



MOVIE

ANALYSIS

GROUP 2

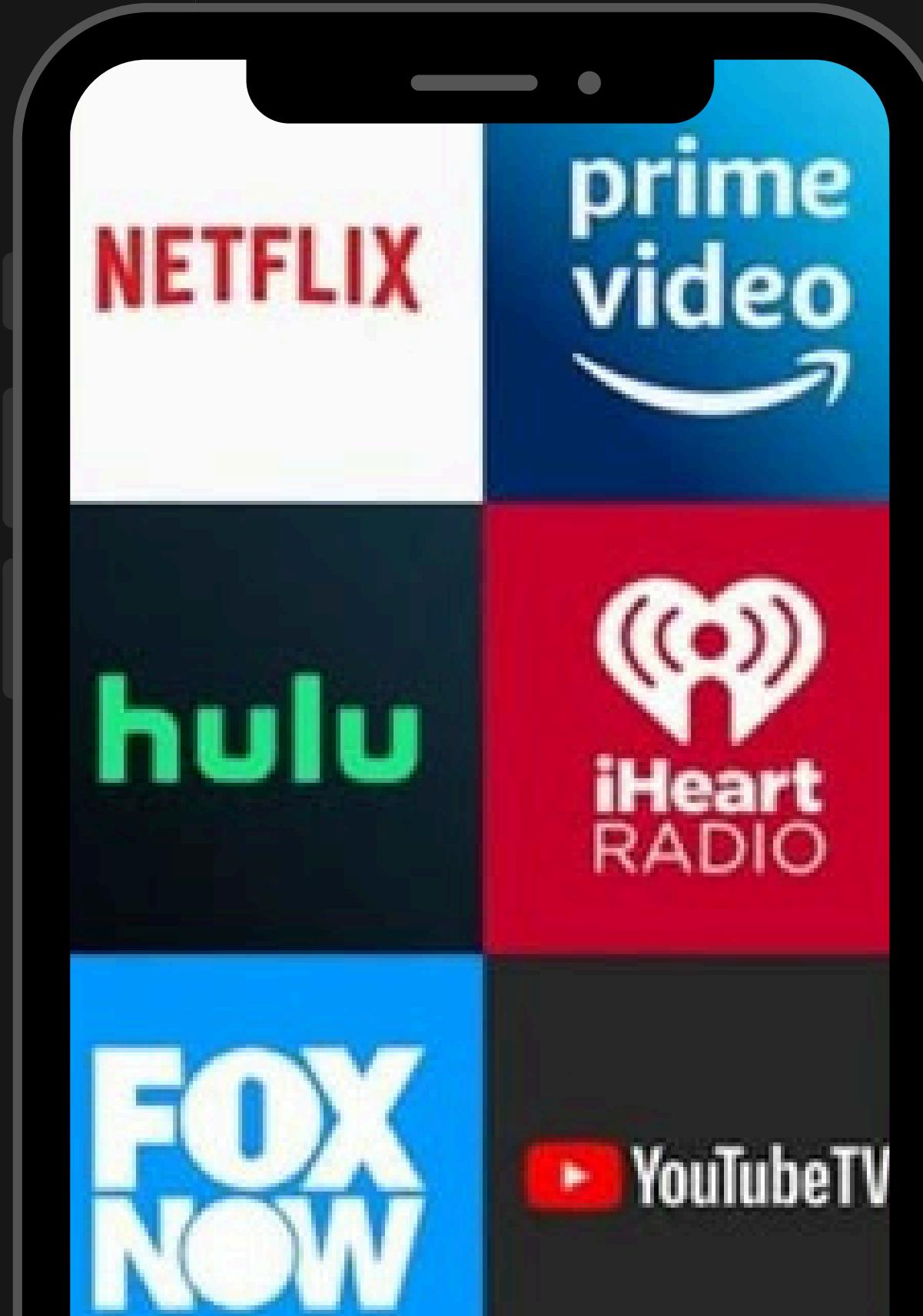


Movie Analysis

Overview

This is a movie analysis which will use exploratory data analysis (EDA) to generate insights for our stakeholders.





Our Problem

Our company has noticed that major corporations are investing in original video content, and we want to join in on the trend. To do so, we've decided to launch our own movie studio. However, we have little to no experience in filmmaking.

Our task is to analyze which types of films are currently performing best at the box office. Based on our findings, we will translate the data into actionable insights that will help our studio head make informed decisions about the types of films we should produce.



Objectives:



Ratings

Analyse movie ratings, number of subscriptions in order to determine the best movies.



Genres

Business recommendations for the new studio for popular genres that will attract large audiences



Votes

Analyse Feedback of users

The Aim: is to analyse the movie industry to find the gaps in original video content that will allow our new studio to create successful films using the IMDB dataset.



Data Understanding

0	Table Names
1	directors
2	known_for
3	movie_akas
4	movie_ratings
5	persons
6	principals
7	writers

Our data source includes the IMDB db for analysis.

We identified 7 tables in the database, and we will focus on the Movie_basics and Movie_ratings in our analysis.

The Movie basics table consists of:

- movie_Id: The unique id for each movie and the Primary Key.
- primary_title: The title of the movie.
- genres: The genre(s) of the movie.
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The Movie ratings table consists of:

- average_rating: The average rating given by users.
- num_votes: The number of votes a movie has received.

We then joined these 2 tables together .



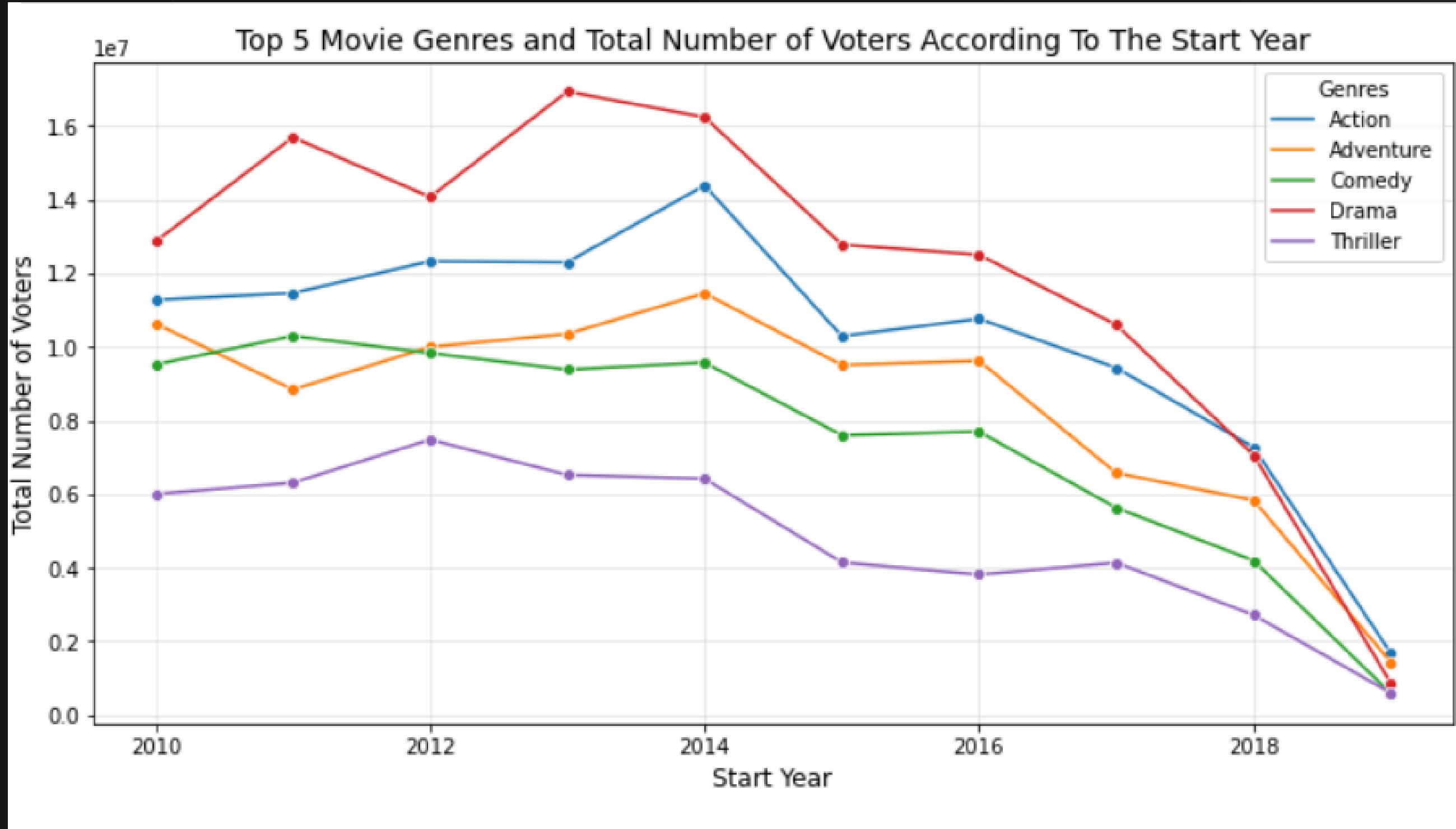
Movie Analysis

0	movie_id
1	primary_title
2	original_title
3	start_year
4	runtime_minutes
5	genres
6	averagerating
7	numvotes

The new table has 129294 rows × 8 columns . This because we separated each movie's genres .

The mean of the average ratings is 6.332.

Data Analysis

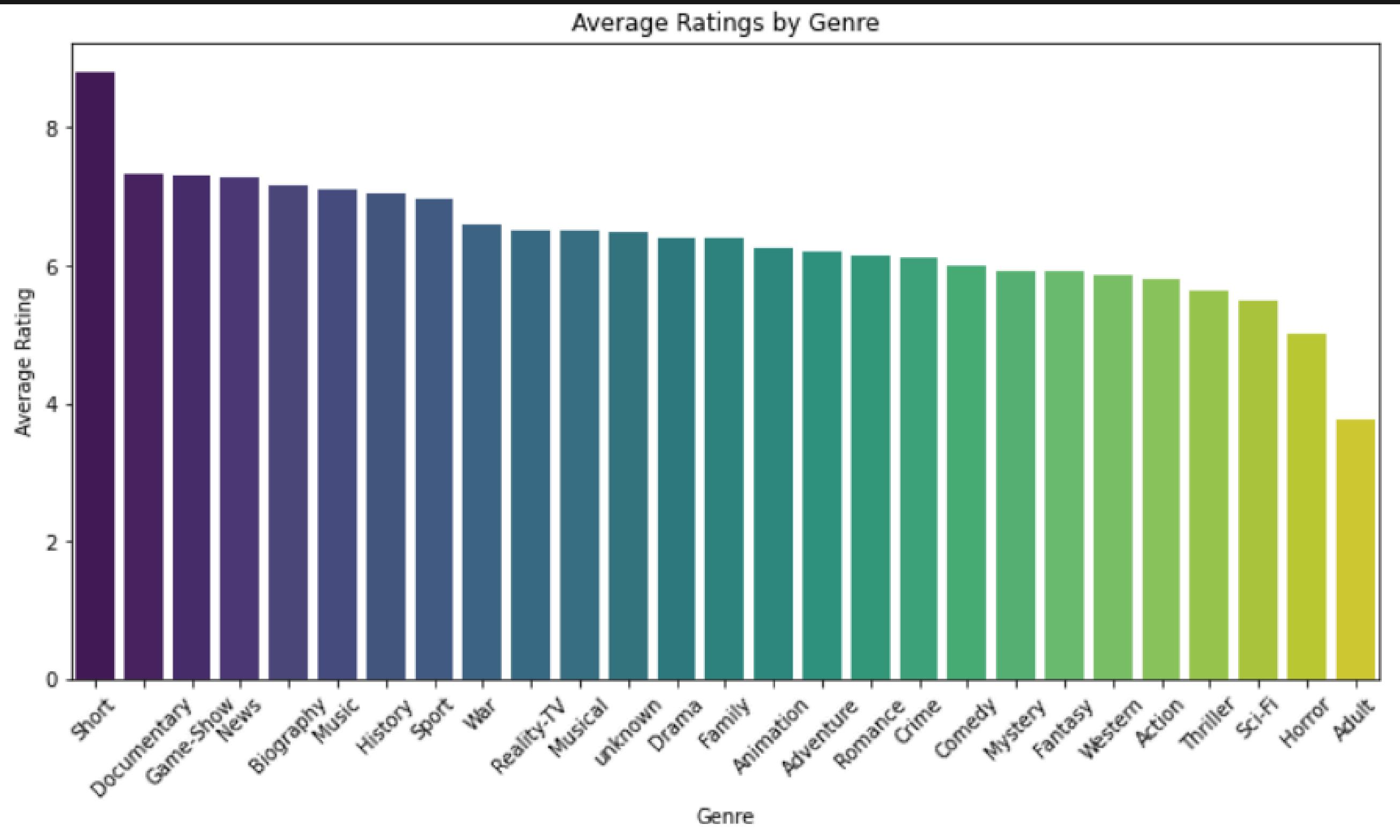


Movies genres and Total Voters By year

The lineplot shows the genres with the highest votes therefore the most popular in the dataset over the years.

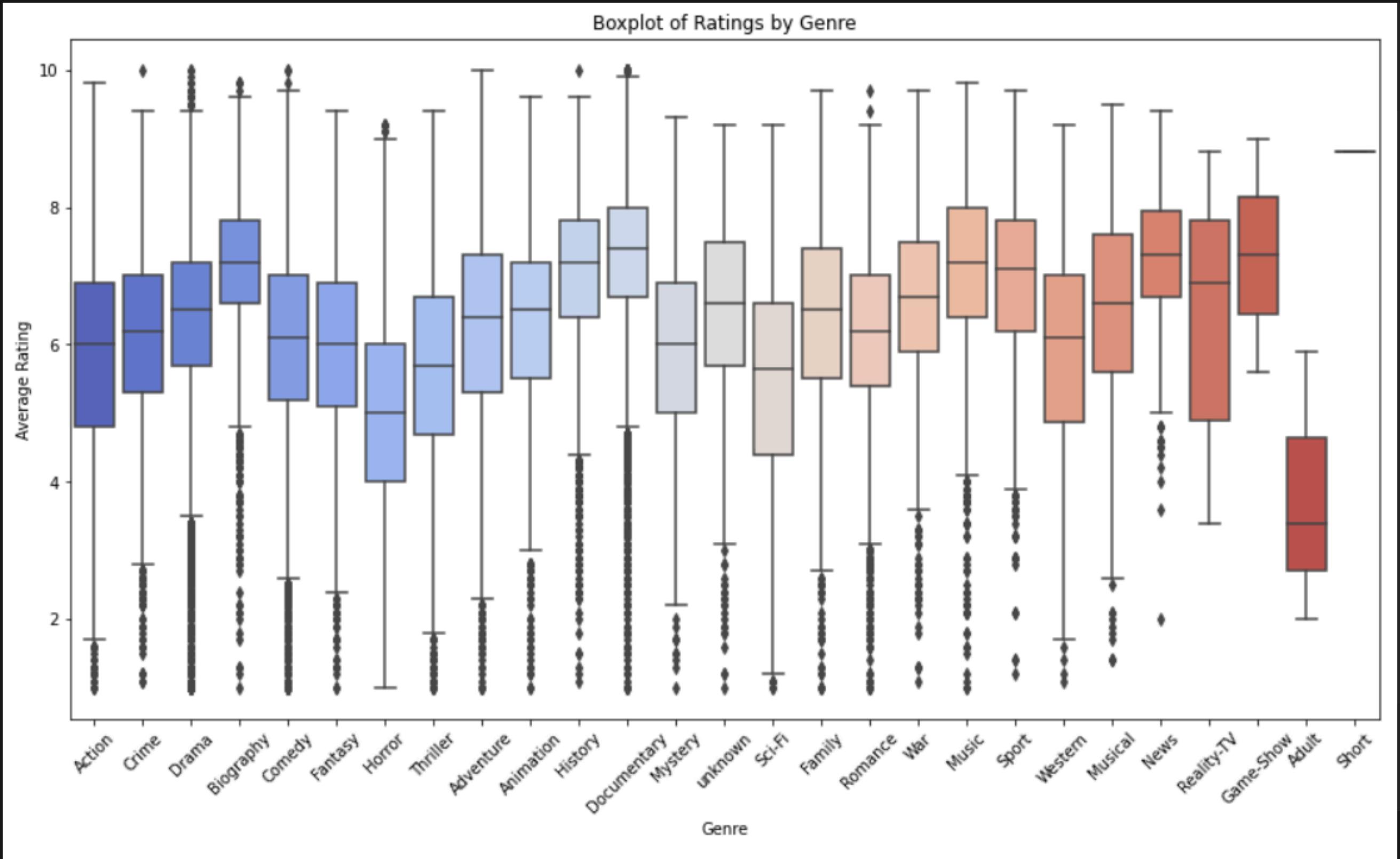
- The top five genres over time by votes are Action, Adventure , Comedy , Drama and Thriller.
- There is a general downward trend in votes for movies overtime.

Average ratings by Genre



- Top 5 genres by average rating are; Shorts, Documentary, Game shows , News and Biography
- Bottom 5 genres by average rating are; Action, Thriller, Sci-fi, Horror, Adult.

Boxplot of Ratings by Genre



The boxplot provides a visual summary of the distribution of ratings across different genres, allowing for easy comparison of average ratings and variability within each genre.

- Looking at the differences in ratings with our top voted shows that Drama has a higher rating than action, comedy, thriller and adventure.



Recommendations



Primary Focus:

- Prioritize Drama films due to high ratings and strong audience engagement.
- Invest in Action-Adventure films as they attract high viewer engagement and revenue potential.

Strategic Opportunities:

- Explore hybrid genres (e.g., Drama-Action) to appeal to a broader audience.
- Consider Documentaries as low-budget, high-quality projects with niche appeal.

Risk Management:

- Start with Drama films for a stable entry into the market.
- Expand into Action and Adventure gradually, balancing budget and risk.
- Develop Documentary films strategically for streaming platforms and awards potential



Movie Analysis

Next Steps

Define Studio's Niche & Business Model

- Decide on theatrical, streaming, or hybrid release strategy.
- Focus on genres with high engagement (Drama, Action-Adventure, Documentaries).

Develop a Production Roadmap

- Choosing a pilot project based on stable box office performance.
- Plan budgeting & funding (investors, co-productions, grants).

Assemble Talent & Team

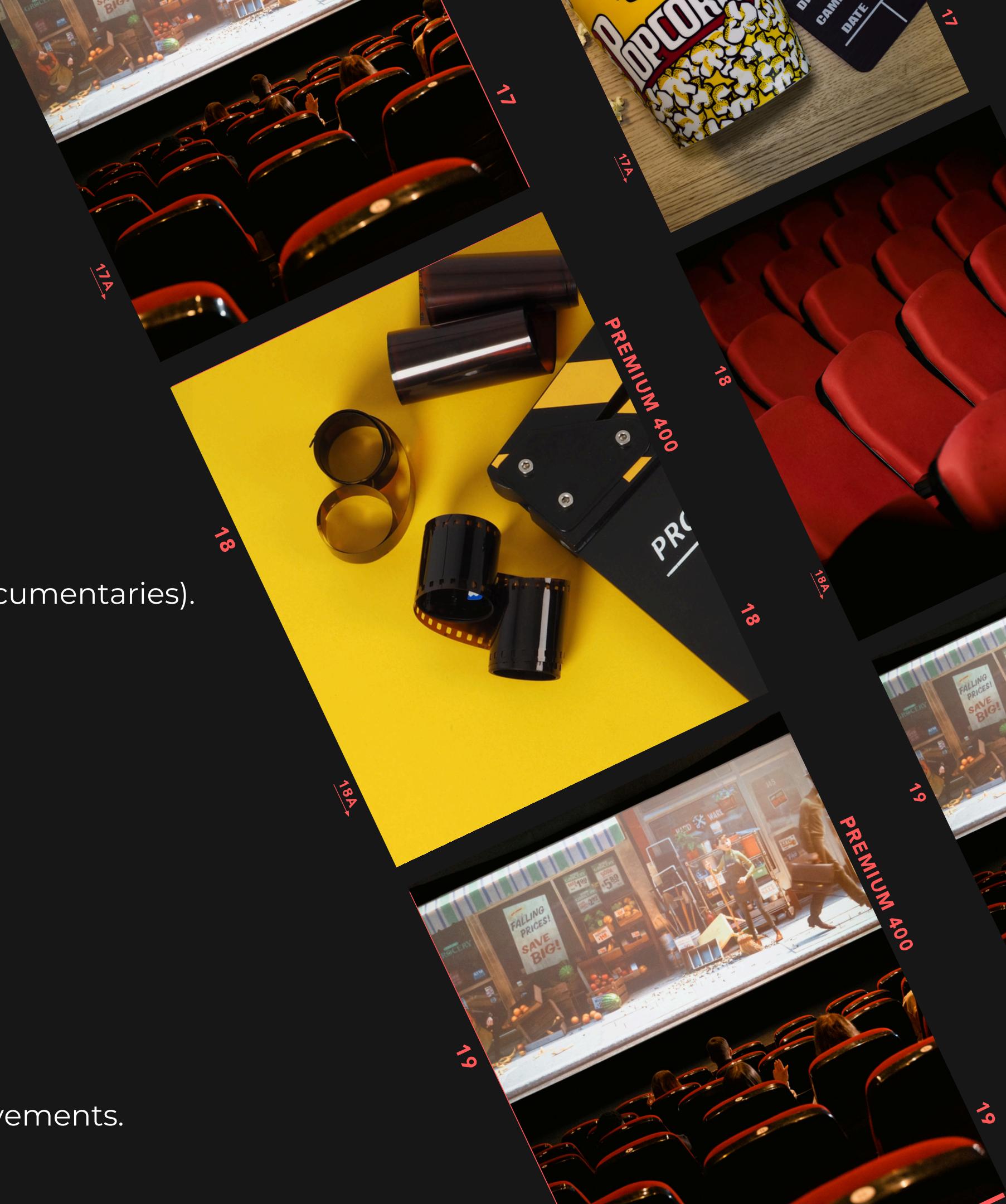
- Hiring producers, directors, screenwriters, and crew.
- Securing strong talent to enhance market appeal.

Plan Marketing & Distribution

- Selecting a release strategy (film festivals, theatrical, streaming).
- Creating a marketing plan (social media, PR, partnerships).

Execute & Track Performance

- Beginning with small to mid-scale productions before expanding.
- Analyzing audience reception & financial performance for future improvements.



THANK YOU



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Any Questions?