Film Industry Analysis

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Summary

Descriptive analysis of the data provided from IMDb, Box Office Mojo, and The Movie Database (TMDb) inform the brand new Microsoft Movie Studio the following:

- Action and Adventure are the genres that generate the most profit per film
- Dreamworks and Disney are the movie studios to partner up with
- Films in Swedish and Japanese yield the highest ratings
- Films released in the summer and at the end of the year produce the most revenue

Outline

- Business Problem
- Data and Methods
- Results
- Conclusions/Recommendations
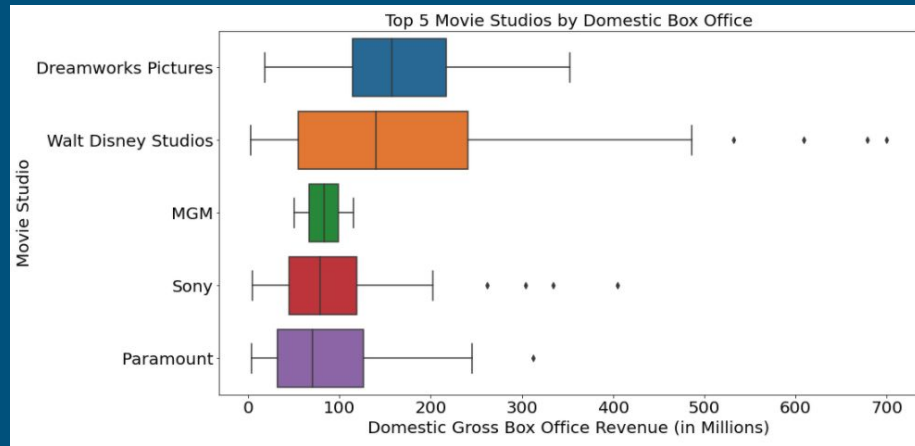- Limitations and Next Steps
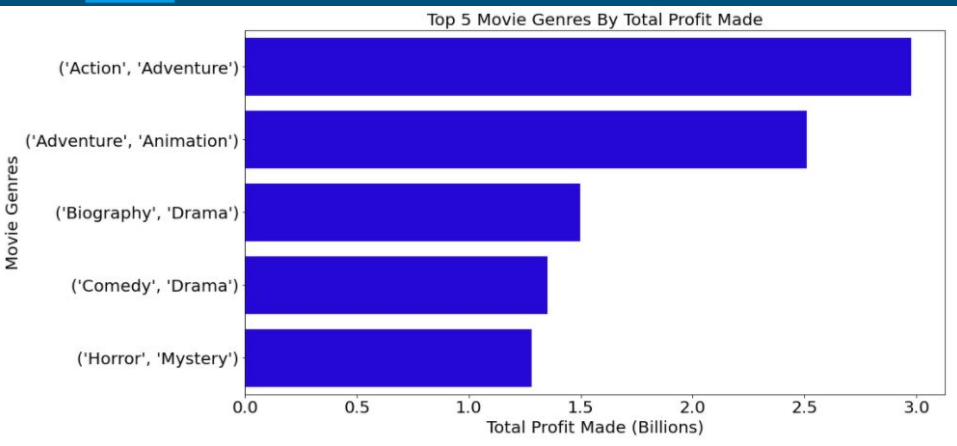
Business Problem

- Microsoft's new movie studio needs to gain intel of the film industry to create their own content.

- Executives would like to make data-driven decisions to intelligently and efficiently produce movies

Data and Methods

- Data provided by IMDb, Box Office Mojo, and TMDb

- Genre, release date, domestic box office revenue, rating, and more was available for over 100,000 films

- Analysis performed is mostly centred around descriptive statistics calculated from the data
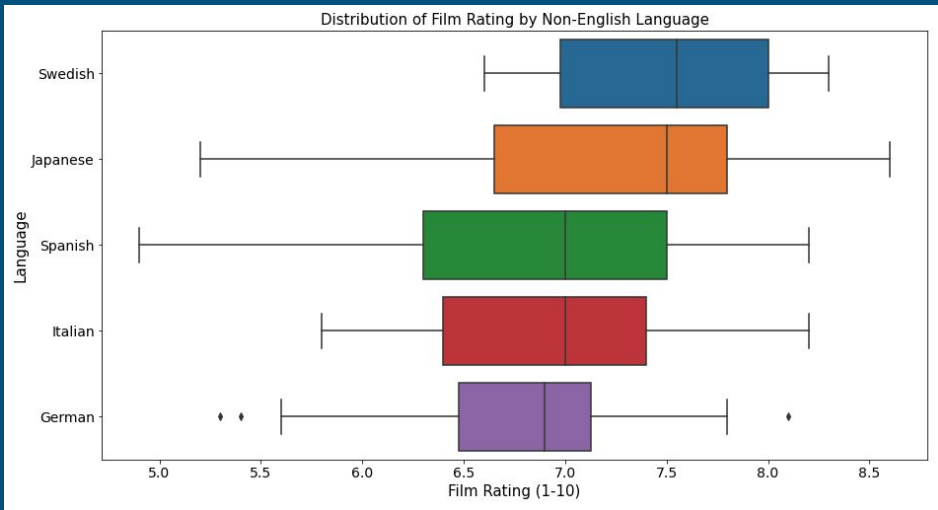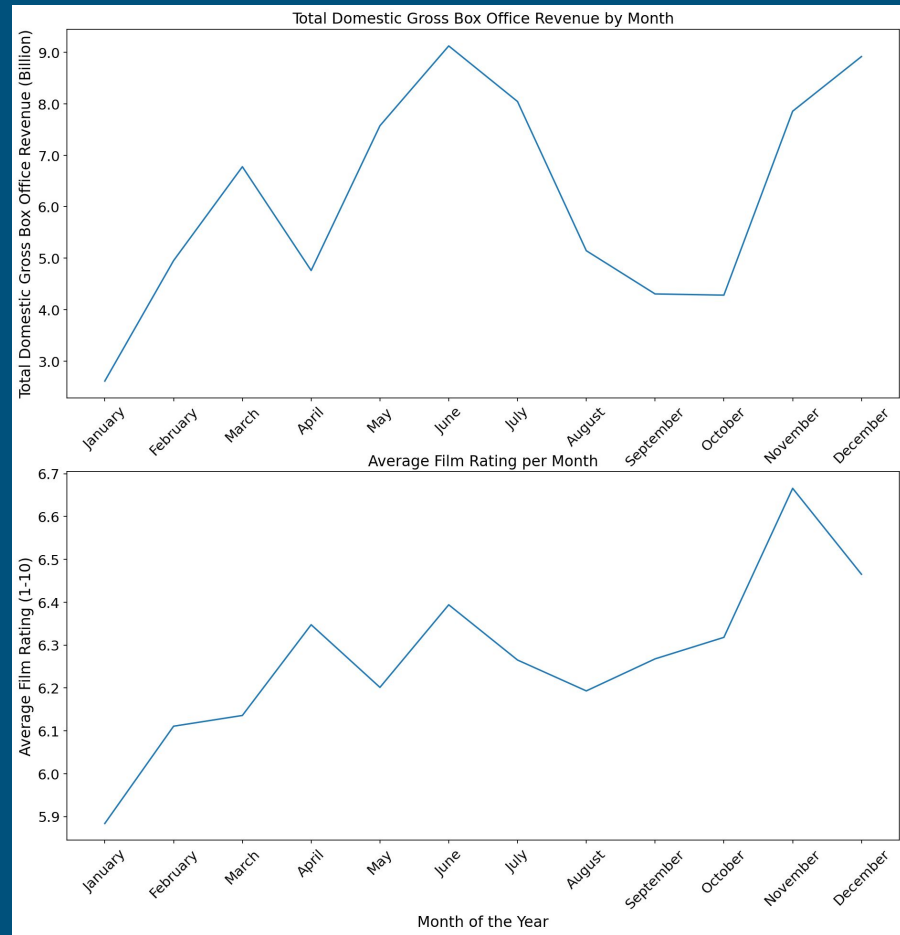
Results

- Action and Adventure are the most profitable genres

- Dreamworks and Disney stand out from the rest in domestic box office revenue

Results

- Swedish and Japanese films are rated slightly higher than films in other languages

- Summer months and end of the year are best times to release a film

Conclusions/Recommendations

- The best movie studios to partner up with are Dreamworks and Disney

- Microsoft should strongly consider creating action and adventure films

- Strongly advise against releasing a film at the beginning of the year!

Limitations and Next Steps

- Foreign language analysis was limited by the number of films per language

- Identify most successful/popular genres by time of the year

- Identify most successful genres per movie studio

Thank You!

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