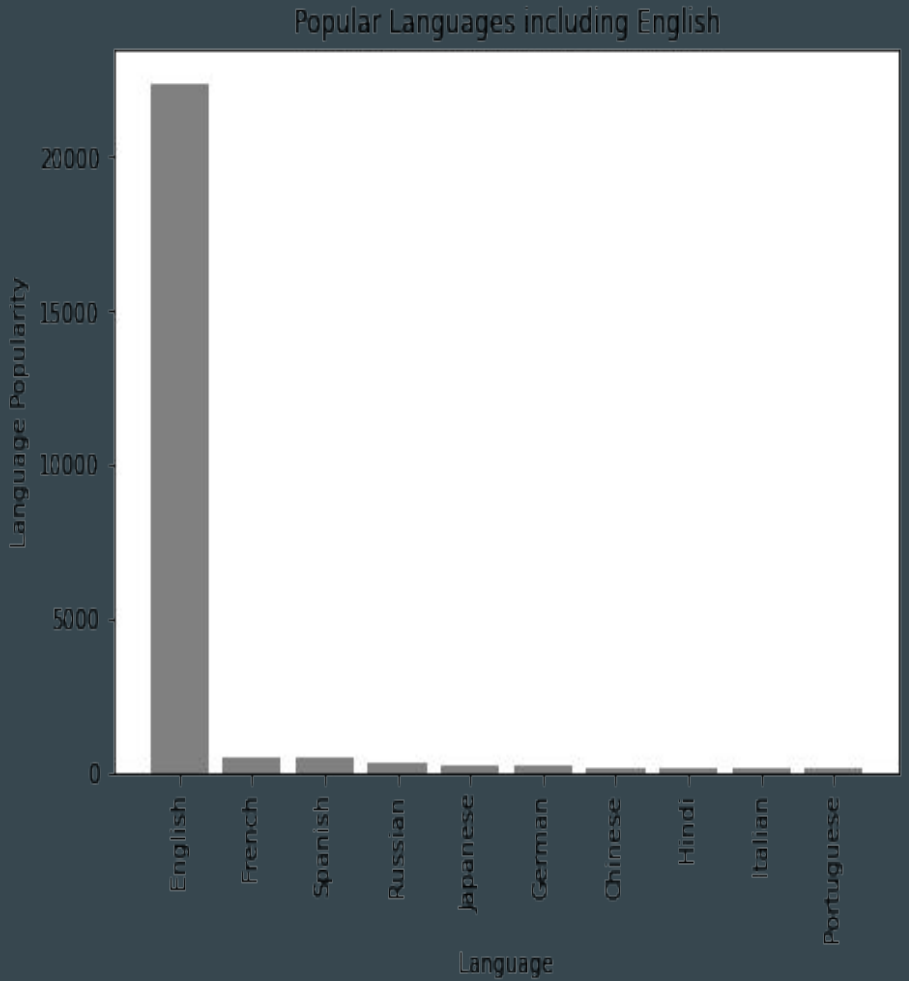
From Studios Point of View

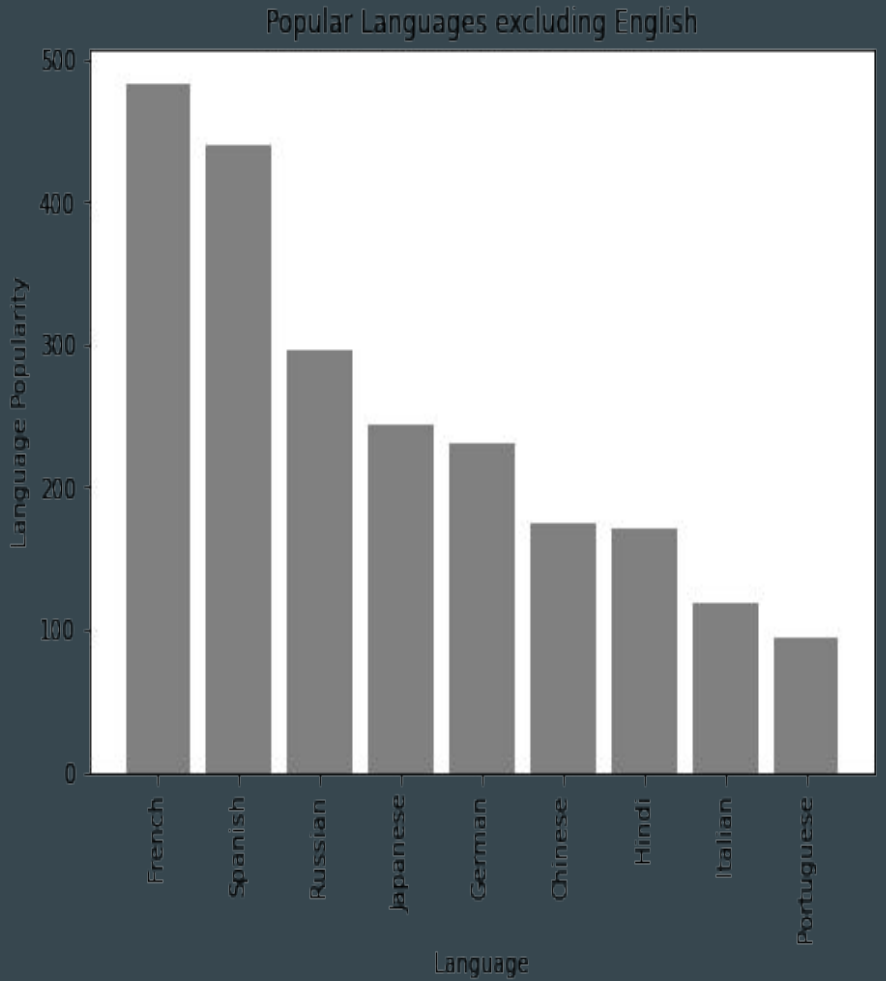
- English
- French
- Spanish
- Russian
- Portuguese

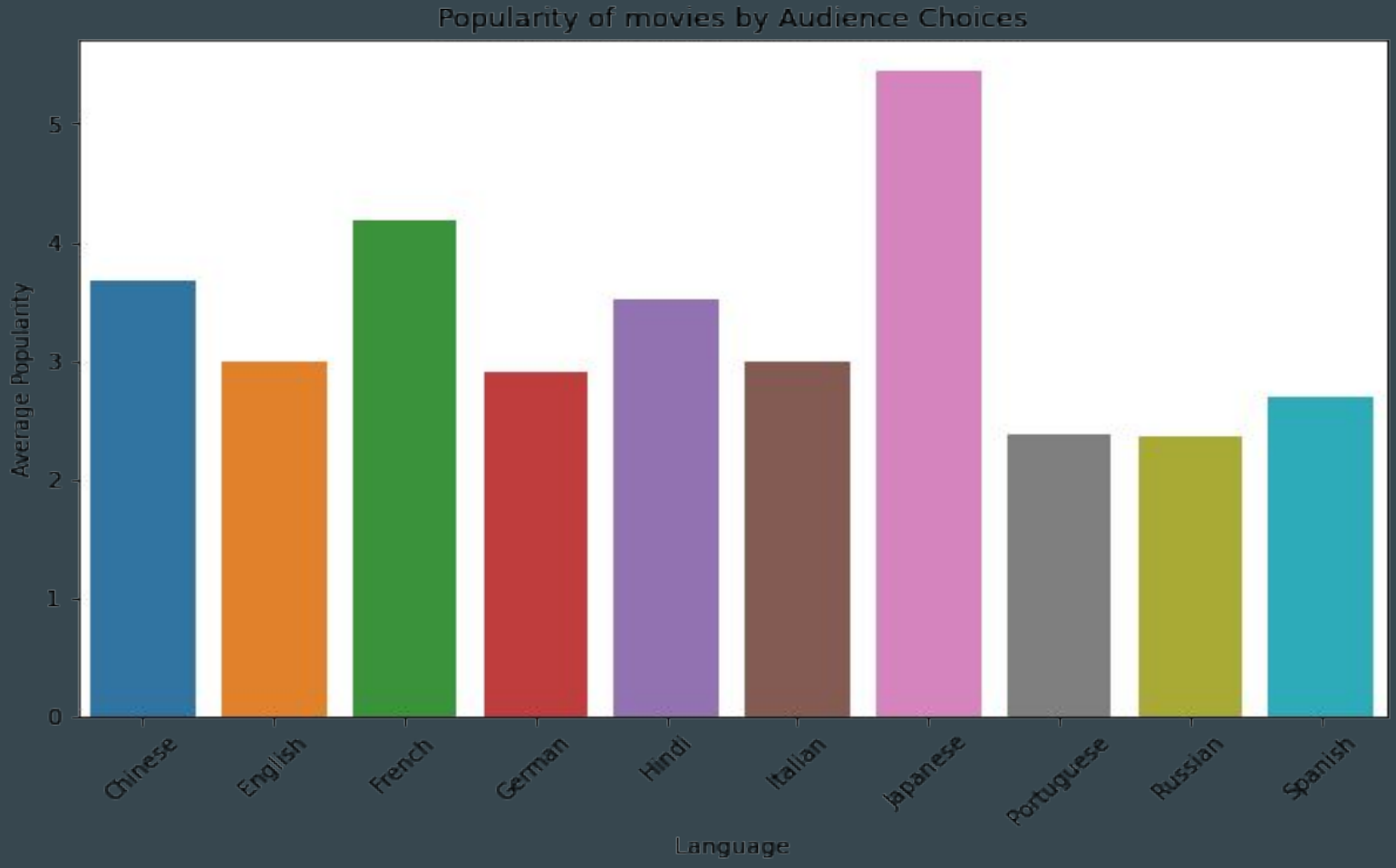
Based on Audience Ratings

- Japanese
- French
- Chinese
- Hindi
- English

Clear Illustration of this analysis can be seen in the following visuals


Popular Languages including English
Language Popularity
0
5000
10000
15000
20000
English
French
Spanish
Russian
Japanese
German
Chinese
Hindi
Italian
Portuguese
Language


Popular Languages excluding English
Language Popularity
0
100
200
300
400
500
French
Spanish
Russian
Japanese
German
Chinese
Hindi
Italian
Portuguese
Language


Popularity of movies by Audience Choices
Average Popularity
0
1
2
3
4
5
Chinese
English
French
German
Hindi
Italian
Japanese
Portuguese
Russian
Spanish
Language

RECOMMENDATIONS

1. A production budget of above $350,000,000 will increase possibility of higher gross earning
2. Best Genre to invest are Documentary, Drama and Comedy
3. Produce movies in :

- English
- Japanese
- French

NEXT STEPS

1. Shareholders meeting to go through the decisions
2. Regulatory and Legal Compliance
3. Brainstorming to create a vision and brand identity for the Studio
4. Deal with the financials involved
5. Recruit skilled talent to work in the new venture
6. Finalise everything and start movie production

THANK YOU FOR YOUR ATTENTION

Thanks for being here and participating in today's presentation

For follow up questions you can find me at
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Feel free to reach out with any questions