

PRODUKSI FILM UNIVERSAL STUDIO COMPANY 1996-2016

Kelompok 16
069 – Nabilah Anisah
117–Citra Desiastuti

TOPIC

✦ Conclusion ✦



Production Countries



Top Film



Top Genre



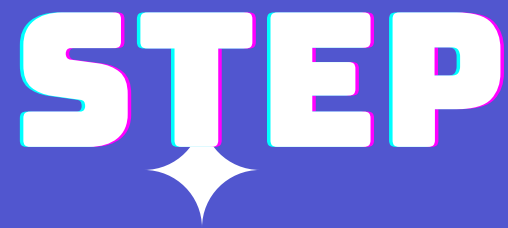
Profit vs ROI



Universal Studio



STEP



REQUIRED DATA:

Title, Genre, Year, Production Company (Universal), Production Country 1, Popularity, Budget, Revenue, Profit, ROI

DATA CLEANING & MANIPULATION:

- Title: VLOOKUP from sheet 'title' using id information
- Genre: IFS, MID, FIND, IFERROR
- Year: YEAR() from release_date (Filter 1996–2016)
- Production Company: MID, FIND, IFERROR (Filter only Universal Studio)
- Production Country 1: IFS, MID, FIND, IFERROR
- Popularity: Change to numeric using VALUE() since the format was not changed by using the menu format
- Budget: Change format to Accounting
- Revenue: Change format to Accounting
- Profit: Revenue – Budget (format in Accounting)
- ROI: Profit/Budget (format in%)

FURTHER STEPS:

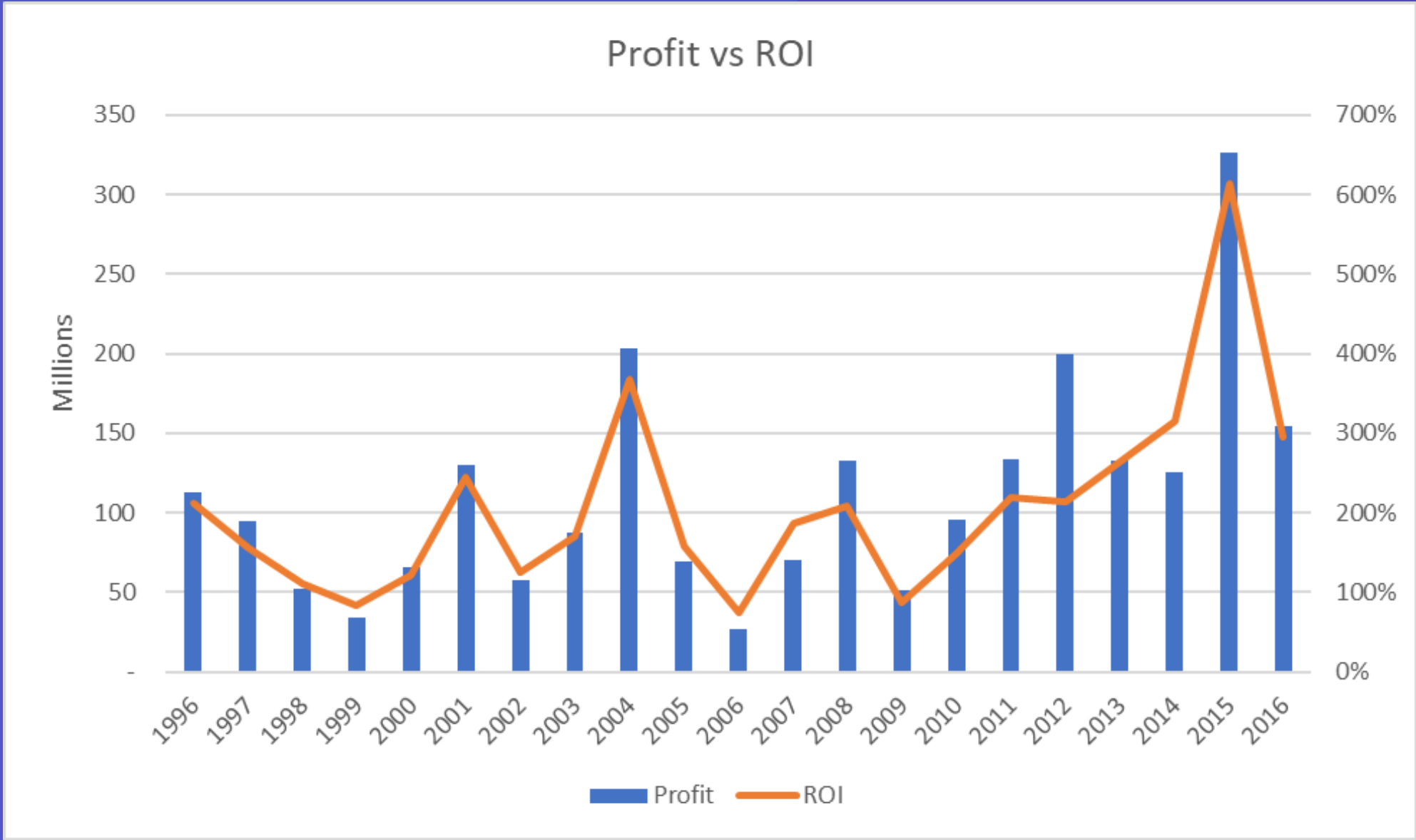
- Top Genre & Top Film = AVERAGEIF
- Visualization (Clustered Column, Combo Custom Combination, Map, Clustered Bar)

UNIVERSAL STUDIO INTRODUCTION

Universal Studio adalah studio film Amerika yang dimiliki oleh Comcast melalui divisi Universal Filmed Entertainment Group dari anak perusahaannya yang sepenuhnya dimiliki NBCUniversal. Didirikan pada tahun 1992 oleh Carl Laemmle.

No	production_name
1	Universal Studios
2	Universal Pictures
3	DreamWorks SKG
4	DreamWorks Animation
5	Focus Features
6	Amblin Entertainment
7	DreamWorks
8	Working Title Films
9	Universal Pictures Corporation
10	Universal
11	Illumination Pictures

PROFIT VS ROI



Universal Studio mendapatkan nilai Return on Investment dan Profit tertinggi pada tahun 2015 dengan nilai ROI 613% dan Profit 326,209,793.69, dengan 3 film masuk kedalam top 10 film based profit dari keseluruhan company

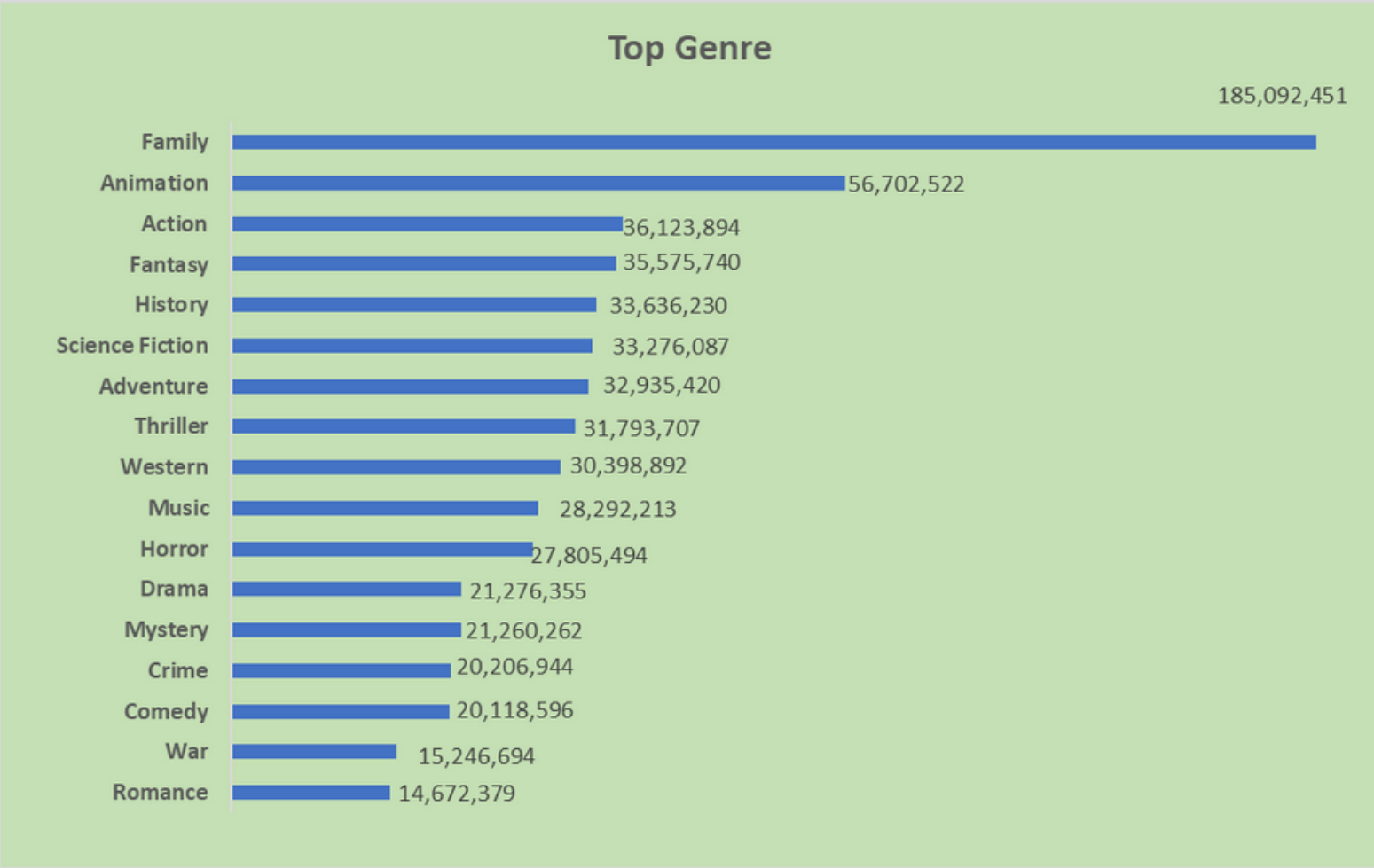
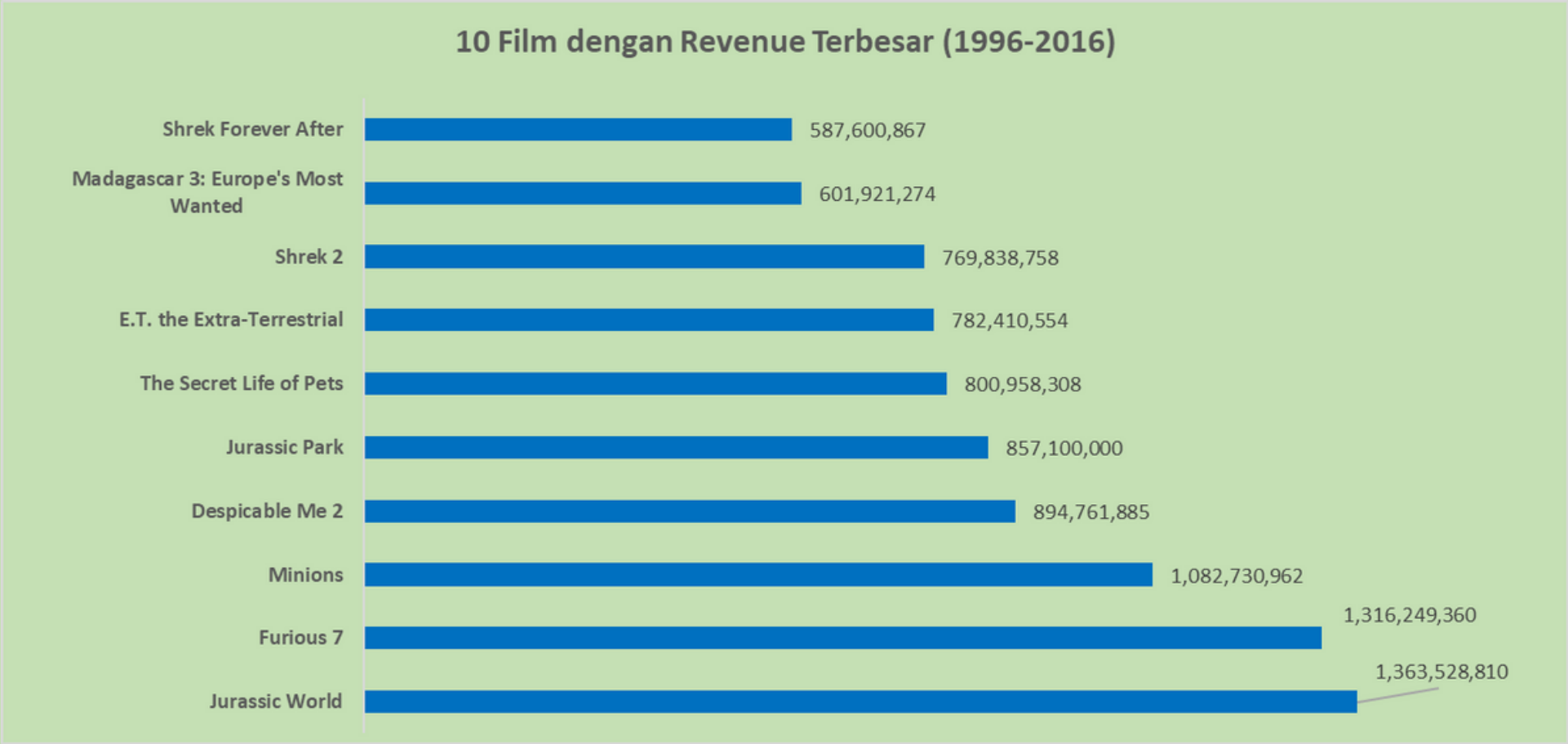
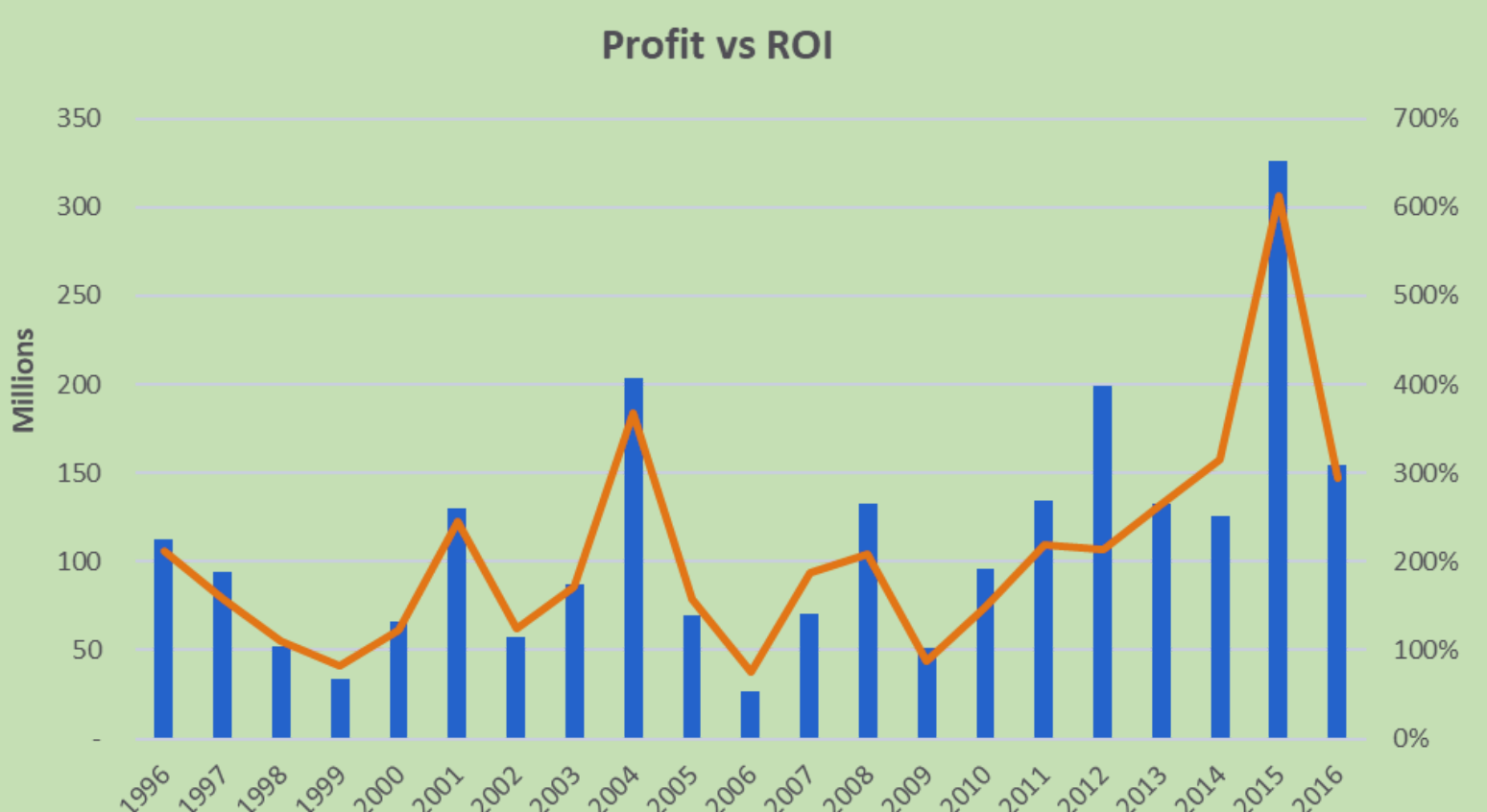
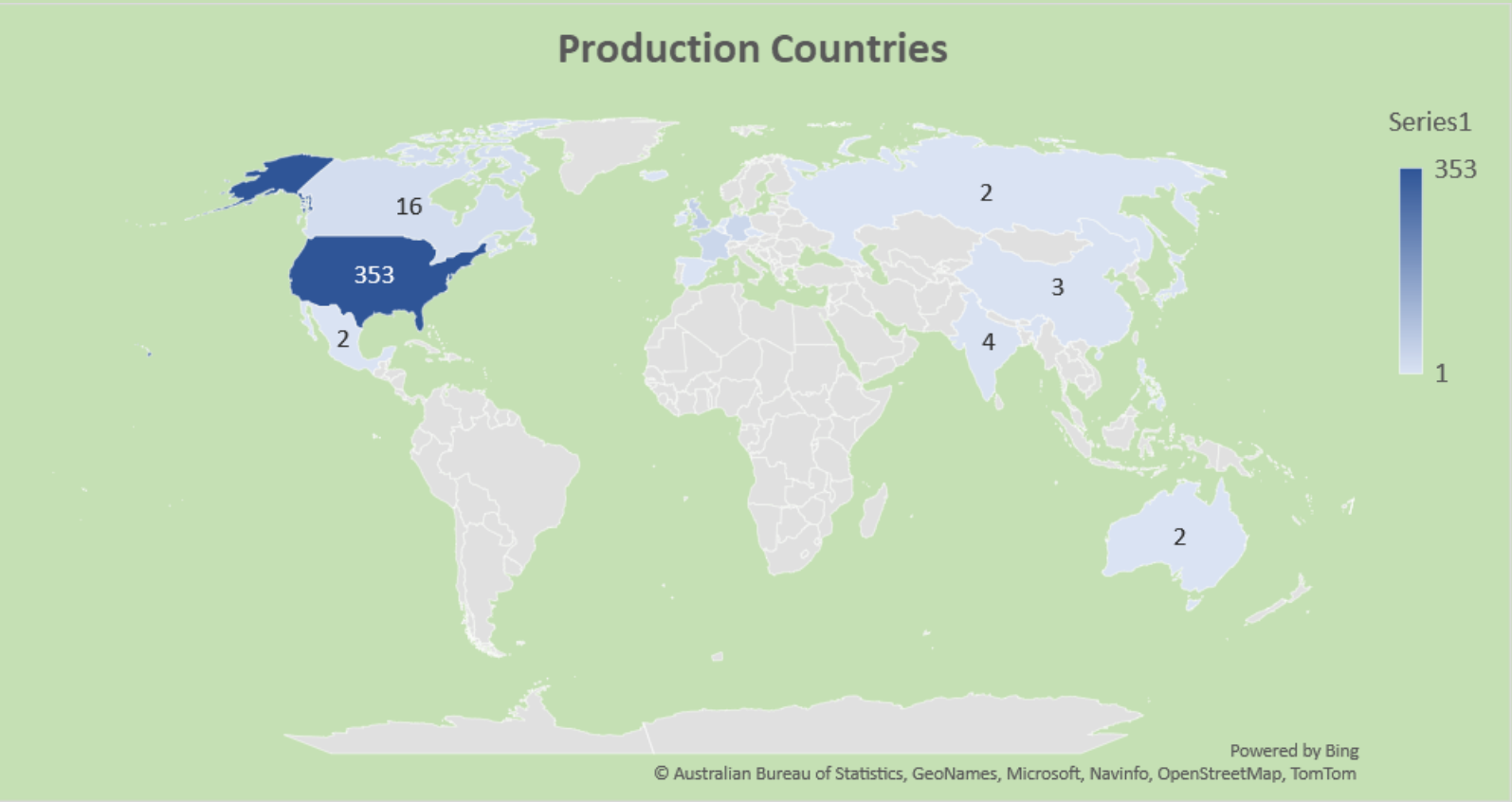
title	ROI	Profit	Rank
Furious 7	693%	1,316,249,360.00	4
Jurassic World	909%	1,363,528,810.00	3
Minions	1463%	1,082,730,962.00	8

title	ROI	Profit
The Black Dahlia	-2%	(888,798.00)
Children of Men	-8%	(6,040,249.00)
Slither	-17%	(2,665,064.00)
Flags of Our Fathers	-27%	(24,099,751.00)
Peaceful Warrior	-57%	(5,673,073.00)
American Dreamz	-57%	(9,685,973.00)
Southland Tales	-98%	(16,625,257.00)

Universal Studio mendapatkan nilai Return on Investment dan Profit terendah pada tahun 1999 dengan nilai ROI 76% dan Profit 26,502,578.25, dengan 7 dari 16 film mengalami kerugian



MINI DASHBOARD UNIVERSAL STUDIO

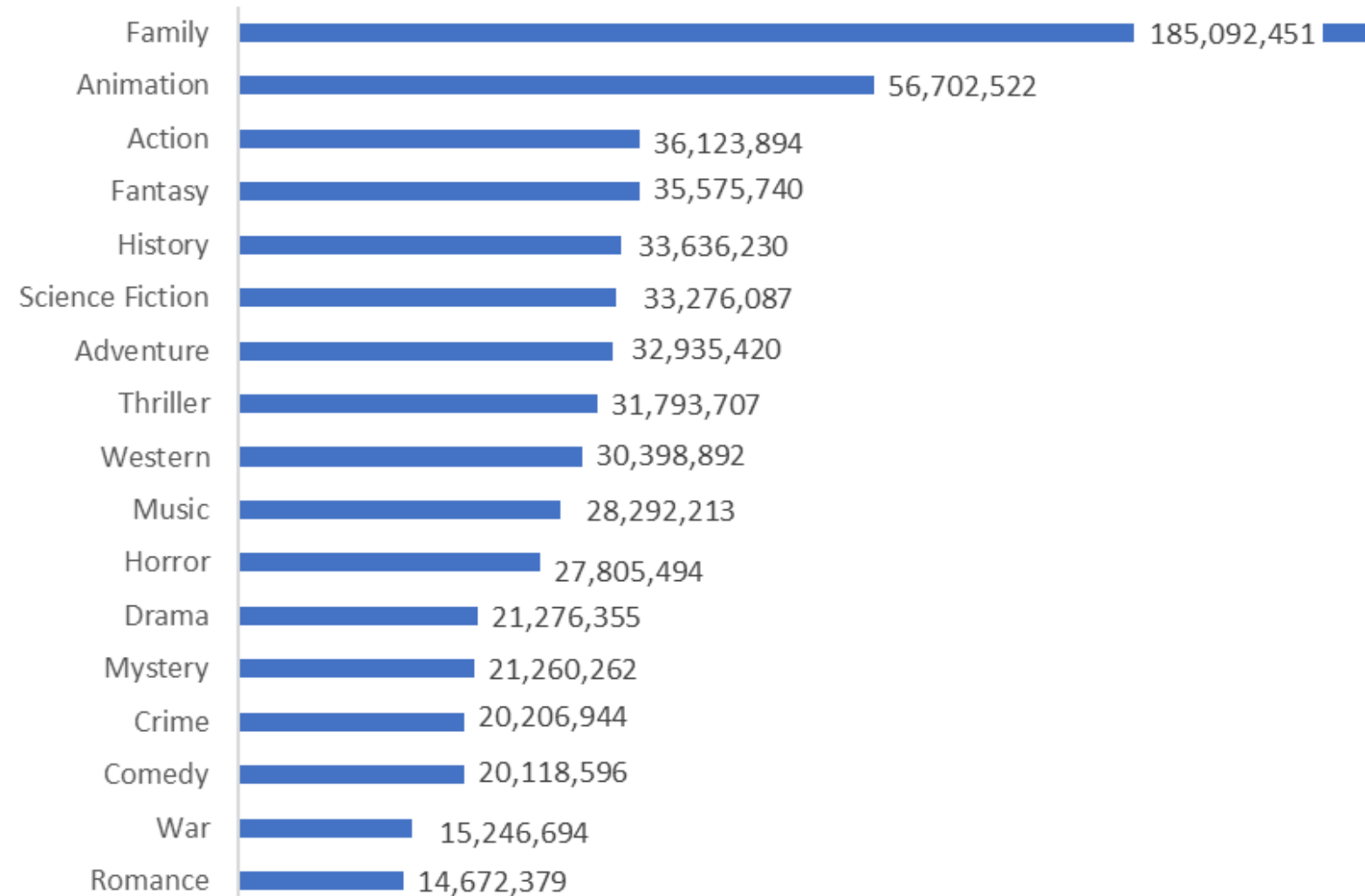


TOP GENRE



Top Genre dari Universal Studio adalah genre family dengan nilai popularity 875,581,305 dengan judul film Minions

Top Genre

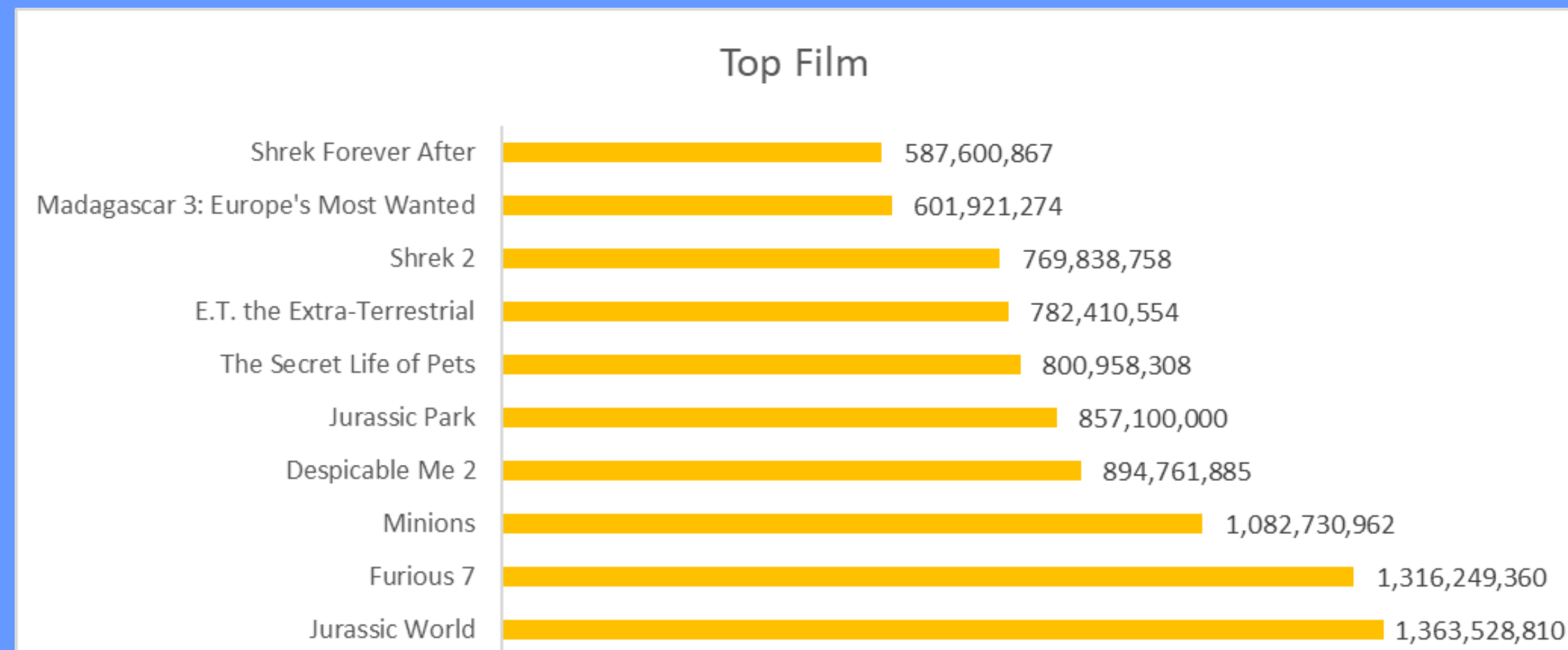


Genre	title	Popularity
Family	Minions	875,581,305.00
Family	Penguins of Madag	84,366,984.00
Family	Madagascar	48,110,909.00
Animation	Despicable Me 2	136,886,704.00
Animation	Despicable Me	113,858,273.00
Animation	Megamind	68,757,242.00
Action	Jurassic World	418,708,552.00
Action	Lucy	115,241,998.00
Action	Men in Black	104,121,555.00

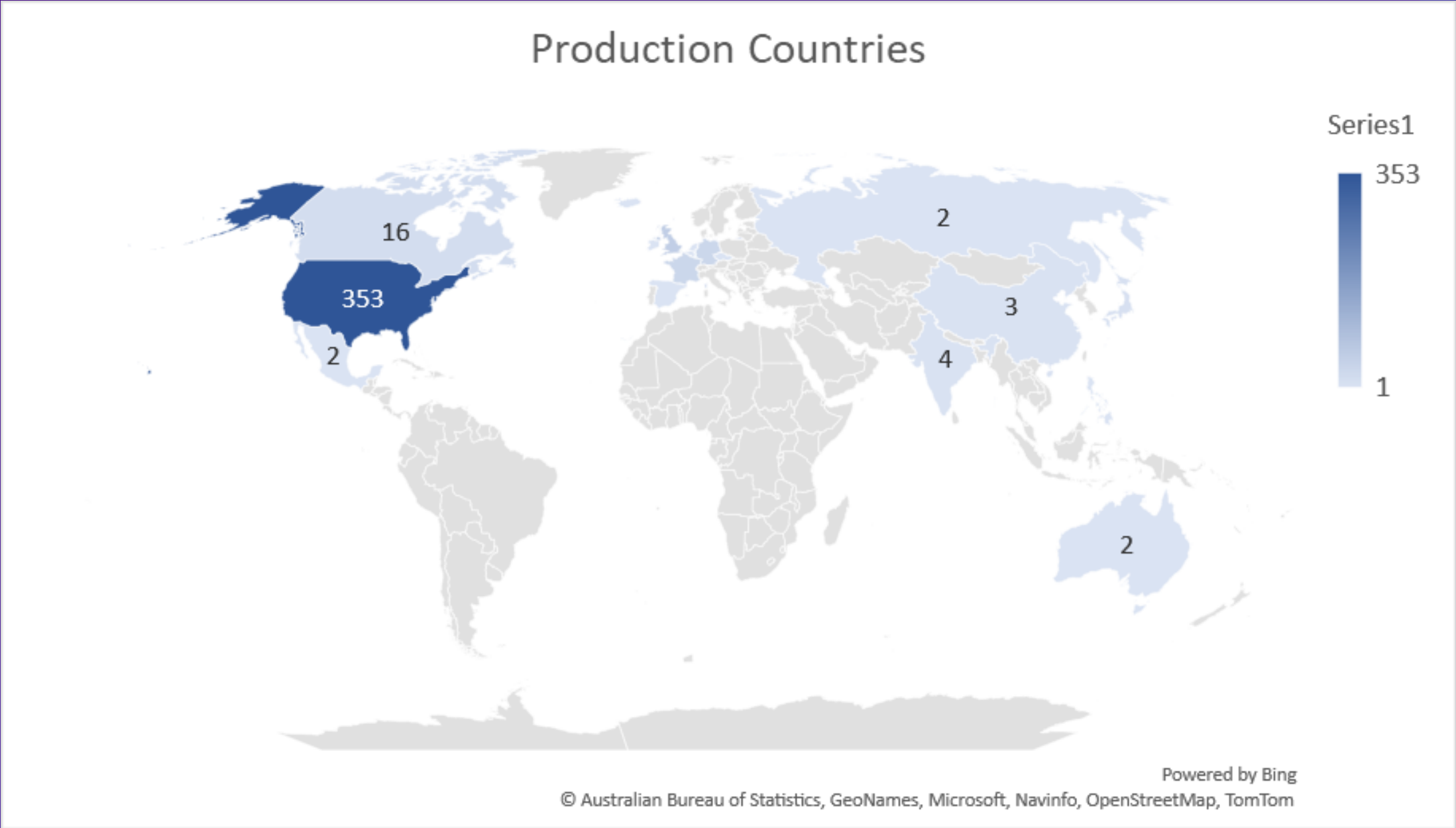
TOP FILM BASED ON PROFIT



Jurassic World mendapatkan profit tertinggi
diantara film-film yang dikeluarkan oleh
Universsal Studio 1996-2016,



PRODUCTION COUNTRIES



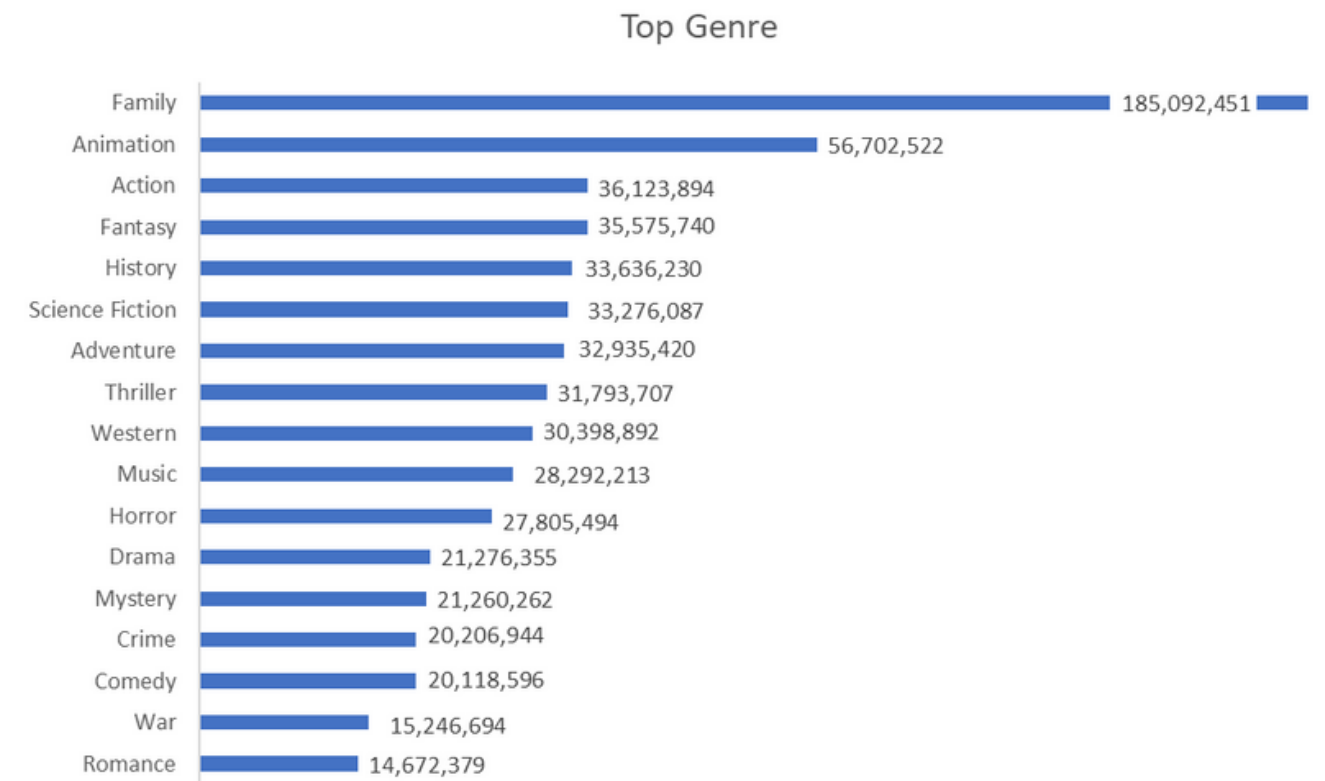
Universal Studio paling banyak memproduksi film di **USA** dengan total produksi 353, kemudian di **United Kingdom** dengan total produksi 52

production_countries	Total
United States of America	353
Japan	8
Germany	31
United Kingdom	52
Canada	16
Australia	2
India	4
Iceland	1
Philippines	1
Spain	2
France	31
Mexico	2
Ireland	2
China	3
Belgium	2
Czech Republic	2
Hong Kong	1
Luxembourg	1
Netherlands	1
Russia	2

CONCLUSION

Genre **Familly, Animation, dan Action** yang di produksi Universal studio lebih banyak mendapatkan **keuntungan dan popularity** dibandingkan dengan genre Drama dan Comedy.

- Berdasarkan 3 genre teratas yang menyumbangkan profit tinggi, maka produksi film berikutnya dapat diproduksi berdasarkan:
- genre family dg background berbagai negara
 - genre family dan animasi dg memasukkan unsur cerita rakyat suatu negara
 - genre film action dengan latar belakang keluarga



Lowest ROI & Profit in 2006

genre	title	ROI	Profit
Drama	The Black Dahlia	-2%	(888,798.00)
Drama	Children of Men	-8%	(6,040,249.00)
Comedy	Slither	-17%	(2,665,064.00)
War	Flags of Our Fathers	-27%	(24,099,751.00)
Drama	Peaceful Warrior	-57%	(5,673,073.00)
Comedy	American Dreamz	-57%	(9,685,973.00)
Action	Southland Tales	-98%	(16,625,257.00)

Highest ROI & Profit in 2015

genre	title	ROI	Profit	Rank
Action	Furious 7	693%	1,316,249,360.00	4
Action	Jurassic World	909%	1,363,528,810.00	3
Family	Minions	1463%	1,082,730,962.00	8



THANK YOU!

