



MOVIE INDUSTRY ANALYSIS

Presented by Carrie Liu

June 23, 2021

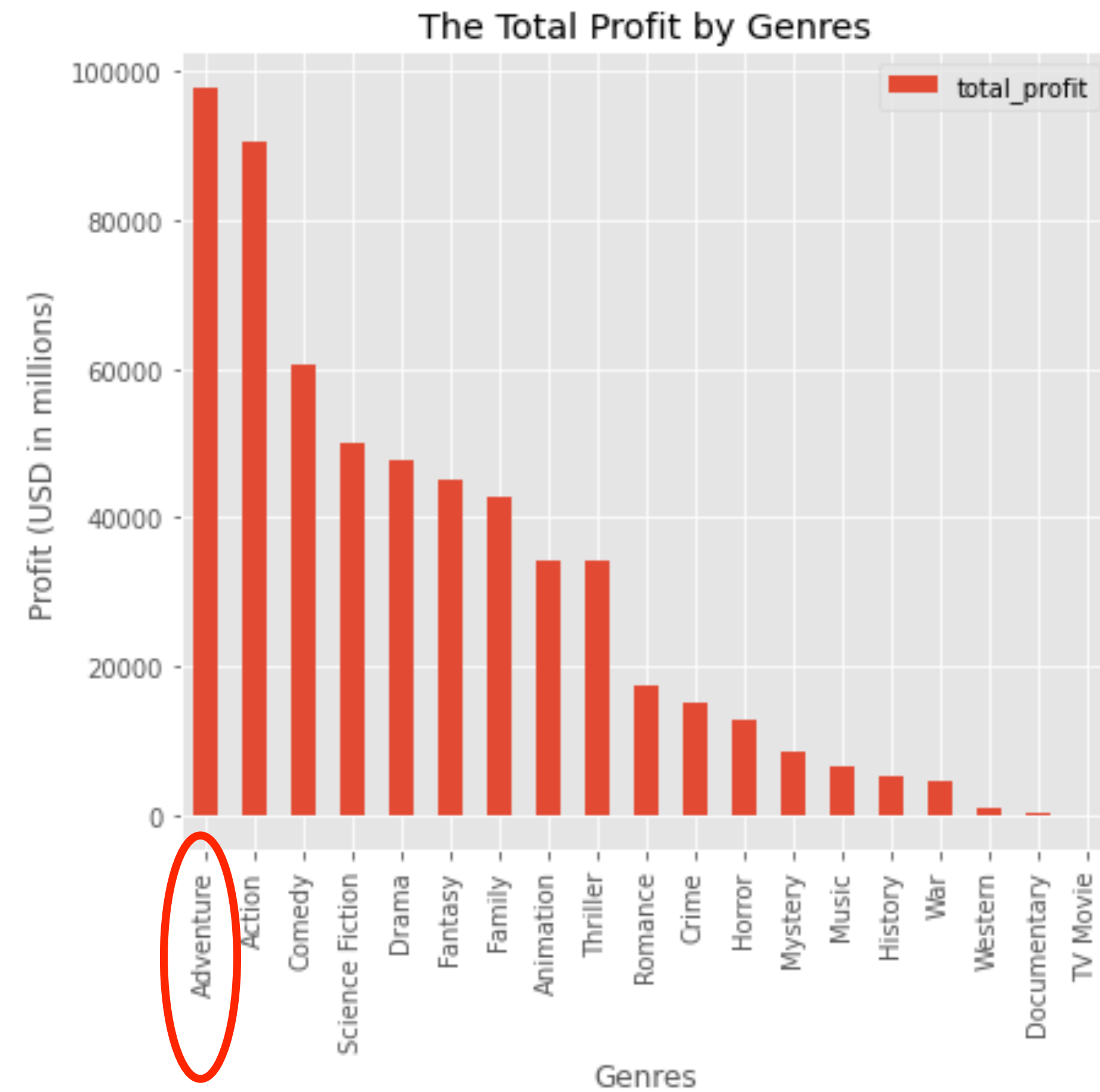
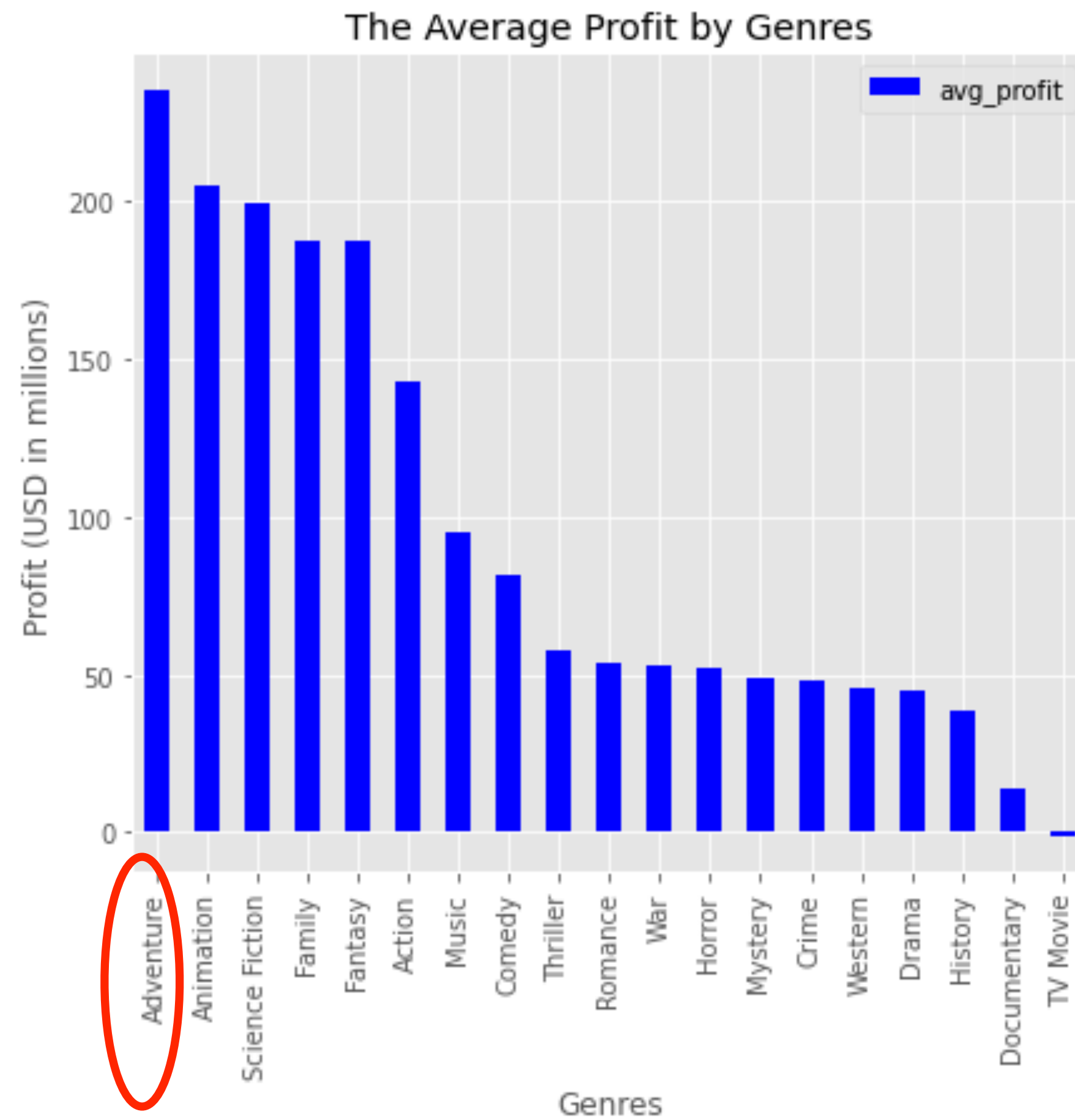
OVERVIEW

- 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.
-

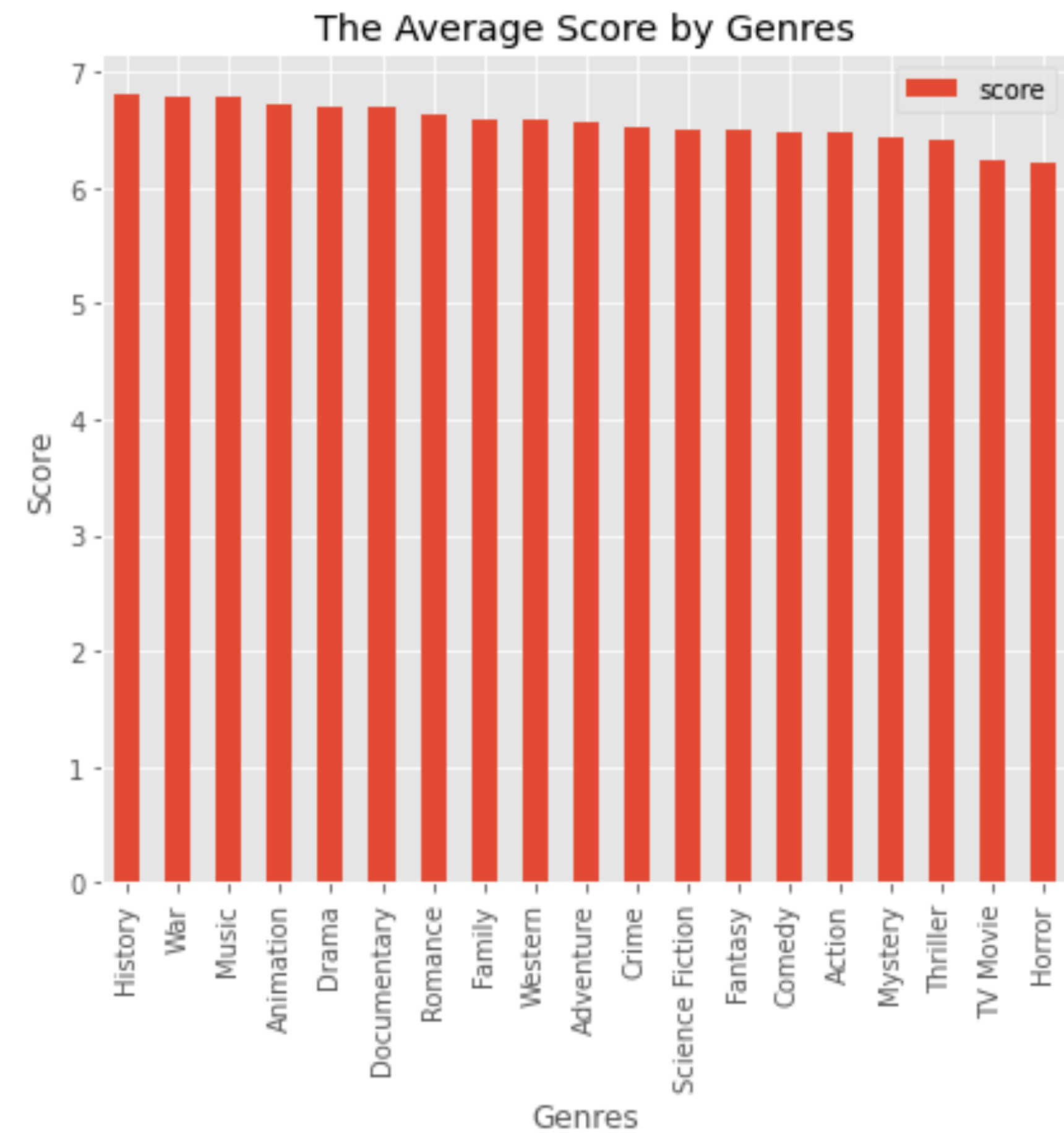
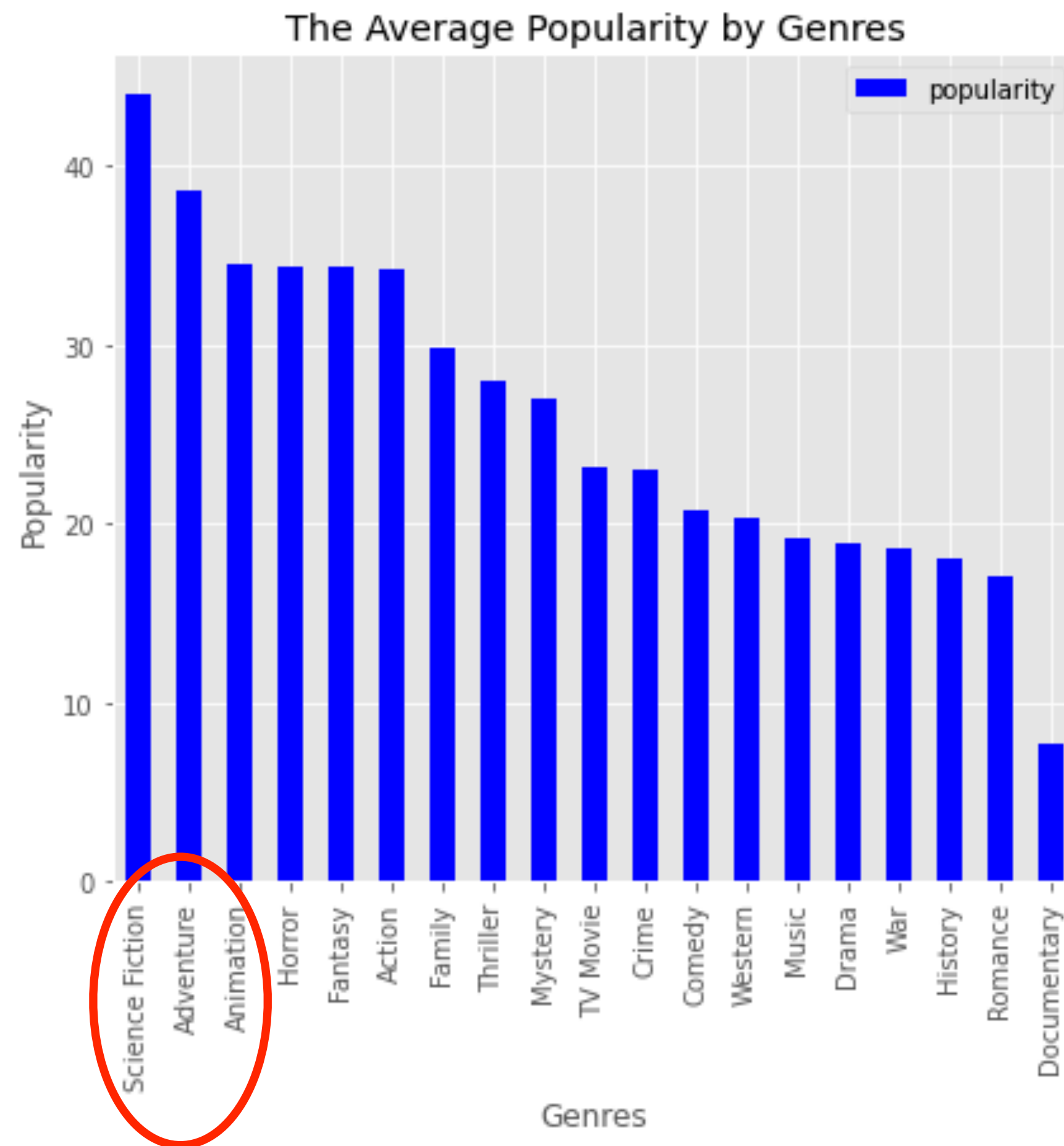
OBJECTIVE

- 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?
-

GENRES - MOST PROFITABLE

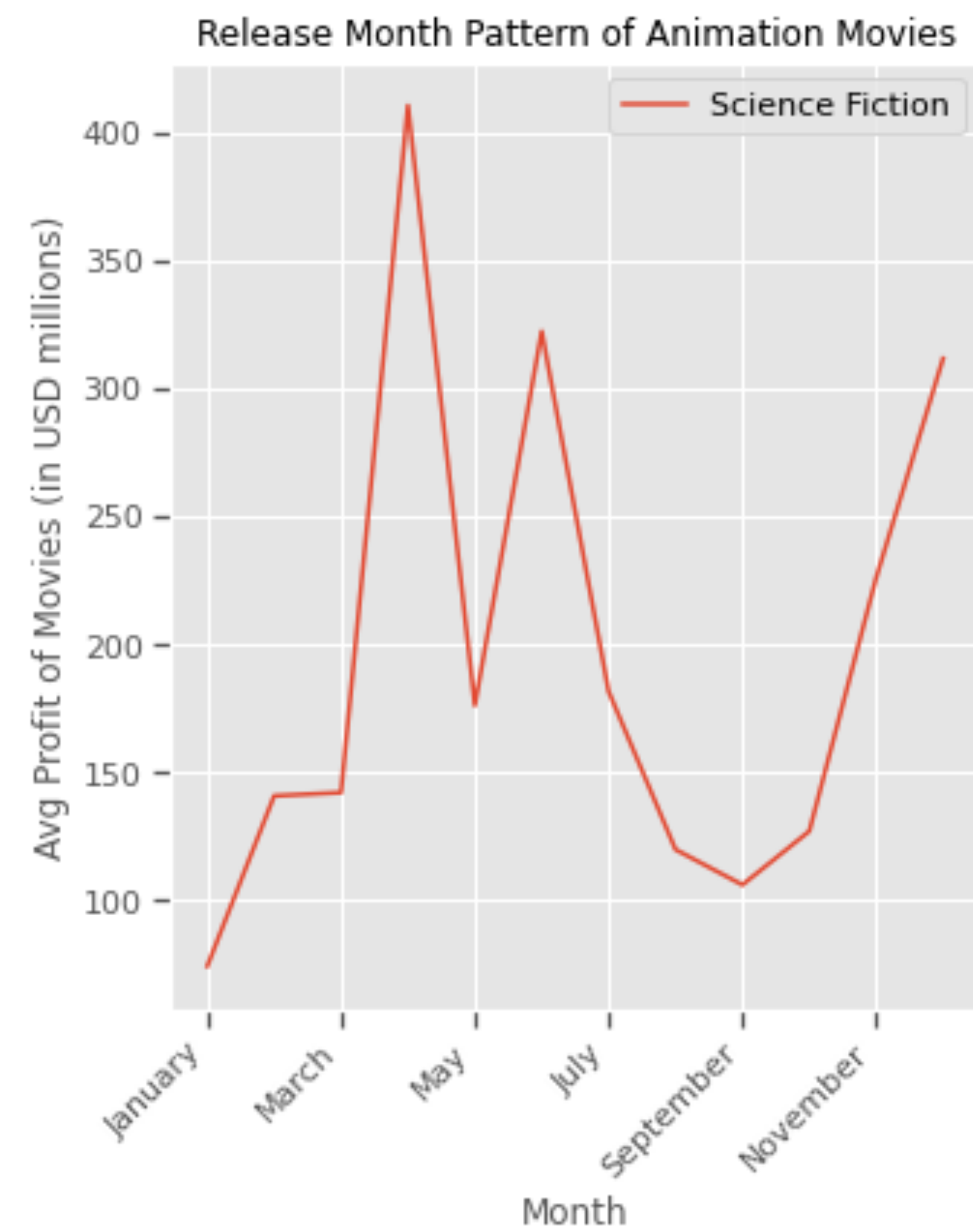
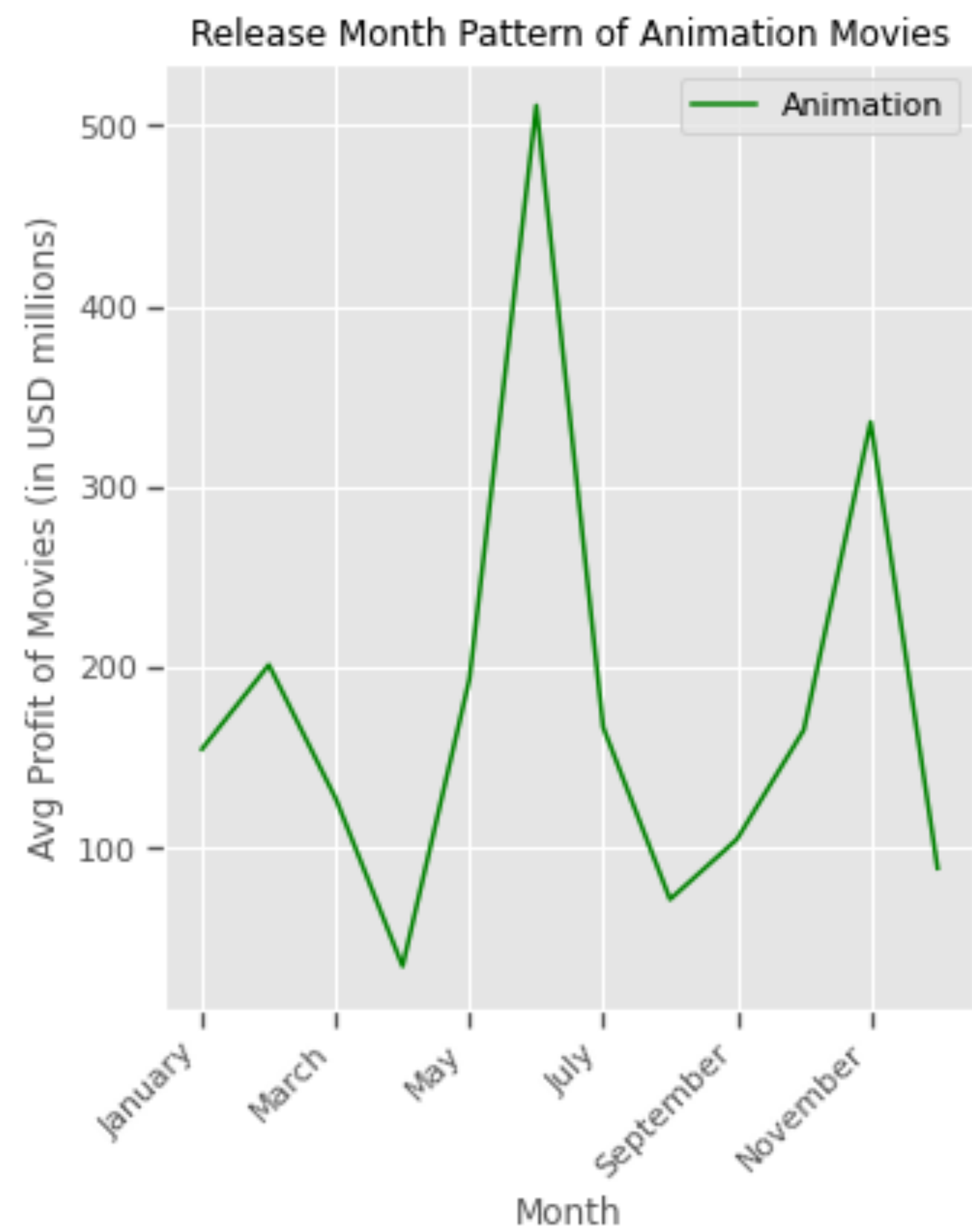
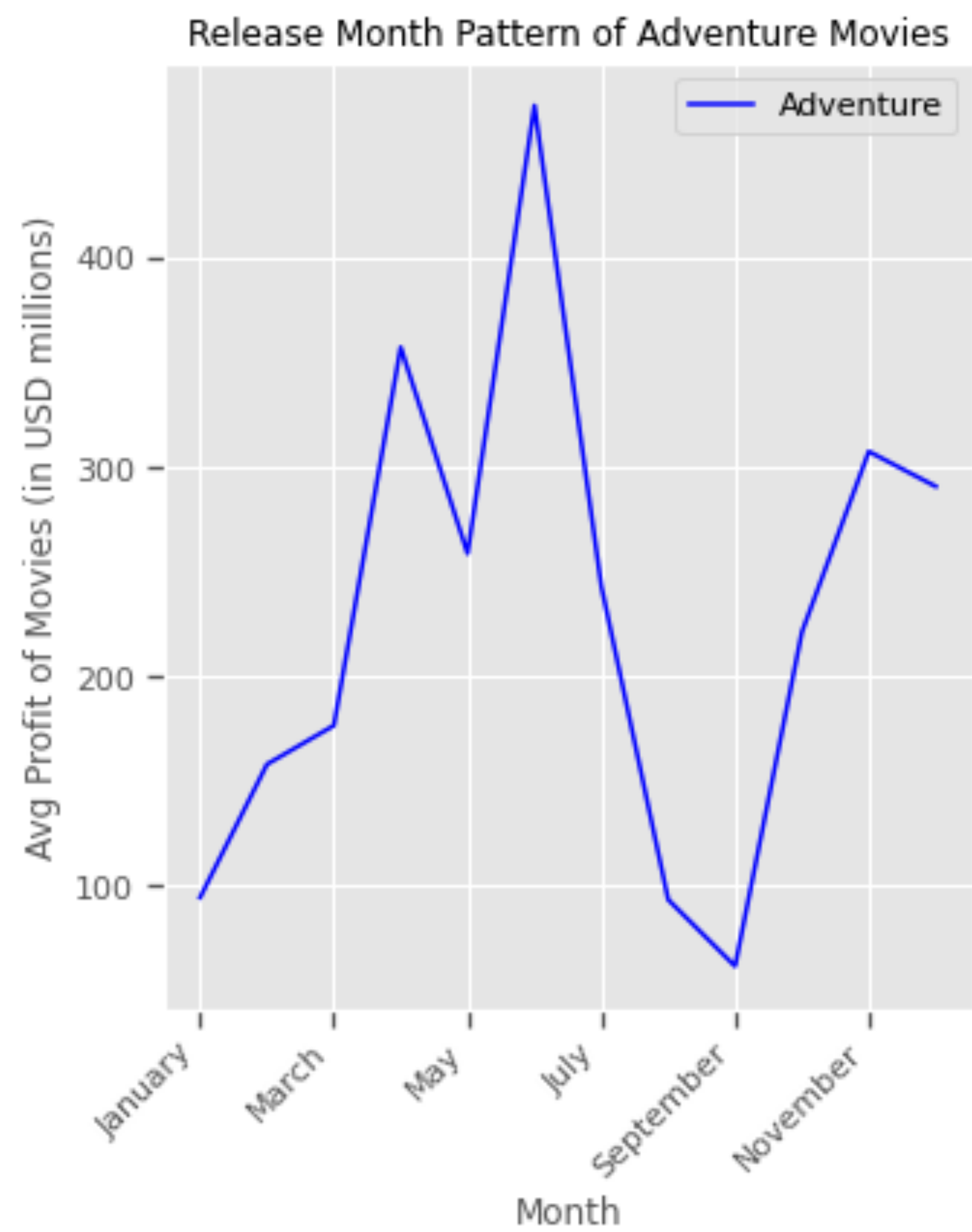


GENRES - MOST POPULAR

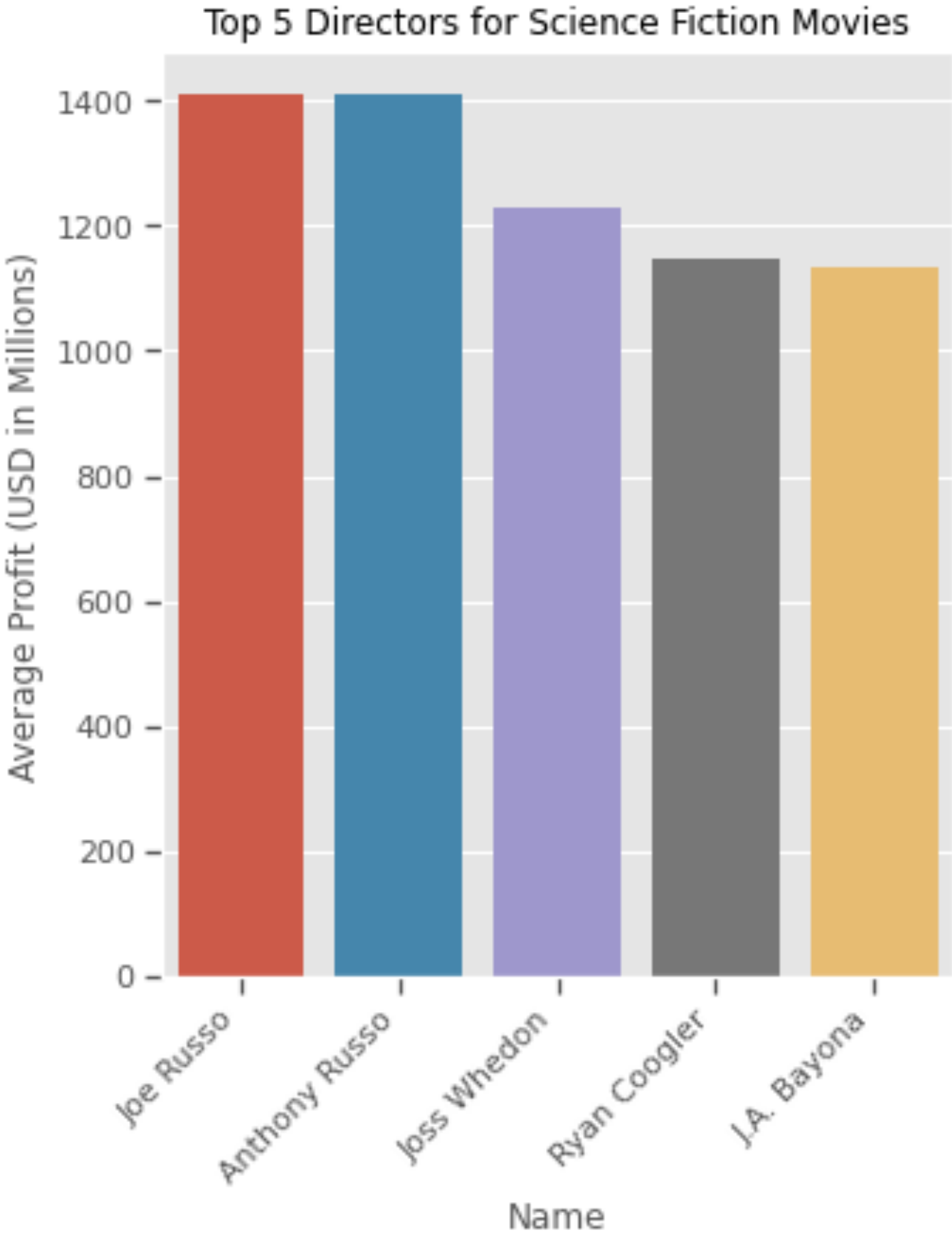
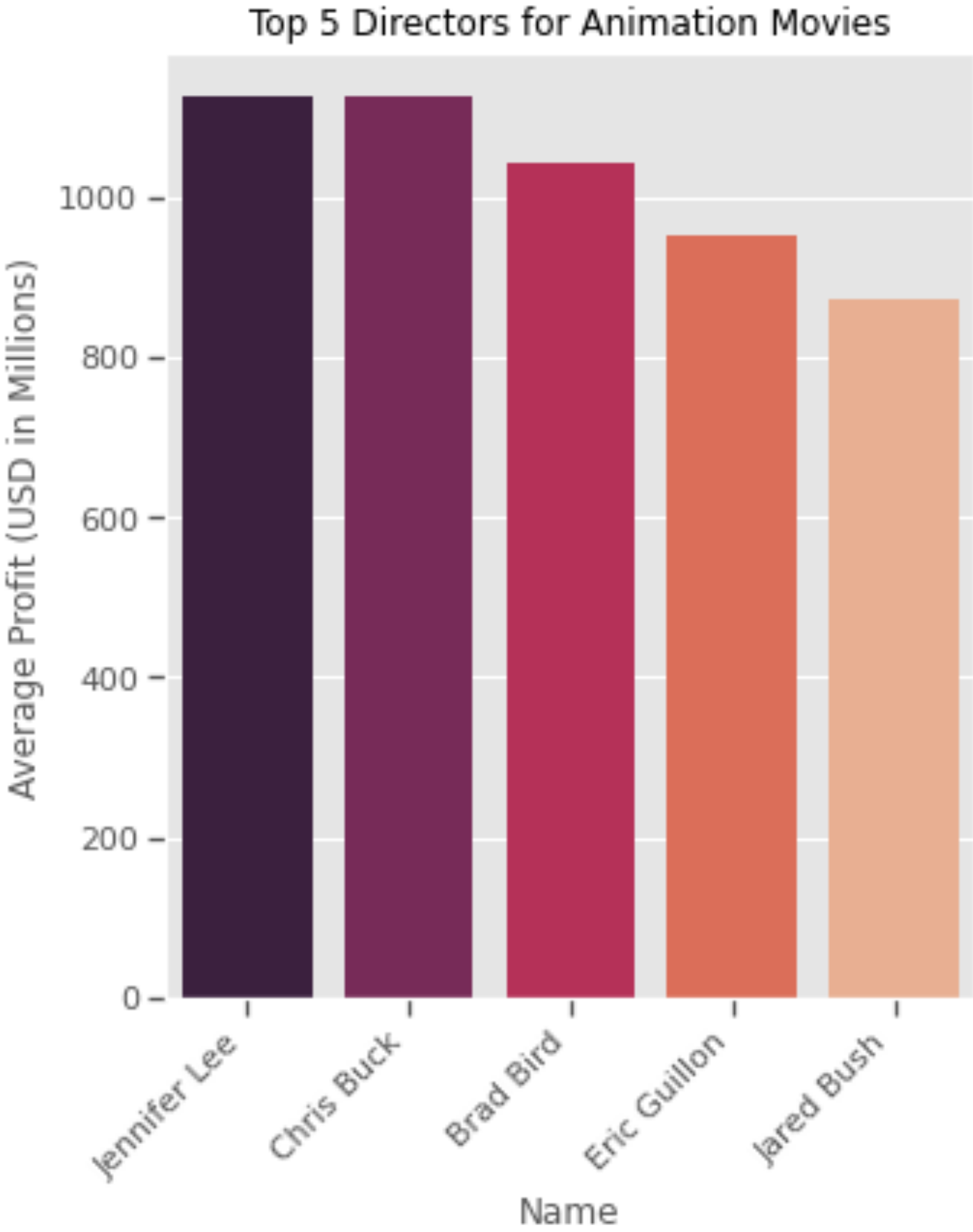
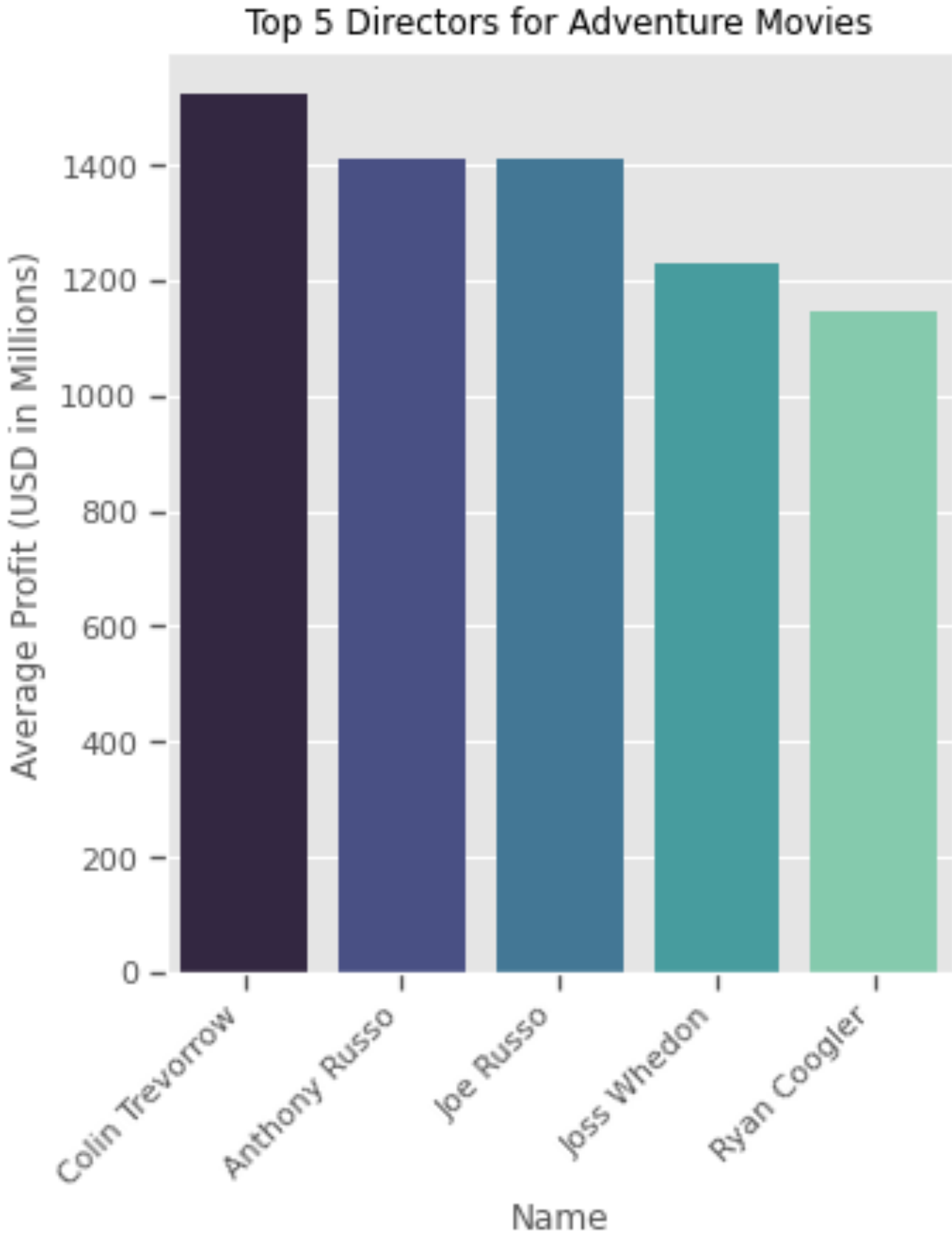


Note: the score is a measurement based on IMDb's weighted ratings. However, the difference among genres are not significant.

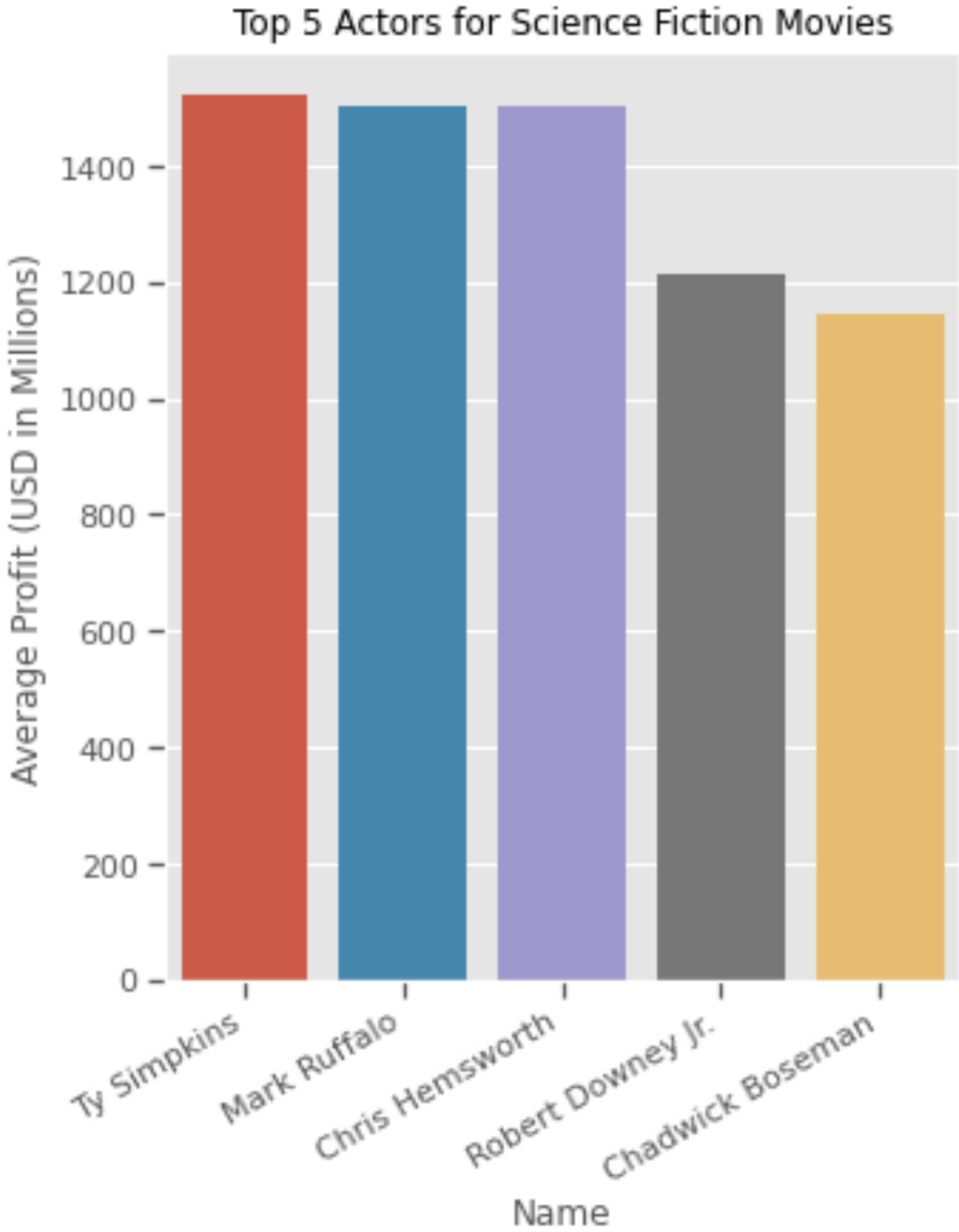
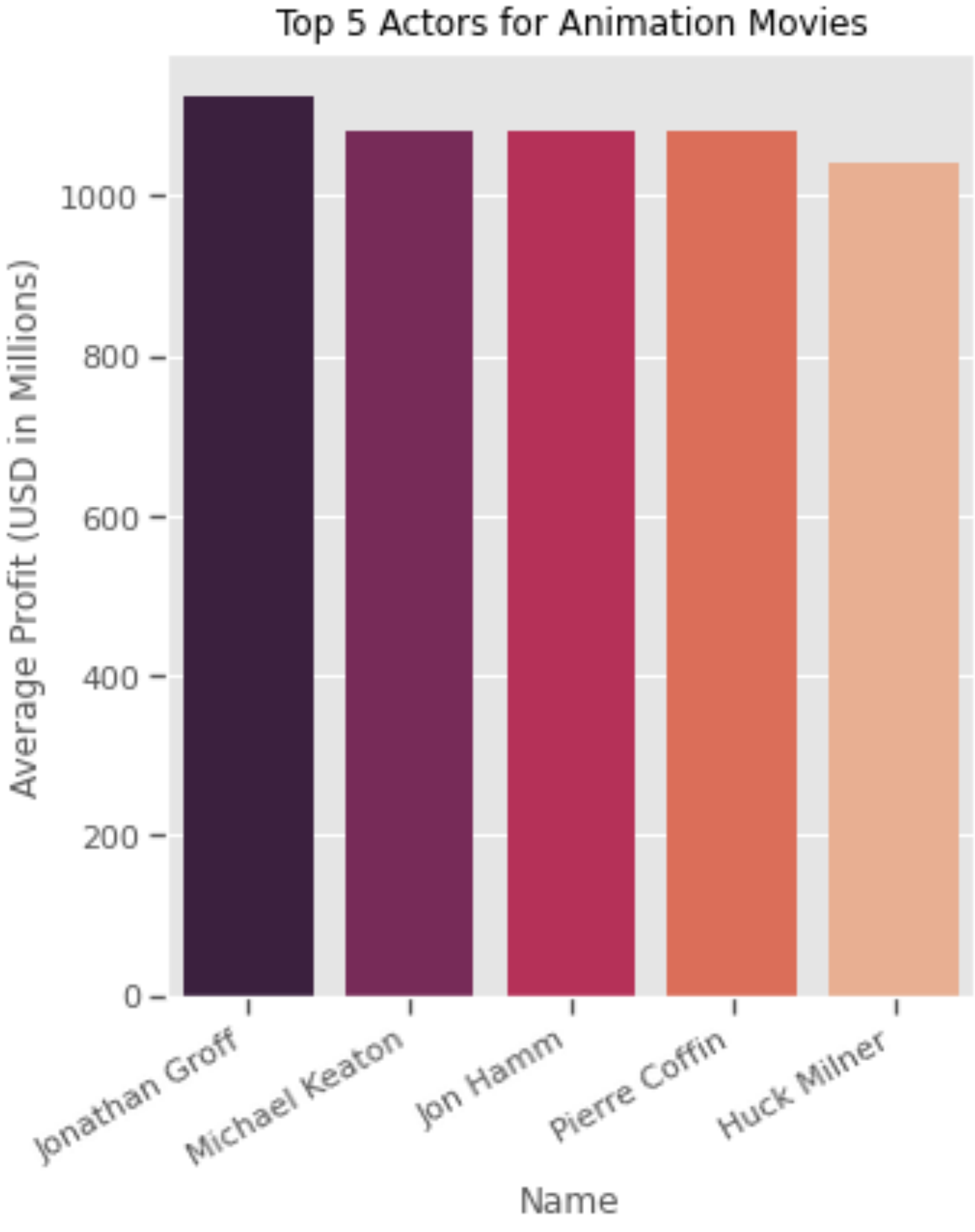
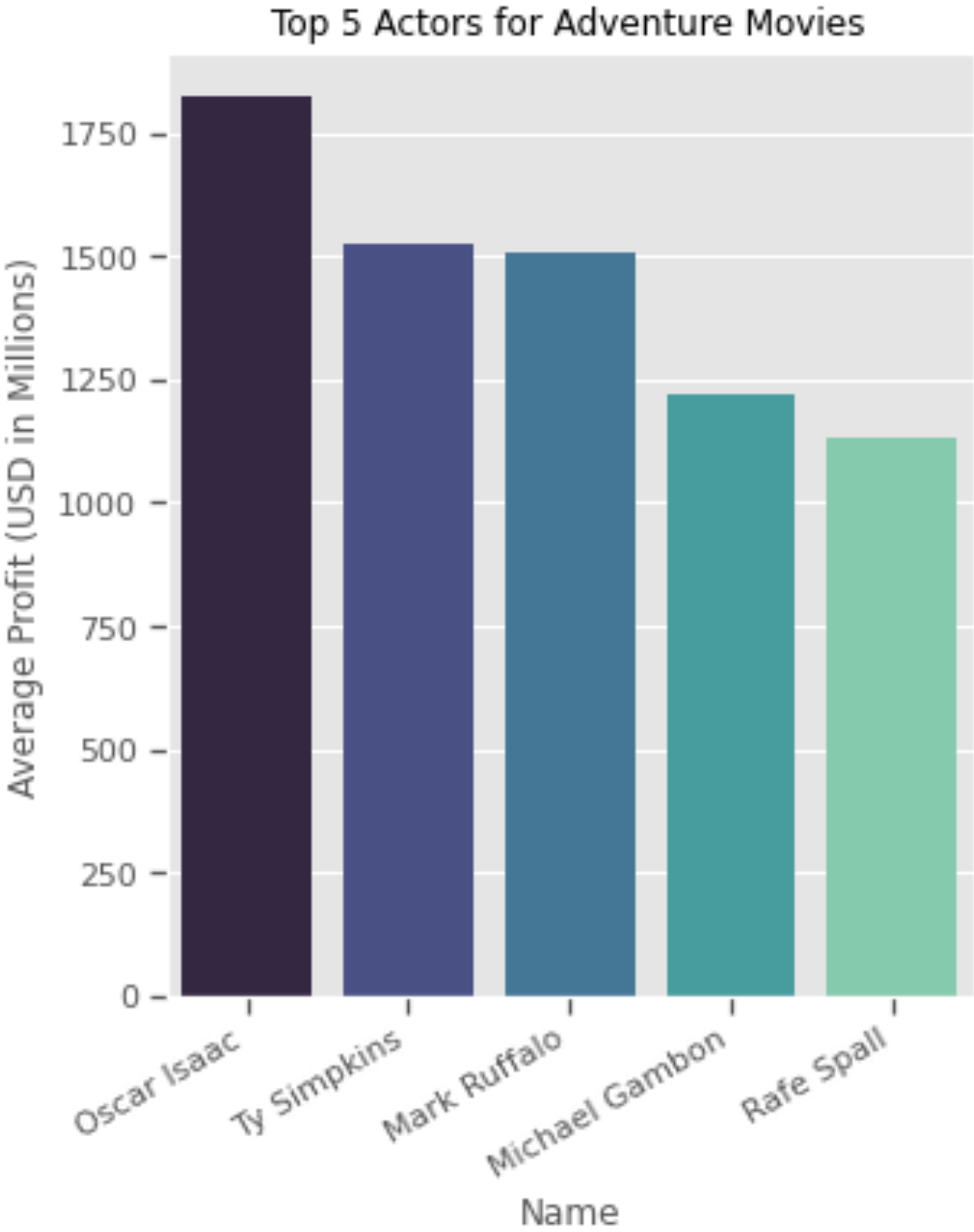
BEST RELEASE TIME



TOP 5 DIRECTORS



TOP 5 ACTORS



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
-

CHALLENGES

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

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
-

THANK YOU!
