

A GUIDELINE FOR THE MOVIE INDUSTRY

Module I Project

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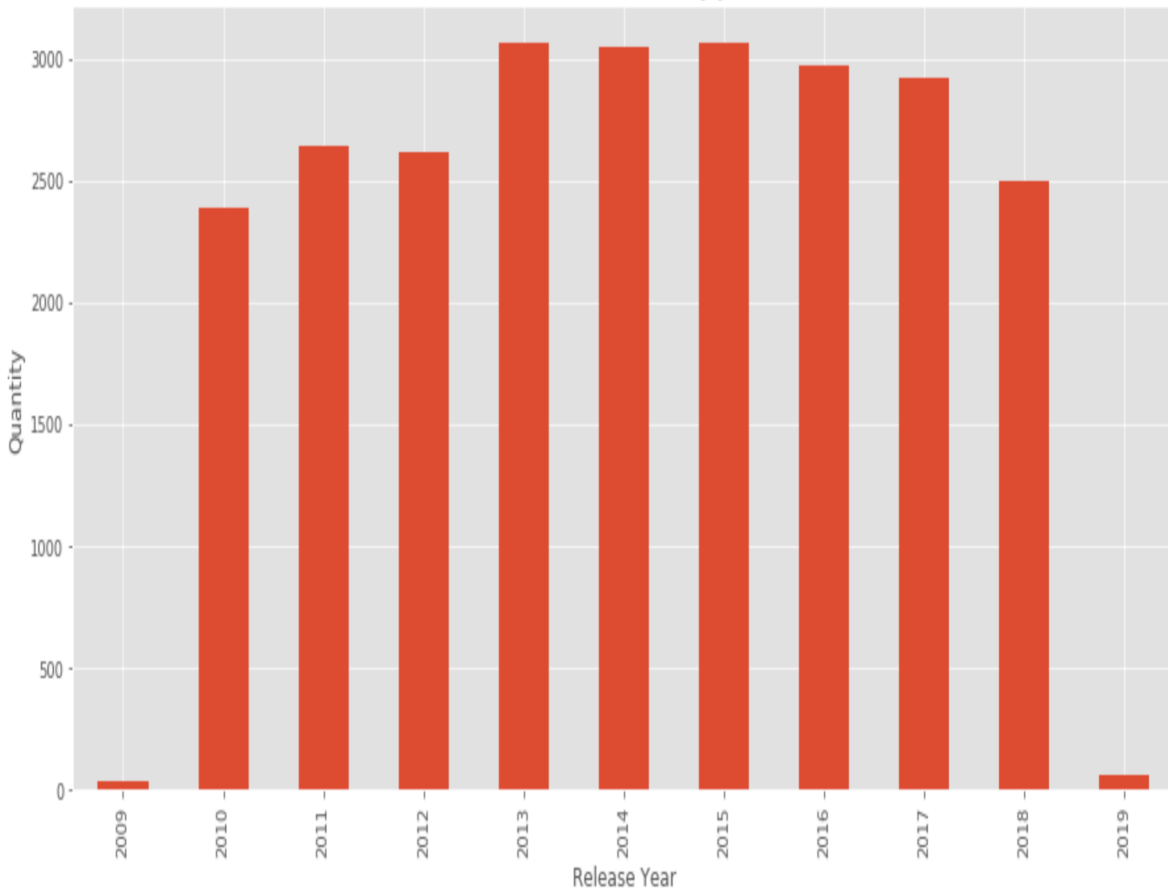
INTRODUCTION

The aim of this project is to provide insights which may help decision making process:

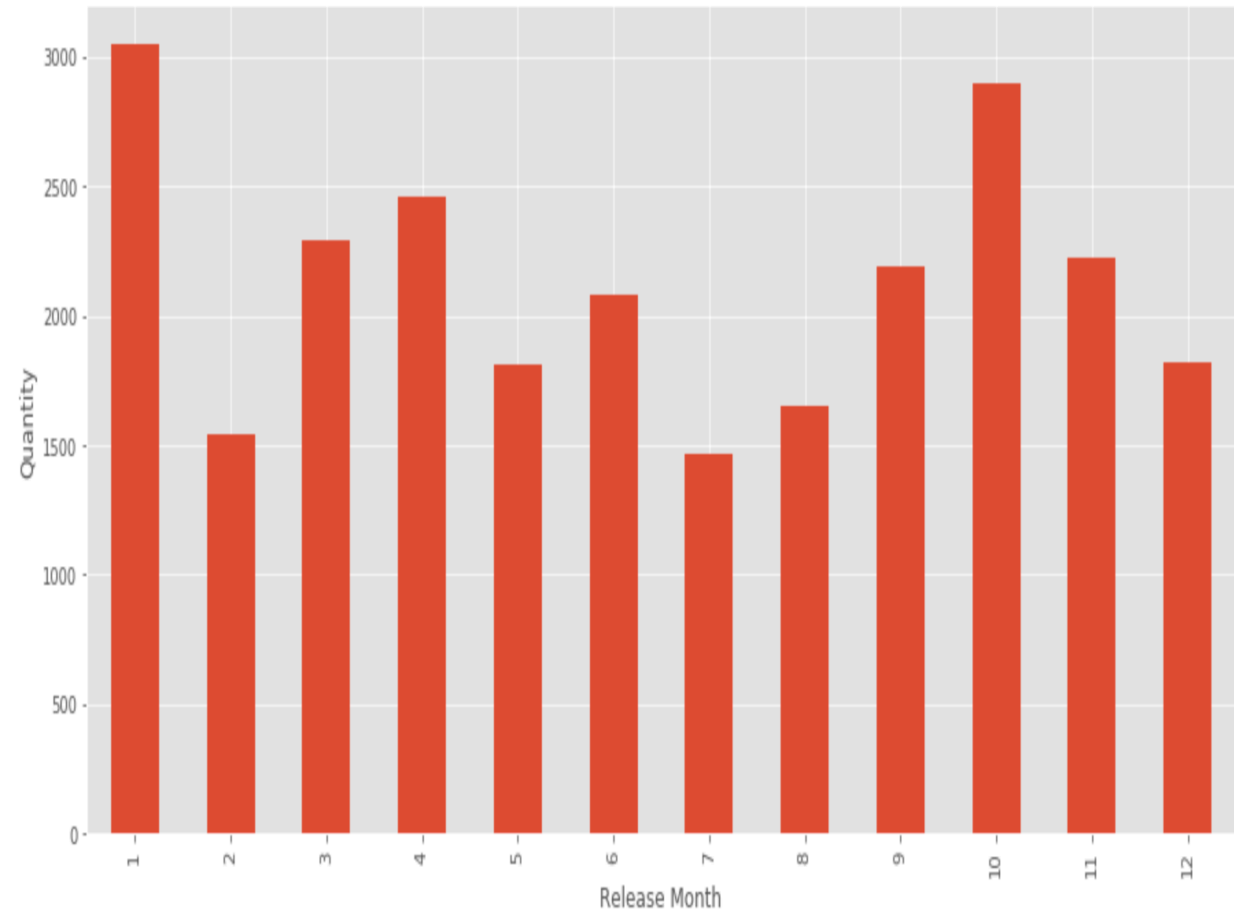
- When to release a movie
- Which genre to invest/produce
- Understand the core relations between budget, revenue and profit

QUESTION 1: HOW MANY MOVIES RELEASED EVERY YEAR, EVERY MONTH? WHICH MONTH OF THE YEAR IS MORE PROFITABLE?

Distribution of movies by years

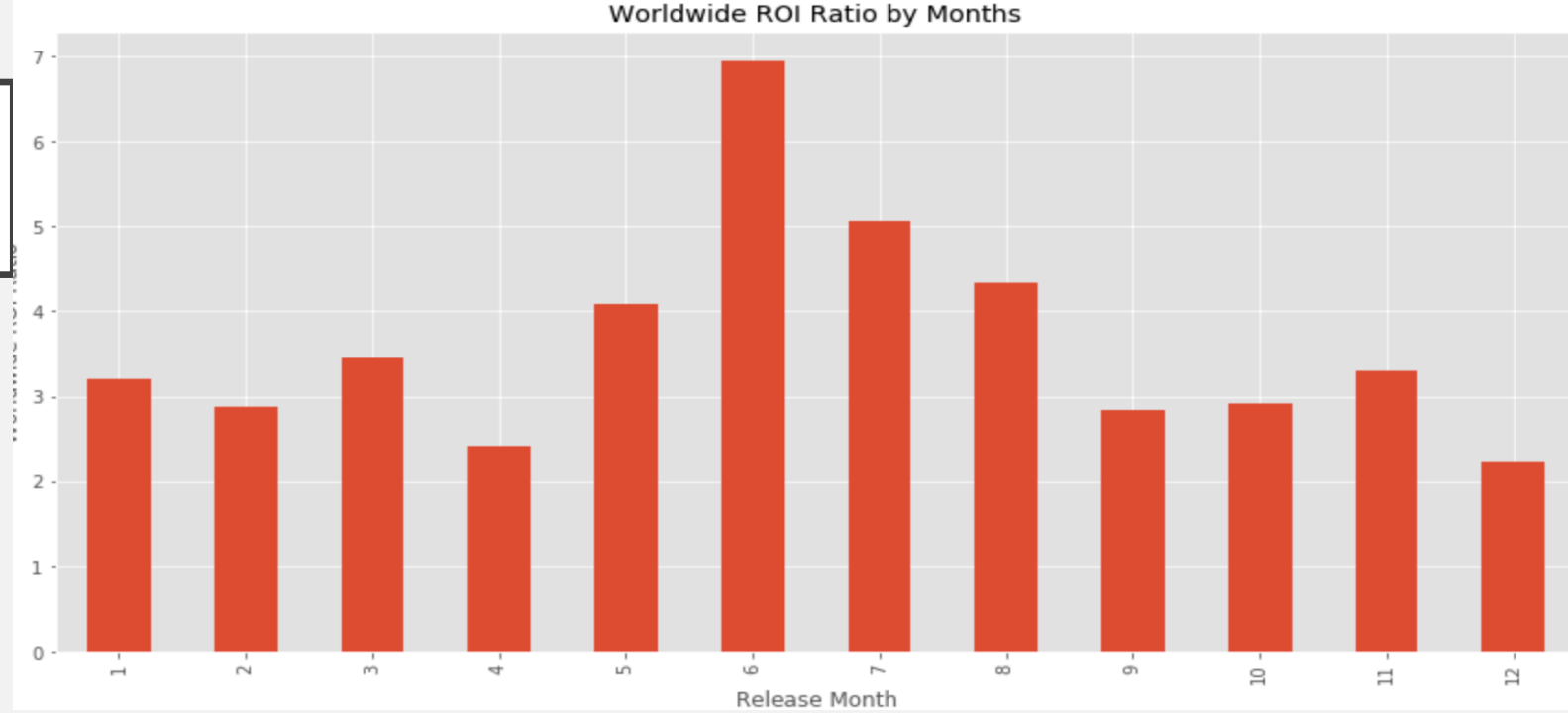


Distribution of movies by months



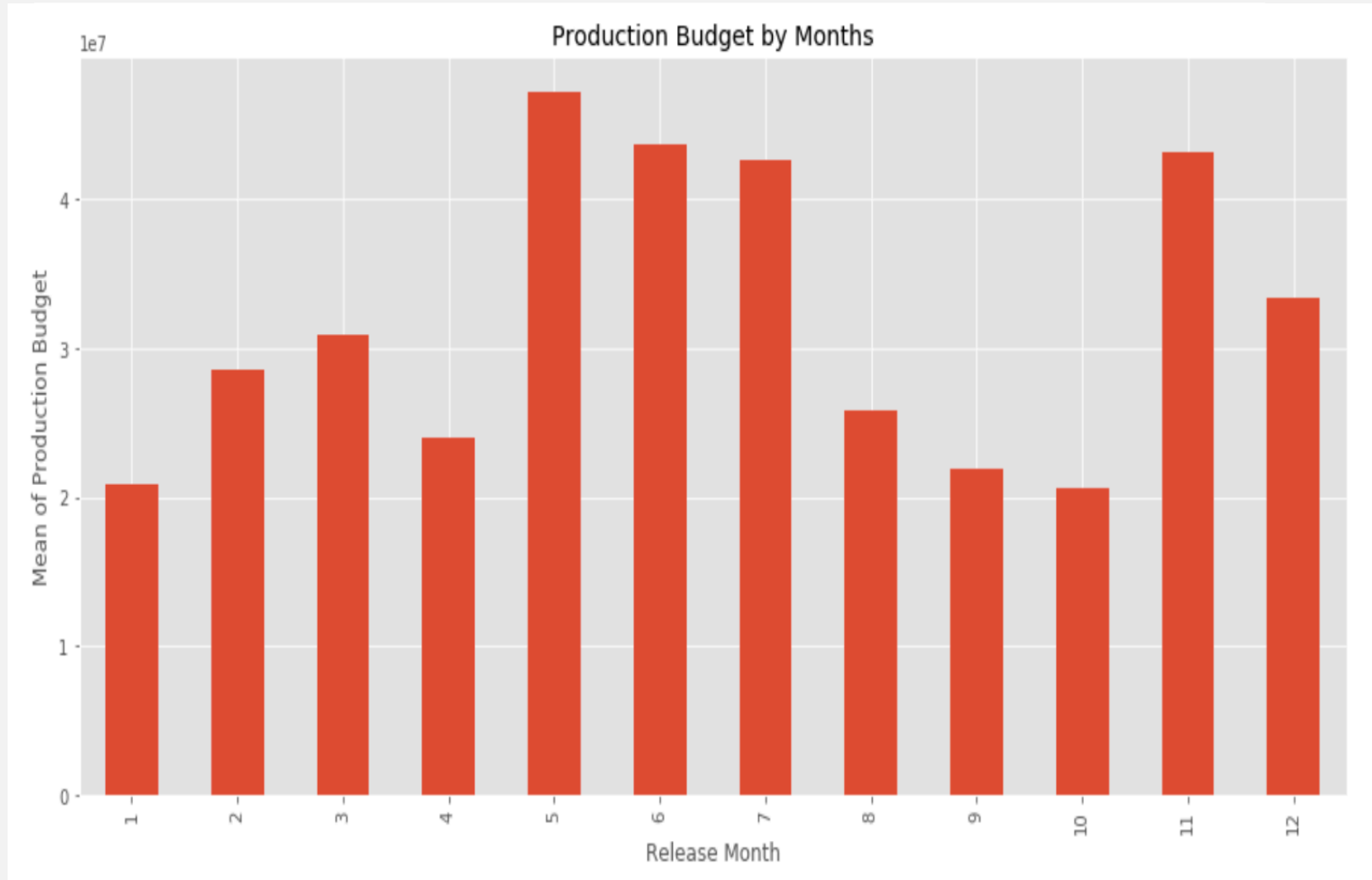
FINDINGS

- - 2013, 2014 and 2015 has the highest number of movies,
- - January, October, April and March are the top months movies release,
- - June, July and August are the months with highest average both worldwide and domestic ROI,
- - July is the month which least number of movies released.



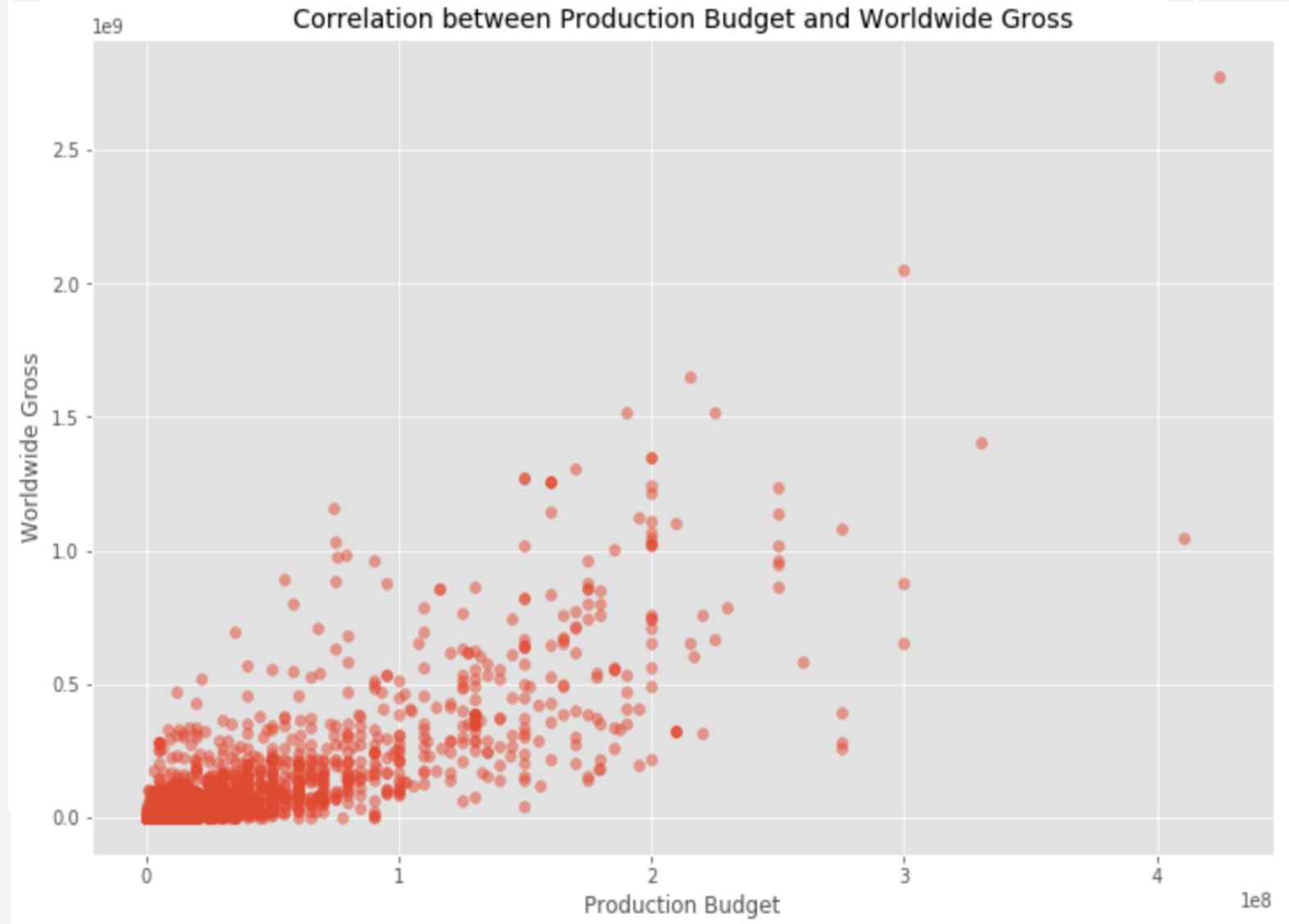
RECOMMENDATIONS AND NEXT STEPS

- June is the best month to release a movie followed by July and August in terms of domestic and worldwide ROI.
- More concrete insights can be reached with broader datasets including the data of movies released in the past years.



QUESTION 2: IS THERE ANY CORRELATION BETWEEN PRODUCTION BUDGET, DOMESTIC GROSS, WORLDWIDE GROSS, DOMESTIC ROI, WORLDWIDE ROI, VOTE AVERAGE AND POPULARITY?

- Positive Correlation: as the value of one variable increase the value of another value also increases.
- Not always a casual link



QUESTION 2: IS THERE ANY CORRELATION BETWEEN PRODUCTION BUDGET, DOMESTIC GROSS, WORLDWIDE GROSS, DOMESTIC ROI, WORLDWIDE ROI, VOTE AVERAGE AND POPULARITY?

Findings

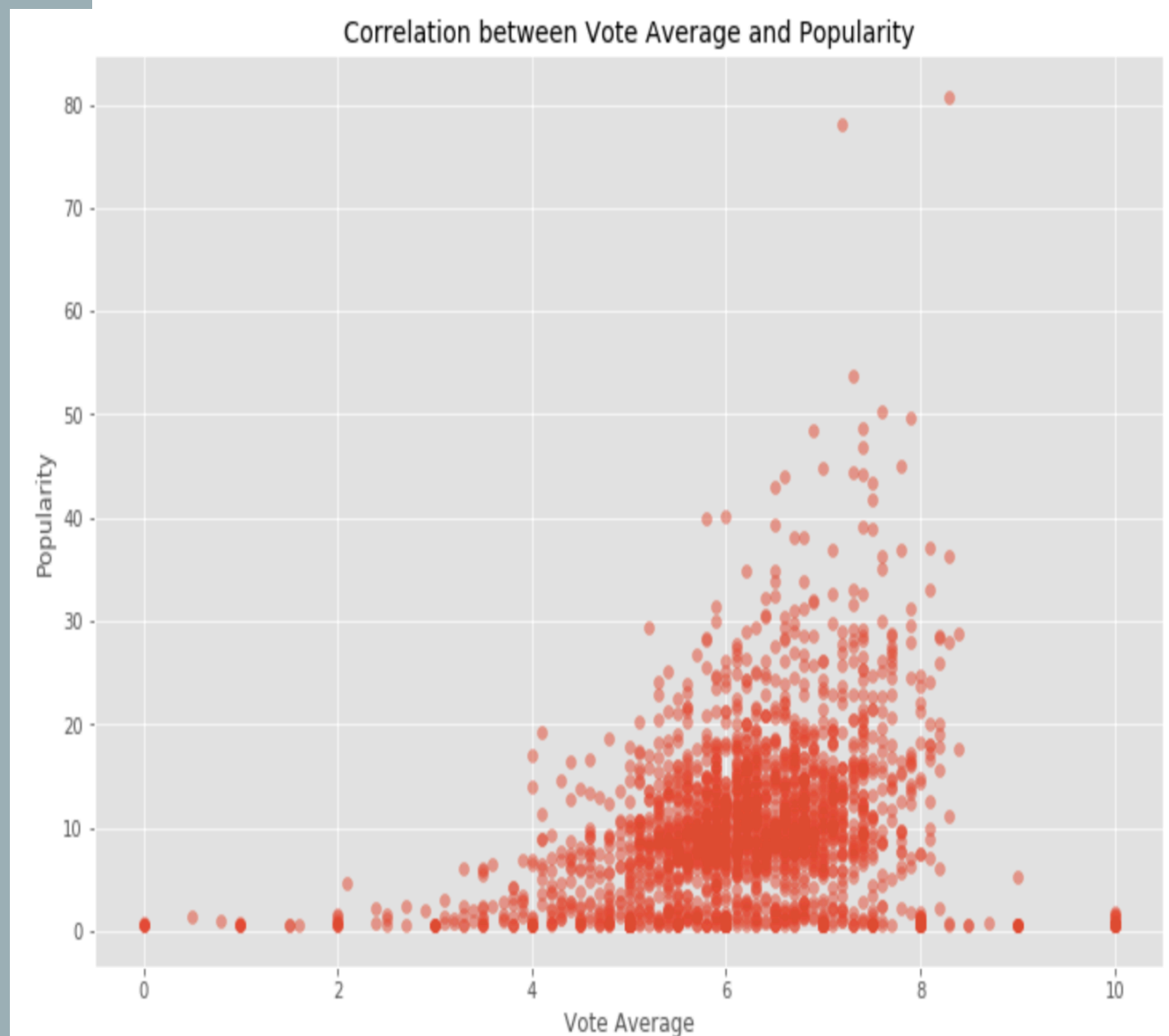
There is positive and significant correlation between:

- popularity and production budget, domestic gross and worldwide gross,
- ROI worldwide and ROI domestic.
- no significant linear relation between popularity and vote average.

Recommendations and Next Steps

The interaction and correlation between multiple variables could reveal some hidden insights.

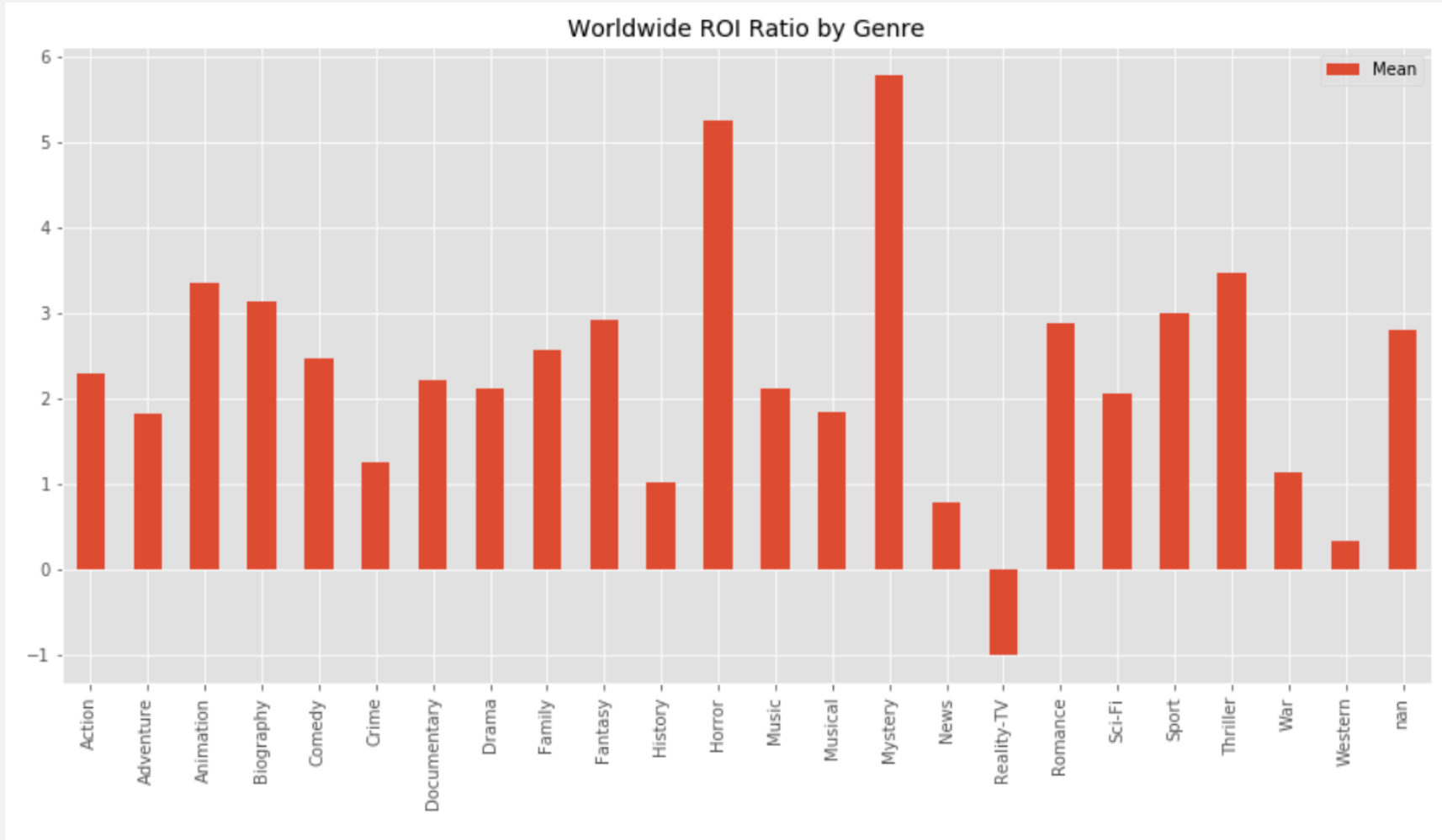
Further analysis on larger datasets needed to reach more concrete insights.



QUESTION 3: IS THERE ANY RELATION BETWEEN ROI AND GENRE? WHICH GENRE RETURNS MORE ROI? WHAT ARE THE TOP GENRES IN RETURN?

FINDINGS

- Top 3 genres in terms of Worldwide ROI ratio are mystery, horror and thriller while on average reality-tv genre returns loss,
- Top 3 genres in terms of Domestic ROI ratio are mystery, horror and sport while reality-TV, news, western and war returns loss,
- Top genres produced are drama, comedy, action and thriller.

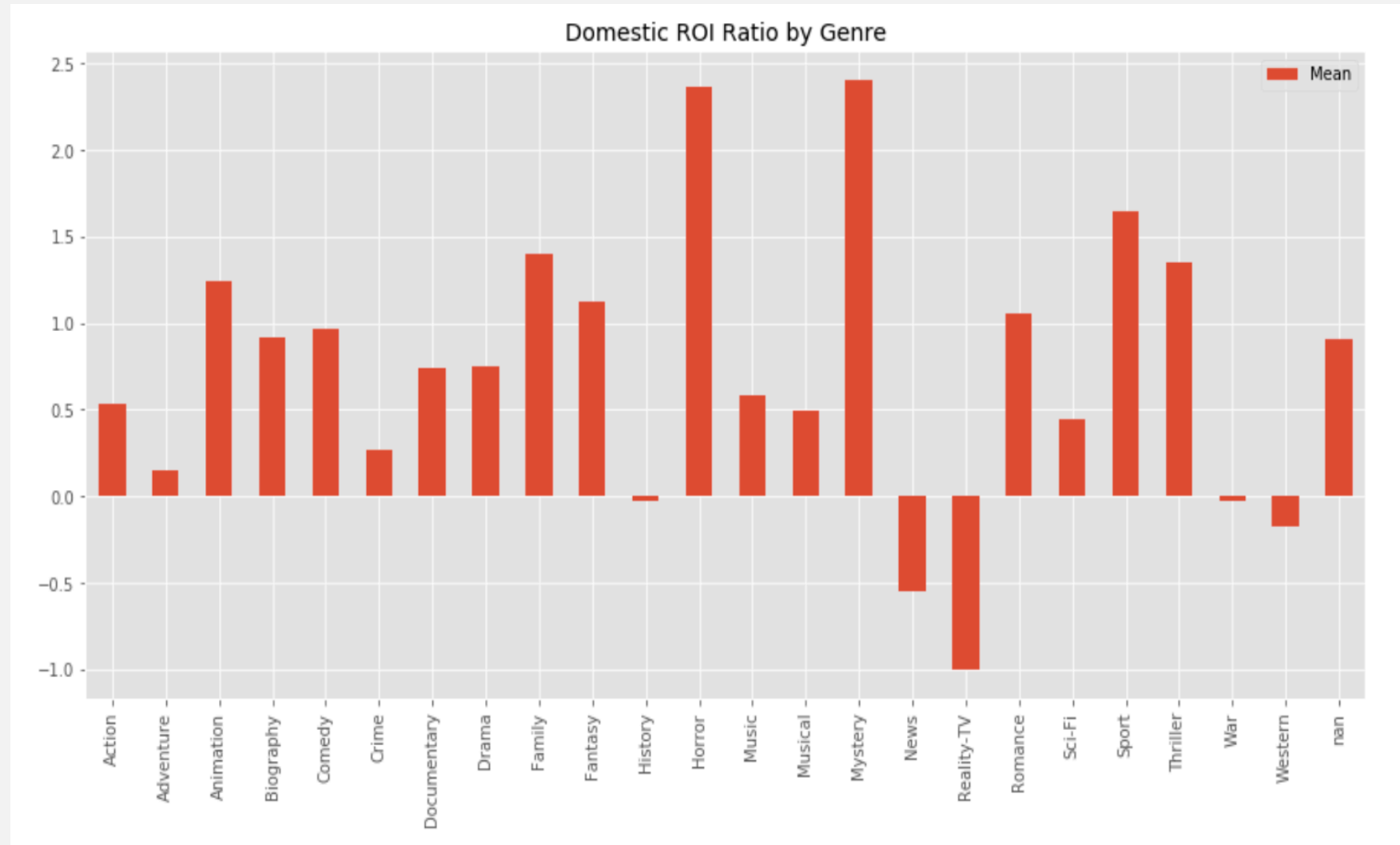


QUESTION 3: IS THERE ANY RELATION BETWEEN ROI AND GENRE? WHICH GENRE RETURNS MORE ROI? WHAT ARE THE TOP GENRES IN RETURN?

Recommendations and Next Steps

- Mystery, horror and thriller genres should be preferred to reach higher worldwide ROI rates,
- Mystery, horror and sport genres should be preferred to reach higher domestic ROI rates,
- For worldwide movies Reality-TV, for domestic movies reality-TV, news, western and war shouldn't be preferred.

Further analysis on larger datasets needed to reach more concrete insights.



TOP GENRES PRODUCED



THANK YOU