MOVIE MAKING

in 2020

Agenda

- OVERVIEW
- COMPETITION ANALYSIS
- FINANCIAL ANALYSIS
- WHAT DO PEOPLE LIKE?
- THE NETFLIX EFFECT
- RECOMMENDATION

DATA SOURCES

IMDb

Box Office Mojo

THE-NUMBERS.COM

TOOLS

python™ pandas

matplotlib Seaborn

METHOD & APPROACH

GENRES AND FINANCES

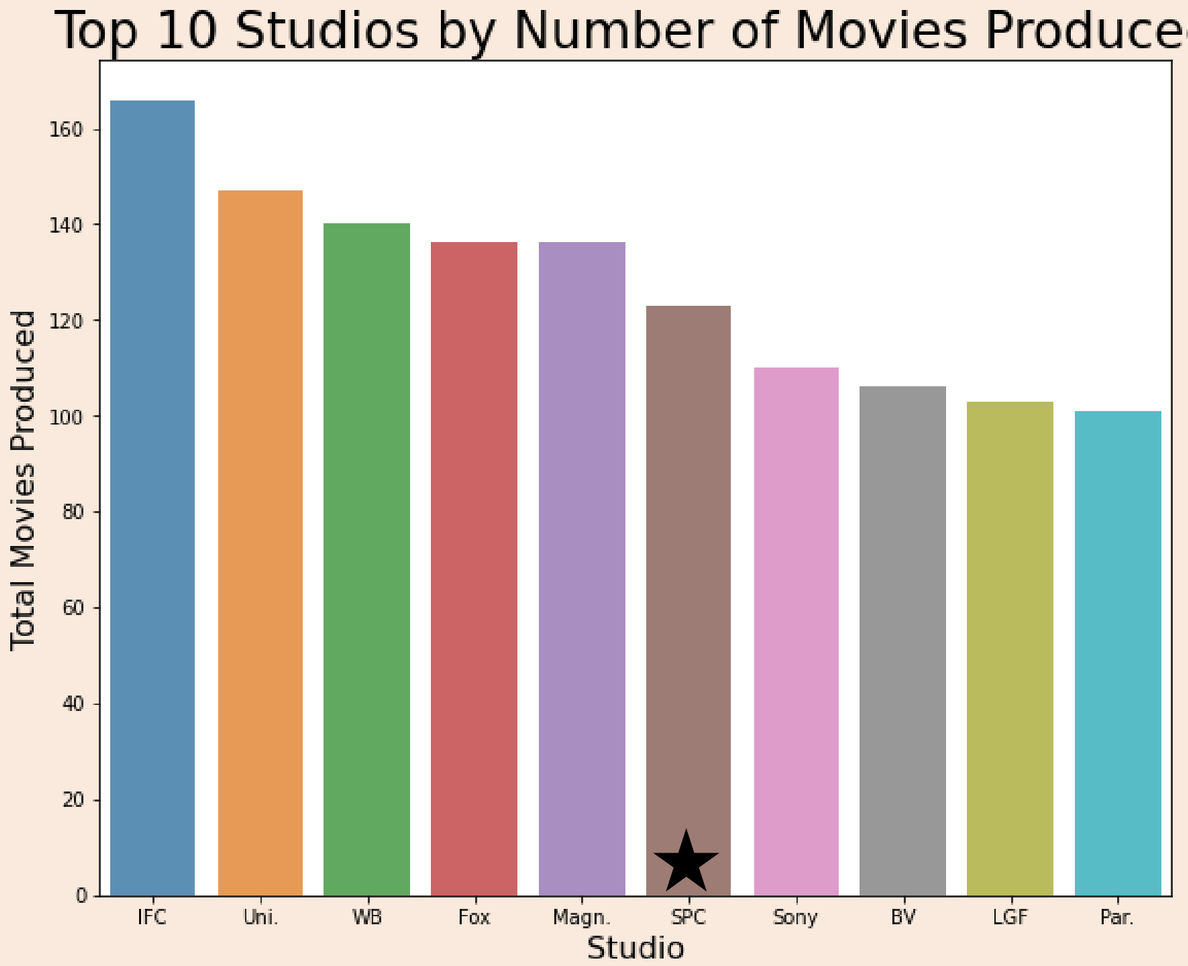
OBJECTIVE

IDENTIFY WHAT TYPE OF MOVIES TO CREATE

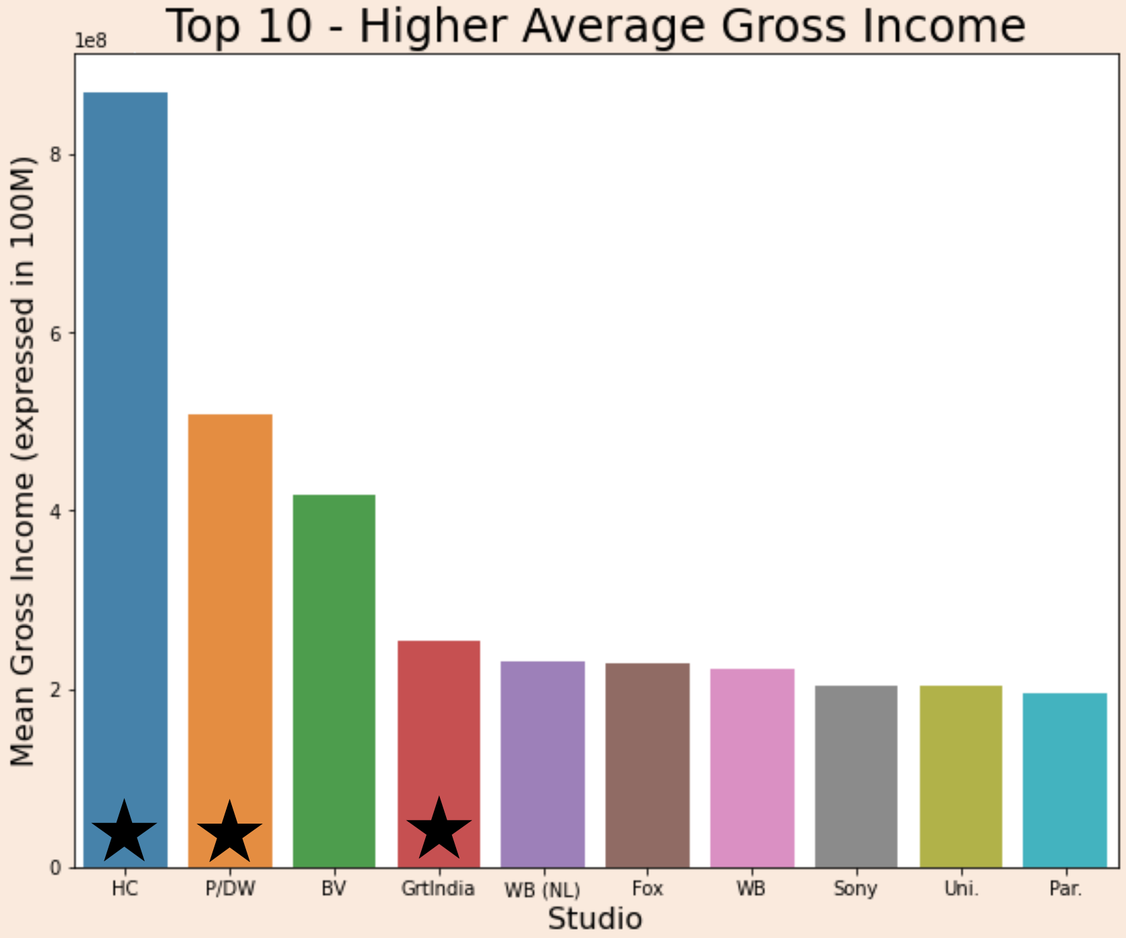
HYPOTHESIS

FINDING A BALANCE BETWEEN
WHAT IS MOST PROFITABLE FOR THE STUDIO AND
WHAT THE PEOPLE LIKE WILL TELL US WHAT TYPE
OF FILMS TO CREATE

STUDIOS


Top 10 Studios by Number of Movies Produced
Total Movies Produced
0
20
40
60
80
100
120
140
160
IFC
Uni.
WB
Fox
Magn.
SPC
Sony
BV
LGF
Par.
Studio

STUDIOS



★ **HC (1):** Wolf Warrior 2

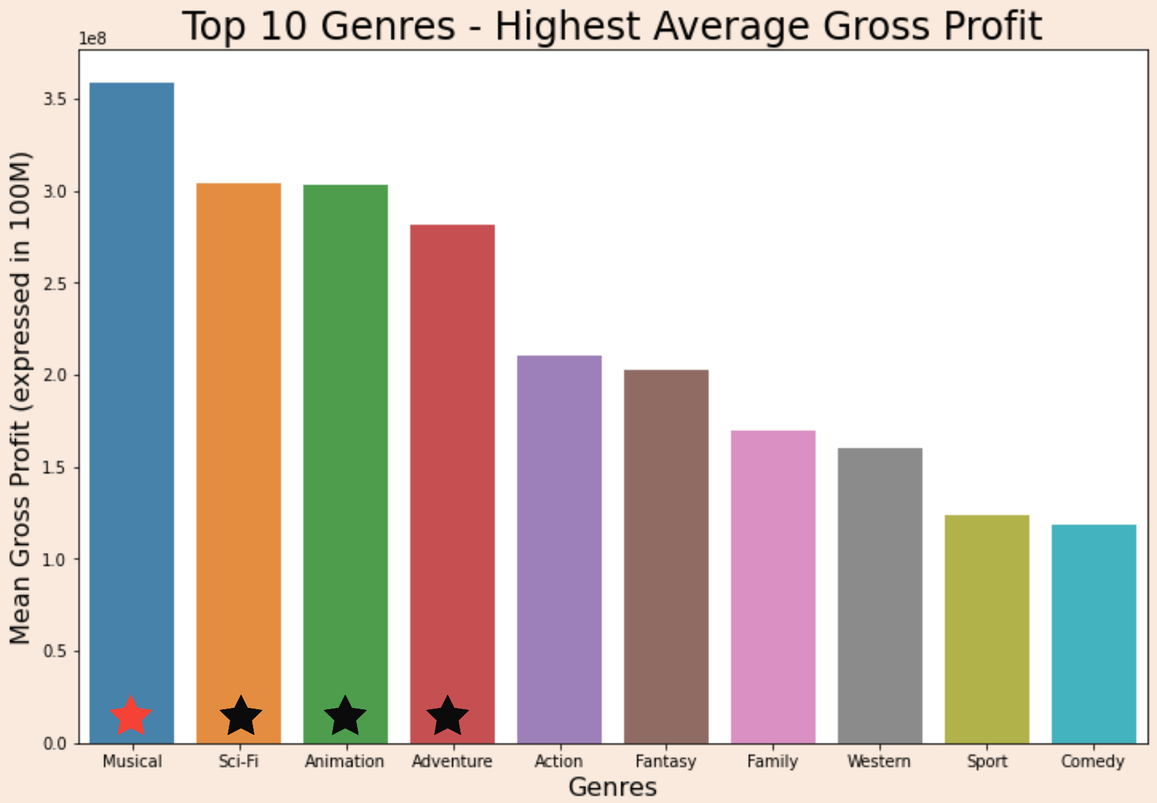
★ **GRT (1):** Baahubali 2: The Conclusion

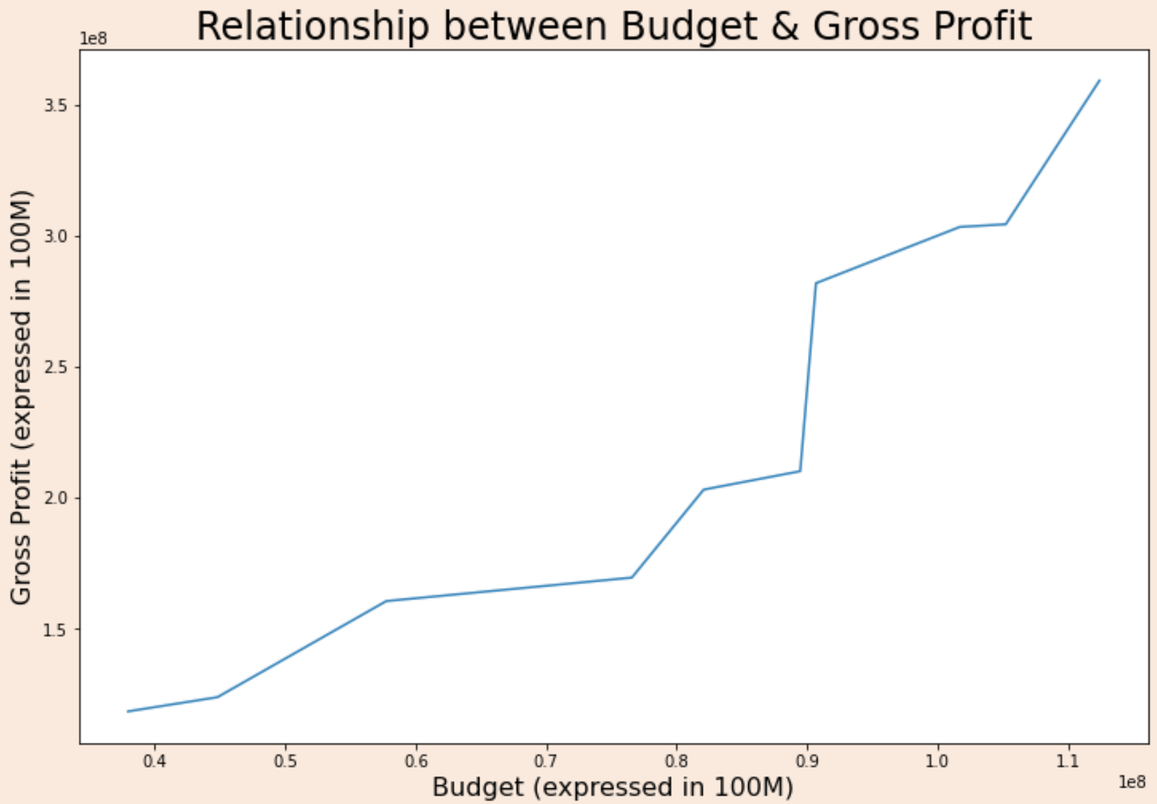
★ **P/DW(10):**

9 Animated - 1 Comedy

MORE MOVIES ≠ MORE INCOME

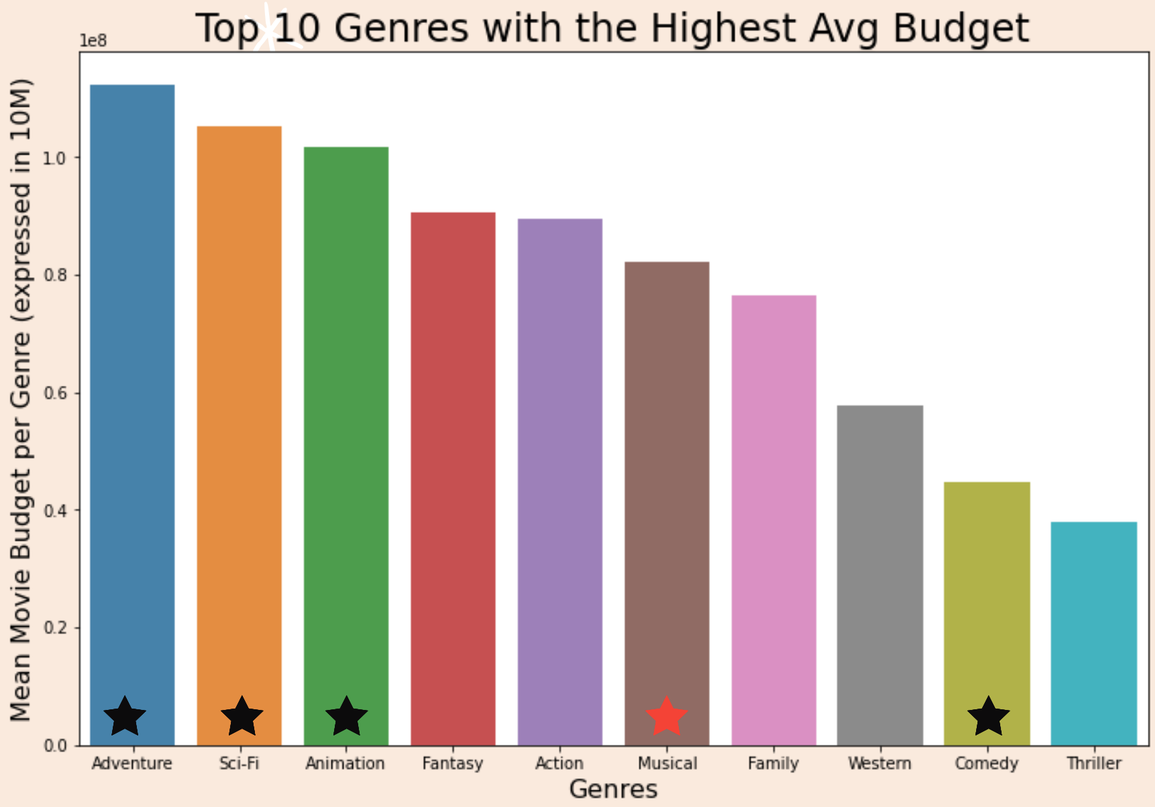
THE NUMBERS

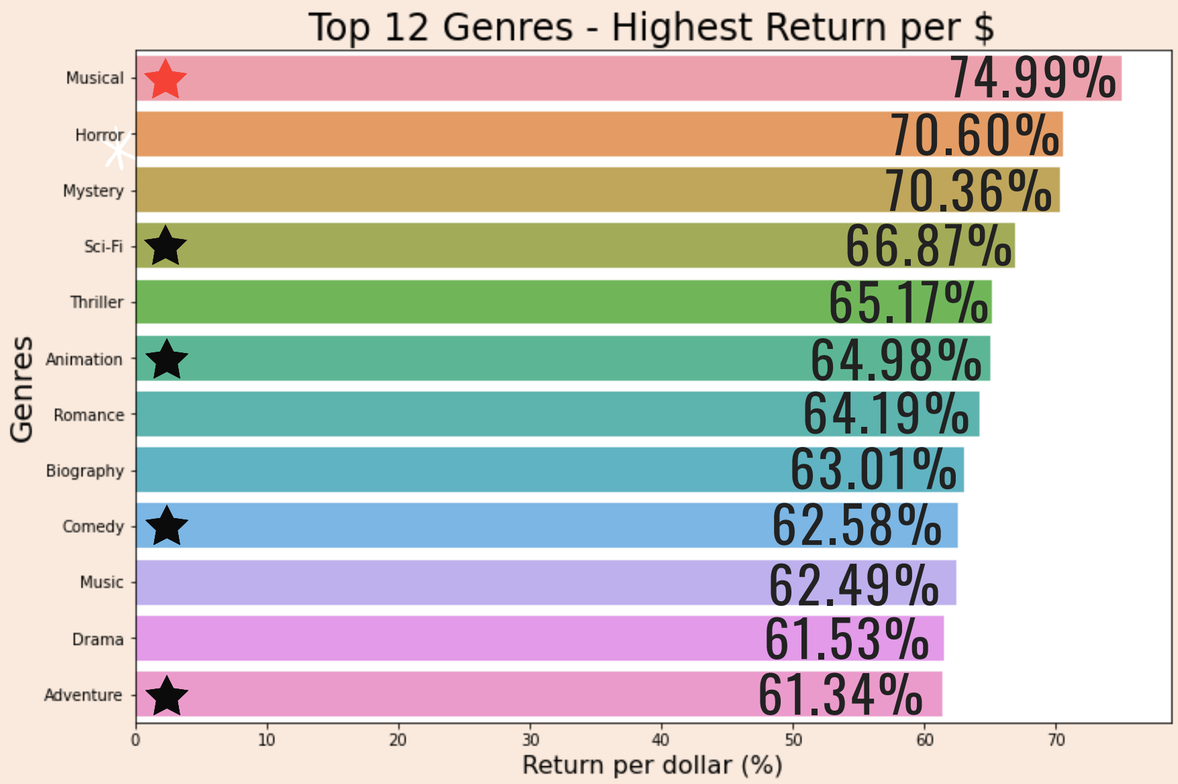

Top 10 Genres - Highest Average Gross Profit
1e8
Mean Gross Profit (expressed in 100M)
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Musical
Sci-Fi
Animation
Adventure
Action
Fantasy
Family
Western
Sport
Comedy
Genres


Relationship between Budget & Gross Profit
1e8
Gross Profit (expressed in 100M)
3.5
3.0
2.5
2.0
1.5
0.4
0.5
0.6
0.7
0.8
0.9
1.0
1.1
1e8
Budget (expressed in 100M)

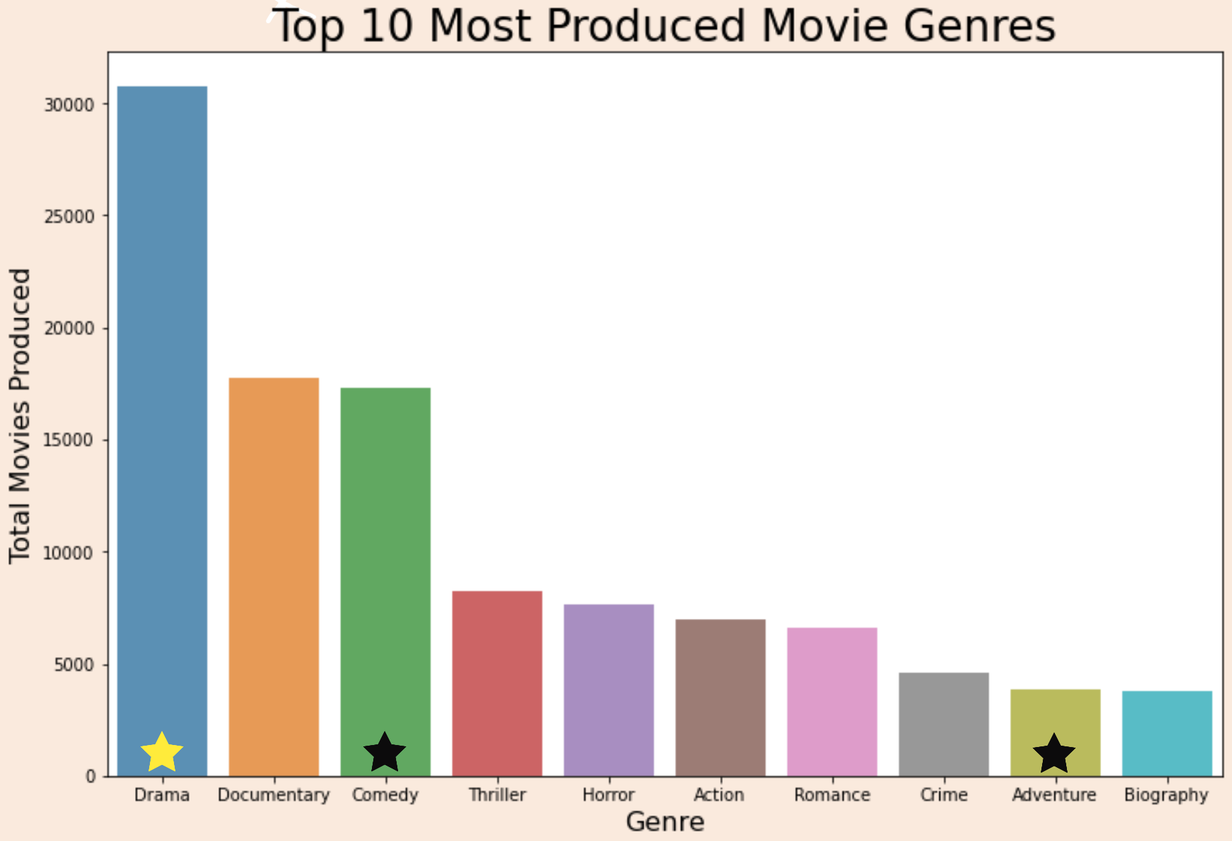
PROFIT MARGIN

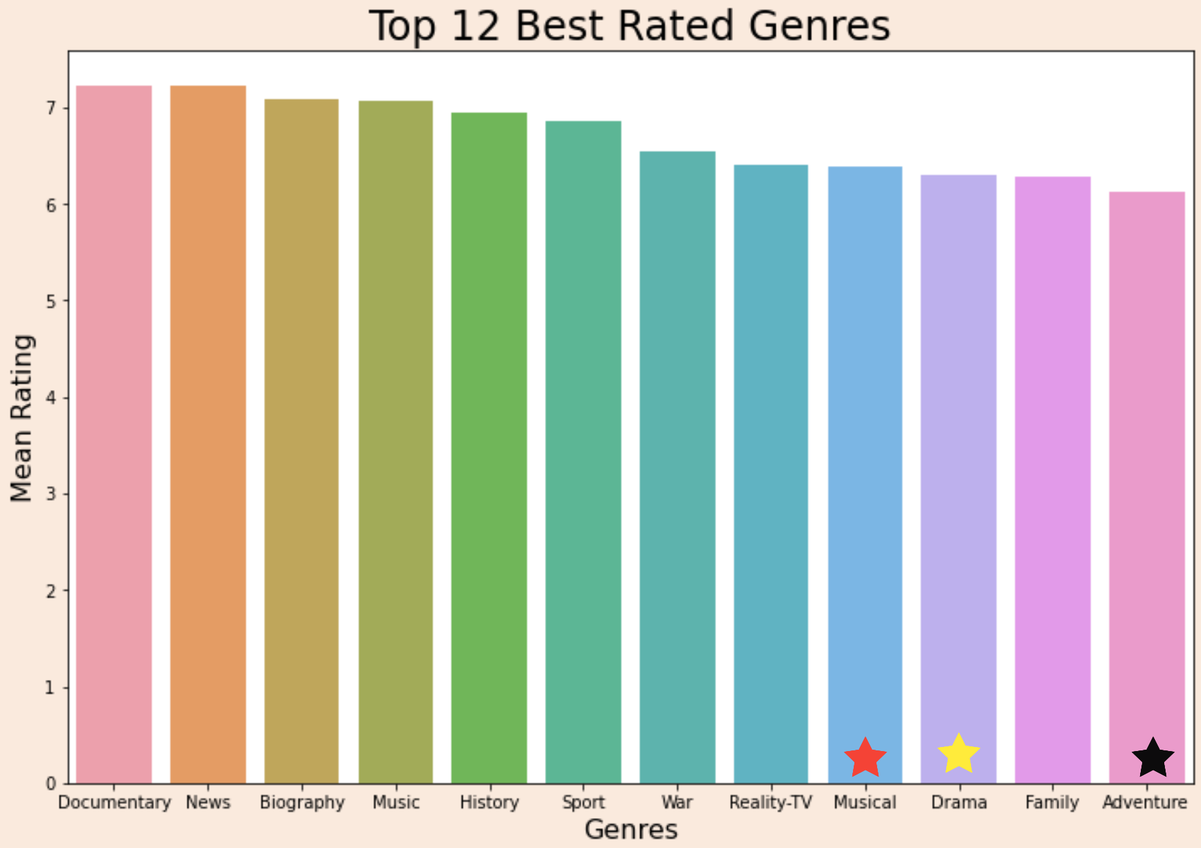
$$\frac{\text{(worldwide gross - budget)}}{\text{worldwide gross}}$$



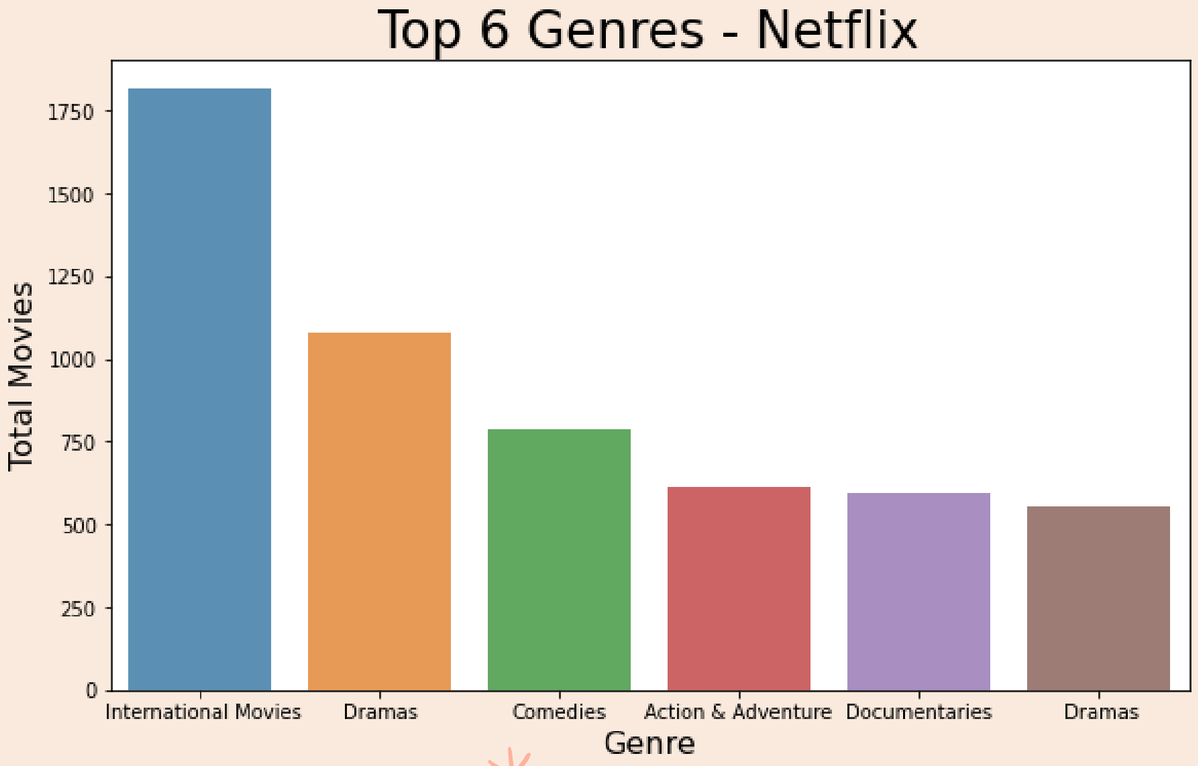


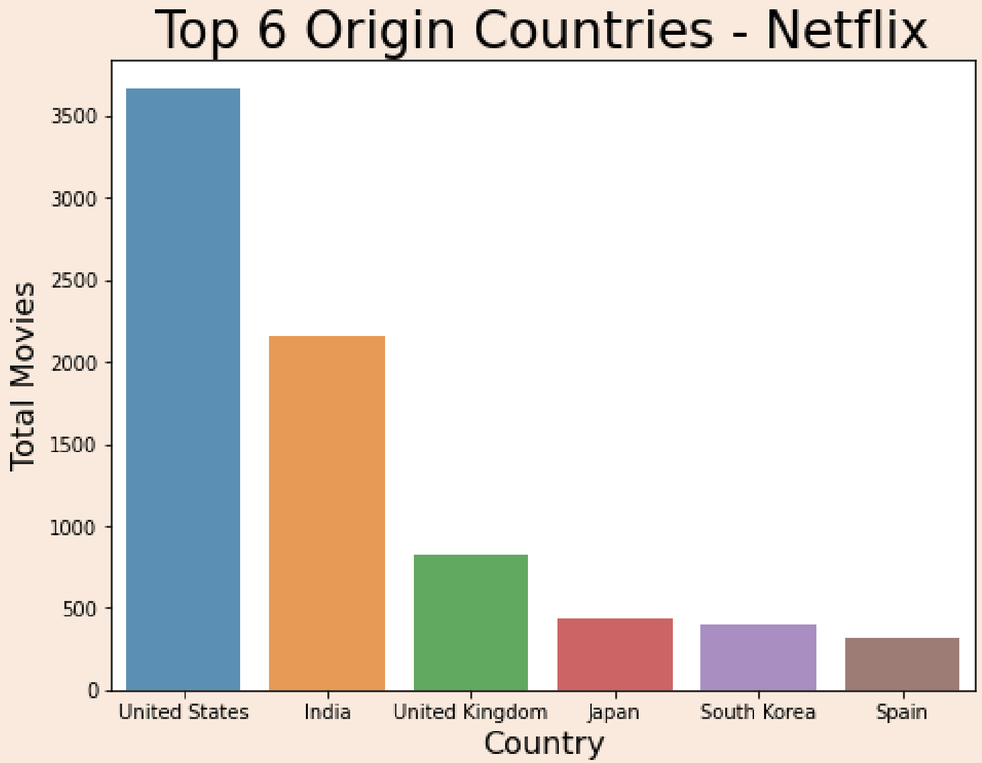
PEOPLE'S PREFERENCES





NETFLIX


Top 6 Genres - Netflix
Total Movies
0
250
500
750
1000
1250
1500
1750
International Movies
Dramas
Comedies
Action & Adventure
Documentaries
Dramas
Genre


Top 6 Origin Countries - Netflix
Total Movies
0
500
1000
1500
2000
2500
3000
3500
United States
India
United Kingdom
Japan
South Korea
Spain
Country

DRUMROLL PLEASE!

And the winner is...

Recommendation

STRENGTHS

S

- TECH EXPERTS
- MAKING WELL INFORMED DECISIONS

WEAKNESSES

W

- INDUSTRY INEXPERIENCE

OPPORTUNITIES

O

- INTERNATIONAL MARKET
- USE TECH KNOWLEDGE FOR THE DISTRIBUTION OF OUR MOVIES

THREATS

T

- COVID-19 PANDEMIC
- STREAMING SERVICES

THANK YOU!