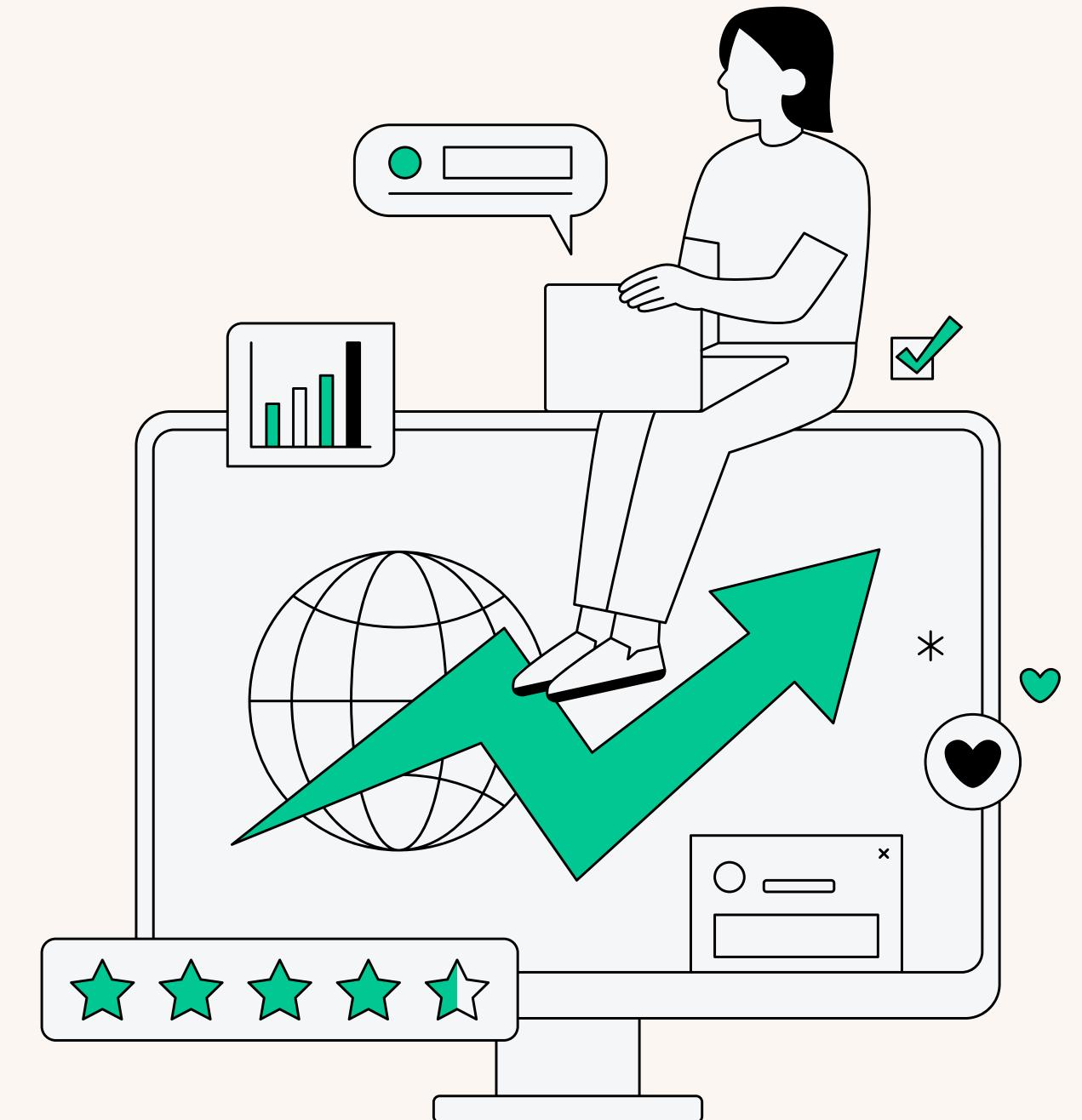


Presented by Felix Musau

# FILM PRODUCTION INDUSTRY

## Trends and challenges



# Introduction to film production analysis

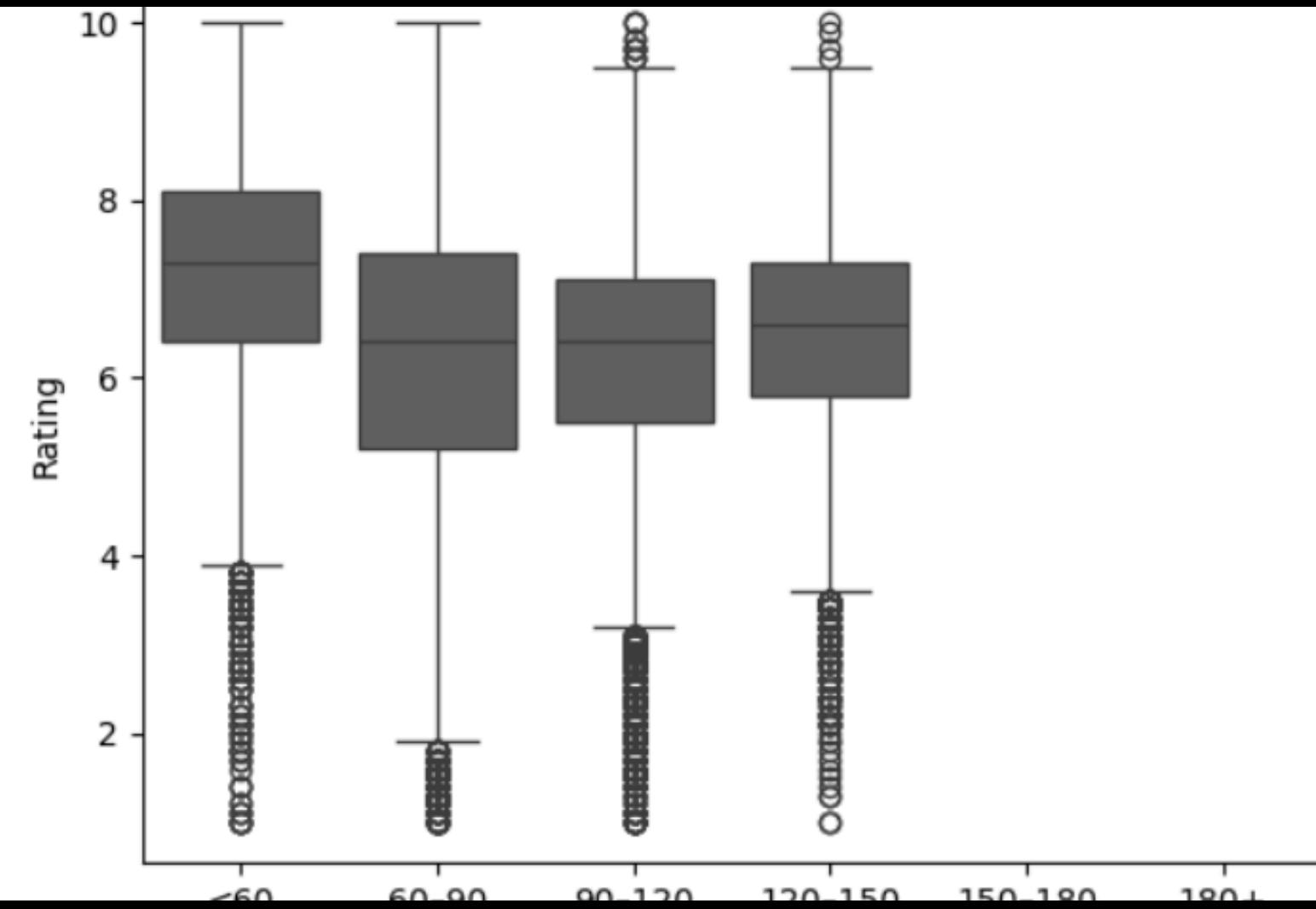
In the competitive landscape of the film production industry, data-driven decision-making has become crucial to ensuring successful investments, targeted marketing, and sustained growth.



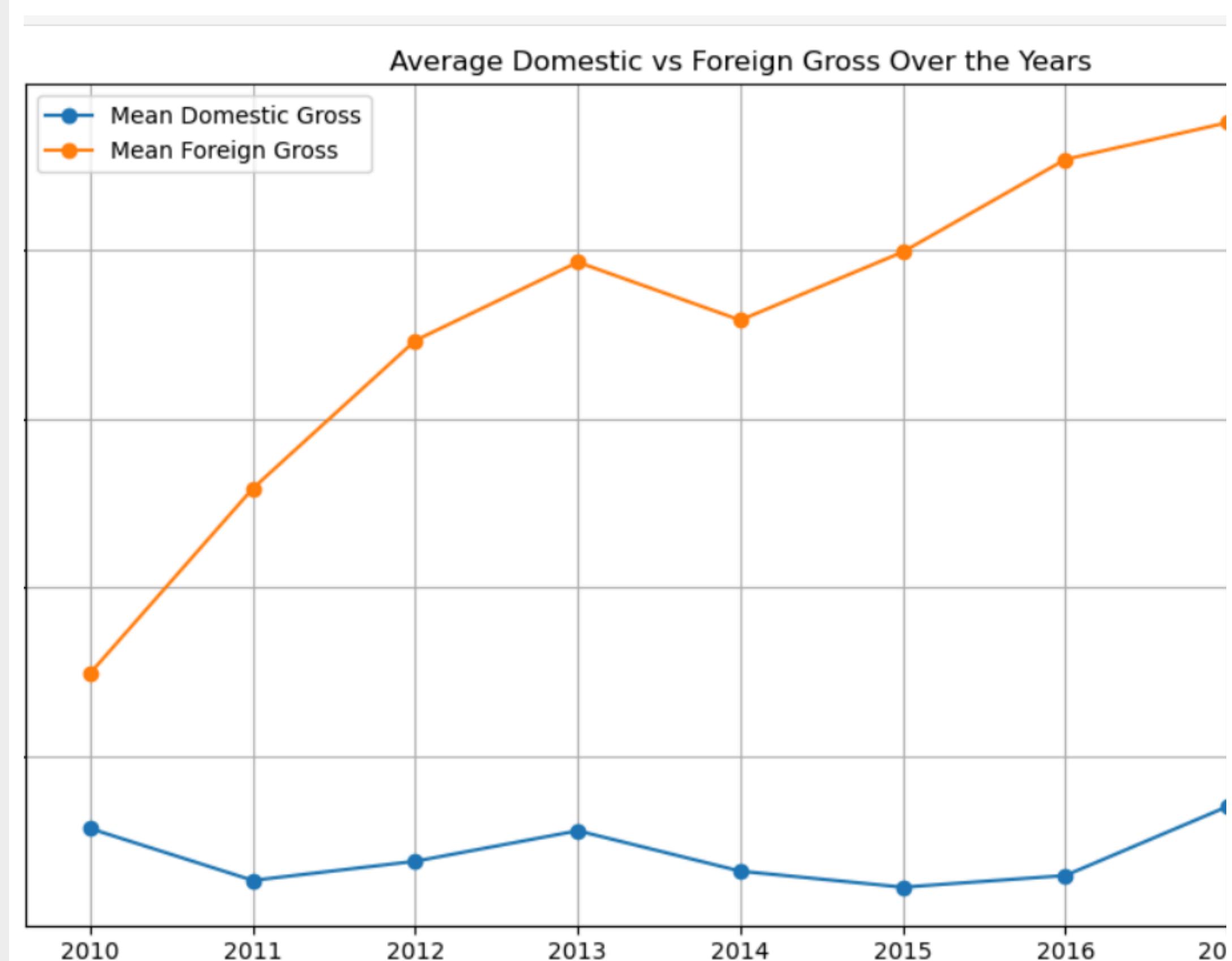
# OBJECTIVES

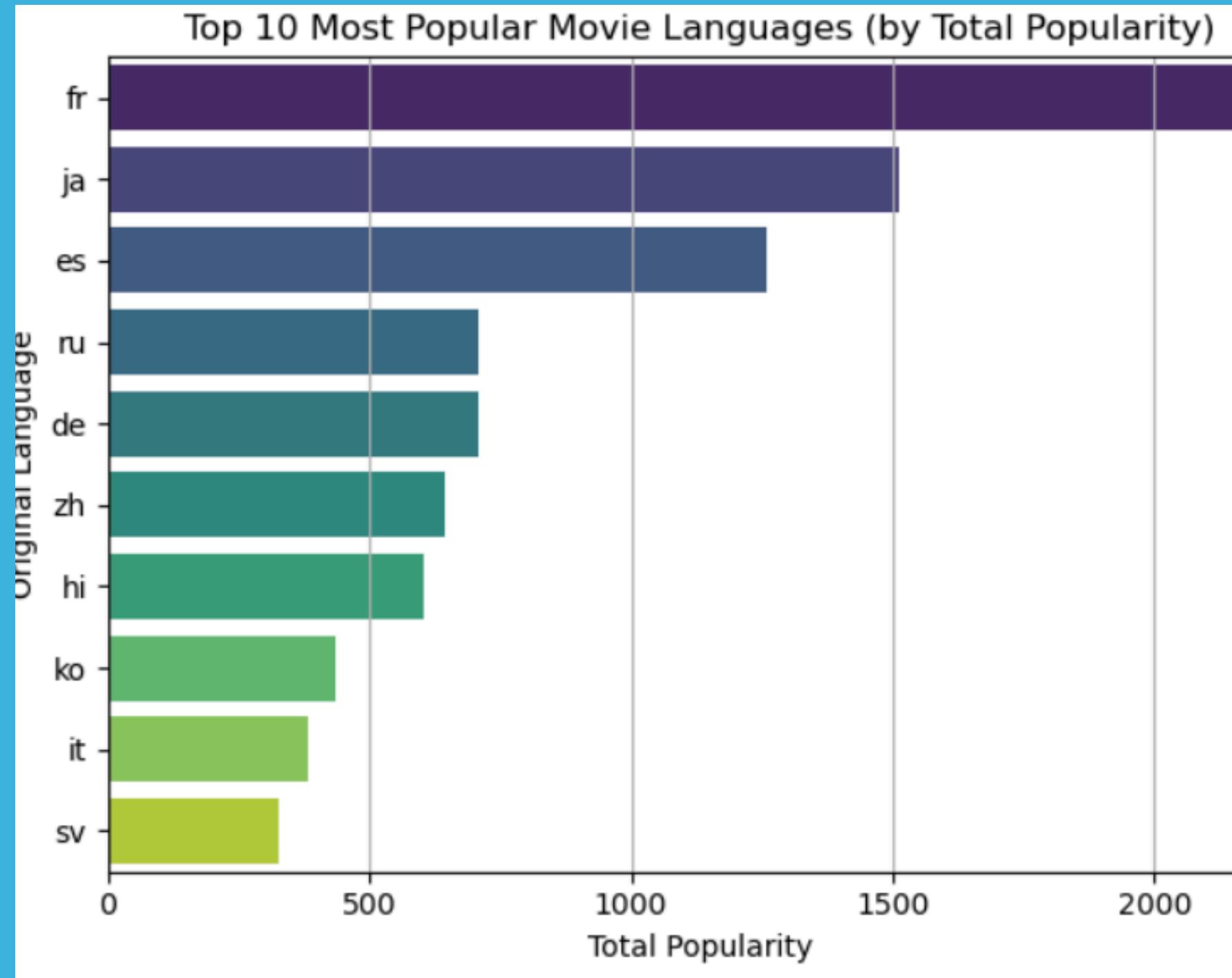
- + What is the ideal runtime minutes for a movie?
- + Can early popularity forecast long-term success?
- + Are there common traits among low-performing films (genre, length, team)?
- + Which movie language performs best among different platforms

The highest rated movies range in the below 60 mark.  
Most movies produced range in the 60-90 mark.



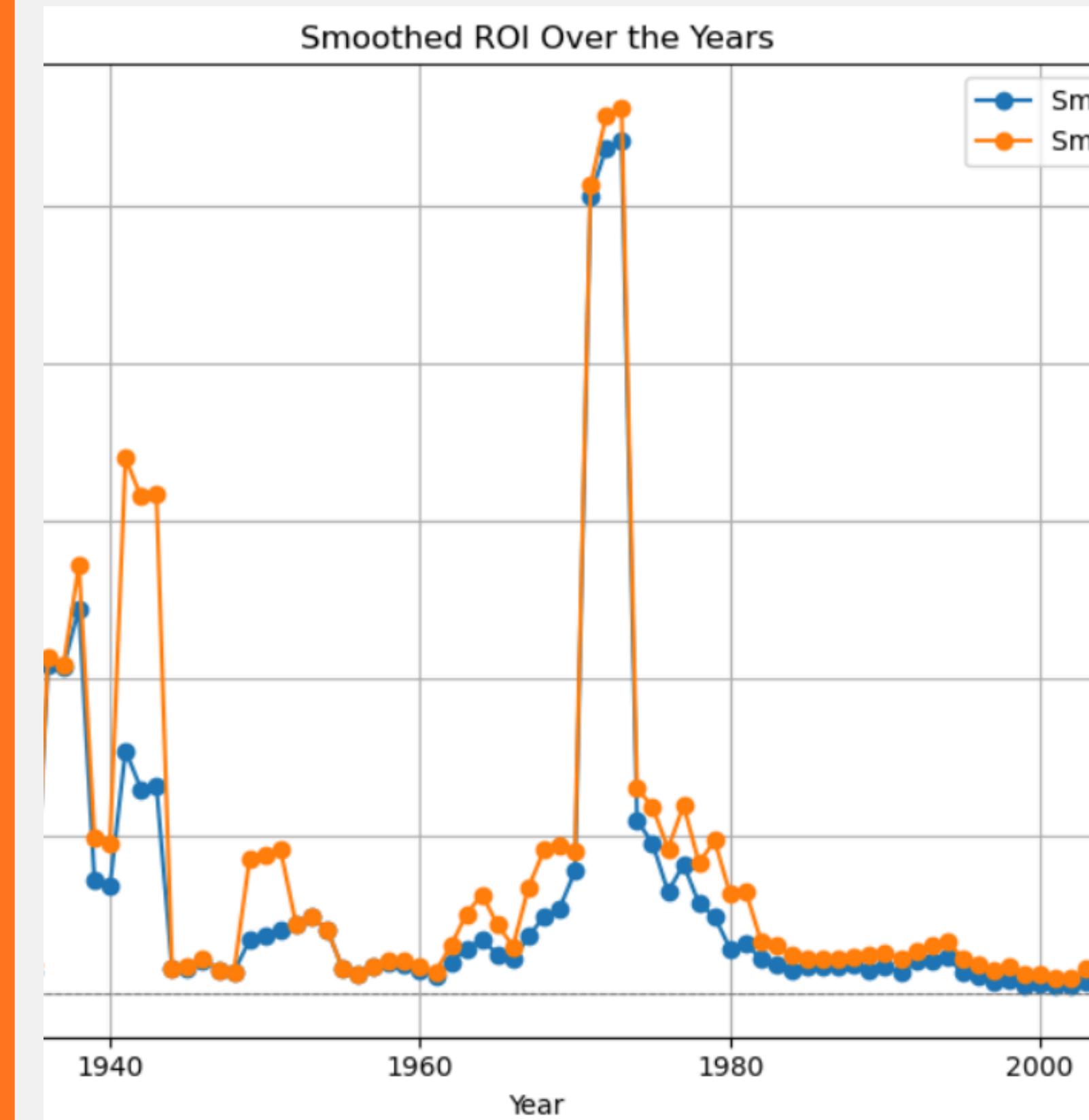
The mean domestic gross of our data shows consistency throughout the years, starting from \$315,429,500 in 2010 to 360,104,200 in 2018. On the other side there is a visible increase in the mean foreign gross from 498,986,300 in 2010 to 1,071,536,000 in 2018





French is the second most popular language, with 2155.574 as the total popularity, other langages in the top are Spanish and Russian

The graph shows a very unpredictable curve in both the domestic and worldwide ROI. In the early years; 1900's, the ROI was high, reaching over 50%, however in the recent years this has gone down to less than 10% annualy. High production budget and relatively low gross revenues are a contributor to this low ROI



# RECOMMENDATIONS



1. Focus on Shorter Duration Films
2. Target International Markets
3. Invest in High-Demand Language Markets
4. Expand into Top-Performing Genres
5. Maximize Production Budgets Strategically

# CONCLUSION

This analysis explored key factors influencing movie performance, including runtime, language, release month, genre, studio affiliation, and production budget. Trends show varying levels of audience engagement and gross revenue across these variables, offering valuable insights into what drives movie success in the global market.



Your paragraph text

# THANK YOU!

FOR YOUR ATTENTION