



VENTURING INTO THE FILM INDUSTRY- PHASE 2 PROJECT

Presentation by John Isaac.

Project Overview

- The goal of this project is to generate insights that will guide the business stakeholders, specifically, the head of our new movie studio company in determining which films to create for viewers. We shall use exploratory data analysis(EDA) on our movie-related datasets and analyze trends in the data in order to provide actionable insights and recommendations to ensure success in our new company.

Business Understanding

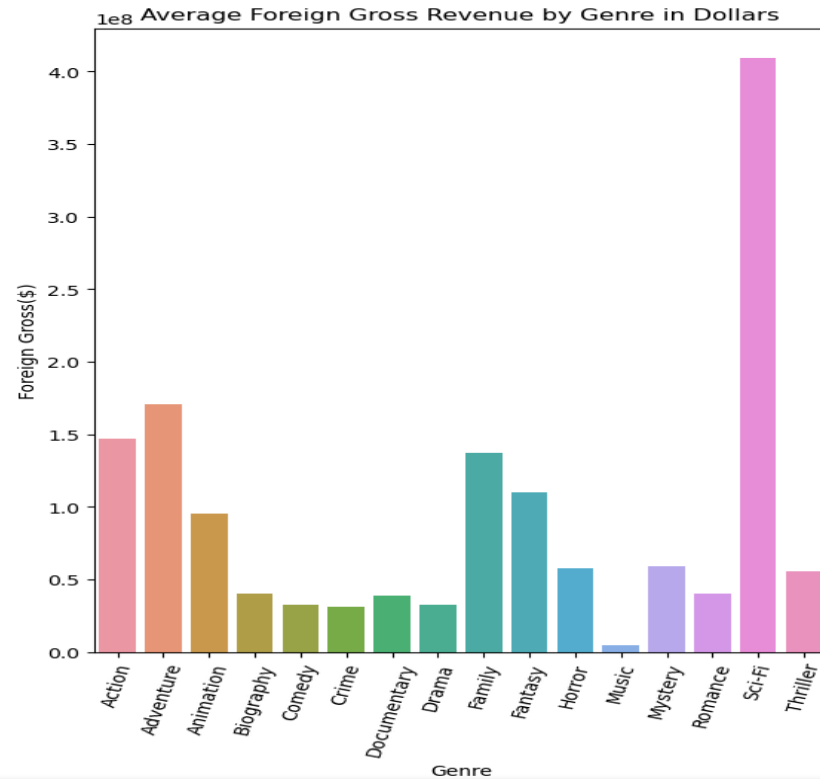
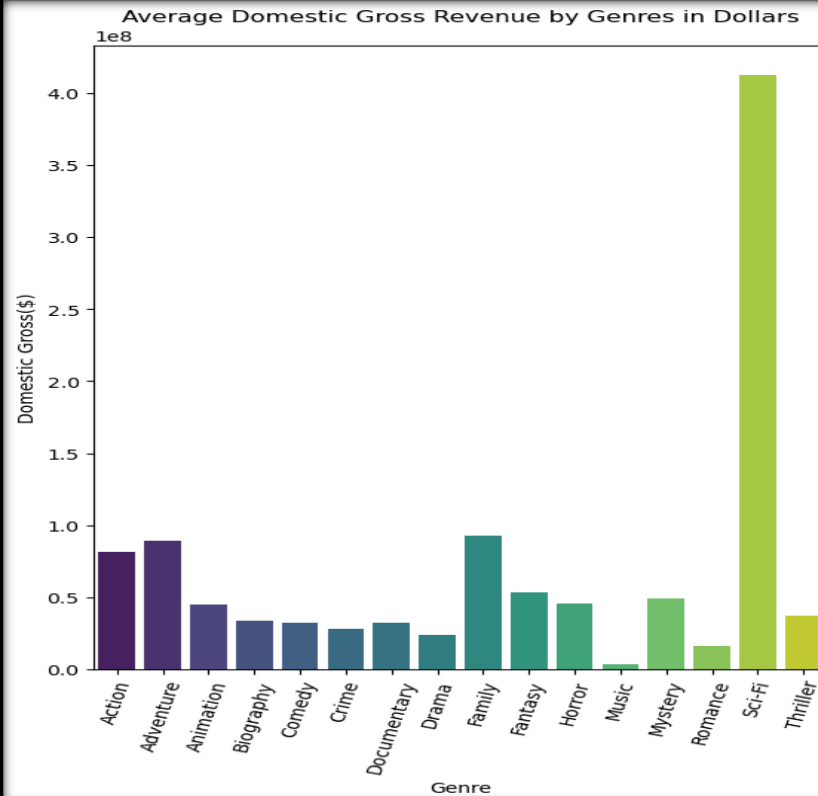
- Our company is venturing into the film industry by creating a new movie studio and needs to make informed decisions on the types of films to produce. This is based on which types of films perform best at the box office. Some of the key business questions to ask include:
 1. Which movie genre averages the highest gross revenue?
 2. Which studios are linked to generating the highest gross revenue?

Data Understanding

- For this project, we shall be working with data from different sources including a relational database '**IM.DB**' with tables "movie basics" and "movie ratings" being our key focus and a .csv file containing data on revenue generated from various box office movies '**bom.movie_gross.csv**'.
- Merging these datasets is crucial so as to draw comprehensive meaningful conclusions and recommendations.

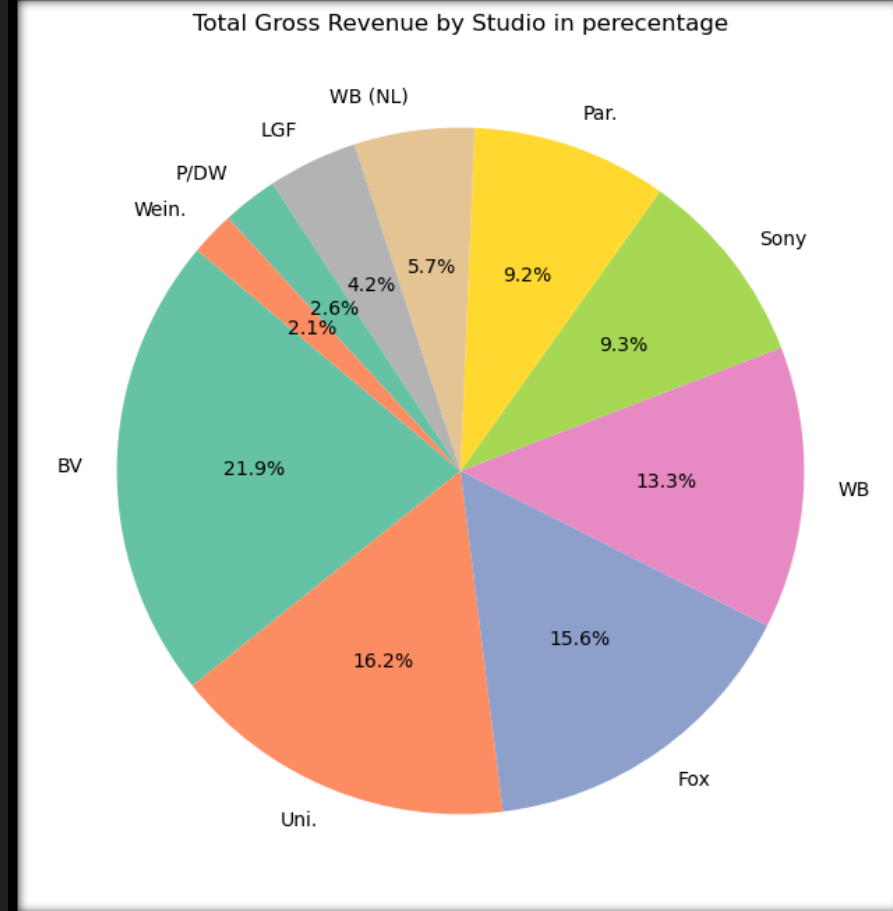
Data Analysis and Visualization

GENRE VS AVERAGE DOMESTIC AND FOREIGN GROSS REVENUE



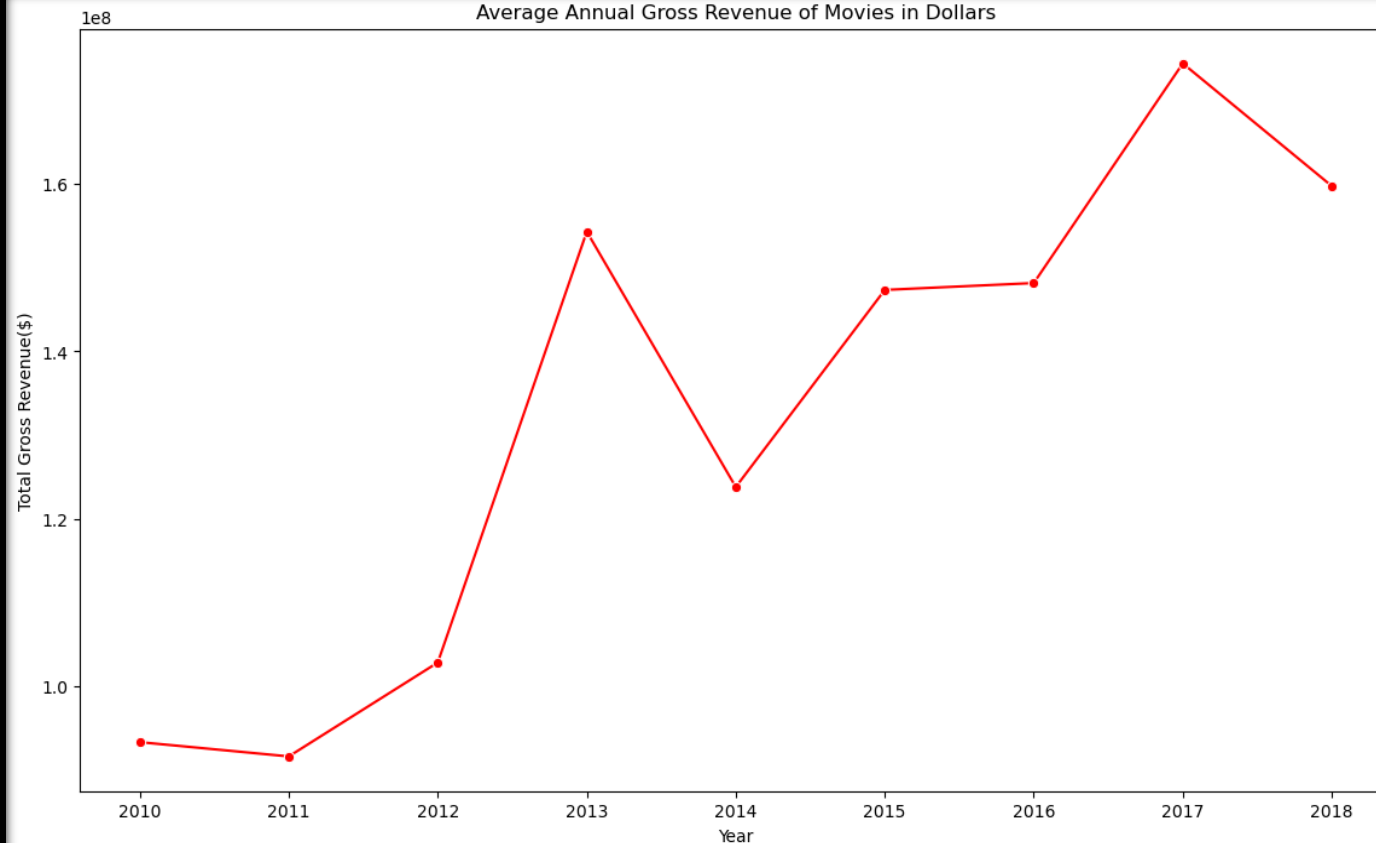
-The plot distribution shows us how different movie genres compare in generating average gross revenue both domestically and internationally.

STUDIO PERFORMANCES



-Our pie chart distribution shows us movie studios that are recorded to produce high-grossing movies by percentage.

YEARLY TREND OF AVERAGE GROSS REVENUE



- This distribution shows us a rather positive increase in the annual average total gross revenue generated in the movie production industry.

Insights

From our analysis, we may draw several conclusions:

- Our analysis revealed that **sci-fi** genre is ranked as the highest average gross revenue creator both domestically and internationally. **Action**, **Adventure** and **Family** movies have also been consistently showing high average gross revenues both in the local and foreign markets.
- BV Cinema studios seems to have the highest percentage of total gross revenue thus being ranked as the leading studio by total gross revenue creation. Some of the movie studios like Sony, Universal, Fox and WB(Warner Bros) are also linked with high gross revenue creation.
- Over the years 2010-2018, the average annual gross revenue generated by movies has been on a rather upward trajectory.

Recommendations

- *FOCUS ON INVESTING IN HIGH PERFORMING GENRES:*

Our new movie studio should prioritize producing films that are in high- performing genres as they have a proven successful track record and are most likely to captivate huge audiences. We should invest in developing good storylines and effects for these genre.

- *STRATEGIC PARTNERSHIPS:*

Collaborating with movie studios that are recorded to have high average ratings and produce high-grossing movies such as BV, Universal etc can accumulate to yielding good returns. Learning from their expertise by adopting their practices can be very beneficial to our new movie studio.

Additional Recommendations...

- *ENGAGING IN THE FILM INDUSTRY WITHOUT HESITATION:*

The movie production industry can be considered now as quite a valuable investment than in the years before (from 2010-2018). By diving into this industry at this moment, there might just be a likelihood of success in our business (considering the above recommendations too).

- *MOVIE QUALITY PRODUCTION:*

Focus on creating top quality films that are likely to receive good ratings and votes from audiences. Good quality movies tend to perform better at the box office and can build a good reputation for our new movie studio.

That's a Wrap!

I hope you enjoyed the presentation ❤️

Thank you for your time.

Feel free to reach me via email: @johnmwas1738@gmail.com