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Data Analysis of the Movie Industry

Critical Thinking:

What types of films are currently doing the best at the box office?

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Business Value

Seasonality & Profit:
The seasonality of profits will help in allocating resources accordingly

Diversity in Filmmaking:
The popularity of various genres of foreign language films helps in quantifying the wider market

Studios & Production Budgets:
This is crucial in doing a cost and benefit analysis

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Methodological Analysis

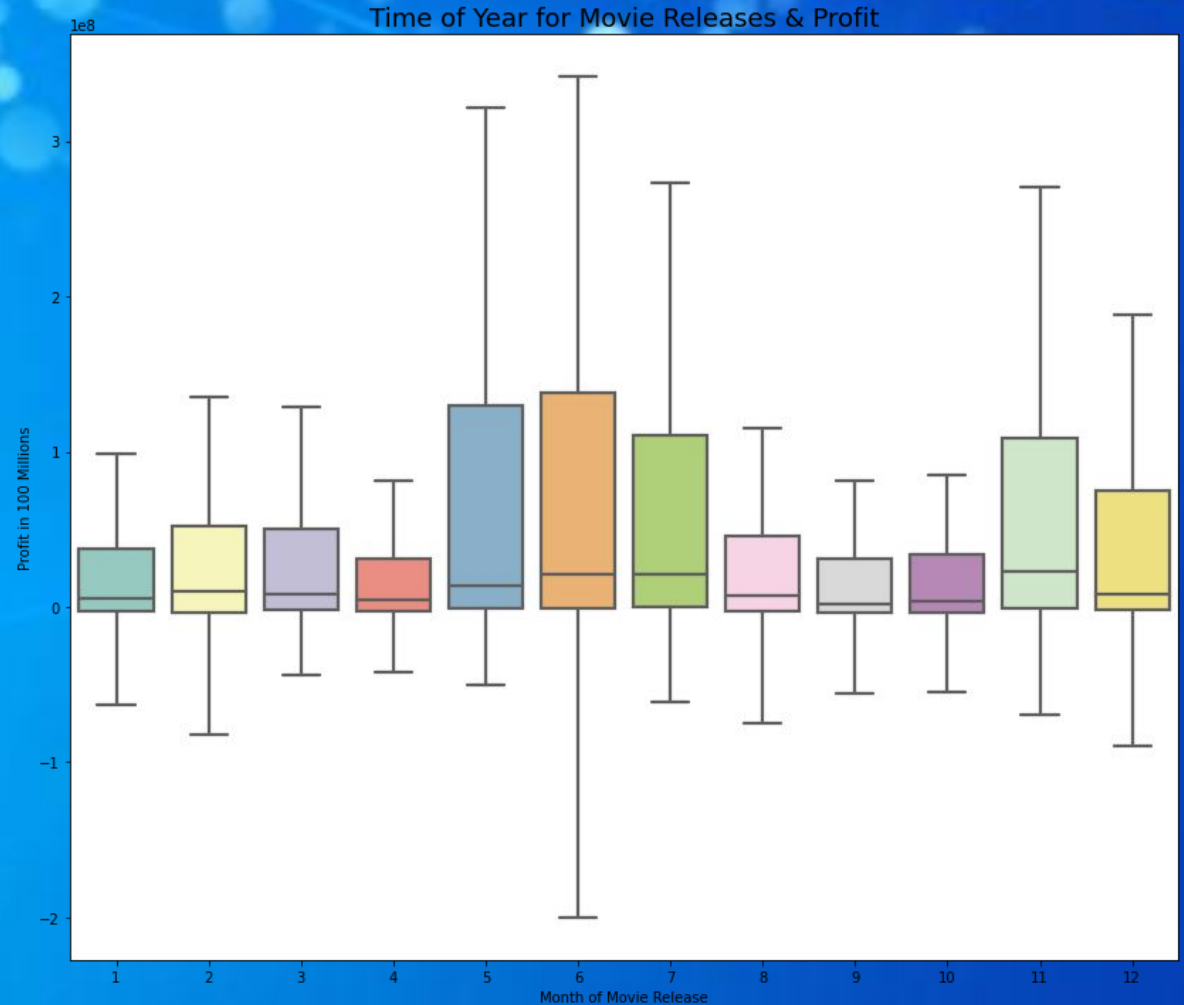Used dataset imported from the IMDB, Box Office Studio, Mojo, Rotten Tomatoes,TMDB

Created new columns and merged columns in Dataset to get insight on profits, genres,movie Language and release months.
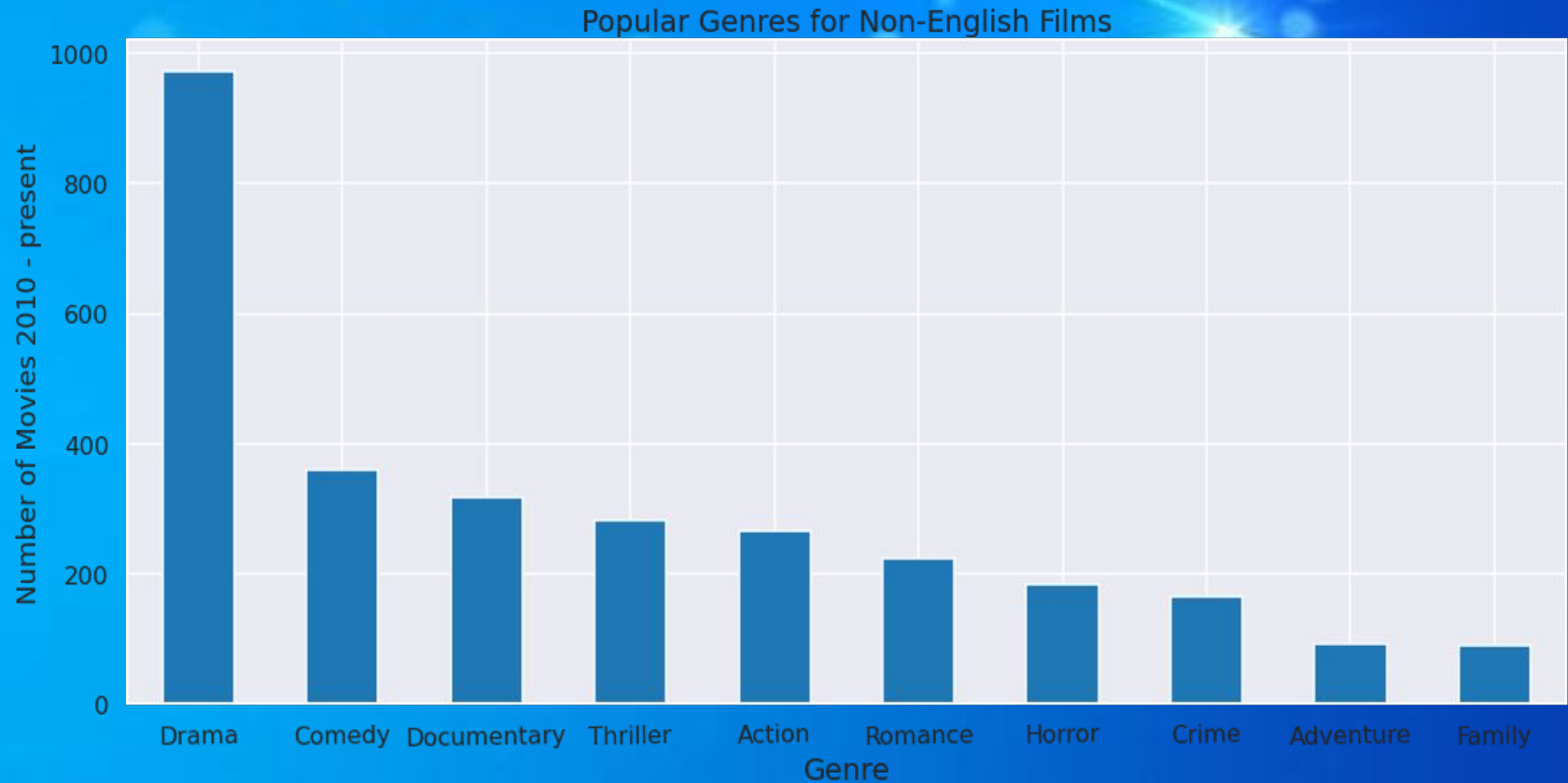
Review dataset to see historical studio Information to help in determining number of Movies produced and at what cost.
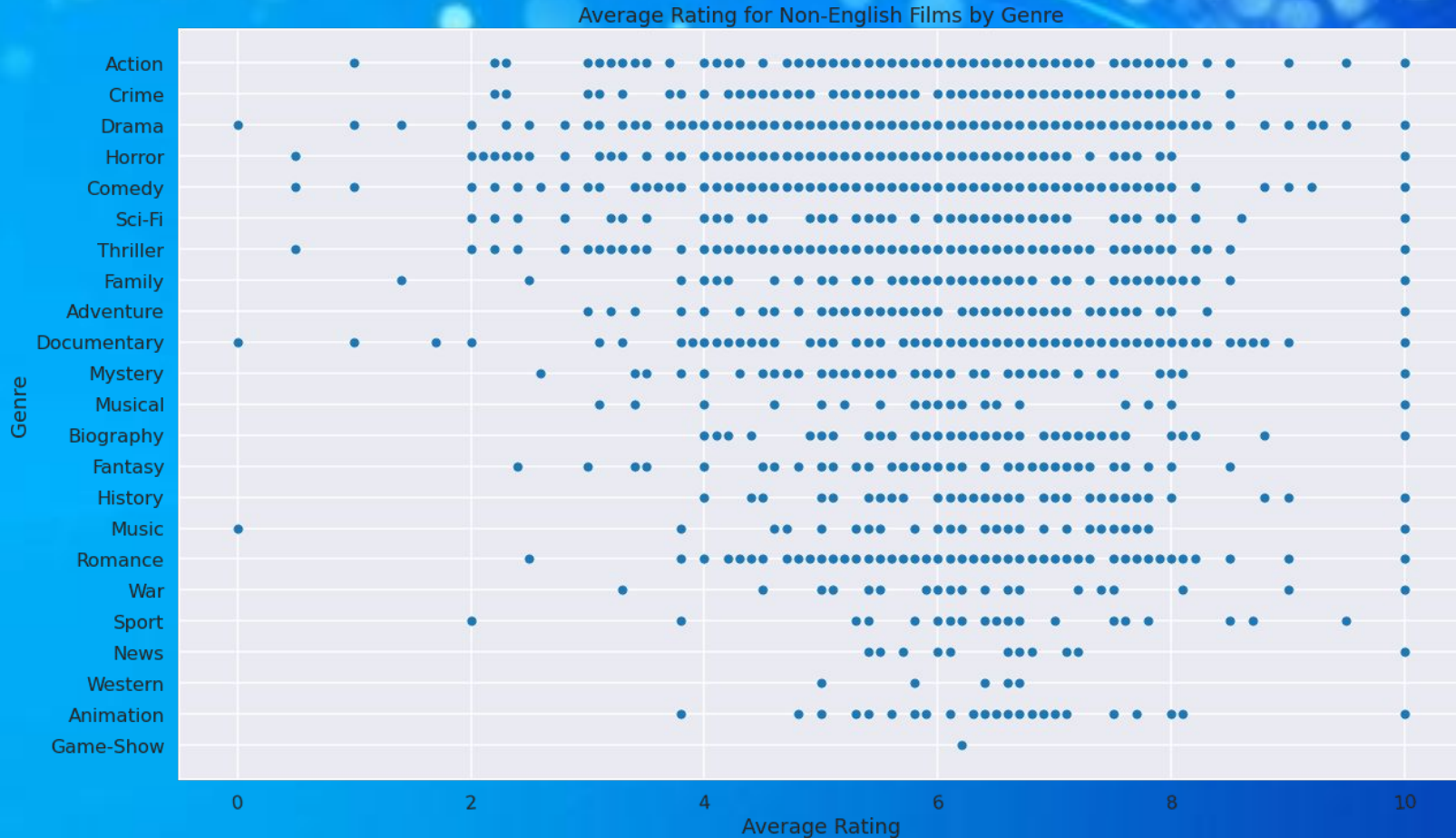
Findings:

- Season of movie profits

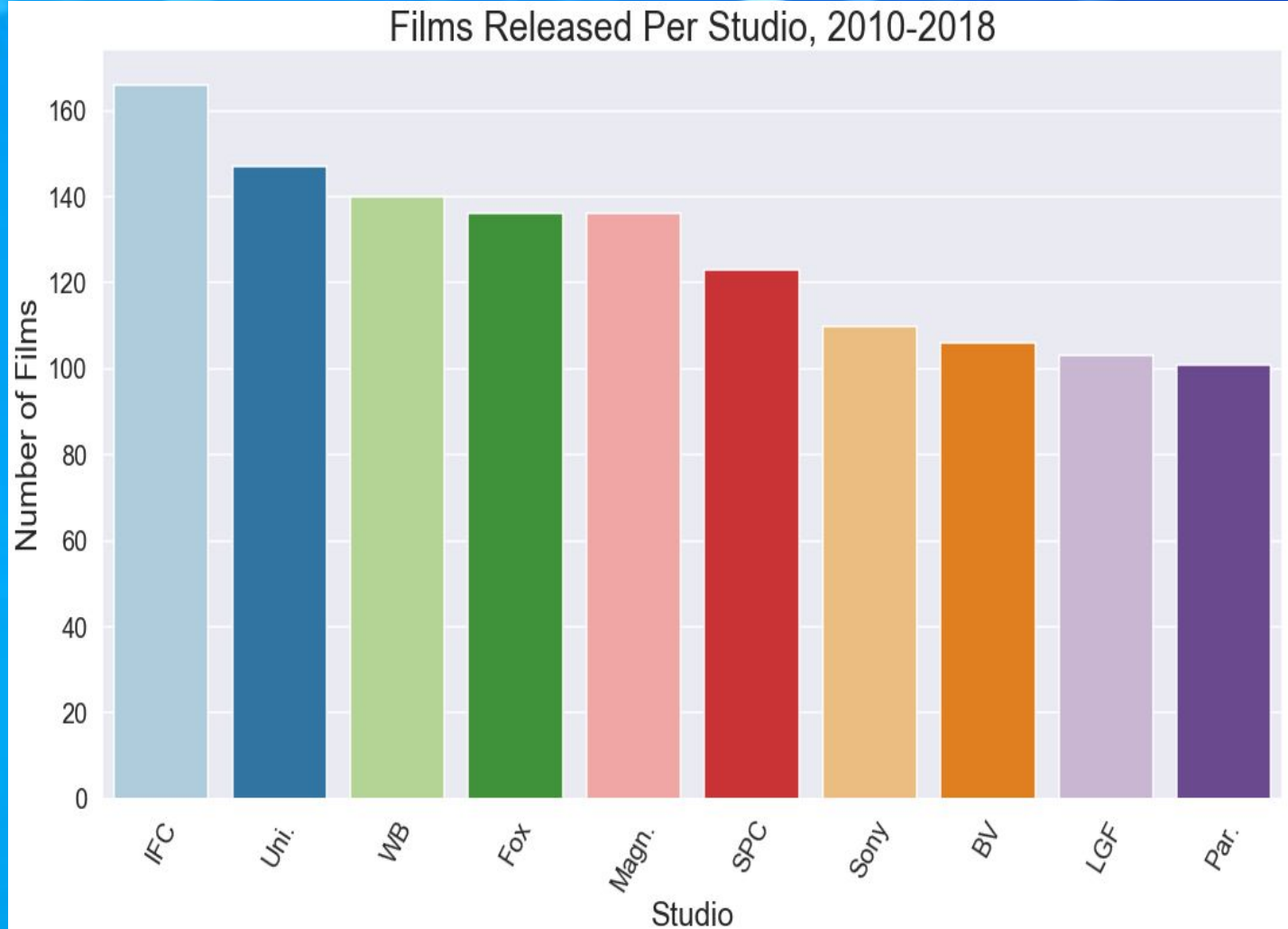# Findings: Popular genres for foreign Language films

Popular Genres for Non-English Films

Findings: Average rating for various Genre of foreign language films

Findings:

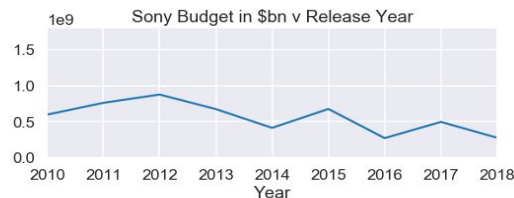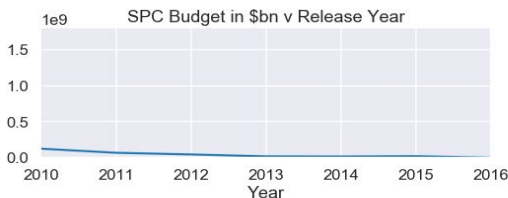- Number of films Released by the Top 10 film studios

Films Released Per Studio, 2010-2018

Findings:

- Movie production budgets of major and acquire/distributor film studios
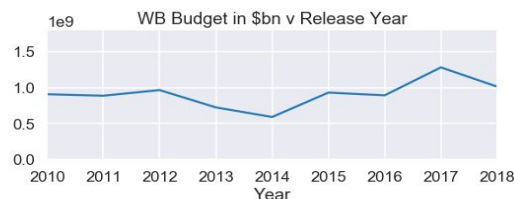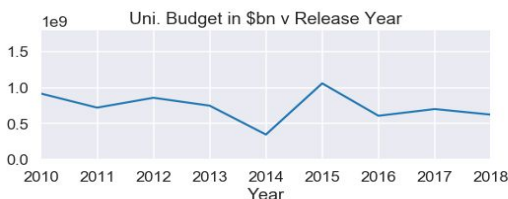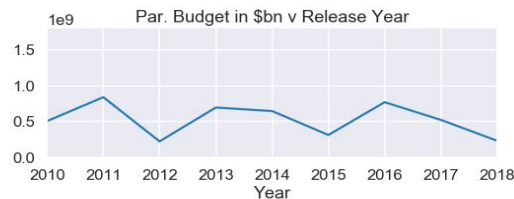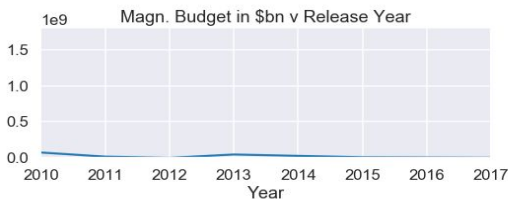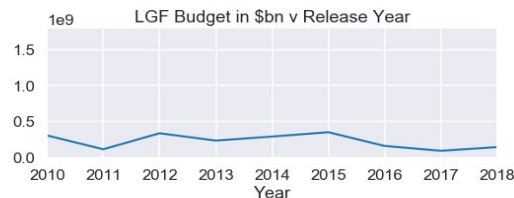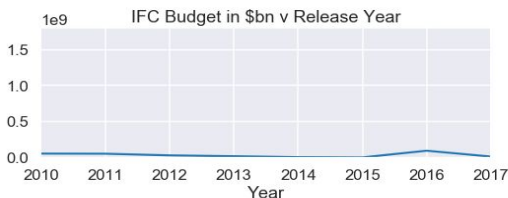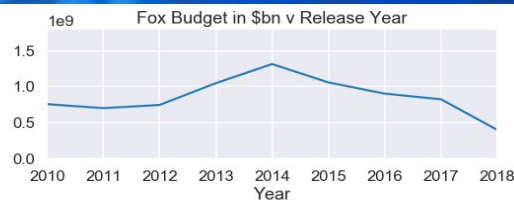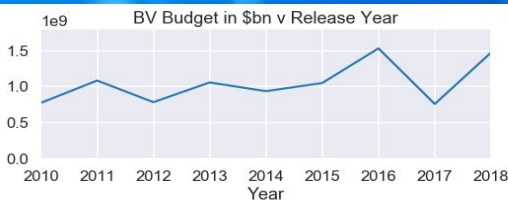
Business Recommendations:

I. I recommend launching into the movie industry through a **distribution/acquisition** model.

Business Recommendations:

II. I recommend launching into **Comedy** or **Drama** genre, if the business opts for diversity in films

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Business Recommendations:

III. I recommend launching to release movies towards the **summer** or at the **end of the year**.

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Future Actions:

I. What are the profit margins of the top 10 film studios?

II. Which advertising medium is more effective?

III. What is the ideal length of a popular movie?

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I – Future Action

What are the profit margins of the top 10 film studios?

Although having the largest budgets might mean larger gross sales, and more movies, a thorough analysis from the data can be done to see how much profit did each top studio make and what is the ideal number of movies to attain a target profit.

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II – Future Action

II. Which advertising medium is more effective?

With the typical marketing budget being 50% of production, by reducing the advertising cost, a movie can increase its profitability:

- In-Theater movies previews

- Machine learning and Algorithmic recommendations based on past Viewership (for streaming media)

- Social Media

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III – Future Action

III.   What is the ideal length of a popular movie?

Referred to as "runtime", the popularity of movies with various runtimes should be explored.

From the data already collected, this insight will be crucial in determining the production budget, as a longer movie would potentially cost more to produce.

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Thank you for your time

"I am open for questions, feedback or comments"

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