

# Essentials of Film Production Industry



Analysis of Movie Data for Microsoft Movie Studio

# Overview

- ❖ Movie production is a great pillar of the world's entertainment industry
- ❖ The world market value of entertainment and movies is estimated at USD 90.92 billion as at 2021
- ❖ It is further expected to grow at a rate of 7.2% annually up to 2030
- ❖ The target market for movie productions is teenagers and middle-aged adults aged 18 to 39 years

[illegible]

# Business Understanding

- ❖ Microsoft Movie studio management want to enter into the business
- ❖ The space is dynamic, competitive and capital intensive
- ❖ Microsoft Movie studio requires to know more about the market, best selling movie genres, the budget, return on investment
- ❖ The information at the box office will be valuable on advising Microsoft Movie Studio
- ❖ My analysis will indicate the best movie genres to produce, the budget and the returns

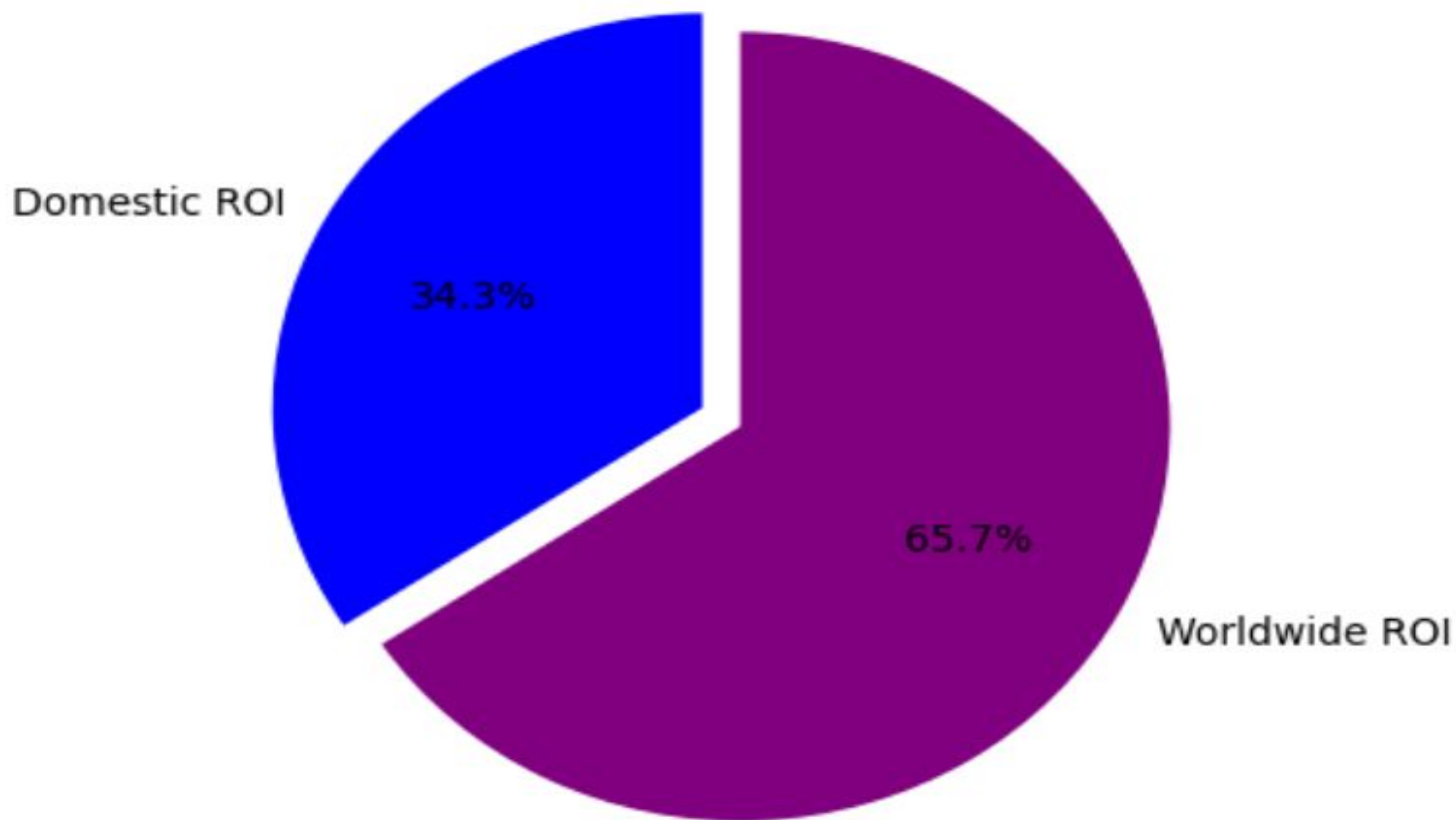
# Data Understanding

- ❖ The data used has been extracted from the following websites:
  - The Numbers
  - The Movie DB
  - Rotten Tomatoes IMDB
  - Box Office Mojo
- ❖ The first dataset contains budgets of various movie series and their gross returns both locally and worldwide
- ❖ The other datasets contains movie genres, movie ids, number of votes, ratings, runtime in minutes

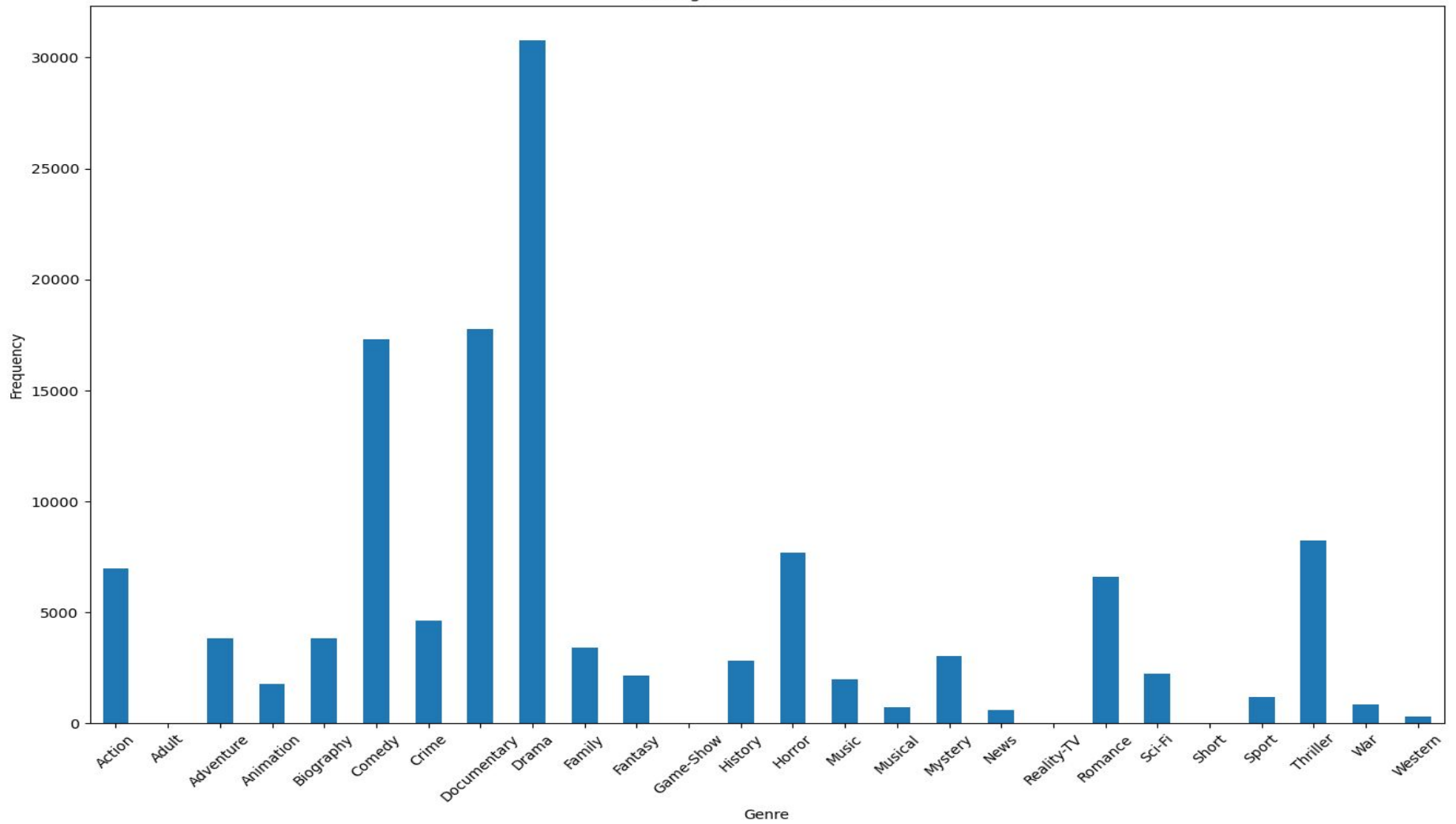
# Data Analysis

- ❖ The first analysis is about production budget and return on investment (ROI)
- ❖ The average production budget is about 31,587,757 US Dollars per movie
- ❖ The average domestic gross return per movie is 41,873,326 US Dollars
- ❖ Worldwide gross return is about 91487460 US Dollars
- ❖ The return on investment as a percentage share between domestic and worldwide gross is 34.3% and 65.7% respectively

## Domestic versus Worldwide Return on Investment (ROI)



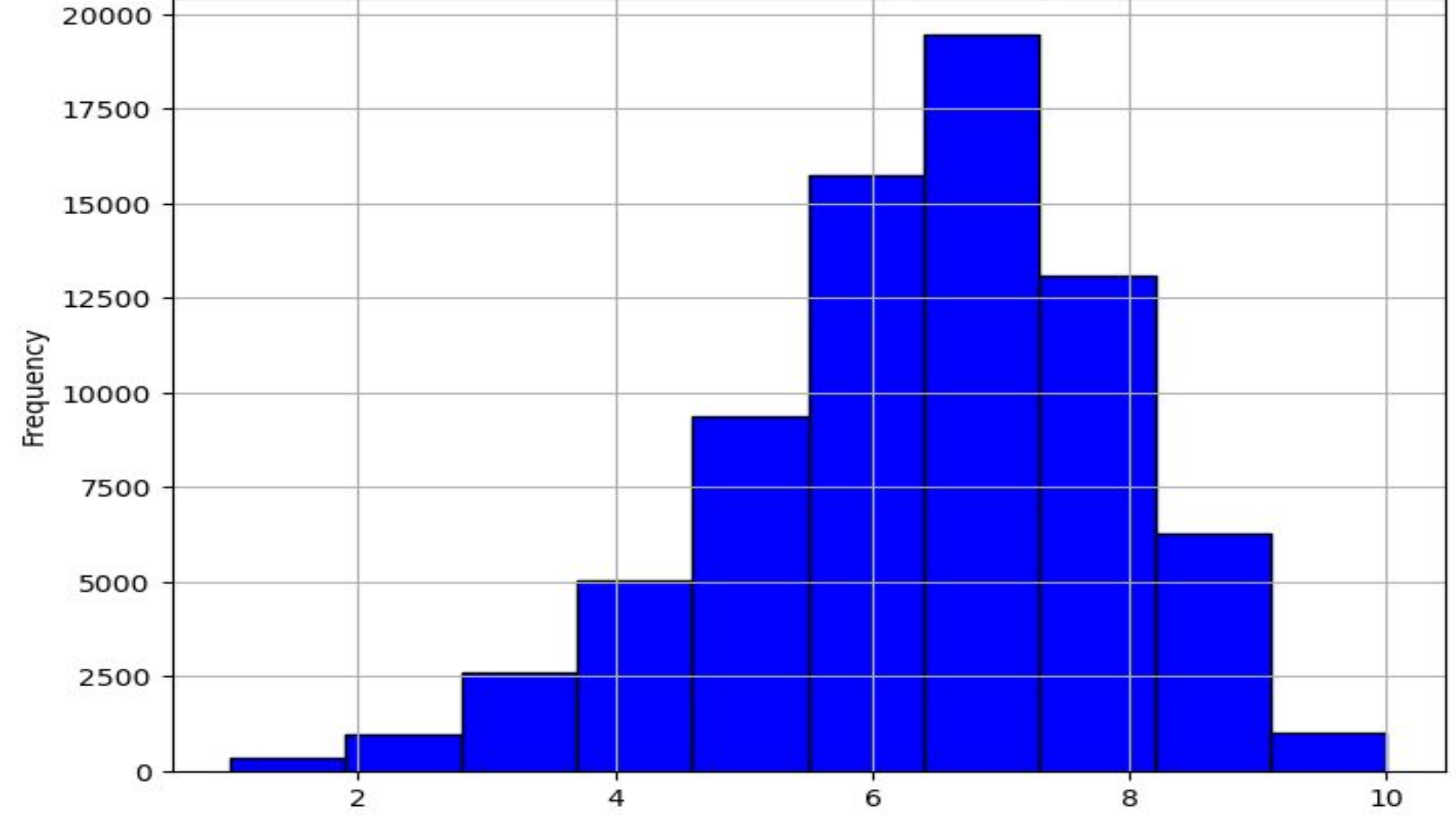
Histogram of Movie Genres





# Cont...

- ❖ From the Histogram in the previous slide; the most common movie genres are:
  - Drama
  - Documentary
  - Comedy



# Cont...

- ❖ Average rating of movies in the dataset is about 6.3
- ❖ That implies that the industry is stable

# Recommendations

1. Microsoft Movie Studio should deal in diverse movie genres. The top genres identified from this study include; Drama, Action Movies/Superhero, Documentary, Comedy movies.
2. I recommend Microsoft Movie studio to produce movies touching on global themes since the study has indicated that the highest return on investment is on worldwide market and not only at the domestic market.
3. Microsoft Movie studio should do audience segmentation. From the ratings histogram we have discovered that different reviews were given to different customer preferences.

# Next Steps

- ❖ Next steps will be furthering on with the analysis to get more insights.
- ❖ Doing forecasting through regression would bring out more predictability of the market hence adding a firm ground of starting the business.

# End



Thank you