

Analysis of Movie Industry

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Main Questions

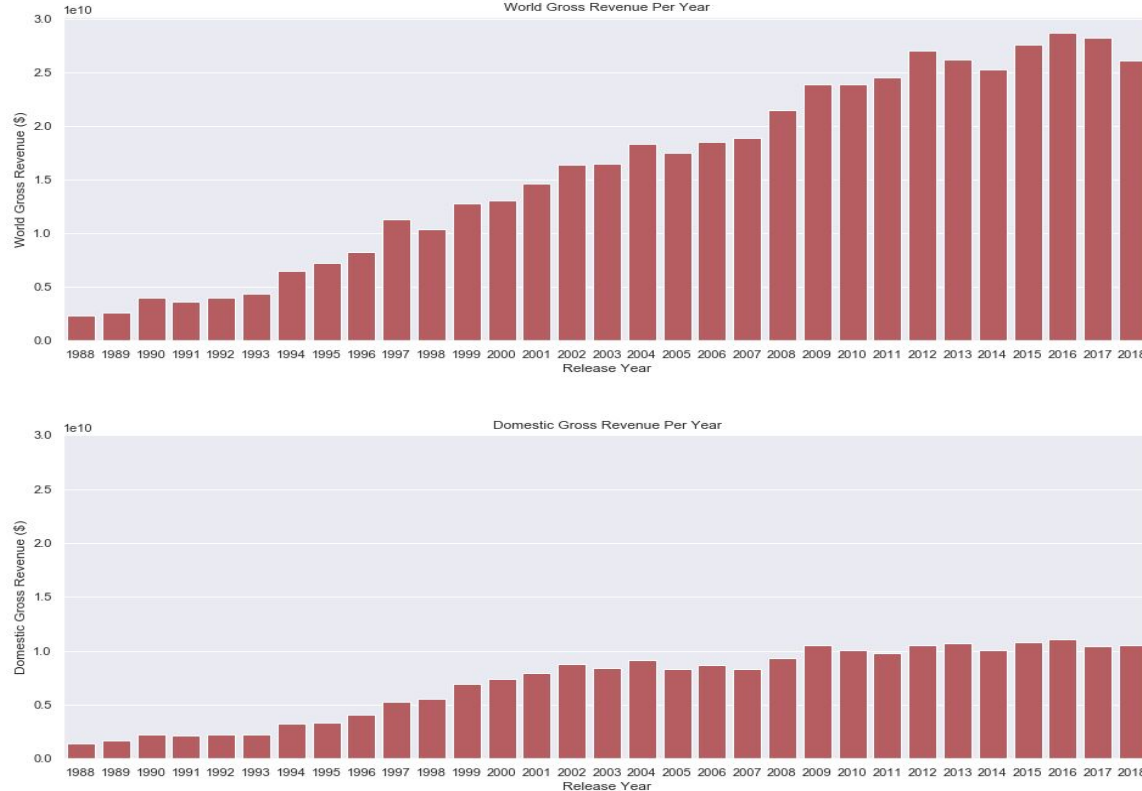
What movies are the most successful?

- Does a large budget equate to high revenue?
- How does release month affect domestic & worldwide revenue?
- Which studios are the top 10 competitors?
- Where has revenue grown over the last 30 yrs? (domestic vs worldwide)

Methodology

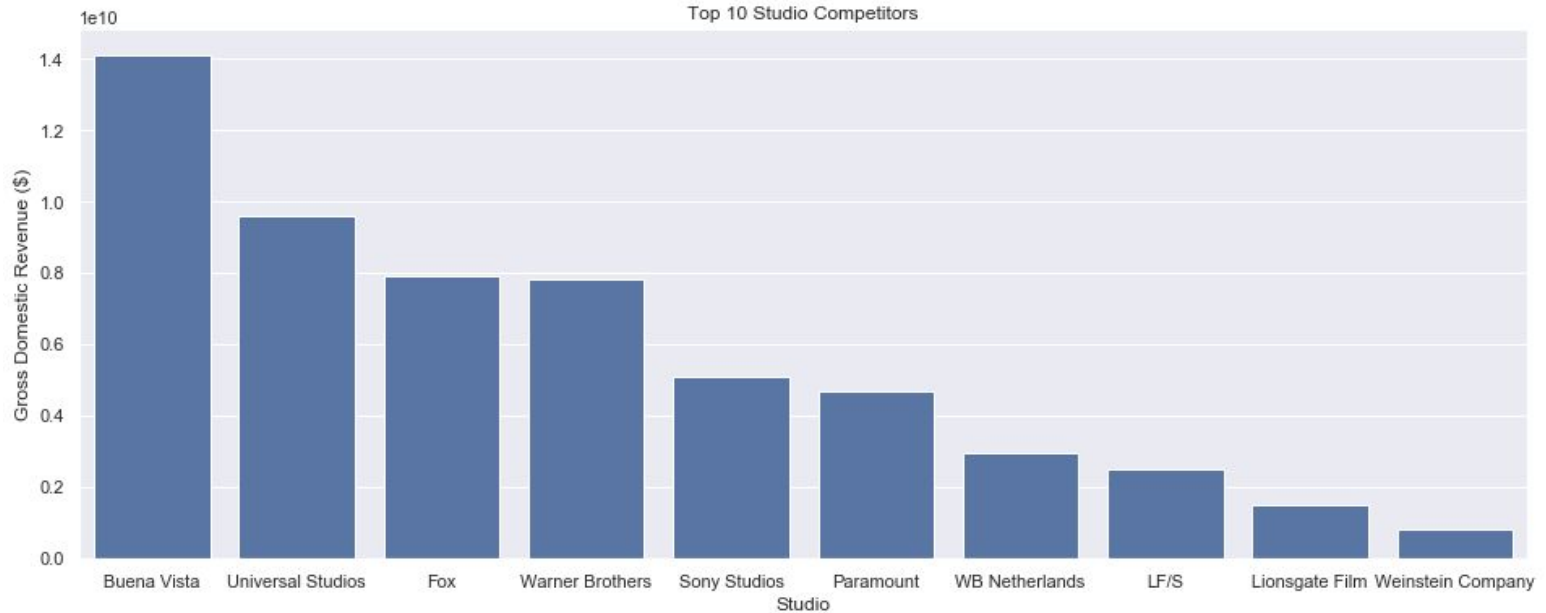
- Remove characters that would cause problems (\$ and ,)
- Filter dates based on year
- Remove null or impossible values
- Evaluate based on year or month

Domestic and Worldwide Revenue Since 1988



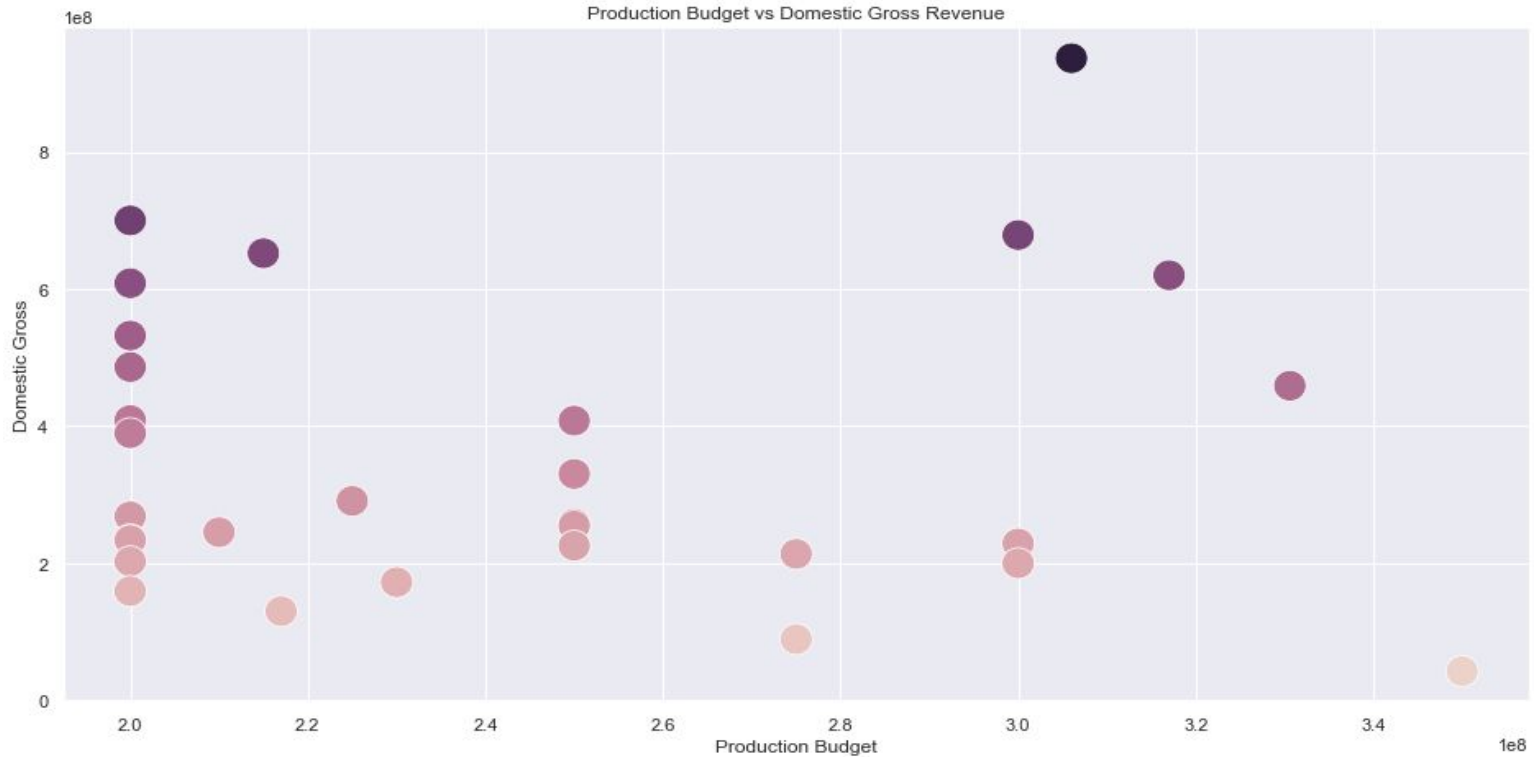
Recommendation: Over the last 30 years, movies have increasingly generated more revenue both domestically and worldwide. However, since worldwide growth is faster, we recommend not neglecting foreign market releases.

Top 10 Studio Competitors



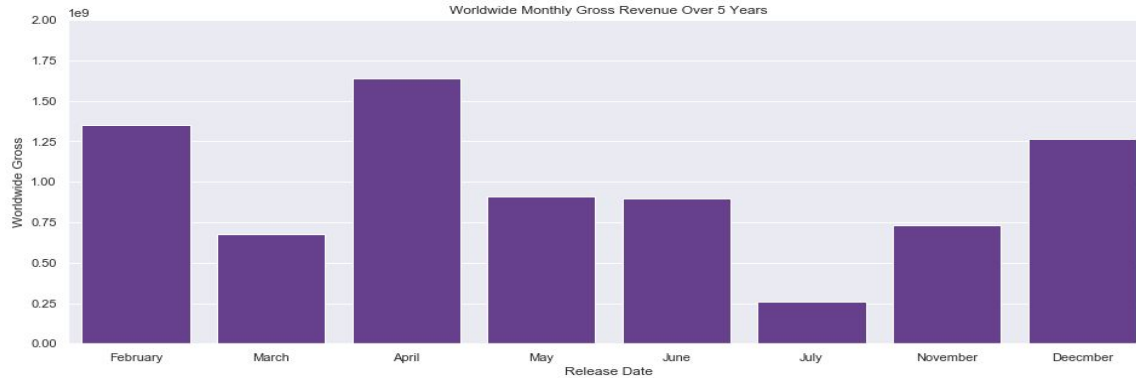
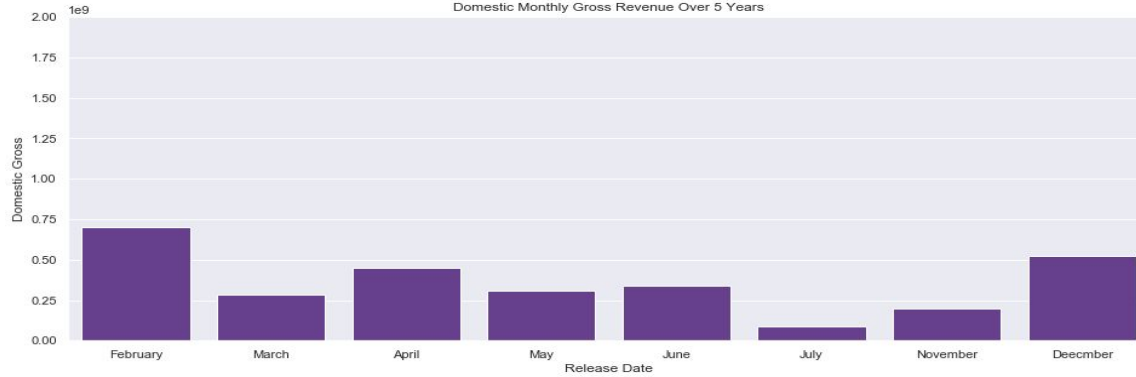
Recommendation: model your studio practices after one of the top 5 movie studios; further analysis is needed to investigate why these studios are successful (director, budget, etc)

Production Budget vs Domestic Gross



Recommendation: because higher investments do have a direct relationship with higher domestic gross, manage risk by setting budget limitations between 2 and 2.5.

Worldwide vs Domestic Monthly Gross Revenue



Recommendation: Plan to release worldwide movies in April or February. Plan to release domestic movies in February or December, keeping in mind prior budget limitations.

Further Analysis

1. Consider Genres
 - a. Certain genres will likely produce higher domestic gross when released in appropriate cultural holidays
2. Look at projected growth of worldwide and domestic revenue
 - a. What is the outlook of this industry?
3. Conduct analysis of most release platforms
 - a. Netflix, Imax, etc.