

RA Financial Advisory - Entertainment Industry

Factors Influencing Revenue

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Problem Statement

“How do we maximise the return on the investment for the HNI clients in the Entertainment Industry?”

Approach

1. Check the resources available
2. Industry Trend
3. Behavior/Trend of Movie Properties
4. Key Findings
5. Recommendations/Actionable Insights

**Resources
Available**

Industry Trend

Movie Parameters

Key Findings

Actionable Insights

Columns

Why, What, When about the movie

Rank	What is the rank of the movie as per IMDB?
Title	What is the name of the movie?
Genre	Which are the Genres in the movie?
Description	What is the movie about?
Director	Who was the Director of the movie?
Actors	Who were the main actors in the movie?
Year	When was the movie released?
Runtime (Minutes)	How long was the movie runtime?
Rating	How much the user rated the movie out of 10 on IMDB?
Votes	How many votes were given to the movie on IMDB?
Revenue (Millions)	How much did the movie earn?
Metascore	How much did the critics rated the movie on Metacritic out of 100?



Google Slides



Resources Available

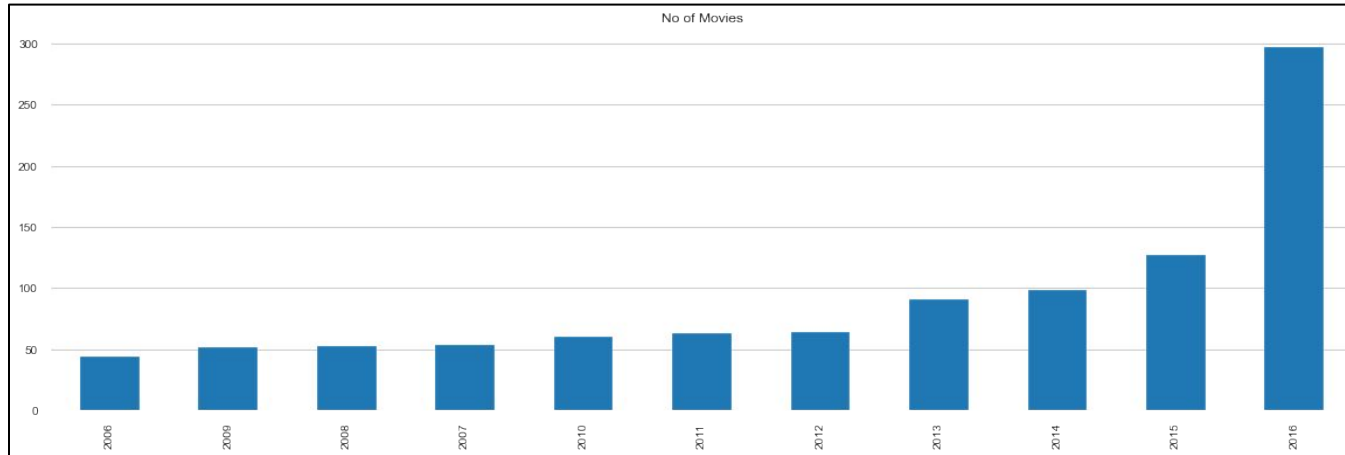
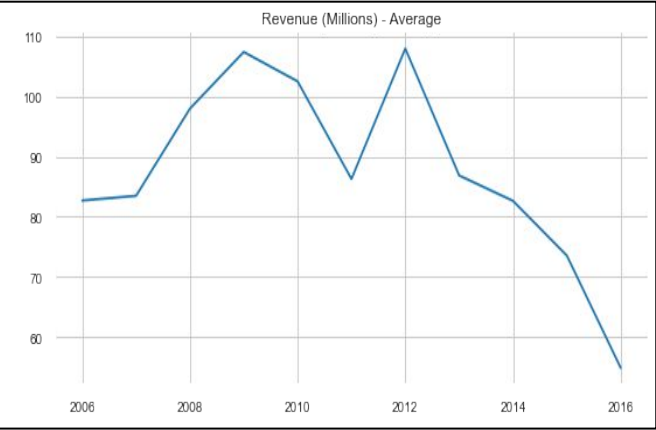
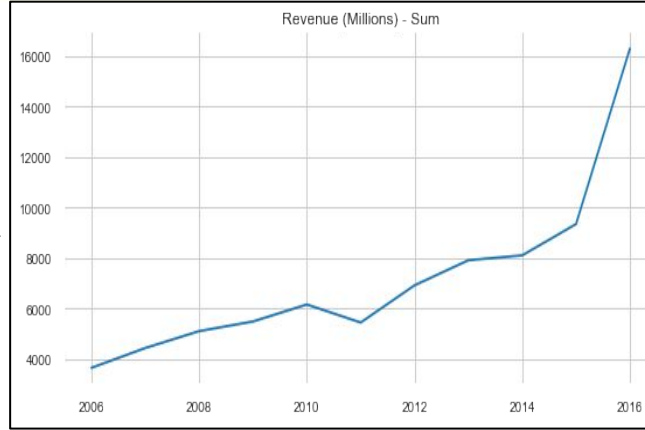
Industry Trend

Movie Parameters

Key Findings

Actionable Insights

Total Revenue
&
Average Revenue



No of Movies
Over The Years

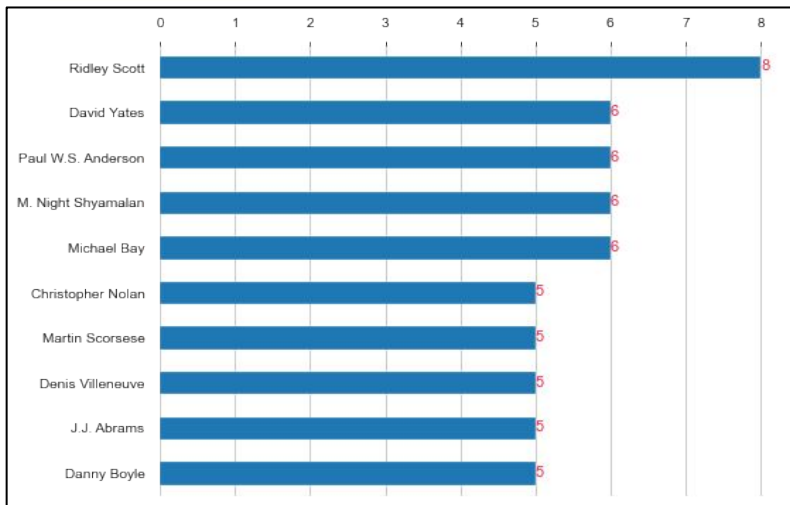
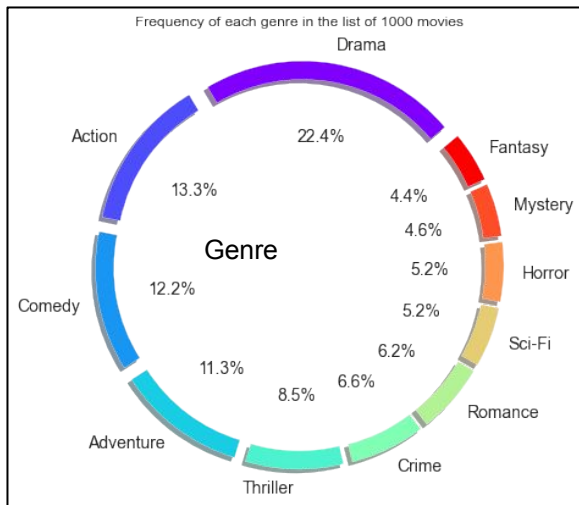
Resources Available

Industry Trend

Movie Parameters

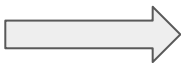
Key Findings

Actionable Insights



← Top Directors

Top Actors



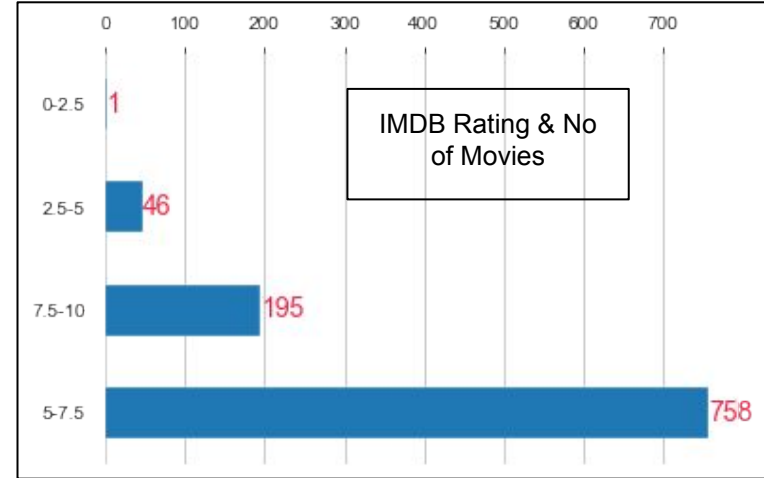
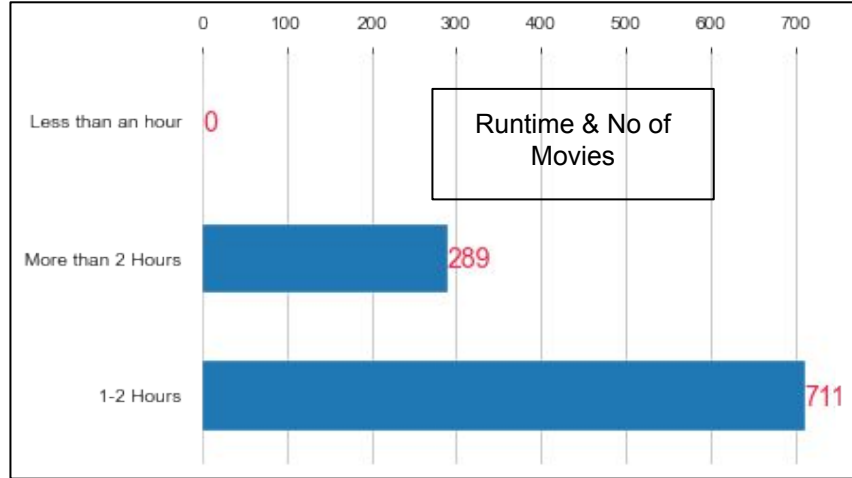
Resources Available

Industry Trend

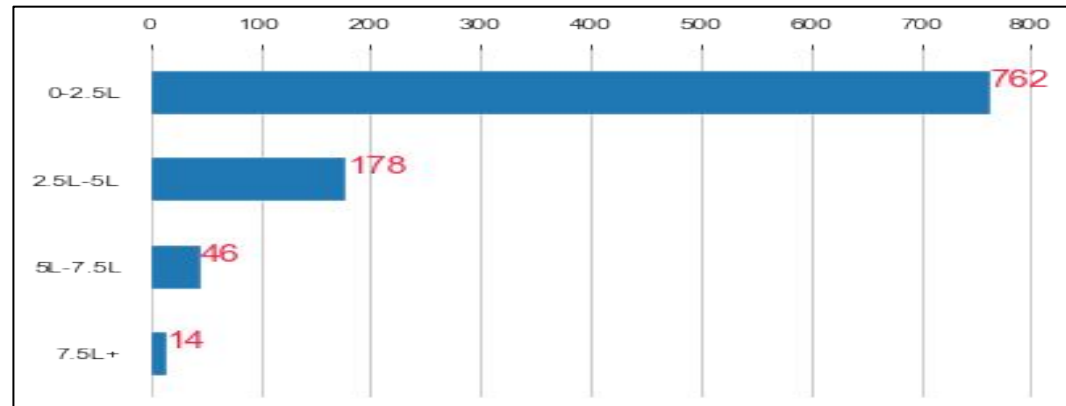
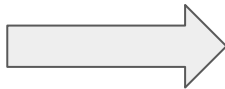
Movie Parameters

Key Findings

Actionable Insights



No of Votes
on IMDB



Resources Available

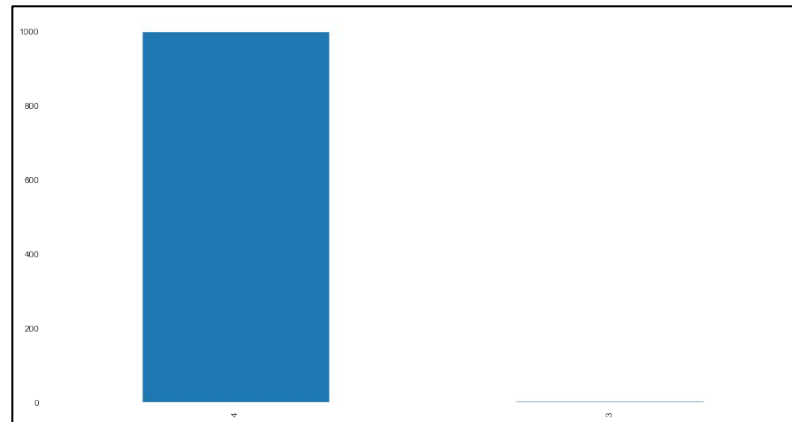
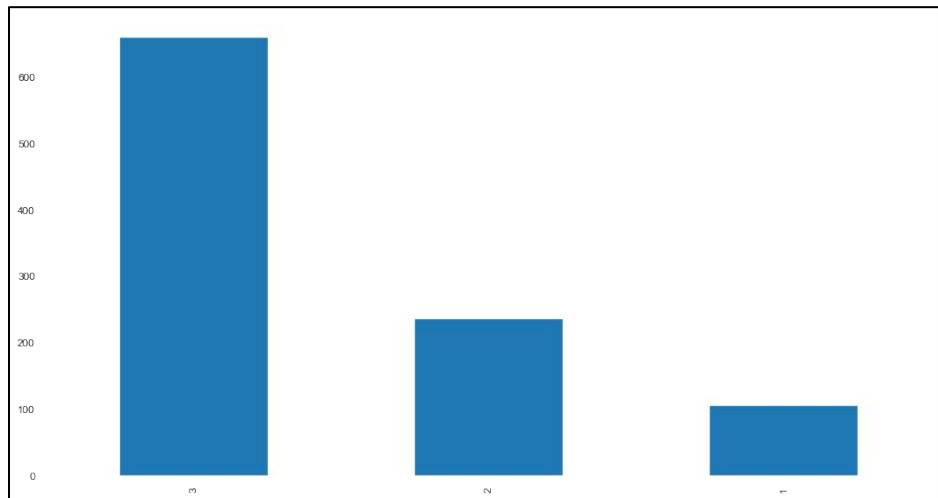
Industry Trend

Movie Parameters

Key Findings

Actionable Insights

No of Actors/Movie
&
No of Movies



No of Genres/Movie
&
No of Movies

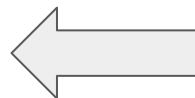
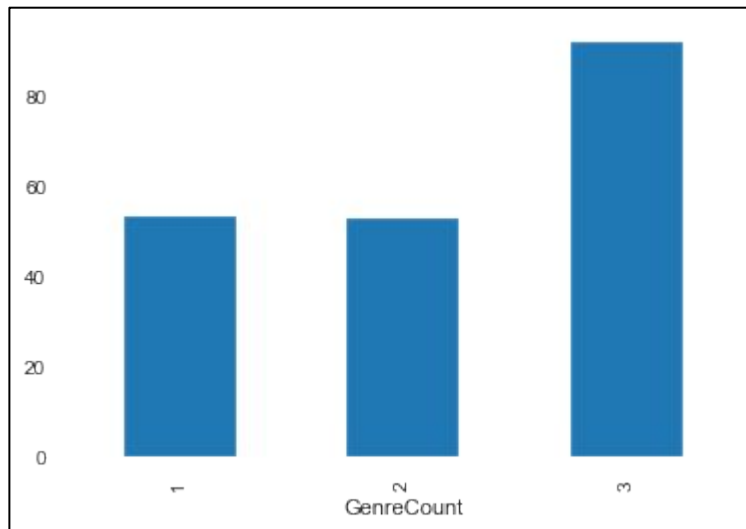
Resources Available

Industry Trend

Movie Parameters

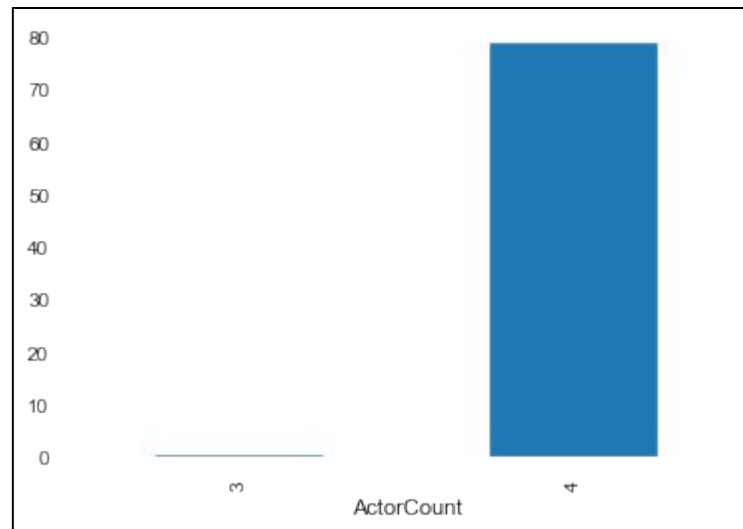
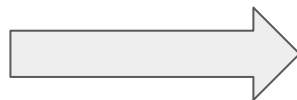
Key Findings

Actionable Insights



Count of Genre/Movie with
Maximum Revenue

Count of Actors/Movie
with Maximum Revenue



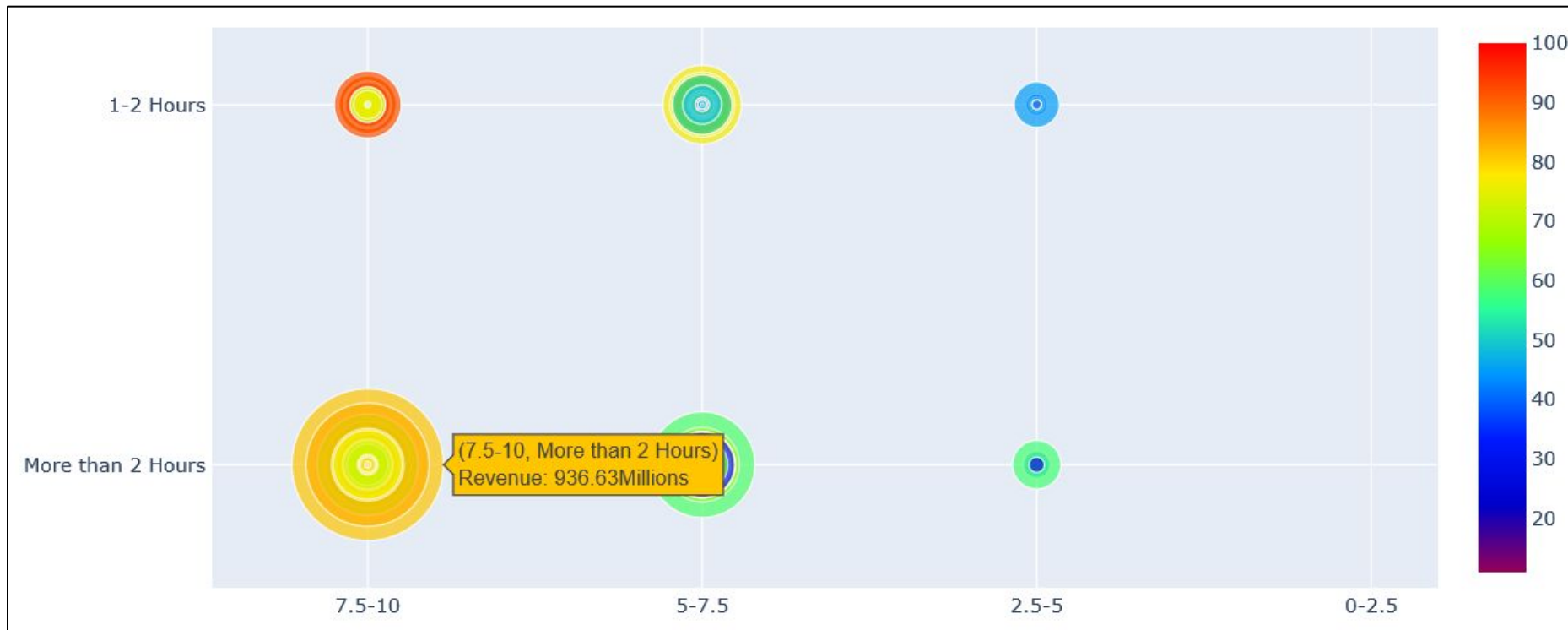
Resources Available

Industry Trend

Movie Parameters

Key Findings

Actionable Insights



Size of the bubble - Revenue (Mn), Color - Metascore, X Axis: IMDB Rating, Y Axis - Runtime (Hours)

Resources Available

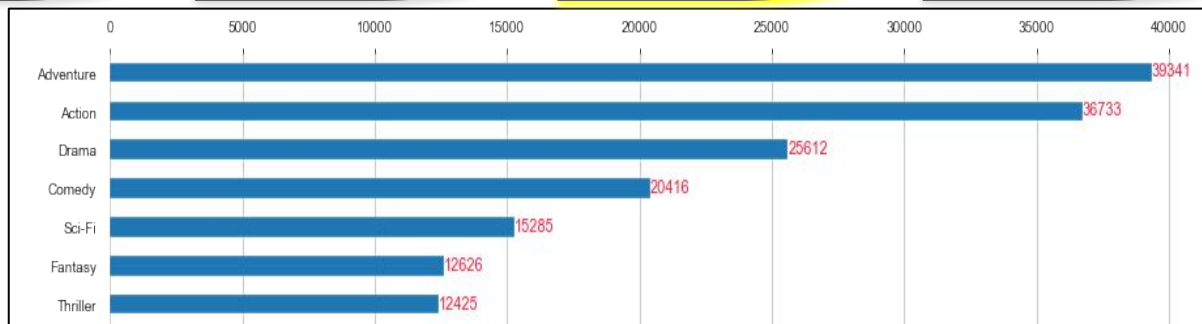
Industry Trend

Movie Parameters

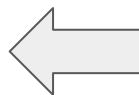
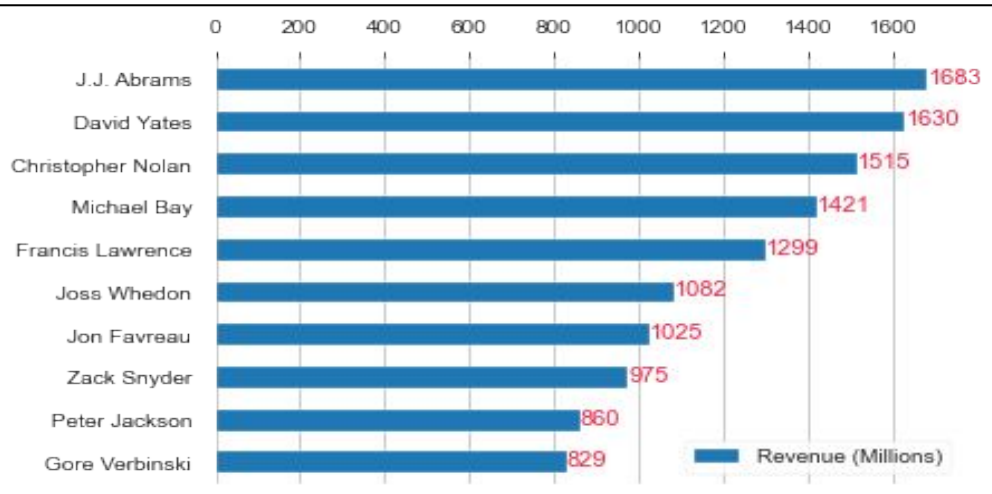
Key Findings

Actionable Insights

Top Genres by Revenue



Director



Top Directors by Revenue

Resources Available

Industry Trend

Movie Parameters

Key Findings

Actionable Insights

Genre

Drama, Comedy, Action, Adventure, Thriller

Directors

Ridley Scott, David Yates, Michael Bay, M Night Shyamalan, Paul WS Anderson, Jon Favreau

Actors

Robert Downey Jr, Jennifer Lawrence, Christian Bale, Zoe Saldana, Liam Hemsworth, John Boyega, Daisy Ridley, Judy Greer

Runtime

More than 2 Hours

IMDB Rating

5 - 7.5