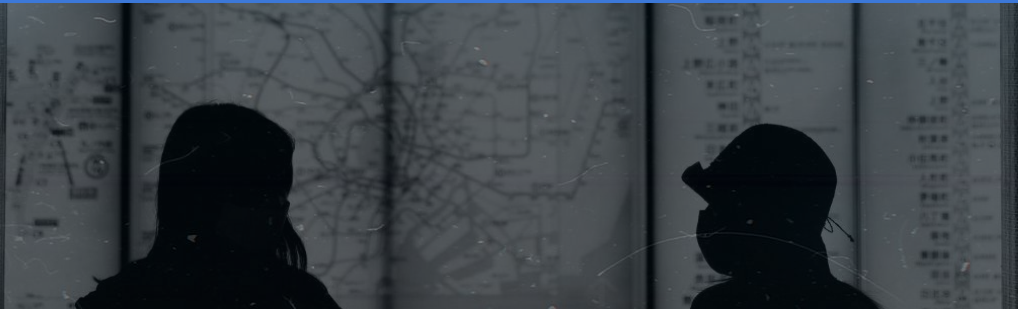# MOVIE INDUSTRY ANALYSIS

Sponsored by **MICROSOFT**

What would it take to become a key player in the currently flourishing film industry?

TABLE OF CONTENTS

BUSINESS UNDERSTANDING

01

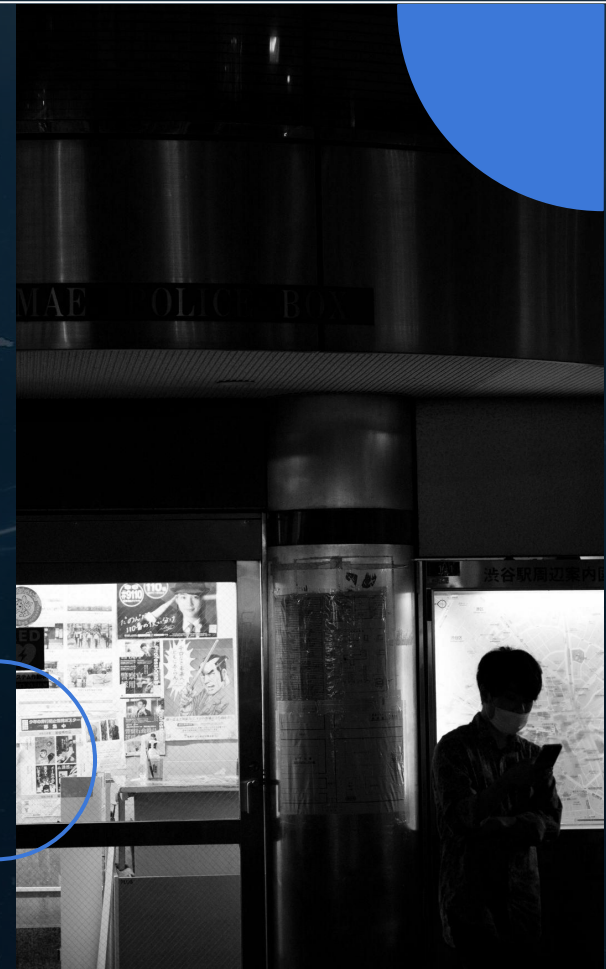What business problems can this analysis help answer ?

ANALYSIS OVERVIEW

In this Analysis, we will be exploring the movie Industry to see how it is performing, and to get a better understanding of what it would take to be part of it.

BUSINESS PROBLEMS

- Profitable Movie genres
- Estimate production budget
- Ultimate movie genre combinations

DATA & METHODS 02

Data acquisition methods and dataset contents.

DATA ACQUISITION & ANALYSIS METHODS

The data used in this analysis is provided by **IMDB** and **The Numbers**.

We conduct Exploratory Analysis on the most profitable movies.

DATASETS

Movie budgets

Contains movie budgets

Title basics

General movie information

Title ratings

Contains movie ratings and votes

RESULTS 03

Data analysis findings.

MOST POPULAR GENRE

Most popular Movies Genres
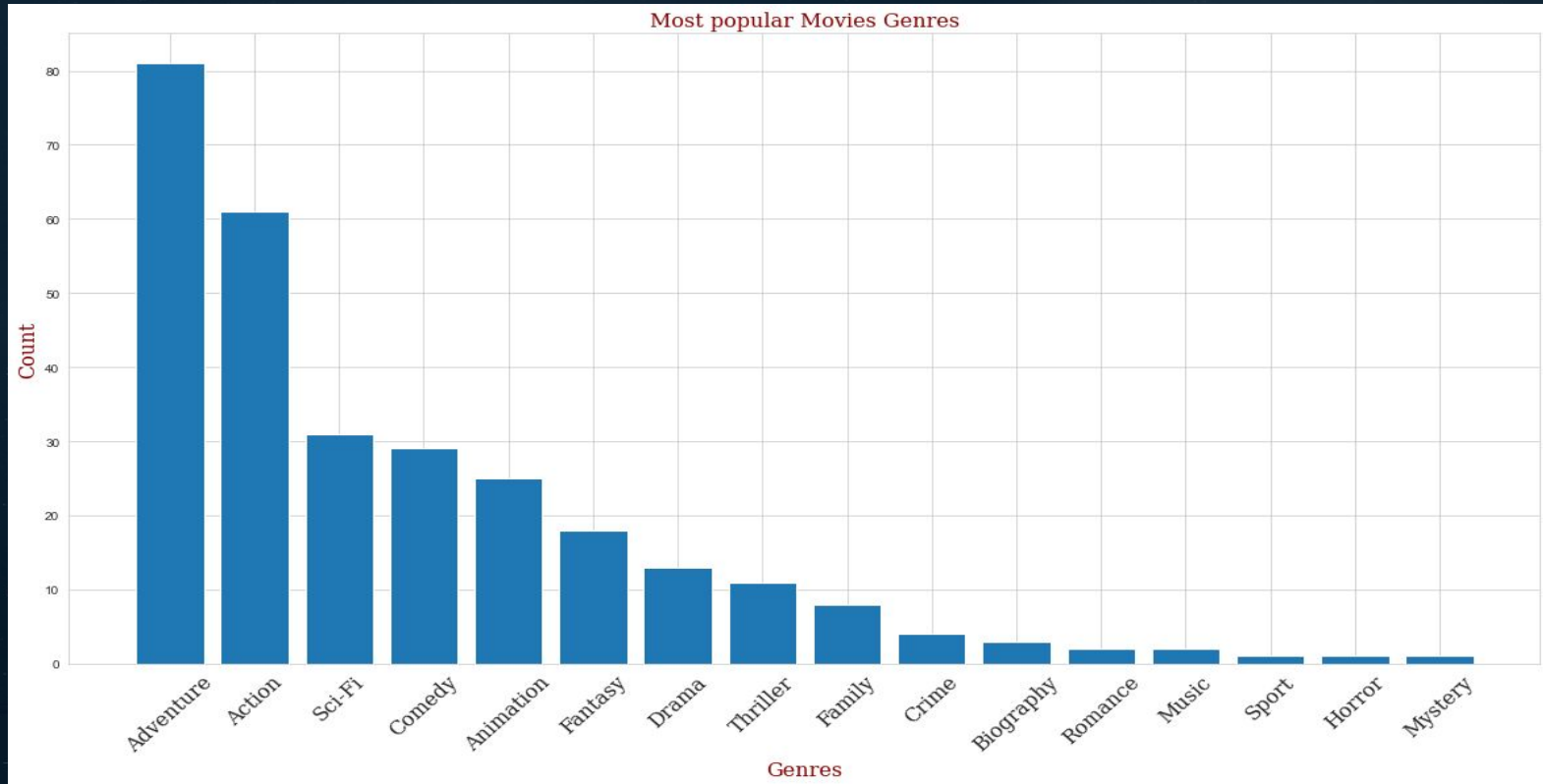
MOST POPULAR GENRE COMBINATION

Most popular Movies Genre combinations
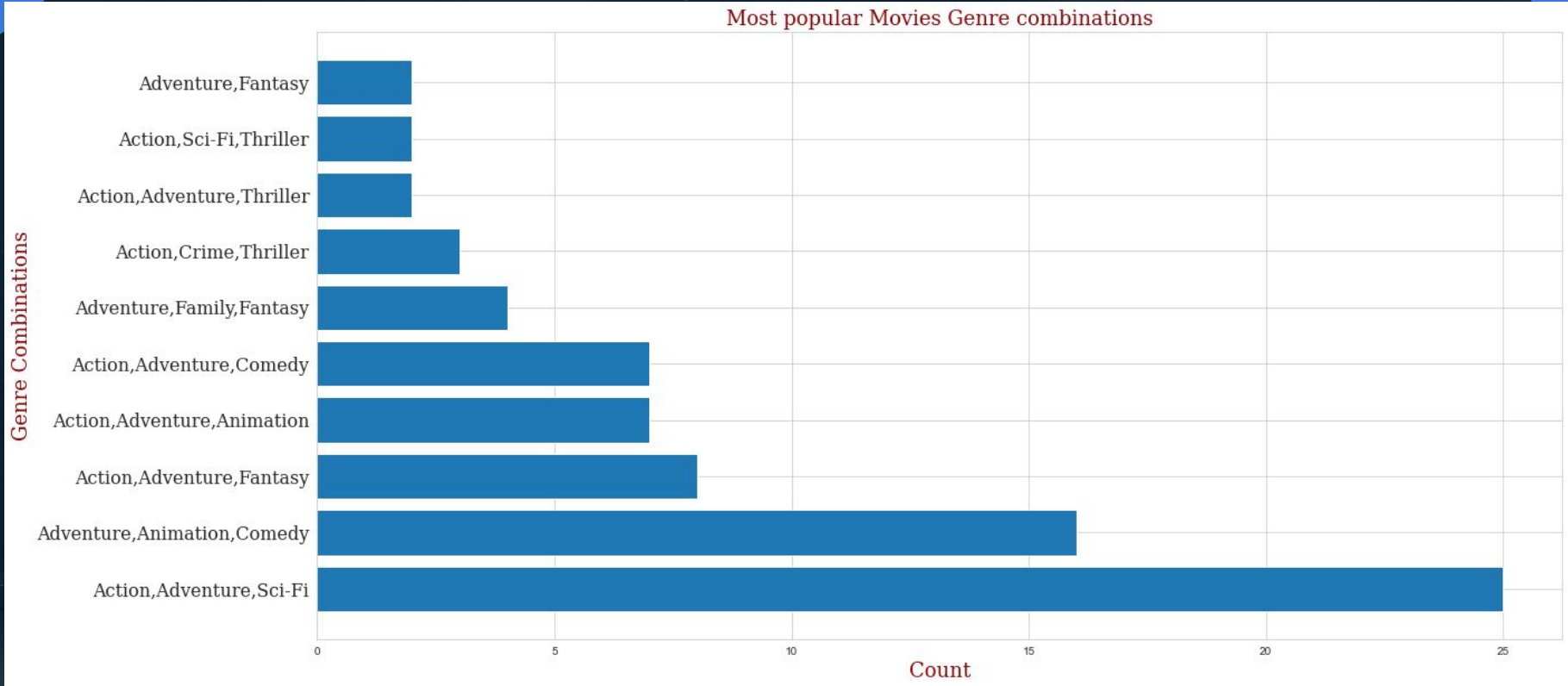
$158,772,000

Average Most Profitable movie Budget

CONCLUSIONS 04

Post analysis recommendations.

Recommendations and next steps

- Invest/produce movies in the genres Adventure, Action, Sci-Fi, Comedy, Animation
- Combine the genres together in one movie, for maximum outreach on a single movie.
- Prepare an approximate budget of $158,772,000 per movie.

Next Steps

Now that we've analysed how to produce a top grossing movie, further analysis needs to be done, to determine the biggest names associated with the top grossers:

- Who are the most featured actors/actresses?
- Who are the best writers, directors and producers?
- Who will be our greatest competitors, that is, the most grossing studios?

THANKS!

Do you have any questions?

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