

# Movie Studio Analysis

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# Introduction

Analyst: Justin Lee

Stakeholder: Electronic Arts (EA)

Background: A globally renowned video gaming company.

Motive: EA has observed that many major companies are now creating original video content and is keen to enter this market on a global scale. EA seeks three business recommendations on the types of films to produce.



# Business Context

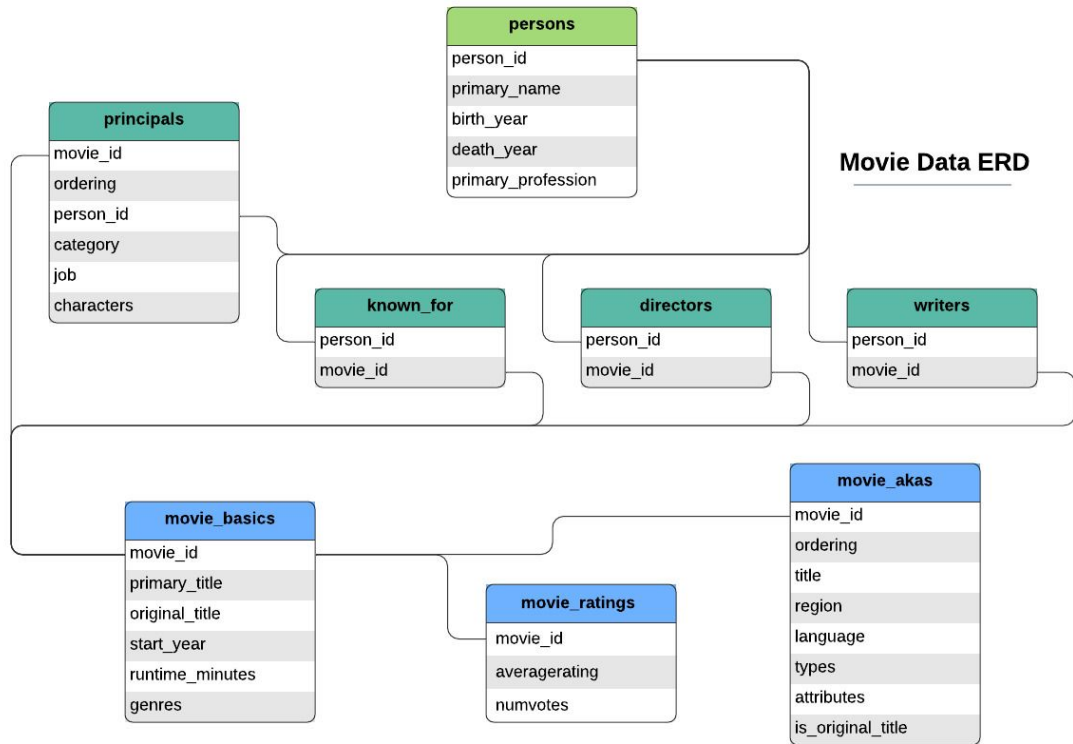
Main objectives:

- 1) How long should their movies be in minute length?
- 2) Best type of Animation genre to create?
- 3) Which global regions should they avoid releasing movies in?

# Process Steps

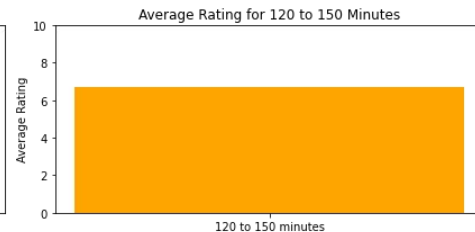
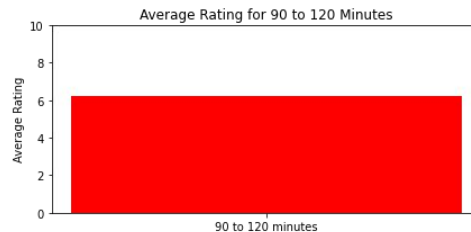
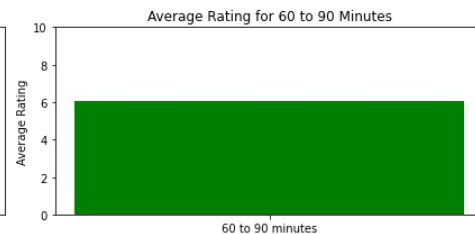
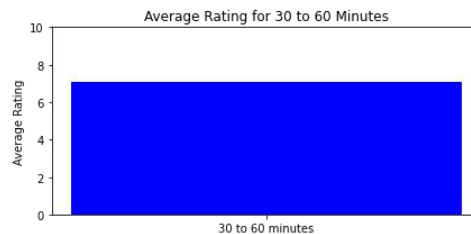
Stakeholder criteria:

- Only interested in the Animation genre space
- Analyze movies with ratings of 7.5 and above
- Looking to enter the global market, only analyze movies with regions of at least thirty movie premiers



# Best Runtime Length

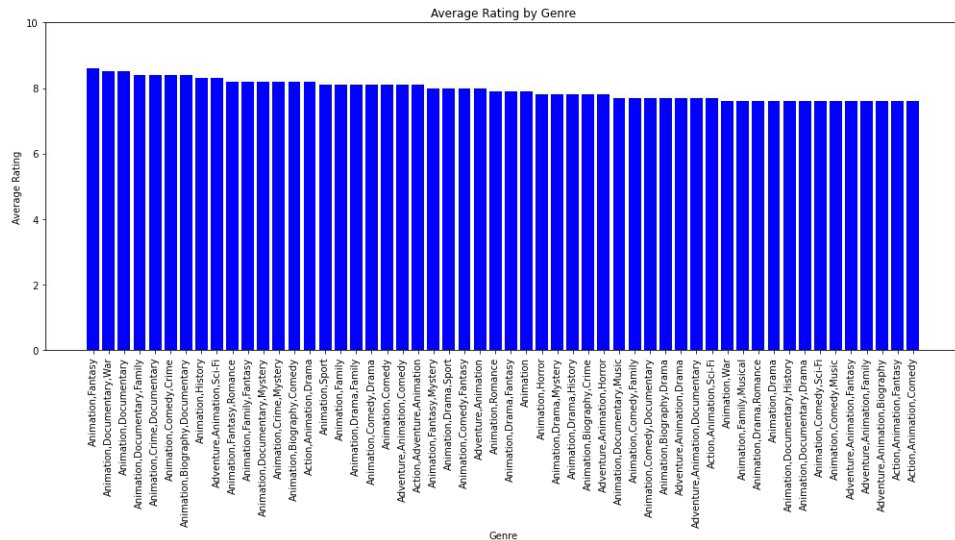
- 30 to 60 minutes average rating: **7.08**
- 60 to 90 minutes average rating: 6.06
- 90 to 120 minute average rating: 6.21
- 120 to 150 minute average rating: 6.72



# Best Animation Genre

## Top 5 Animation Genres:

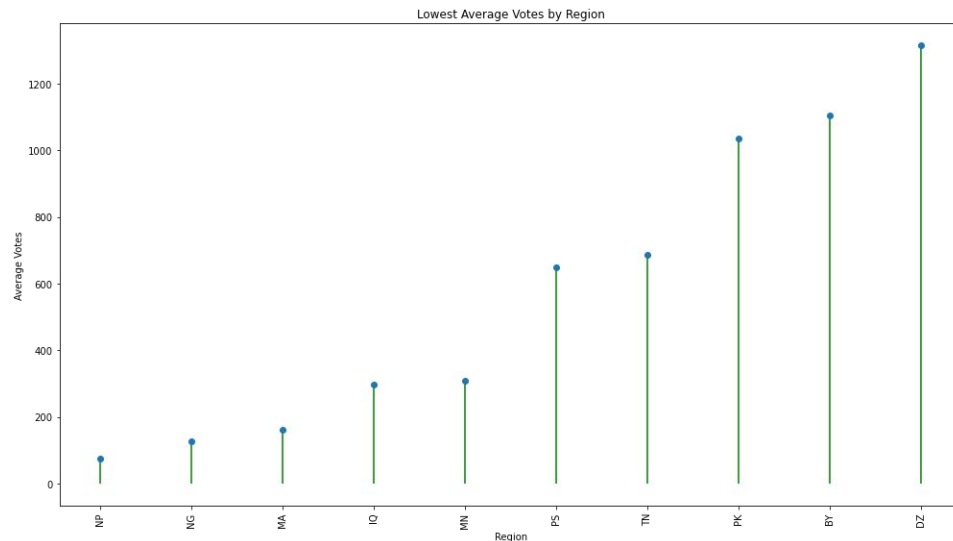
- 1) **Animation, Fantasy**
- 2) Animation, Documentary, War
- 3) Animation, Documentary
- 4) Animation, Documentary, Family
- 5) Animation, Comedy, Crime



# Regions to Avoid

## Top 10 Worst Performing Regions:

- 1) **NP - Nepal**
- 2) NG - Nigeria
- 3) MA - Morocco
- 4) IQ - Iraq
- 5) MN - Mongolia
- 6) PS - Palestinian Territory
- 7) TN - Tunisia
- 8) PK - Pakistan
- 9) BY - Belarus
- 10) DZ - Algeria



## Business Recommendations

- 1) Create movies between 30 to 60 minutes in length
- 2) Create “Animation, Fantasy” genre movies within the Animation space
- 3) Avoid airing movies in Nepal, Nigeria, Morocco, Iraq, Iraq, Palestinian Territories, Tunisia, Pakistan, Belarus and Algeria



## Limitations & Next Steps

- 1) Better data filtering specific to criteria; uniformity in conditions
- 2) Replacement values for NaN values
- 3) Analysis of additional data outside of IMDb

# Contact Information

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