

BIG FILMS BUSINESS LIMITED

PREPARED BY GROUP

5

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BUSINESS PROBLEM

Big Films Business Limited is entering the original video content market by launching a new movie studio but lacks expertise in film production. The company needs to understand which types of films currently perform best at the box office and translate these findings into actionable insights to guide strategic decisions on the kinds of films to produce.

BUSINESS OBJECTIVES

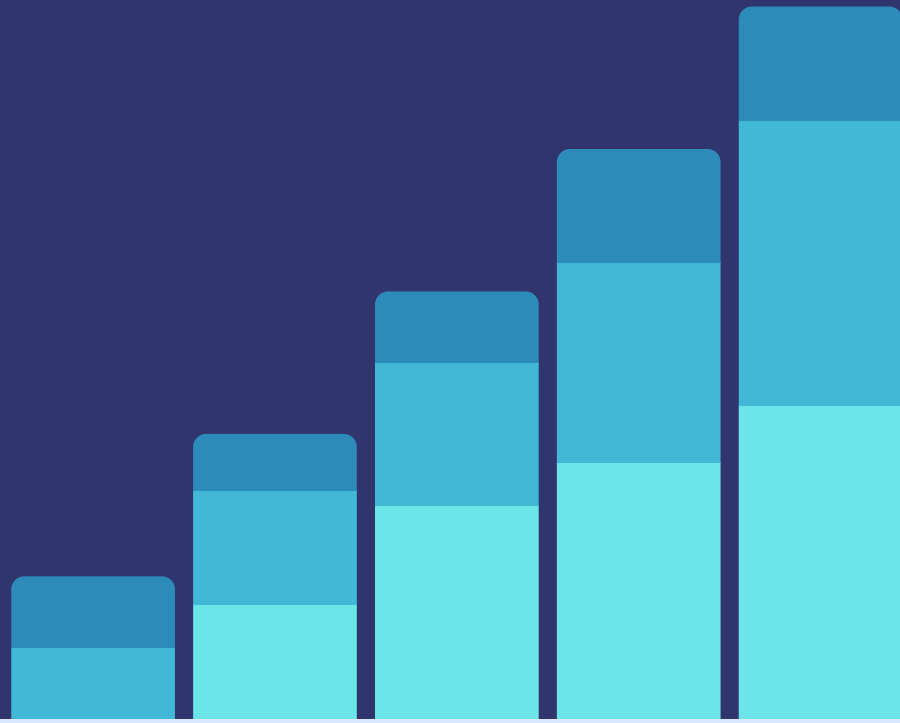
1.
Identify the best
movie genre to
produce

2.
Identify the
average runtime
per genre

3.
Identify top film
directors &
writers: Help to
identify the best
people to hire

4.
Identify movie
genres that
have the highest
profit/
Revenue

DATA SOURCES



The research was done based on the following historical data set:

1. Box Office Mojo - Used to identify:

- Genres with the highest revenue

2. IMDB - Used to identify:

- Best Writers and directors
- Average genre runtime
- Best Genres to produce based on average rating and number of votes

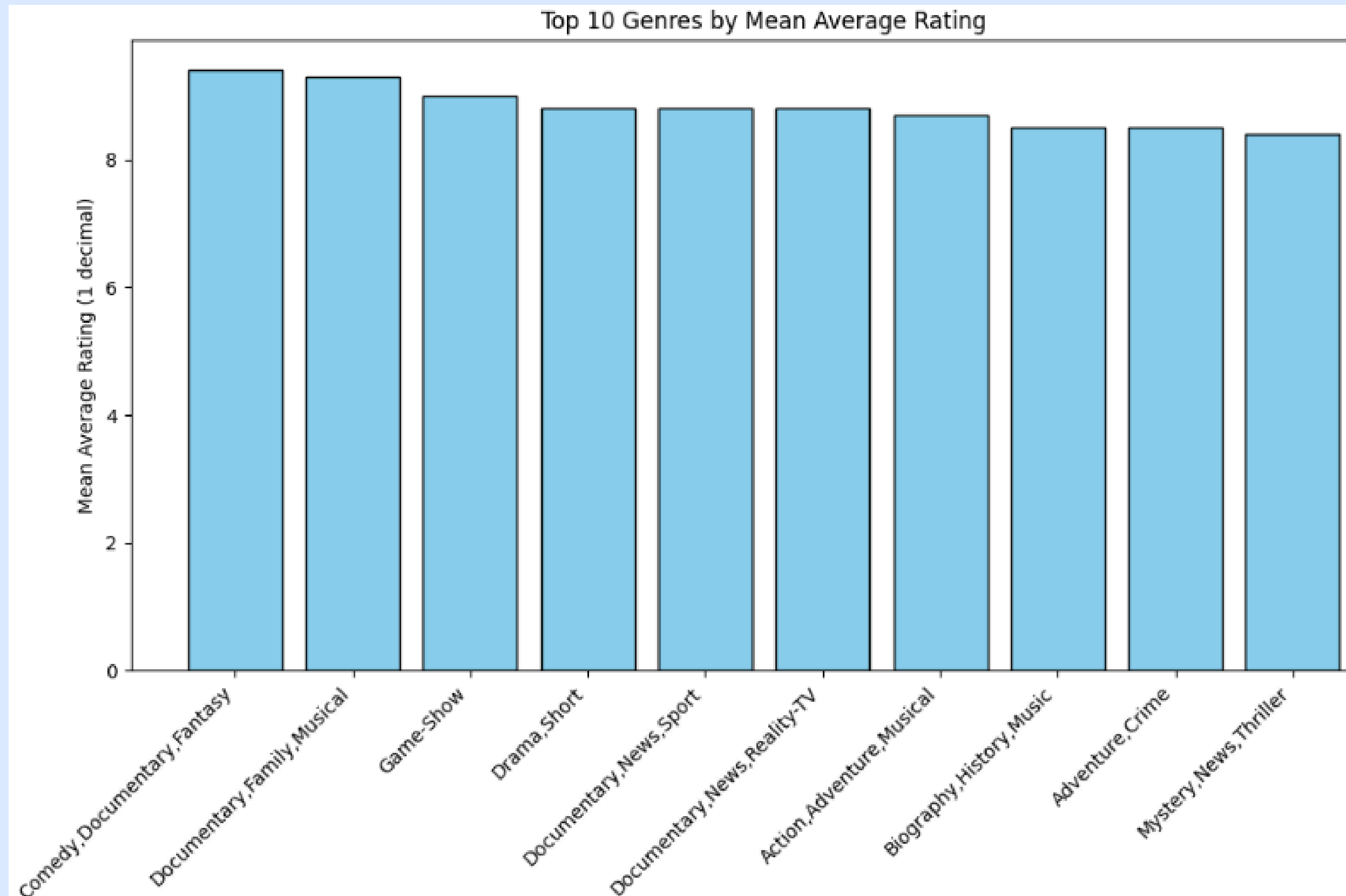


DATA ANALYSIS AND FINDINGS

BEST GENRES

Criteria used: an
average rating scale of
1 - 10

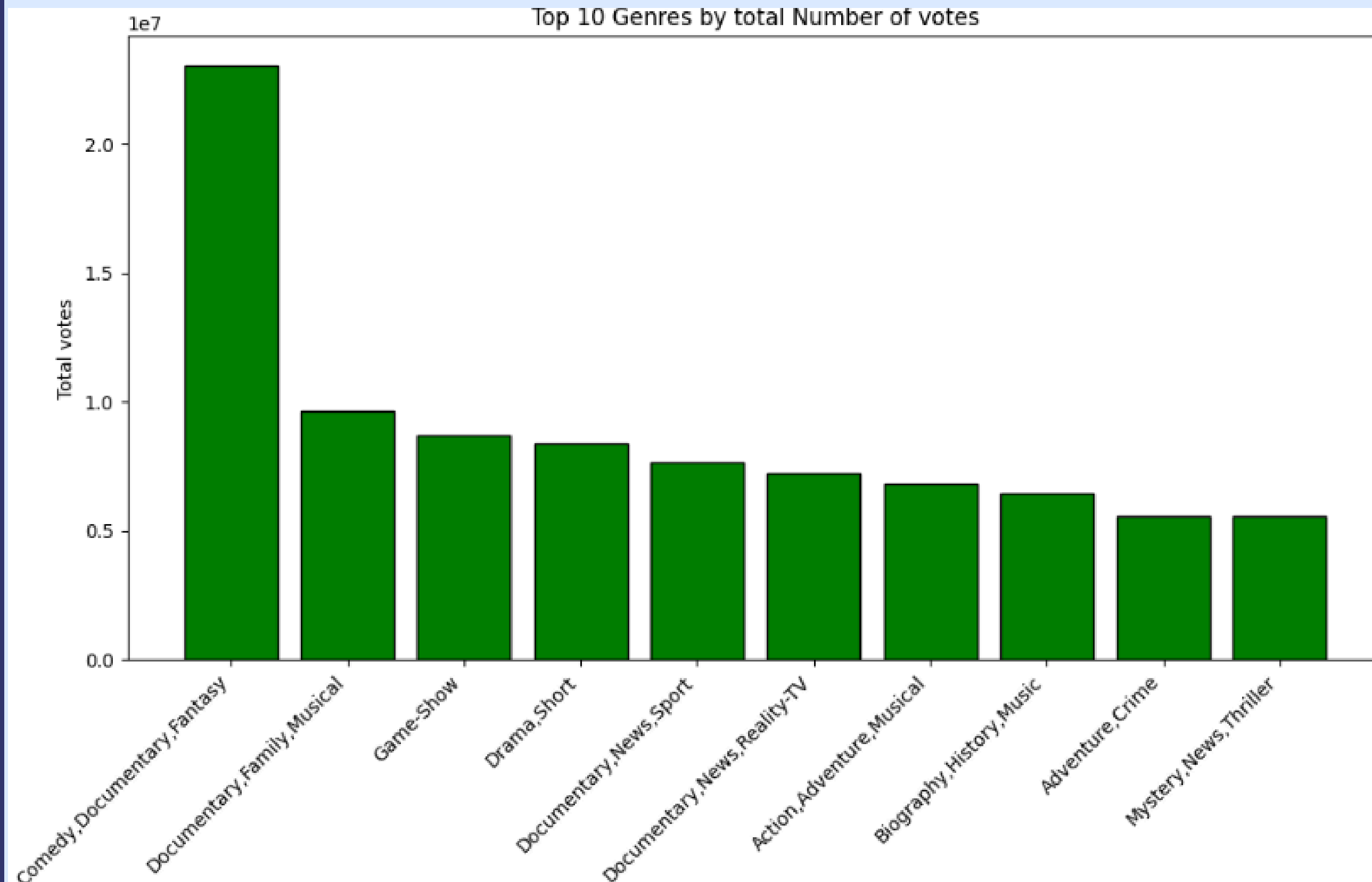
The bar chart
represents the top 10
genres to produce
based on the mean
average rating



BEST GENRES

Criteria used:
Total Votes

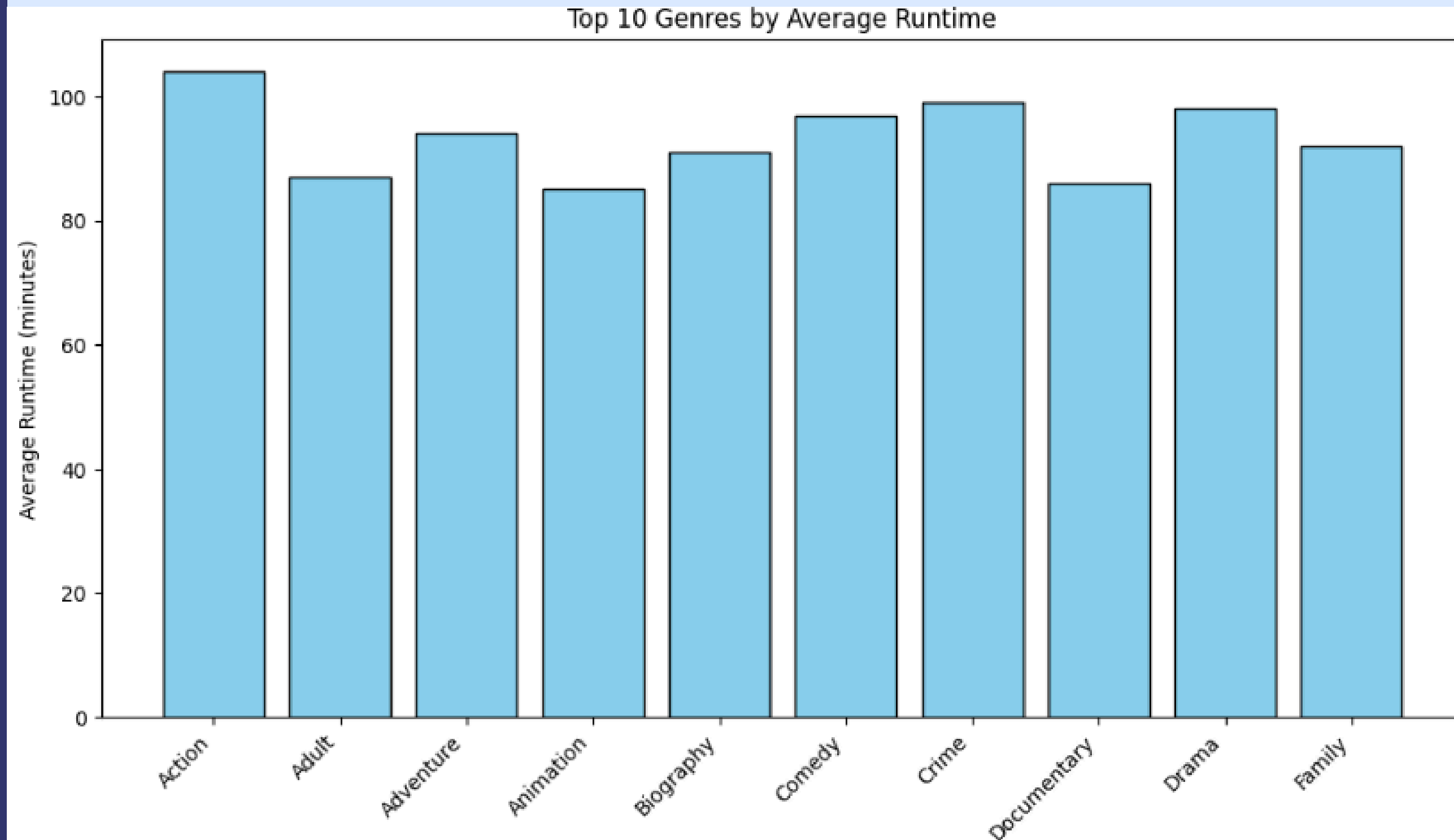
The bar chart
represents the top 10
genres to produce
based on the total
votes per genre



AVERAGE MOVIE RUNTIME

Criteria used:
Average runtime per
genre

The bar chart
represents the average
runtime of 10 randomly
selected genres

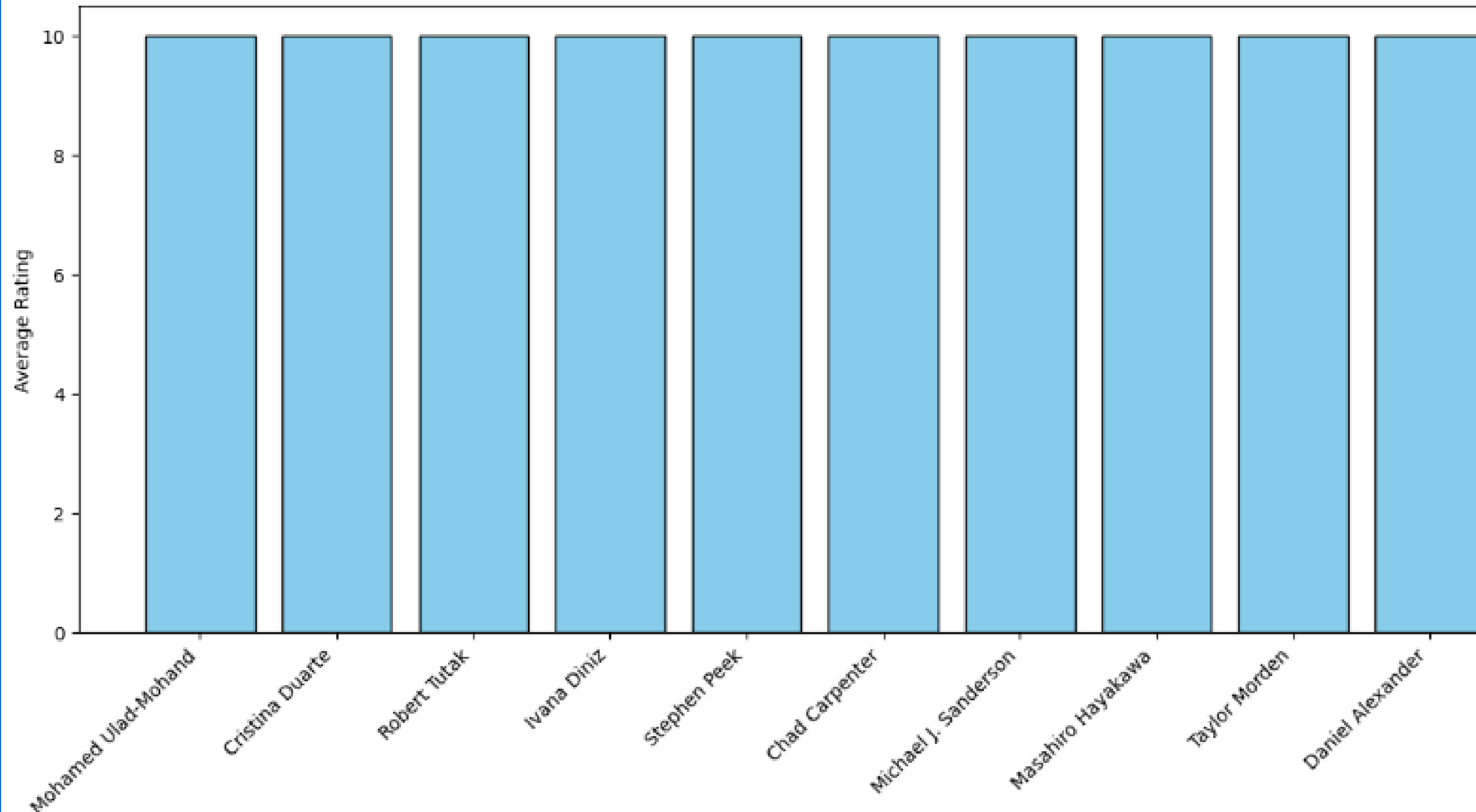


BEST DIRECTOR

Criteria Used: Highest movie ratings are used to identify top movies and, in turn, the best producers.

The bar chart represents the top best directors who can be hired or the company can learn from

Top 10 Directors by Average Rating

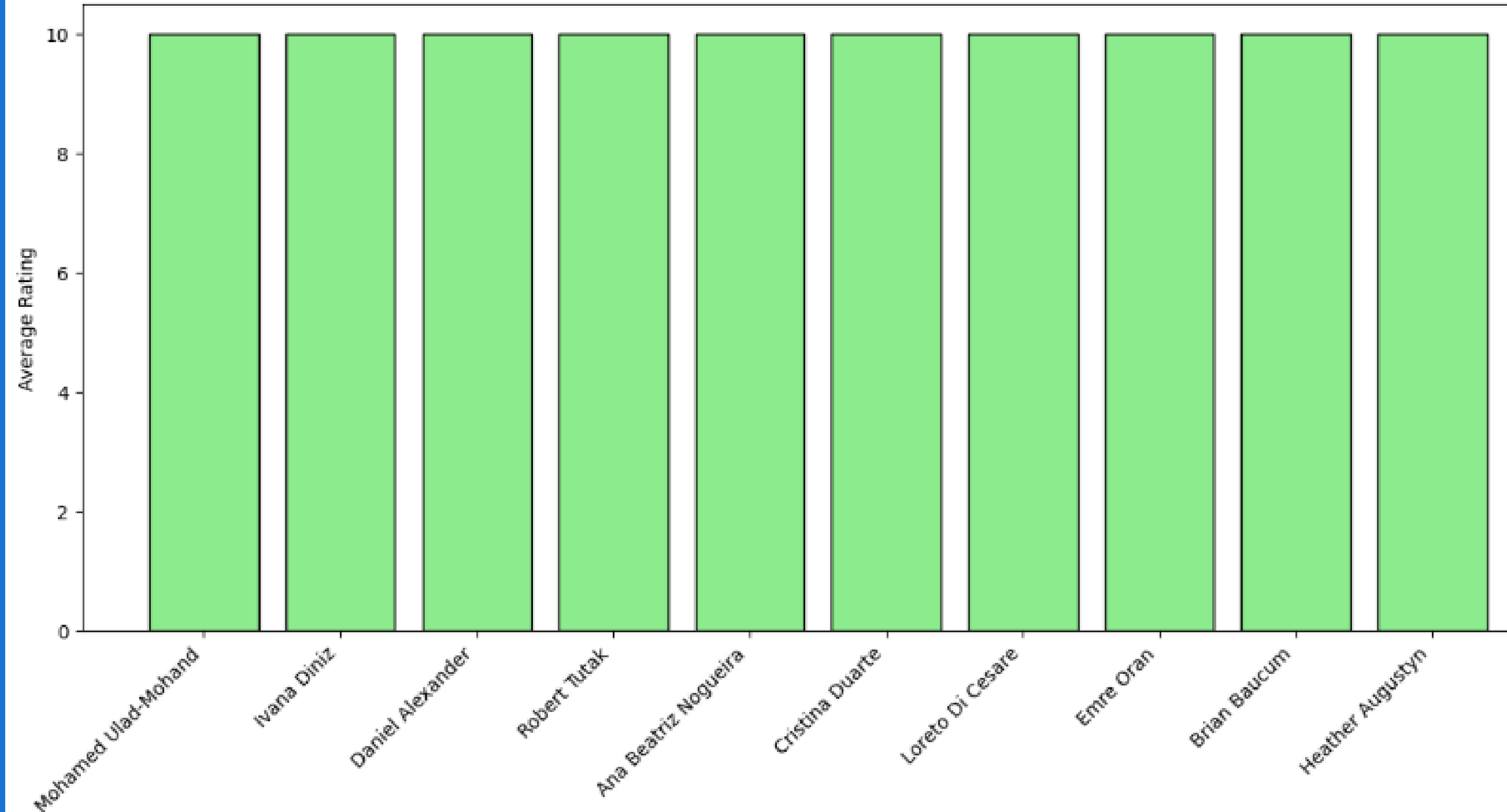


BEST WRITERS

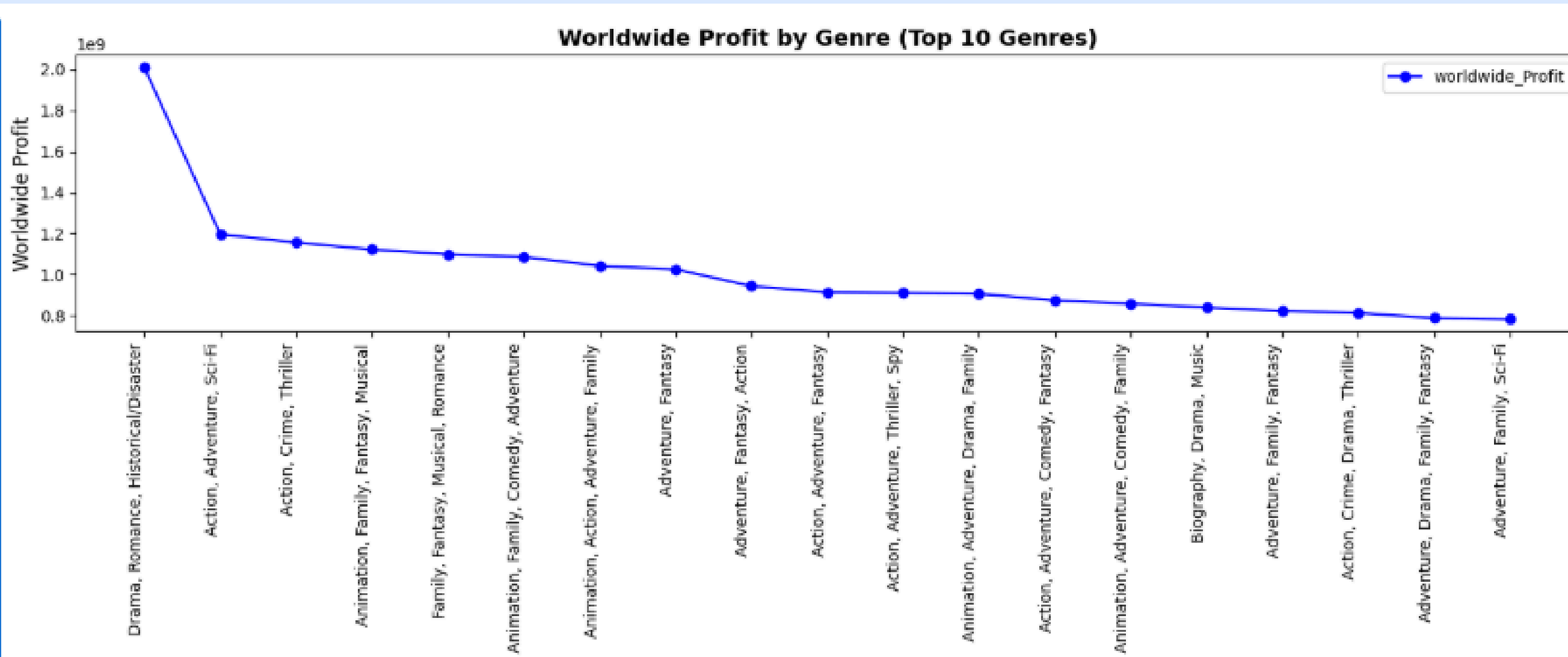
Criteria Used: Highest movie ratings are used to identify top movies and, in turn, the best writers.

The bar chart represents the top best writers who can be hired or the company can learn from

Top 10 Writers by Average Rating

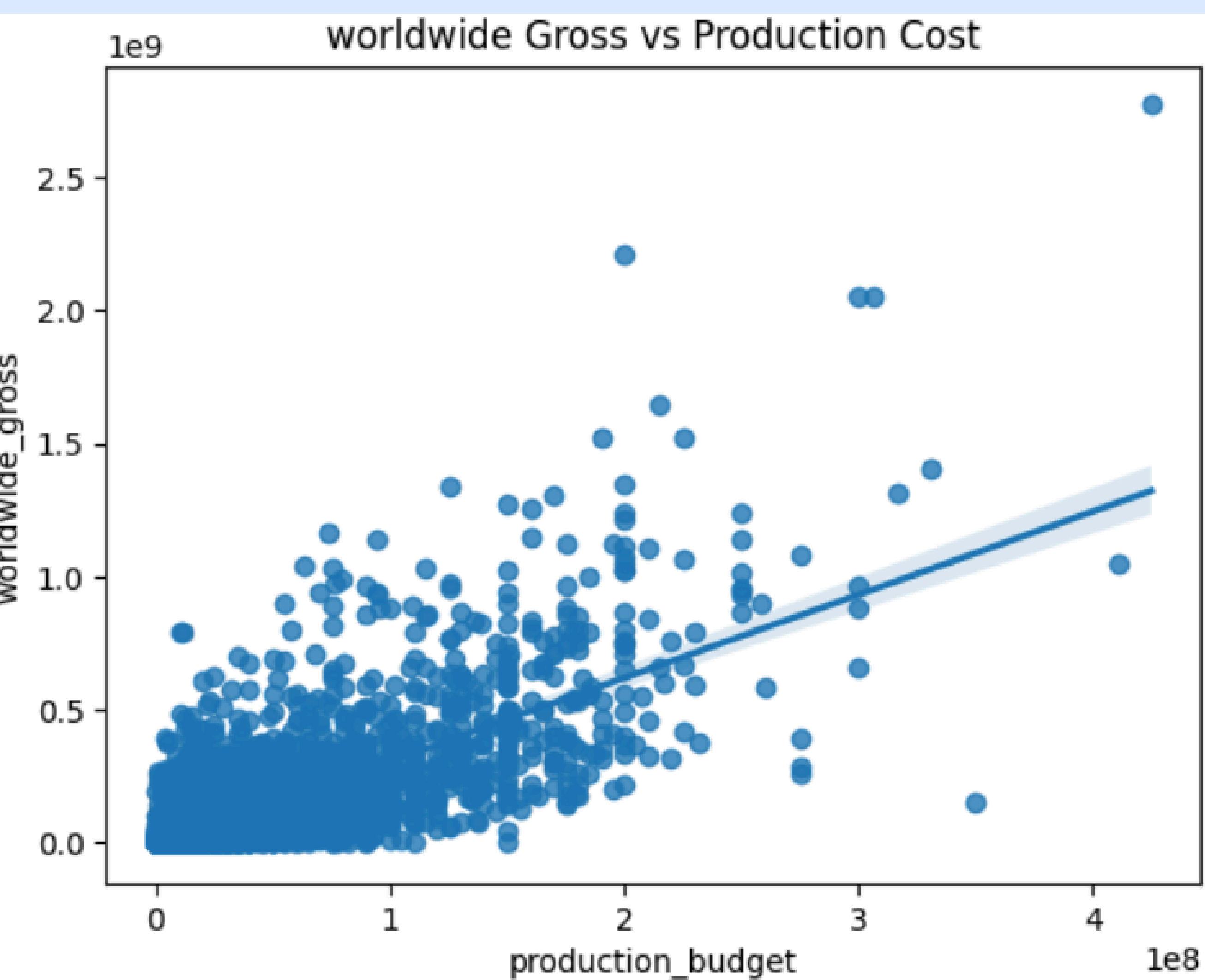


GENRES WITH HIGHEST PROFIT



Criteria Used: Highest movie ratings are used to identify top movies and, in turn, the best writers.

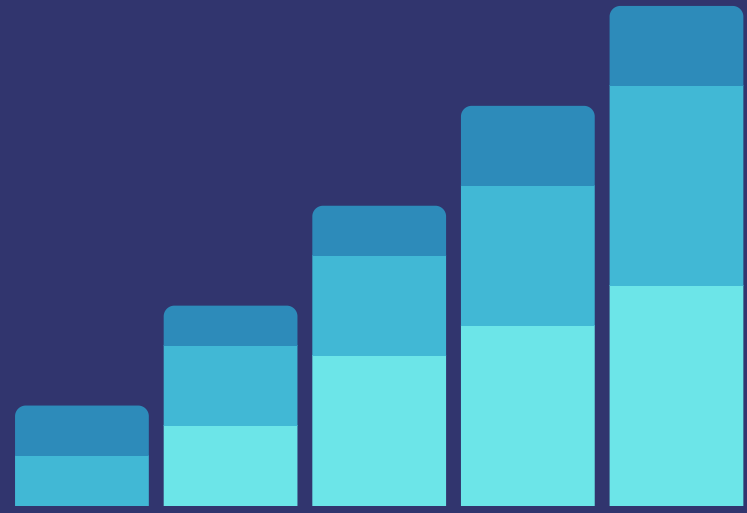
The bar chart represents the top best writers who can be hired or the company can learn from



CORRELATION BTN WORLDWIDE GROSS AND PRODUCTION COST

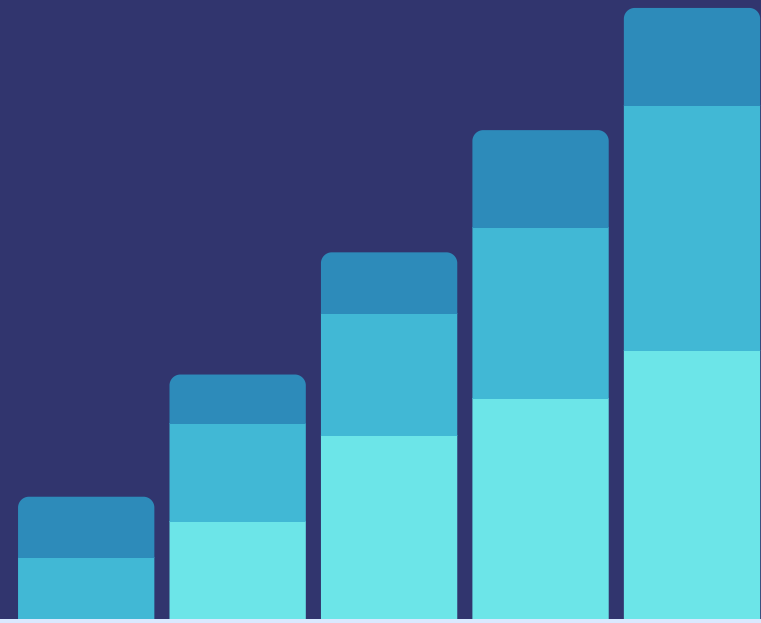
Criteria Used:
Worldwide gross verses
production budget per
movie

The scatter plot
represents a positive
relationship between
production cost and
revenue generated.



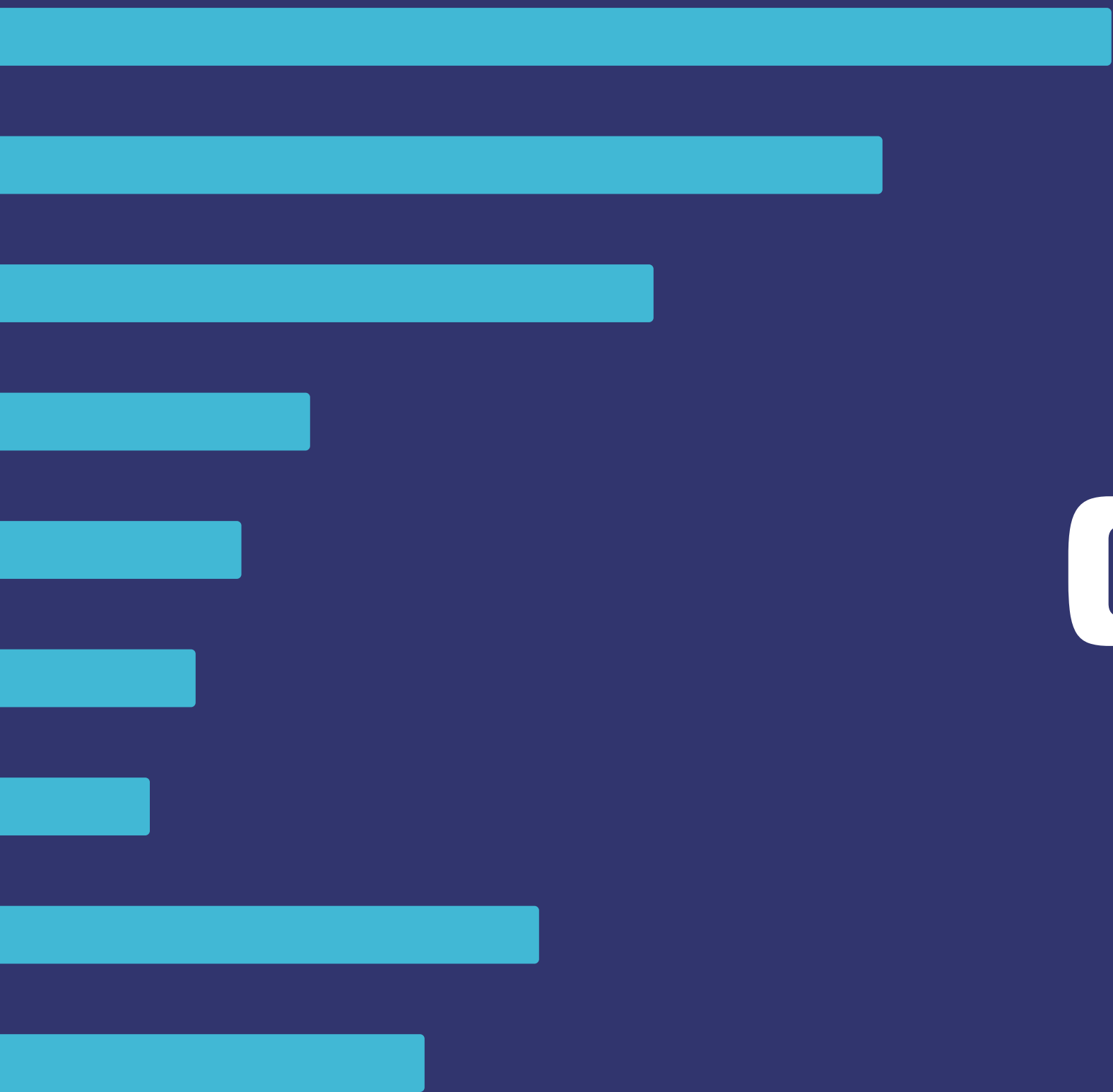
RECOMMENDATION

1. The company should consider producing films around these genres, which was based on their high ratings garnered from the viewers:
 - Comedy, Documentary, Fantasy
 - Documentary, Family, Musical
 - Game-Show
 - Drama, Short
 - Documentary, News, Sport
2. The company should consider hiring A-list writers and directors as this increases the chances of the movie generating high revenues
3. When producing the films, the company should factor in the runtime to coincide with the average runtime based on the genre



RECOMMENDATION

4. There is a strong, statistically significant predictive relationship between production budget and worldwide gross. The analysis proves correlation, not causation. This could mean that Movies expected to be huge blockbusters (e.g., sure-fire sequels, superhero movies) are given large budgets because studios are confident they will make a lot of money or both high budgets and high grosses are caused by a third factor, like the involvement of A-list directors or stars.



Q&A Session

THANK YOU

The background features a series of overlapping, angular shapes in various shades of blue and teal. These shapes create a sense of depth and movement, with some areas appearing more prominent than others. The overall effect is a modern, minimalist design.