



**Web And Social Analytics
ISTM 6209**

**Group 4 Project Report
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1. Executive Summary

Company's Mission And Values

Using storytelling that spans generations to enthrall and inspire audiences is at the core of Disney's television programs and media products. Every frame demonstrates their dedication to originality and creativity, which fosters a culture of creation. Disney makes sure that its material is a tapestry of voices and backgrounds, highlighting the richness of our diverse planet, since it is firmly committed to inclusivity and diversity. A sense of trust and admiration is fostered by the company's portrayals and connections, which are consistent with its unshakeable ideals of honesty and respect. Disney is aware of its responsibilities to the community and actively participates in charitable and outreach initiatives.

In addition, their use of state-of-the-art technology enhances the viewing experience, and their dedication to environmental conservation guarantees a lasting legacy. With these values at their core, Disney's television series and other media output continue to be a constant source of inspiration, happiness, and camaraderie in the rapidly changing entertainment industry.

Company's History

Walt Disney and his brother Roy had a vision for the Walt Disney Company in 1923, and it has been a fascinating adventure ever since. With the development of well-known characters like Mickey Mouse and ground-breaking animation feats, Disney rose to prominence in the entertainment sector quite fast. A turning point was reached with the publication of "Snow White and the Seven Dwarfs," the first full-length animated feature. Disney's position as a cultural institution was further cemented by its success in movies, television shows, and theme parks.

Stories and entertainment found new outlets when the firm entered the television industry and built Disneyland in the 1950s. The establishment of Walt Disney World and the EPCOT Center in the years that followed demonstrated how strong Disney's impact remained even after his death in 1966. The introduction of Disney+ in 2019 completely changed the streaming market, while Disney's catalog has been expanded over the past few decades through strategic acquisitions of businesses like Pixar, Marvel, and Lucasfilm. Disney has a long history of being a global leader in the entertainment industry, which is a monument to its dedication to creativity, innovation, and the timeless charm of narrative.



Online Media Platform

After launching in 2019, Disney's online platform, Disney+, has become a significant player in the streaming service market by providing a wide range of content from Disney, Pixar, Marvel, Star Wars, and National Geographic. Disney+ has made a name for itself in the digital streaming business with its rapid increase in subscribers and global market penetration. Disney has strengthened its position by acquiring Hulu and launching ESPN+, appealing to a wide variety of consumers, including adults and sports fans. Disney has established itself in the online platform market by offering packaged services and adjusting to consumer preferences.

What makes Disney Unique?

Disney is distinct from other entertainment firms in a number of ways, including:

1. **Iconic Content:** Disney is renowned for producing enduring and cherished brands, storylines, and characters. Disney's product catalog features some of the most recognizable and long-lasting intellectual assets in entertainment history, from Mickey Mouse to Star Wars.
2. **Disney's family-friendly concept** is based on its dedication to providing wholesome and family-friendly entertainment. It makes an effort to create media that appeals to a wide range of viewers, inspiring nostalgia and a sense of community among successive generations.
3. **Diverse User groups:** Disney has effectively grown to reach a variety of groups, despite the fact that children and families have historically made up the company's main clientele. This includes adults who are interested in the Disney+ streaming material, lovers of Marvel superhero movies, and Star Wars fanatics
4. **Diverse Web Presence:** Disney has a presence across a number of websites and digital media. Disney's official website provides details about its items, theme parks, and movies. Disney+ is its streaming service. Every major franchise also has its own dedicated website and social media account, which allows for more focused engagement with followers.

2. Business Strategy

Disney has invested significantly in intellectual property (IP) this includes disneys in house brands as well as popular franchises such as Star Wars and Marvel. Disney has a



number of ways to capitalize on this Intellectual Property. The core Business of Disney has always been in making movies that generate revenue by being released in theaters. When Disney+ was released, the films became a driving factor for customers joining the streaming service. Disney also creates shows for Disney+ that rely on customers' love for related movies. For example, Star Wars and Marvel were both primarily movie franchises, but now Disney+ has popular shows related to these franchises. Disney also uses its IP for its many parks, creating rides based upon popular characters and movies.

Key to maintaining its IP value strategy is focusing on quality instead of quantity. Netflix is well known for having more options for streaming. But Disney sets itself apart for having high quality shows. It is important to produce films that an audience actually enjoys so they will want to watch it on Disney+ or see it again at a Disney theme park. Disney is willing to spend more to make movies than other brands to maintain this quality. For example, 10 Marvels movies cost more than \$200 Million to make, significantly more than the \$65 Million an average film costs. Most of the time this investment pays off, but some recent movies have not been as successful. In 2023 "The Marvels" and "Antman 3" both failed to live up to expectations.

Disney is likely to reassess its filmmaking process. This is necessary because film success drives success of its Disney+ business and Theme Park business. Disney CEO has suggested having more involvement in the film making process and producing less films to make sure film quality is prioritized over quantity.

3. Target Market

Who are the competitors?

Analysis was done as part of our initial investigation to see how Disney+ compares to its top rivals, Netflix, Prime Video, and Hulu. Since all four platforms offered unique content, which was mostly in the form of movies, we concentrated our initial investigation on TV series in order to balance our comparative analysis.

Revenues Generated By The Competitors

In November 2019, Disney introduced Disney+, their streaming service. Its subscriber base reached over 118 million by December 2021, and its growth has been consistent. In 2022 Disney+ had over 150 million subscribers accounting for \$7.4 billion in revenue.



We also compared it with the revenues generated by its competitors,

1. Netflix: As of 2021, the streaming service had \$29.6 billion in total revenue. With a sizable member base and an extensive video catalog that appeals to a wide range of viewers, Netflix is a major global streaming company. It has long been a significant participant in the streaming market.
2. Amazon Prime Video: Amazon does not disclose revenue direct revenue from streaming. Rather, it's combined with the more comprehensive Amazon Prime membership, which offers a number of advantages—including streaming video—and boosts the business's overall earnings. Around \$25.2 billion was made by Amazon's subscription services in 2020, including Prime.
3. Hulu: Disney owns the majority of Hulu, which generated \$10.4 billion in revenue in 2020. Hulu has been a major player in the US streaming industry and is renowned for providing a wide selection of TV series, films, and original content.

Strategies Applied by the Competitors

1. Netflix:

Global Expansion: With a strategy of expanding globally, Netflix now offers its streaming services in more than 190 countries. They can reach a wide and varied global audience with this strategy. By customizing their content to fit the tastes and customs of different countries, they essentially turn into a global content supplier.

2. Amazon Prime Video:

Combining with Amazon Prime: Amazon Prime Video is a part of the larger Amazon Prime membership, which comes with a number of advantages like free delivery, e-books, and other things. Bundling is a method that increases customer loyalty and gets more people to subscribe to Prime Video as an extra service. Amazon aims to keep customers by offering a variety of benefits under a single membership, thus raising the total value of Prime membership.

3. Hulu:

Live TV and TV Shows: Hulu focuses on live TV and TV shows, providing recent episodes from major networks as soon as they air. Watchers who want to stay up to date on the newest episodes and series are catered to by this emphasis on TV programming. Hulu + Live TV also provides live streaming from popular TV networks, which attracts people who have canceled their traditional cable subscriptions. The goal of this strategy is to provide TV fans a complete solution.



4. Financial Projections

Revenue Projections : Total Revenue projections for 2023 are 89.0B across all business segments of Disney. Operating profit for Disney+ is 1.1B in the first three quarters of 2023. This is down from 1.9 B during the first three quarters of 2022.

Revenue Model

Entertainment 40.64B

Sports 17.11B

Experiences 32 B

Disney generates revenue from three primary sources. Entertainment is by far its largest revenue source. Its box office movie business and Disney+ are part of this revenue stream. Disney continues to create high level content and leverage its IP to continue success in this stream.

Sports revenue comes from its ownership of ESPN. Sports broadcasting is a growing revenue segment for Disney.

Experiences are primarily composed of Disney parks. These experiences still comprise a major source of Disney revenue. Customers continue to go to parks such as Disney World and others throughout the world

5. Key Performance Indicators

In the analysis of Disney's performance and growth, we utilized key performance indicators (KPIs) to assess both subscriber and revenue dynamics over a three-year period from 2019 to 2022.

Subscriber Growth Rate:

Formula: $((\text{New Subscribers} - \text{Initial Subscribers}) / \text{Initial Subscribers}) \times 100$

Calculation: $((150 \text{ million} - 118 \text{ million}) / 118 \text{ million}) \times 100$

Result: Approximately 27.12%



Interpretation: This metric signifies a robust growth in Disney+'s subscriber base, indicating a 27.12% increase from the initial 118 million subscribers to 150 million by the end of 2022.

Average Annual Subscriber Growth Rate:

Formula: $((\text{Ending Subscribers} / \text{Beginning Subscribers})^{(1/n)} - 1) \times 100$, where n is the number of years

Calculation: $((150 \text{ million} / 118 \text{ million})^{(1/3)} - 1) \times 100$

Result: Approximately 18.89%

Interpretation: This KPI provides an average annual growth rate over the three-year period. The 18.89% suggests a consistent yearly increase in subscribers, contributing to the overall growth trajectory.

Average Annual Revenue Growth Rate:

Formula: $((\text{Ending Revenue} / \text{Beginning Revenue})^{(1/n)} - 1) \times 100$, where n is the number of years

Calculation: $((\$7.4 \text{ billion} / \$2 \text{ billion})^{(1/3)} - 1) \times 100$

Result: Approximately 53.32%

Interpretation: With an assumed initial revenue of \$2 billion, this KPI indicates an average annual revenue growth rate of 53.32% over the three-year period. It highlights the substantial financial expansion of Disney+ during this timeframe.

These KPIs offer valuable insights into Disney+'s performance, showcasing a strong subscriber acquisition, consistent annual growth, and a substantial increase in revenue. These metrics are essential for stakeholders and decision-makers to understand the platform's market dynamics and inform strategic planning for future growth.

6. Online Market Analysis

The online streaming market is a rapidly growing industry, with Disney+ emerging as a major player. Disney+ offers a wide variety of content, including movies, TV shows, documentaries, and originals. The service is available on a variety of devices, including smartphones, tablets, computers, and smart TVs. Disney+ has been praised for its high-quality content and user-friendly interface. As of October 4, 2023, Disney+ had 164.2 million subscribers worldwide. This makes it the third-largest streaming service in the world, behind Netflix and Amazon Prime Video. Disney+ has grown rapidly since its launch in November 2019, and it is expected to continue to grow in the coming years.



There are a number of factors that have contributed to Disney+'s success. One is the strong brand recognition of Disney. The Disney brand is one of the most popular and trusted brands in the world, and this has helped to attract subscribers to Disney+. Additionally, Disney+ has a wide variety of content that appeals to a broad audience. The service has a strong library of Disney movies and TV shows, as well as a growing number of original shows and movies.

Disney+ has also been successful in marketing its service. The company has used a variety of marketing channels, including television advertising, social media marketing, and public relations. Additionally, Disney+ has offered a number of attractive promotions, such as discounts for new subscribers and bundles with other Disney services.

7. Marketing Strategy Analysis

Customer and Visitor Acquisition

Disney+ can acquire customers and visitors through a variety of channels, including:

- Paid search advertising (Google Ads, Bing Ads)
- Social media advertising (Facebook Ads, Instagram Ads, Twitter Ads)
- Display advertising
- Video advertising
- Affiliate marketing
- Public relations
- Partnerships with other companies (e.g., telecommunications providers, mobile device manufacturers)

Search Engine Optimization (SEO)

Disney+ can improve its search engine rankings by optimizing its website and content for relevant keywords.

This includes:

- Adding meta tags and data throughout the site
- Increasing the occurrence of desired keywords in both visible and hidden text
- Creating high-quality content that is relevant to the target audience
- Building backlinks from other high-quality websites

Social Media Marketing

Disney+ can use social media to engage with its target audience, promote its content, and drive traffic to its website. Similar to the Fitness app marketing simulation.



- Be active on all major social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok)
- Post engaging content that is relevant to your target audience
- Use relevant hashtags to reach a wider audience
- Run social media contests and giveaways
- Partner with social media influencers to promote your content

Content Marketing

Disney+ can create and publish high-quality content to attract and engage its target audience. This content could include:

- Blog posts about Disney+ movies, TV shows, and other content
- Videos about Disney+ movies, TV shows, and other content
- Behind-the-scenes content about Disney+ movies, TV shows, and other content
- Interviews with Disney+ cast and crew members
- Exclusive content that is only available to Disney+ subscribers

Email Marketing

Disney+ can use email marketing to stay in touch with its subscribers and promote its content. Here are some tips for email marketing:

- Collect email addresses from visitors to your website
- Send regular email newsletters with updates about Disney+ content, promotions, and other news
- Segment your email list so that you can send targeted messages to different groups of subscribers
- Personalize your email messages

Affiliate Marketing

Disney+ can partner with other websites and businesses to promote its service through affiliate marketing. Affiliate marketers earn a commission for every new subscriber that they refer to Disney+.

Public Relations

Disney+ can use public relations to generate positive media coverage and build brand awareness. This could involve issuing press releases, hosting events, and working with journalists and bloggers.

Partnerships



Disney+ can partner with other companies to promote its service and reach a wider audience. For example, Disney+ could partner with telecommunications providers to offer Disney+ subscriptions as part of their bundled services. Disney+ could also partner with mobile device manufacturers to pre-install the Disney+ app on new devices.

8. Recommendations

What would increase the MAU/DAU and make them more competitive?

To increase the Monthly Active Users (MAU) and Daily Active Users (DAU) for Disney+, and enhance competitiveness in the streaming market, the following strategies can be implemented:

Content Personalization:

- Apply innovative algorithms to examine user behavior and preferences.
- Make recommendations for relevant material based on user profiles and viewing experience.
- Add programmable content queues and playlists to increase user interaction.

Original Content Production:

- Invest in new, high-quality material to attract and retain subscribers.
- Collaborate with well-known directors, producers, and performers to create unique and fascinating television shows and films.
- Always offer new, engaging content to keep users interested and subscribed.

Social Media Integration:

- Improve social media integration to make it easier for consumers to share their favorite content.
- Organize social media challenges and campaigns to generate interest and boost brand awareness.
- Encourage subscribers to offer their insights and recommendations to capitalize on user-generated content.

Free Trials and Promotions:

- Provide longer free trial durations to entice new users and give them a chance to explore the platform.
- Offer exclusive deals or discounts for yearly subscriptions to encourage sustained involvement.



- For extra savings, combine Disney+ with other Disney offerings like theme park passes or merchandise.

Enhanced User Experience:

- Make constant improvements to the platform's user interface to ensure a smooth and intuitive experience.
- Add functions like multiple user profiles, offline watching, and improved parental controls.
- Collect feedback from customers and actively carry out enhancements based on recommendations from users.

Data Analytics and Insights:

- Get knowledge about user behavior and preferences by utilizing advanced analytics.
- Implement data-driven decision-making for content creation, marketing strategies, and platform enhancements.
- To resolve any problems and raise satisfaction levels, evaluate customer reviews and ratings on a regular basis.

Which age group should be targeted in order to increase the revenue and engagement?

Which age group should be targeted in order to increase the revenue and engagement?

By strategically implementing these recommendations, Disney+ can not only increase its MAU/DAU but also solidify its position as a leading player in the competitive streaming market.

To determine the age group that should be targeted in order to increase revenue and engagement for Disney+, it's essential to consider the platform's content, brand positioning, and the preferences of different demographic segments. Here are some factors to consider:

Family-Friendly Content: Disney+ is known for its family-friendly content, including animated classics, Pixar films, and Marvel superhero movies. Families with young children are likely to be a significant target audience. Marketing efforts could focus on parents and caregivers within the age group of 25 to 45.



Young Adults and Teens: With the inclusion of Star Wars and Marvel content, Disney+ appeals to a broader age range, including young adults and teenagers. This demographic is likely to be interested in superhero movies, sci-fi, and fantasy content. Marketing strategies targeting individuals aged 16 to 30 could be effective.

Nostalgia for Older Audiences: Older audiences who grew up with Disney classics may be drawn to the platform for nostalgic reasons. Original content and remakes of classic films may resonate with individuals in their 30s and 40s. Advertising and promotions could be tailored to tap into the sentimental value of Disney's timeless classics.

Content for All Ages: Disney+ offers a diverse range of content, including documentaries and National Geographic programs. This allows them to target a broad demographic, including individuals interested in educational content and documentaries. Marketing efforts can highlight the platform's versatility and appeal to a wide age range.

Inclusive Marketing: Disney's commitment to inclusivity and diversity can be leveraged in marketing campaigns. Targeting a diverse audience and showcasing content that represents different cultures and backgrounds may attract viewers from various age groups.

Marketing Recommendations:

- Run a paid search campaign targeting keywords such as "best streaming services," "Disney movies," and "Marvel TV shows."
- Partner with popular social media influencers to promote Disney+ content.
- Create blog posts and videos about the latest Disney+ releases, behind-the-scenes content, and interviews with cast and crew members.
- Send regular email newsletters to subscribers with updates about Disney+ content, promotions, and other news.
- Offer exclusive content to Disney+ subscribers, such as early access to new releases or behind-the-scenes footage.
- Partner with telecommunications providers and mobile device manufacturers to make Disney+ more accessible to potential subscribers.
- By using a variety of online marketing tactics, Disney+ can reach a wider audience, acquire new subscribers, and grow its business.



9. Appendix

The data analysis questions listed below are answered in this section

1. Exploring the data and columns.
2. The different genres that Disney+ has and how it affects the gross income and rating.
3. How many movies is Disney releasing over the years?
4. Does the amount of movies released per year influence the rating?
5. Does the director affect the ratings?
6. How inflation affects the total gross?

```
> #exploring data
> nrow(disney_data)
[1] 579
> ncol(disney_data)
[1] 6
> n_distinct(disney_data)
[1] 579
> colnames(disney_data)
[1] "movie_title"      "release_date"
[3] "genre"            "mpaa_rating"
[5] "total_gross"      "inflation_adjusted_gross"
>

> skim_without_charts(disney_data)
— Data Summary —

```

	Values
Name	disney_data
Number of rows	579
Number of columns	6

```
-----
Column type frequency:
  character      3
   Date         1
  numeric       2
-----
Group variables      None

— Variable type: character —
skim_variable n_missing complete_rate min max empty n_unique whitespace
1 movie_title      0           1      2 40      0      573           0
2 genre            17         0.971  5 19      0      12           0
3 mpaa_rating      56         0.903  1  9      0       5           0

— Variable type: Date —
skim_variable n_missing complete_rate min      max      median      n_unique
1 release_date      0           1 1937-12-21 2016-12-16 1998-09-04      553

— Variable type: numeric —
skim_variable      n_missing complete_rate      mean      sd p0
1 total_gross          0           1 64701789. 93013006. 0
2 inflation_adjusted_gross 0           1 118762523. 286085280. 0
   p25    p50    p75    p100
1 12788864 30702446 75709033 936662225
2 22741232 55159783 119202000 5228953251
>
```



```
> summary(disney_data)
movie_title      release_date      genre      mpaa_rating      total_gross
Length:579      Min. :1937-12-21  Length:579      Length:579      Min. : 0
Class :character 1st Qu.:1993-03-29  Class :character Class :character 1st Qu.: 12788864
Mode :character  Median :1998-09-04  Mode :character Mode :character  Median : 30702446
                  Mean  :1998-07-10                  Mean  : 64701789
                  3rd Qu.:2006-02-06                  3rd Qu.: 75709033
                  Max. :2016-12-16                  Max. : 936662225

inflation_adjusted_gross
Min. :0.000e+00
1st Qu.:2.274e+07
Median :5.516e+07
Mean :1.188e+08
3rd Qu.:1.192e+08
Max. :5.229e+09
>
```

The adventure genre has brought in the most money over time for Disney, but they have produced more comedy over the same period of time and next is Drama.

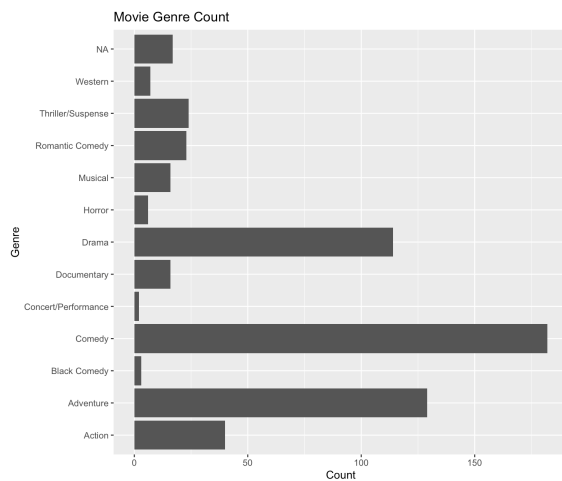


Fig 1. Movie Genre Count

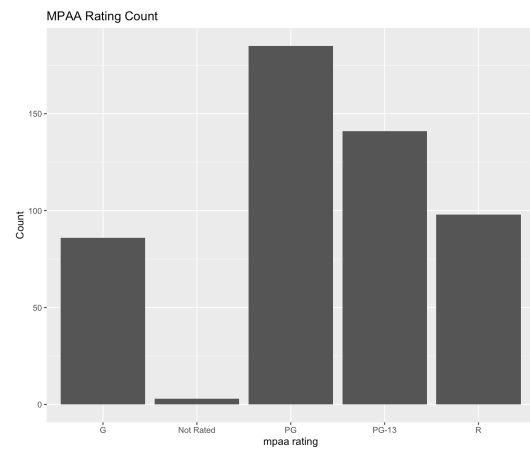


Fig 2. MPAA Rating Count

PG films have made the most in total gross, but when inflation is adjusted for these films G rating has been the biggest grossing for Disney. There have been more PG films made than any other for the company.

Over the years, the total gross has consistently increased annually. However, upon adjusting for inflation, it becomes evident that there was an initial peak, succeeded by a notable decline, and then a gradual recovery.

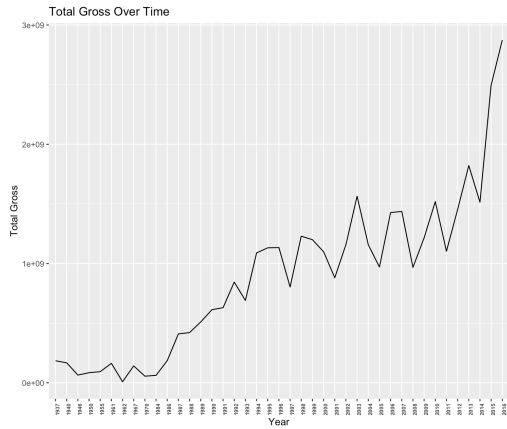


Fig 3. Total Gross Over Time

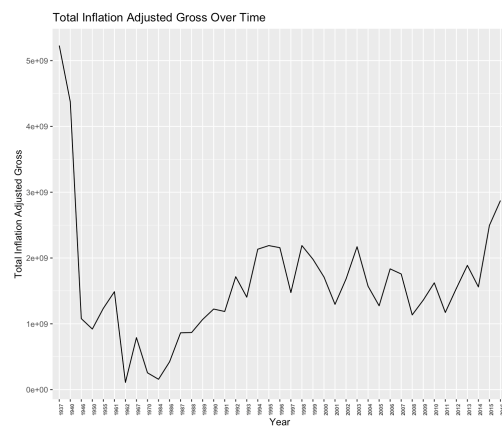


Fig 4. Total inflation adjusted Over Time

We could find that more movies are released during the holiday season. Releases are in March that is during the Spring and November around the Thanksgiving vacation.

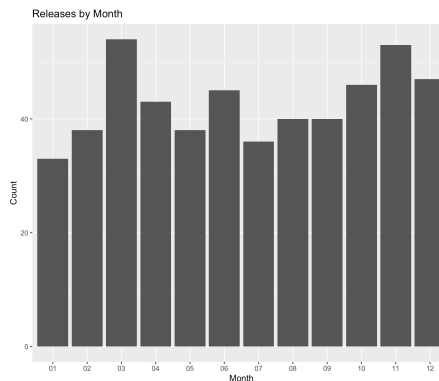


Fig 5. Releases by Month

The graphs below show the least grossing films and the change based on inflation-adjusted gross to get the least grossing films. We can see the change on how total gross income of America's Heart and Soul reduced and the Feast of July increased when inflation adjusted the gross income.

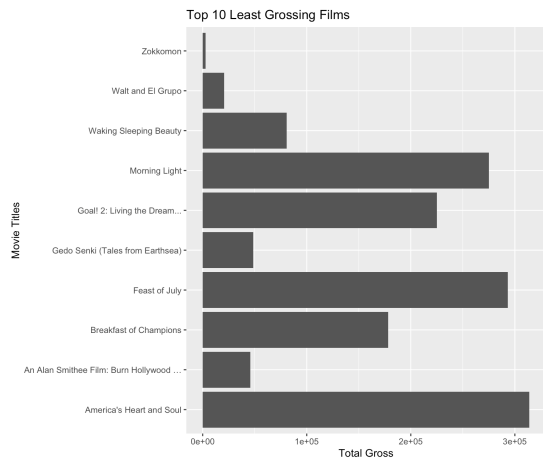


Fig 6. Top 10 Least Grossing Films

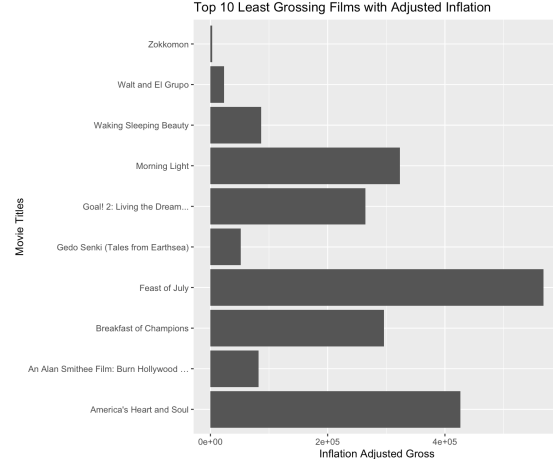


Fig 7. Top 10 Least Grossing Films with Adjusted Inflation

On 2009, Disney acquired Hulu and Marvel which may have led to this sudden increase in movies released annually. On 2019, Disney+ started, leading to even more movies being released.

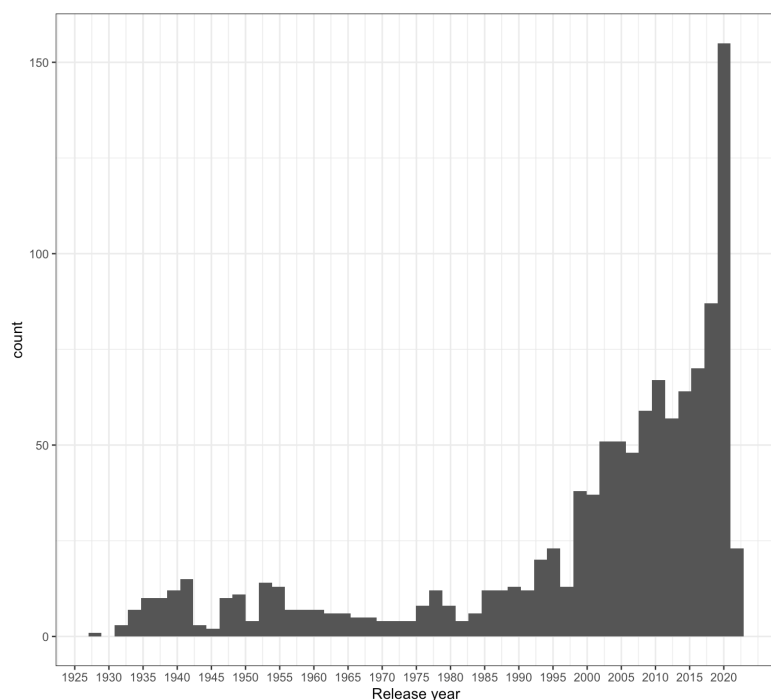


Fig 8. Movies released per Year

How were ratings affected?

The below graph shows the years that produced more than 20 movies (it includes short stories), it seems that the ratings from IMDB congregate around 6.5-7.5 (which is pretty good). Disney, however, produces many types of movie genres. Could the public be



partial to a movie genre? Is there any indication that Disney excels in a specific genre? Let's plot the data according to the genre.

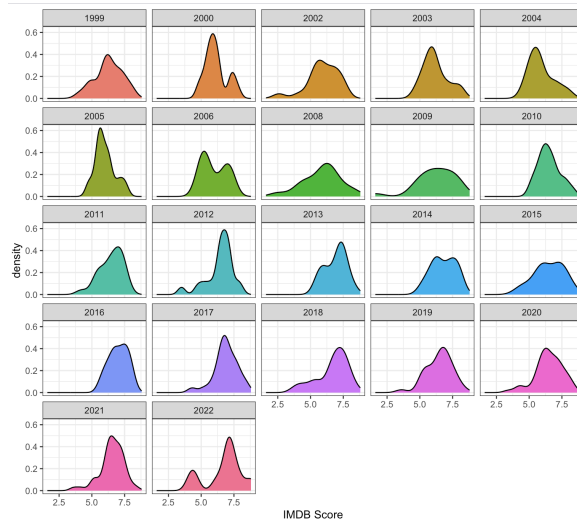


Fig 9. IMDB Rating per Year

In the graphs below, you can see that Disney started releasing a lot of sci-fi, fantasy and comedy movies in the past 10 years which did not affect their ratings. It appears that the animation genre has had stable ratings over the years. One genre which is increasing its ratings and number of movies released is the action genre. While romantic and family movies are on a decline in both their ratings and number of movies released. It is interesting to notice that Disney started releasing a lot of "documentation" (i.e. documentaries) movies, if you check the data you'll notice that they are not nature documentaries, but movies about behind-the-scenes and making-of.

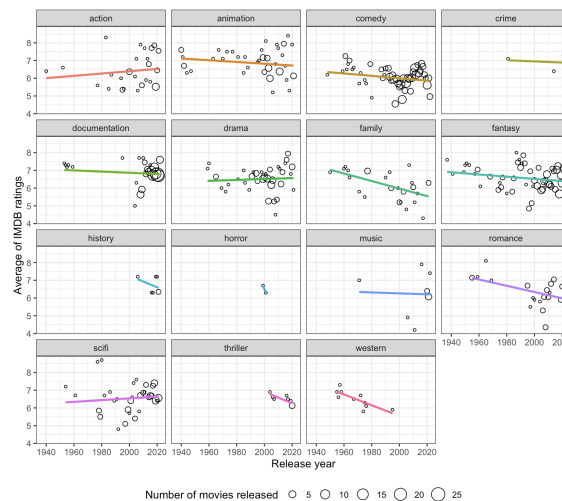


Fig 10. Movie release based on genre every year



Below are the boxplots of movies released in recent years to see if their ratings were affected by the number of movies released per year. The average rating is based on the customer ratings that are the disney+ subscribers.

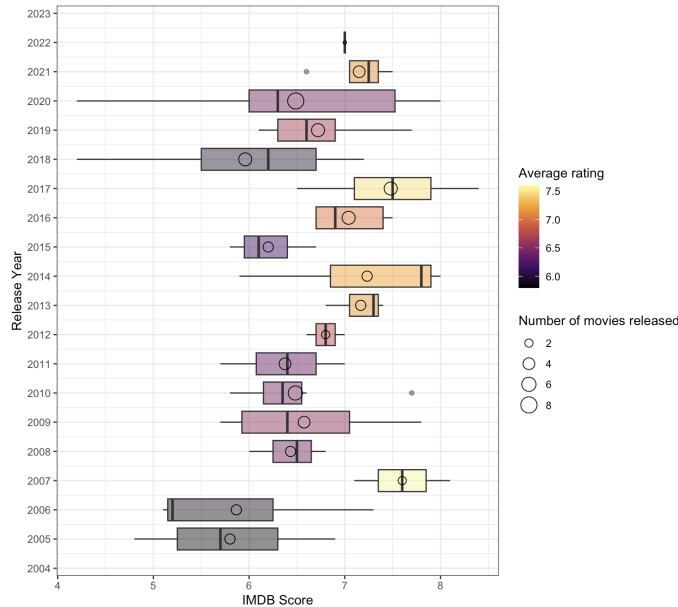


Fig 11. Boxplot of Movies Released every year and Ratings

The director seems to have an influence in the ratings, however this can also be said that perhaps some movie ideas are better liked by the public, thus leading to higher ratings.



Fig 12. Smooth plot of Directors and Ratings



```
Call:
lm(formula = inflation_adjusted_gross ~ total_gross, data = df)

Residuals:
    Min       1Q   Median       3Q      Max
-327459922 -33812886 -28011179 -14051759 4952271444

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept) 3.377e+07  1.311e+07   2.576   0.0102 *
total_gross  1.313e+00  1.158e-01  11.345  <2e-16 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 258900000 on 577 degrees of freedom
Multiple R-squared:  0.1824,    Adjusted R-squared:  0.181
F-statistic: 128.7 on 1 and 577 DF,  p-value: < 2.2e-16
```

Fig 13. Linear Regression Model

The linear regression model reveals that the total gross of movies is a statistically significant predictor of their inflation-adjusted gross. For every additional dollar in total gross, the model predicts an increase of approximately 1.313 dollars in inflation-adjusted gross. However, the model's explanatory power is limited, as evidenced by the R-squared value of 18.24%. This suggests that other factors beyond total gross contribute to the financial success of movies.

Businesses can leverage the insight that total gross has a positive impact on inflation-adjusted gross, indicating that maximizing total gross can be a key strategy for financial success. However, it's crucial for businesses to recognize the model's limitations and explore additional factors that may influence movie success. Enhancing the model with these factors can lead to more accurate predictions and informed business decisions, ultimately contributing to a comprehensive understanding of the dynamics that drive financial performance in the movie industry.



```
Call:
lm(formula = imdb_score ~ tmdb_score + tmdb_popularity, data = regression_data)

Residuals:
    Min       1Q   Median       3Q      Max
-4.6145 -0.5041  0.1064  0.5741  3.1628

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.716e+00  1.811e-01  14.998  <2e-16 ***
tmdb_score    5.553e-01  2.571e-02  21.594  <2e-16 ***
tmdb_popularity 8.472e-05  8.636e-05   0.981   0.327
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.8792 on 1057 degrees of freedom
(475 observations deleted due to missingness)
Multiple R-squared:  0.3096,    Adjusted R-squared:  0.3083
F-statistic: 237 on 2 and 1057 DF,  p-value: < 2.2e-16

> |
```

Fig 14. Linear regression Model

The linear regression analysis reveals valuable insights for businesses in the movie industry. The positive and significant coefficient for TMDb score suggests that higher TMDb scores are associated with increased IMDb scores, emphasizing the importance of content quality and audience engagement. However, TMDb popularity, while an essential metric, does not appear to have a significant impact on IMDb scores in this model. The overall model explains approximately 30.96% of the variability in IMDb scores, signaling the need to explore additional factors beyond TMDb metrics. Businesses are advised to prioritize strategies that enhance content quality to improve IMDb scores and consider a broader range of variables, such as marketing efforts and critical acclaim, for a comprehensive understanding of audience perception. Continuous monitoring of TMDb and IMDb scores, coupled with an adaptive approach to emerging factors, will be crucial for sustained success in the dynamic movie industry landscape.



10. References

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