Film_Industry_Analysis

By Mandela Odhiambo

Overview

This analysis seeks to offer Microsoft insight on the movie industry as it looks to find ways to penetrate the already saturated market.

Insights are retrieved from datasets containing information on movies such as the movie directors, the year of release, the genres, domestic grossings, production budget, foreign grossing, and worldwide grossing. From the insights in the data analyzed, Microsoft needs to invest heavily on acquiring the best directors and focusing on the genres that will guarantee the highest revenue.
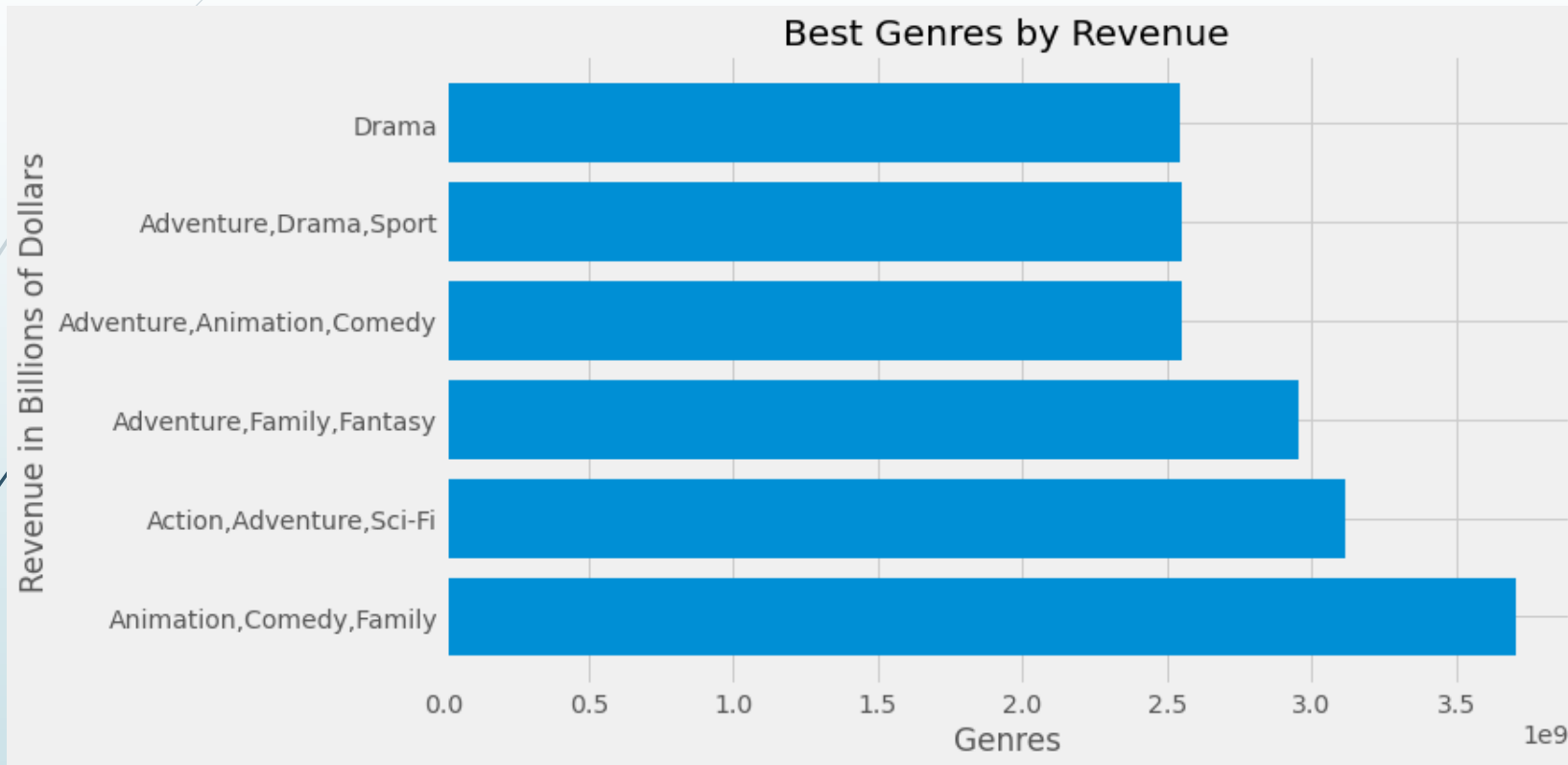
Business/Industry Understanding

- Competition in the film industry is extremely high.
- Return on investment correlates with investment in the right genres and acquisition of the right directors.
- There is no guarantee that investing in the film industry will be profitable long-term considering people have platforms like Netflix and Amazon.
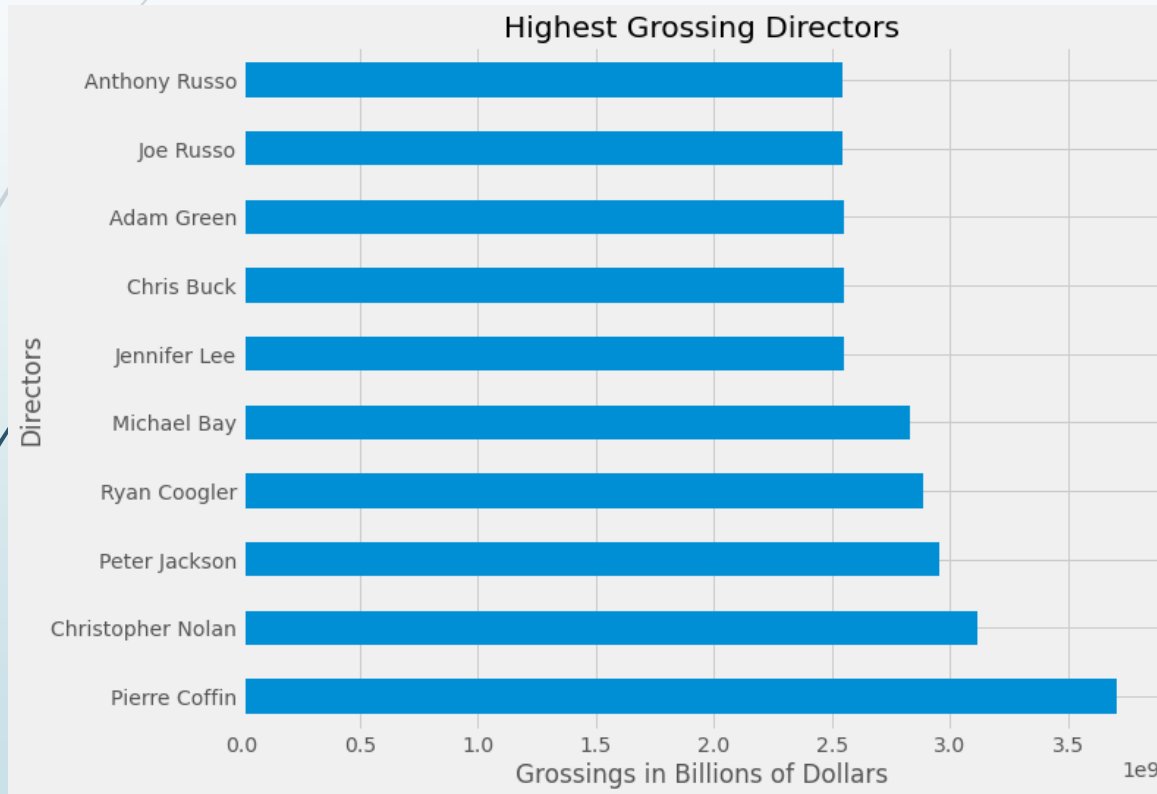
Data Understanding

- The dataset for this project entailed three csv files and an sqlite database.

- From the database, several tables were used. The tables that were used include: bom_movie_gross, directors, movie_basics, movie_ratings, persons, tmdb_movies, and tn_movie_budgets.

- Of the three csv files, all of them were found relevant for the project.

Data Analysis: Best Genres by Revenue Accrual

Best Genres by Revenue

Animation, Comedy, Family and Action, Adventure, Sci-Fi are the two of the most popular genres by revenue accrual.
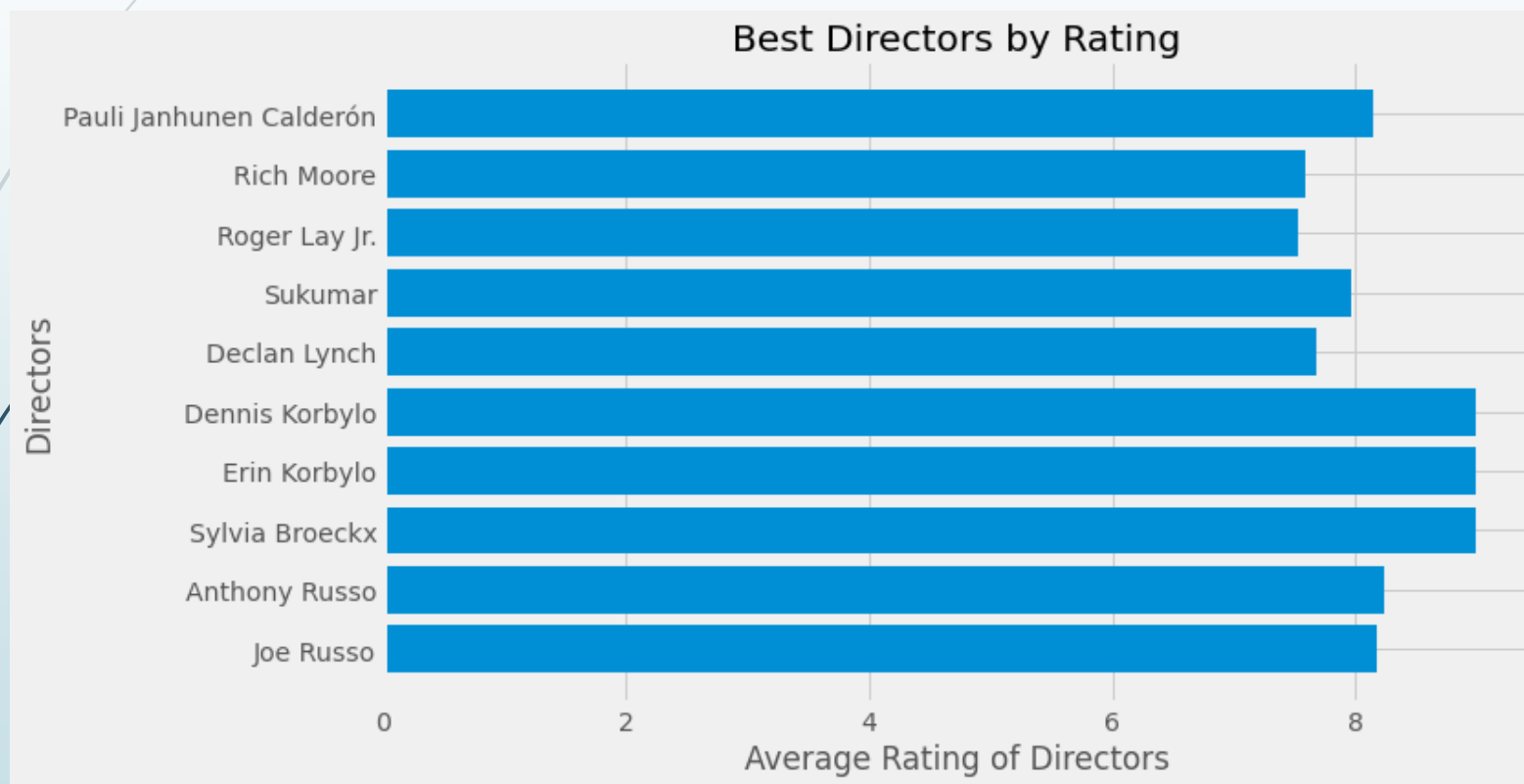
Analyzing Directors - On Revenue Accrual

This graph offers a summary of the directors whose movies have grossed the highest in terms of returns.

Such statistic is crucial for Microsoft as it helps to showcase the people that the company can choose to work with upon opening their studio.

From the summary, Pierre Coffin and Christopher Nolan are the directors whose movies have grossed the highest amounts in billions of dollars.
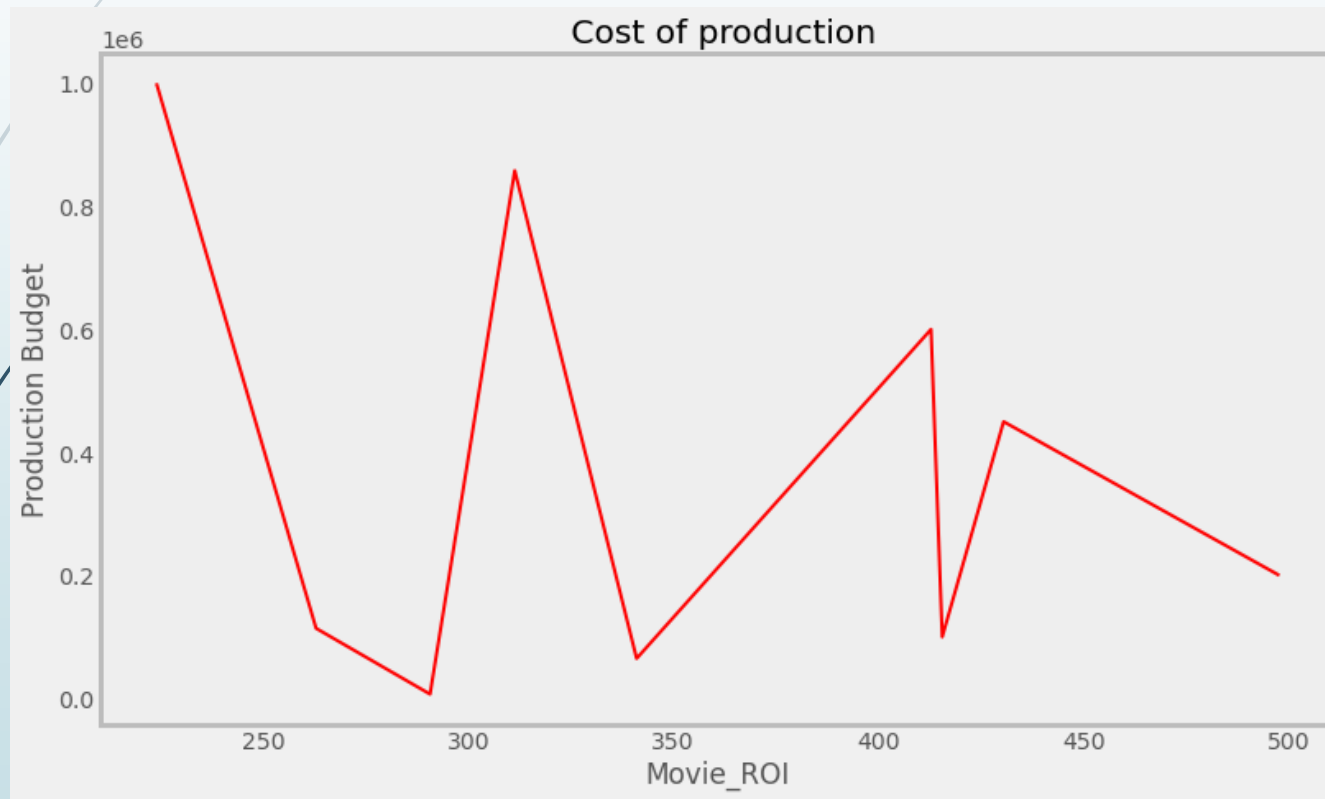
Analyzing Directors – on the Average of their Ratings

Best Directors by Rating

The chart above represents directors who have directed more than 20 movies and received a rating of more than 7.5. For Microsoft, this is an important analysis because it captures experience and excellence in one graph.

From the chart, Dennis Korbylo, Erin Korbylo, and Syvia Broeckx are the top directors with regards to their movies consistently recording the highest average rating.
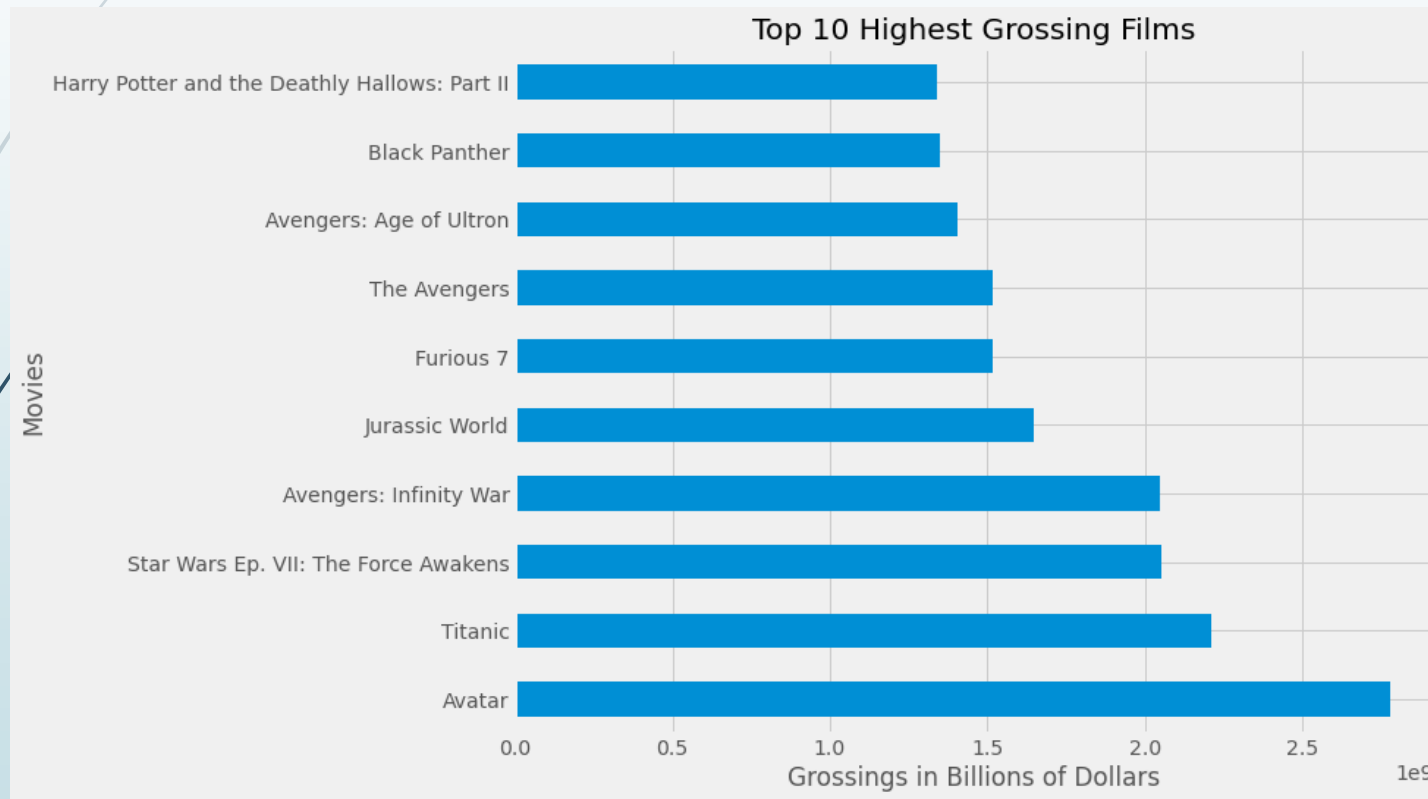
Analyzing Worldwide Gross Against Production Cost to Determine if a Correlation Exists

This line graph seeks to showcase a relationship between production budget and return on investment on movie production.

From the line graph, there appears to be no correlation between production budget and return on investment. Such a graphic is crucial to Microsoft as it helps to show them that other factors like the choice of director, investment in marketing, and the genre of choice impact grossings.
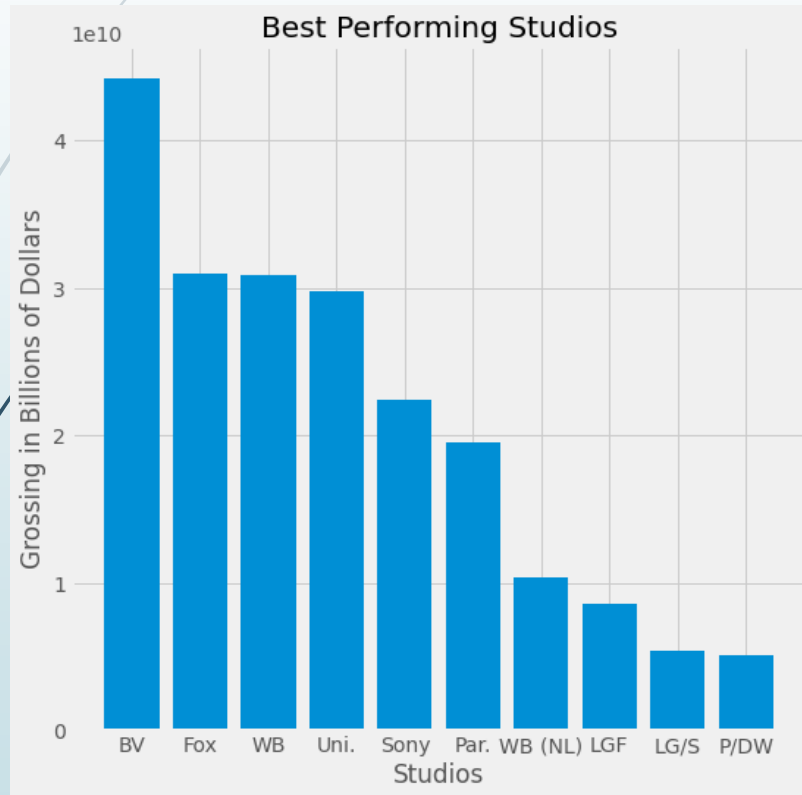
Finding the Top 10 Highest Grossing Films

Top 10 Highest Grossing Films

The highest grossing films paint a picture of the film industry and its potential to be a key investment angle for a company like Microsoft.

Therefore, this bar chart affirms that the film industry offers a great investment opportunity and one that is highly rewarding, especially if a company focuses on the right elements of success.

Analysis of the Best Studios

The bar chart above offers Microsoft an overview of its potential competition should it choose to enter the film industry.

Some of these studios have grossed close to $50 billion dollars in the last decade and appear to not be slowing down any time soon. Therefore, this graphic is indeed crucial and offers Microsoft a clearer picture of the industry and what it will be up against if or when it decides to join the industry.

Conclusion and Recommendations

➡ **Work with highly experienced directors.**

Directors know what the audiences want. Therefore, with the right directors, Microsoft can build a dynasty to rival the most popular movie entities.

➡ **Focus on the most popular genres.**

The choice of genre matters a lot. The more popular a genre is the higher the chances that more people will tune in to watch a movie. So, Microsoft needs to focus on the most popular genres.

➡ **Invest in developing a great studio that can rival the current most popular and successful studios.**

The studios that gross the highest happen to invest heavily in the production process. In an industry that already has established leaders, it will take Microsoft time and money to find a way to rival its potential competition. Therefore, there is need for a well-established studio.