



AAA Movie Studio

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Film Industry

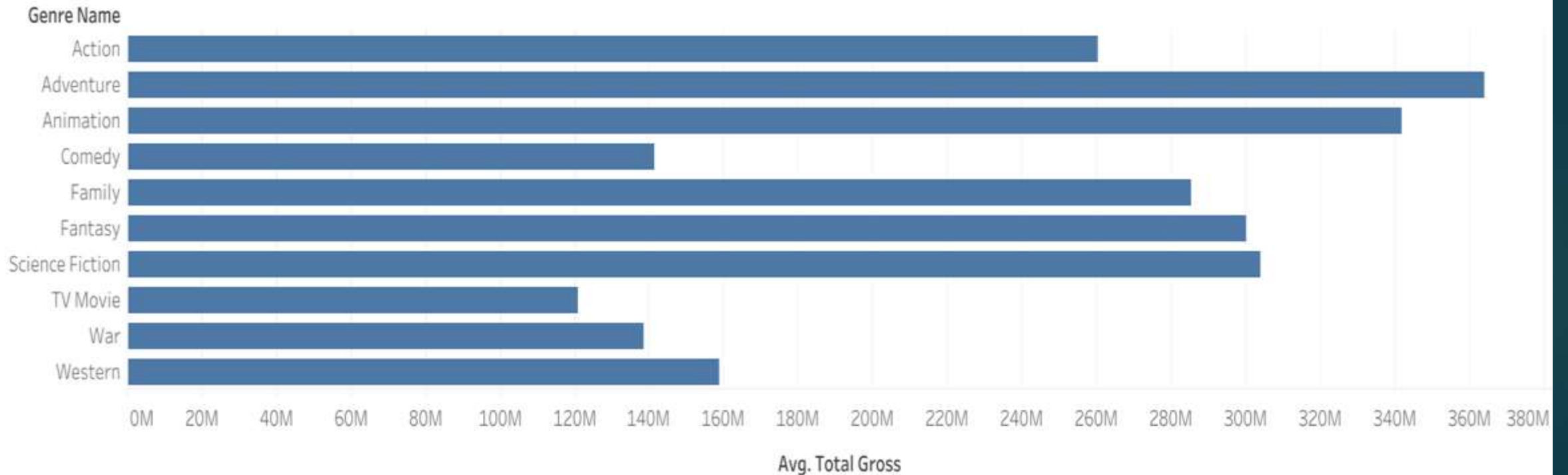
- ▶ The film Industry encompasses commercial institutions involved in filmmaking
- ▶ The filming industry especially the movie industry revenue is about US\$42.2 billion.
- ▶ One of AAA'S objective is to create original video content in the form of movies that appeals to wide audiences.
- ▶ AAA wants to compete with other big companies in this industry, which means profit is another main objective.

Methodology

- ▶ The main methodology we used is analyzing historical data from two datasets namely Tmdb Movie and bom_movie gross.
- ▶ We used this datasets mainly because it helped us analyze what type of genre has the highest box office and popularity.
- ▶ This can aid AAA in decision making in terms of deciding which original content to make in the Movie Studio with other various factors.

Average Total Gross By Genre (Top 10)

Average Total Gross By Genre



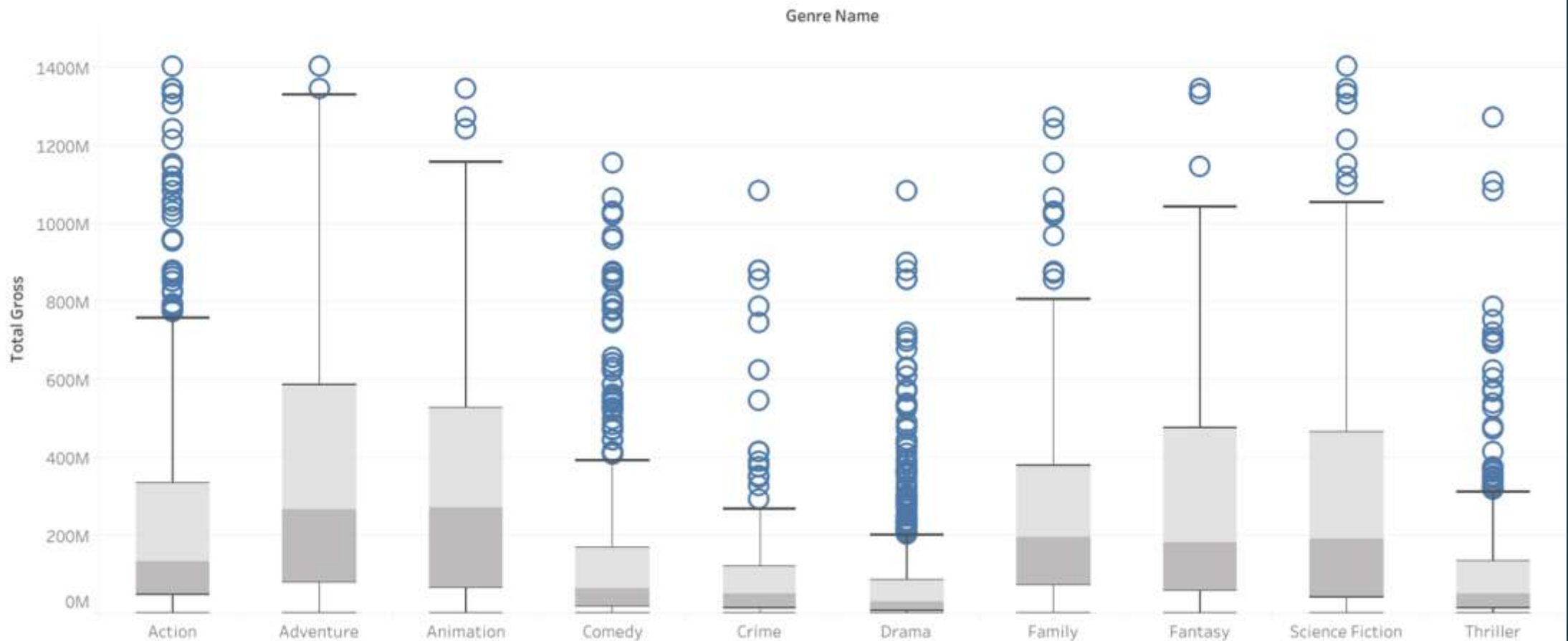
Average Total Gross By Genre(Top 10)



- ▶ Adventure is the highest grossing genre with over \$360 Million.
- ▶ Science Fiction, Fantasy, Family and Action respectively perform well in the box office due to inclusivity and wide reach.
- ▶ Comedy and Tv movies are the lowest grossing genres.

Distribution of Total Box office Gross by Top 10 Genres

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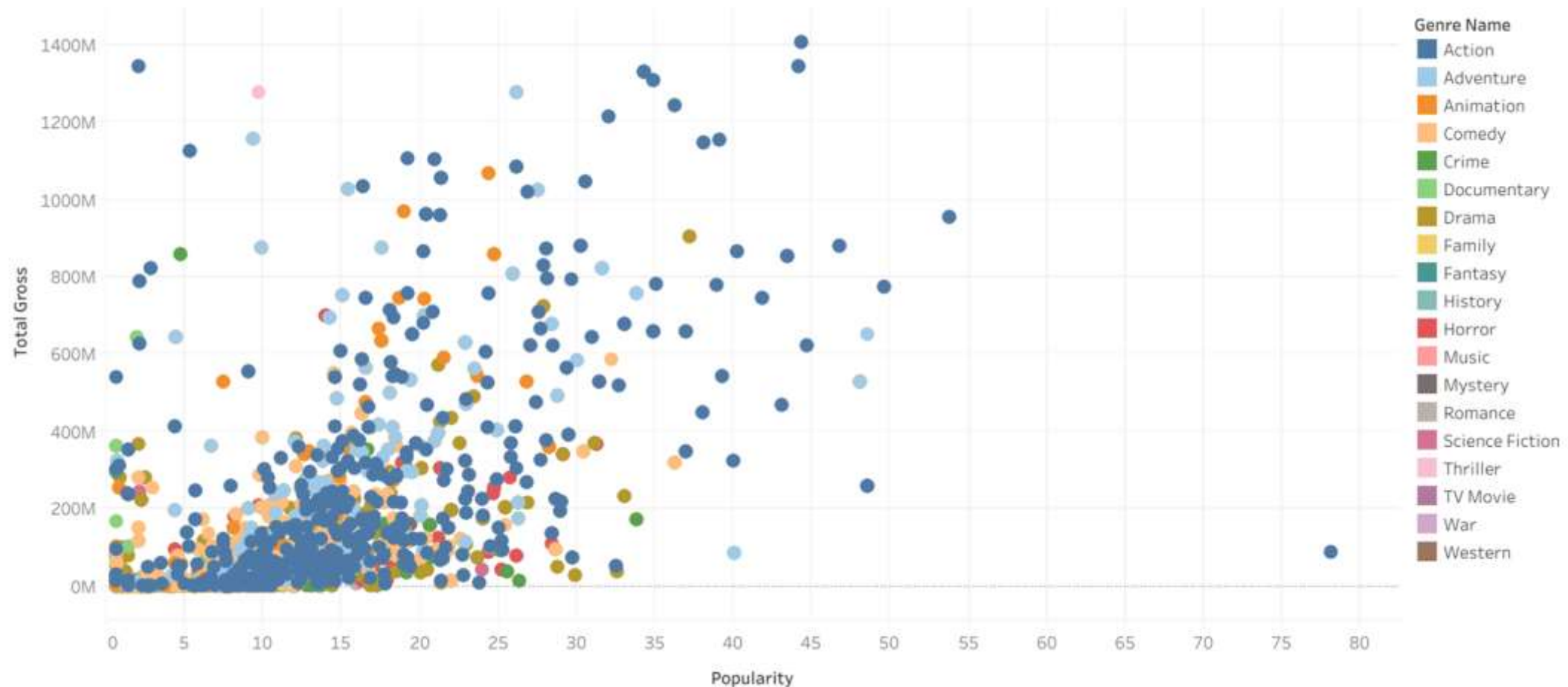


Distribution of Total Box office Gross by Top 10 Genres.

- ▶ The genres with the highest grossing potential are Adventure, Animation, Action, Fantasy, Science Fiction and family .
- ▶ They have high grossing outliers, High median values and wide IQRs which suggest high earning variance.
- ▶ The lowest grossing genres are Crime and Drama have the lowest median, tighter IQRs and have low grossing outliers.

Relationship between Film Popularity and Total Box Office Gross

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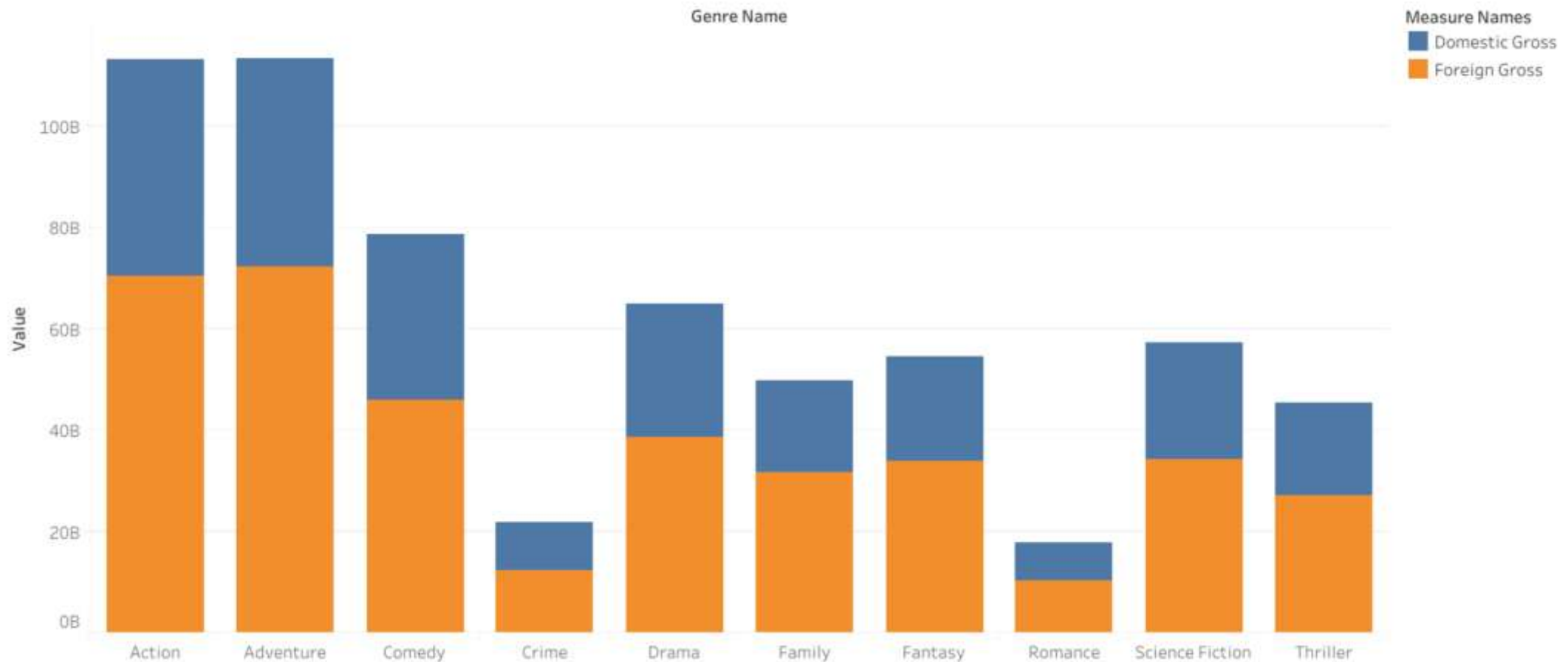
Relationship between Film Popularity and Total Box Office Gross



- ▶ The scatter plot shows a positive correlation between Film popularity and Total Box Office Gross because as a Film's popularity increases the Box office Gross increases.
- ▶ The Films that have a popularity score below 10 have a low Box Office Gross of under \$200 Million.
- ▶ Action and Adventure are the most successful films in this instance as they have both good popularity and high box office gross.

Total Domestic vs Foreign Gross In The Top 10 Genres

Total Domestic vs. Foreign Gross in the Top 10 Genres,



Total Domestic vs Foreign Gross In The Top 10 Genres.

- ▶ Action and Adventure have the highest total gross. With Adventure having the highest foreign gross and Action having the highest domestic gross.
- ▶ Crime and Romance have the lowest total gross. With Romance having the lowest domestic and foreign gross.
- ▶ Comedy has the most consistent gross as the domestic and foreign gross are split more evenly than for other genres.

Recommendations

- ▶ 1: Focus on High grossing genres such as adventure has been having the highest average earnings which can create profit for the new movie studio.
- ▶ 2: Use Popularity as an indicator of which movies to choose to achieve one of the main objective which in this case is financial success.
- ▶ 3: Develop Films with universal or international appeal, foreign markets contribute a significant majority of the total box office revenue which can help in deciding which films the new movie studio should make.
- ▶ 4: Consider stable investments in terms of movies such as family and fantasy have a consistent high median gross, cost less to make and have a GE (Generally for Everyone) rating .

Conclusion

- ▶ The best genre for the new movie studio is Adventure due to the high average earnings that it makes in domestic and foreign markets.
- ▶ Family and fantasy movies for the new movie studio is the more feasible option due to the lower costs of making these movies.
- ▶ At the end of the day it is up to you the stakeholder to decide.



► Thank you.