

STRATEGIC INSIGHTS **FOR MAXIMIZING BOX** **OFFICE SUCCESS**

Data-Driven for Our New Movie Studio

AUSTIN ALUTSACHI MURUNGA

OVERVIEW

- **Goal:** To identify the types of films that are currently performing best at the box office and provide actionable insights for our new movie studio.
- **Approach:** Analyze movie data from various sources to determine trends and make recommendations.

BUSINESS UNDERSTANDING

- **Problem Statement:**

Our company wants to create a new movie studio but lacks knowledge about successful film production. We need to understand which films do well at the box office to guide our production choices.

- **Key Questions:**

- ✓ Which genres have the highest ROI?
- ✓ Which directors are associated with high ROI films?
- ✓ What are the best months for film releases?

DATA UNDERSTANDING

- **Data Sources:**

- ✓IMDb: Movie basics, directors, ratings
- ✓The Numbers: Budget and gross earnings
- ✓Box Office Mojo: Gross earnings by title

- **Data Fields:**

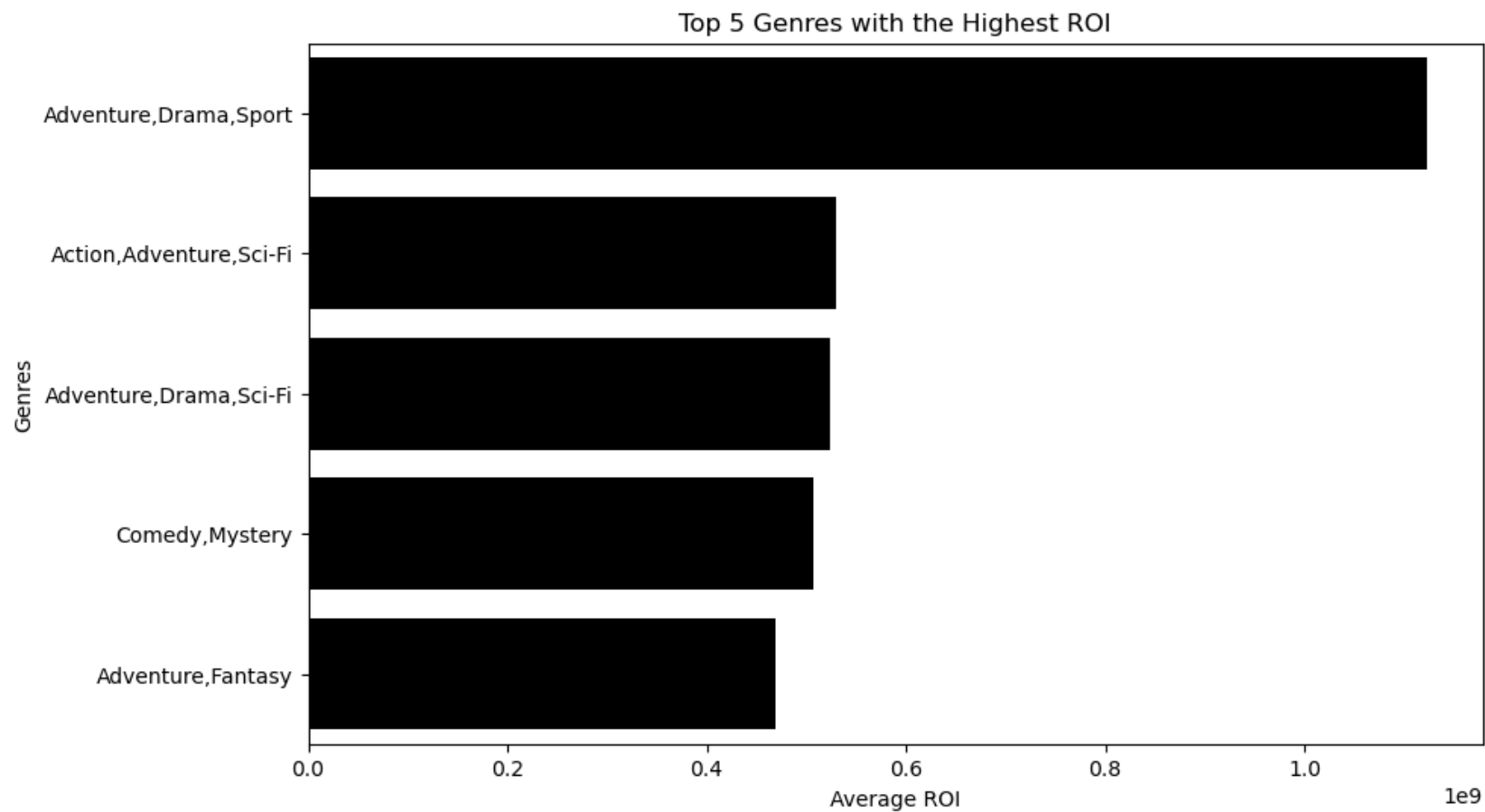
- ✓Titles, genres, directors, production budgets, gross earnings, release dates, ROI

DATA ANALYSIS

- **Methods Used:**

- ✓ Data cleaning and merging from different sources
- ✓ Calculation of ROI (Return on Investment)
- ✓ Grouped and average to identify top-performing genres, directors, and release months

Genres with Highest ROI

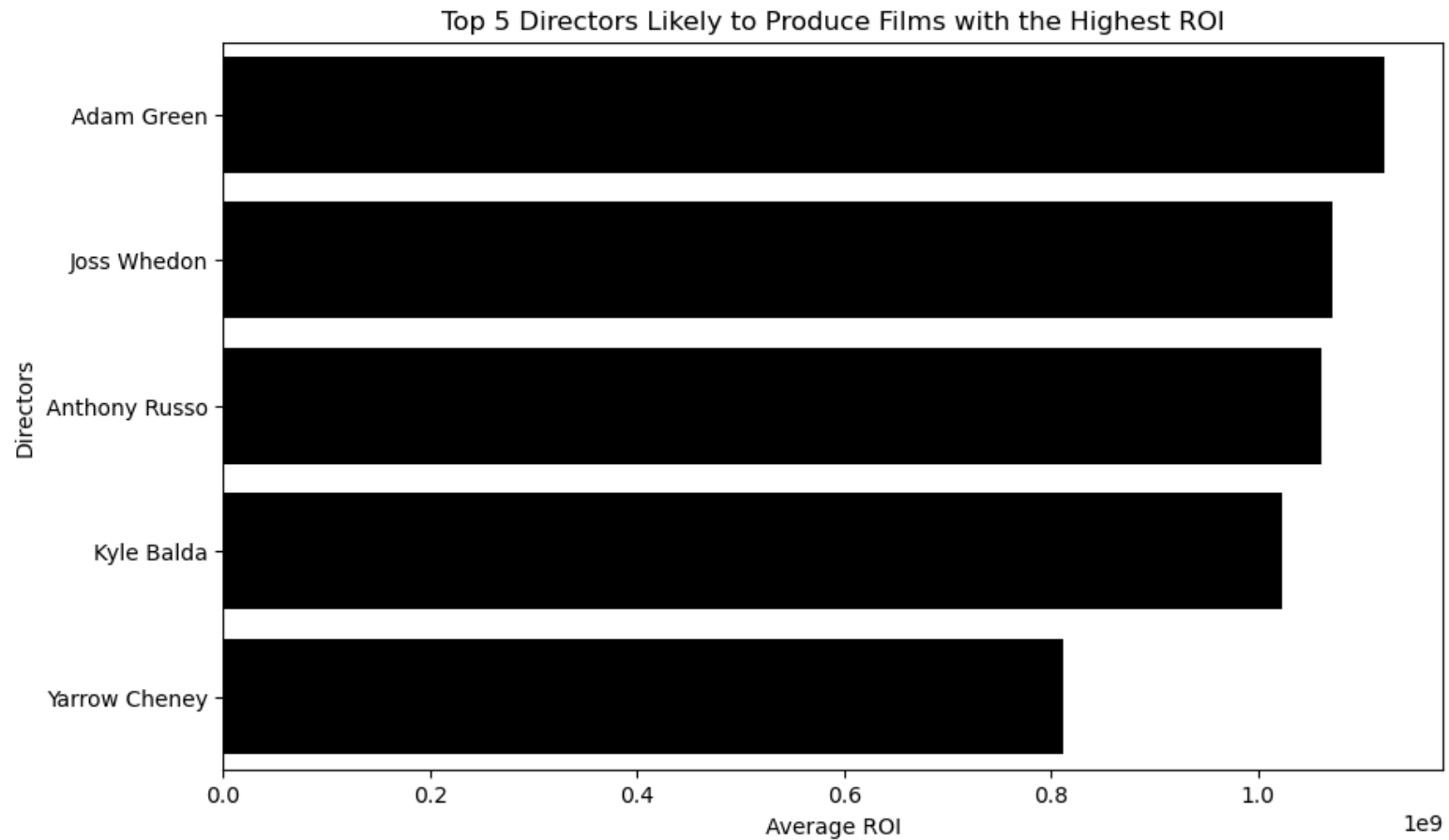


Bar Chart Showing top 5 Genres with the Highest ROI

- **Findings:**

- ✓ Adventure, Drama, Sport
- ✓ Action, Adventure, Sci-Fi
- ✓ Adventure, Drama, Sci-Fi

Directors with the Highest ROI

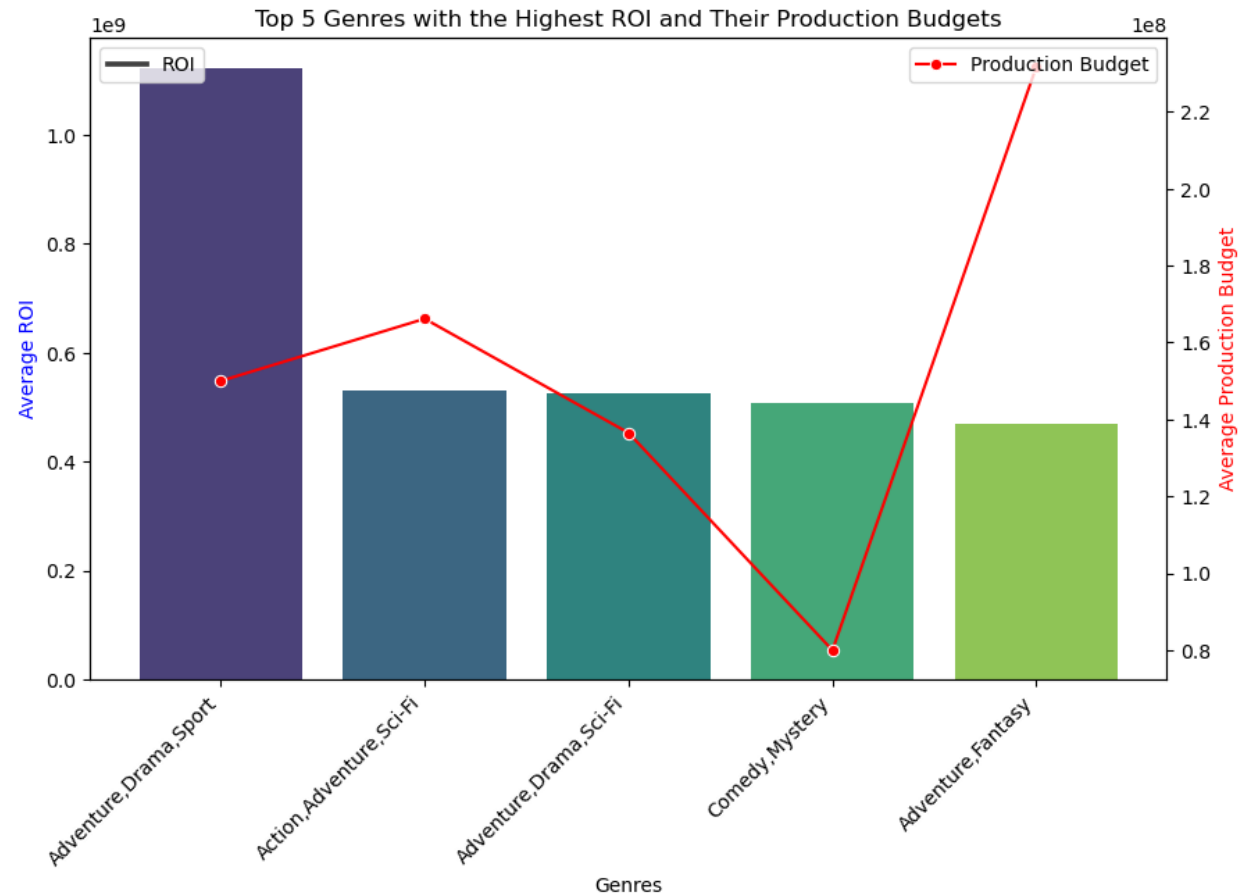


Bar chart top 5 Directors by average ROI

- **Findings:**

- ✓ Adam Green
- ✓ Joss Whedon
- ✓ Anthony Russo

Genre ROI vs. Production Budget

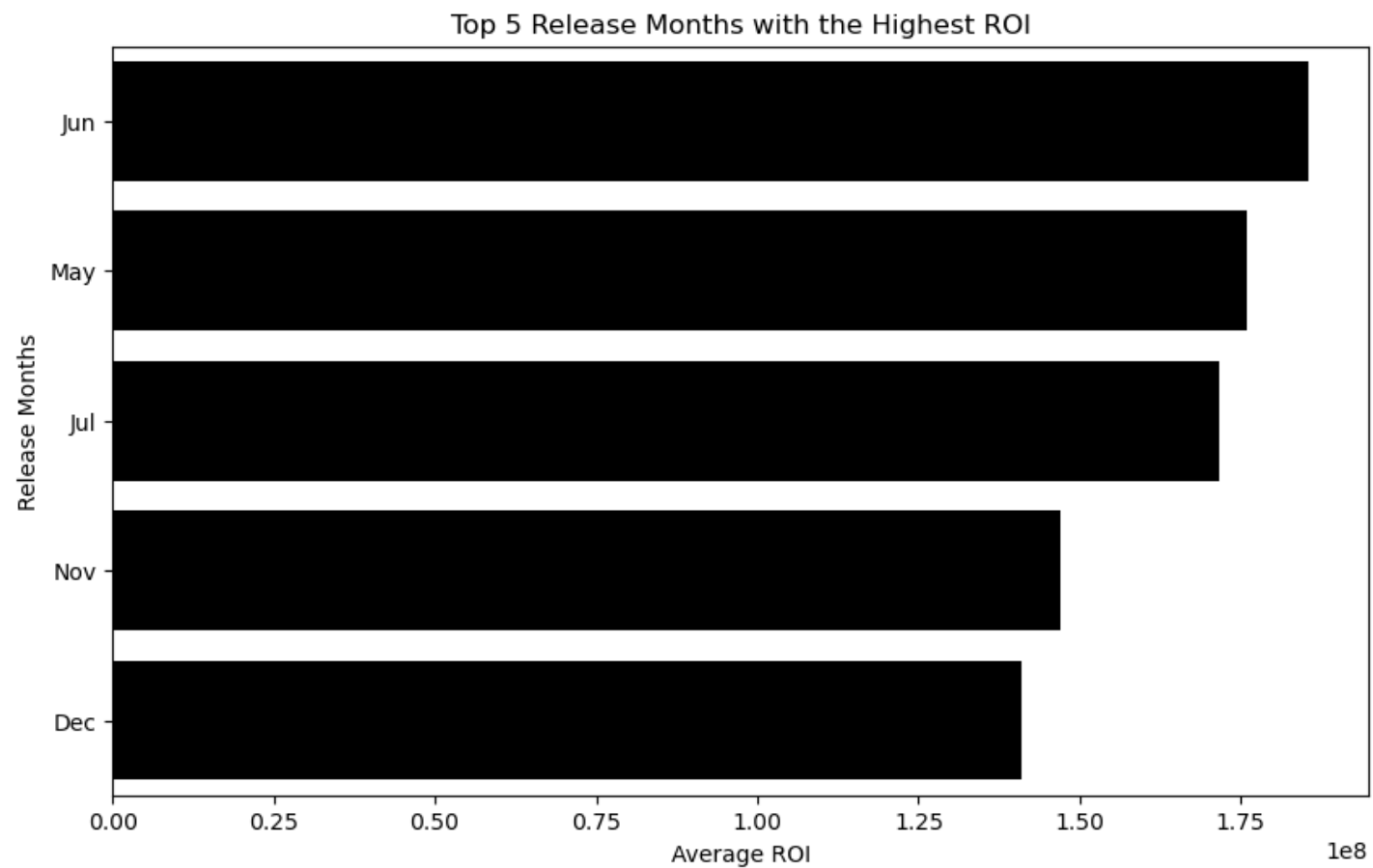


Combined bar chart showing ROI and production budgets for top genres

- **Analysis:**

- ✓ Adventure, Drama, Sport and Adventure, Drama, Sci-Fi have lower production costs with high ROI.
- ✓ Action, Adventure, Sci-Fi has high ROI but also high production cost.

Best Release Months



Bar chart showing months with highest ROI

- **Findings:**

- ✓ June

- ✓ May

- ✓ July

RECOMMENDATIONS

- **Genre Recommendations:**

- ✓ **Comedy, Mystery:** Affordable production cost and lucrative returns
- ✓ **Adventure, Drama, Sport:** Highest ROI with relatively lower production cost
- **Adventure, Drama, Sci-Fi:** Good ROI with moderate production cost

- **Director Recommendations:**

- ✓ Collaborate with directors like **Adam Green, Joss Whedon, and Anthony Russo.**

- **Release Timing:**

- ✓ Aim to release films in **June, May, or July** for highest ROI.

NEXT STEPS

- **Detailed Market Analysis:** Further refine target audience and market positioning.
- **Pilot Project:** Start with a low-budget film in a high-ROI genre.
- **Monitoring and Adjusting:** Continuously track film performance and adjust strategy accordingly.

Q&A

- **AUSTIN ALUTSACHI MURUNGA**
- *LinkedIn Profile: Austine Murunga*
- **Thank You!**