

Analysis of Current Trends in the Movie Industry

Lynn Anderson

Outline

- Business Problem
- Summary
- Data
- Methods
- Results
- Conclusions



Business Problem

- Microsoft is entering the film industry
- To insure success in the industry, the company must produce successful films
- What are some aspects of successful films?



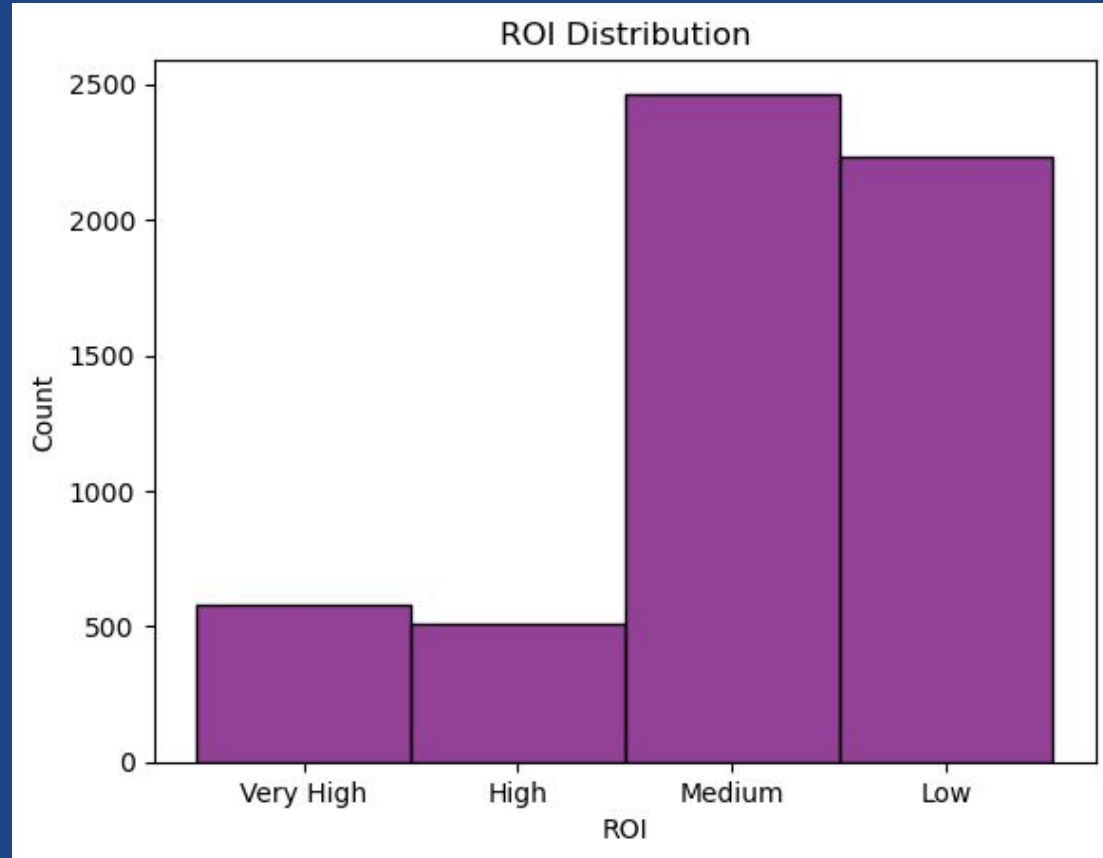
Summary

- Emphasize content belonging to the most successful genres
- Recruit directors with a reputation for success
- Produce more films with a small budget



Data

- Data was combined from 4 different tables, sourced from The Numbers and IMDB
- 3,181 entries, 2,404 directors, 22 genres, and 2,123 different movies.
- Low and Medium are below the mean



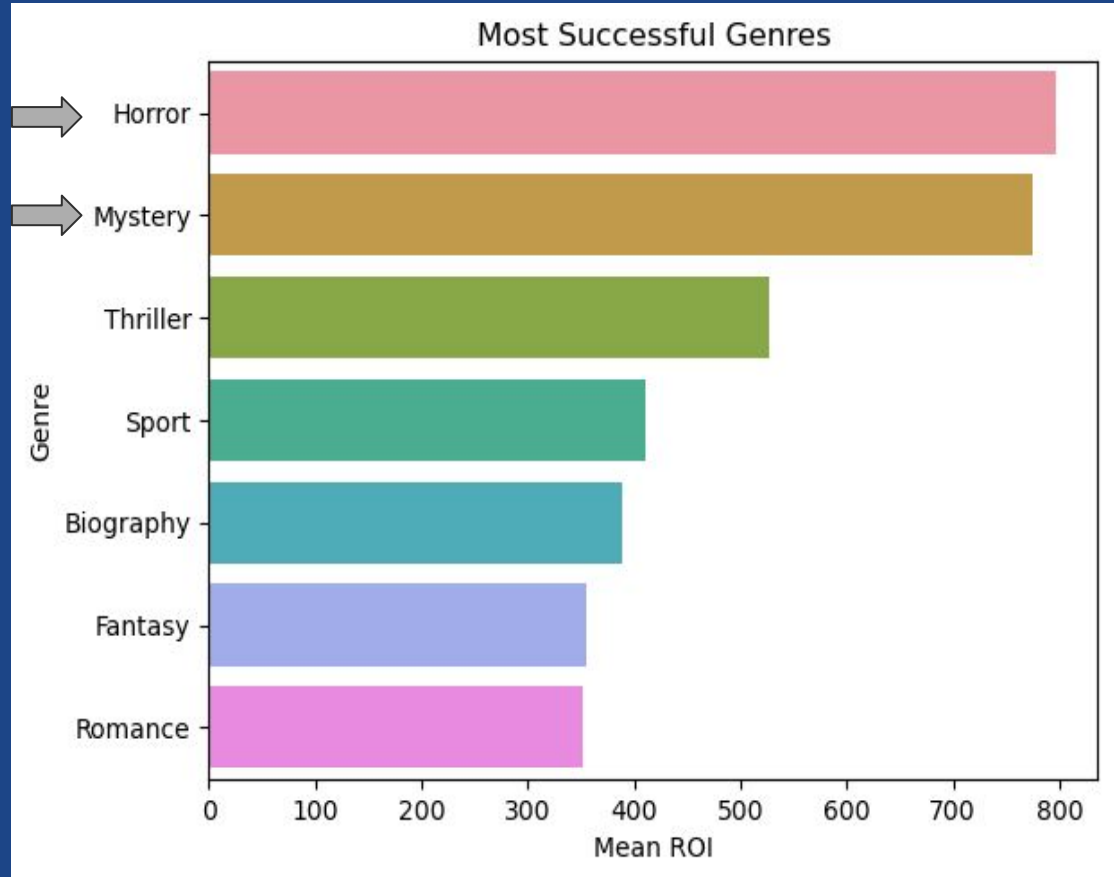
Methods

- Success metric- Return on Investment (ROI)
- Exploratory data analysis of
 1. Genres
 2. Directors
 3. Production budgets



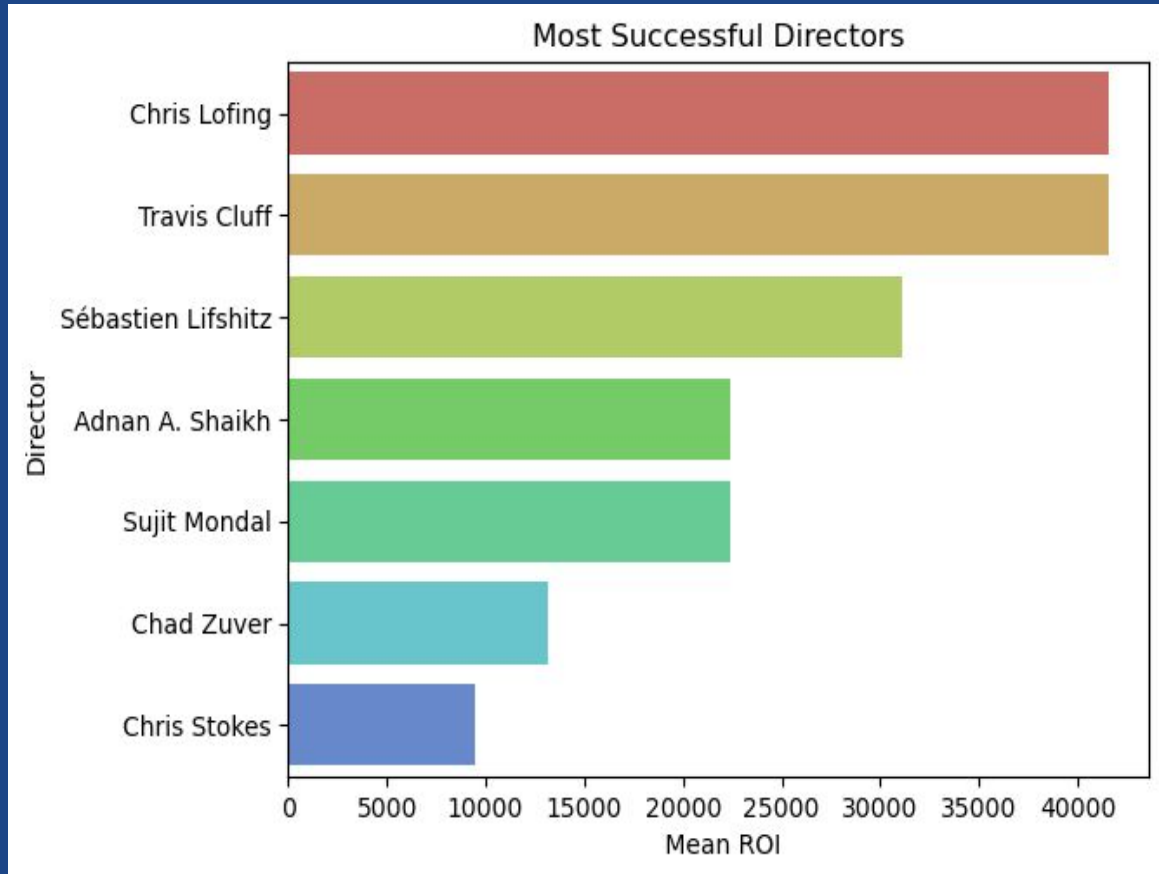
Results: Most successful genres

- Horror and Mystery are clear winners
- These 7 genres represent the top third.



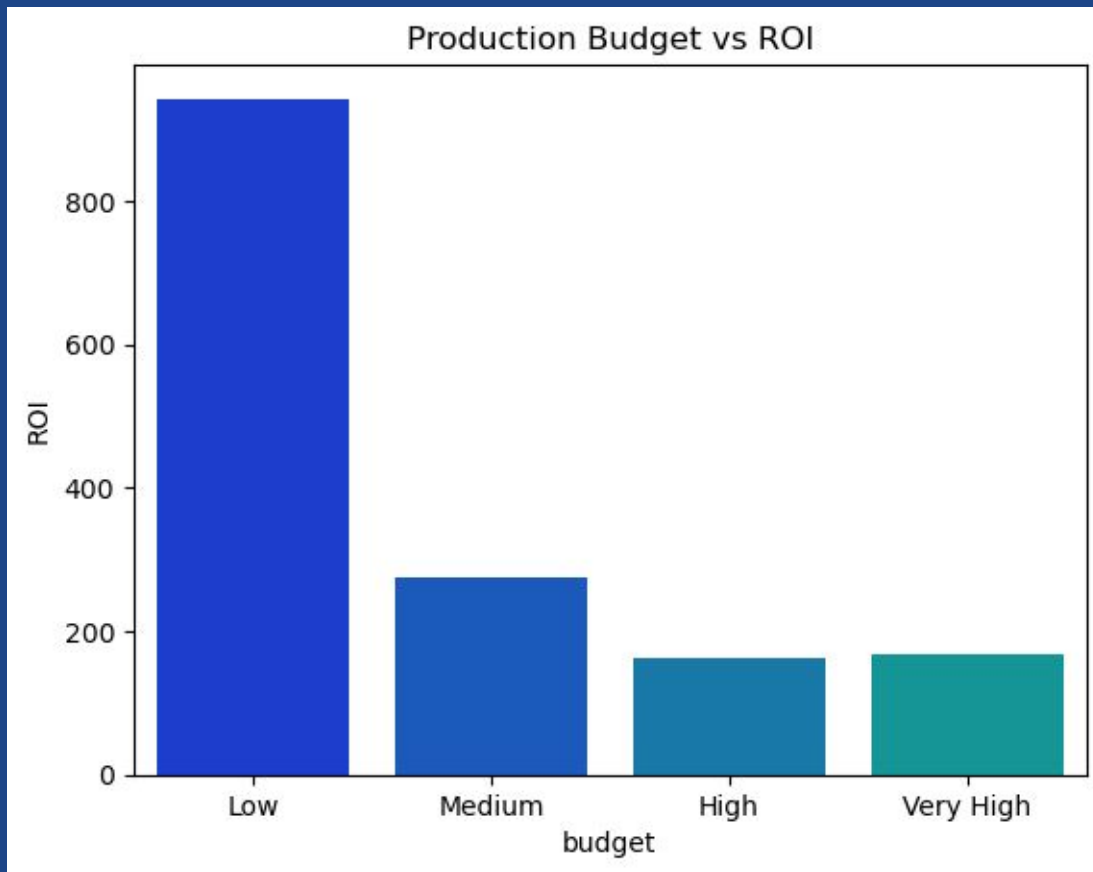
Results: Most successful Directors

- 7 directors in the top 0.5%.
- Significant (30%) drop between directors with 7th and 8th highest ROI
- 25 directors top 99%.



Results: Production Budgets and ROI

- Most successful films had a low production budget.
- Mean budget for top 20 films- \$370,000, for all films- \$32,000,000
- IQR for top 20 films: \$61k- \$644k



Conclusions

- Emphasize producing content belonging to the most successful genres- specifically Horror, Mystery and Thriller. Also include Sport, Biography, Fantasy and Romance.
- Recruit directors who have a reputation for producing highly successful films.
- Produce more films with a relatively low budget (\$50k to \$700k), rather than pouring a substantial amount of financial resources into a single film.

Further Research

- Identify correlations between which studios and cast members are associated with the most successful films
- Determine if there is a relationship between ratings and ROI.



Questions?

Thank You!

Email: lalynjay@gmail.com

GitHub: [@lalynjay](https://github.com/lalynjay)

LinkedIn: [linkedin.com/in/lauralynn-anderson/](https://www.linkedin.com/in/lauralynn-anderson/)