

Studio Analysis

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Presented by Group 2



Overview

Like many other industries, the movie industry was feared to fail in the midst of the global pandemic that gripped the world in 2020. While 2020 and 2021 proved to be especially tricky years for the industry, it has since recovered to pre-2020 levels and is expected to continue to grow strongly throughout the rest of the decade. Therefore, it would be prudent to investigate the viability of creating a new studio, which would not only contribute to the increased market capitalisation of the industry but more importantly, would allow more original stories to be told.

G2 corp. has been successful in the various ventures that it has had a stake in, however this does not guarantee success in its future ventures. Thus it is vital to conduct analysis to help determine what type of movies, targeted at which markets and produced by which director in order to maximise the chance of success.

Problem Statement

G2 corp. has expressed interest in creating a movie studio, however the organisation lacks expertise in this field. This project aims to assist the organisation in determining a variety of factors, primarily: What genre of movies should be produced, What markets should be targeted, Which directors should be contracted, How much budget should be allocated to the movies based on the genre.





Expected Benefits

Through the analysis of the available data, the organisation will have the ability to make an data-informed decision about the kind of movies to produce in order to maximise the chances of success

Assessment

The data available is fragmented into 4 different data sources from Box Office Mojo, IMDB, TheMovieDB and The Numbers. This data contains information about the movie itself, financial data as well as how the movie was received.

The risk of this project comes down to the nature of movies. Movies are a piece of art and like any other artform, it is difficult to engineer the success of a movie. The right combination of genre, budget and director may still produce a film that is unsuccessful financially. Therefore while this analysis will be important and necessary, it cannot be treated as the single key to success.

The Data

Sources

The data has been obtained by combining data from the IMDB, Box Office Mojo, The Movie DB and The Numbers.

Risks

The most prominent risk of this project would be the the nature of movies. Movies are creative in nature and it may not be possible to engineer success.

Mitigation

In order to mitigate this, experts of the movie industry need to be consulted in order to obtain the experienced opinions

Project Goals

Goal 1

Combine and clean the datasets

Goal 2

Analyse the data based on the criteria that contribute to a movie's success

Goal 3

Identify genres, regions, budgets and writers that will likely produce artistically and financially successful movies

Goal 4

Provide final recommendations to stakeholders

Data Understanding

Combination

The data from the various sources is combined into one csv file

Shape

The combined data from the various sources contains 90,313 rows and 25 columns.

Missing Values

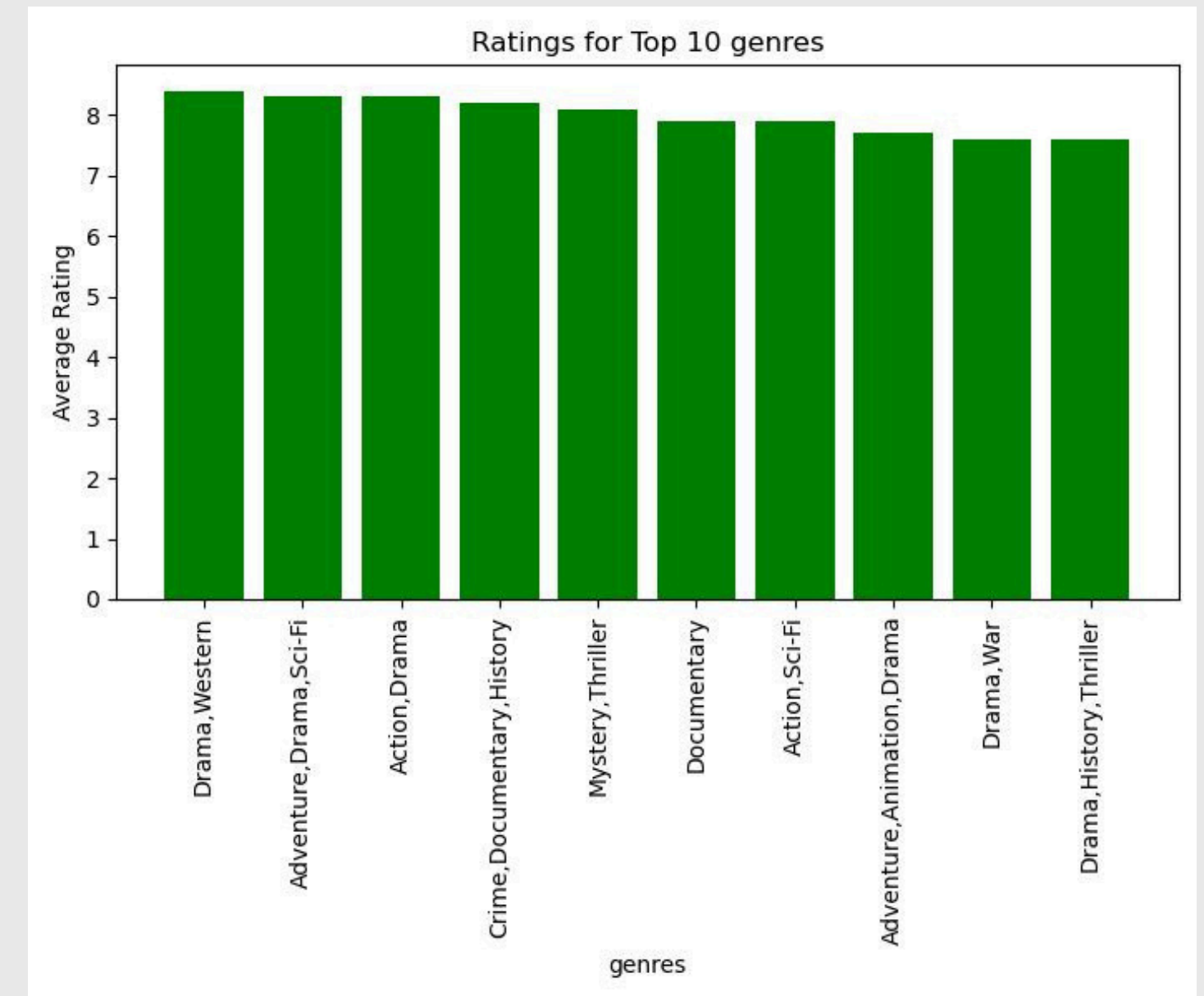
Any rows with missing values for the grossing columns are dropped as those are vital to the analysis process. A combination of imputation and dropping of rows are also used

Combination

The data is combined using the title of the movie as that is what is common among all of the separate data sources

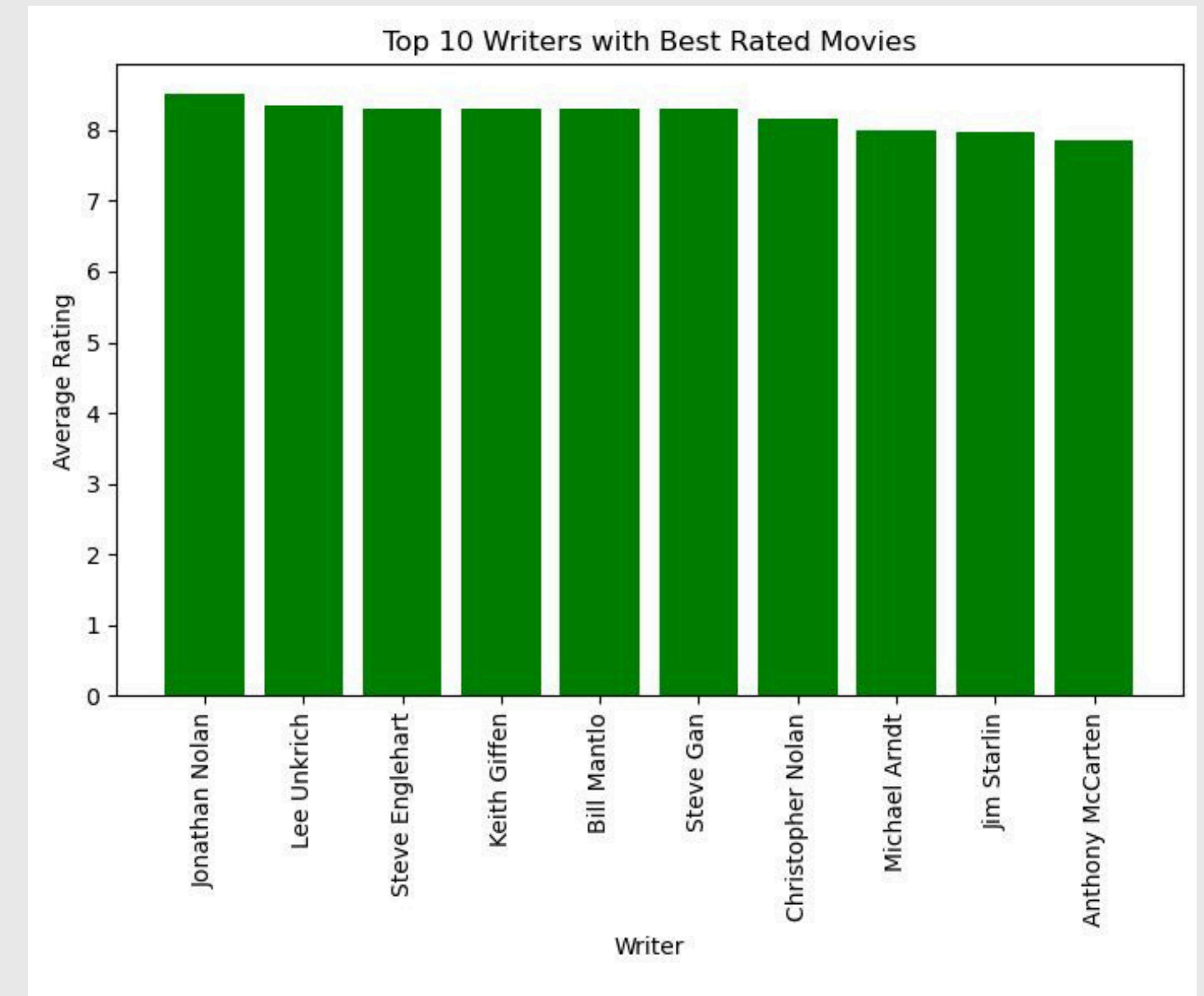
Overall Analysis

These are the genres that tend to perform well at the box office by average rating. It is clear that drama is a popular genre, with it appearing multiple times in combination with other genres such as: adventure.



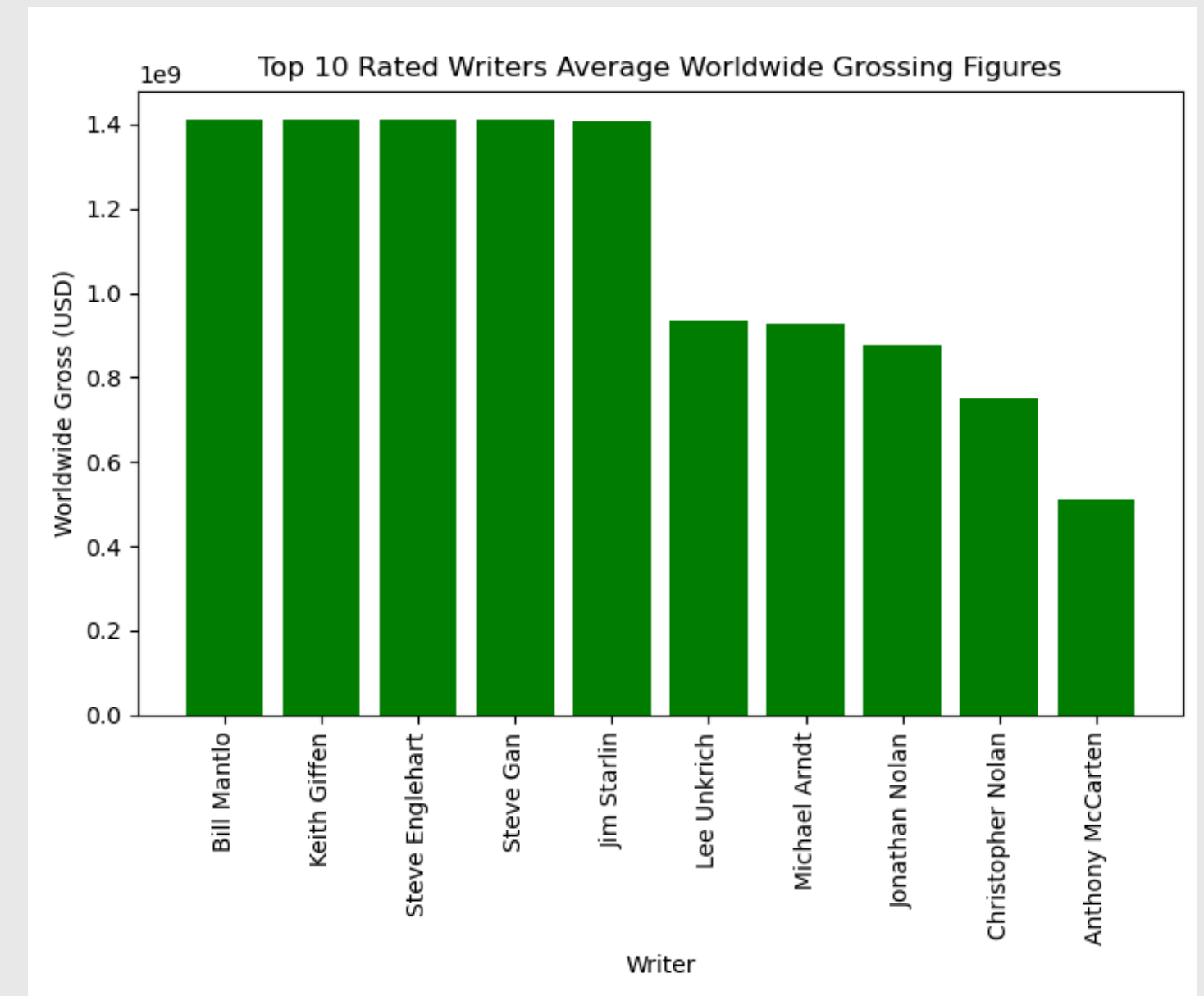
Writers' Reception

The writers can also be analysed to determine which writers create the best received movies. From this we are able to create a shortlist writers. However this should also be considered in terms of grossing figures



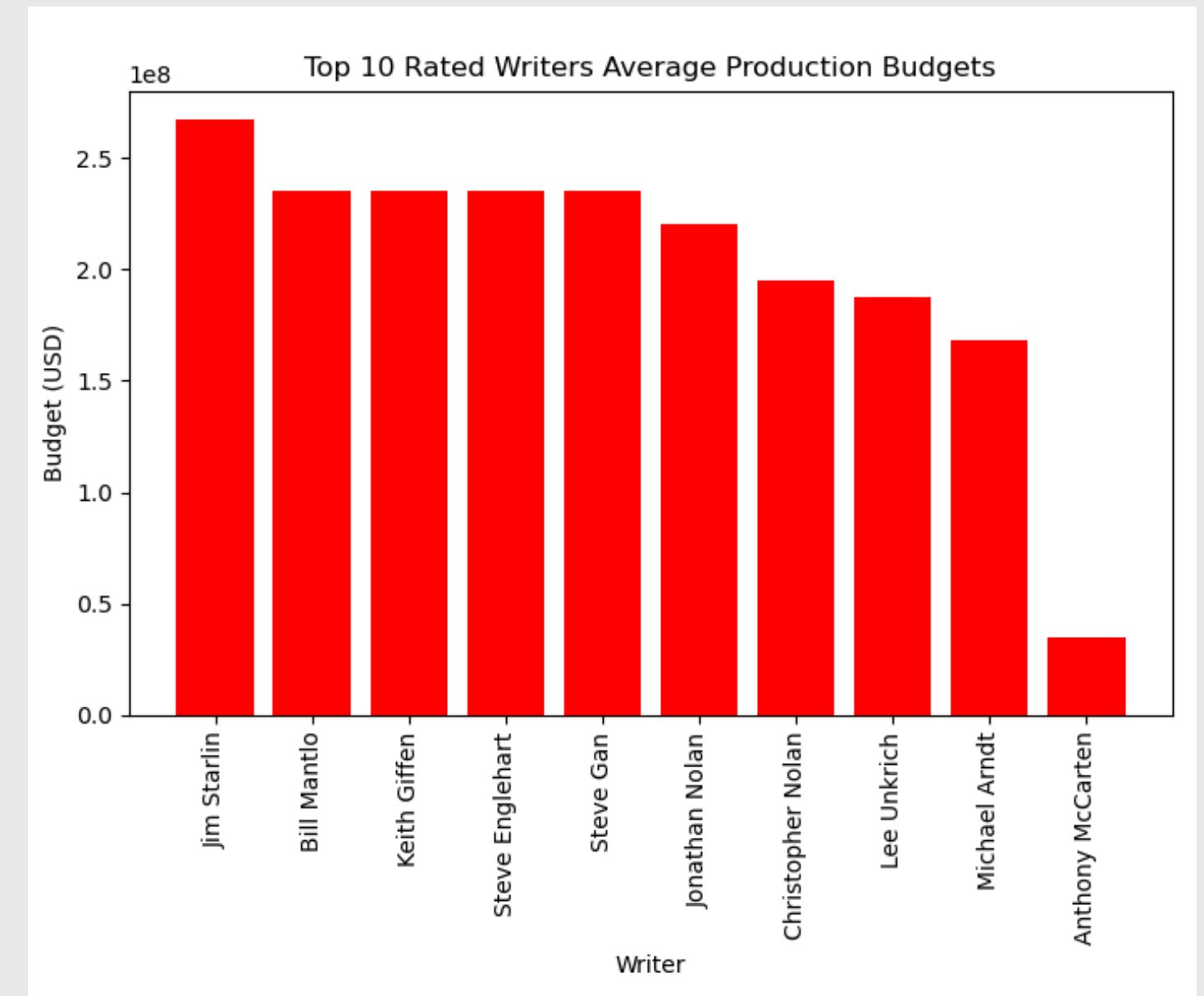
Writers' Grossing

Upon analysing the average gross figures for the writers, we can come up with a shortlist of writers that produce financially successful films.



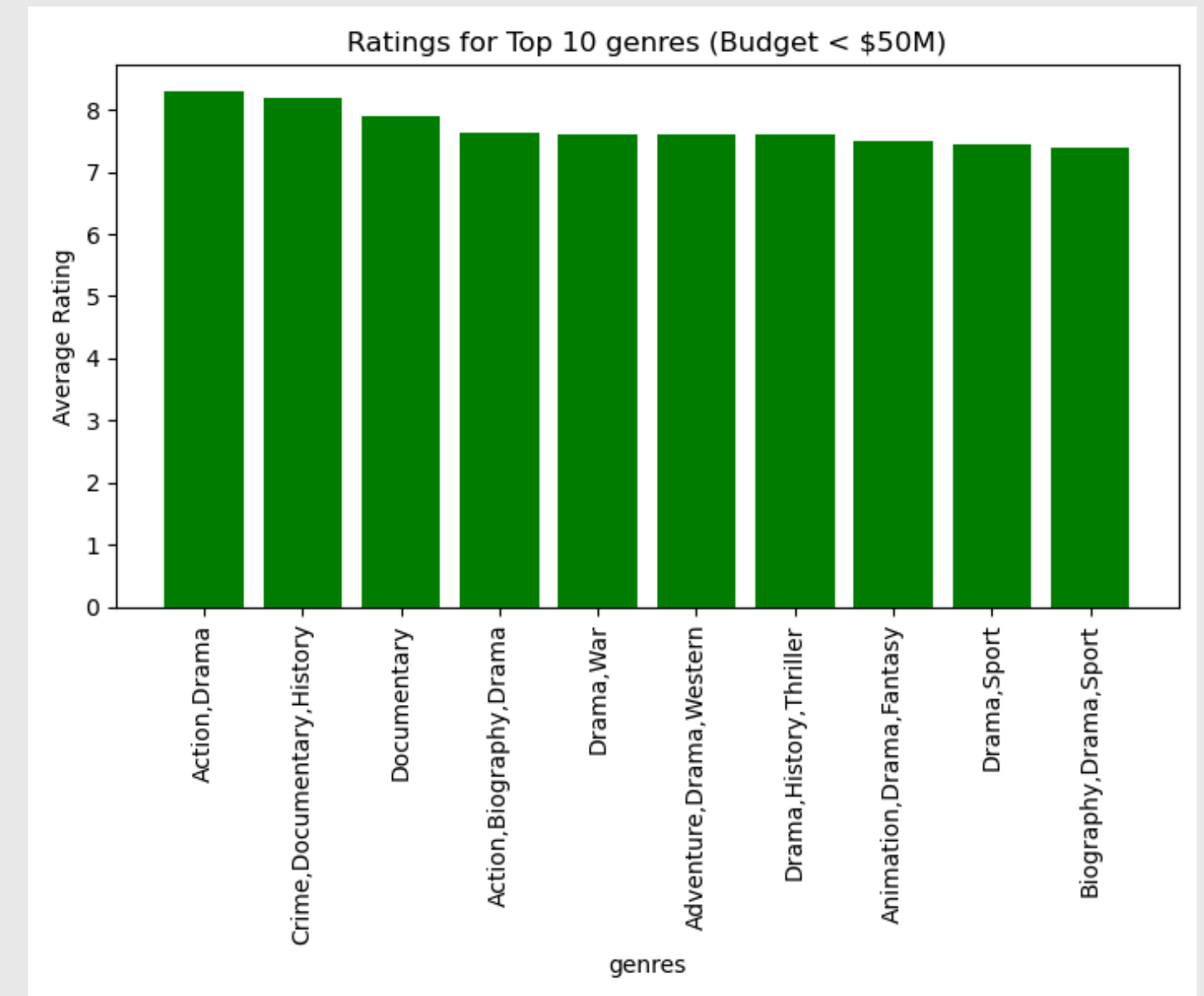
Writers' Budgets

This is not without its drawbacks as we see that such high-grossing films generally cost in excess of \$100m to produce.



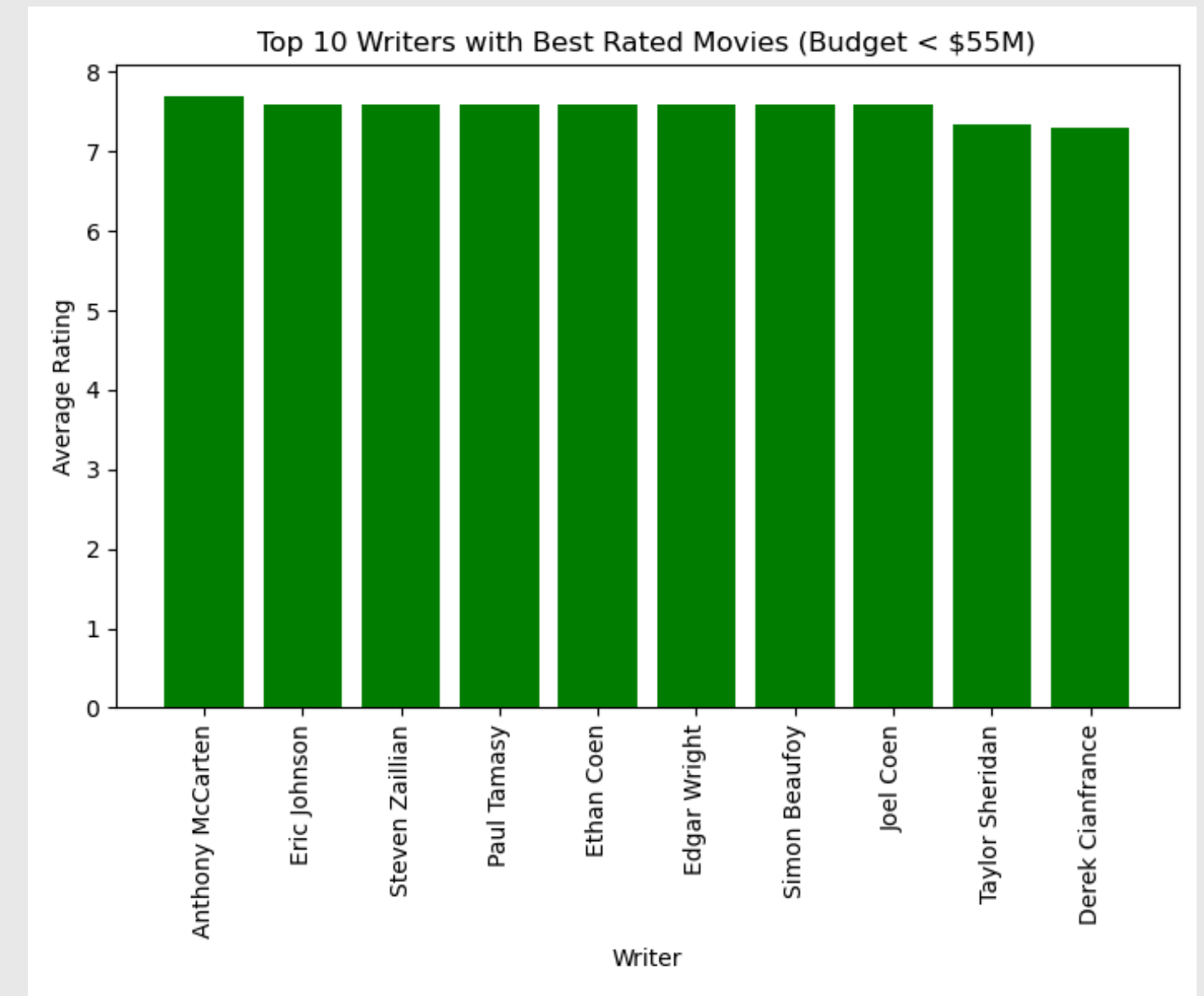
Movies below \$55 Million

As the previous movies may be too financially risky for a company just starting its studio, we can do an evaluation based on movies that cost less than \$55 million to make. Drama is once again a commonly appearing genre, in combination with others.



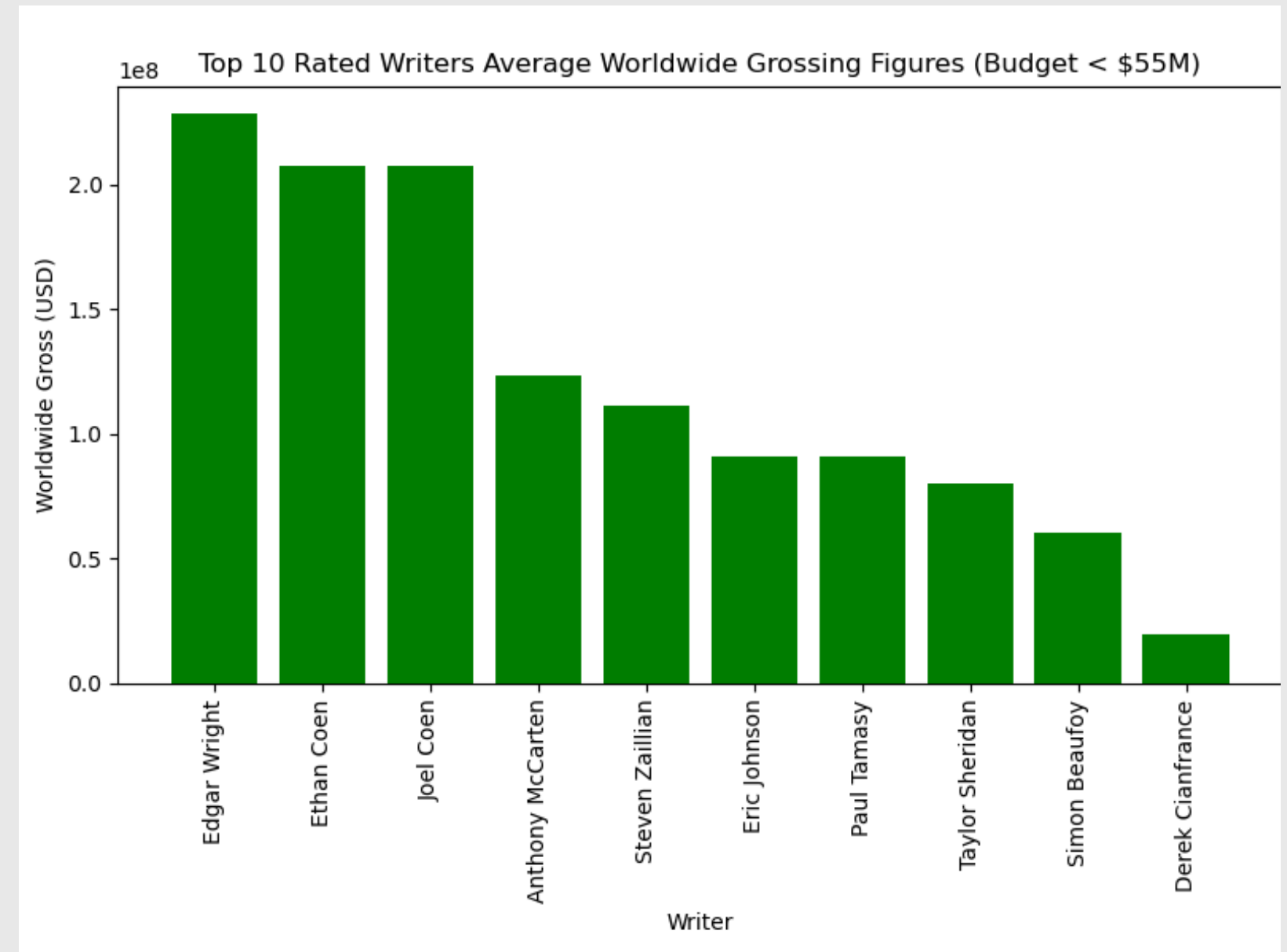
Writers' Reception

For this budget range, we see a different group of writers have strong ratings who can be put on a shortlist.



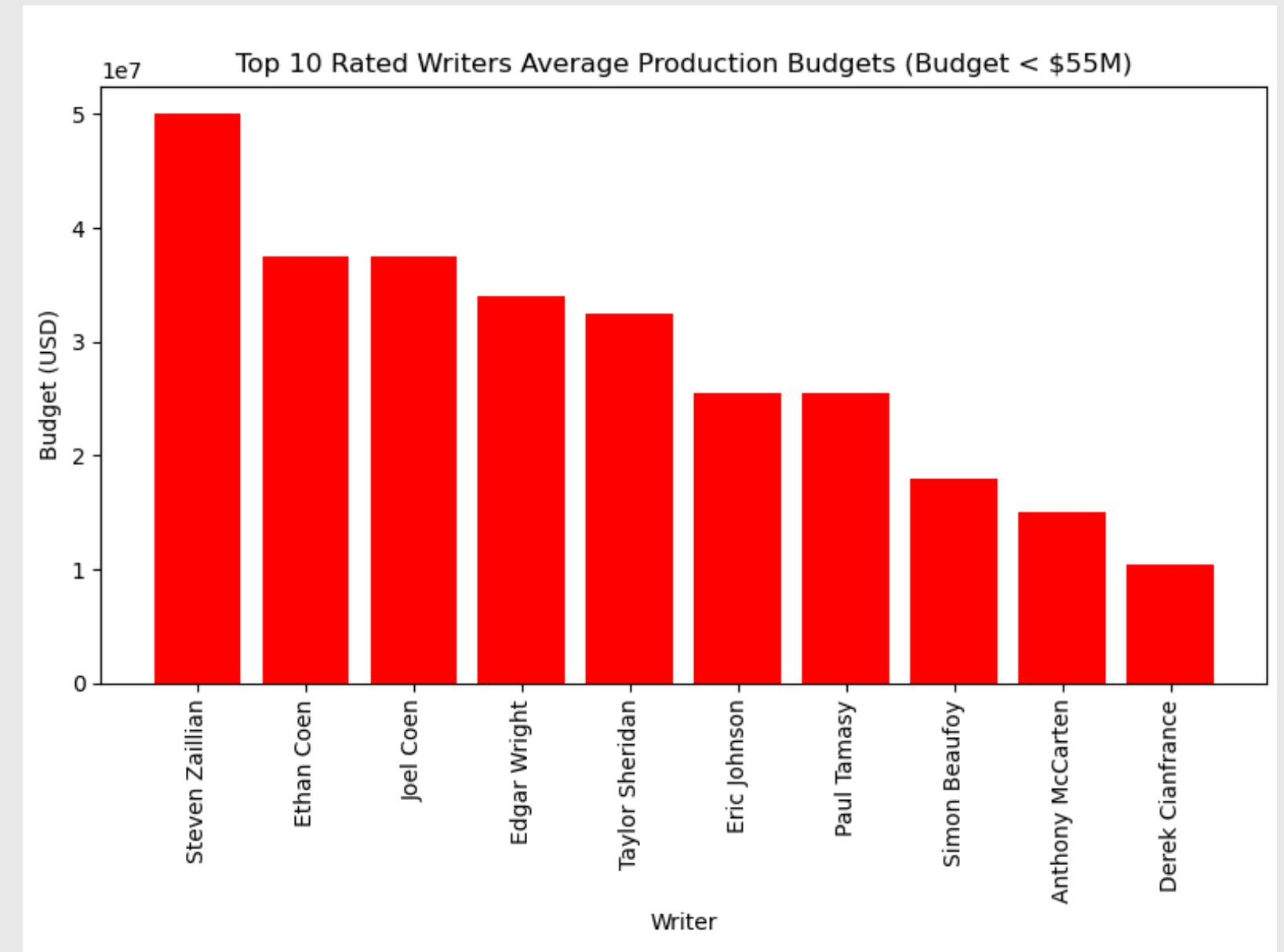
Writers Grossing

At this budget, the company will on average have lower grossing figures but these writers still put in strong grossing figures.



Writers' Budget

The budgets in this scenraio are under much better control.



Recommendations

Recommendation 1: G2 Corp. should concentrate on producing movies in English and then export these movies to foreign countries. This is as the data makes clear that movies whose original language is English tend to perform better in terms of grossing figures.

Recommendation 2: The genre that is best received is: drama. However this is always in conjunction with another genre such as action, adventure, sci-fi and action and the writer's who produced the most successful grossing films are: Christopher Nolan, Jonathan Nolan, Lee Unkrich, Michael Arndt, Anthony McCarten or the combination of Jim Starlin, Bill Mantlo, Keith Giffen and Steve Englehart. With this combination, the company can expect to make in excess of \$750 million for successful films at cost of approximately \$200 million.

Recommendations

However, these writers, with the exception of Anthony McCarten tend to make films that have production budgets that are over \$100 million which may be excessive for the company that is only making its very first film, thus:

Recommendation 3: If G2 corp. would prefer writers and genres that have on average lower production budgets (i.e less than \$55 million) but are still successful, in terms of genre, drama is still popular with a combination of action, crime, biography, sport, romance among others. The most successful writers are Edgar Wright, Ethan and Joel Coen, Anthony McCarten, Steven Zallian, Eric Johnsonm, Paul Tamasy, Taylor Sheridan, Simon Beaufoy and Derek Cianfrance. In this configuration, the company can expect to make in excess of \$100 million from a \$30 million production budget.

Recommendations

It will be keen to note that movies are a creative process and while this analysis is insightful, the correct combination of budget, writer and genre may still lead to a movie that underperforms expectations.

Thank you!

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