

Ingredients of a Revenue Movie Earner

POPULAR



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JUST ADDED



Business Problem

- Run a successful Movie Premiere
- Movie Category: Best Movie genre to focus on and the ideal run time.
- Understand the Seasonality of the Movie Industry.
- ROI from a Movie production.



Data & Methods

- The **Movie_info data** source contains movie details from 1921 to 201. The data entails movie theater release dates, the writer, director and the movie rating categories.

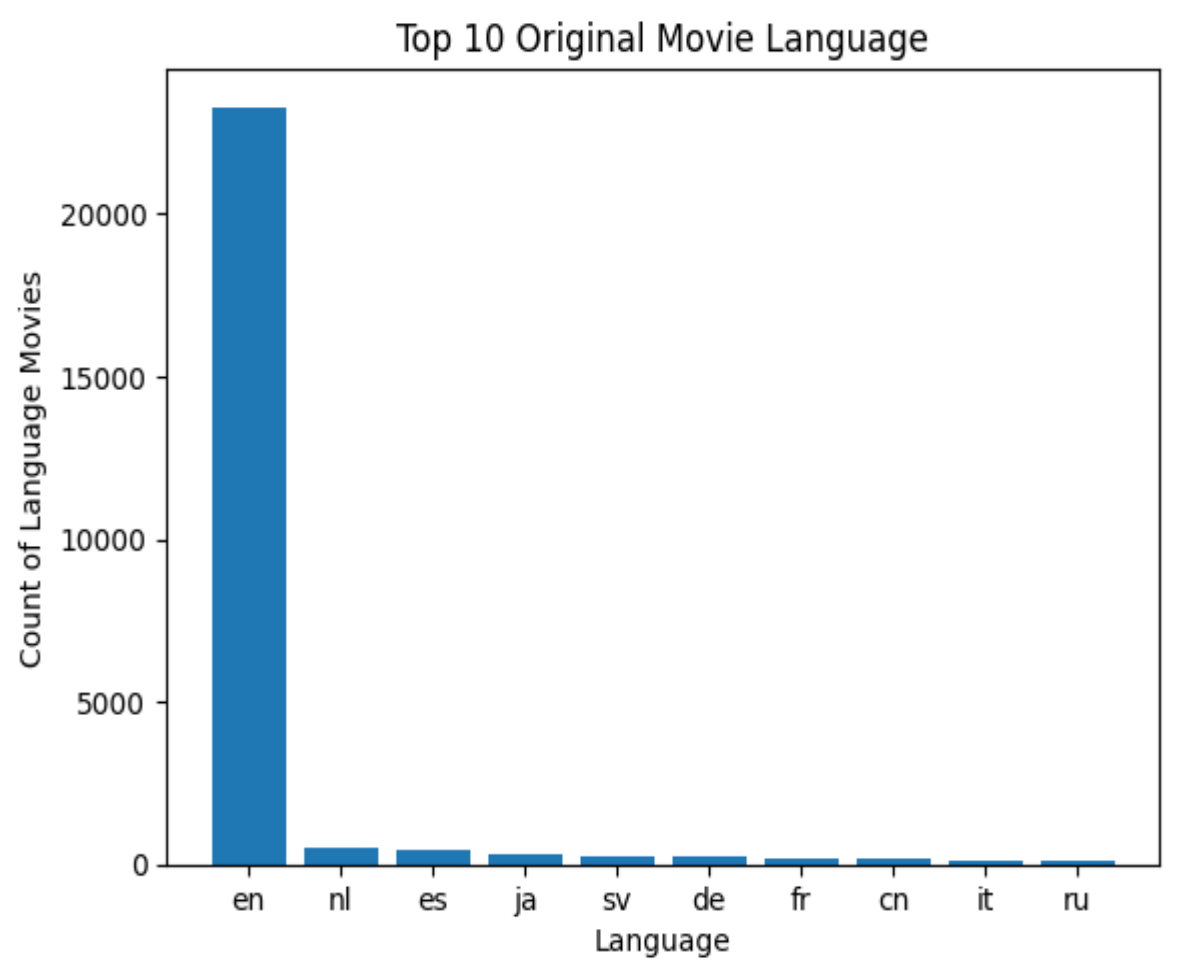
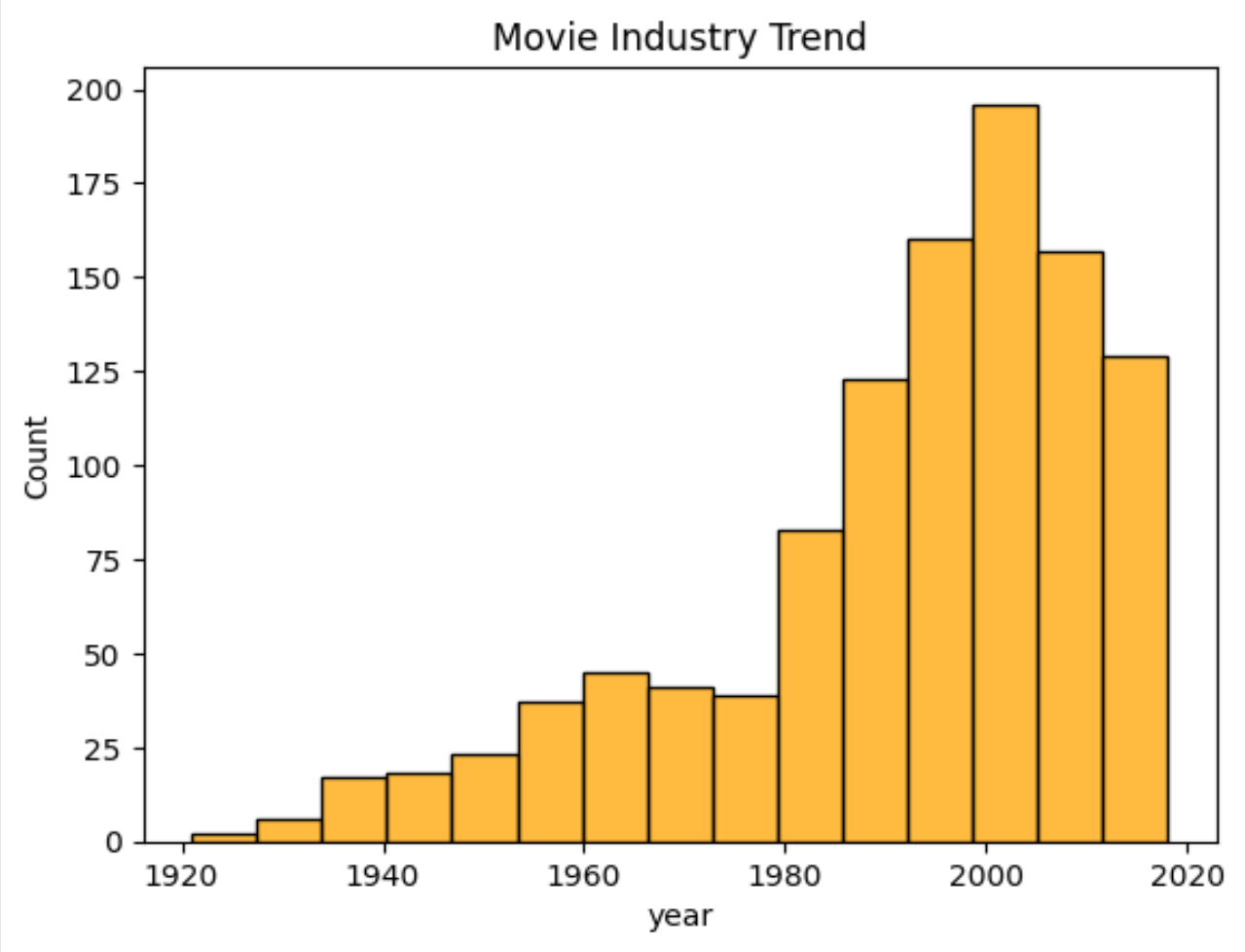
The **Movie budget data** source contains the name, release date, the production costs and both the domestic and foreign earnings from 2014 to 2020.

The **bom movie data** source has the movie title, studio, domestic and foreign earnings and release year.

The data runs from 2010 to 2020.



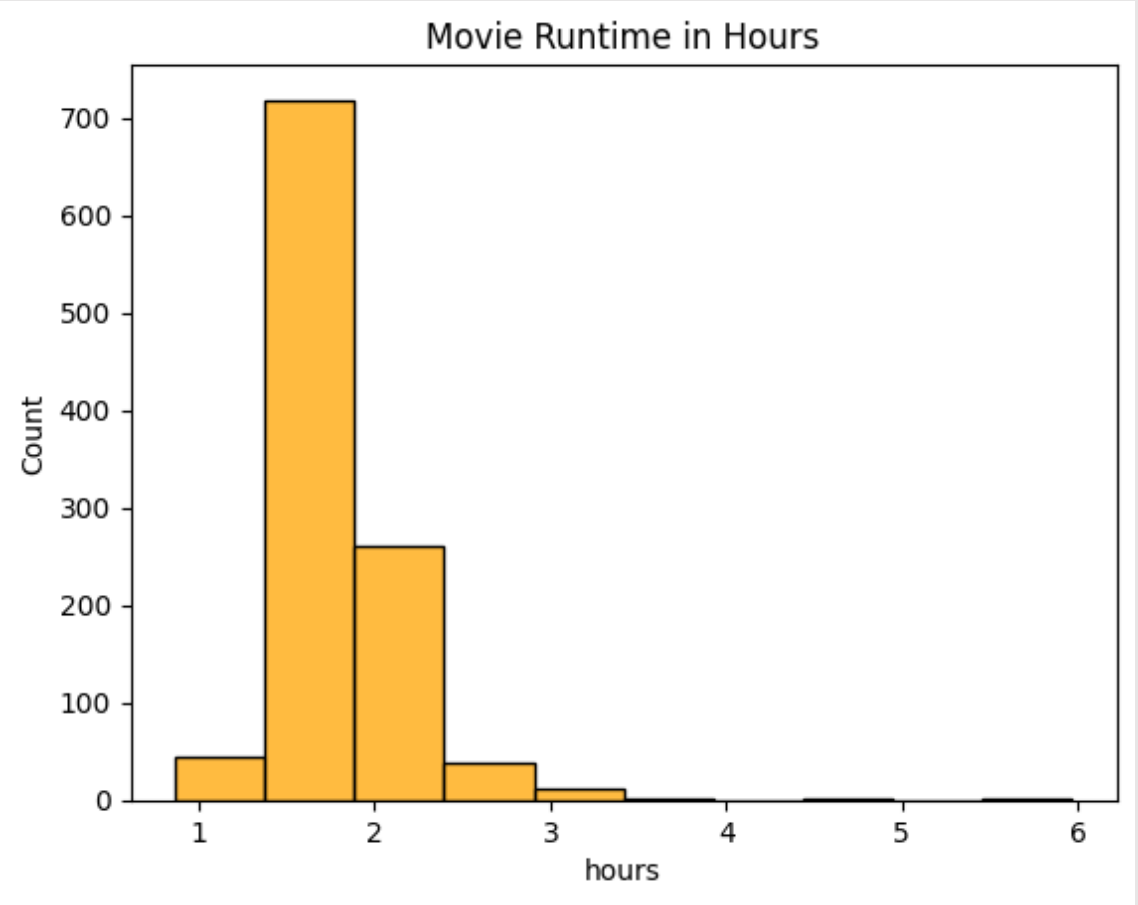
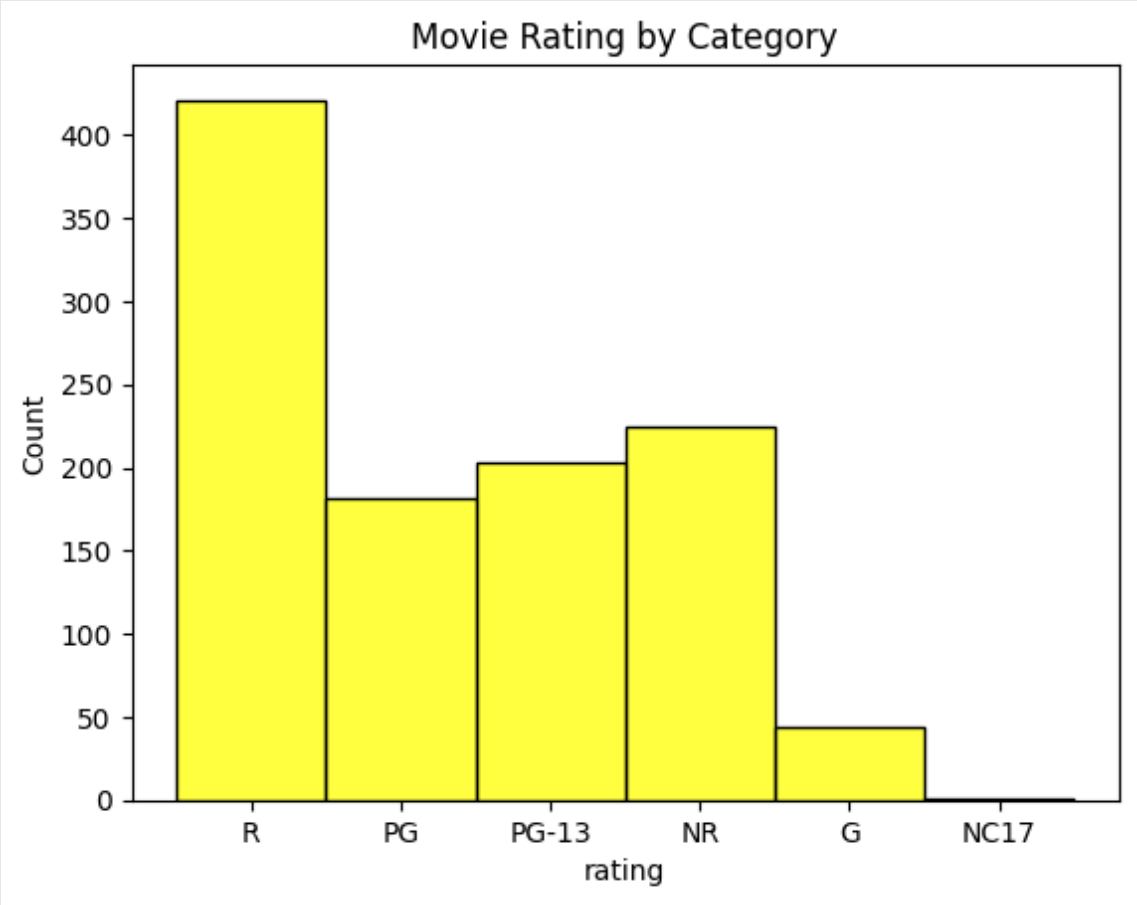
Results: Movie Industry Trends



Summary

- The movie industry Market share had been growing tremendously.
- Peaks were experienced in the early 2000's with a deep experienced in 2020. This is attributable to the covid-19 pandemics. Normalcy has resumed.
- The English language has a huge influence in the movies made

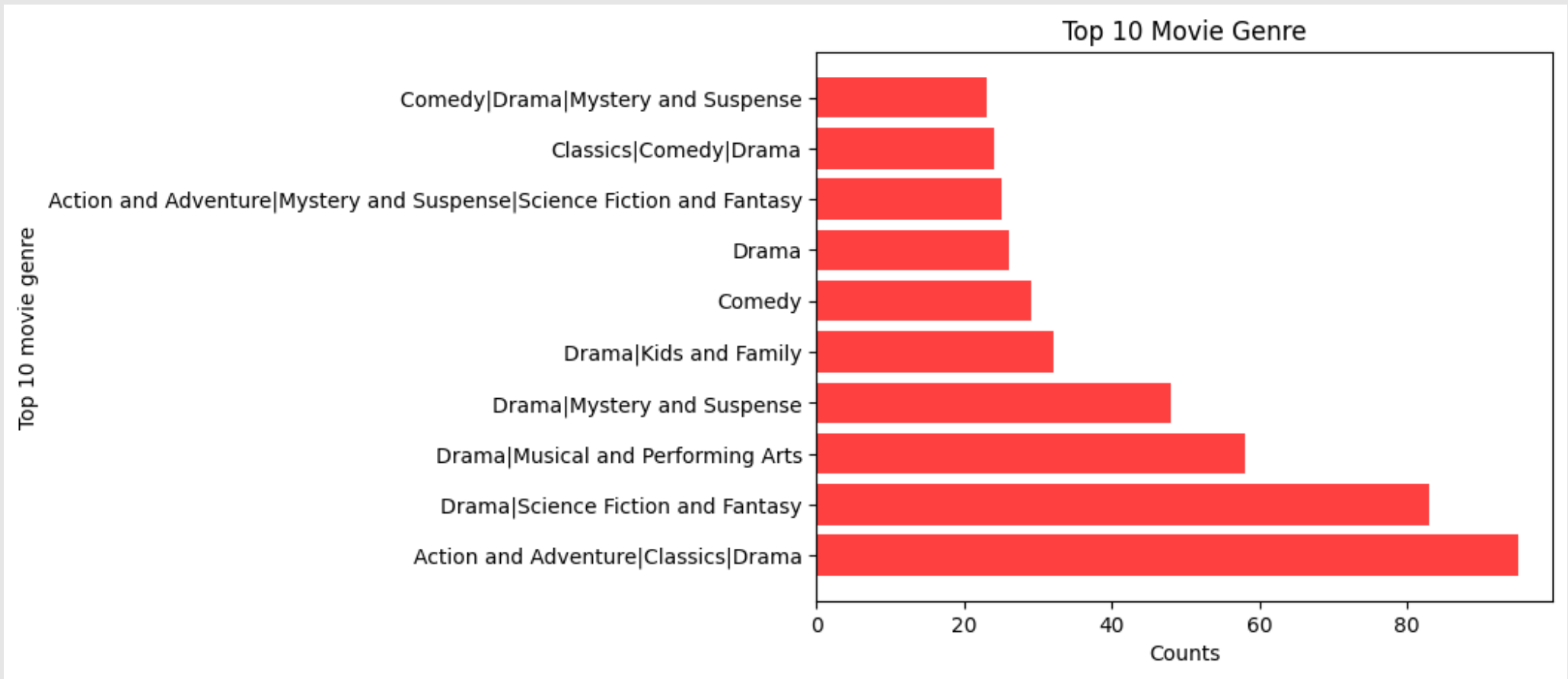
Results: Movie Rating by Category and Run Time



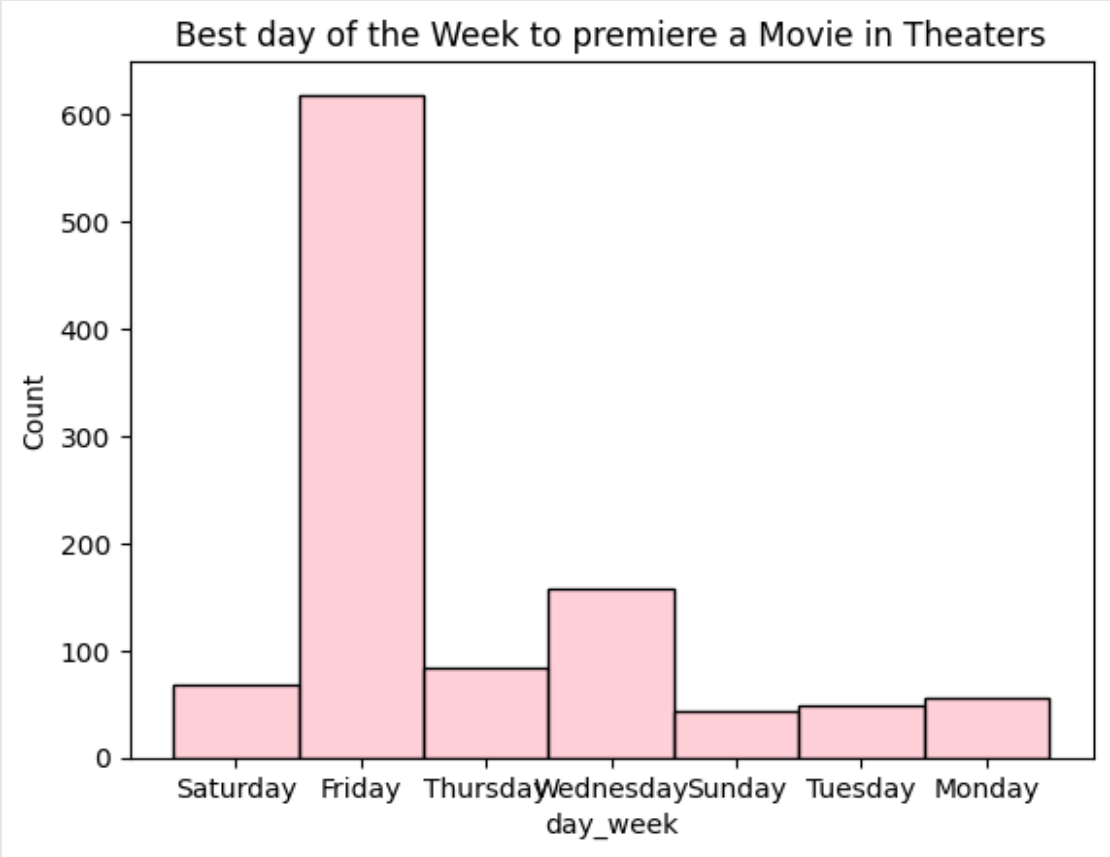
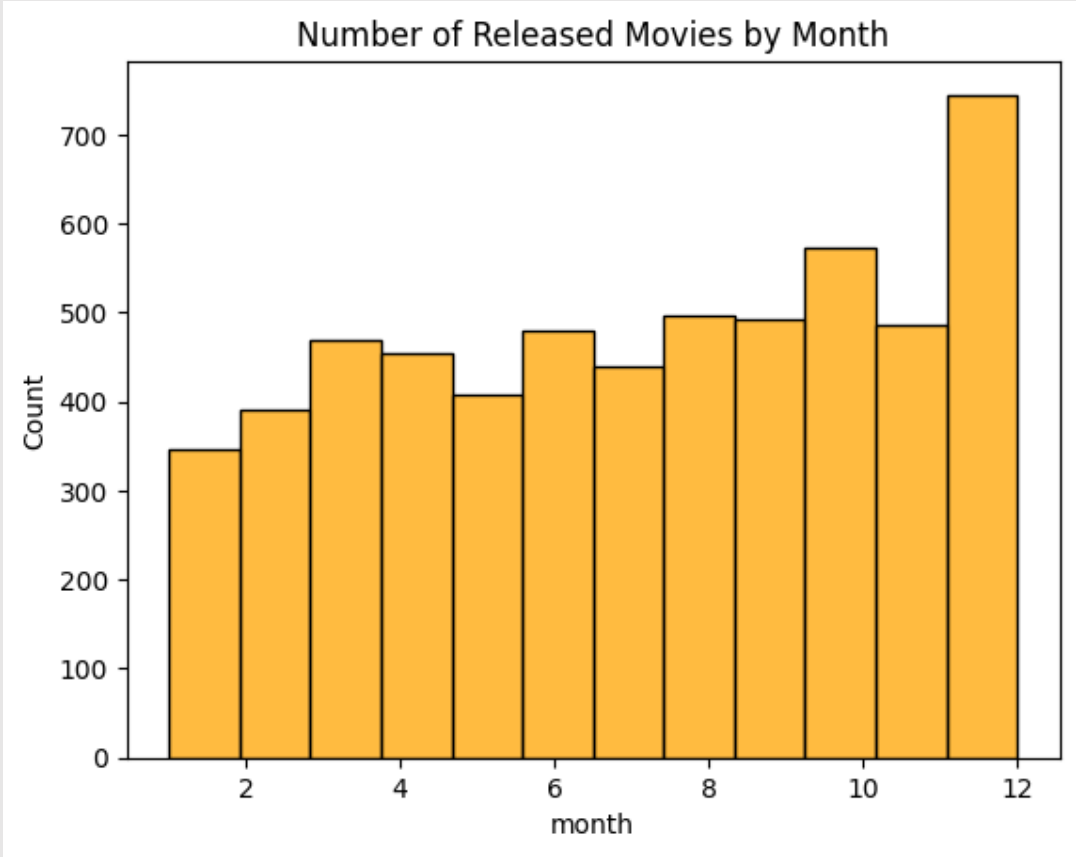
Key Insights

- Most movies since 1921 are R rated movies (restricted) followed by NR and PG-13 categories.
- The ideal run time of a movie is between 1.5hours and 2.5 hours with a mean of 1.8 hours(108 minutes)

Results: Popular Movie Genre



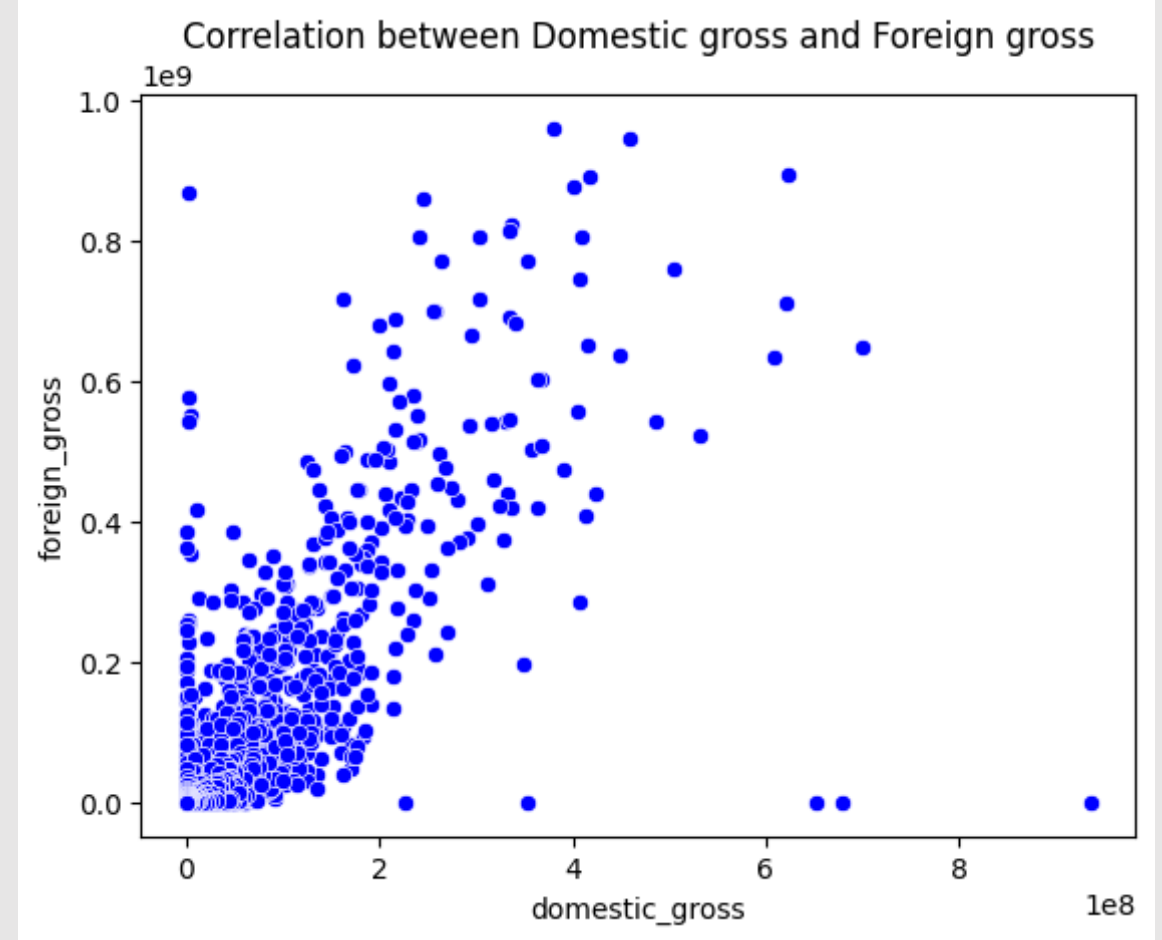
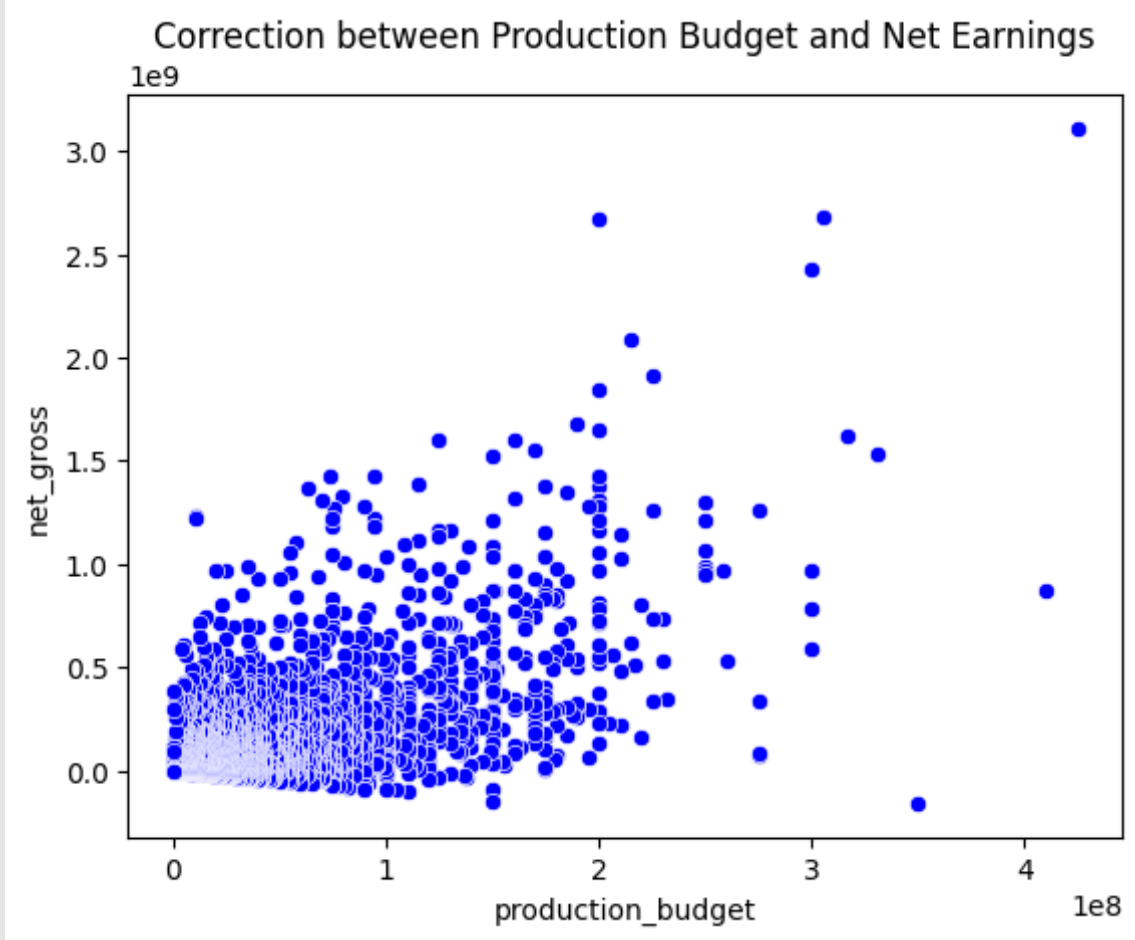
Results: Movie release dates are super important, as they can play into your movie marketing strategy. As well as greatly affect your ratings and reviews



Key Insights

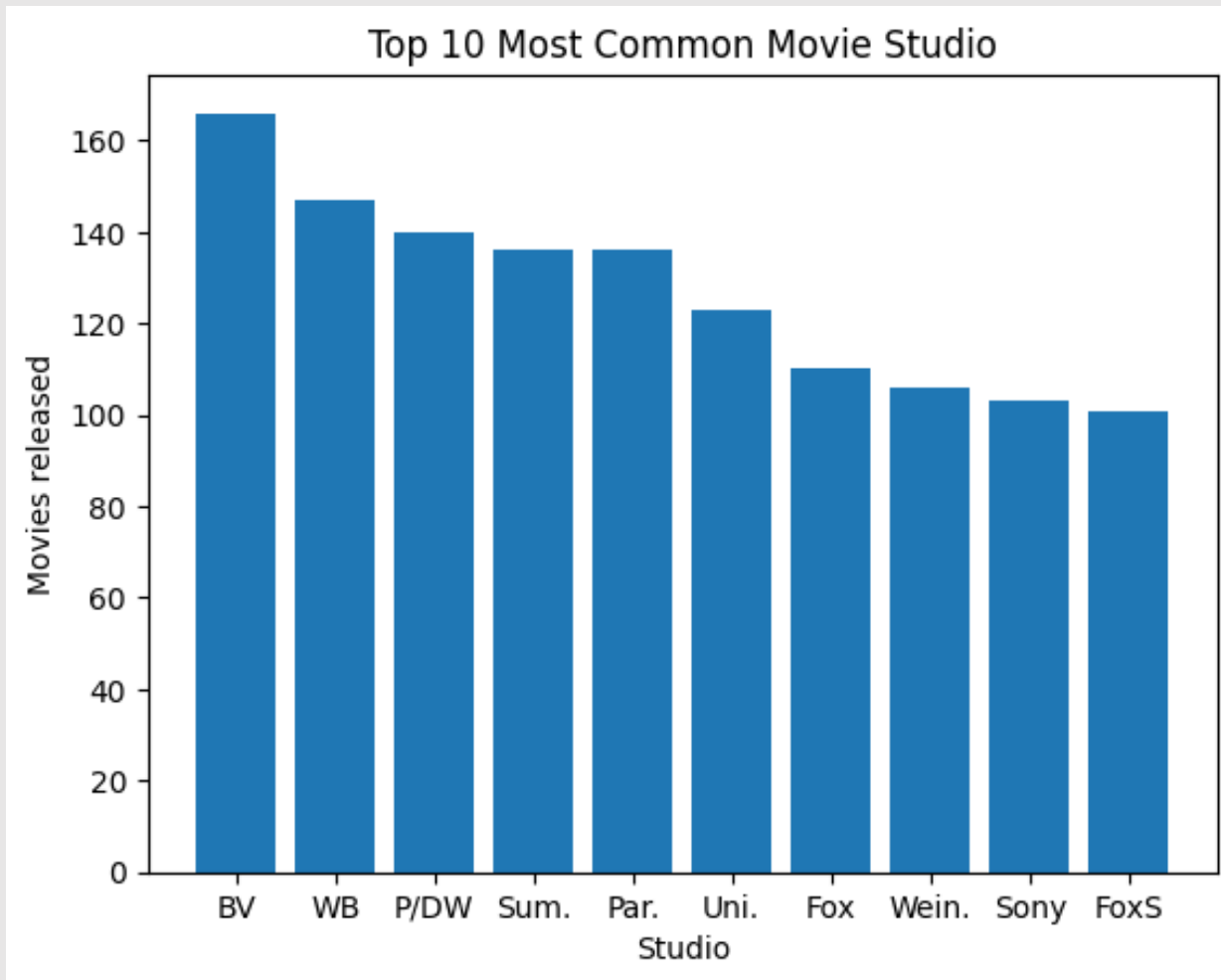
- Romantic Comedy: Best timing is around Valentine’s Day or the weekend of the holiday
- Family-friendly: summer or during the Easter holiday
- Christmas movie: summer months.
- January, February and March are considered dump months.(low-peak)
- Generate a buzz around an upcoming movie.

Results: Correlation between Production budget and Earning



- A Majority of the movies breakeven after production with an estimated net revenue of between 300M-500M US dollars
- Based on correlation alone, domestic gross earnings and foreign gross earnings have a relatively strong positive relationship. The second scatter plot shows a strong association between domestic gross and foreign gross earnings.

Results: Competitor Landscape



Summary

- A better understanding of your competitor(s) will position Microsoft at a better place through improving their current models.
- More analysis is required to better understand the business strategies, business models and their go to market channels(Distribution chain

Recommendations

- Pursue an R rated movie category with English as the original language .
- The ideal Movie run time should average between 90 minutes and 150 minutes.
- Movie genre should fall under the following broad Drama categories: Action and Adventure, Science fiction and Fantasy, Musical and performing Arts, Mystery and Suspense and Kids and Family respectively.
- Best time to premiere a Movie is during early Summer times and from Friday to maximize on the holiday and weekend period . Avoid dump Months(January, February and March)
- A high production budget doesn't translate to a top Movie earner.

Conclusions

- A better understanding of your competitor(s) will position Microsoft at a better place through improving the current models.
- More analysis is required to better understand the business strategies, business models and their go to market channels(Distribution chain)

Thank You!

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