



Spectacular Studios

A 5 Year Production Forecast



Opening

Which type of Movie Genres Production will generate most Revenue In the upcoming 5 years ?

Each Movie Genre has a Revenue potential, and we would map each Genre to its best practices to maximise profit.

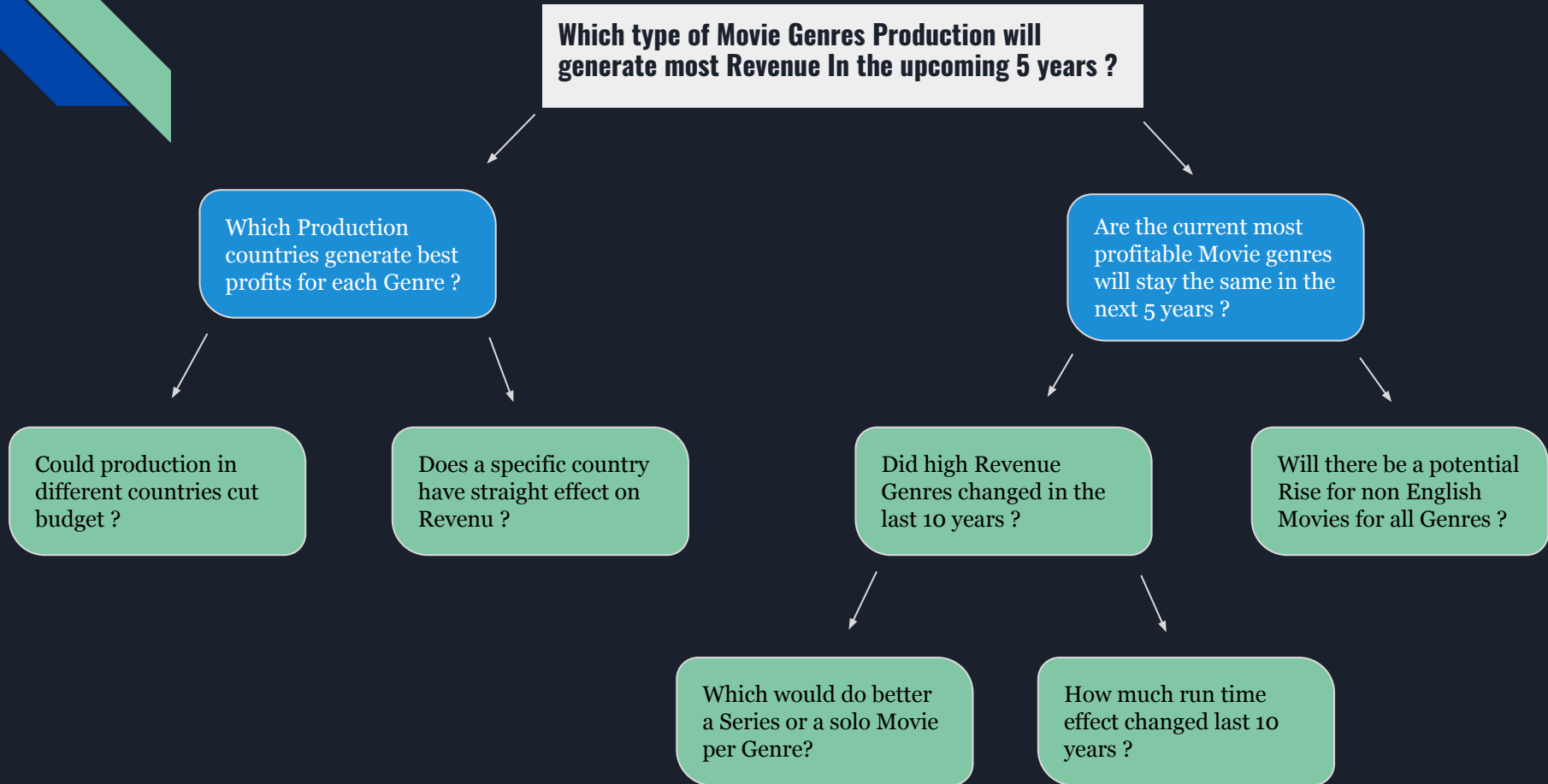
Observing and studying past traits for each Movie Genre, from at the last 10 years, a clearer picture is drawn of what viewers could possibly be attracted to, thus a higher Revenue.

There is a potential in many areas for each Genre that could boost Revenue such as observing Genre change throughout the years , comparing different languages that lean on different Genre interest, we could use such Genres to target those languages viewers .

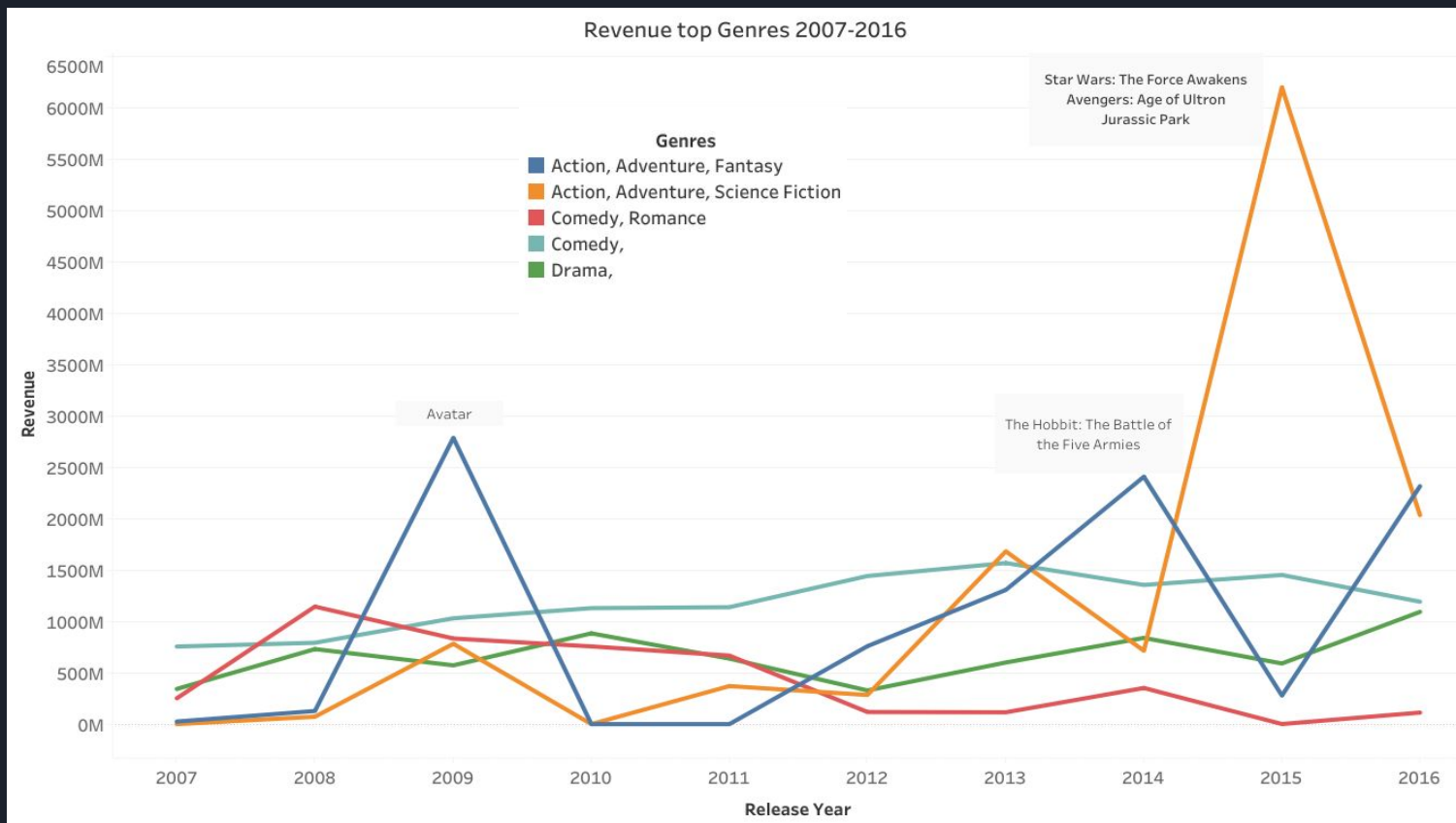
We recommend producing a series or collection of Movies, either on 1 or many combined genres surely in different Languages , that could lead to a multi profit over many years!

Eventually we would keep drawing information from past 10 years data for each Genre to build a Forecast and Produce Movies based on those Possibilities.

Key Observations from the Data:



How did Revenue changed per Genre for the last 10 years ?





the change of viewers favorable Genres

There were years with some Amazing Movies that shifted our visualization and showed some outliers, Movies like Avatar, Avengers, the Hobbit etc had accumulated huge Revenue.

Following the graph shown above we would say :

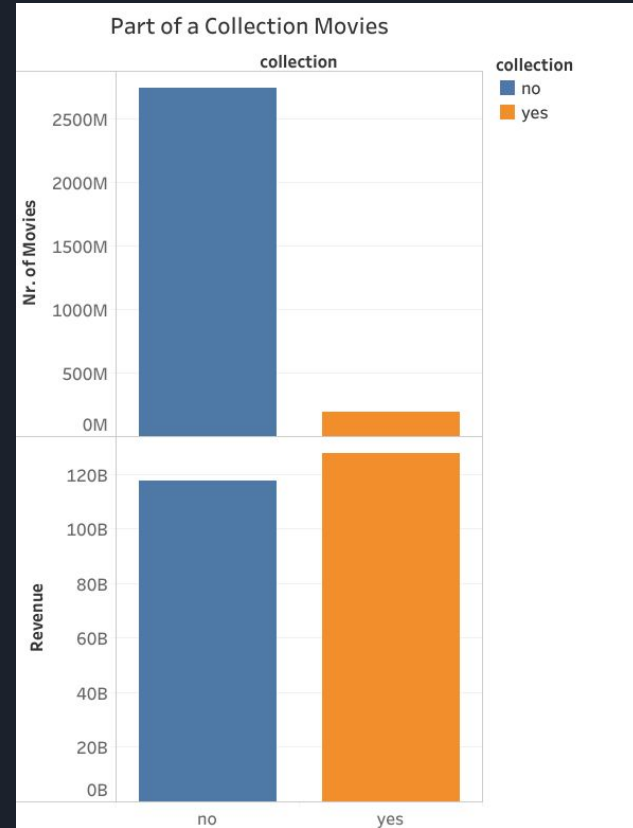
- Action and Adventure Genres are Big hits combine with a 3rd pick of Fantasy or Science Fiction, these genres combined are on the rise, although they do well it's sort of a gamble for a big hit!
- Comedy and Drama are a safe bet to go with , they won't hit the Jackpot yet not fail either.
- Romantic Comedy should not be rushed into! Its including is a neglect tendency

Collection Vs Solo Movies

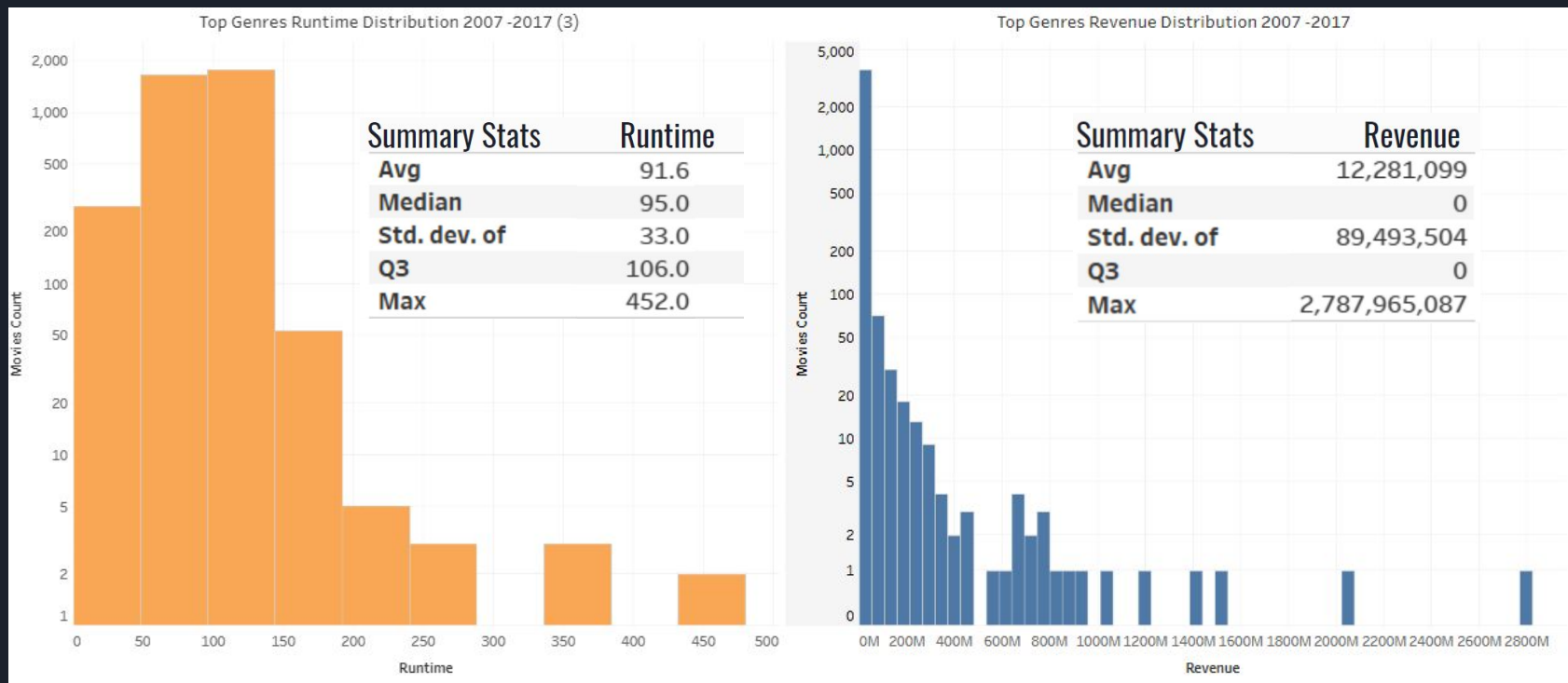
Producing a collection of Movies will have a very high chance to generate amazing Revenue!

Taking in consideration that those movies are connected they could generate a high Revenue for each Movie, accumulating each time.

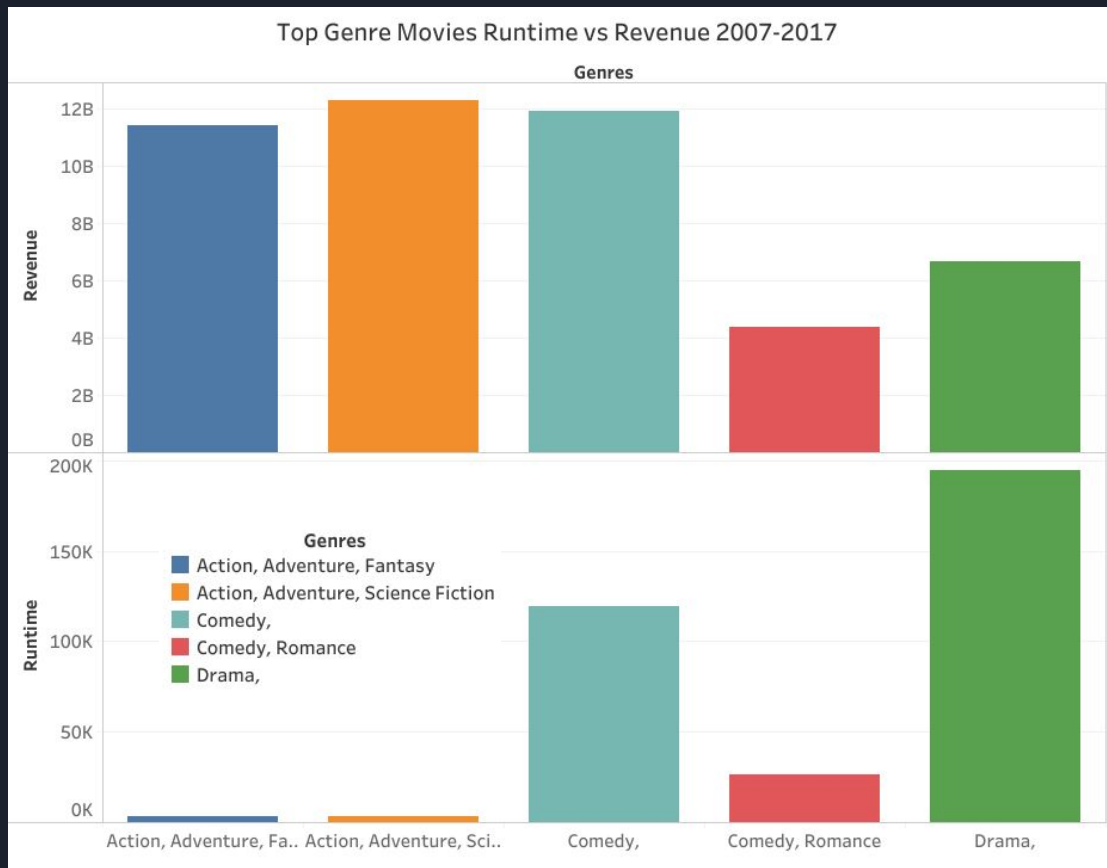
Movie collections should be incorporated in Production



Movies Runtime Vs Revenue 1



Movies Runtime Vs Revenue 2





How top Genres are divided in Runtime and their Revenue?

A very surprising and interesting visual, Action/Adventure Genres are almost neglectable in Runtime compared to other top Genres! Yet they make same amount of Revenue and we would strongly advise to go in these Genres path.

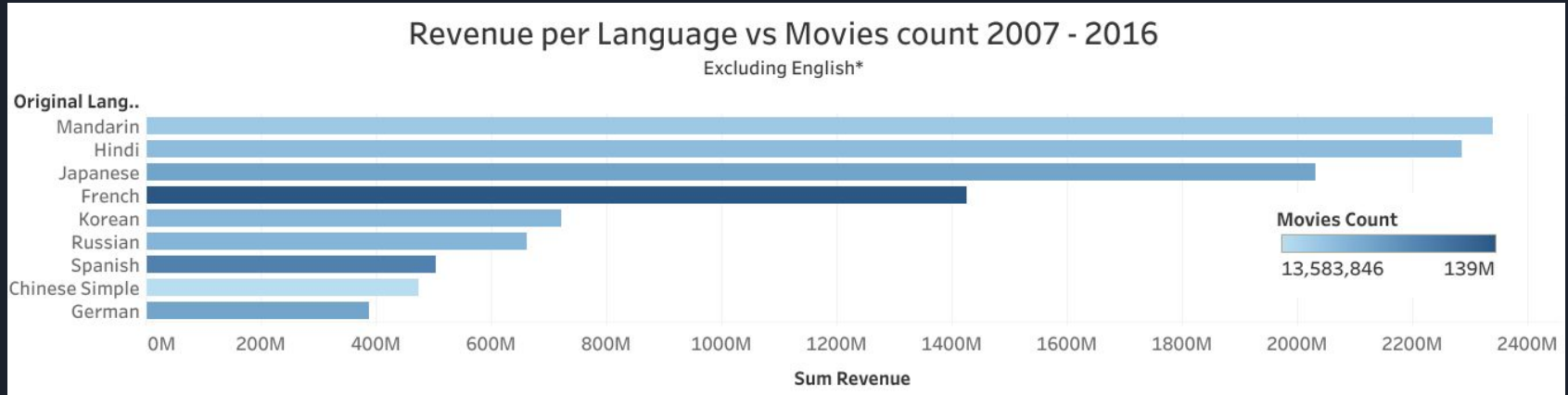
This bring us back to the Movie collection matter, seeing Drama genre including a very high Runtime would make it less appealing to have it as a series or collection, were Romantic Comedy, Ironically and considering its Runtime/Revenue, would turn bittersweet to us now.

Possible Languages

Non English Languages that potentially can generate good Revenue per Genre

We exclude the English Language as it Dominates this industry and want to check for other Potential Languages
choosing Mandarin,Hindi, and Japanese would be a great Revenue opportunity for less Movies count!

As were French and Spanish seem to have tons of movies for a total medium Revenue, Knowing that Simple Chinese is kind of Sub Mandarin Language, and as the graph shows we would also advise including it along with its Mandarin origin.

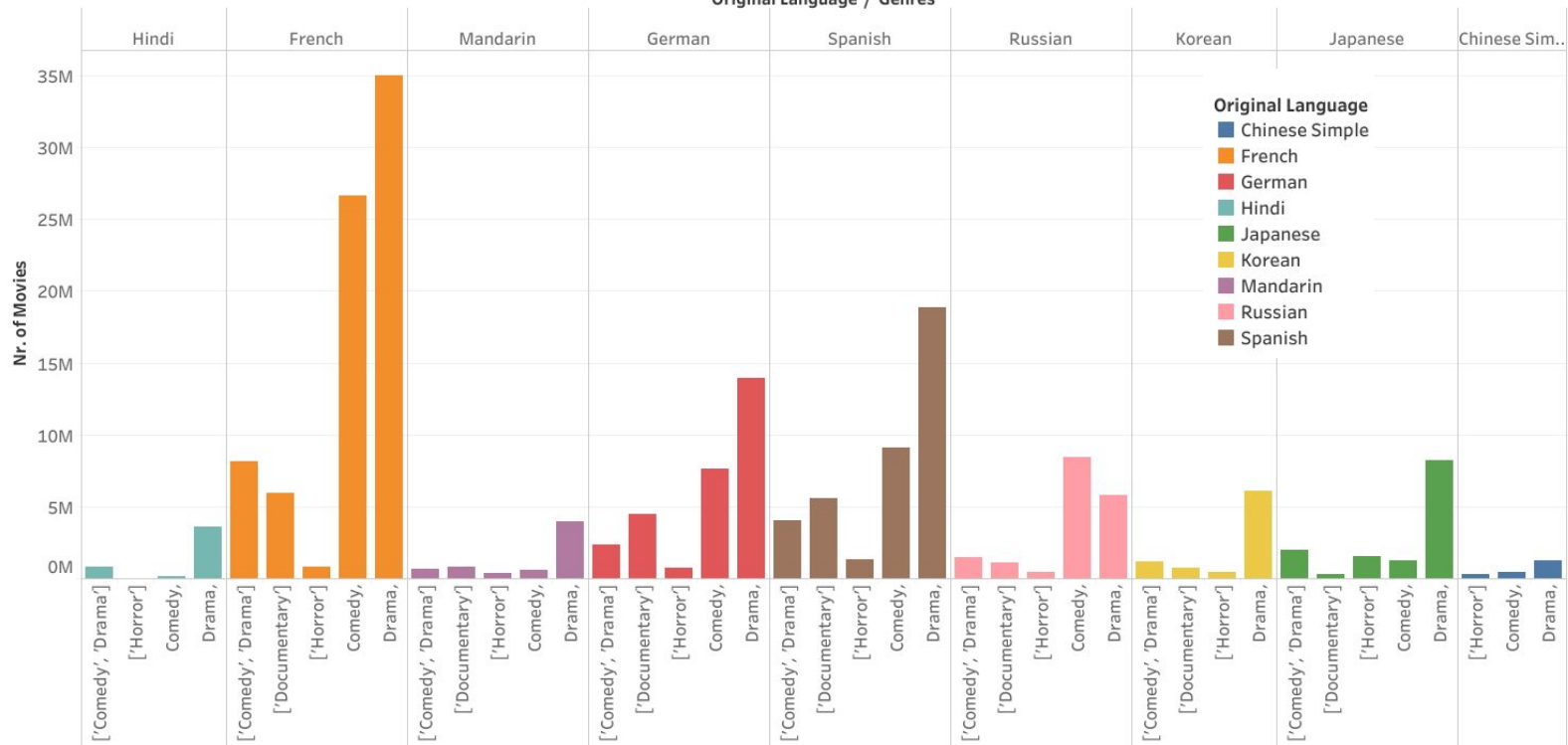


Genres diversion

Movie Genres count, top Revenue Languages (2007 - 2016)

Excluding English*

Original Language / Genres





potential Production Genres for different languages

Following our top languages graph in the Possible Languages slide we dive into the Genre Diversion, where Drama Genre Dominates, we should continue on that Genre path in our production, incorporating Drama with comedy is also a reasonable option.



Mandarin Comedy Japanese Drama Hindi



Some Bumps along the Road ...

Biases & Limitations

1 - Viewers Demographics

A detailed demographics of the viewers would indeed pure some light on our interpretation to dive deeper into each Genre and Revenue, and how are these traits divided between Movies sections!





Some Bumps along the Road ...

Biases & Limitations

2 - Ratings

This will concern the following :

- Critics Rating needed for each of those Movies
- No given rating denominator for Popularity
- Vote rating is voluntary biased and cannot be interpreted as is
- Only IMDB rating , another website should be included such as Rotten Tomatoes





Some Bumps along the Road ...

Biases & Limitations

3- Revenue insights per Country

More details on how each country affected the Revenue, the max mins ...etc another very important aspect missing for getting a better conclusion on how to maneuver in each country



Forecast

Next steps



Production should shift on filming English movies in Action & Adventure, Comedy, and Drama genres respectively, also try new rising languages which are Mandarin(including simple chinese), Japanese, and Hindi all those 3 with a lean on Drama Genre specifically.

Alternative to solo Movies Consider to make some respective portion of Movies Collection in our Production, this could lead to a Multi year win situation and possibly build a followers lead.

We would also try to collect some more data on viewers Demographics, Revenue per country to get to know which Movies should be pushed for each segment!



Synthesis:

Which type of Movie Genres Production will generate most Revenue In the upcoming 5 years ?

Our recommendation is to observe the past 10 years Movies traits and genres change that lead for a higher revenue, compile that data to create a forecast for the next 5 years

Overview:

Future Revenue could be affected by

- 1- the change of viewers favorable Genres
- 2- Runtime vs Revenue for top Genres
- 3- potential Production for different languages
- 4- a series or a solo Movie per Genre

the change of viewers favorable Genres:

Following the change of top revenue genres in the last 10 years and their possible contribution to our forecast

Series vs Solo Movies:

Producing a series of Movies on a certain Genre can lead to a multi high revenue Movies

Movies Runtime Vs Revenue

How much effect does runtime have on Revenue per each genre, could we say "Less is more" ?

Possible Languages:

Non English Languages that potentially can generate good revenue per Genre

Limitation 1:

Viewers Demographics - a very useful missing variable

Limitation 2 :

Ratings - some missing, some voluntary biased, some need to be collected

Limitation 3 :

Revenue per country for each Movie

Review of Next Steps:

-Production of specific Genres for each Language in top revenue Genres/Languages

- make a considerable set of Movie Collection

-collect more data, including Demographics and Revenue per country

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