

I am here to share my view about "Movie Industry". This presentation is made for Flatiron to get insight view of a movie industry, how we can maximize the profit with low risks.

Analysis and Recommendations
for Starting a Movie Studio

By Kanwal Arora
March 2020





Problem Statement

In this section I am going to shed a light on main issues to get the better understanding of how a movie industry works and how we can get profit in this industry. We will discuss some problems and solution in next few slides.

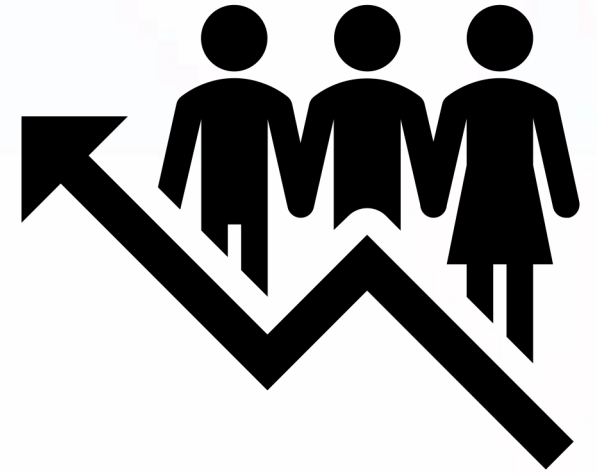


Business Values

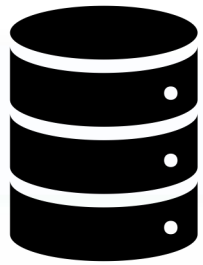
Here we will touch some most crucial aspects to grow in this industry.

Some major aspects to understand.

- Relationship of Gross and Profit
- How staff working in industry directly effect the gross and profit
- Most Important is sentiment of the audience.
- We will touch the surface of other important aspects.

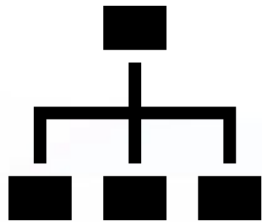


Methodology



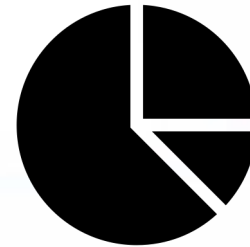
Load & analyze the data

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB.org



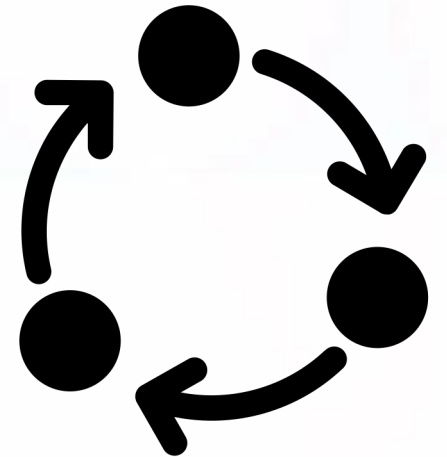
Organizing Data Using

Group by in different columns like Rating, Directors and Genres.



Use Stats Tools

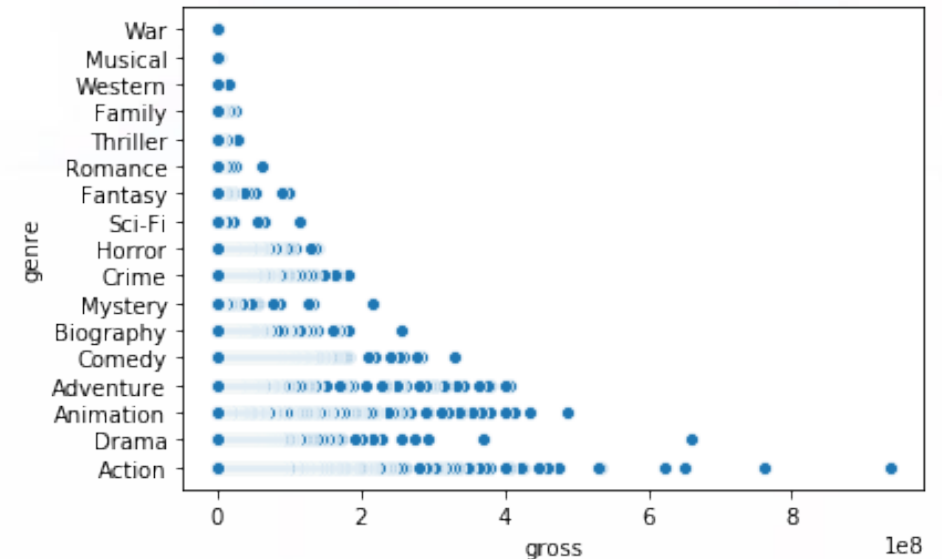
We will extract the solutions using averages, totals, and will use graphs to paint a better picture.



Finding 1:

Highest grossing movies genres -

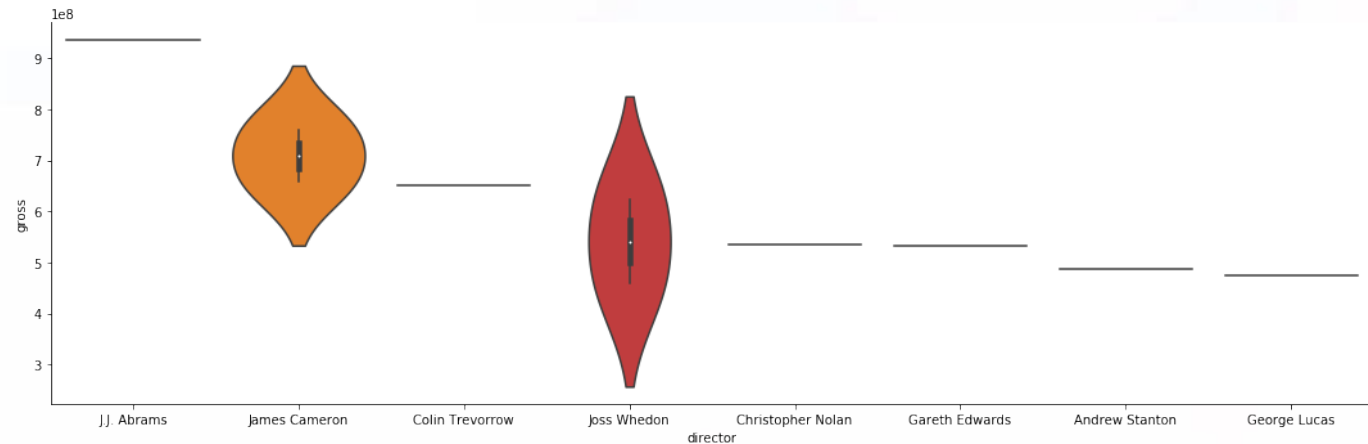
As we can observe that Top 3 genres are “Action, Adventure and Animation”. We have made a good start. Now we know what genre should we start with.



Finding 2:

Directors and Total Grossing -

We have learned from this section:
Joss Whedon & James Cameron are the directors with highest gross.

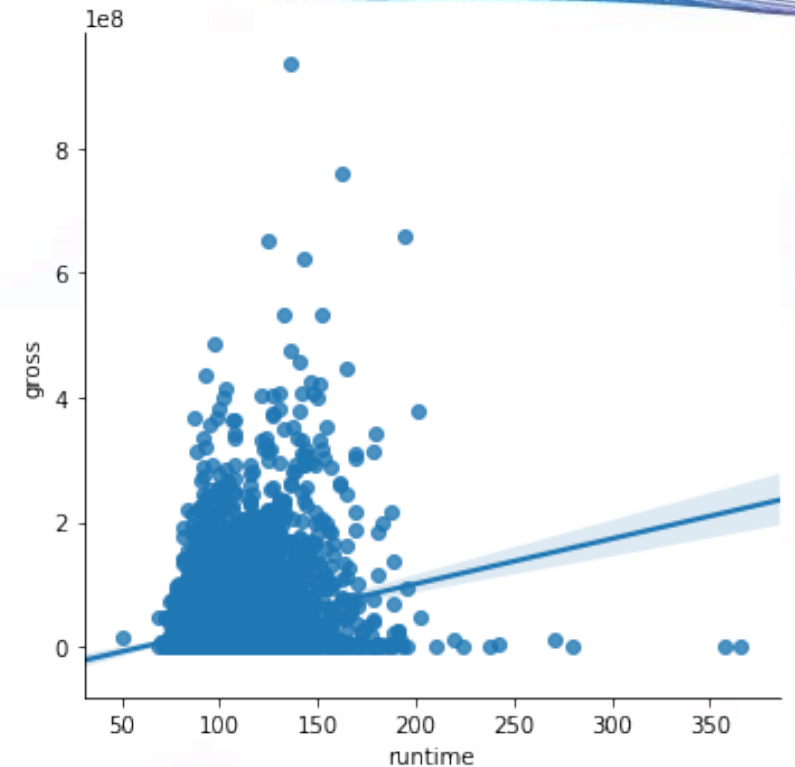


Directors with Highest Gross

Finding 3:

Average Time and Its effect on gross-

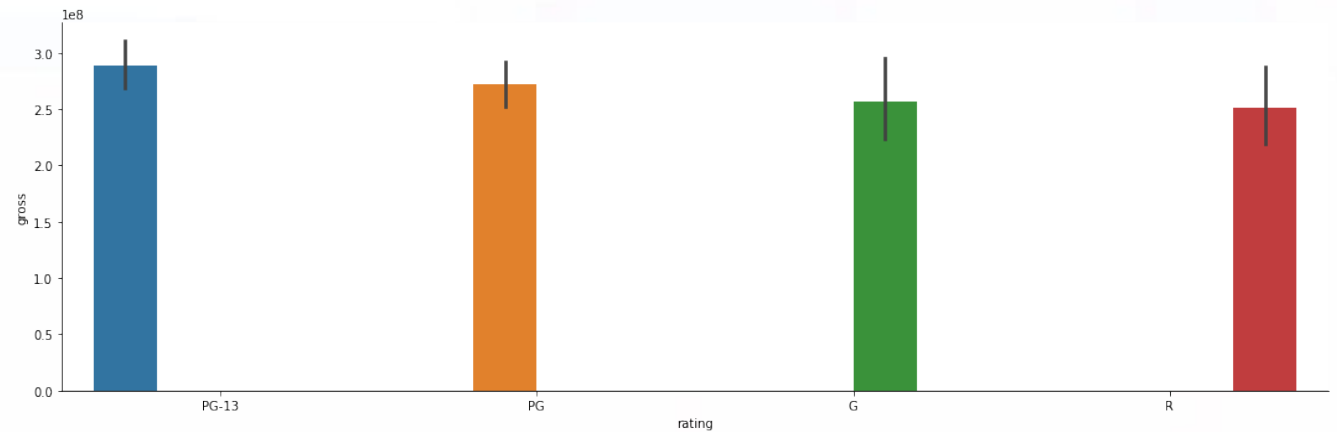
In this finding we can clearly see that movies with average time of 110 – 120 min are getting more gross.



Finding 4:

Movie Rating and its effects on gross-

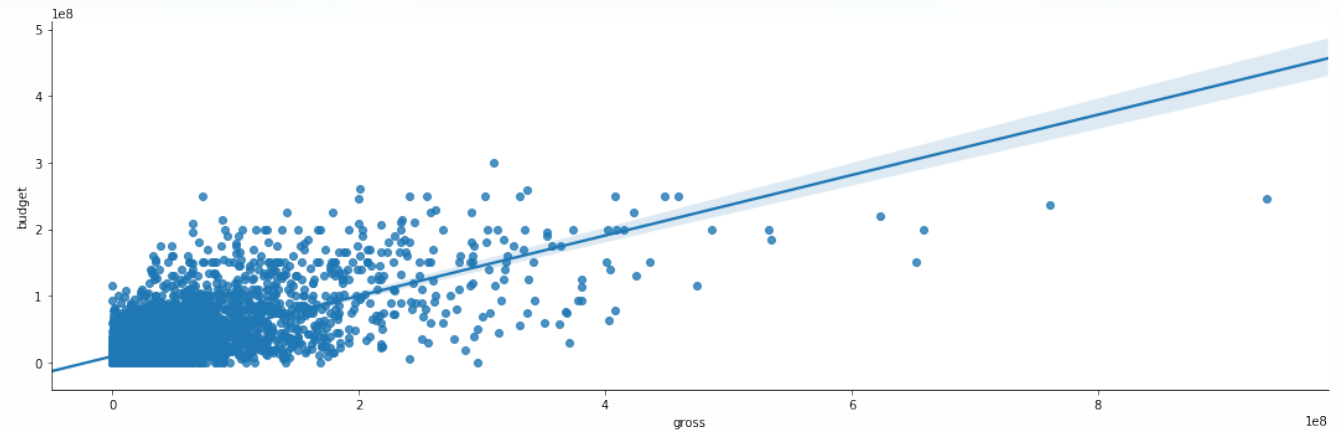
Rating of the movie also put impact on its gross or revenue. We can learn from the slide that Pg-13 Rating movies are getting more audience and getting more revenue



Finding 5:

Relation of Budget and Gross-

Most crucial role in order to get more gross is to have more budget for the movie. And we can see from the slide too. That key to get “More gross” is put “More budget”



Conclusion

Now we have better understanding of Movie Industry. Concluding with following points.

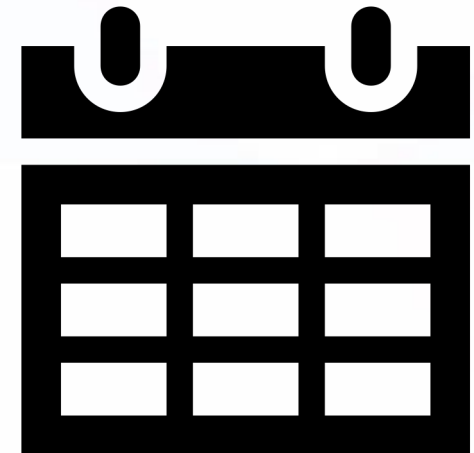
- Better Production and budget leads to better gross.
- Average runtime should be 110 – 130 minutes.
- Top directors have good experience with Top 3 Genres.
- PG-13 movies attract more audience



Future Work

Plans to dig deeper to get precise information

- Changes in sentiments of the audience
- Actors effecting the gross of a genre





Thank You



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