

# MOVIE INDUSTRY ANALYSIS

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GROUP 10

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# OUTLINE

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- Project goal
- Business Understanding
- Data and Methods
- Data analysis
- Conclusions

# PROJECT GOAL

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Descriptive analysis of movie performance data and production insights to highlight investment niches in the industry to exploit:

- Genres that require the lowest budget to produce with good revenue returns
- Genres that produce blockbuster hits often
- Genres with a good rating average and a significant vote number, both indicators of positive audience feedback.

# BUSINESS UNDERSTANDING

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- **Key Objectives:**
- Identify successful box office hit genres
- Identify genres with low budget requirements
- Identify genres with good profit margins

# BUSINESS UNDERSTANDING

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- **Key Questions:**
- What genres require the highest budget?
- What genres have the longest runtime?
- What genres raked in the highest revenue?
- What is the relationship between votes, popularity, and revenue?
- Can we prove several statistical concepts based on our data?

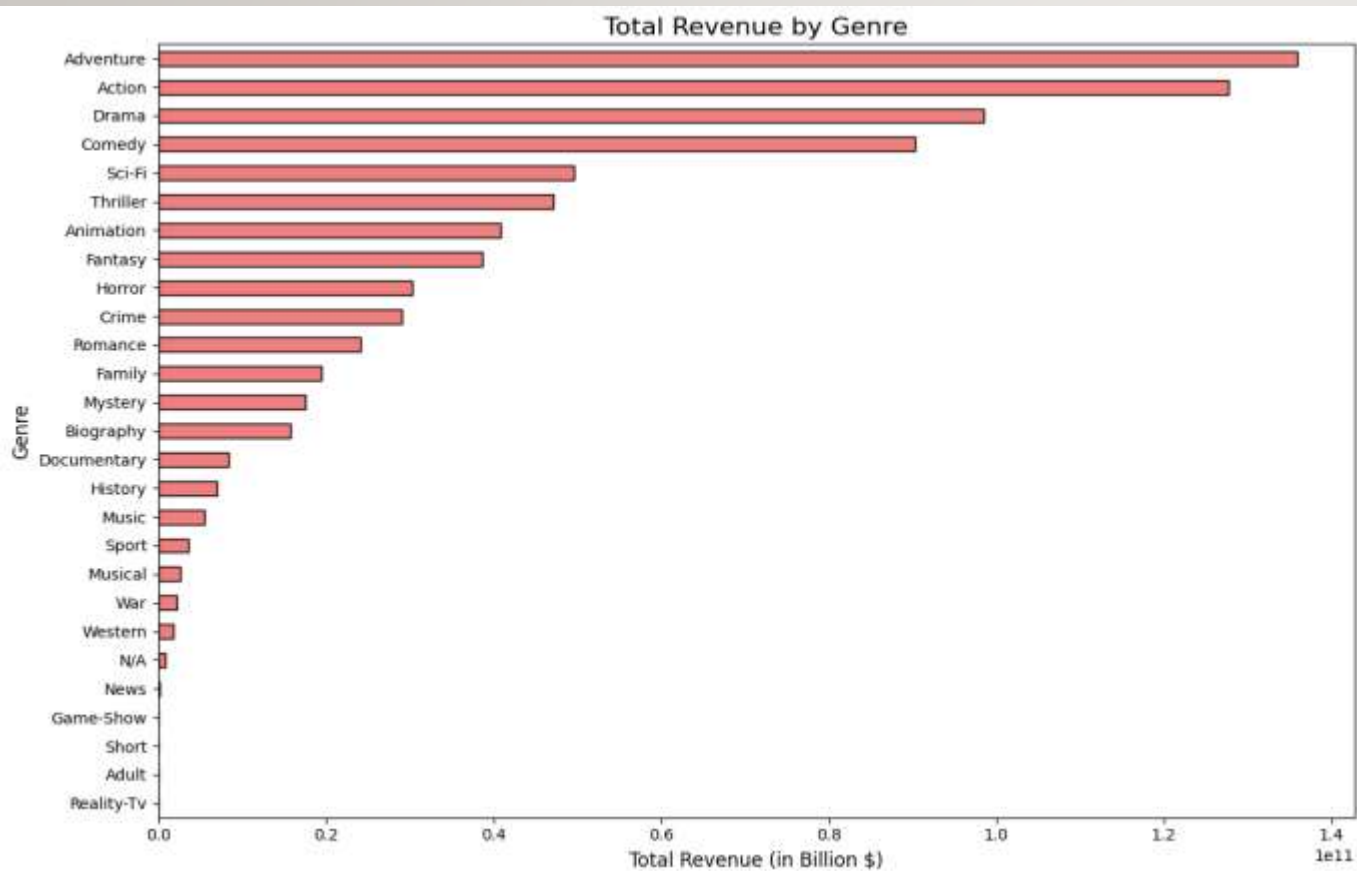
# DATA AND METHODS

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- IMDB data obtained from a SQL database file for over 140,000 movies for which we use the title basics table
- TMDB data obtained by scraping the website using API calls. Contains over 26,000 titles.
- Data includes: movie titles, genres, runtime, popularity, budget, revenue, vote average and vote count

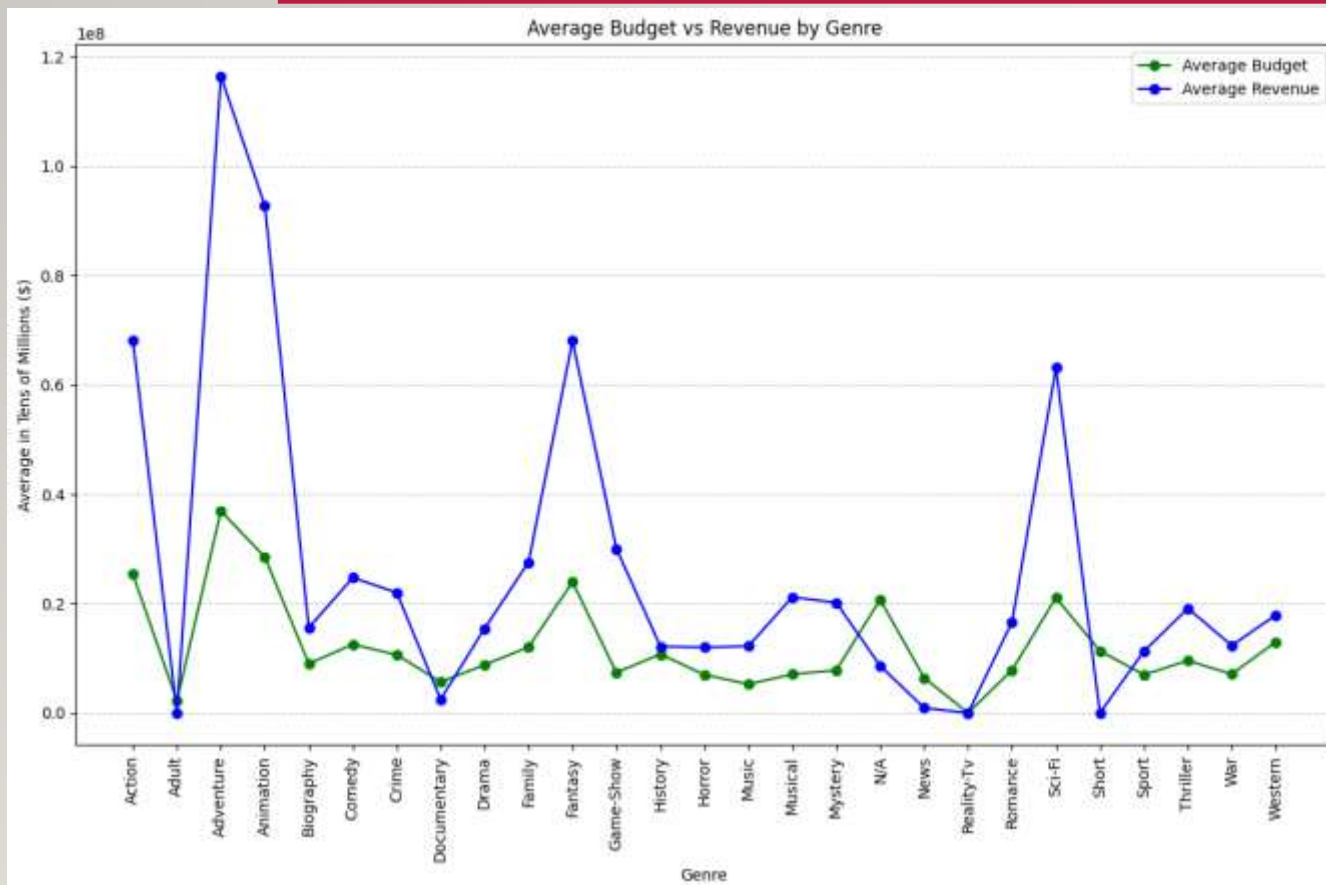


# DATA ANALYSIS



Genres such as Adventure, Action, and Comedy had the highest revenue returns.

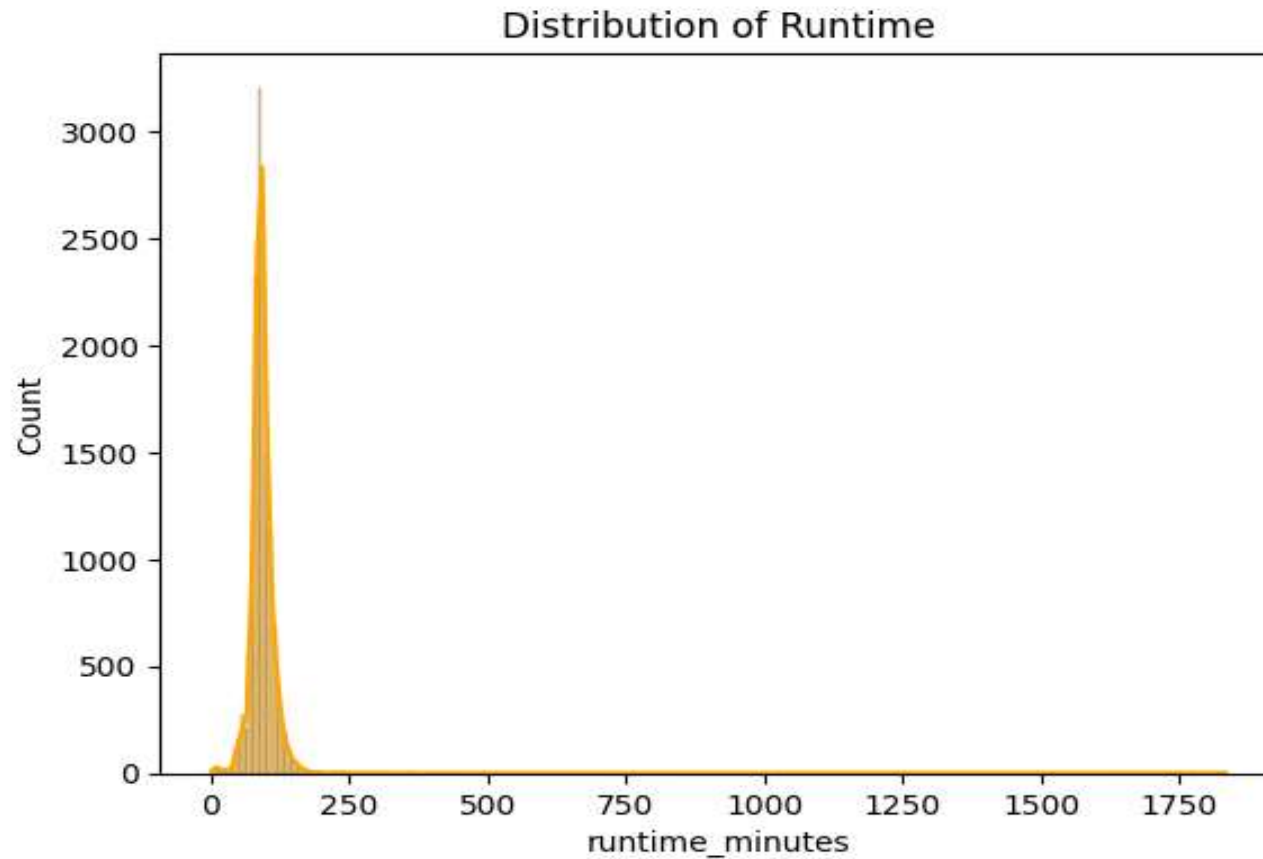
# DATA ANALYSIS



Genres such as Adventure, Action, and Fantasy and Animation had the highest returns on input.

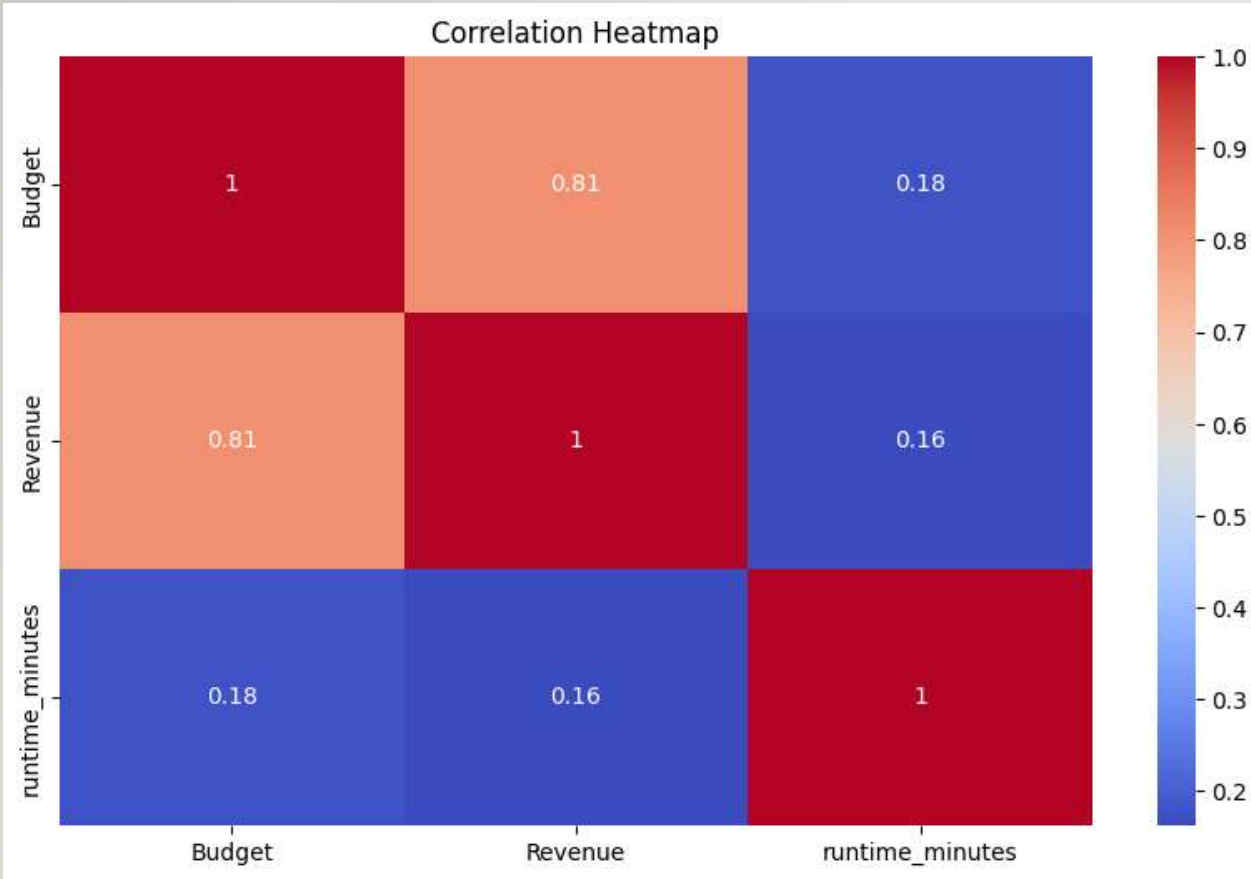


# DATA ANALYSIS



Most titles align with a 90–120-minute preference.

# DATA ANALYSIS



Budget and Revenue have a high positive correlation, meaning that a high budget movie has a higher chance of raking in high revenue.

# CONCLUSIONS

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- High Revenue Genres: Adventure, Fantasy, and Sci-Fi generate higher revenues.
- Steady Performers: Drama, Comedy, and Thriller offer consistent returns.
- Budget vs. Return: Adventure, Sci-Fi and Animation need higher budgets but yield big returns.
- Cost-Effective: Drama and Documentaries balance lower budgets with steady engagement.

# RECOMMENDATIONS

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- Focus on Genres: Invest in Adventure, Fantasy, and Drama, with Documentaries as a niche.
- Partner with Directors: Collaborate with top directors for consistency and success.
- Optimize Runtime: Align with the 90–120-minute preference.
- Balanced Investment: Prioritize high-revenue genres while diversifying with niche options.

# NEXT STEPS

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- Better predict highly profitable sub-genres e.g. action-animation.
- Build model to analyze movies and recommend related titles.



**QA**

# THANK YOU !!

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GitHub Repo: <https://github.com/makau99/Movie-Data-Analysis.git>