

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 how the industry today compares
between new media hubs, and the 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

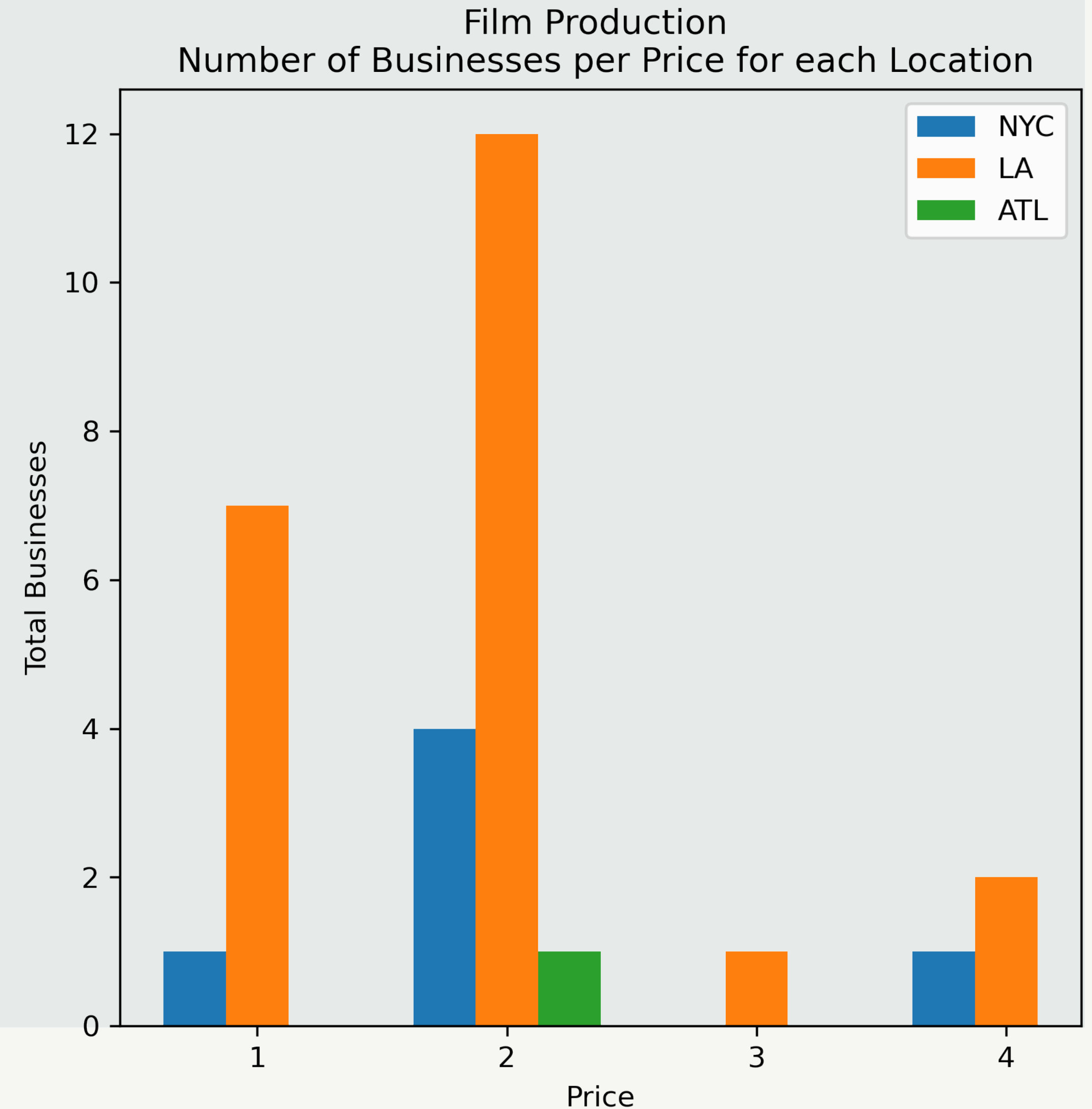
22

Los Angeles

Price

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

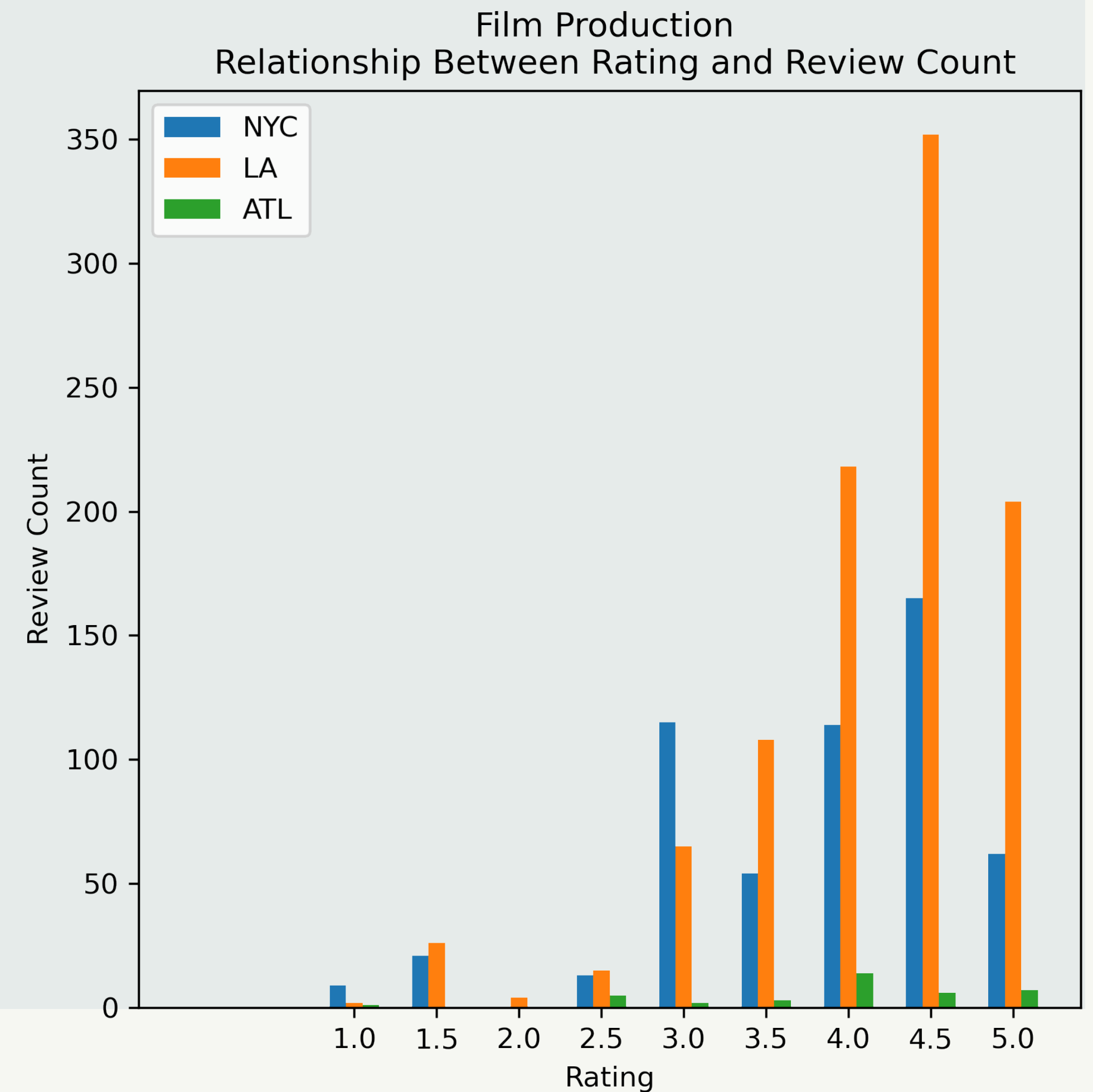
► the LA market is also fairly competitive in the 1-\$ price range.



Rating & Review Count

beloved relates to popular

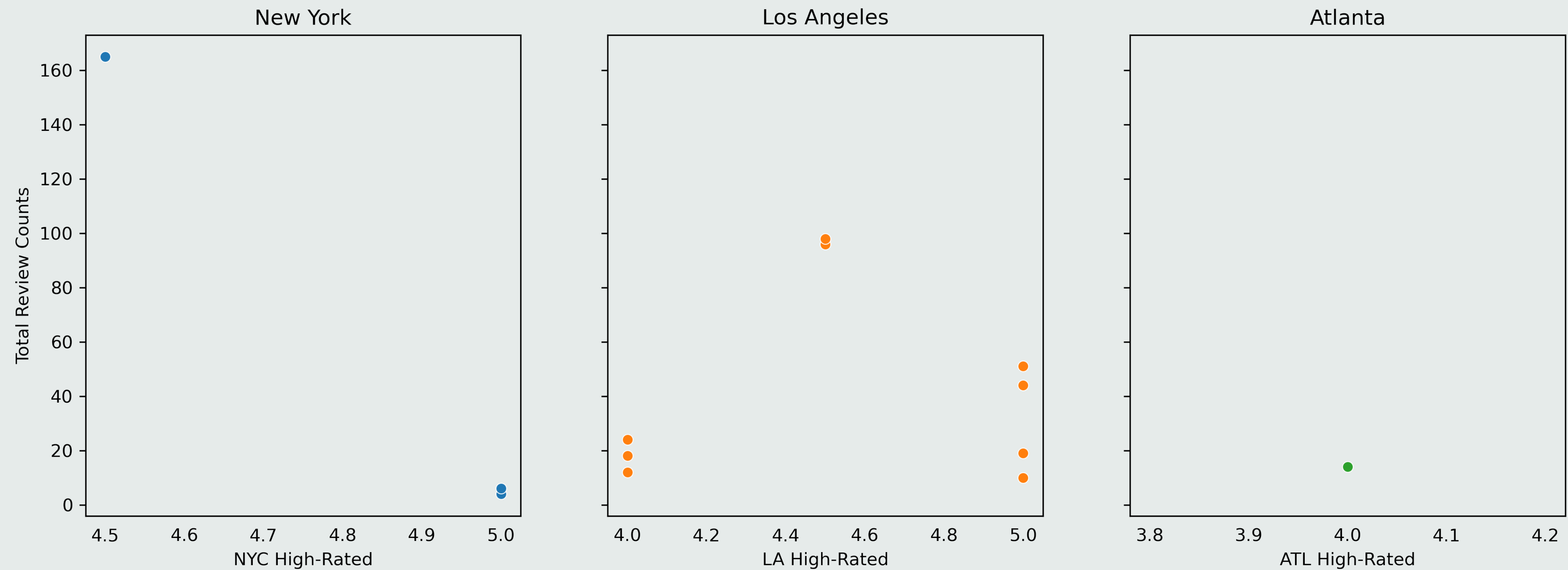
- As the rating score increases, so does the total amount of reviews
- Los Angeles dominates the amount of reviews



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