



DATA ANALYSIS FOR A NEW MOVIE STUDIO

REEL STUDIOS 2024



Content

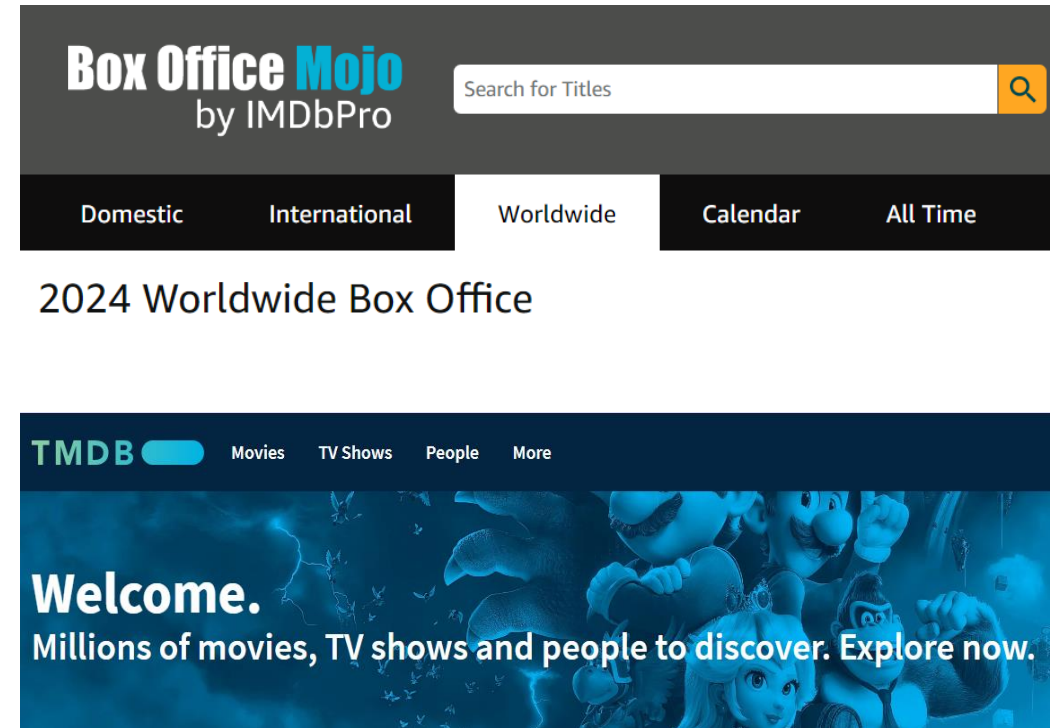
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Business Problem

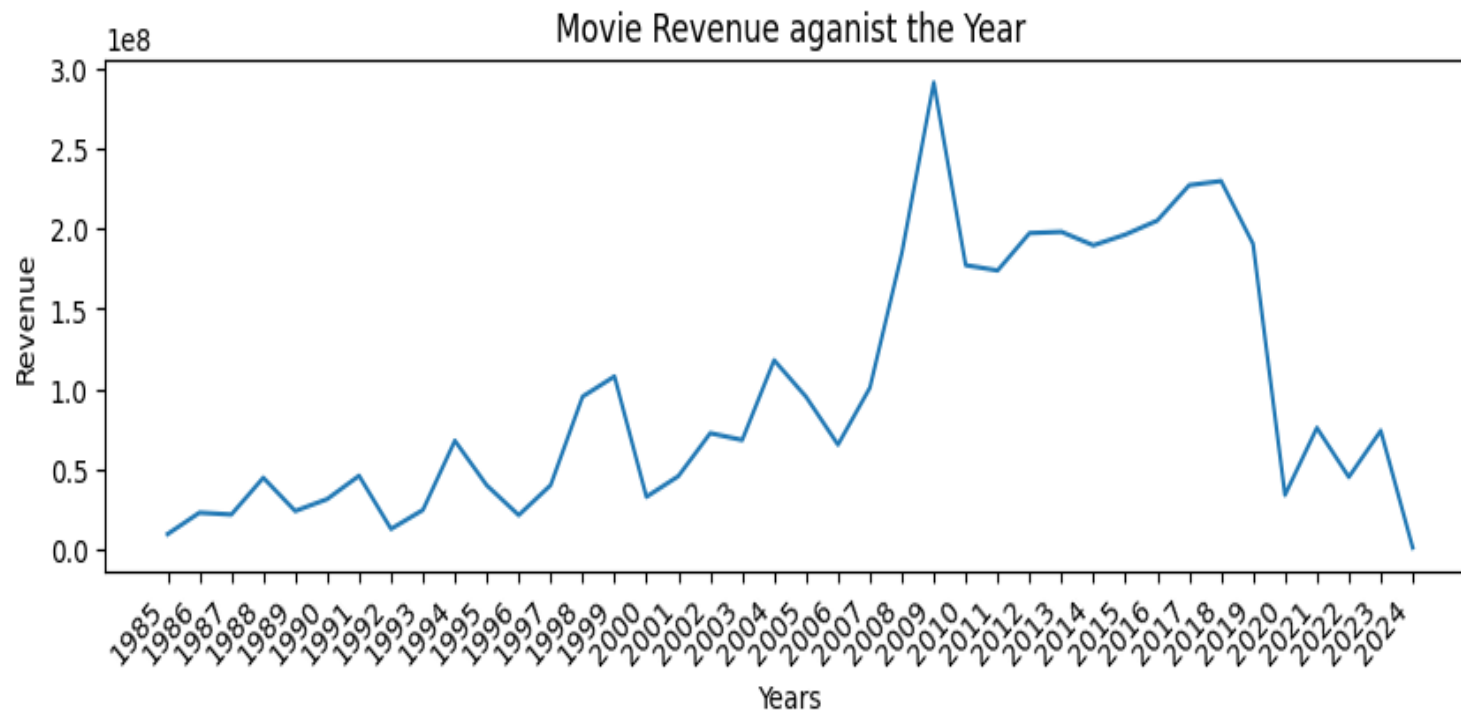
- The Entertainment industry is evolving rapidly, could there still be an opportunity for a new movie studio?
- What Genres are people interested in?
- How has the Movie industry performance been like?

Data and Methods

- Data from Box office Mojo showing the revenue generated by the various movies over the years both in the Domestic and foreign markets
- Movie Data from the movie DB on the various movies and their popularity based on the count of votes per movie.
- A list of various movies genres from the movie DB.



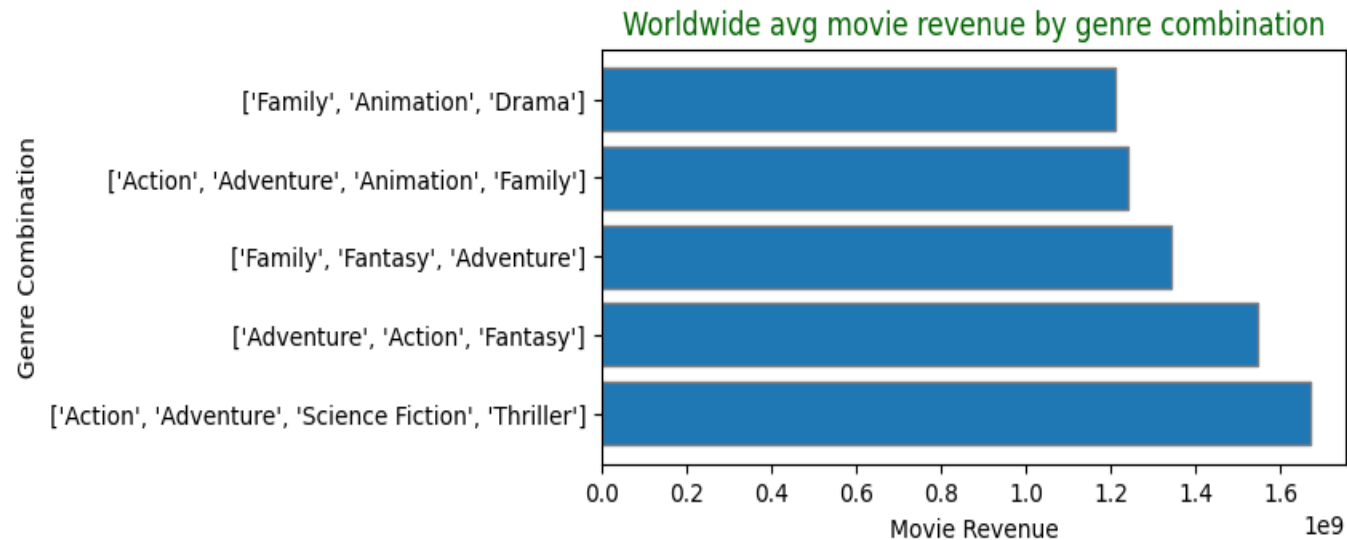
Results



The revenue generated by the various movies has been on an upward trend until 2010. since then, the Revenue has been on a downward trend.

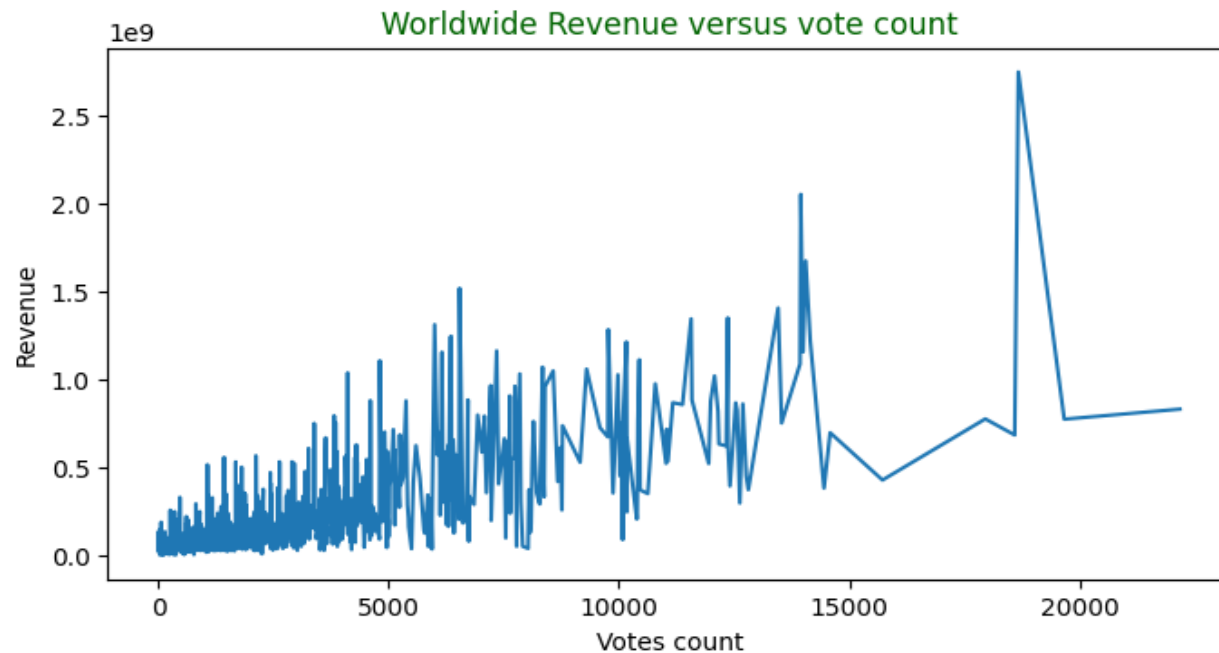
The shift could be because of a shift from direct purchase to subscription services that allow one to watch the various movies without directly purchasing the movie or because of increased piracy.

Results



Movies that are a combination of Action, Adventure, science, Fiction and Thriller have the highest average sales worldwide.

Results



Revenue Increases with increase in the number of vote counts.

Conclusion

1. Investing in movies with a combination of Action, Adventure, science Fiction and Thriller will generate the highest average sales worldwide
2. Revenue on the movies increases with increase in the number of votes. Finding a way to encourage people to vote in turn will lead to more sales.
3. Further analysis is required to establish the reason for the decline in the revenue from 2010 onwards.