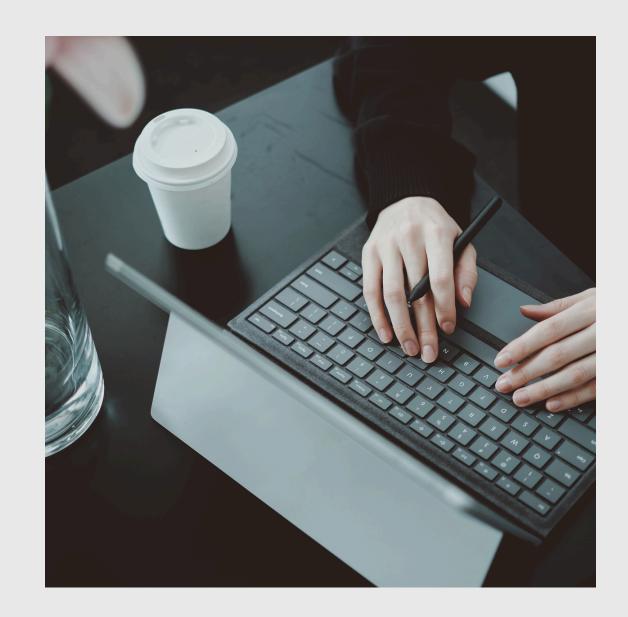# Studio Analysis

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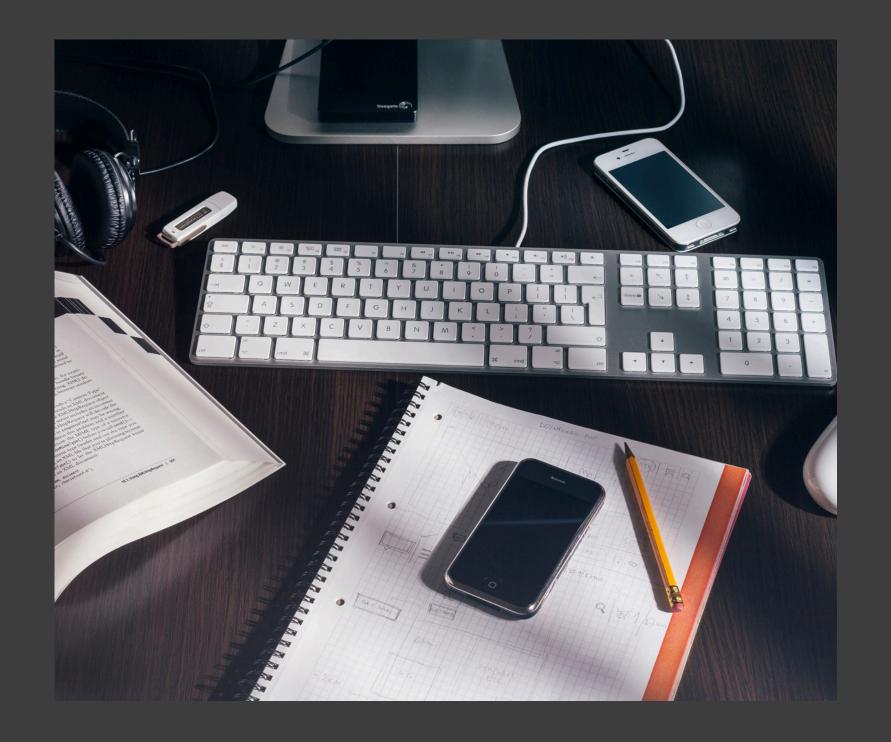**Presented by Group 2**

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.

Goal 2

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

Risks

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

Recom

Provide final recommendations to stakeholders

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

Service 1

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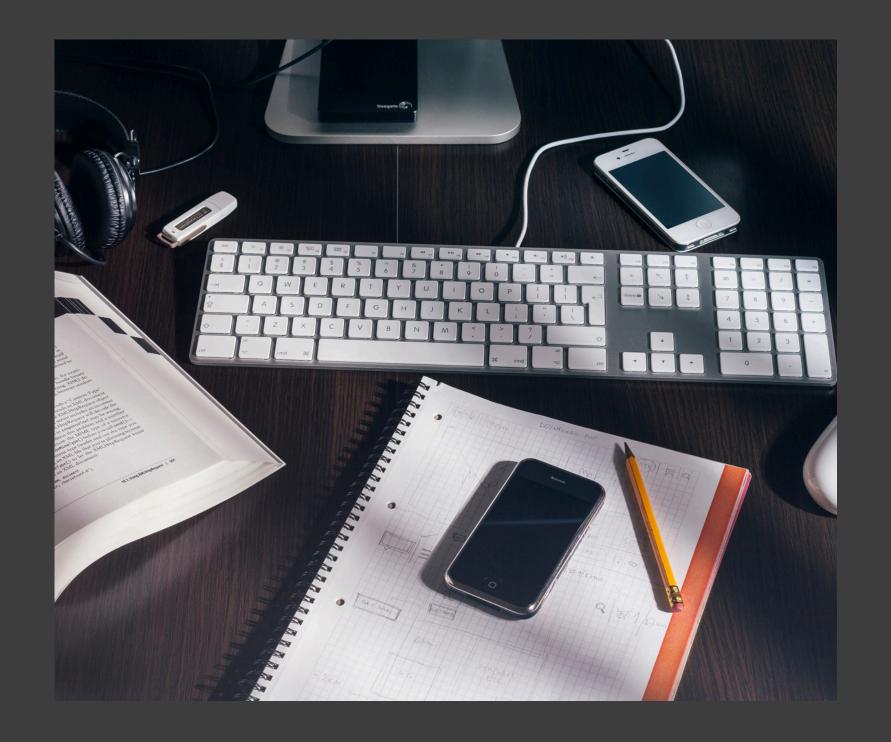## Service 2

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Service 3

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Service 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo, ante sed aliquam consectetur, neque risus fermentum dui, at tincidunt eros dolor vel quam.

Data Understanding

The project will be considered a success upon the recommendation of a combination of region, director, budget and writers for specific genres which G2 Corp. should pursue.