FILM INDUSTRY PERFORMANCE ANALYSIS

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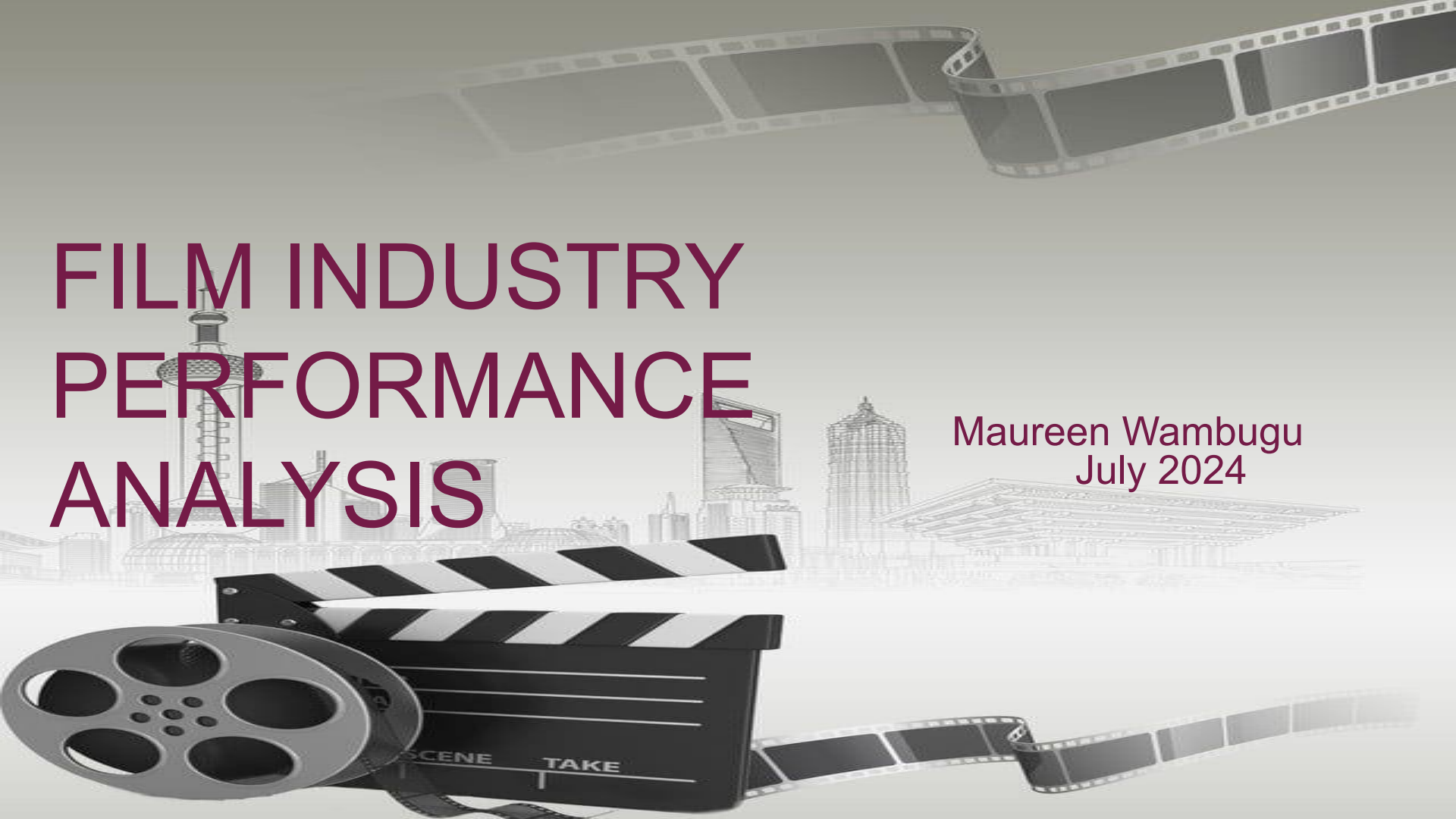


OUTLINE

- Introduction
- Business problem
- Data
- Method
- Results
- Recommendations
- Further Analysis
- Contact information

Introduction

- Analysis on film performance domestically and globally based on genre
- Evaluation of the best genre for the new movie studio

Business Problem

Choosing most suitable film-type for new movie studio by:

- Identifying top performing genres
- Analyzing Audience Satisfaction
- Assessing Revenue by Market

Data

- Pulled from Box Office Mojo, IMDB, Rotten Tomatoes, TheMovie DB and The Numbers
- Data collected over the period of 2010 to 2018.
- Includes movie details such as title, year, domestic and foreign gross, average ratings, genres e.t.c.

Methods

- Descriptive analysis was used
- Data was cleaned by replacing or dropping missing values
- Analyzed by:
  - Average rating per genre
  - Gross per genre
  - Most produced genre yearly
- Use of barchart and line graphs to visualize each analysis

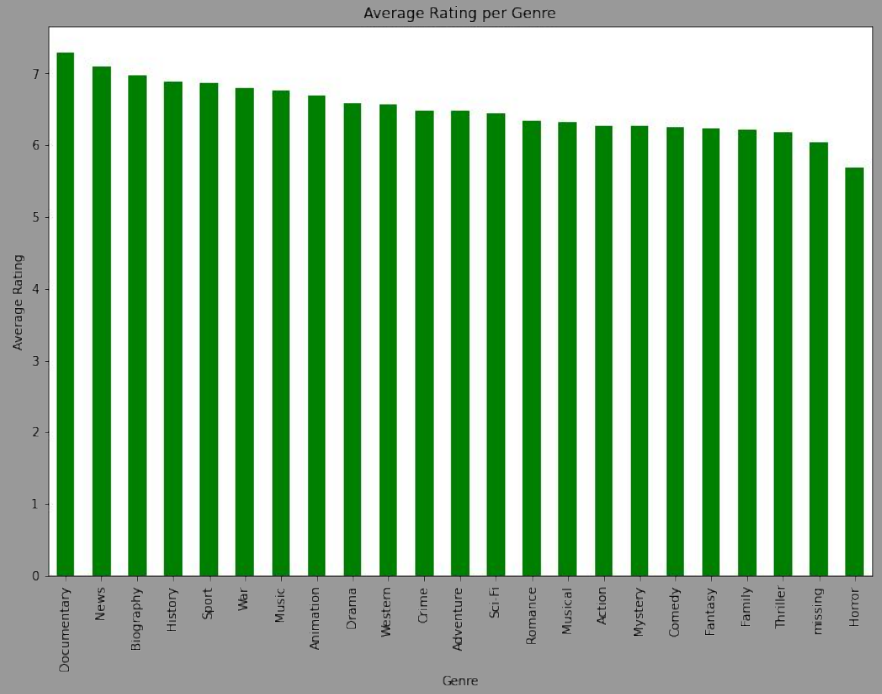
Results 1

Based on Average rating per genre

Top 5 most popular are:

- Documentary
- News
- Biography
- History
- Sport

Had the most audience engagement



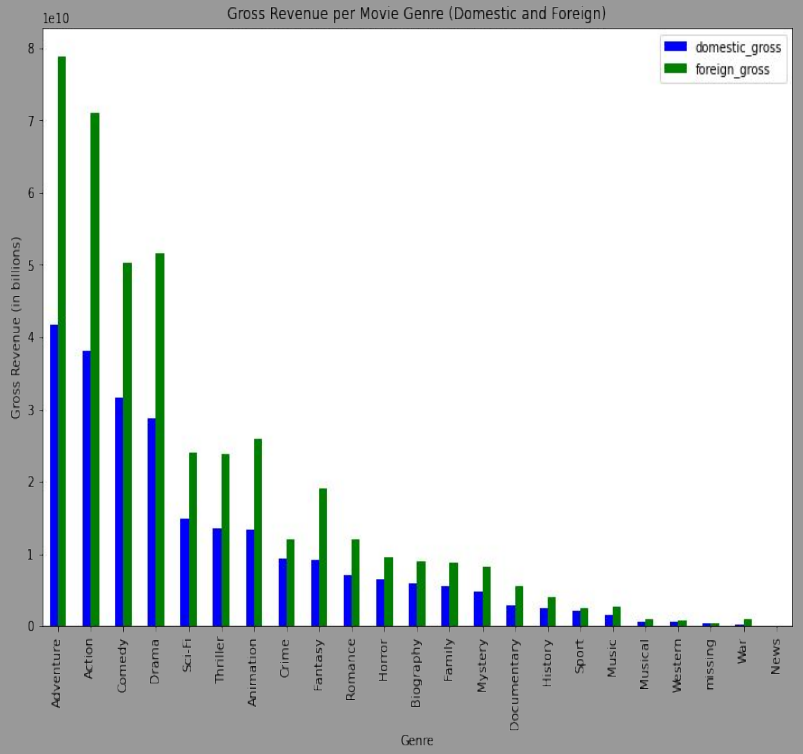
Results 2

Based on Gross per genre

The top 5 most lucrative genres are:

- Adventure
- Action,
- Comedy
- Drama
- Animation

Had highest domestic and international gross



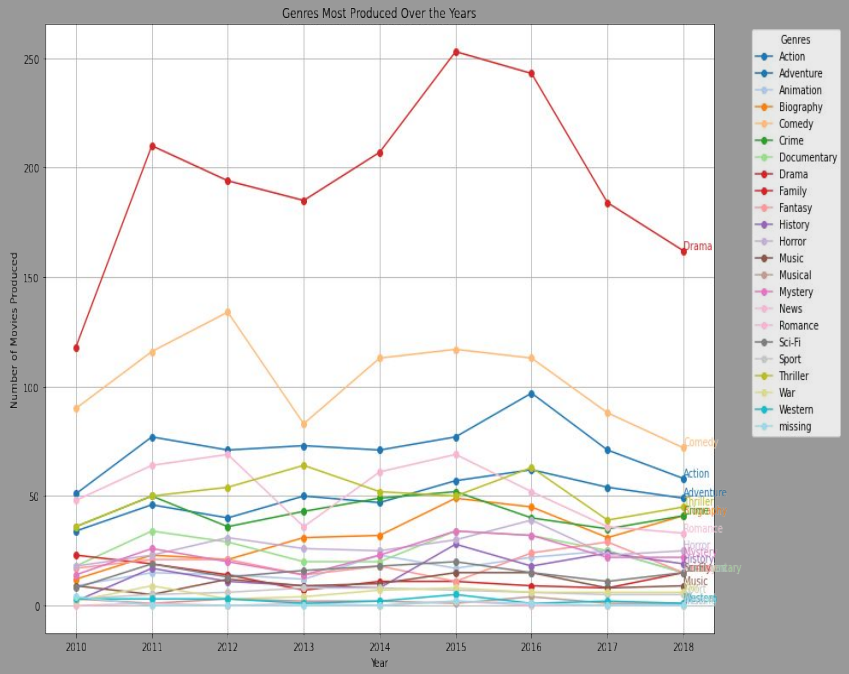
Results 3

Based on Most produced genre yearly

The top 5 most produced genres are:

- Drama
- Action
- Comedy
- Adventure
- Thriller

Indicates popularity among the audiences



Recommendations

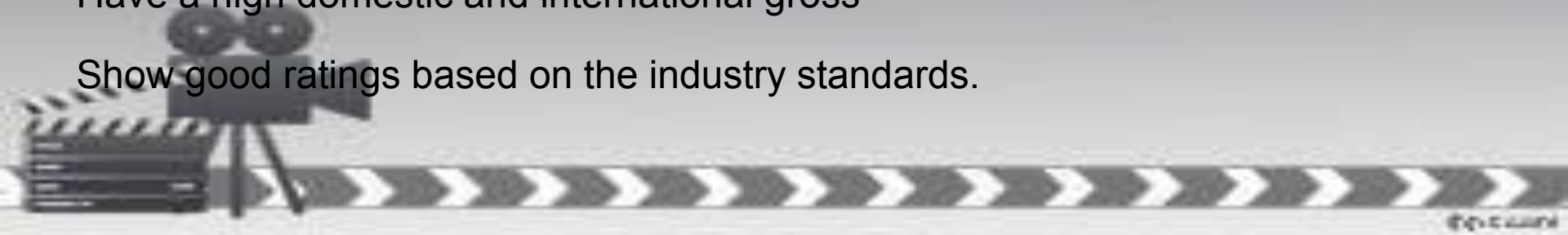
Genres best suited for the company are:

- Adventure
- Action
- Comedy
- Drama

Are popular thus highly produced

Have a high domestic and international gross

Show good ratings based on the industry standards.



Further Analysis

- Analyzing genres audience demographics.
- Analyzing the viewer engagement metrics.
- Analysis of Profitability

Thank You!

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