FILM PRODUCTION ANALYSIS

Creating Movies

Introduction

This presentation delves into business understanding, the data used, data analysis and finally the recommendations.

Business Understanding

Business Questions

1. Which movie language performs best among different platforms

2. What is the ideal runtime minutes for a movie?

3. Can early popularity forecast long-term success?

Objectives

1. Determining the most popular movie languages

2. Identifying the top ranking movie genres over time

3. Determining the release months with the highest audience engagement
4. Identifying ROI trends over the years

5. Ranking the top 10 highest-grossing film studios

Data Understanding

For this analysis, I used 3 datasets.

Box Office Mojo
Providing revenue statistics for movies published in the Website.

The Movie Database(TMDb)
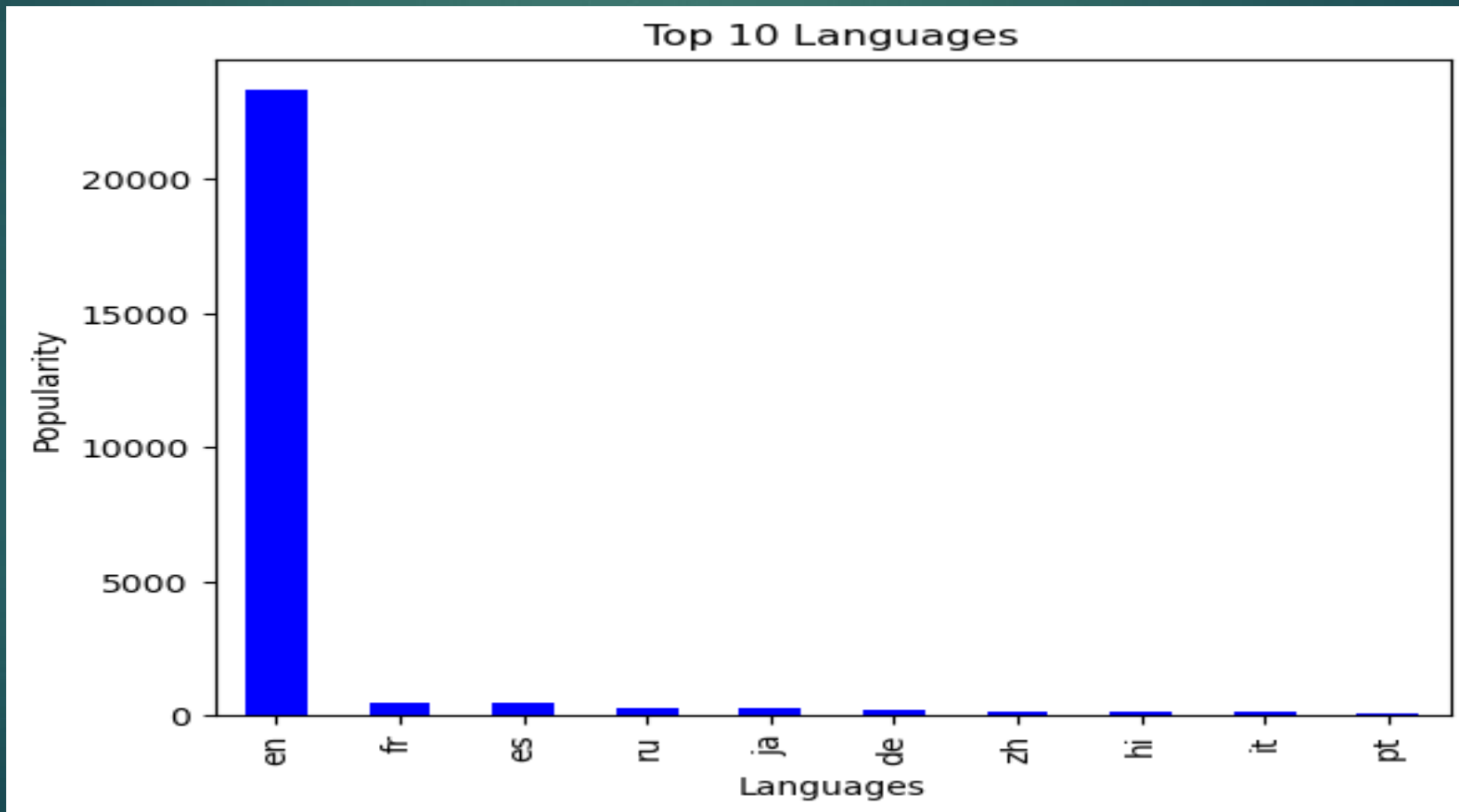Providing useful elements for movies published in the Movie database

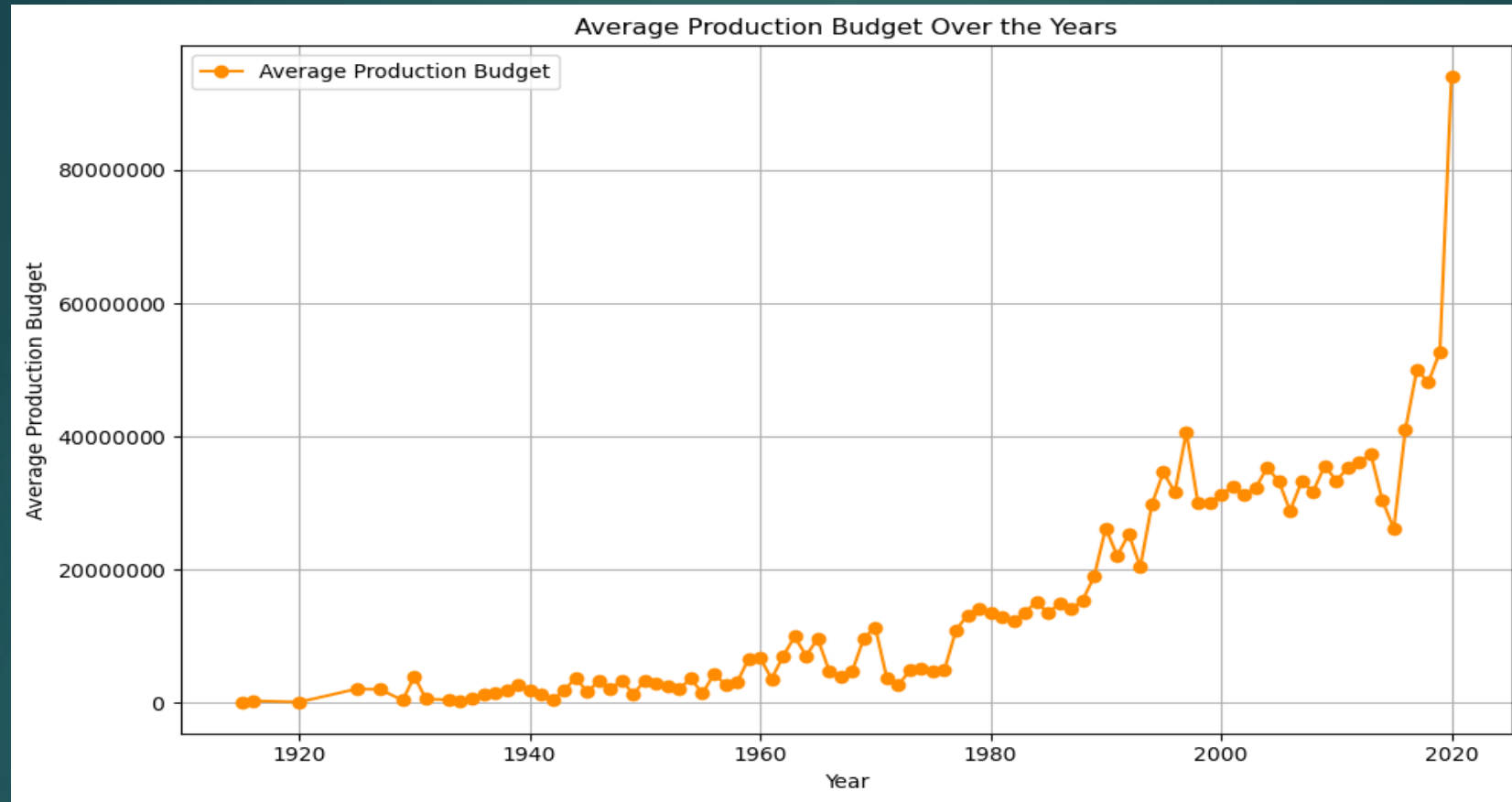*The Numbers*
Provides revenue data from The numbers dataset

Data Analysis

The en (English) language leads on the top 10 languages used in movie production and is also the most popular language

The numbers production budget over the years

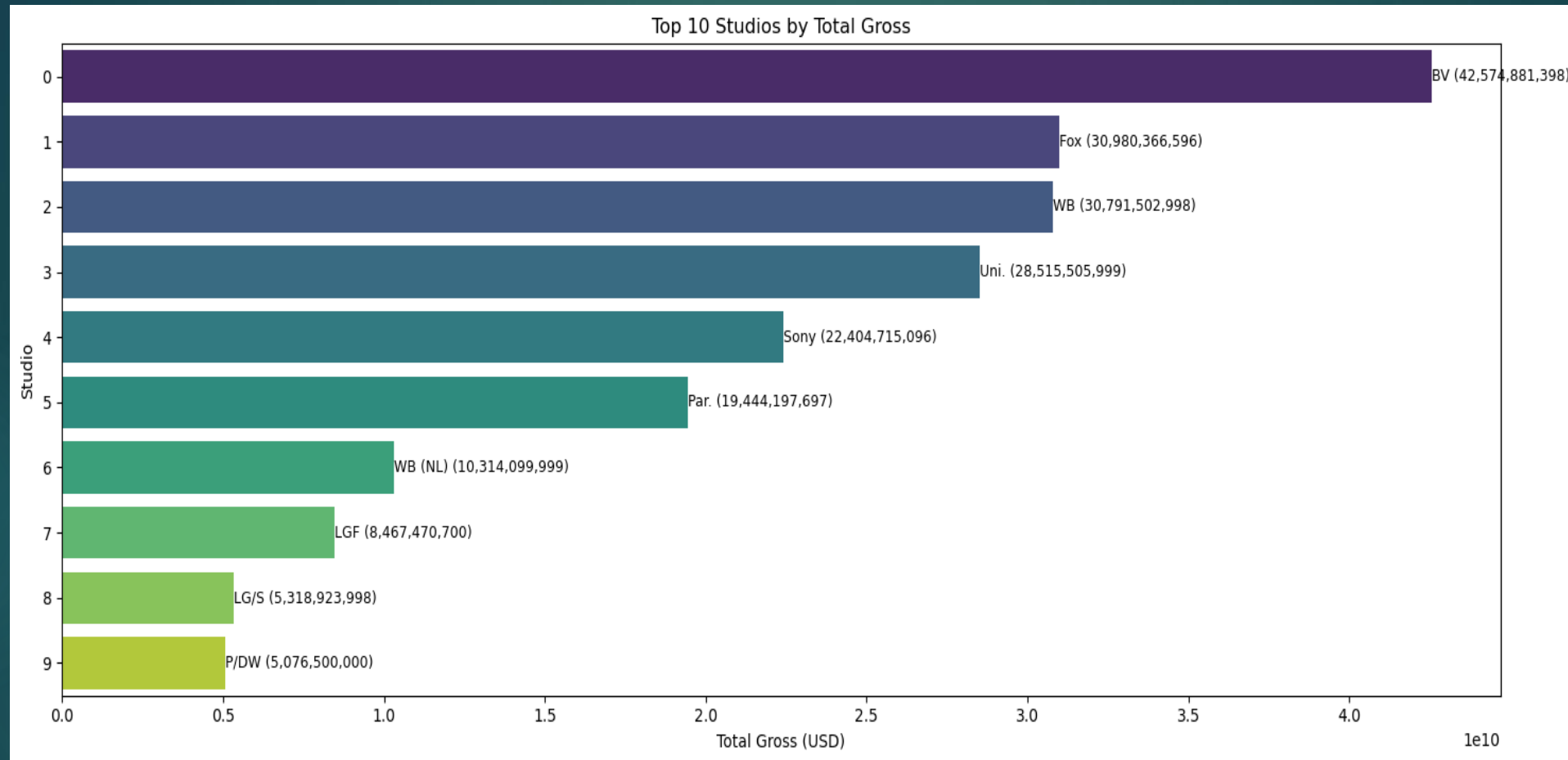Average Production Budget Over the Years

We can see an increase from 1,100,000 in 1915 to 940,000,000 in 2020, thus indicating that the budget increased gradually over time.

Determining the highest grossing studios

The top ten most grossing studios are BV down to P/DW with their respective total gross alongside each.

Recommendations

Partnering with high grossing studios

Targeting International markets

Investing in high demand language movies

THANK YOU.

Augustine Magani