

Movie Studio Analysis for Microsoft

By Sandra Jebet Kiptum

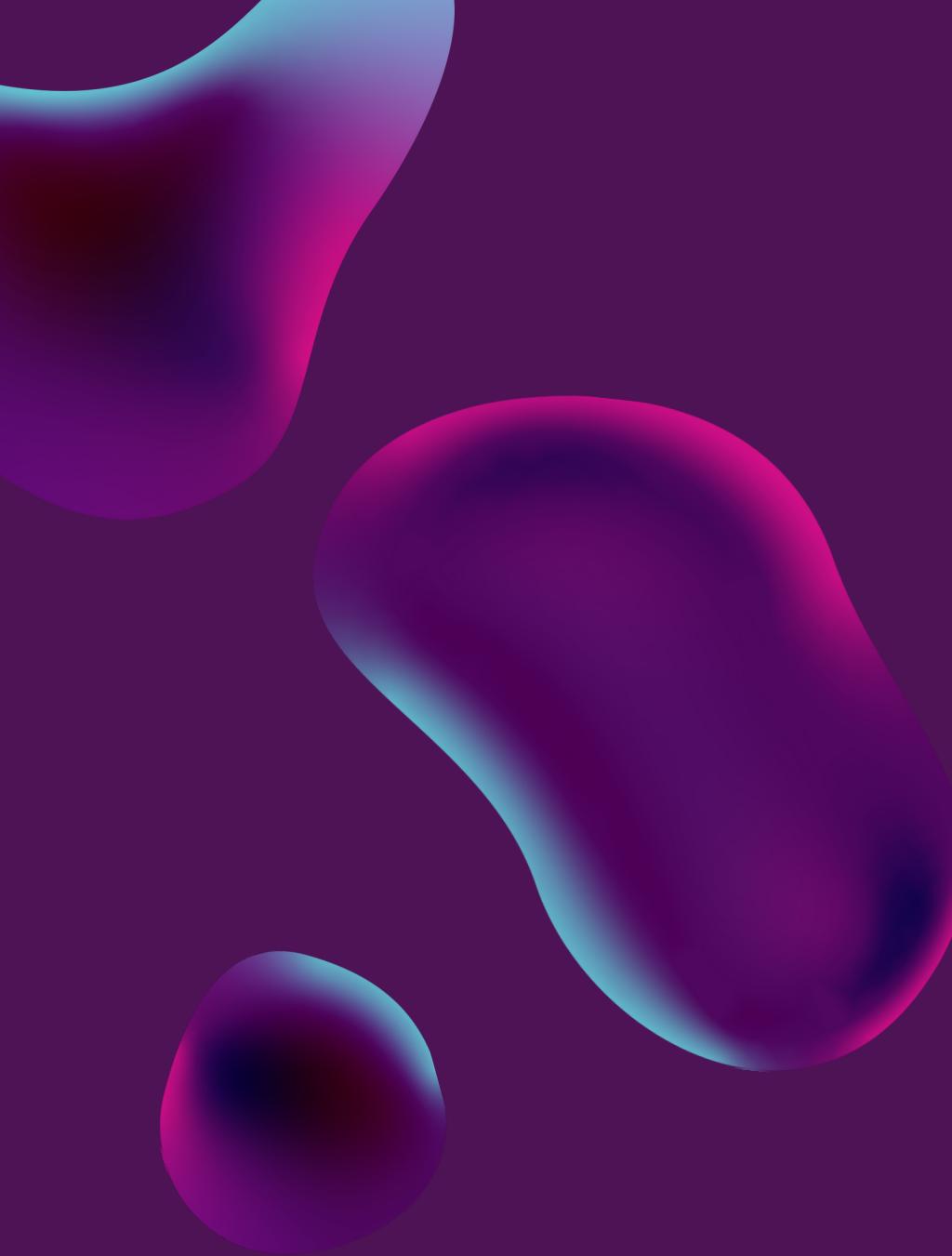
INTRODUCTION

This project's aim was to provide valuable insights into various aspects of the film industry and look into the relationships between different factors leading to success and profitability in film production.

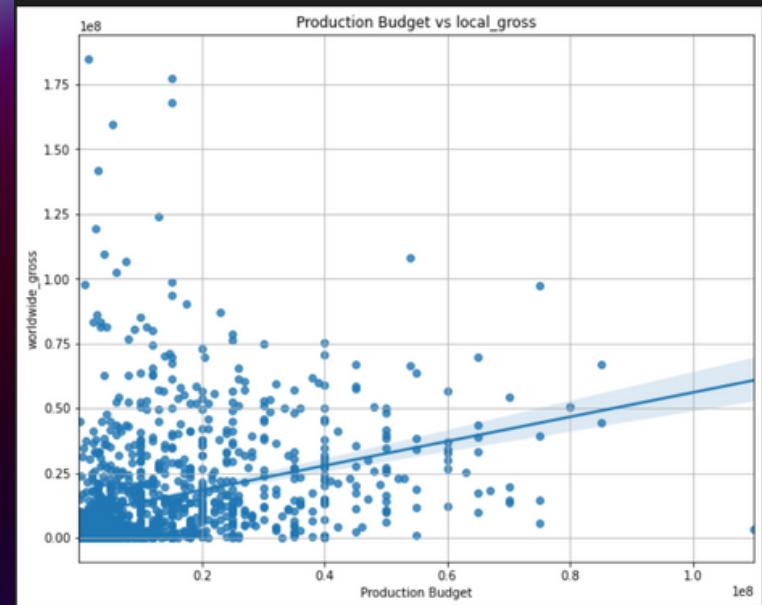
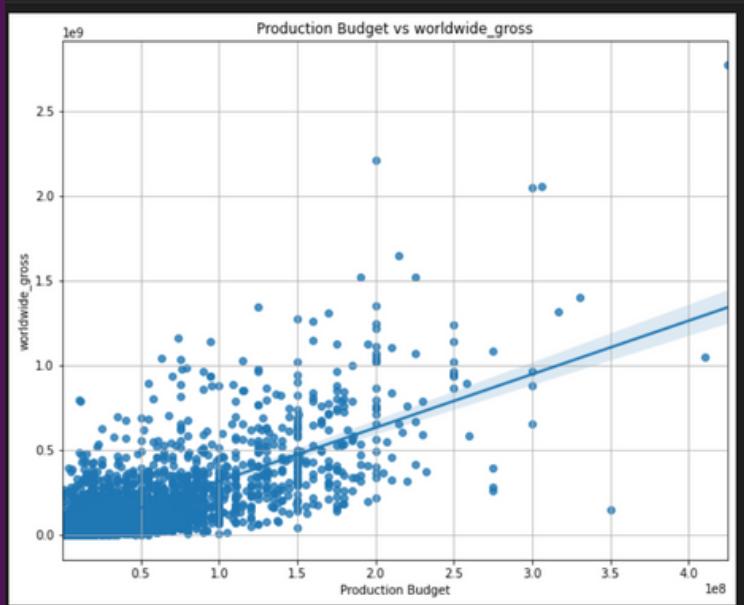
What's in store for us?

The results of this project answer the following questions :

- 1. Does a larger cost input mean a large revenue as well?**
- 2. Does marketing lead to a better vote average(rating)?**
- 3. Does marketing and rating affect revenue generated?**
- 4. If we get a more experienced director, does this mean better ratings?**
- 5. what is the best genre to get into?**

The background features three large, semi-transparent circles with a gradient from blue to red. One circle is positioned at the top left, another is larger and centered in the middle, and a third is located at the bottom left.

DOES A
LARGER COST
INPUT MEAN
A LARGE
REVENUE AS
WELL?



Films sold worldwide

Films sold locally

What do those graphs mean?

Films sold worldwide

there is a positive correlation between the production budget and the money made from films that went international. This does mean that the more you invest the more revenue you get back

Films that were sold locally

there also is a positive correlation between the two here although it is weaker, the money coming from international markets have a big impact. There also are several outliers here so there might be other factors affecting local markets

In short

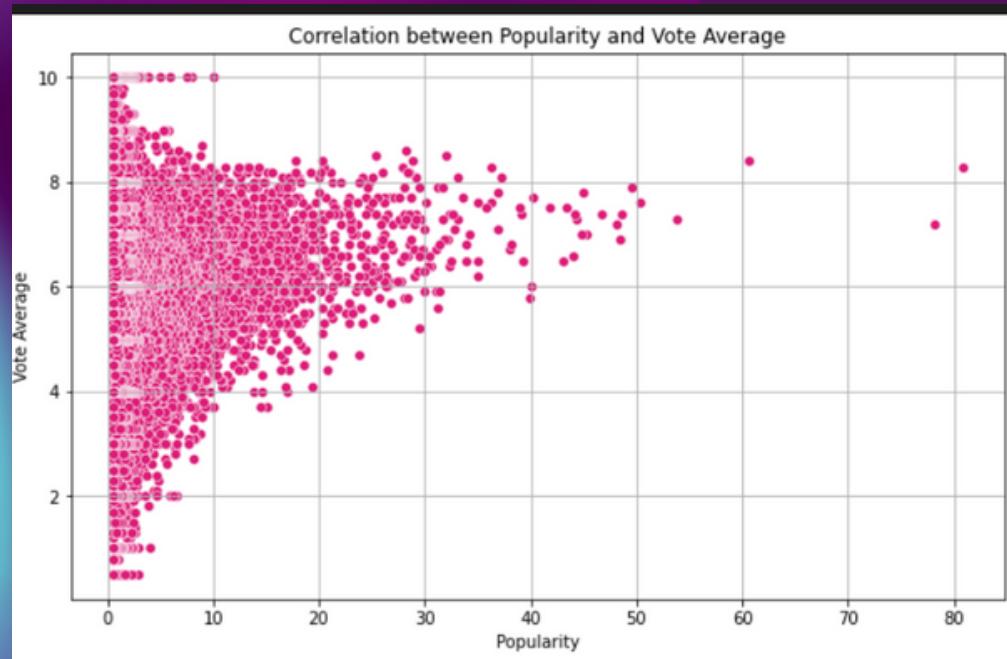
more input does mean more revenue for films being sold worldwide but for films being sold locally it might mean the same but there are several other factors that come in to play



2

DOES
MARKETING
LEAD TO A
BETTER VOTE
AVERAGE
(RATING)?

relationship between popularity and rating



what is the difference
between popularity and
rating?

popularity indicates the level of interest or attention a movie receives from the audience(it can be influenced by marketing, cultural relevance, star power, genre appeal etc), while vote average reflects the average rating or score assigned to the movie by viewers who have seen it.

Okay so now we know what the difference is, what's with the graph?

our
correlation
coefficient

0.05

This is a very average coefficient showing close to no relation.

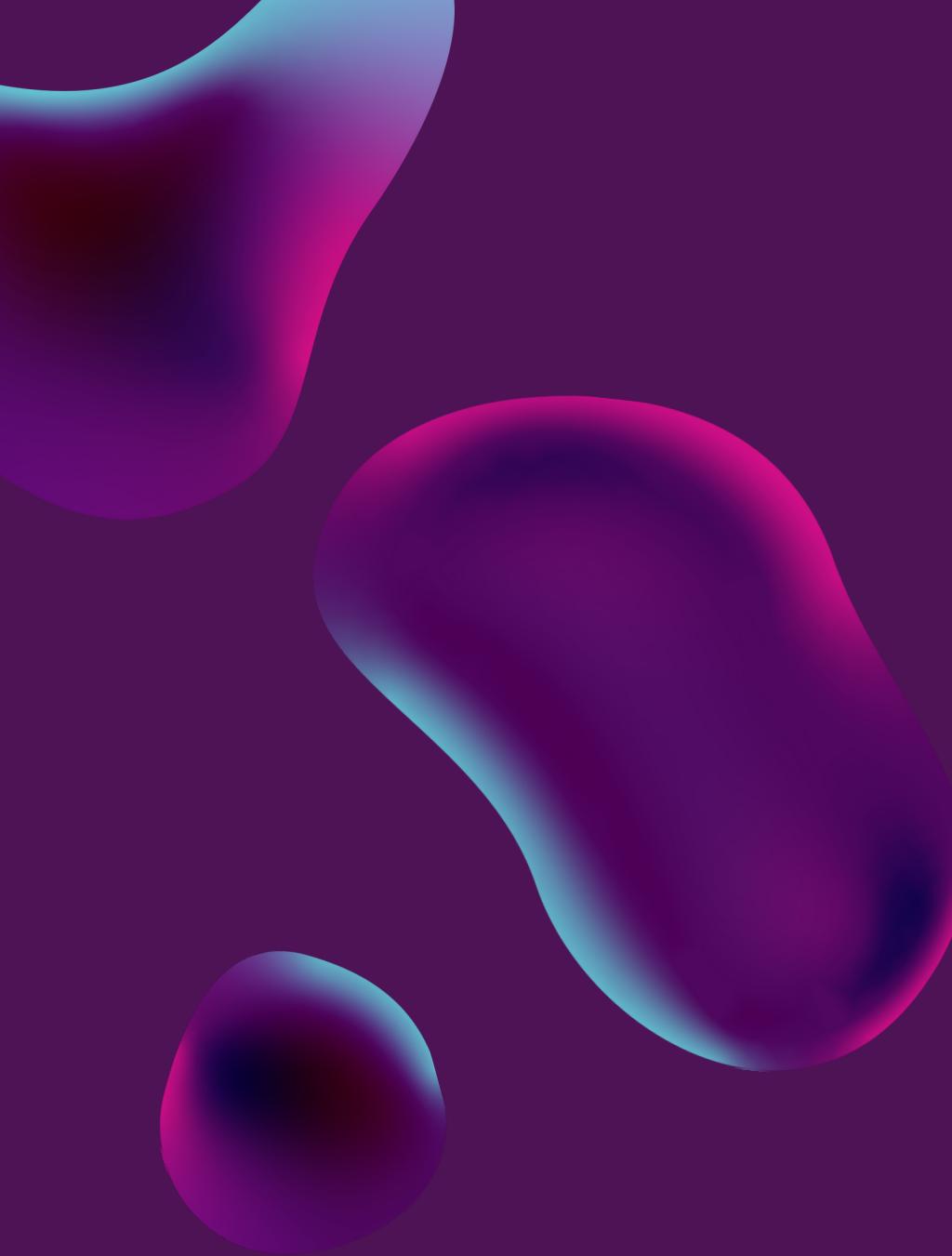
I guess you can't outmarket a bad film

Does this mean we can fully ignore marketing?

We'll see in the next question.

from this we can tell that you cannot fully depend on popularity to get good ratings

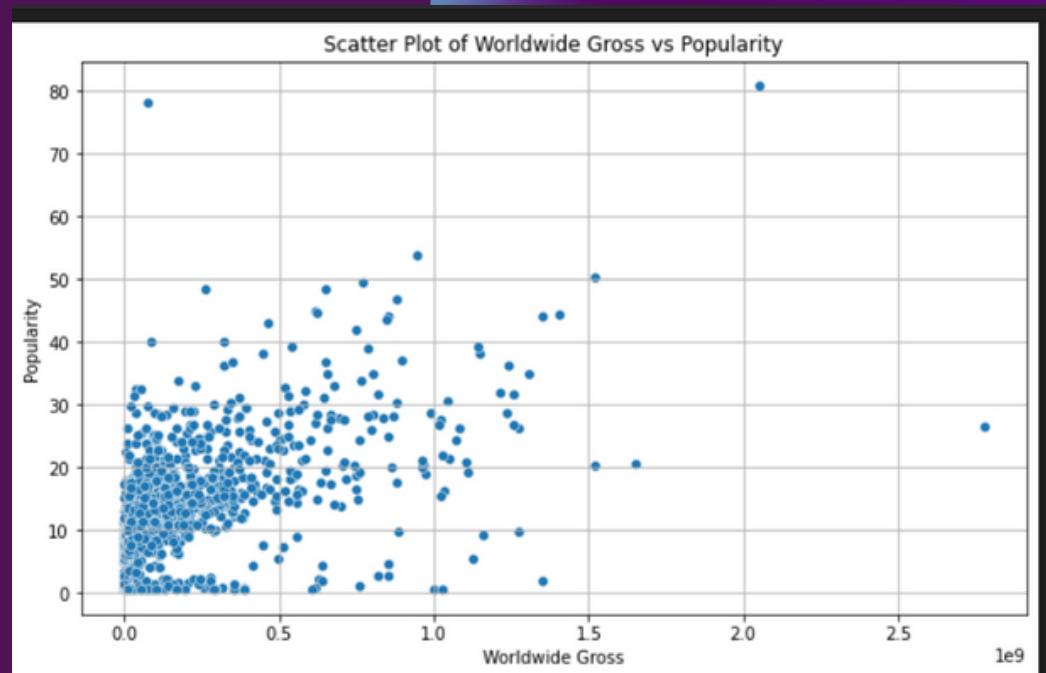
3



DO
MARKETING
AND RATING
AFFECT
REVENUE
GENERATED?

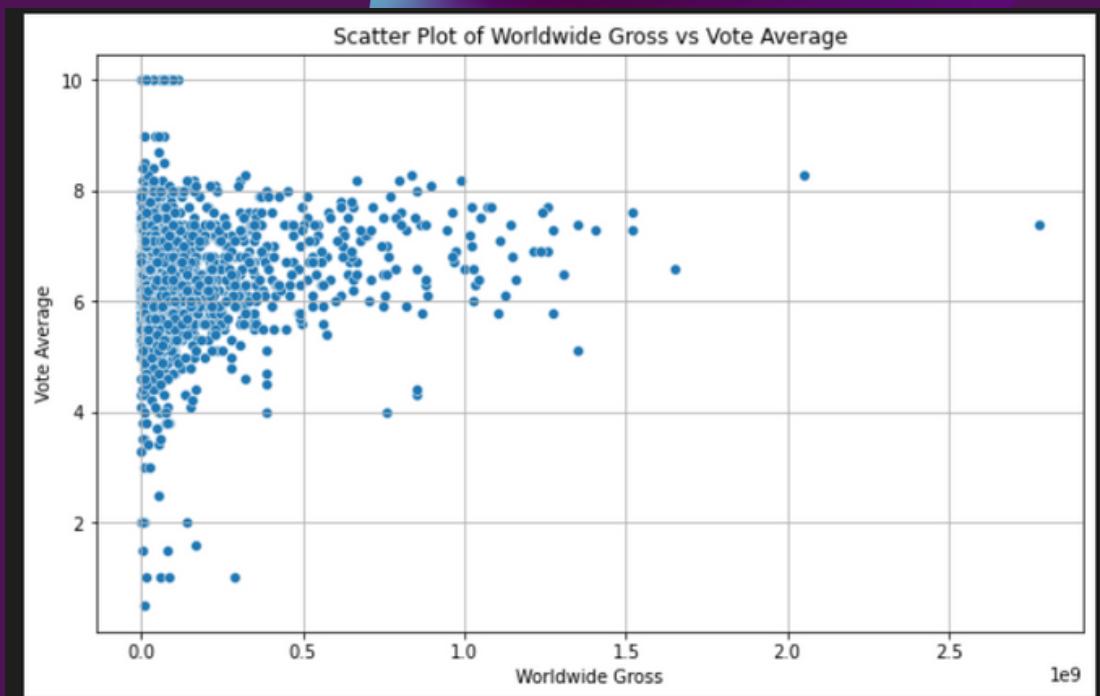
Marketing

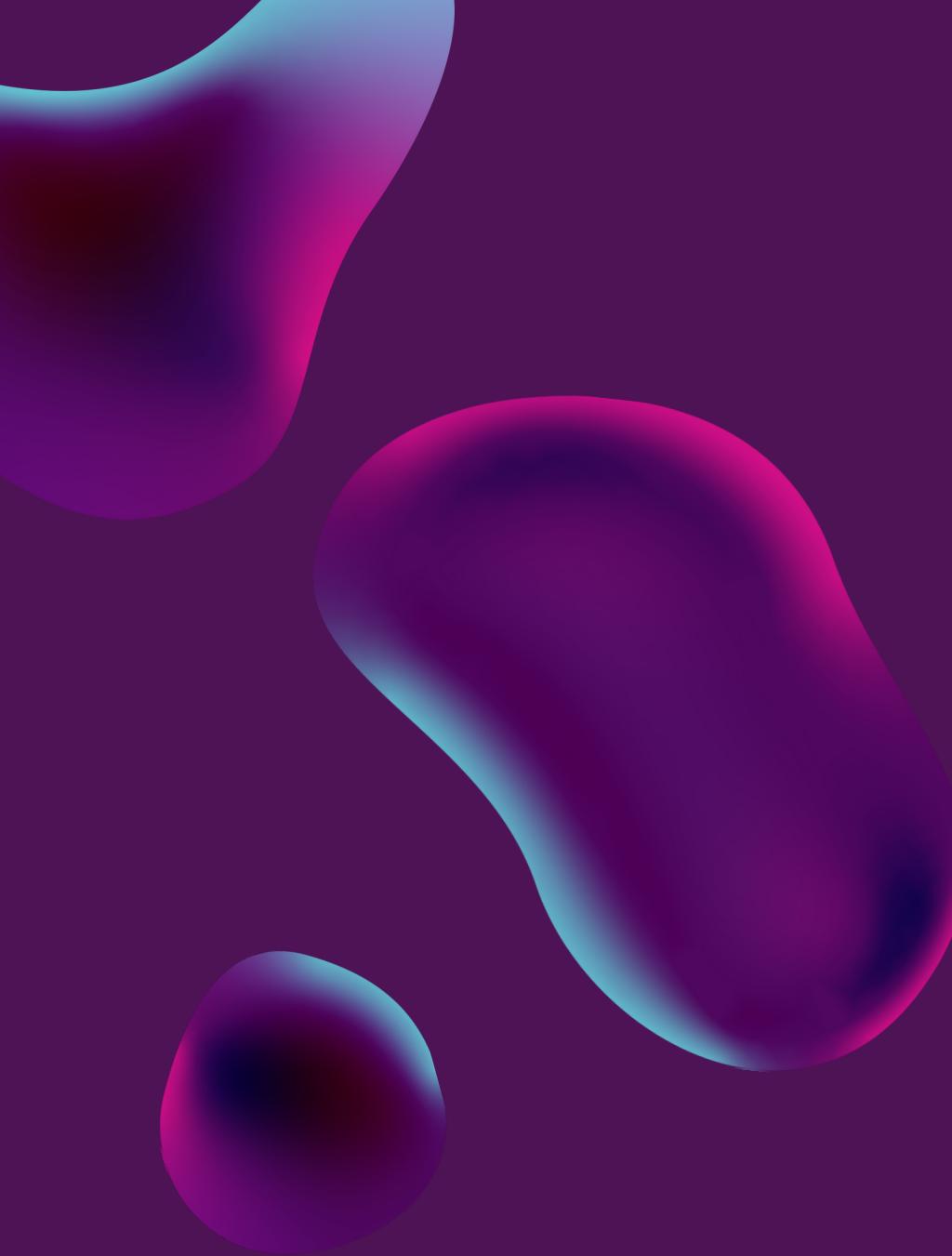
Here there's a positive correlation between marketing and worldwide gross income. this means that with proper marketing you can get more people to watch a film therefore generating more income. This however does not translate to ratings as we had seen earlier



Rating

we can see that films with better ratings do generate more income as compared to the ones with ratings from 1-4.



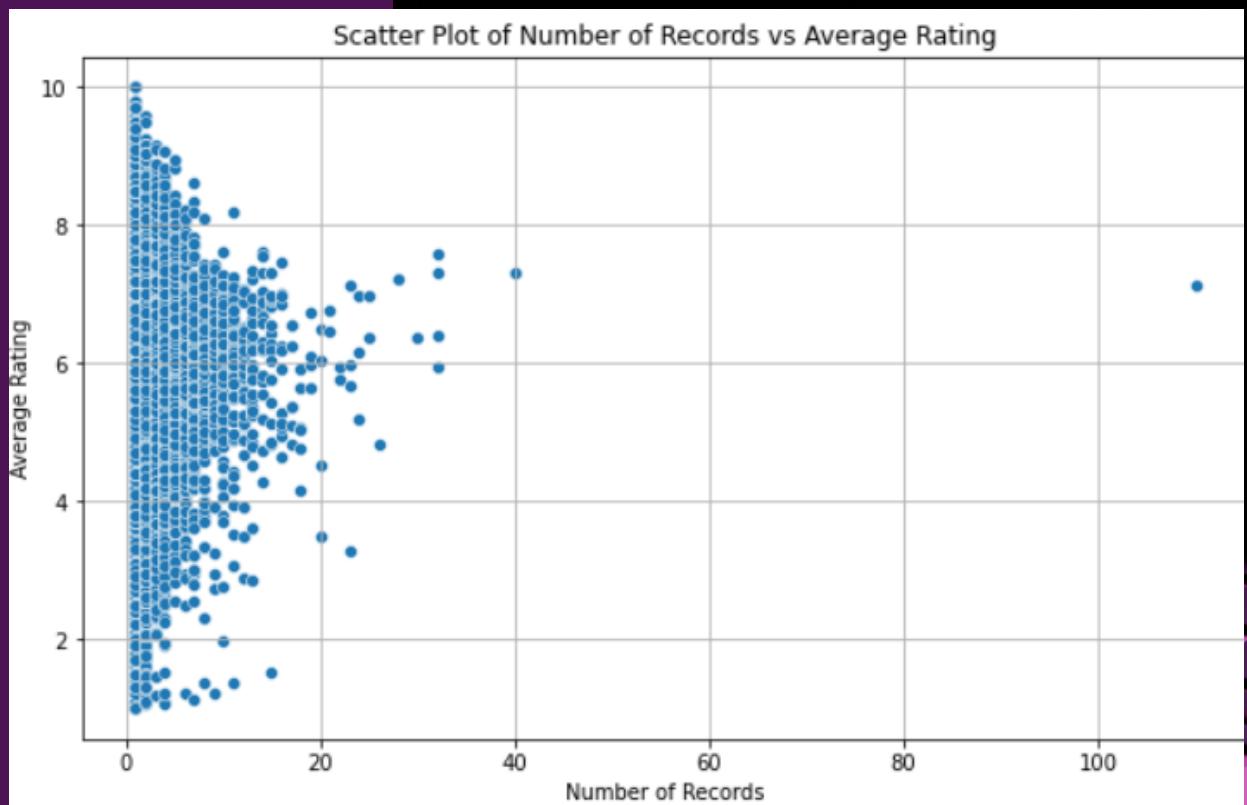


4

IF WE GET A
MORE
EXPERIENCED
DIRECTOR,
DOES THIS
MEAN BETTER
RATINGS?

number of films per director and rating

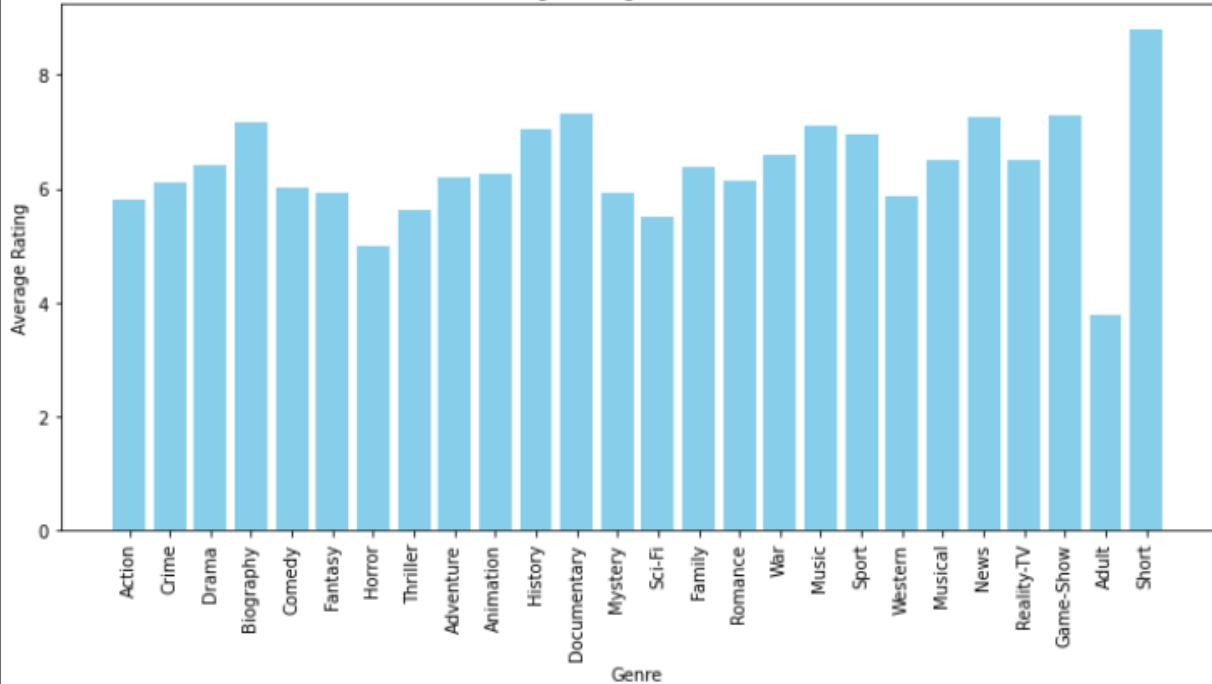
I think this is the most shocking find yet. A director no matter how experienced does not translate to better ratings. infact films with the highest rating were done by rather newer directors. I guesse they just have a fresher way of looking at things that appeals to the audience



5

WHAT IS THE
BEST GENRE
TO GET INTO?

Average Rating for Each Genre



Shorts, documentaries, biographies

from this we can see which genres the audience likes most and which it like least. shorts, documentaries and biographies would be the safest to start with