



EDA-FILM INDUSTRY PROJECT

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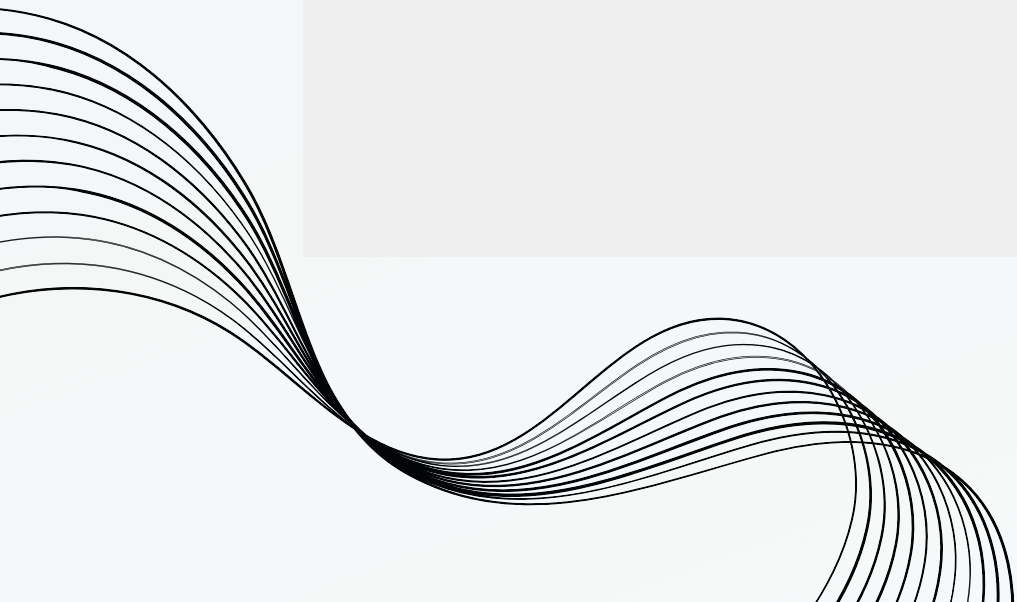
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THANK YOU

OVERVIEW

This film industry analysis aims to guide a new movie studio in deciding the type of films to produce by exploring the current box office trends. Key analyses focused on identifying the best income-generating studios, the distribution of earnings, and evaluating ratings across different genres, directors, and writers. The insights from this analysis reveal the types of films that are currently the most successful at the box office, providing actionable recommendations for the new studio's film production strategy.



BUSINESS UNDERSTANDING

- Your company now sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of your company's new movie studio can use to help decide what type of films to create.

DATA UNDERSTANDING

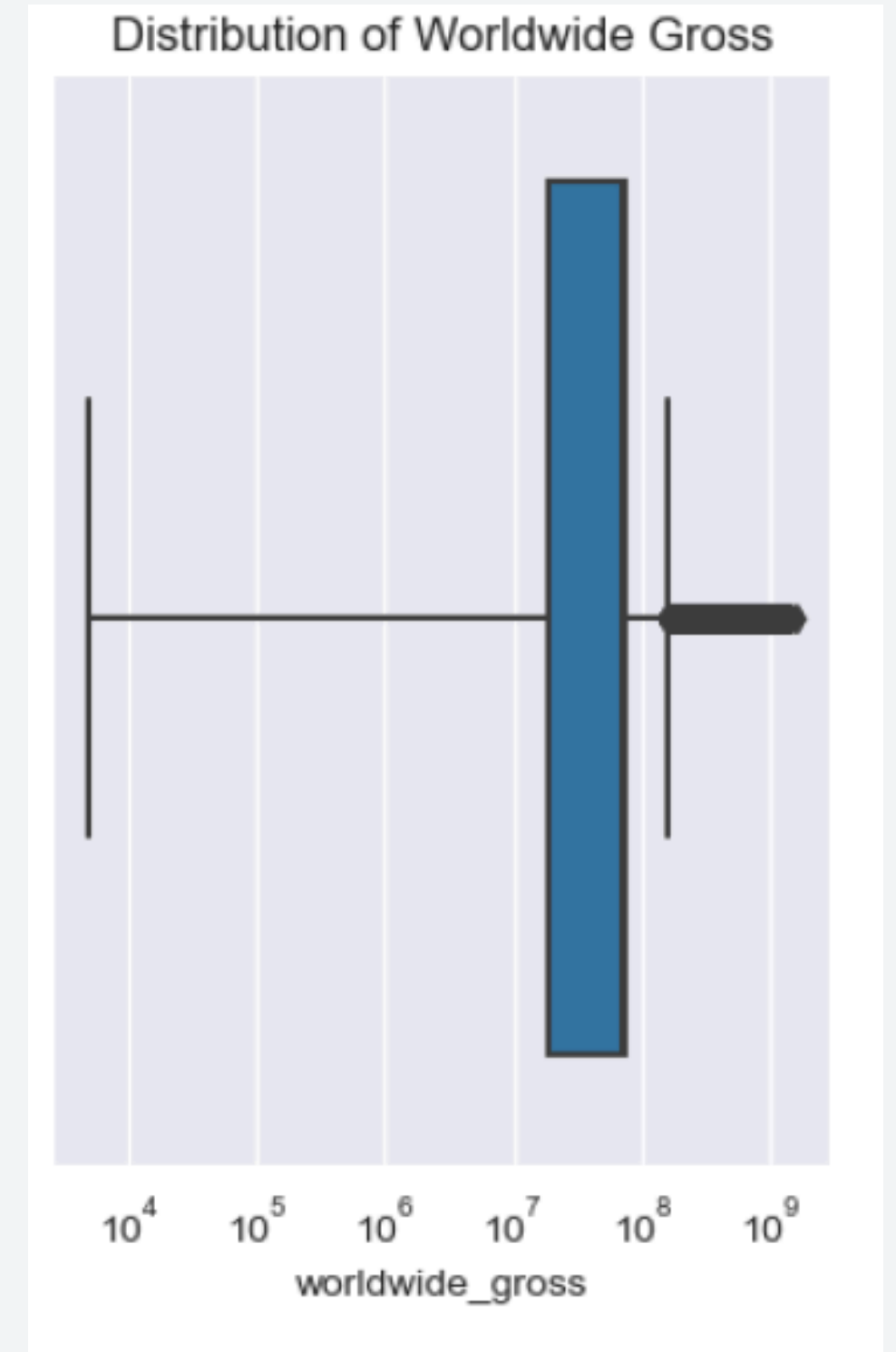
Data was collected from multiple sources, including Box Office Mojo, IMDB, Rotten Tomatoes, TheMovieDB, and The Numbers, covering aspects like earnings, ratings, and production budgets.



DATA ANALYSIS

EARNINGS

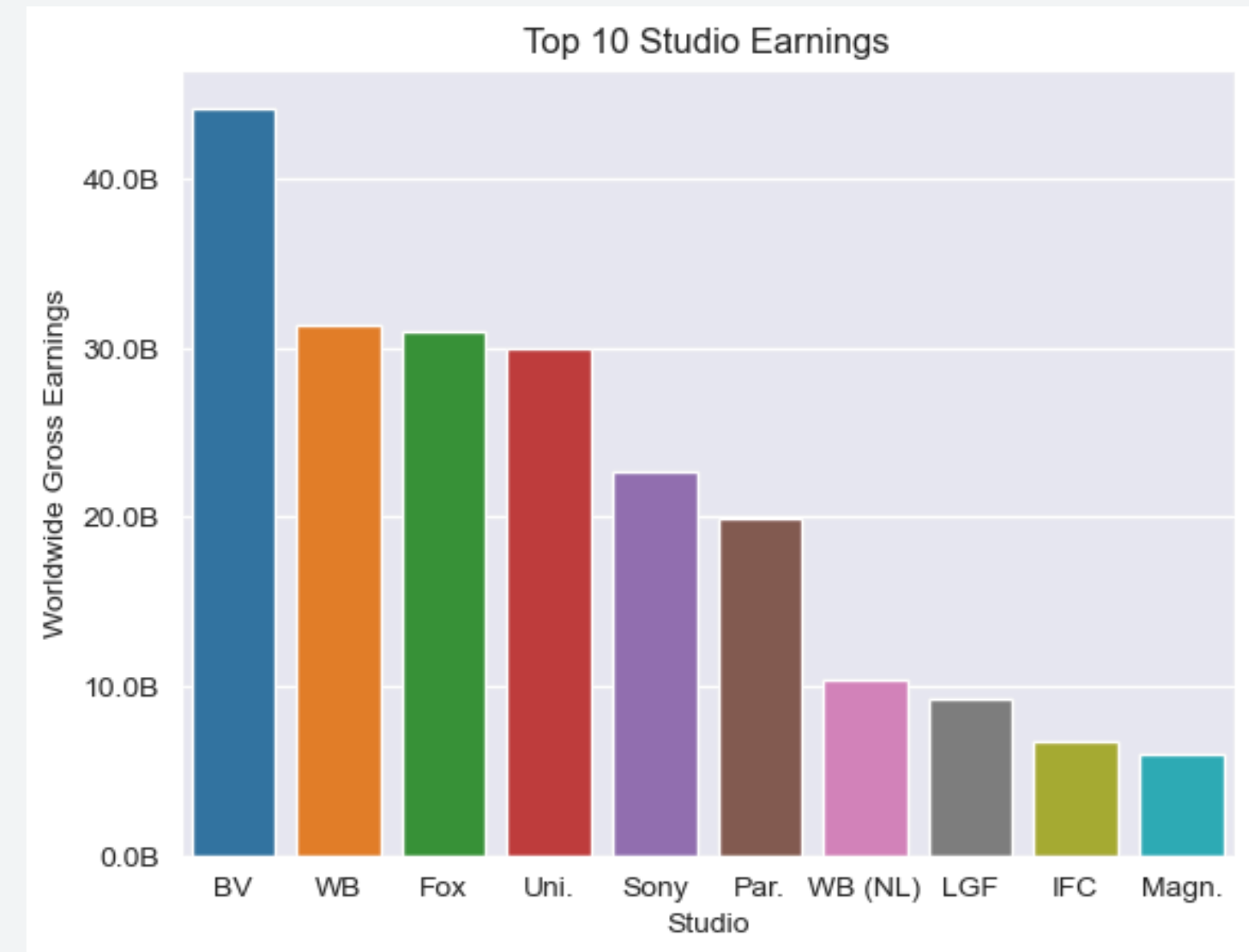
- The mean earnings is around \$99 million
- The earnings from most studios range from \$4900 to \$155 million
- But also some of the top studios earn more upto billions





Some of the top 10 earning studios include:

- BV studios
- Warner Bros studios
- Fox Studios
- universal studios
- Sony
- Paramount
- Warner Bros. (New Line)
- Lionsgate Films (LGF)
- Independent Film Channel (IFC)
- Magnolia Pictures

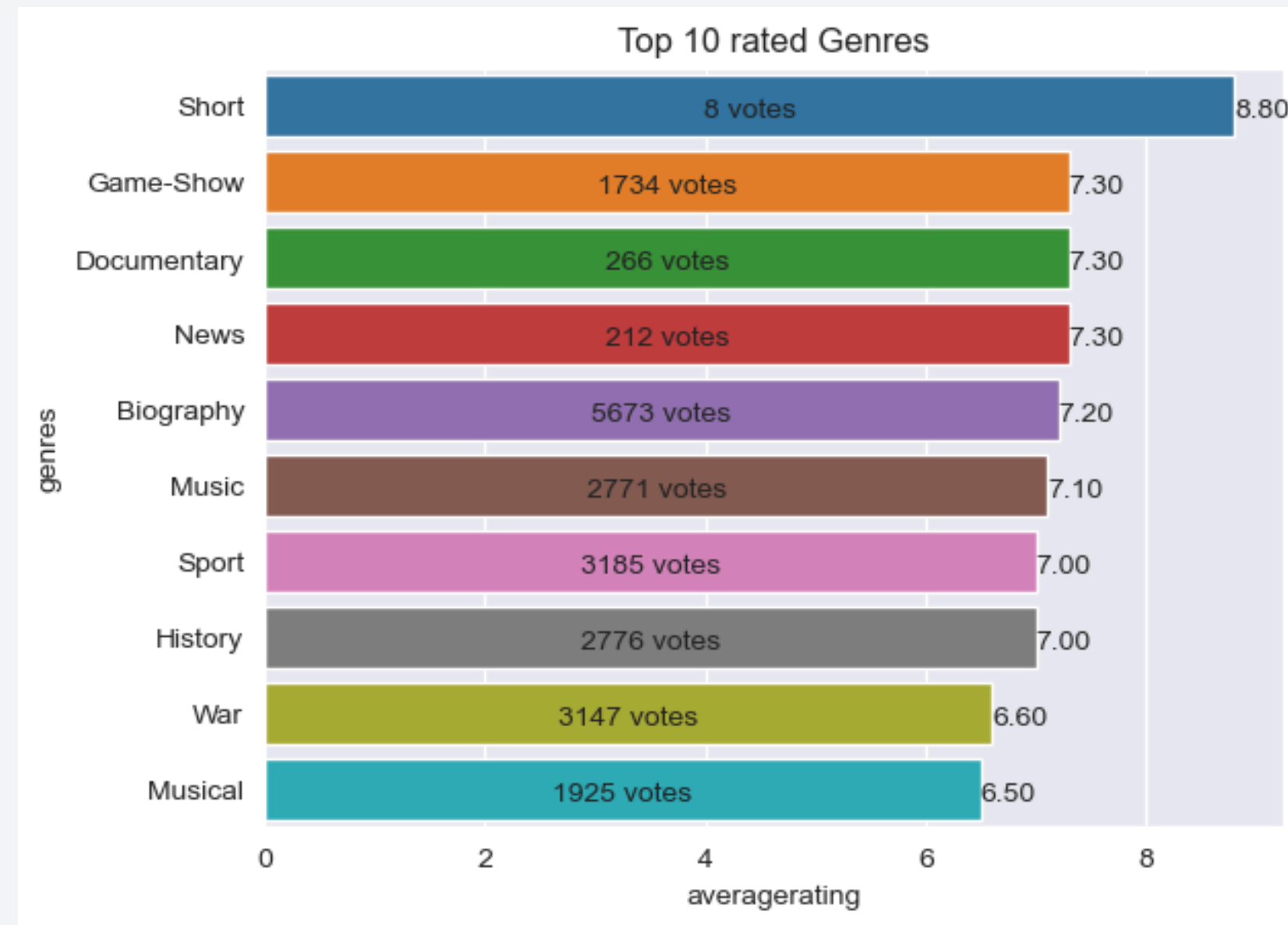


LIONSGATE





- Over time, there has been a general upward trend in movie earnings. The biggest income was reported in 2016, and since then, it has decreased.
- The overall trend is still positive despite this recent decrease, suggesting that movie revenues are expected to rise in the long run.




The quantity of votes a genre received helps to further classify genres with similar ratings



DIRECTORS

Top Director in each experience category:

- **Beginner:** Stephen Peek
 - **Intermediate:** Nuo Wang
 - **Experienced:** Ian Cranston
 - **Highly Experienced:** Kaushik Ganguly
 - **Veteran:** Sergey A.
- 

WRITERS

Top Writer in each experience category:

- **Beginner:** Brian Baucum
- **Intermediate:** Zeljko Luketic
- **Experienced:** Tom Logan
- **Highly Experienced:** Aaron Cohen
- **Veteran:** Larry Rosen

RECOMMENDATION

1. Learning from top studios.

- To build a successful studio, it is essential to emulate the strategies of industry leaders such as BV Studios, Warner Bros., and Fox Studios. Analyze their approaches to talent acquisition, genre selection, marketing, and distribution to adopt best practices that have consistently driven their success.

2. Talent aquisition

- The company can collaborate with top-talented writers and directors associated with highly-rated films.
- From the analysis, we have identified the best writers and directors at each experience level. However, it's important to consider trade-offs: while experienced professionals may bring proven success and recognition, they may also come with higher costs. On the other hand, less experienced talent may offer fresh perspectives and lower costs but with higher risks regarding their potential for success.

3. Genre consideration

- When preparing new initiatives, it is advised that the organization concentrate on highly regarded genres. Commercial success can be boosted by focusing on genres that have a large public following and consistently perform well.

NEXT STEPS

1. Focus on High-Grossing Genres
2. Invest in Top Talent
3. Strategic Partnerships and Distribution
4. Focus on Leading Studios' Strategies

THANK YOU

Q & A

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