

DATA SCIENTIST

JACQUELINE CHELANGAT

MARKET RESEARCH
FILM INDUSTRY

CLIENT :

MICROSOFT

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PROBLEM STATEMENT

- Microsoft would like to start a new revenue stream in original video content creation.
- Explore what types of films are currently doing the best at the box office.
- Translate the findings into actionable insights to help Microsoft decide if this is a viable business venture.

INDUSTRY STANDARDS

The Data scientist carried out research to determine how the industry measures a films success. According to IMDb (an online database of information related to films), a movies is rated based on...

Revenue
Earned.
Internationally &
Domestically

Ratings.
1 ->Terrible title
10-> Excellent
title

Number of
Votes.
15000+

THE DATA

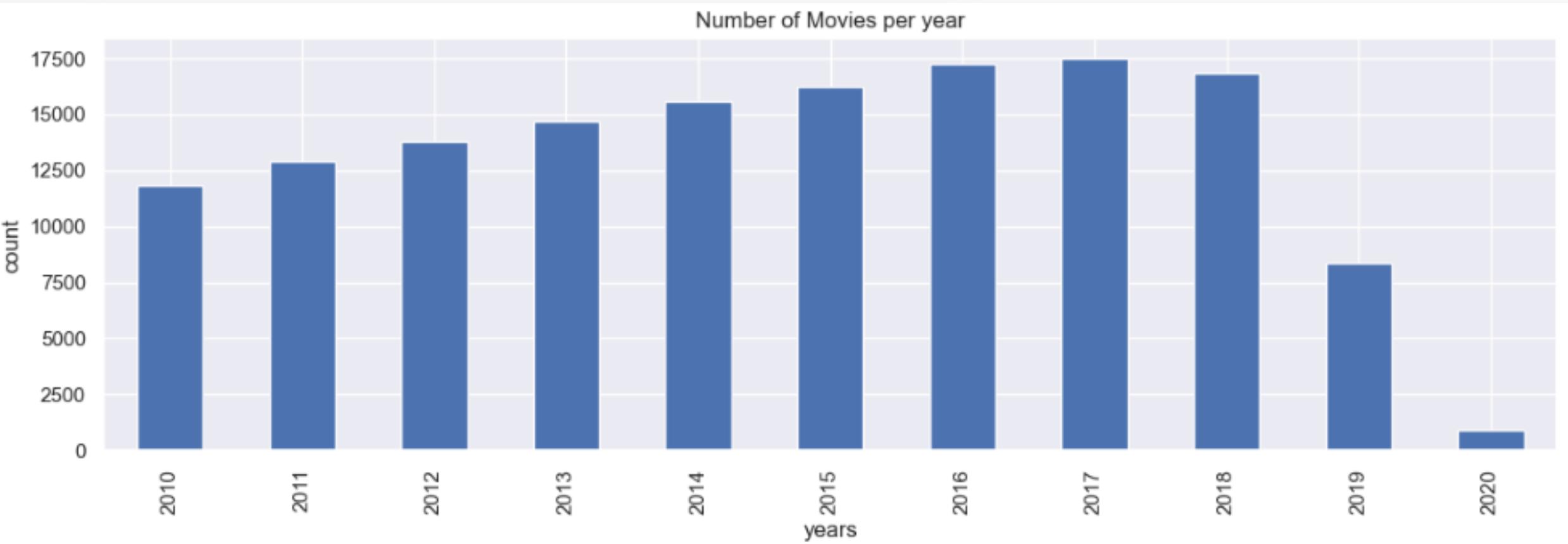


- 3 Sets of data are utilized for this research,
1. Title basics - Contains various movie titles, years, runtimes and genres
 2. Movie gross - Contains various movie titles, studio, domestic gross, foreign gross and year.
 3. Title ratings - Contains the Average ratings and number of votes of various movies.



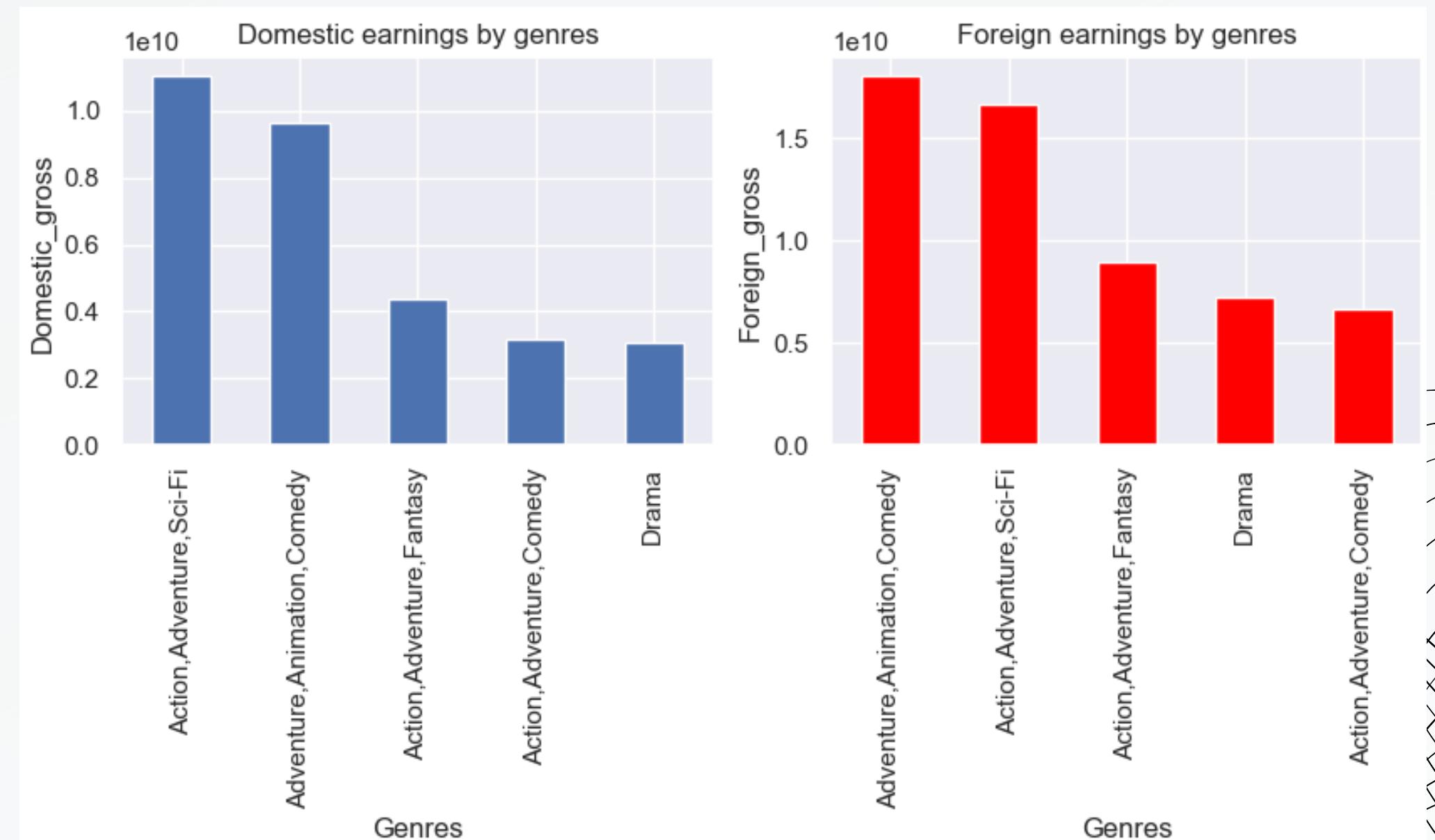
FINDINGS

- Out of 146k movies analyzed, the number of movies created per year grew from 11.5K to 17.5k in 2017 where it peaked, then dropped drastically to below 2.5k in 2020.
- This could be attributable to insufficient data being collected or to the growth of the social media industry.



FINDINGS CONTD..

- The genre of movies that earns well domestically is Action, Adventure, Sci-Fi
- This being contrary to internationally where the genre that earns the highest is Action, Animation, Comedy..
- Drama comes in 5th domestically as compared internationally where its 4th.



FINDINGS CONTD..

- The table to the right represents the top 5 movies by Foreign gross.
- The 1st here is Avengers followed by Jurassic

	title	foreign_gross	averagerating	numvotes
0	Inception	535700000.0	8.8	1841066
1	The Dark Knight Rises	636800000.0	8.4	1387769
2	Interstellar	489400000.0	8.6	1299334
3	Django Unchained	262600000.0	8.4	1211405
4	The Wolf of Wall Street	275100000.0	8.2	1035358
5	Shutter Island	166800000.0	8.1	1005960

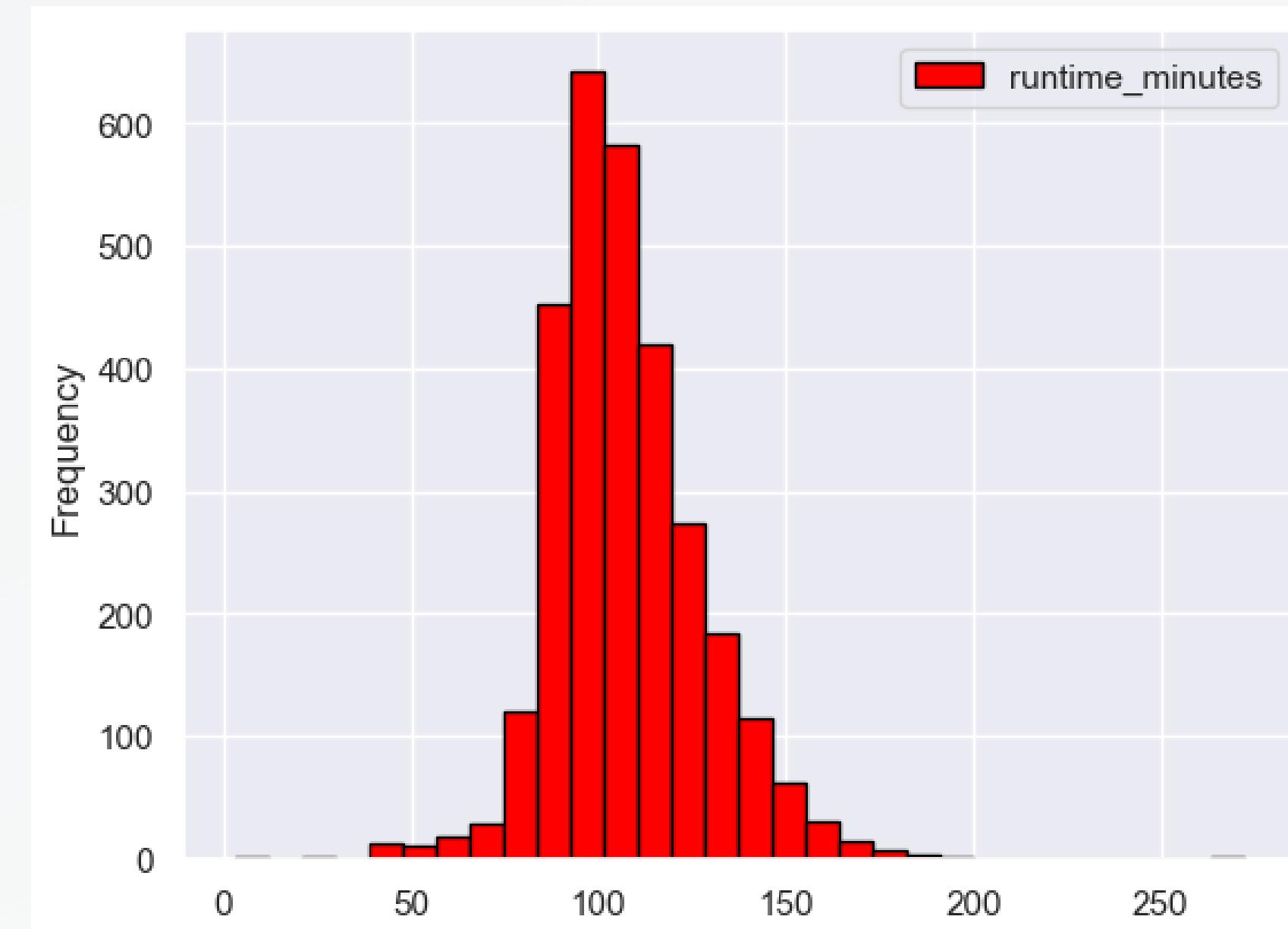
- The table to the right represents the top 5 movies by average rating.
- The 1st here is The Wall followed by The Runaways

	title	foreign_gross	averagerating	numvotes
0	Avengers: Age of Ultron	946400000.0	7.3	665594
1	Jurassic World: Fallen Kingdom	891800000.0	6.2	219125
2	Frozen	875700000.0	6.2	62311
3	Frozen	875700000.0	5.4	75
4	Frozen	875700000.0	7.5	516998
5	Wolf Warrior 2	867600000.0	6.2	5684

	title	foreign_gross	averagerating	numvotes
0	The Wall	2700000.0	9.2	8
1	The Runaways	1100000.0	9.2	47
2	Tomorrow	18700000.0	9.1	15
3	The Way	18700000.0	9.0	9
4	The Mayor	18700000.0	8.9	49
5	Inception	535700000.0	8.8	1841066

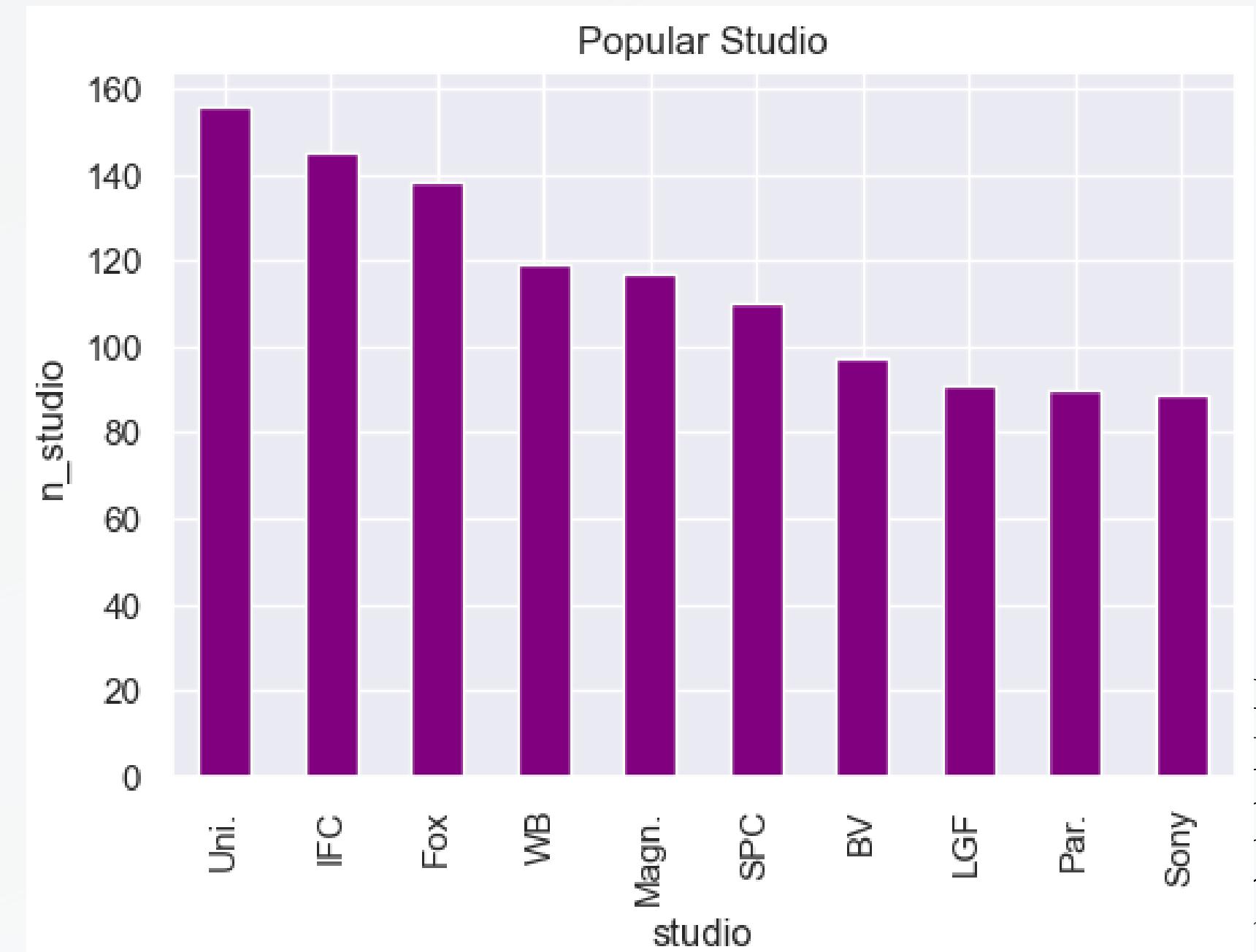
FINDINGS CONTD..

- The graph to the right shows movie runtime minutes.
- As the management of Microsoft plan to venture in this area its important to note that majority of movies have runtime ranging between 100 - 110 minutes



FINDINGS CONTD..

- The graph to the right shows the studios that produce the films in order of popularity
- From the top 10 studios we find that Universal studios ranks highest followed by IFC films. Fox cinema comes in third and at number 10 we have sony pictures.



SUMMARY

Conclusion/summary



The following is a summary of the data analyzed;

- There is evidence of a significant drop in film creation from 2017.
- Looking at the top 5 earning movie genres internationally, Action Animation ,Comedy, earns highest at >1.5b.
- The analysis of top 5 movies by foreign earnings, number of votes and rating suggests that there is low correlation between the variables as the list of movies is different for each variable.
- The movie runtime in minutes analytics shows that we have over 30% ranging between 100-110 minutes.
- The most popular studio where majority of the movies were produced is Universal studios followed by IFC films. Warner brothers comes in 4th with Sony pictures coming in 10th.

RECOMMENDATIONS

The Following are the recommendations drawn from the analysis

1. While film creation is a worth while venture to explore looking at the growth in the industry from 2010 to 2017, the drop from 2018 is concerning. The researcher advises the management to carry out market analytics on other forms of content creation other than film.
2. As Microsoft delves into films, Management is advised to focus on the foreign markets as evidenced by the earnings. However it wil be important to further analyse the costs.
3. Whereas their is low correlation among the indicators of a successful film, the management is advised to penetrate the market as a 1st strategy (high votes, good rating), then focus on high earnings as a 2nd strategy once they gain a significant following.
4. Microsoft management is advised to benchmark with top studios, Universal Studios and IFC Films to ensure they start the venture on the right footing.

Recommendation



THANK YOU!

