

# Film Industry Analysis & Strategy

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# Executive Summary



## Goal

Analysing the industry for our company, in order to decide what kind of films to invest in based on box office performance.



## What Was Done?

Chose multiple datasets (IMDB, Box Office Mojo, The Numbers), cleaned, merged and analyzed movie data.

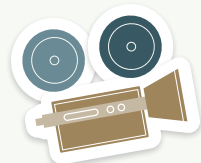


## Key Takeaways

Focus genres;  
Action/Adventure/Animation.

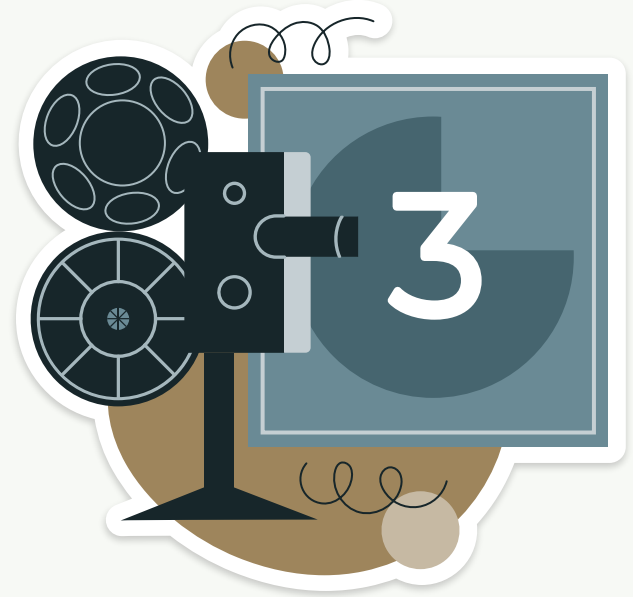
Invest with low-to-mid budget films due to risk.

Importance of monitoring trends.



# Business Problem

- How should our new studio allocate its resources/funds to maximize its success?
- What genres are the best to focus on?
- What studios should we emulate?
- Is this a certain/good investment to make overall?



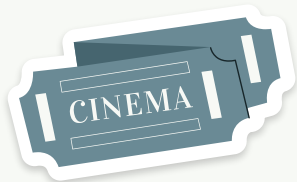
# Data Sources

The datasets used:

- Box Office Mojo- Gross Dataset
- IMDB (via SQLite)- ratings and votes
- The Numbers- Production budget

Data Information:

- Ranges between 2010-2018
- Covers over 1,000 films after cleaning



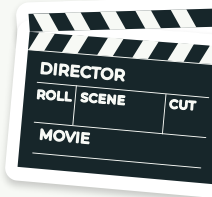
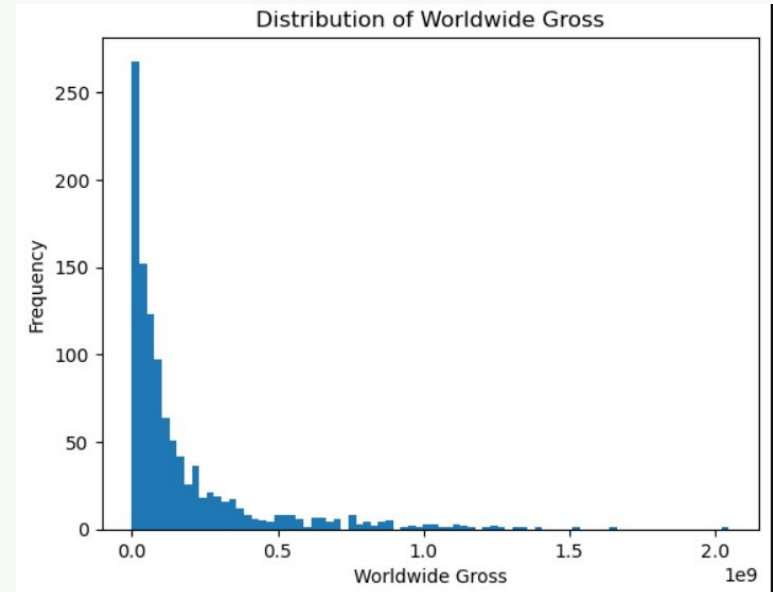
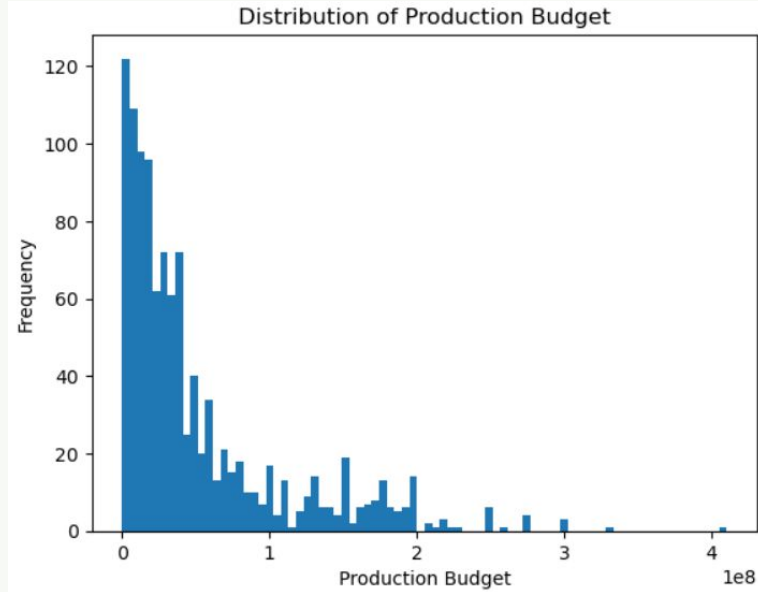
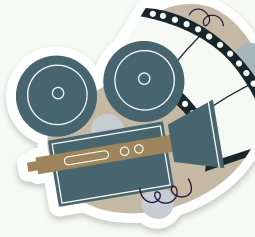


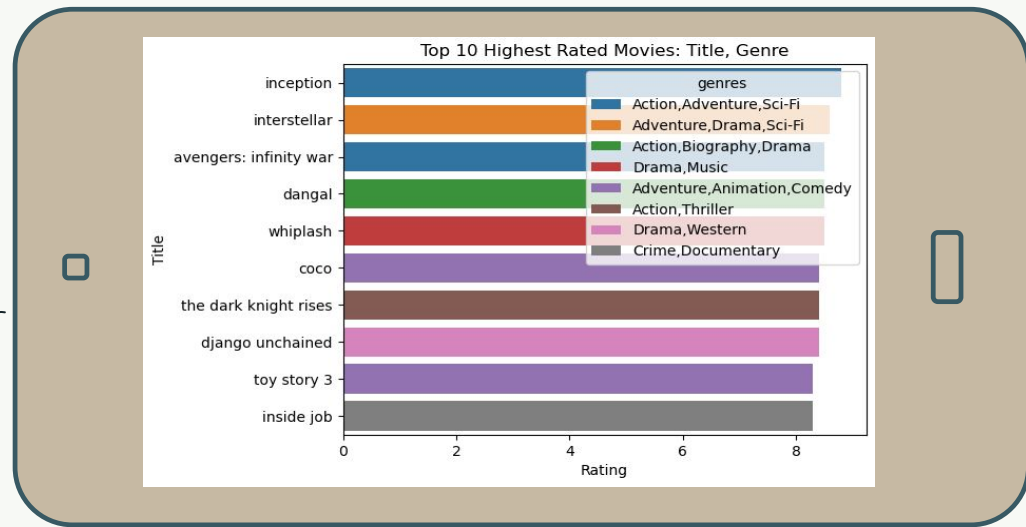
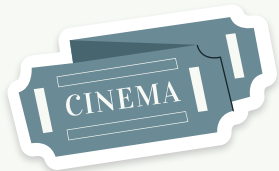
# Data Cleaning & Preparation

- Looked at the datasets individually and handled their missing values and duplicates.
- Standardized the columns in the chosen datasets to merge them easily.
- Merged the 3 datasets, ensured their clean and looked at the outliers. Retained outliers due to a real-world analysis.
- Converted the columns to their appropriate data types.
- The important columns were renamed and retained in the new dataset. [year, genre, rating, gross columns and budget]

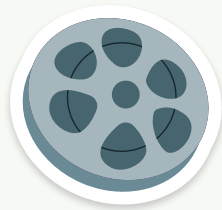


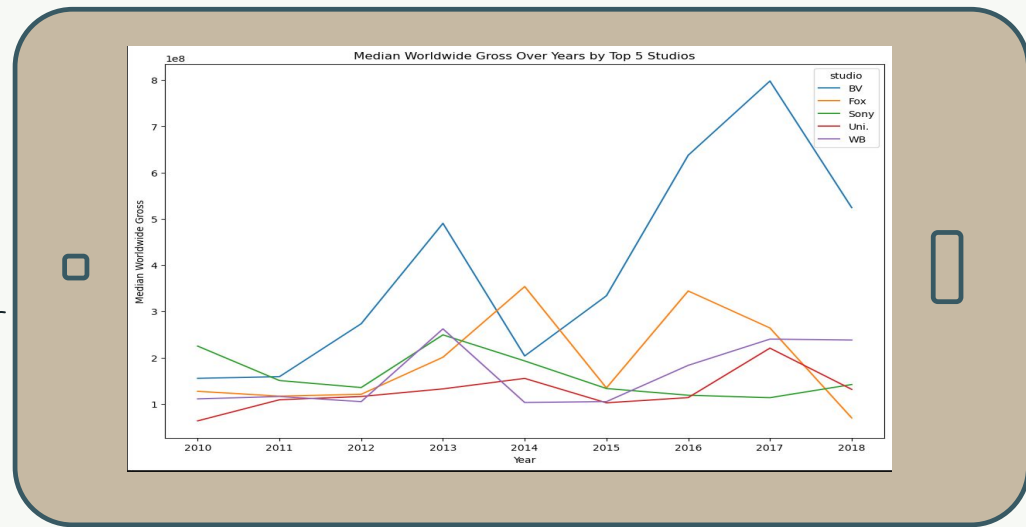
# Budget & Gross Distribution





# Highly Rated Movies & their Genres.





**Gross trend  
of the top 5  
studios over  
the years**



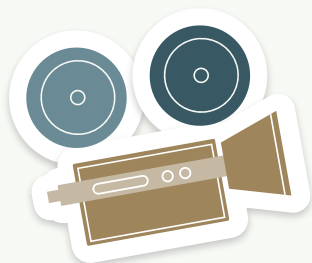




# Let's Discuss More Visuals



[https://public.tableau.com/app/profile/june.henia/viz/InteractiveDashboard\\_17512169513430/InteractiveDashboard?publish=yes](https://public.tableau.com/app/profile/june.henia/viz/InteractiveDashboard_17512169513430/InteractiveDashboard?publish=yes)



# Conclusion/Recommendations



## Genre



Focus on the genres with a high yield of worldwide gross.

## Studios



They are potential competitors, but emulating them or partnering with them would lead to success.

## Budget



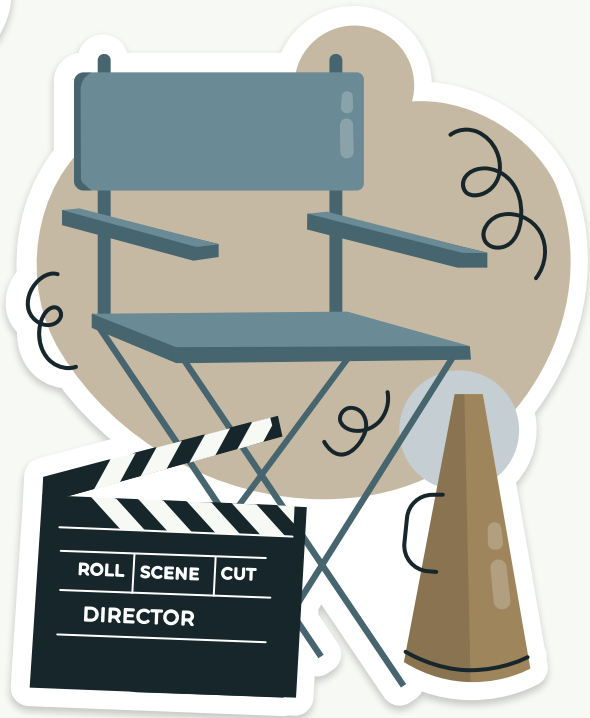
Investing in films is a risk overall. Therefore, starting with a low-to-mid budget is safest.

## Industry trends



The data used for this analysis is limited. Studying the trends, especially during and after COVID, is important. It helps with a broader understanding of the industry.



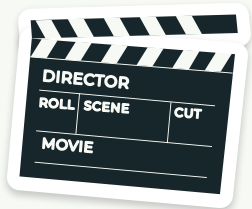


**"If you have an idea that you genuinely think is good, don't let some idiot talk you out of it."**

*— Stan Lee*

## Q&A Session





# Thank You!

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