FILM ANALYSIS PROJECT

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OVERVIEW

- Our company plans to launch a new movie studio
- The studio currently lacks experience in movie production
- We analyzed historical movie performance data to identify:
  - What types of films perform best financially
  - What characteristics drive audience engagement

- The goal is to translate data into clear, actionable business insights

BUSINESS UNDERSTANDING

PROBLEM

- Producing movies is high risk and capital-intensive
- Poor decisions can result in significant financial losses
- Leadership needs evidence-based guidance, not intuition

QUESTION

What types of films consistently perform best at the box office?

PROJECT GOALS

FIRST

Identify High-Performing Film Characteristics.

SECOND

Translate Data Insights into Business Strategy.

DATA SOURCE

Data Sources Used:

1. **Box Office Mojo**: Domestic & international revenue
2. **IMDb (SQL database)**: Ratings, vote counts, metadata
3. **TMDB**: Genres and popularity metrics

These sources reflect both financial success and audience response.

DATA PREPARATION

STEP 1

Data Cleaning
- Removed duplicate movie records.
- Handled missing and inconsistent values.
- Ensured revenue and rating fields were valid.

STEP 2

Data Integration
- Combined multiple datasets.
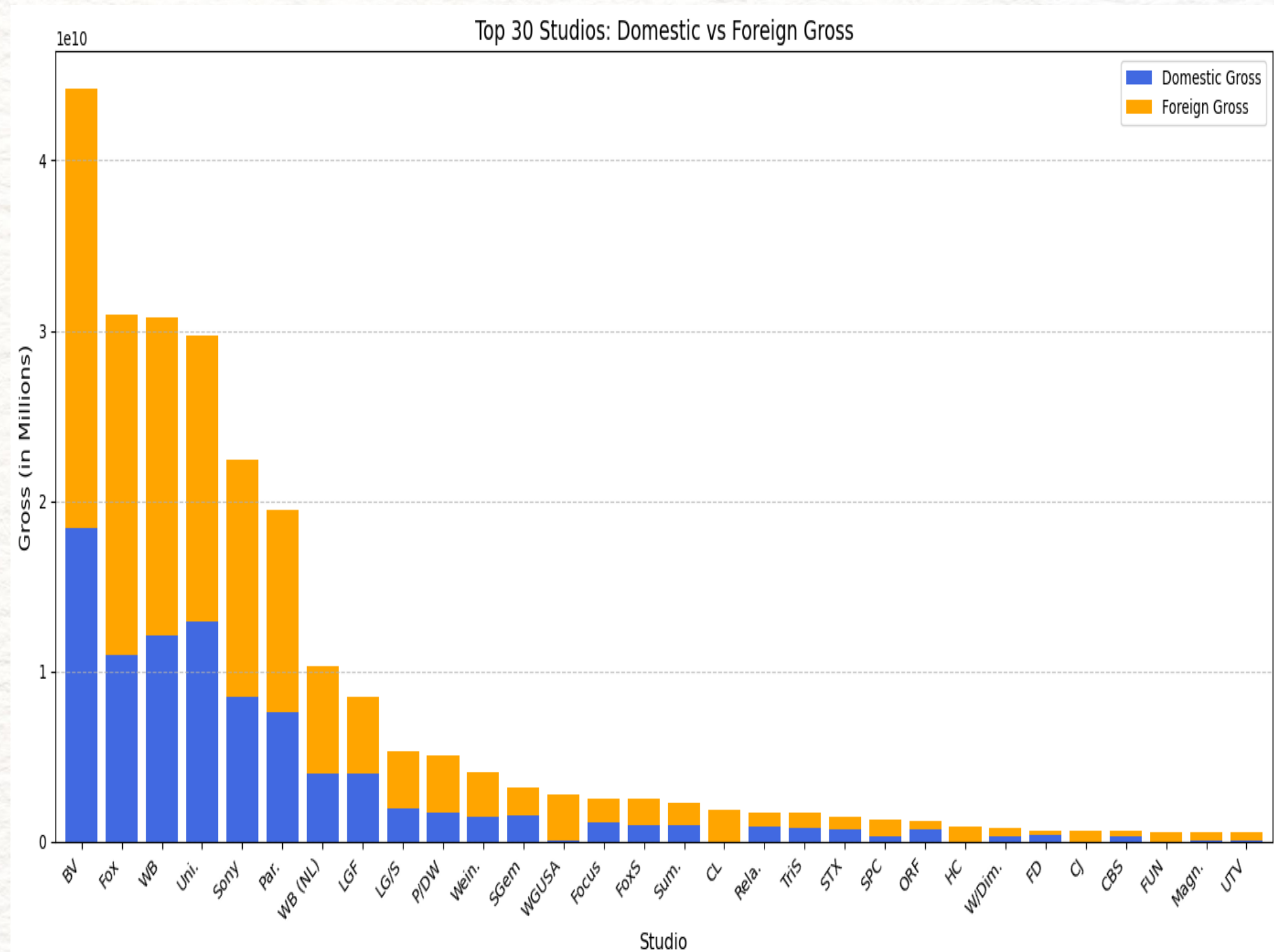- Matched movies across sources using common identifiers.

STEP 3

Data Standardization & Feature Creation
- Created new metrics such as total (net) gross revenue.
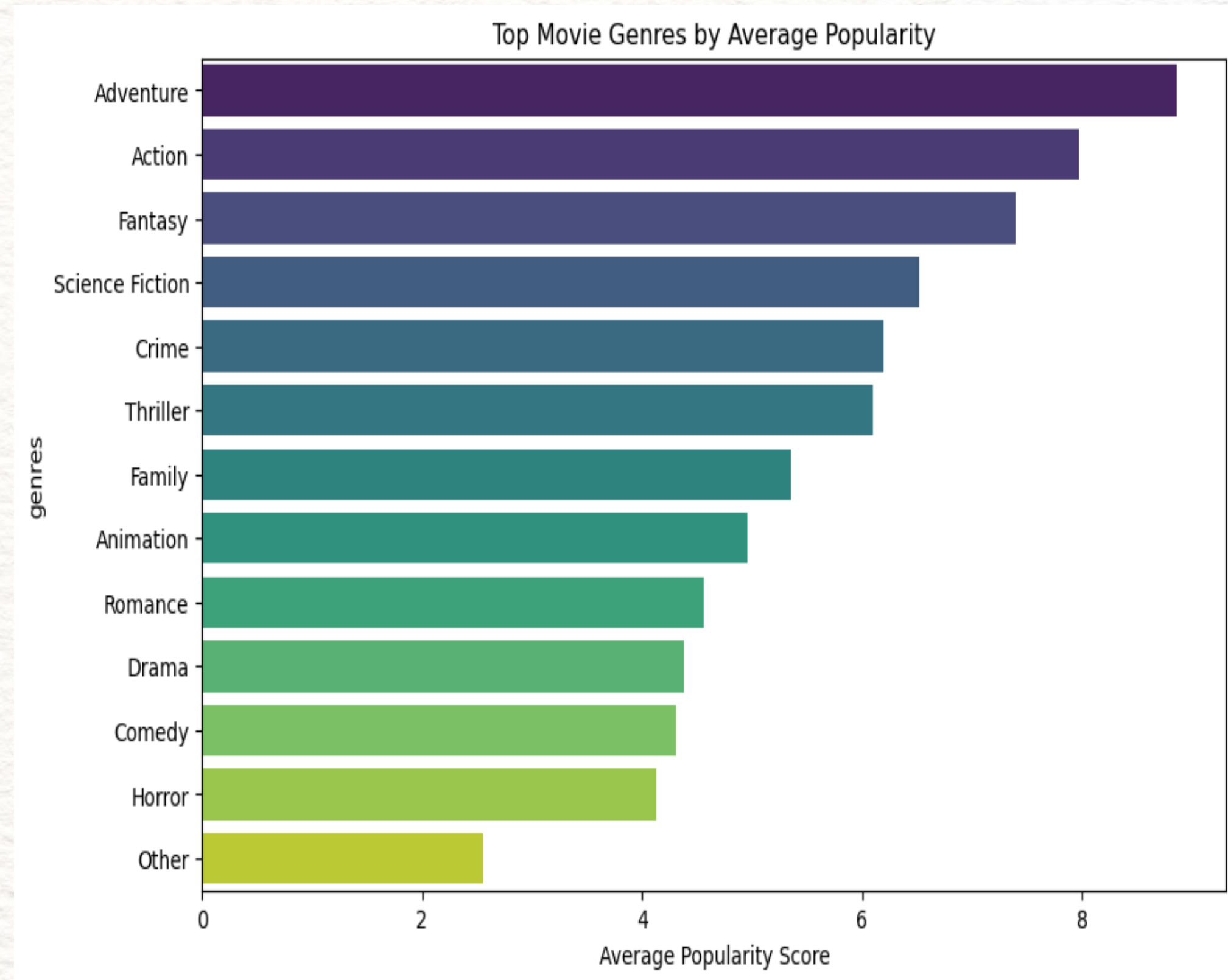- Filtered data to focus on modern, relevant films

RESULT AND FINDINGS

RESULT 1

International box office revenue is consistently higher than domestic revenue.
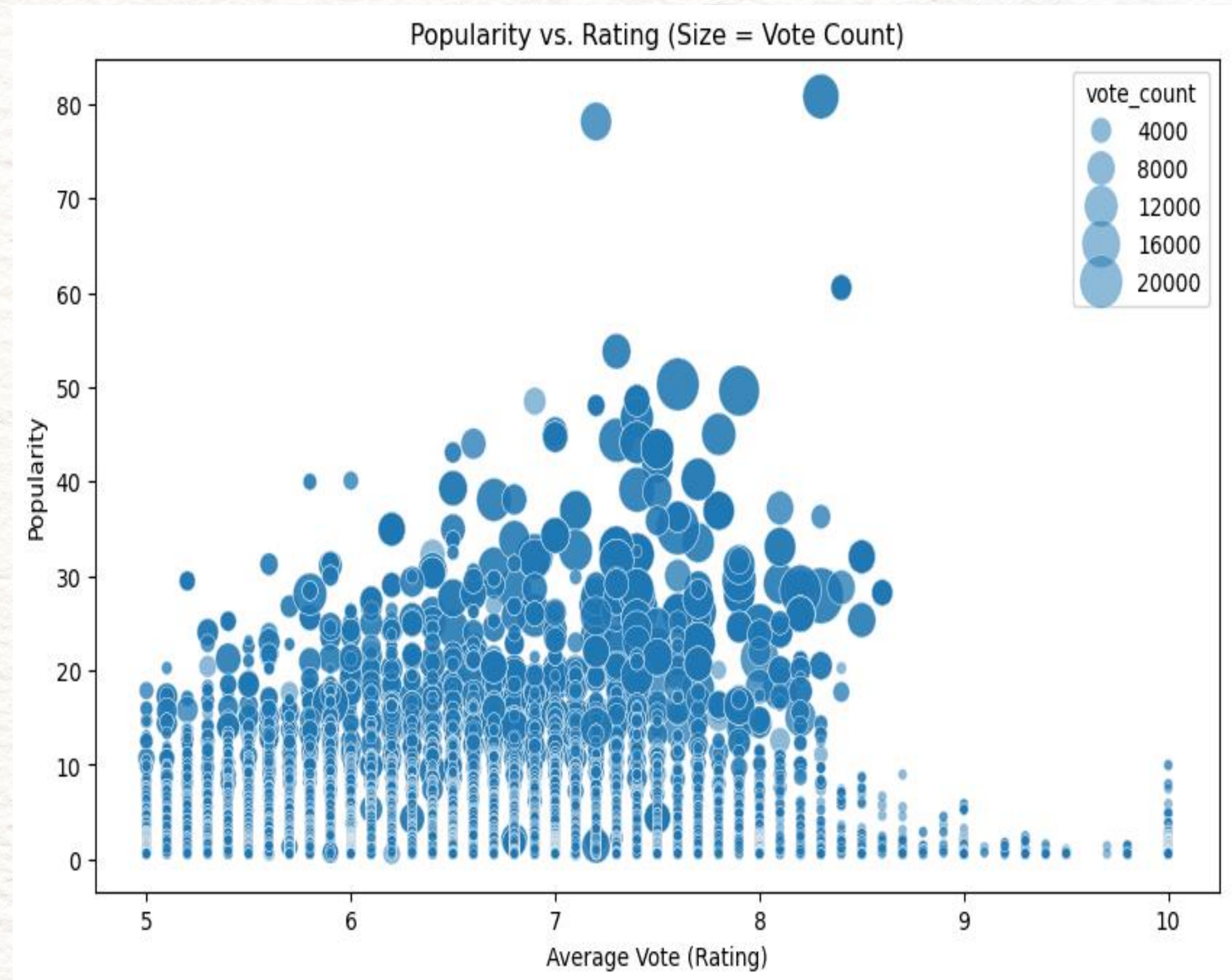

Top 30 Studios: Domestic vs Foreign Gross

RESULT AND FINDINGS

RESULT 2

- **Certain genres dominate financially.**
- **Action, Adventure, and Animation show higher average revenue and popularity**

Top Movie Genres by Average Popularity

RESULT AND FINDINGS

RESULT 3

- **Higher popularity leads to more audience votes and better ratings**
- **Audience engagement is a strong predictor of success**

Popularity vs. Rating (Size = Vote Count)

CONCLUSION

Our analysis of box office and audience data shows that movie success is driven by a combination of:

- global market reach
- genre selection
- audience engagement

By using data-driven insights rather than intuition, the company can reduce risk and make informed decisions as it enters the movie production industry.

RECOMMENDATIONS

1. **Focus on globally appealing genres**
   - Prioritize Action, Adventure, and Animation

2. **Adopt an international-first strategy**
   - Plan global distribution early

3. **Invest in audience engagement**
   - Strong marketing before and after release

THANK YOU