



# Data-Driven Analysis Strategy for a Successful Movie Studio Launch

For:

Four Eyes Production Studios

By:

Data Crunchers Consultants



# Data Crunchers Team

- Mercy Kirwa
- William Arasirwa
- Faith Wambugu
- Martin Omar
- Audrey Chelangat
- Nesphory Mwakale



# Project Analysis Overview

- Descriptive analysis of various of multiple movie databases. This analysis can be used to:
  - Identify the most profitable genres
  - Discover emerging genres showcasing strong growth potential
  - Find out the optimum time/seasons to release movies for the best box office performance
  - Maximize box office revenue and return on investment
  - Avoiding production pitfalls



# Business Understanding

- Four Eyes Production Studios is entering the competitive movie production industry by establishing a new movie studio.
- They are thinking of investing in original video content and want to strategically position themselves to maximize their chances in box office success.

# Data Understanding

- Our data came from multiple reputable sources of movie databases. They include:
  - [Box Office Mojo](#)
  - [IMDB](#)
  - [Rotten Tomatoes](#)
  - [TheMovieDB](#)
  - [The Numbers](#)

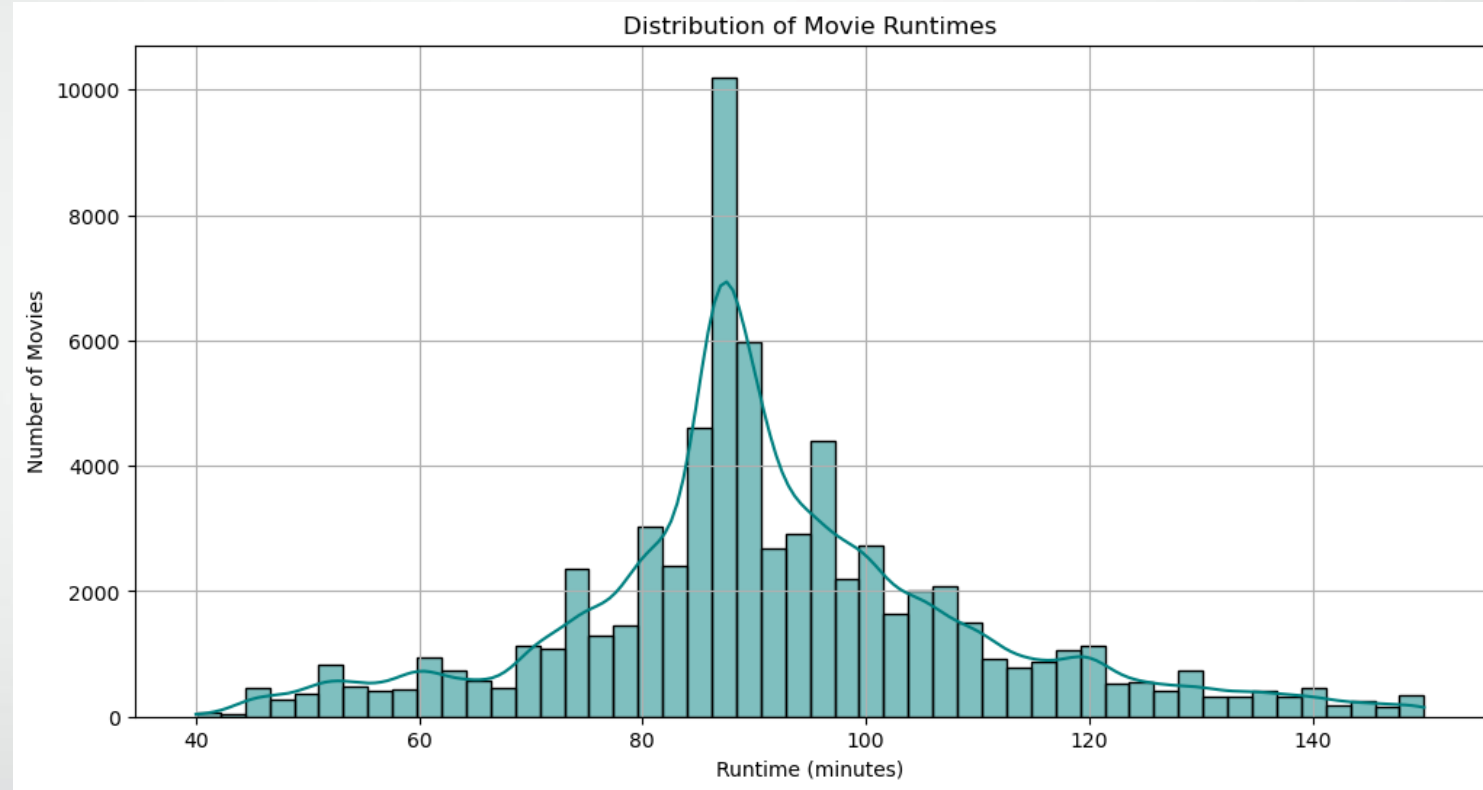




# Data Analysis Report

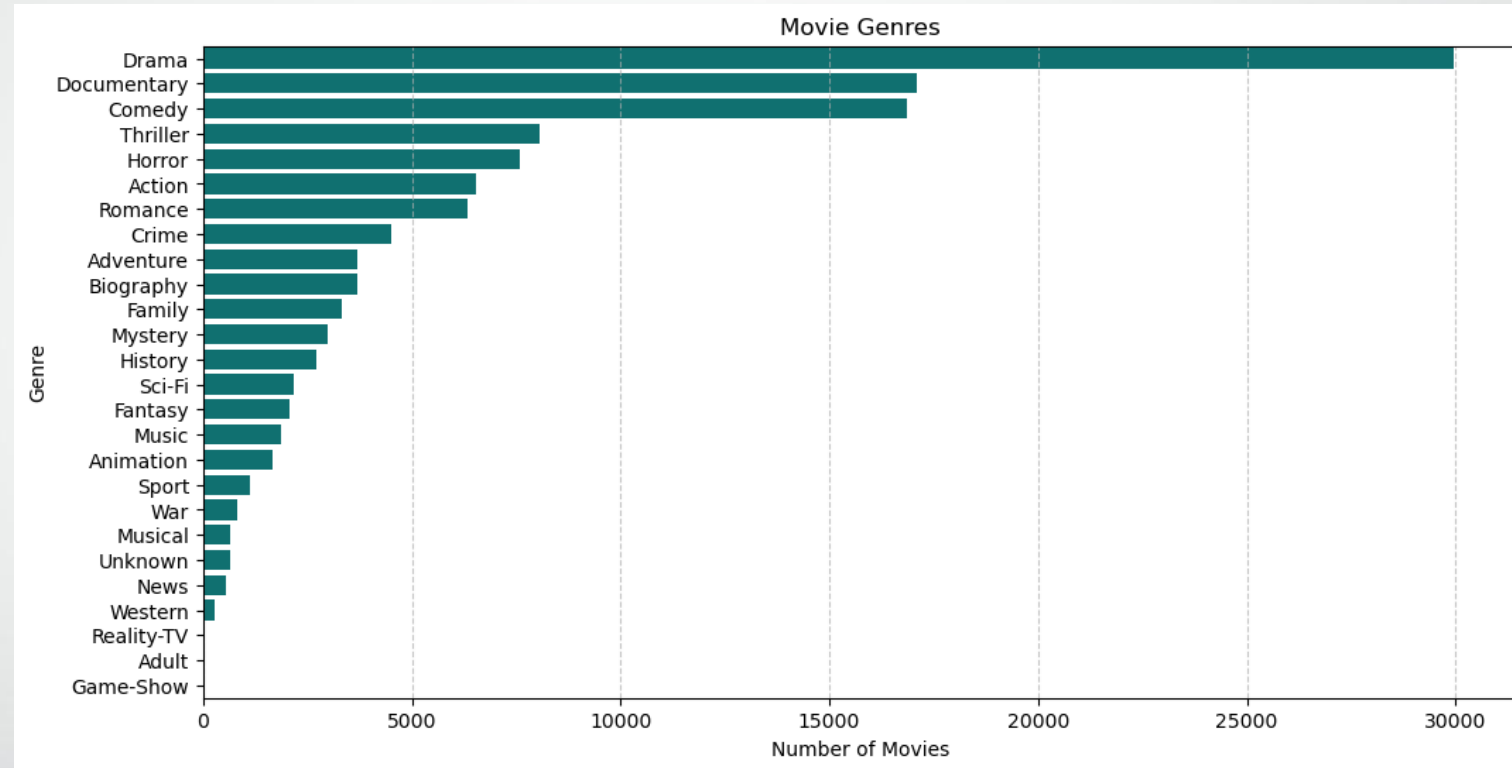
## Movie Runtimes

- Majority of movies fall within the range of 80 and 120 minutes



## Genre Distribution

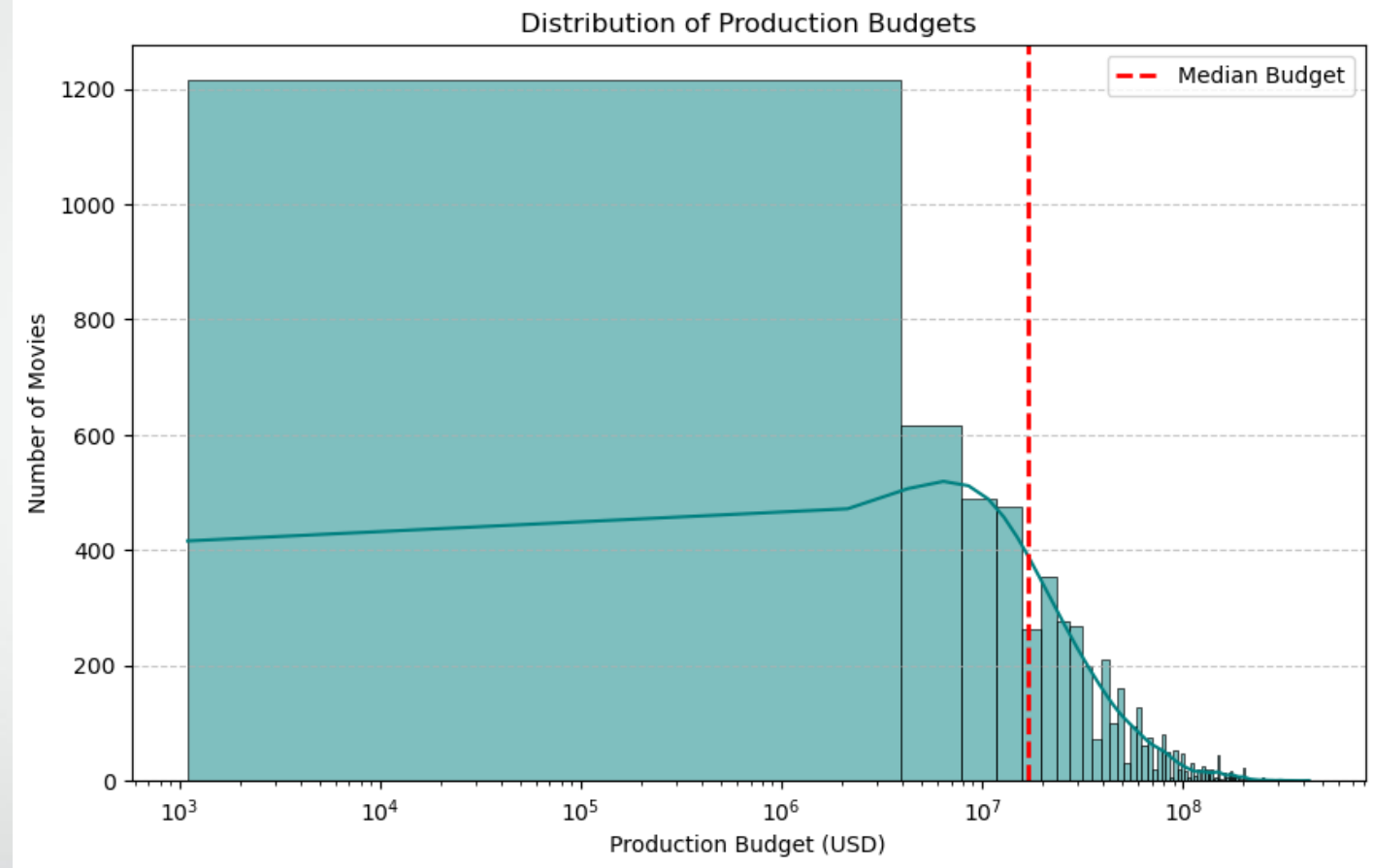
- Drama, documentaries, comedy, thriller and horror dominate the genre category.
- Niche genres like Sport, War and Western appear less frequently likely due to them focusing on a targeted audience.





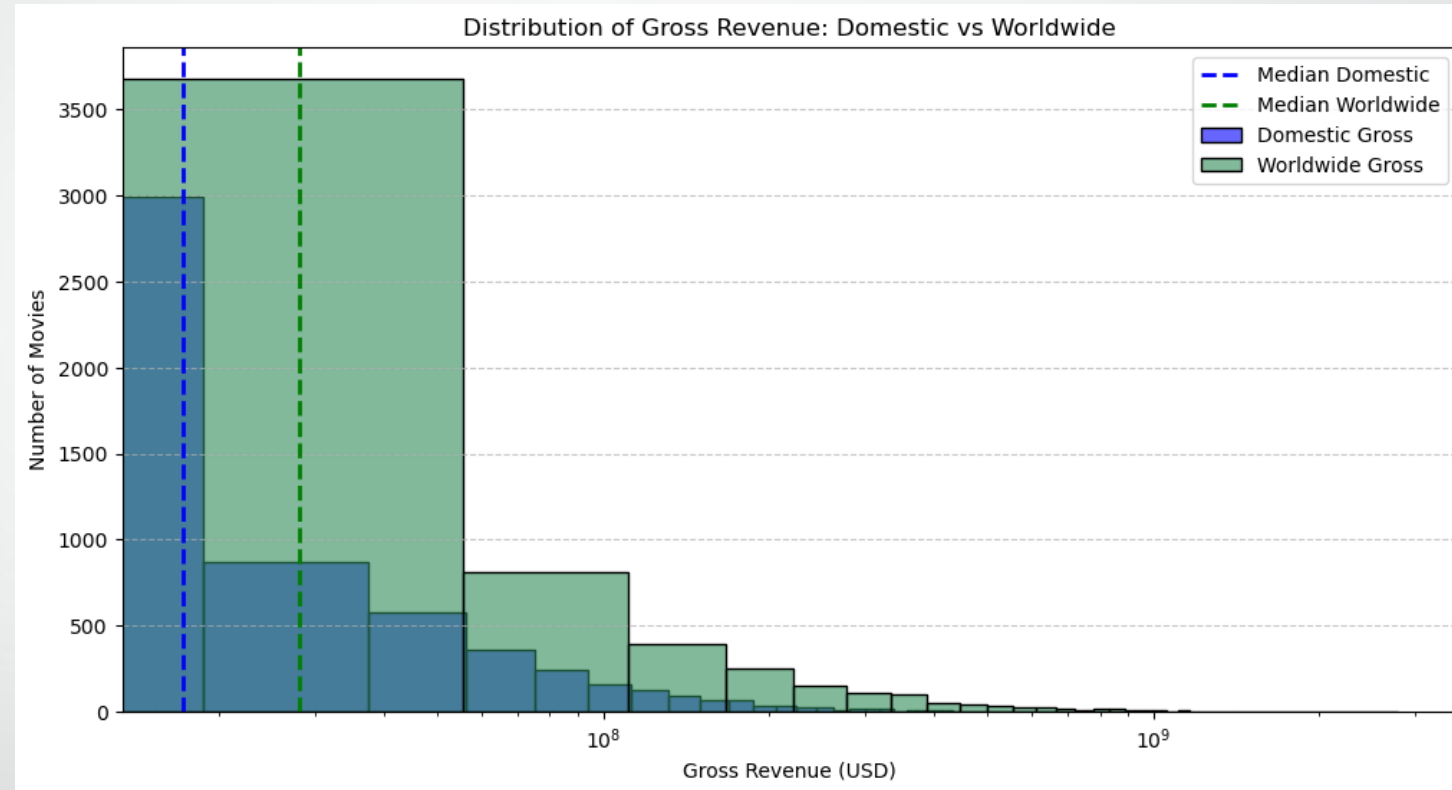
## Distribution of Production Budgets

- Majority of films have a production budget of \$1,000 and \$10 million
- The median budget lies slightly above \$10 million showing that most commercial films do not require massive investments.



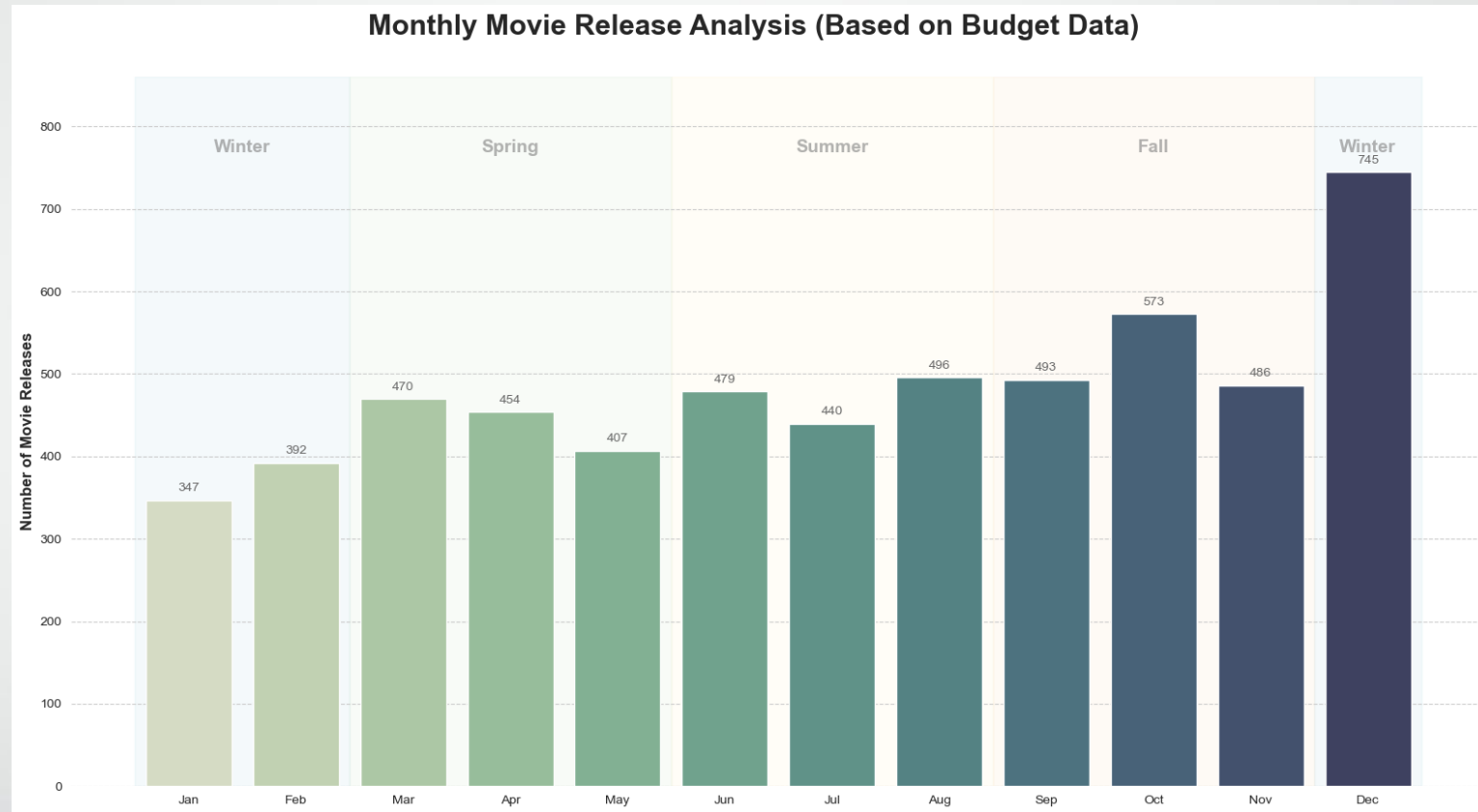
## Distribution of Gross Revenue

- Most films perform better when released globally than when they are released in their home markets.
- Reasons:
  - Wider reach
  - Localization with dubbing and subtitles
  - Marketing and distribution power



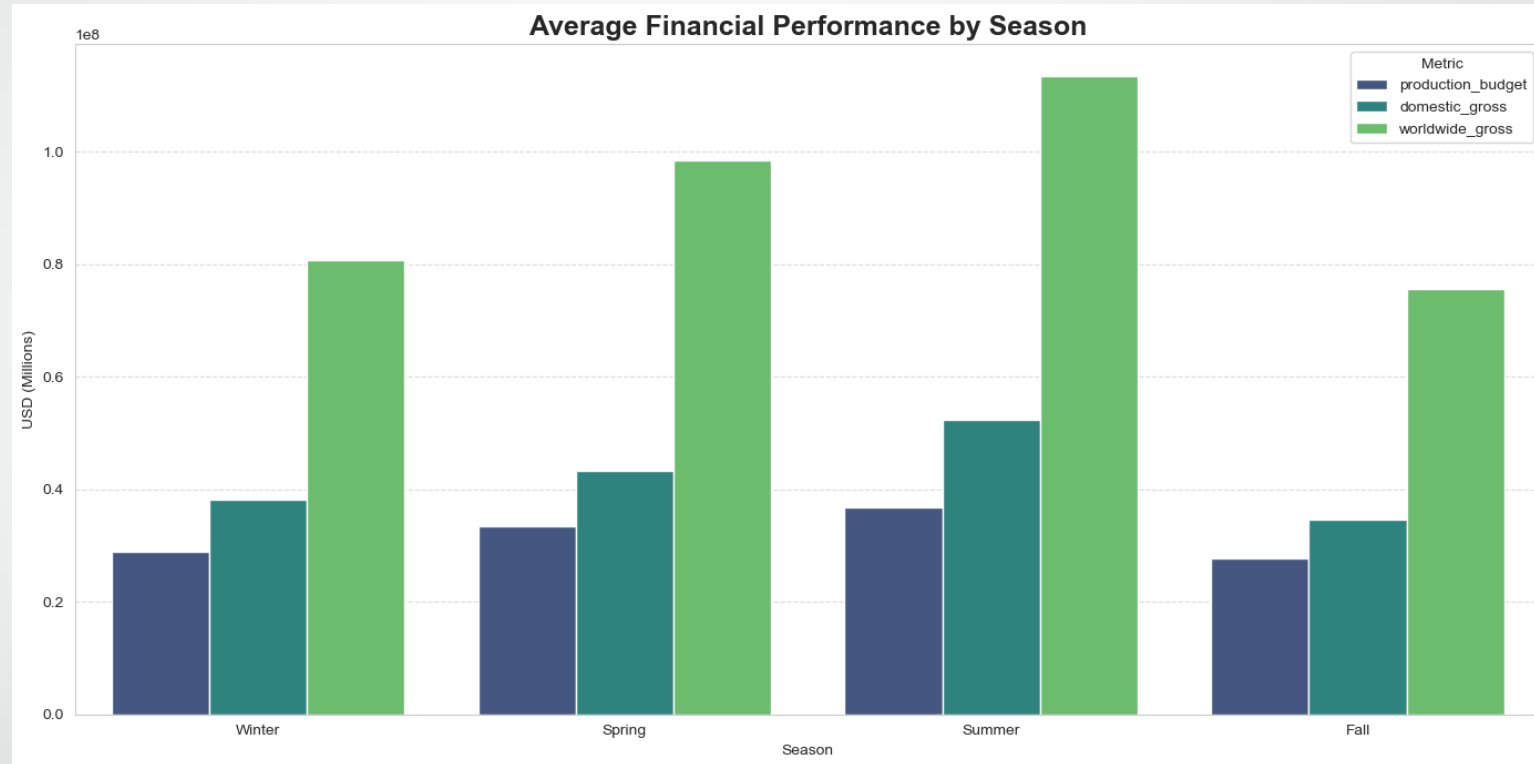
## Seasonal/Monthly Distribution of Movie Releases

- Winter leads in movie releases in December probably targeting the holiday season.
- October comes second during the Fall season.
- Spring appears to be the least active season.



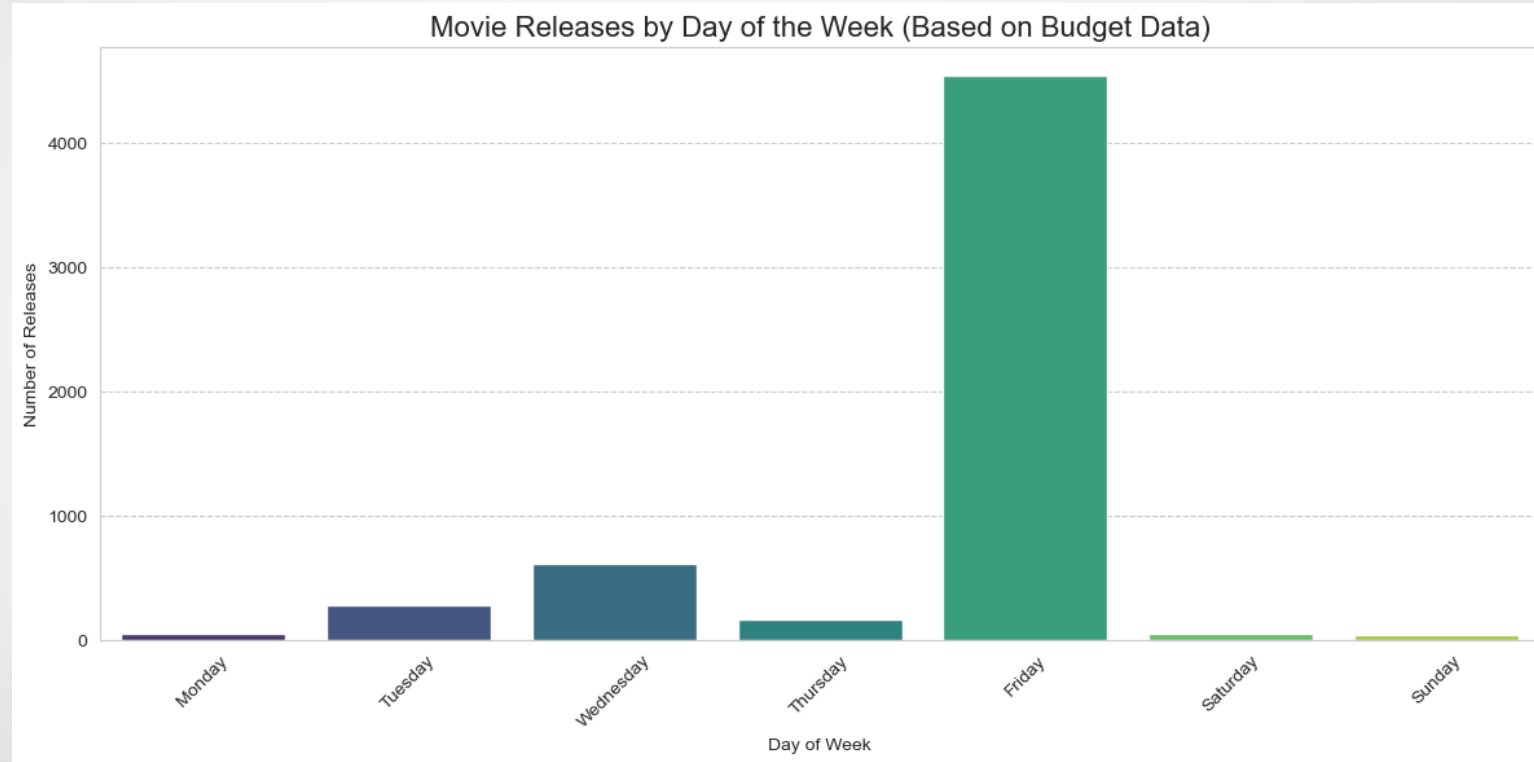
## Seasonal Financial Performance

- Most movies have their best box office performance during summer.



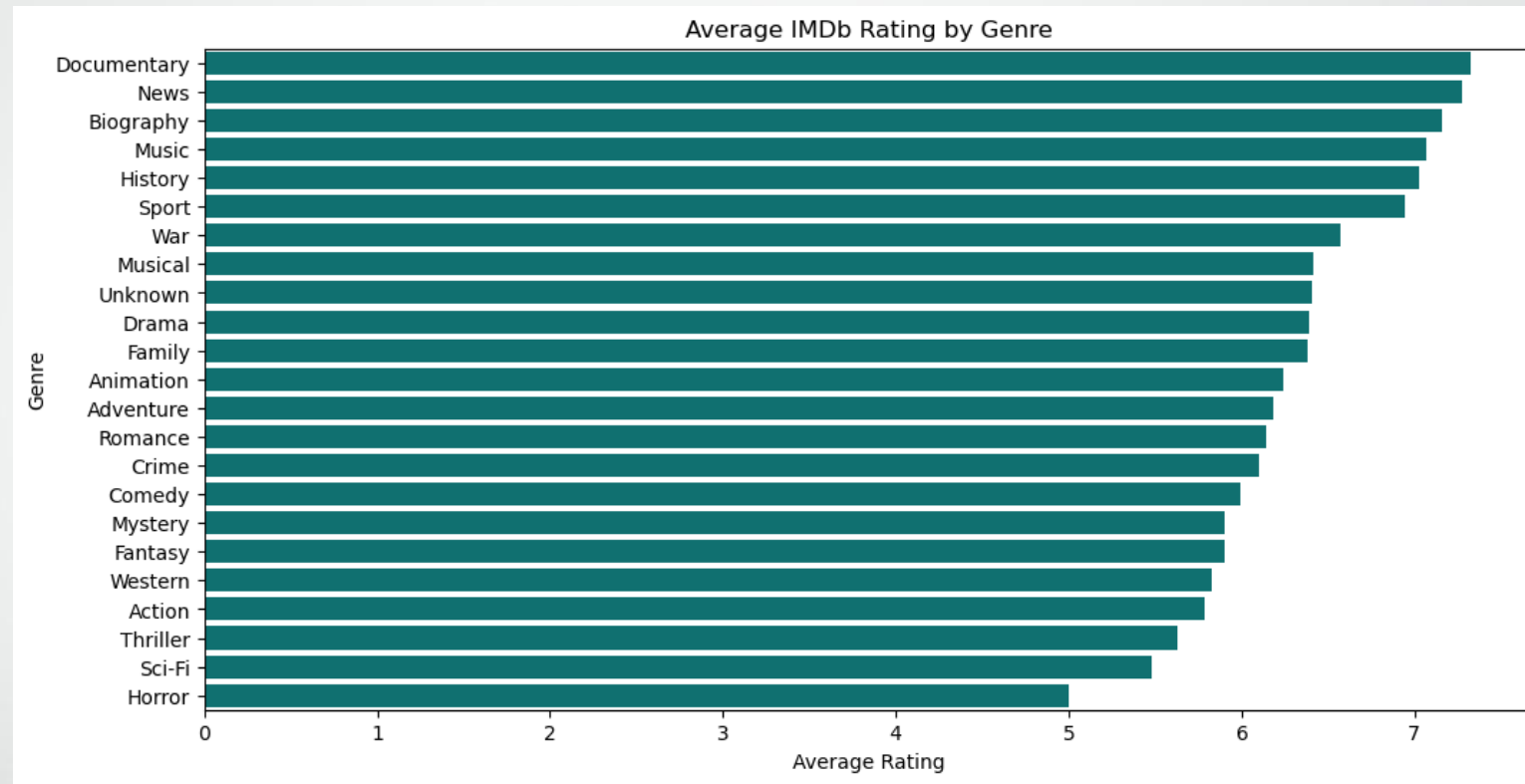
## Movie Releases by Day of the Week

- Friday is the best release date. It marks the start of the weekend and allows for strong opening-weekend box office performance.



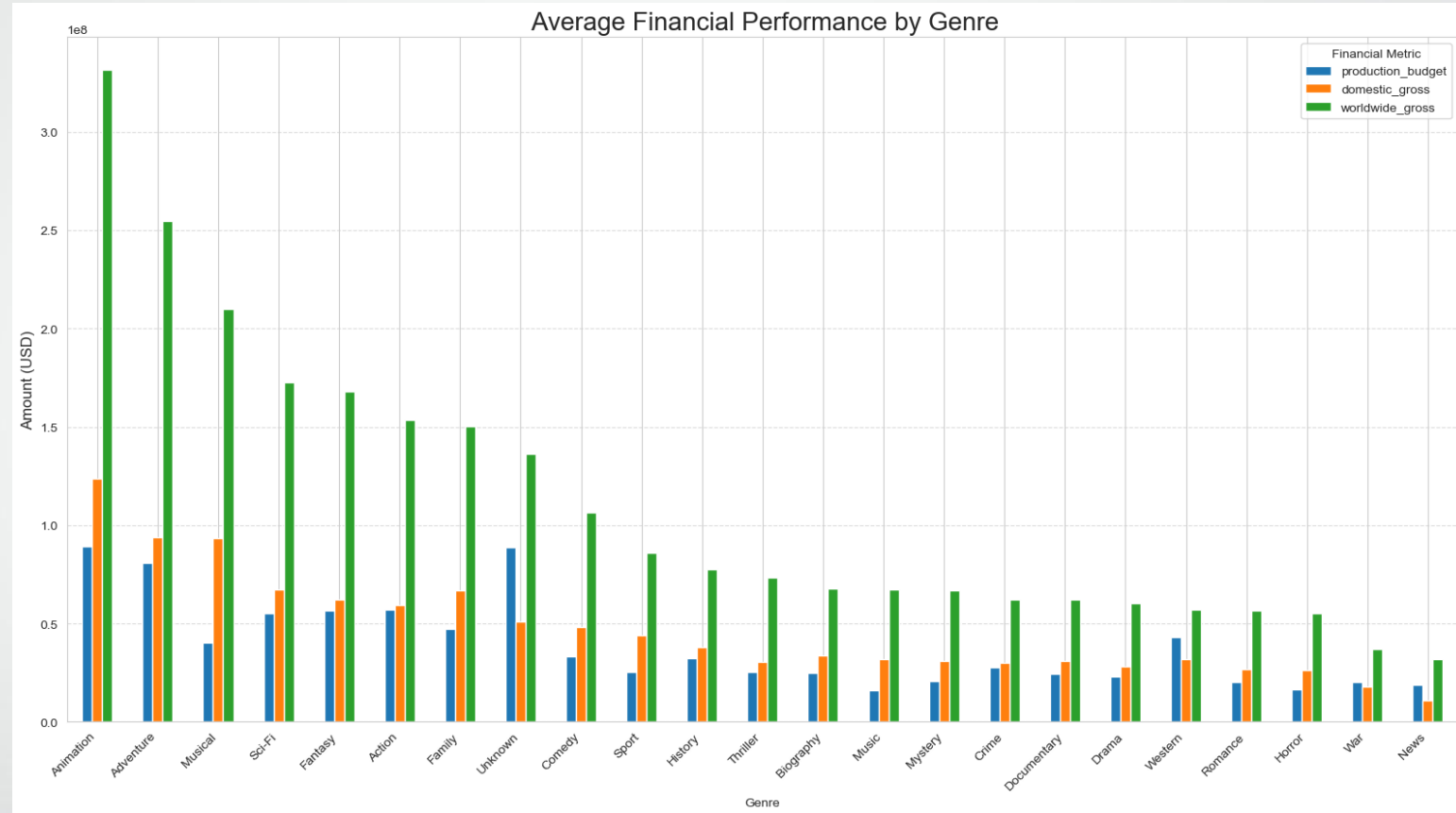
## Average IMDb Rating by Genre

- According to IMDb, all genres score above 5.0.
- Non-fiction genres like Documentary, News, Biography, Music, History dominate the top ranks with all getting an average of 7.0.



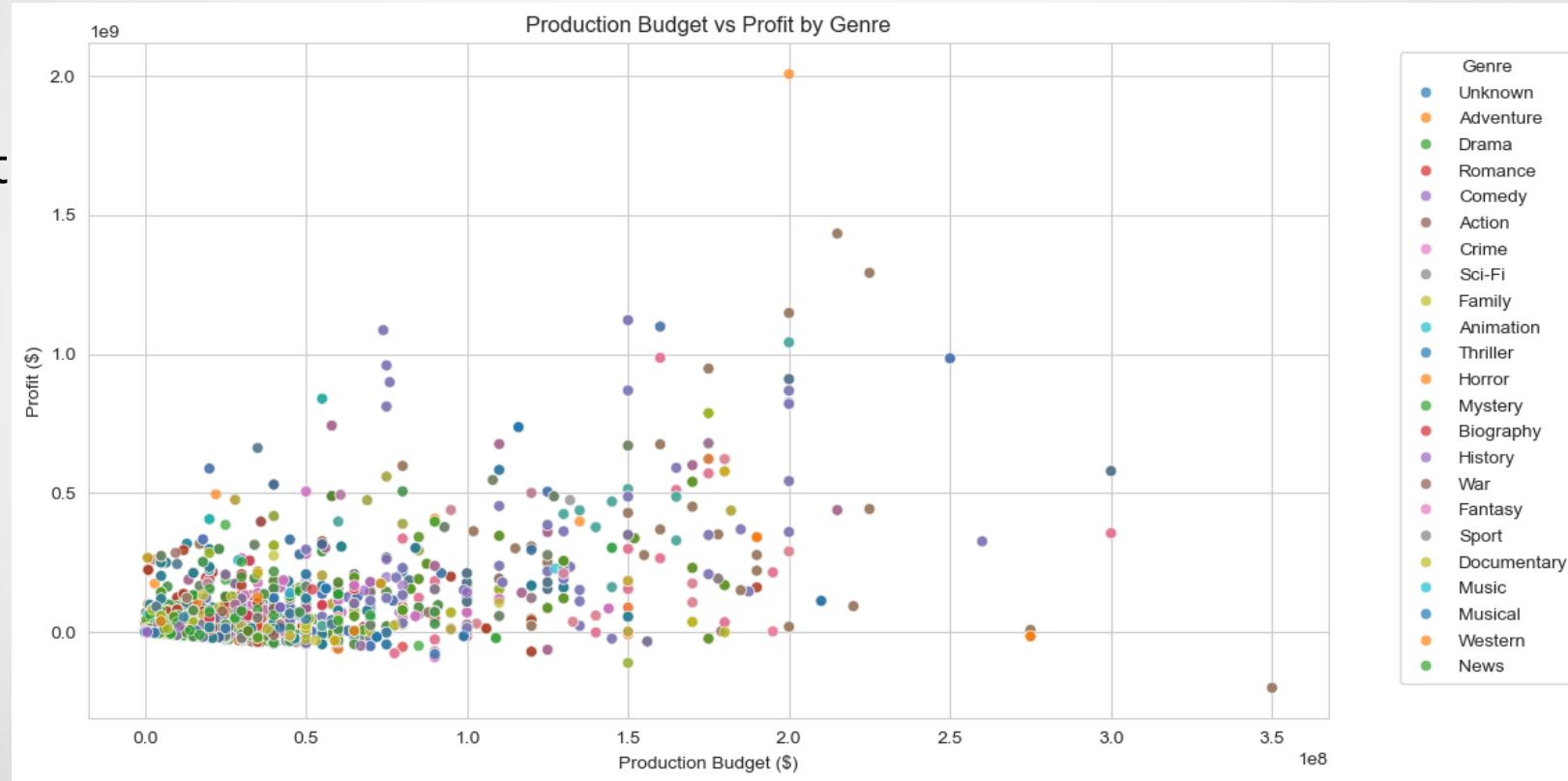
## Average Financial Performance by Genre

- The movie industry generates the most profit margins.
- Movies earn more from the worldwide market than their domestic markets.
- Animation generate the most revenue amongst all the genres followed by Adventure.



## Production Budget vs Profit per Genre

- There is no consistent relationship between genre, budget and profitability.
- Genre alone is not a reliable predictor of financial success.





# Conclusion

- Animation and adventure generate the most profit and return on investment.
- Optimum production budget is between \$ 1 million and \$ 10 million.
- Summer is the best season to release movies to achieve the most financial returns.
- Fridays are the best days to premier movies to ensure optimal weekend performance.
- Movies generate more revenue from the worldwide market.
- Most movies run for around 90 – 120 minutes.

# Recommendations

- Start with Animation, Adventure and Comedy genres as they appease a wide population and offer the greatest profit and ROI margins.
- A production budget of \$ 1 million and \$ 10 million is enough.
- Focus on releasing movies for the worldwide market rather than for the domestic market to generate greater profit margins.
- Focus on releasing and showcasing during the summer for maximum financial returns and Fridays for optimal weekend performance.
- Maintain a runtime of 90 -120 minutes for commercial viability.



Questions?



# Thank You!

Click [here](#) to view the full project.  
Feel free to leave comments and insights.