

# **FILM ANALYSIS PROJECT**

**Presented By : Group 7**

# MEET THE TEAM



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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

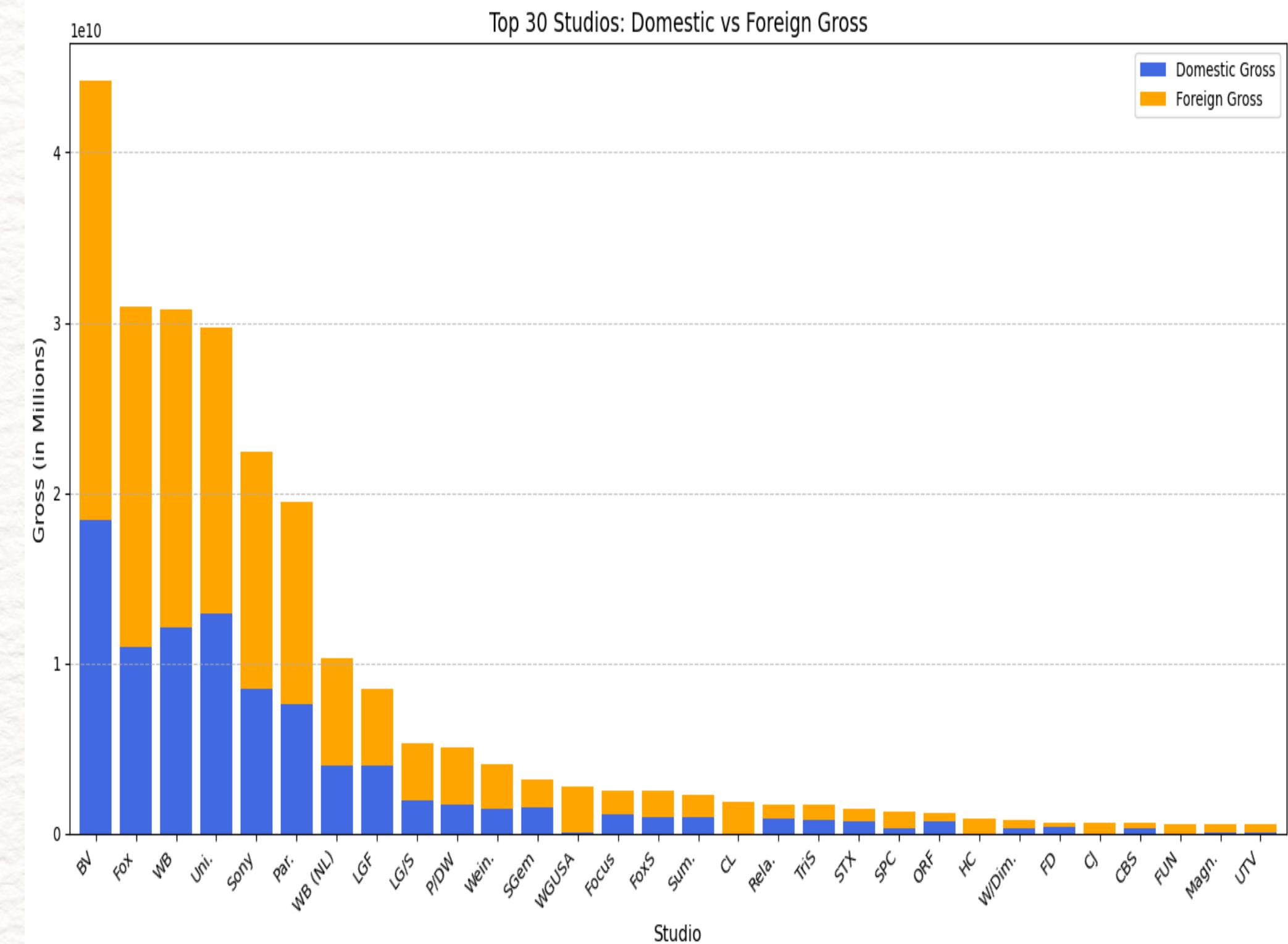
### Data Standardization & Feature Creation

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

# RESULT AND FINDINGS

## RESULT 1

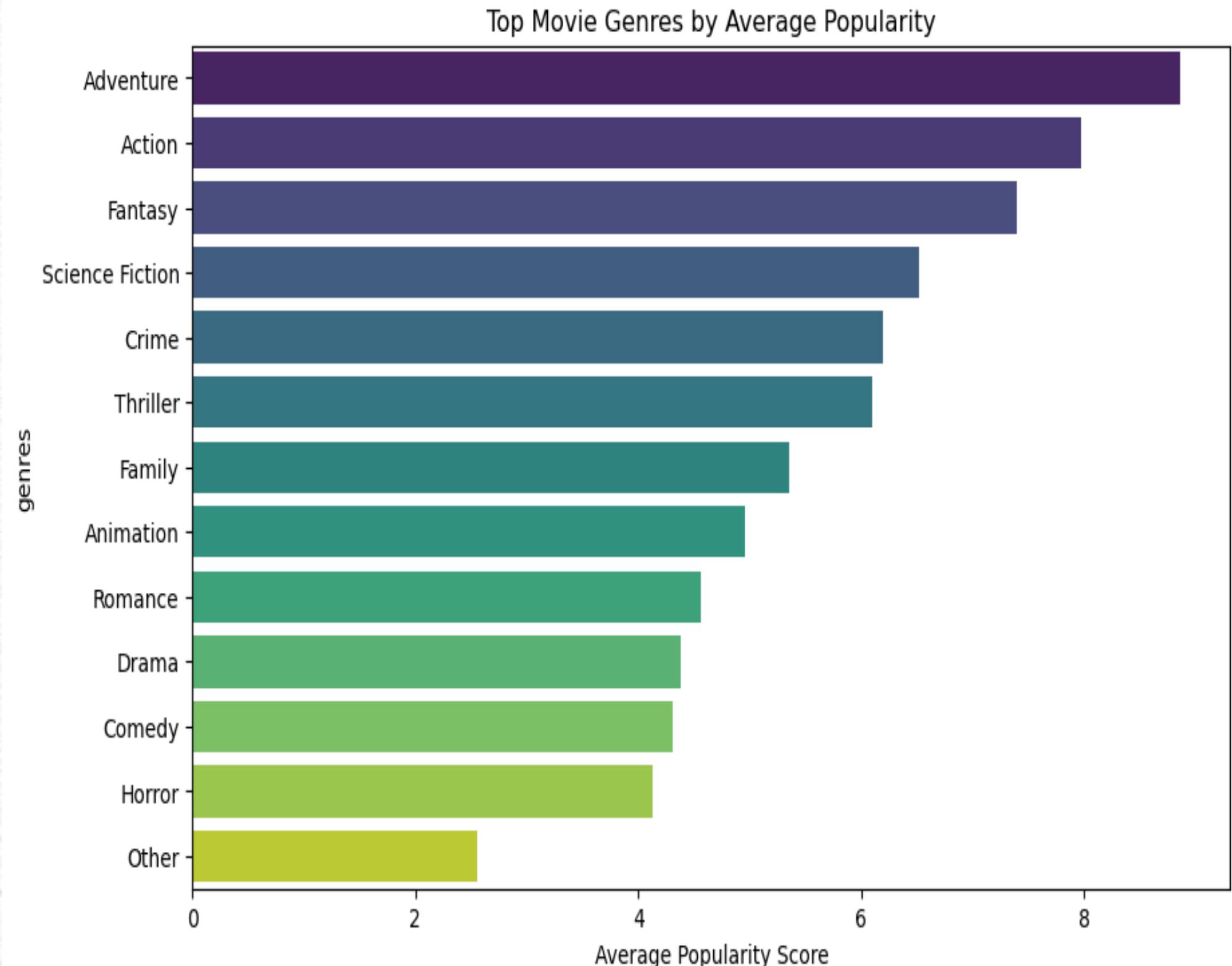
International box office revenue is consistently higher than domestic revenue.



# RESULT AND FINDINGS

## RESULT 2

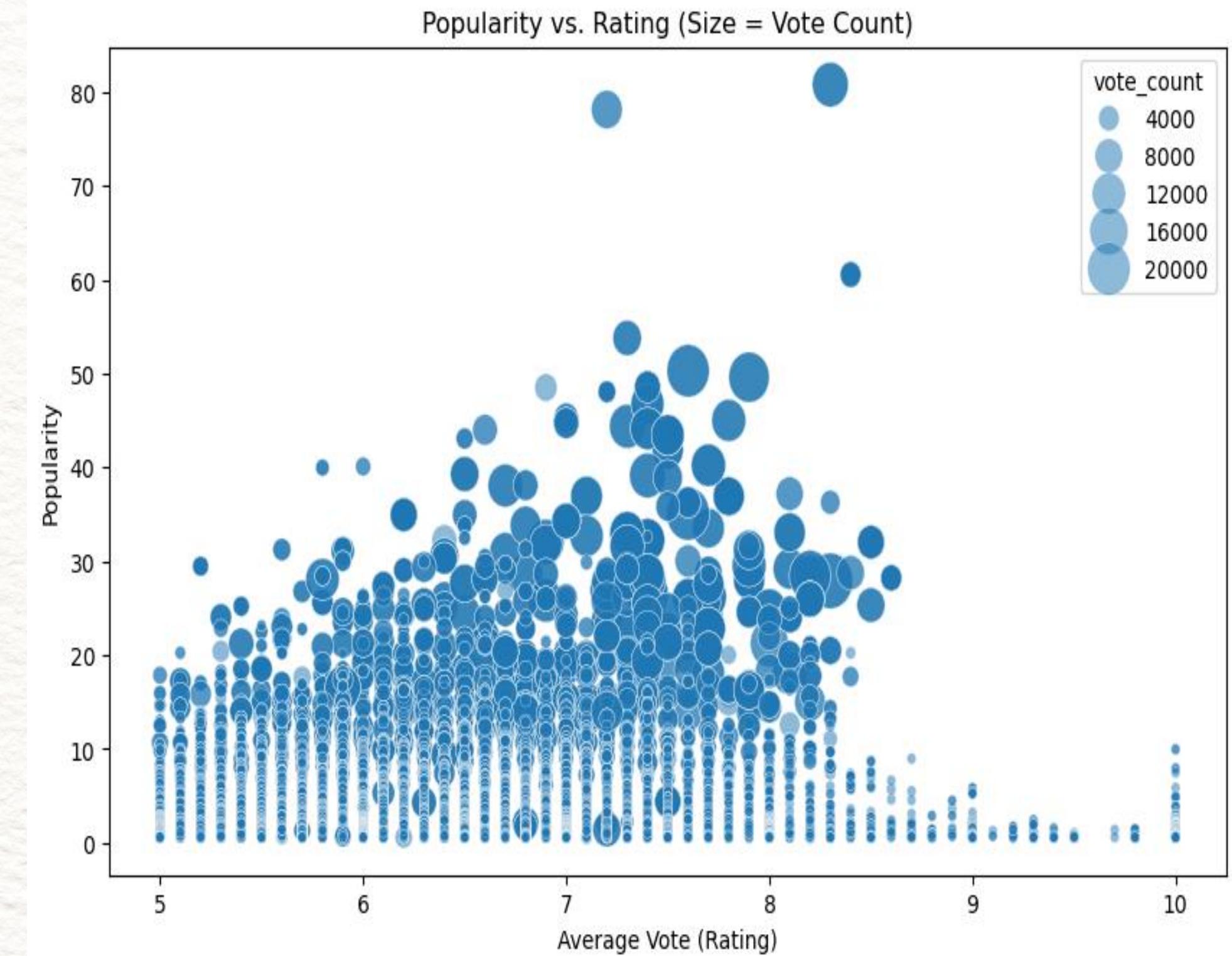
- Certain genres dominate financially.
- Action, Adventure, and Animation show higher average revenue and popularity



# RESULT AND FINDINGS

## RESULT 3

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



# **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

# **CONCLUSION**

**DOES ANYONE HAVE A  
QUESTION?**

**THANK YOU**