

# Business Opportunities in the Production Industry

LA | Atlanta | NYC

# Business Problem?

## More of a curiosity

NYC and LA have been twin Meccas for film, television, media, and creative commerce in the USA

Innovation and access to tech, as well as revolutions in publicly funded incentive programs

Using the Yelp API, we were curious to compare:  
**NEW MEDIA HUBS - vs. - OLD STALWARTS**

# PRIMARY METRICS and INSIGHTS ATTAINED BY YELP

x

- Business Identification
- Location information
- Quantitative Measures:  
Price, Review Count & Rating

# Initial Takeaway

The **MEAN RATING** for all businesses in this search are highest in Los Angeles.

takeaway: film production businesses are more beloved in LA  
than in either NYC or Atlanta

New York City  
229

Atlanta  
41

Los Angeles  
862

# Price

ALL CITIES have many NaN values for price

Insights are **NOT** statistically significant

6

New York City

Atlanta

1

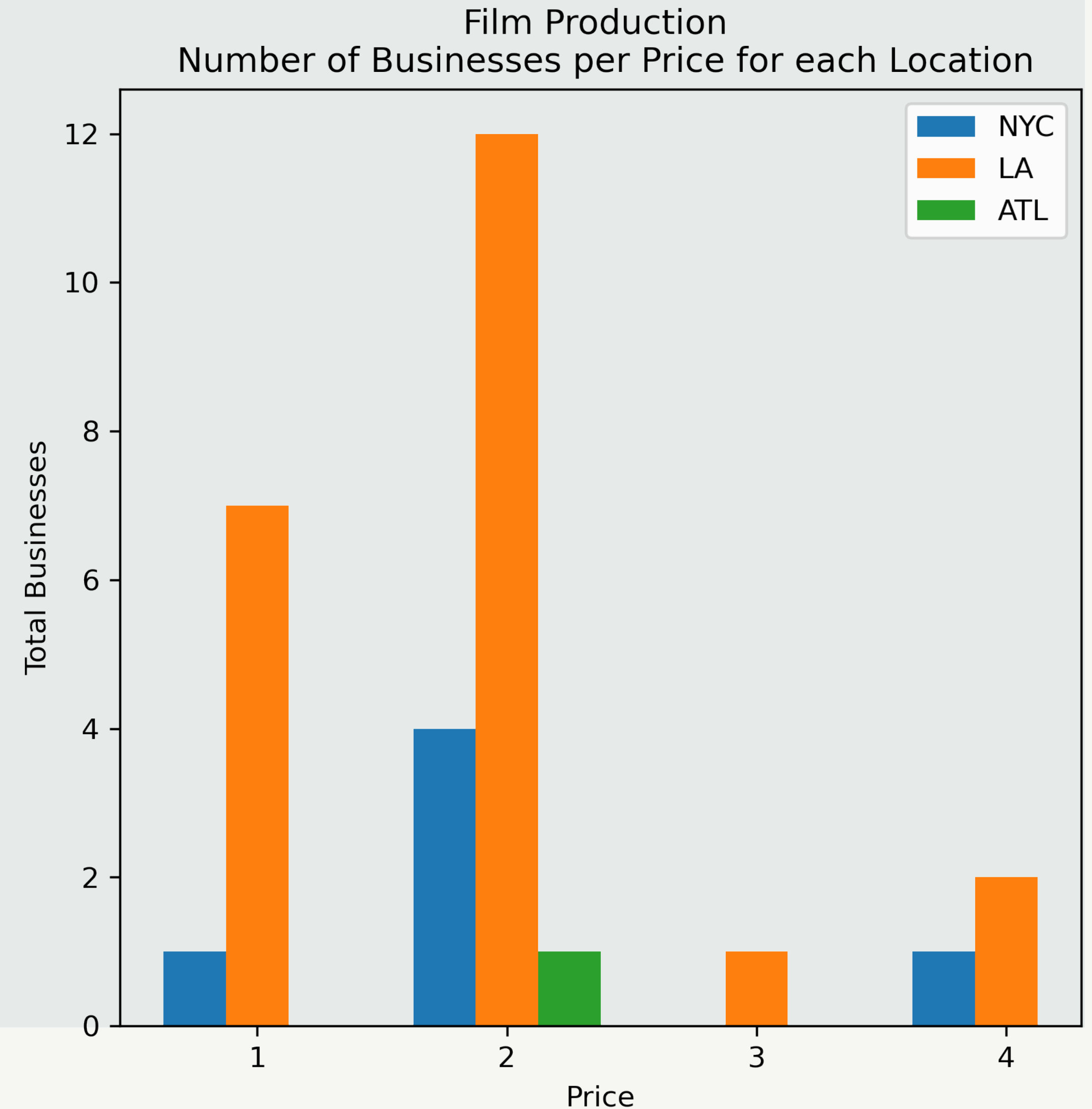
22

Los Angeles

# Price

**Despite that, the 2-\$ range is the average — it's the mode, and it's the median**

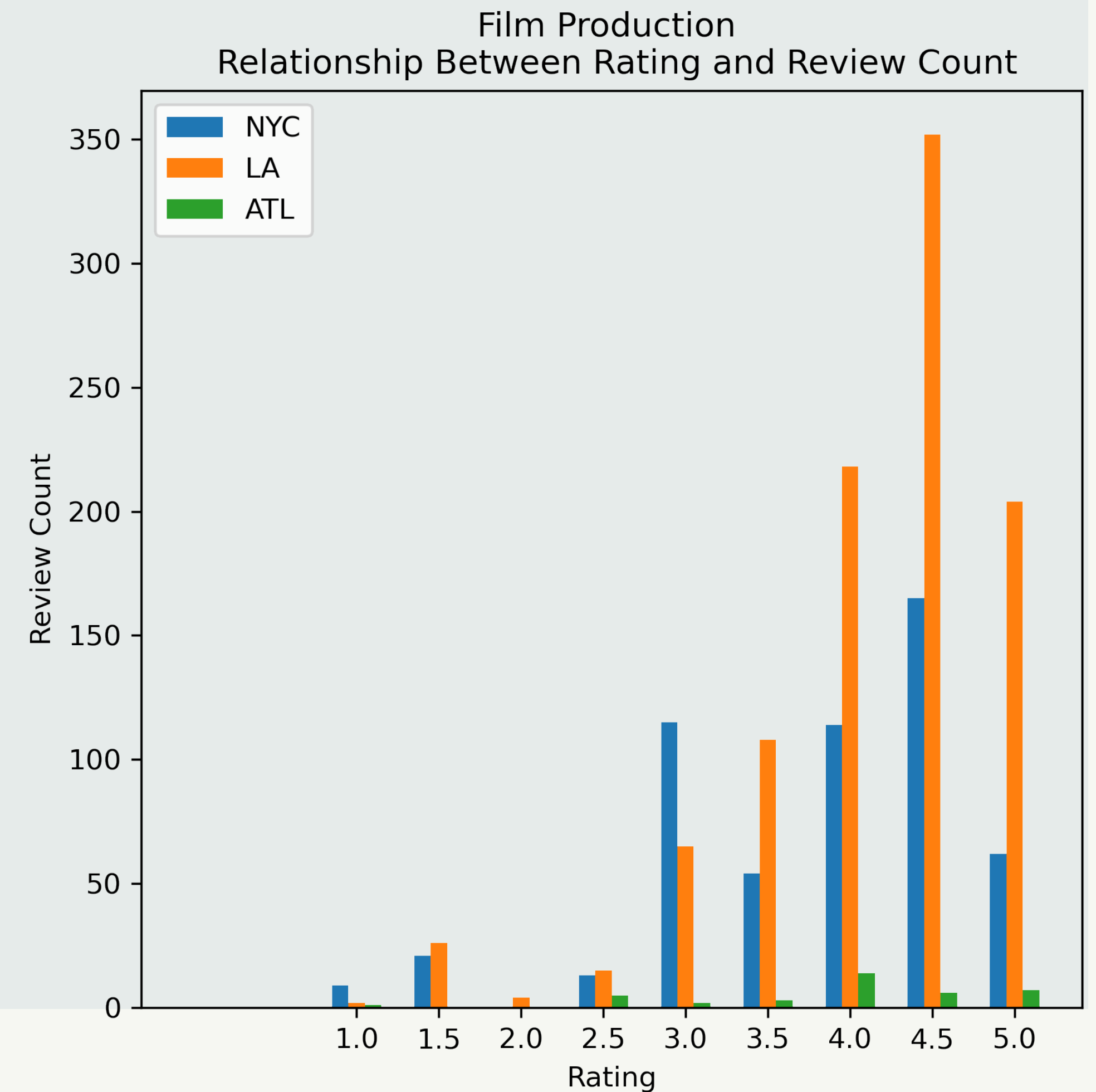
► the LA market is also fairly competitive in the 1-\$ price range.



# Rating & Review Count

beloved relates to popular

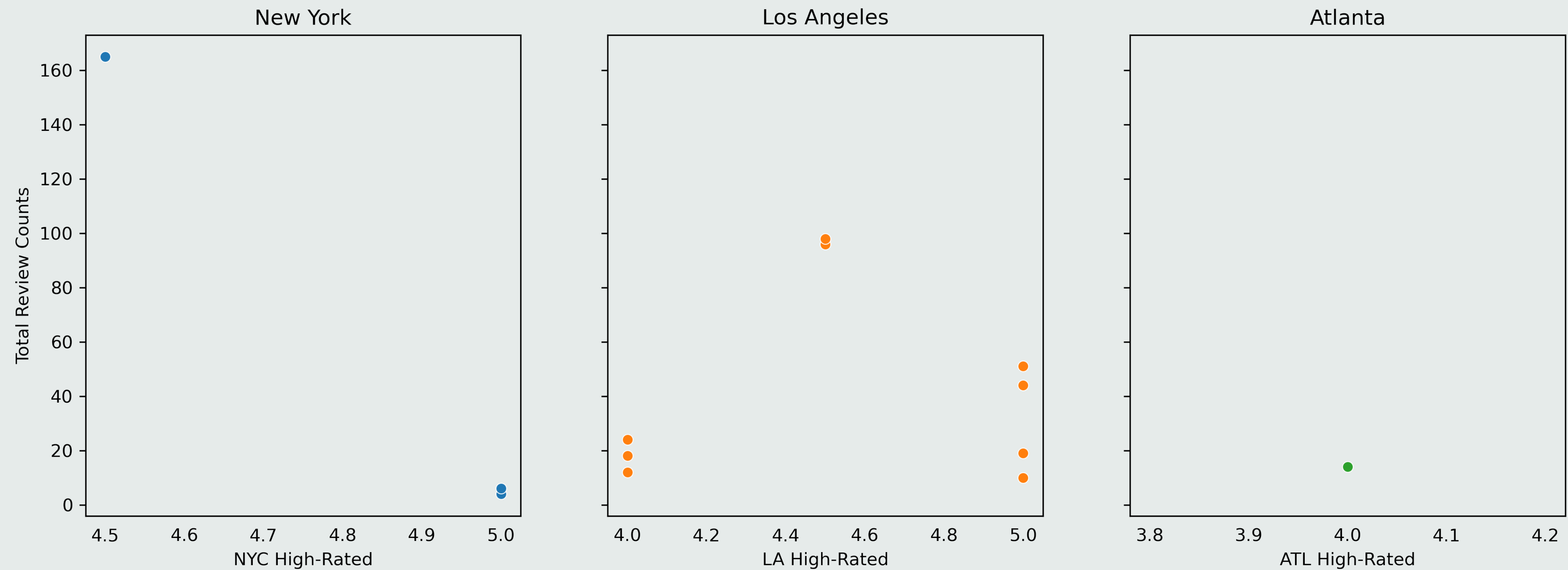
- As the rating score increases, so does the total amount of reviews
- Los Angeles dominates the amount of reviews



# High Rated and Popular

All businesses that land in our ideal range

High-Rated Film Production Businesses in the \$2 Price Group





# Our Unicorn, and the Goldilocks Zone





# **Conclusions**

**New York City  
Equipment Rental Company  
Offer parallel services**

# Next Steps

Zillow API for rent prices

Web scrape competitors data off their  
websites