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MOVIE INDUSTRY ANALYSIS FOR TACTICAL
INVESTMENT

GUIDING FILM INDUSTRY EXPANSION THROUGH DATA

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PRESENTATION OVERVIEW



Objective: Aid in the company's expansion into the movie industry by identifying **budget requirements and suitable movie genres to invest into.**



This presentation uses film related data from various movie websites to generate strategic business recommendations.



The company is planning to venture into the film industry for both **foreign and domestic audiences.**



Primarily we will focus on practical insights, data-driven decisions, minimizing risks and keeping up with trends in the industry.



BUSINESS UNDERSTANDING

❖ **Business Problem:** The company has decided to create a new movie studio while having zero experience in the movie industry.

❖ **Key business inquiries:**

- Which movie genres generated the most in movie total earnings ?
- How much production budget is required for certain films??
- In terms of popularity which movie genres rank highest?
- Which movies genres have brought in the most revenue?
- Are certain movie directors and studios more profitable?

❖ **Goal:** Help stakeholders make data-driven decisions to maximize success in the movie industry.

DATA UNDERSTANDING

❖ **Source:** *Box Office Mojo, Rotten Tomatoes Movies, TheMovieDB, The Numbers.*

❖ **Time frame:** 19th and 20th Century

❖ **Fields analysed:**

- | | | |
|------------------------------|---------------------|-------------|
| - Genre | -Release Year | -Popularity |
| - Box Office | - Production Budget | |
| - Domestic and foreign Gross | - Movie Title | |

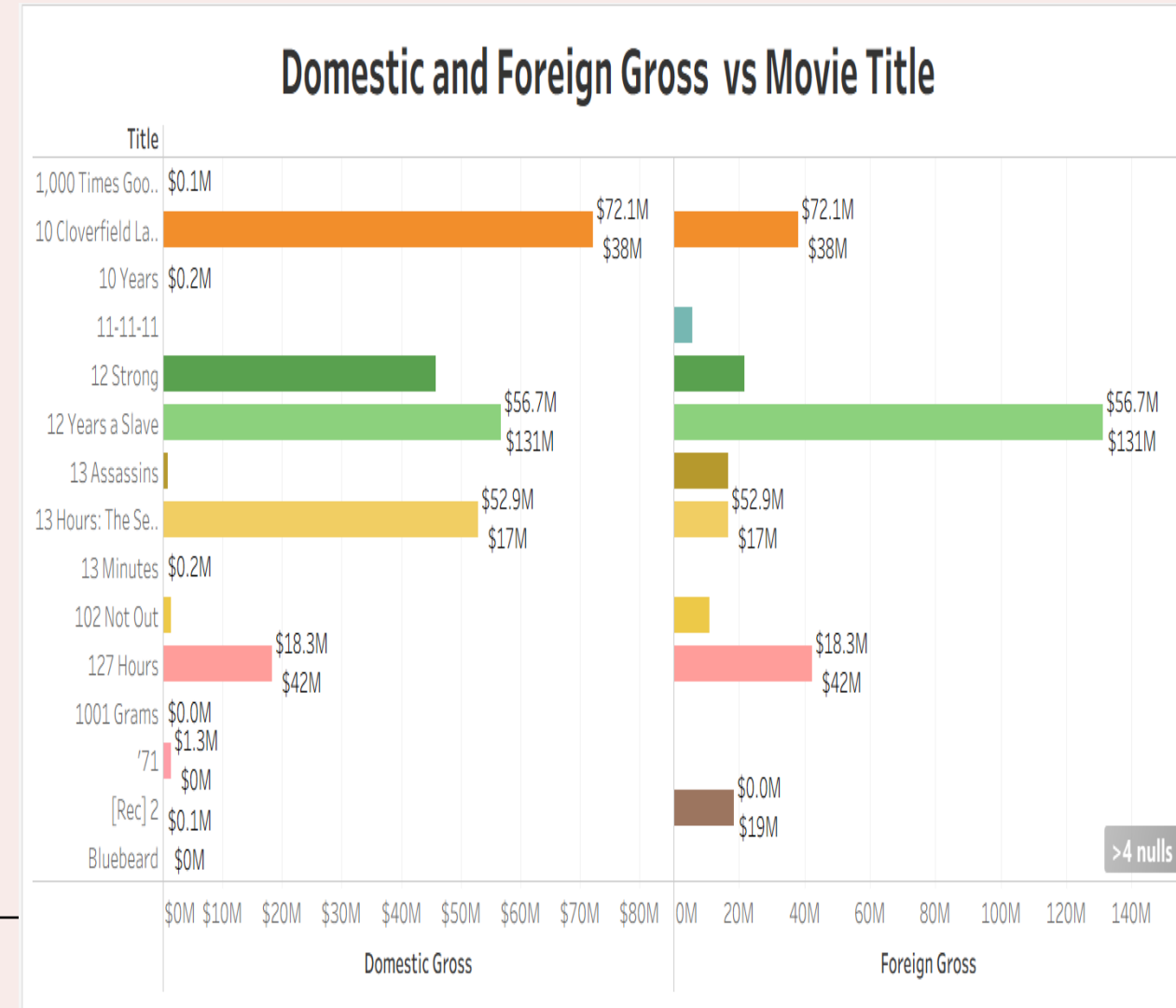
DATA ANALYSIS

METHODS AND TOOLS

- ❖ Data has been analysed using *Python*
 - ❖ Key parts:
 - Total earnings by genre
 - Movie by popularity
 - Movie director and studio by total earnings
 - Revenue by movie title
 - Production budget by release year
 - ❖ The above data has entirely in *Tableau*
- * *Python* is a high level, general purpose programming language.
- * *Tableau* is a data visualization and business intelligence tool.
-

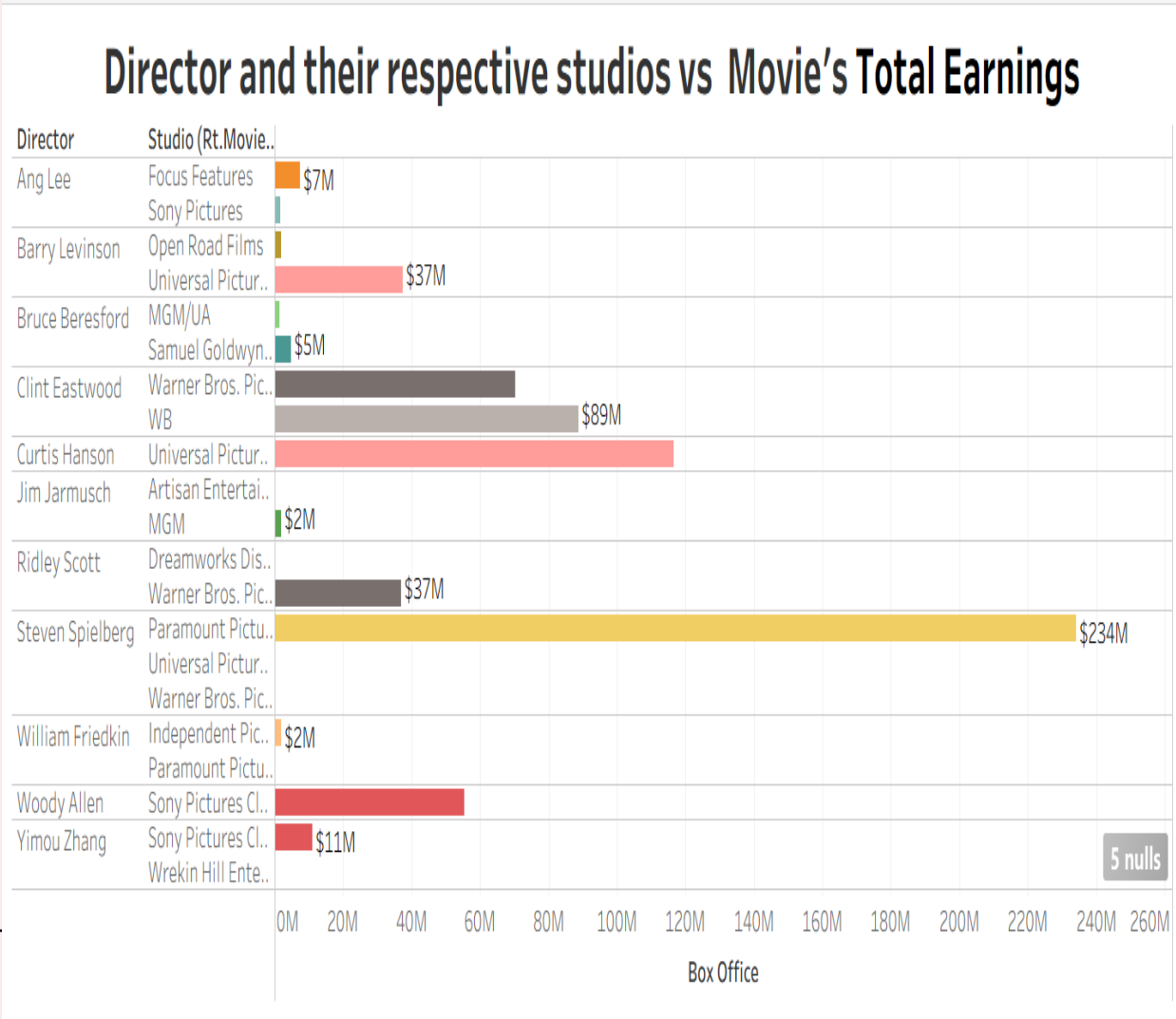
VISUALIZATION 1: DOMESTIC AND FOREIGN GROSS BY MOVIE TITLE

- ❖ In this bar graph, movies like **clover lane** and **12 Years a Slave** both generate the most revenue. Both bringing in more than **50 million US dollars**.
- ❖ Clover lane is a **science fiction, horror and mystery thriller** which has brought in the most revenue of **72.1 million US dollars**.
- ❖ While **12 Years a Slave** is a **historical drama** has generated **56.7 million US dollars**.



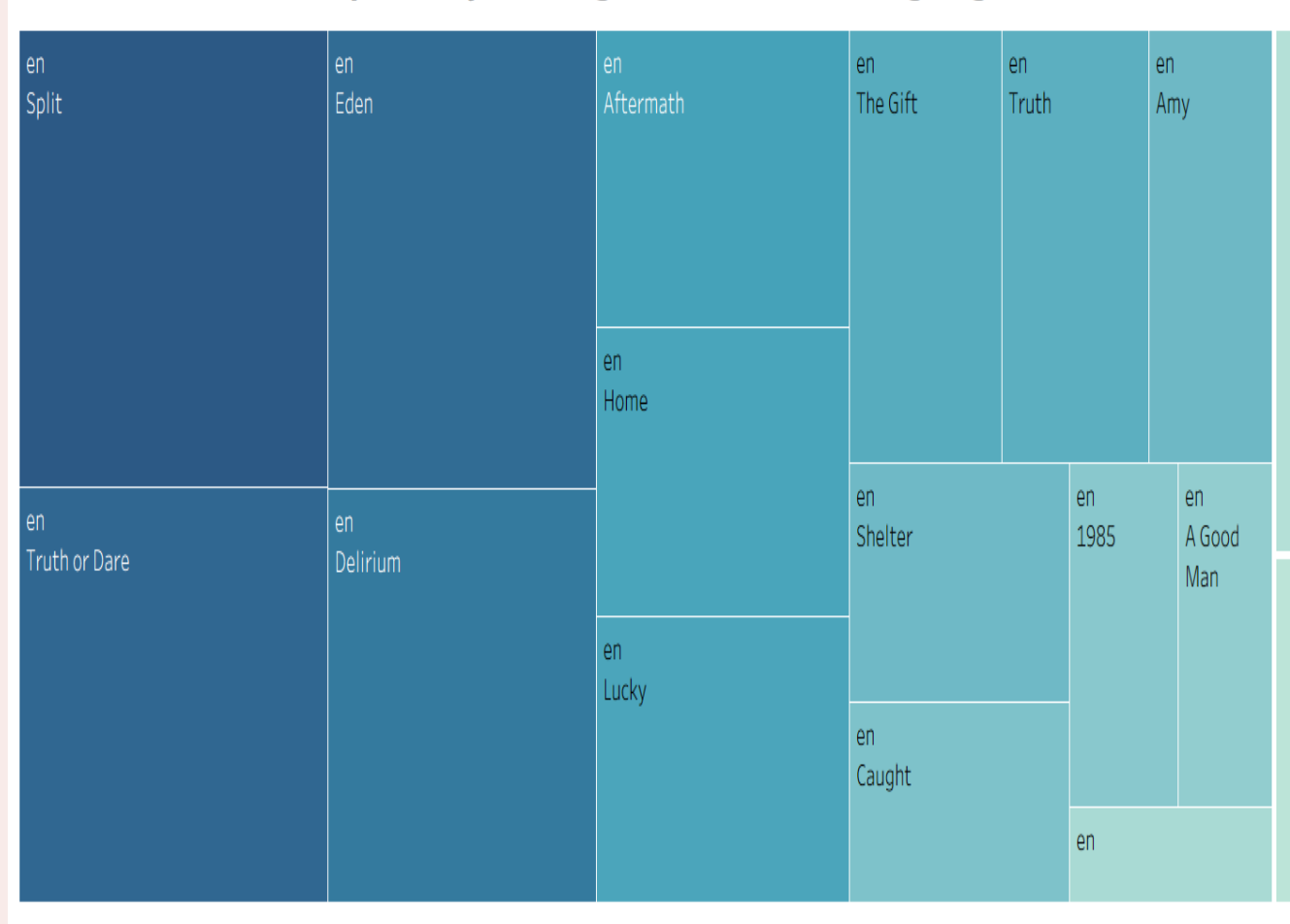
VISUALIZATION 3: MOVIE DIRECTOR AND STUDIO BY TOTAL EARNINGS

- ❖ The highest ever received total earnings by a single director was **234 million USD by Steven Spielberg**. The runner-up being **Curtis Hanson** earning close to 140 million USD.
- ❖ Studios responsible for such high numbers include; **Paramount, Universal, and Warner Bros Pictures**.



VISUALIZATION 4: MOVIE BY POPULARITY

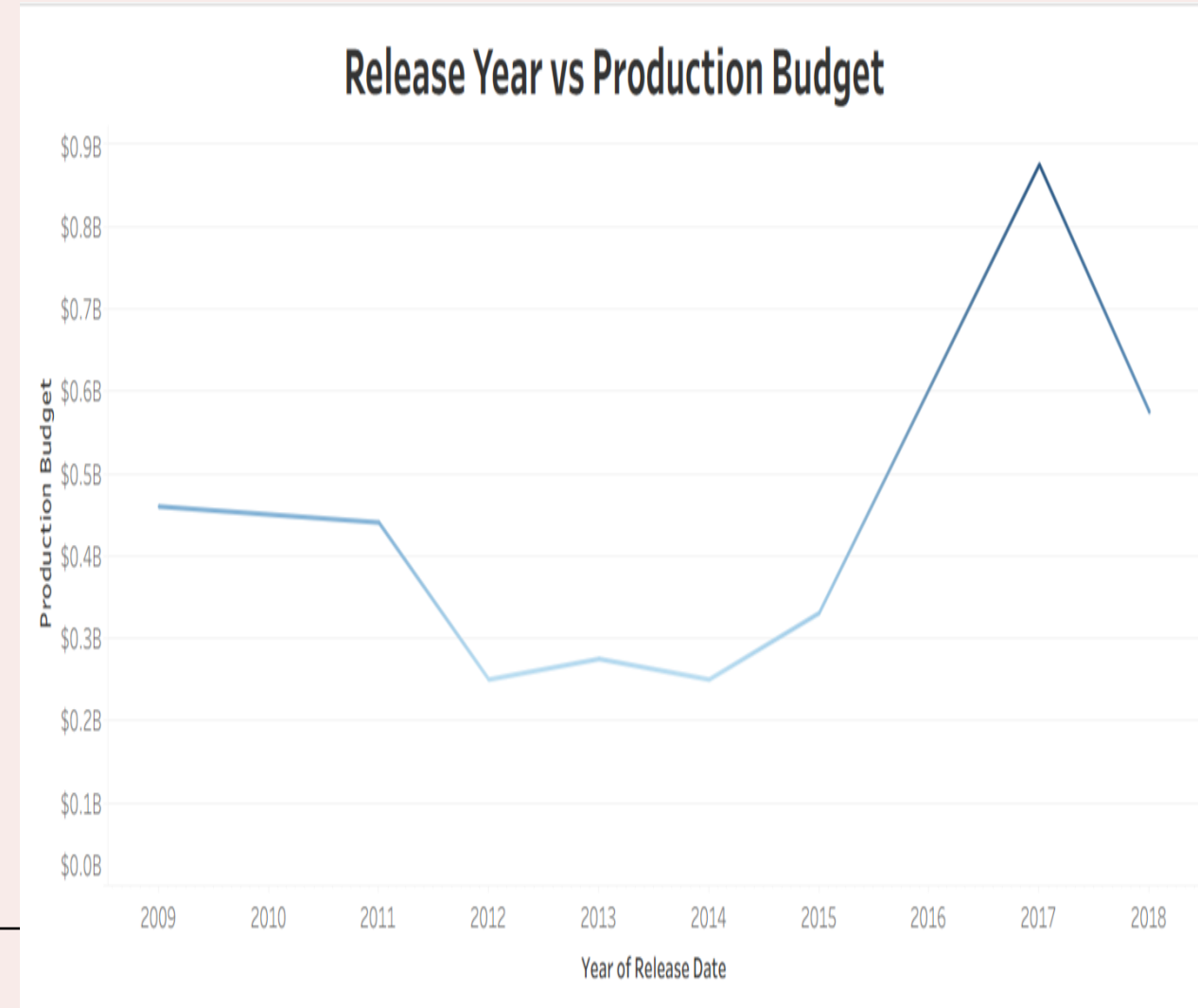
Popularity vs Original Title and Language



- ❖ In this heat map, Split is the most popular followed by Truth or Dare and Eden.
 - ❖ It also shows that the most popular language is english, therefore most english speaking countries are engaging with this type of content.
 - ❖ The following are their respective genres:
 - Psychological Horror & Thriller
 - Horror, Thriller & Supernatural
 - Thriller & Adventure
-

VISUALIZATION 5: PRODUCTION BUDGET BY RELEASE YEAR

- ❖ The highest recorded amount spent on production is close to 900 million USD in 2017, while the lowest 200 million USD in 2012.
- ❖ After 2017, money spent on production declined.



RECOMMENDATIONS

Based on the business questions highlighted in the 3rd slide, I shall make the following recommendations:

1. *Which movie genres generated the most in movie total earnings ?*

A) In our visualization genres such as **Action, Classical Drama, Science Fiction, and Thriller** have received the highest total earnings so it would be best to focus on these genres.

2. *How much production budget is required for certain films?*

B) I would suggest the movie production budget range between **50 to 200 million US dollars**. This is the most popular range of values within the music industry.

3. *In terms of popularity which movie genres rank highest?*

C) **Psychological Horror, Thriller, Adventure and Action** are highly recommended as starter movie genres.

4. *Which movies genres have brought in the most revenue?*

D) **Science fiction, horror and mystery thriller and Historical Drama** are expected to bring the most revenue.

NEXT STEPS

Turn analysis into action.

Budget guidelines: Recommend an optimal budget range based on profitability trends.

Release strategy: Suggest the best time of year or regions for higher foreign/domestic gross.

Portfolio diversification: Encourage balancing between medium ROI (low risk) and high ROI (high risk).

Identify profit drivers: Which genres, studios, or release months give the best ROI?

Spot risks: Highlight categories where ROI tends to plummet .



The End

THANK YOU FOR YOUR COOPERATION AND
ATTENTION