

MOVIE STUDIO ANALYSIS



Overview

Entering into the film industry needs data driven insights on what type of films to produce by exploring movie studios that are in existence. Analyzing box office trends such as genre performance, ratings and revenue generation will help in minimizing risks and identifying the needs for the new movie studio.

Business Understanding

Key
Stakeholder:
Company Head

Objectives

Main Objective: To Explore the type of films that are currently doing the best at the box office.

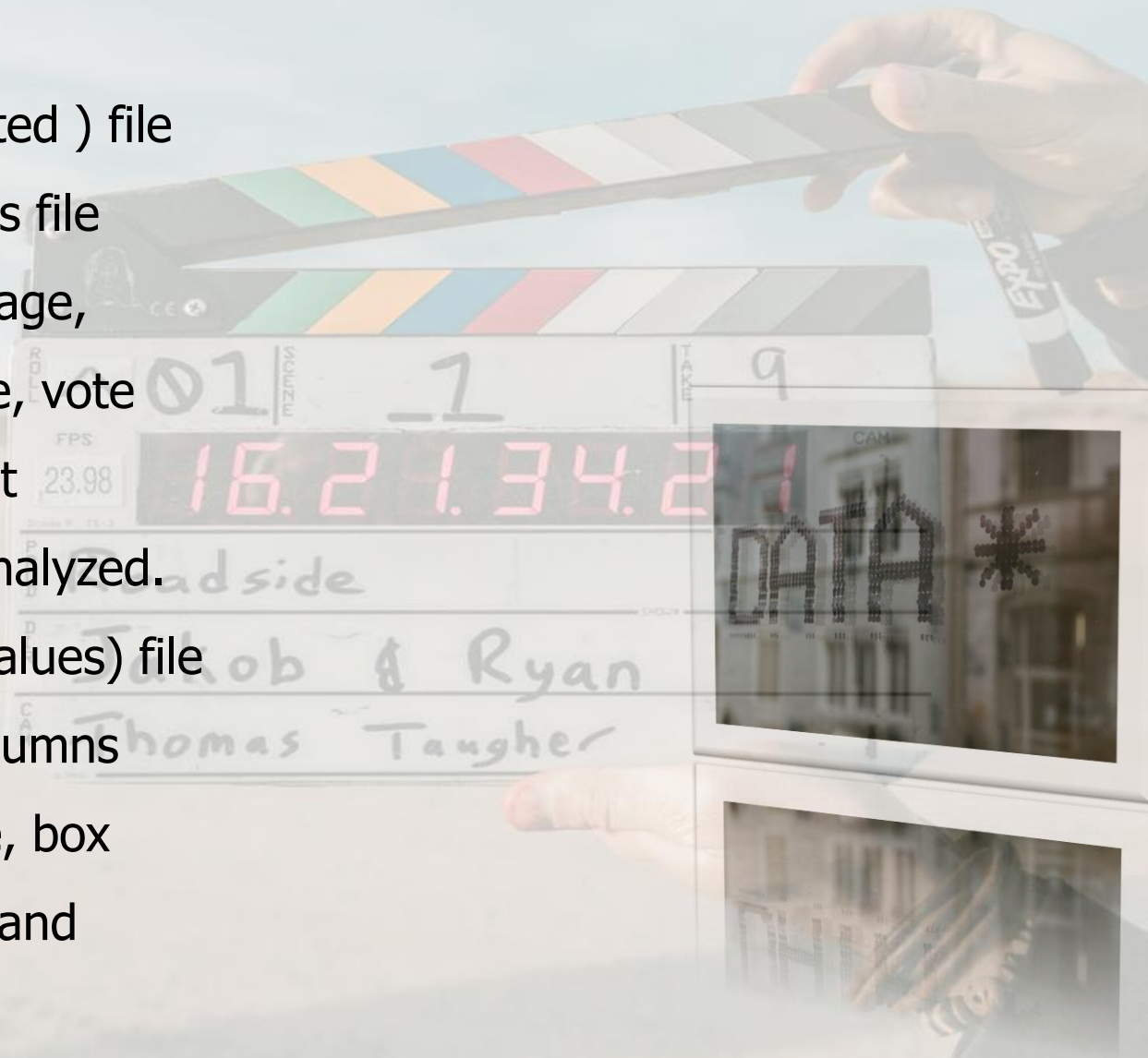
Specific Objectives

- To identify the most preferred films.
- To Analyze trends in the film industry.
- To identify which movie genre performs best in terms of popularity and revenue.
- To identify which genre has the highest ratings.

Data Understanding

Datasets

- A CSV (comma-separated) file
"tmdb.movies.csv". This file
contains original language,
popularity, release date, vote
average and vote count
columns which were analyzed.
- A TSV(tab-separated values) file
"rt.movie_info.tsv". Columns
analyzed include genre, box
office, runtime, studio and
rating.





Data Analysis

- A descriptive approach was employed.
- Average box office trend over the current years has been a little bit sloppy.
- Comedy genre has the highest number of votes and has generated the highest revenue overtime.
- Best times of the month to release a movie is from March to May and October to November from the dataset.
- Films rated PG-13 ticket sale is high and generates more revenue to a movie studio compared to other ratings.
- Rohit Shetty has the highest Average votes but generates the lowest revenue for a movie studio. Anthony Russo|Joe Russo generate the highest revenue as much as they are in second position in terms of vote average.

Recommendations

- Prioritize Drama and Comedy genres for film production as they are the most popular and generate more revenue than other genres.
- Consider launching the movie studio with Drama or comedy Film rated PG-13 as they have proven to be popular and comedy has high engagement and a long-term revenue potential.
- Release the film around may to march months of the year.

Next Steps

1. Allocate a budget for the movie studio and find investors or/and partners.
2. Build your Team by hiring Directors who have been successful in the film industry and crew members.
3. Set the filming of Drama or Comedy movie in motion
4. Drop short clips from filming on your socials to attract movie enthusiasts.
5. Launch the movie studio by releasing the movie and anticipate great engagements.
6. Celebrate your entry into the field of movie studios.



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*Any questions
or comments*

