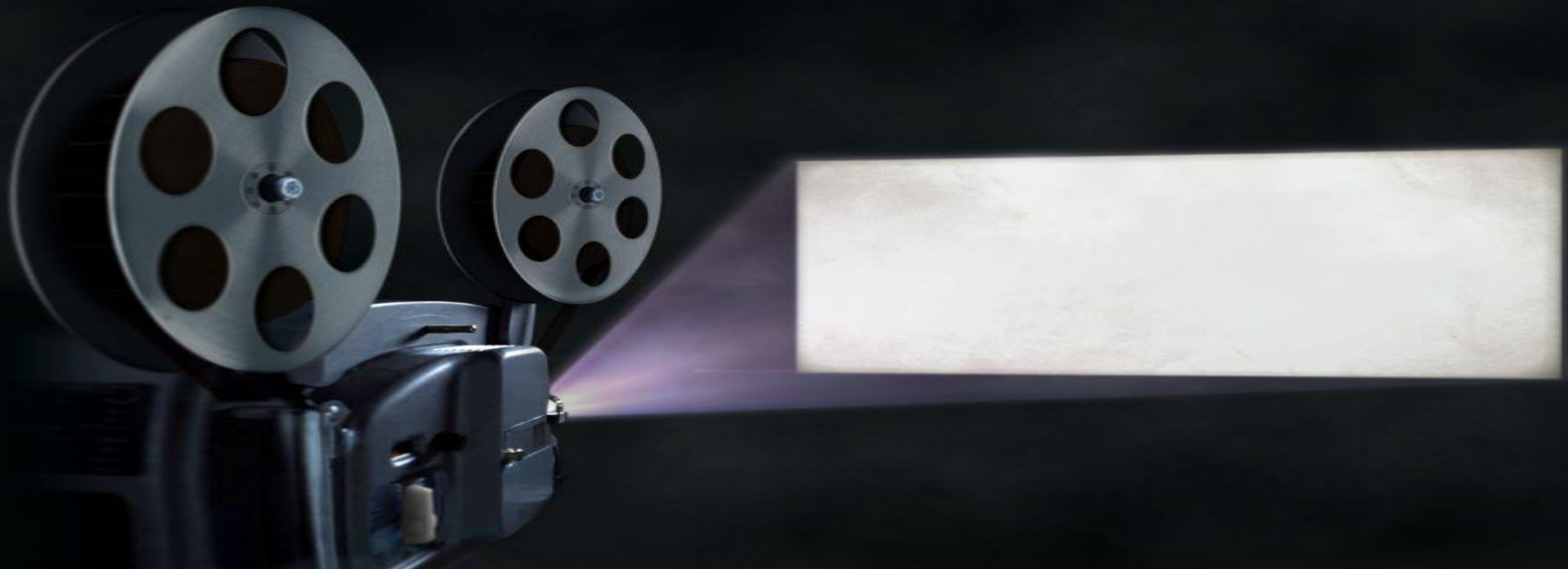


THE FILM INDUSTRY:

Analysis of movies in the Box Office.



End User.

Client:

Microsoft Corporation.

Target :

The Head of Microsoft's New Movie studio.

Report by :

Bonventure Willis Osoro.

Introduction

The film industry or motion picture industry comprises the technological and commercial institutions of filmmaking. It dates back to France in 1895 when the first cinematograph was projected. Movie studios earn revenue through:

1. Movie theatre ticket sales(The box office).
2. Merchandise sales like action figures or branded clothing.
3. Television Rights.
4. Streaming.

In 2019, the global box office was worth \$42.2 billion. When including box office and home entertainment revenue, the global film industry was worth \$136 billion. The profitability of a film studio is crucially dependent on picking the right film projects and involving the right management and creative teams, but it also depends heavily on choosing the right scale and approach to film promotion. The film industry is a brutally competitive winner-take-all market and is "extremely volatile". It is impossible to predict in advance who will become the market winner

Report Overview.

1. Business Understanding

1. Data Assembly.

2. Data verification.

3. Data cleaning.

4. Data Visualization and Analysis

5. Summary.

6. Recommendations.

Problem Statement.

Due to the increase in profitability of the motion picture industry, many companies have ventured into the market by trying to produce movies and television shows for the target audience. Microsoft Corporation is also looking to diversify into the Film Industry. As a starting point, Microsoft wants to launch a movie studio that can compete with the already established studios that have a market share

BUDGET.

Movie budget statistic results:

1. The average movie budget is \$64,882,378
2. The most common movie budget is \$20,000,000
3. The median movie budget is \$50,000,000
4. The correlation between movie budget and revenue is 0.674.

Objective.

1. To analyze movies that have been at the box office.
2. To explore what types of films are currently doing the best at the box office.
3. To translate those findings into actionable insights.
4. To suggest to the client what type of films to create.

Data Assembly

The datasets used in this report were outsourced from [Kaggle](#).

They are :

1. [Oscars Dataset](#)
2. [Top 1000 all-time grossing movies](#)
3. Imdb_movies.csv.
4. [IMDB most popular movies](#)

Data Cleaning.

For each of the datasets, I:

1. Removed the irrelevant columns
2. Removed any of the entries that contain NaN values.
3. Renamed columns to achieve naming consistency in all subsets.

Data Visualisation and Analysis.

I focused on four categories:

1. BUDGET.

1. Budget vs revenue: I will determine if the budget allocated affects the revenue
2. Budget vs rating: I will determine if the budget allocated affects the rating received

2. GENRE

1. Genre vs Oscars: I will determine what genres won more Oscars
2. Genre vs revenue. I will determine if some genres return more revenue than others

3. MOVIE GUIDELINE CATEGORY

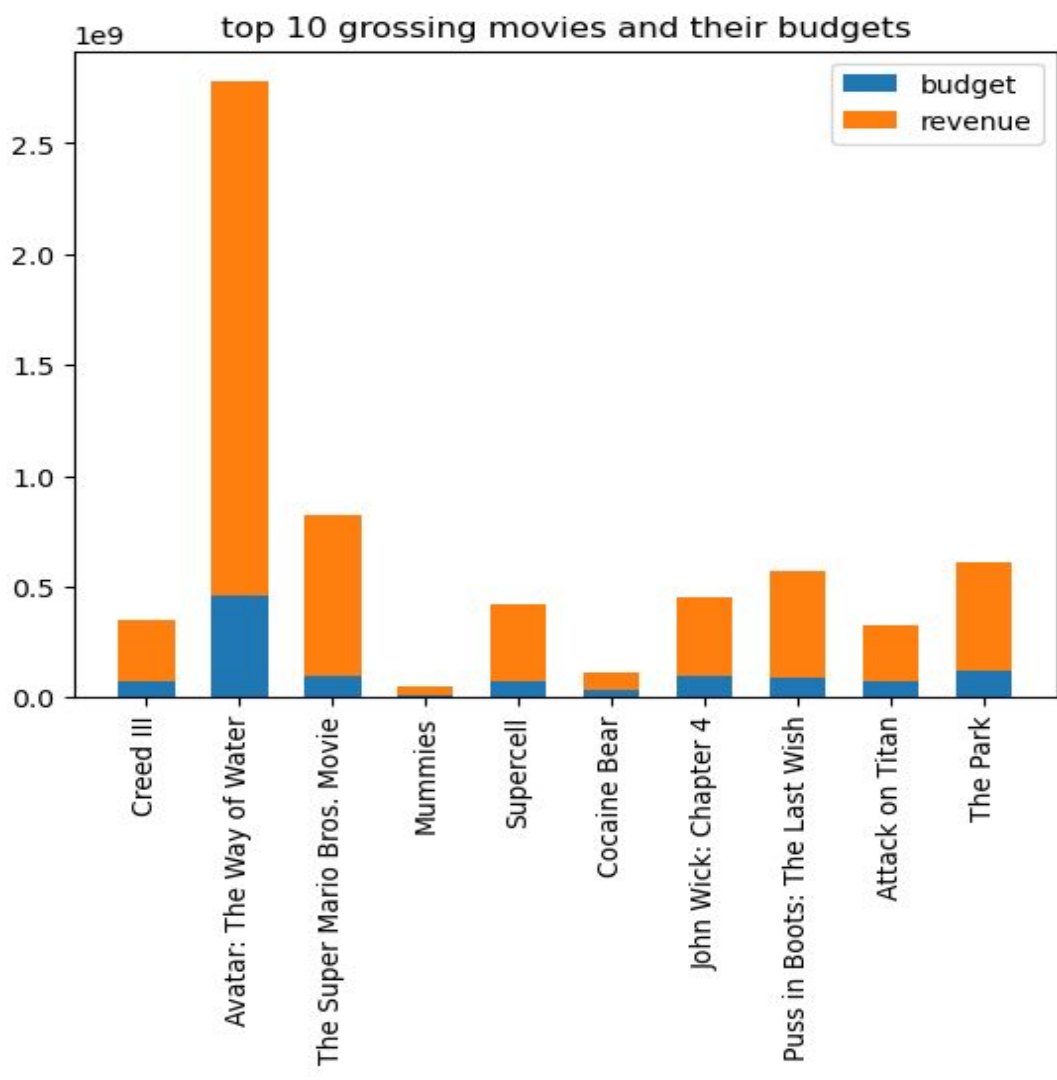
I will determine if the movie guideline given eg PG-13 affects revenue

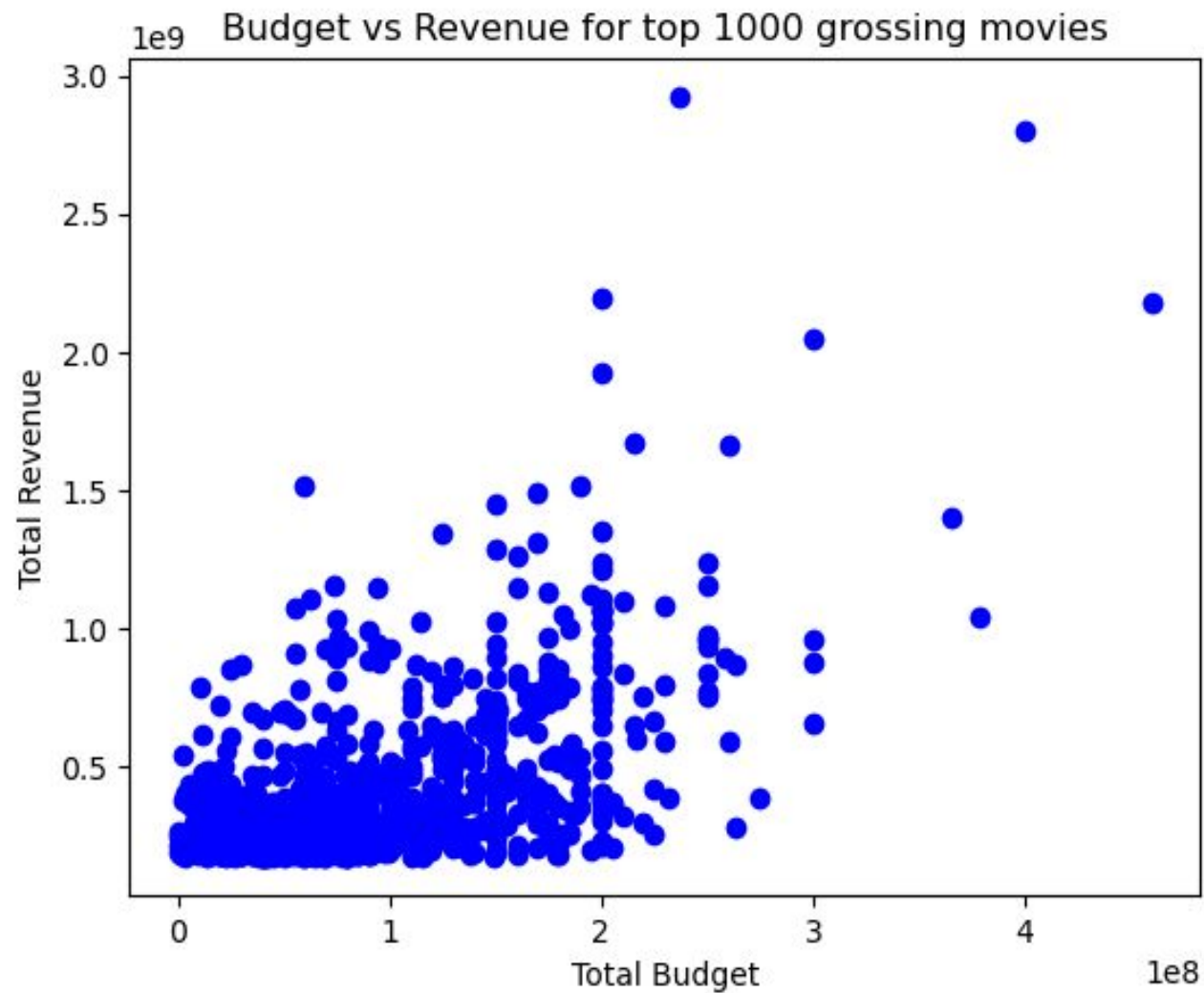
4. LANGUAGE

I will determine if the spoken language in the movie affects revenue

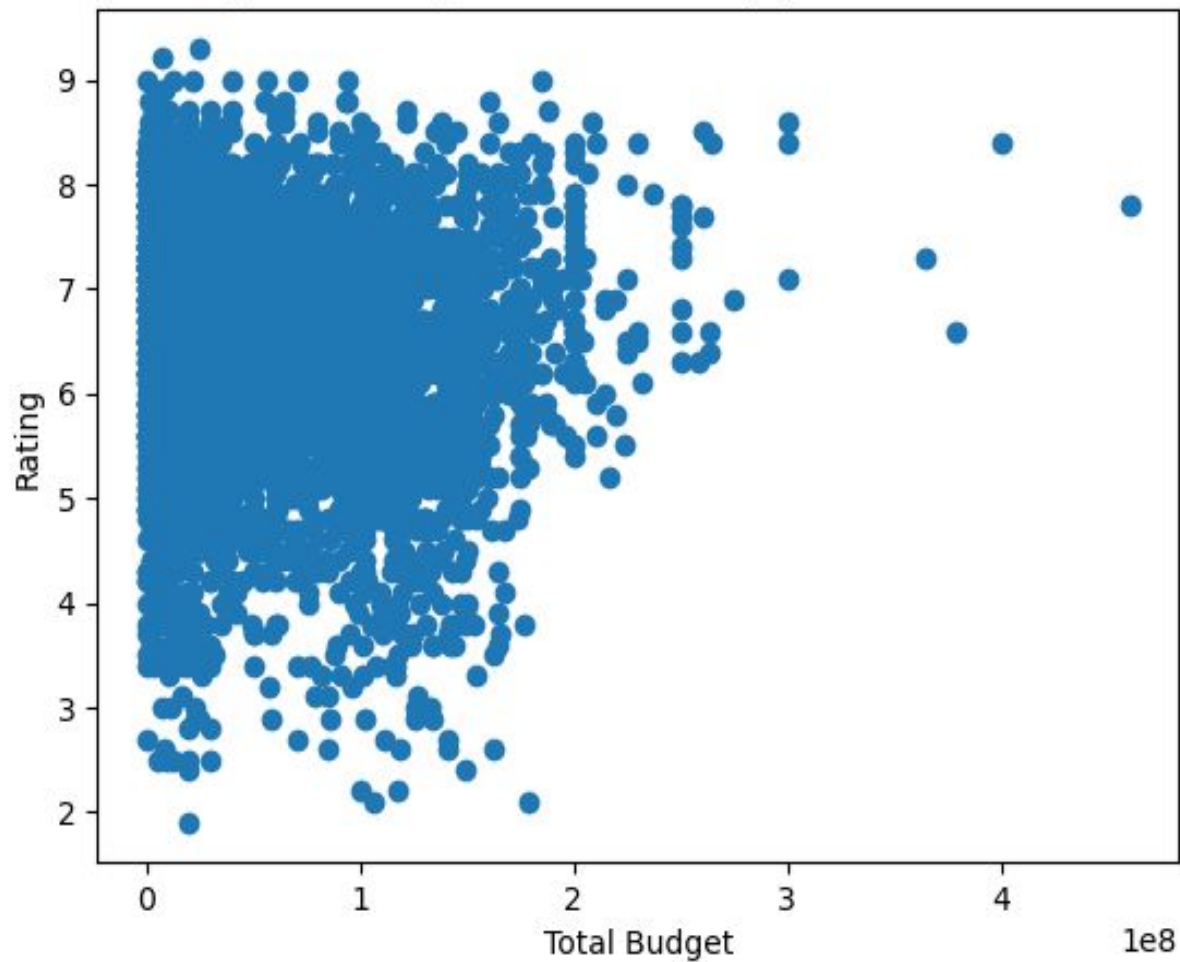
Budget Statistics

1. The average movie budget is \$64,882,378
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3. The median movie budget is \$50,000,000
4. The correlation between movie budget and revenue is 0.674.





Budget vs Rating for 5000 most popular imdb movies

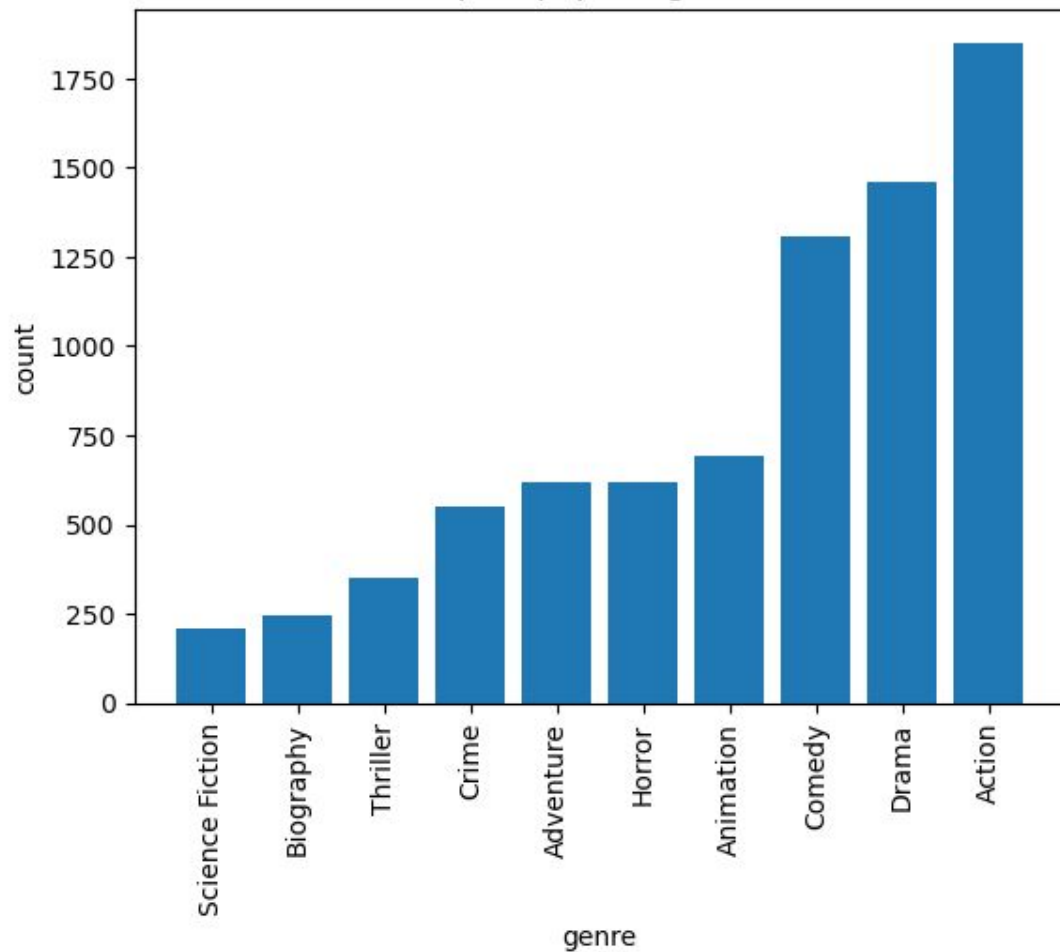


Top 10 popular Genres

The top 10 genres are:

1. Action.
2. Drama.
3. Comedy.
4. Animation.
5. Horror.
6. Adventure.
7. Crime.
8. Thriller
9. Biography.
10. Science Fiction.

top 10 popular genres

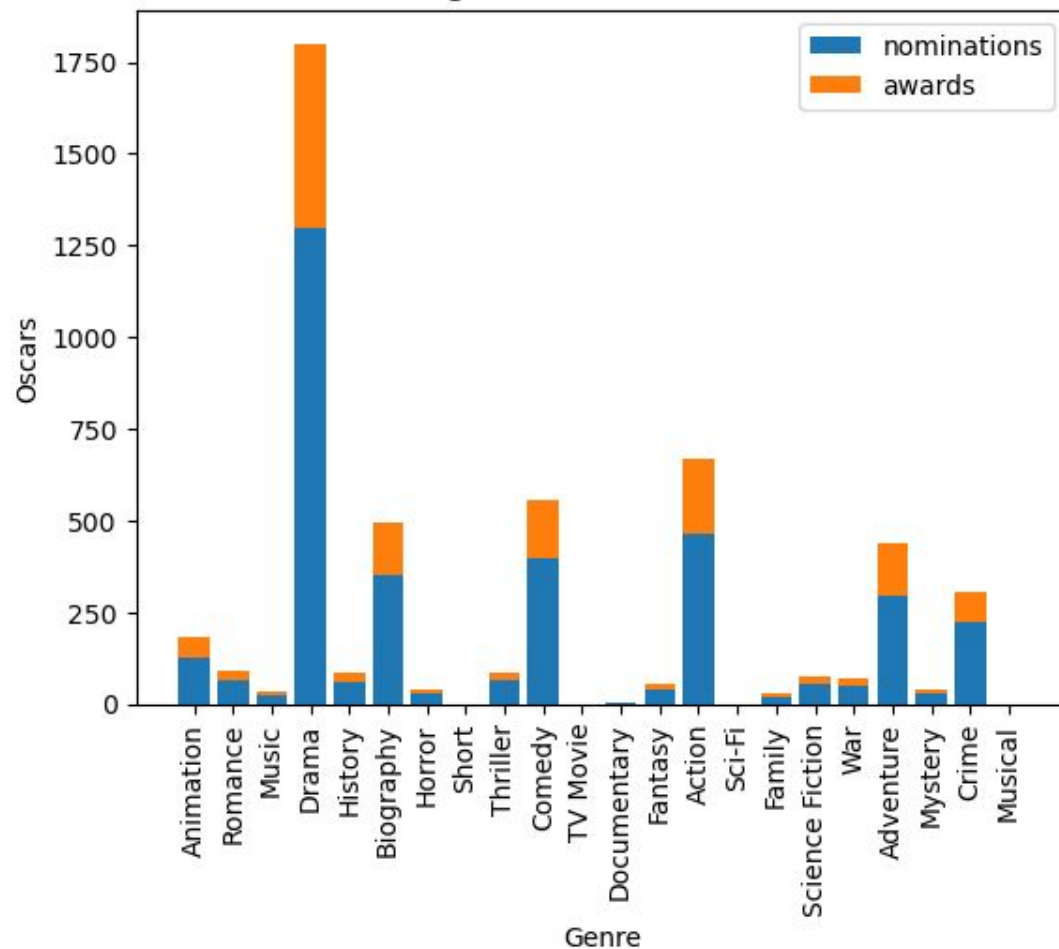


Top Genres at the Oscars

The genres with most oscar nominations and wins are:

1. Drama.
2. Action.
3. Comedy.
4. Adventure.
5. Biography.

genre vs oscar data



Top earning genres at the box office:

1. Drama.

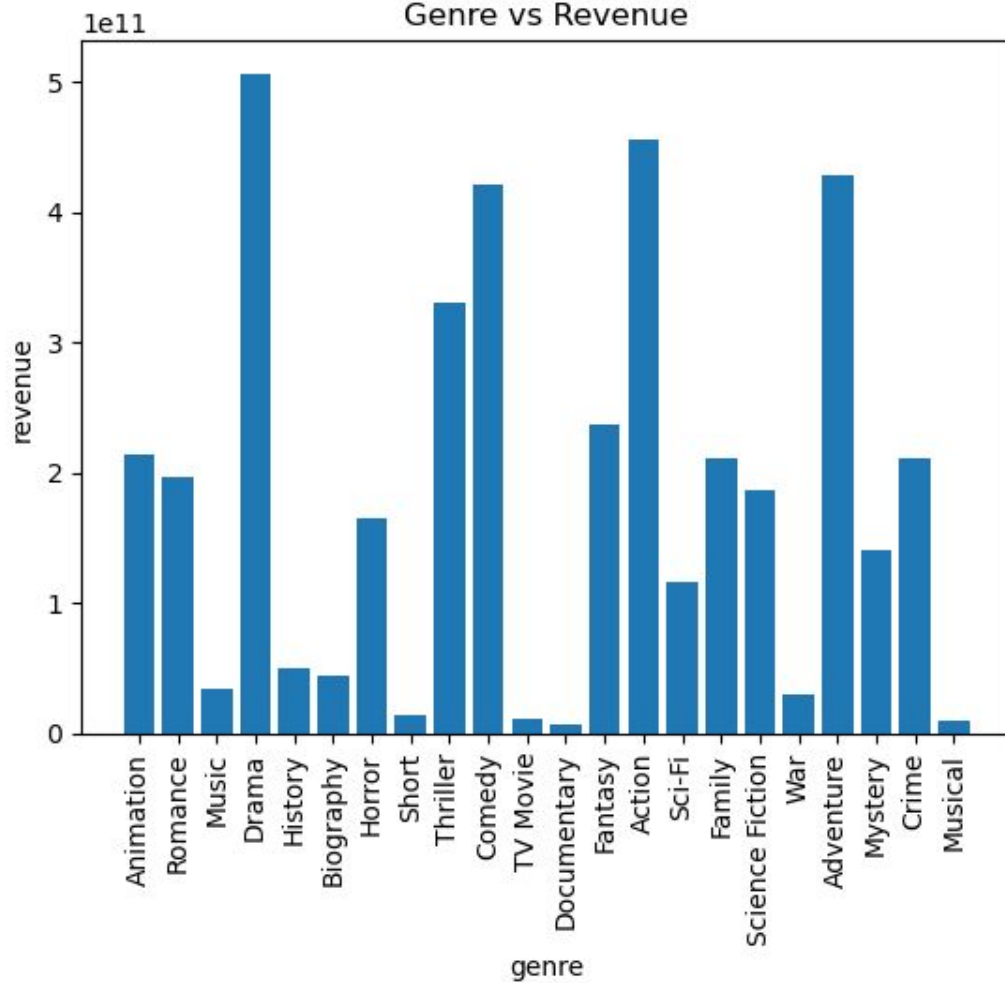
2. Action.

3. Comedy.

4. Adventure.

5. Thriller

Genre vs Revenue



Most produced movie guideline categories are:



1. R.

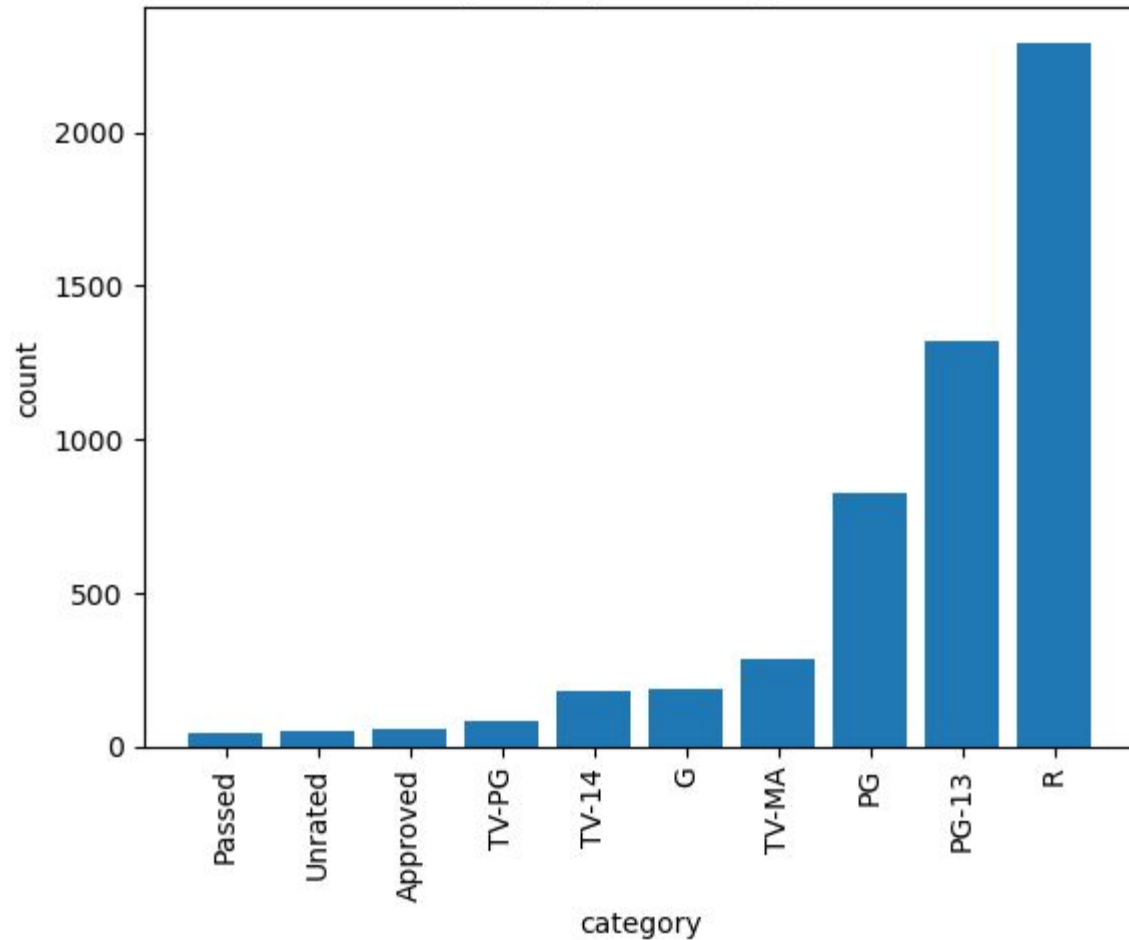
2. PG-13.

3. PG.

4. TV-MA.

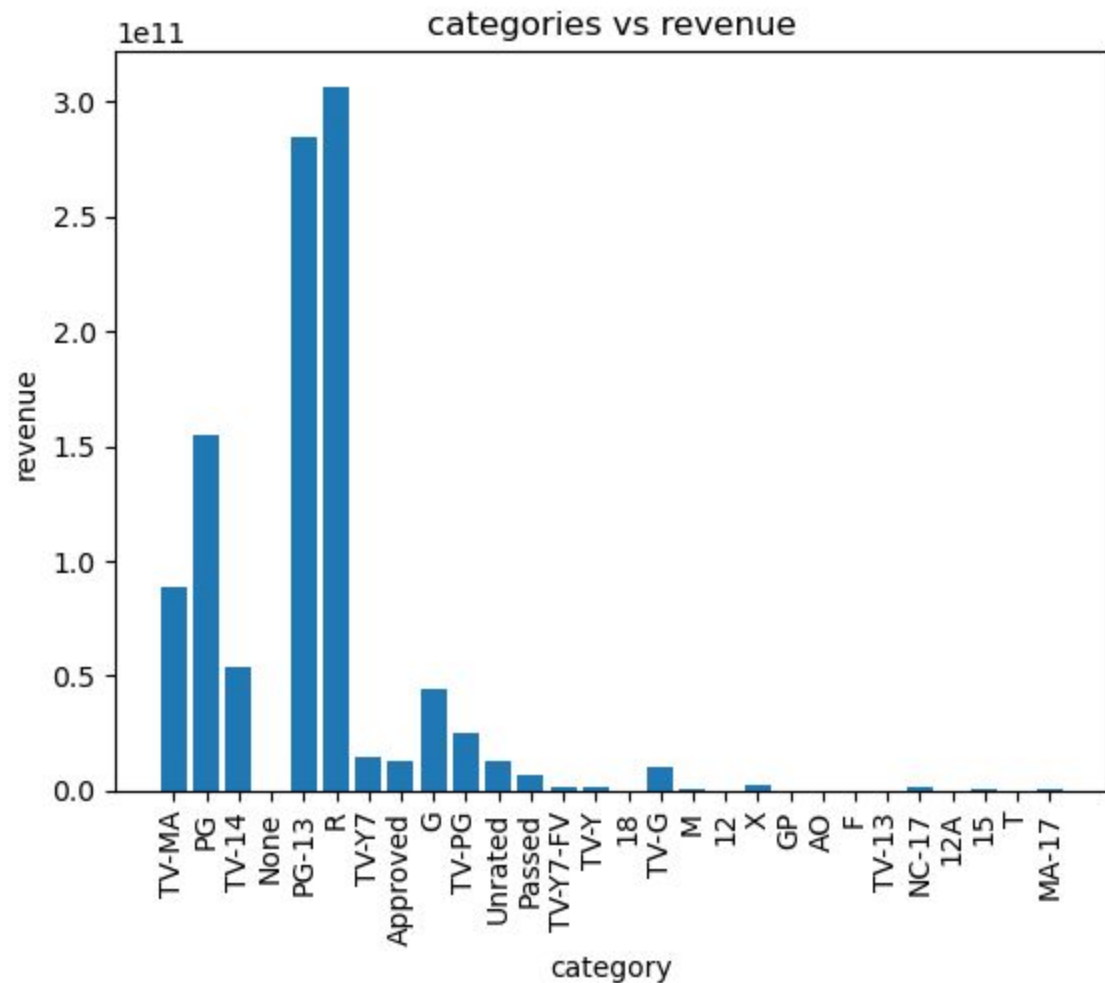
5. G

top 10 popular categories



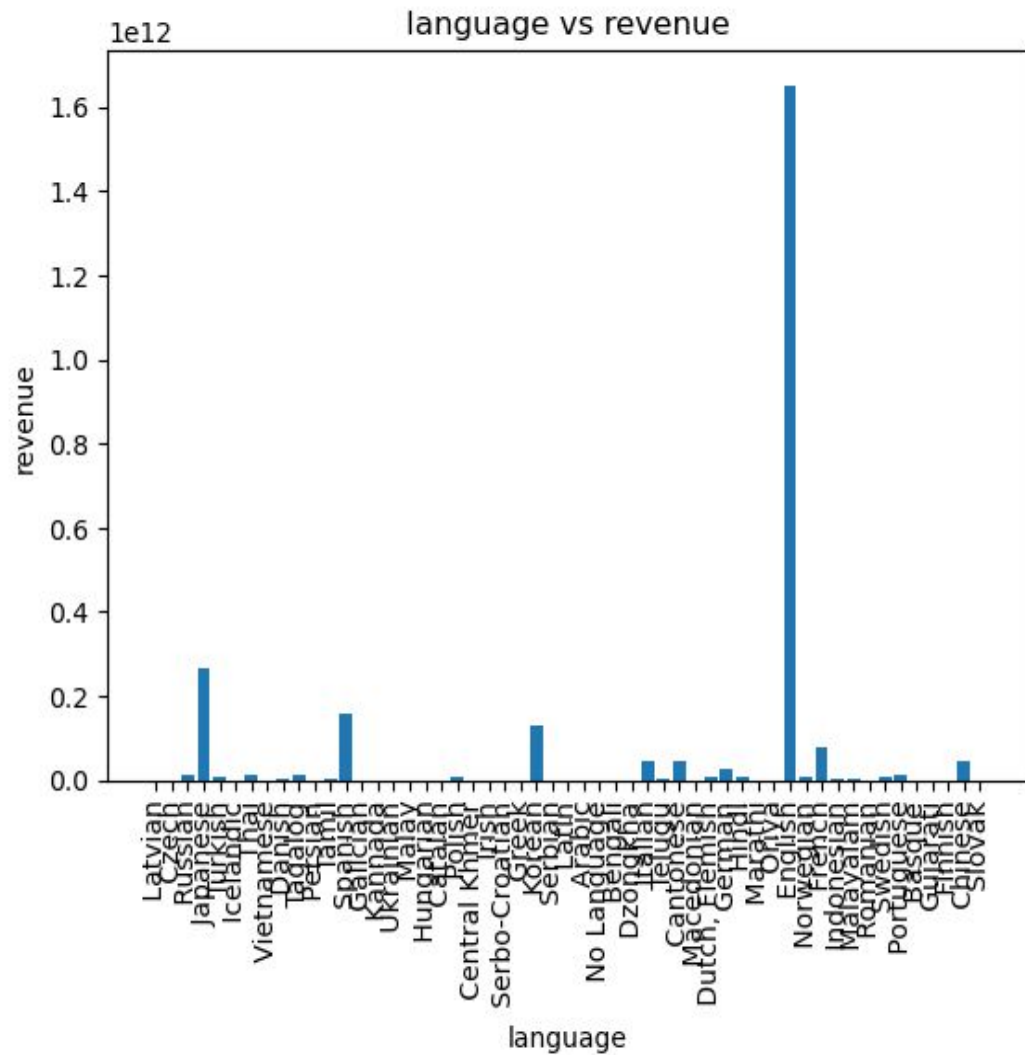
The top earning movie categories are:

1. R.
2. PG-13.
3. PG.
4. TV-MA.
5. TV-14



The top earning spoken languages are:

1. English.
2. Japanese.
3. Spanish.
4. korean.
5. French.



summary

In this report, we have focused on four main areas:

1. Budget.
2. Genre.
3. Movie Guideline Category.
4. Spoken Language.

We have to acknowledge that there are other factors that may affect the success of a movie studio and the success of the movies they produce. This may include:

1. The movie directors : some directors are better than others.
2. The cast in the movies : some actors have a large fanbase that is always on the lookout for their movies.
3. The promotion strategy of the studio : how well do they promote their movies.

In the film industry there are also some notable mentions:

1. Hollywood is the world's oldest national film industry, and largest in terms of box office gross revenue.
2. Indian cinema is the largest national film industry in terms of the number of films produced, with 2,446 feature films produced annually as of 2019.
3. As of 2021, Chinese cinema has the highest annual ticket sales with 1,156 million tickets sold.

Recommendations:

1. I recommend that the movies produced by the new Microsoft studio should have a minimum budget that ranges from `\$`20,000,000 - `\$`60,000,000.
2. I recommend that the movies produced by the Microsoft studio, should fall under the following genres:Drama.,Action,Comedy, Adventure, Animation.
3. It is recommended that the movies produced by Microsoft movie studio, should fall under the following ratings: R, PG-13, PG,TV-MA,TV-14,G.
4. I recommend that movies produced by Microsoft movie studio should use the following spoken languages: English,Japanese,Spanish,korean,French.
5. I also recommend that the Movie studio should choose the right movie director and a well known cast to tap into their fanbase.
6. I recommend that the movie studio should be established in Hollywood This is because Hollywood has the largest box office revenue.
7. It is recommended that the Movie Studio should first release the movies in the Chinese cinema because they have the highest ticket sales in the industry.