KAMPUNI LTD MOVIE STUDIO ANALYSIS

INTRODUCTION

GROUP 5 MEMBERS

Ngundo Muithya - Presentation, Notebook, and README

Andrew Nyakiba - Tableau and Notebook

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OVERVIEW

- Kampuni LTD is looking to expand into the movie business
- The data analysis division has conducted a study on the best practices this new movie division should follow.
- We used data from reputable movie ranking websites to identify good practices that could give our studio an edge.
- These practices, if implemented, could not only result in high returns but also critical acclaim at the box office.
- Our findings include **best genre (animation), average length of most blockbuster movies (~ 120mins)** and **best studio to collaborate with (BV).**
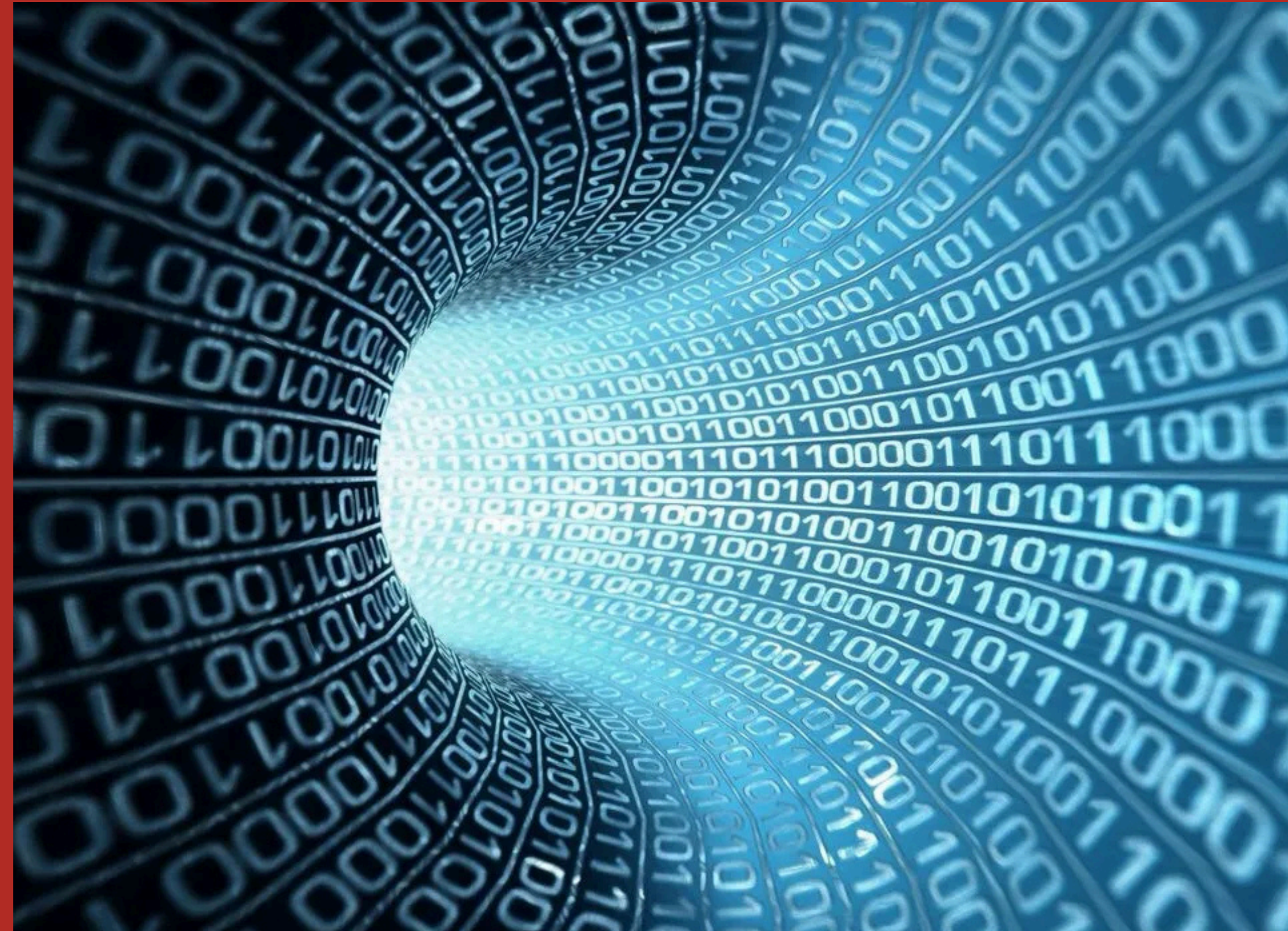- We also include recommendations on **optimal release times** for various genres of movies.

BUSINESS UNDERSTANDING

- The movie studio business is filled with great, good and bad movies.
- This study aims to figure out how our studio can make great movies
- This is done by looking at which movies perform best in the box office
- Which movies have a high ROI and warrant sequels
- Which actors generate hype around a film and result in more revenue.

DATA UNDERSTANDING

- Used data from IMDB, RT and BOM
- Reputable movie studios
- Contained info on movie ratings, box office, actors and directors
- Used Python, Pandas, SQL and Numpy
- Lacked information on theaters
- Data was well-structured but needed cleaning
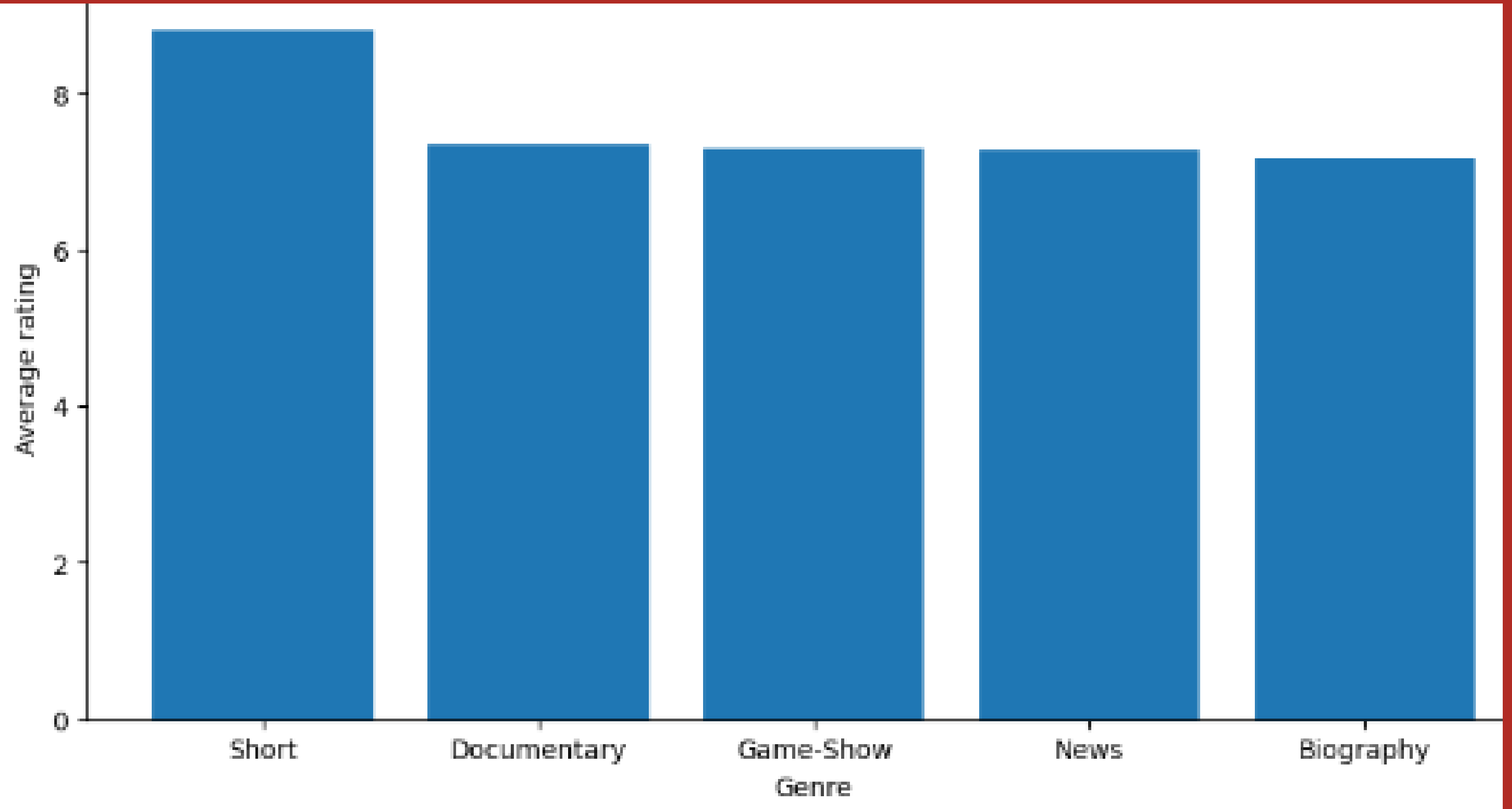- After cleaning, analysis followed.

DATA ANALYSIS

- Done using Pandas and Matplotlib
- Revealed insights on genre, actors, directors, studios
- Revealed international market leaders like Buena Vista, Warner Bros and Sony
- Some A-List actors identified
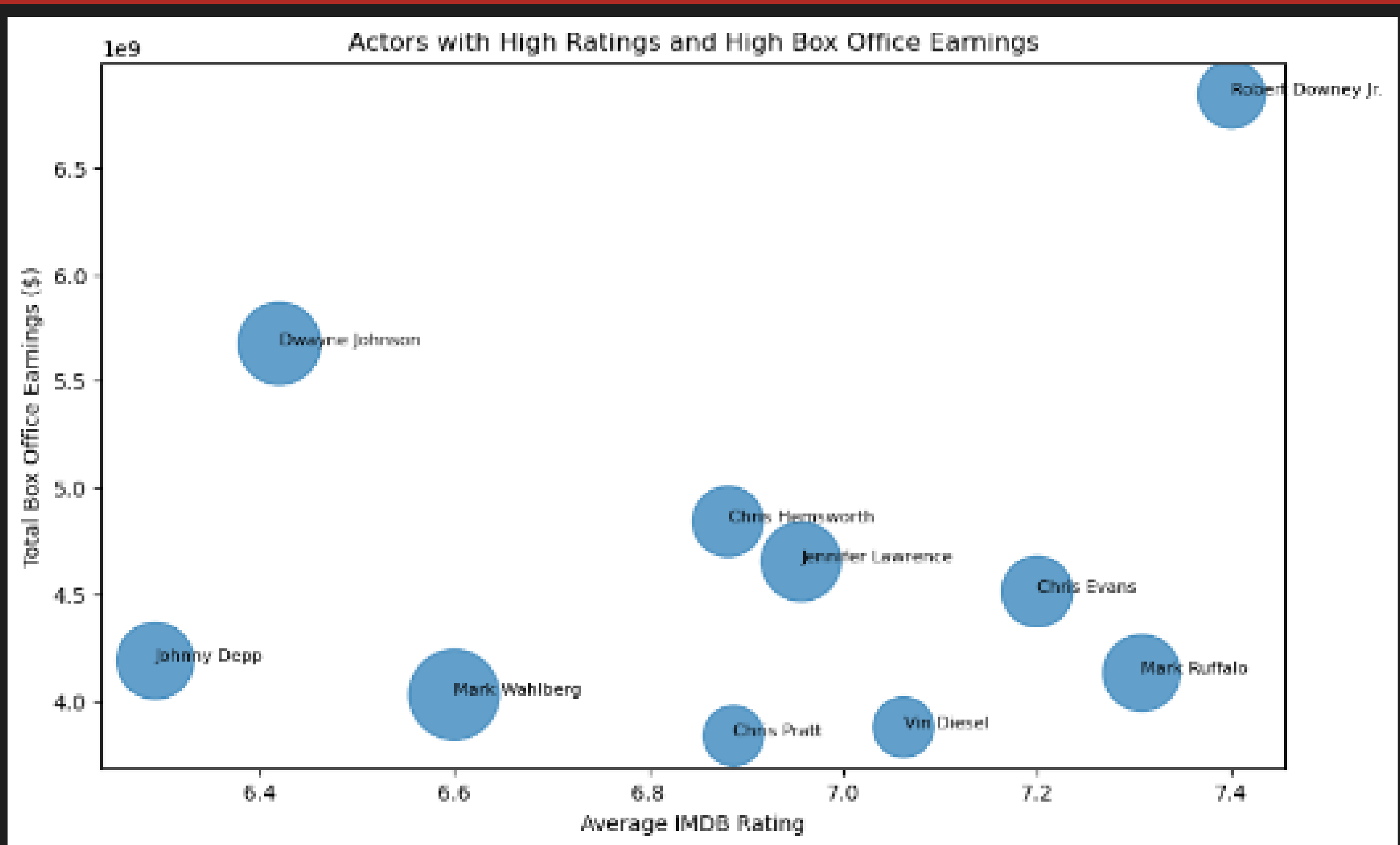- Analysis revealed trends such as romantic movies being the most profitable movies in Feb

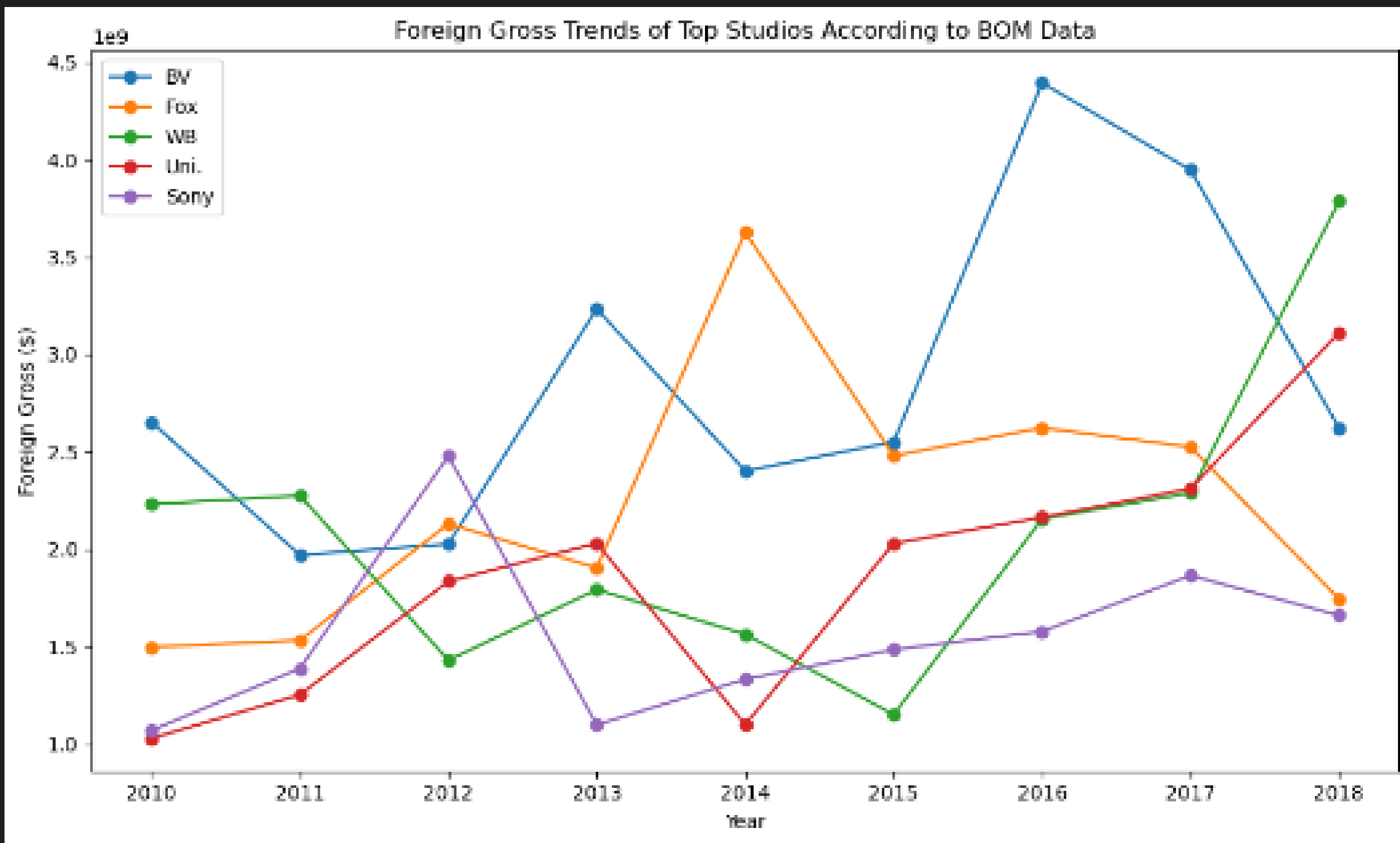Our findings can be summarized in the below visualizations.
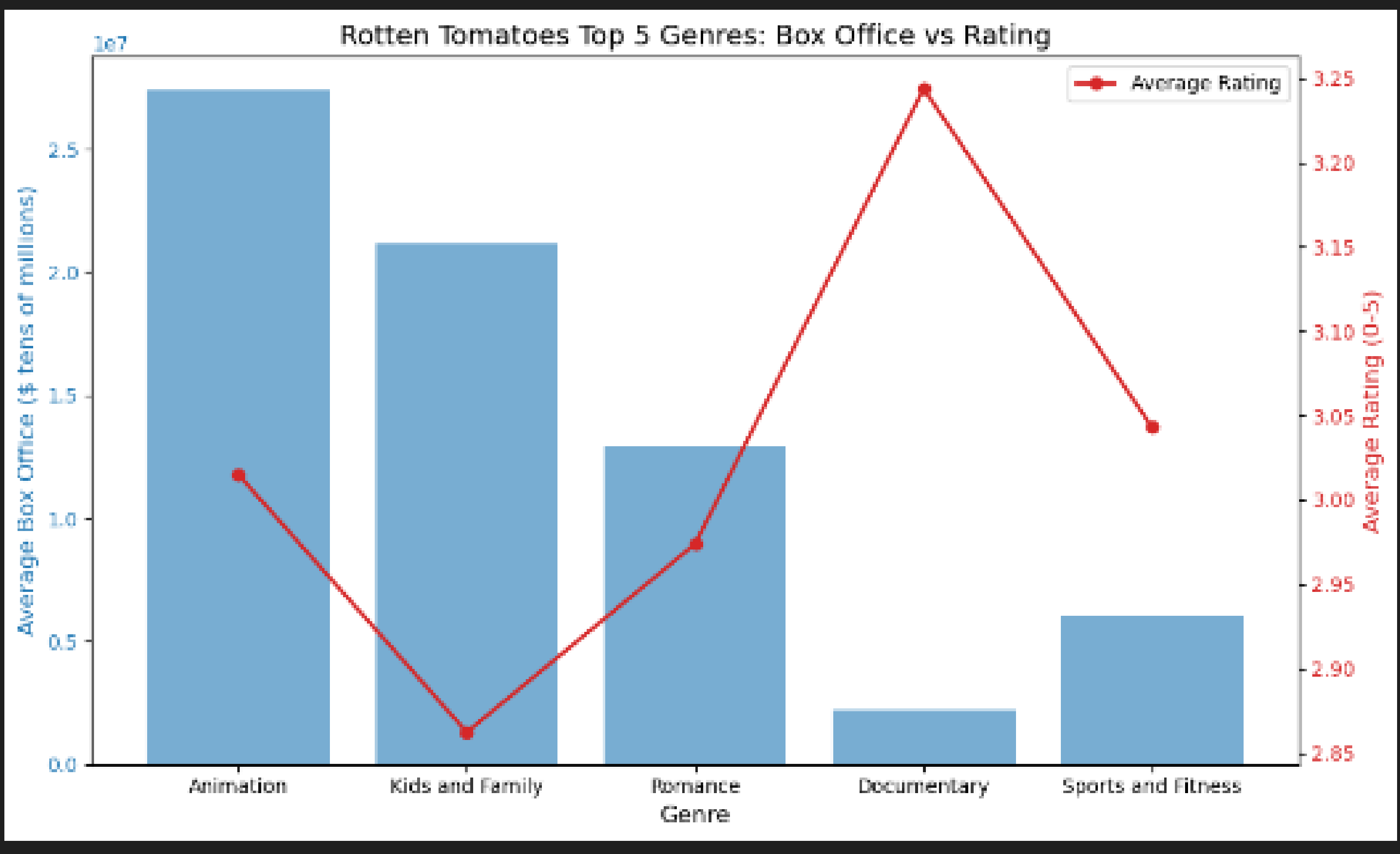
Top 5 Genres By Average Rating

A-LIST ACTORS

Actors with High Ratings and High Box Office Earnings

Foreign Gross Earning Trends by Studio

Foreign Gross Trends of Top Studios According to BOM Data

Top Genre: Box Office vs Rating
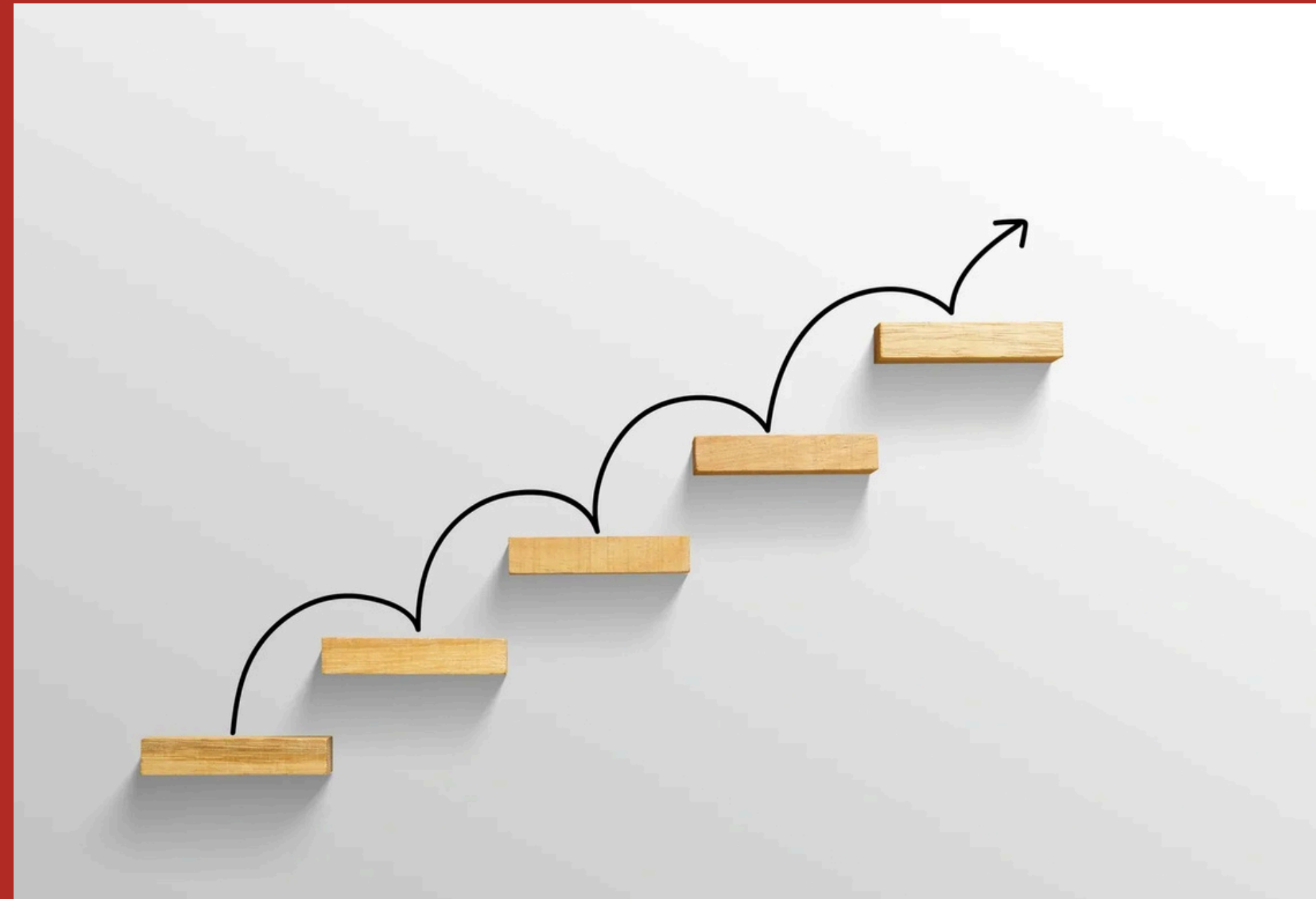

Rotten Tomatoes Top 5 Genres: Box Office vs Rating

RECOMMENDATIONS

- Prioritize Animation
- Benchmark top studios
- Optimize release schedule
- Target runtime
- Pursue strategic distribution patnerships
- Optimize the 'January slump'
- Use short films as a talent incubator
- Content localization for global markets

NEXT STEPS

- Initiate 'Big 5' talks
- Budget for the $30M benchmark
- Set the release calendar
- Commission an animation script
- Secure franchise rights
- Automate the data pipeline
- Implement audience testing
- Evaluate independent animation studios for acquisition.
- Greenlight a short-film pilot

THANK YOU

Questions?