

A silhouette of a person stands on a rocky outcrop, looking out over a vast mountain range under a hazy, sunset-colored sky. The scene is framed by a large, white, L-shaped graphic element in the top-left and bottom-right corners.

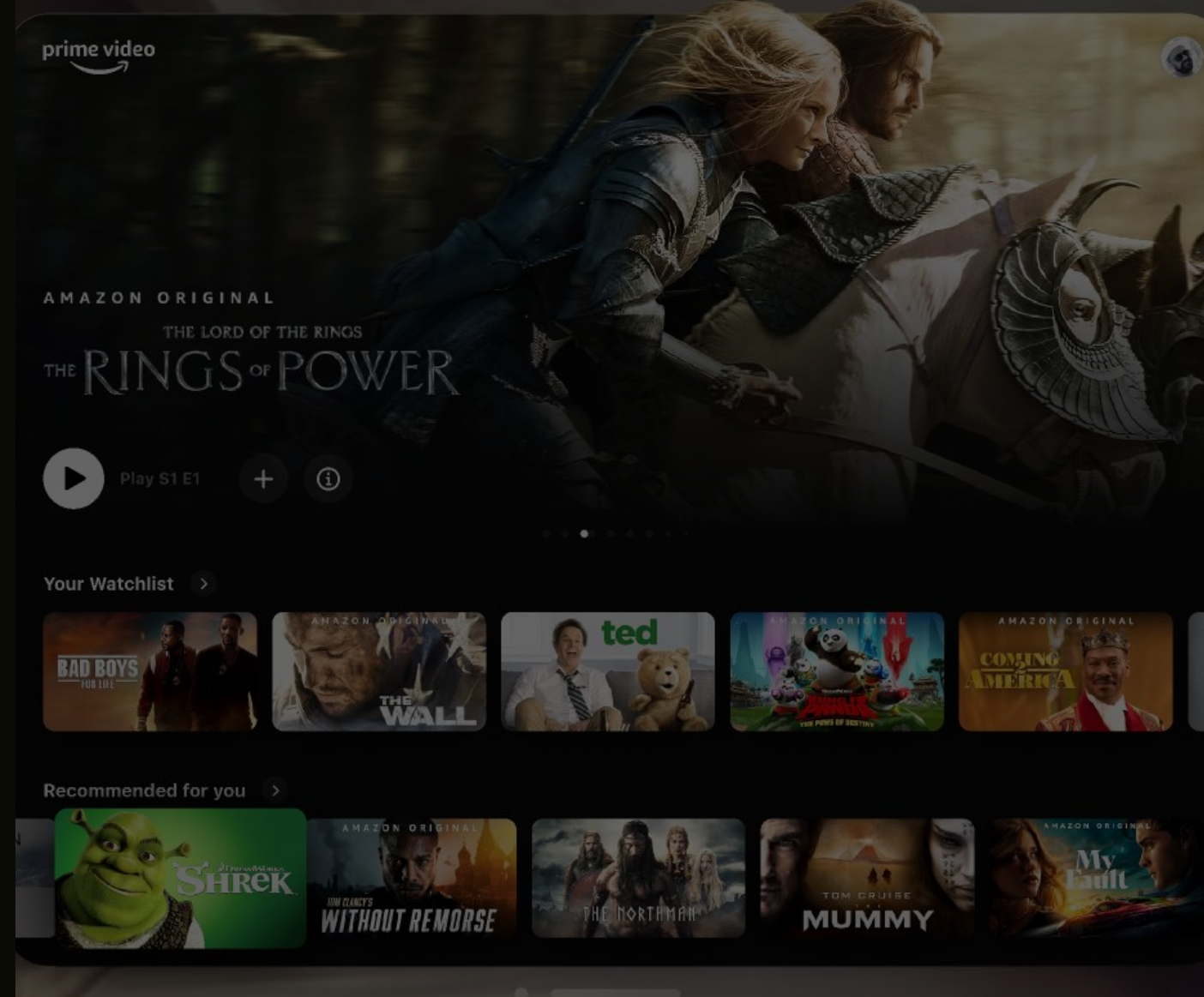
MOVIE INDUSTRY ANALYSIS

Discovering Data Driven Insights To succeed in the
Movie Industry

Overview:

Goal : To provide actionable insights for our new movie studio by analyzing current trends in the movie industry.

Objective: Identify the most successful movie genres, optimal budget allocations, and best release times for movies.



Business Understanding:

Stakeholders:

1. CEO
2. New Head of the Movie Studio
3. Investors and Financiers
4. Data Analysts and Researchers.

Key Questions:

1. What types of films are performing best at the box office?
2. How do IMDb ratings correlate with box office revenue?
3. When is the best time to release a movie?



Data Understanding

Data Sources are the IMDB and the BOX Office Mojo

IMDB :

- The IMDB data is a database that include a number of tables the most relevant tables being:
 - 1. Movie basics
 - 2. Movie ratings
 - 3. Movie akas
- They provide data such as movie ratings, genres, runtime minutes, and number of votes.

BOX OFFICE MOJO:

- The BOM data is a csv file that has necessary columns on movie data such as:
 - 1. domestic and foreign gross
 - 2. studios producing the movies.

Data Analysis Methodology

1. Technology Used:

- Used Pandas a python library for cleaning and analyzing the data,
- Used Matplotlib and seaborn which are also python libraries for creating visualizations of the data.
- Used sqlite3 to analyze the IMDB database.

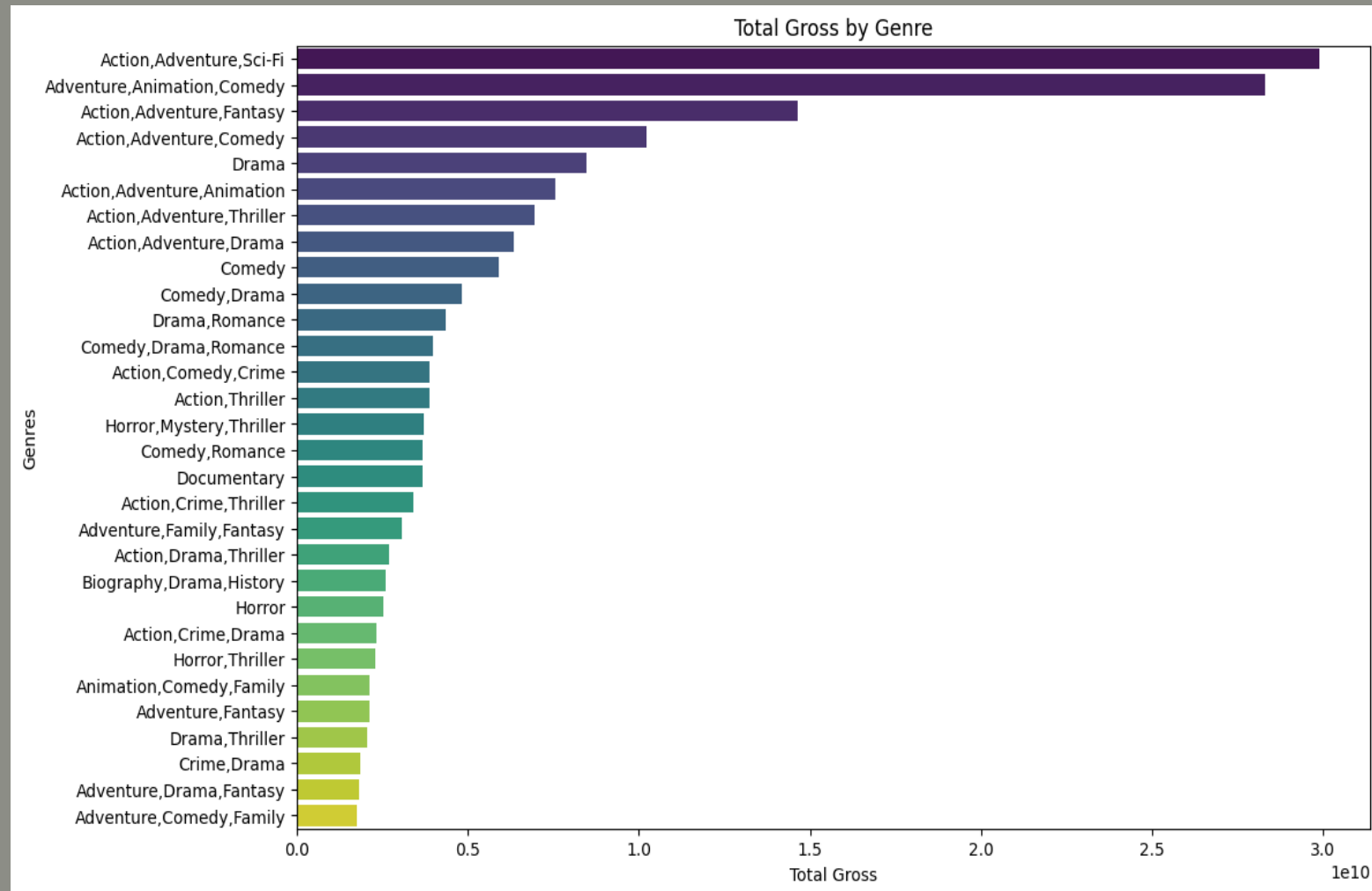
2. Data Cleaning:

- Analyzed the data and handled missing values and duplicated values. This also involved extracting only the necessary columns and dropping the unnecessary columns.

3. Data Merging:

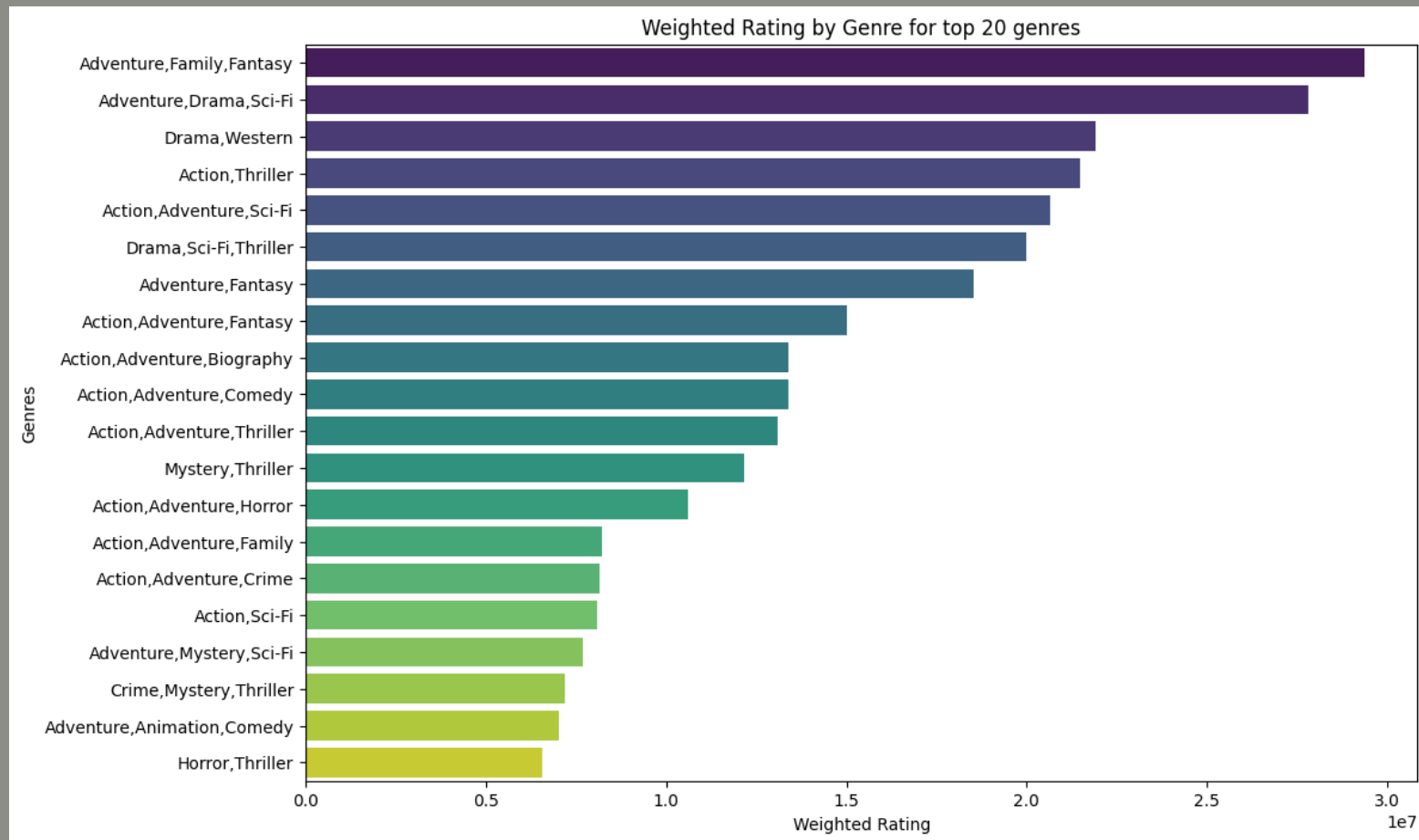
- Merged relevant tables such as the movie basics, movie ratings and movie akas in IMDB with the BOM data.
- Merging made it easier to visualize the data and discover insights of the data.

Visualization 1: Total Box Office by Genre



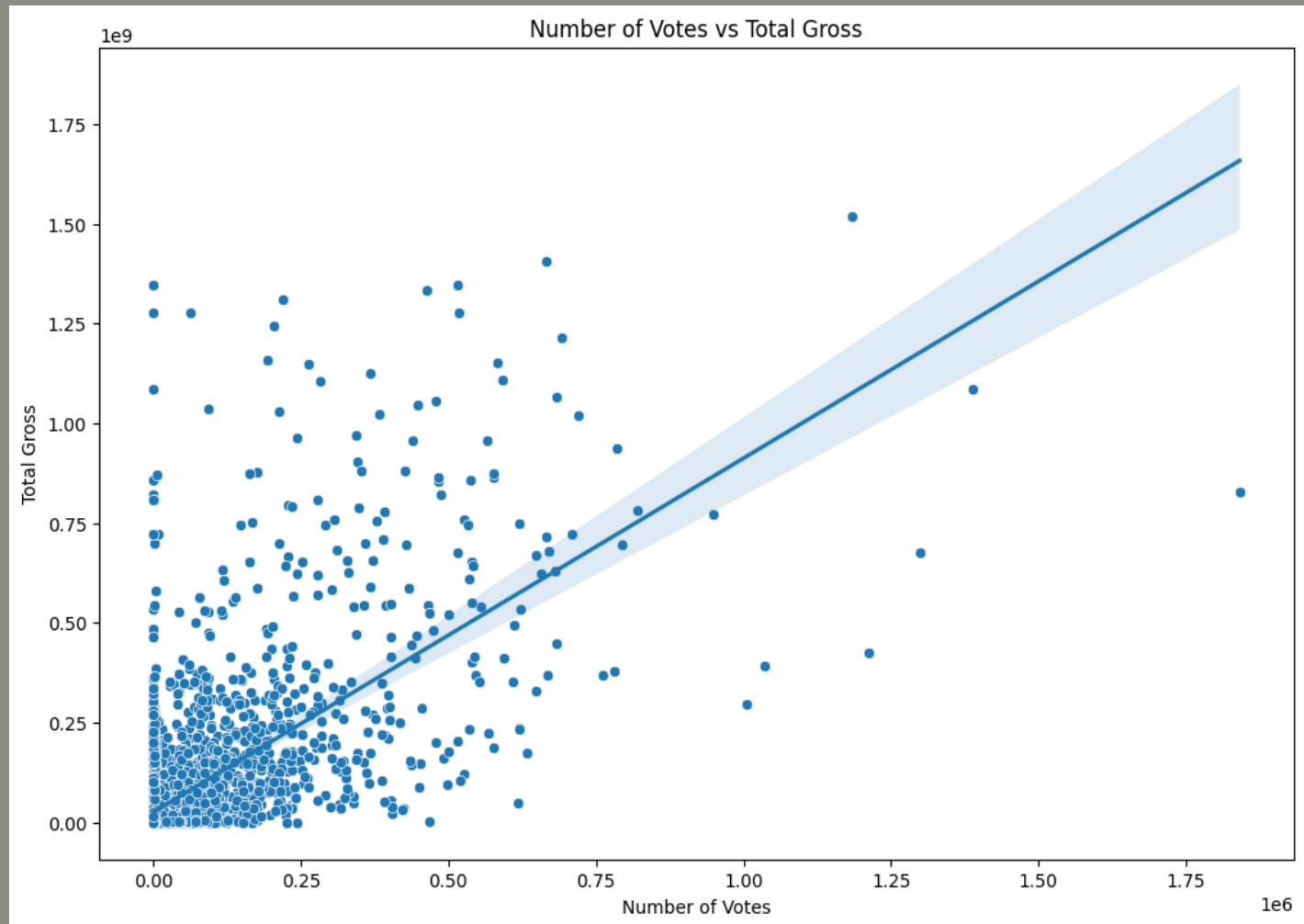
- Bar chart showing total box office revenue for each genre.
- **Key Insight:** Genres like Action, Adventure, Sci-Fi, Drama and Fantasy generate the highest revenues.

Visualization 2: Average IMDb Rating by Genre



- Bar chart displaying average IMDb ratings for the 20 genres .
- Key Insight: High ratings are seen in genres like Action, Adventure, Sci-Fi, and Drama.

Visualization 3: Number of Votes VS Total Gross of the Genres



- Scatter plot displaying the relationship between the number of votes and total revenue.
- Key Insight: The number of votes a movie receives often correlates with higher box office revenues.

The background of the slide is a collage of various movie posters, including 'The Leftovers', 'Halt and Catch Fire', 'Lost', 'Breaking Bad', and 'Game of Thrones'.

Recommendations:

- 1. Focus on High Popularity Genres:** Prioritize producing movies in genres that consistently attract high audience engagement and votes, such as Action, Adventure, Drama, Sci-Fi, and Fantasy. These genres have shown to garner more votes and drive higher box office revenues.
- 2. Enhance Marketing and Audience Engagement:** Invest in robust marketing campaigns to boost movie visibility and engagement. Utilize social media, influencers, and targeted advertising to create pre-release buzz and encourage audience interaction, leading to increased revenue. Allocate budget not only to marketing but also to enhancing movie quality, hiring a well-known cast, and optimizing distribution strategies. A comprehensive approach that combines these elements is likely to yield better results and more revenue.
- 3. Leverage Optimal Release Times:** Plan movie releases strategically to coincide with peak audience attendance periods, such as summer (June to August) and holiday seasons (November to December). These times have historically shown higher box office returns and audience turnout.

Next Steps:

1. Market Research:

Conduct further research to understand Specific audience preferences within high-performing genres.

2. Talent Acquisition:

- Hire experienced directors, writers, and
- actors who excel in the targeted genres.

3. Continuous Feedback and Improvement:

- Release films in phases and gather
- Audience feedback to refine future projects.



Source: Business Insider + Statista

Created by genuine impact

More charts: genuineimpact.substack.com

Q & A

- Feel free to ask any question



THANK YOU

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