

Beyond The Screen

A Comprehensive Analysis of the Movie Industry



INTRODUCTION

- ▶ "Beyond the Screen" is a comprehensive analysis project that delves deep into the dynamics of the movie industry.
- ▶ By investigating various key aspects, this project aims to provide valuable insights to production companies and stakeholders.
- ▶ The exploration focuses on understanding the factors that significantly influence a movie's financial success, encompassing production budgets, release strategies, and timing considerations.

Outline

- ▶ Business Problems
- ▶ Data
- ▶ Method
- ▶ Results
- ▶ Conclusions

Business Problem

Production Budget Impact:

- ▶ Investigate how production budget influences a film's financial success.

Production Budget and Gross Revenue:

- ▶ Explore the correlation between production budget, and gross income. Determine if higher budgets result in higher profits for movies.

Release Month's Impact:

- ▶ Determine the most favorable months for maximizing profits in movie releases.

Release Day Impact:

- ▶ Explore how the day of the week influences a movie's profitability.

Data Understanding

- ▶ The `tn.movie_budget` data contains number of movies produced from the year 1915 to 2019.
- ▶ The data comprises of production budget, domestic gross and worldwide gross. The data also provides movies and their different date of release.

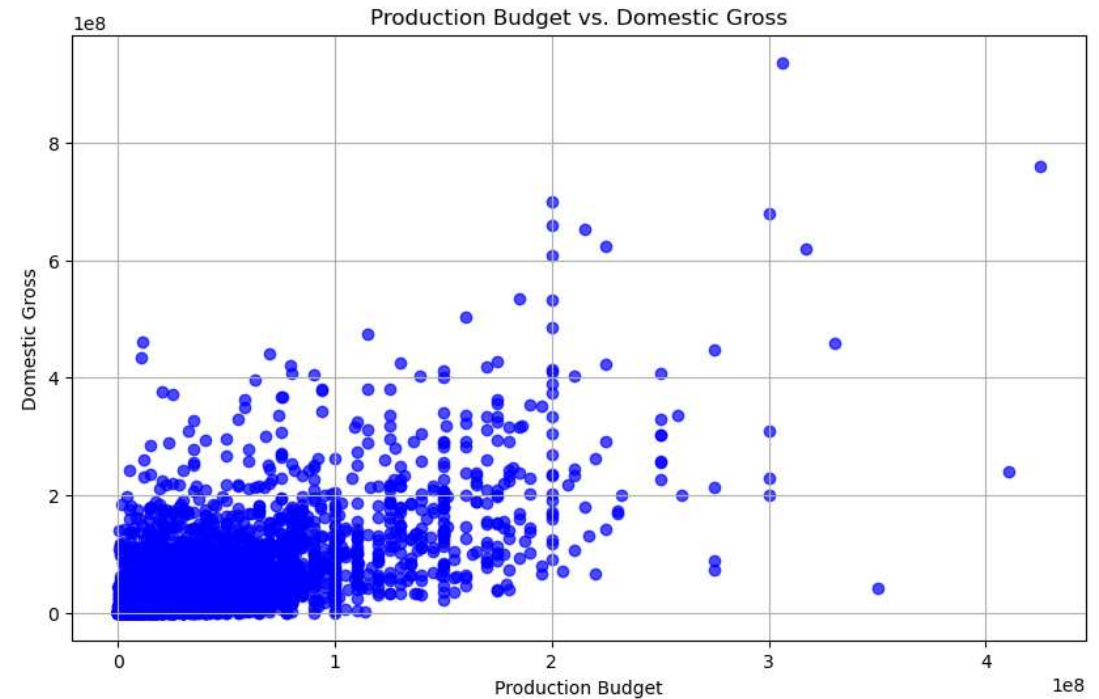
Methods

Data Preparation

- ▶ **Data Cleaning:** Identifying and correcting errors or inconsistencies in the data. Some of the rows containing zero values had to be dropped.
- ▶ **Data Transformation:** Converting data into a suitable format for analysis, some columns had to be changed from object datatype to integer and float.
- ▶ **Feature Engineering:** Creating new columns from the existing data, here I had to add more columns to aid in my analysis.

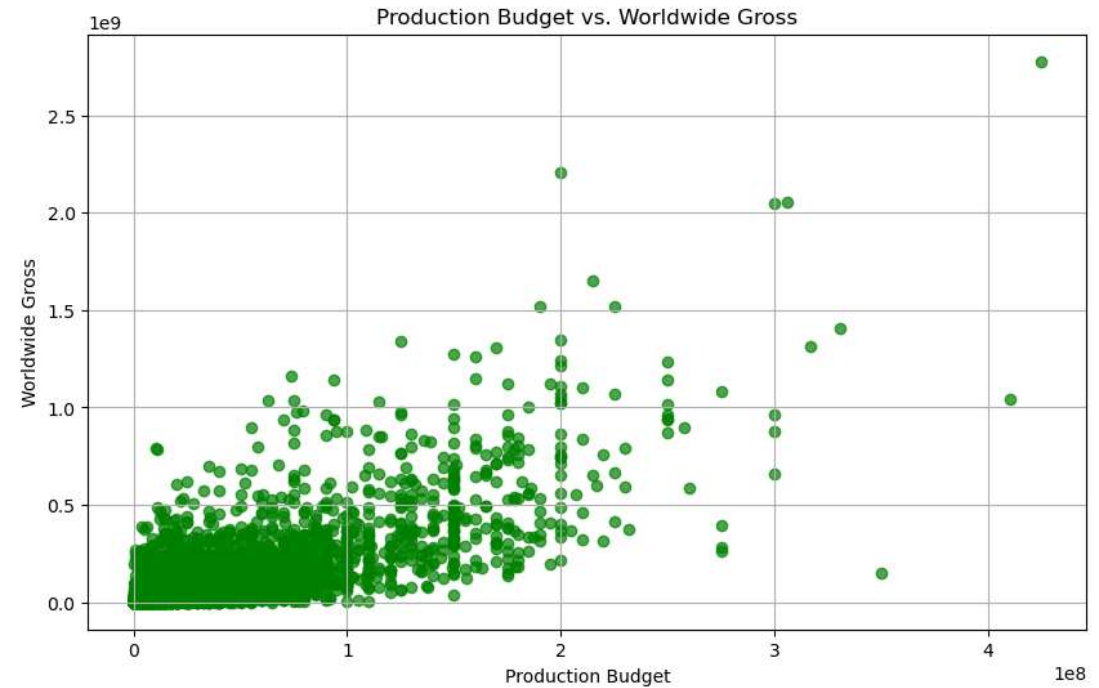
Results

A scatter plot was used to analyze the correlation between two variables: Production Budget and Domestic Gross.



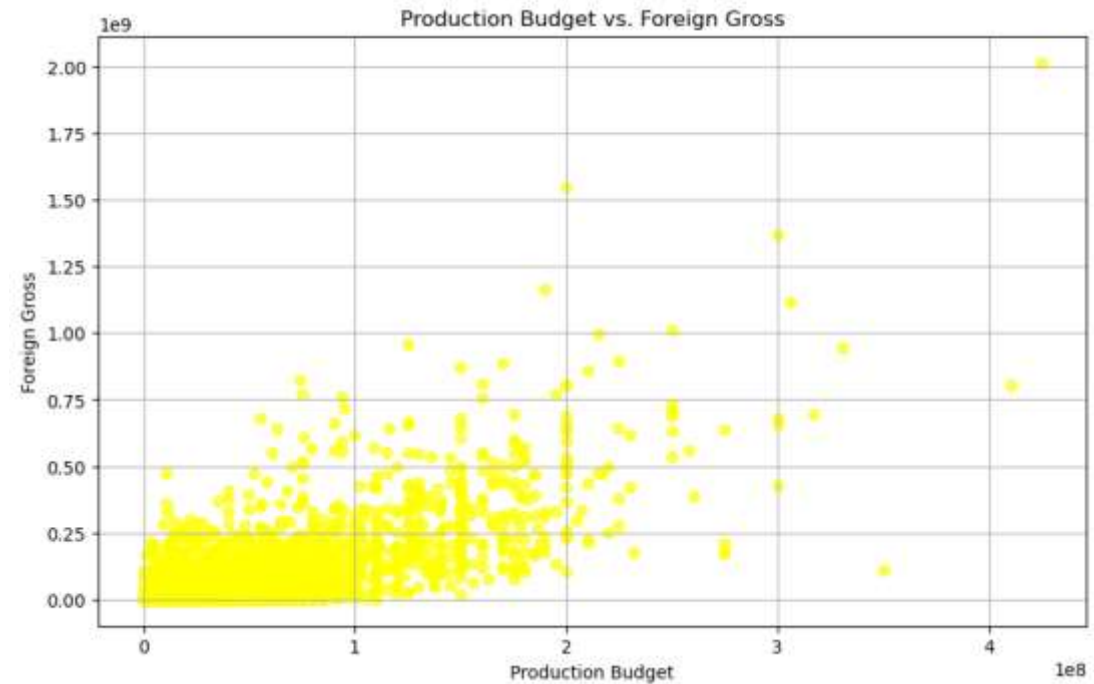
Results

A scatter plot was used to analyze the correlation between two variables: Production Budget and Worldwide Gross.



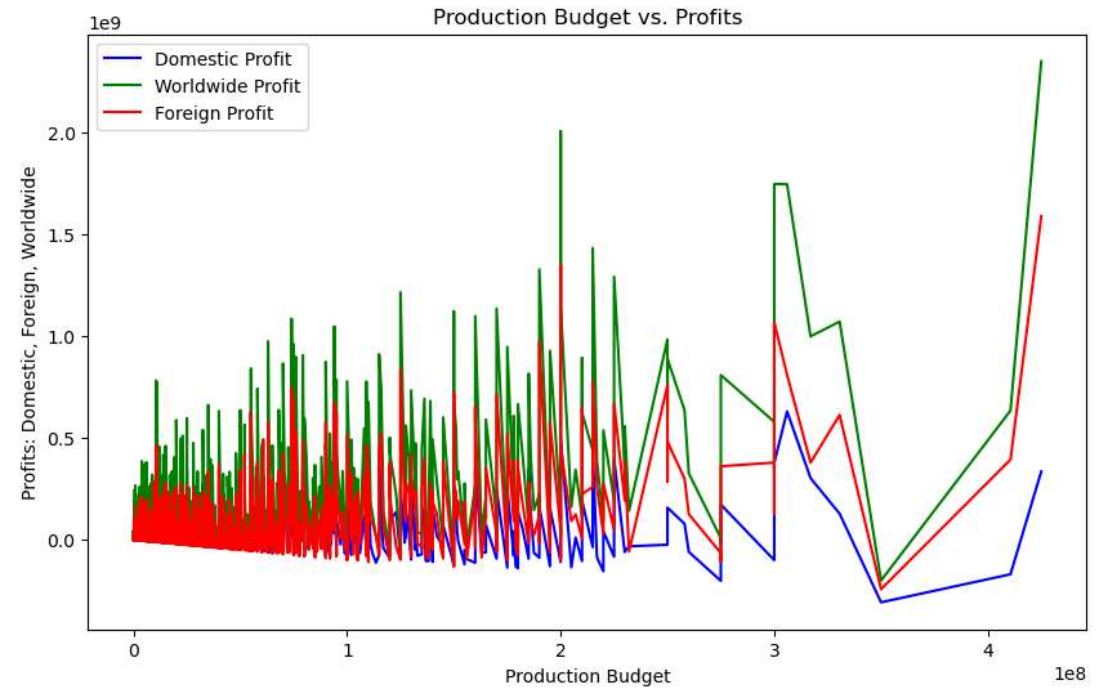
Results

A scatter plot was used to analyze the correlation between two variables: Production Budget and Foreign Gross.



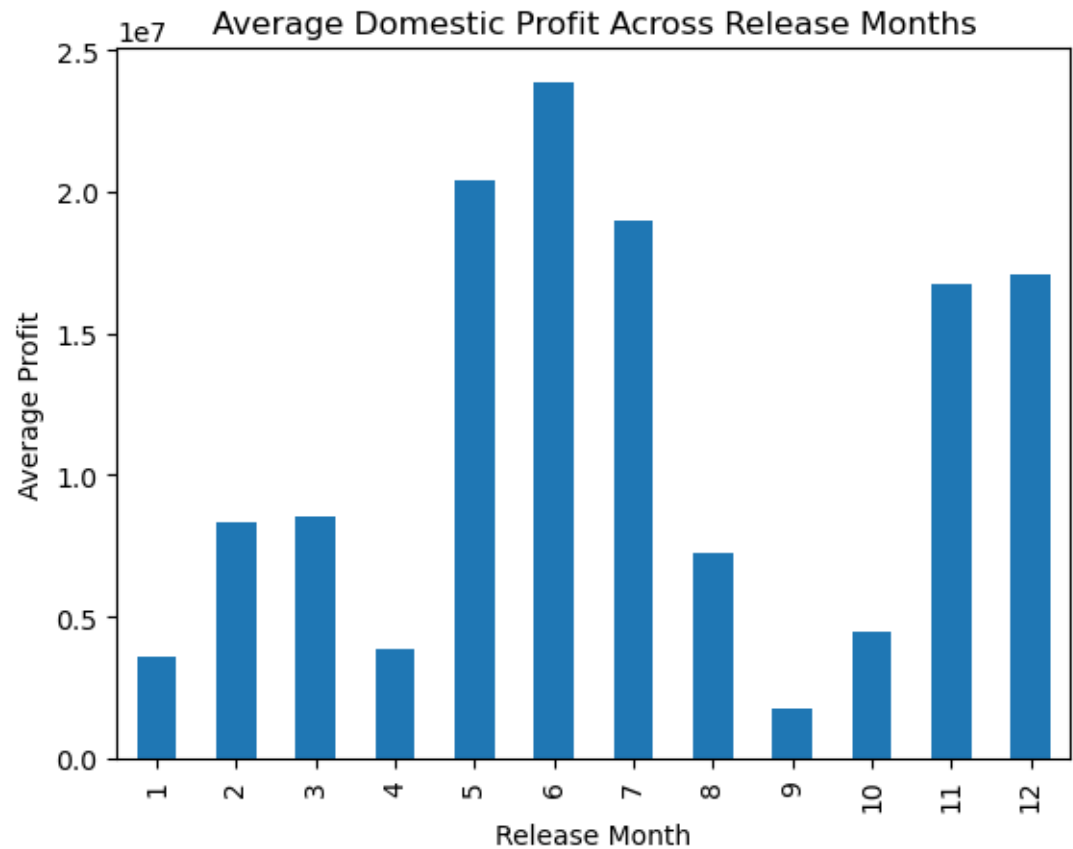
Results

A line graph to analyze the relationship between Production Budget and Domestic Profit, Worldwide Profit and Foreign Profit.



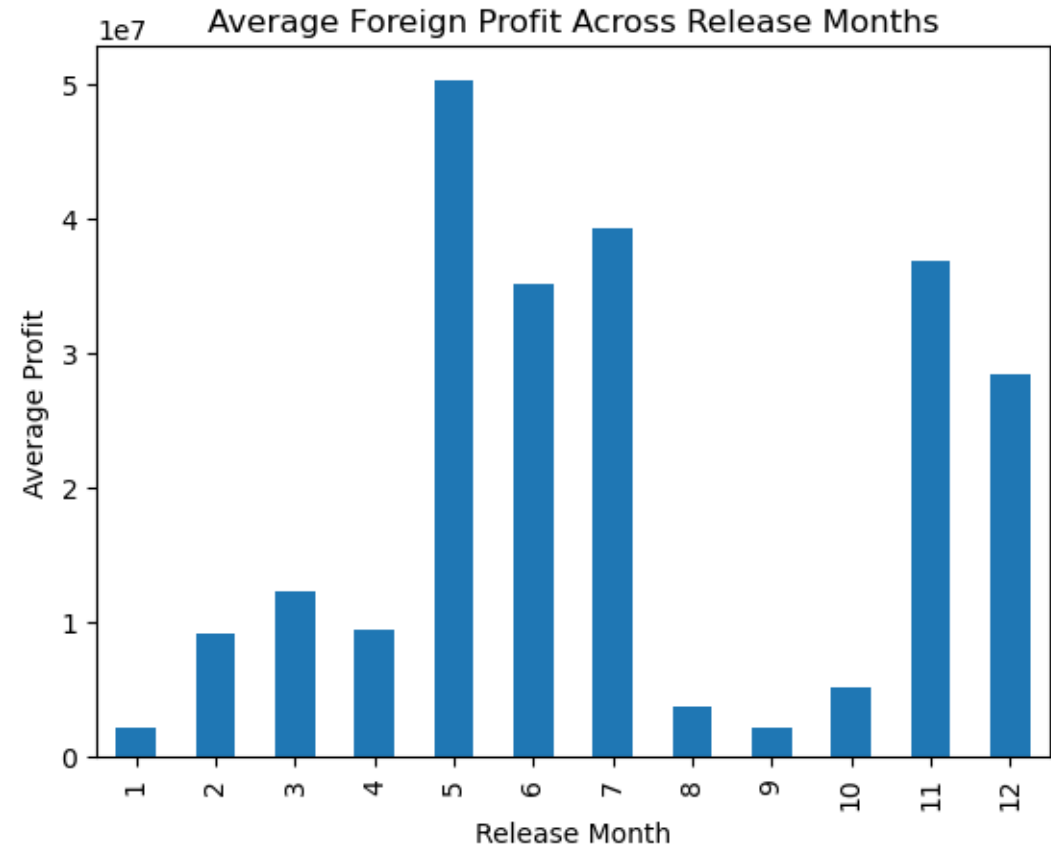
Results

A bar graph to illustrate which months performed best in terms of profit, specifically targeting a local audience.



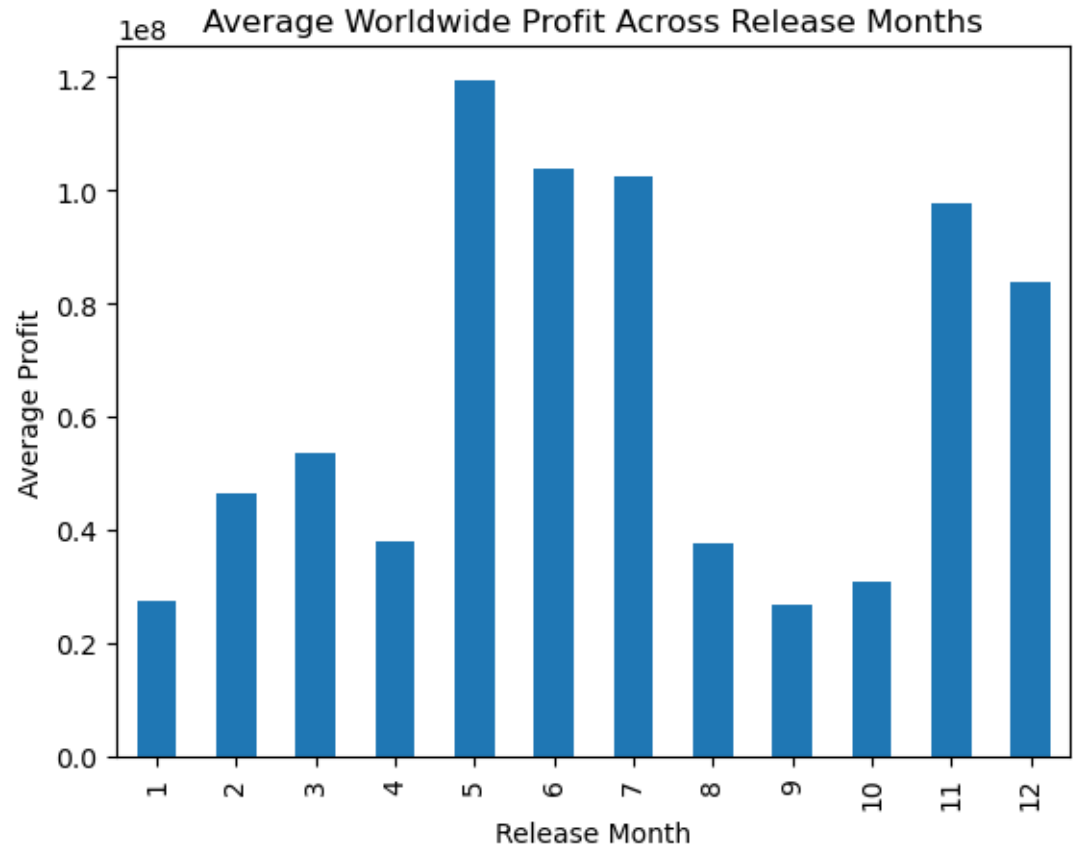
Results

A bar graph to illustrate which months performed best in terms of profit, specifically targeting foreign audience.



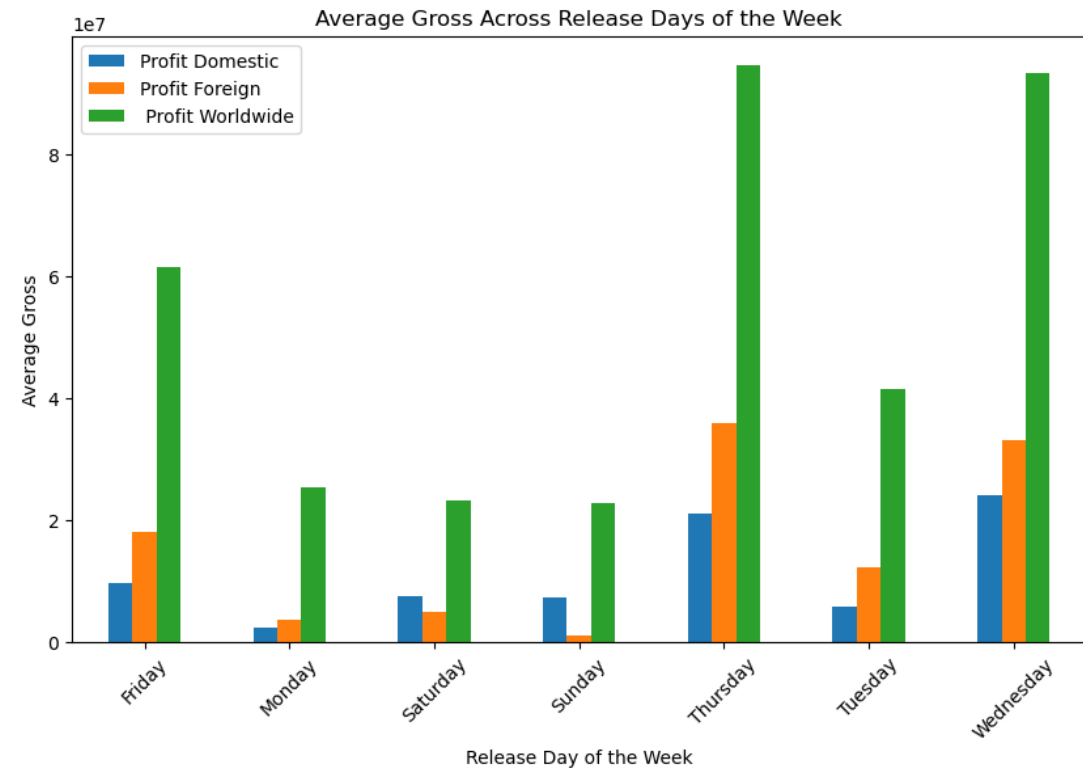
Results

A bar graph to illustrate which months performed best in terms of profit, if the target audience is both local and foreign.



Results

Bar graph visualization to show which day of the week is best to release a movie for different target audience.



Conclusions and Findings

Production Budget Impact on gross earnings.

- ▶ Plots show a strong positive correlation, indicating higher production budgets relate to higher domestic, worldwide, and foreign gross earnings.

Conclusions and Findings

Impact of Production Budget on Profits:

- ▶ Analysis shows no direct link between higher budget and higher domestic, worldwide, or foreign profits.
- ▶ Contrary to common belief, substantial budgets don't guarantee increased profitability.

Conclusions and Findings

Profitable Release Months

Optimal Release Months Target Audience Local/Domestic

- ❖ Best: June, May, December, July, November.
- ❖ Worst: September.

Optimal Release Months Target Audience Foreign

- ❖ Best: May, July, November, June, December.
- ❖ Worst: January.

Conclusions and Findings

Profitable Release Months

- ▶ **Optimal Release Months (Global Audience):**
 - ❖ Best: May, June, July, November, December.
 - ❖ Avoid: September, January, October.

Conclusions and Findings: Strategic Release Timing

Target Local Audience

- ✓ Optimal: Thursdays and Wednesdays.
- ✓ Avoid: Saturdays and Sundays.

Target Foreign Audience

- ✓ Optimal: Thursdays and Wednesdays.
- ✓ Avoid: Mondays and Sundays.

Target Audience both Local and Foreign Audience

- ✓ Optimal: Thursdays and Wednesdays.
- ✓ Avoid: Mondays and Tuesdays

Recommendations

Budget Allocation for Financial Success:

- ❑ Study past successful projects for budget strategies.
- ❑ Use effective budget allocation and marketing for future projects.

Recommendations

Optimal Release Months:

- ❑ Domestic Market: Focus on June, May, July, November, and December for high local profits. Avoid September, January, and April.
- ❑ Foreign Markets: Prioritize May and July. Also consider June, November, and December. Avoid September, January, and August.
- ❑ Global Market: Opt for May, June, July, November, and December. Avoid September, January, and October.

Recommendations

Recommended Release Days:

- ❑ 1. Opt for Wednesdays and Thursdays for movie releases.
- ❑ 2. These midweek days consistently yield higher profits both locally and globally.

Thank You!

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