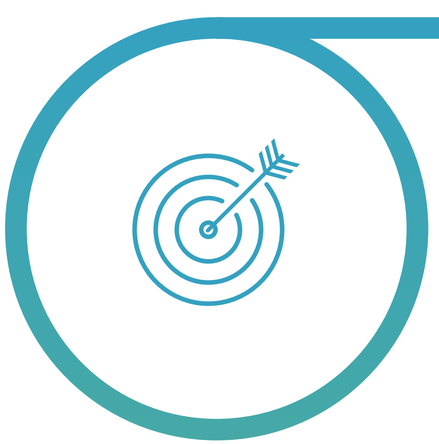
Data Science

The Movie Industry

Bao Tram Duong

Introduction

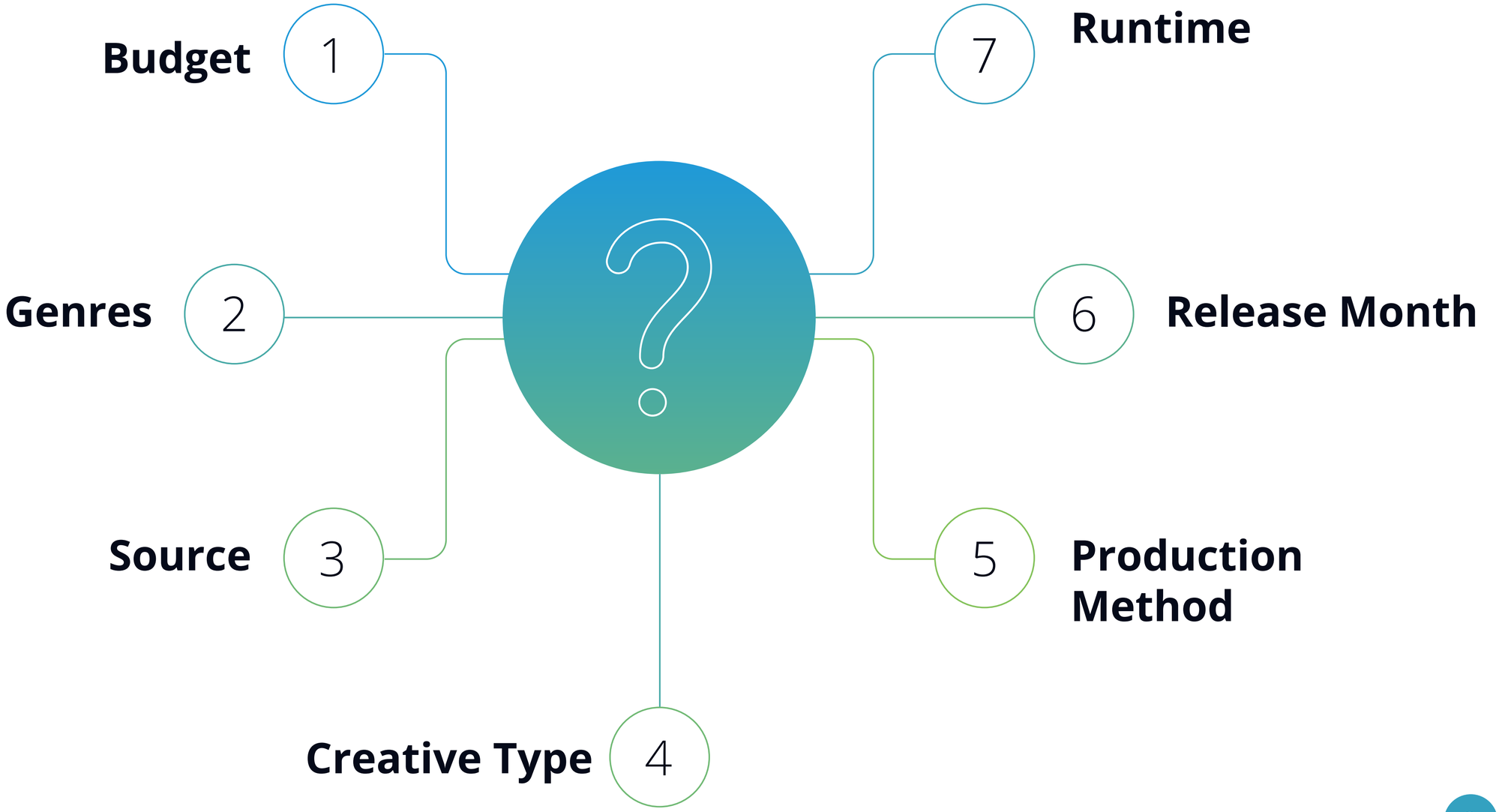


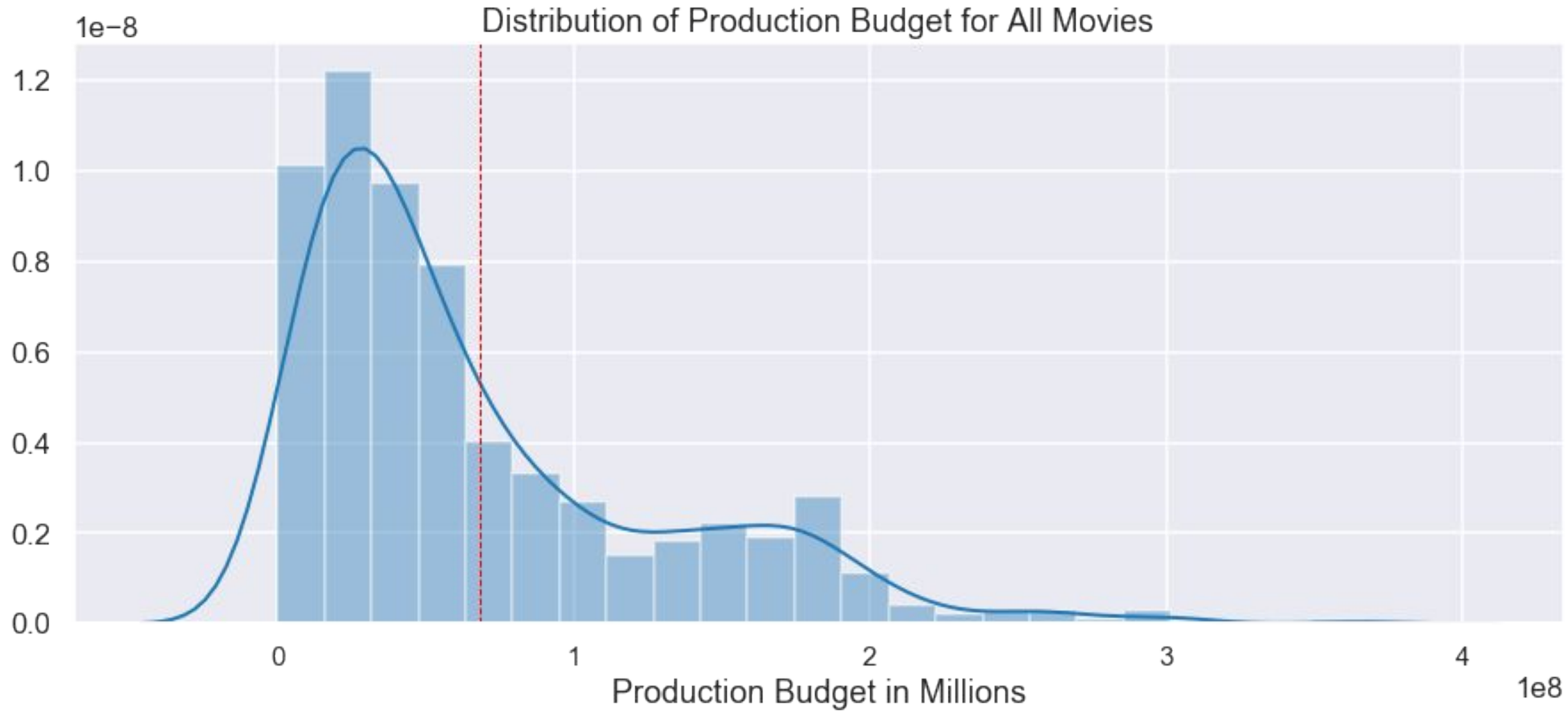
- The movie industry generated $35.3B in revenue in 2019

- The U.S is among the biggest film industries in the world

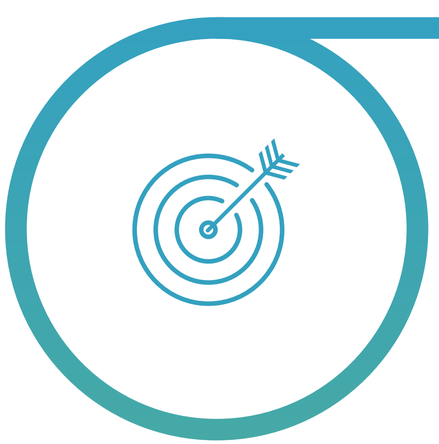
We are here to help **Microsoft** to become a powerful contributor in this industry.

Business Problems





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

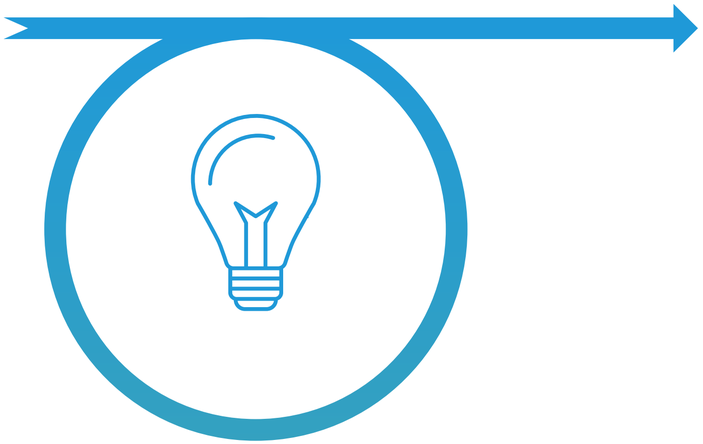


Methodology

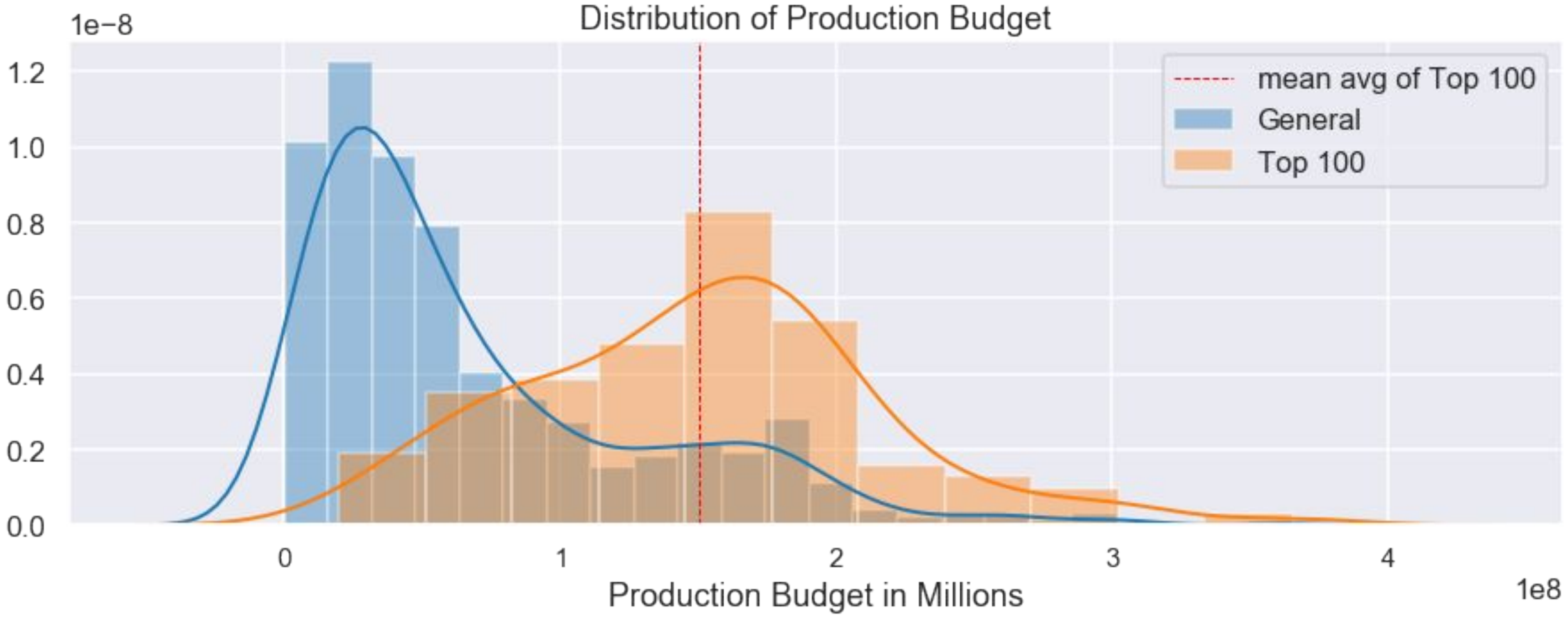
We split our dataset into 2 groups:

- 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.

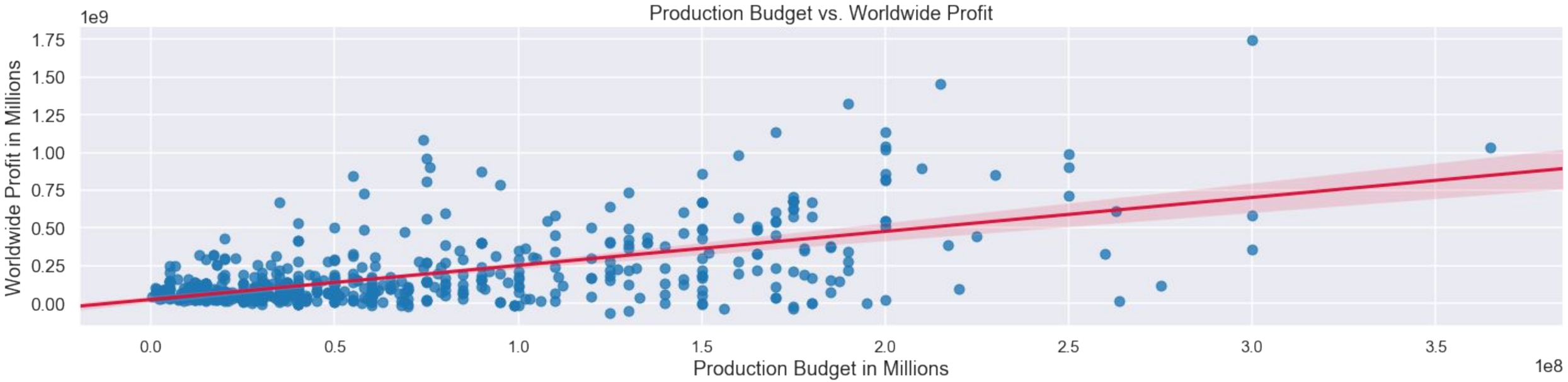
Compare & observe what the Top 100 Movies are doing differently to set themselves apart



Business Solution
Production Budget



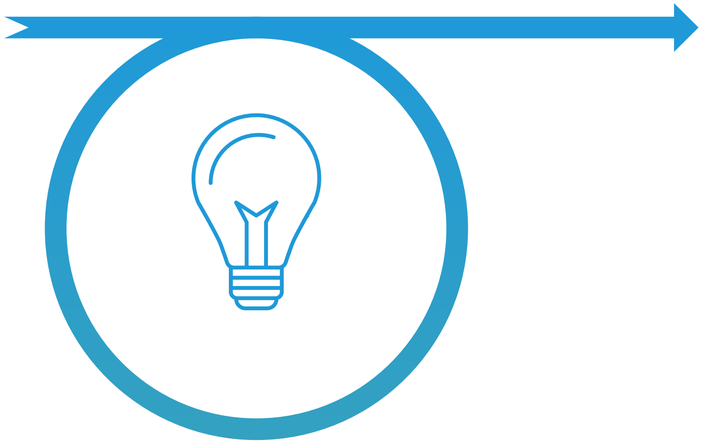
- The average production budget in the General Movies group is **$68M**.
- The average production budget in Top 100 Movies group is **$150M**.



- 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



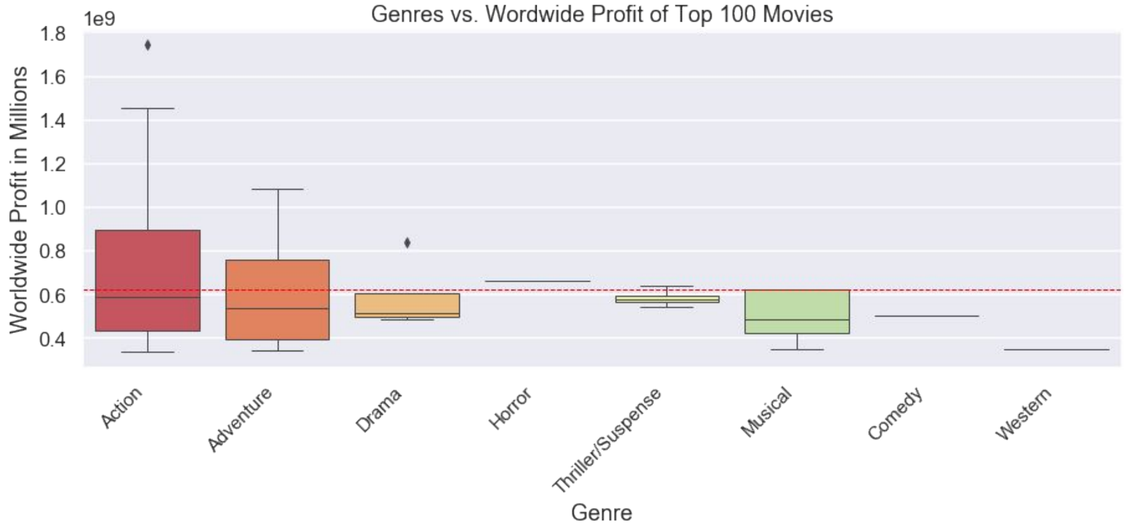
Business Solution

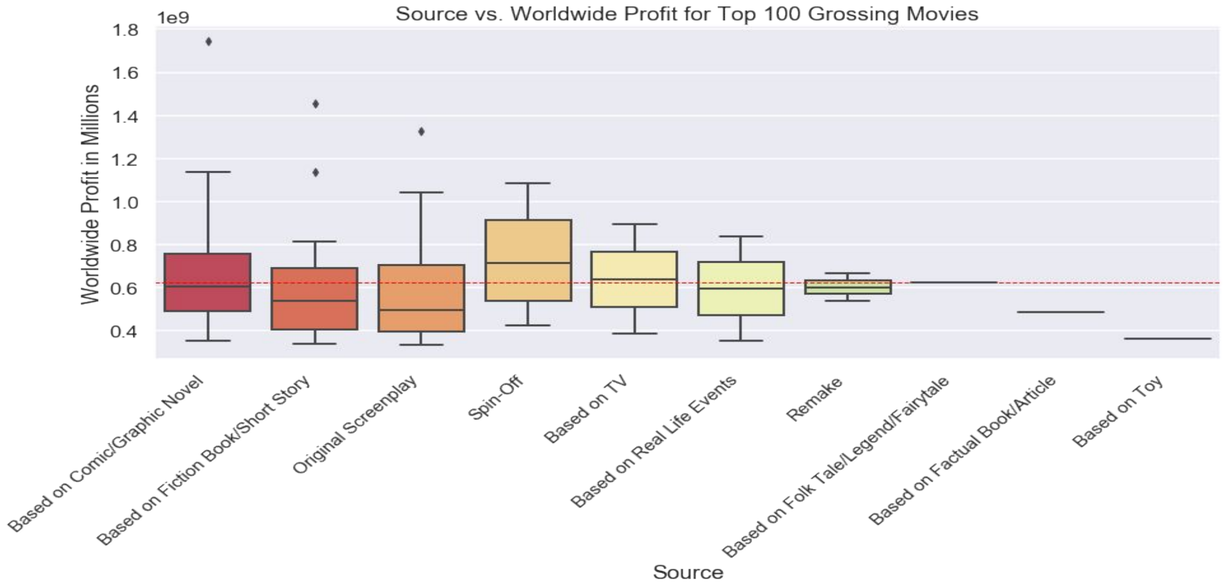
Genre

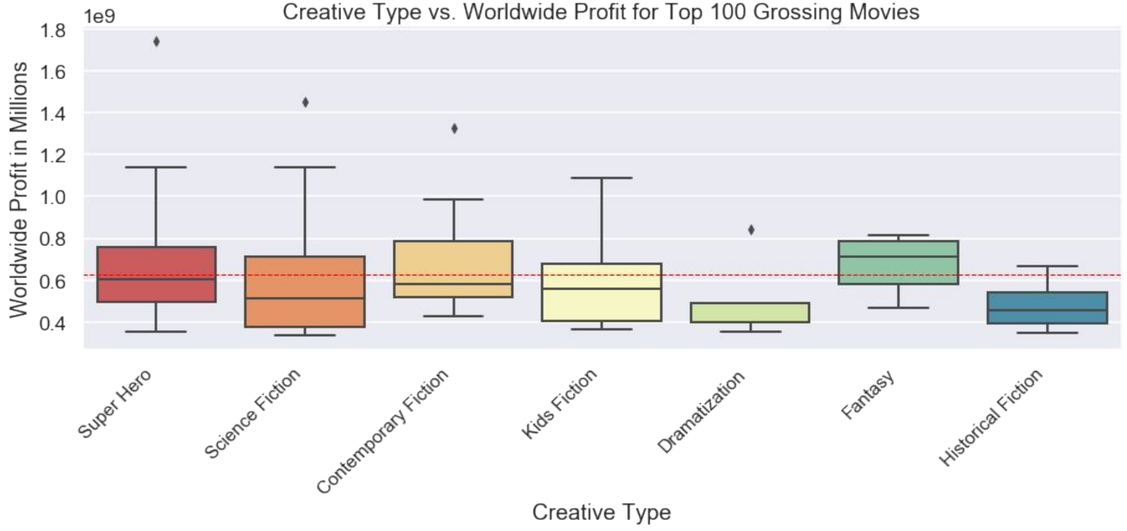
Source

Creative Type

Production Method


Genres vs. Wordwide Profit of Top 100 Movies
1e9
Worldwide Profit in Millions
1.8
1.6
1.4
1.2
1.0
0.8
0.6
0.4
Action
Adventure
Drama
Horror
Thriller/Suspense
Musical
Comedy
Western
Genre


Source vs. Worldwide Profit for Top 100 Grossing Movies
1e9
Worldwide Profit in Millions
1.8
1.6
1.4
1.2
1.0
0.8
0.6
0.4
Based on Comic/Graphic Novel
Based on Fiction Book/Short Story
Original Screenplay
Spin-Off
Based on TV
Based on Real Life Events
Remake
Based on Folk Tale/Legend/Fairytale
Based on Factual Book/Article
Based on Toy
Source


Creative Type vs. Worldwide Profit for Top 100 Grossing Movies
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Worldwide Profit in Millions
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1.6
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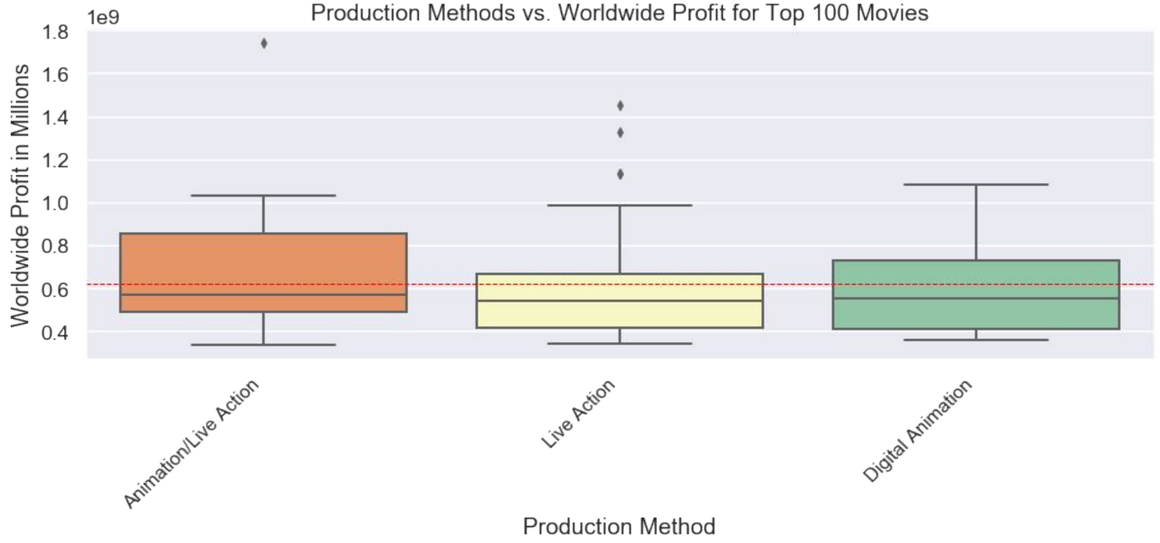
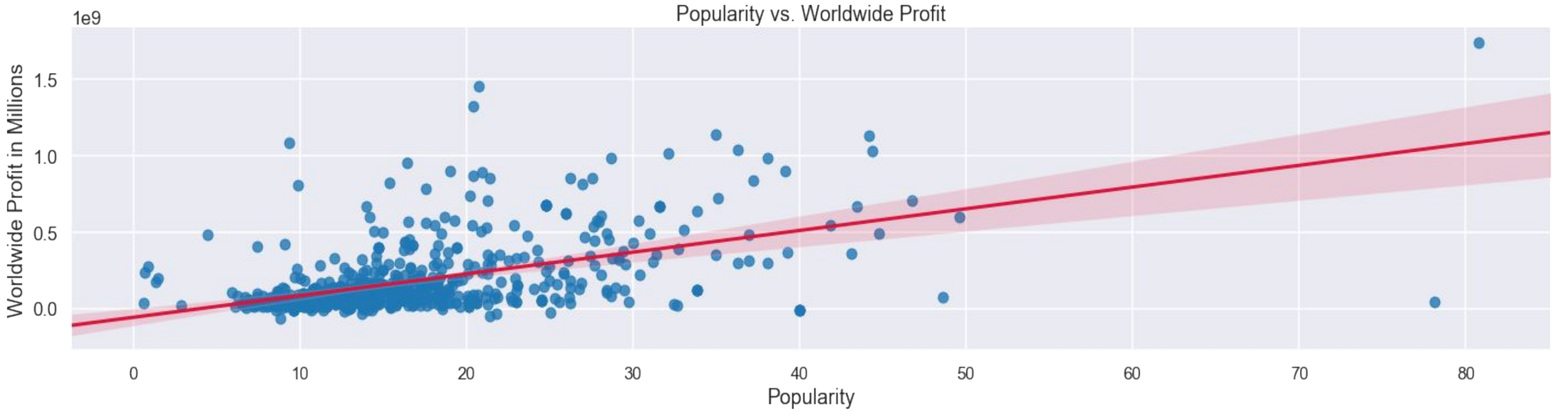
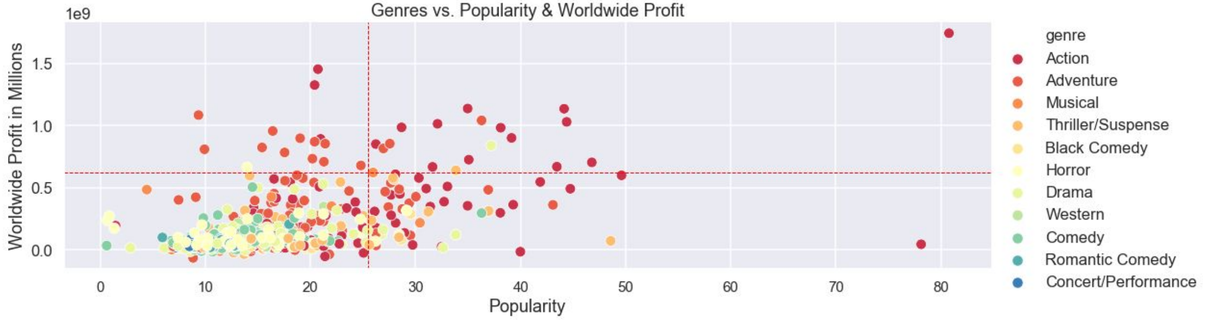
0.6
0.4
Super Hero
Science Fiction
Contemporary Fiction
Kids Fiction
Dramatization
Fantasy
Historical Fiction
Creative Type


Production Methods vs. Worldwide Profit for Top 100 Movies
1e9
Worldwide Profit in Millions
1.8
1.6
1.4
1.2
1.0
0.8
0.6
0.4
Animation/Live Action
Live Action
Digital Animation
Production Method


Popularity vs. Worldwide Profit
1e9
Worldwide Profit in Millions
Popularity


Genres vs. Popularity & Worldwide Profit
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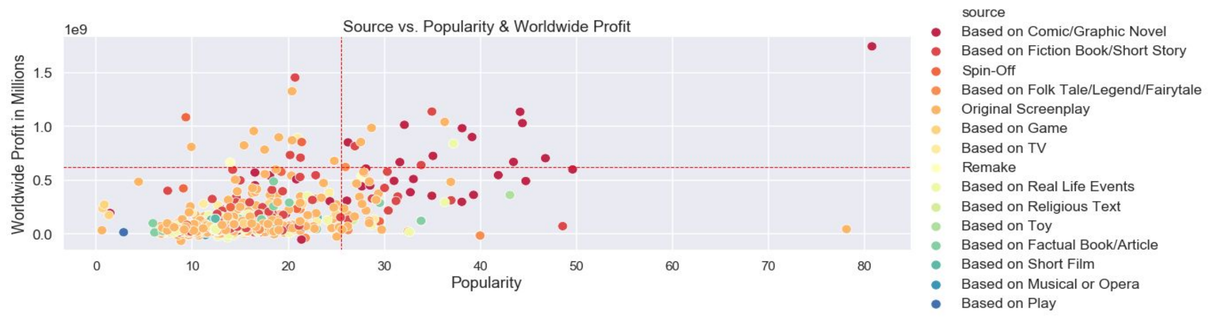
Worldwide Profit in Millions
Popularity
genre
Action
Adventure
Musical
Thriller/Suspense
Black Comedy
Horror
Drama
Western
Comedy
Romantic Comedy
Concert/Performance


Source vs. Popularity & Worldwide Profit
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Popularity
source
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Remake
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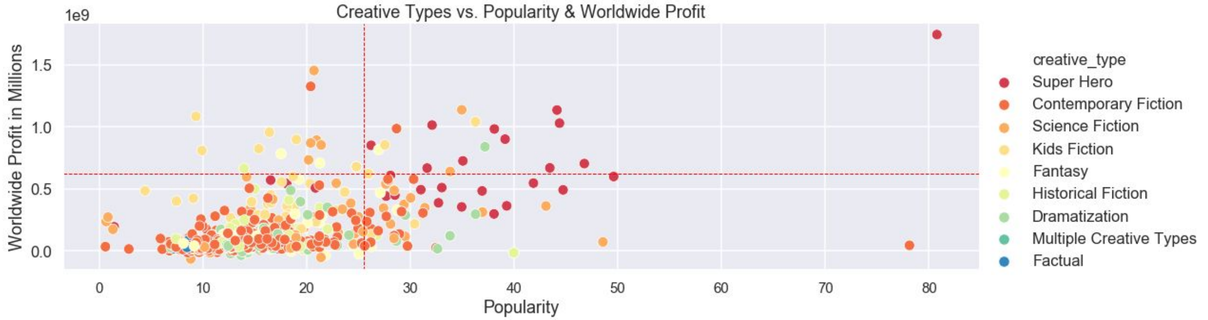
Based on Religious Text
Based on Toy
Based on Factual Book/Article
Based on Short Film
Based on Musical or Opera
Based on Play


Creative Types vs. Popularity & Worldwide Profit
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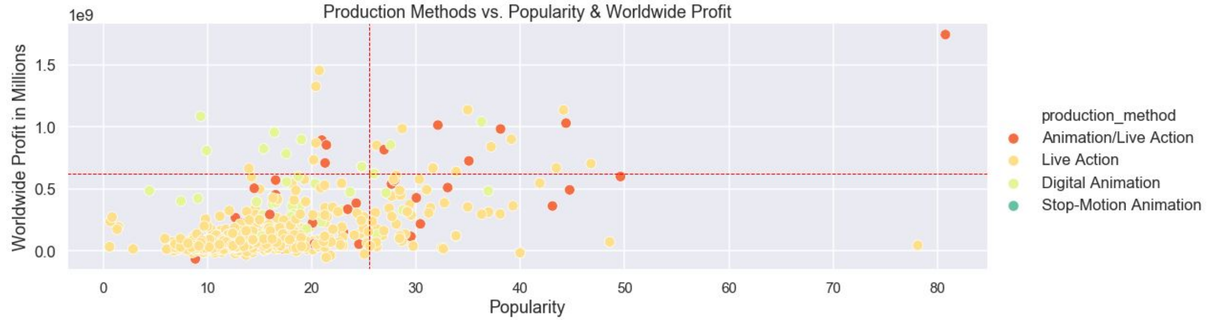
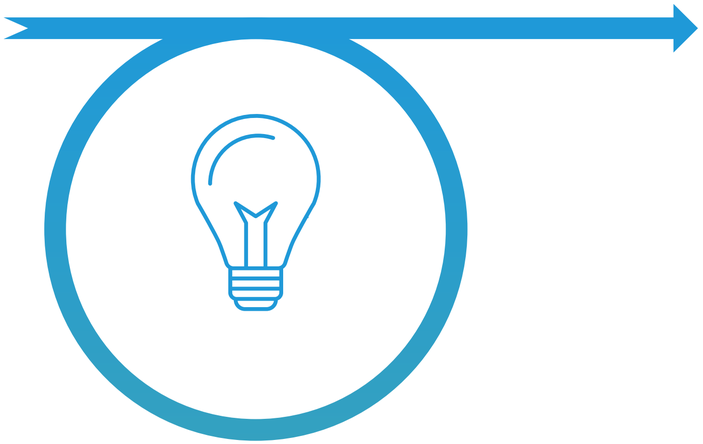
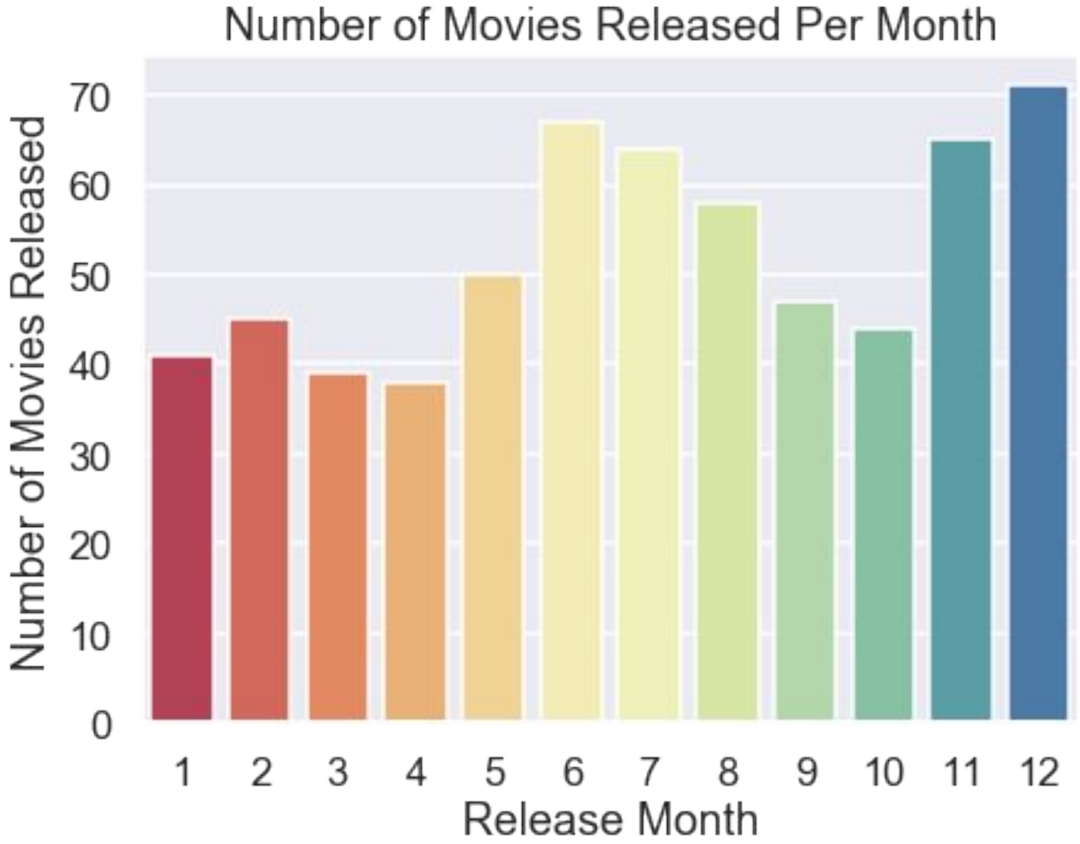
Worldwide Profit in Millions
Popularity
creative_type
Super Hero
Contemporary Fiction
Science Fiction
Kids Fiction
Fantasy
Historical Fiction
Dramatization
Multiple Creative Types
Factual

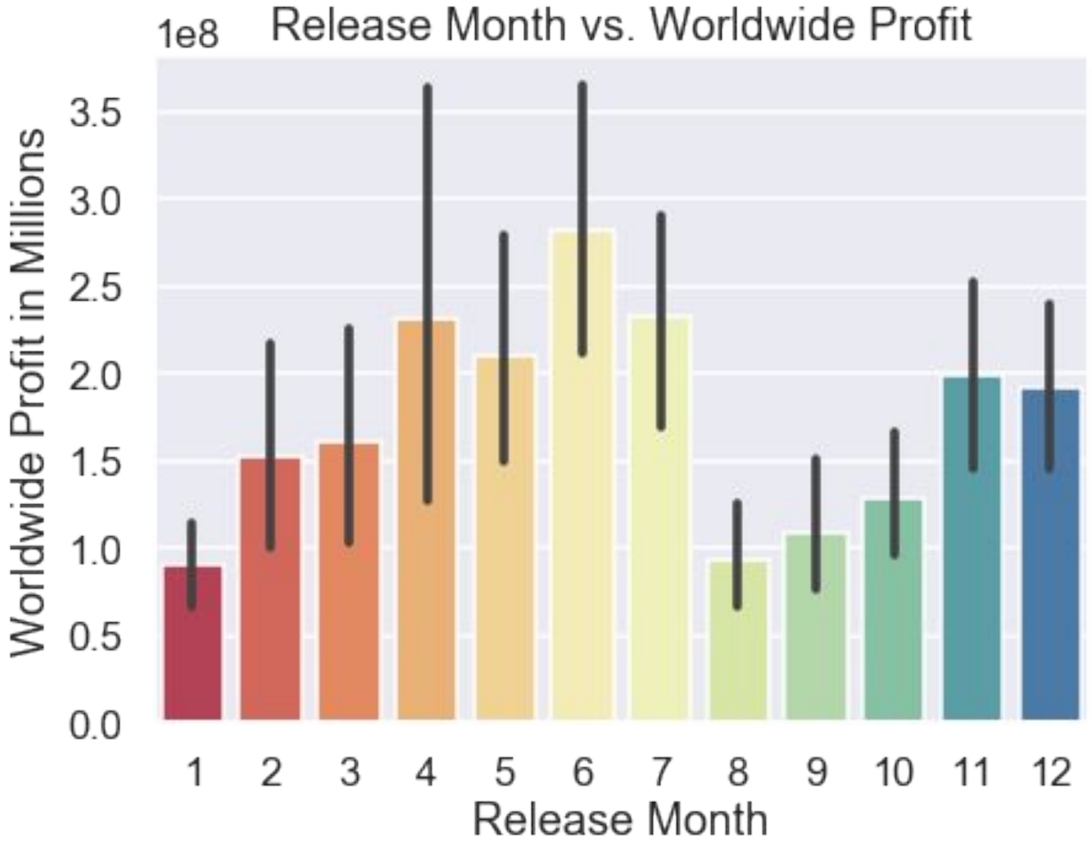

Production Methods vs. Popularity & Worldwide Profit
1e9
Worldwide Profit in Millions
Popularity
production_method
Animation/Live Action
Live Action
Digital Animation
Stop-Motion Animation



Business Solution

Release Month

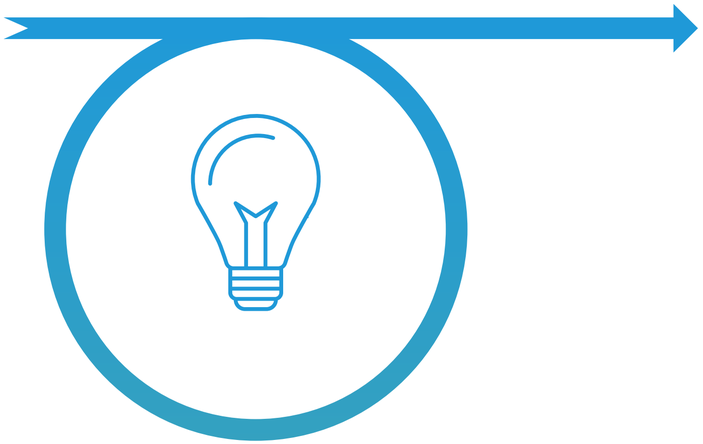




- Most release = June, December
- Most profit = June

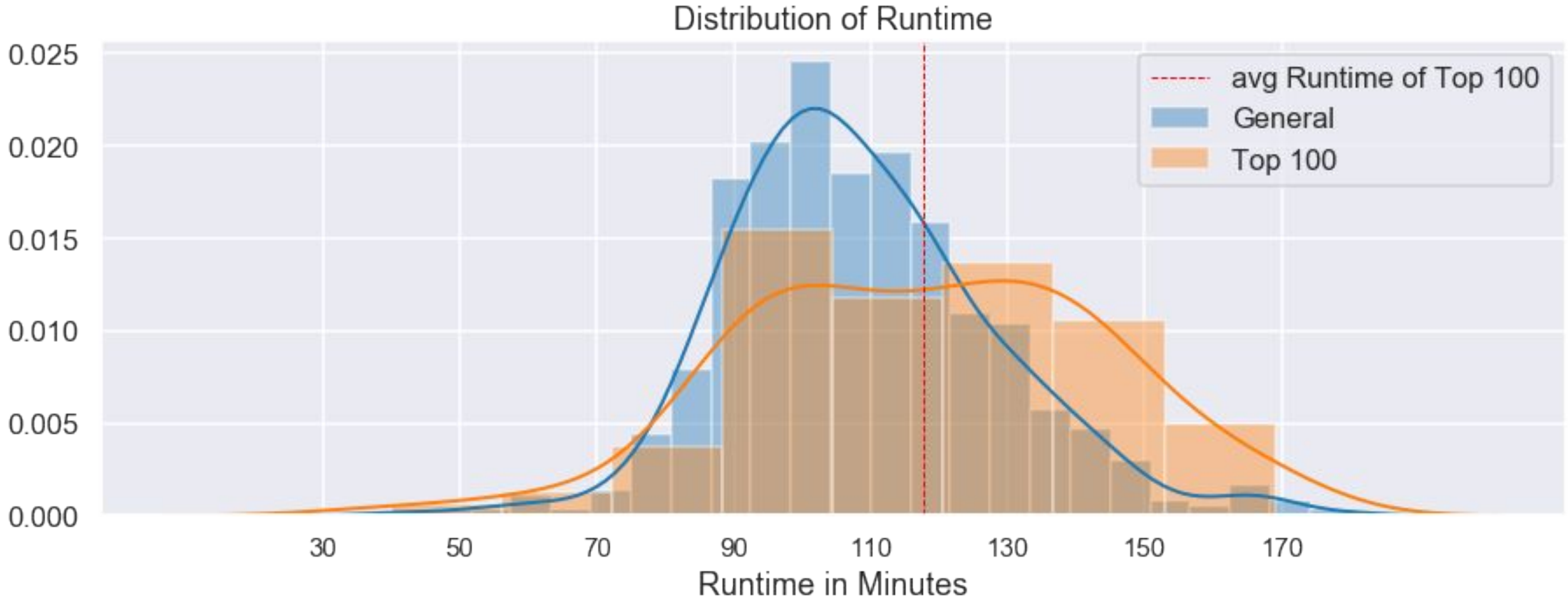
Conclusion

June



Business Solution

Runtime



- 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

$150+ millions

Action Adventure

Based on Graphic Comic or Novel

Super Hero

Animation Live Action

June

120+ mins

Q & A

Thank You