

# Movie Industry Insights

Recommendations & Analysis of the Movie Industry

# Problem Statement

- Movie studio startup
- Unaware of industry trends
- Seeking to develop revenue stream

# Business Value

Global movie production has a market size of approx. \$103 billion USD. - [IBISWorld](#)

# Methodology

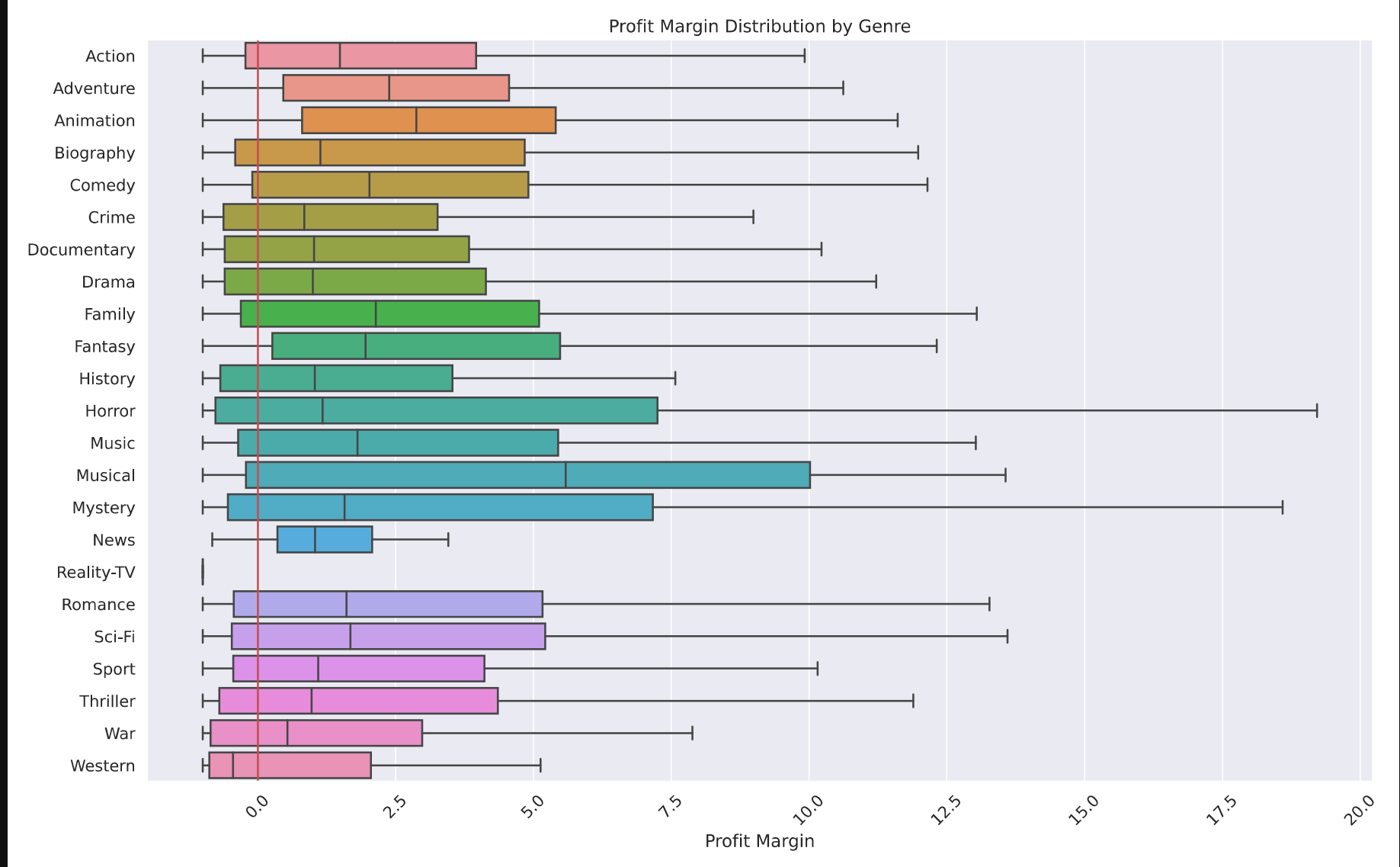
1. Data
2. Profit Margin
3. Exploratory Analysis

# Recommendations

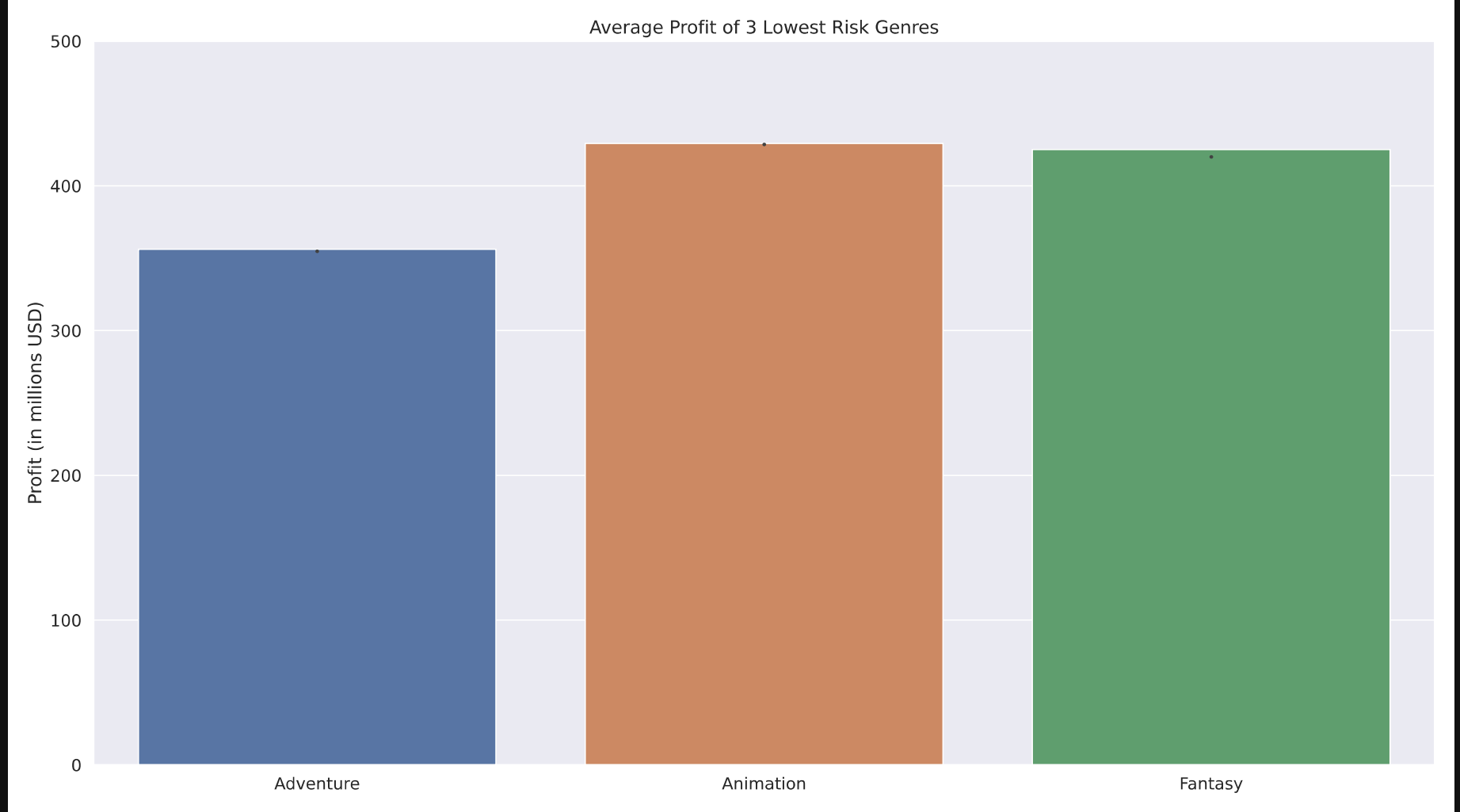
1. Animation
2. \$94 - \$130 million USD budget
3. 75 - 140 minute runtime
4. June - July release

# Genre Visualizations

# Profit Margin Box and Whisker Plot by Genre



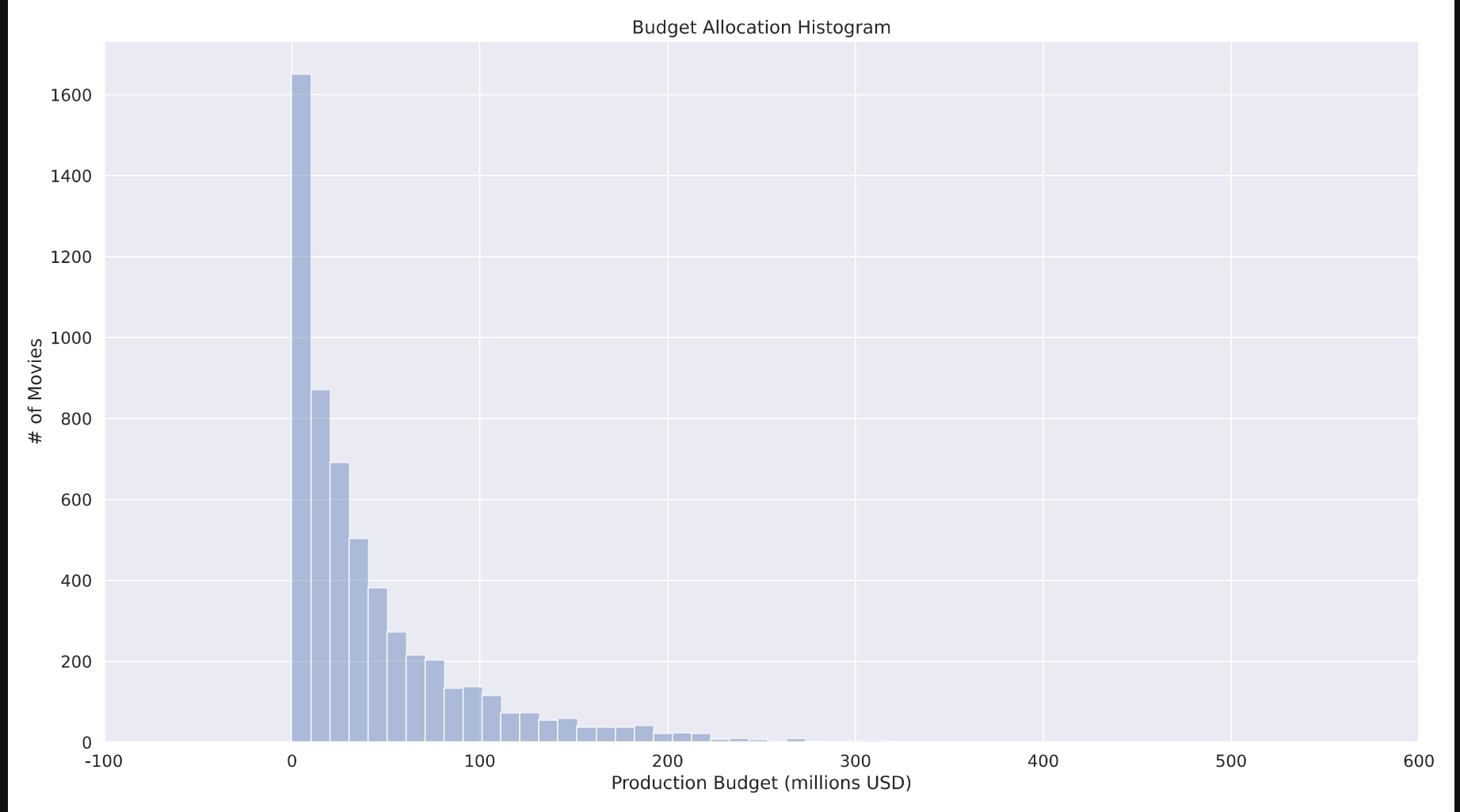
# Lowest Risk Genres Average Profit



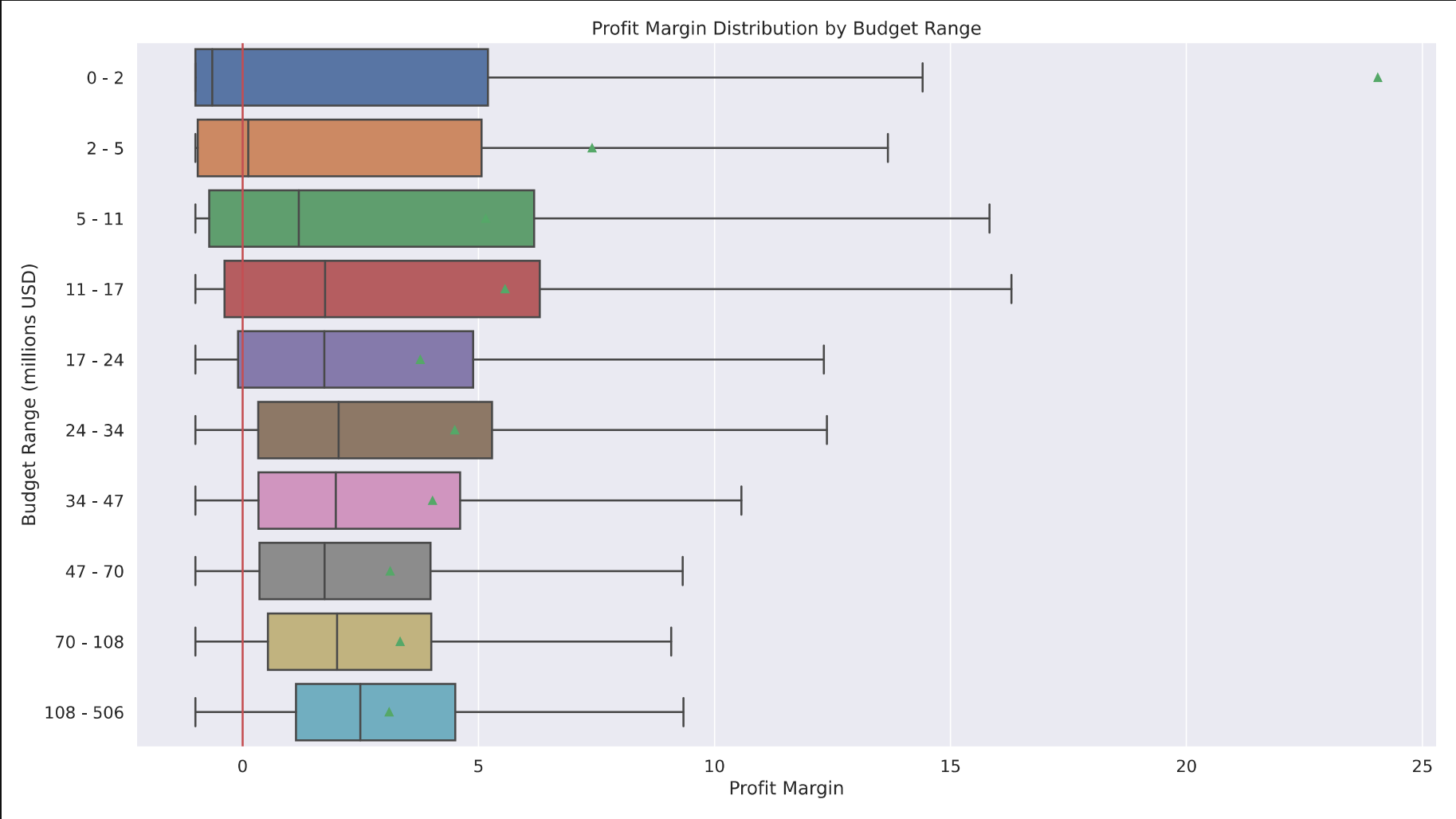


# Budget Allocation Visualizations

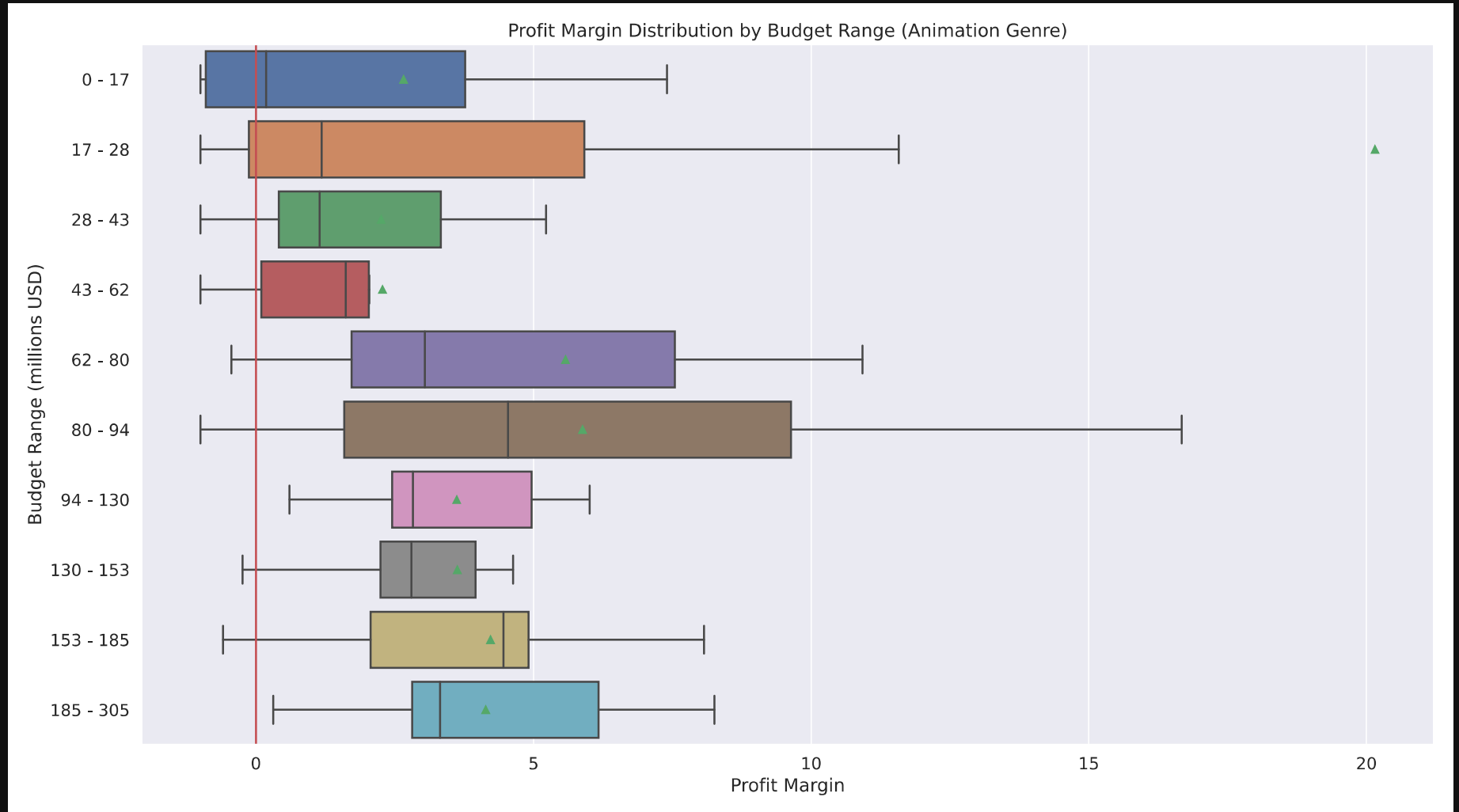
# Movie Budget Allocation Histogram



# Profit Margin Box and Whisker Plot by Budget (All Movies)

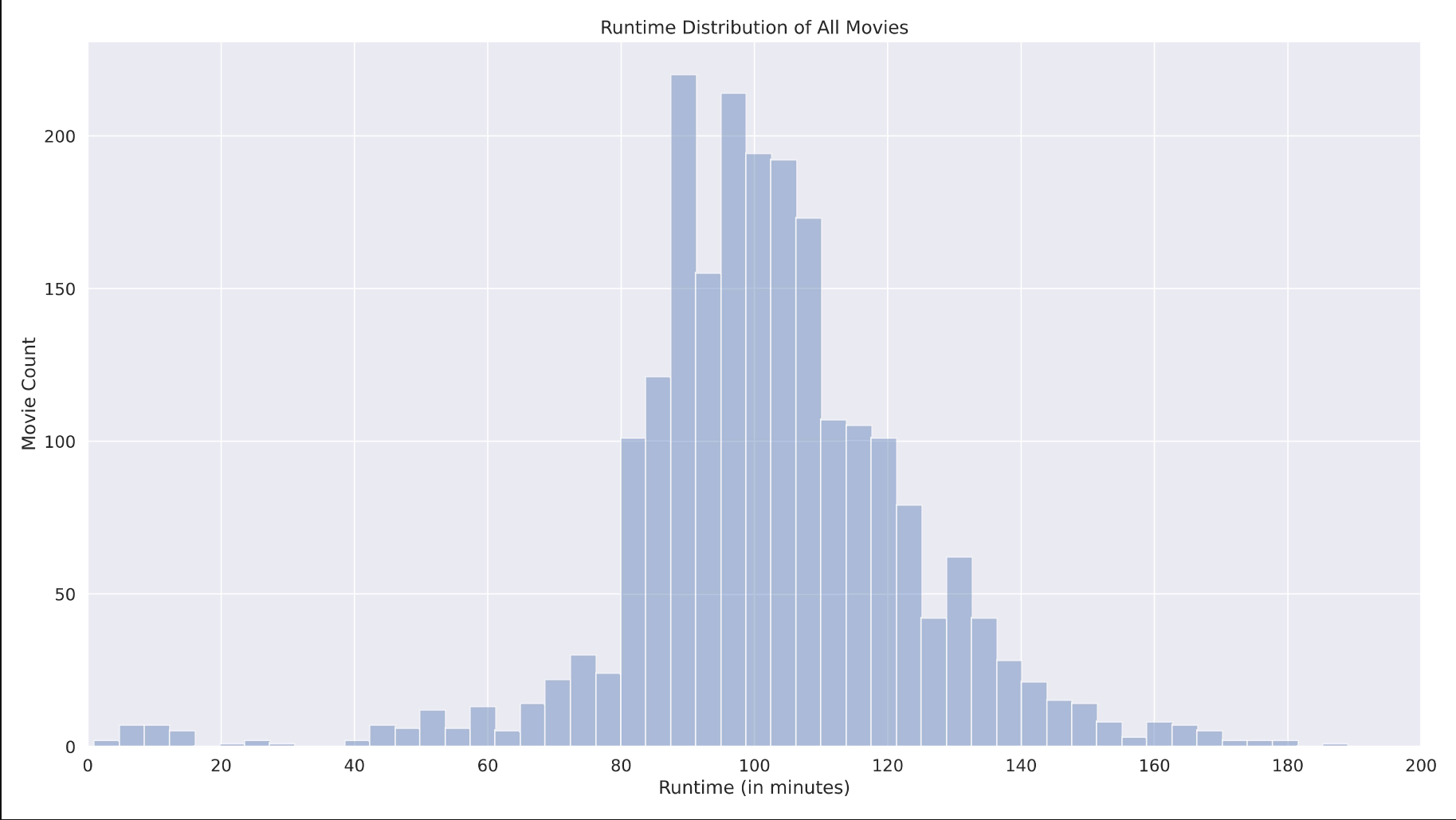


# Profit Margin Box and Whisker Plot by Budget (Animation Movies)

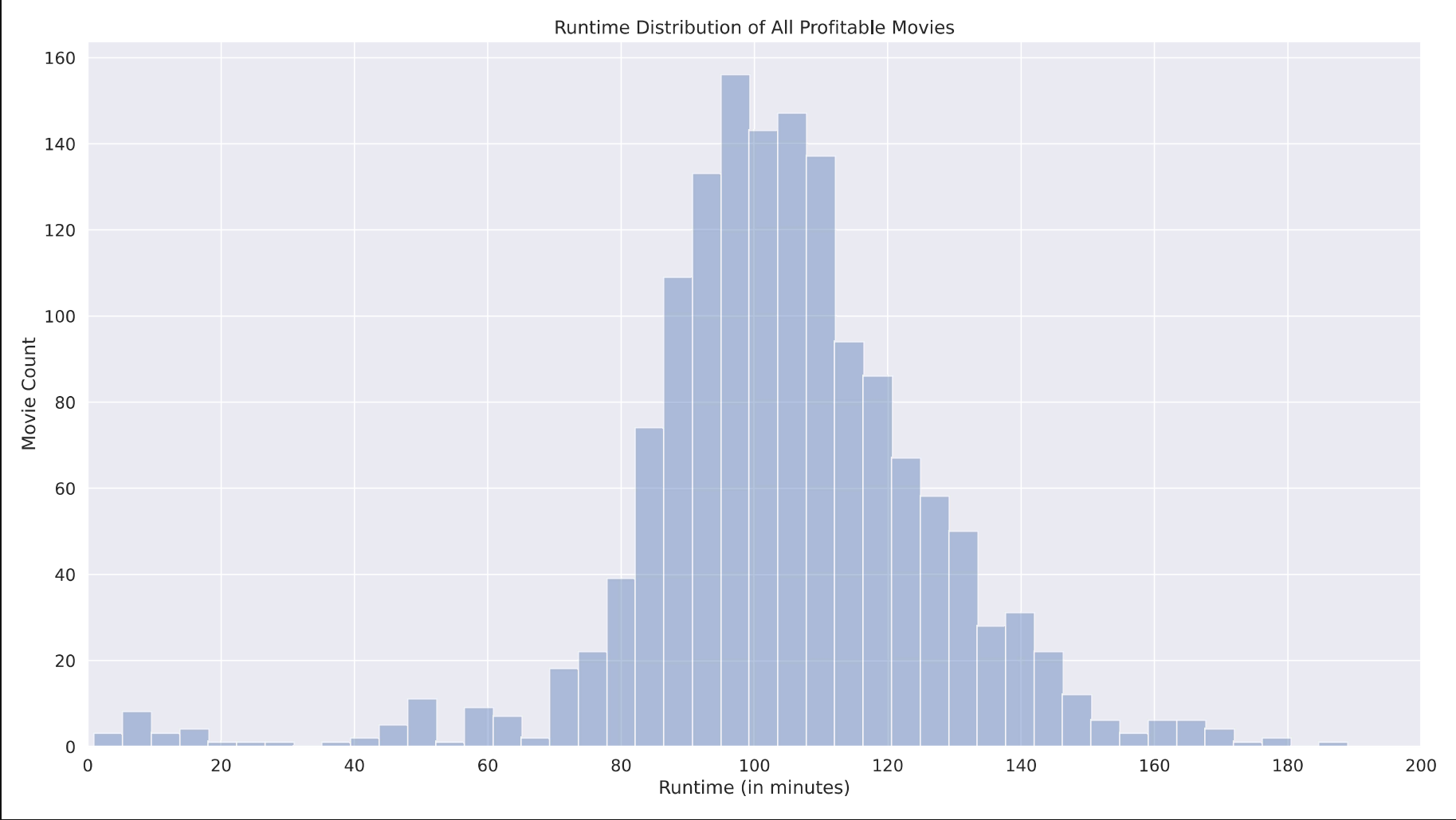


# **Runtime Visualizations**

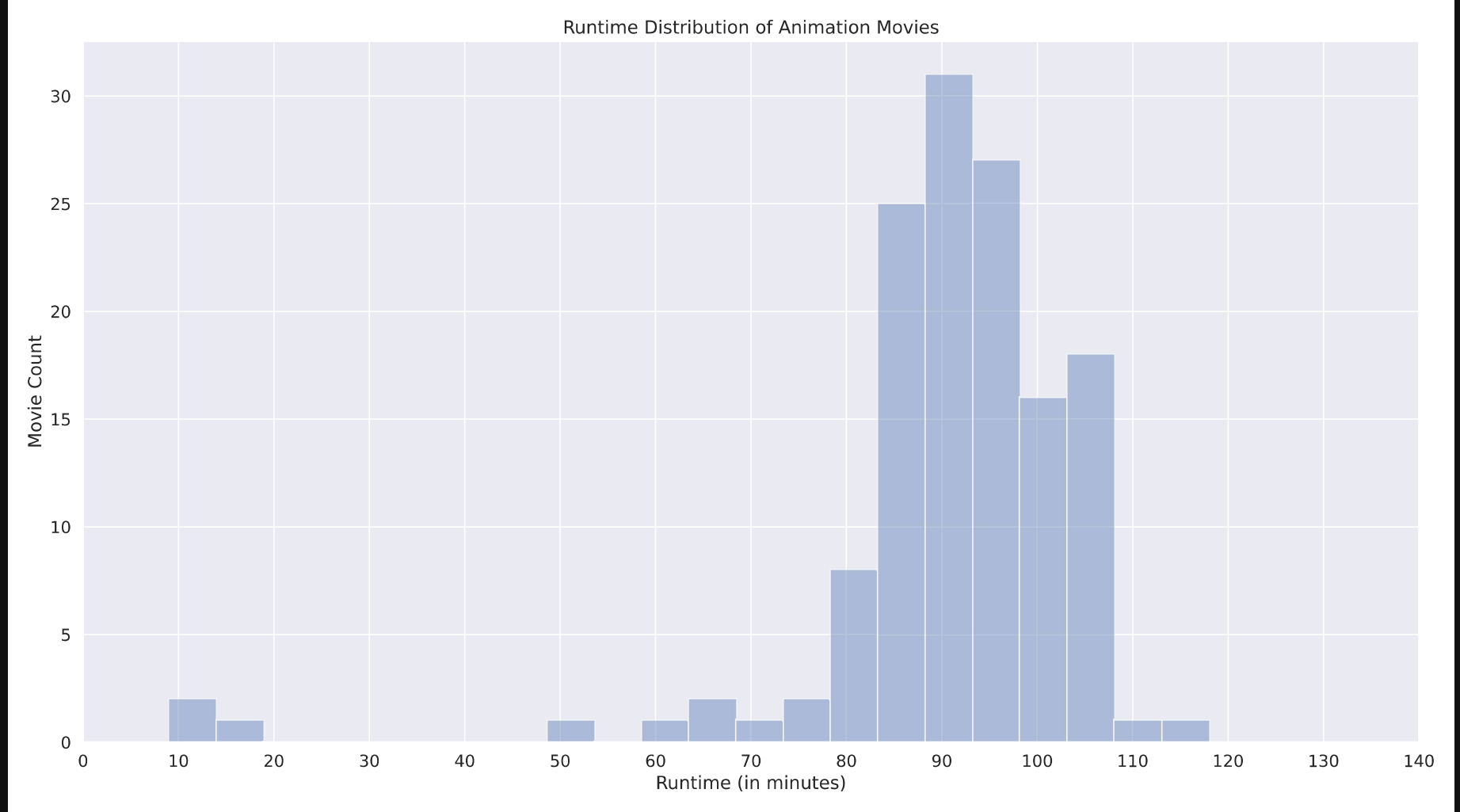
# Movie Runtime Histogram



# Movie Runtime Histogram (Profitable Movies)

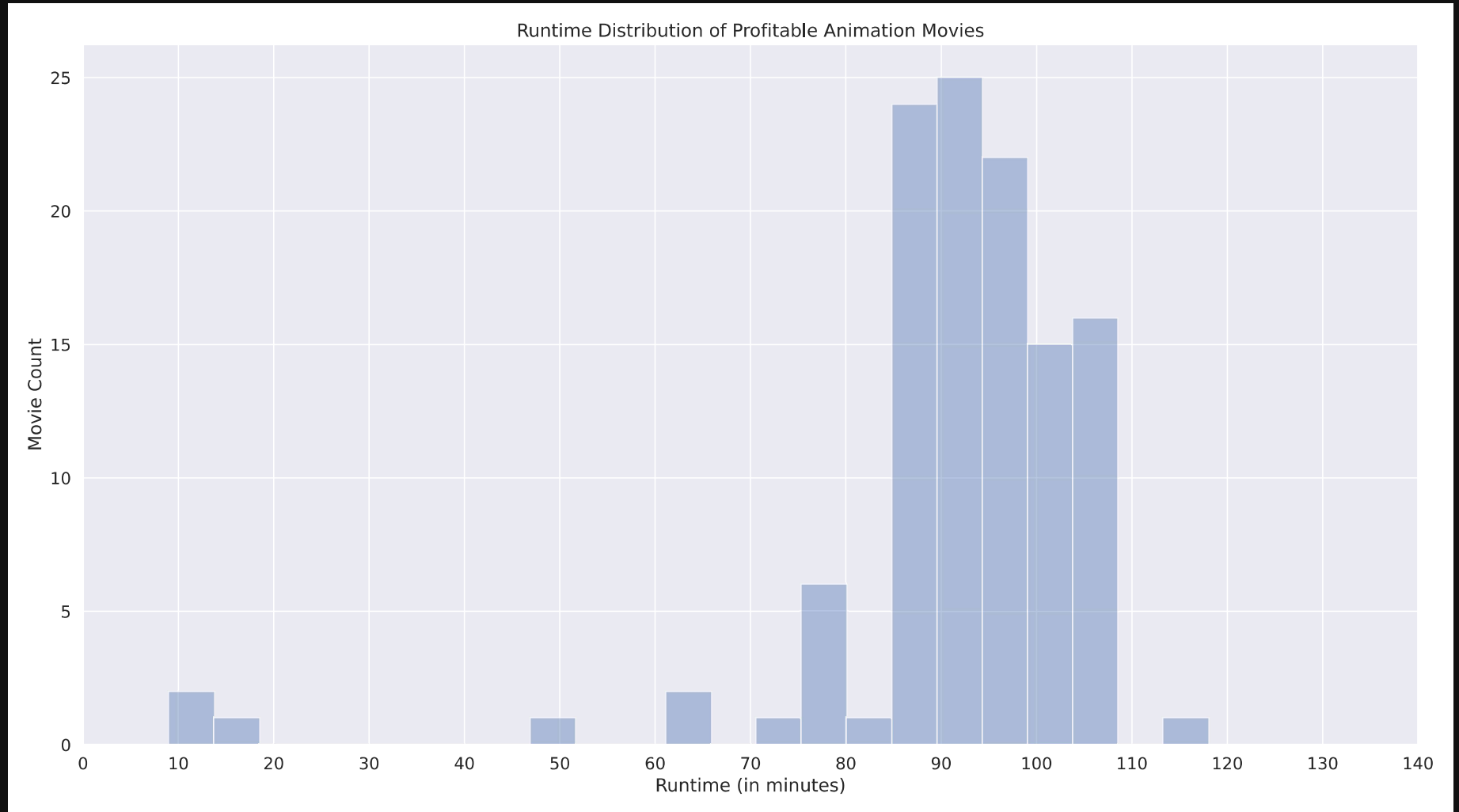


# Movie Runtime Histogram (Animation Movies)



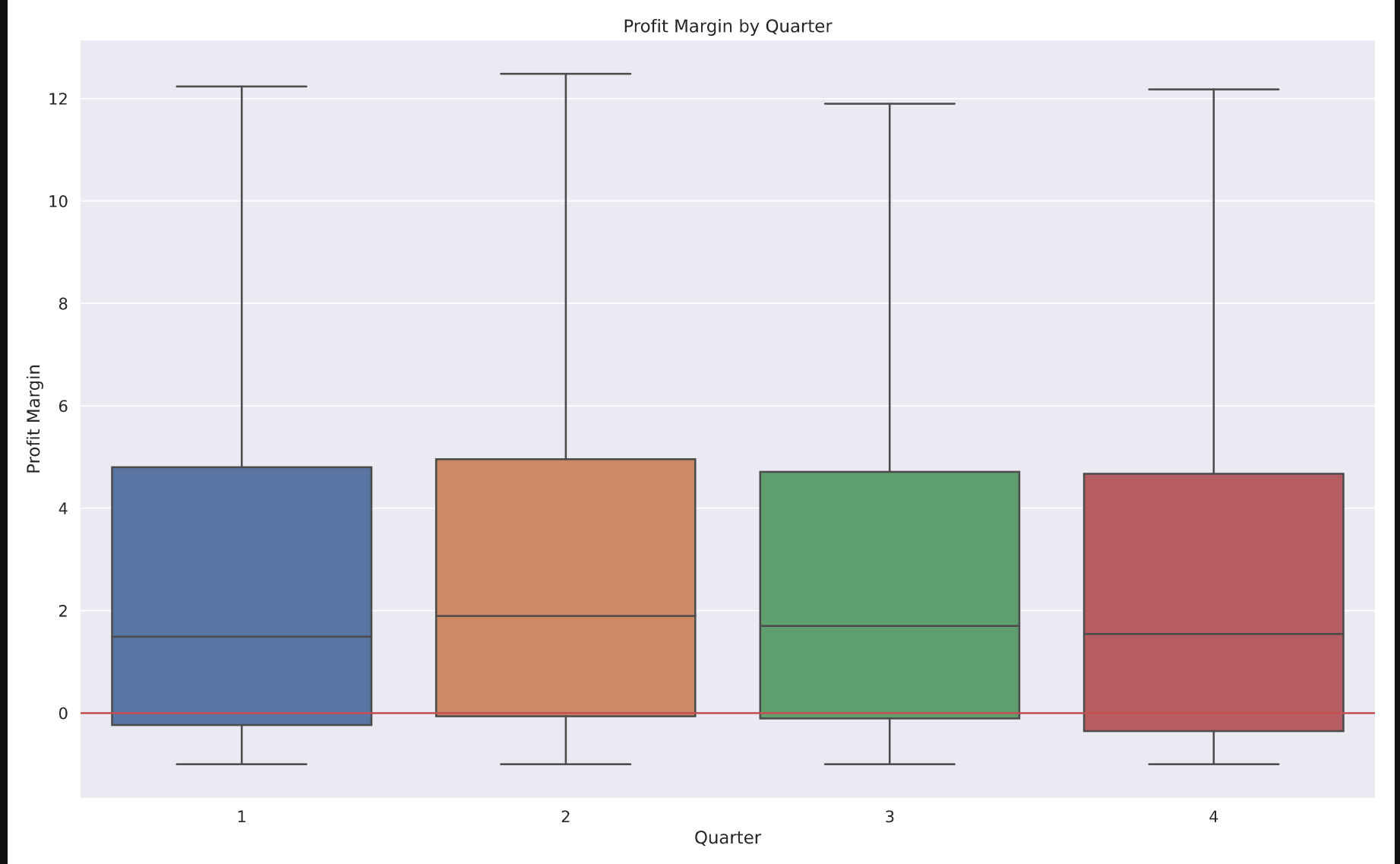


# Movie Runtime Histogram (Profitable Animation Movies)

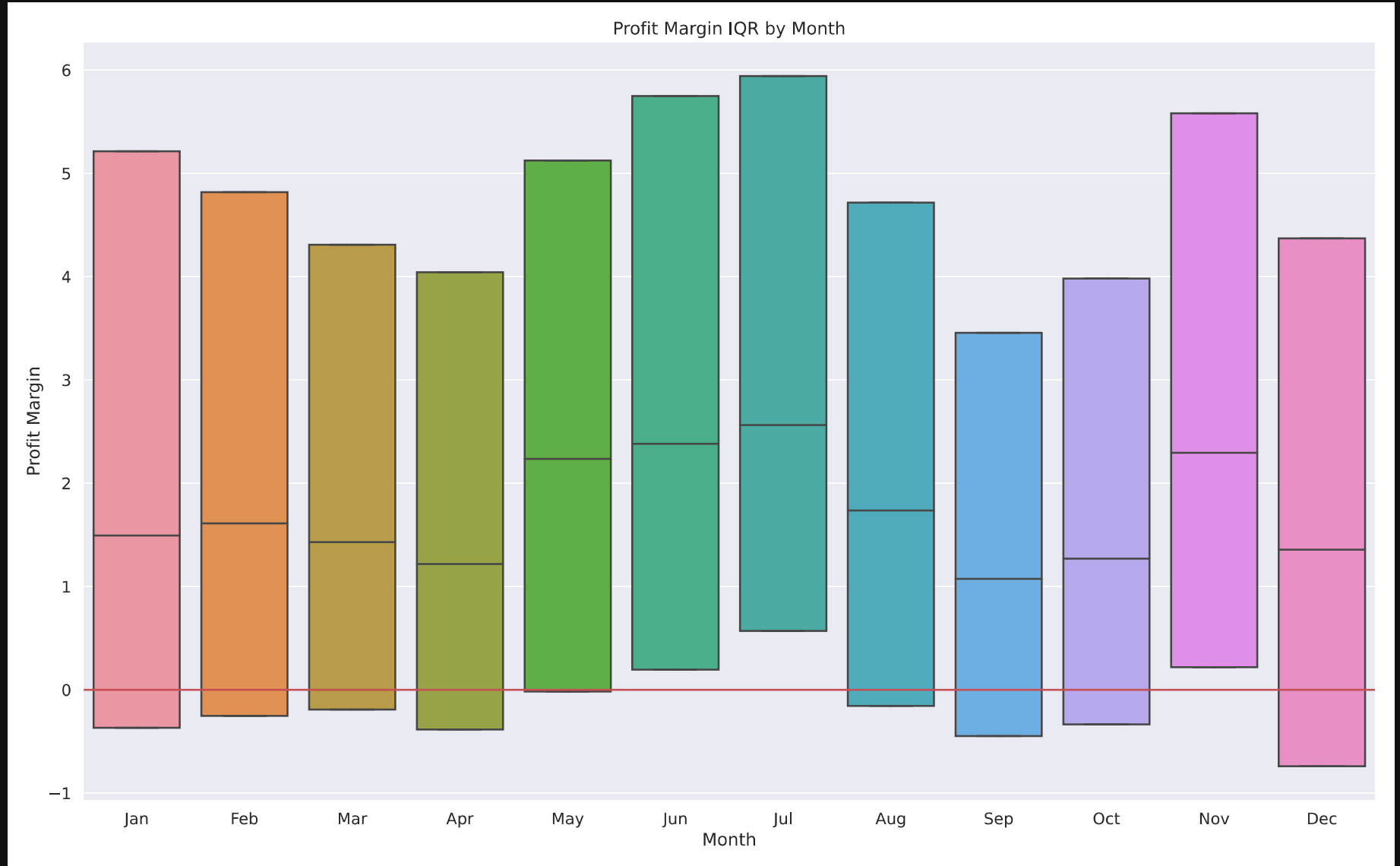


# **Release Window Visualizations**

# Profit Margin Box and Whisker Plot by Quarter



# Profit Margin Box Plot by Month



# Future Work

1. Casting
2. Direction
3. Score
4. Promotion

**Thank You**