

A large, stylized graphic of a movie clapperboard is positioned on the left side of the slide. The clapperboard is dark blue with white text and features the words "SCENE", "TAKE", "ROLL", "SOUND", "DIR", and "MAN". It has a red and purple striped top bar and a circular logo on the left. The background behind the clapperboard consists of overlapping triangles in shades of teal, light blue, and white.

GROUP 3

MOVIE INDUSTRY

DATA-DRIVEN GROWTH

Presentation - 2024

PROJECT OVERVIEW

- Drive growth using data analysis.
- Optimize decision-making in the movie industry.
- Improve content performance, enhance audience engagement, maximize revenue, and refine distribution.

BUSINESS PROBLEM

- High risk of financial losses in film production.
- Current reliance on intuition rather than data.



GROUP OBJECTIVES

GENERAL OBJECTIVE

- Identify film genres with high audience demand.
- Analyze profitability across genres and themes.
- Determine market trends influencing viewer preferences.
- Assess engagement metrics to refine content creation.

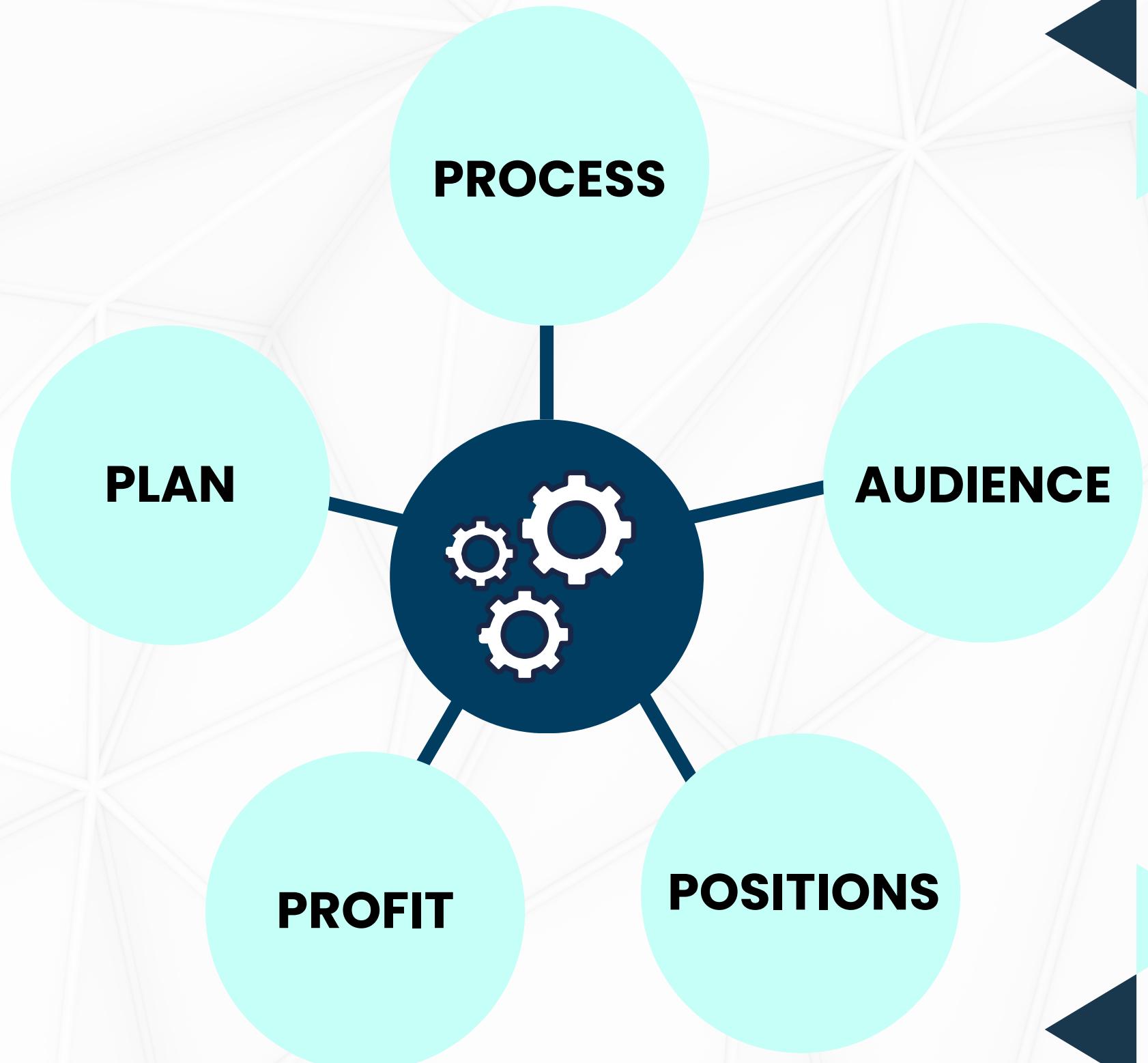
SPECIFIC OBJECTIVES:

- Identify trends in genres, styles, and themes (IMDb).
- Determine genres with high popularity and ratings.
- Analyze profitability by genre.
- Establish relationships using regression analysis.

BUSINESS QUESTIONS ADDRESSED

Questions to Answer:

- Which genres are most profitable (highest ROI)?
- Impact of movie rating on profitability.
- Correlation between movie runtime and box office success.



GENERAL OBJECTIVES

IMDB OBJECTIVES*

Identify Popular Genres

Analyze which genres tend to have higher ratings and more viewer engagement.

Analyze Characteristics of High-Rated Movies:

Examine factors such as runtime, year of release, and genre combinations to see if they correlate with higher ratings.

FINANCIAL DATASETS OBJECTIVES

Identify Most Profitable Genres

Analyze which genres tend to have higher profitability and the trends in profits by genre

Determine costs to produce different genres

Analyze production budgets by genre

STAKEHOLDERS

Primary Audience

Head of the Movie Studio

- Gain insights to make informed decisions about project approvals and resource allocation.
- Understand market trends and audience preferences to align projects with studio goals.

Business Owners & Executives

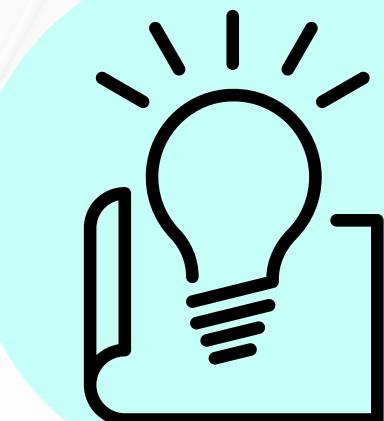
- Assess the financial impact of strategic decisions to maintain profitability.
- Evaluate market opportunities to secure competitive advantages.
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Why This Analysis Matters

- Provides actionable data for balancing creativity with business objectives.
- Supports evidence-based decision-making for long-term studio success.
- Enhances collaboration between creative and business teams.

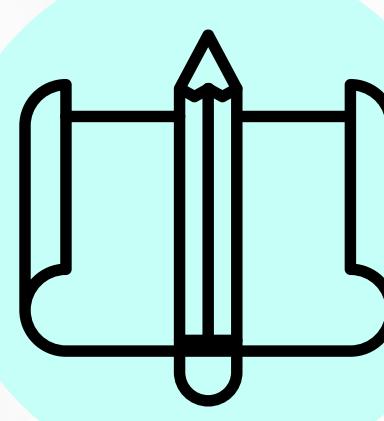


DATA SOURCES AND UNDERSTANDING



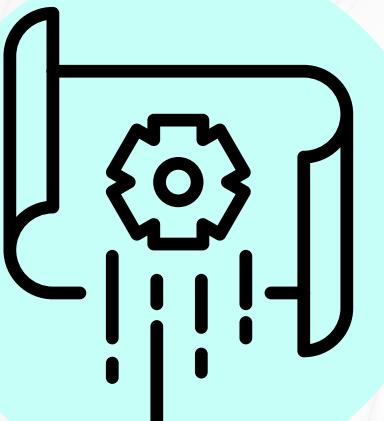
IMDB DATABASE

Contains movie ratings, genres, and key details.



TMDB DATASET

Includes popularity metrics, audience ratings, and genre encodings.



TN MOVIE BUDGET

Provides production budgets, domestic and worldwide revenue.

LIMITATIONS

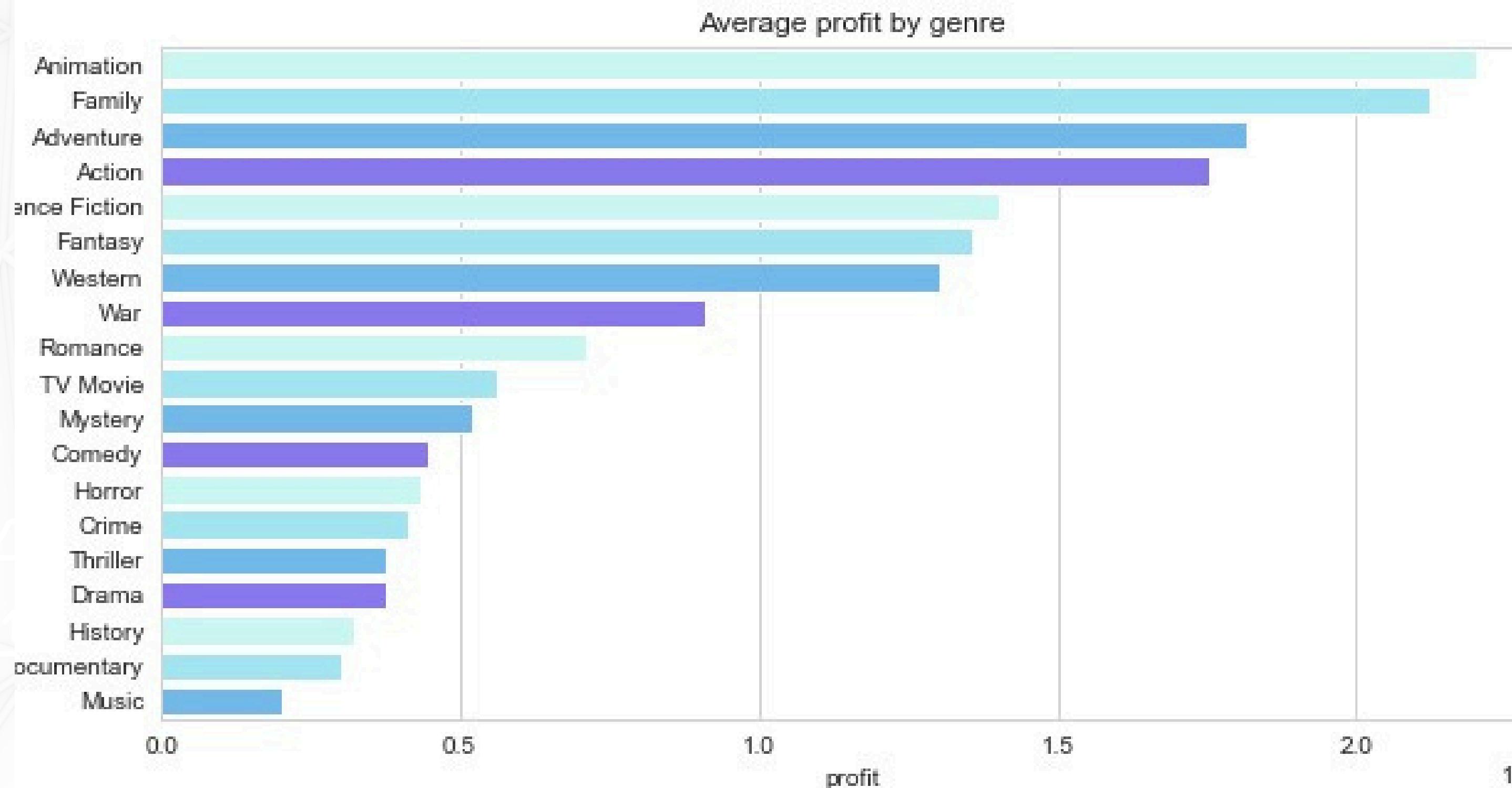
- In the Imdb data key variables such as budget, gross income are missing which limit analysis of ROI and profitability.
- Ratings may reflect a subset of audience preferences and could vary by region. Subsequently, there was potential bias in genre labels and selections.
- The data lacks demographic details about its users, such as age, gender, or location, making it difficult to identify the audience behind the ratings.
- The data does not offer insights into the marketing budgets or promotional campaigns of films, which are essential for understanding their success.

DATA ANALYSIS APPROACH

Key Analysis Methods:

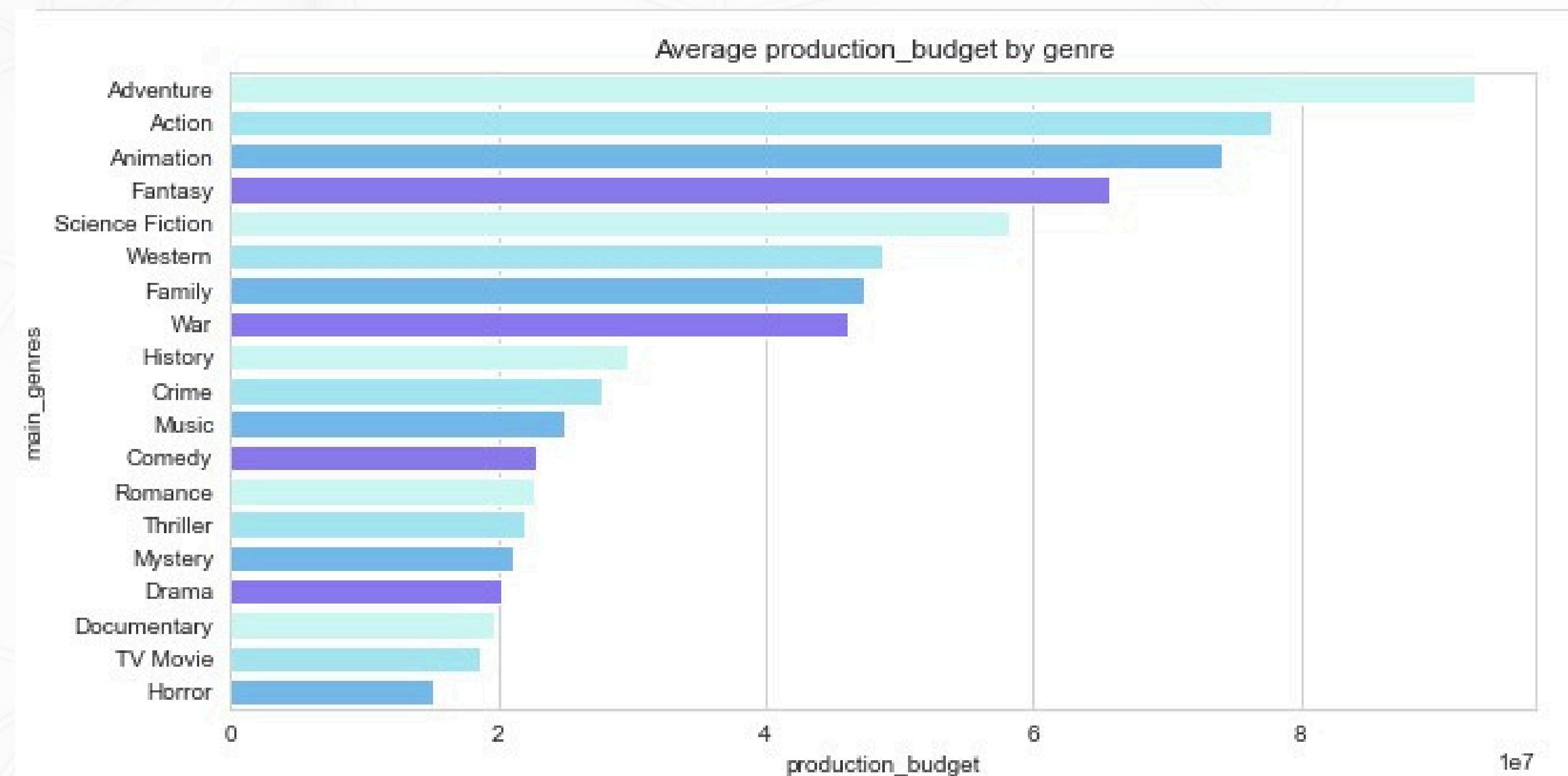
- Univariate Analysis: Understanding single variables.
- Correlation Analysis: Relationships between budgets and revenue.
- Multivariate Analysis: Combining factors (budget, genre, year).

AVERAGE PROFIT PER GENRE



Top 5 most profitable genres are Animation, Family, Adventure, Action and Sci-Fi .

PRODUCTION BUDGET BY GENRES



The top 5 most expensive movies to produce have a budget of more than \$ 50 million

HIGHLY RATED GENRES

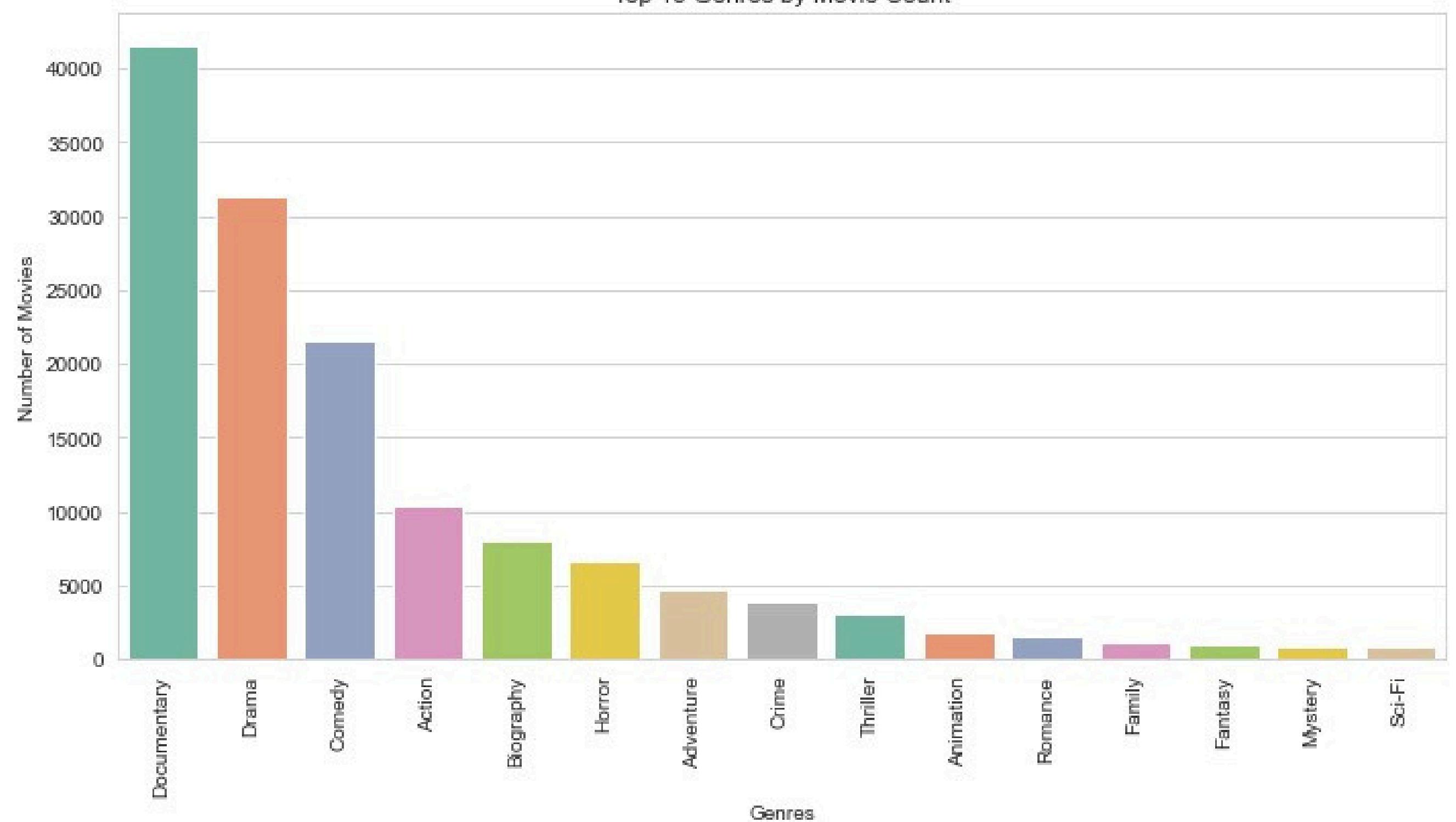
Top 10 Genres with the Highest Number of Rated Movies (Average Rating)



Documentary and Biography have higher ratings, suggesting a preference for quality in these categories.

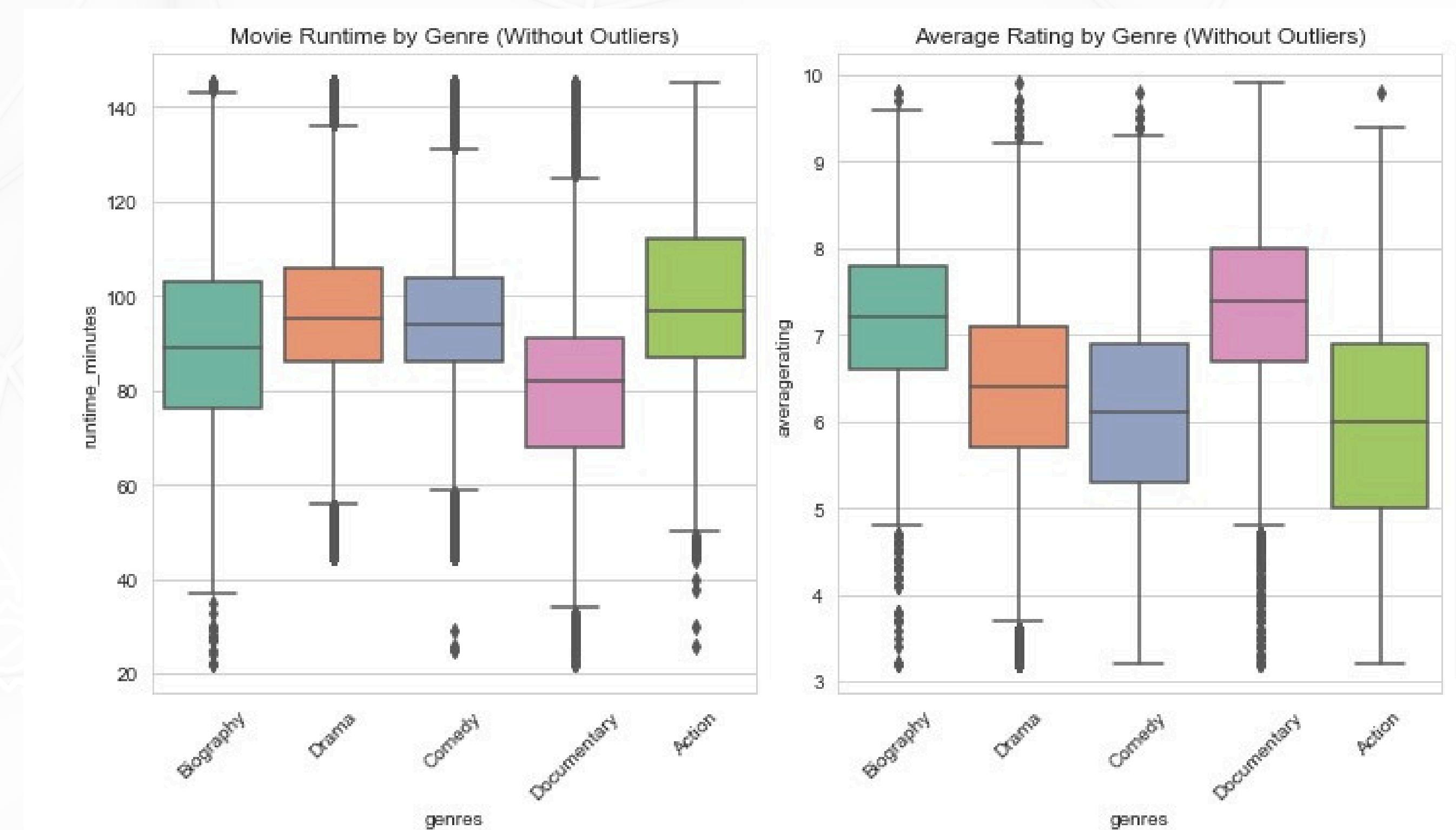
TOP GENRES BY MOVIE COUNT

Top 15 Genres by Movie Count



Documentary and Biography have higher ratings, suggesting a preference for quality in these categories.

RUNTIME AND RATING PER GENRE



Action, drama and comedy have the highest runtime.

Documentary, drama and action genres have the highest rating respectively.

RECOMMENDATIONS

Invest in High-Rated Niche Genres

Given the high ratings in Documentary and Biography, consider producing quality films in these genres to appeal to a selective audience.

Leverage Broad-Engagement Genres

Action and Adventure genres have strong audience engagement, as indicated by vote counts, suggesting they are safe for larger audience appeal.

Explore Successful Genre Combinations

Hybrid genres like Action-Comedy could attract a wide range of viewers, combining popular genres in a single film.

RECOMMENDATIONS

- Based on profitability, the company should consider investing in these genres Animation, Family, Adventure, or Action as they generate profits above \$150 million when compared to the mean of 81.2 million
- In addition, the company should explore combining top grossing genres, in movie production, to attract a wider audience.
- A consideration should be given to niche markets such as horror, which had the best ROI.

A close-up photograph of a vintage aircraft's instrument panel. It features four circular white-faced dials with black markings and hands, arranged in a 2x2 grid. Below them is a dark rectangular switch panel with several switches and a small display window showing the letters "GEN". The panel is mounted on a dark, textured surface.

**THANK
YOU!**



MEET OUR BEST TEAM

ALFRED OTIENO

CHRISTINE NTOITI

FELIX LIMO

MOSES MUSYOKI

CHARLES OTWORI

YVONNE ONGIRA

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LEWIS MBUGUA