

Sony Analytics Hub: Genre Analysis

Lior Ben David | @liorbdavid

Ben Gerber | @bengerbs

Inbar Geva | @InbarGeva1

Dani Le | @le-dani

We selected an open [job](#) at Sony Pictures: Analyst, Data Management & Reporting because we are all interested in the film industry. The job itself provides a perfect mix of Excel, SQL, Tableau, and a little bit of Python. Consequently, our proposal would require us to be both analytical and creative in order to complete the requirements of the project.

Sony Pictures invests tens of millions of dollars into its movie projects, so they need to be sure that they will make their investment back plus some. That is why we are planning on doing an analysis on genre of movies to help give them the tools to make the decisions to invest their money into these projects based on historical trends as well as a predictive model.

Solution Approach Using the Data Toolkit:

- Descriptive Analytics Dashboard: These dashboards will include basic information on movies, centered around genre to show current and historical trends.
- Diagnostic Analytics Dashboard: This will show what is lacking or wrong with the movie industry. It can help show where to invest either more or less money to improve ROI.
- Automated Data Pipeline: Implement scheduled refreshes in Tableau tools to automatically update dashboards and reports.
- Predictive Model: By applying predictive analytics, we will be able to forecast future trends in consumer behavior. We will create a predictive model that estimates the revenue class (i.e. low, medium, high) of a potential movie based on given factors.

Our goal will be focused on giving Sony Pictures the tools to improve their strategy based on the tools we provide them (i.e. dashboards, predictive models). But, ultimately the goal is to increase revenues and improve return on investment for Sony Pictures.

Consequently, our One Metric That Matters is Return on Investment (ROI).