



# 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?
-

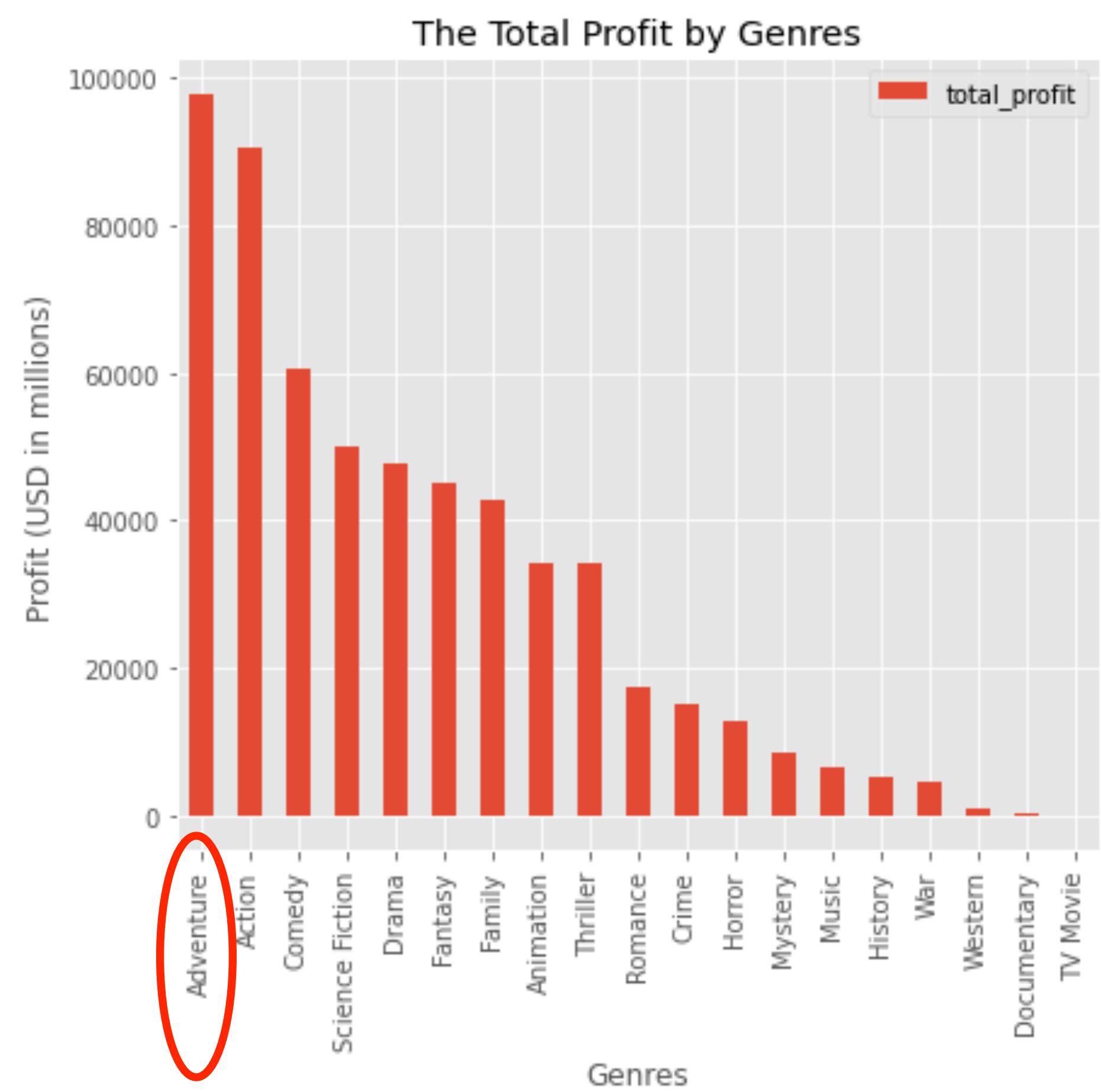
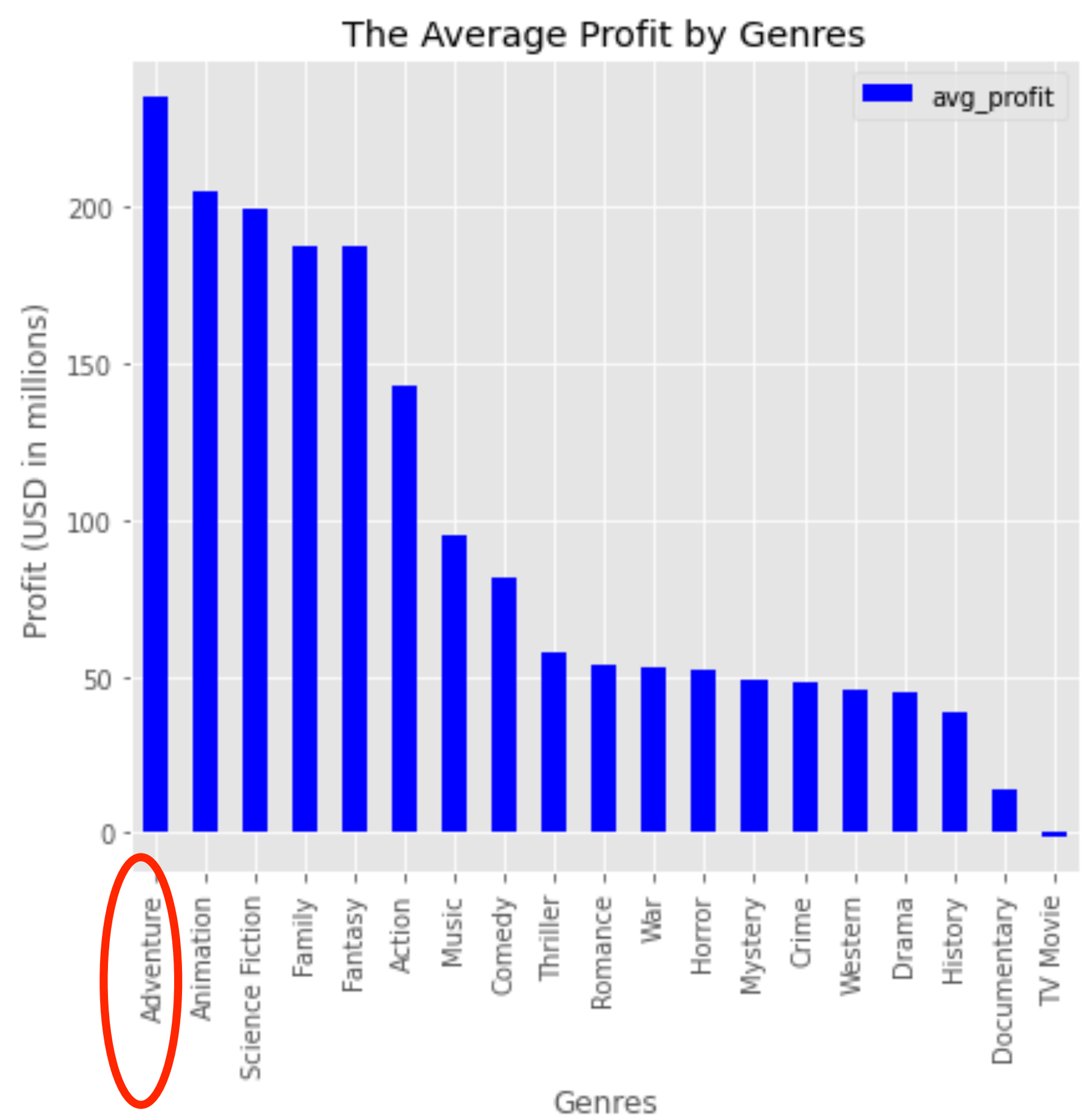
---

# METHODOLOGY

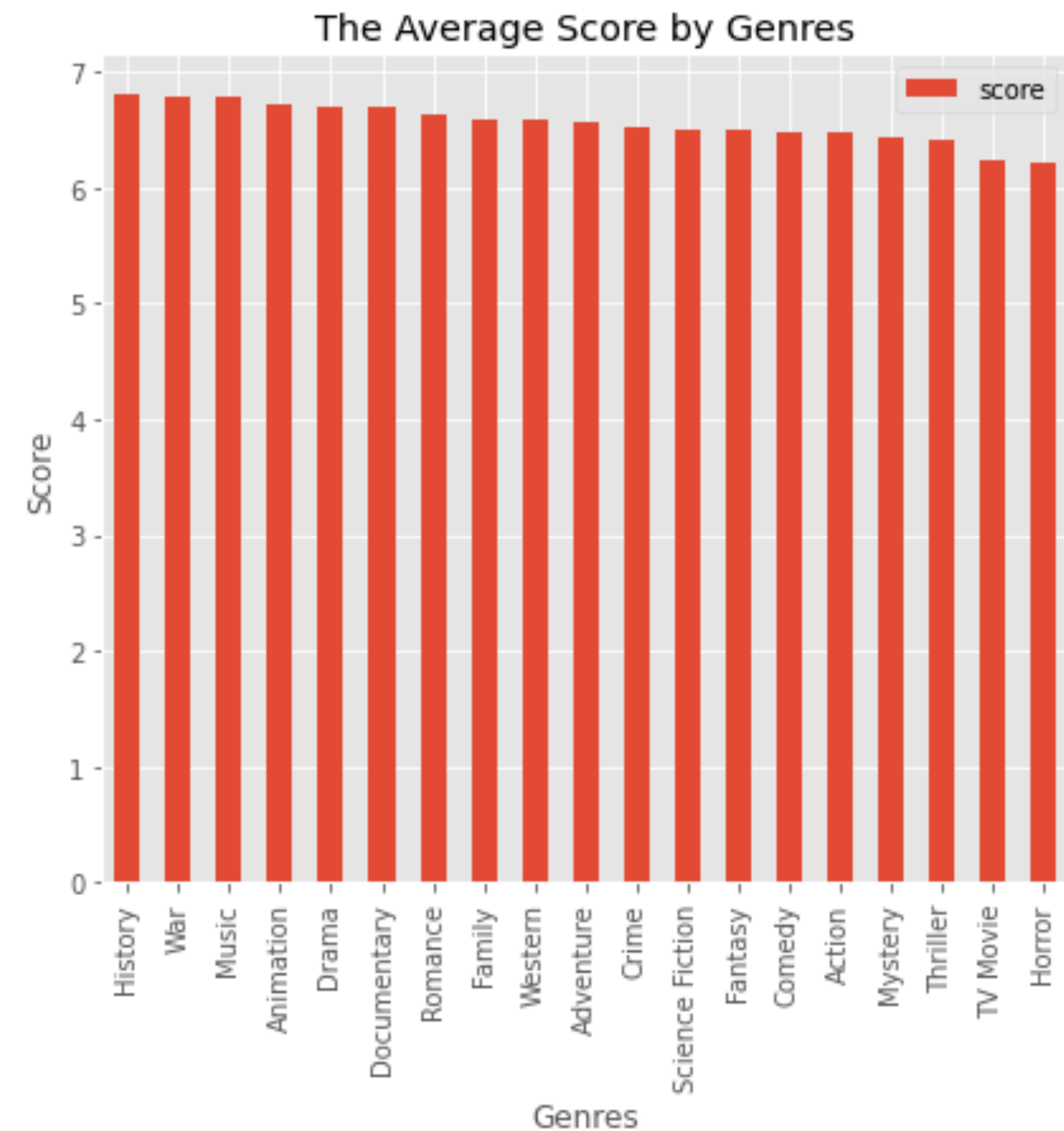
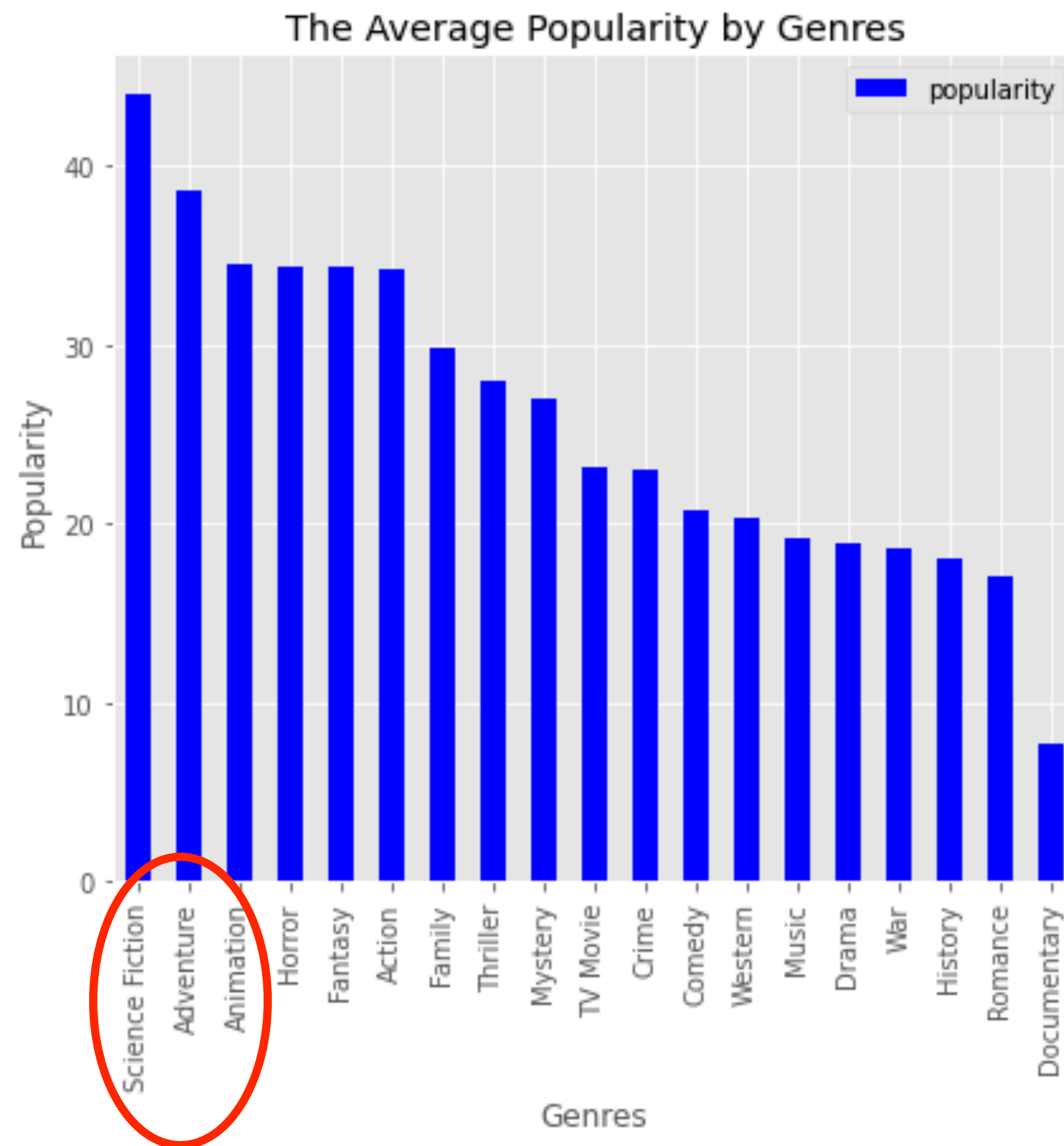
---

- 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
-

# GENRES - MOST PROFITABLE

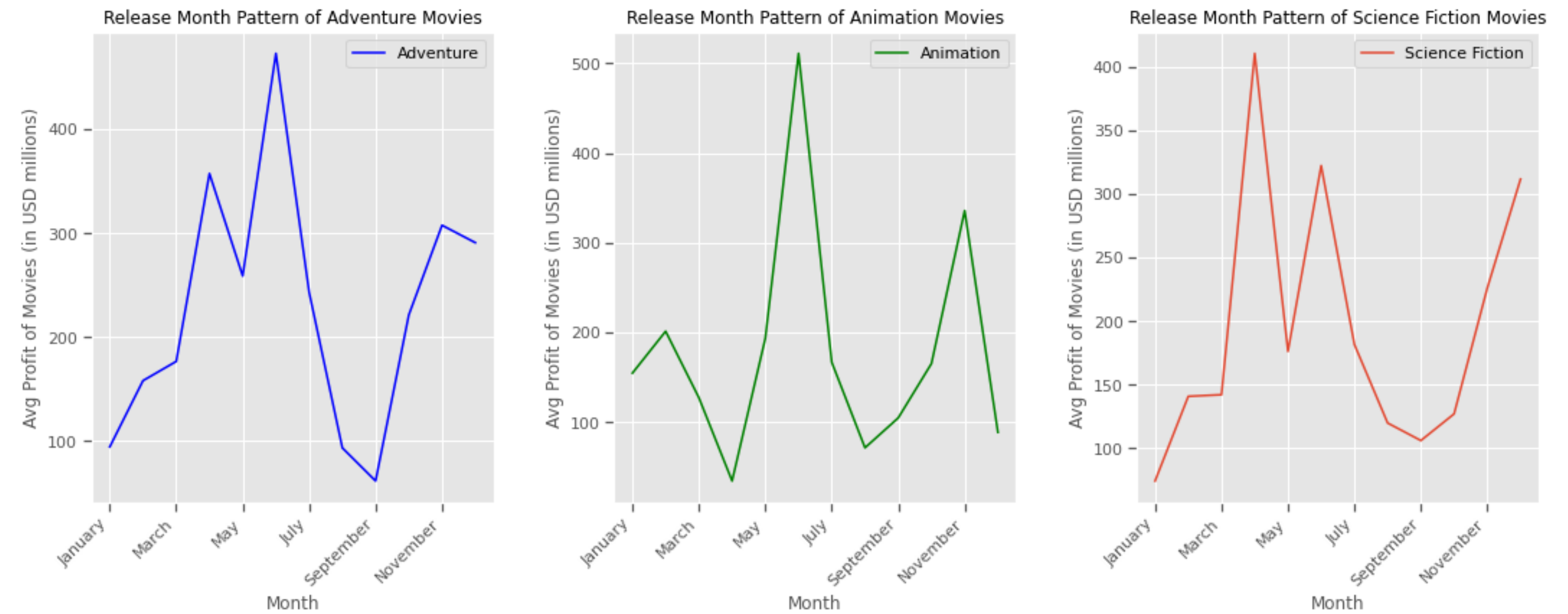


# GENRES - MOST POPULAR

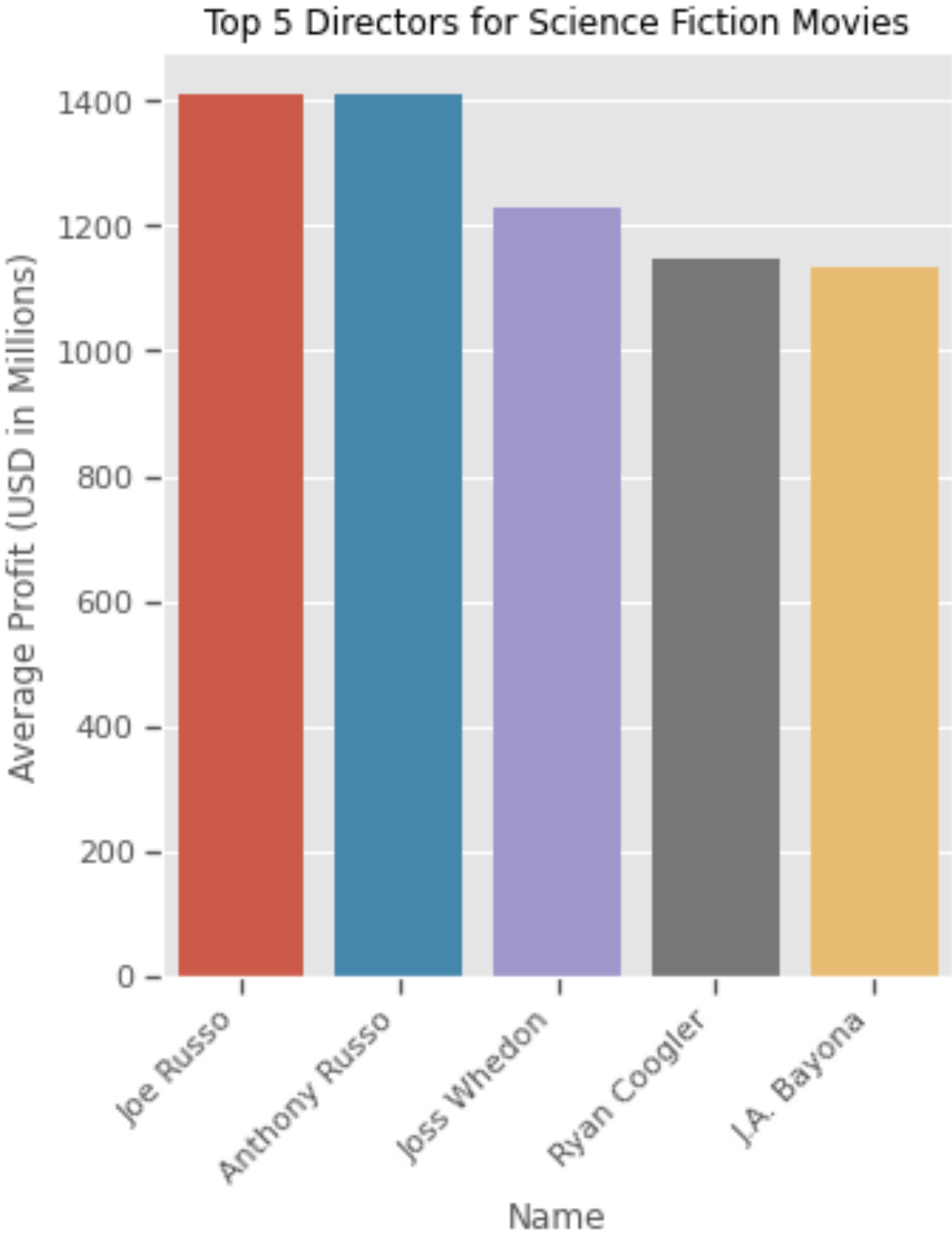
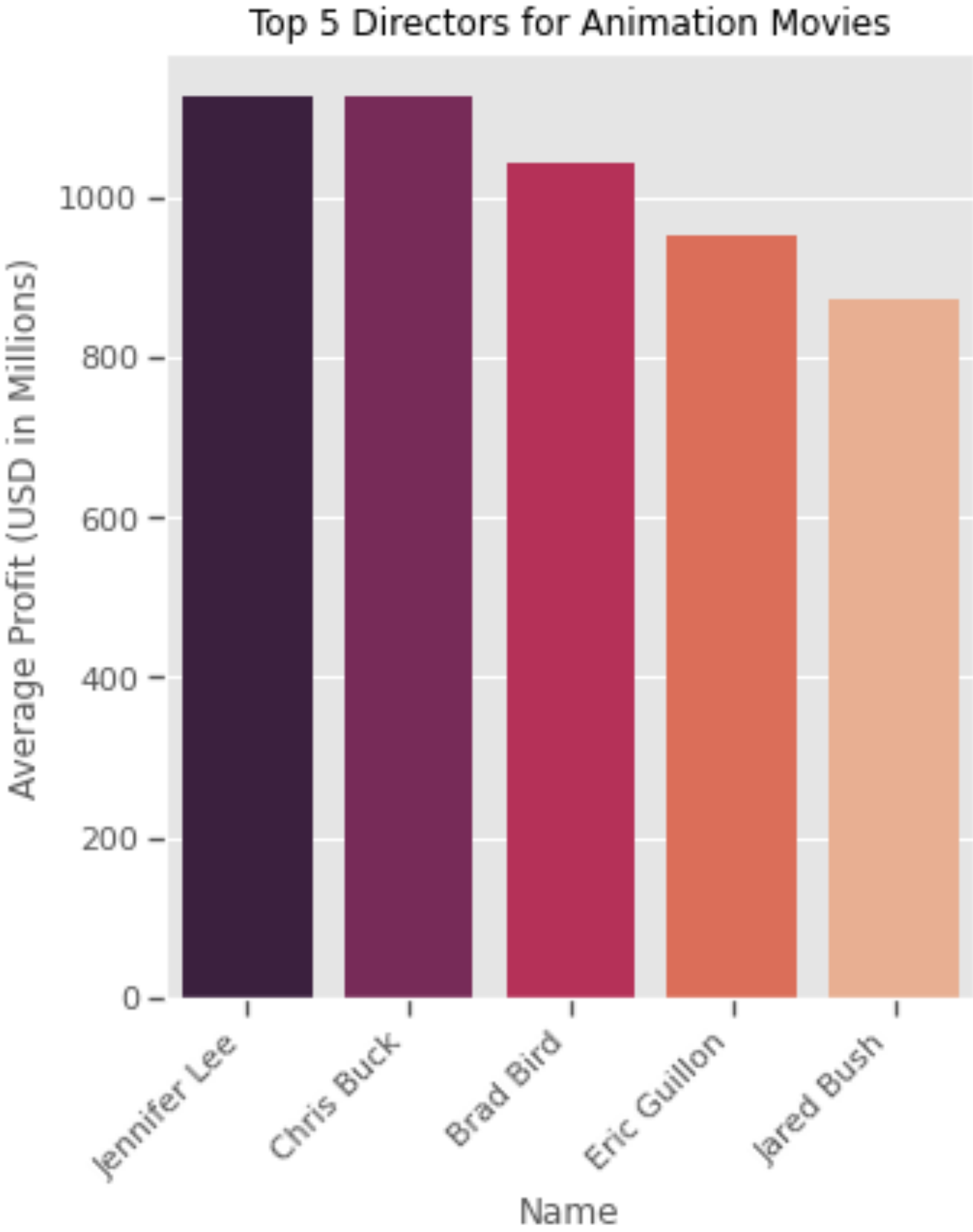
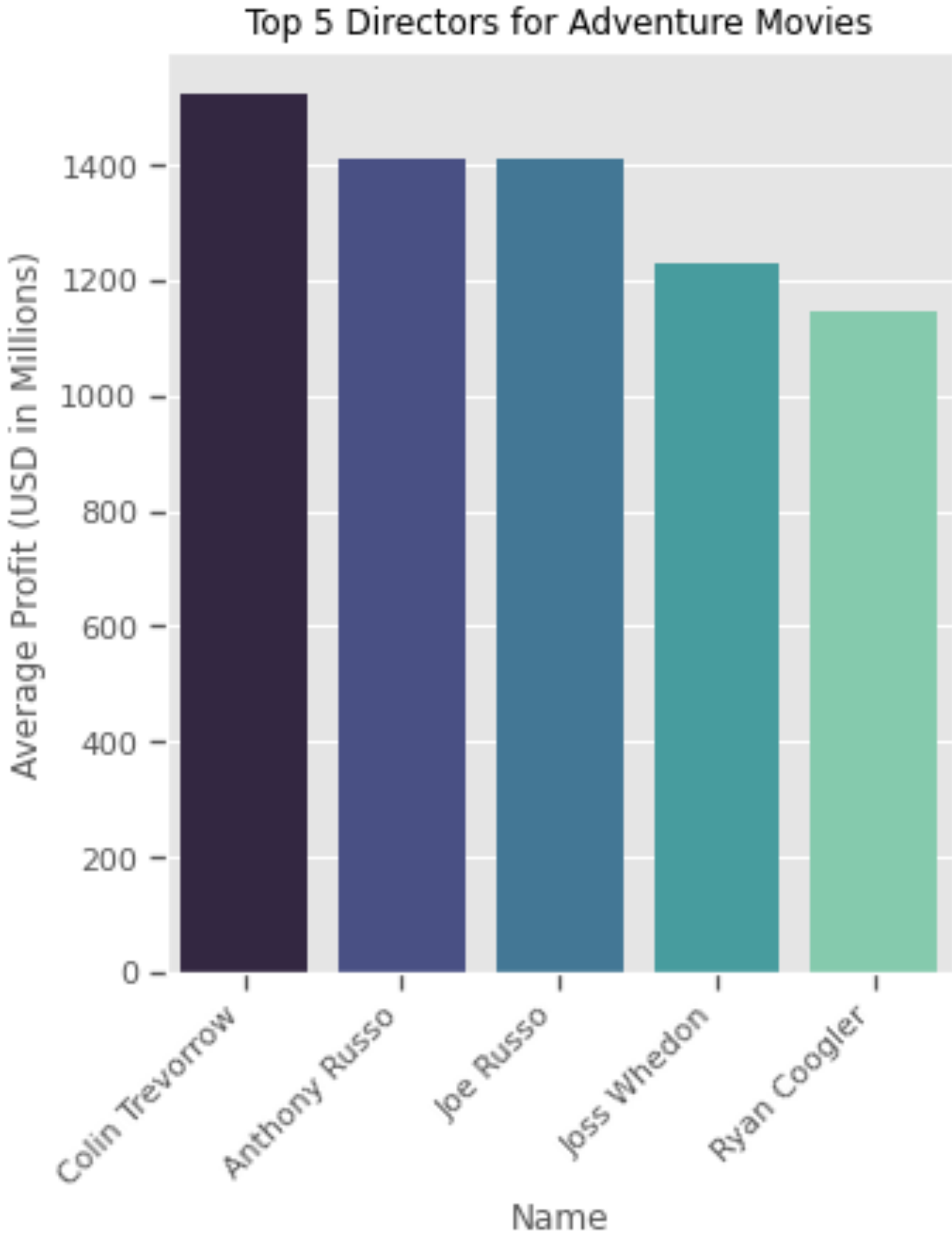


Note: the score is a measurement based on IMDb's weighted ratings. However, the difference among genres are not significant.

# BEST RELEASE TIME

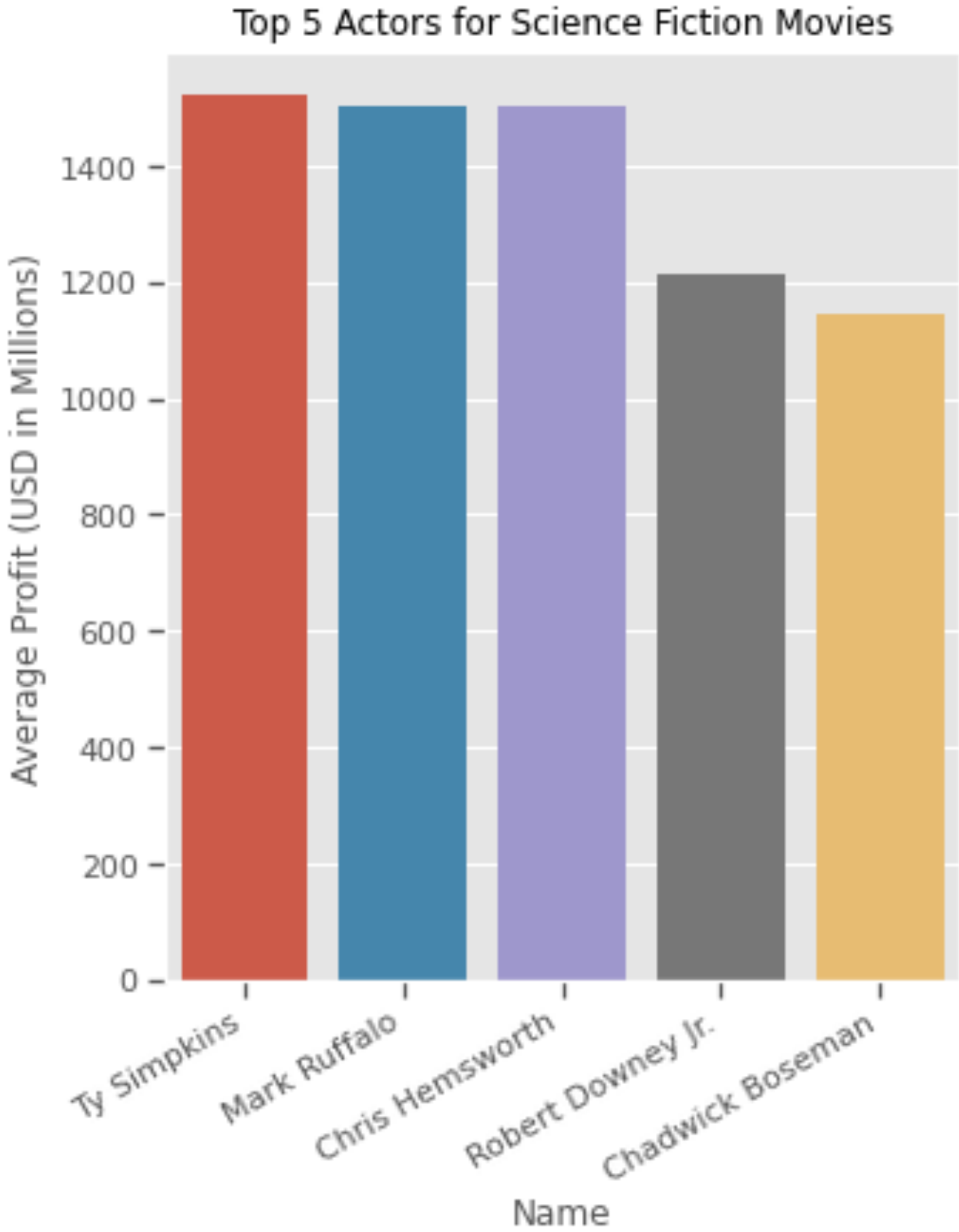
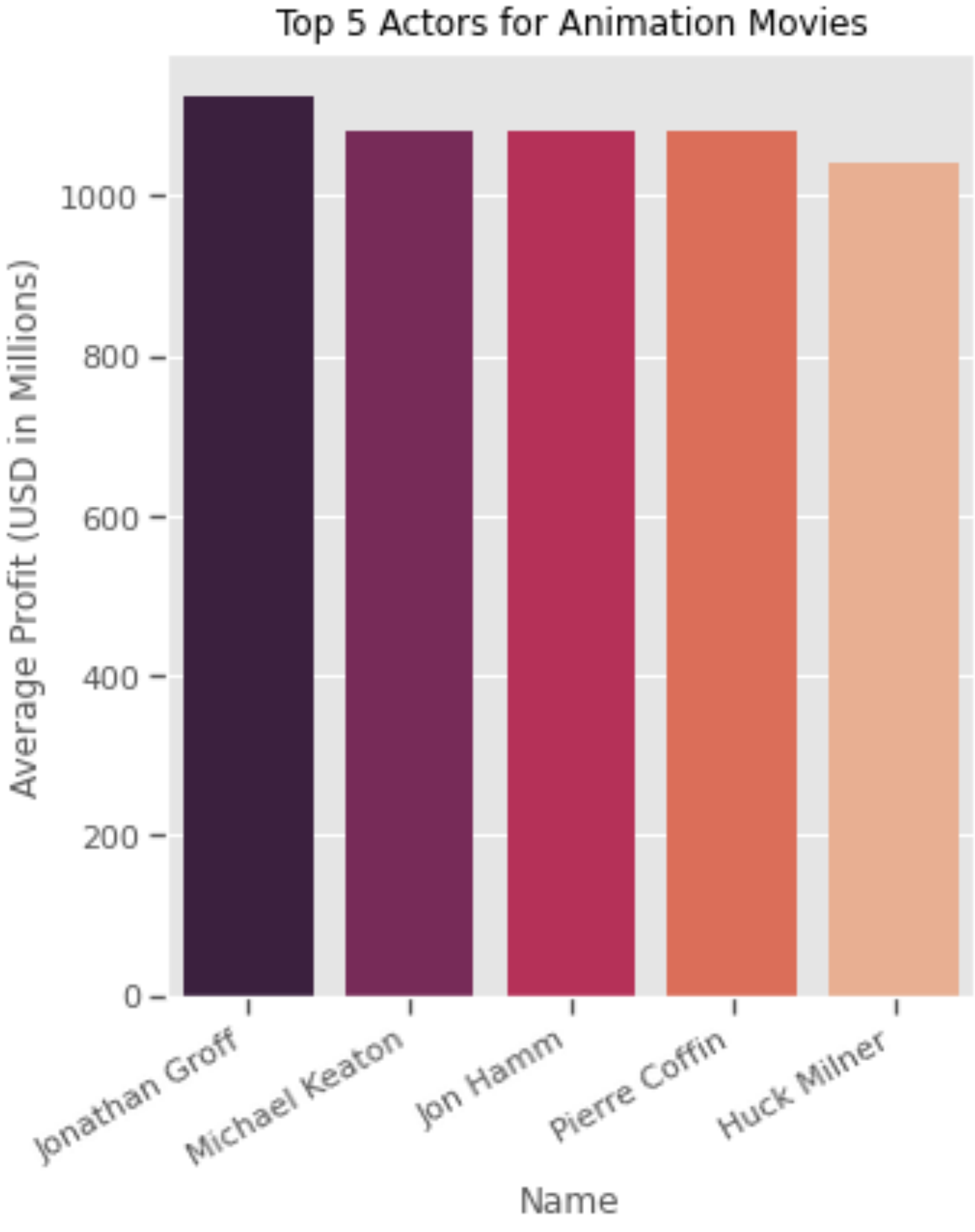
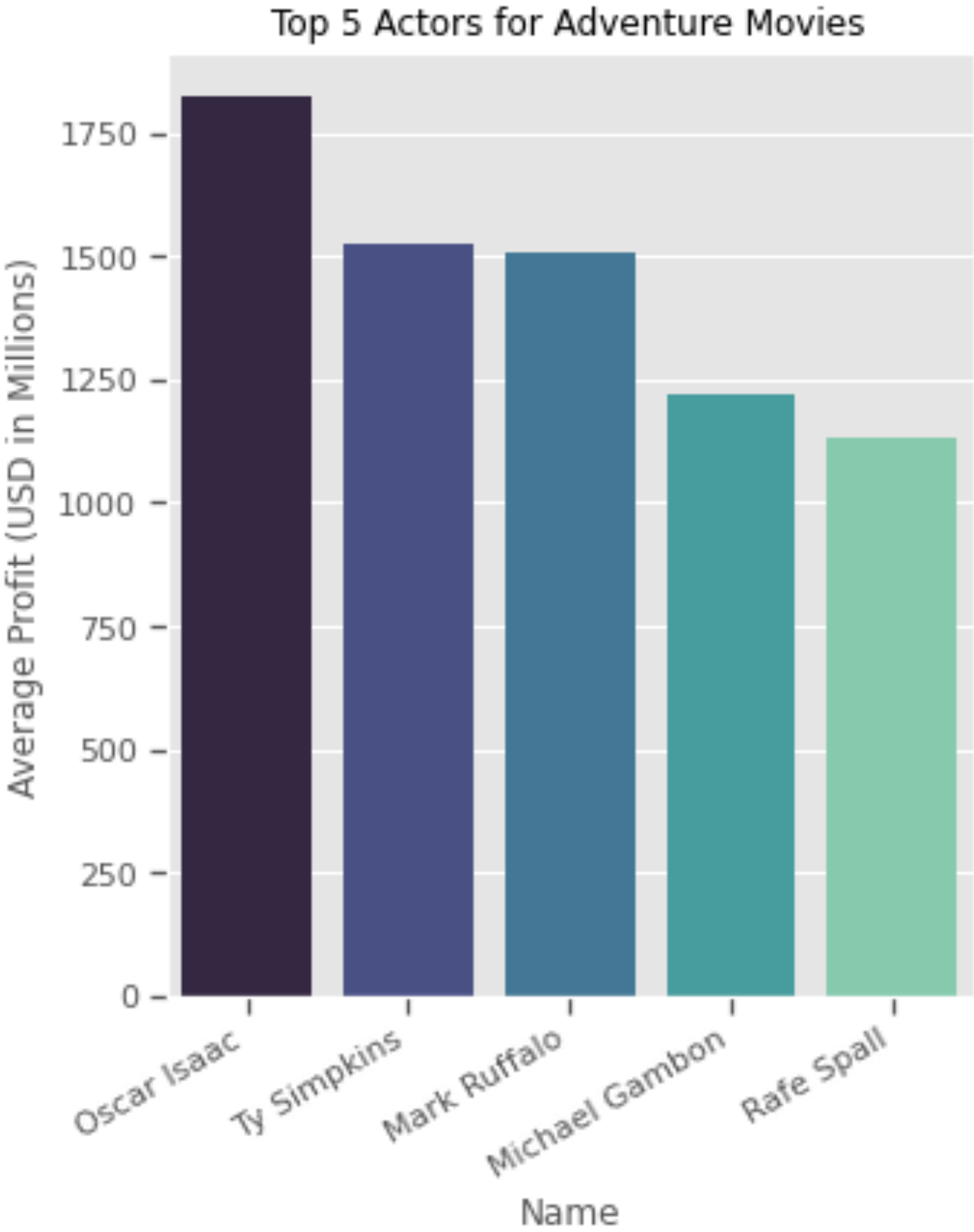


# TOP 5 DIRECTORS





# 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)
  - Big IP-driven / series movie impact on 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!

---