Actionable Insights of Creating a Successful Film

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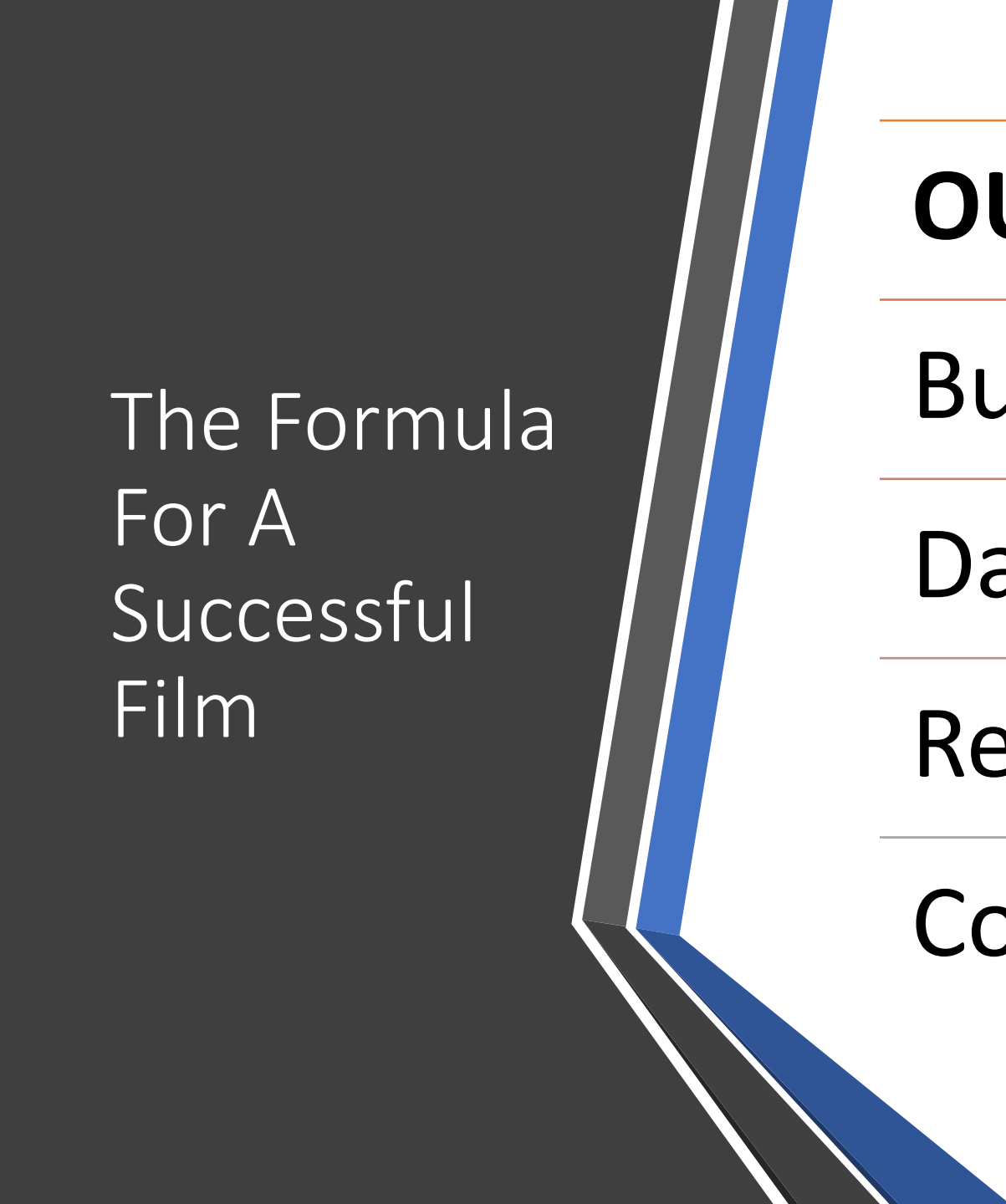
Overview

Films are a big part of modern life. But with thousands of movies released each year, what makes certain movies into a phenomenon? What is it about select movies that capture the public's attention and makes them successful? Is there a formula to it?

Descriptive analysis of IMDb data reveal some components to consider while making a successful Film.

- Film runtime

- Film release year

- Production Budget

- Studio

The Formula For A Successful Film

OUTLINE

Business Problem

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Business Problem

What components or factors should the head of film Microsoft's new movie studio consider while making a successful film?
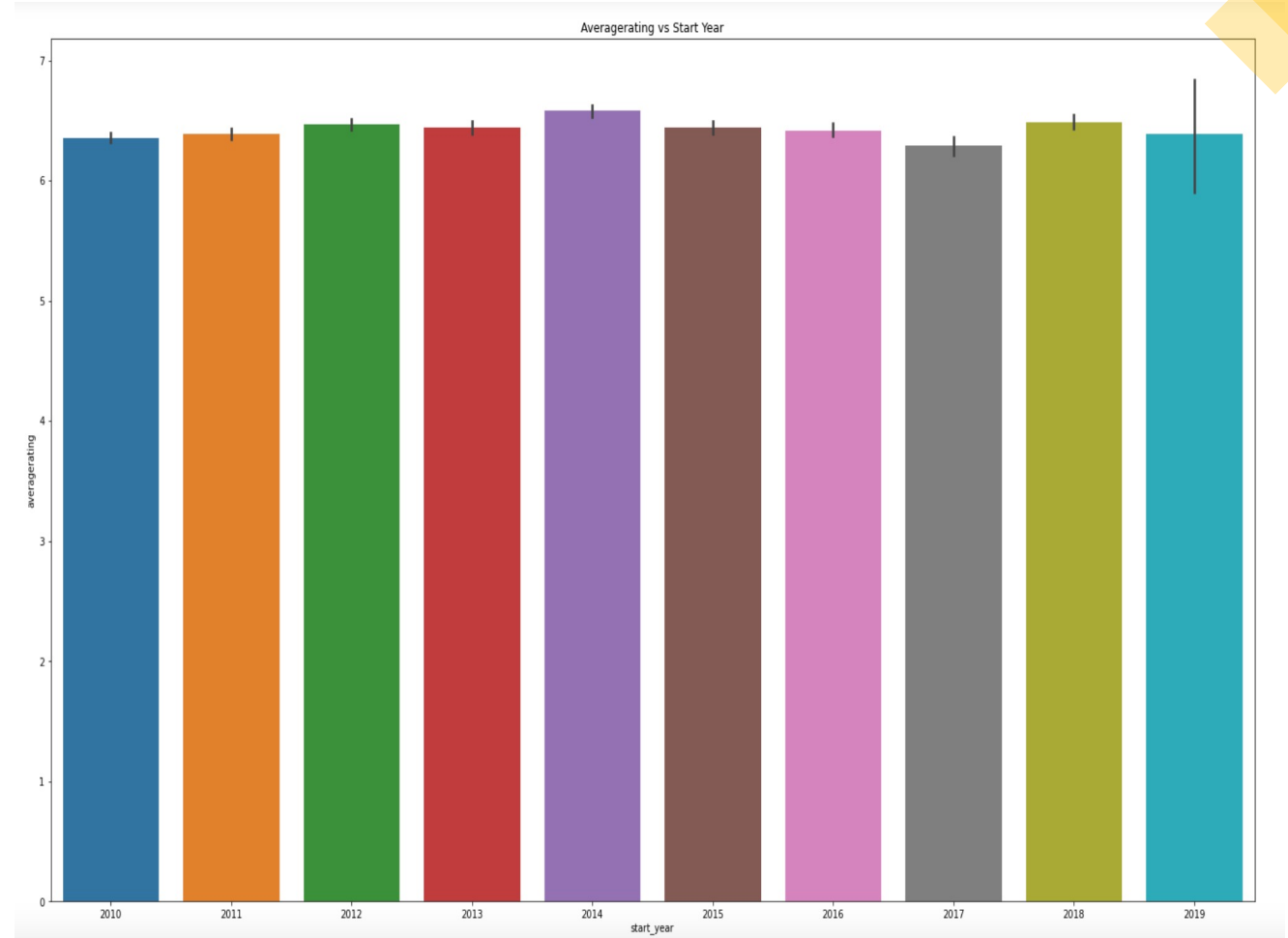
Data & Methods

This analysis is limited to IMDb data to films. The metadata on films included in IMDb consist of year of release, genre, average ratings, movie run time, studio.
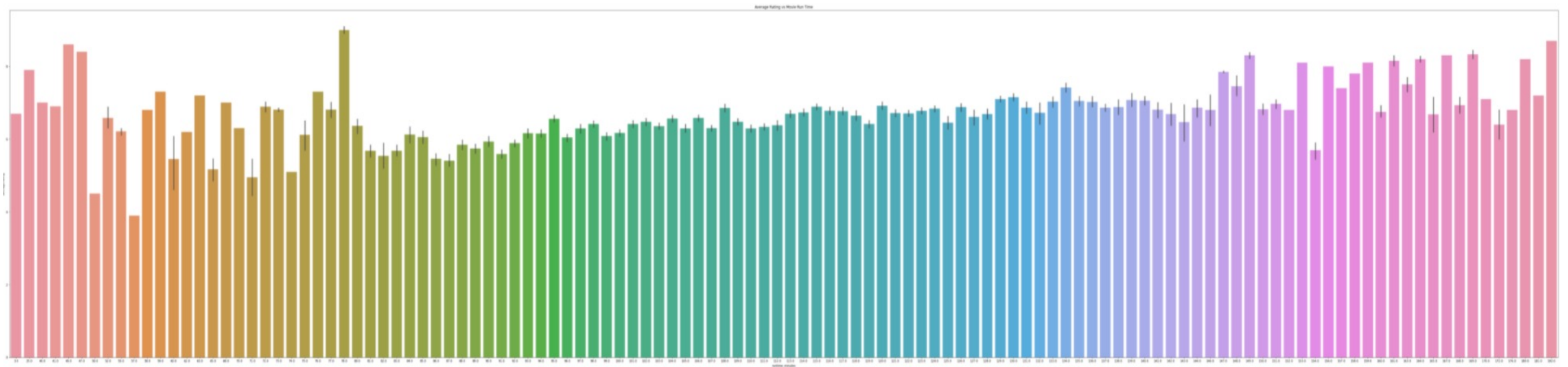
Results

Average Rating vs Movie Start Year:

- Based on the graph, the decrease in average ratings for films in 2010 was presumably caused by the recession of 2008 to 2010.

- It also may be due to a reporting delay for low-budget films.

- Movies released in 2015 - 2019 seem to have rated higher than previous year.

- The lower ratings for the year of 2017 can be caused by advertising campaigns, sequel fatigue or home streaming

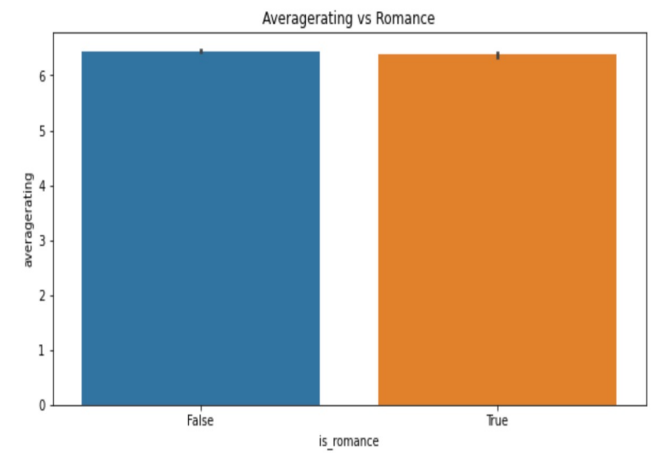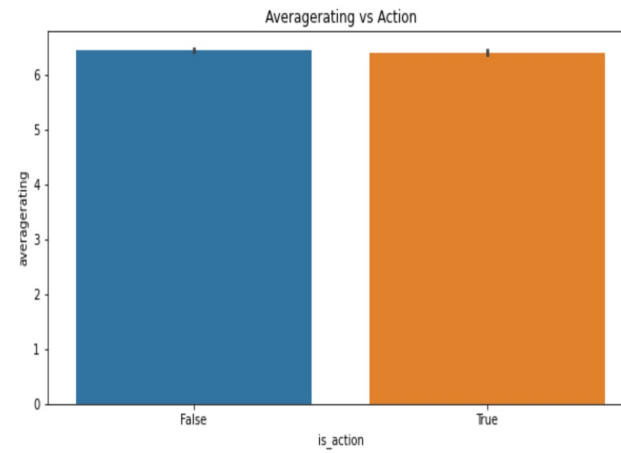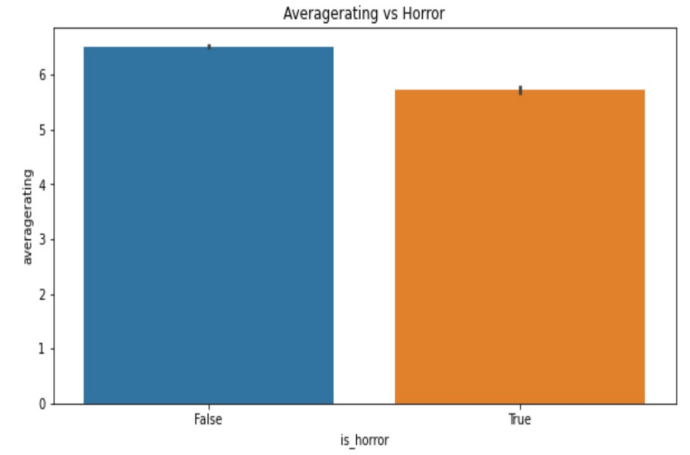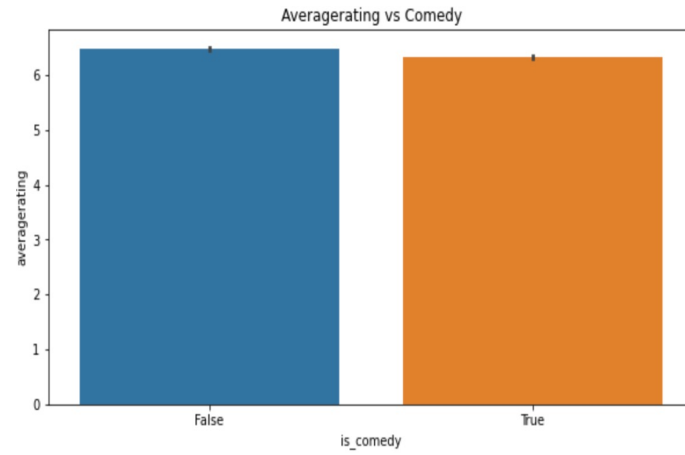
Averagerating vs Start Year

Average rating vs movie run time:

- Based on the graph, movies run between 60 minutes to 130 minutes have higher ratings.
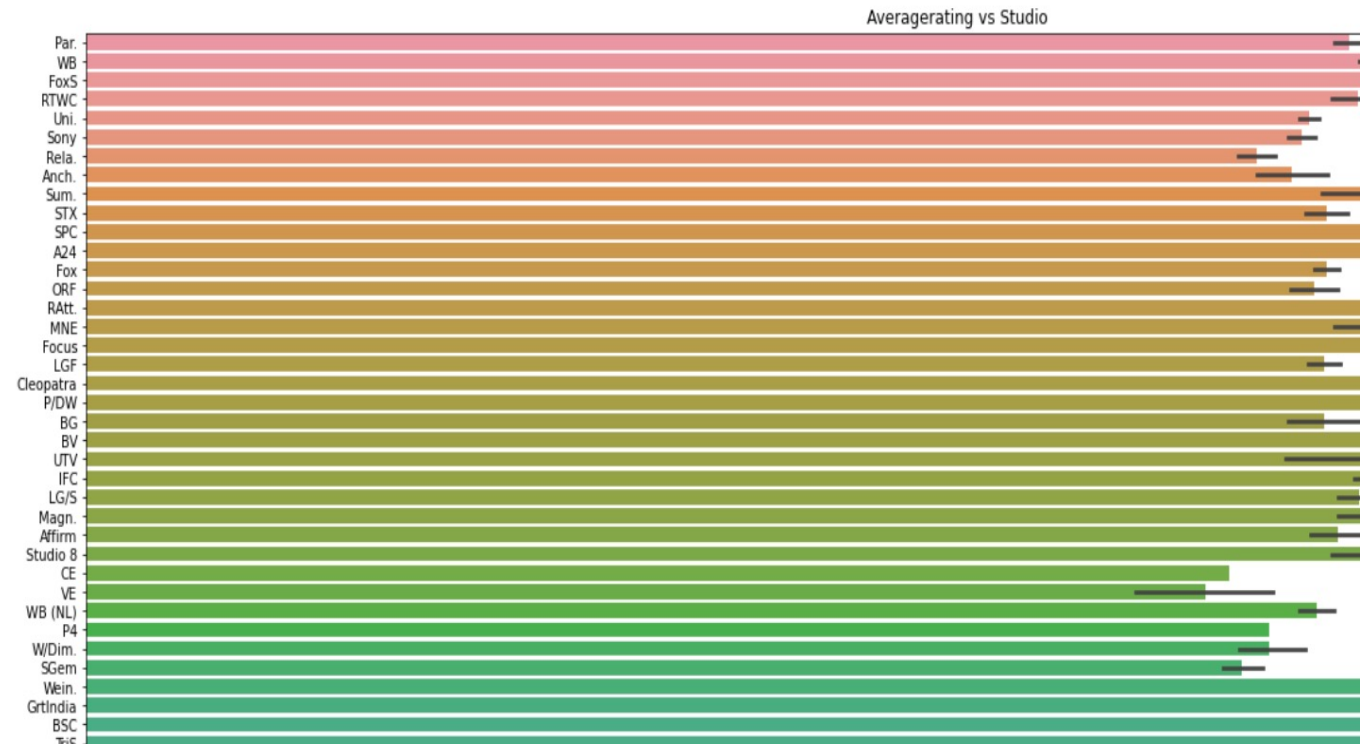

Average Rating vs Movie Run Time

Average rating vs Genre

Movie ratings are based on following genre:
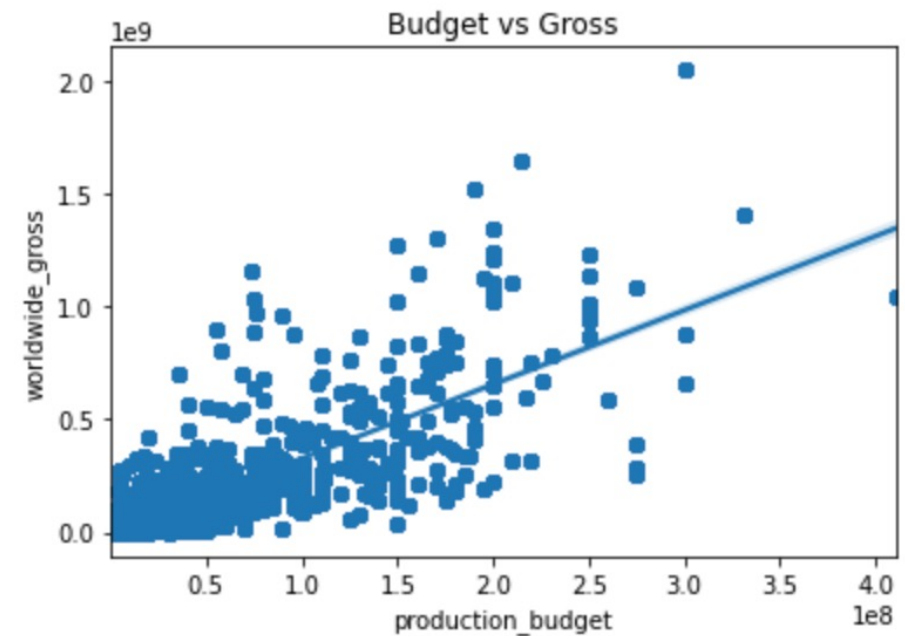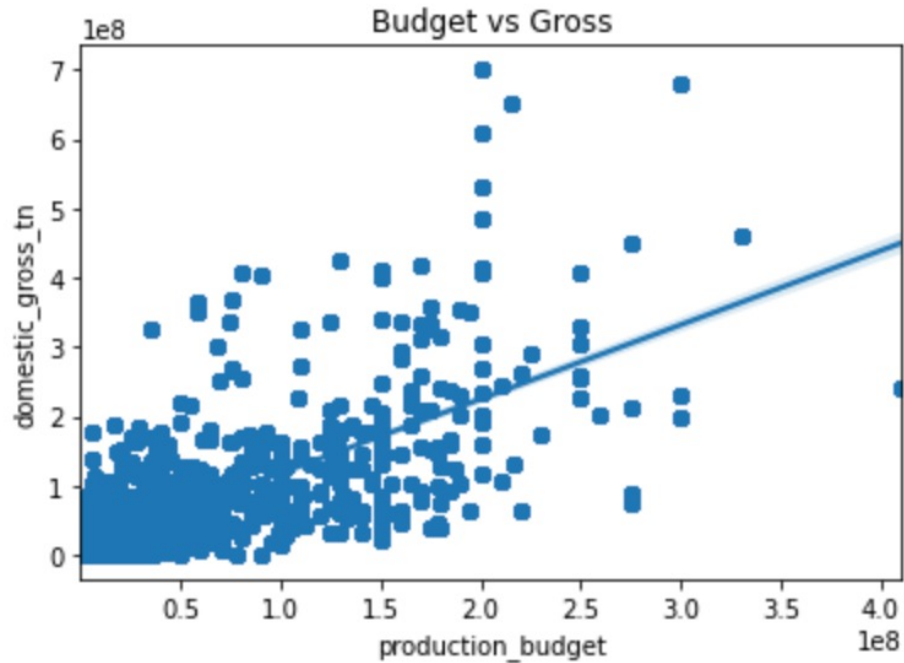Romance > Comedy > Action > Horror

Average Rating vs Producing Studio

- The following bar graph is to show the correlation between average rating and studio.

- Movies produced in certain studio have higher ratings.

- For example, movies produced by Sony, Amazon, BBC receives =<7 ratings.

Averagerating vs Studio

Budget vs Gross

- The production budget should be <$200,000,000 to receive both domestic and worldwide return.

- #Though, there are some outliers present in the data. That can be result of different variables.

Conclusions

Based on the analysis performed above, the conclusion can be as follows:

- Movie runtime should be between 60 minutes to 130 minutes.

- Since movie released in 2010 was effect by recession from prior years, it is possible that movie released in 2022 or 2023 may be effect by Covid-19.

- Therefore, it is suggested that the targeted movie released year should be 2024 or onward.

- Movie ratings are based on following genre: Romance > Comedy > Action > Horror. Suggested genre for 1st time movie should be chosen from the 1st three genre.

- Movies produced in certain studio have higher ratings. Producing studio should be chosen based on the ratings.

- The production budget should be ~$200,000,000 to receive both domestic and worldwide return.

There are however several areas where this study opens itself for criticism. Firstly, relying on IMDb ratings to gauge public opinion can cause problems as people only tend to leave feedback/reviews if they've had a negative experience which can slightly skew the results.

And IMDb scores are usually given by a different audience than those who see the movie in theatres. Meaning that an IMDb score doesn't necessarily measure the satisfaction of people who saw the film in cinemas and contributed to its box office.

Thank You!

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