

Analyzing the Movie Market



objectives:



1. Identify:
 - Most popular movie genres
 - best rated movie/movies
2. Establish whether there is a relationship between the rating and runtime of a movie
3. Who are the pioneers in the movie industry?
4. whether there is any relationship between domestic and international marketing of a movie

DATA MINING

In this analysis we used a secondary data from the web contained in the following file formats:

Sqlite database files:

- Movie_basics
- Movie_ratings

CSV file

- bom.movie_gross.csv.gz

Data Analysis

Data obtained was cleaned and analyzed using the following tools:

- Python pandas
- Jupiter notebook





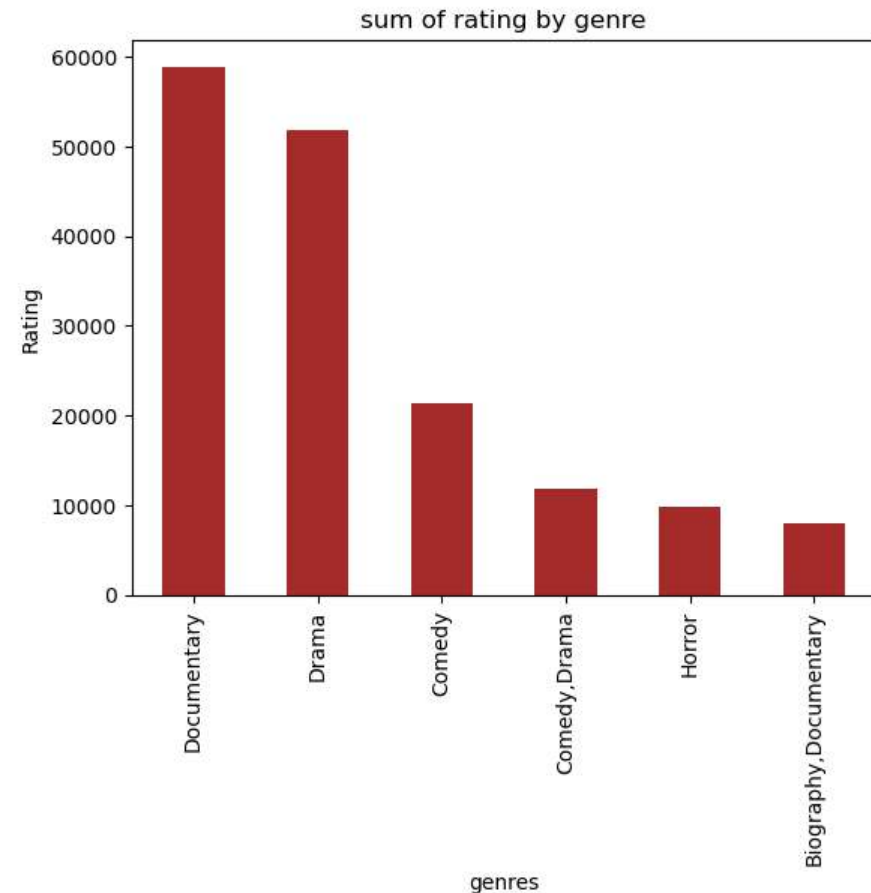
FINDINGS

A 3D rendering of a single white puzzle piece centered on a gray background. The piece has a standard interlocking shape with four tabs and four blanks. The word "FINDINGS" is printed across the center of the piece in a bold, sans-serif font. The letters "F", "I", "N", "D", and "I" are orange, while "N", "G", "S" are red. The piece casts a soft shadow on the surface below it.

Types/genre of films that are currently doing the best

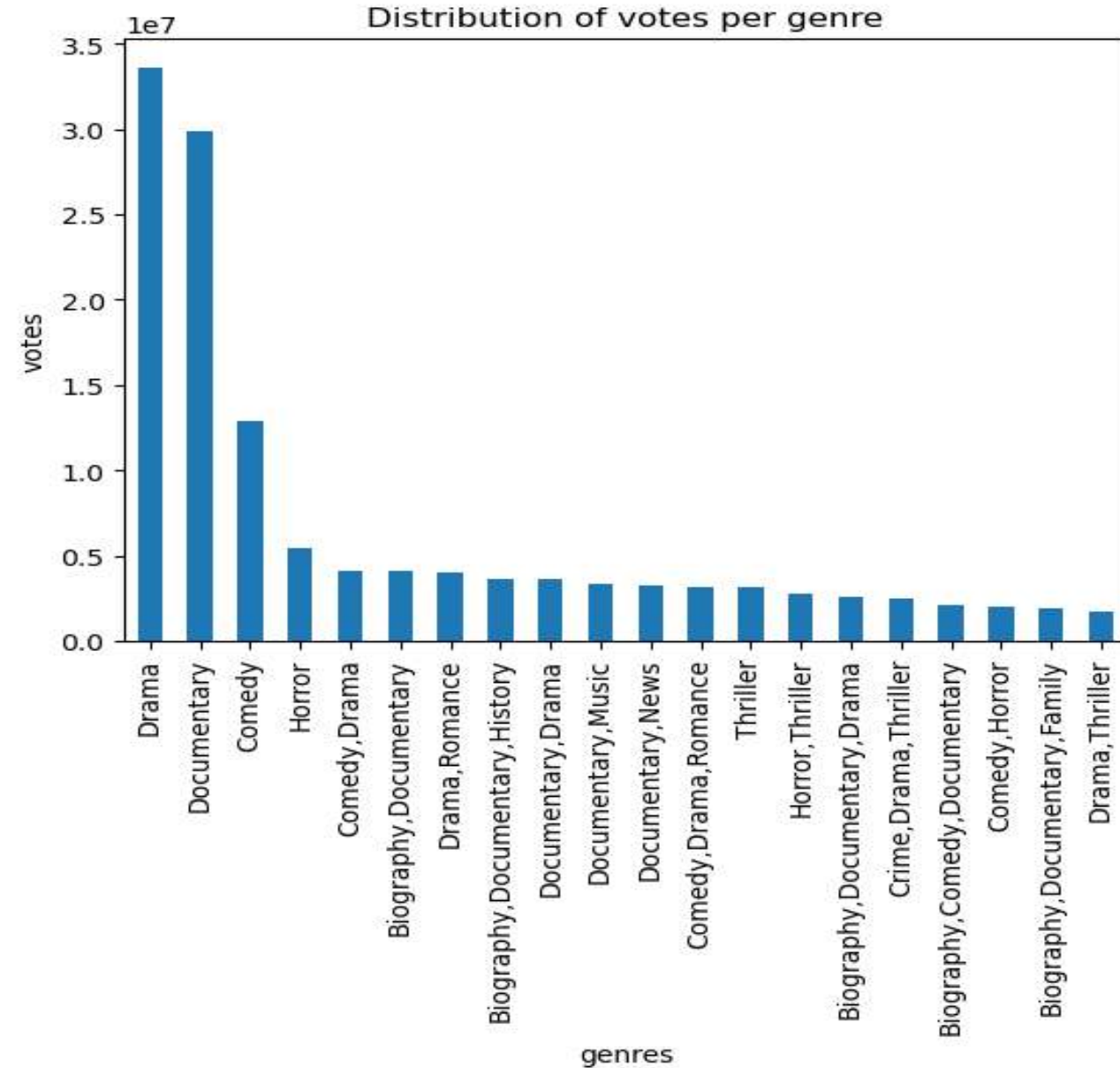
It was observed that the following movies are currently doing the best as per order below;

1. Documentary
2. Drama
3. Comedy
4. Comedy, drama
5. Horror
6. biography, documentary



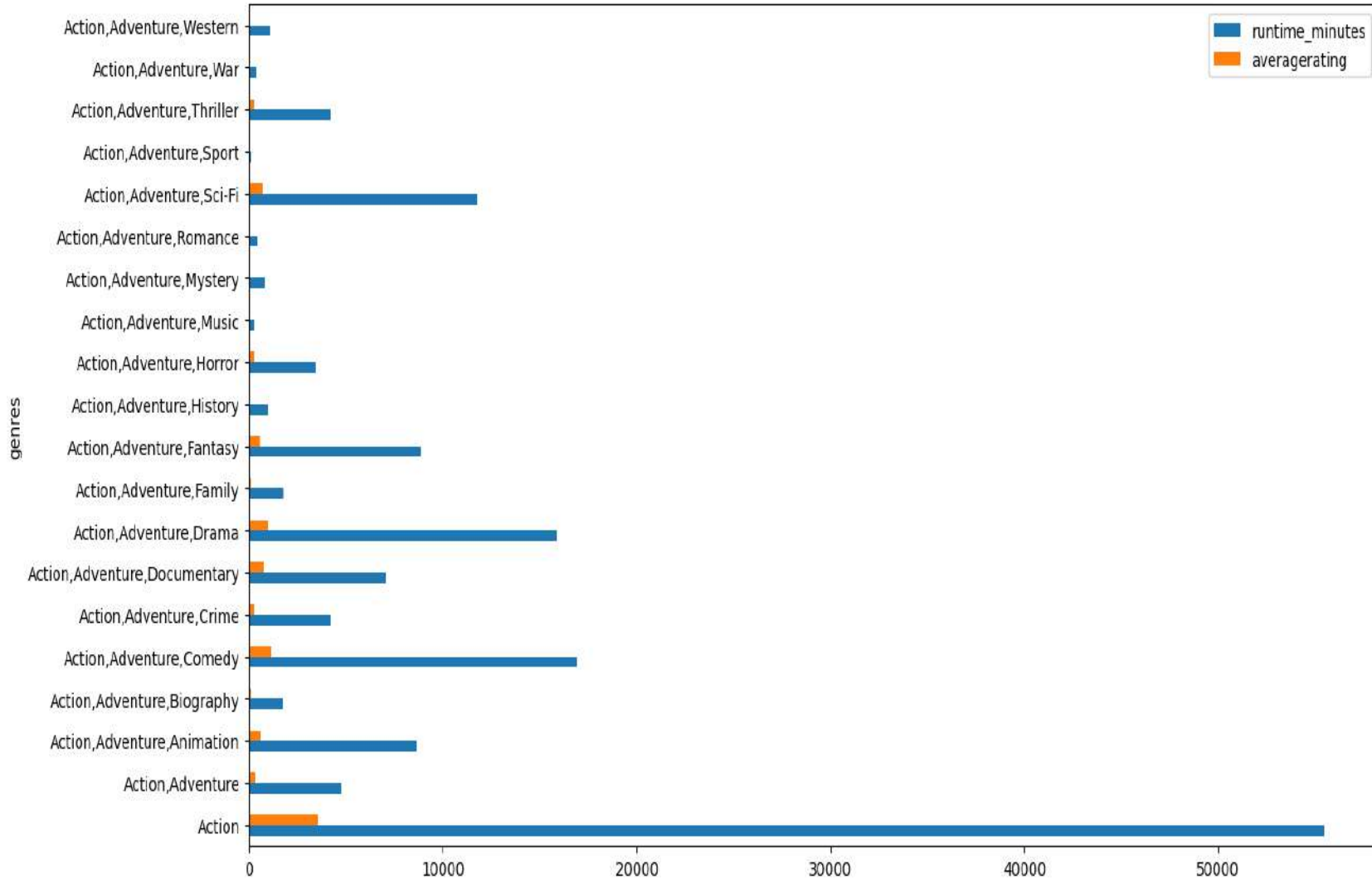
Most popular movies

The graph on the right hand shows the most popular types of movies among the population

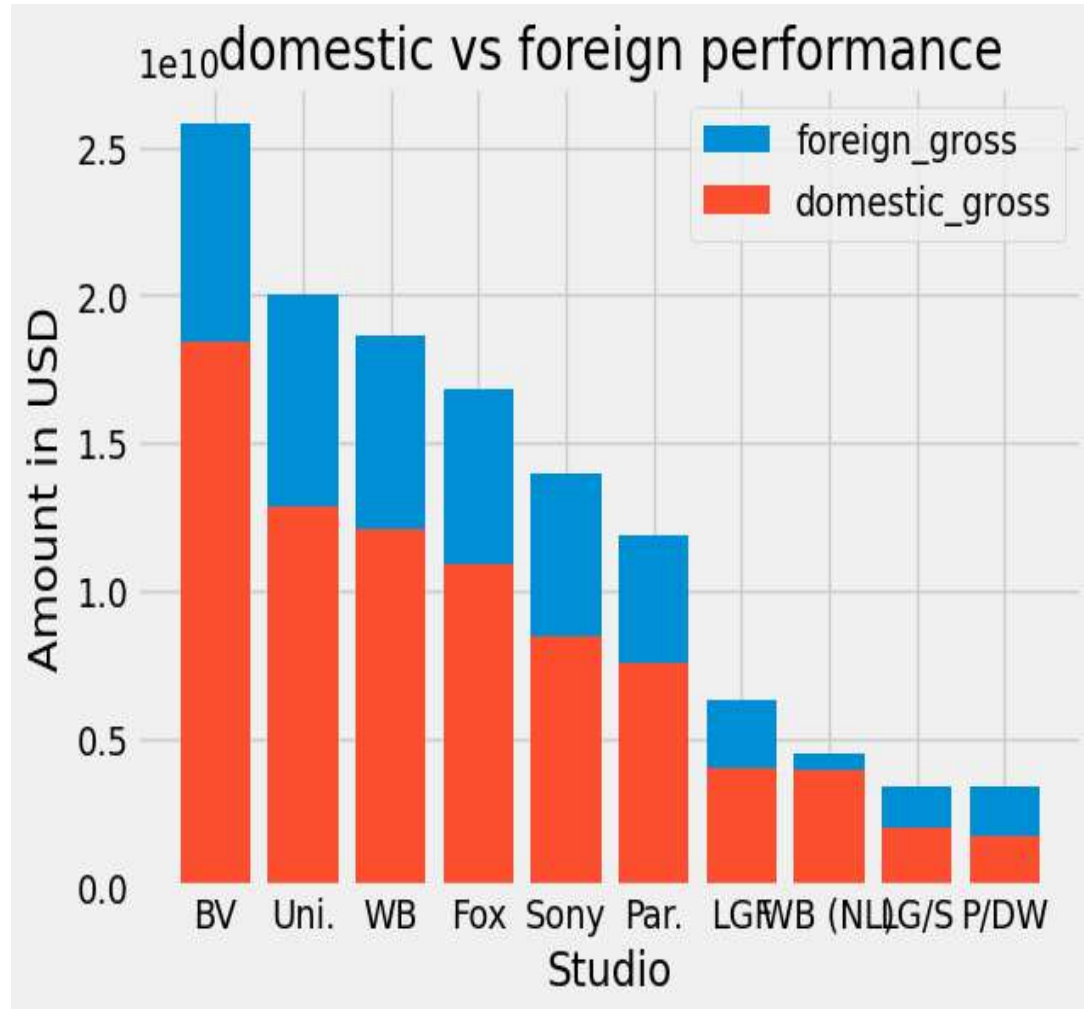


Relationship between rating and runtime

There is little relationship between the runtime of a movie and the rating it is likely to receive from the viewers as can be seen from the figure on the right

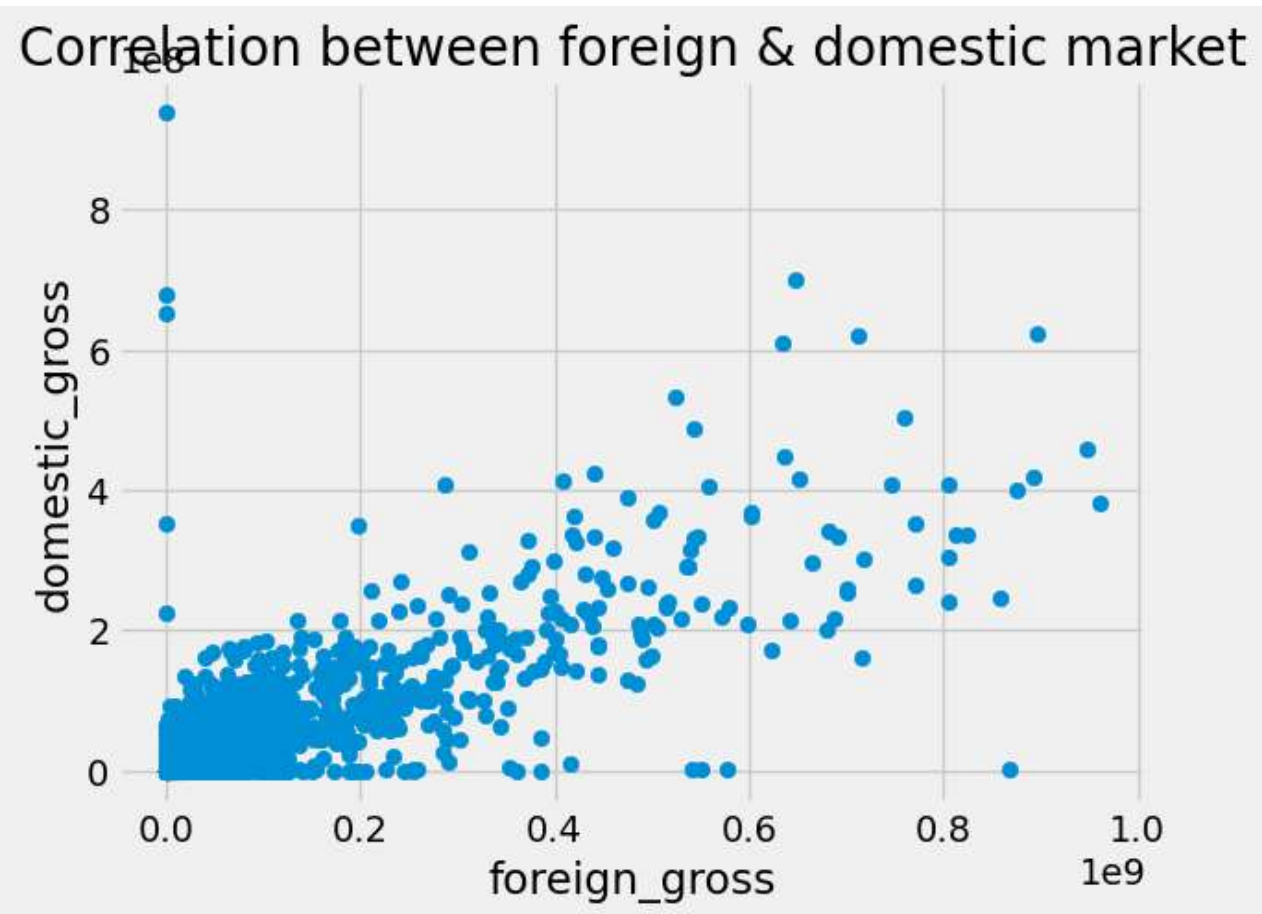


Who are the likely competitors?



BV, Uni, WB Fox, Sony among others(as shown on the graph) have a strong hold of the market; both domestic and international and are likely to give startups a stiff competition

Relationship between domestic and international markets



There is a relationship between domestic and international market penetration as shown in the graph on the left



RECOMMENDATION

Recommendations

Success of a studio/business depends on the type of movie it produces. Development should therefore focus purely on the following types of movies that are currently doing the best as per the order below;

1. Documentary
2. Drama
3. Comedy
4. Comedy, drama
5. Horror
6. biography, documentary

Business rivals (both domestic and international market) to compete with are;

1. BV
2. Uni
3. WB Fox
4. Sony

Apart from market competition, we should aim to collaborate/benchmark with above businesses and hence learnt from

Recommendations Cont'd

Ability to do well in the international market depends on ability to do well locally.

It is therefore recommend that a studio should focus on doing well in the domestic market first before venturing into the international market

The analysis established that movies that scored high rating were also part of the most popular ones.

Therefore, development of content should focus on the quality of content produced.