

# KISHKINDA UNIVERSITY

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## Department Of MCA

### Project Presentation On “Movie Marketing Analysis Tool”

#### Team

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# INTRODUCTION

- ▶ Movie Marketing Analysis Tool is designed to help filmmakers, studios, production houses, and marketing teams optimize their promotional efforts, ensuring that their films reach the right audience, and generate the maximum box-office returns. This tool leverages data analytics, social media insights, and historical performance metrics to inform marketing decisions and strategies.



# OBJECTIVE

Identify Audience: Find out who is most likely to watch the movie (age, gender, interests).

Analyze Trends: Look at current movie trends to see what types of films are popular.

Understand Positioning: Figure out how the movie is different from others and what makes it special.

Measure Social Media Buzz: Track engagement and conversations on social media to gauge interest.



## **EXISTING SYSTEM**

Creating a comprehensive movie marketing analysis tool involves leveraging various existing systems, methodologies, and technologies to gather insights on audience behavior, market trends, and the effectiveness of marketing campaigns.

## **PROPOSED SYSTEM**

The Movie Marketing Analysis Tool (MMAT) is designed to collect, analyze, and visualize data on movie marketing efforts. Its primary objective is to enhance the effectiveness of marketing strategies by providing insights into audience engagement, campaign performance, and industry trends.



## **VISION**

To empower filmmakers, studios, and marketers with data-driven insights into movie marketing performance, enabling them to optimize strategies, maximize audience engagement, and drive box office success through an innovative, user-friendly analysis platform.

## **MISSION**

To provide filmmakers and marketing professionals with a cutting-edge analytical platform that transforms data into actionable insights, enabling the creation of targeted, impactful marketing strategies that resonate with audiences, enhance engagement, and maximize box office success.



# **REQUIREMENTS SPECIFICATION**

## **Functional Requirement:**

- User Authentication and Role Management
- Data Collection
- Data Storage and Management

## **Non Functional Requirement:**

- Performance
- Scalability
- Availability



## **Software Requirements**

Python 3.12(64-bits)

Visual Studio Code

## **Hardware Requirements**

Processor :Intel i5

Ram : 64GB

Hard Disk :500GB



# **MODULES**

- ▶ **Market Research Module: Competitor Analysis, Audience Segmentation.**
- ▶ **Social Media Analytics Module: Engagement Tracking, Trend Monitoring.**
- ▶ **Campaign Performance Module: Click-through Rate (CTR) Tracking.**






## **BENEFITS**

- ▶ Data-Driven Decision Making
  - ▶ Audience Understanding
  - ▶ Social Media Insights
  - ▶ Trend Identification
  - ▶ Cost Efficiency
  - ▶ Enhanced Audience Feedback
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## CONCLUSION

- This project serves as a practical example of how to manage real-world data through effective programming techniques, making it suitable for further development in marketing analytics and campaign management tools.
  - In conclusion, the Movie Marketing Analysis Tool not only streamlines campaign management but also equips marketing teams with the insights necessary to optimize their strategies. By harnessing the power of Python and object-oriented programming, this project sets a strong foundation for future developments in movie marketing analytics.
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## **Future Enhancement:**

- ▶ Implementing more detailed analytics and reporting features.
- ▶ Adding a user interface for easier campaign management.
- ▶ Expanding the optimization logic for marketing strategies.



THANK YOU