MOVIE STUDIO

OVERVIEW

- Exploring the Film Industry: Insights for Our New Movie Studio.

- Understanding what types of films are currently doing well at the box the office.

- Analysis of trending movies/genres with higher rating on the box office dataset

BUSINESS UNDERSTANDING

1. Our Goal ;

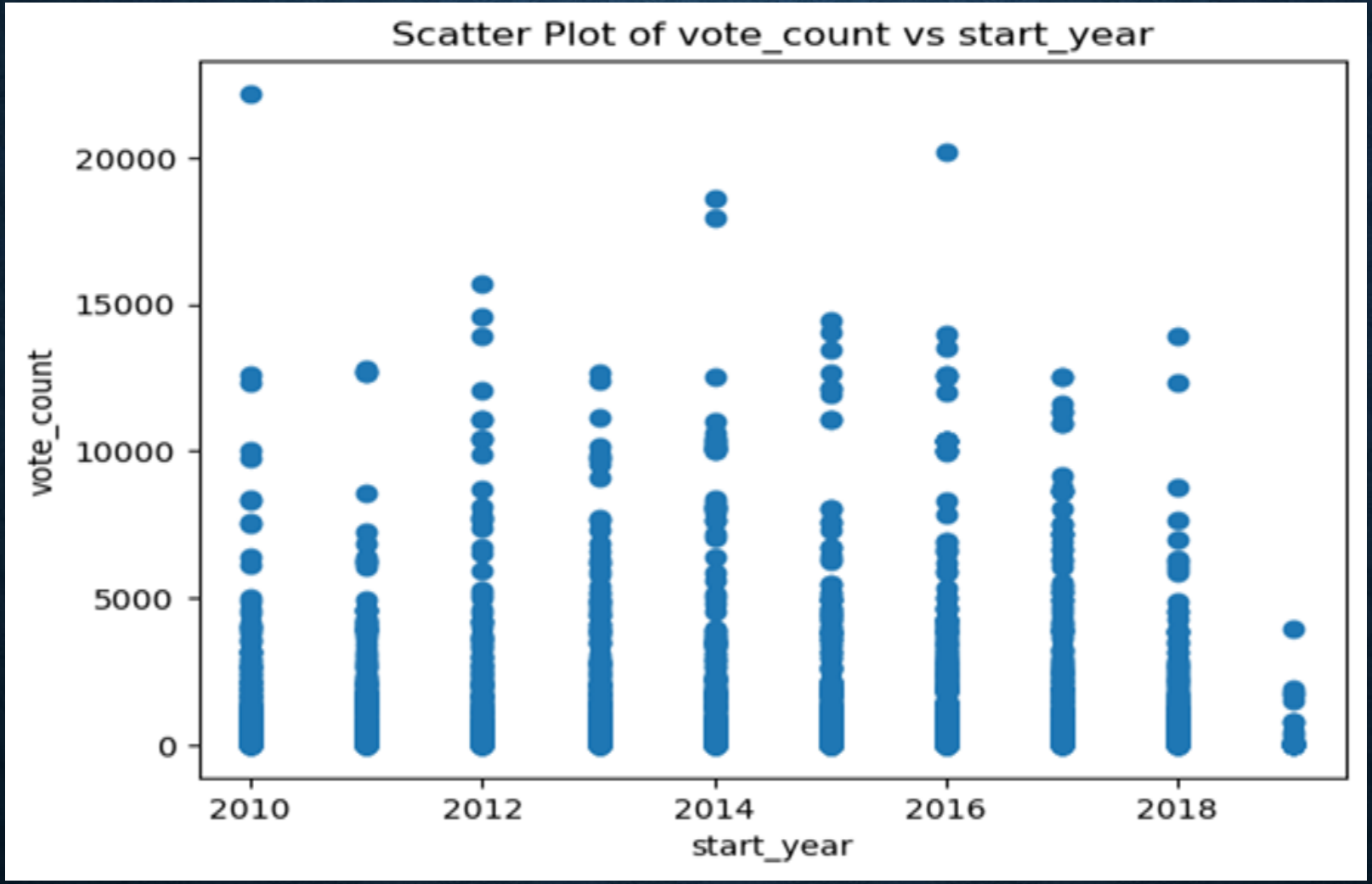
- Create a new movie studio
- Produce films that resonate with audiences
- Understand current market trend

MOVIE STUDIO LOGO

DATA UNDERSTANDING

2. Our Data ;

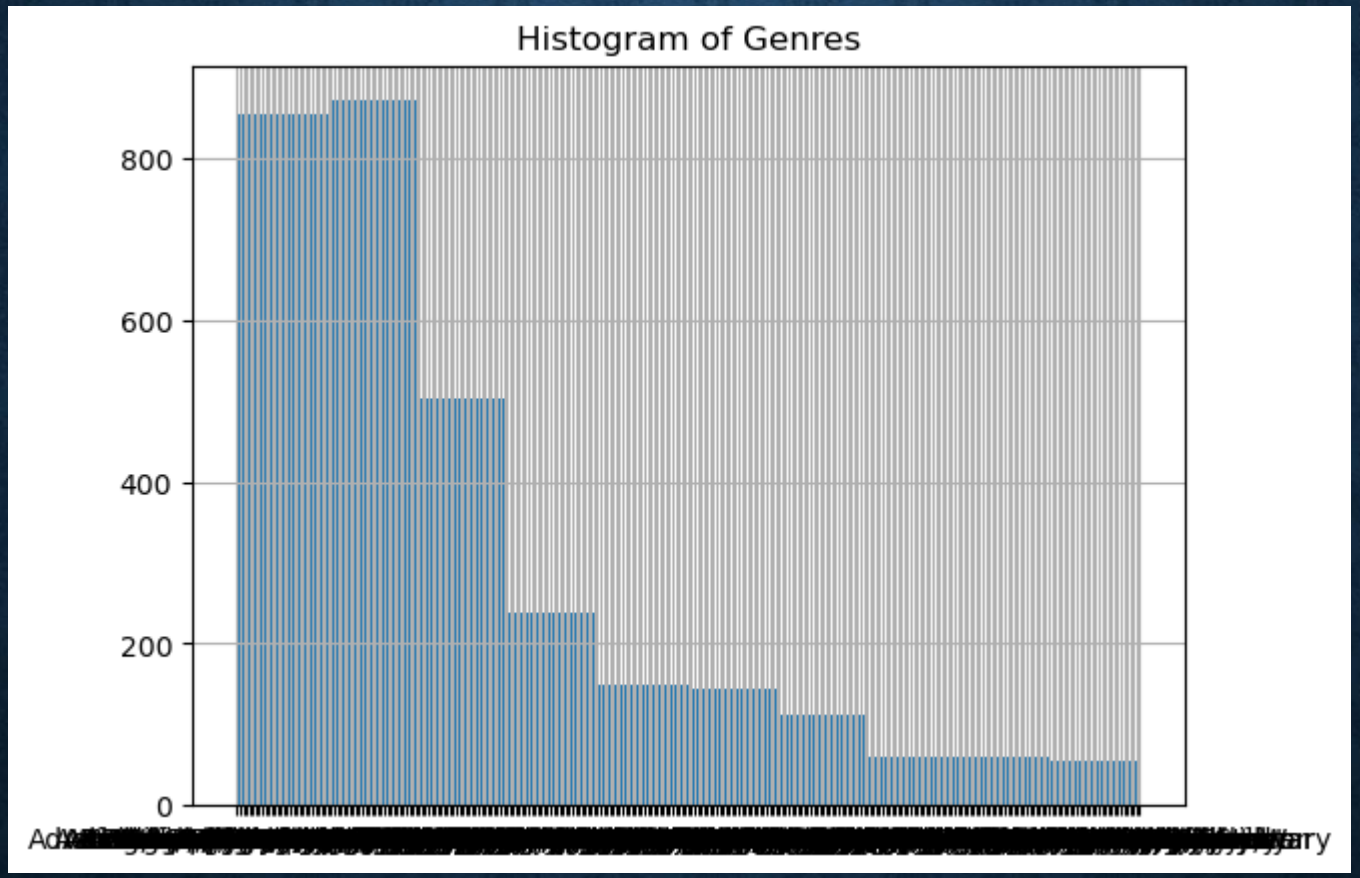
- Movie data from ‘im.db’ , ‘bom.movies.csv’ and ‘TheMovieDB’. These are various datasets containing movie data.
- It includes information on genre, studio, vote count, title, popularity and more.
- Over 3,042 movies data analayzed.


Scatter Plot of vote_count vs start_year
vote_count
20000
15000
10000
5000
0
2010
2012
2014
2016
2018
start_year

DATA ANALYSIS

3. What was found or discovered ?

- Top 10 genres by average vote count
- Relationship between popularity and vote average
- Genre distribution by studio
- Trend of vote over time


Histogram of Genres
800
600
400
200
0

RECOMMENDATIONS

4. Our Recommendation ;

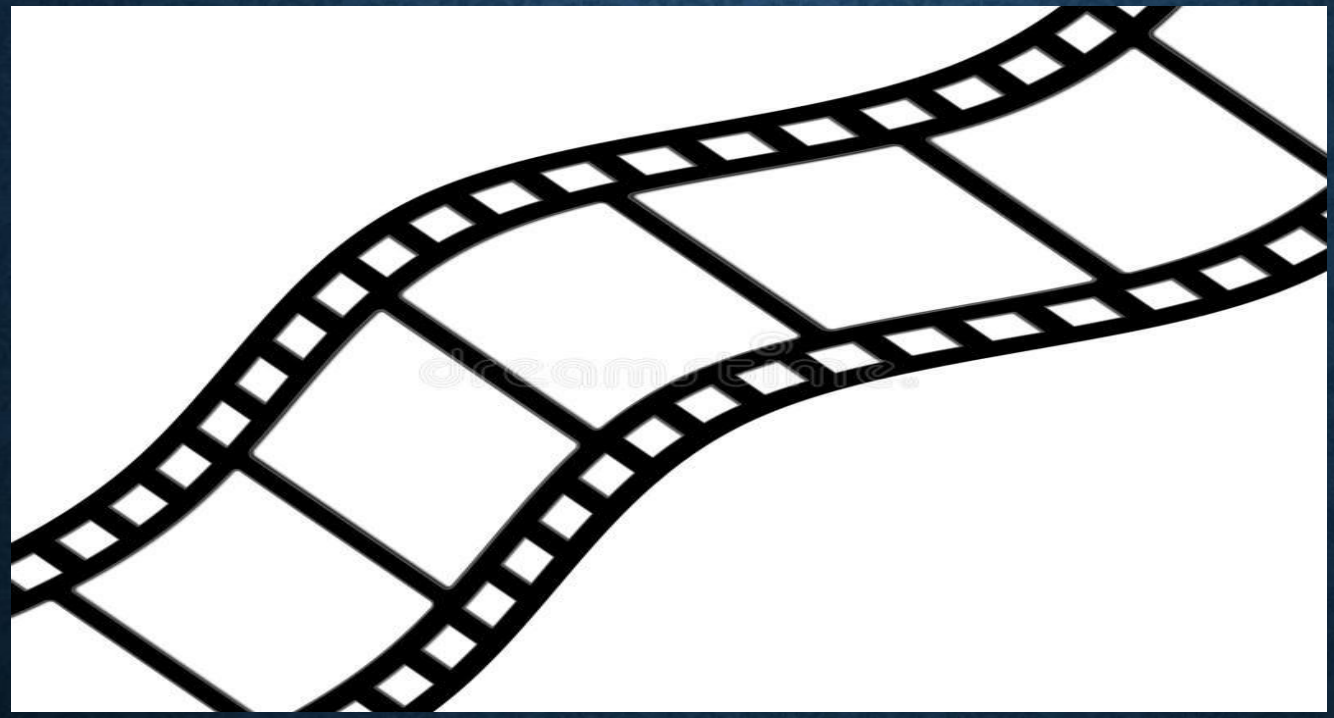
- Focus on producing films in the top 10 genres by average vote count (e.g. action, comedy and drama)
- Prioritize films with high popularity and vote average(e.g. blockbuster franchises)
- Consider partnering with studios that produce successful films in our target genres.
- Monitor trends in vote average over time to adjust our strategy.

NEXT STEPS

- Conduct further research on target genres and studios.
- Develop a content strategy based on our findings.
- Establish partnerships with studios and talent.
- Monitor and adjust our strategy as needed.

THANK YOU

Thank you for your attention. I hope my insights will help inform your decisions as we launch our new movie studio.



- Prompt for questions: “Do you have any questions?”

- Contact information: “Name:[Your Name], LinkedIn: [Your LinkedIn Profile]”