



MOVIE INDUSTRY ANALYSIS

Presented by Carrie Liu

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OVERVIEW

- Big companies are creating original video content.
 - Microsoft wants to launch a new movie studio and join the game of making movies.
 - Our team is charged with data analysis on the movie industry.
 - The review period is 2010 - 2019, a decade pre-pandemic.
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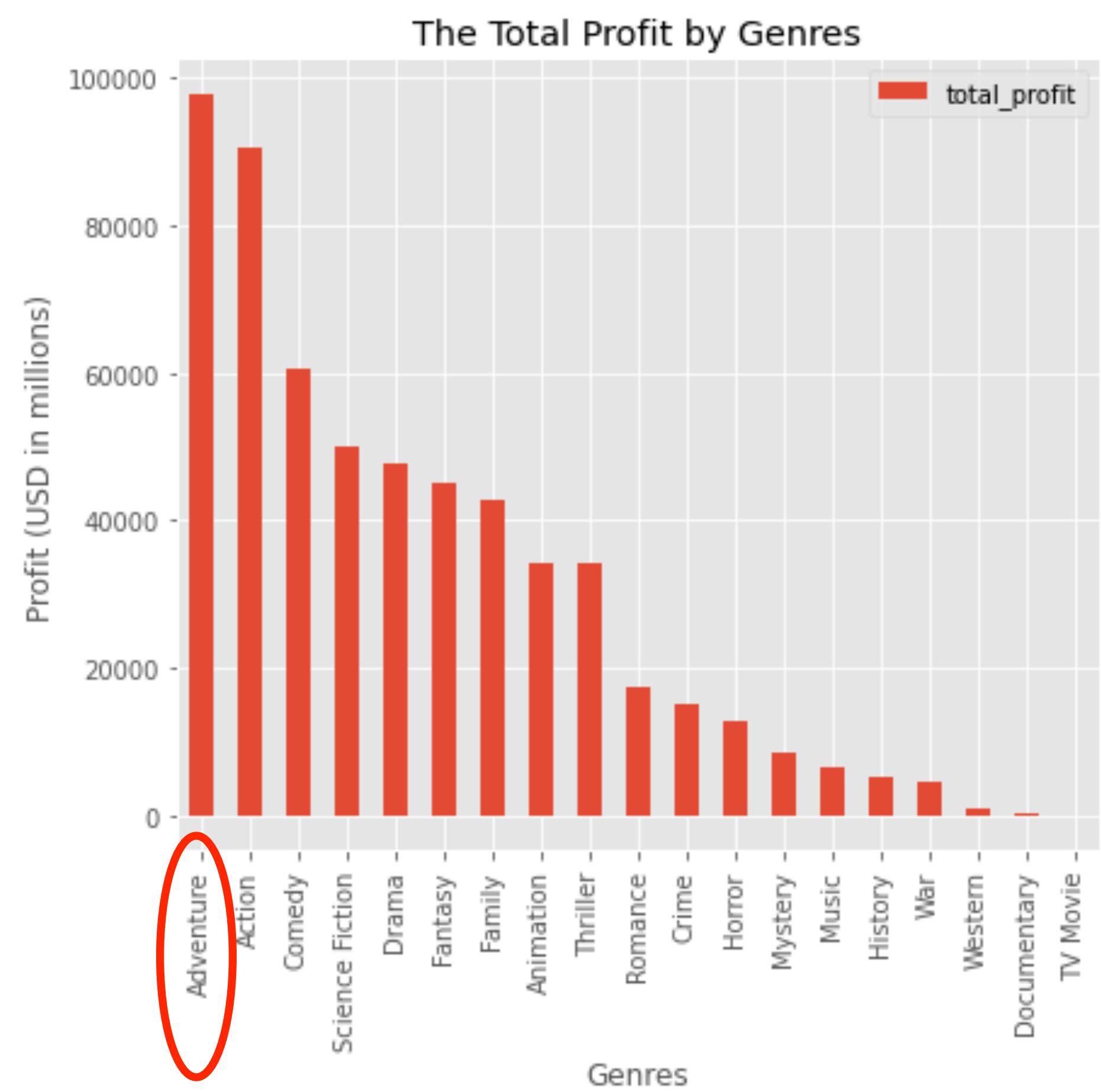
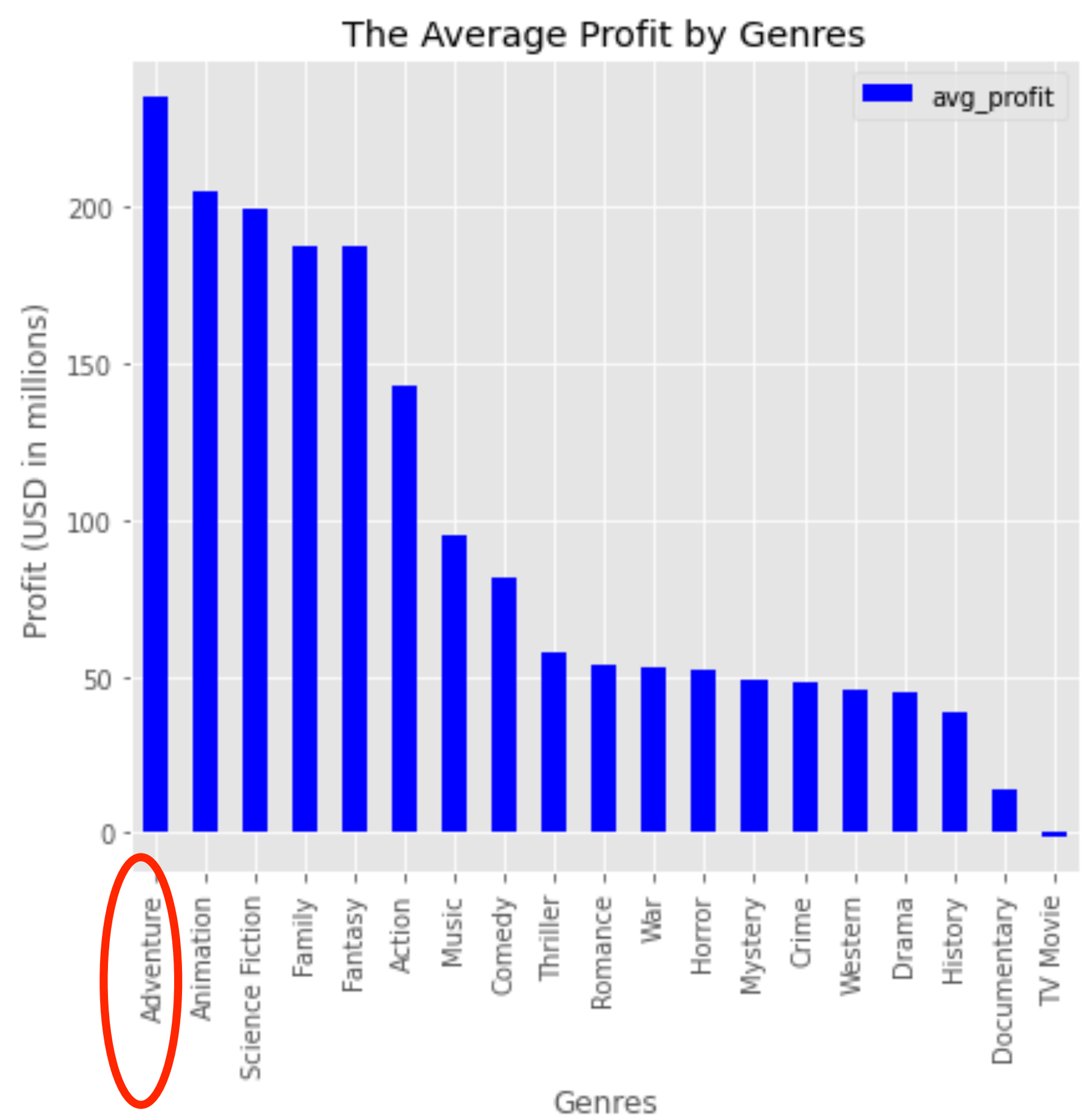
OBJECTIVE

- What types of films are doing best at the box office?
 - When is the best time to release films?
 - Who are the directors and actors to consider for the new film?
 - What are the challenges the new studio will face?
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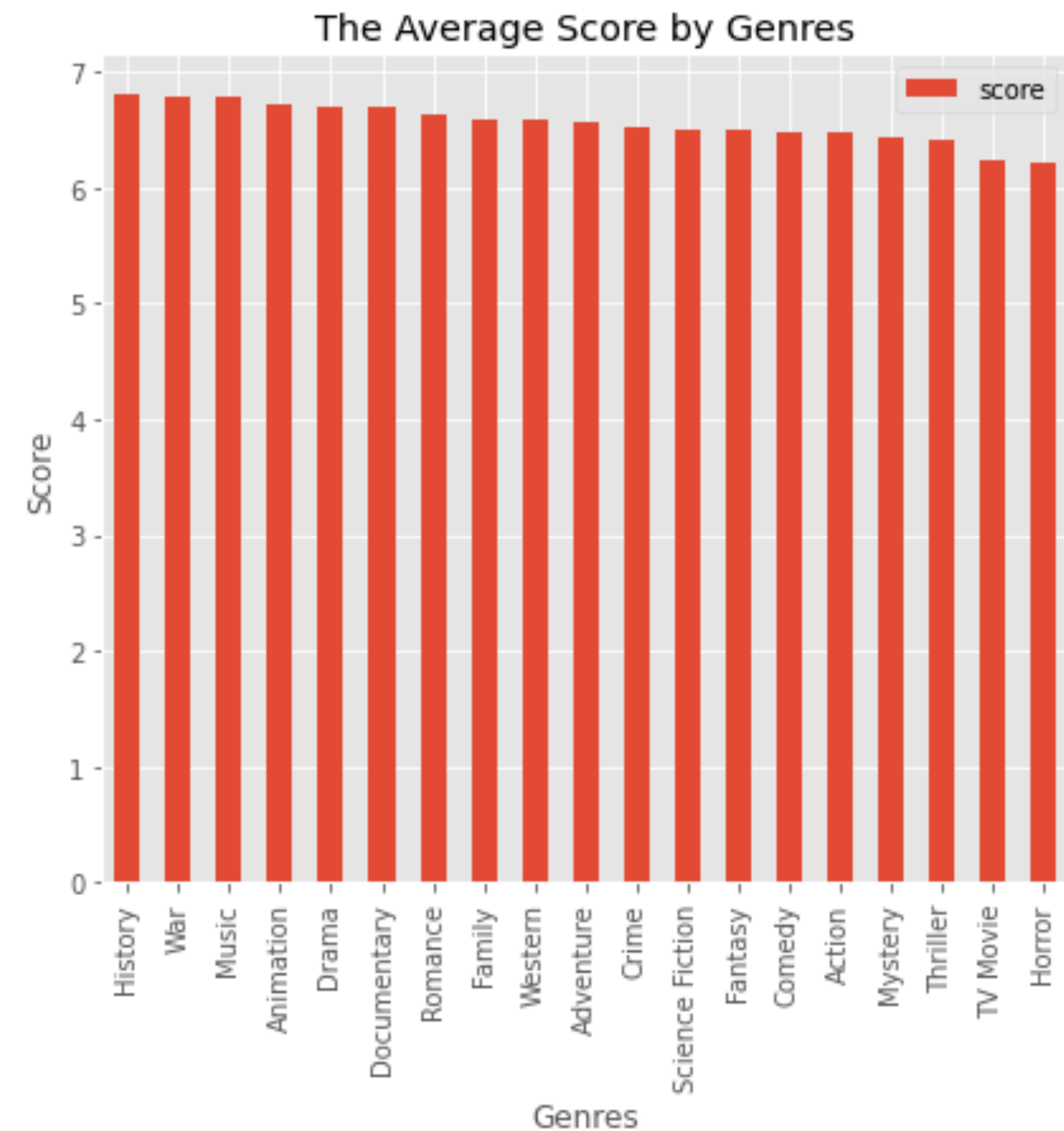
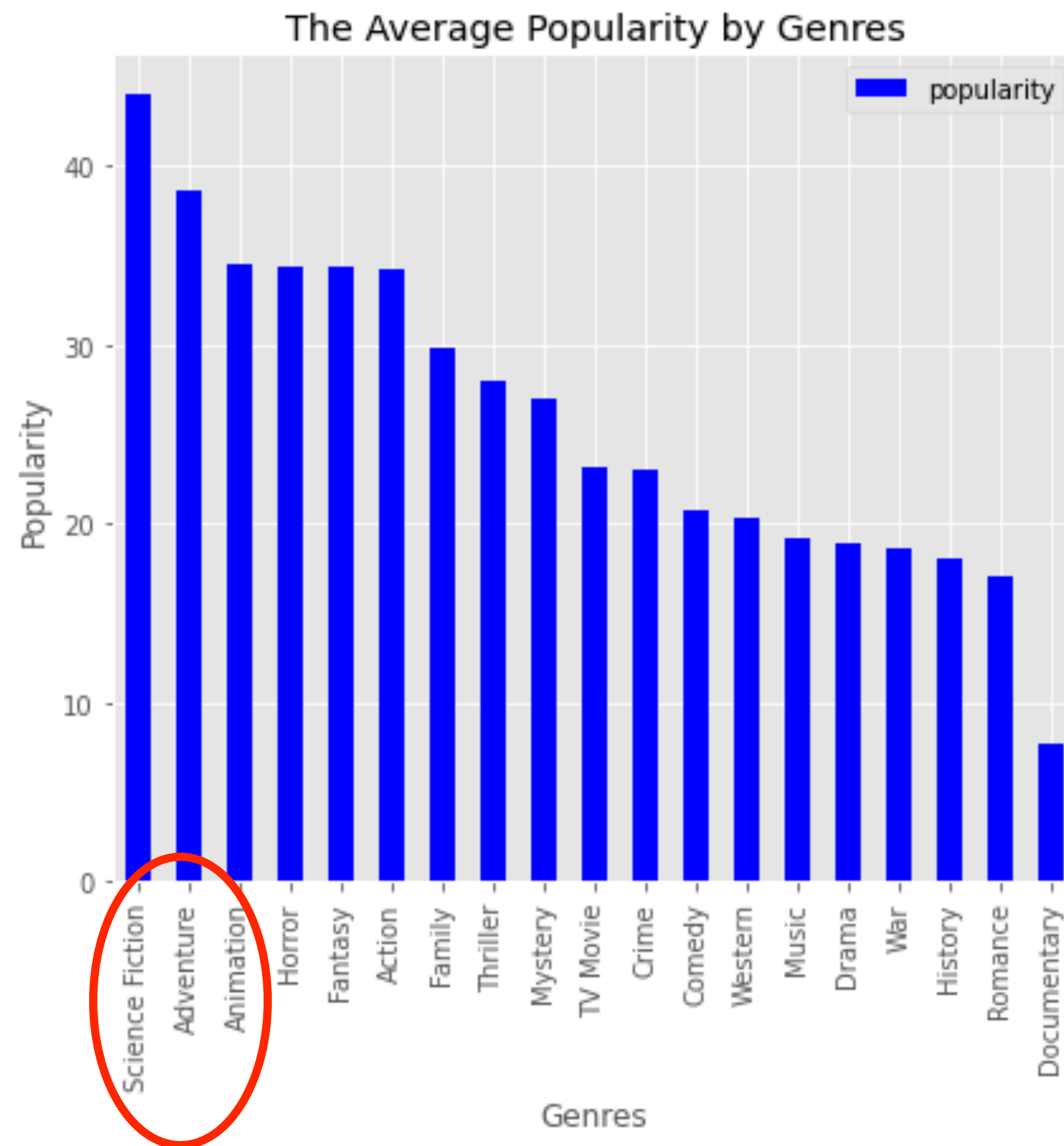
METHODOLOGY

- Review Period: 2010 - 2019
 - Data Source:
 - API: to retrieve the movie details from TMDb
 - IMDb datasets: to join with TMDb to get the crew list
 - Exploratory Data Analysis:
 - Analyze the total and average profits, and popularity by genres
 - Identify the seasonality of releasing films
 - Evaluate the top directors and actors to hire by genres
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GENRES - MOST PROFITABLE

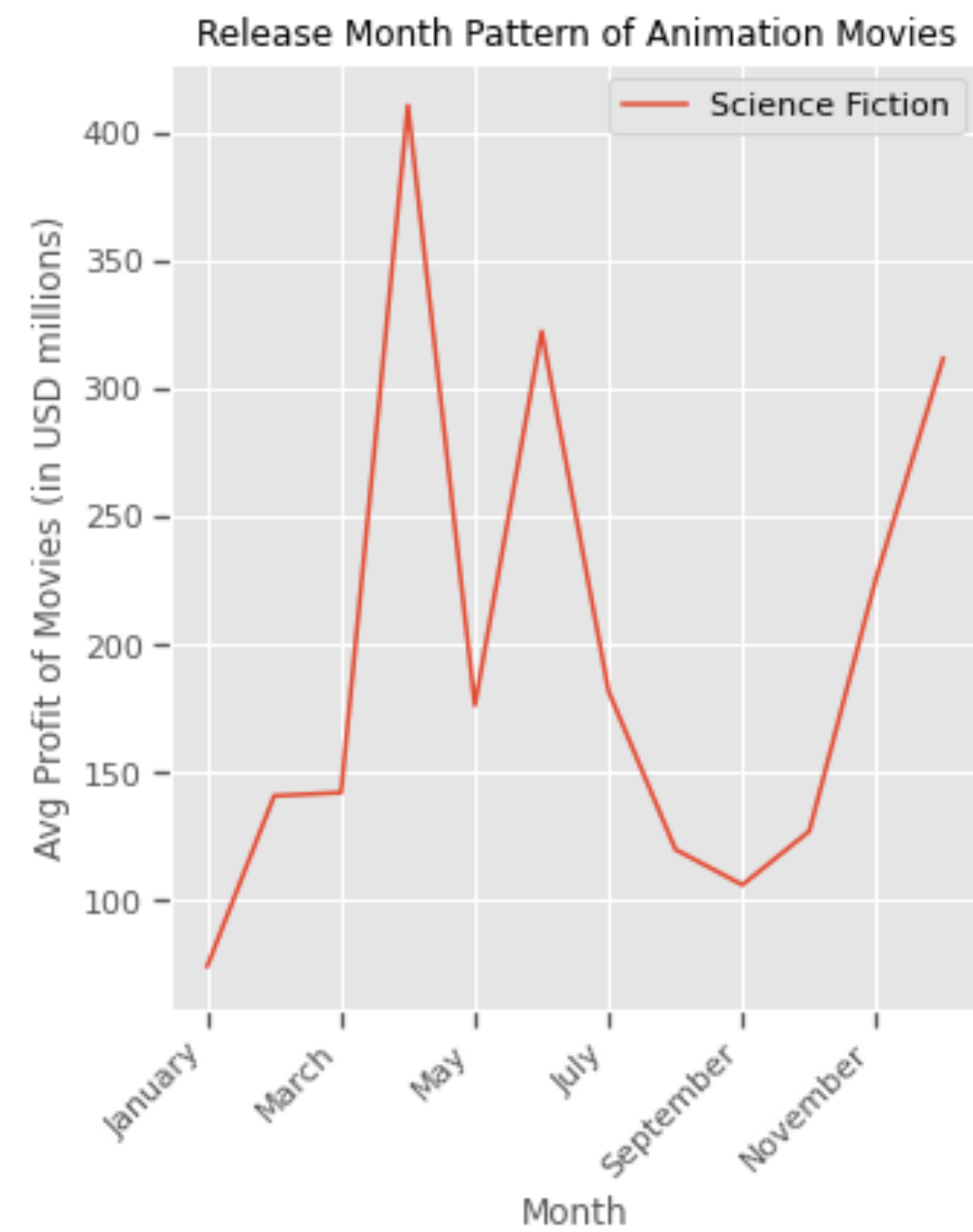
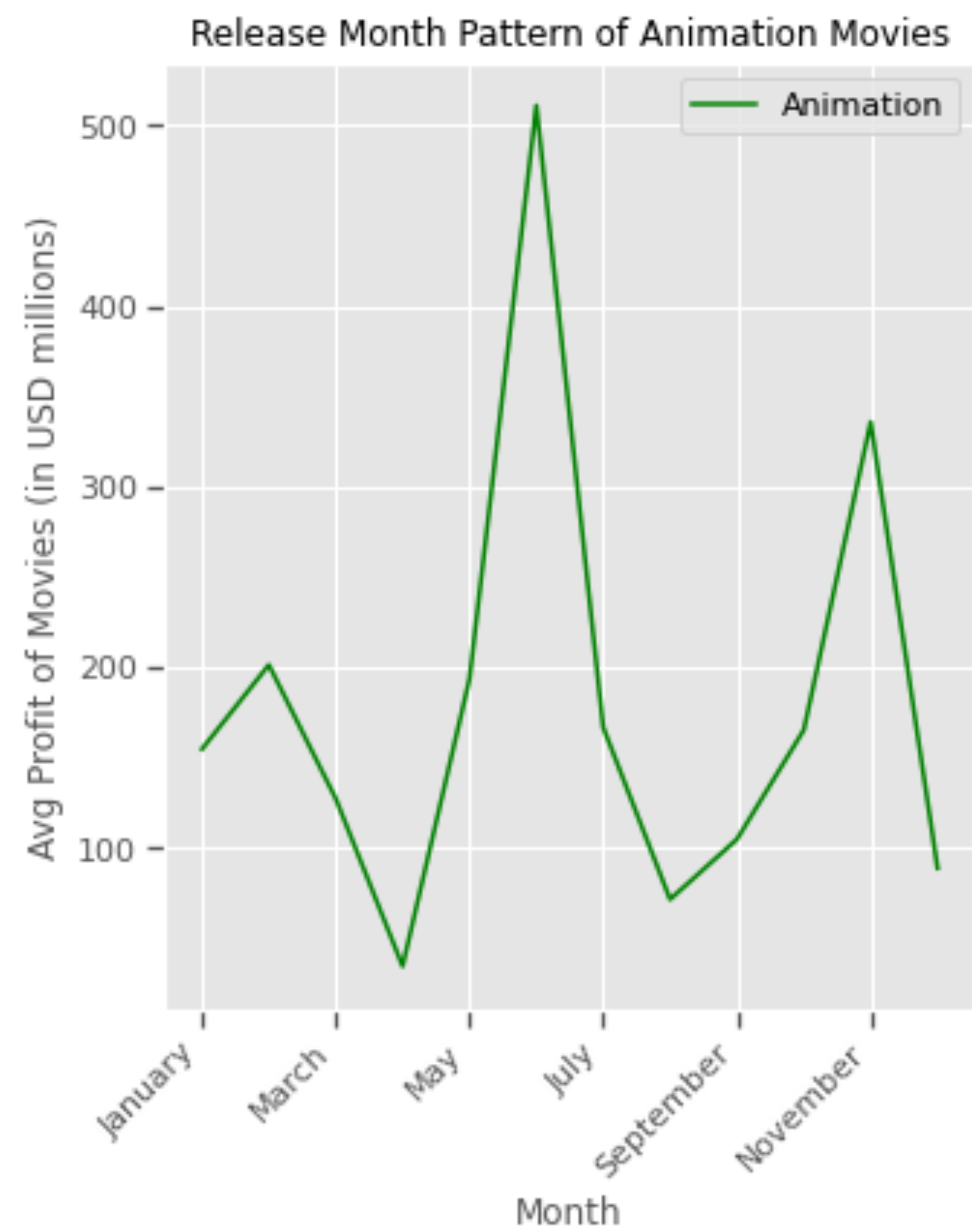
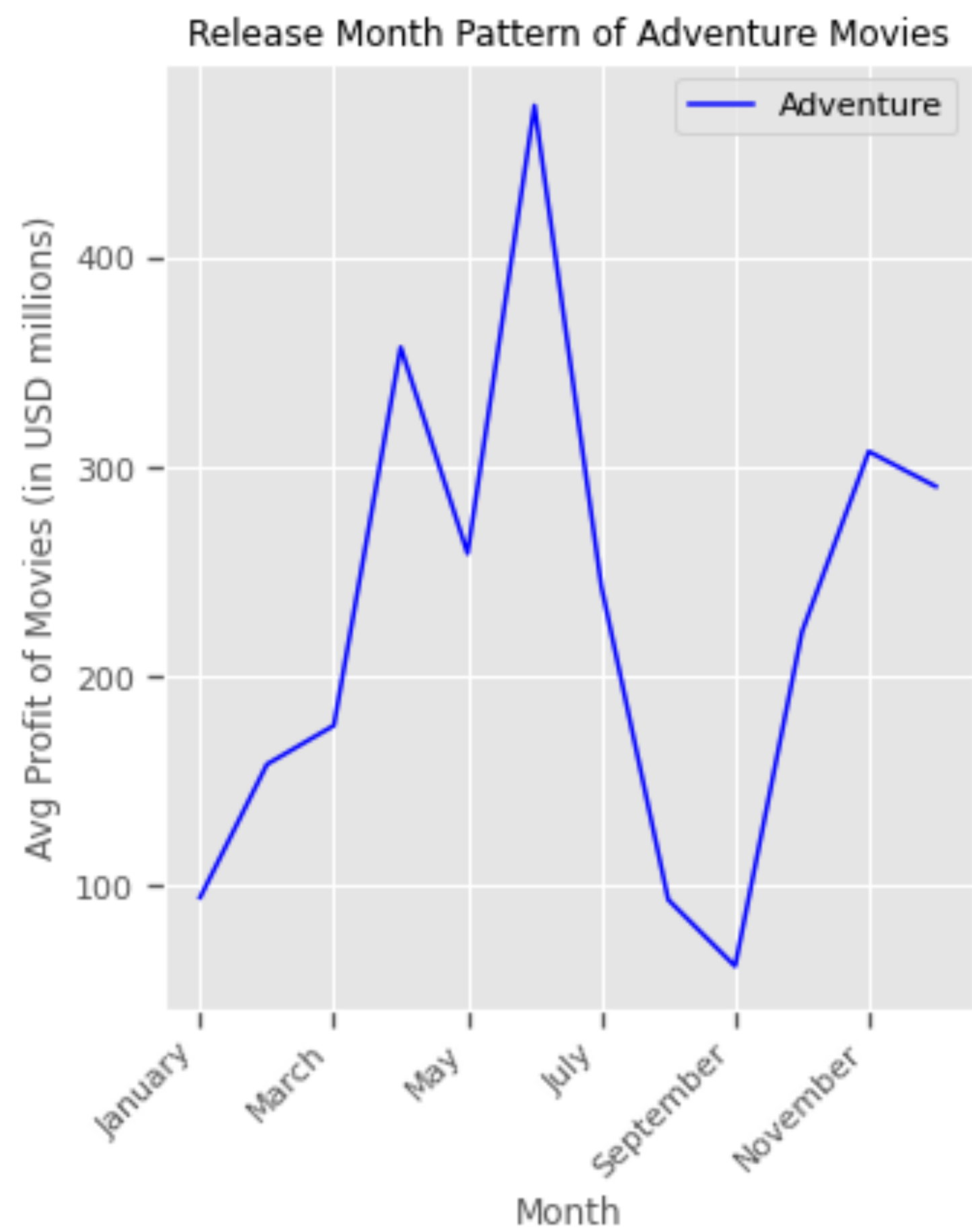


GENRES - MOST POPULAR

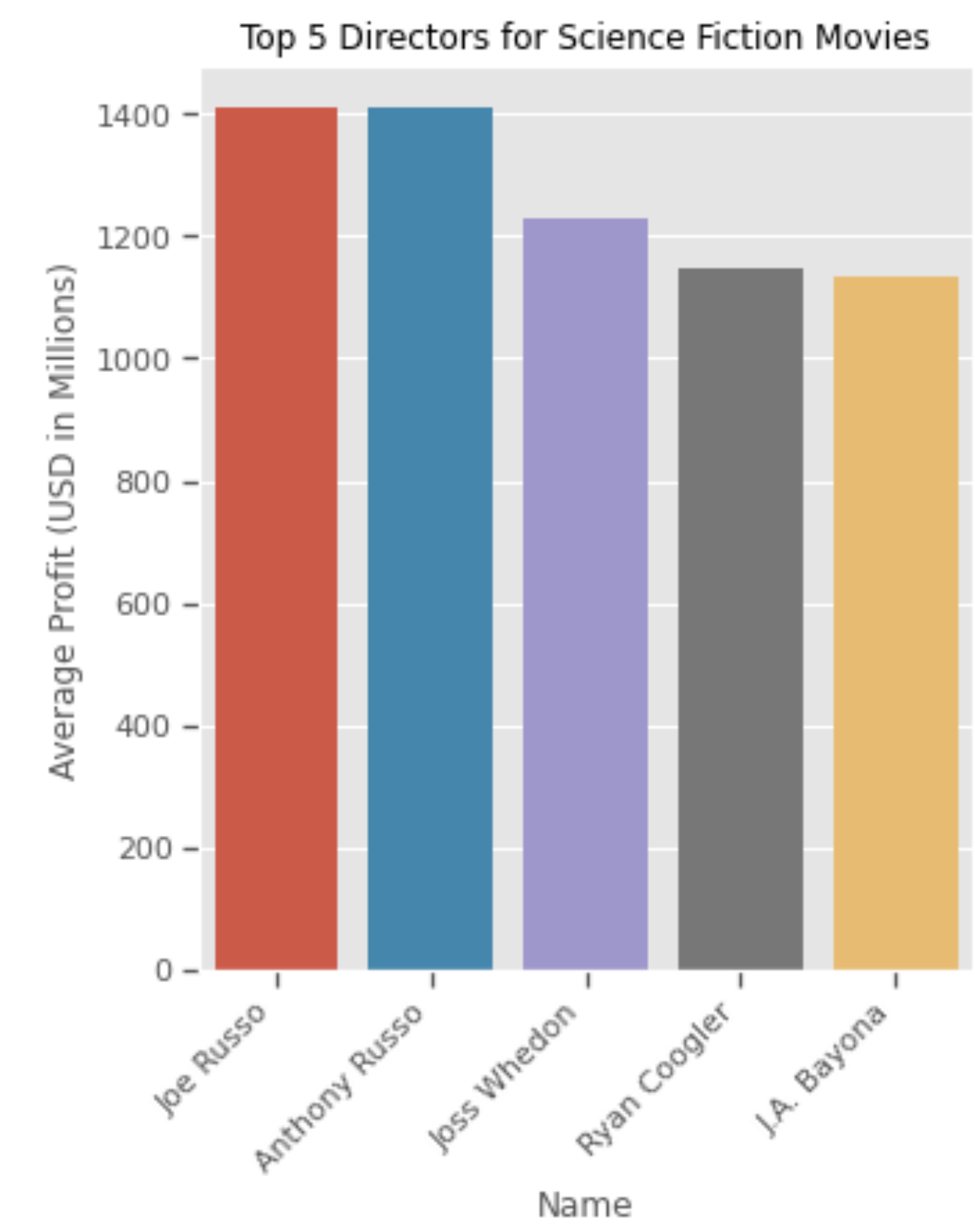
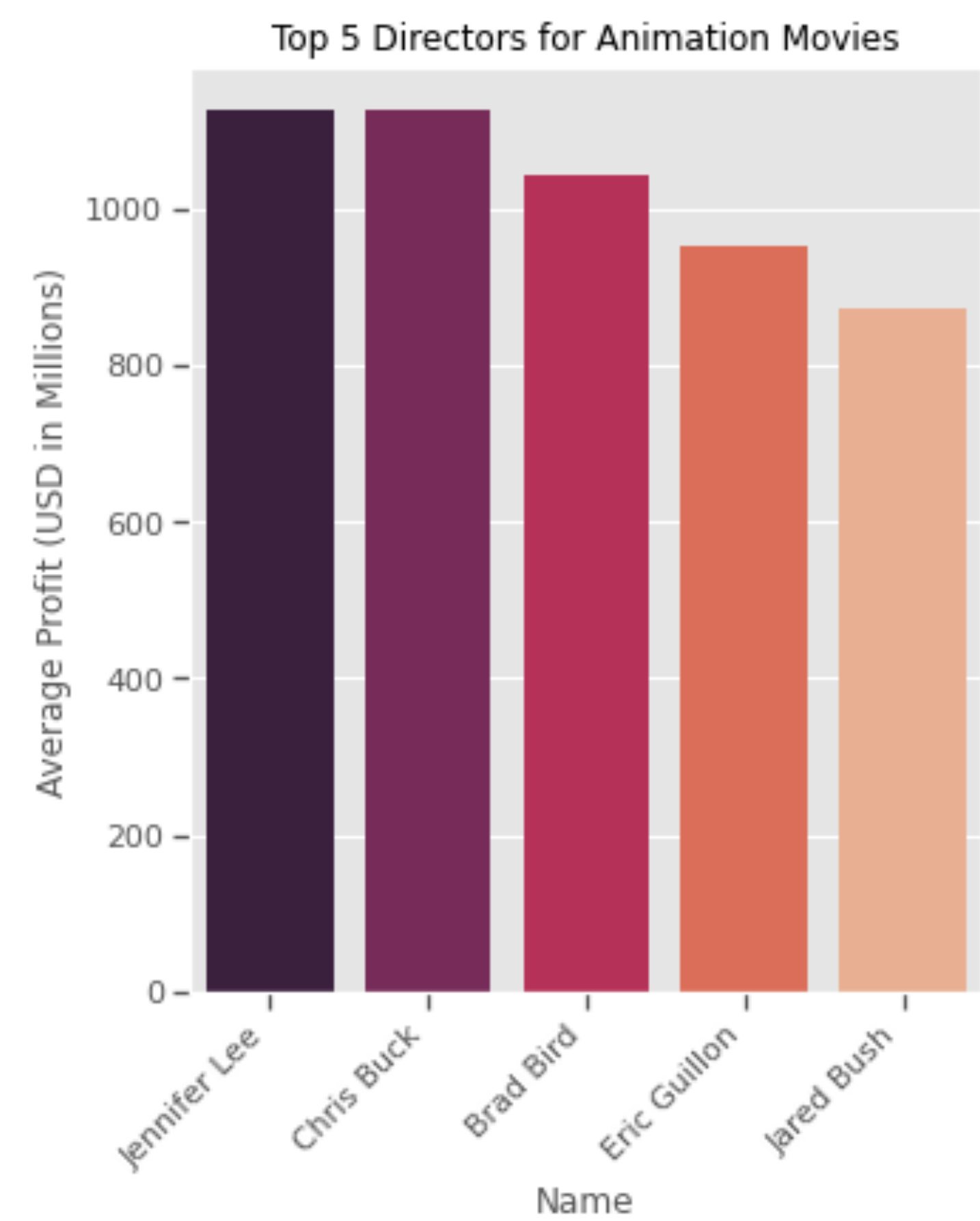
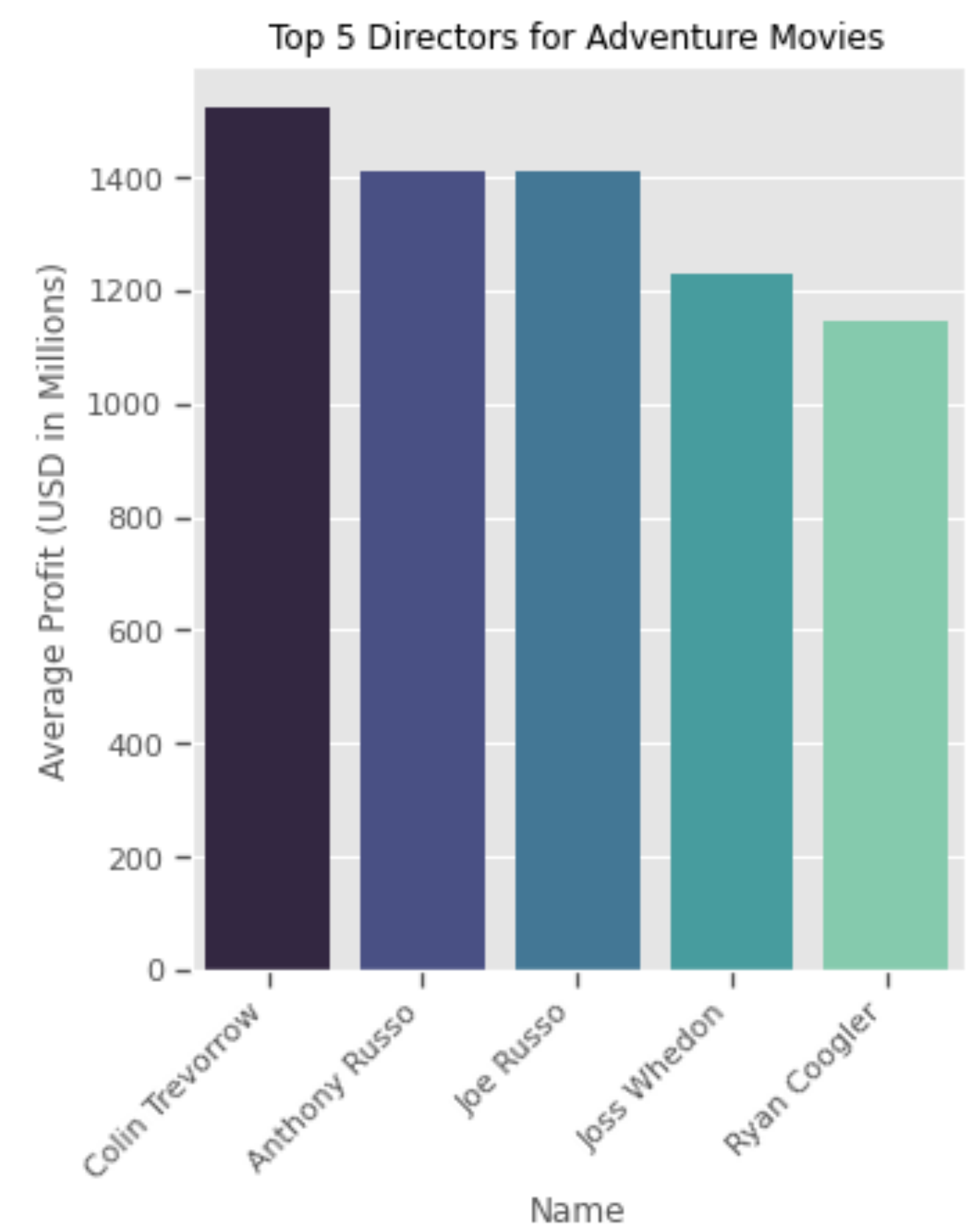


Note: the score is a measurement based on IMDb's weighted ratings. However, the difference among genres are not significant.

BEST RELEASE TIME

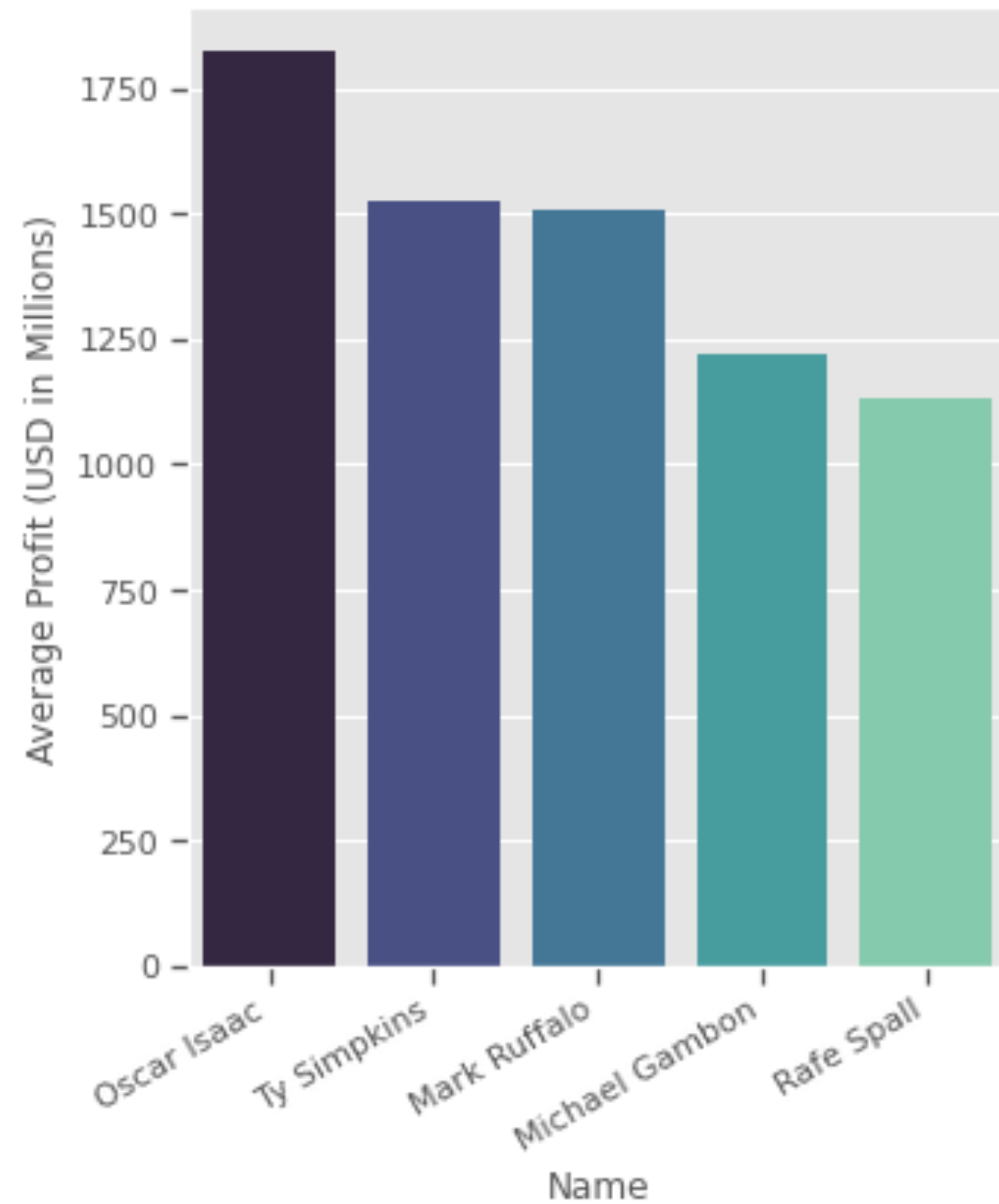


TOP 5 DIRECTORS

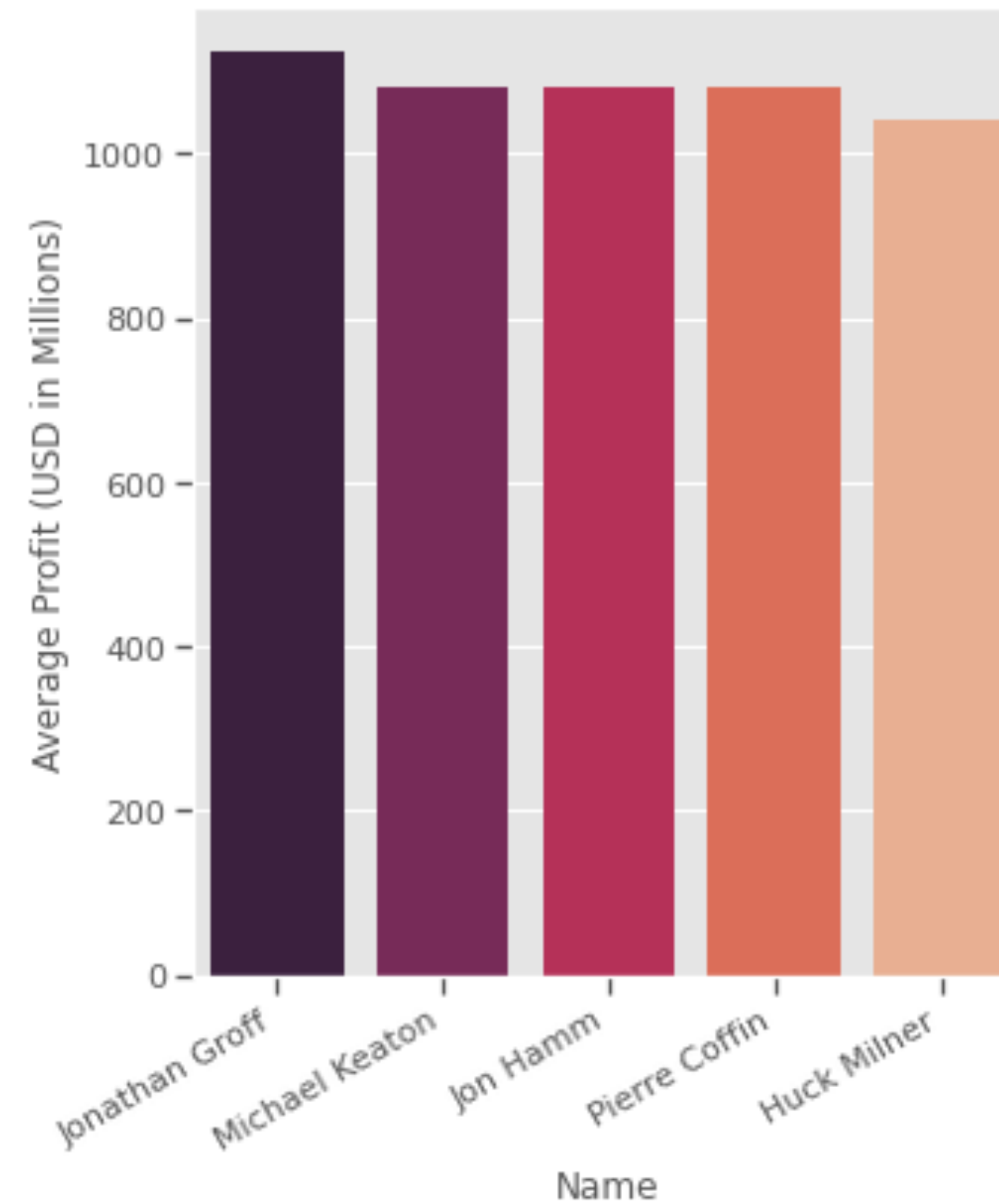


TOP 5 ACTORS

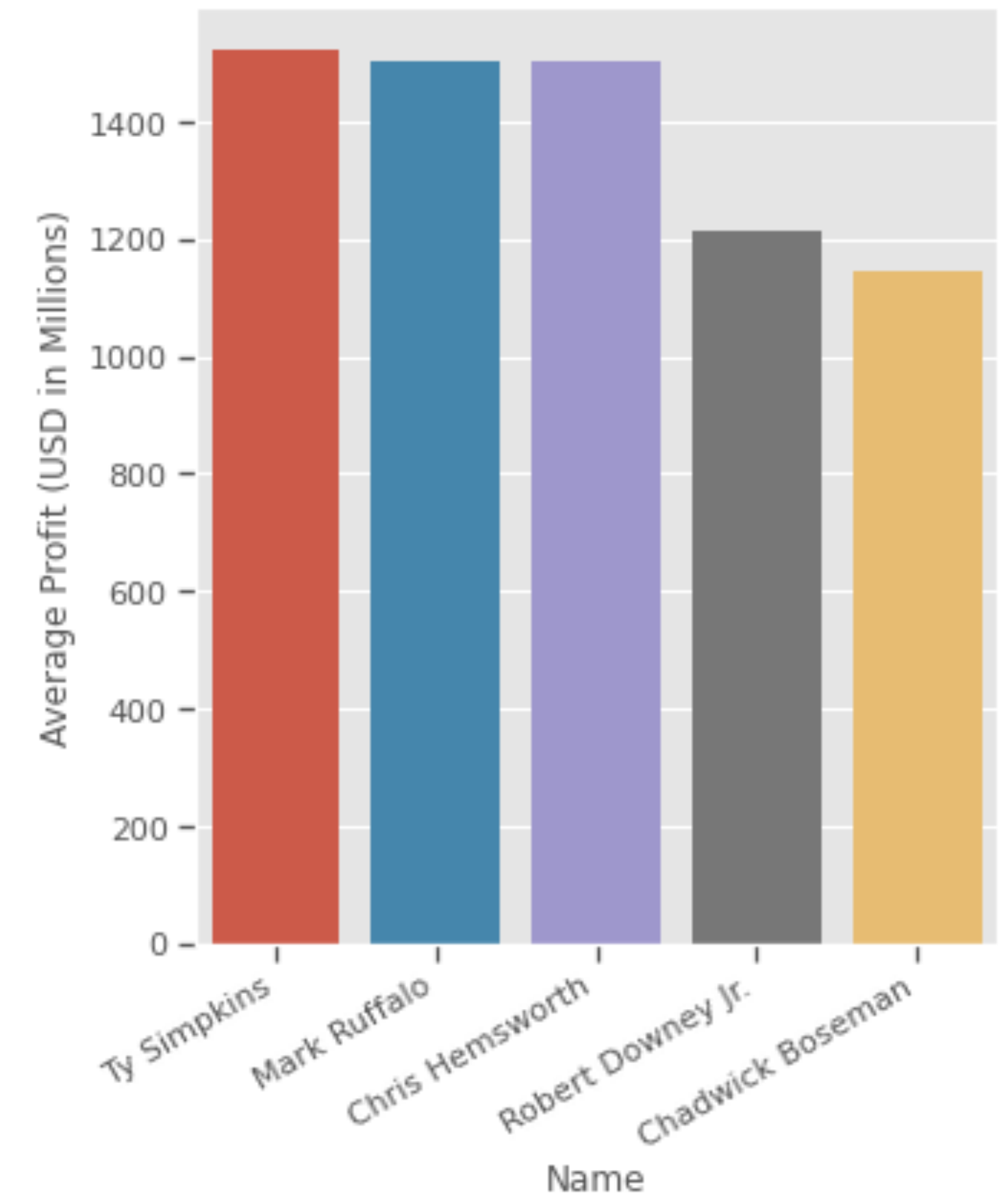
Top 5 Actors for Adventure Movies



Top 5 Actors for Animation Movies



Top 5 Actors for Science Fiction Movies



CONCLUSION

- Top genres of movies to create: Adventure, Animation and Science Fiction
 - Best release time: June (the start of summer) or November/December (the holiday season)
 - Best crew to hire: determined by movie genres
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CHALLENGES

- Limited data source: box office numbers and reviews from TMDB and IMDb
 - Limited time range: 2010 - 2019 (Pre-pandemics)
 - Big IP-driven / series movie impact on profits and top crews
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NEXT STEP...

- Consider the post pandemics impact on the channels and habits of movie viewing
 - Channels: traditional theater, social media and over-the-top services
 - Habits: spending more family quality time / seeking for thrill and excitement
 - Release time: more flexible
 - Consider the big IP resources and impact on movie profits and crew hiring
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THANK YOU!
