
— **Movie Industry Analysis** —

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Problem

- Want to create original movie content
- Create a new movie studio
- New to the industry
- A lot of research and data analysis

Goals

- Have a better understanding of movie industry
- To create and release great productions
- To create successful studio
- High-quality crews, directors, and actors
- To generate as much profit as possible

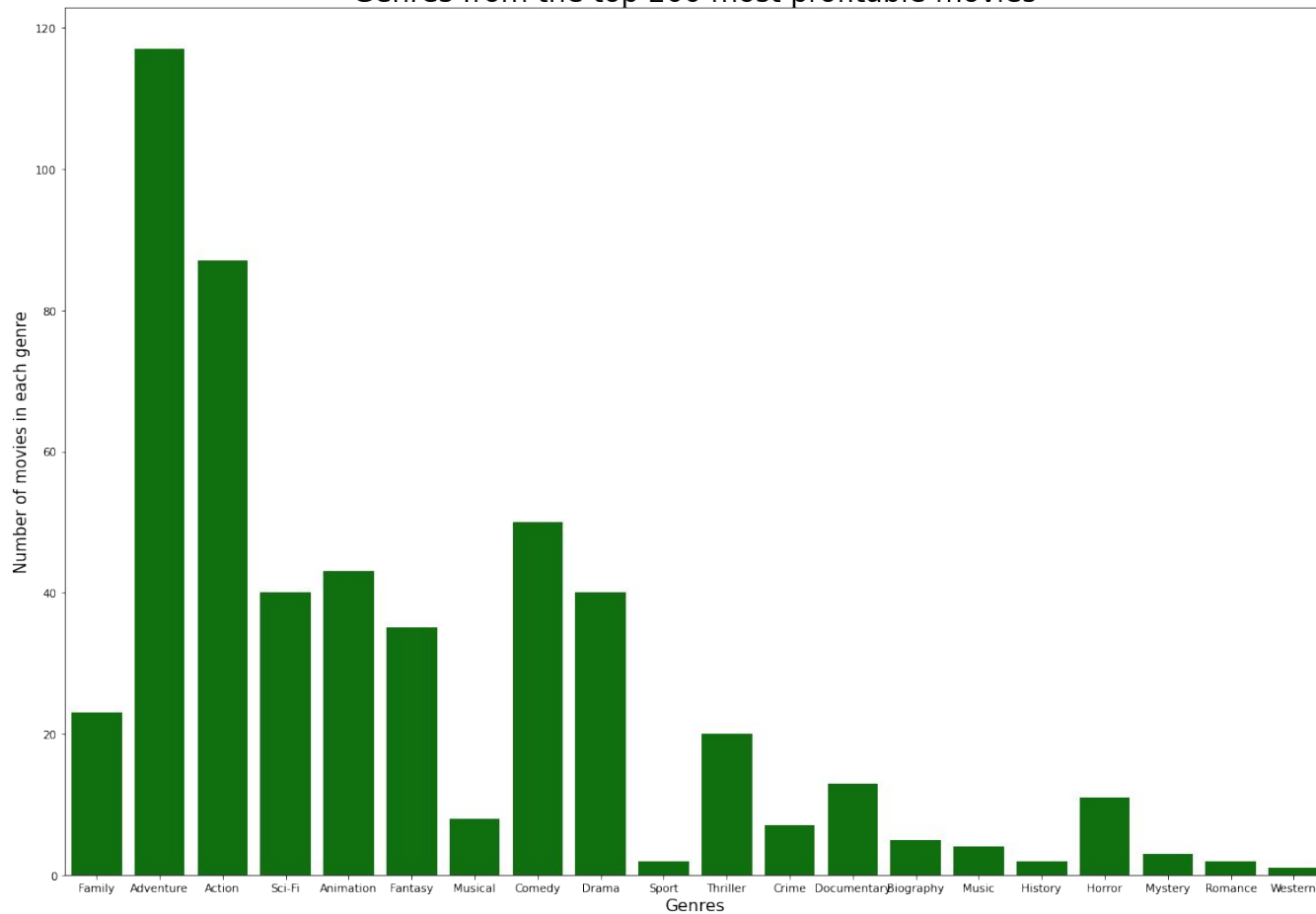
Questions

- What are the top 3 most profitable genres?
- When should we release our films?
- Which director(s) should we hire?
- Which studios are some of the biggest competitors?

What are the top 3 most profitable genres?

- After cleaning the dataset, ended up with approximately 3500 movies
- Top 200 most profitable movies
 - Adventure: 117
 - Action: 87
 - Comedy: 50
 - Animation: 43
 - Sci-fi: 40

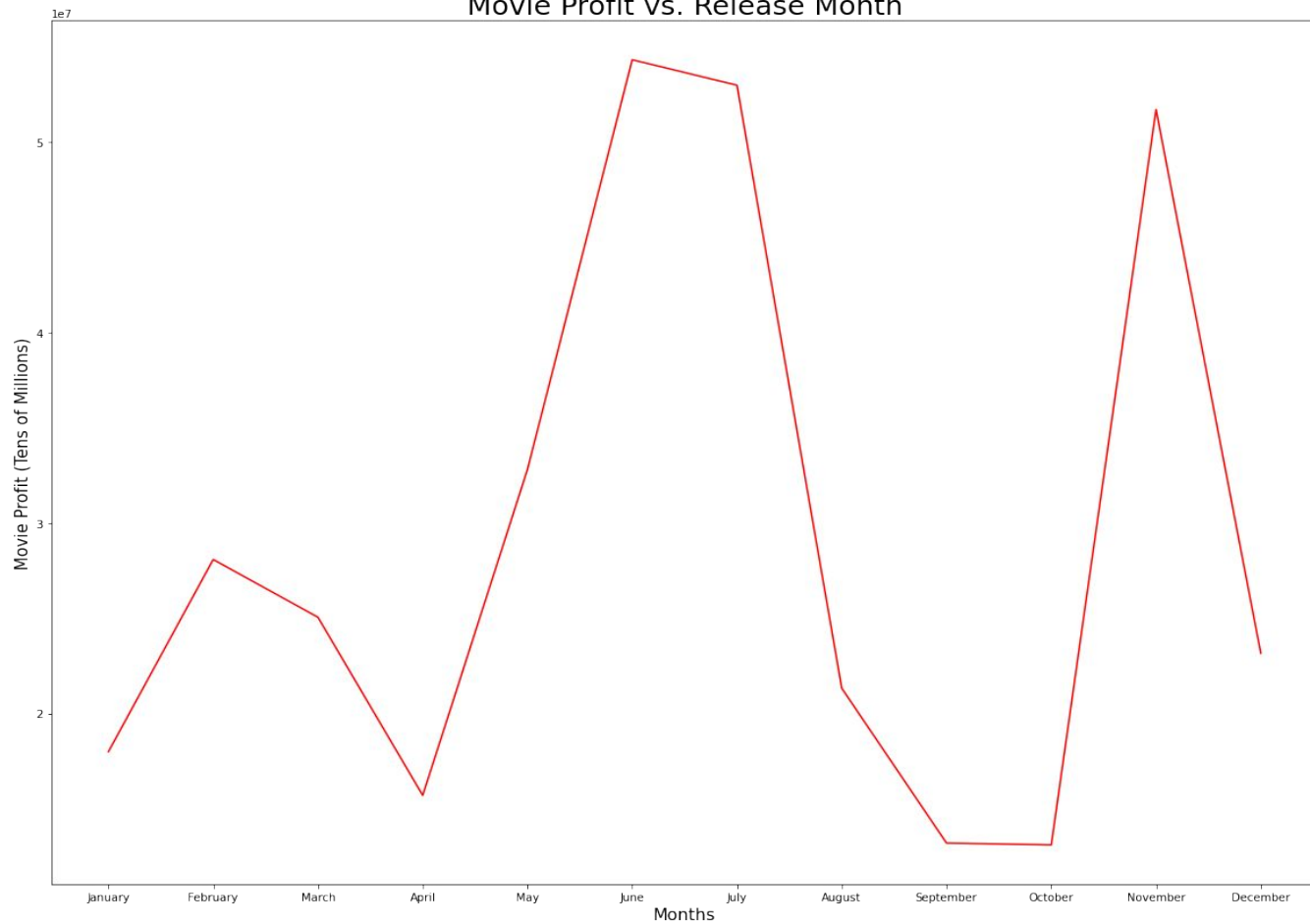
Genres from the top 200 most profitable movies



When to release our productions?

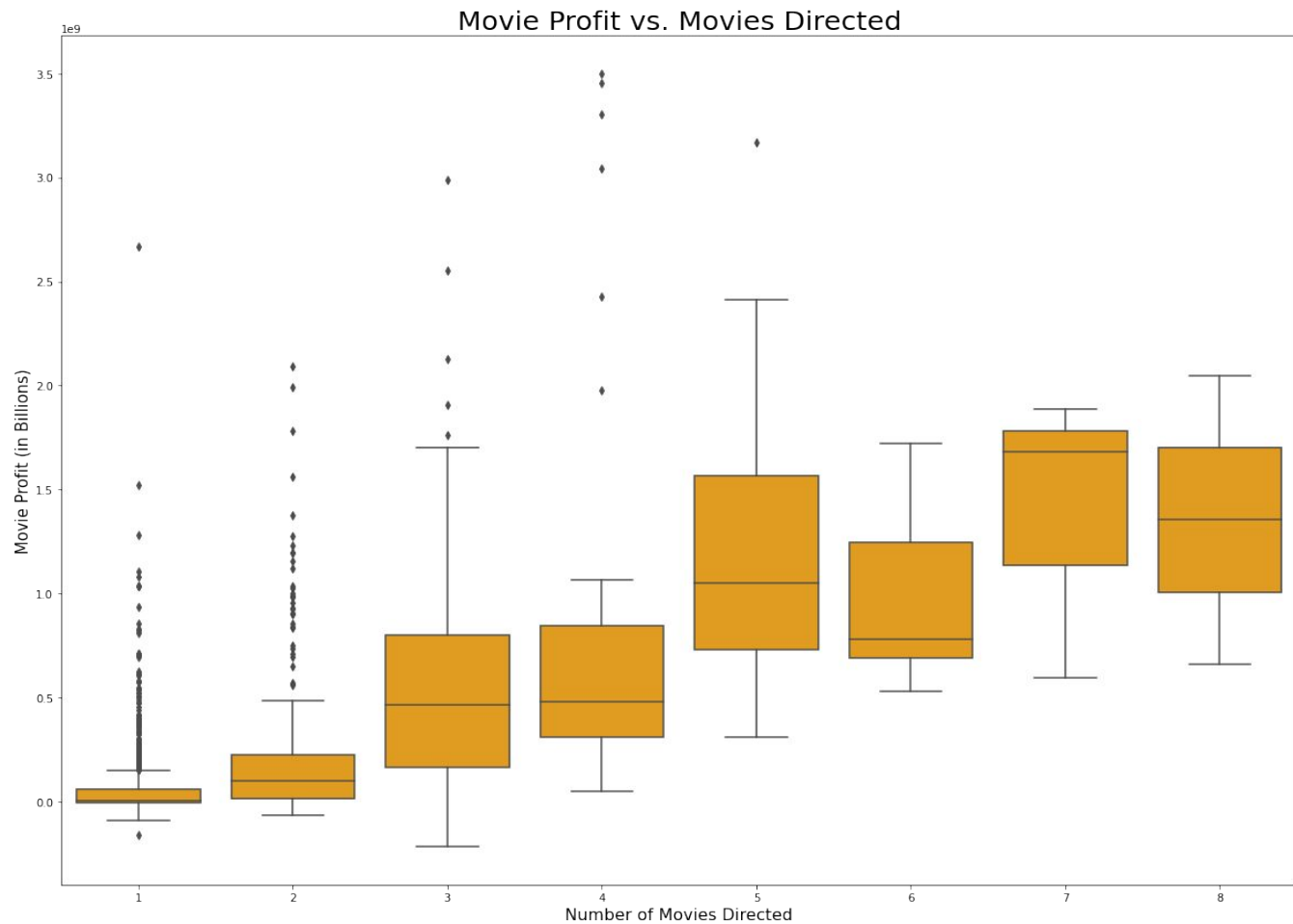
- Analyzed nearly 6000 films and their release dates
 - June: \$54M
 - July: \$53M
 - November: \$52M
- Summer and end-of-year holidays

Movie Profit vs. Release Month

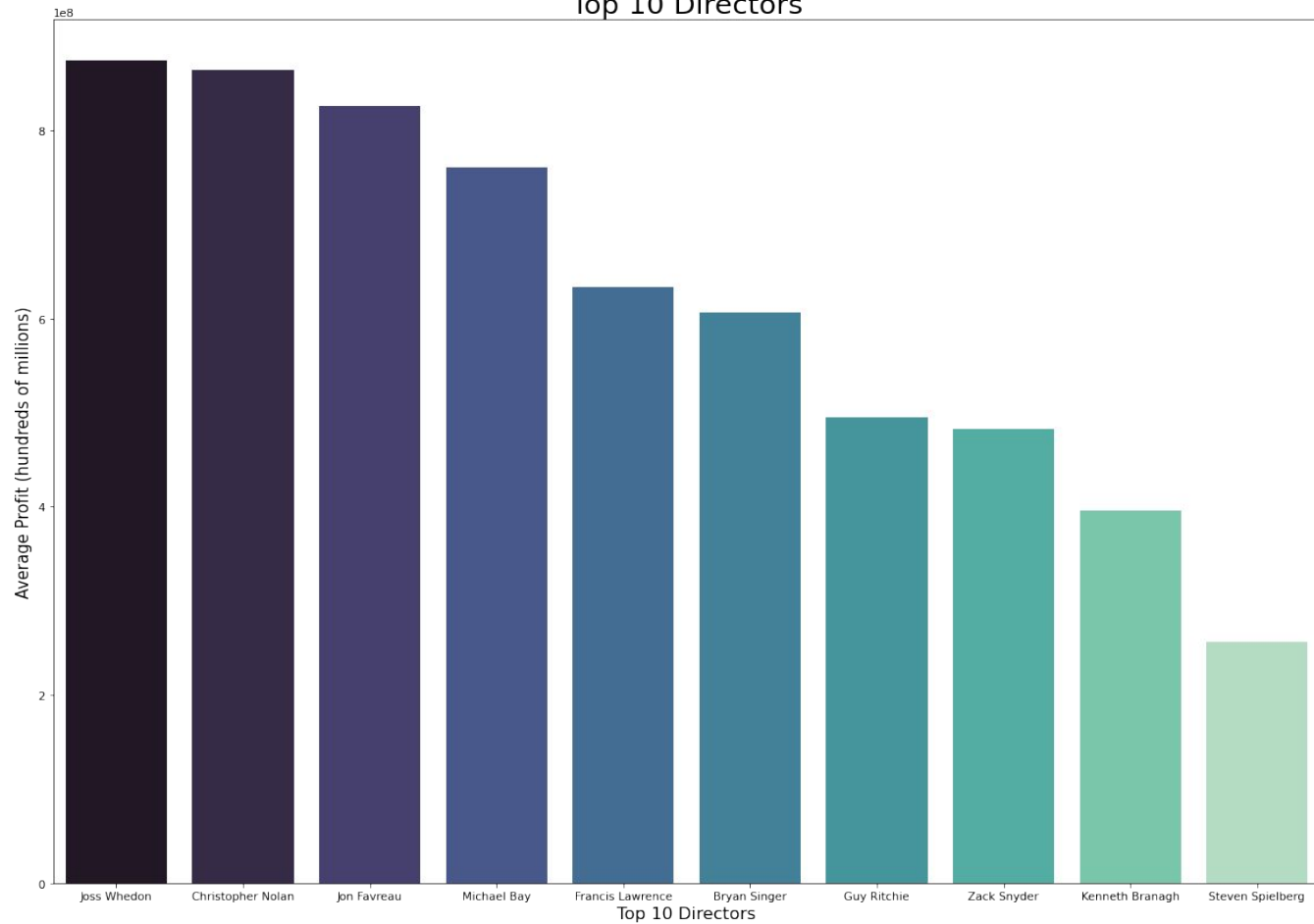


Who should we hire as director(s)?

- Observed around 3000 directors and their productions
- Directors who directed at least 4 movies tend to make positive net profit overall
 - Joss Whedon: \$874M per production
 - Christopher Nolan: \$864M per production
 - Jon Favreau: \$826M per production



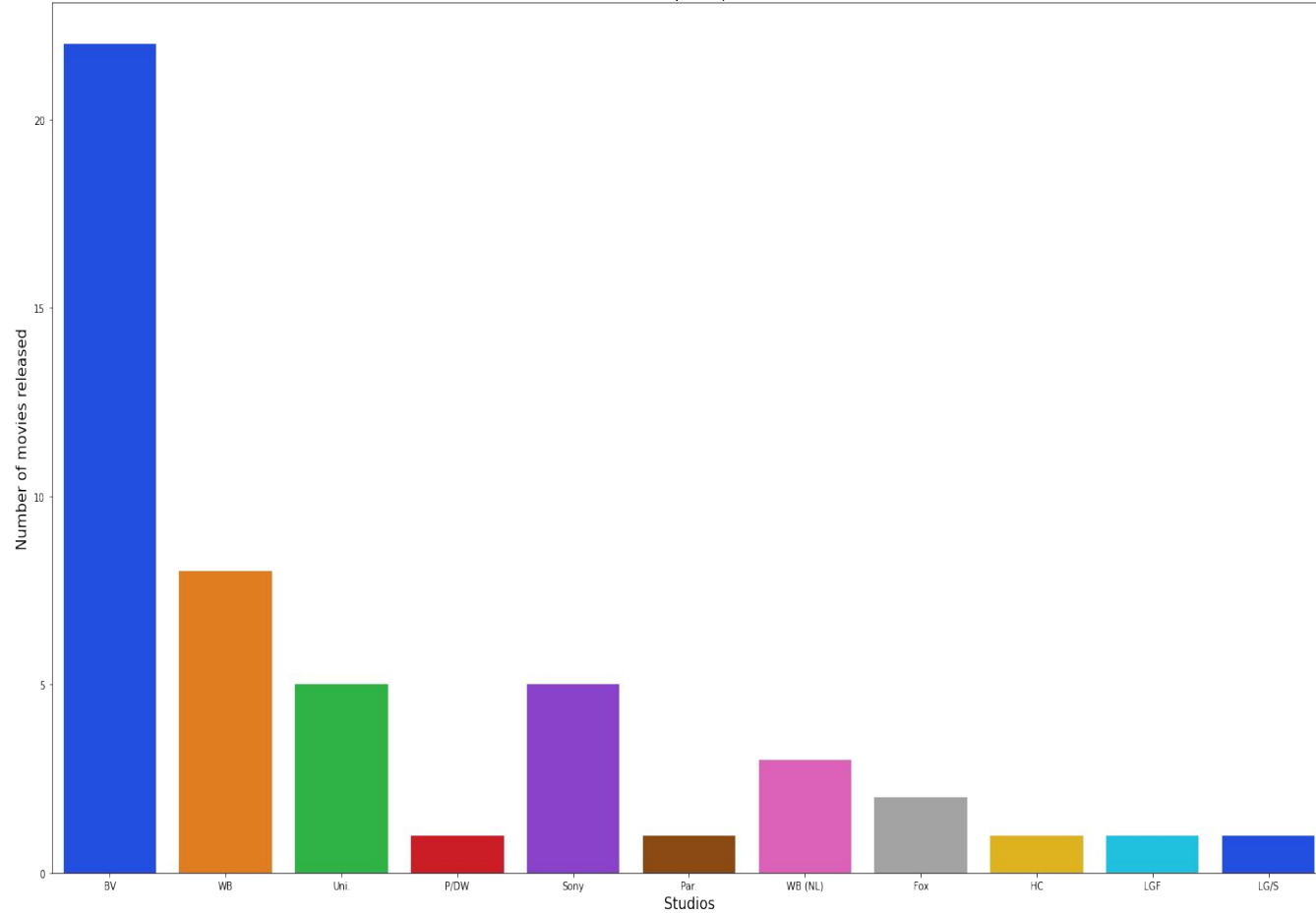
Top 10 Directors



Who are our biggest competitors?

- Analyzed over 3000 movies from different studios
- Top 50 most profitable movies
 - Buena Vista: 22
 - Warner Bros: 8
 - Universal: 5

Studios from the top 50 profitable movies



Future Work

- Collect more recent data from movies released in the past 3 years to keep up with the new trends/technology.
- Analyze budget details to see estimates in different stages of production
- Analyze the relationships or correlations between movies released only in theaters and movies released in both theaters and on streaming services (such as Netflix, Hulu, etc.)



THANK YOU!

