



WHAT'S HOT

FILM INDUSTRY
PRESENTATION

Using data to know how to venture in the world of film industry and what factors to consider when making a film





TABLE OF CONTENTS

□ 01 OVERVIEW

Whats all this about?

□ 02 BUSINESS/DATA UNDERSTANDING

The essence of our data and its relation to
our business objective

□ 03 DATA ANALYSIS

What does our data say?

□ 04 RECOMMENDATION

what next?



□ 1

OVERVIEW

The film industry is thriving, with platforms like Netflix, Disney, IMDb, Box Office Mojo, and Rotten Tomatoes leading the way. This presentation explores what drives their success and how we can apply those strategies in our own approach to film production."



WELCOME TO MY PRESENTATION

I'm Latifa, and I'll be sharing with you my analysis.



BUSINESS UNDERSTANDING

- Our company plans to enter the film production industry.
- We seek to understand the structure, trends, and dynamics of the industry.
- Focus areas include:
- Key players and what drives their success.
- Challenges and risks in the current market.
- High-profit sectors (e.g., streaming, theatrical, or genre-specific content).

Goal: Use data-driven insights to guide strategic entry and maximize return on investment.



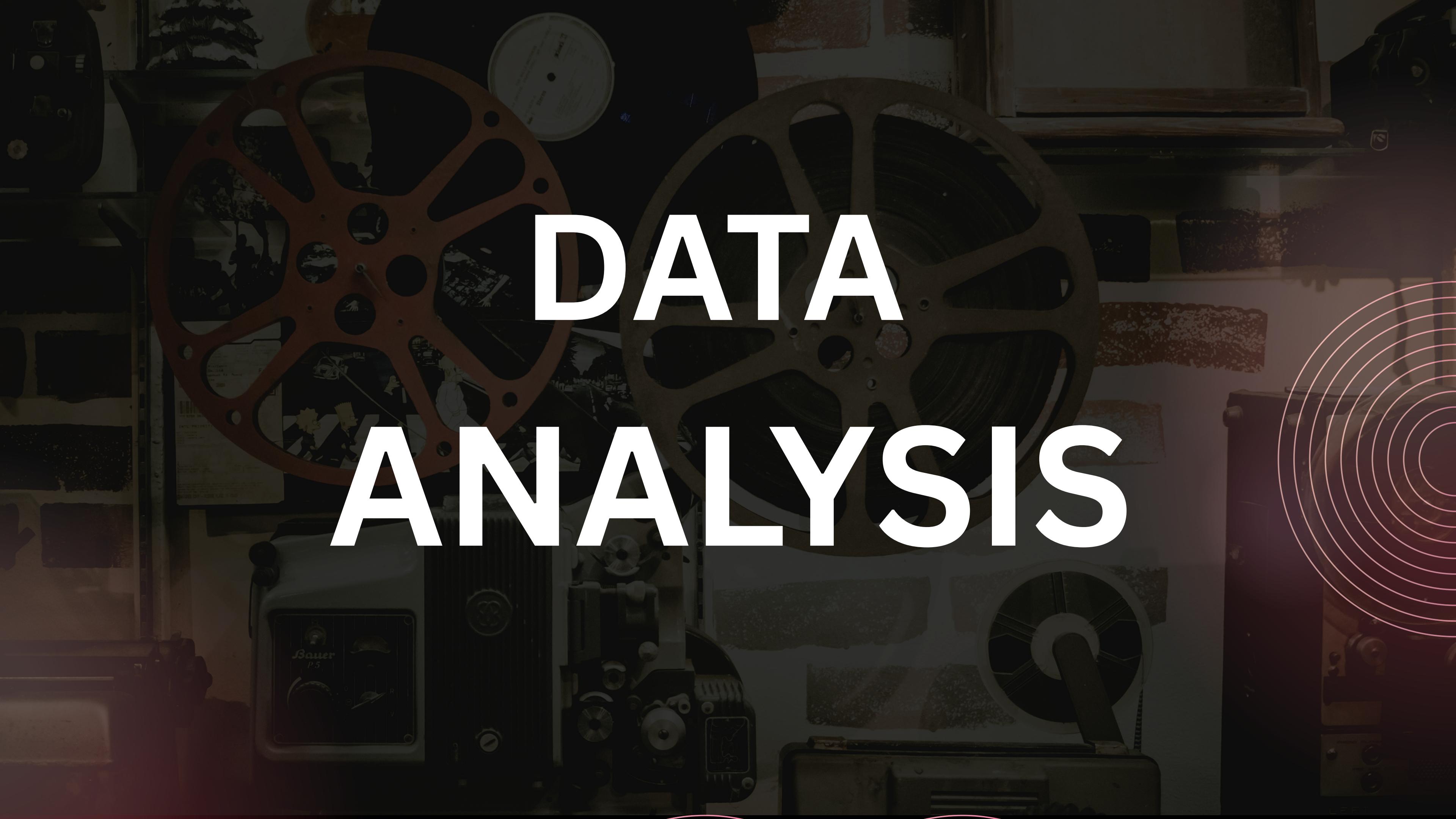
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DATA UNDERSTANDING

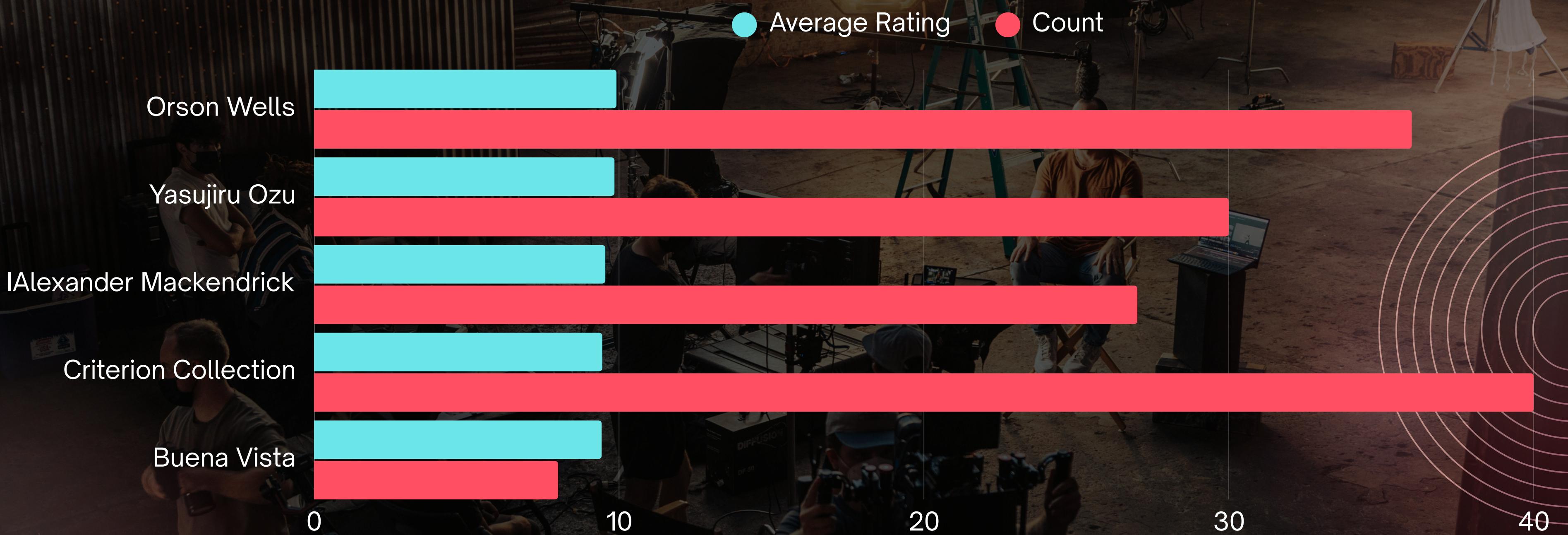
Datasets used:

- Box Office Mojo Movies to check the relation between different gross and performance
- IMDb dataset to check runtime minutes, different ratings different type of genres
- Rotten Tomatoes dataset to check different reviews from viewers and factors leading to that rating

DATA ANALYSIS

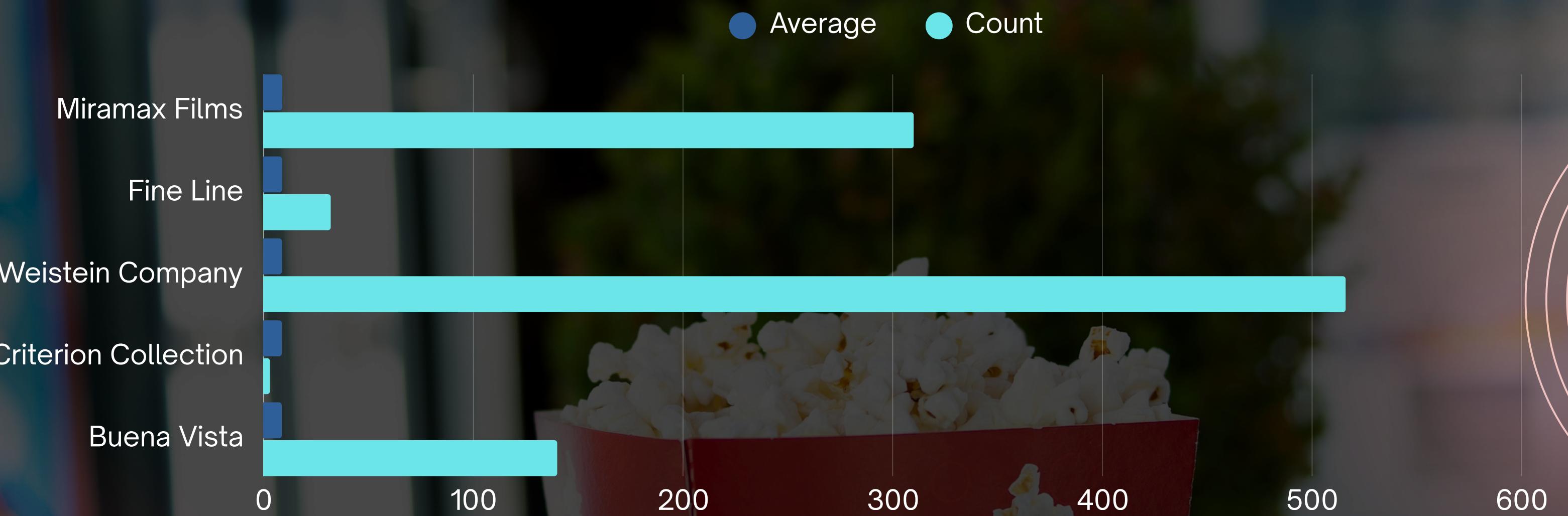


Top 5 directors



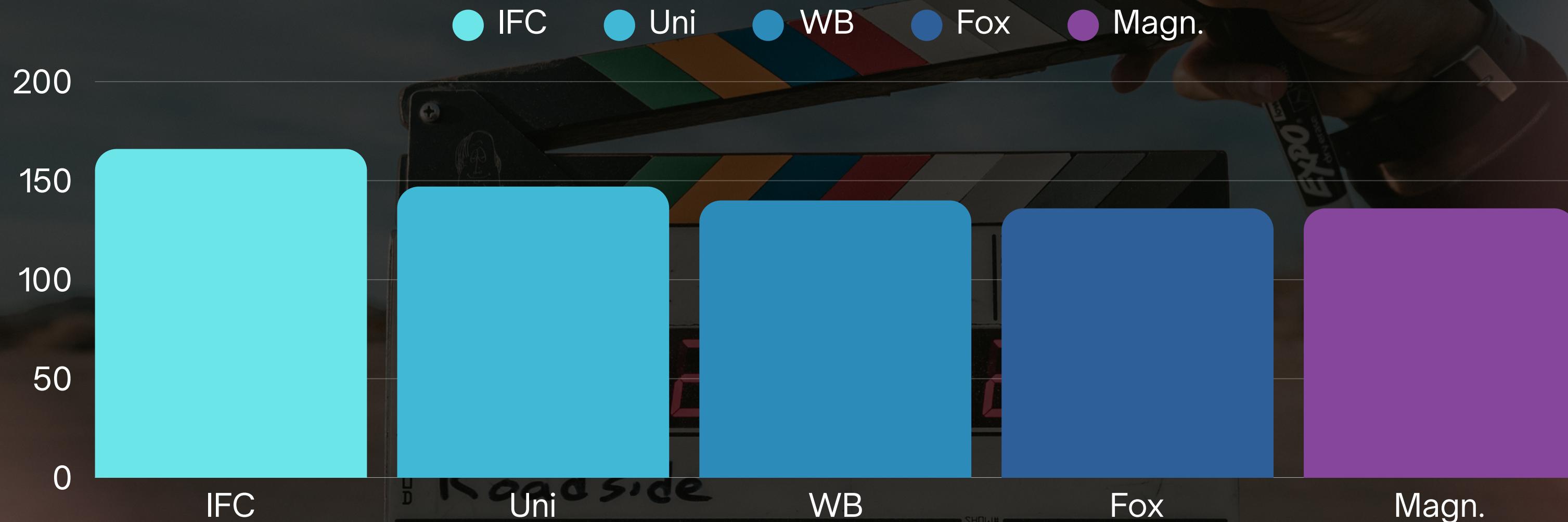
Orson Wells has the highest average rating of 9.91 and a count of 36, meaning he is a director who is consistent and produces quality.

Top 5 studios from Rotten Tomatoes Dataset



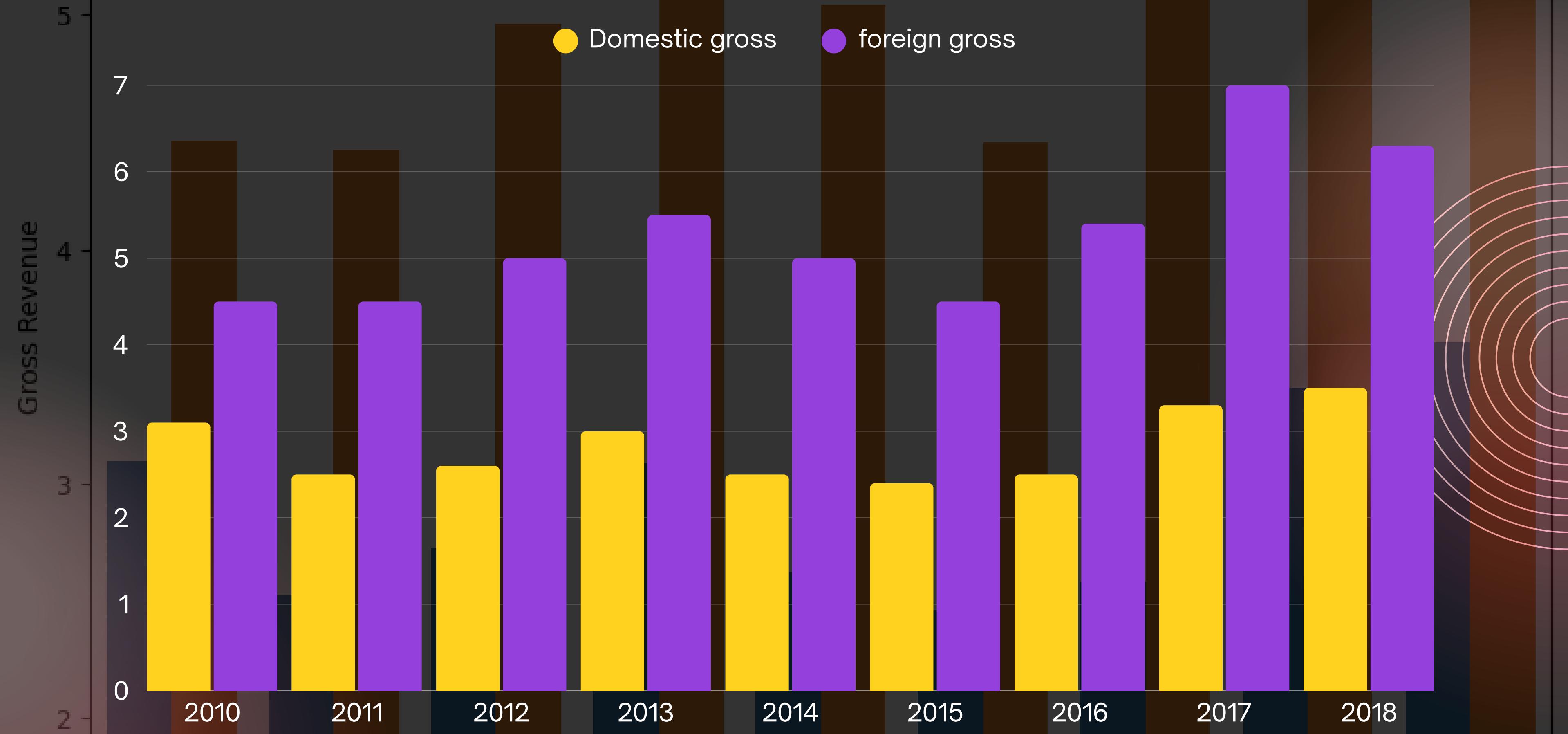
Miramax has the highest average rating of 9 and a count of 310,

Top 5 studios from Box Office Mojo Dataset

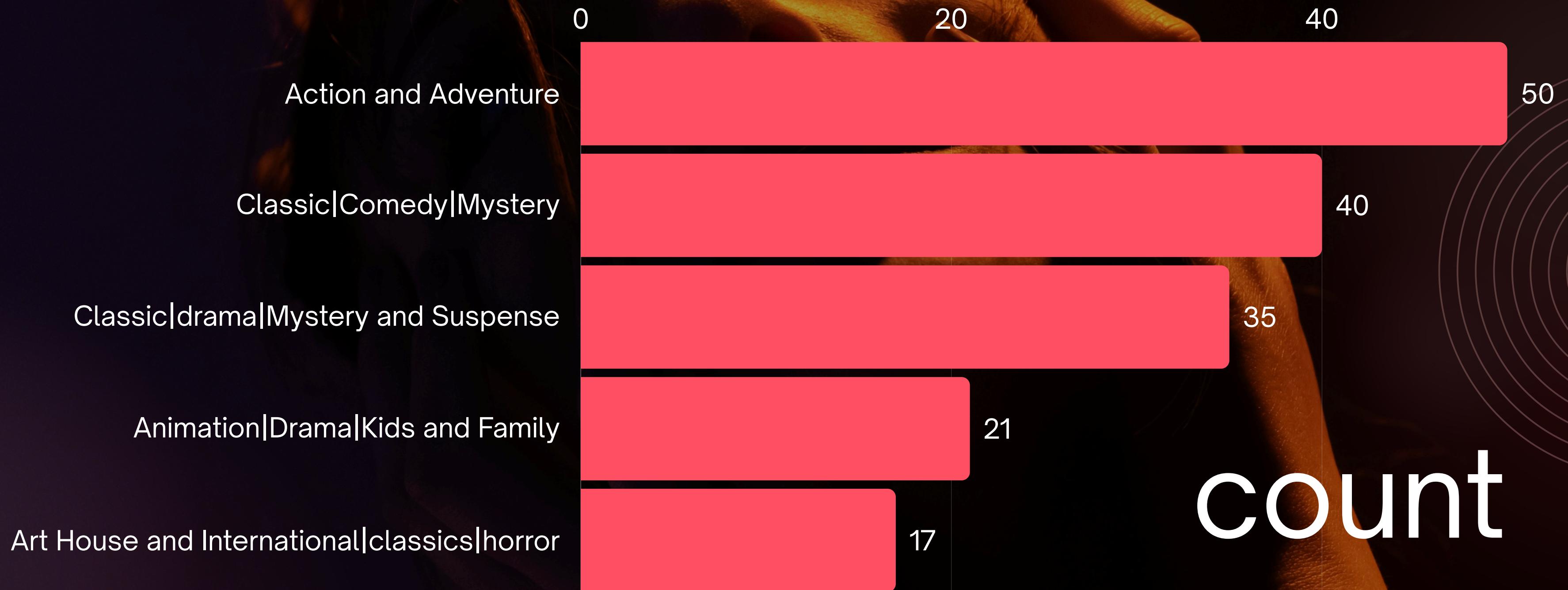


IFC has the highest count by the BOM dataset

DOMESTIC GROSS VS FOREIGN GROSS



GENRE VS AVERAGE RATING ROTTEN TOMATO DATASET



GENRE VS AVERAGE RATING

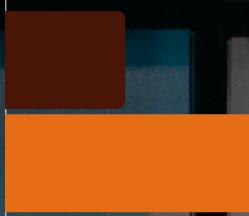
IMDb Dataet

● mean ● count

Documentary,Family,Sport



Music



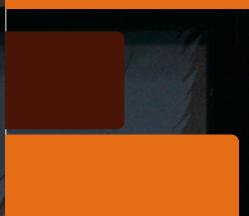
Documentary,Family,Music



Adventure,Documentary,History

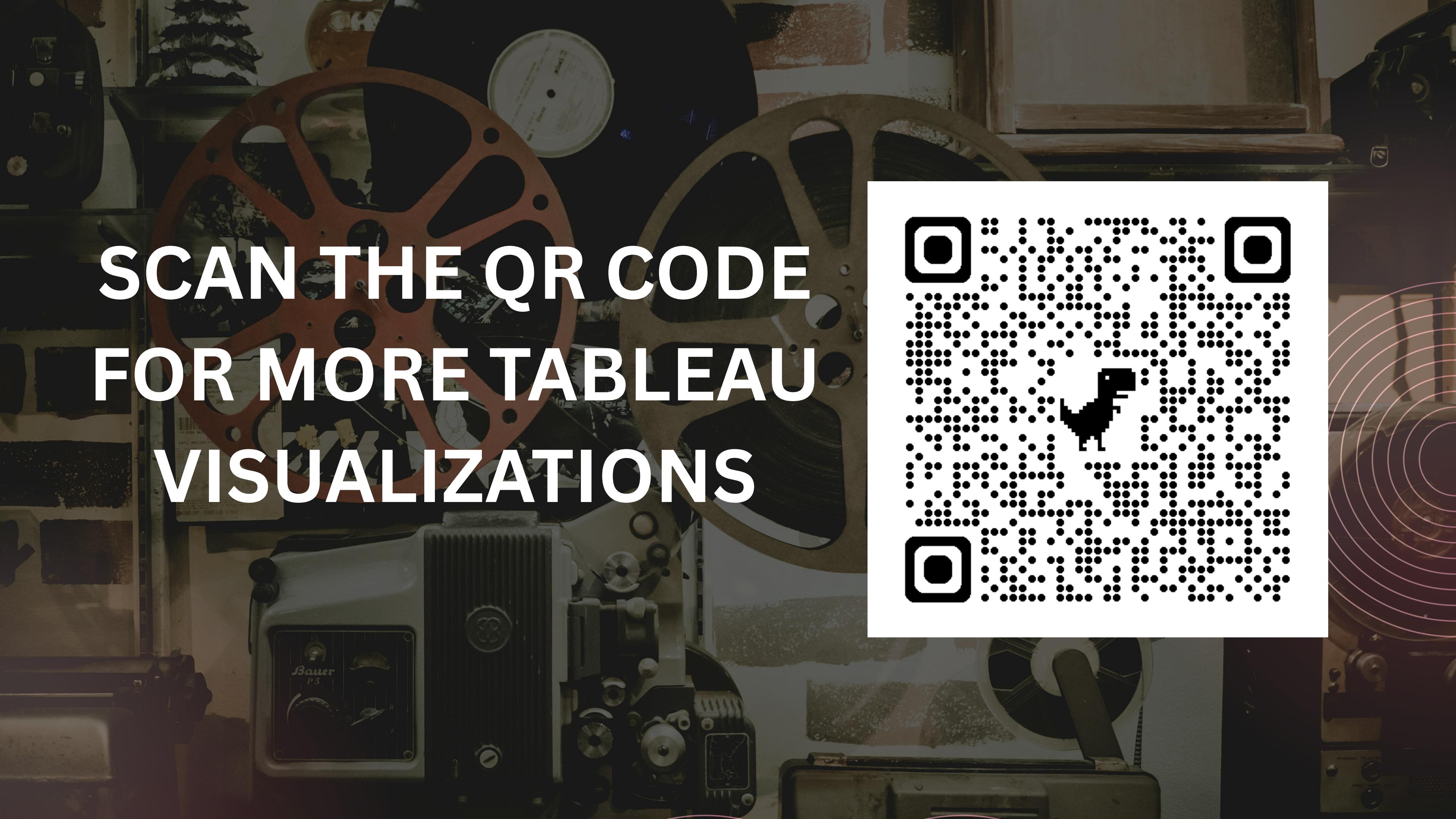


Action,Documentary,Spor

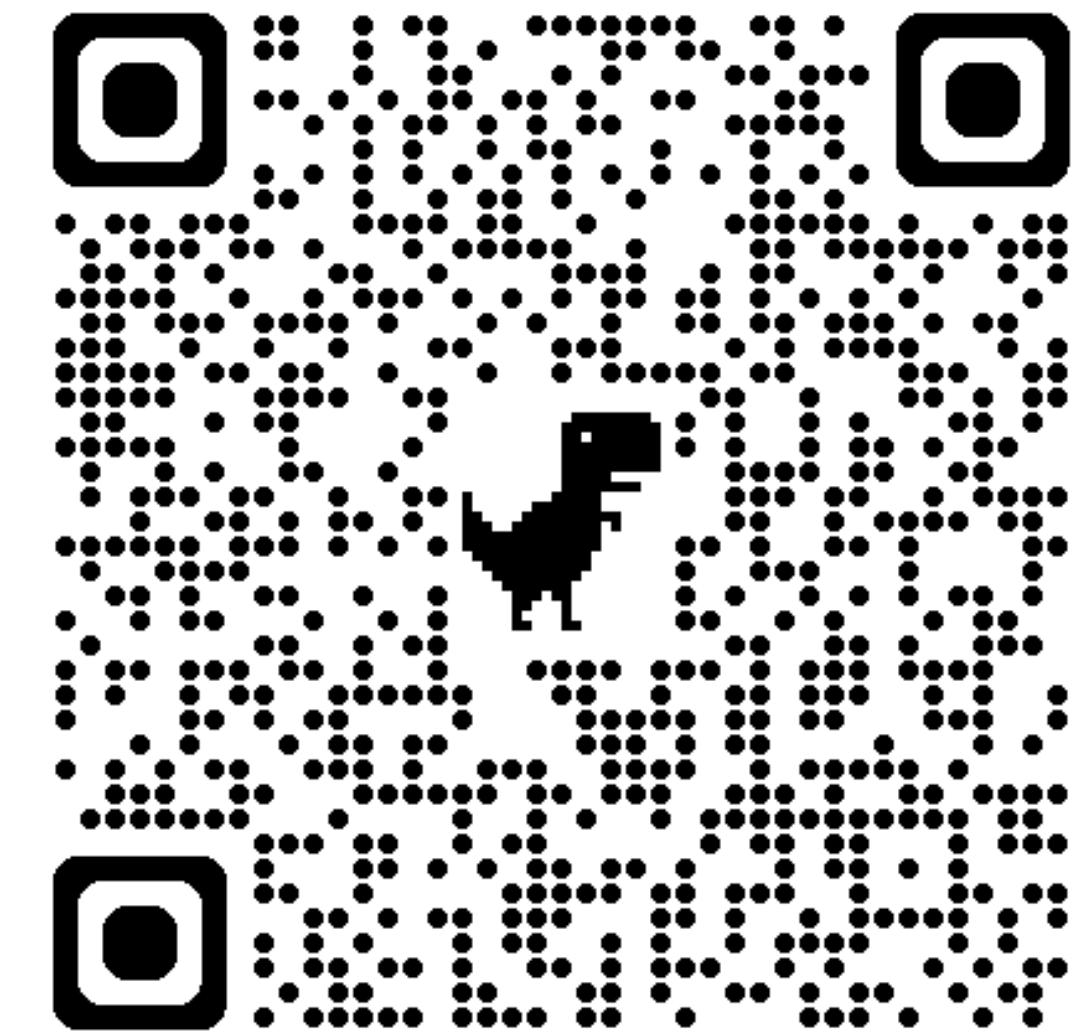


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VISUALIZATIONS





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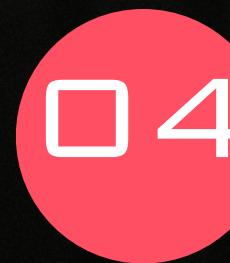
CONCLUSIONS

01.

The genres that are doing well across the platform are: drama, comedy, Documentary, horror, dramalcomedy, Action, Music and a combination of all.

02.

Domestic gross and foreign gross have a linear relationship, a movie that does well domestically also does well internationally



□4 CONCLUSIONS

- 03. There are specific publishers, studios, and directors who have higher average rating compared to others
- 04. Movies tend to do well internationally compared to locally
- 05. Movies that have ratings above 7 lie between 50 and 200 runtime

RECOMMENDATIONS



TEST RUN

Perform a test run on the performance of a film locally before releasing it internationally



GENRES

drama, comedy, horror, kids, animation, documentary, Action, Romance and a mixture of all



AVAILABILITY

Movies produced should be available locally and internationally



RUNTIME

Recommended watchtime should be between 60 minutes and 200 minutes



DIRECTORS

Put into consideration, Orson Welles, Yasujiro Ozu, Alexander Mackendrick, Preston Sturges



STUDIOS

Independent Film Company, Universal, Paramount, Sony, Weinstein, Fox, Warner Bros



THANKYOU
ANY
QUESTIONS ?

feel free to reach me out at
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