Exploratory Data Analysis Movie Studio Project

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16/04/2023

Introduction

Movie Studio Project

- Overview

- Business Understanding

Overview

This is a data exploration project Presentation that summarizes analysis of Box Office films/movies over time, with the aim of getting insights and understanding what would inform successes or failures of movies for a Microsoft's new movie studio

Movie Studio Project

Business Understanding

The Project strives to answer below question;

1. What are the most popular Movies?

2. What are the likely strong Competitors Microsoft Studio might have?

3. What are the Top 10 most profitable movie studios based on;

   a) Most profitable movie?

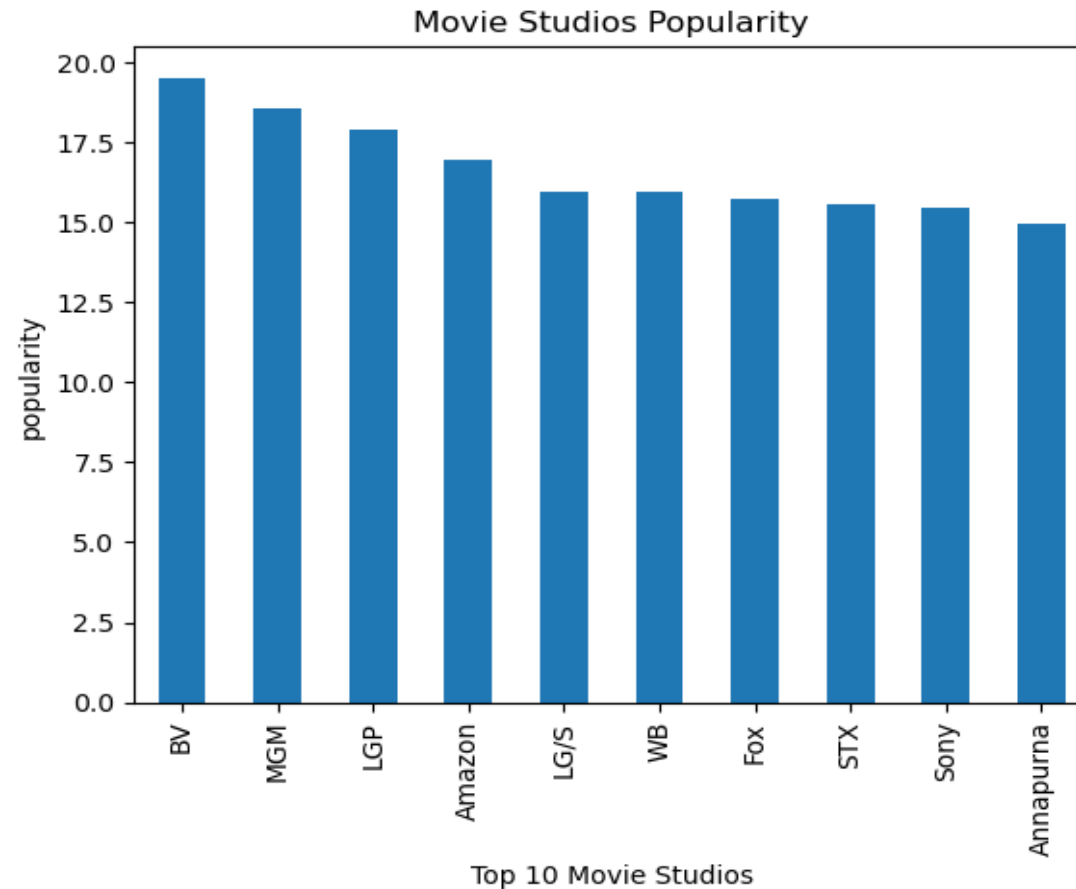   b) Average profit for the studios across all movies produced?

Movie Studio Project

What are the most popular Movies?

title	production_budget	domestic_gross	worldwide_gross	popularity	vote_average	revenue
Avengers Infinity War	300000000.0	678815482.0	2.048134e+09	80.773	8.3	1.748134e+09
John Wick	30000000.0	43037835.0	7.623500e+07	78.123	7.2	4.623500e+07
The Hobbit The Battle Of The Five Armies	250000000.0	255119788.0	9.455776e+08	53.783	7.3	6.955776e+08
Guardians Of The Galaxy	170000000.0	333172112.0	7.708675e+08	49.606	7.9	6.008675e+08
Blade Runner 2049	185000000.0	92054159.0	2.593574e+08	48.571	7.4	7.435741e+07
Fantastic Beasts The Crimes Of Grindelwald	200000000.0	159555901.0	6.522201e+08	48.508	6.9	4.522201e+08
Ralph Breaks The Internet	175000000.0	201091711.0	5.242837e+08	48.057	7.2	3.492837e+08
Spiderman Homecoming	175000000.0	334201140.0	8.801664e+08	46.775	7.4	7.051664e+08
Antman And The Wasp	130000000.0	216648740.0	6.231447e+08	44.729	7.0	4.931447e+08
Avengers Age Of Ultron	330600000.0	459005868.0	1.403014e+09	44.383	7.3	1.072414e+09

Rating is from top to bottom and is based on Popularity Votes (as evident in the Popularity Column)

Data Analysis

Movie Studio Project

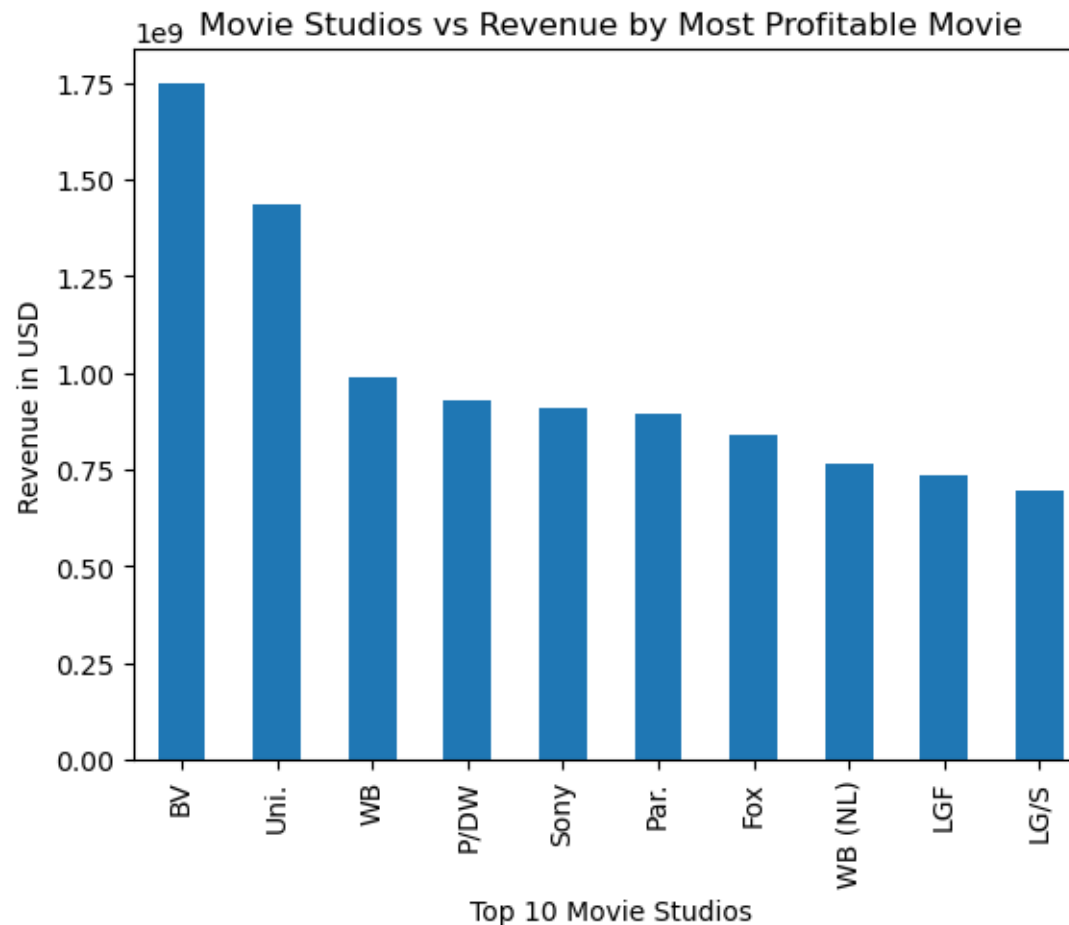# Top 10 Microsoft Studio's Potential Competitors

Competitors based on popularity
1. BV
2. MGM
3. LGP
4. Amazon
5. LG/S
6. WB
7. Fox
8. STX
9. Sony
10. Annapurna

Mapping is based on Popularity Votes

Data Analysis

Movie Studio Project

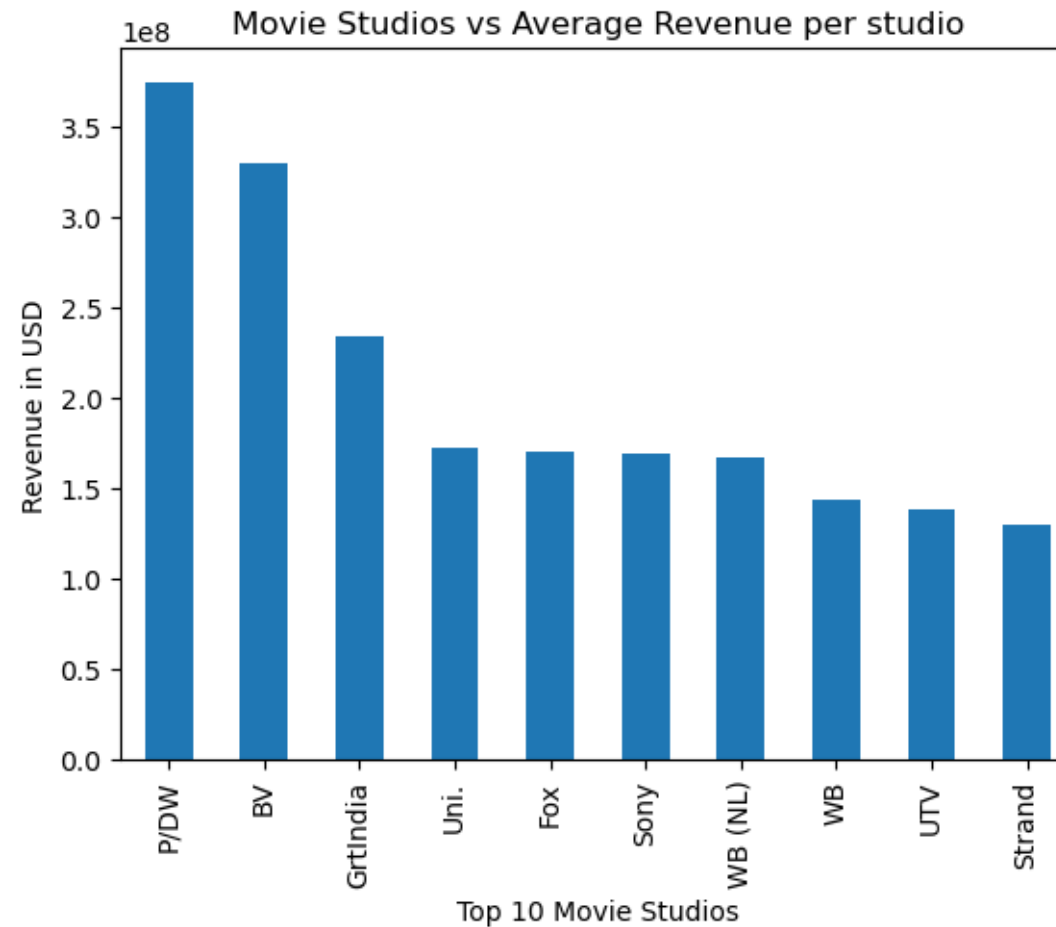# Top 10 most profitable Movie Studios based on Most Profitable Movie

Movies Studios with Most Profitable Movies
1. BV
2. Uni
3. WB
4. P/DW
5. Sony
6. Par
7. Fox
8. WB(NL)
9. LGF
10. LG/S

Mapping is based on most revenue (USD) collected on top Movie

Data Analysis

Top 10 most profitable Movie Studios based on Studio's Average Revenue

Movie Studios vs Average Revenue per studio

Movies Studios with Most Profitable Movies
1. P/DW
2. BV
3. GrtIndia
4. Uni
5. Fox
6. Sony
7. WB(NL)
8. WB
9. UTV
10. Strand

Mapping is based on Studio's Average Revenue in USD (on all movies)

Summary & Recommendations

- Based on above analysis, below are the recommendations for Head of Microsoft Studio:

  - Top 10 most popular movies based on maximum revenue generation does not necessarily translate to top overall revenue generating. However, popularity scores are still critical in marketing

  - Head of Microsoft Movie Studio now knows the top 10 most profitable movie studios, major competitors. It is recommended that Microsoft focus on above mentioned 10 for purposes of competitor analysis

  - In future analysis should be on the average revenue based on movies' financial performances. Ratings based on most revenue generating movies is misleading compared to that from overall average revenues generated from all the movies from a single studio

  - For future analysis, data from Rotten Tomatoes, should include the movie titles column to act as primary key column. The Rotten Tomatoes, despite having better reviews data, had to be dropped because they both lacked the primary key column that matches the other 3 data sets

Next Steps

• Microsoft to do Competitor Analysis based on recommendations

• Further Data exploration to be conducted with the IMDB for further confirmation and recommendations

The End

Q &A

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Thank you