

Data Science

A decorative graphic consisting of white lines on a teal-to-green gradient background. It includes a horizontal line under 'Data Science', a vertical line extending down from its end, and another vertical line on the right side that connects to a horizontal line under the name 'Bao Tram Duong'.

# The Movie Industry

Bao Tram Duong

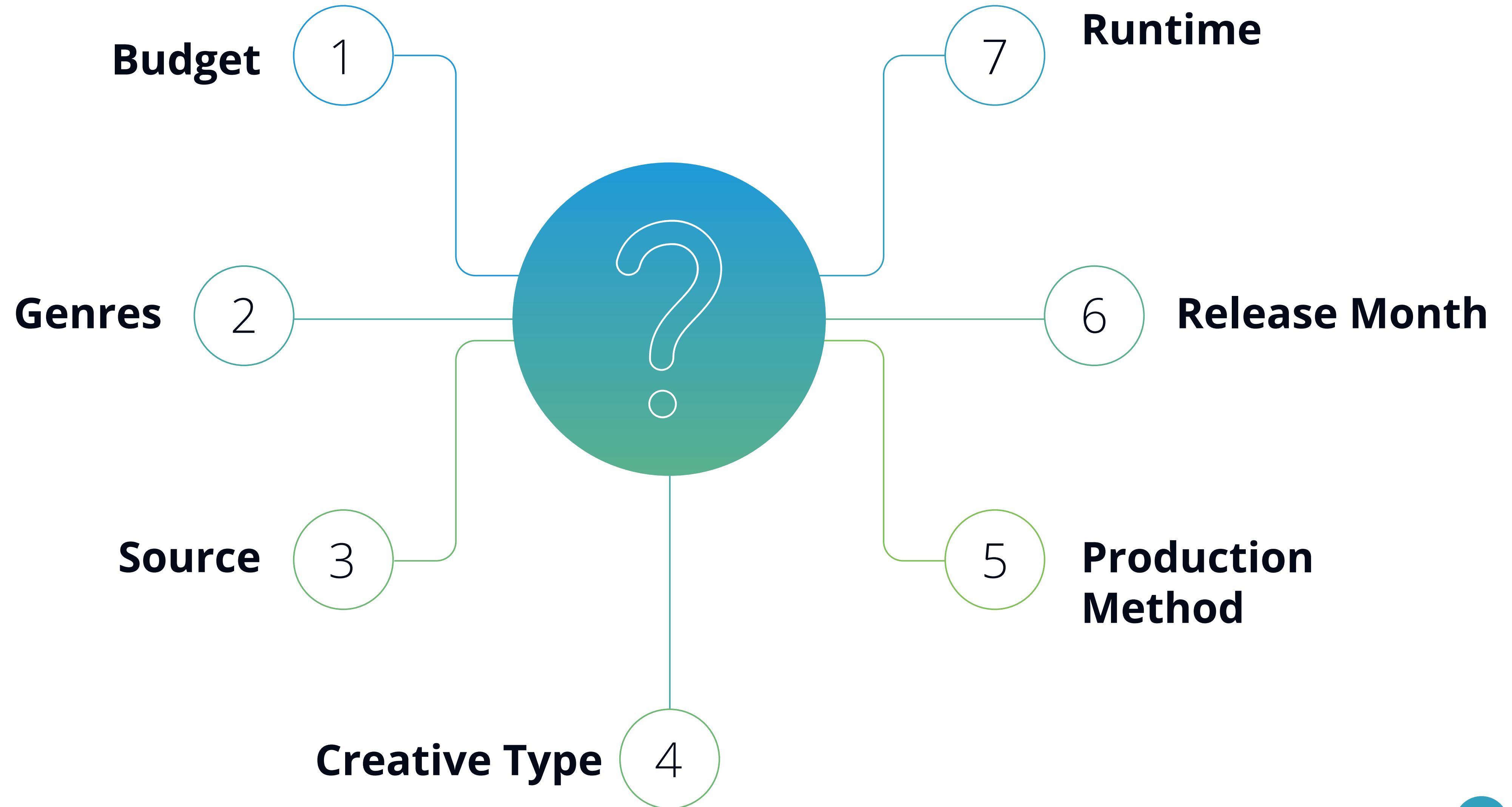


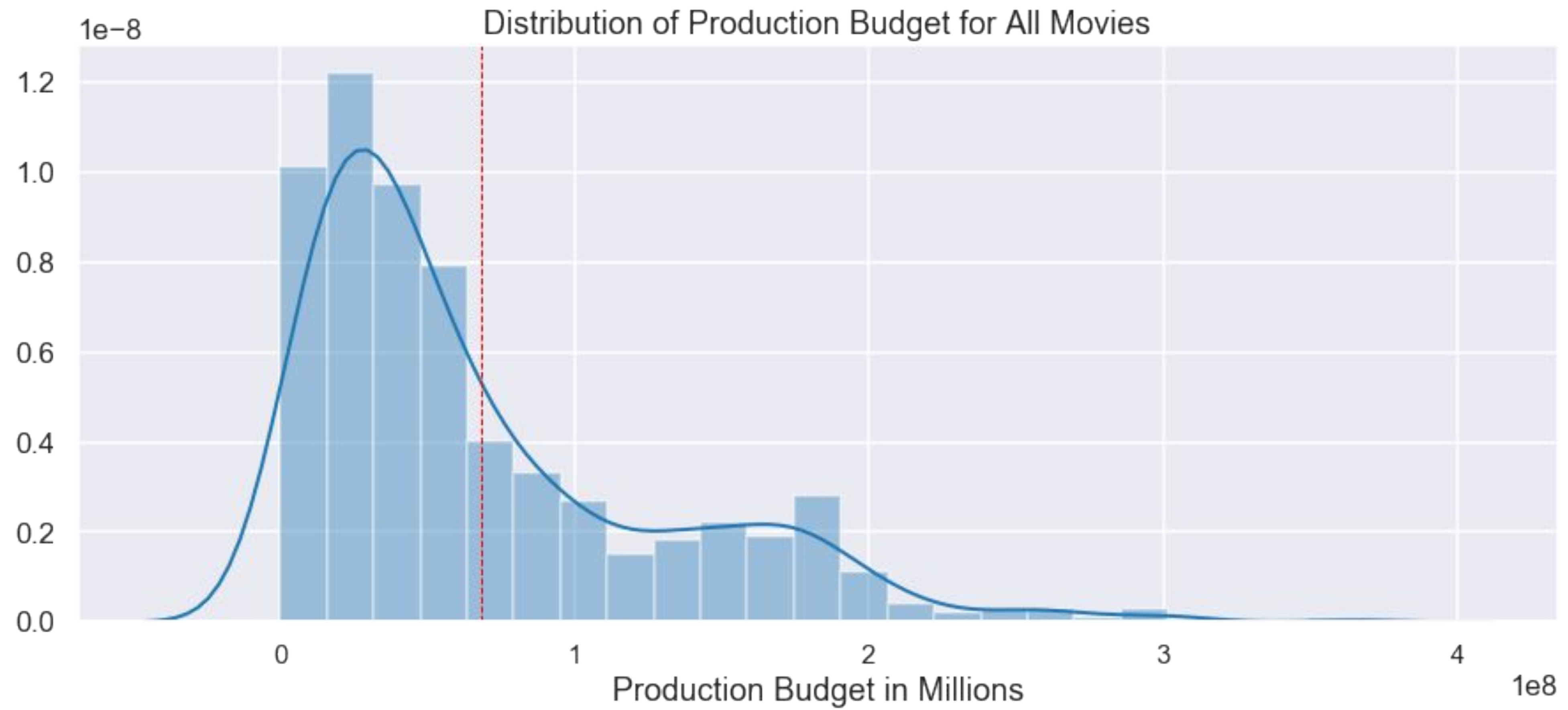
# Introduction

- The movie industry generated \$35.3B in revenue in 2019
- The U.S is among the biggest film industries in the world

We are here to help **Microsoft** to become a powerful contributor in this industry.

# Business Problems





- **\$68M** to produce a major studio movie
- **\$35M** for marketing and distributions



## Methodology

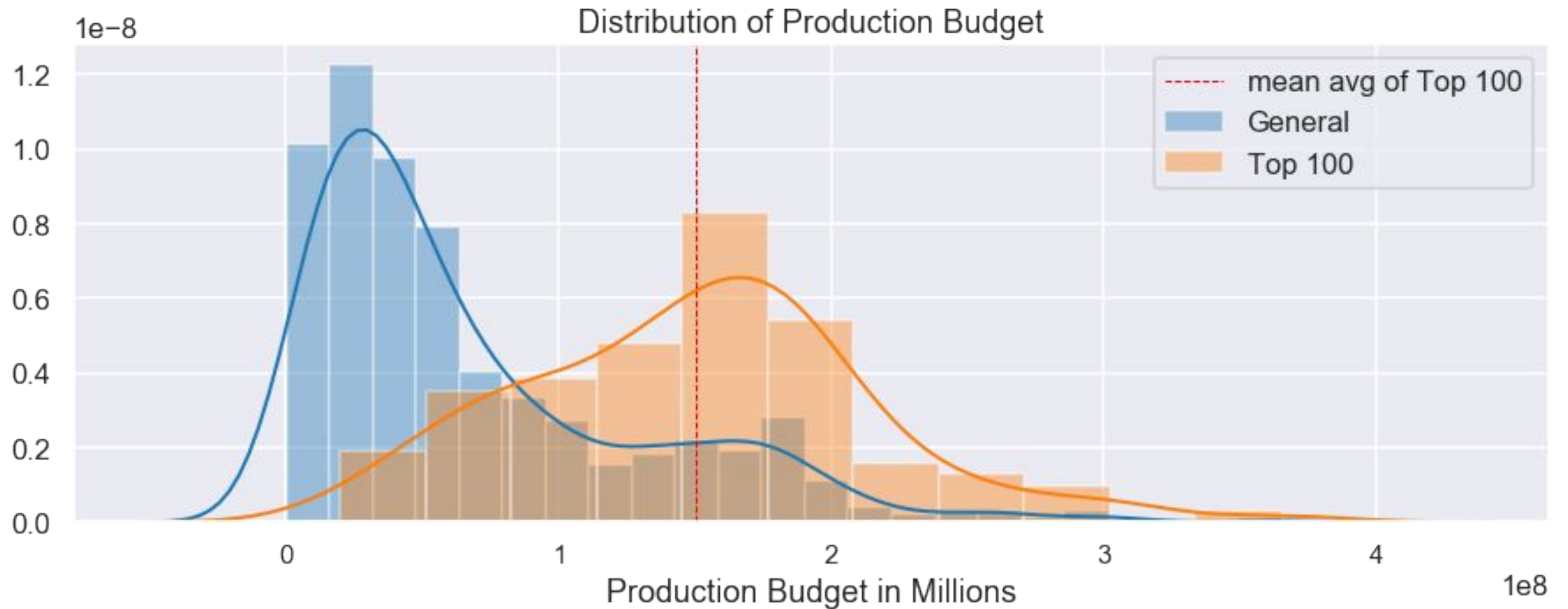
We split our dataset into 2 groups:

- The **General Movies** group contains all 625 movies in the dataset.
- The **Top 100 Movies** group contains the top 100 movies that generate the highest worldwide profit.

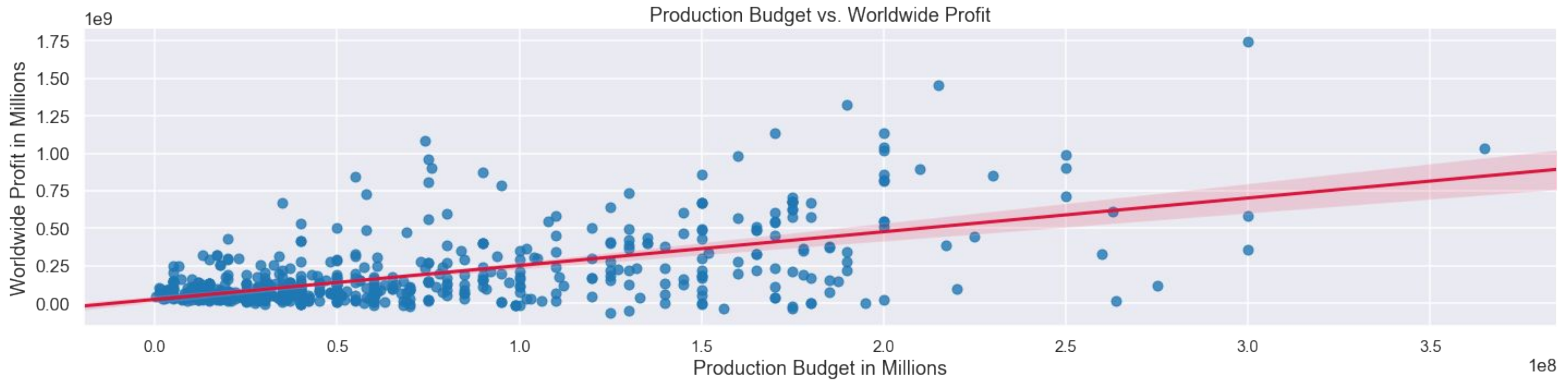
Compare & observe what the Top 100 Movies are doing differently to set themselves apart







- The average production budget in the General Movies group is **\$68M**.
- The average production budget in Top 100 Movies group is **\$150M**.



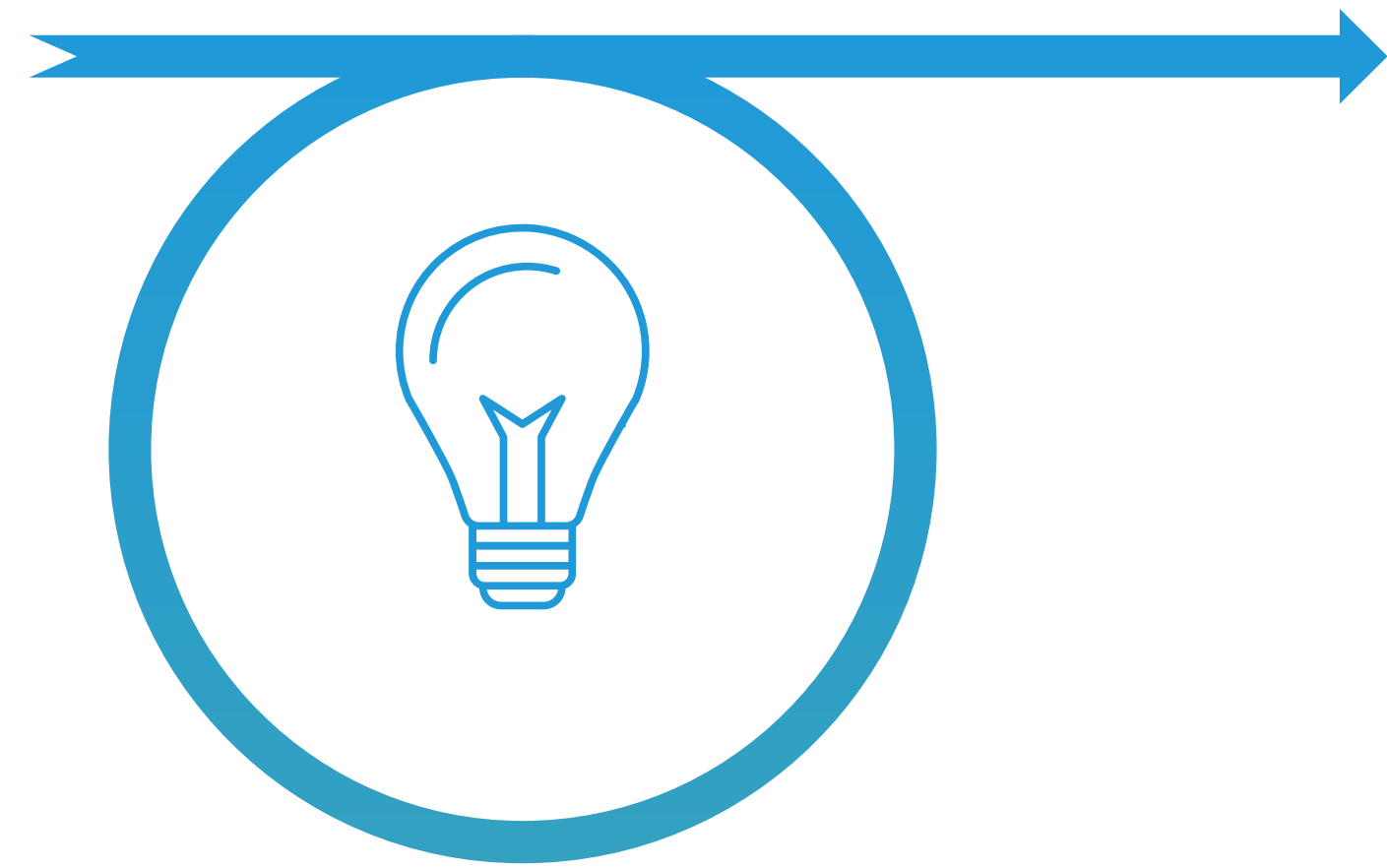
- The average worldwide profit in General Movies group is **\$179M**.
- The average worldwide profit of the Top 100 Movies group is **\$624M**.





Conclusion

**\$150+ M**



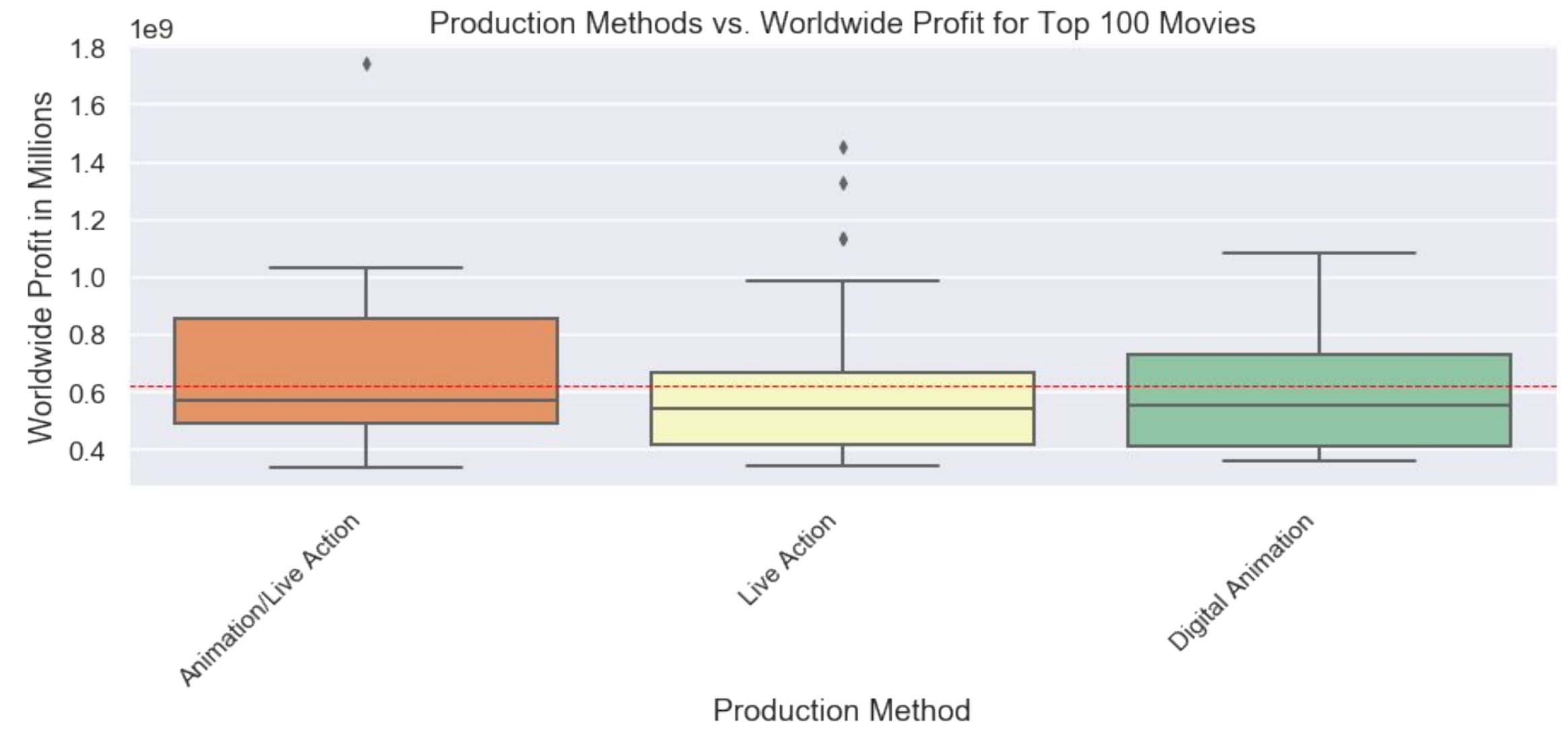
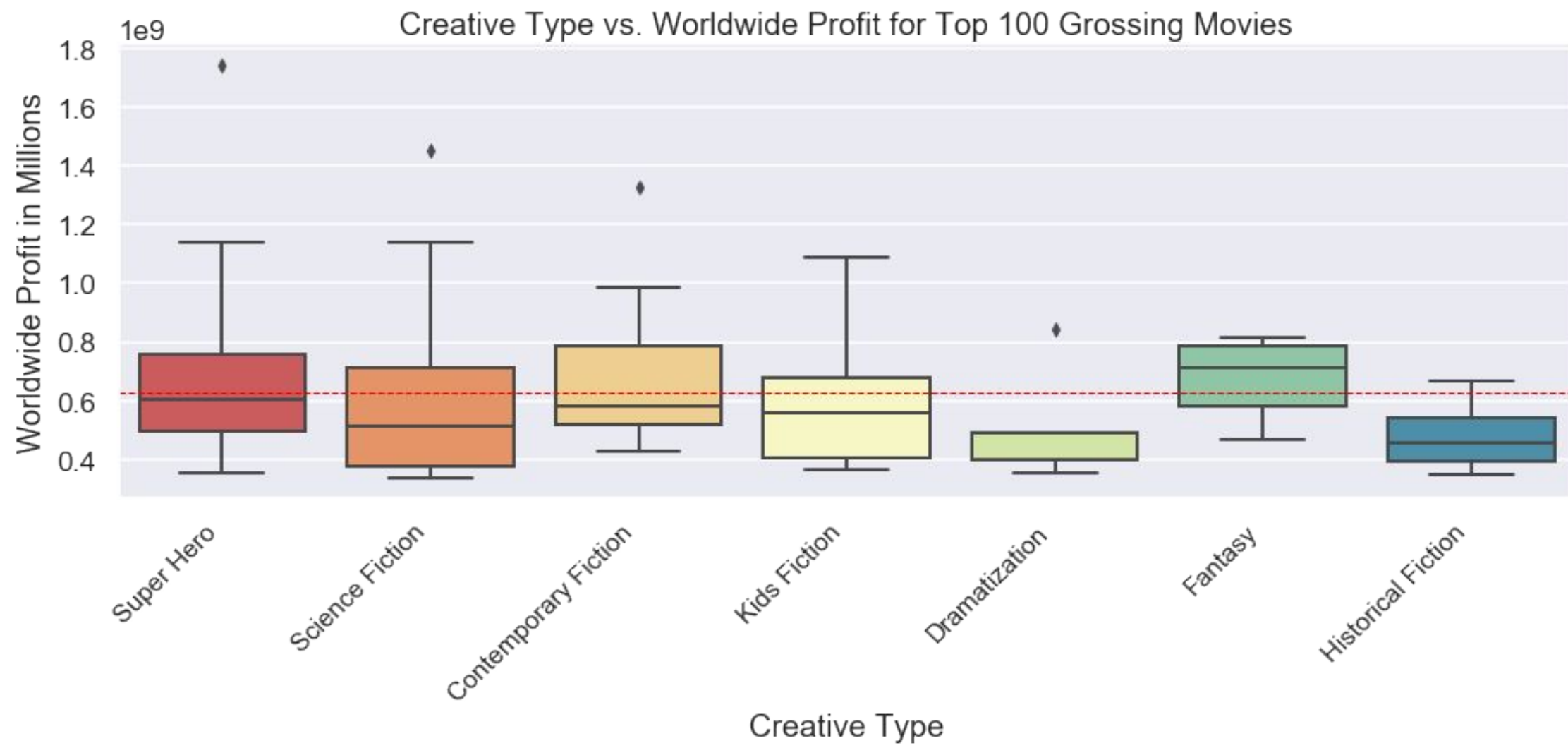
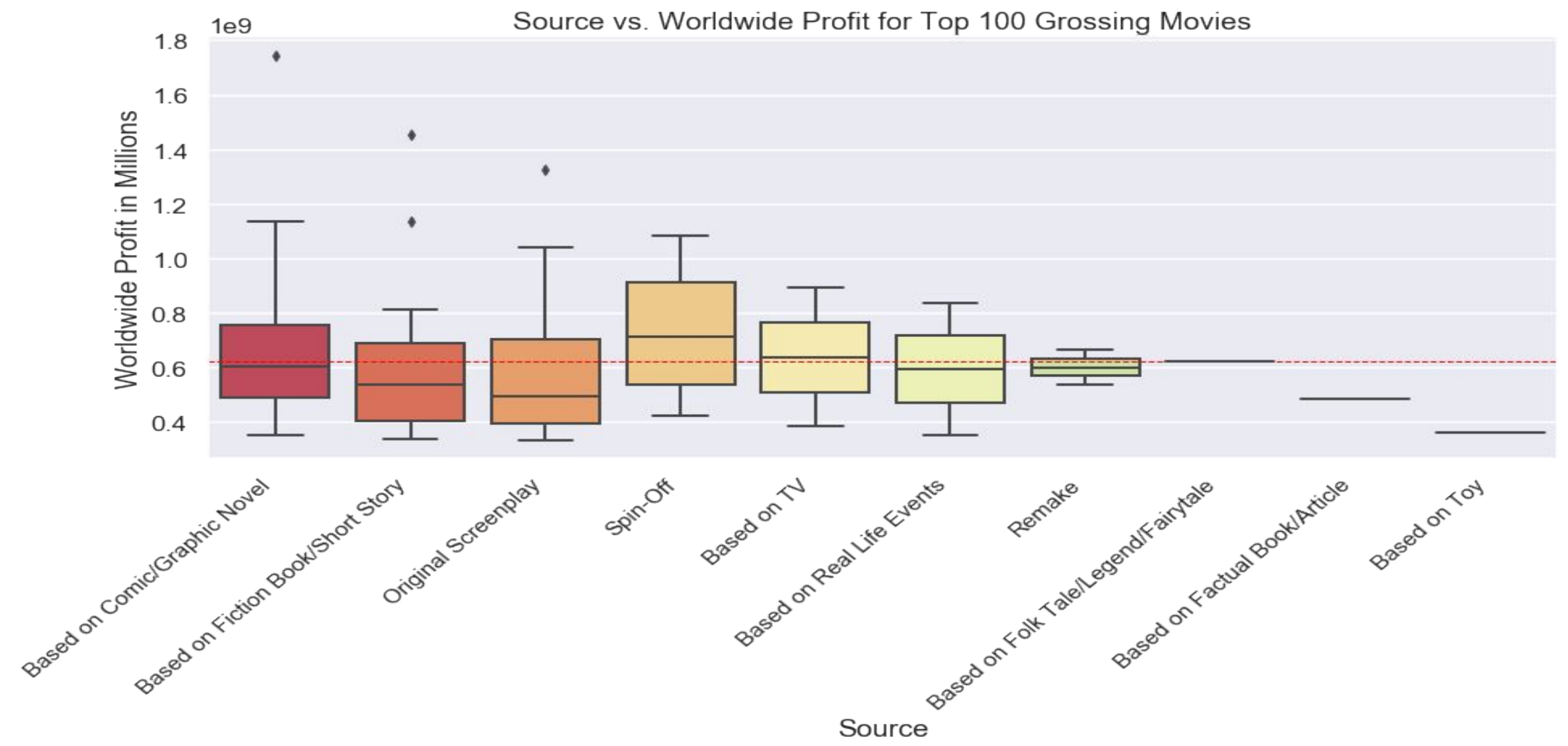
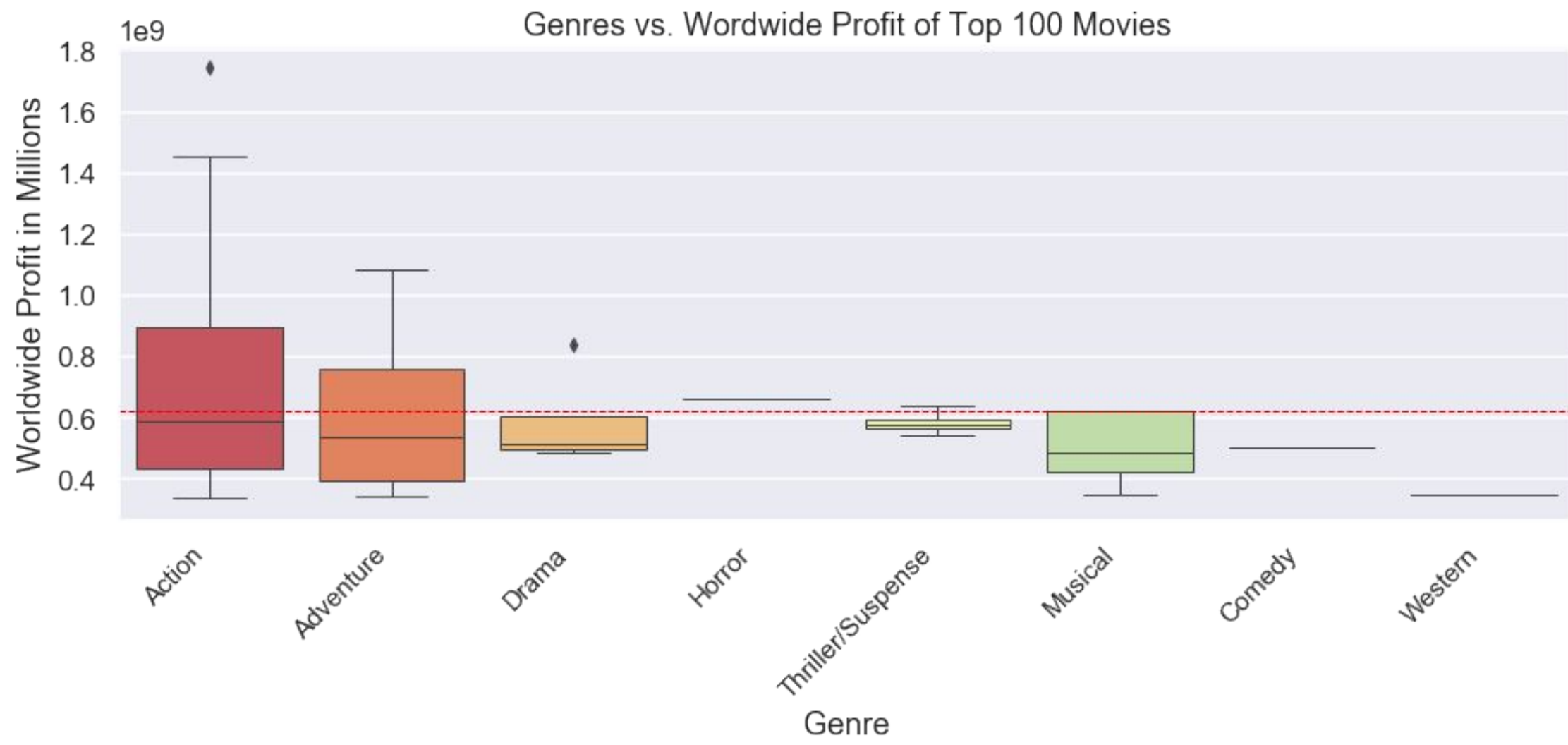
Business Solution

**Genre**

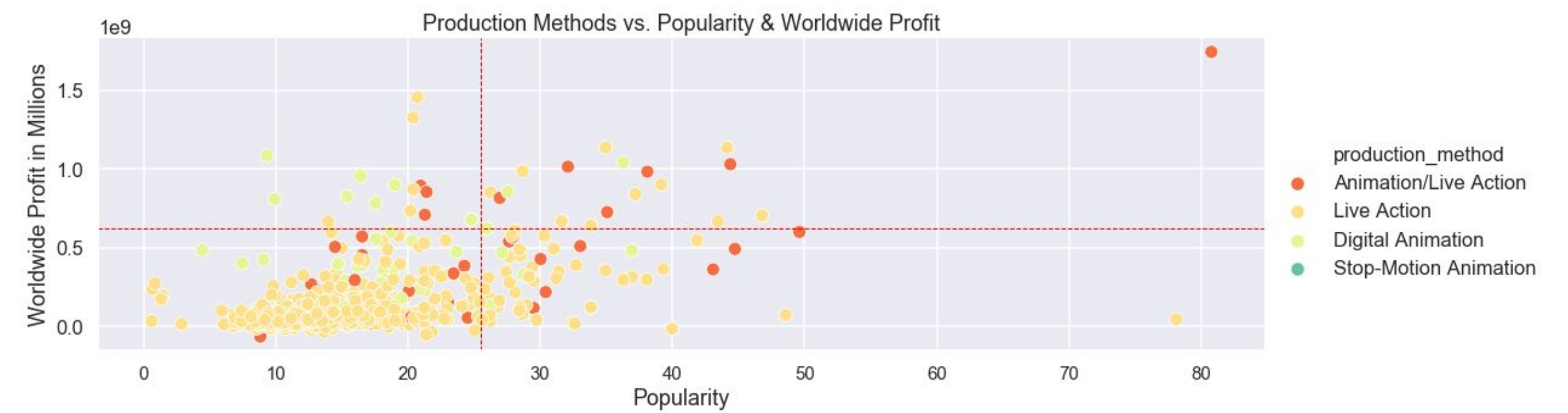
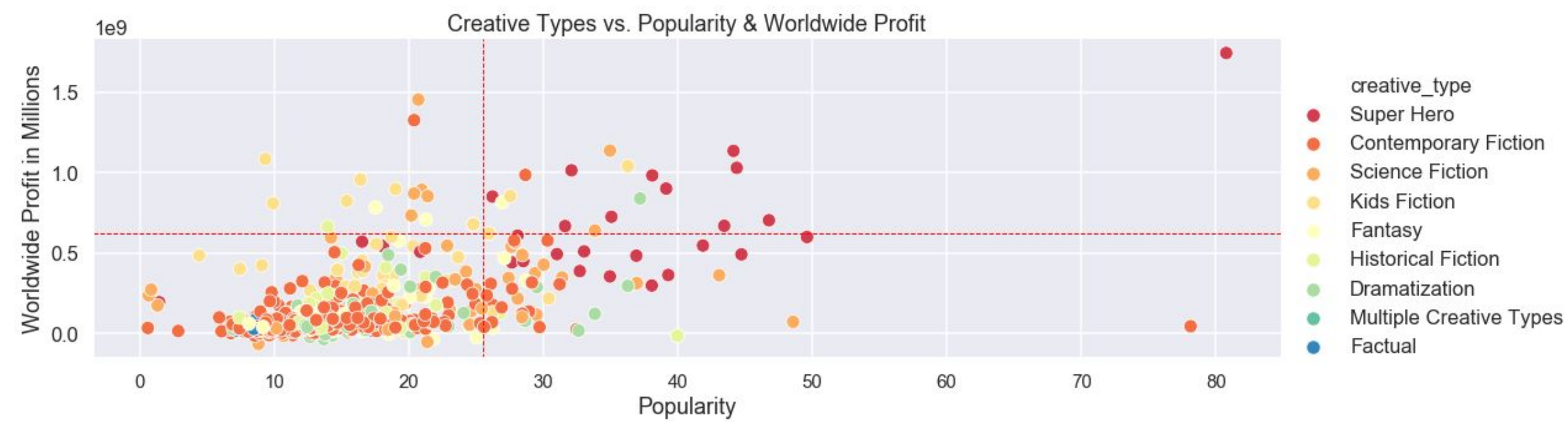
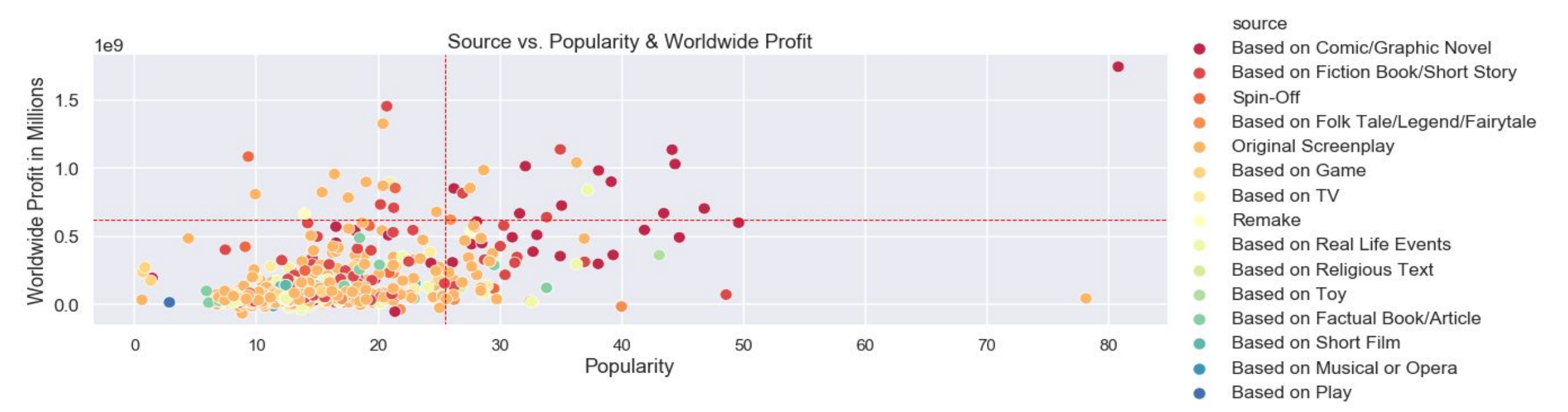
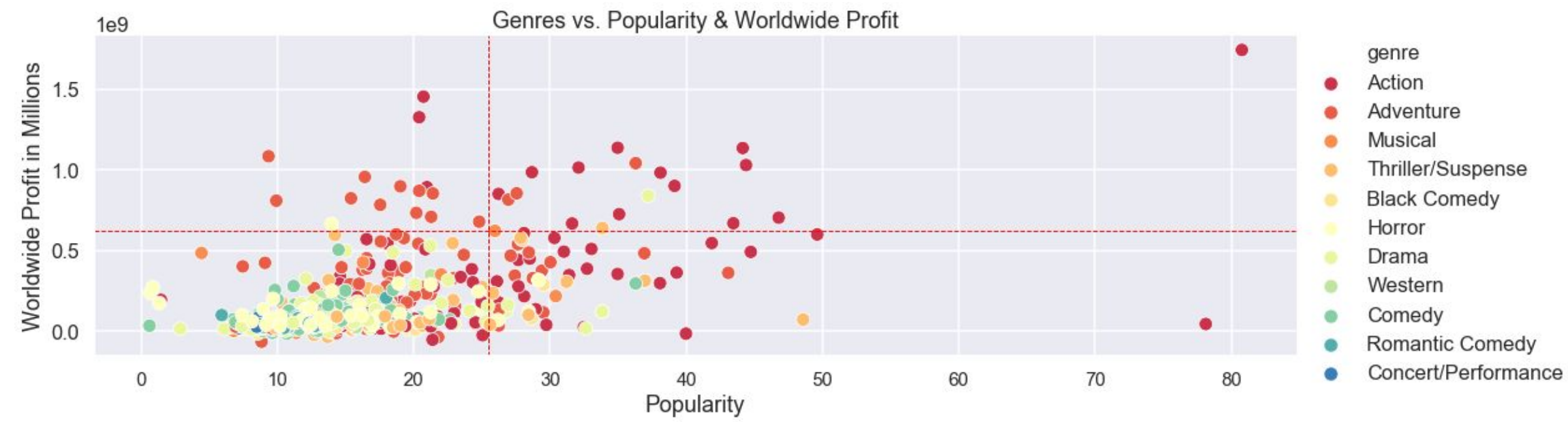
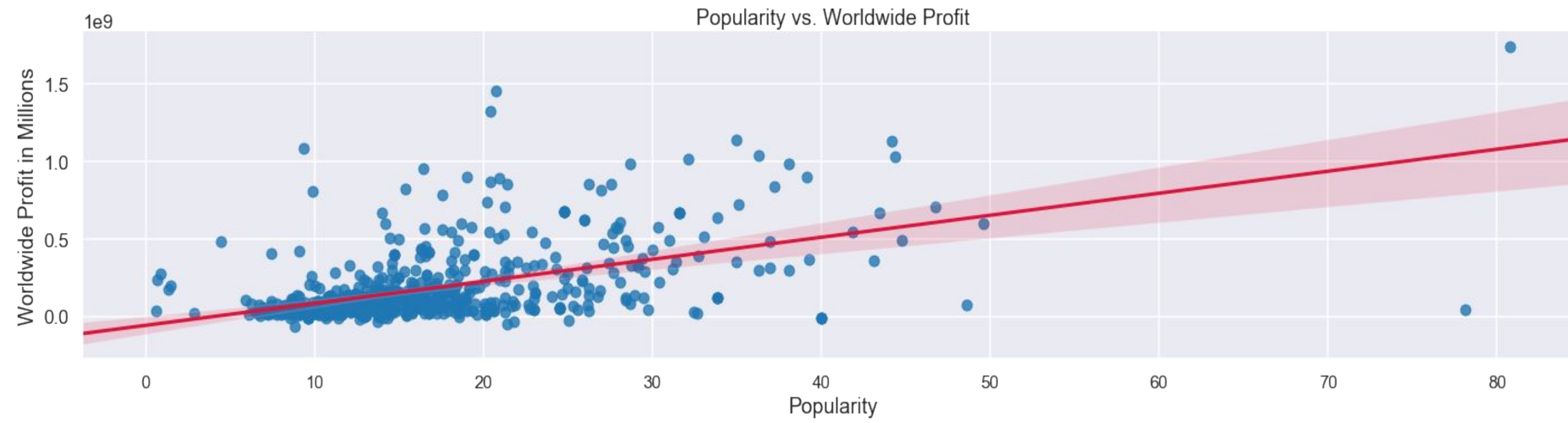
**Source**

**Creative Type**

**Production Method**

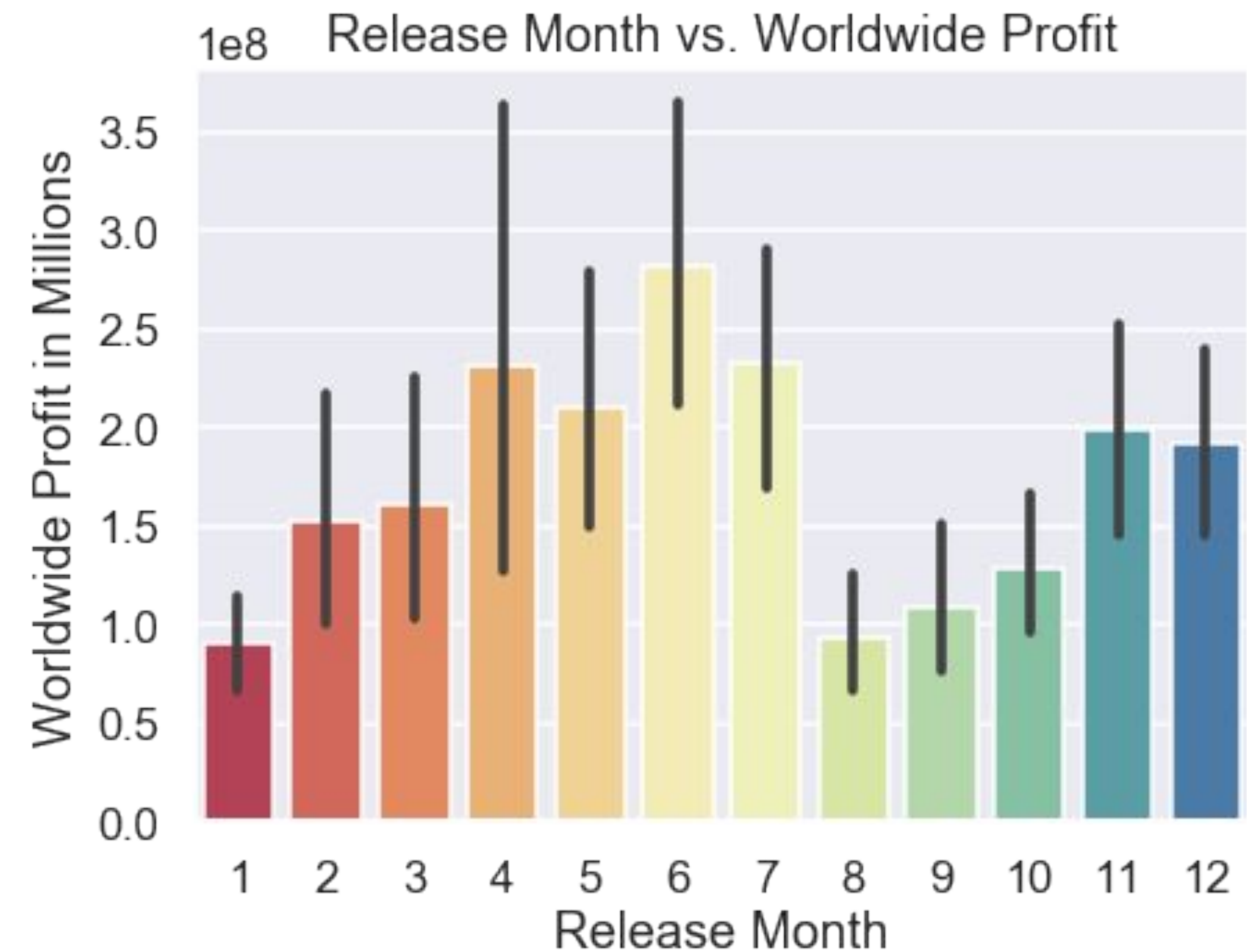
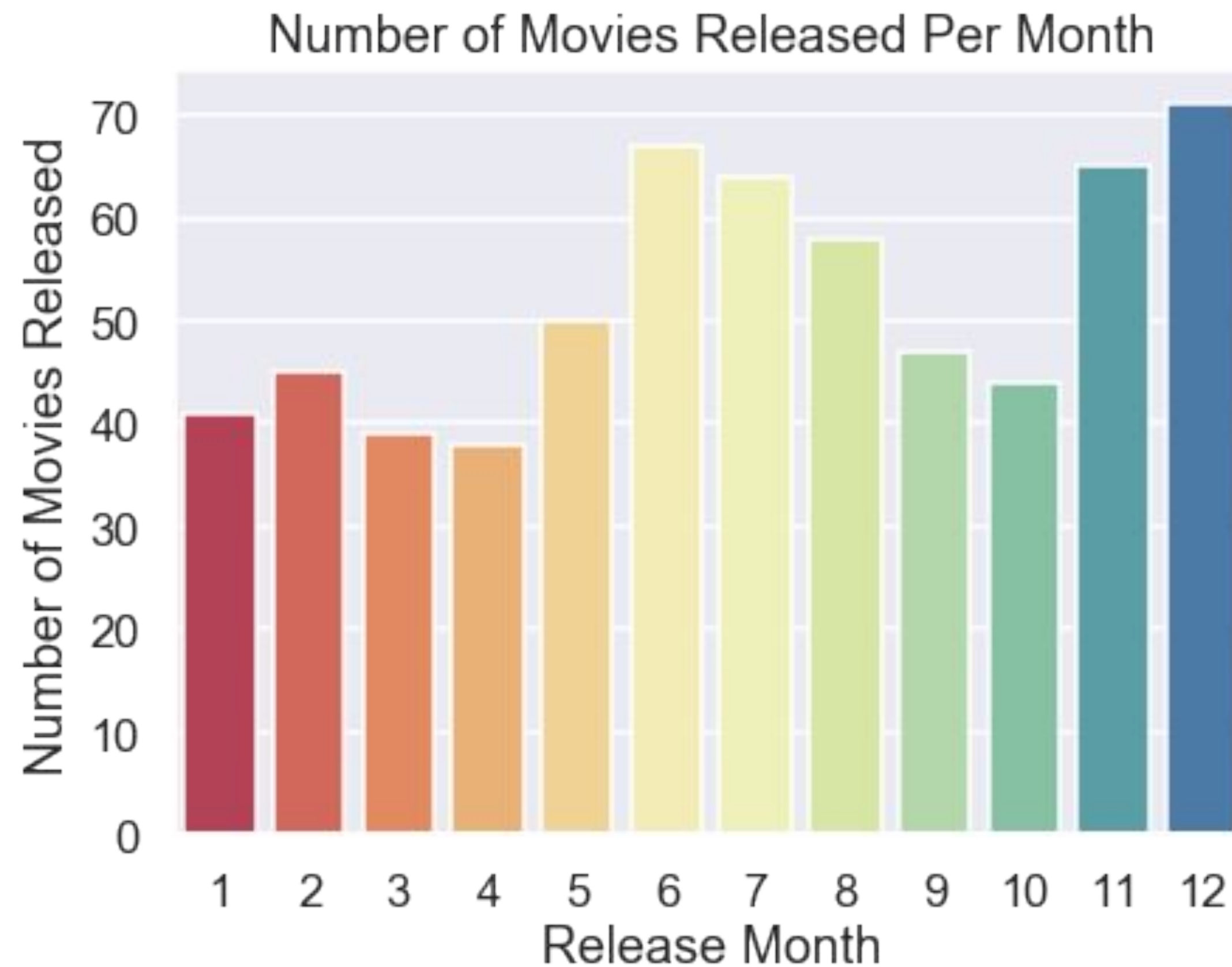












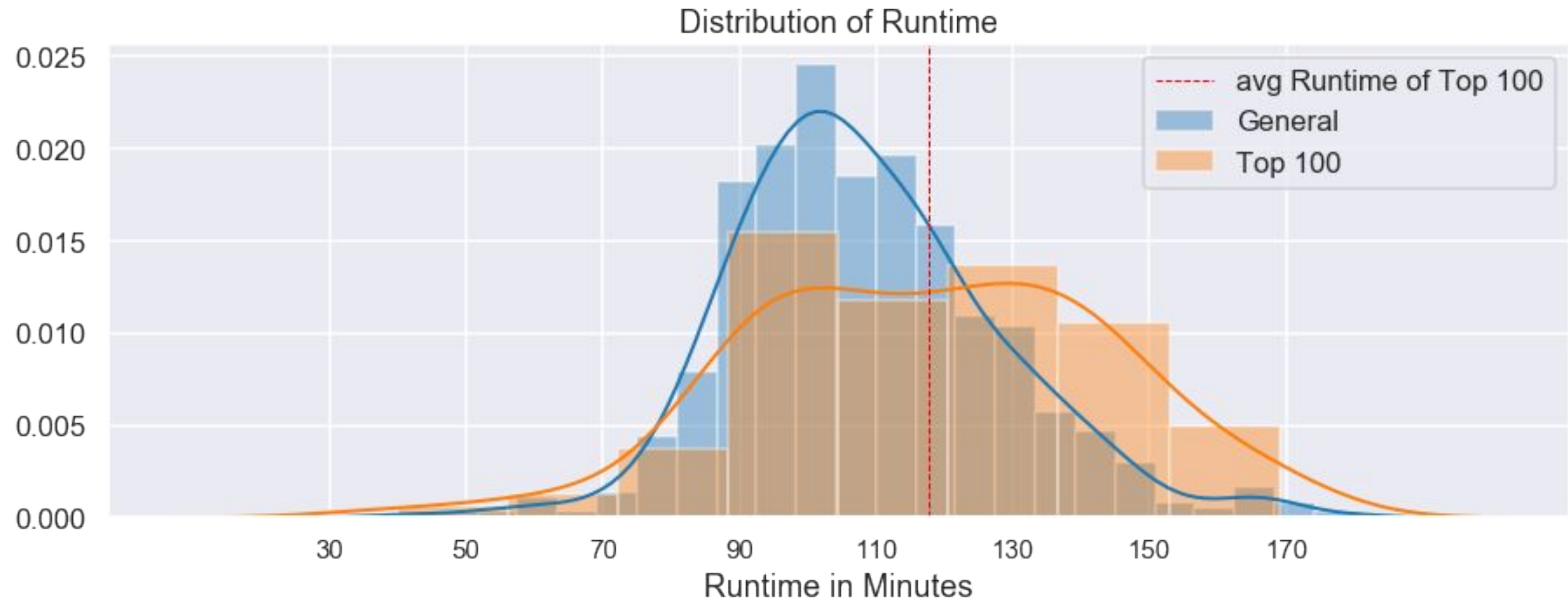
- Most release = June, December
- Most profit = June



Conclusion

# June





- The average runtime in General Movies is 108 minutes.
- The average runtime in Top 100 Movies is 118 minutes.



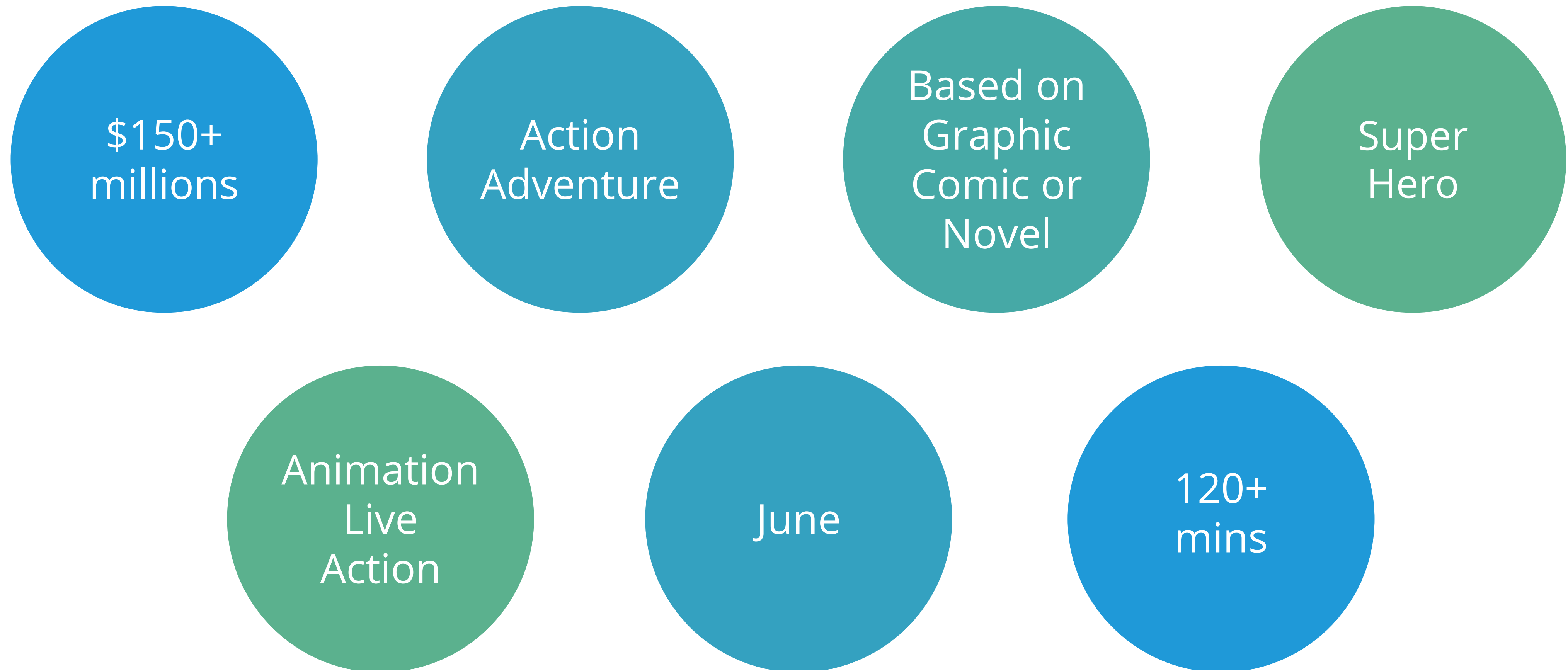
Conclusion

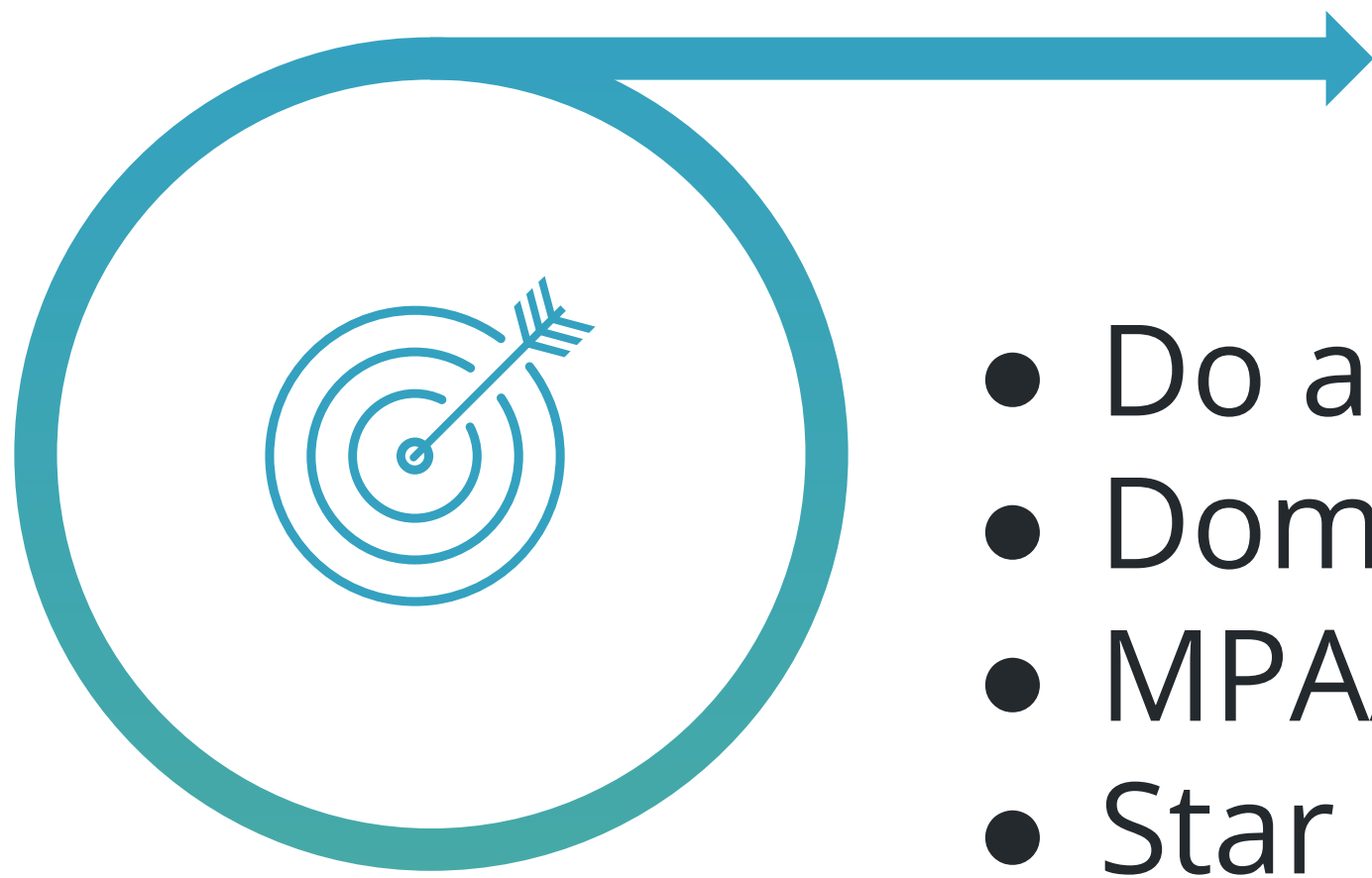
**120+ MINS**



# Our Recommendations

What Makes a Movie Successful





# Methodology

- Do analysis in term of ROI
- Domestic market and international market
- MPAA rating
- Star quality
- Quality of script
- Special effects, sound design, music
- Marketing campaign
- Popularity of the film preceding it (if it's a sequel)
- Directors
- Writers
- Critics
- Diversity: female directors, women of color, Black Lives Matter movement, etc.



Q & A





Thank You





# Appendix







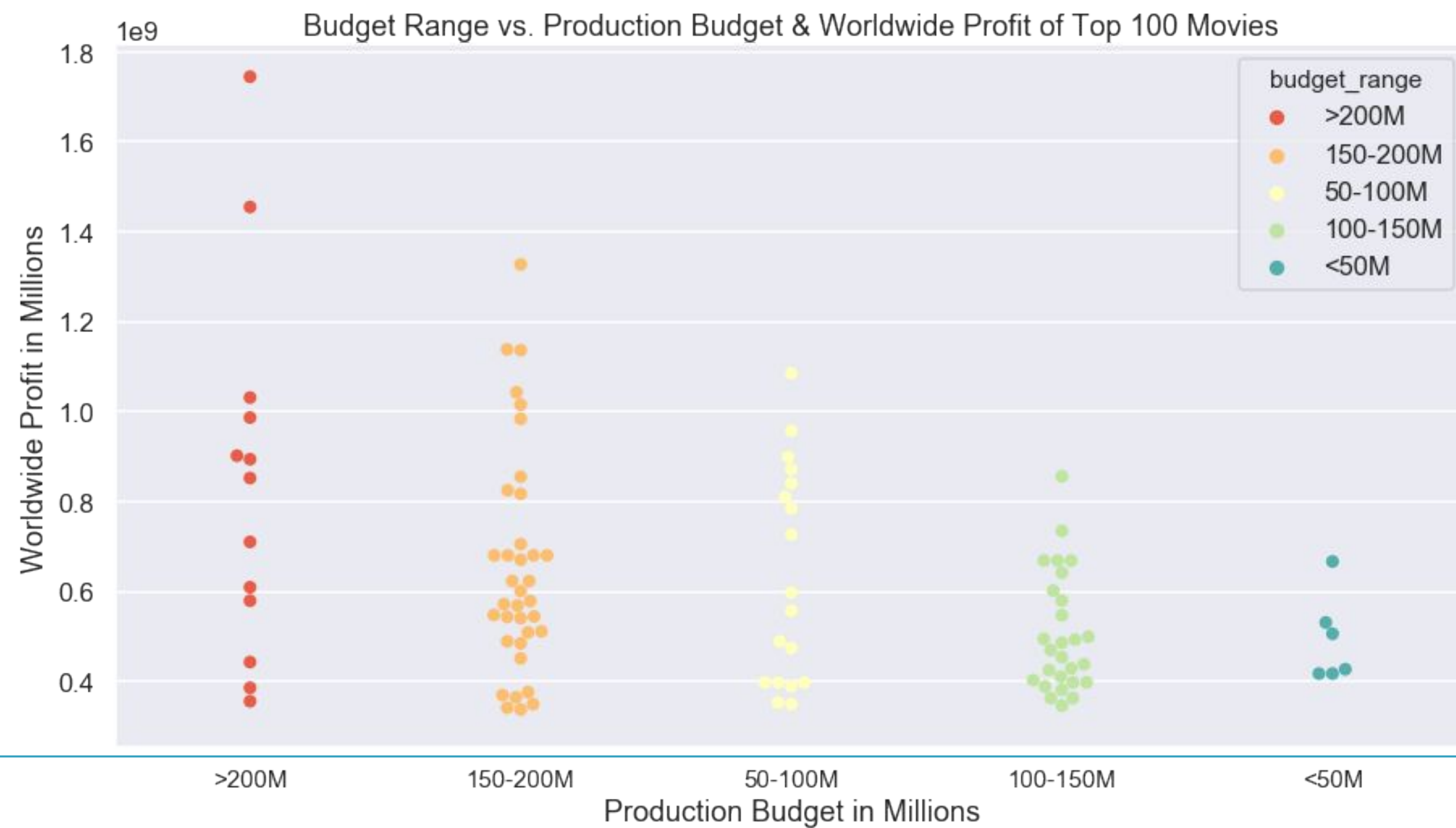
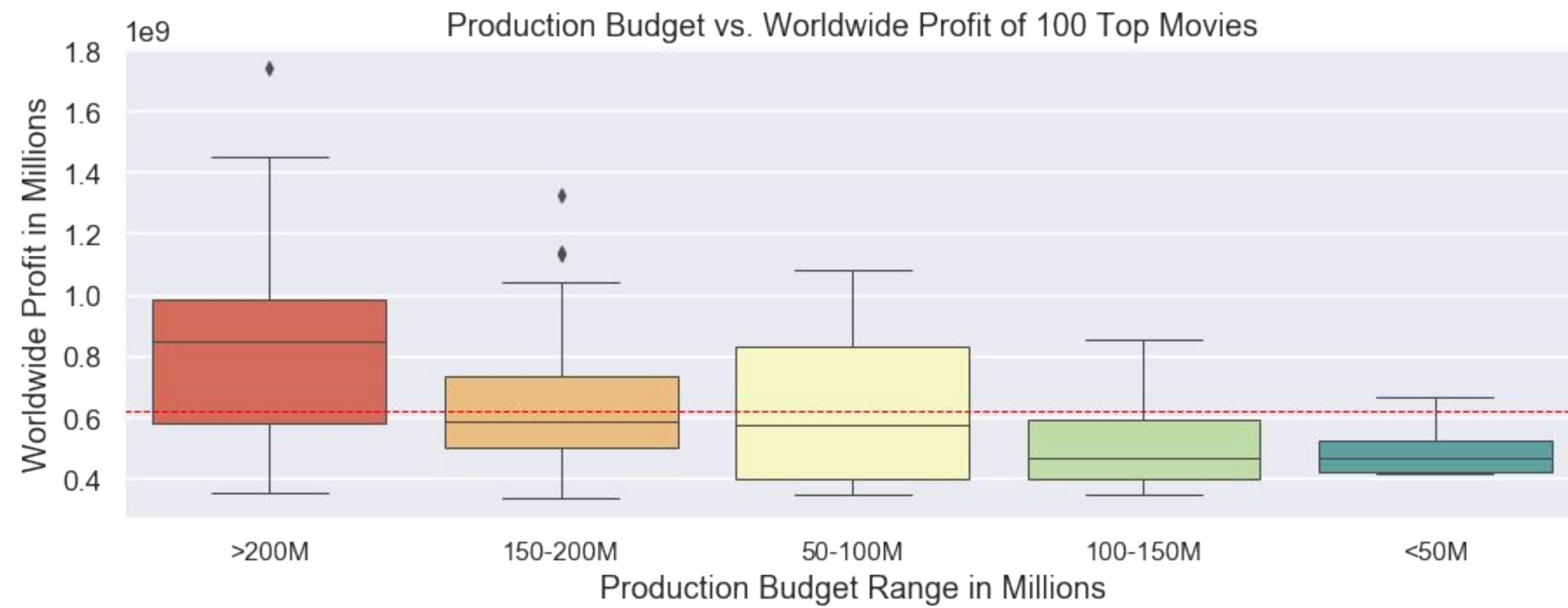
## Examples

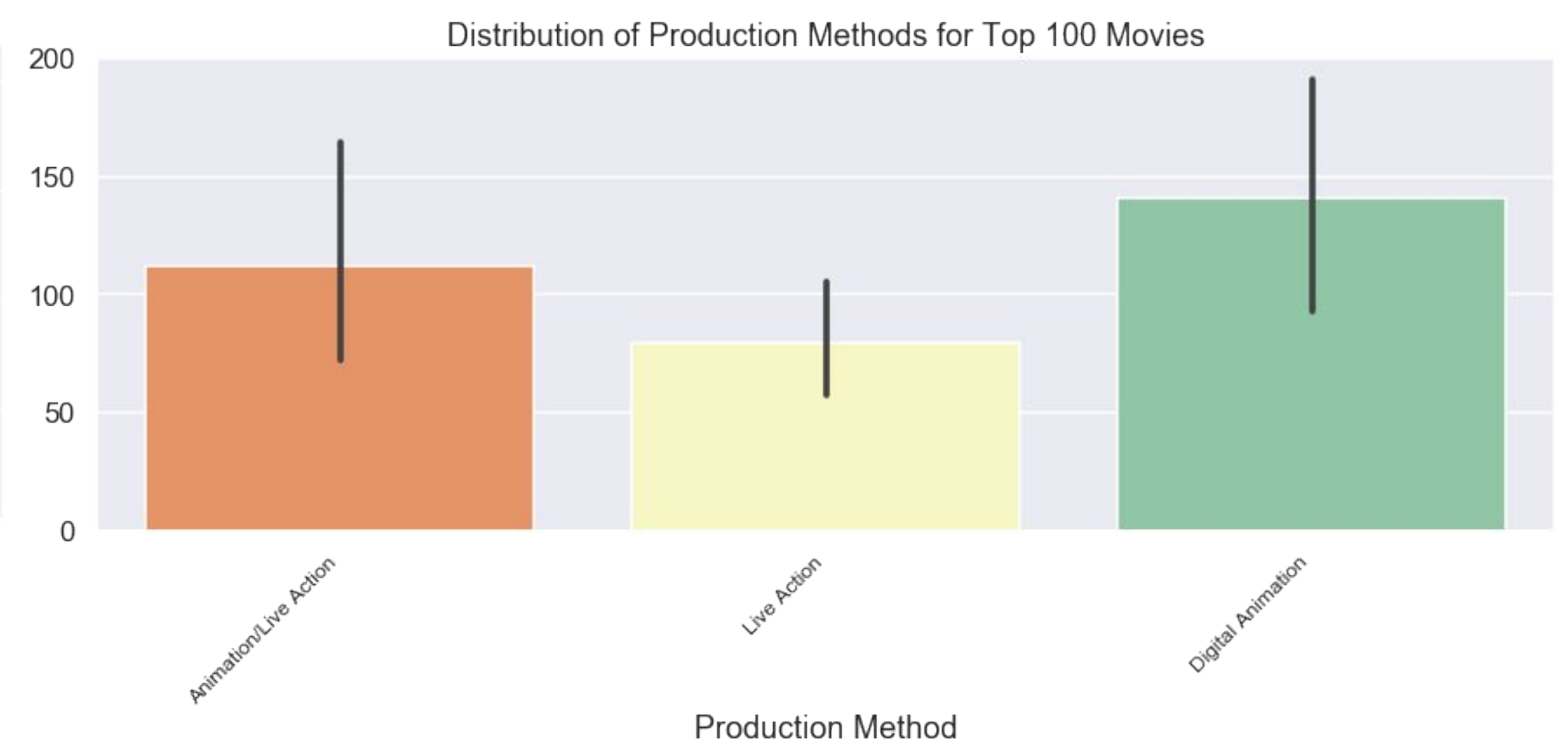
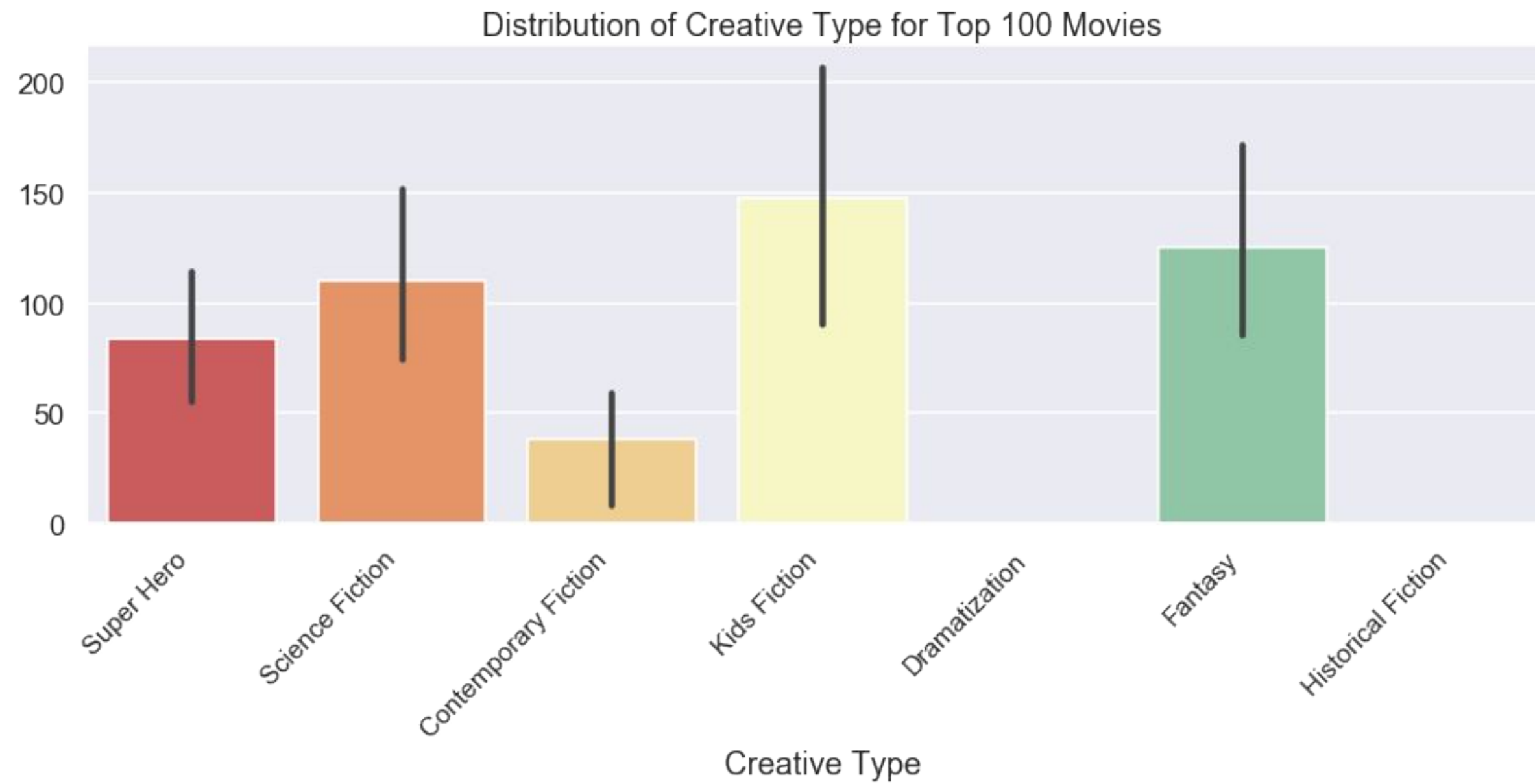
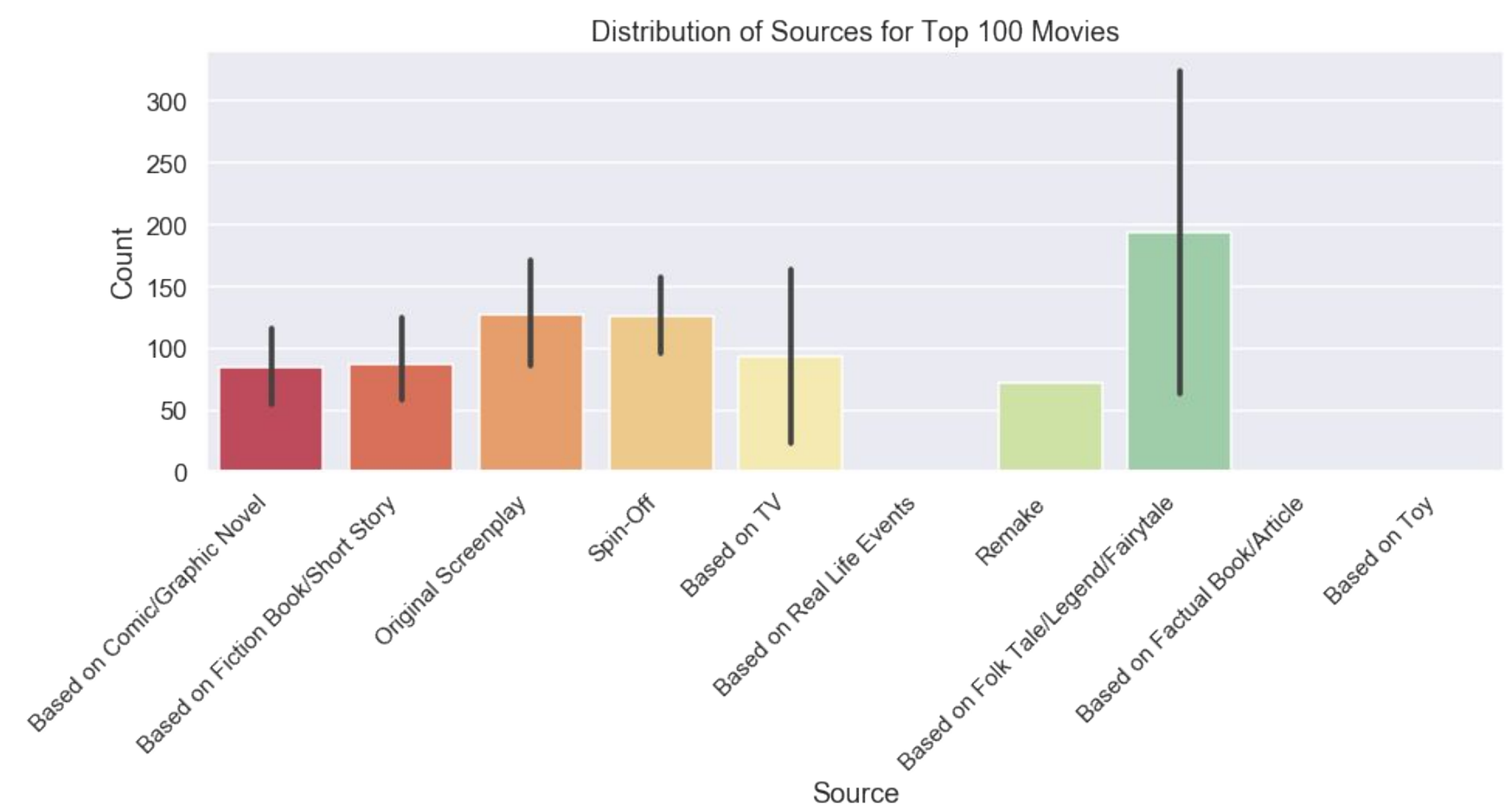
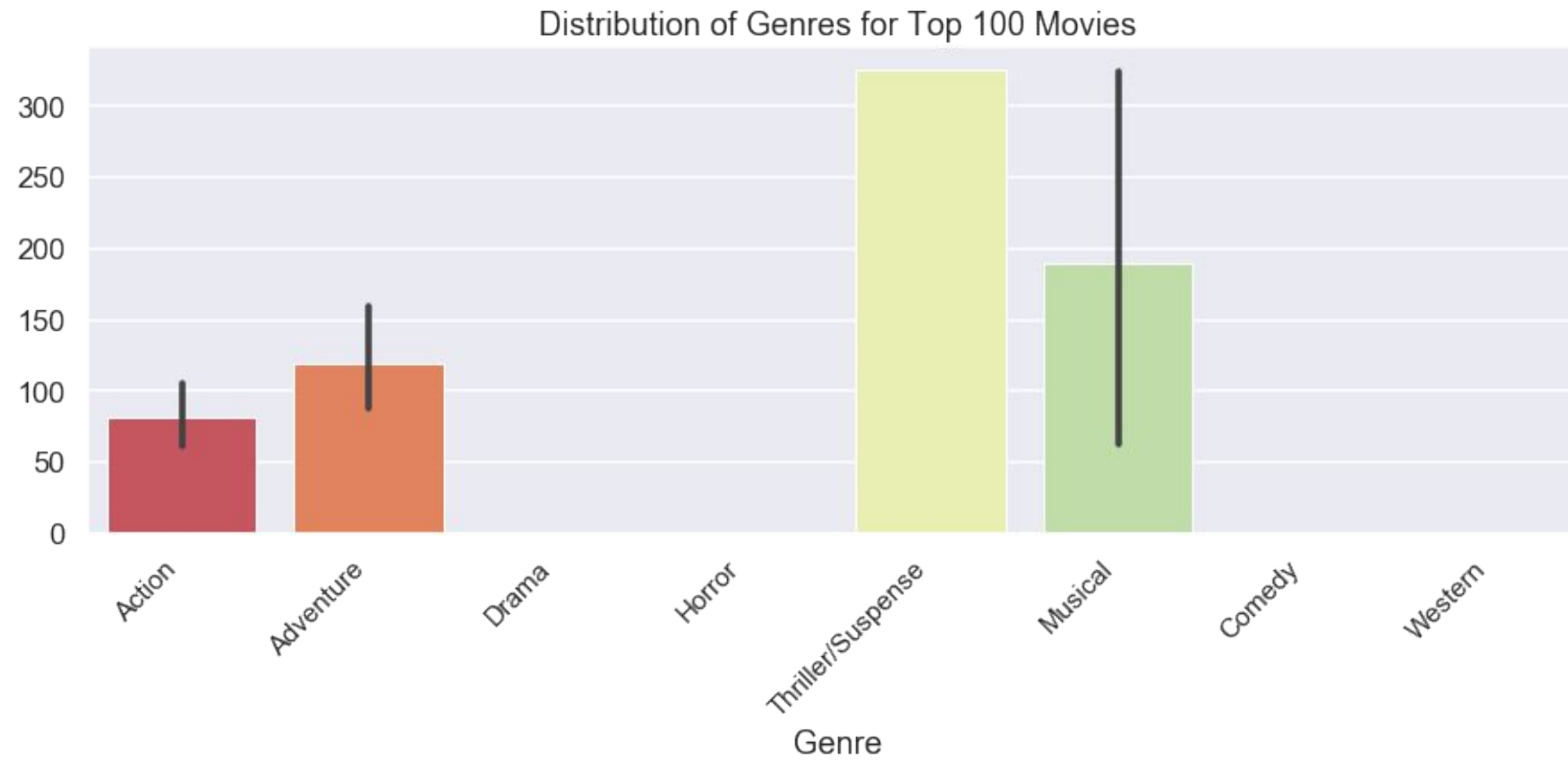
- ***Pirates of the Caribbean: On Stranger Tides*** (2011) - \$379M budget, \$1 B earned
- ***Avenger: Age of Ultron*** (2015) - \$365M budget, \$1.3B earned
- ***Spectre*** (1997) - \$300M budget, \$879M earned

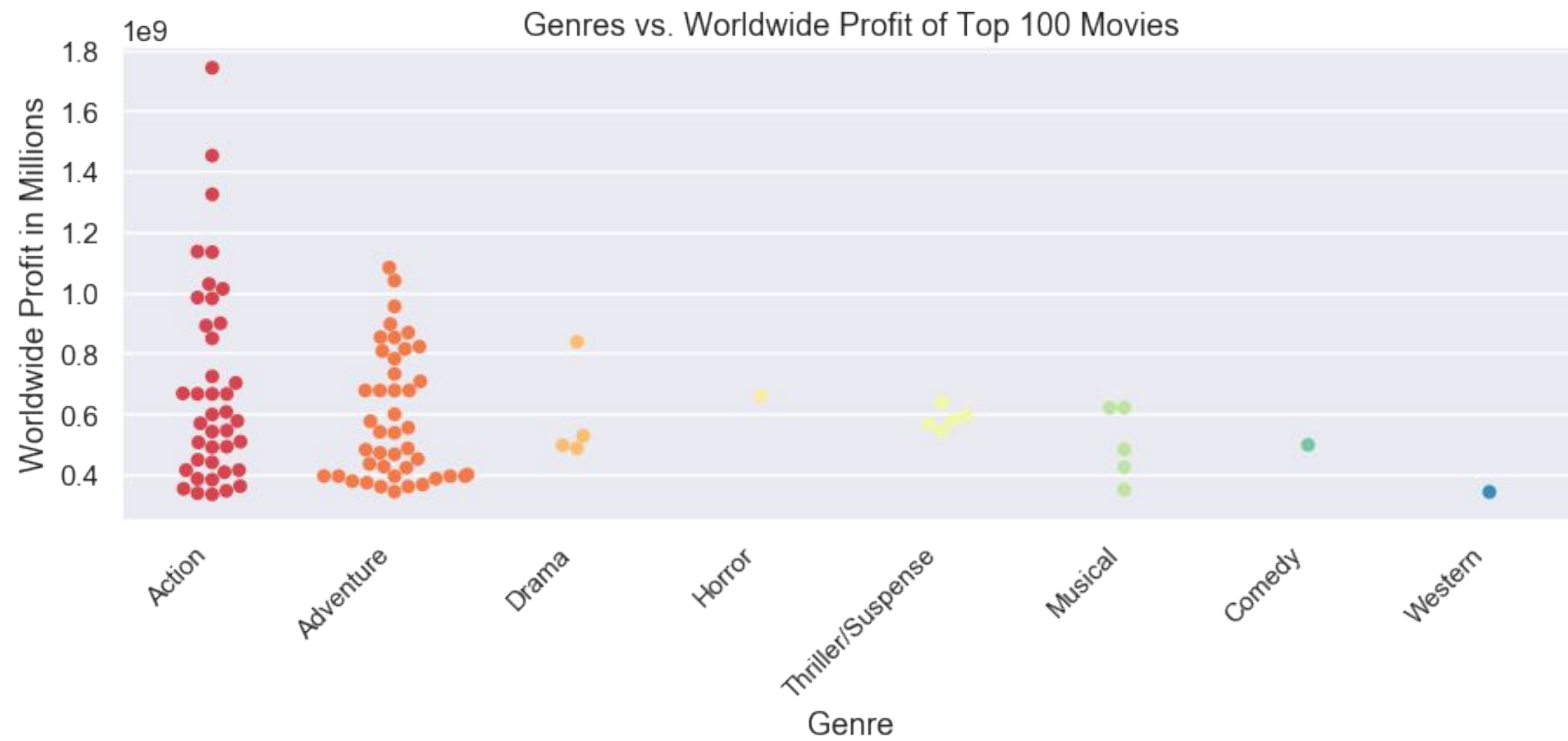
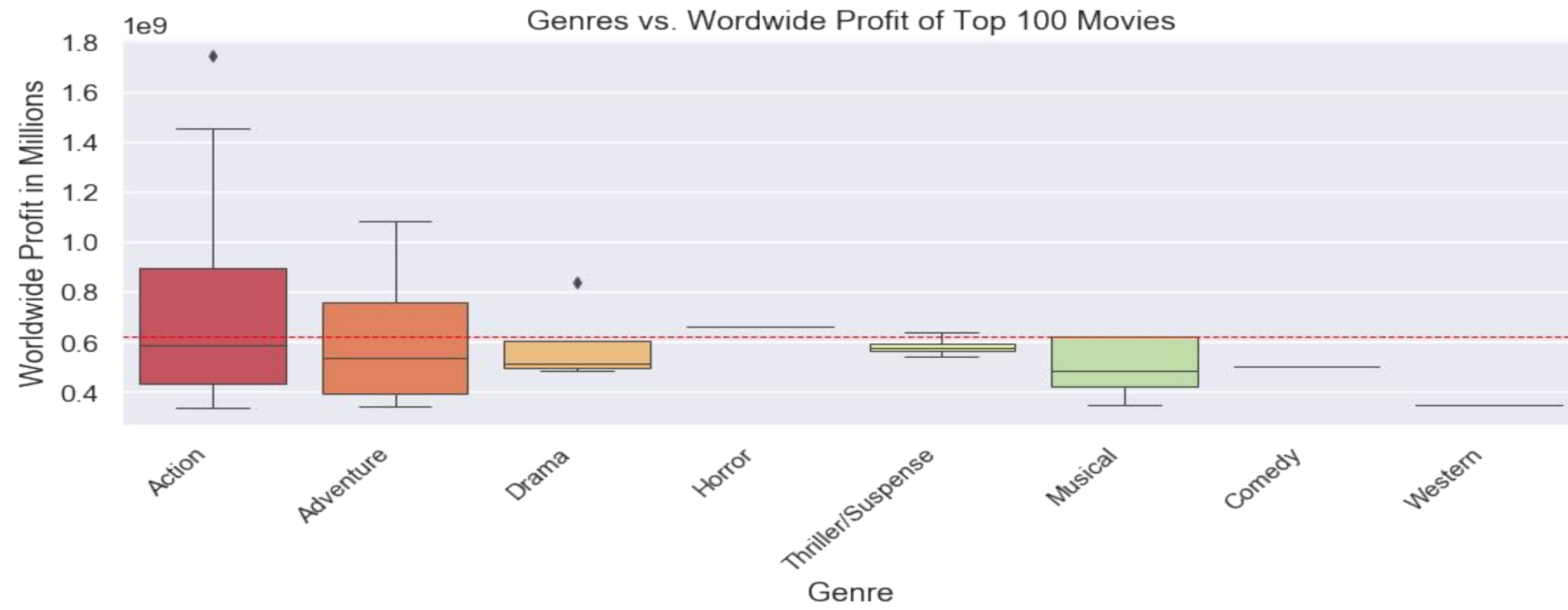


## Examples

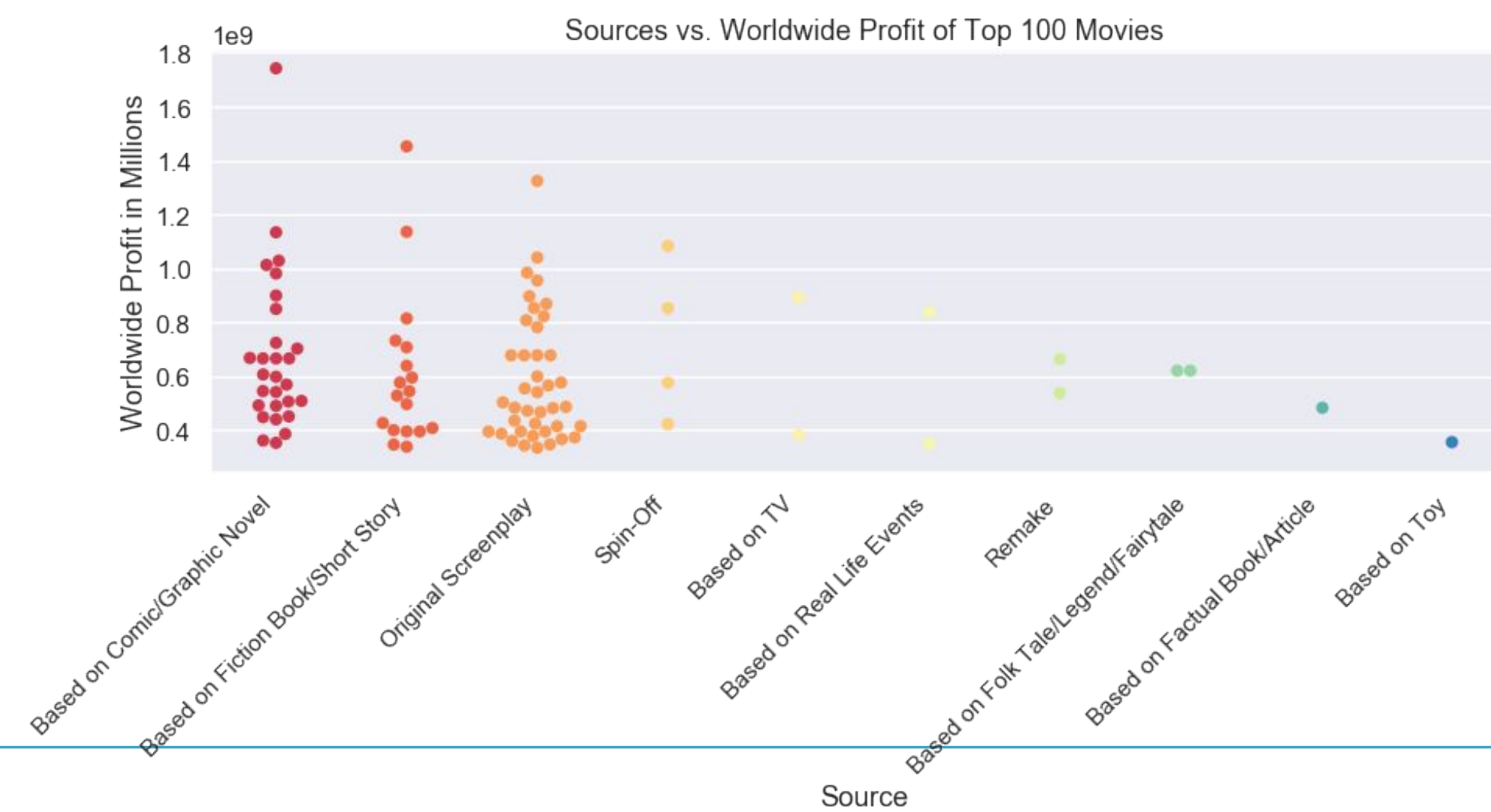
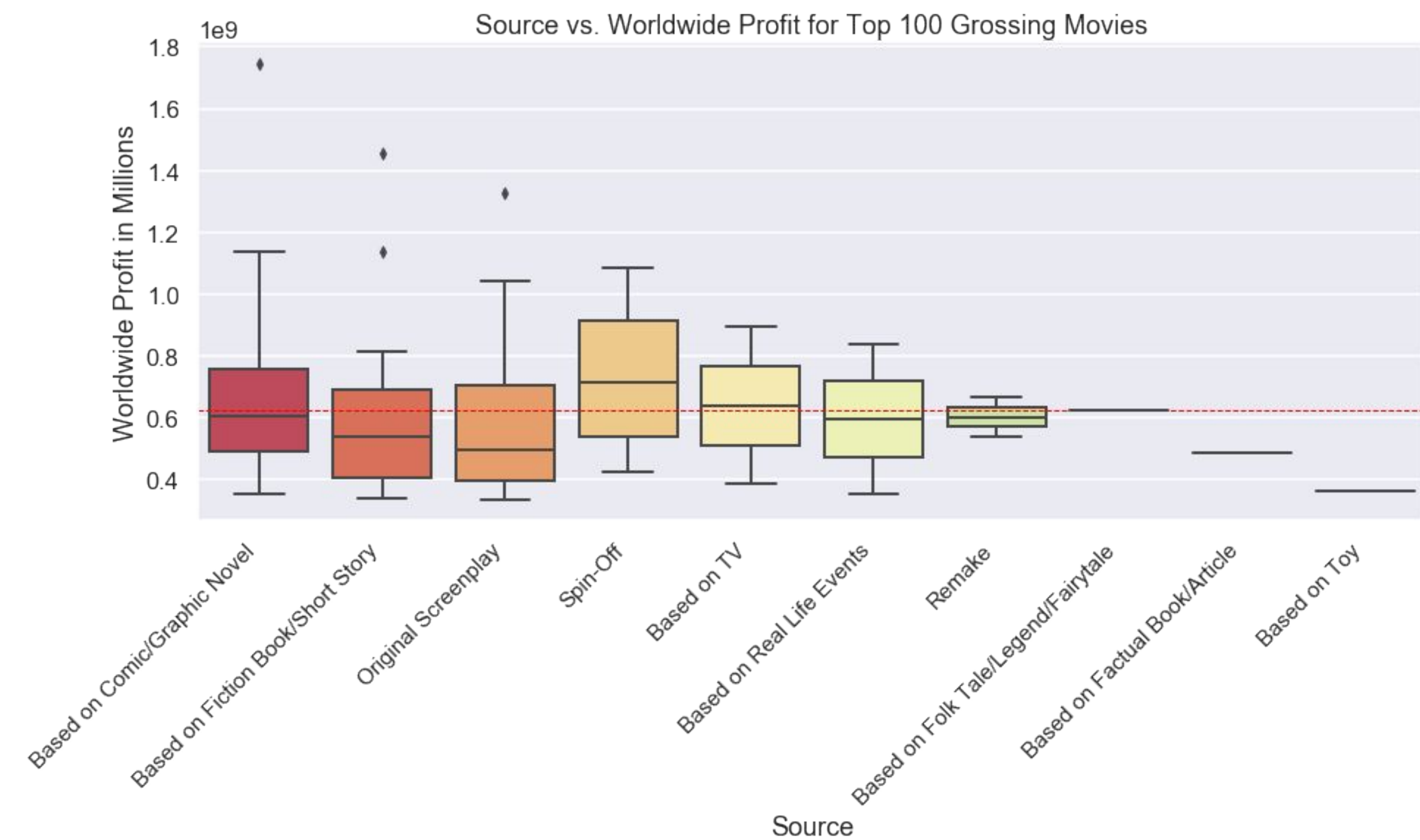
- ***Facing the Giants*** (2006) - \$100,000 budget, \$24.4M earned
- ***Once*** (2007) - \$150,000 budget, Oscar nominations, \$19M earned
- ***Mad Max*** (1980), \$200,000 budget, \$49.6M earned

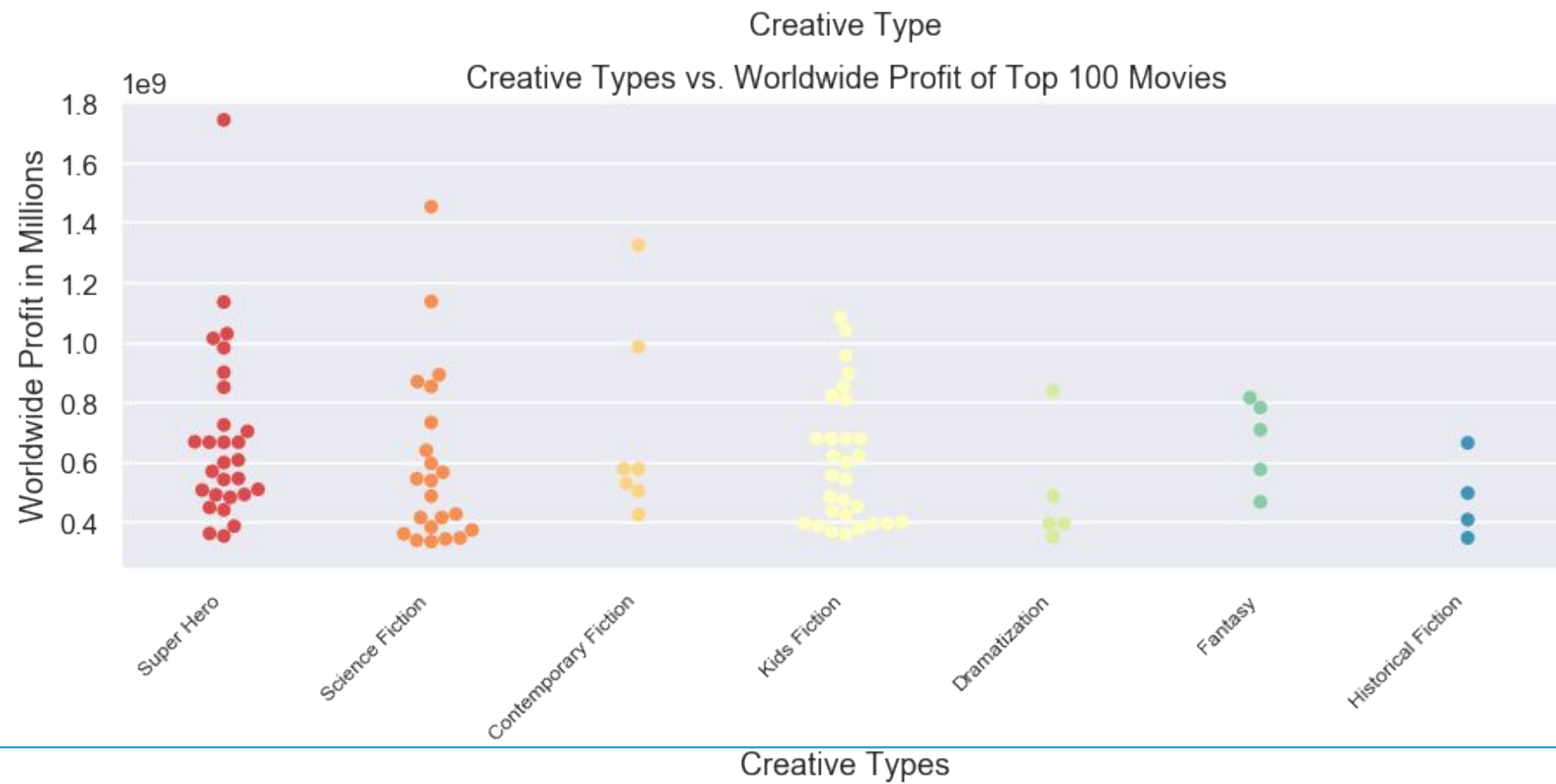
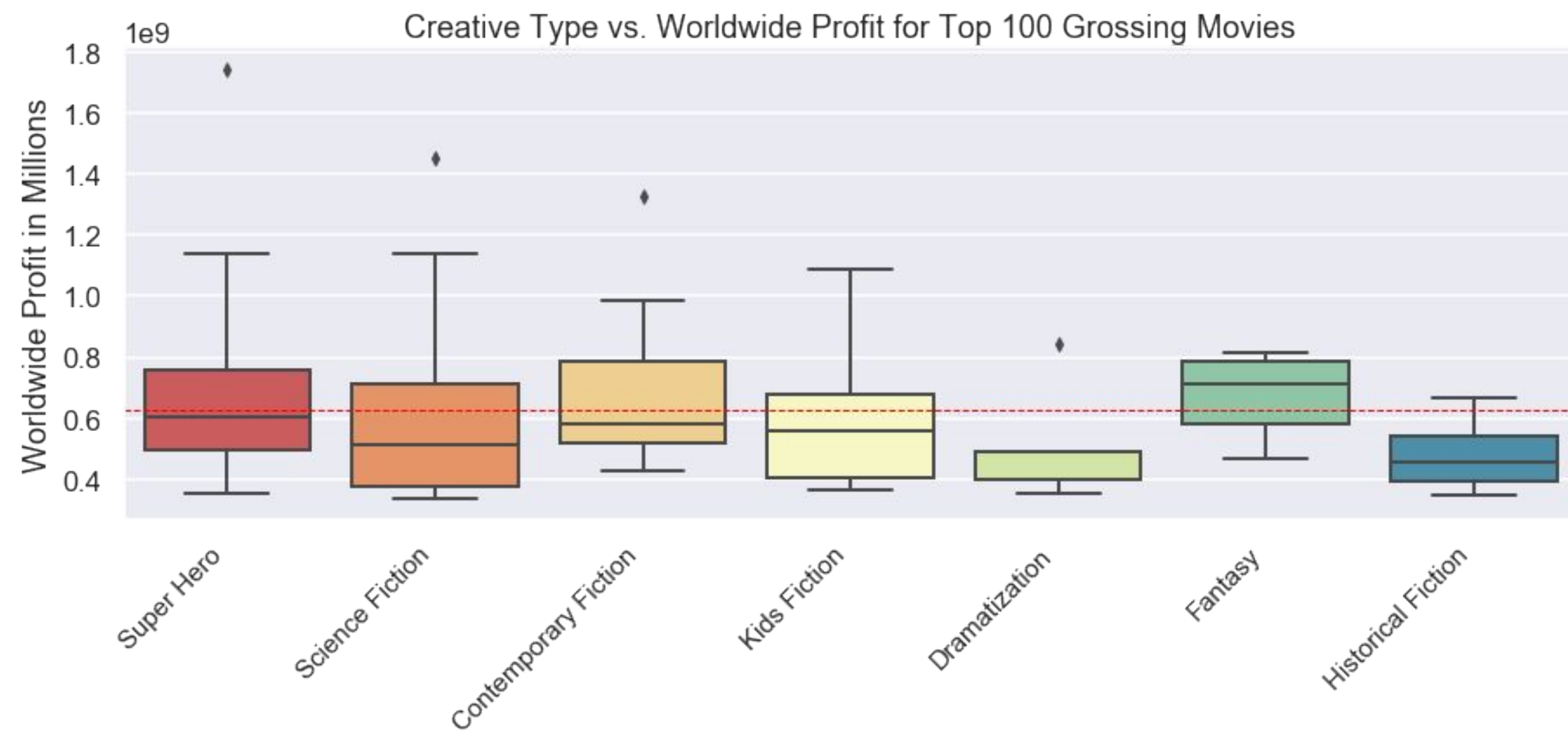


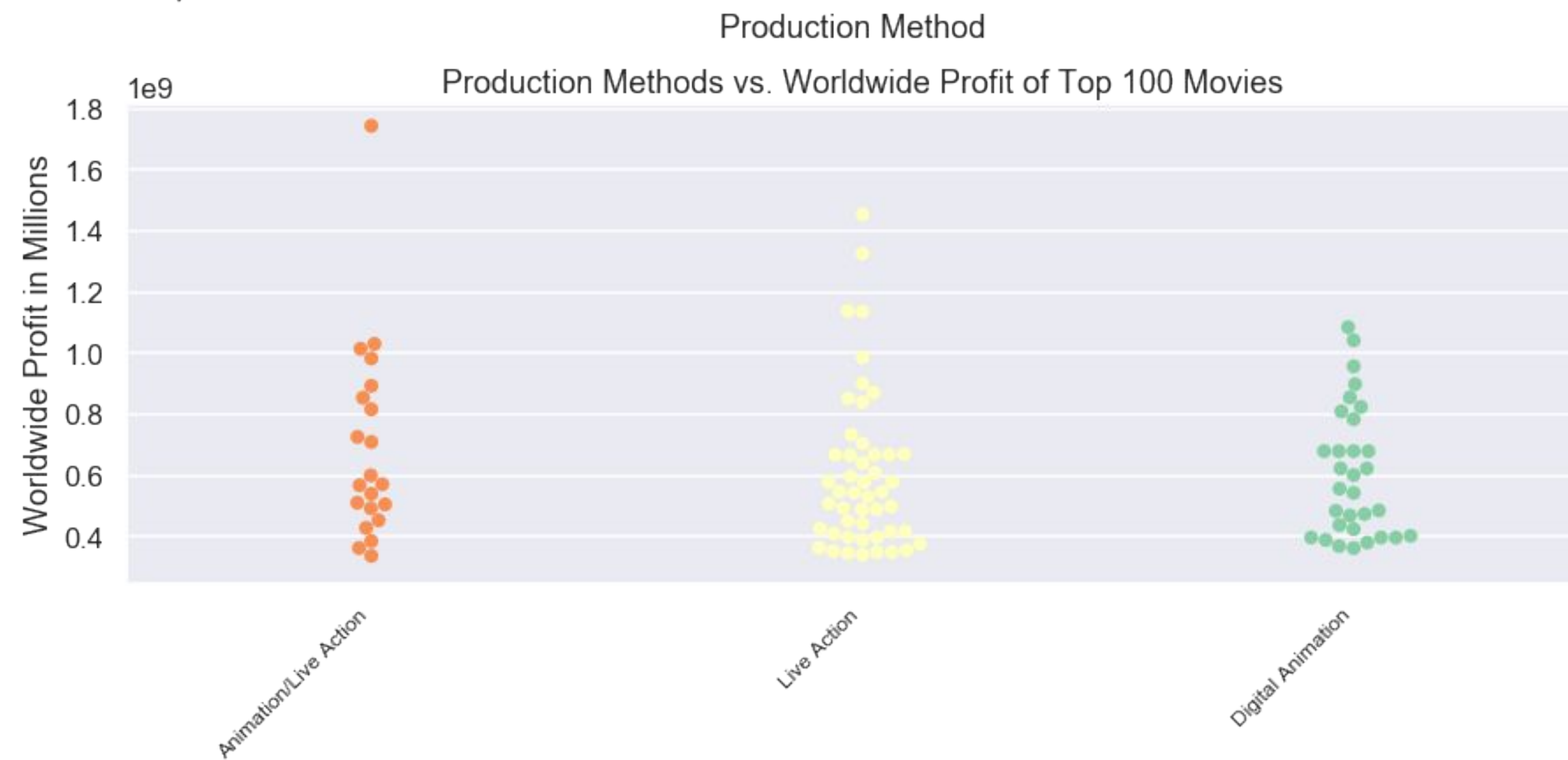
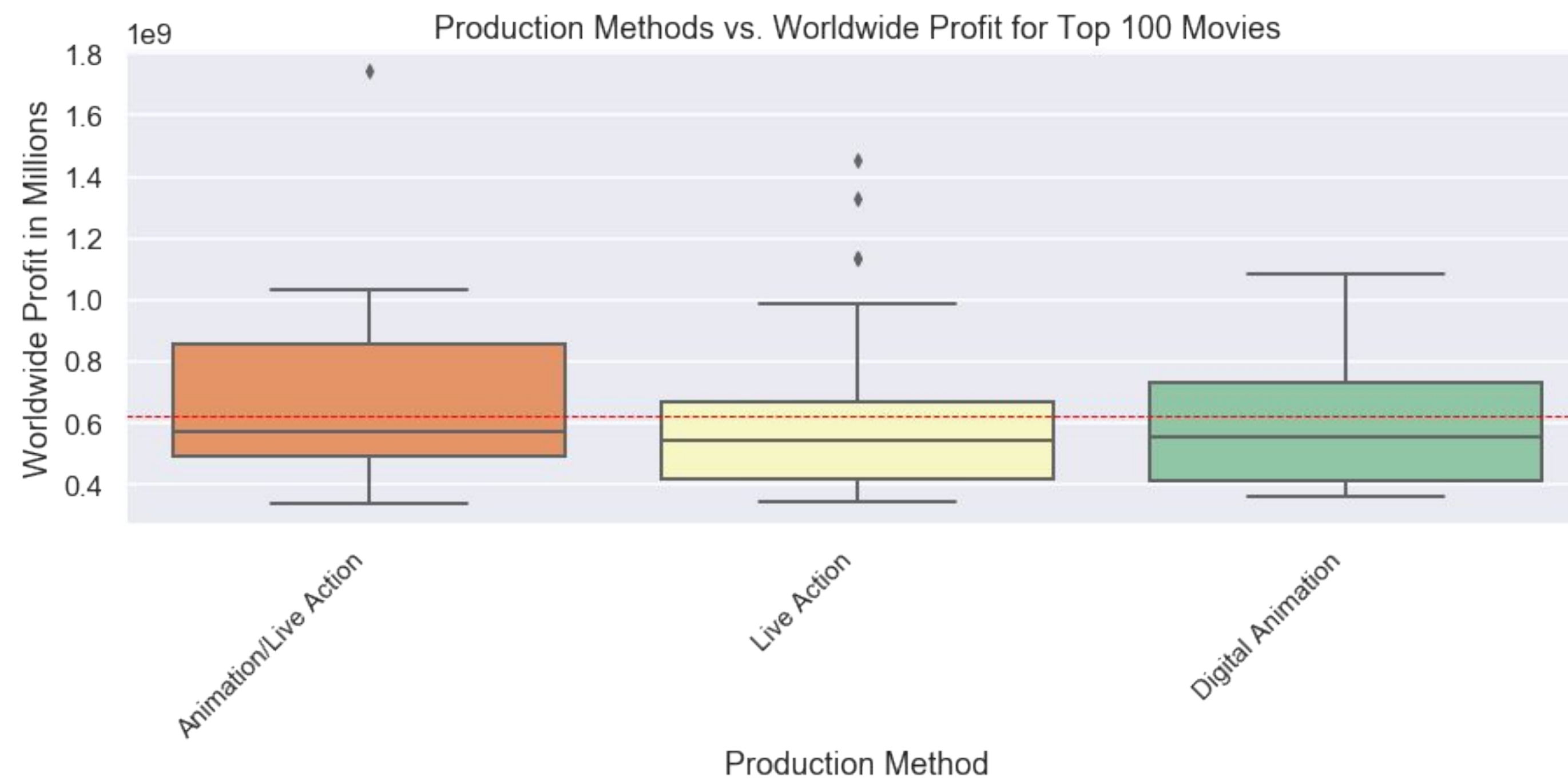




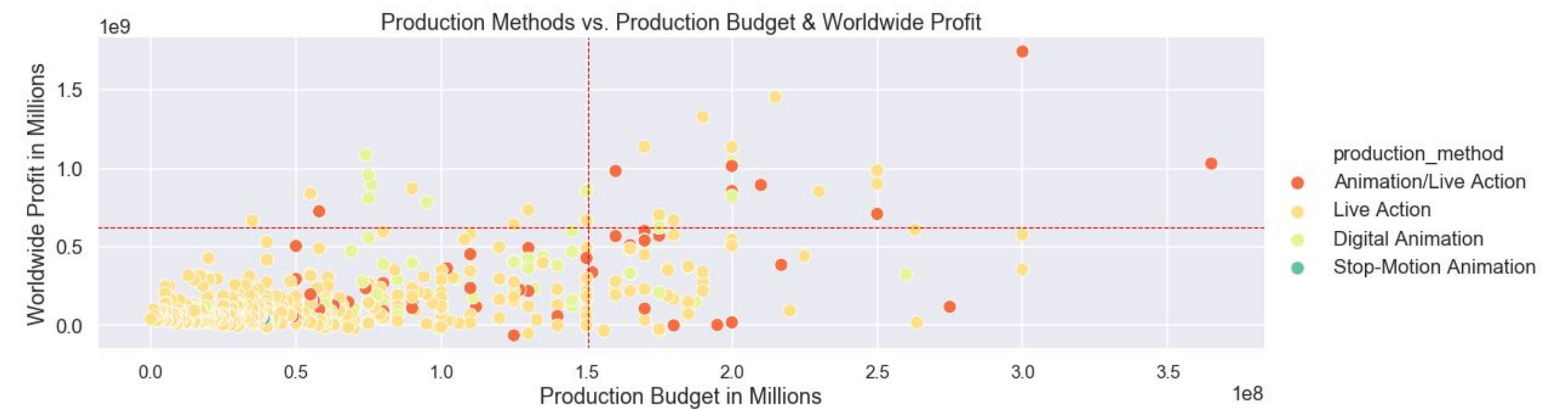
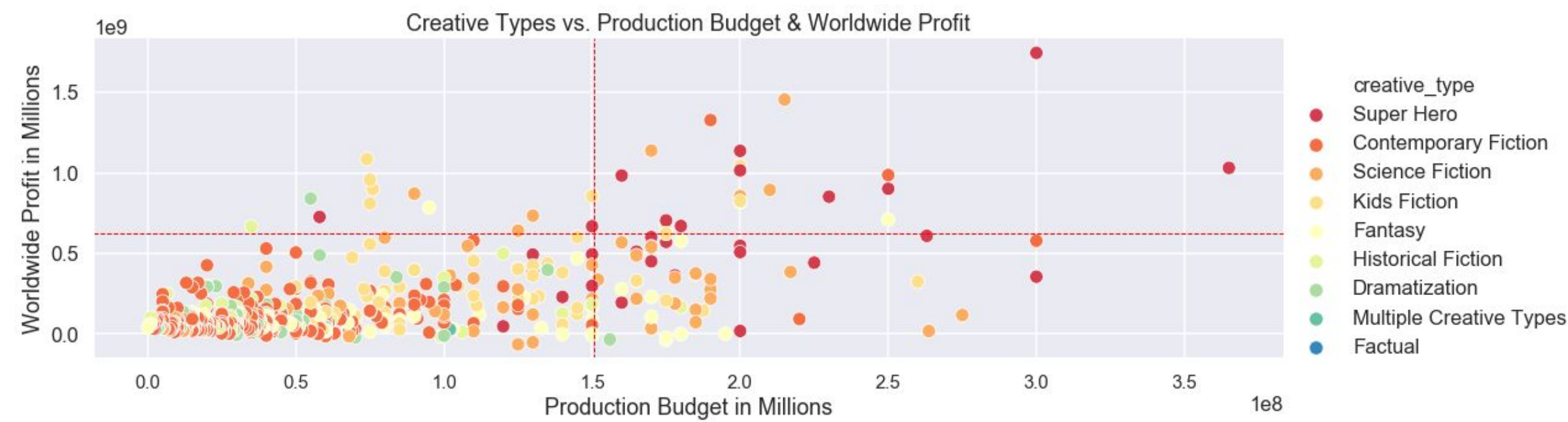
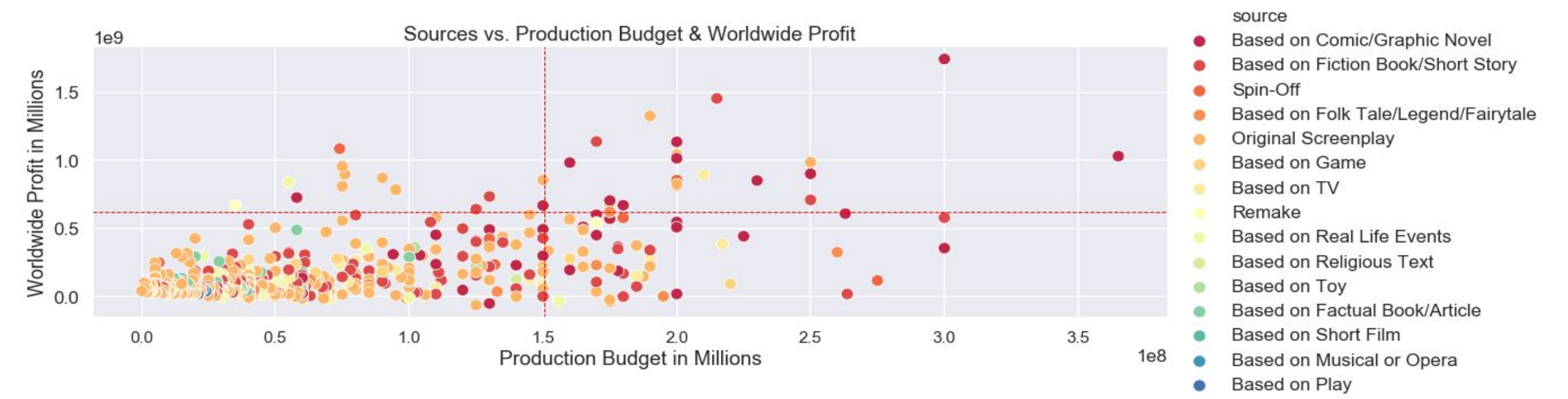
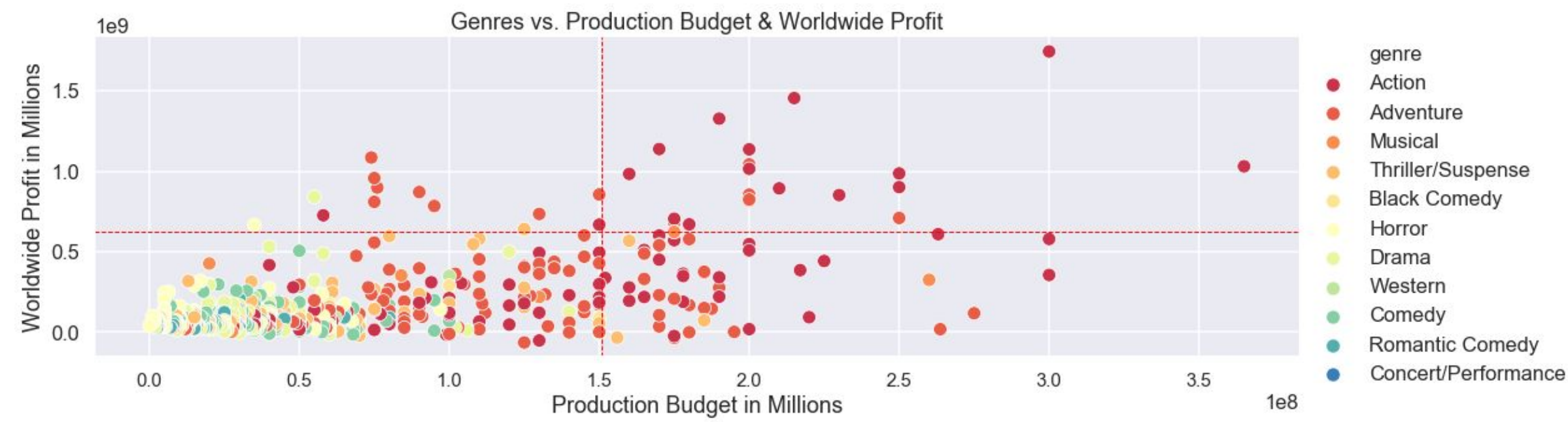




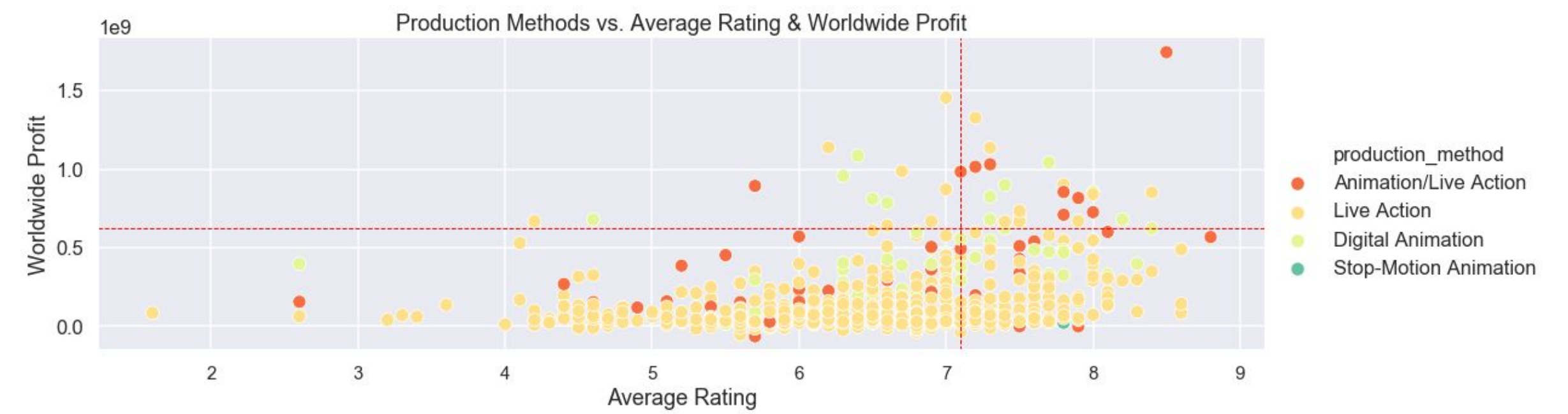
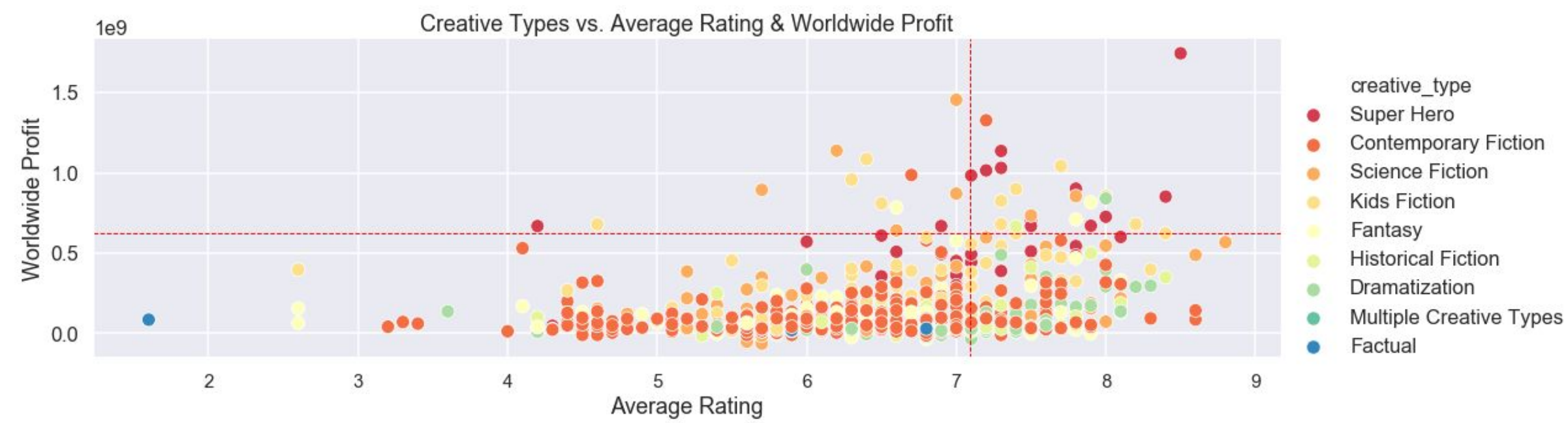
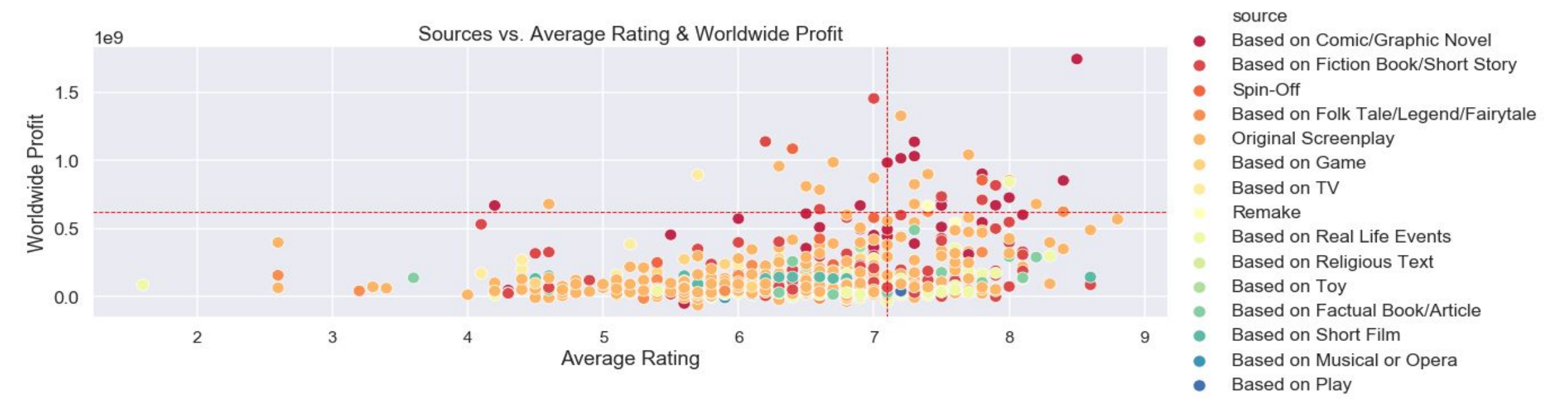
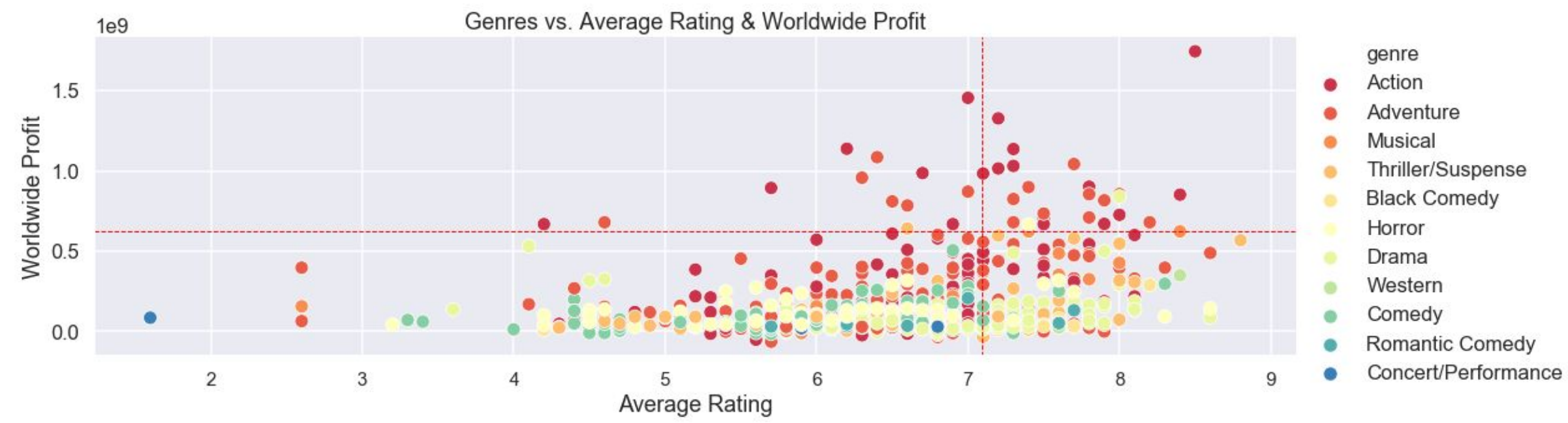




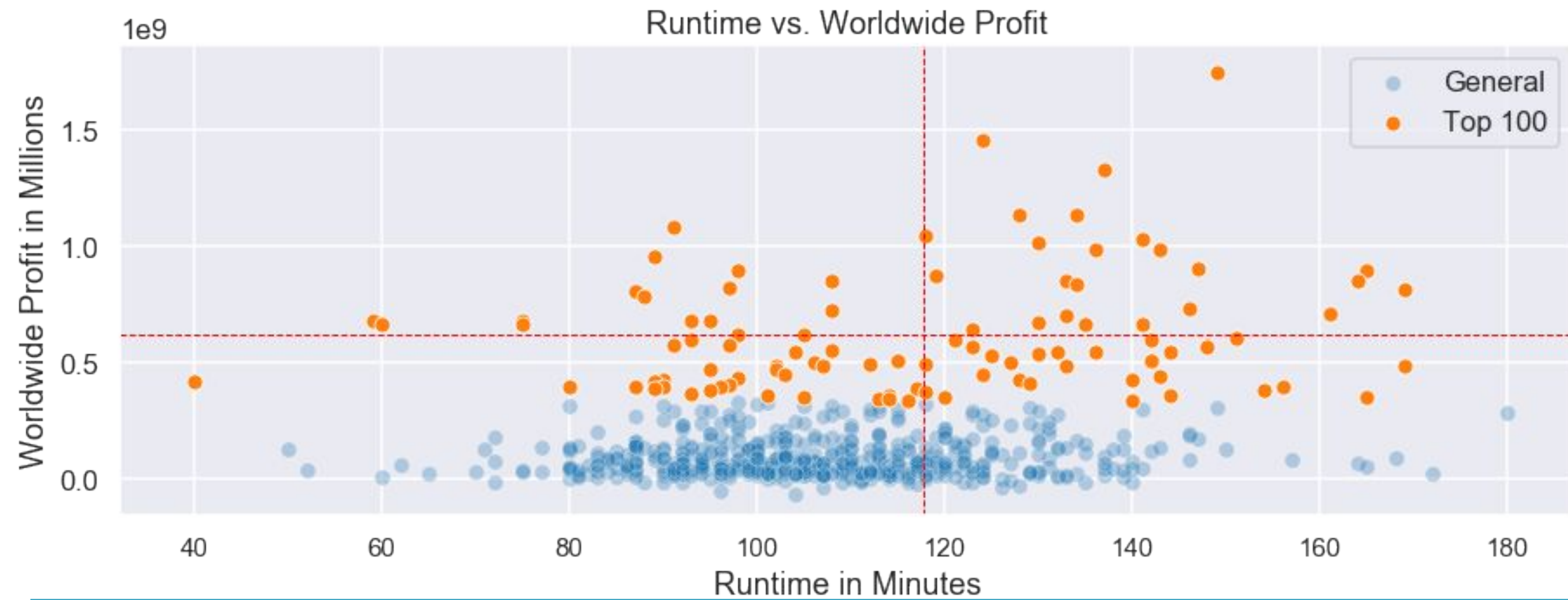
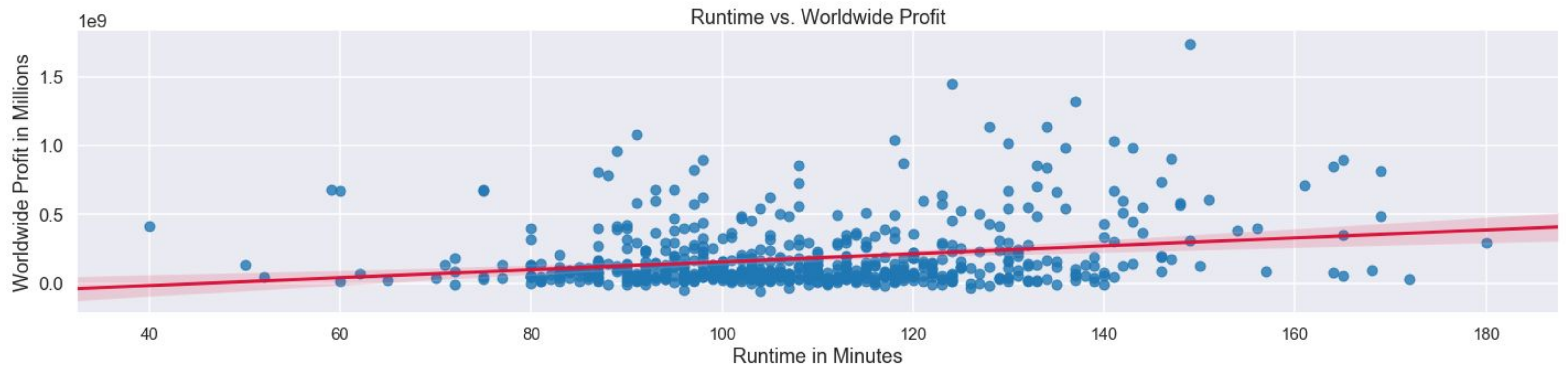




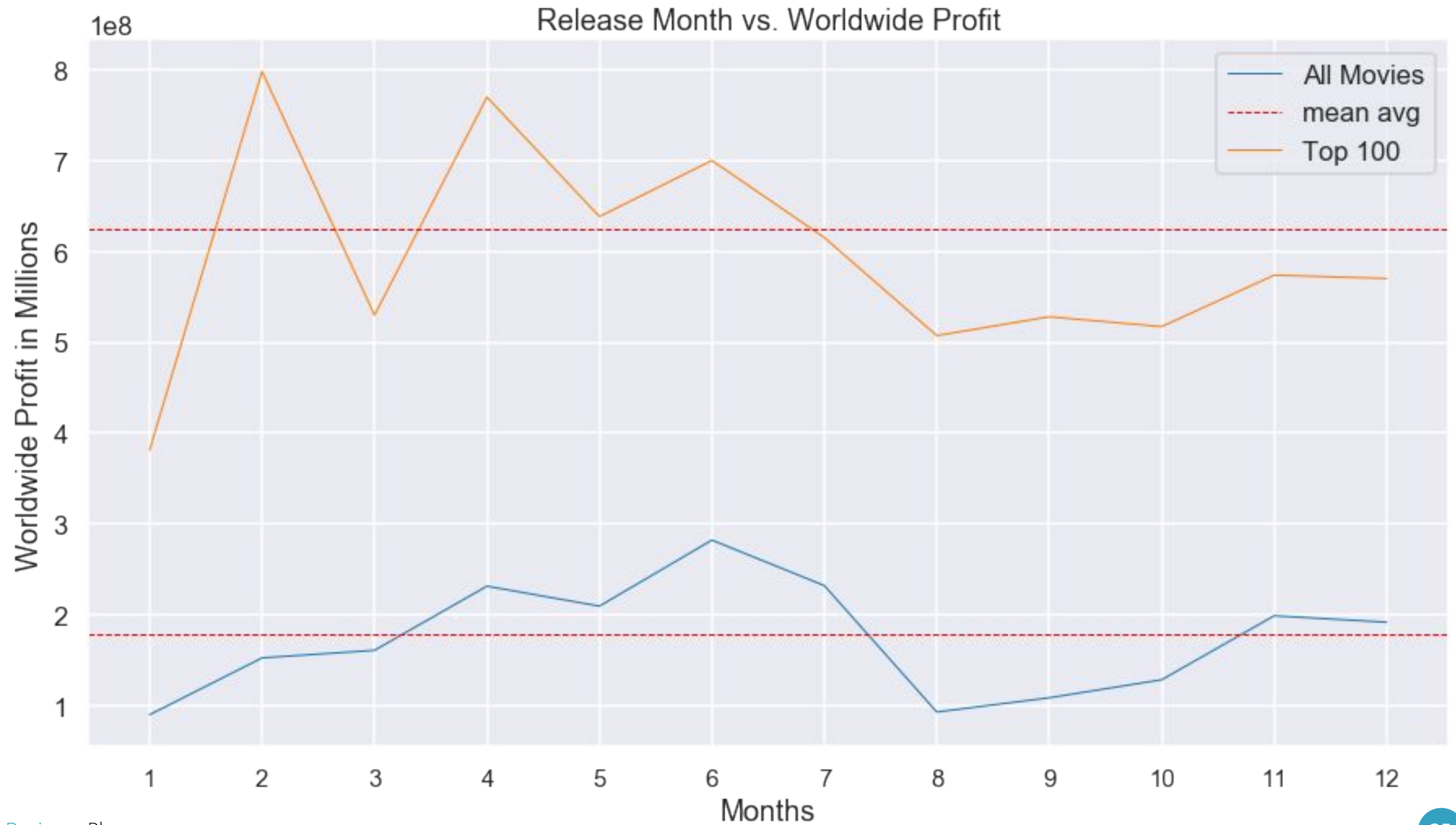


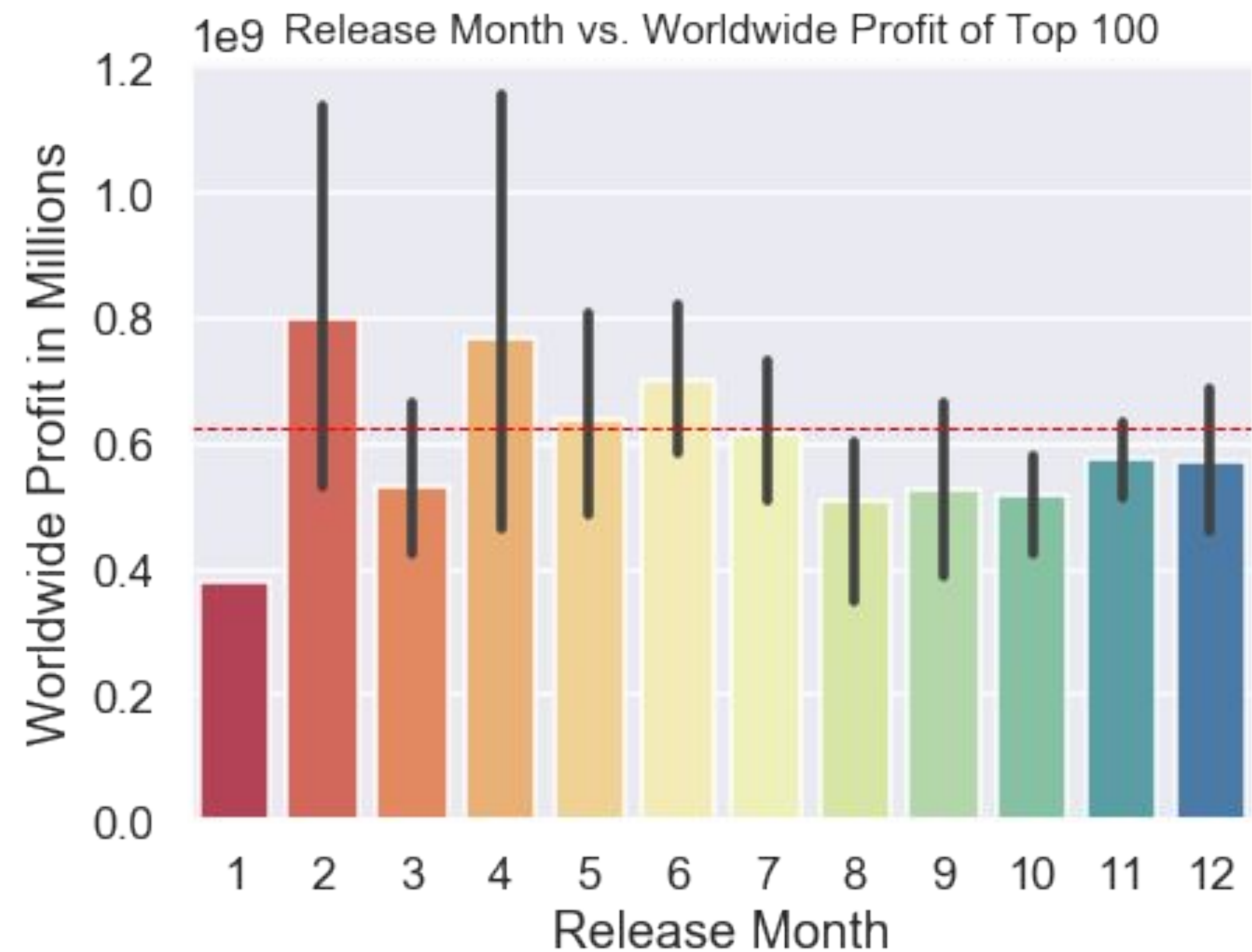
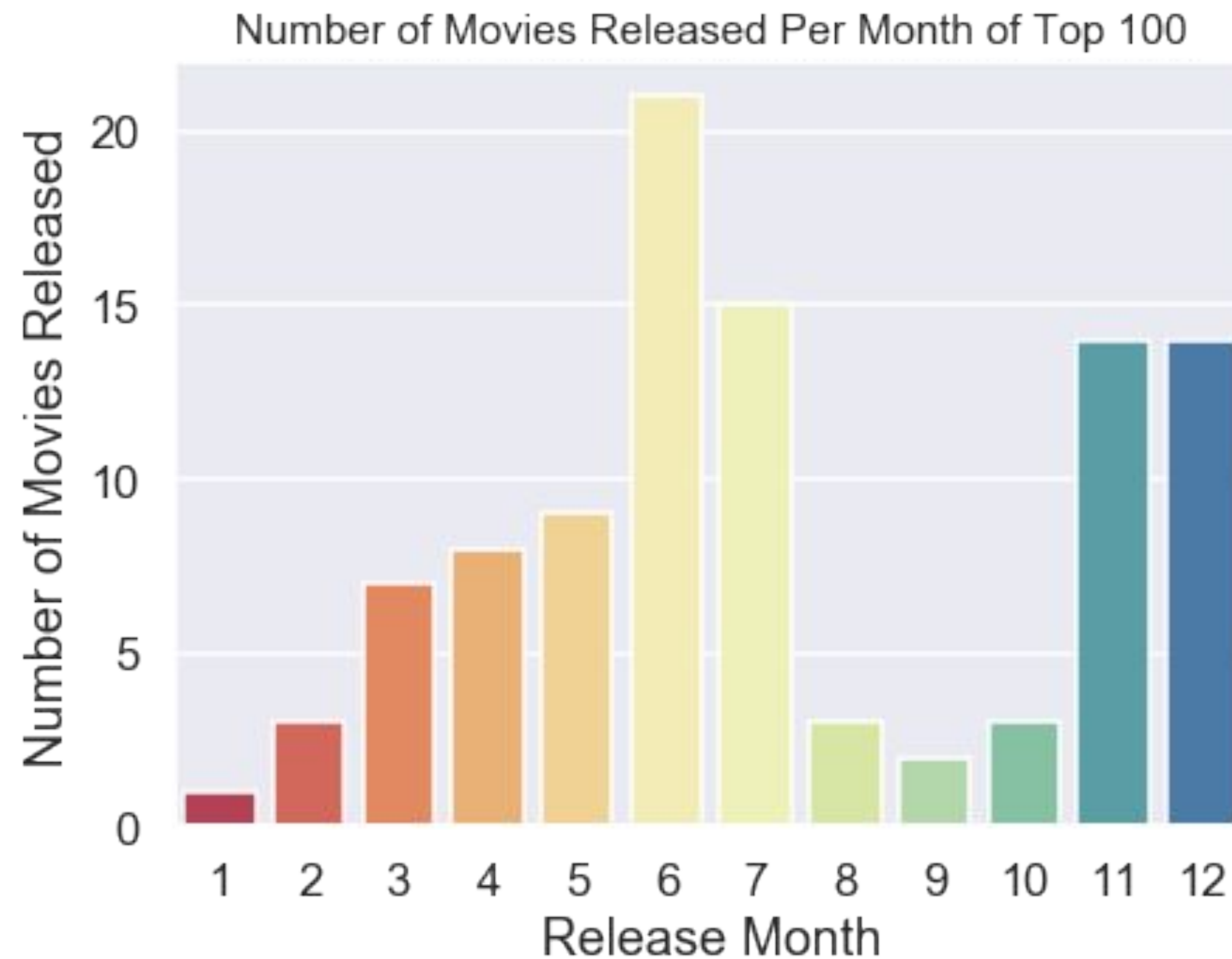












- Most release = June, December
- Most profit = February, April but not by much



