

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

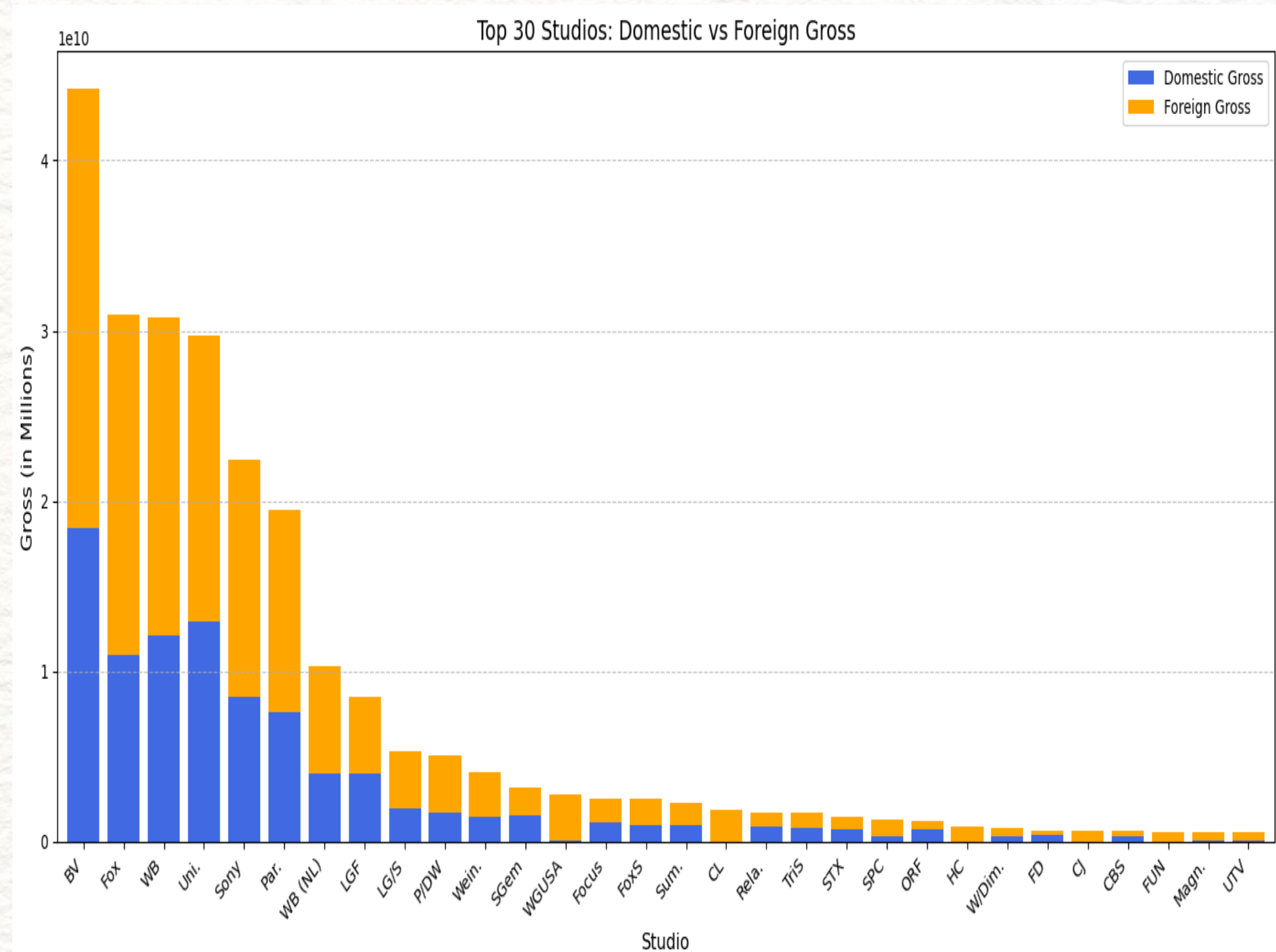
Data Standardization & Feature Creation

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

RESULT AND FINDINGS

RESULT 1

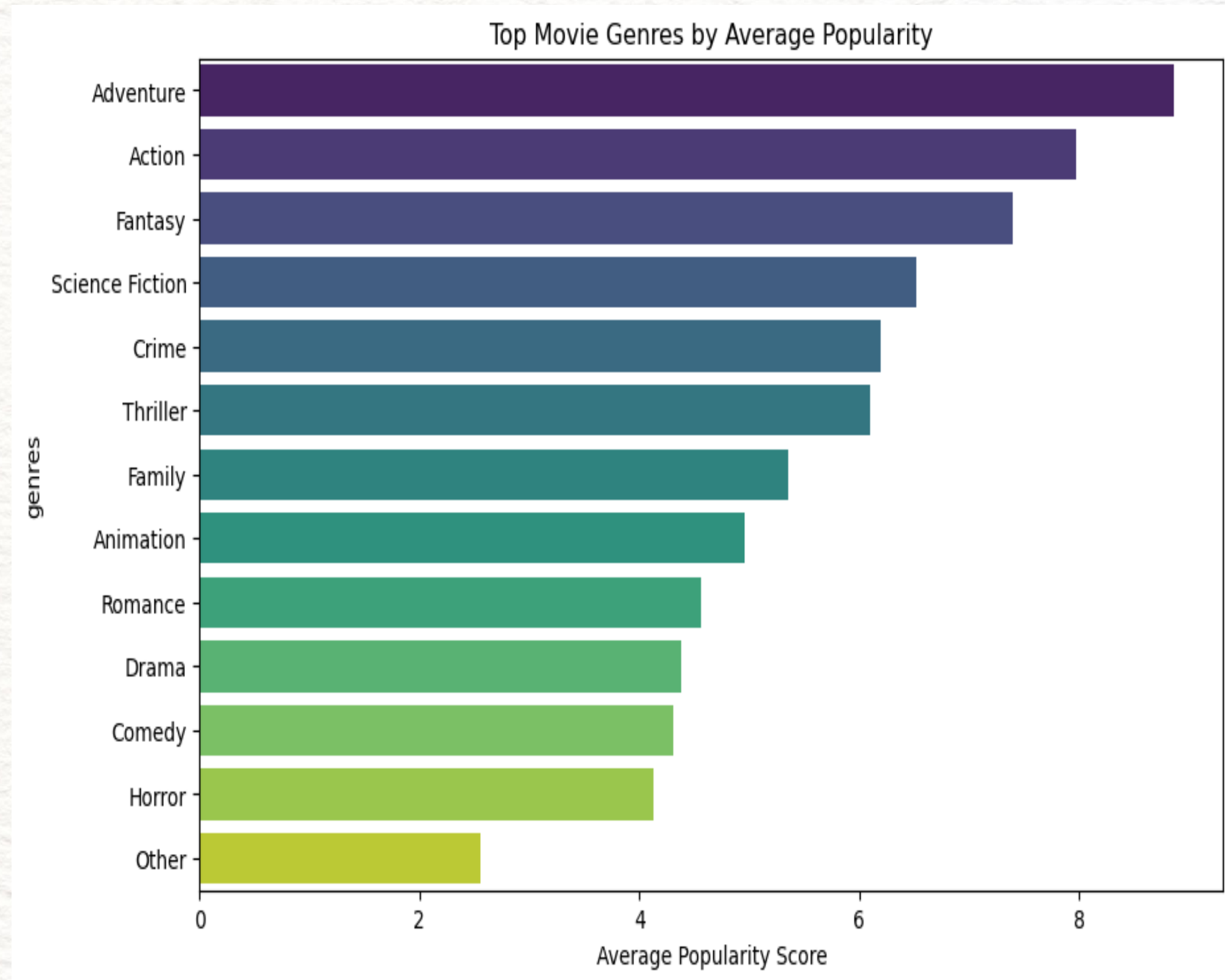
International box office revenue is consistently higher than domestic revenue.



RESULT AND FINDINGS

RESULT 2

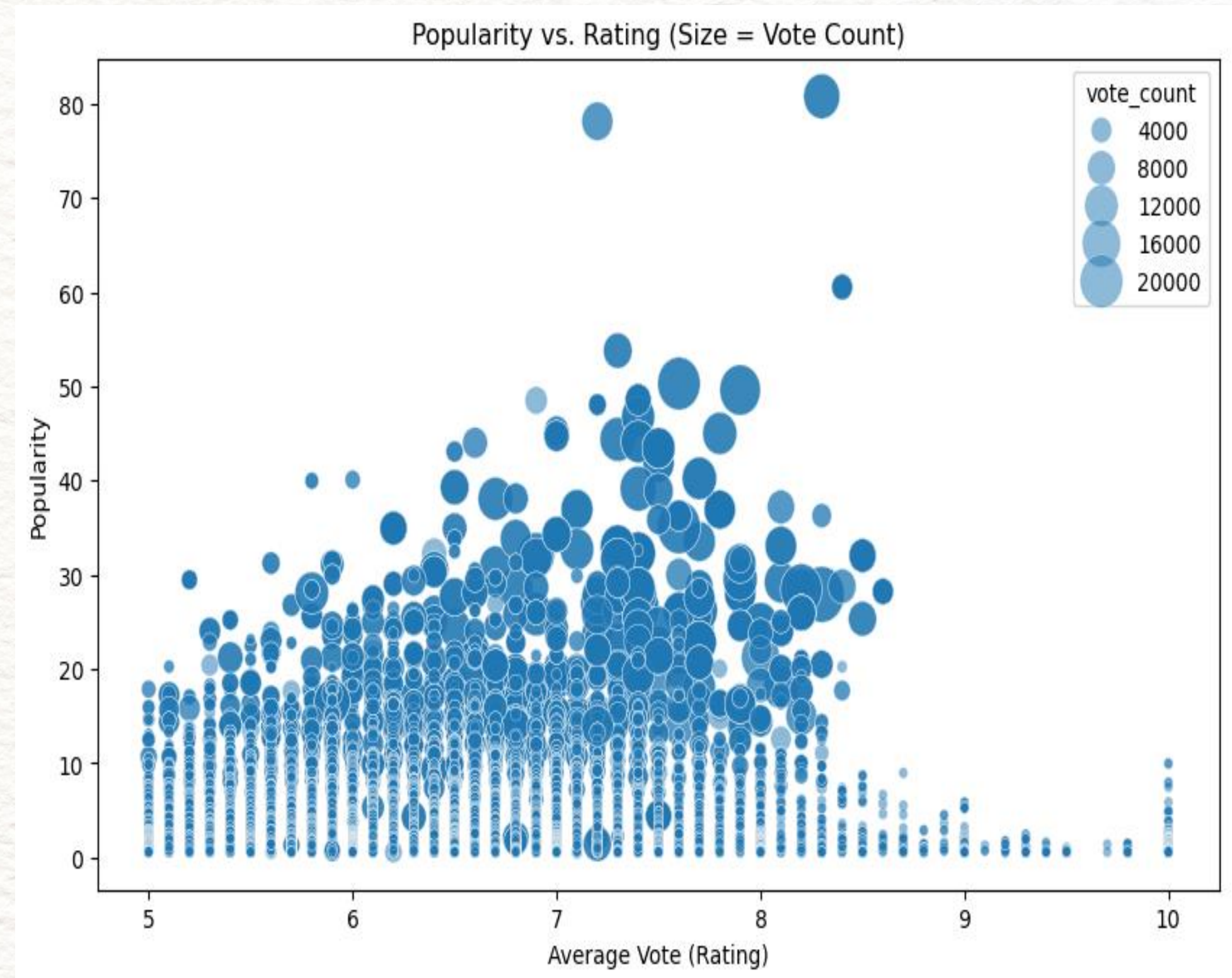
- **Certain genres dominate financially.**
- **Action, Adventure, and Animation show higher average revenue and popularity**



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