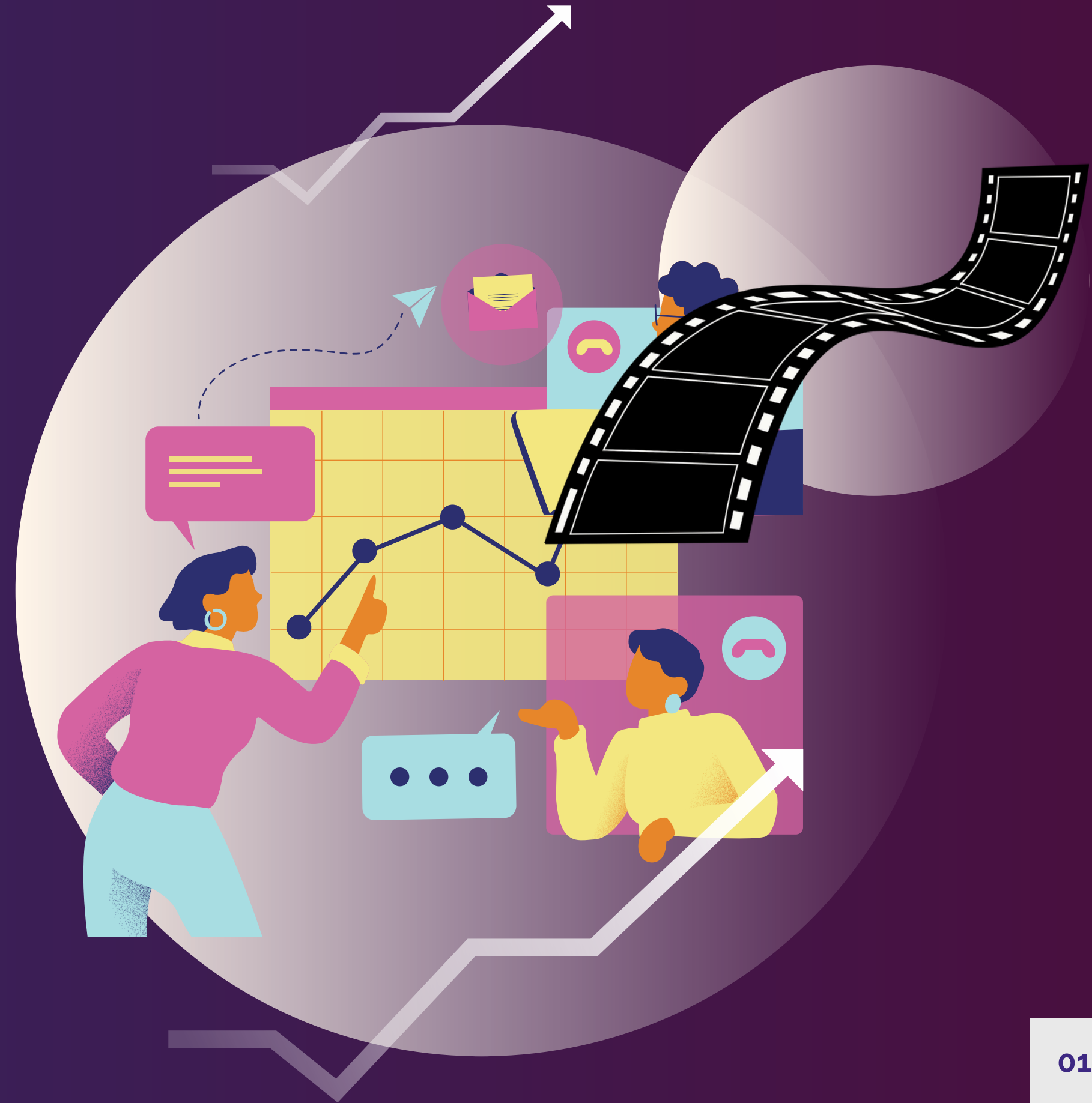FILM INDUSTRY ANALYSIS

HELPING A NEW STUDIO CHOOSE PROFITABLE FILMS

PREPARED BY :   ROCKSON NOEL

TITLE   :   COMPUTER INGINEER

01

PROJECT OVERVIEW

Goal :

Help a new film studio understand what types of films succeed, based on popularity, ratings, genre, and duration.

Approach :

- Merge snd clesan datasets from IMDb, TMDb and BOM

- Analyze trends in ratings, votes, genres and runtime.

- Recommend the 3 best genres and formats for futures productions

Tools used :
- **Python** for data cleaning, mergind and analysis

- **Matplotlib & Seaborn (vizualisations)**

02

BUSINESS UNDERSTANDING

Problem :

The company is entering the film industry with no production background.
What kind of films should they make to ensure success?

Opportunity :

○ Invest wisely in genres and formats that audiences love

○ Avoid unpopular formats (e.g., low-rated, long-drawn films

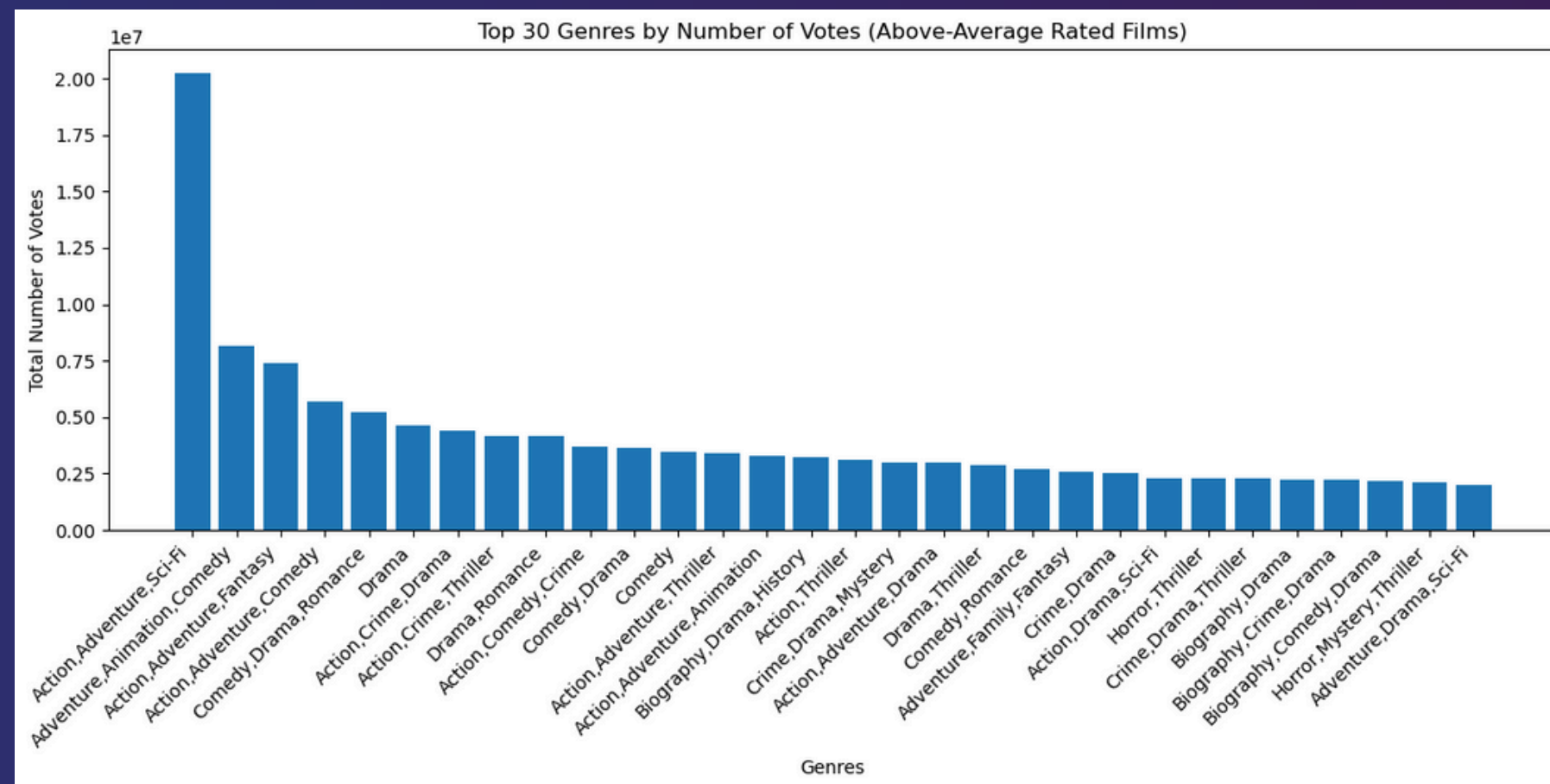○ Gain market traction through strategic content planning

DATA SOURCES

Data Origin :

- IMDb ratings and film metadata
- TMDb film popularity and language info
- Box Office Mojo : U.S. gross earnings
- The. numbers : Busget and global revenue

DATA INTERPRETATION

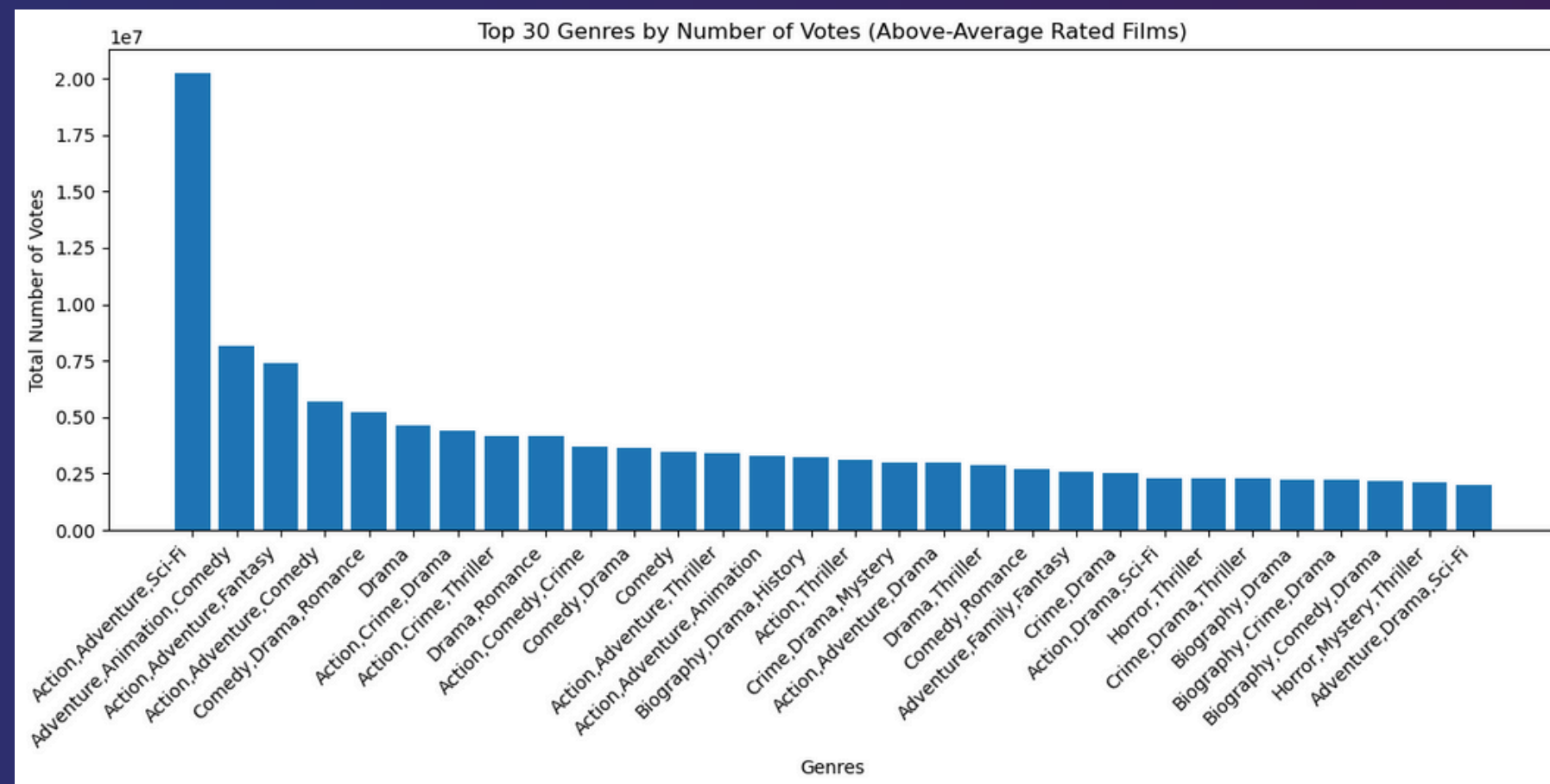Top 30 Genres by Number of Votes (Above-Average Rated Films)

Action/Adventure/Sci-Fi dominates the vote count with over 20 million votes, significantly outperforming all other genre combinations for above-average rated films. The distribution shows a steep decline after the top performer, with Adventure/Animation/Comedy and Action/Adventure/Fantasy securing second and third positions at approximately 8 million and 7.5 million votes respectively. Most other genres cluster between 2-5 million votes, creating a long-tail pattern where hybrid genre combinations consistently outperform single genres across all ranking positions.

05

KEY INSIGHT 1:
GENRES THAT PERFORM BEST

Top 30 Genres by Number of Votes (Above-Average Rated Films)
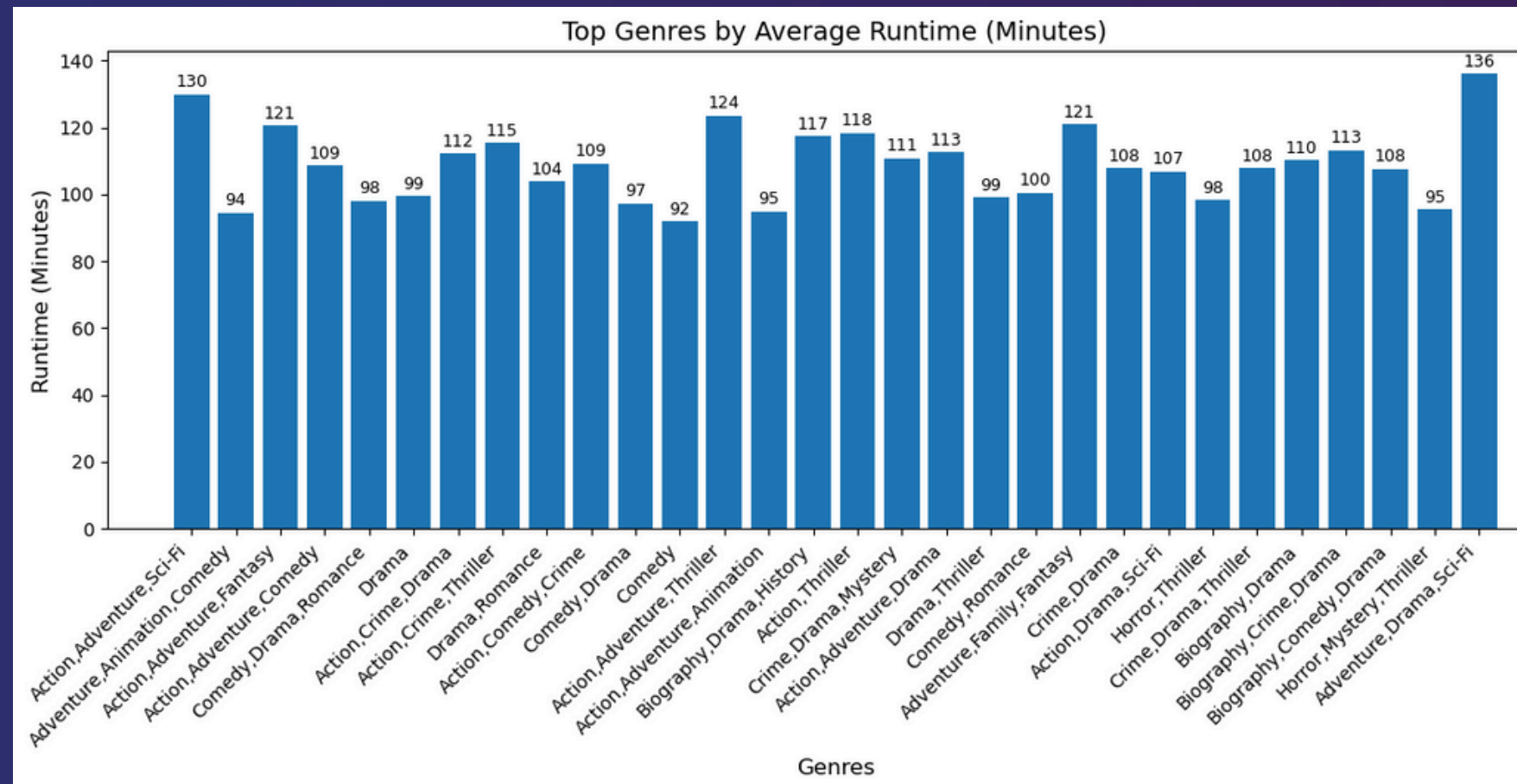
Among thousands of films, these genres consistently receive the highest number of votes from viewers:

- Drama
- Comedy
- Action
- Thriller

These genres show strong engagement and are widely appreciated across audiences and regions.

KEY INSIGHT 2:
RUNTIME AND SUCCESS

We observed that films rated above average tend to last between 90 and 120 minutes.
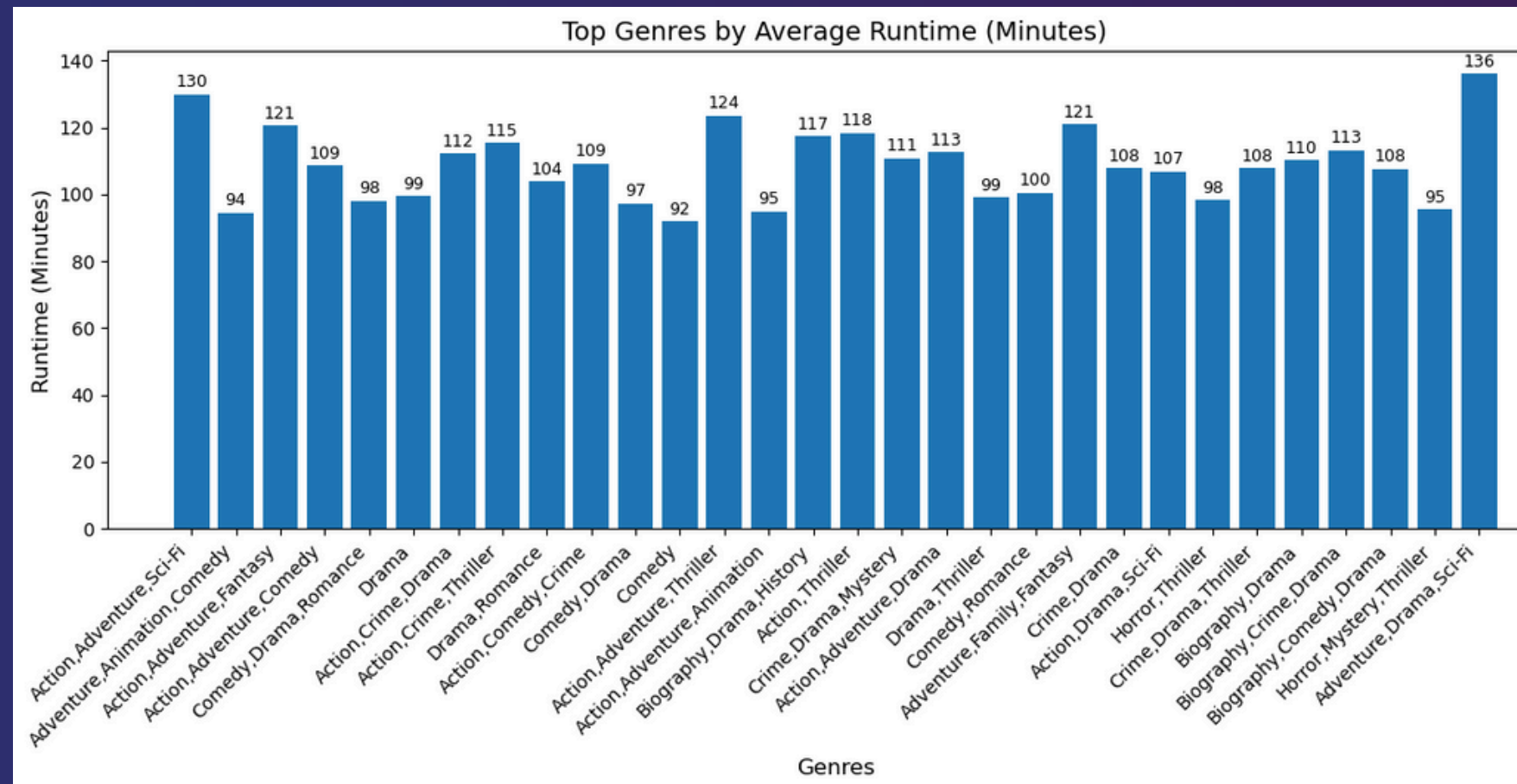
- Very short (< 60 min) and very long (> 150 min) films are less frequent among highly rated titles.
- Films in the 90–120 min range dominate both in number of votes and rating performance.

Optimal runtime for success: 1.5 to 2 hours

KEY INSIGHT 3:
RUNTIME DISTRIBUTION BY GENRE

Top Genres by Average Runtime (Minutes)

When we grouped top-voted genres by duration:

- Drama and Documentary skew longer (120+ minutes)
- Comedy and Action cluster in the 90–120 min range
- Very few films in popular genres are under 60 minutes

This helps guide runtime decisions by genre.

FINAL
RECOMMENDATION

- Focus on popular genres
- **Drama**, **Comedy** and **Action** show strong viewer interest.
- Target 90–120 minutes runtime
- This duration range performs best in both ratings and votes.
- Plan for international appeal
- Choose themes and formats that are globally understandable.
- They dominate the high-engagement segment in available data.

NEXT
STEP

Explore detailed finacial data (Budget vs revenue)

Plan pilot films matching optimal genre and duration

Explore cross-platform (Cinema + Streaming) opportunities

NEXT
STEP

QUESTIONS ?

FILM INDUSTRY ANALYSIS

THANK YOU!

DATA ANALYSIS IS KEY TO BUSINESS
GROWTH AND SUCCESS!

WWW.LINKEDIN.COM/IN/ROCKSON-NOEL-B76A60BA