



MORINGA SCHOOL

Video Content Creation Data Analysis

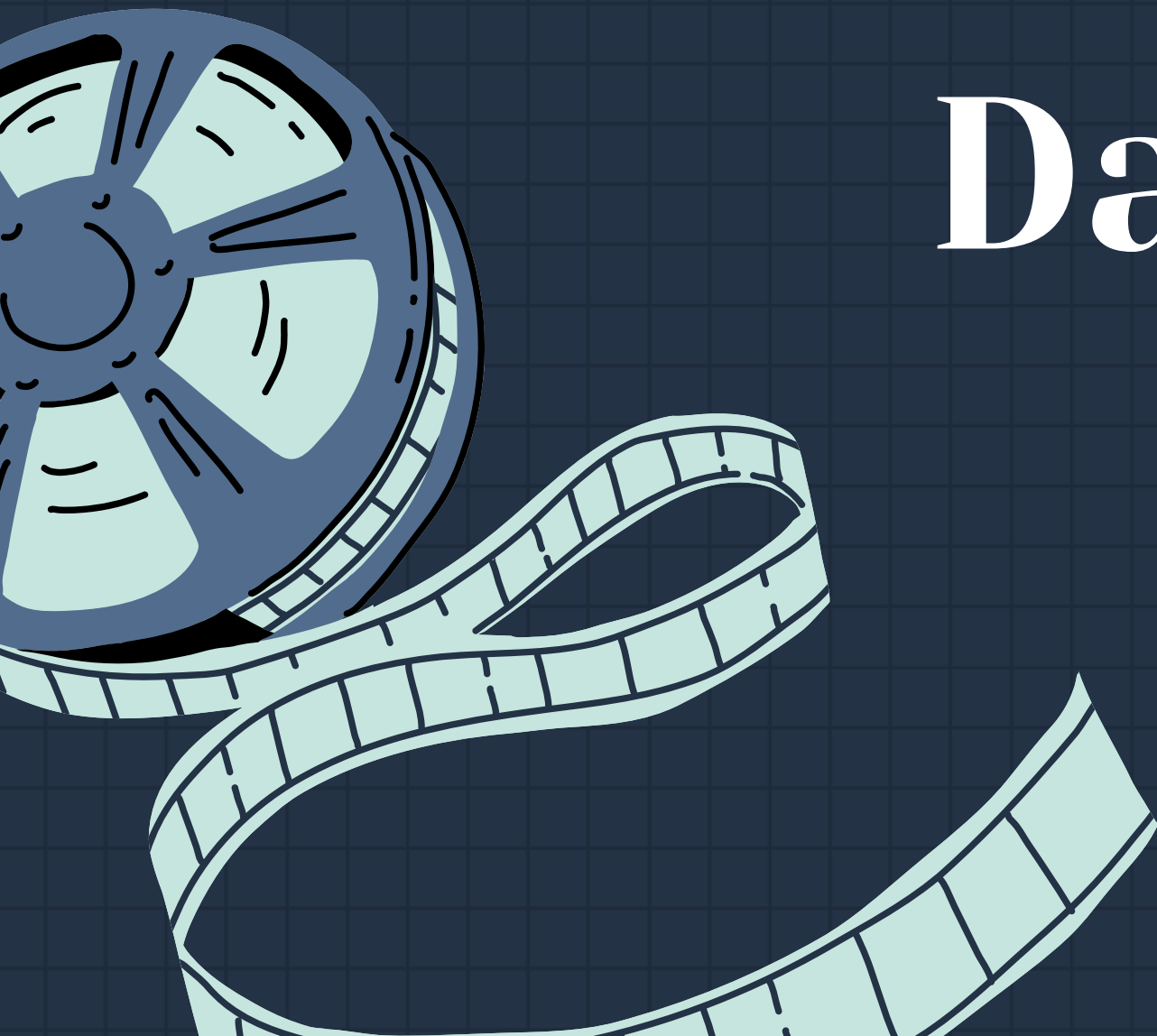
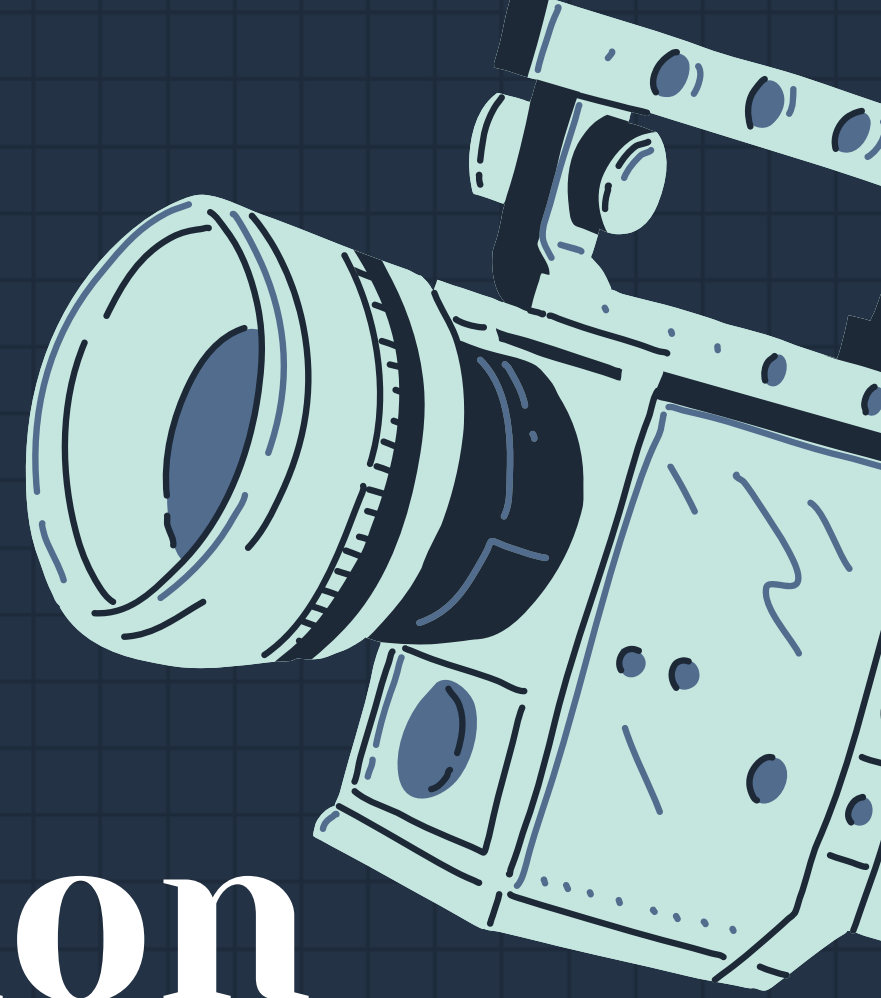




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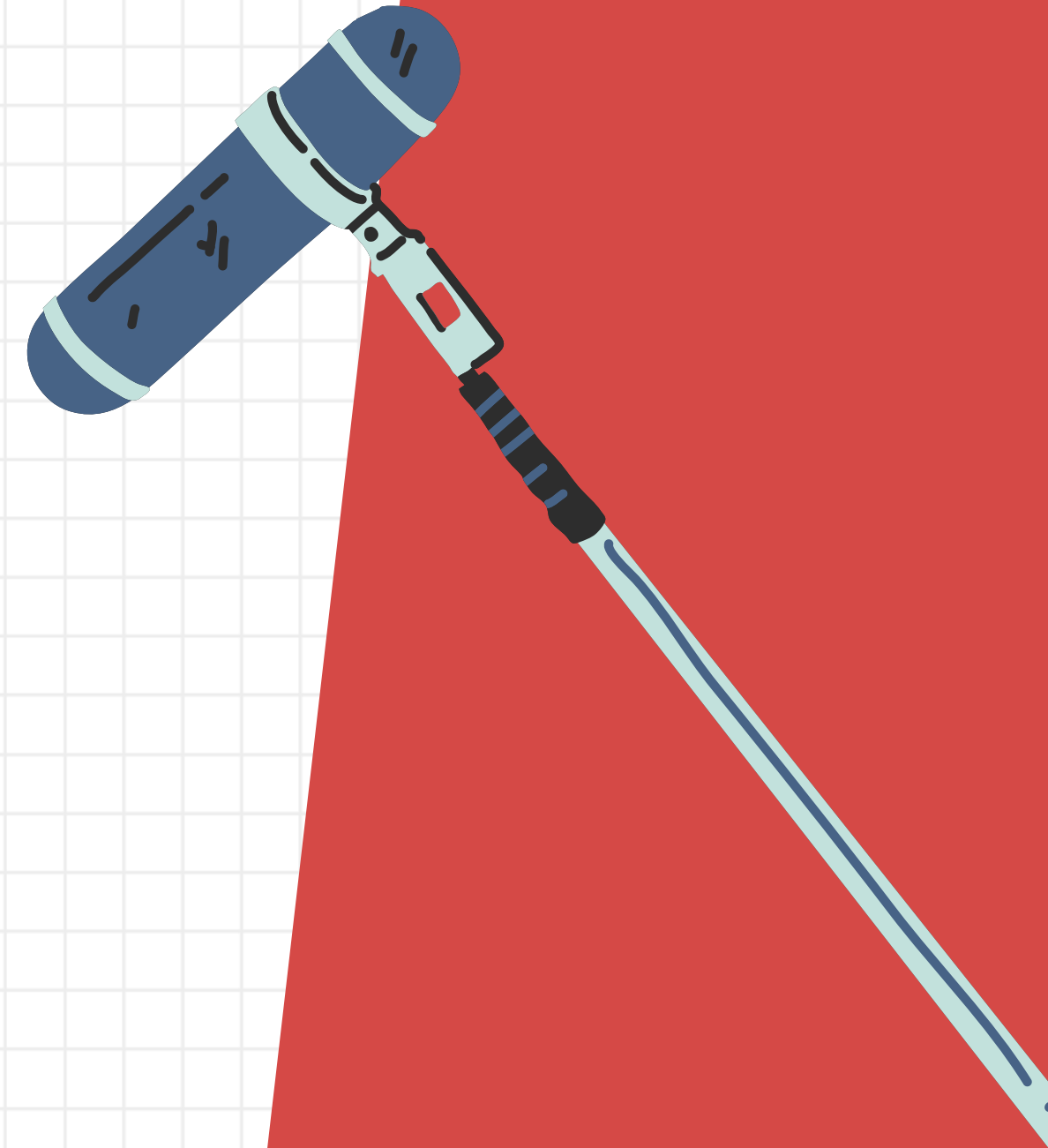
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Introduction

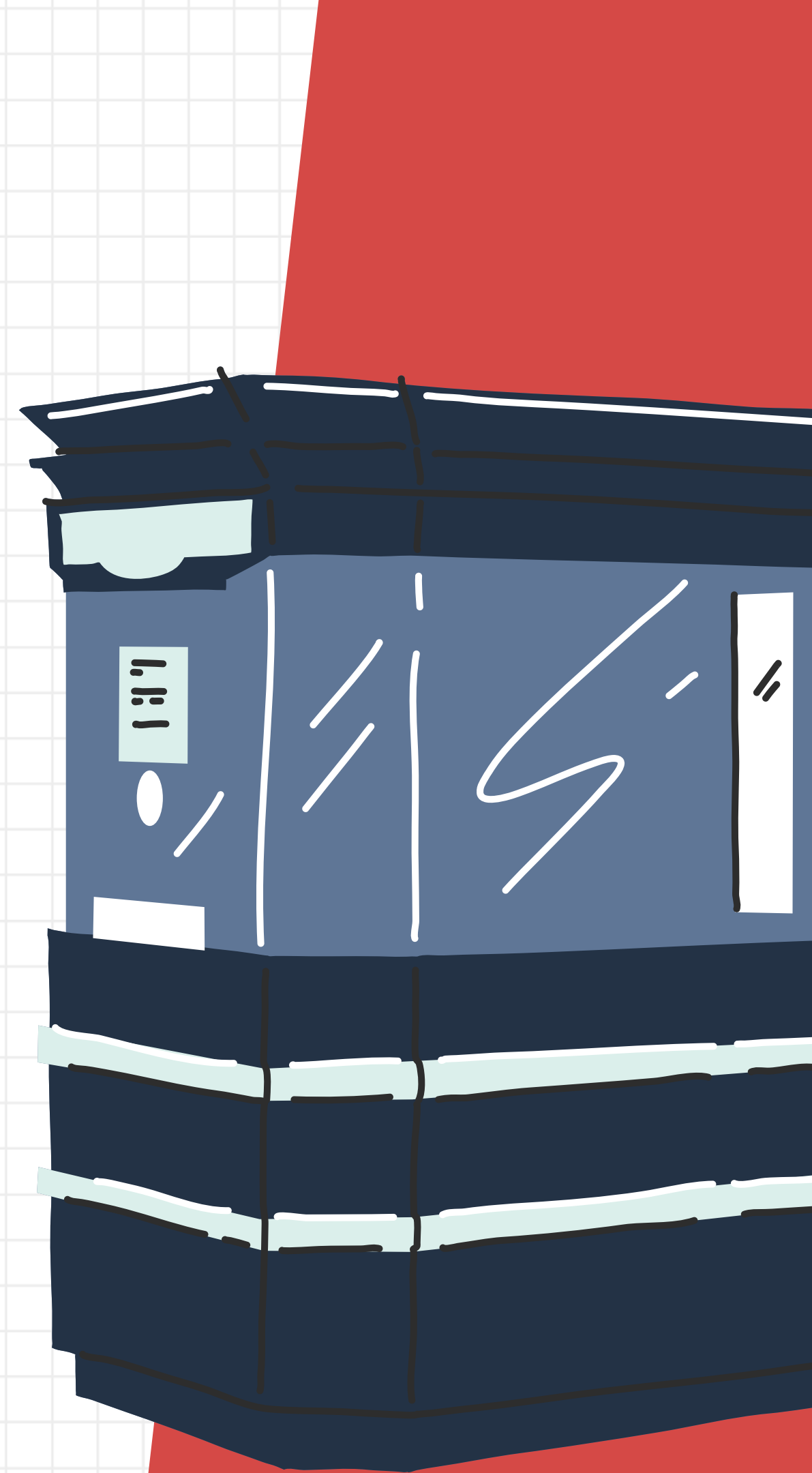
Picture this, you're a new movie studio backed by Microsoft and looking to get into the cut-throat world of movie and content production. Due to the might of your backers, the world is eagerly waiting for your first few releases and for you, there is no second chance at a first impression.

It would be best if you got it right from the get-go. But you're still new and inexperienced in the movie industry. You need to understand what the viewers want to see. Luckily, there is a way to get this information. Through the power of Data Analysis and data that is readily available on the internet, there is a way to gain this information and have an edge in the market

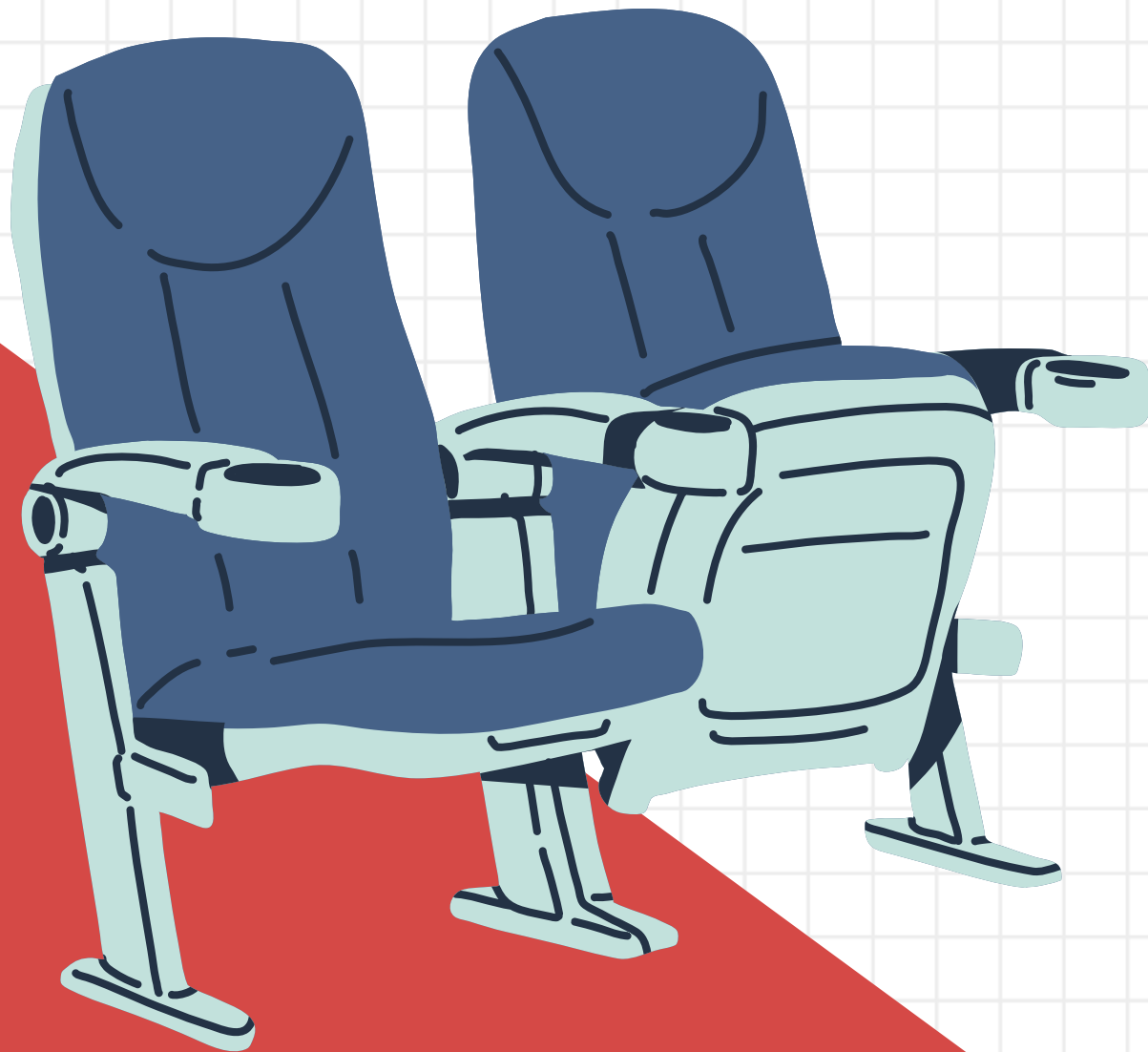


Problem Statement

The movie industry is quite vast and getting the right insight on what a studio needs to invest in is quite difficult. To overcome this we are going to bridge the gap between the viewers and other movie industry metrics and the movie studio. Luckily, getting a subset of the viewers of opinion is easy since it exists online in one form or another. Movie metrics are also easily obtained and getting information on how a movie did is possible. Using this information and Data Analysis skills we can generate insight and give more concise information.



Objectives



The Main objective is:

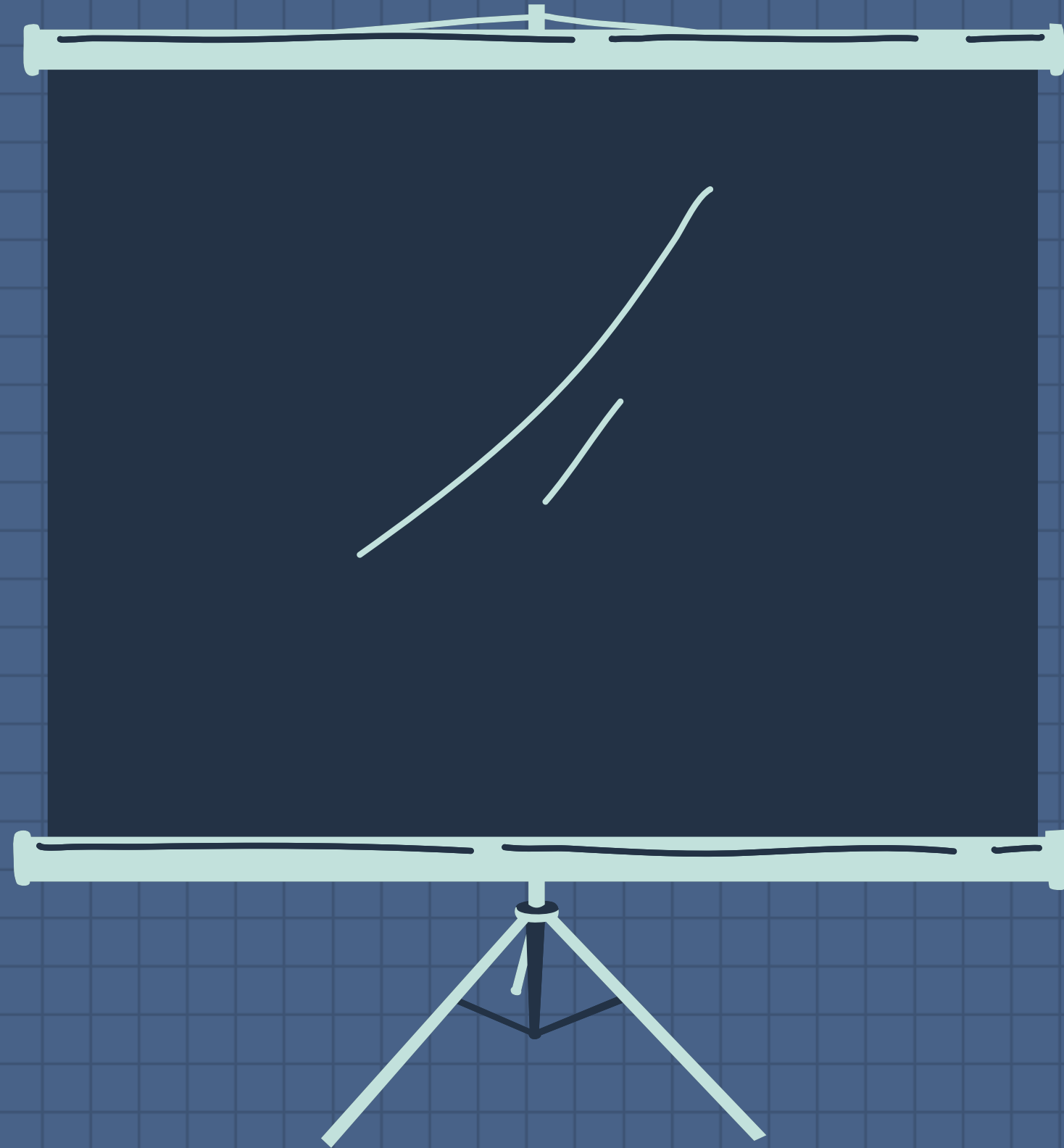
To collect and analyze data about movies that have been released recently and consumer review metrics to get a better understanding of the types of movies that the consumer wants to see.

The specific objectives are:

Use various data analytics skills to come up with relevant informative visualizations

Use various skills learned to access data stored in different sources and formats

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Patterns and Findings

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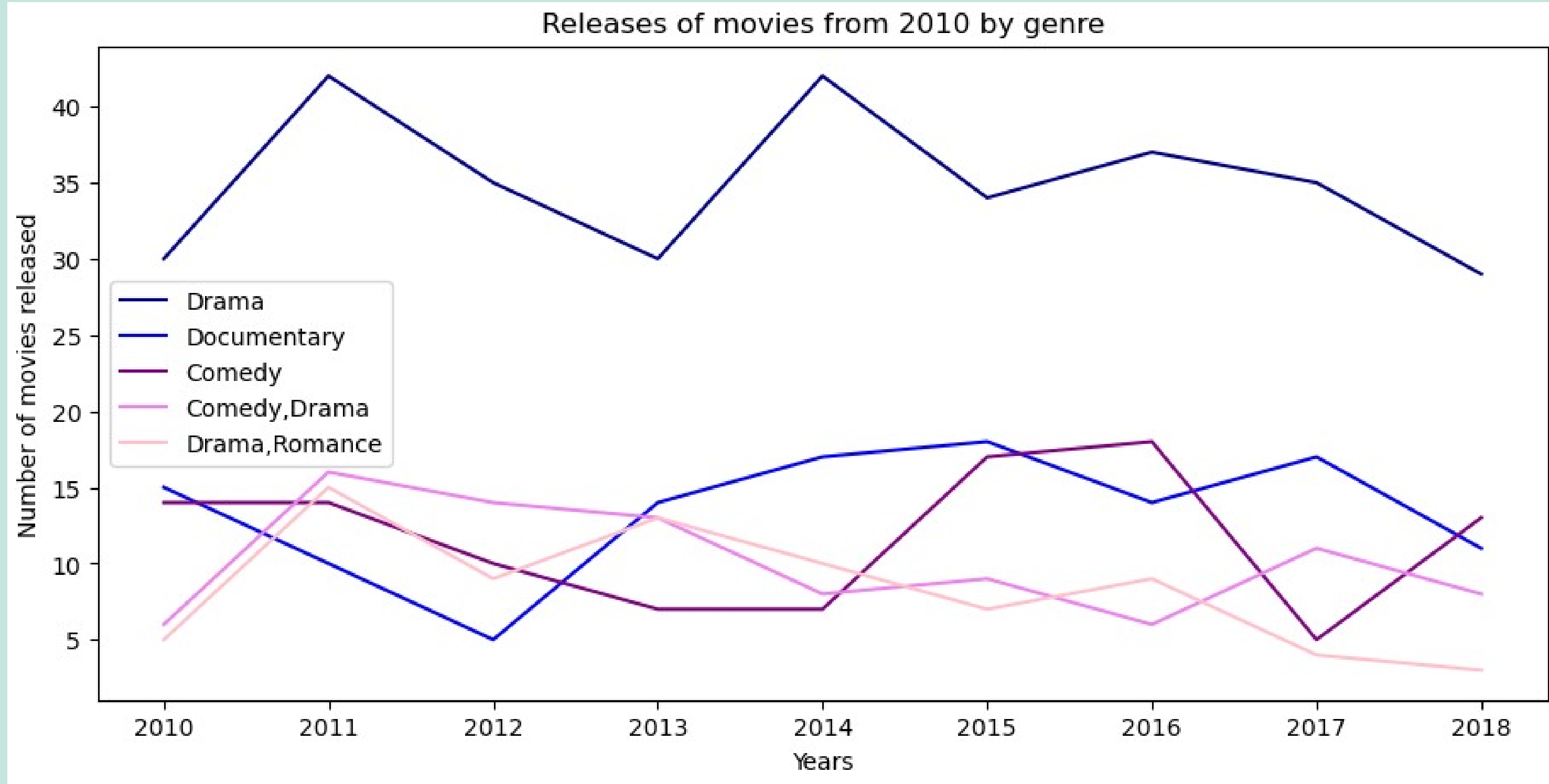
Data Used

The data used in this project was obtained from the IMDB website. This data contains information on movie details such as name, release year, and genre. It also contains information on various people involved in the movies and what role they play. Lastly, it also contains information on movies and their ratings and the number of votes the users reviewed the movie in

Data from The Numbers website was also used. The data acquired contains information on movie details, genres, release year, and most importantly the movie production budgets and the movie gross figures, both domestic and world wide

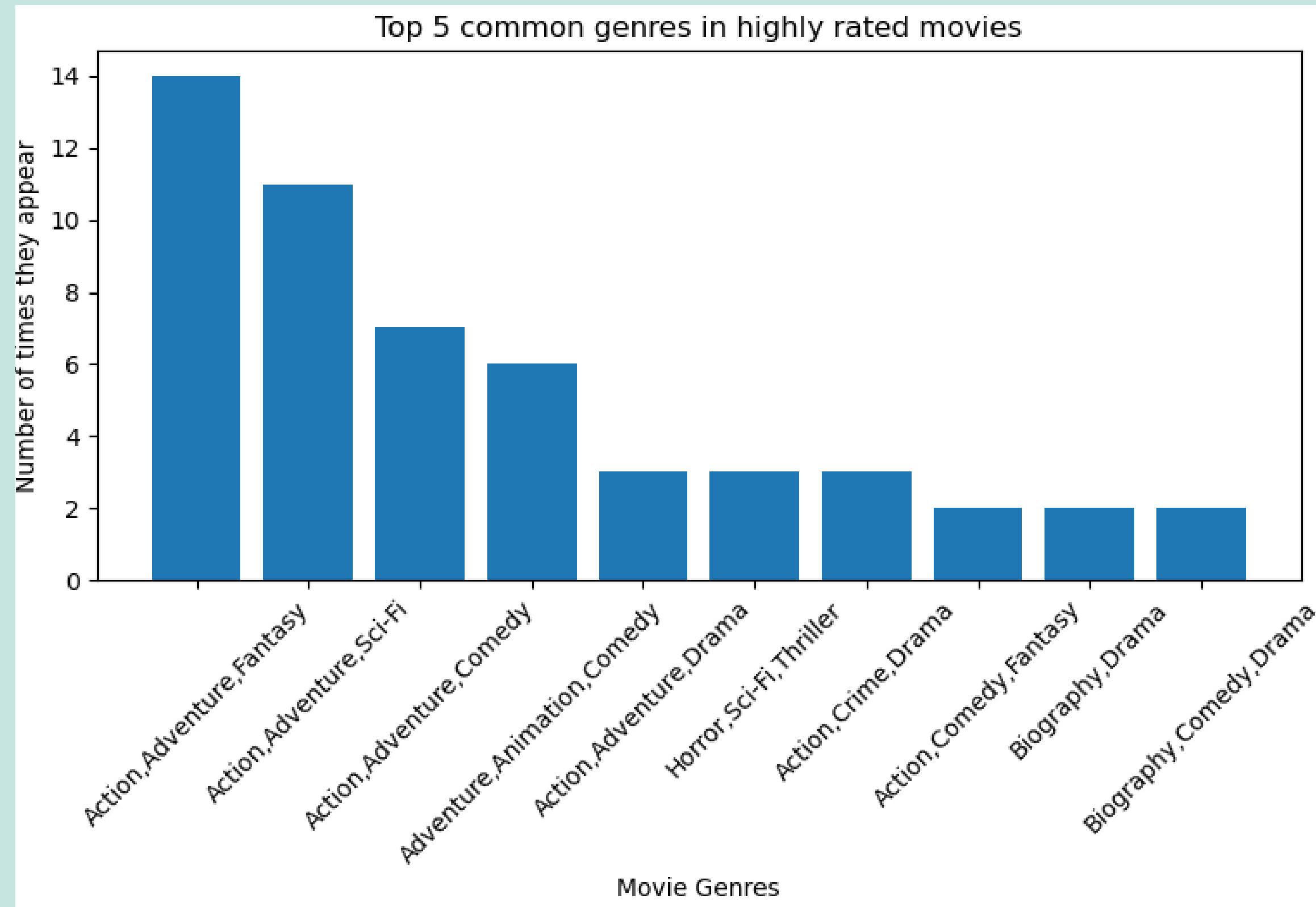
Release of movies from 2010 by genre

This image shows 5 top most genre of movies released by various movie studios from 2010. We can see the most common genre is Drama



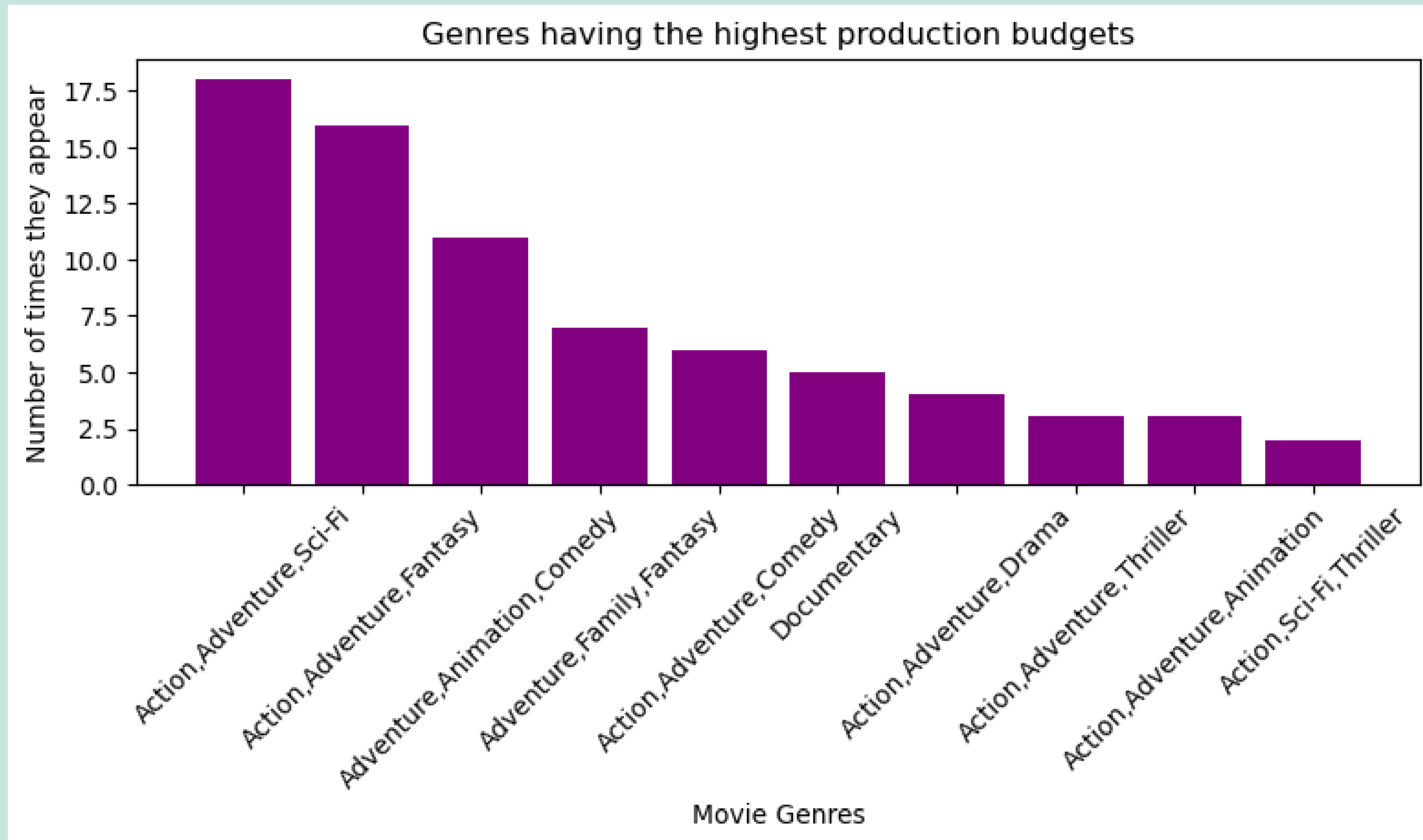
Distribution of genres in highly rated movies

In the highest ranked movies, the genre Action,Adventure,Fantasy appeared the most times



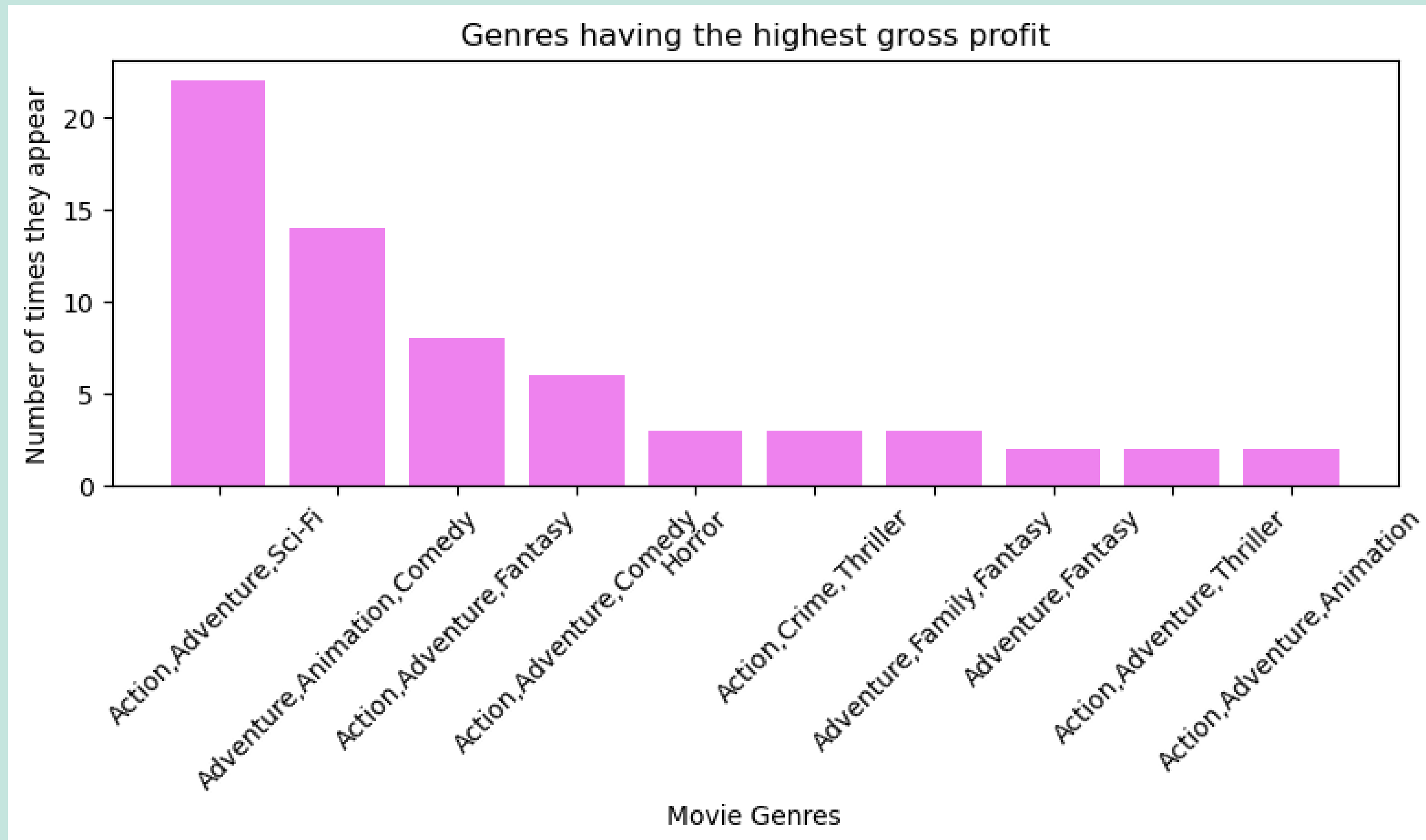
Genres having the highest production budget

The genre Action,Adventure,Sci-Fi appear 17 times in the first 100 ranking production budgets



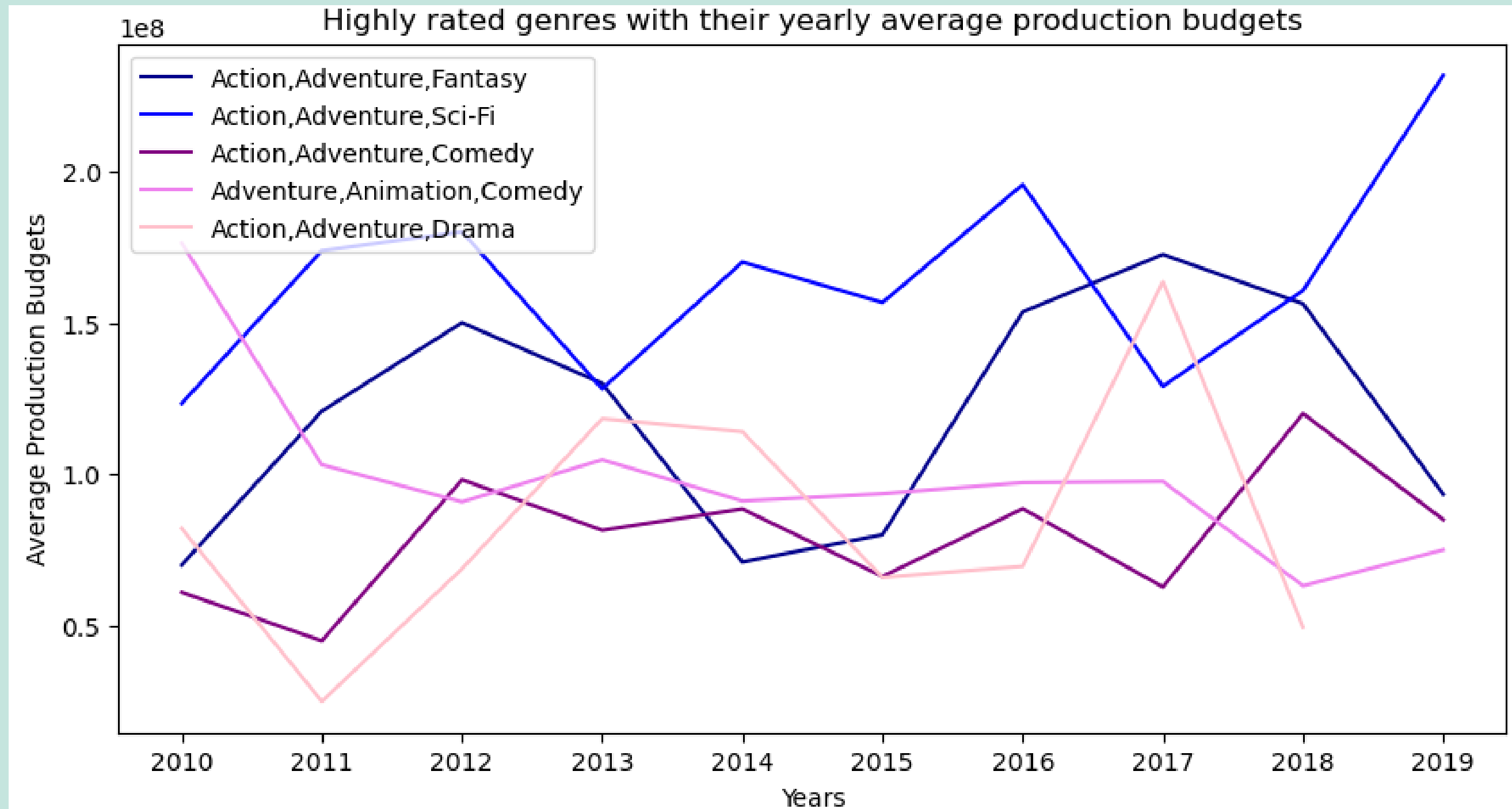
Genres having the highest gross profit

The genre Action,Adventure,Sci-Fi appear 17 times in the first 100 ranking production budgets



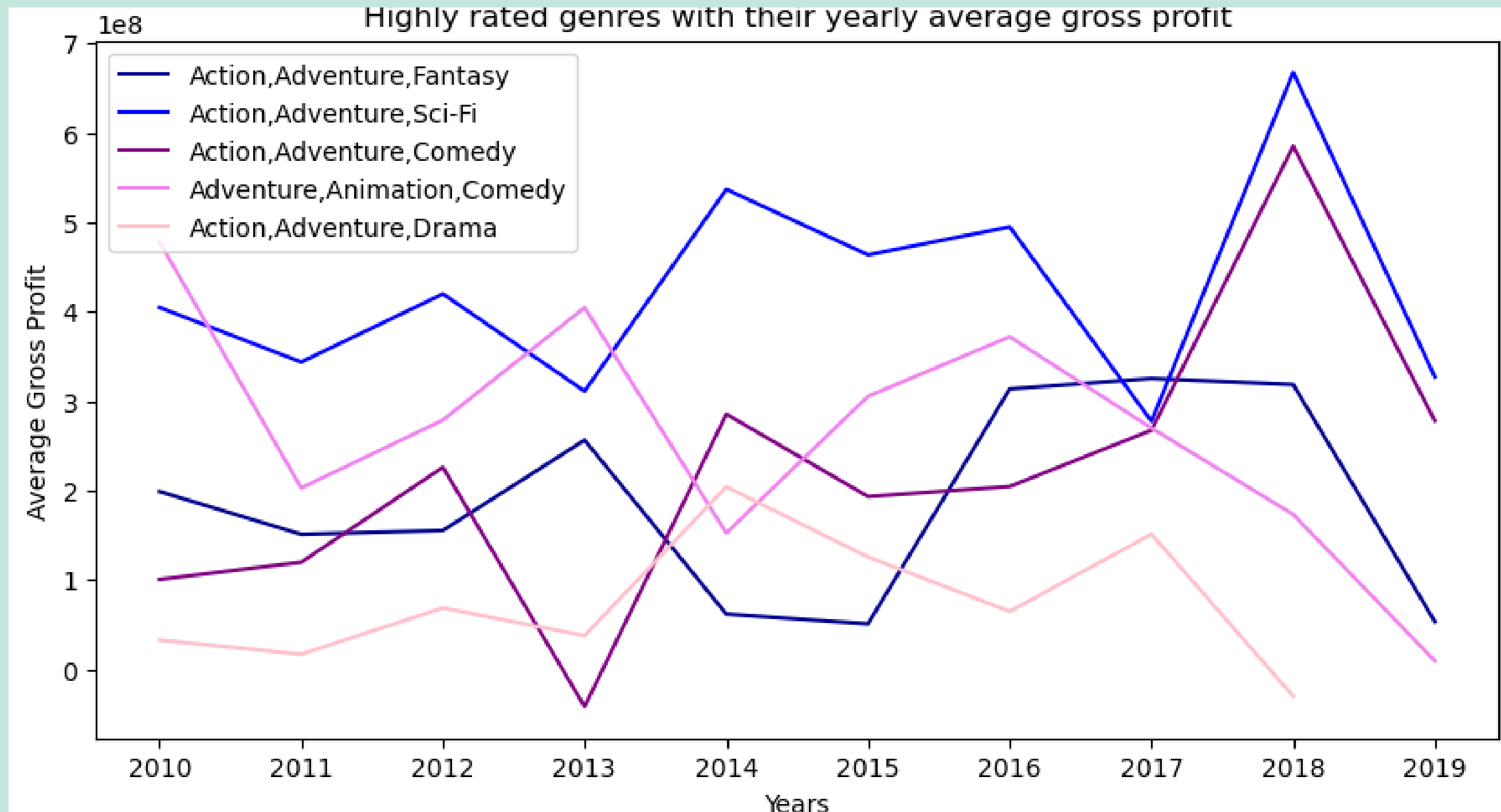
Yearly average production budgets for highly ranked genres

This shows the yearly production budgets for the viewers 5 most highly ranked movie genres. This shows that Action,Adventure,Sci-Fi is receiving the highest investment while some movie studios are cutting funding for other genres



Yearly average gross profit for highly ranked genres

This shows the yearly gross profit for the viewers 5 most highly ranked movie genres. This shows that Action,Adventure,Sci-Fi is receiving the highest investment while some movie studios are cutting funding for other genres





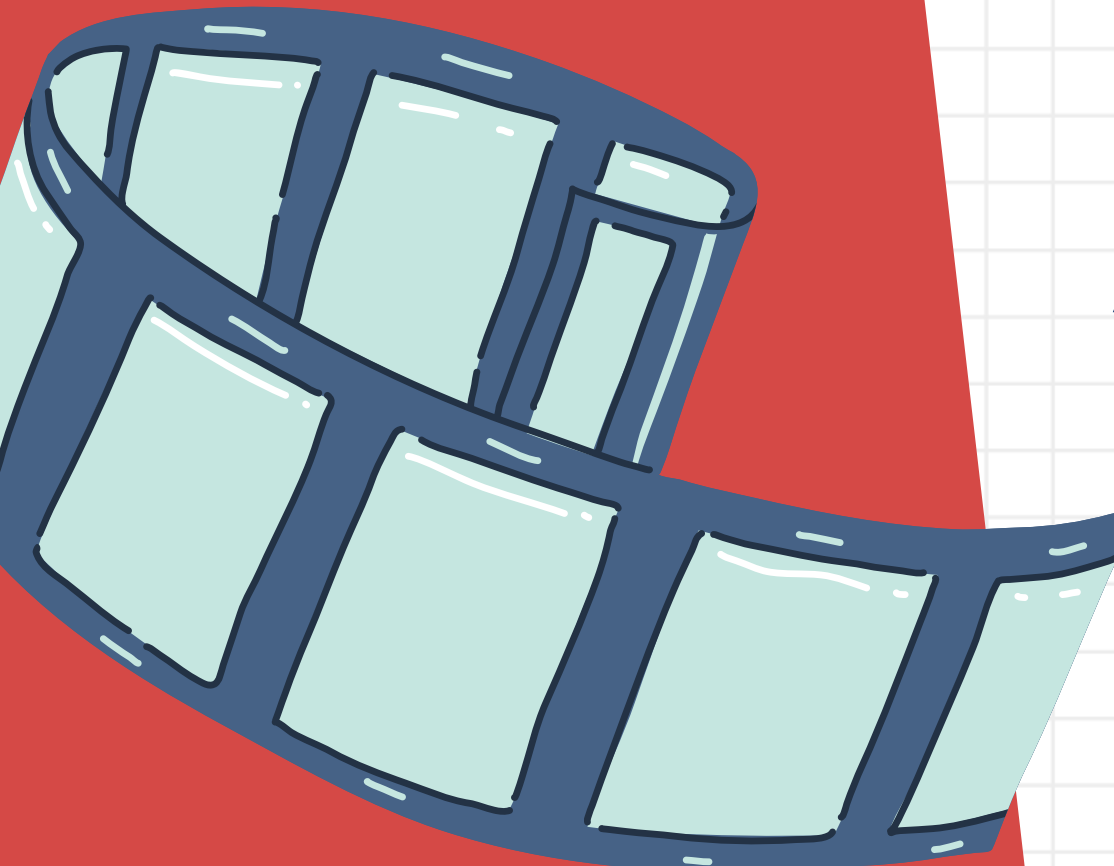
Conclusions



This shows that most movie studios are releasing drama genre films. However, a large number of these are done by small movie studio since they are rarely in the top 100 highest rated.

The movie genre that scored highest for viewer review both in terms of average rating and number of votes is Action, Adventure, Fantasy

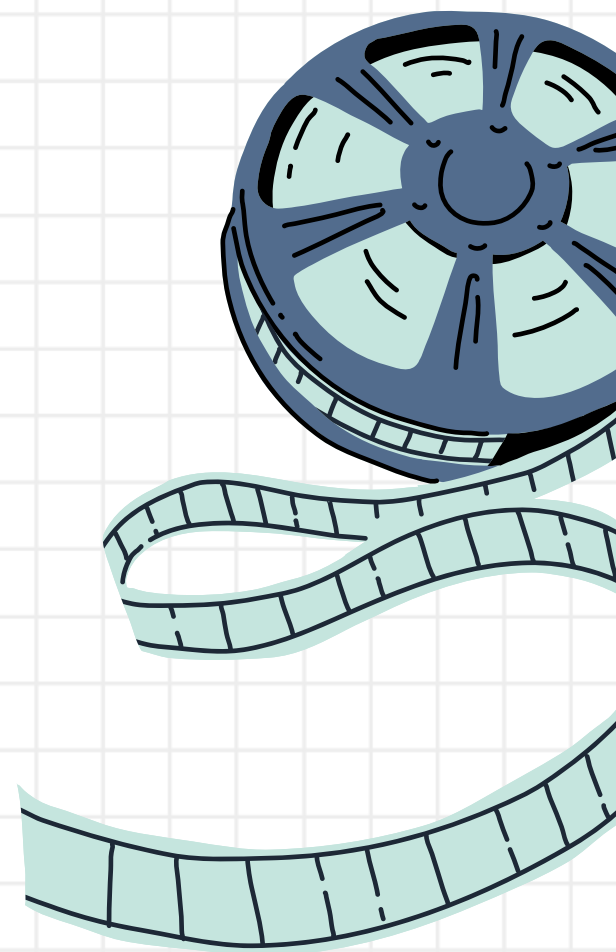
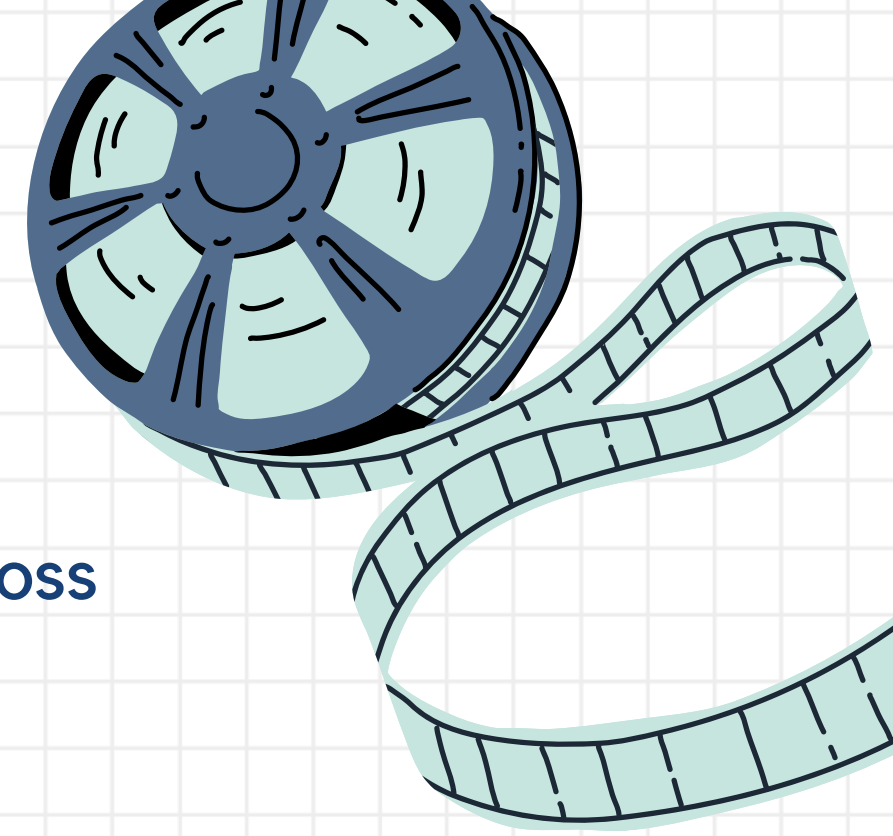
However, the movie genre with the highest gross profit is Action, Adventure, Sci-Fi



Recommendations

Considering the genres that have the highest viewer ranking and the gross profit of the genres, the movie studio should invest in the Action, Adventure, Sci-Fi genre

Also considering the amount of production budget, the movie studio should adopt the riskier strategy of putting considerable resources into one project in order to ensure its success rate



Any questions?

Thank you!

