Where to Start in Movie Production

Jocelyn Fisher
June 2022

Summary

Descriptive Analysis of movie data gives insights into what type of movie is successful and where the potential Microsoft Movie Production Studio should start.

- The studio should focus on producing Animated films, and combine the genres of Adventure and Sci-Fi for the first movie.

- Avoid genres of War, Western and News.

- The cinema release dates of the first movie should be during the month of June.

Outline

- Business Problem
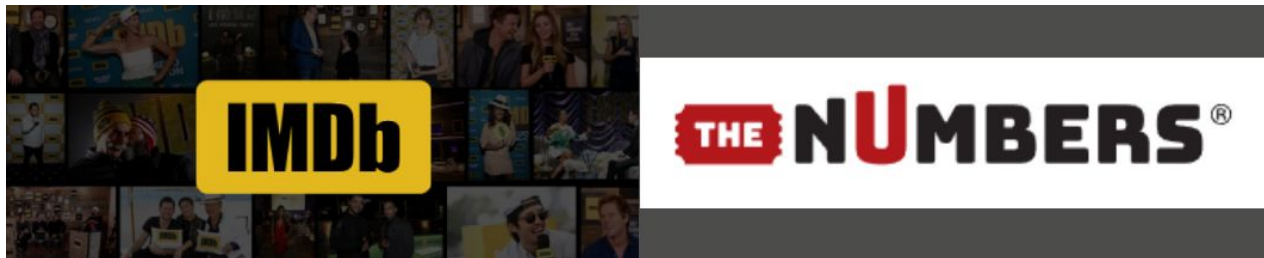- Data & Methods
- Results
- Conclusions

Business Problem

- Be able to compete with corporations that have industry knowledge

- Gain insights into movie success

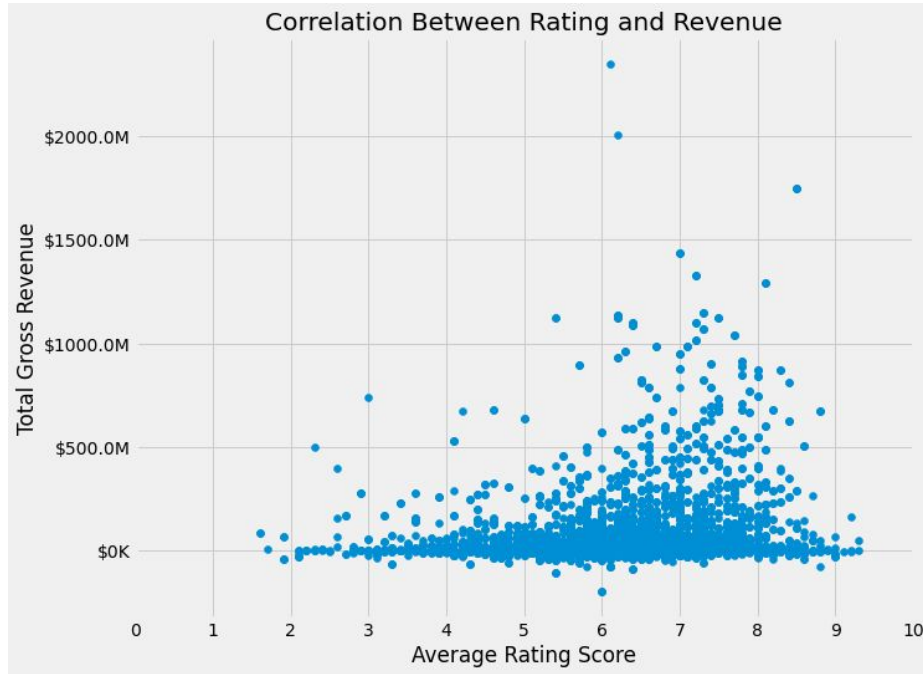- Ensure production studio is profitable for future endeavours

Data & Methods

- Collated from two separate sources, IMDb and The Numbers.

- Movie data for over 2,800 films.

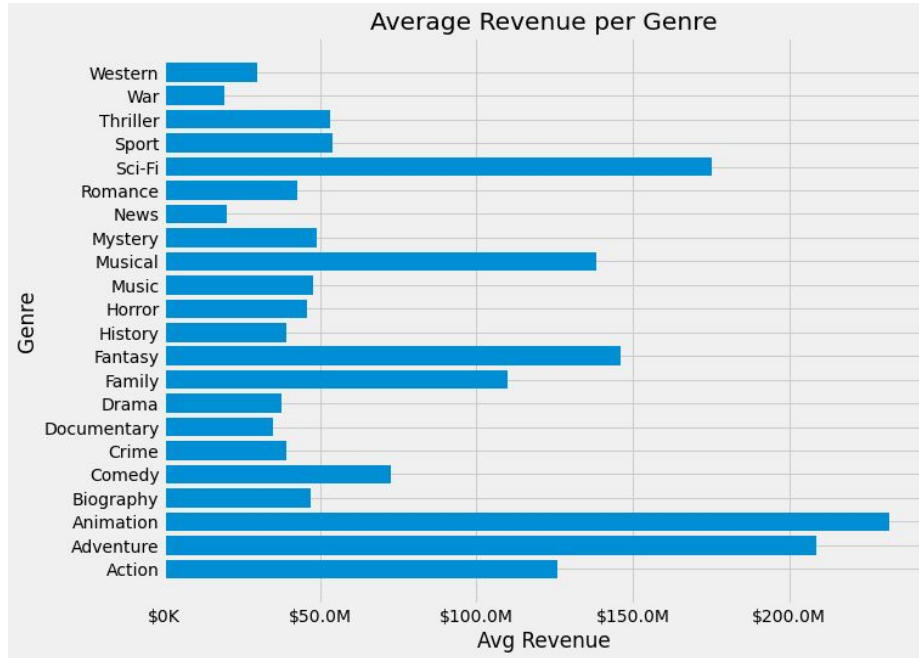- Includes review scores, revenue, genre and date of release.

Results

- Positive correlation between total revenue and IMDb review rating.
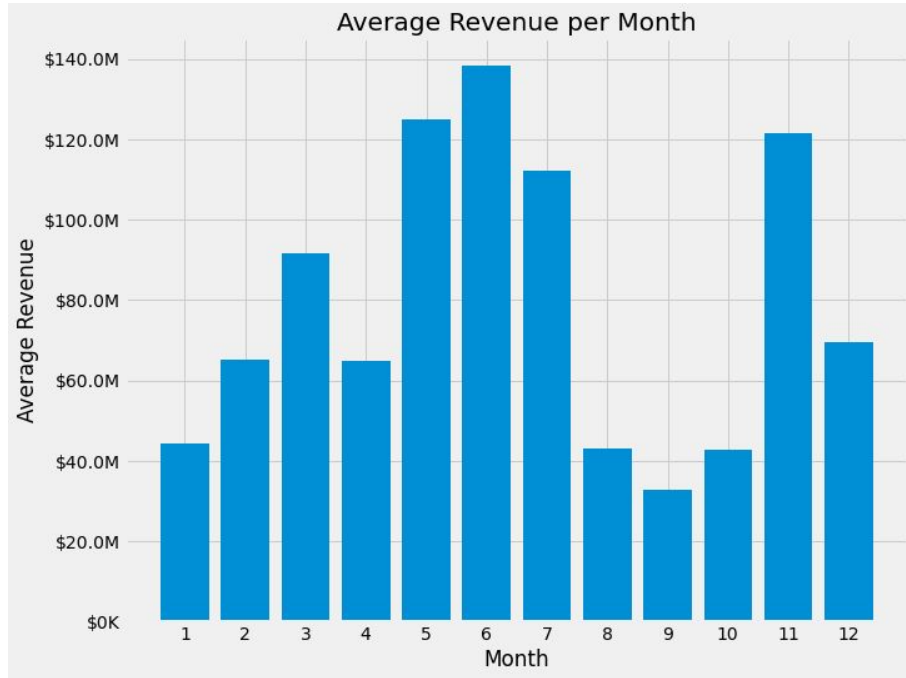
Results

Average Revenue per Genre

- Top 3 best performing genres:

  1. Animation

  2. Adventure

  3. Sci-Fi genres

Results

Average Revenue per Month

- Revenue peaks in months throughout the year.

Conclusions

- Focus on producing Animated films, combine the genres of Adventure and Sci-Fi for the first movie.

- Avoid Genres of War, Western & News.

- Cinema release dates of the first movie should be during the June.

Next Steps:

- Analyse which movie ratings (such as PG, MA and R) do well regarding reviews and revenue.
- Investigate possible trends over the past decade.
- Gather correlating data from the Academy Awards.

Thank You!

Email: jocelynclaire216@gmail.com
GitHub: @MossyJossy
LinkedIn: www.linkedin.com/in/jocelynf