

# IT'S MOVIE TIME

VINICIUS



# INTRODUCTION

A small movie production company seeks data insights from streaming platforms to identify market trends for future production planning. They aim to analyze top platforms' catalogs, like Prime Video and Netflix, to uncover factors contributing to efficient production costs.





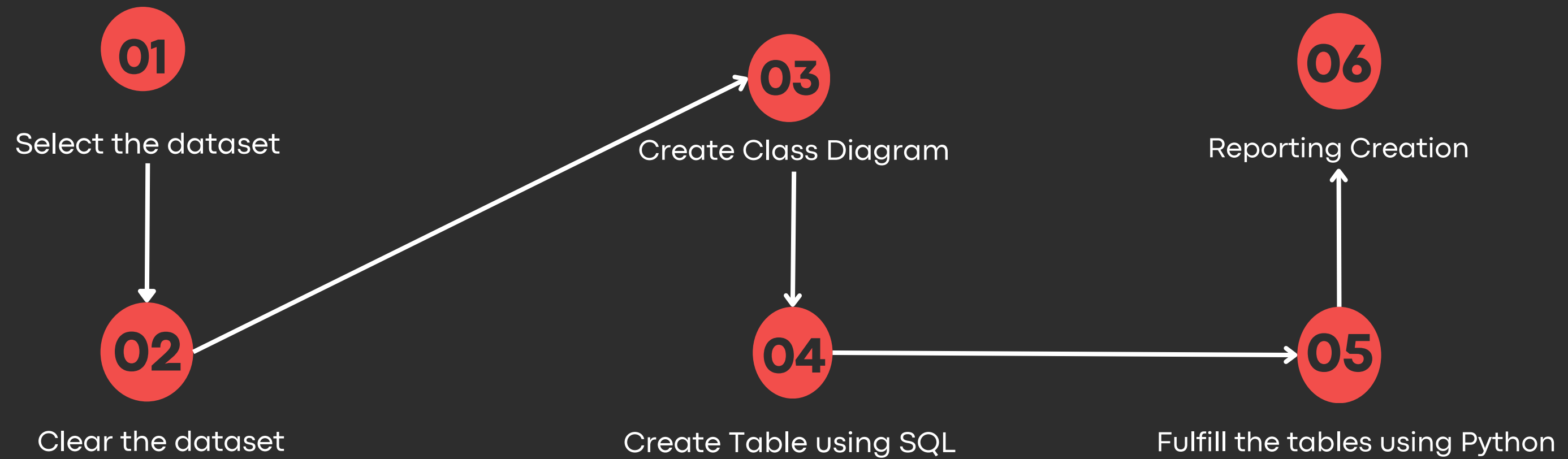
# PROBLEM STATEMENT

Streaming platforms are grappling with rising production costs and growing audience demands for new content, threatening their profitability and sustainability. Identifying strategies to minimize costs while meeting viewer expectations is crucial for their continued success.

## HYPHOTESIS

- Catalog of Platforms have more old movies than new ones.
- Casting Stars of movies have reduced in the recently time.
- Duration of movies have increase in the recently years.

# WORKFLOW





# DATASET

## SOURCE

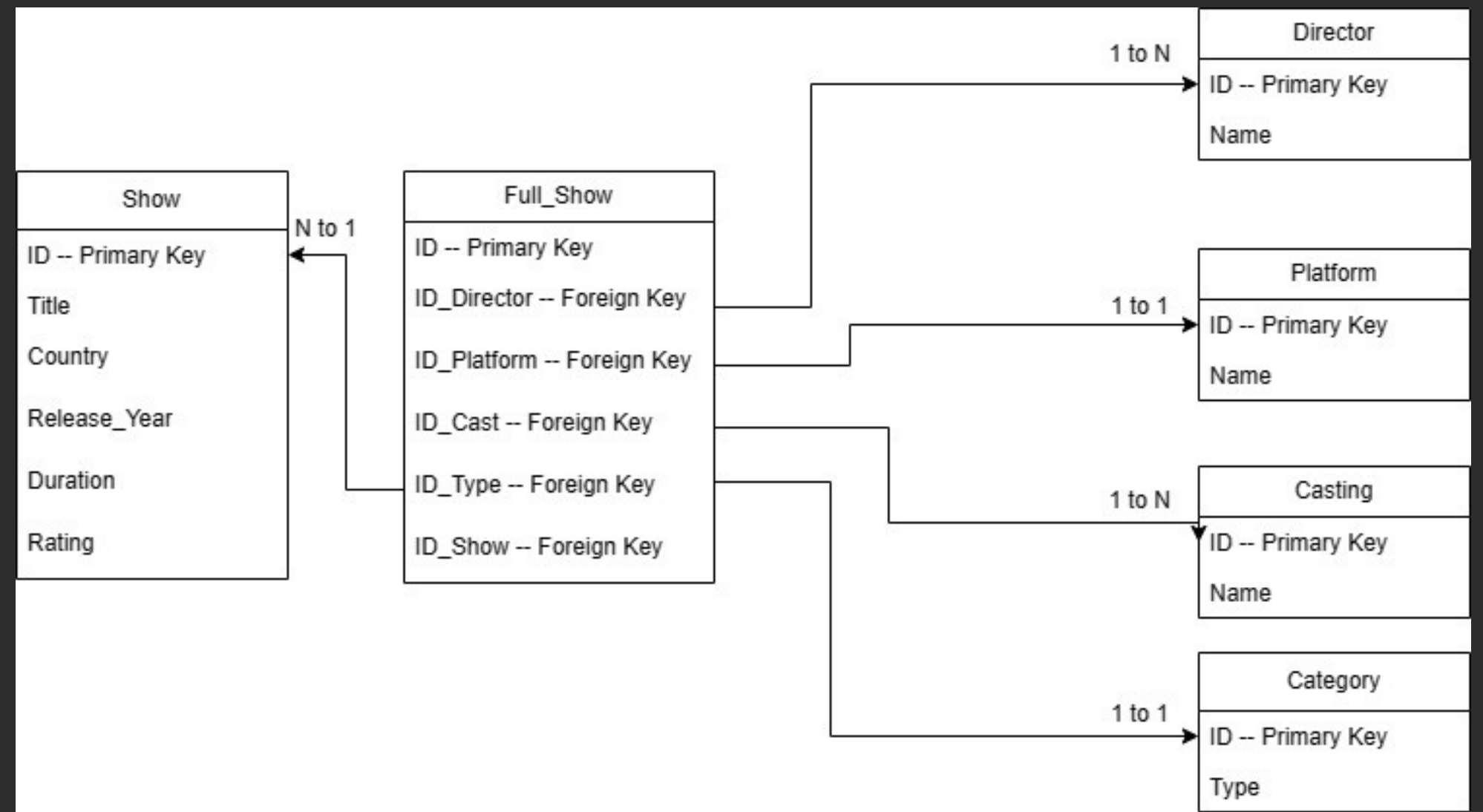
1. **CSV - AMAZON PRIME**  
A. 12 COLUMNS / 9.6K LINES
2. **CSV - NETFLIX**  
A. 12 COLUMNS / 8.8K LINES

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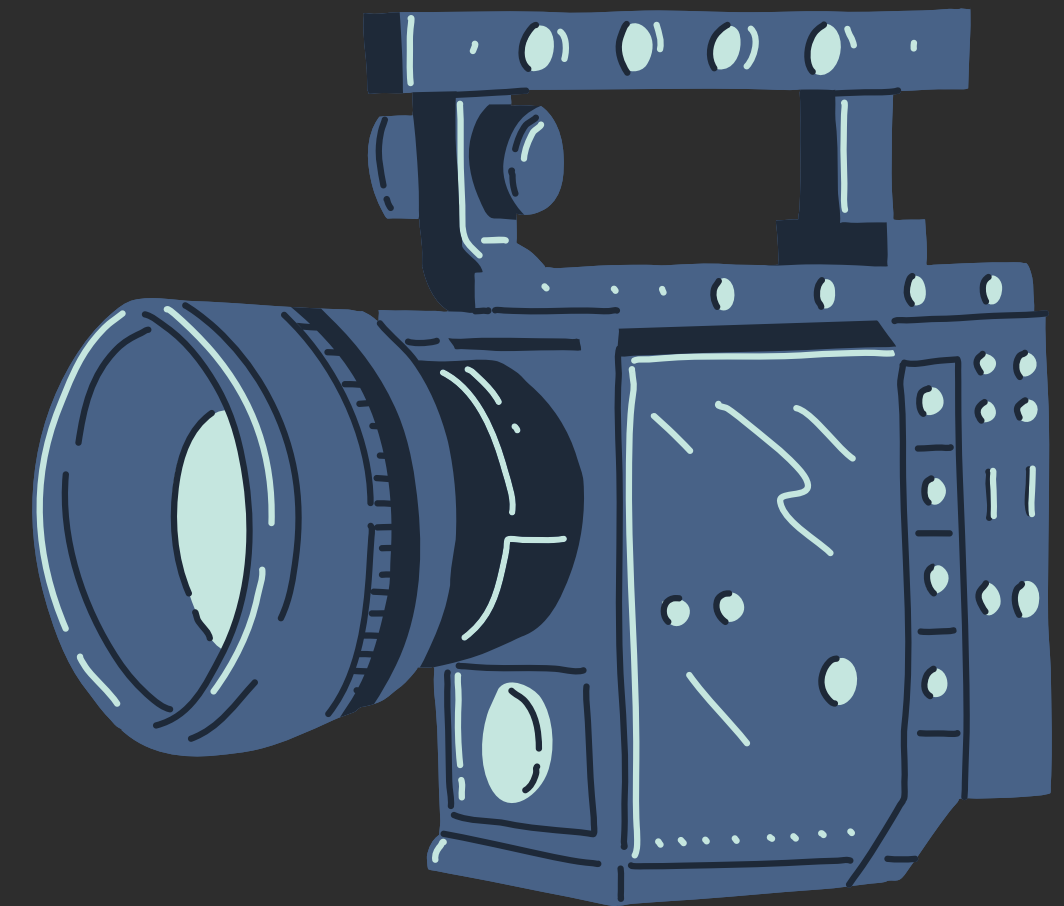
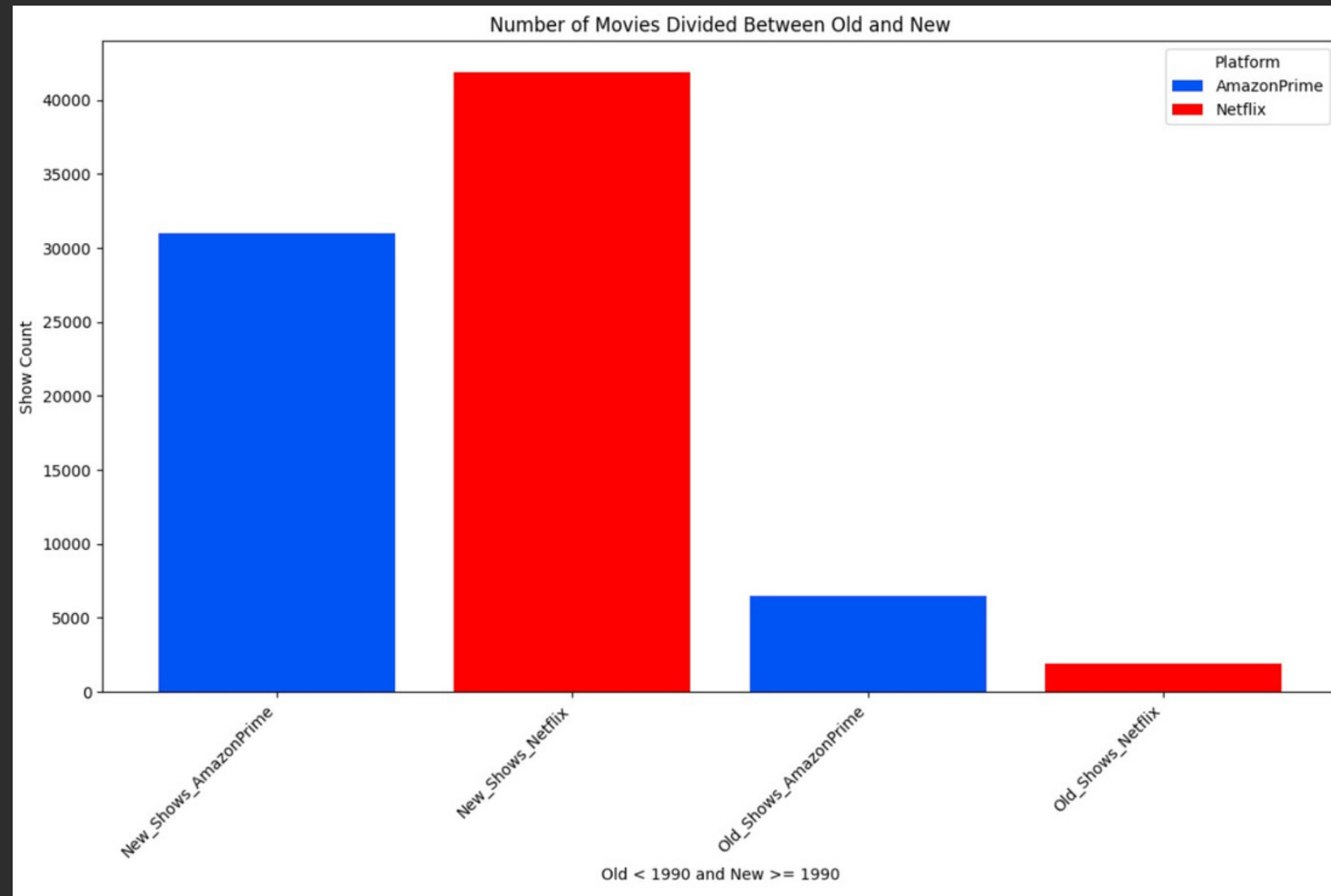
## DATABASE

1. **TABLE - CASTING**  
A. 60K LINES
  2. **TABLE - DIRECTOR**  
A. 10K LINES
  3. **TABLE - CATEGORY**  
A. 2 LINES
  4. **TABLE - SHOW**  
A. 18.4K LINES
  5. **TABLE - PLATFORM**  
A. 2 LINES
  6. **TABLE - FULL SHOW**  
A. 83K LINES
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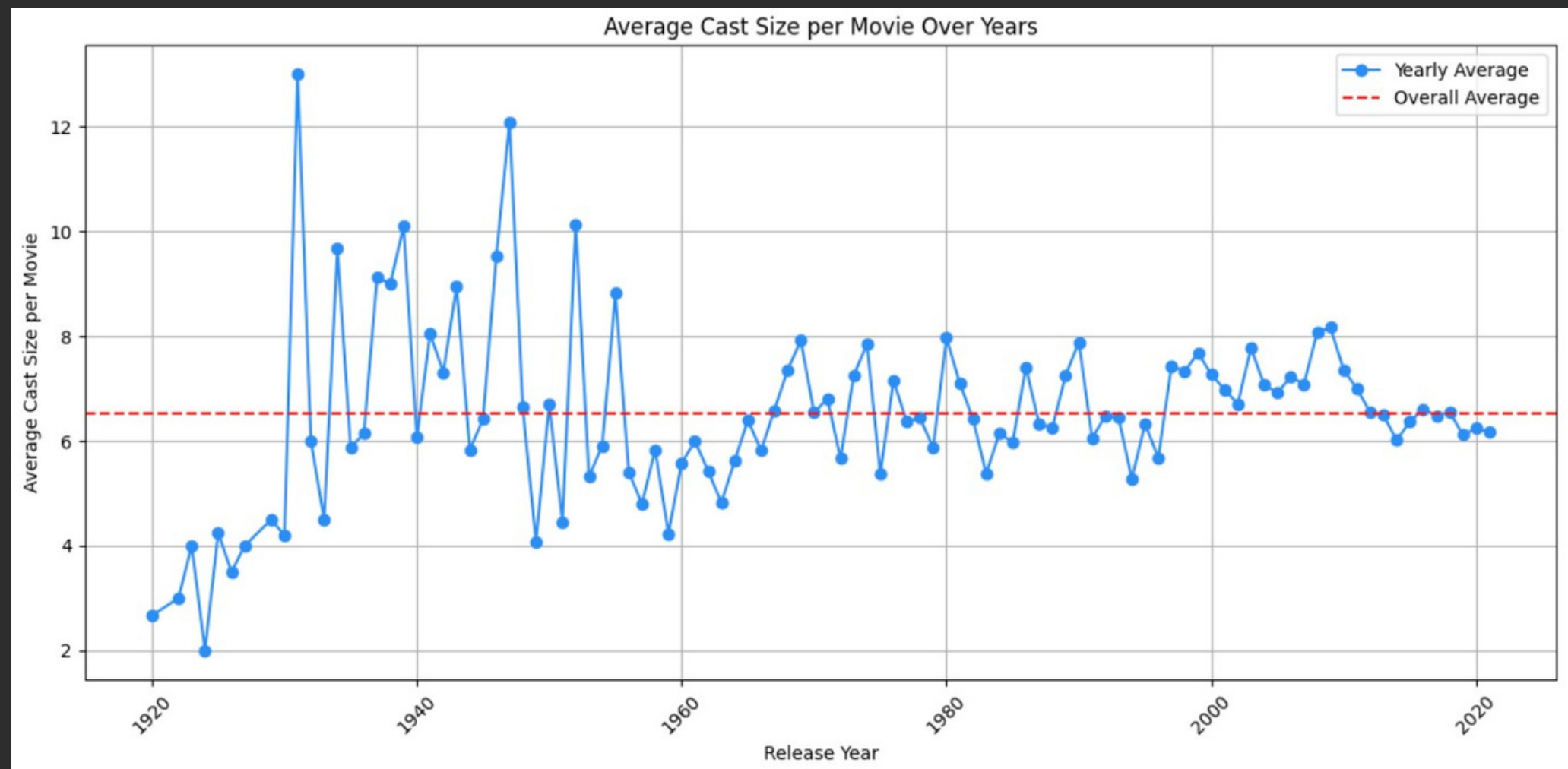
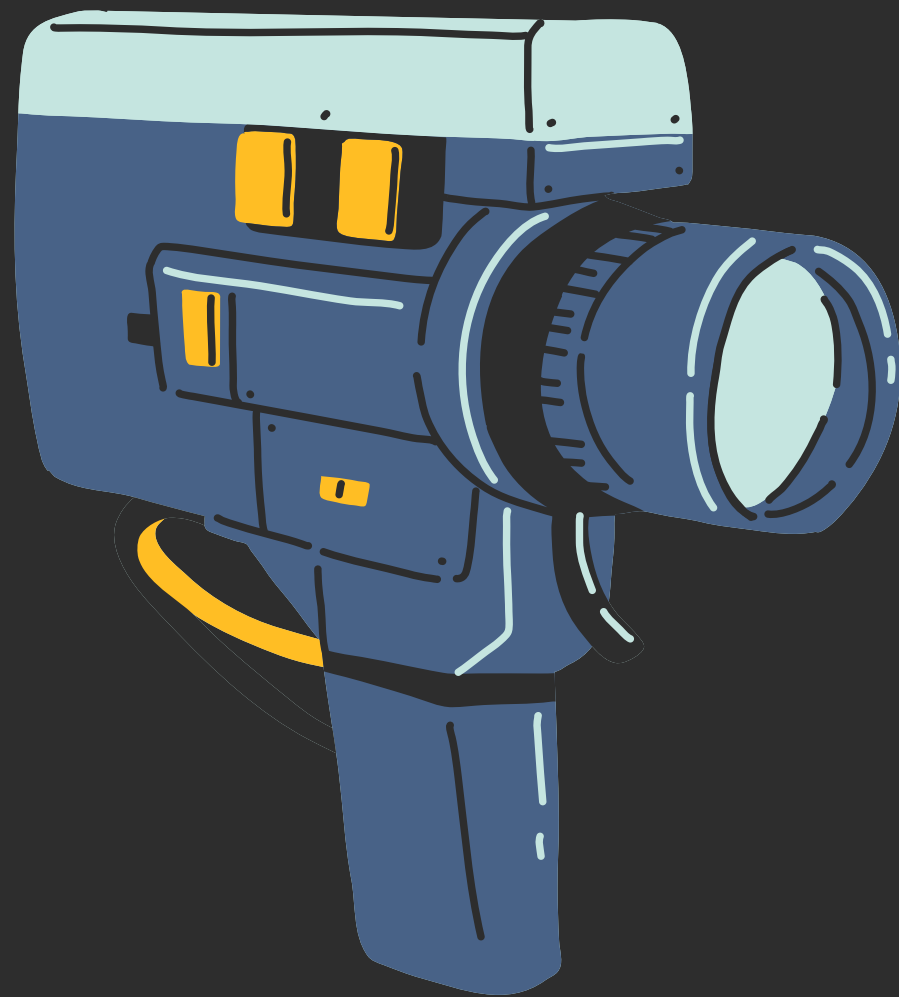
# CLASS DIAGRAM



# DATA ANALYZE - CATALOG

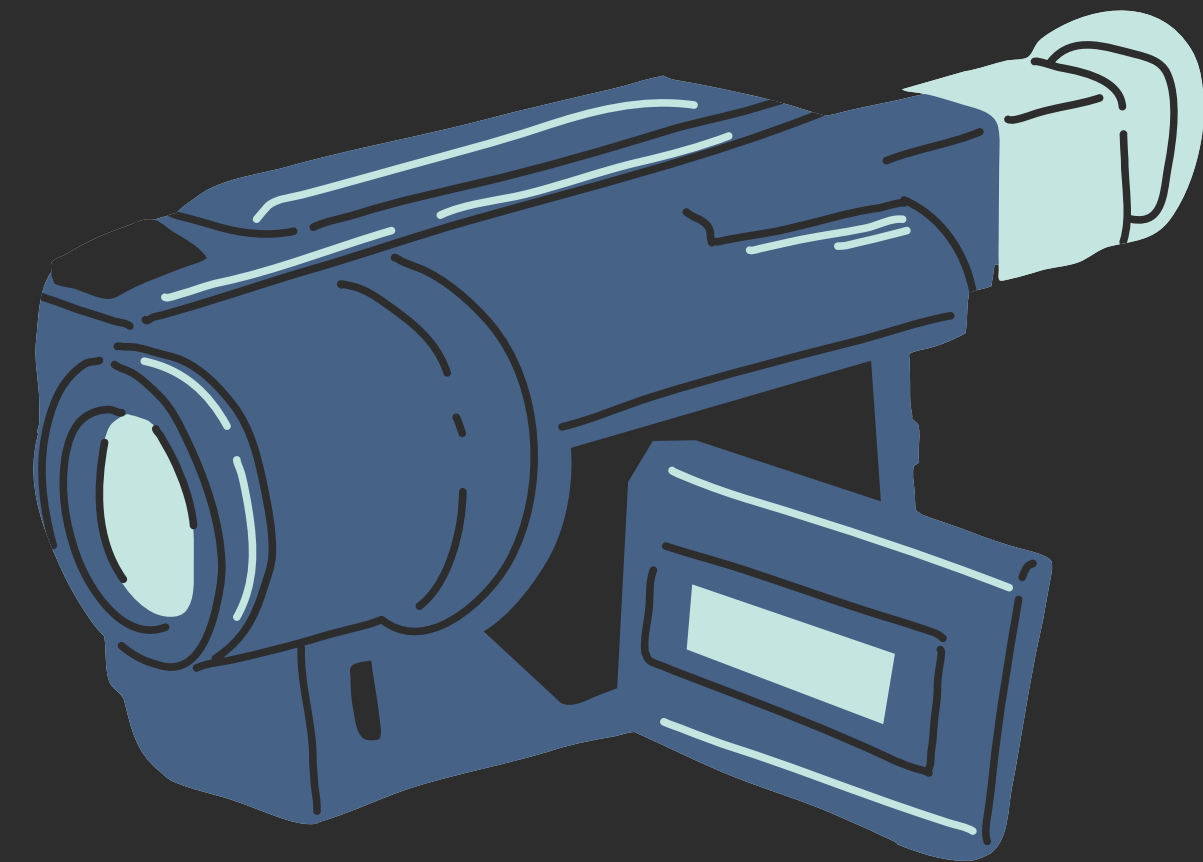
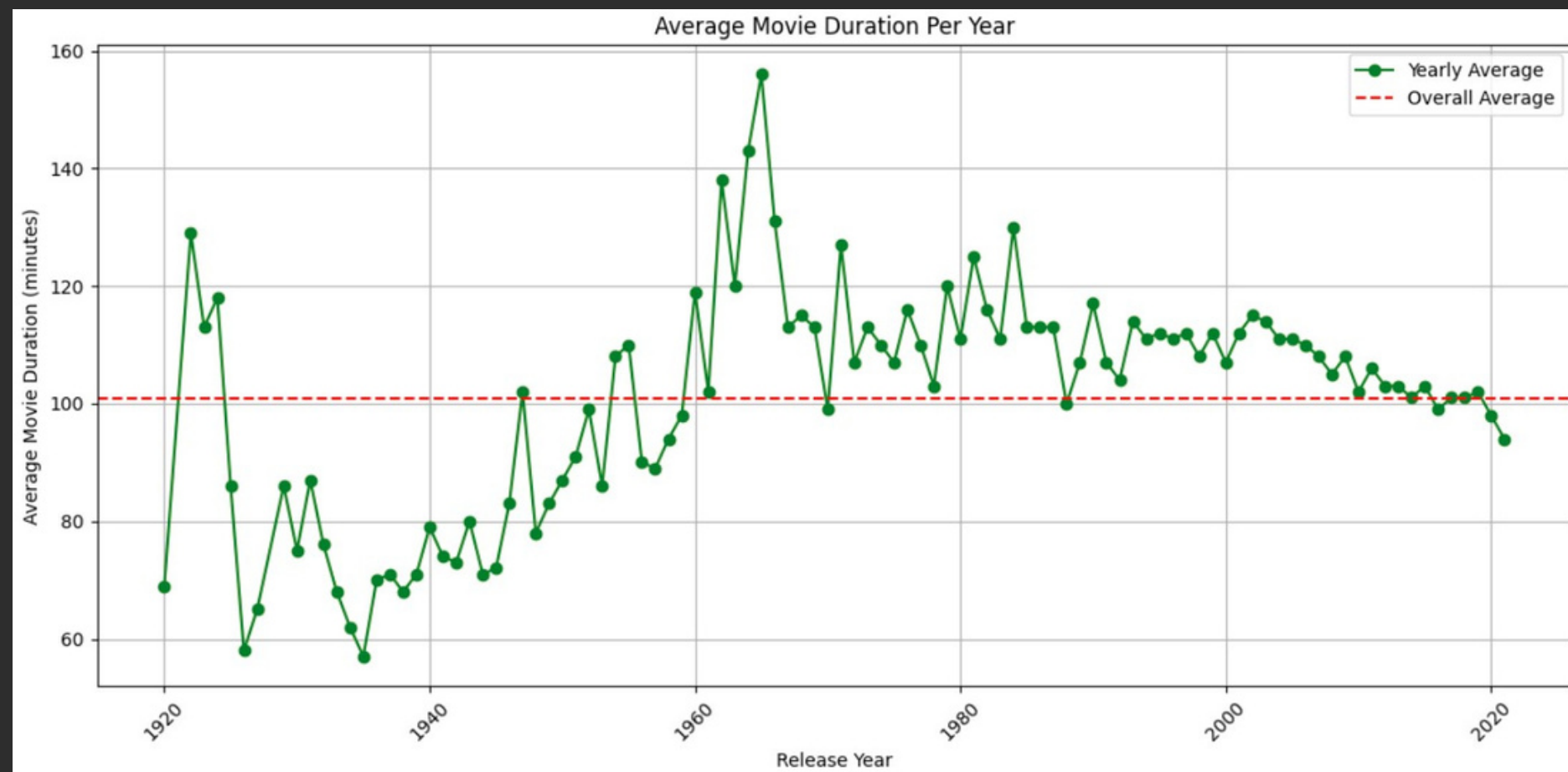


# DATA ANALYZE - CASTING





# DATA ANALYZE - DURATION

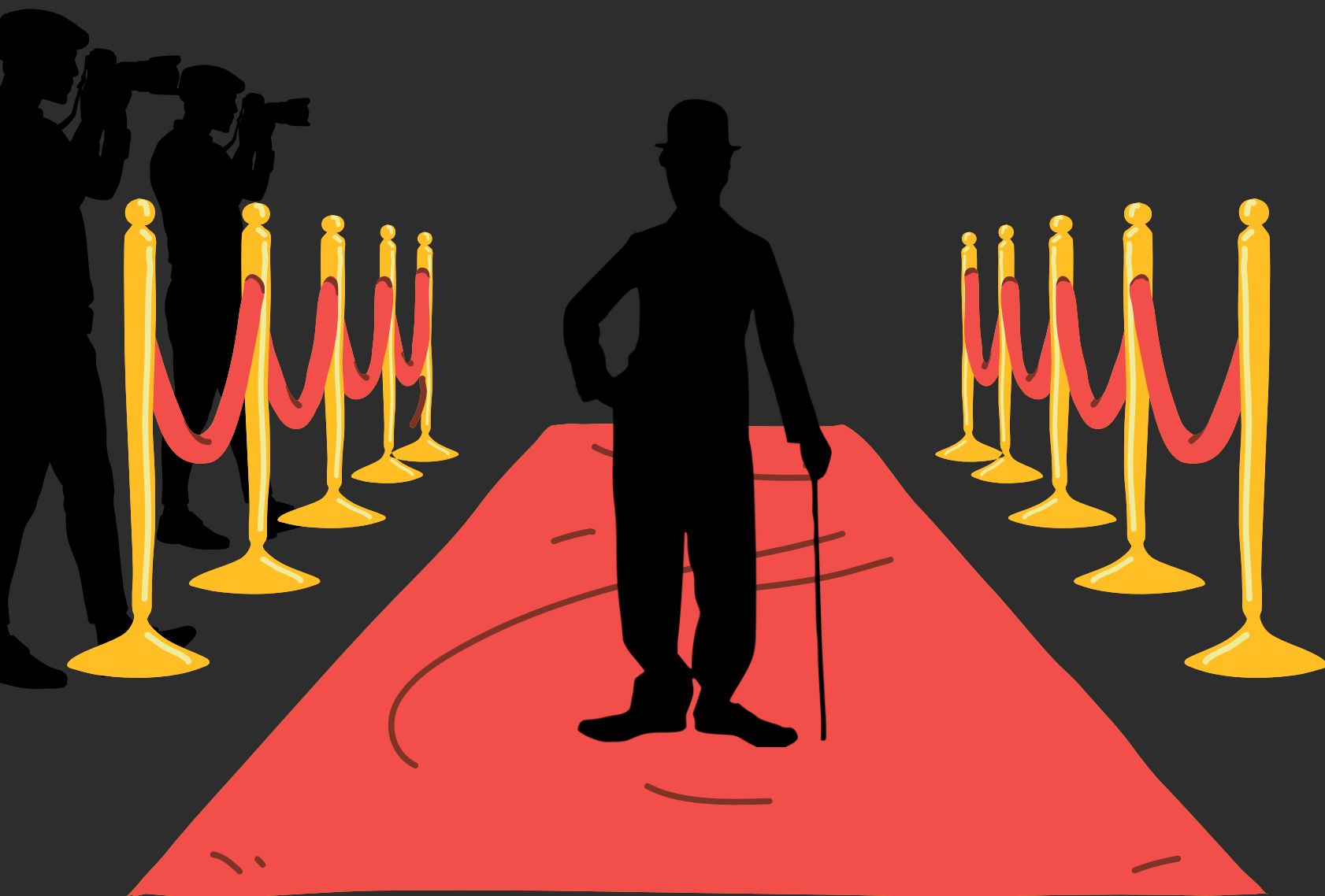


# EXTERNAL RESEARCH



- Cost of production has increase significantly in the 2000 moving from 40 million to 80 million, which indicate and increase of cost with casting / marketing and special effects.
- Netflix currently has more than 60% of your catalog originals, which is an indication why they have more recently content than old. Amazon Prime have a higher balance than Netflix with original representing just 40%.
- Analyzing the top 100 rated movies most of them has longer than 1:30 hours duration, which show that audience tend to prefer movies with longer duration, which match with the data collected.
- Stremming platform tend to avoid get publishers content due the cost of having it, which can reach millions of dollars in royalties and for small companies they usually try to do agreement with low cost due their audience.

# CONCLUSION



The recommendation is that the company invest in make partnership with one of those platforms once the change to get a better deal is higher and also it will guarantee that it will reach the audience expected.

The industry demonstrates to be hunger for new content so establish a successful partnership it can help to future creations.

In terms of cost, it would make sense to keep the casting close to 6 to 7 actors and keep the movie duration in around 1:45 minutes with a single director.



THANK YOU FOR  
LISTENING!