



# A BOXOFFICE ANALYSIS

# TOPIC OUTLINE

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Findings



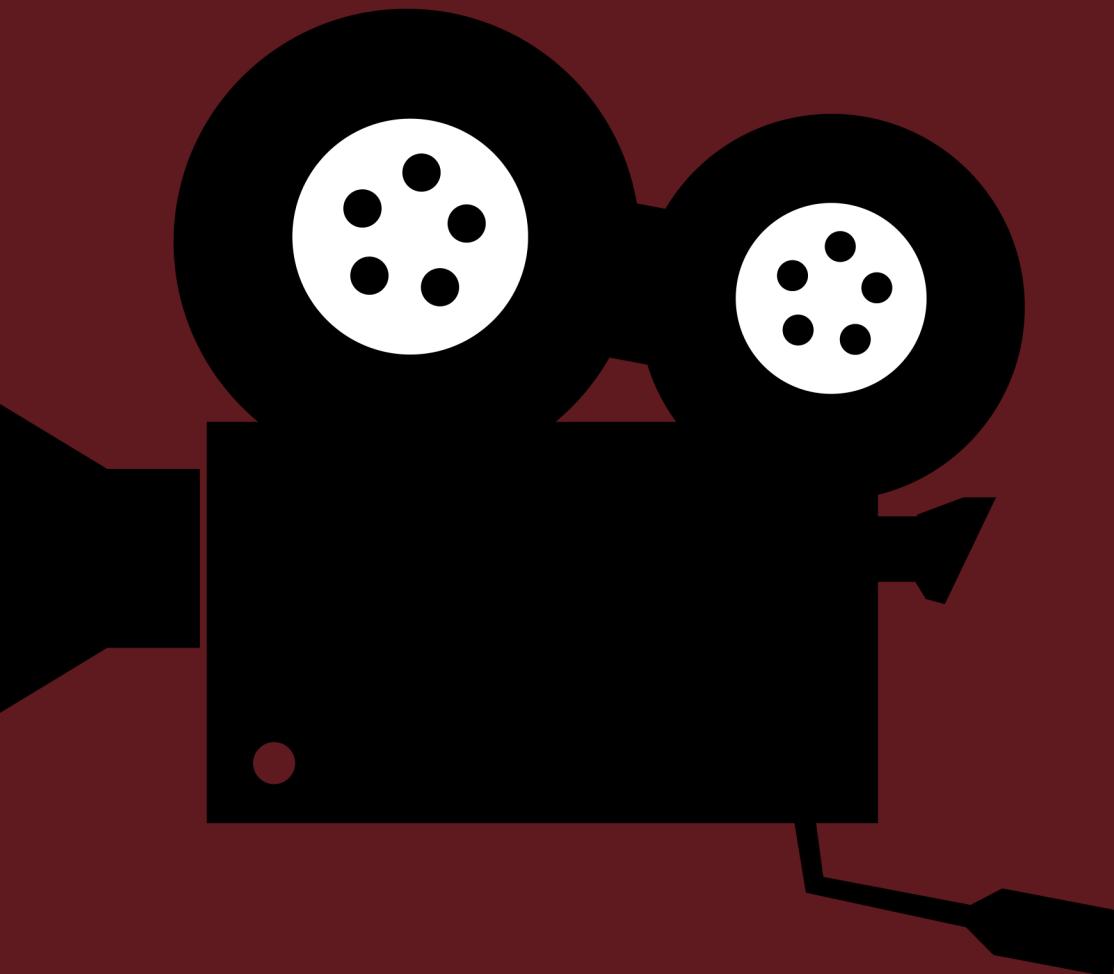
Conclusions



Recommendations

# INTRODUCTION

According to Medium; the recipe for creating a box office success is complex . It requires a combination of compelling storytelling, talented actors, stunning visuals, strategic marketing, cultural relevance, and above all else, an emotional connection with the audience.



# PROBLEM STATEMENT

- With a new movie studio opening, this project was tasked with analyzing trends and genres doing well in the box office.
- The findings were to be translated into insights and recommendations that will enable the studio be successful.



# OBJECTIVES

To provide actionable insights based on an analysis into the films dominating the box office.

Main Objective



# OBJECTIVES

- Analyze data to find out which types of films are dominating the box office.
- Provide findings and recommendations from the analysis.
- Provide actionable insights that will help the studio in its video creation journey.

Specific  
Objectives

# PATTERNS AND FINDINGS





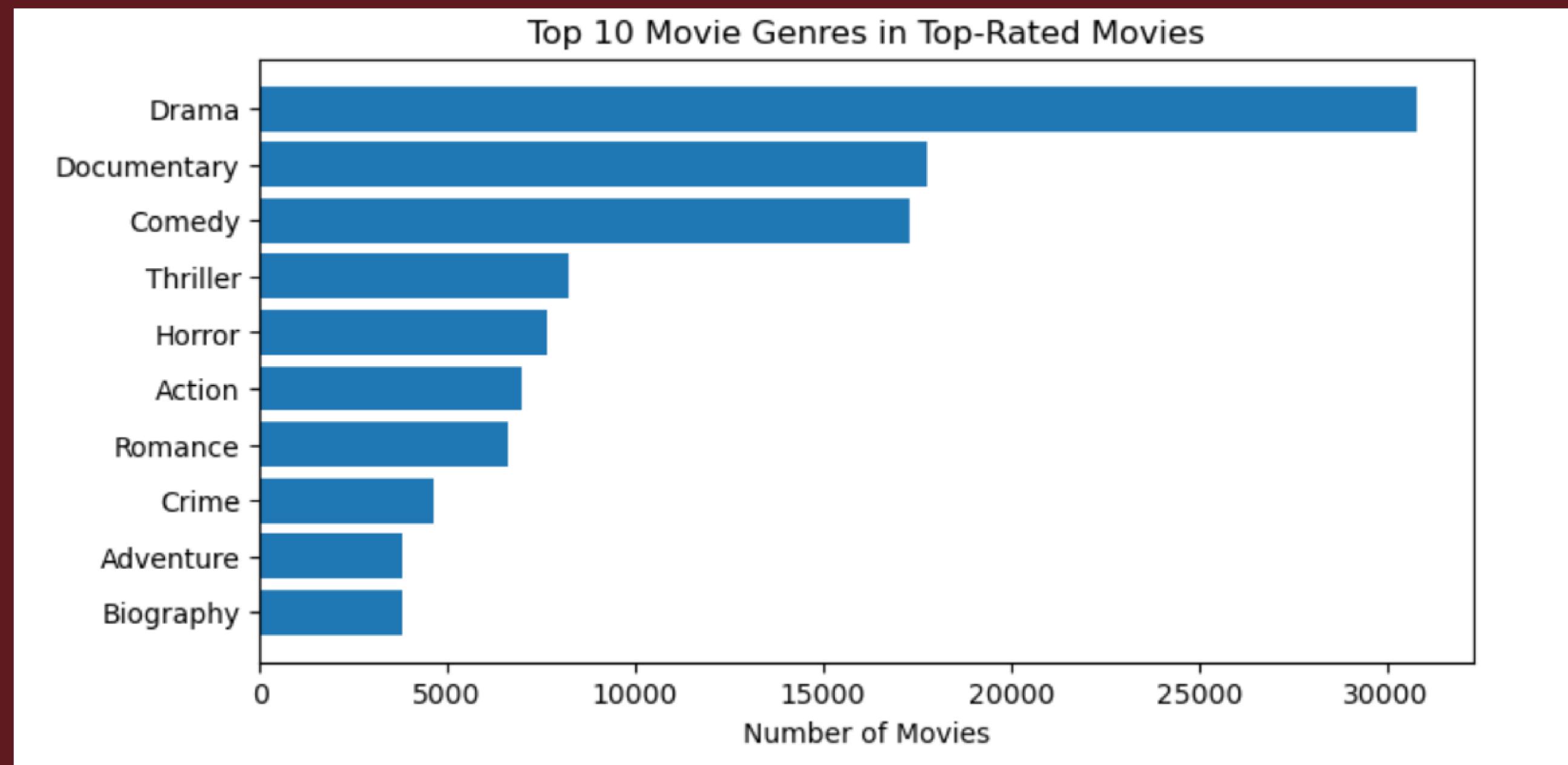
# Data Used

The data sets used in this analysis were obtained from Box Office Mojo, IMDB, Rotten Tomatoes, TMDB and The Numbers.

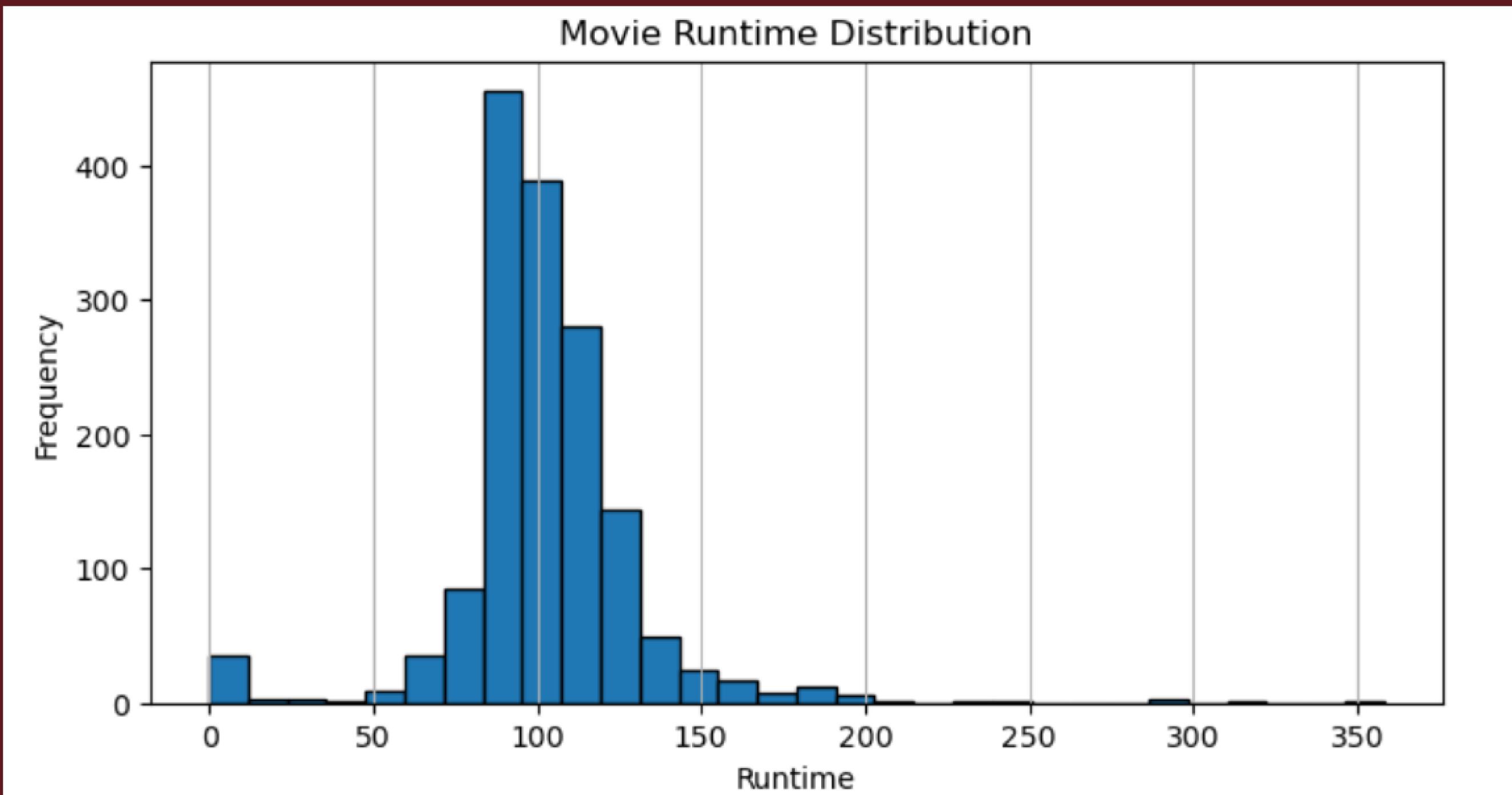
The data contains information about movies, movie budgets, genres, gross income, actors and much more; most of which was used in the analysis.

# TOP 10 MOVIE GENRES

- Drama, Documentary, and Comedy are the most prevalent genres among the movies analyzed.

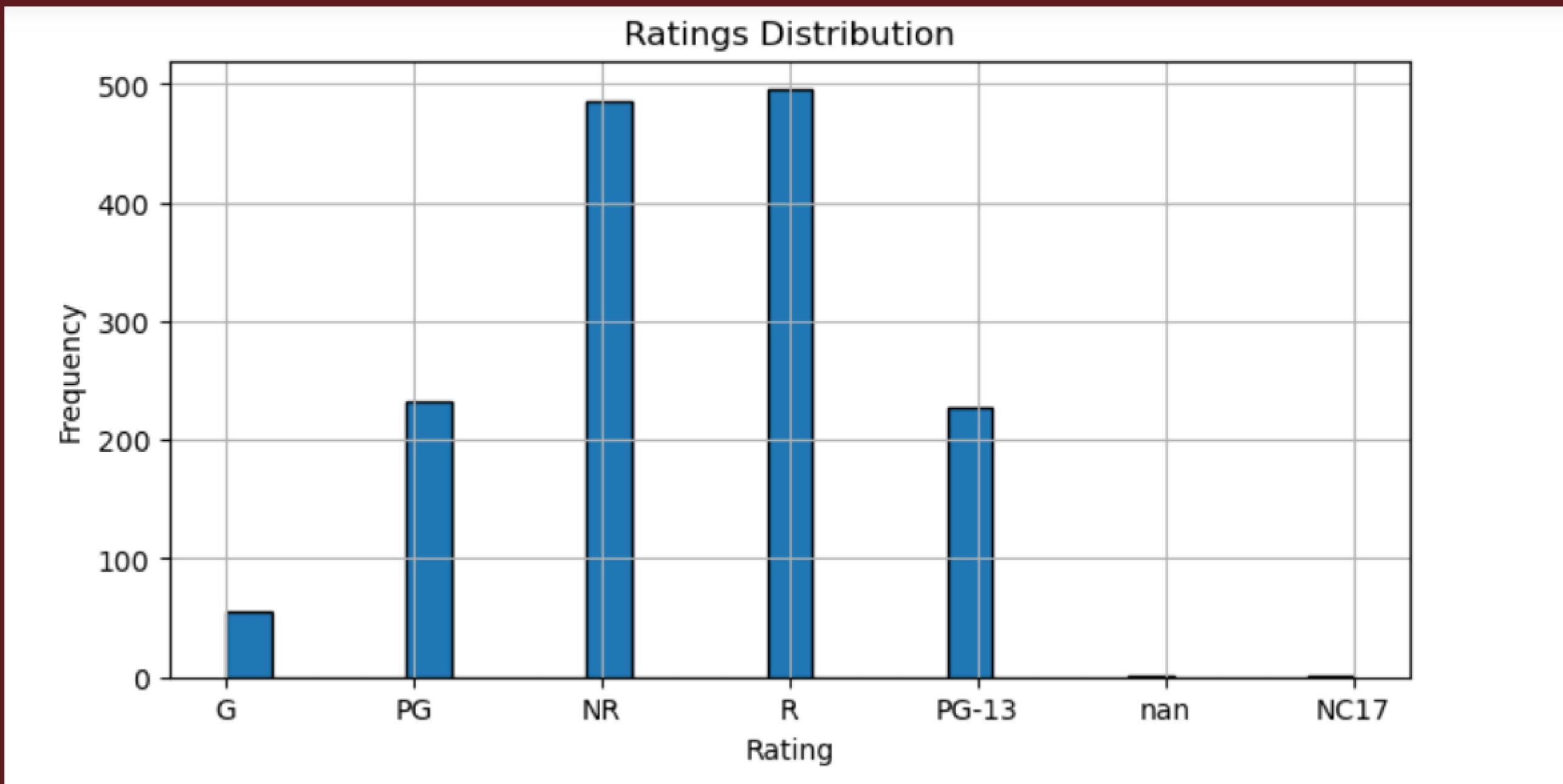


# MOVIE RUNTIME DISTRIBUTION



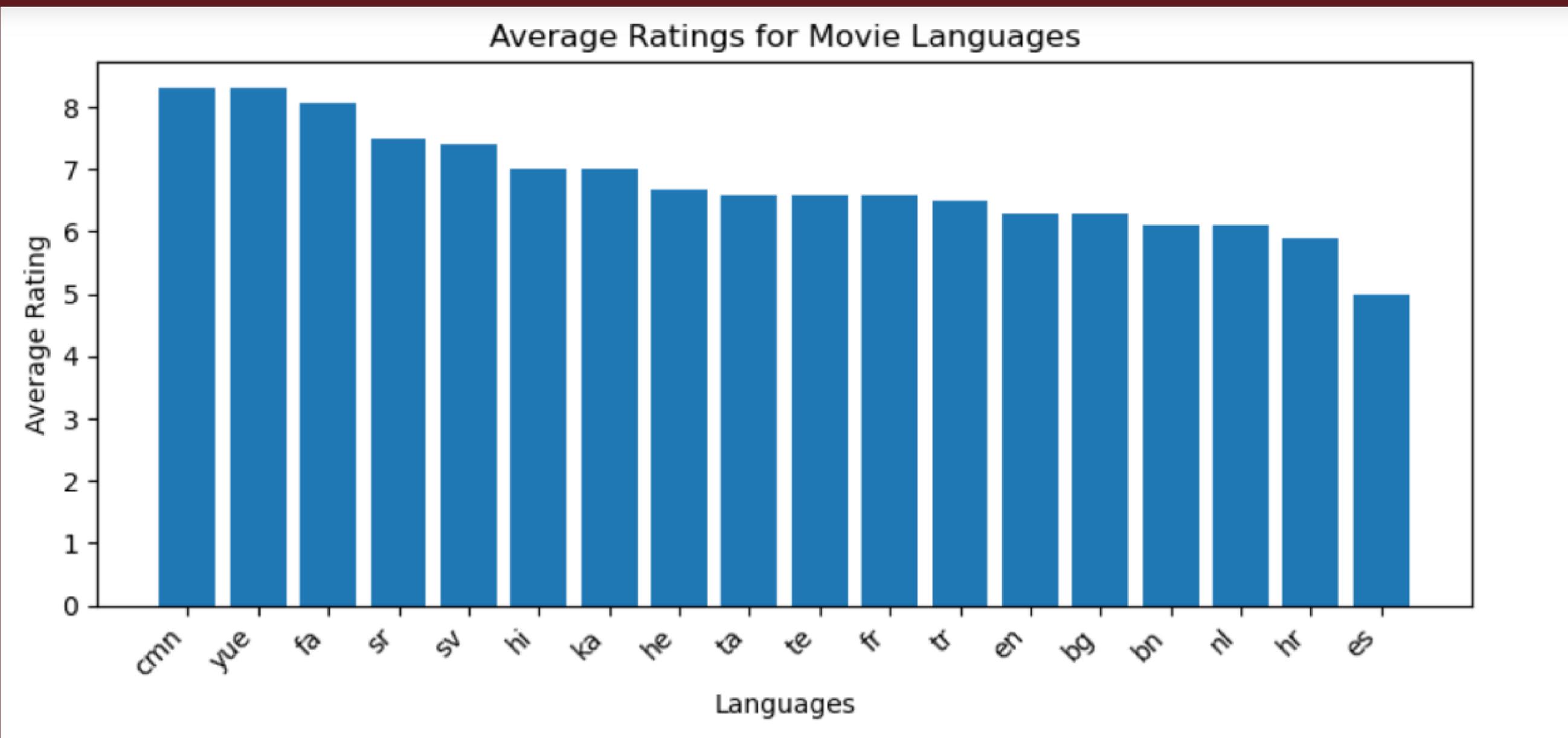
The duration of most of the movies made is between  
80 - 130 minutes

# RATING DISTRIBUTION



The most frequent ratings were R and NR

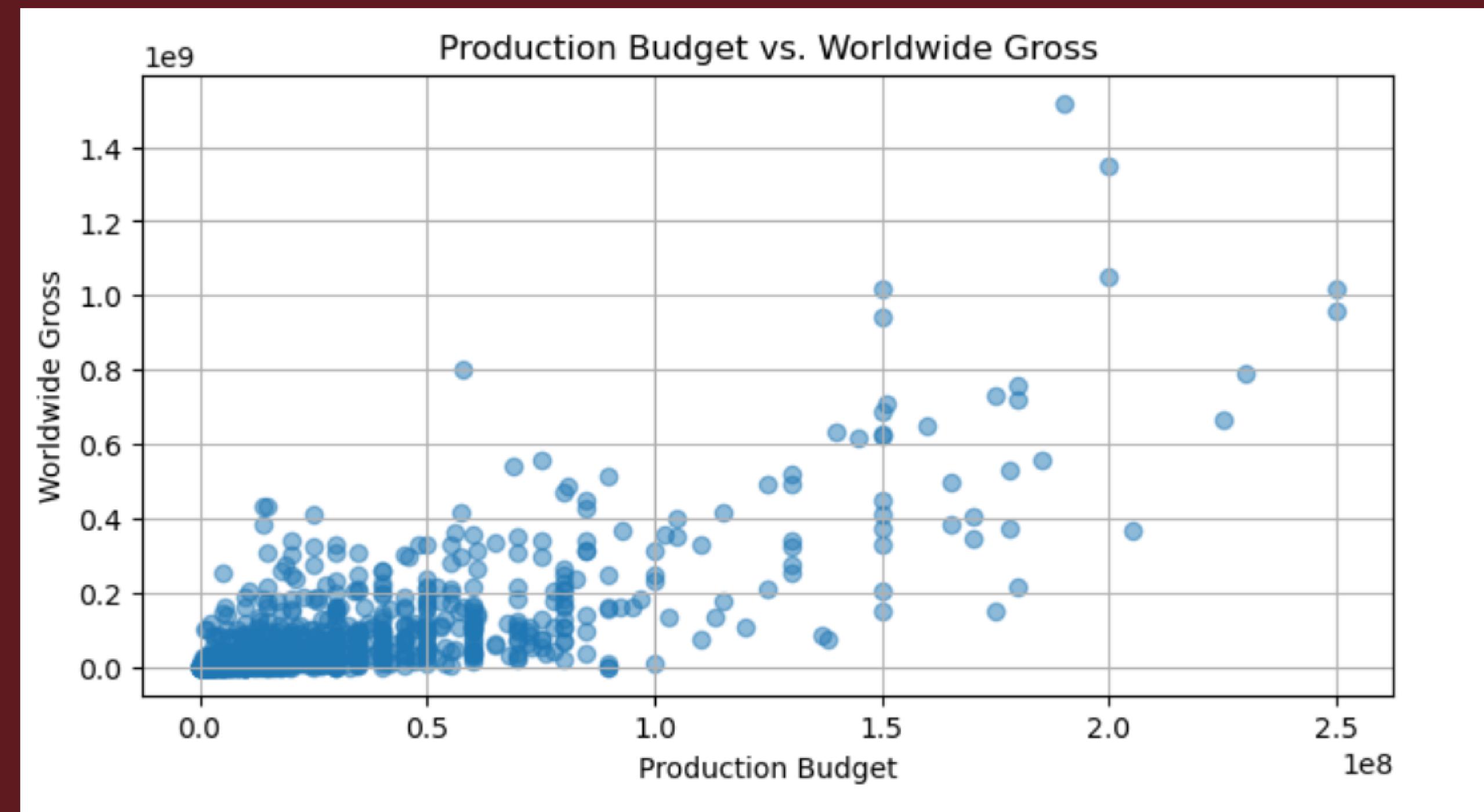
# LANGUAGE DISTRIBUTION

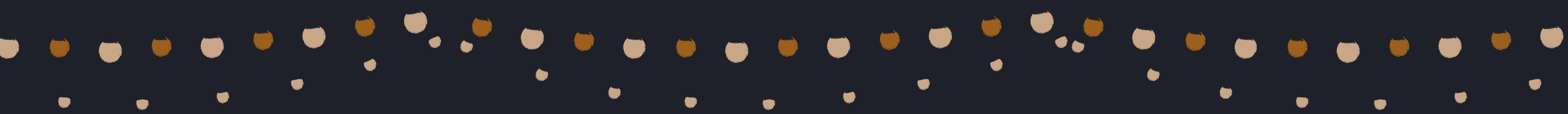


The languages with the highest rated movies are:  
Mandarin Chinese, Yue Chinese, Persian, Serbian  
and Swedish.

# PRODUCTION BUDGET VS WORLDWIDE GROSS

Having a higher production Budget does not automatically mean that the movie will generate a high gross income nor will a lower budget lead to a low gross income.





# CONCLUSIONS



- Majority of movies fall within the duration range of 80 to 150 minutes.
- A higher production budget doesn't guarantee a higher gross income, nor does a lower budget guarantee a lower gross income.



- Drama, Documentary, and Comedy are the most produced genres among the movies analyzed.
- Movies rated as NR and R occur most frequently.
- The languages with the highest rated movies are: Mandarin Chinese, Yue Chinese, Persian, Serbian and Swedish.



# RECOMMENDATIONS



- Aim for movie durations between 80 and 150 minutes.
- Explore Drama, Documentary, and Comedy genres when creating films as they are the most popular.
- Focus on factors beyond budget to optimize revenue generation.



- Include NR (Not Rated) and R-rated movies in movie production as they have the highest frequencies.
- Diversify language options to reach a broader audience.



THANK YOU!