Understand the Movie Industry

Market Penetration Strategy
Key Success Factors: Budget-Genre-Crew

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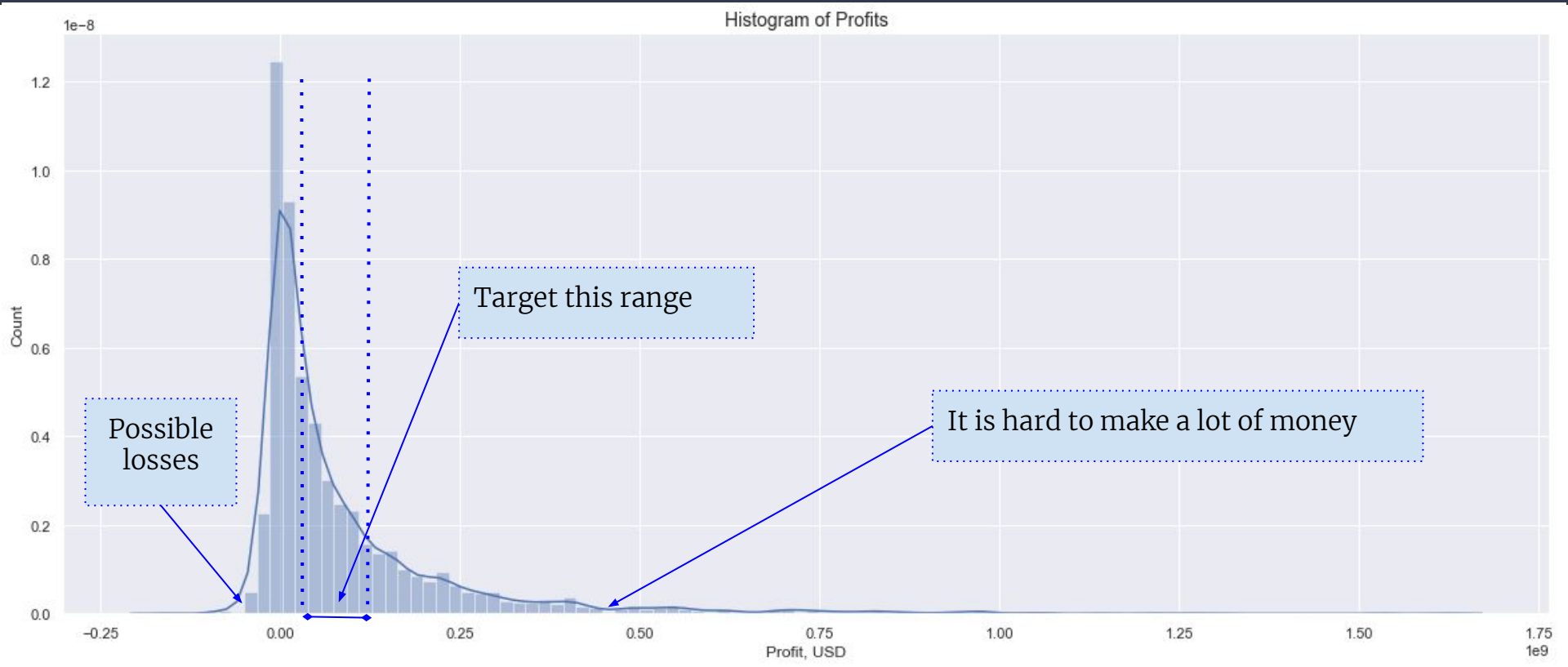
Three Success Factors for Market Penetration Strategy

- Is it worth it? The industry is booming but:
  - Production budgets and ticket sales vary significantly
  - Need to analyse specific budget categories to get actionable insights
- Which genres should we focus on?
  - Genres average ratings, mean vs. variance analysis
- Whom should we hire?
  - Actors, actresses, directors, and writers, each with a “proven track record of success”

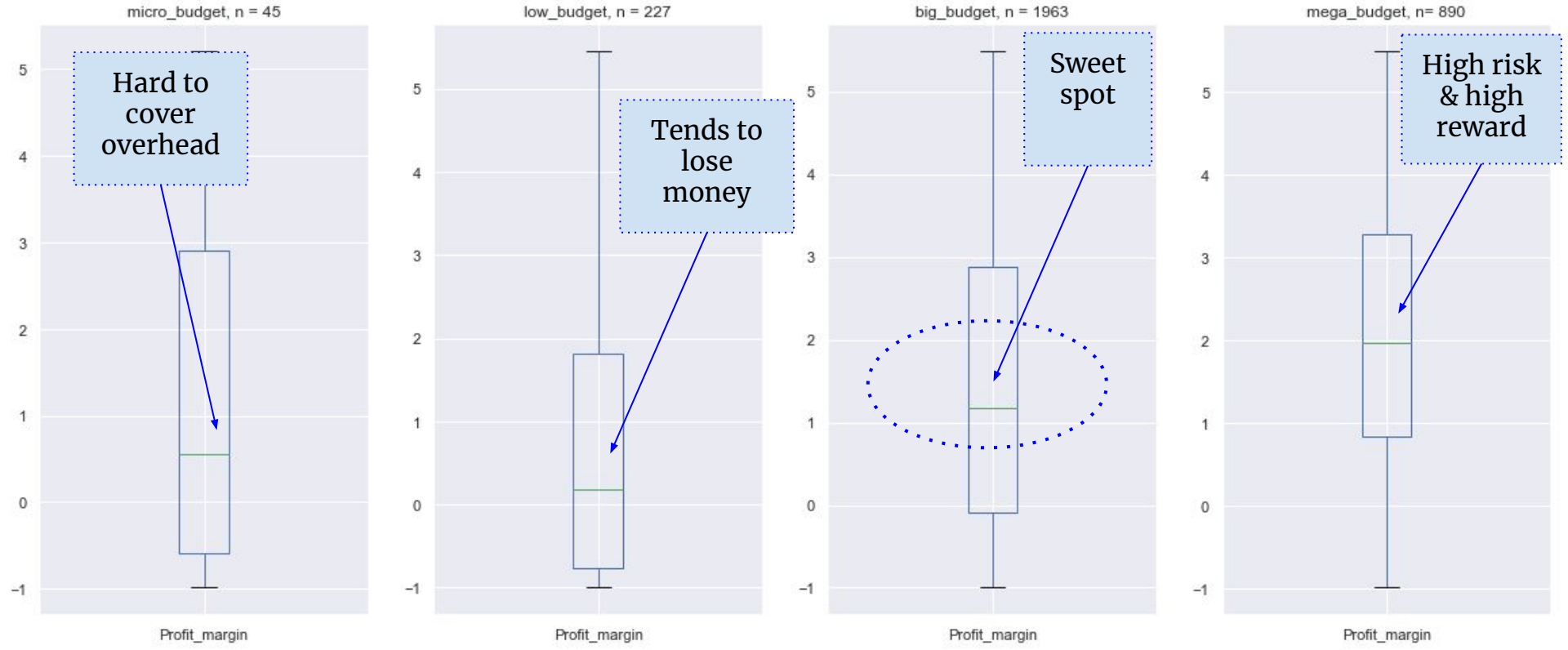
Industry Profitability Analysis



Budget Subgroups

micro: <= 50K
low: 50K - 3M
big: 3M - 50M
mega: > 50M

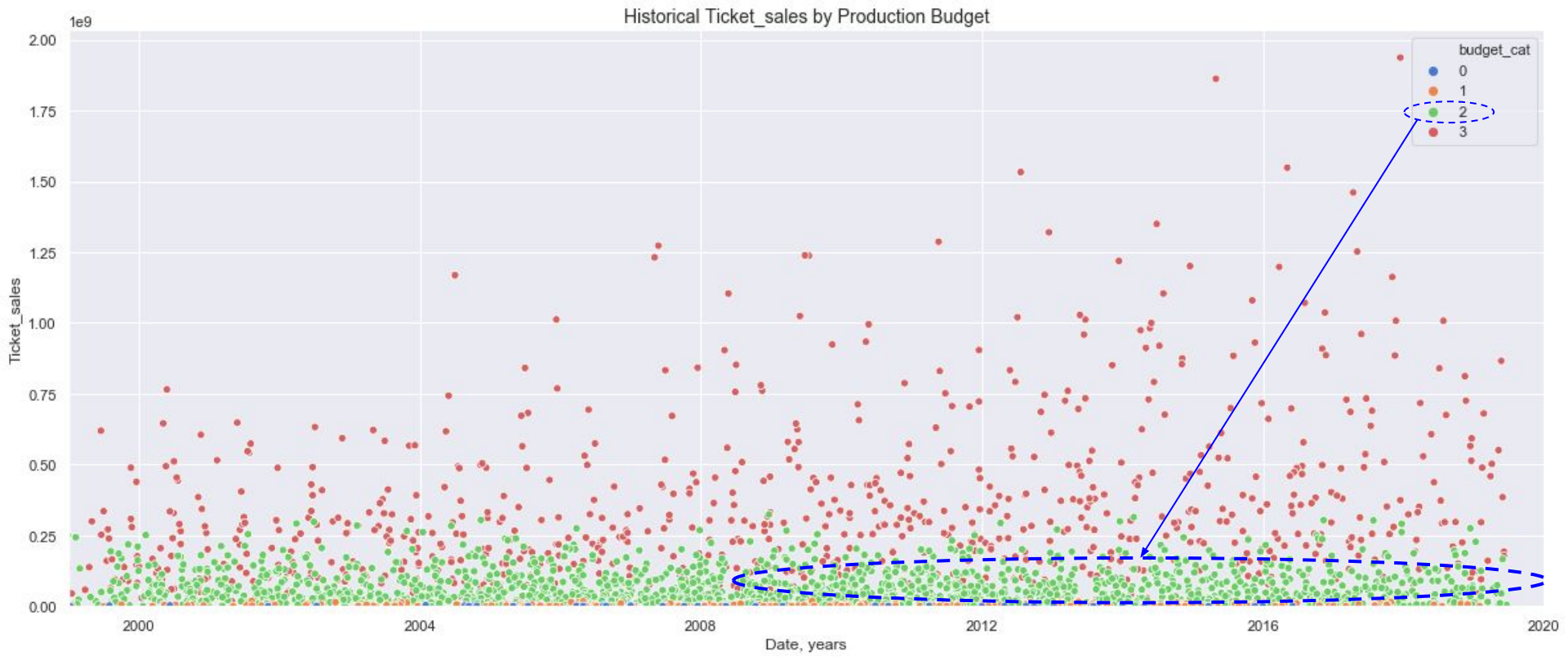
Budget



Empirical Map of the Industry

micro: <= 50K
low: 50K - 3M
big: 3M - 50M
mega: > 50M

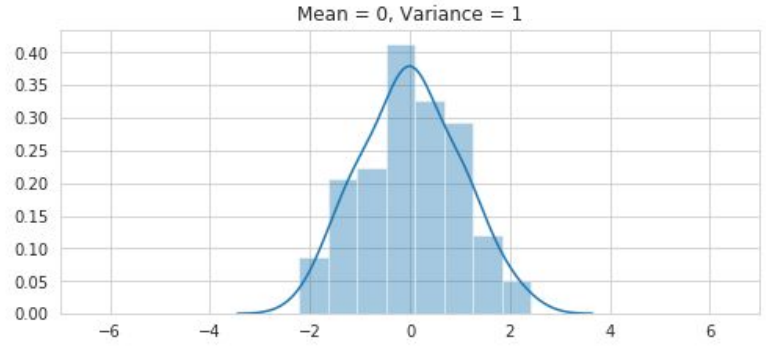
Budget

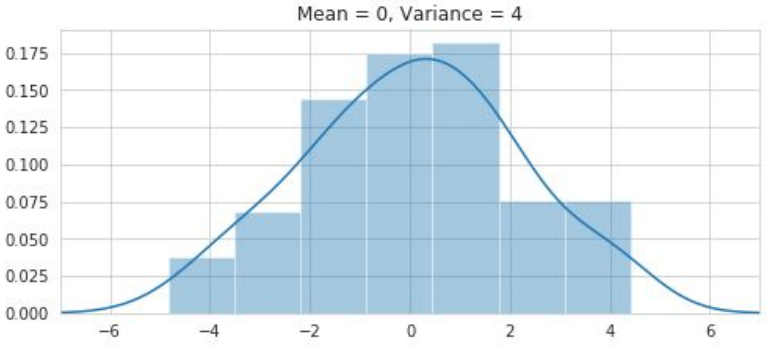


Genres

High mean - low variance average rating categories

Genres





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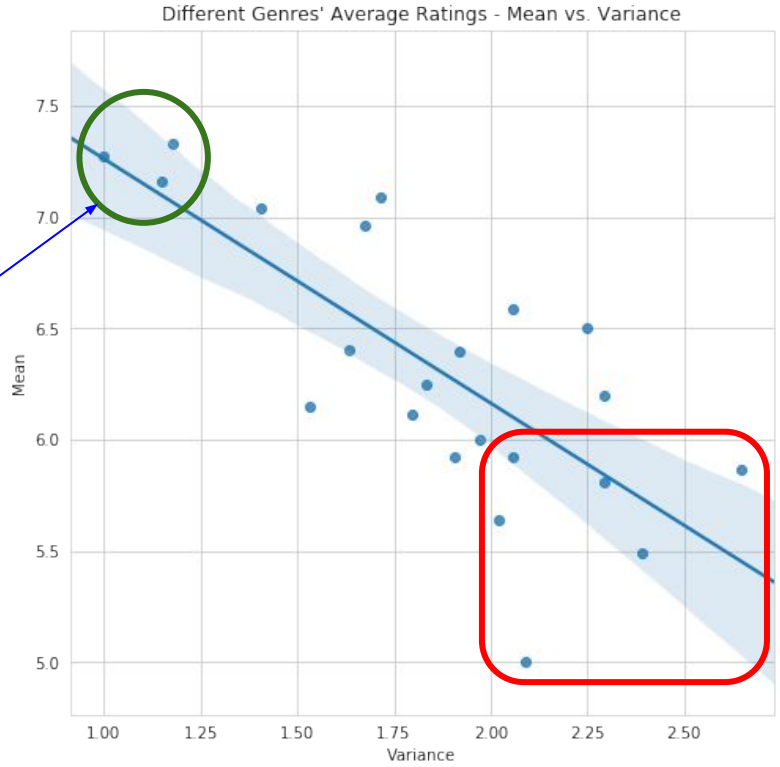


High Mean - Low Variance! (It's good to be consistently good.)

High Performers:

- News
- Biography
- Documentary

Stay Away From:

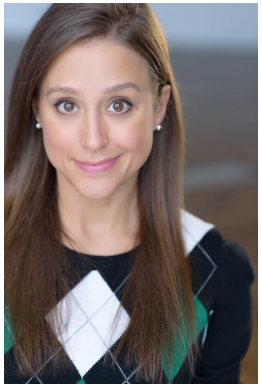
- Horror
- Sci-Fi
- Western
- Action
- Thriller
- Fantasy

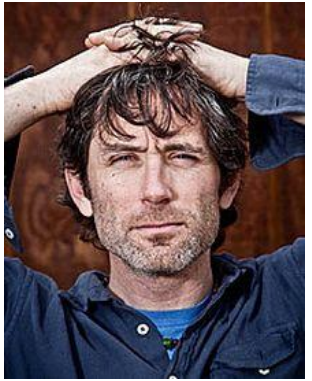
Movie Crew

At least 5 movies with average ratings of 8 or higher

Crew

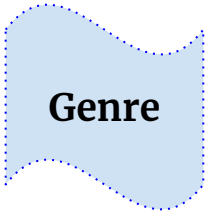
Actors	Actresses	Directors	Writers
Timothy J. Cox	Lauren Lopez	Josh Lowell	Nick Rosen
Joshua Bell	Lelani Mitchem	Tim Van Someren	Alvaro Calderón
Ian Cranston	Sargun Mehta	Nick Rosen	Matt Lang



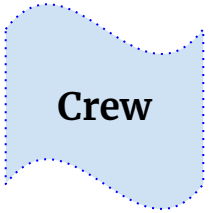


Conclusion

- Choose big-budget movies; avoidance of micro-, small-, and mega-budgets, focused approach and budgetary controls



- Consider high mean - low variance average rating categories: News, Biography, and Documentary genres



- Hire successful people based on strict selection criteria: at least 5 movies with average ratings of 8 or higher

Credits

Movie budgets analysis:

- TheMovieDB.org (https://www.the-numbers.com/movie/budgets/all)
  - tn.movie_budgets.csv.gz

Genres analysis:

- IMDB (https://www.imdb.com/interfaces/)
  - imdb.title.basics.csv.gz
  - imdb.title.ratings.csv.gz

Crew analysis:

- IMDB (https://www.imdb.com/interfaces/)
  - imdb.title.principals.csv.gz
  - imdb.title.ratings.csv.gz
  - imdb.name.basics.csv.gz