

ANALYSIS OF FILM INDUSTRY FOR BUSINESS EXPANSION

BUSINESS UNDERSTANDING

In order to enter the space of film production, company decided to launch a movie studio. However the company lacks experience and knowledge in the film industry. Therefore it is crucial to make data-driven insights decision to guide about the strategies about movies creation.

Objectives:

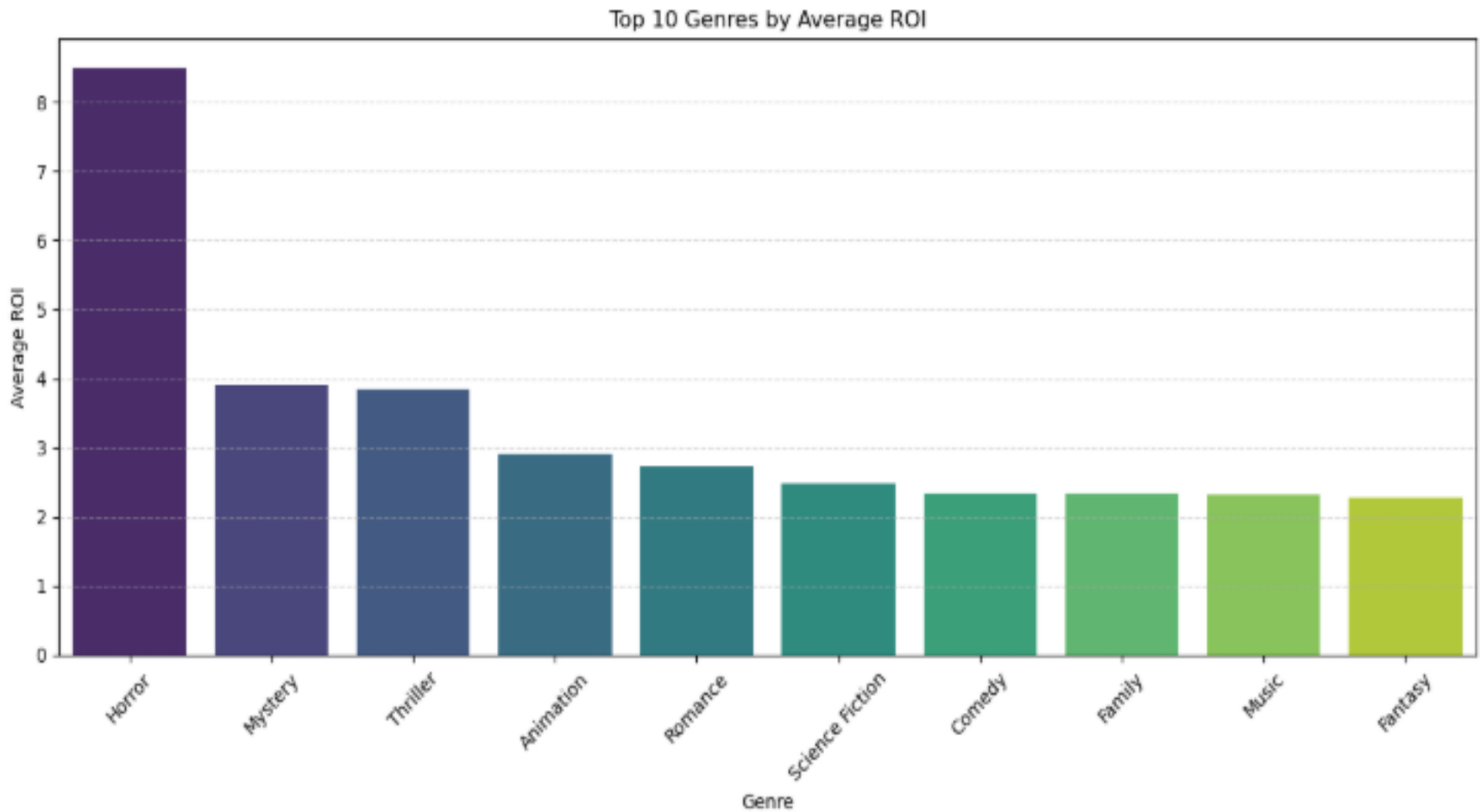
- i. To identify the Most Profitable Film Genres.
- ii. To analyze the Relationship Between Production Budget and Profitability.
- iii. To discover the Optimal Time of Year to Release Films.
- iv. To assess the Impact of Popularity and Vote Count on Box Office Performance

DATA UNDERSTANDING AND PREPARATION

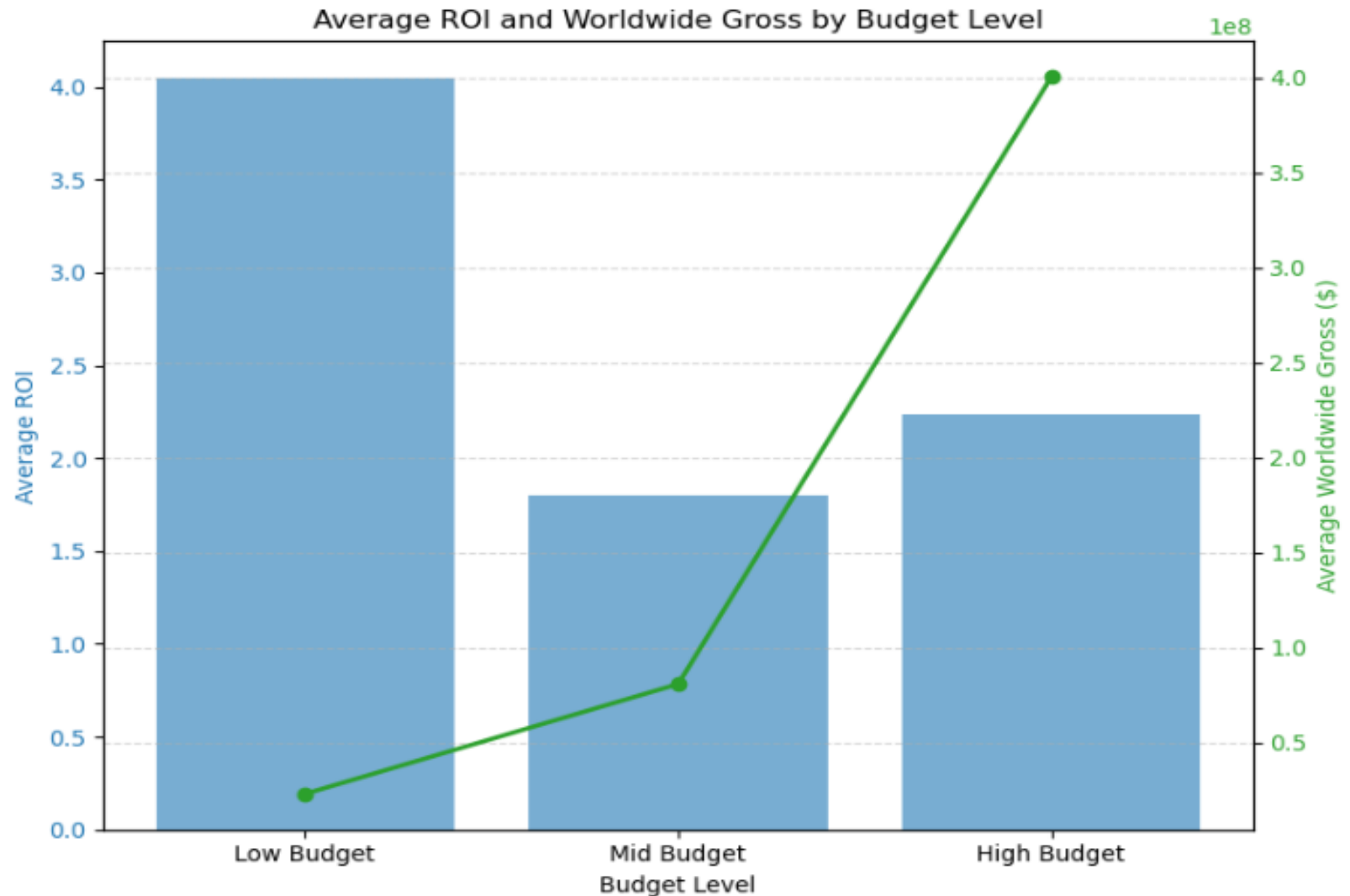
- The data used for analysis were sourced from three different data sets. They include TheMovieDB, TheNumbers and Box Office Mojo.
- The data sets were cleaned, merged together , created new feature and obtain key columns including; revenue, budgets, release date , popularity.

DATA ANALYSIS

(figure1): Analysis of the Top profitable genre

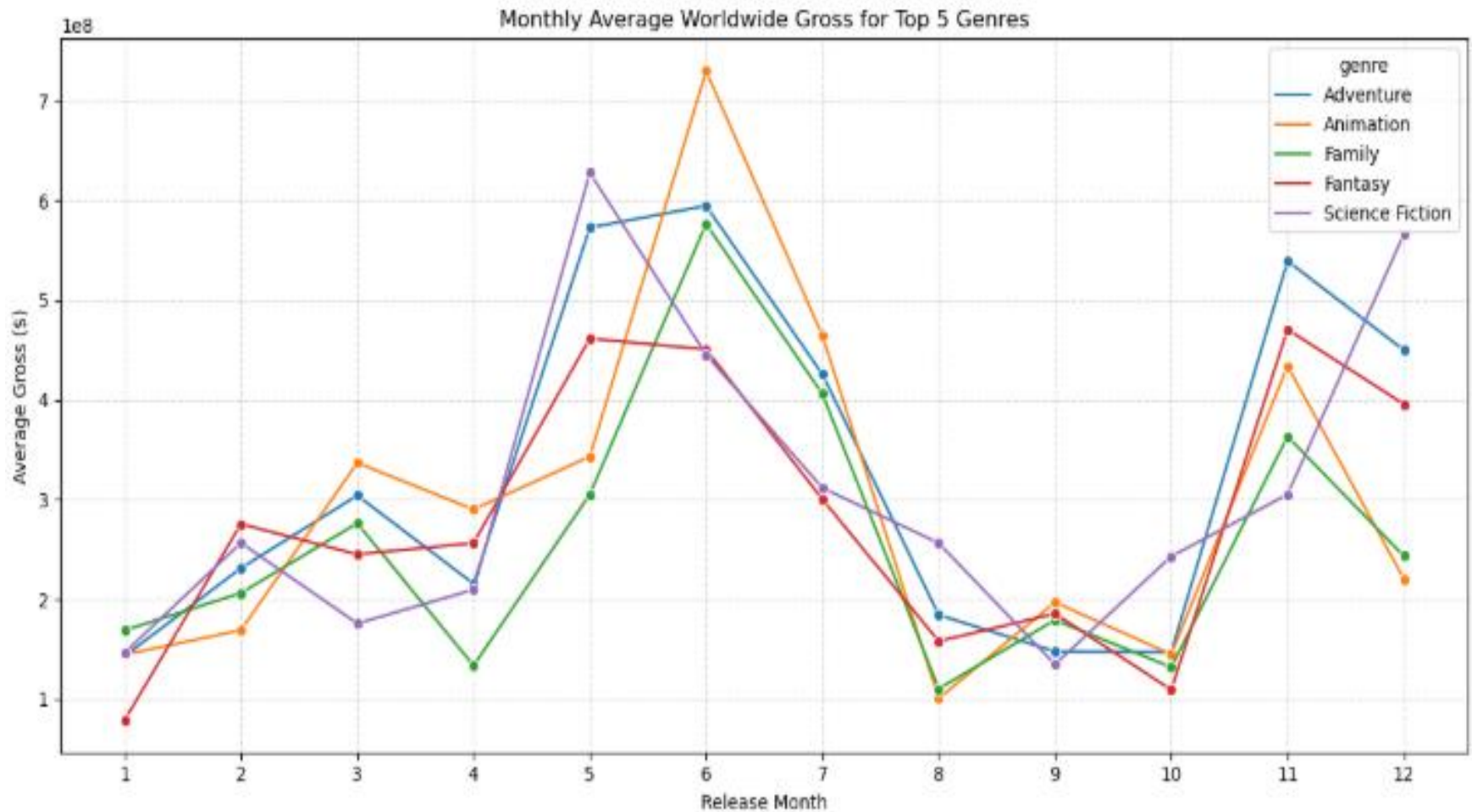


(Figure 2):
Analysis of the Relationship Between Production Budget and Profitability.

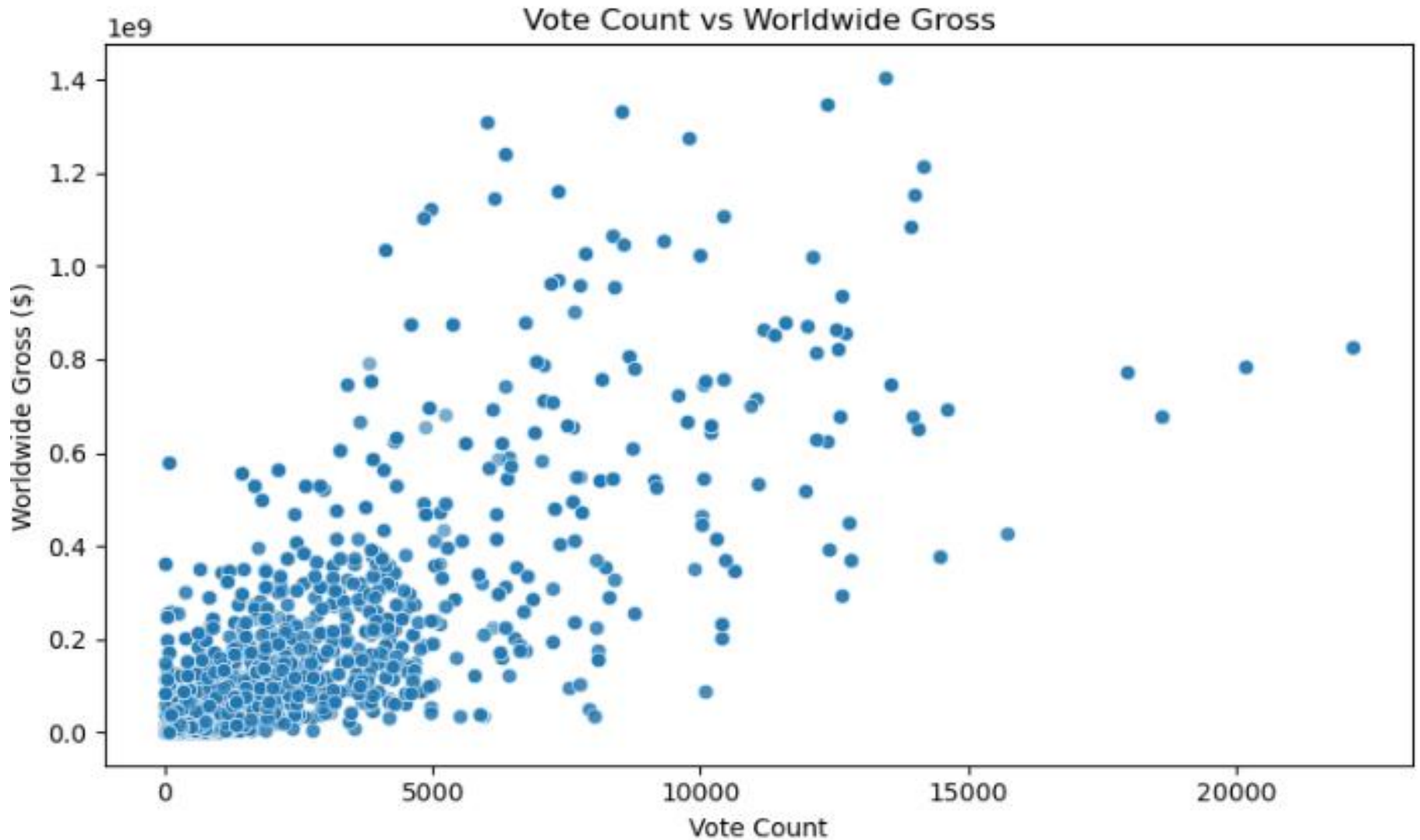


(Figure 3):

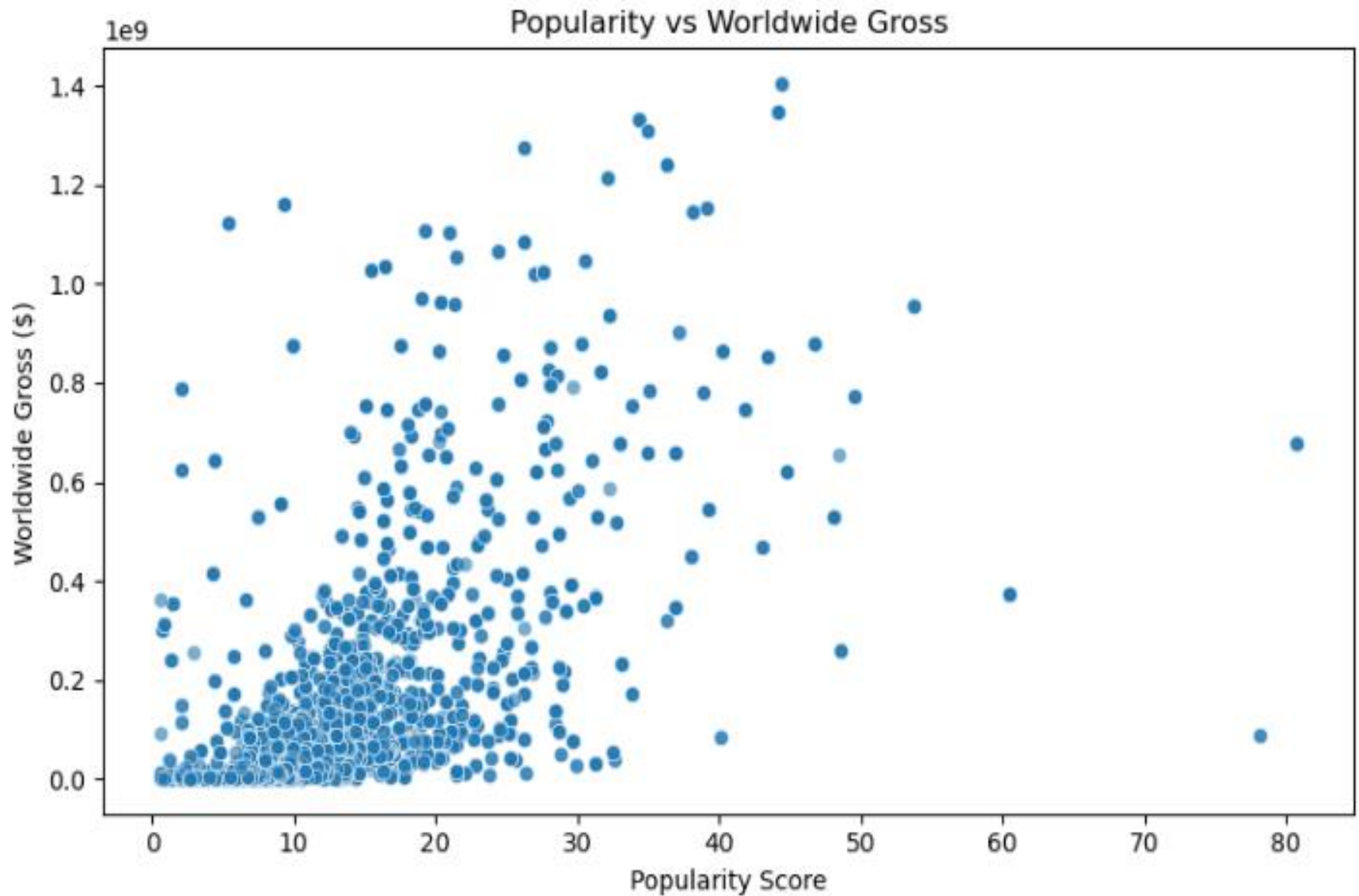
Identification of the Optimal Time of Year to Release Films.



4. Assessing the Impact of Popularity and Vote Count on Box Office Performance (figure 4a): relationship between Vote count and box office performance



(figure 4b): relationship between popularity and the box office performance



DISCUSSION

- In (figure 1) it shows the performance Horror and Thriller genre have the high ROI despite low budgets
- (figure 2) clearly show that the low budgets films tends to generate revenue 4 times the production budget
- (figure 3). In the month of June and November, the worldwide gross revenue for film are at peak.
- (figure 4a & 4b). There is a positive relationship between the popularity, vote count and the box office performance.

BUSINESS RECOMENDATION

- Invest in genres with higher revenue returns

Put more focus on production of genres that consistently deliver strong returns on investment, such as Horror and Thrillers movies *Horror*.

- Consider balancing budget

Allocate moderate production budgets to optimize profitability minimizing financial risk while maintaining audience appeal.

- Proper timing for releasing film.

Release or launch films in peak months . This months of June and November.

- Invest in engaging audience

Leverage marketing and social media strategies prior to release to build hype, increase popularity metrics, and improve opening performance.