

A GUIDELINE FOR THE MOVIE INDUSTRY

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Module I Project

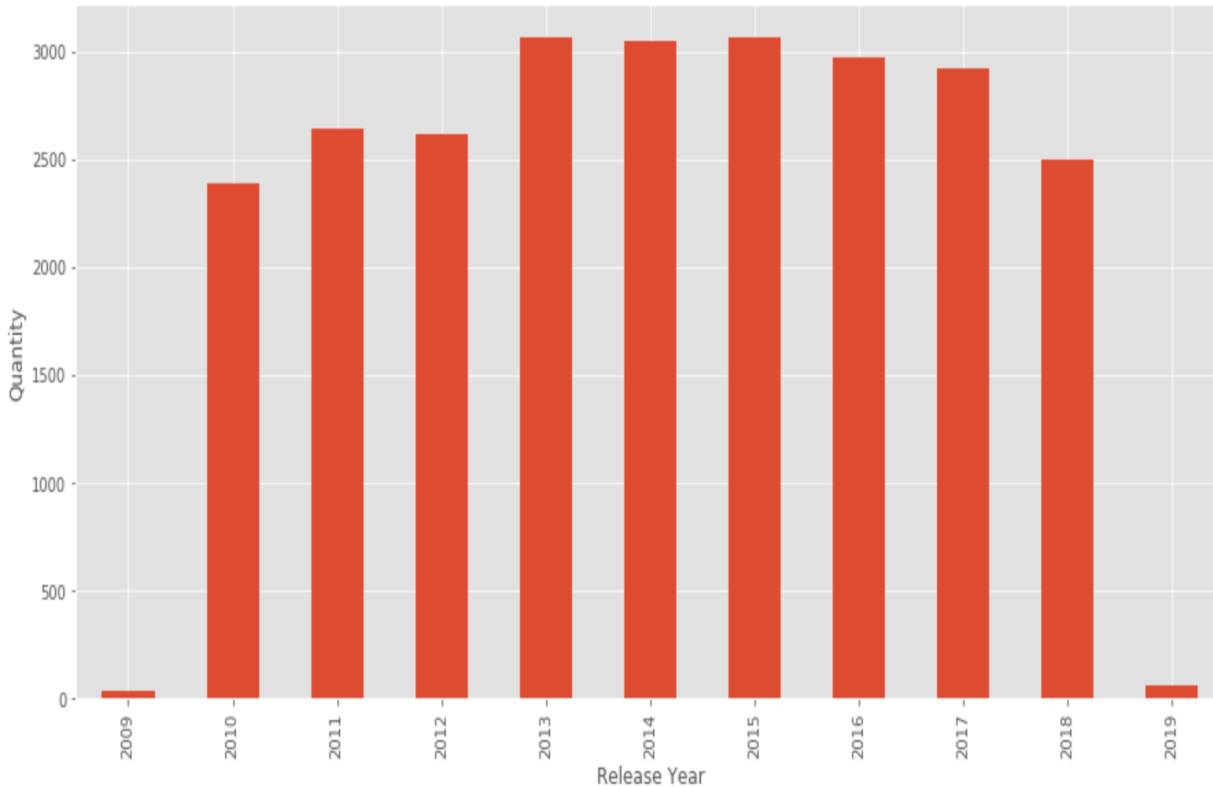
INTRODUCTION

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

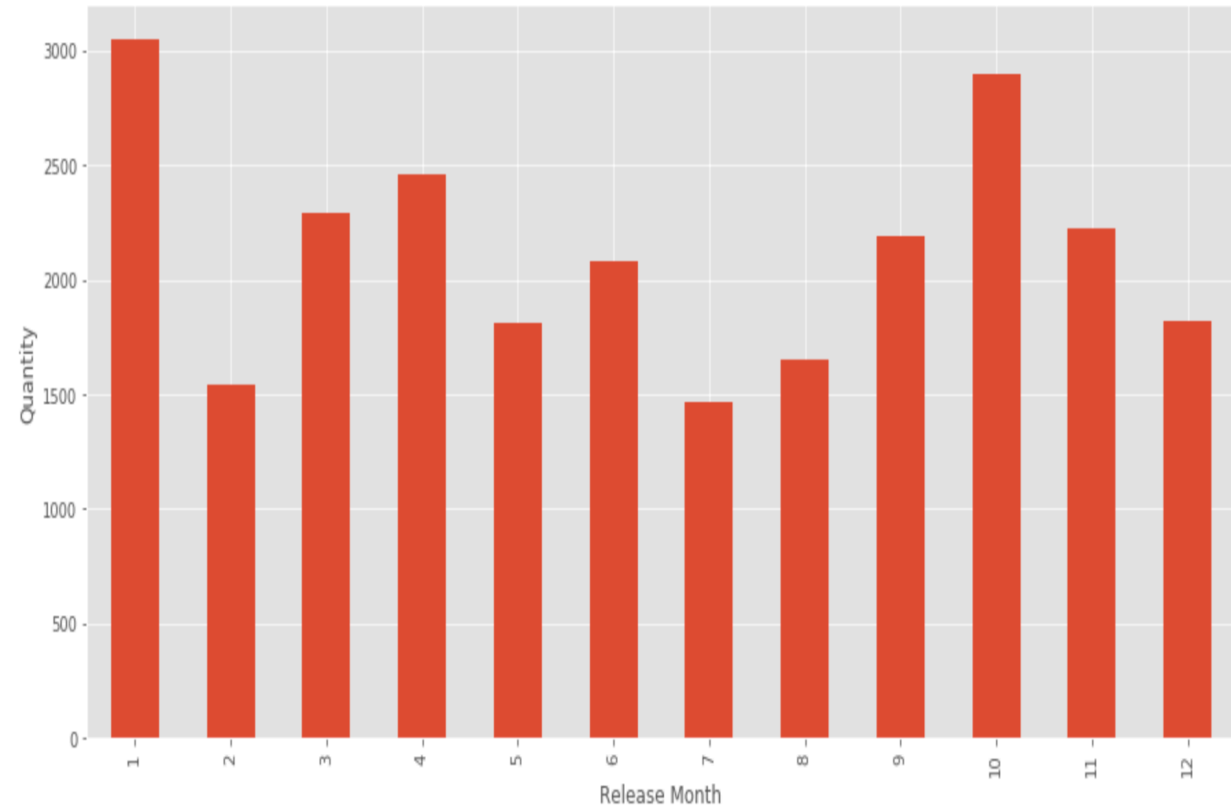
- When to release a movie
- Which genre to produce/invest
- Understand the nature of the relation between budget, revenue, ROI, popularity and vote average

Question 1: How many movies released every year, every month? Which month is more profitable?

Distribution of movies by years

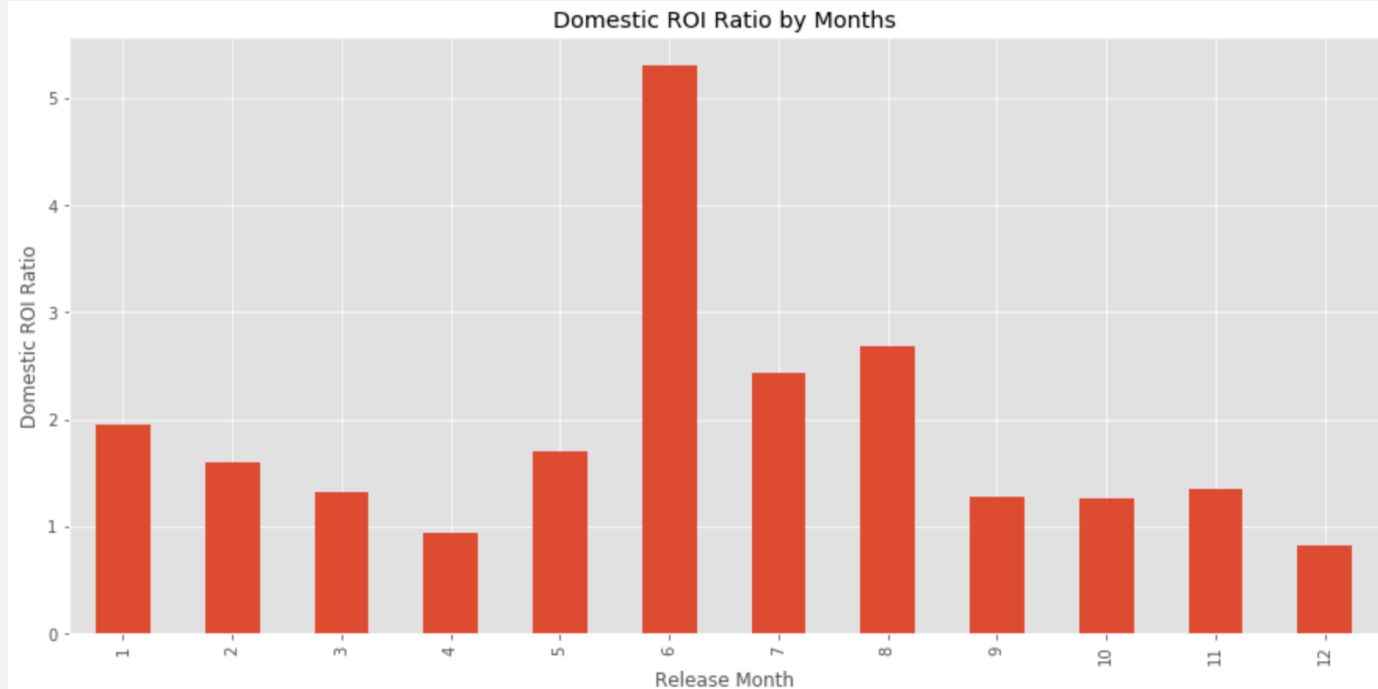
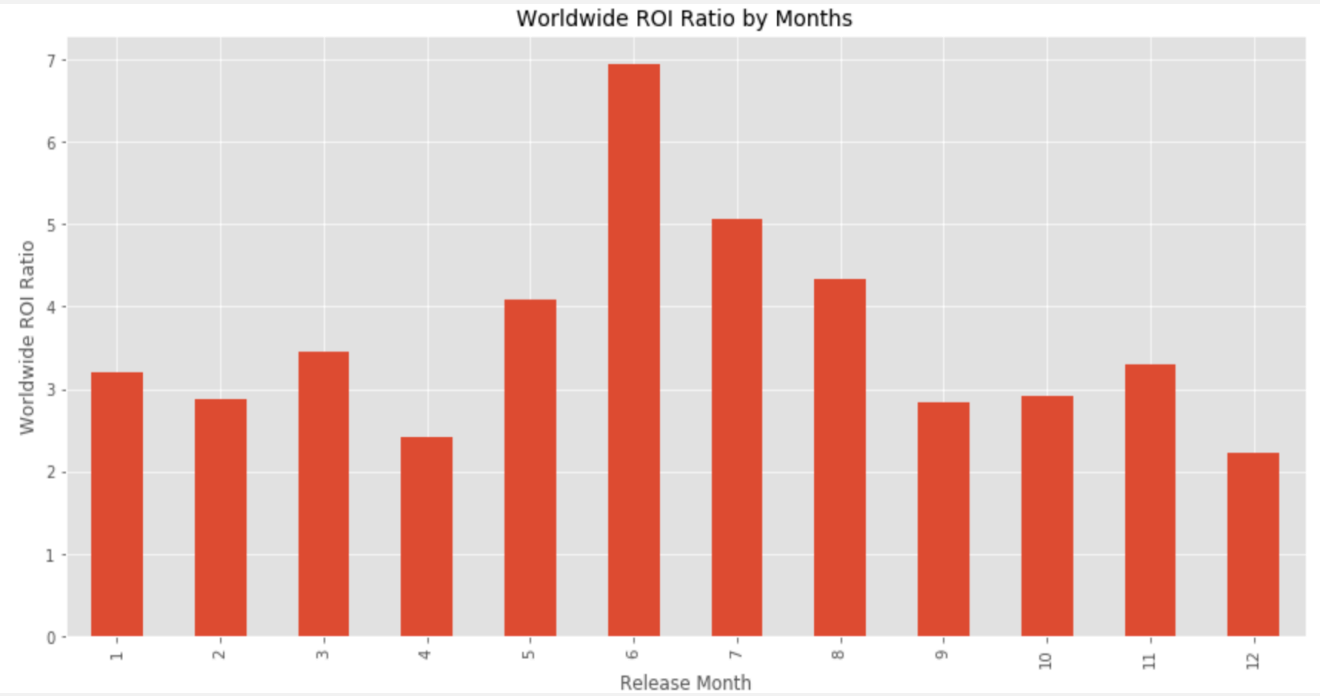


Distribution of movies by months



INSIGHTS

- 2013, 2014 and 2015 are the years with the highest number of movies released
- January, October and April are the months with the highest number of movies released
- The least number of movies are released in July
- July and August are the months with highest domestic and worldwide ROI ratio
- Top 4 months with the highest average production budget are May, June, July and November,



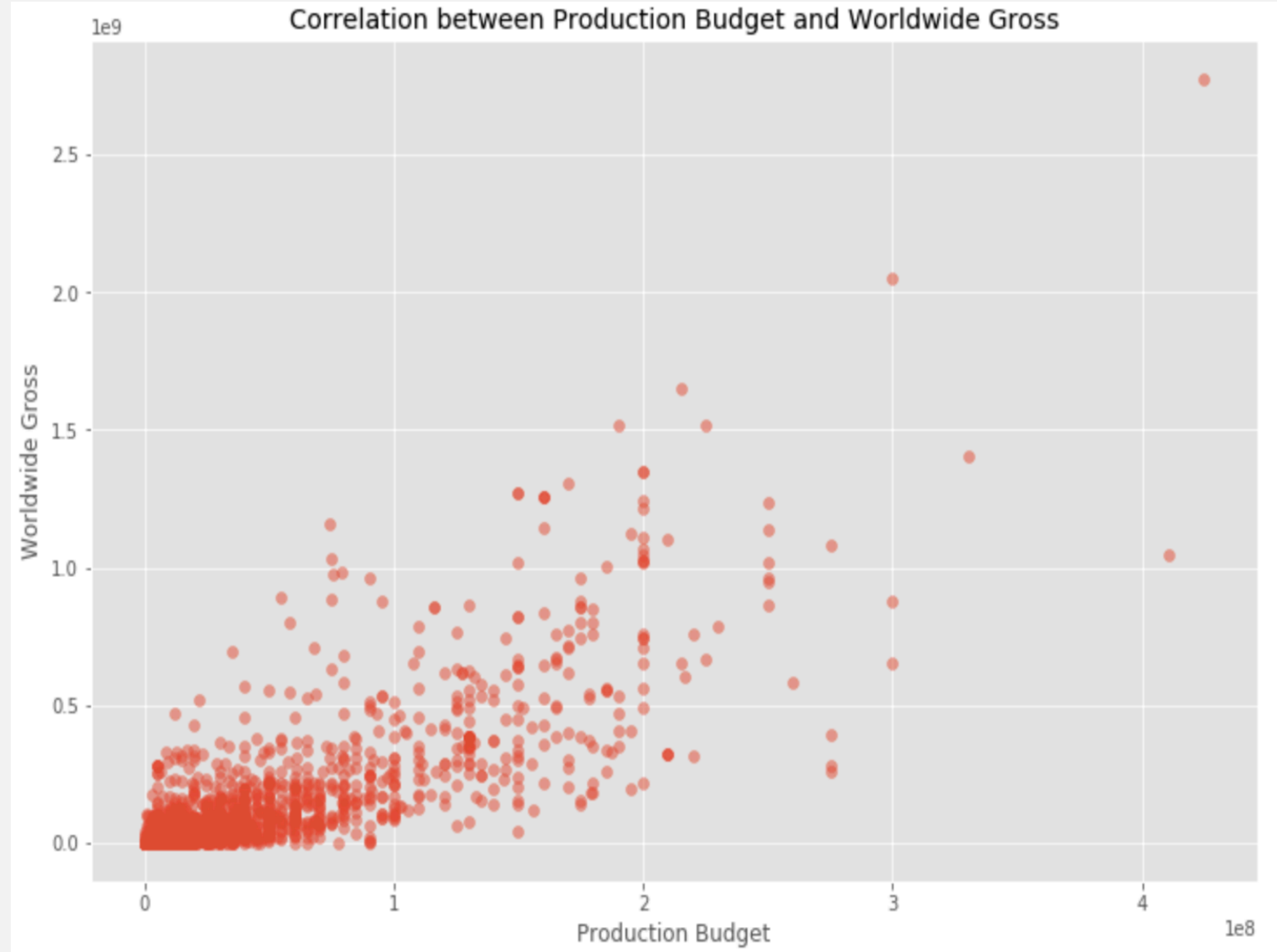
RECOMMENDATIONS & FUTURE WORK

- June is the best month to release movies followed by July and August in terms of worldwide and domestic ROI ratio.
- 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 ratio, worldwide ROI ratio, vote average and popularity?

- Correlation is positive when the values increase together, negative when one value decreases as the other increases.
- Not necessarily a causal link.
- The visual next shows a high correlation between production budget and worldwide gross.

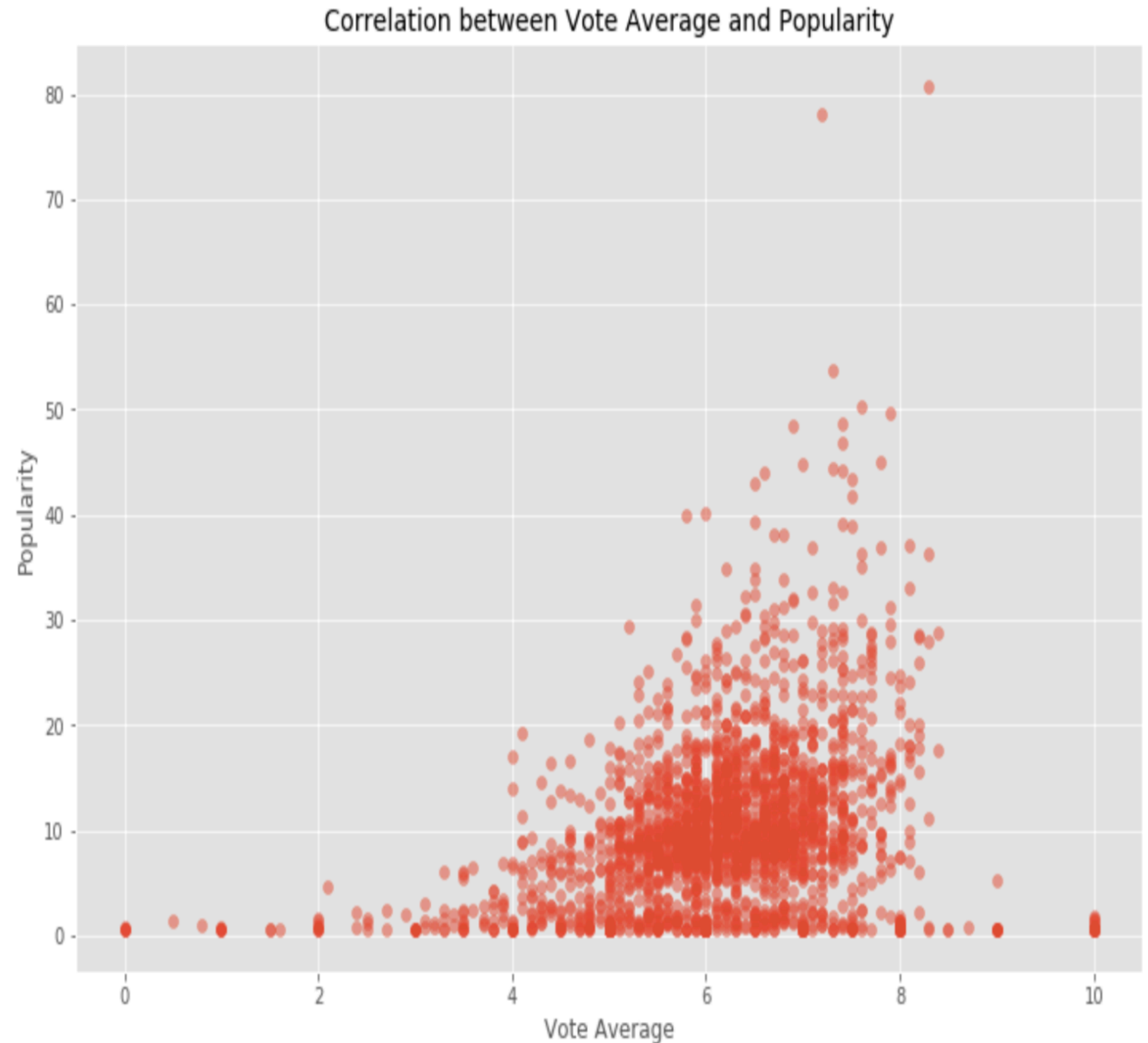


INSIGHTS

- ✓ Positive and significant correlation between:
 - popularity, production budget, worldwide gross, domestic gross,
 - Domestic ROI ratio and Worldwide ROI ratio
- ✓ Weak correlation between vote average and popularity

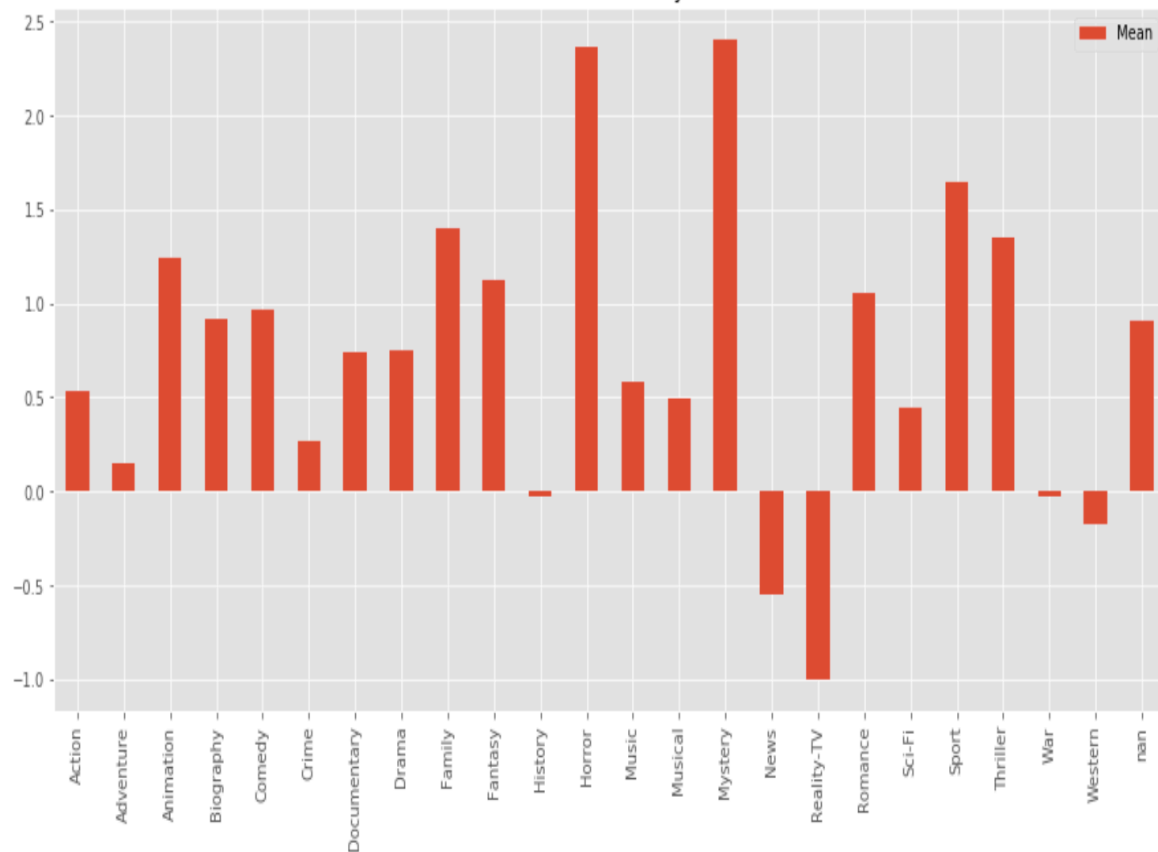
RECOMMENDATIONS AND FUTURE WORK

- ✓ The interaction and correlation between multiple variables could reveal some hidden insights.
- ✓ Different kind of analyses could be done over the variables to discover new relations between them.

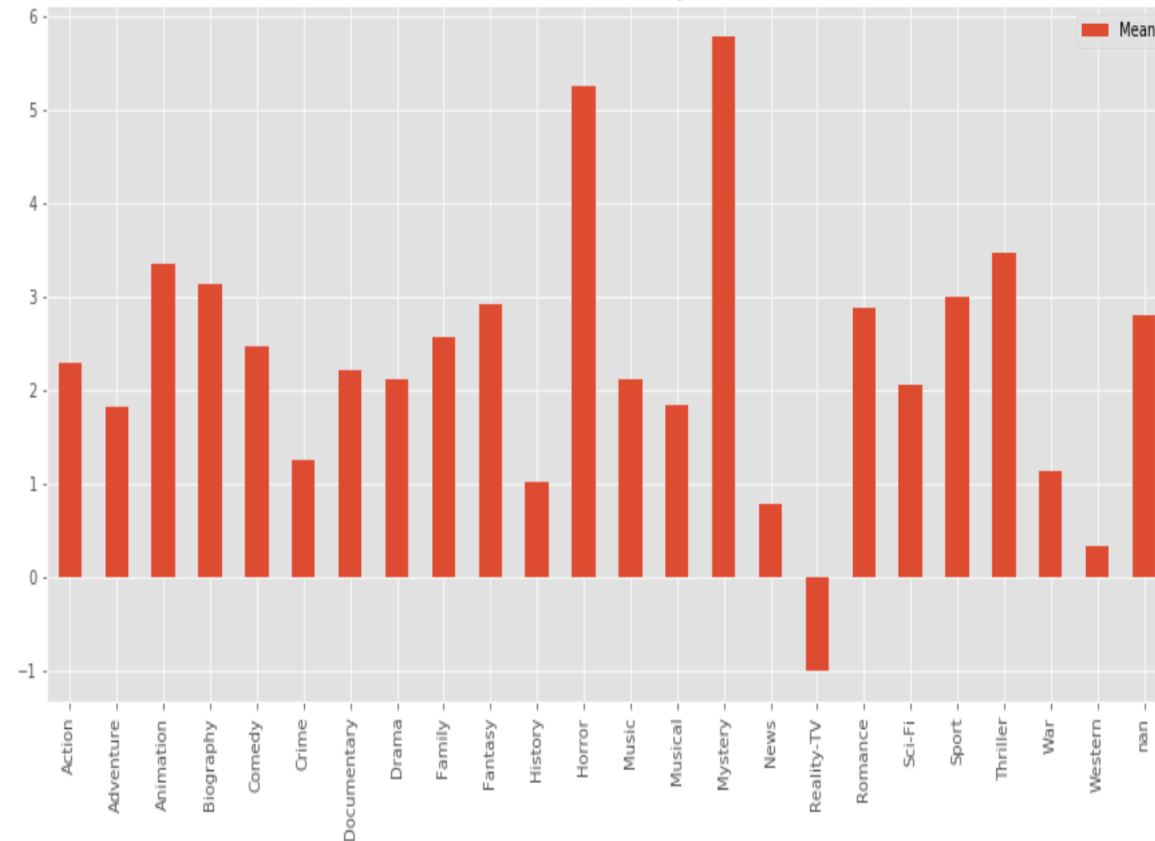


Question 3: is there any relation between ROI and GENRE? Which genre is more profitable? What are the top genres produces?

Domestic ROI Ratio by Genre

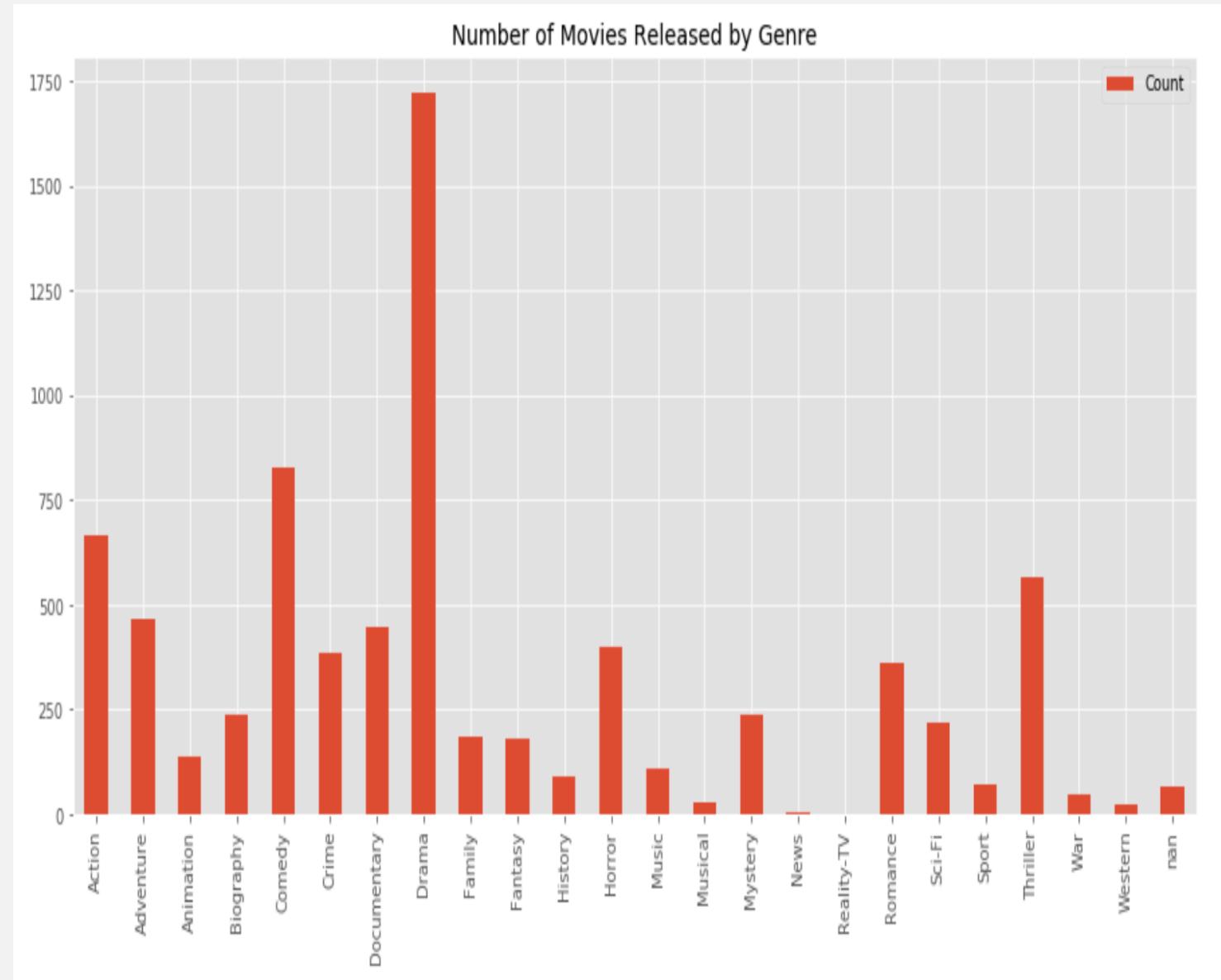


Worldwide ROI Ratio by Genre



FINDINGS

- Worldwide ROI ratio top 3 genres are mystery, horror and thriller
- Domestic ROI ratio top 3 genres are mystery, horror and sport
- Top genres produces are drama, comedy, action and thriller
- For domestic movies reality-tv, for worldwide reality-tv, news, western and war returns loss



RECOMMENDATIONS AND NEXT STEPS

- Mystery, horror and thriller genres should be preferred to reach higher worldwide ROI rates
- Mystery, horror and sports genres should be preferred to reach higher domestic ROI rates
- For domestic movies reality-tv, for worldwide reality-tv, news, western and war shouldn't be preferred
- Further analysis on consumer behavior could be conducted to gain more insights.



THANK YOU

ANY QUESTIONS?