



# DSF-FTO8 PHASE 1 PROJECT

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BY JERRY NARKISO

# Abstract

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My project involved diving into three potential business opportunities that may arise from specific datasets tailored to the cinema business. The three opportunities I focused on are:

Blockbuster Movie Service Provider

Movie Theater Establishment which screens based on popularity

Digital Advertising Corporation for movies based on budget

The business opportunities are highlighted in this presentation

# Blockbuster Movie Service Provider

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The blockbuster movie service provider would aim to revolutionize the way people access and enjoy blockbuster movies. We're entering the market as a comprehensive movie service provider, offering a wide array of the latest and greatest films through an innovative platform that prioritizes user experience and convenience. Our strategy encompasses digital streaming, physical media rentals, and exclusive partnerships to ensure that our customers have unparalleled access to the best cinematic experiences

# Mission Statement

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Our mission is to provide unparalleled access to blockbuster movies through a seamless and personalized entertainment experience. We're dedicated to delivering quality content, innovative technology, and exceptional service to our customers, enriching their lives through the magic of cinema.

# Vision Statement

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Our vision is to become the premier destination for movie lovers everywhere, recognized for our diverse selection, user-friendly platform, and commitment to innovation. We aspire to be the go-to source for blockbuster entertainment, setting new standards for excellence in the industry.

# Key Objectives

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- Build a comprehensive library of blockbuster movies, spanning various genres and decades.
- Develop a user-friendly platform that offers seamless streaming and rental experiences
- Forge strategic partnerships with studios, distributors, and content creators to secure exclusive titles and deals.
- Implement robust marketing and promotional campaigns to raise awareness and attract customers.
- Continuously innovate and evolve our services to stay ahead of industry trends and customer preferences.

# Top 10 movies with the highest domestic gross

Title	Domestic Gross
Star Wars: The Force Awakens	936,700,000.0
Black Panther	700,100,000
Avengers: Infinity War	678,800,000
Jurassic World	652,300,000
Marvel's The Avengers	623,400,000
Star Wars: The Last Jedi	620,200,000
Incredibles 2	608,600,000
Rogue One: A Star Wars Story	532,200,000
Beauty and the Beast (2017)	504,000,000
Finding Dory	486,300,000

# Summary

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The Corporation offers targeted advertising solutions specifically designed for movies, adapting to their individual budgets. Through data-driven strategies and innovative approaches, we ensure maximum impact with cost-effective campaigns. With expertise in creative content development and strategic partnerships, we empower filmmakers to reach their target audiences effectively, driving engagement and success in the competitive entertainment industry.



# MOVIE THEATER ESTABLISHMENT WHICH SCREENS BASED ON POPULARITY

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This business is centered around the concept of curating our movie screenings based on the current popularity and buzz surrounding each film. Unlike traditional theaters that follow rigid schedules or programming calendars, we will continuously adapt our movie lineup to reflect the ever-changing tastes and preferences of our audience.

# Key Objectives

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1. Curate Popular Movie Selection: Continuously monitor and adapt our movie lineup to showcase the latest and most buzz-worthy films, ensuring that our offerings align with current trends and audience interests.
2. Enhance Customer Experience: Create a welcoming and immersive environment that enhances the moviegoing experience for our patrons through comfortable seating, state-of-the-art technology, and exceptional customer service.
3. Drive Audience Engagement: Implement marketing strategies to promote our popularity-driven screenings, build anticipation around upcoming releases, and encourage active participation and interaction with our brand both online and offline.
4. Optimize Revenue Streams: Maximize revenue opportunities by effectively managing ticket sales, concession stand offerings, and potential partnerships with movie studios and distributors. Explore additional revenue streams such as special events, private screenings, and premium experiences.

# Data Analysis of the TMDB dataset

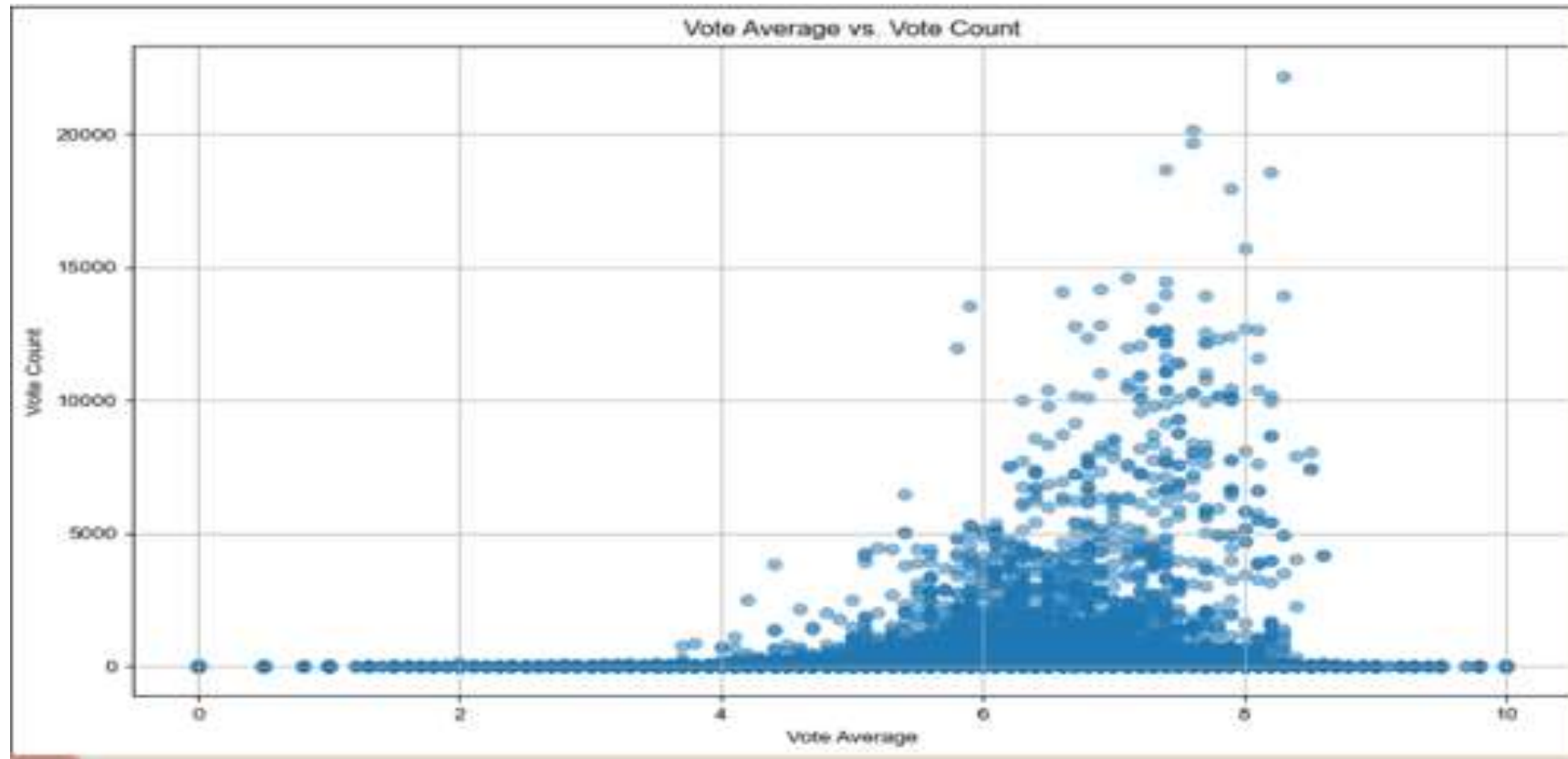
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Original movie titles with the highest popularity

Title	Popularity
Avengers: Infinity War	80.77
John Wick	78.12
Spider-Man: Into the Spider-Verse	60.52
The Hobbit: The Battle of the Five Armies	53.78
The Avengers	50.23
Guardians of the Galaxy	49.60
Blade Runner 2049	48.58

# Graph of vote average vs vote count

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# Summary

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The movie theater establishment, operating on a unique premise of screening films based on their current popularity, offers a dynamic cinematic experience for its audience. Utilizing real-time data and audience preferences, this innovative theater ensures that patrons have access to the latest and most sought-after films, enhancing their viewing experience. By prioritizing trending movies, the theater creates an environment where viewers can engage with culturally relevant content while staying informed about current cinematic trends. This approach not only caters to audience interests but also fosters a sense of anticipation and excitement, making each visit to the theater a captivating and memorable experience.

# ADVERTISING CORPORATION FOR MOVIES BASED ON MOVIE BUDGET

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In the fast-paced and ever-evolving landscape of the entertainment industry, effective marketing and advertising strategies play a pivotal role in the success of movies. As the bridge between filmmakers and audiences, Movie Advertising Corporation (MAC) emerges as a dynamic and innovative partner, dedicated to revolutionizing the way movies are promoted and positioned in the market.

The mission is to revolutionize the advertising landscape for movies by leveraging data-driven strategies and innovative approaches to maximize the impact of every marketing campaign. We are committed to empowering filmmakers and studios to reach their target audiences effectively while delivering unparalleled value and ROI. Through our dedication to creativity, integrity, and excellence, we aim to be the trusted partner of choice for movie advertising, driving success and growth for our clients in an ever-evolving entertainment industry.

# Vision

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The vision at The Movie Advertising Corporation is to redefine the way movies are marketed and promoted, setting new standards of effectiveness, efficiency, and creativity in the advertising industry. We envision a future where every movie campaign is tailored with precision, leveraging cutting-edge technologies and insights to captivate audiences and drive box office success. By fostering innovation, collaboration, and strategic thinking, we aspire to shape the future of movie advertising, empowering filmmakers to realize their visions and audiences to discover the magic of cinema in exciting new ways

# Key Objectives

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**Market Research and Analysis:** Conduct comprehensive market research to understand audience preferences, industry trends, and competitor strategies, enabling data-driven decision-making in advertising campaigns.

**Budget Optimization:** Develop cost-effective advertising strategies that maximize the impact of the allocated budget, optimizing spending across various advertising channels to achieve the highest ROI for filmmakers and studios.

**Audience Targeting and Segmentation:** Utilize advanced targeting techniques to identify and segment relevant audience groups based on demographics, interests, and behavior, tailoring advertising messages to resonate with specific audience segments effectively.

**Creative Content Development:** Collaborate with creative teams to produce compelling advertising content, including trailers, posters, and digital assets, that effectively communicates the unique selling points and emotional appeal of each movie.

**Performance Monitoring and Optimization:** Monitor advertising performance in real-time, leveraging analytics and KPIs to assess campaign effectiveness and make data-driven optimizations to improve outcomes and achieve campaign objectives.



# Revenue Model

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Movie Advertising Corporation generates revenue through a variety of channels, including:

**Advertising Services:** Offering comprehensive advertising solutions, including digital marketing, social media campaigns, traditional media placement, influencer partnerships, and experiential activations.

**Consulting Services:** Providing strategic consulting services to filmmakers and studios, including market analysis, campaign planning, and audience targeting.

**Partnership Opportunities:** Securing partnerships with brands for product placement, promotional tie-ins, and sponsorship deals associated with movie releases.

**Data Analytics:** Offering data analytics and insights services to track campaign performance, measure audience engagement, and optimize advertising strategies for maximum impact.

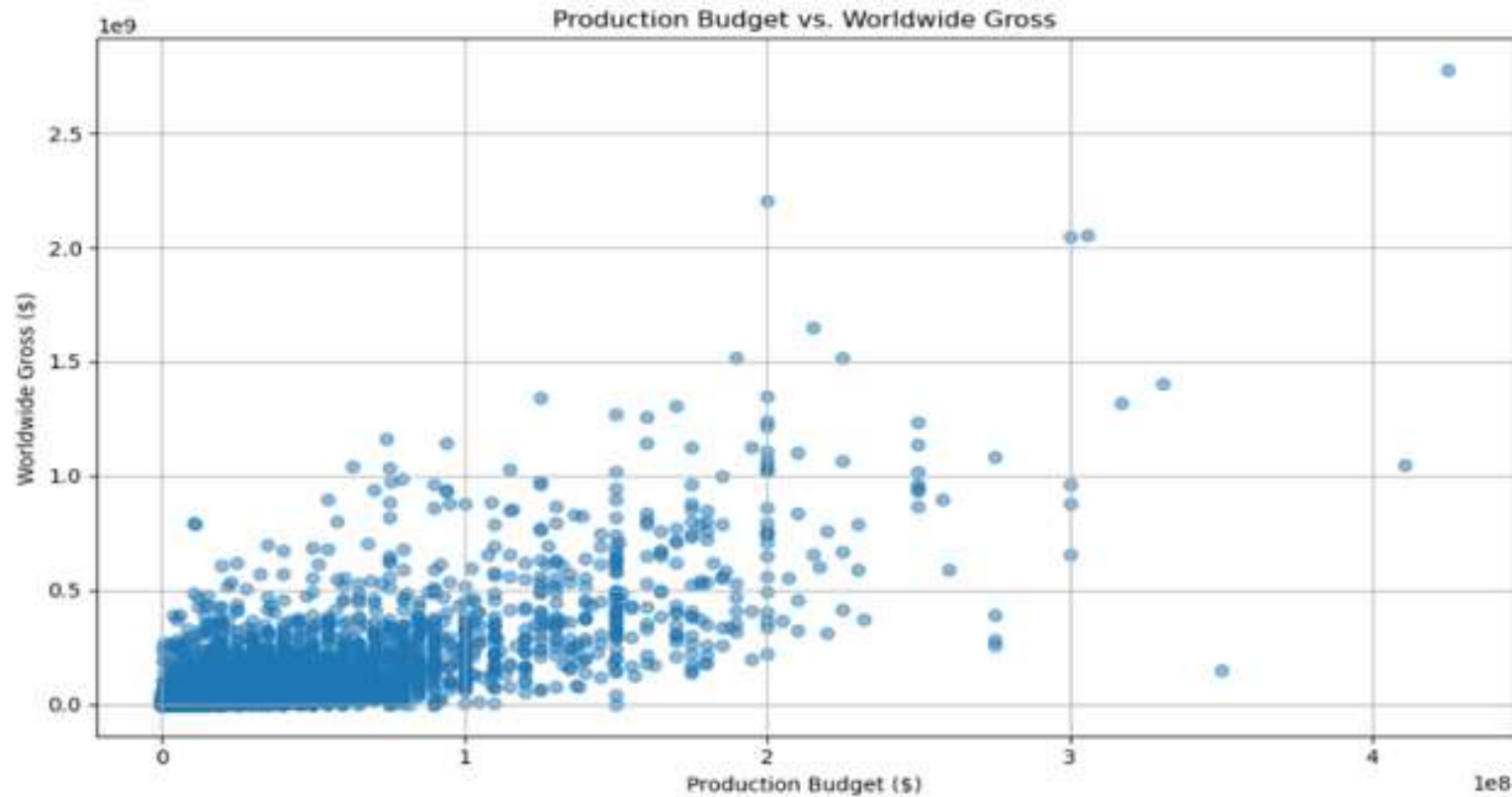
# Movies with the highest production budget

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Movie	Production Budget \$
Avatar	425000000
Pirates of the Caribbean: On Stranger Tides	410600000
Dark Phoenix	350000000
Avengers: Age of Ultron	330600000
Star Wars Ep. VIII: The Last Jedi	317000000
Star Wars Ep. VII: The Force Awakens	306000000
Avengers: Infinity War	300000000
Pirates of the Caribbean: At <u>World's</u> End	300000000

# Graph of Production budget against Worldwide Gross

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# Summary

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The advertising corporation specializes in promoting movies based on their respective budgets, offering tailored marketing strategies to maximize exposure and engagement. Leveraging their expertise in targeted advertising and market analysis, the corporation crafts bespoke campaigns that align with the financial scope of each film production.

Whether it's a blockbuster extravaganza or an indie gem, their comprehensive approach ensures that every movie receives the attention it deserves within its budgetary constraints. Through strategic placement, innovative digital campaigns, and data-driven insights, the corporation effectively amplifies the visibility of films across diverse audiences, ultimately contributing to their commercial success and cultural impact.