



A MOVIE STUDIO ANALYSIS.

BUSINESS UNDERSTANDING

- To explore box office trends and provide actionable insights for the new movie studio's content strategy.

OBJECTIVES.

- To identify which genres are most successful at the box office.
- To identify if production budget yield the most profitable movies.
- To identify which genres generate the most revenues in both the domestic and foreign market.

DATA UNDERSTANDING.

We made use of data collected from the following sources:

- Box Office
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

METHODOLOGY



Data
Cleaning

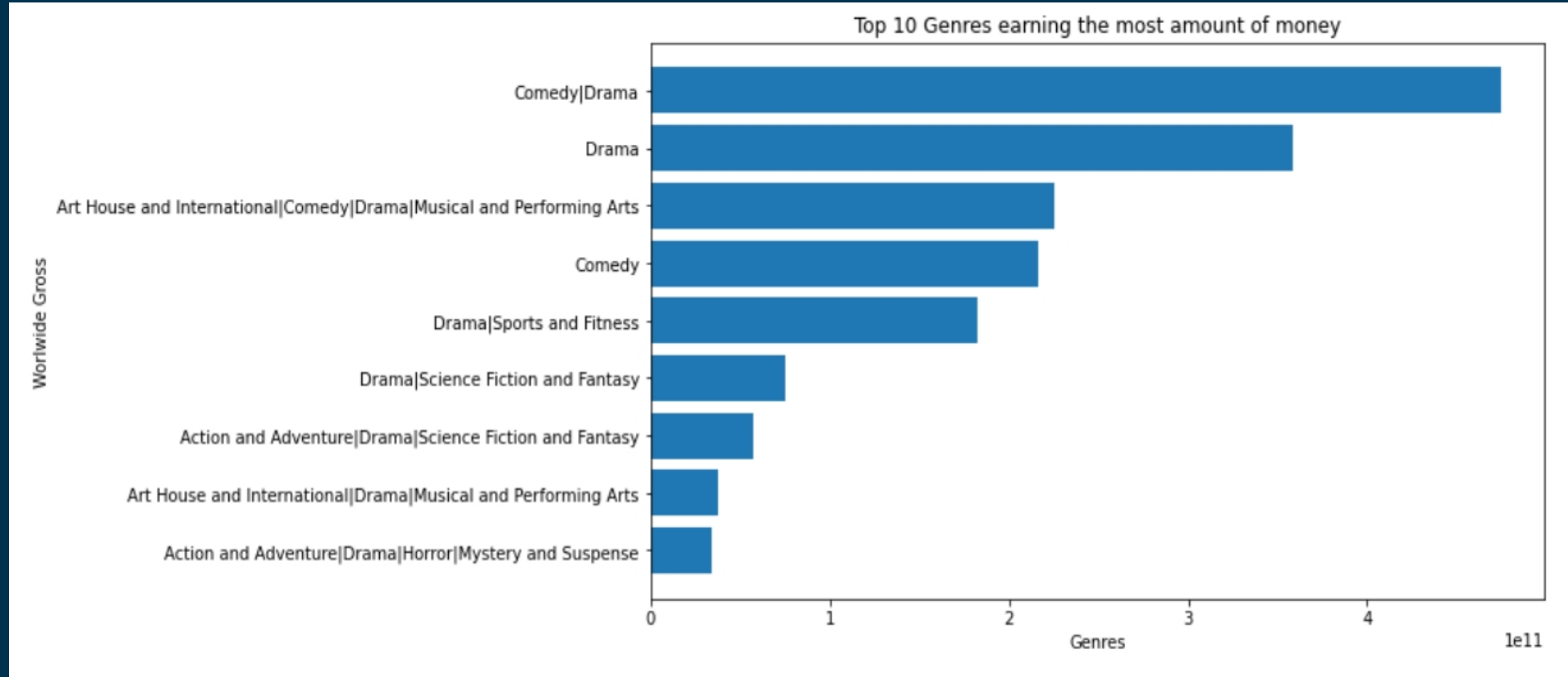
Merging
Datasets

Data
Analysis

Findings

Conclusions

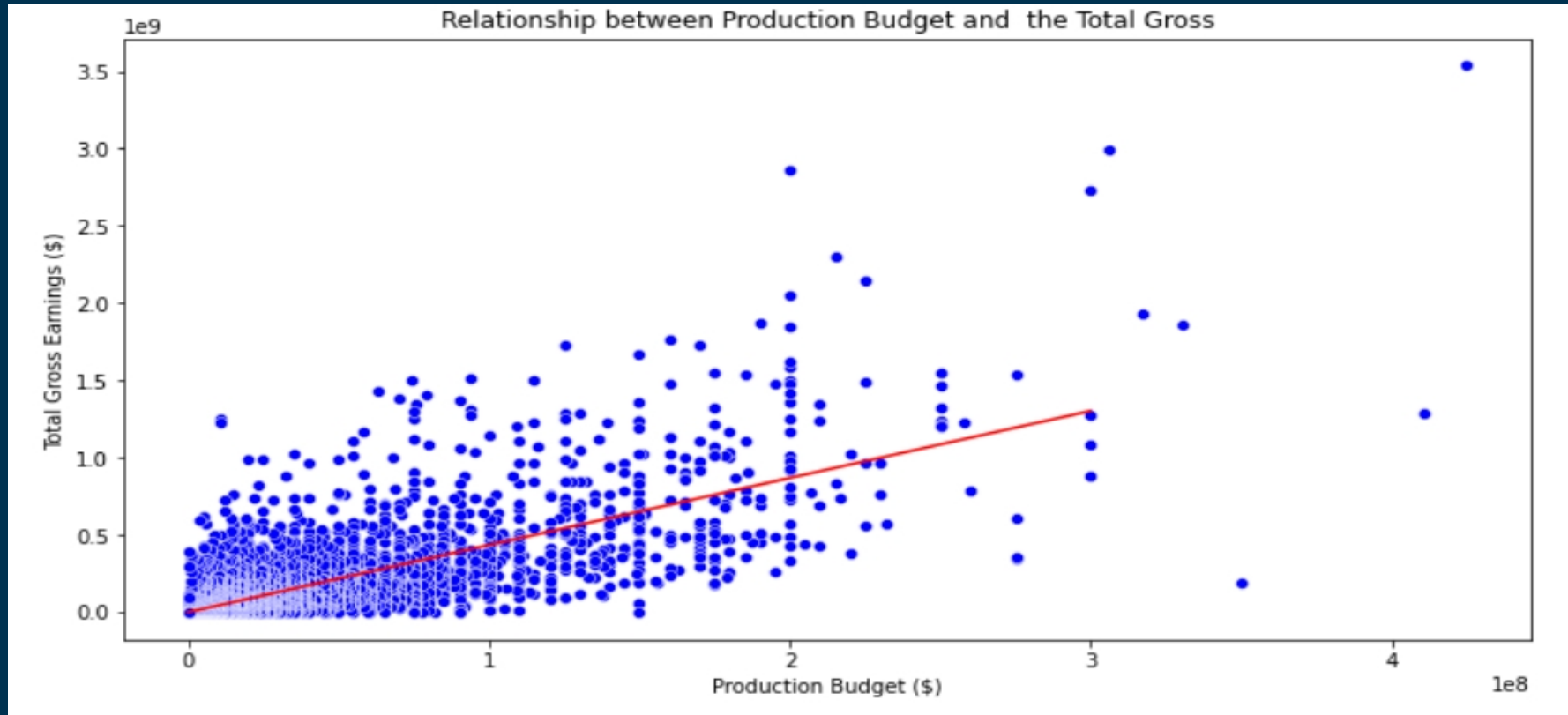
Financial Success of Various Genres.



Findings.

- Comedy/Drama dominates with the highest worldwide gross revenue, followed by Drama and Art House & International genres.
- Revenue distribution across genres reveals a clear preference for Drama-related content.

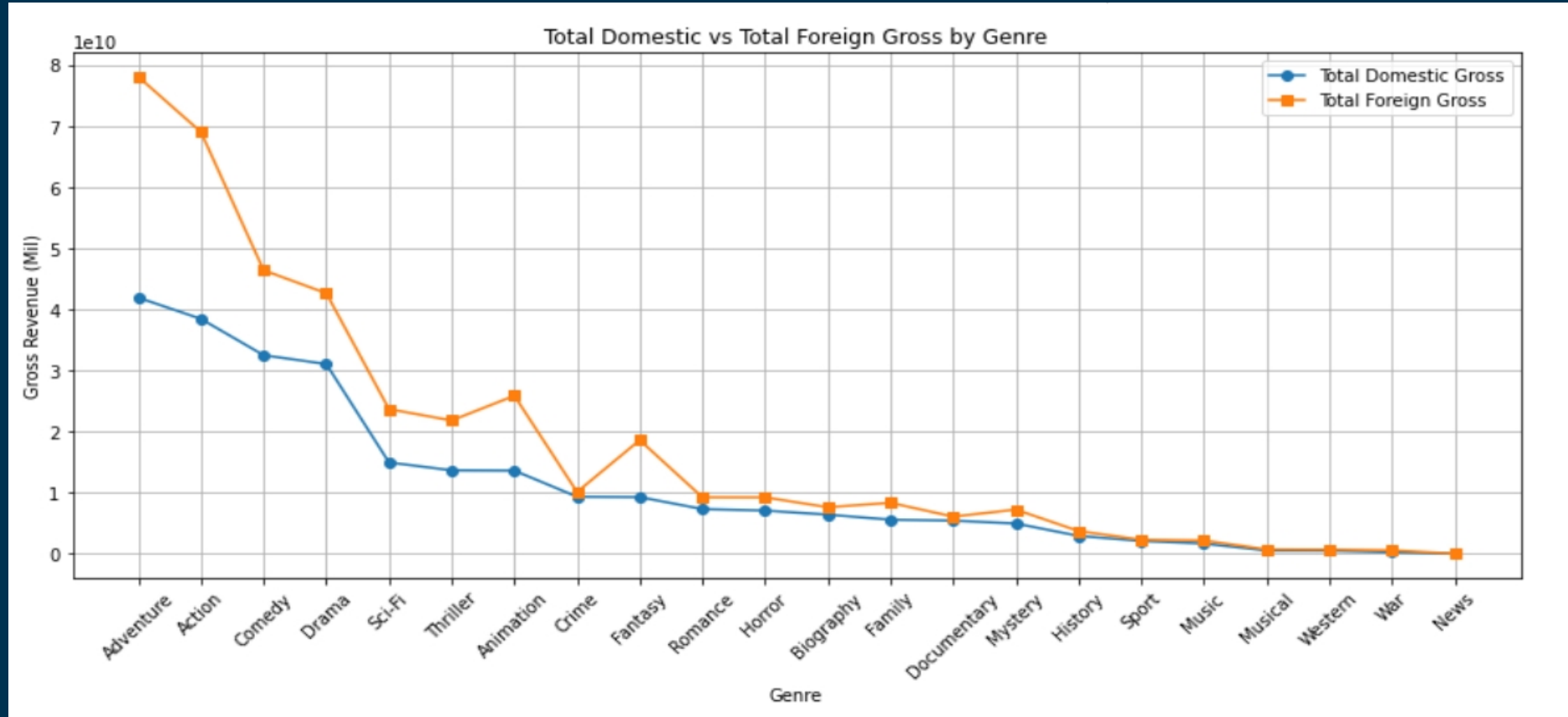
Impact of Production Budget on Income.



Findings

- This scatter plot shows a positive correlation between production budget and total gross earnings. Generally, movies with higher budgets tend to generate more revenue.

Total Domestic and Foreign Gross Revenues for different movie Genres.



Findings

- Adventure films dominate in both domestic and foreign markets, while news and documentary films generate the least revenue.
- The data indicates the potential success of blending genres, such as action-adventure or comedy-drama, to capture wider audiences both domestically and internationally.

Recommendations

- Explore potential for cross-genre appeal, combining elements of high-performing genres (e.g., Drama/Comedy, Drama/Action) for increased Income.
- While budget matters, it's not the only factor in a film's success. By considering market trends, focusing on quality content, and managing risk, the studio can increase profitability across different budget levels.
- Focus on genres with high foreign gross, like Action, Adventure, and Animation, to maximize global revenue potential.



Thank You.