



**GETTING STARTED IN THE MOVIE
INDUSTRY**

PRODUCTION

CONNIE COMPANY

DIRECTOR

Connie Data Science Team

CAMERA

DATE	SCENE	TAKE
18 / 1 / 2025	001	# 1

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We will also talk about this.



AOB'S

And we will talk about this last.

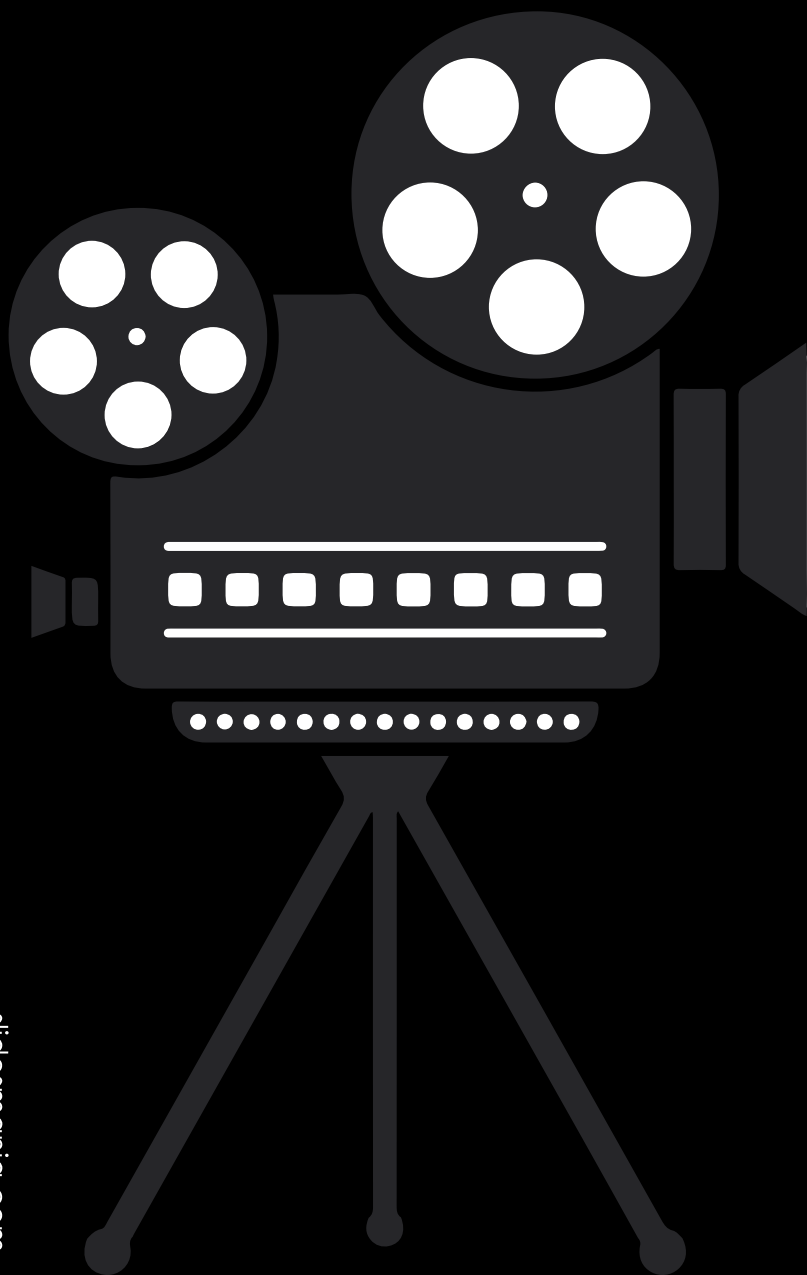


Closure



OVERVIEW


General Analysis Explanation



Overview

This analysis explores data from Box Office Mojo. Starting with an overview of the data, we'll:

1. Clean the data to ensure accuracy.
2. Create new metrics through feature engineering.
3. Use visualizations to highlight key insights.

A graphic of a clapperboard with black and white diagonal stripes and a white bar across the middle. The top left corner shows a black triangle with three white circles, resembling a clapperboard's hinge.

**The goal is to identify Connie
Company's focus areas as we
venture into the film industry**

This is where you section ends. Duplicate this set of slides as many times you need to go over all your sections.

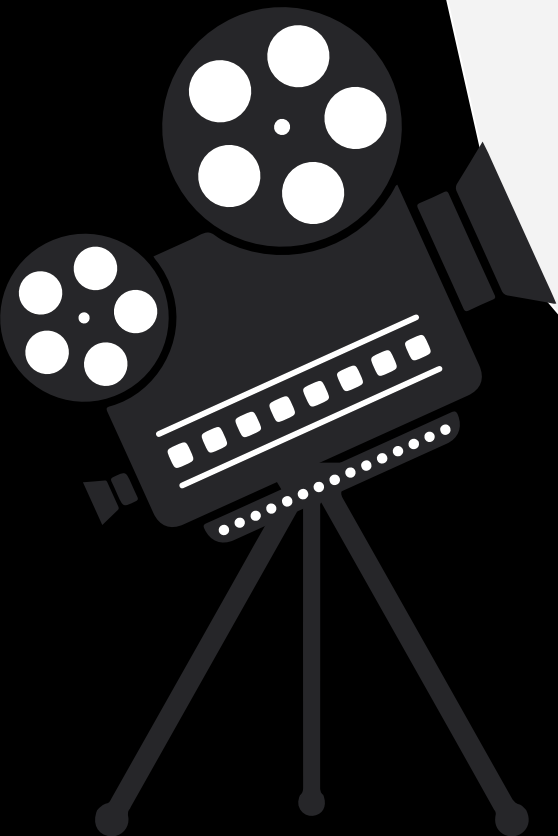



BUSINESS UNDERSTANDING

Business Understanding

Connie company is ready to leap into filmmaking in a world where original video content dominates the entertainment industry.

However, we currently lack experience in the world of cinema. To ensure our success, we must make data-driven decisions about the types of films we produce.





**This analysis will help us
understand what makes a
movie thrive at the box office.**



OBJECTIVES

1. Uncover trends and insights by understanding the market.
2. Discover success factors in terms of genres and studios.
3. Provide recommendations and actionable insights.



By leveraging insights from the box office, we aim to create a roadmap for success in this competitive industry. Let's turn this ambitious vision into a blockbuster reality!



DATA UNDERSTANDING

Data Sources

1. Box Office Mojo – Financial Information(Gross and Budget)
2. IMDB – Genre and Rating Information

Box Office
Mojo

IMDb



Key Features

Title: Name of the movie.

-Studio: The studio in which the movie was produced.

-Domestic Gross: Amount of money earned within the country.

-Foreign Gross: Amount of money earned outside the domestic market.

-Year: The year in which the movie was released.



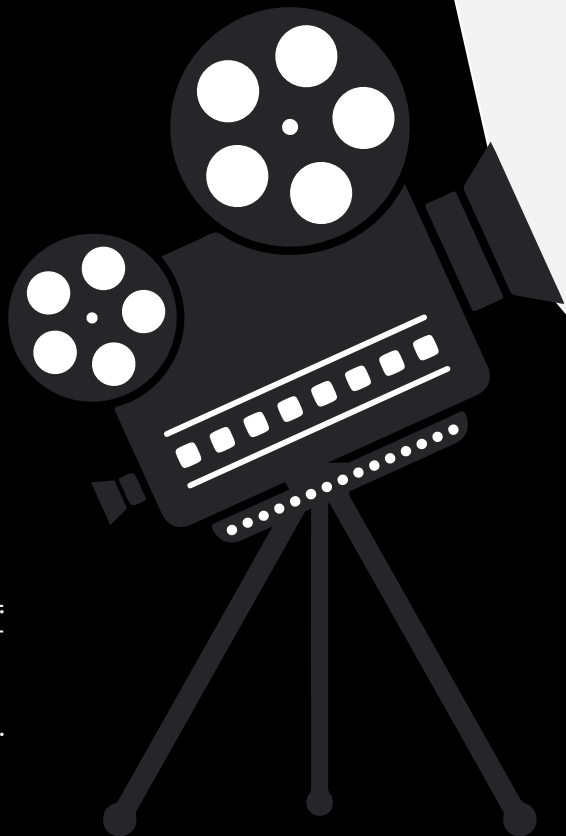
Methodology

- This dataset will enable us to analyze Box Office Movies for trends and patterns in the movie filmmaking industry which will provide insights that will guide us in decision-making.
- The tools used in Python(Pandas, Matplotlib) were utilized in the process of Data **Preparation**, **Cleaning**, and **Conversion** for manipulation to achieve our objectives.



DATA ANALYSIS

This section focuses on analyzing and visualizing the data to gain insights into studio performance and box office trends over time.

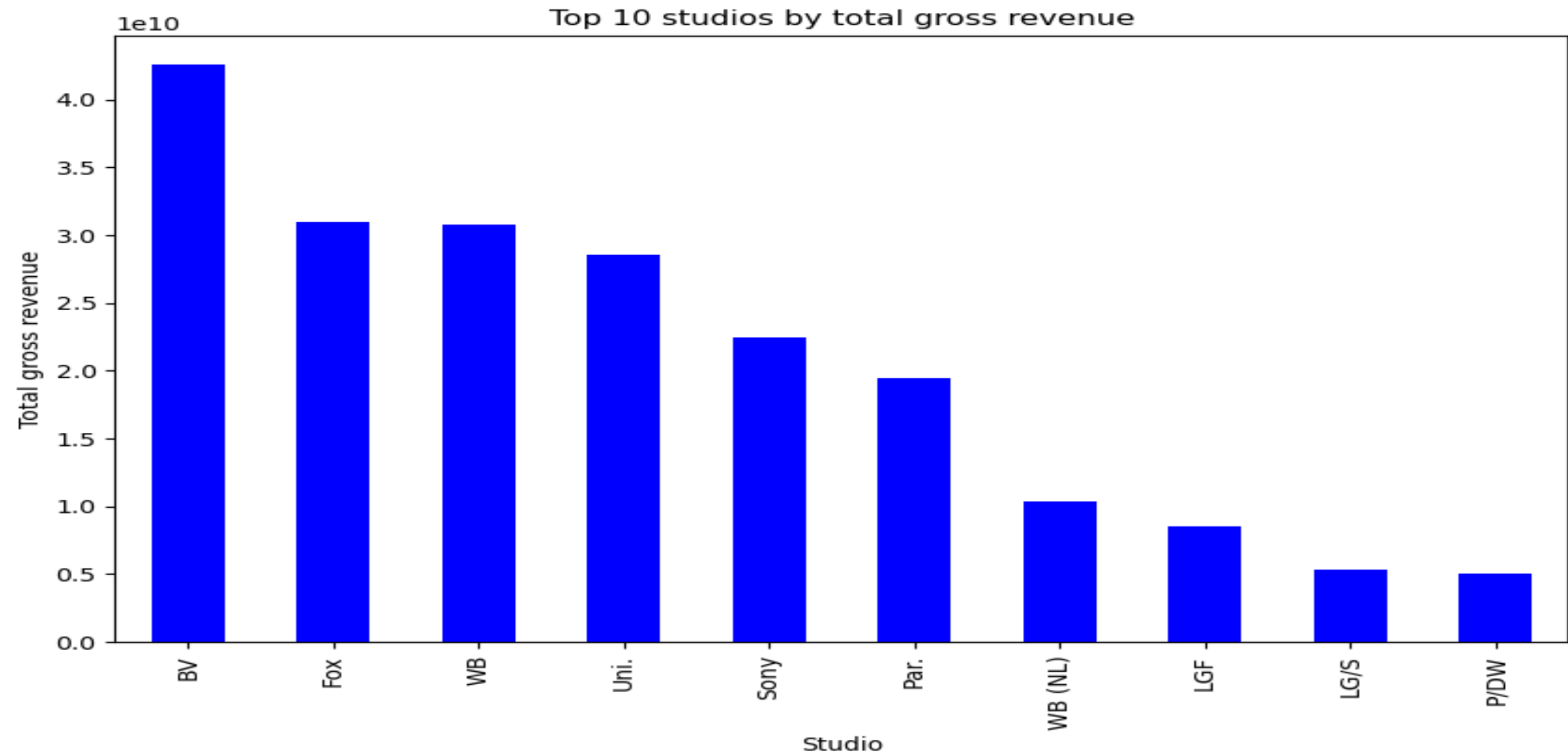




1. PERFORMANCE ANALYSIS

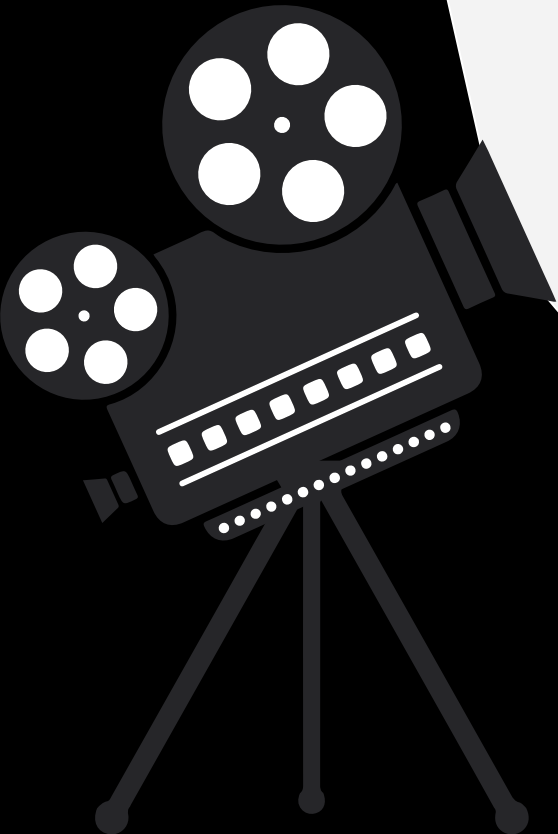
We analyzed how different studios have performed in terms of total gross revenue generated.

This information was filtered and visualized via a bar chart.



Interpretation

From the bar chart, we can see that BV, Fox, and WB are the top three studios, generating significantly higher total gross revenue compared to others.



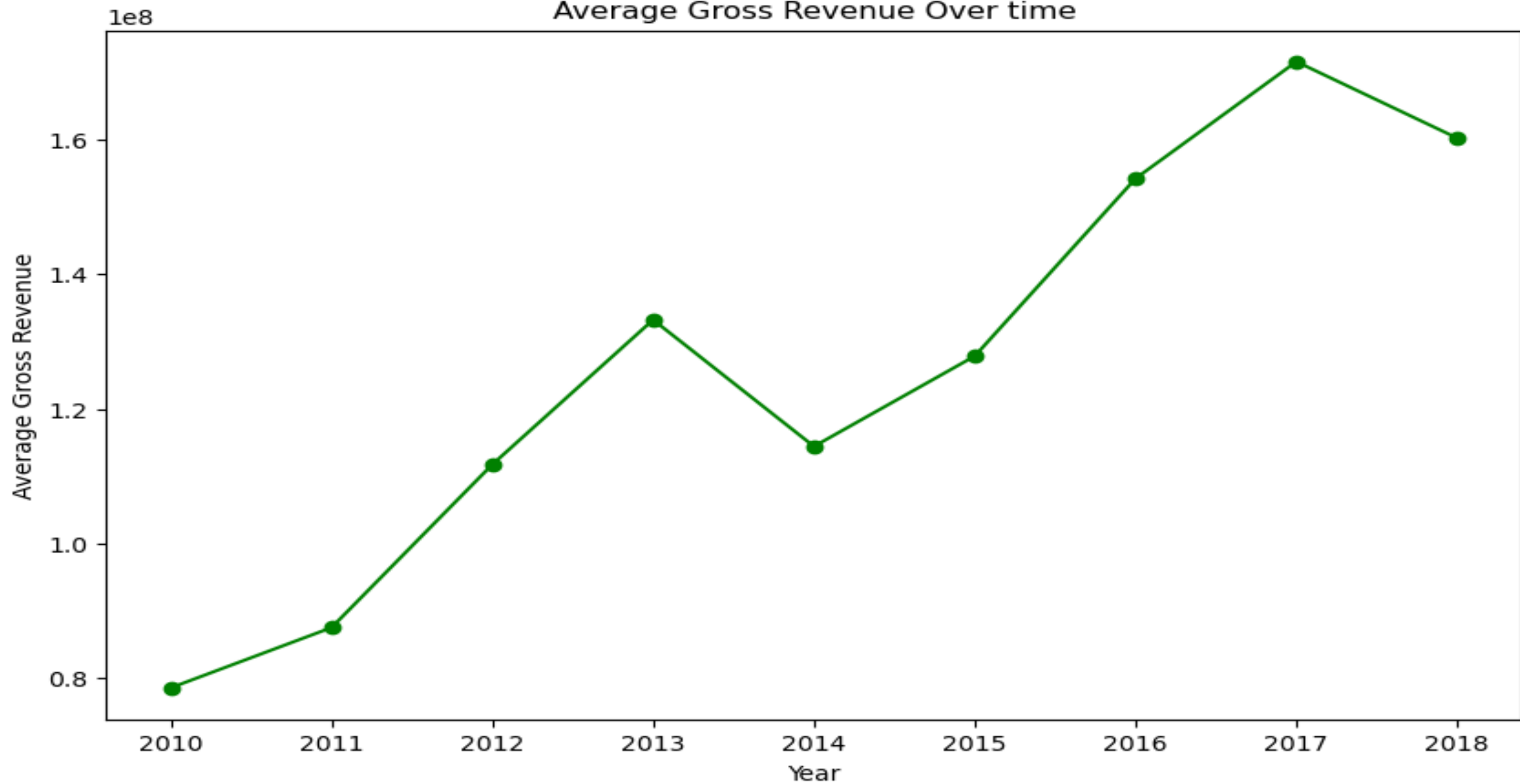


2. FILM INDUSTRY GROWTH ANALYSIS

We analyzed the growth of the film industry by observing the trend of the average revenue of the studios from 2010 to 2018.

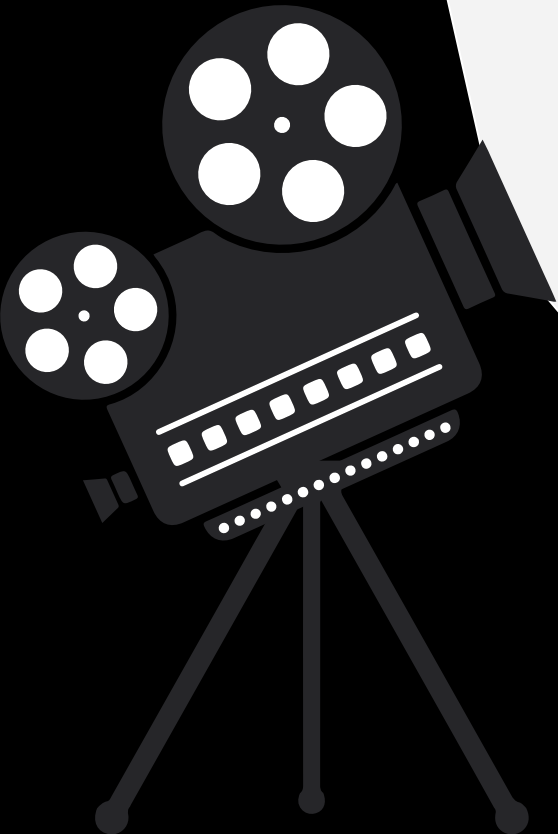
To understand the average box office revenue trends over time, we analyzed the yearly average gross revenue and visualized it with a line chart.

Average Gross Revenue Over time



Interpretation

There is a noticeable upward trend in average gross revenue over the years, indicating growth in the film industry.

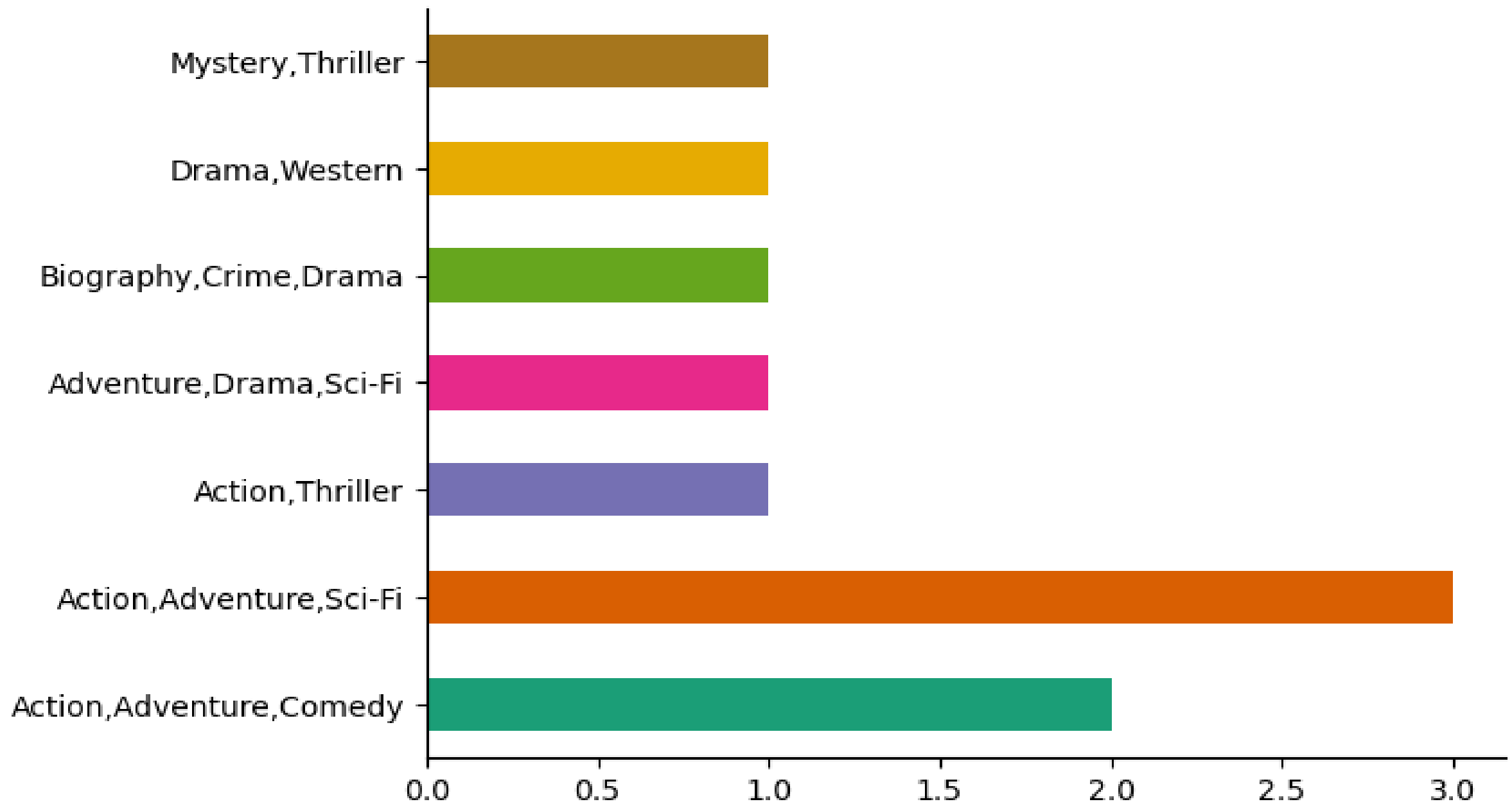




3. GENRE ANALYSIS

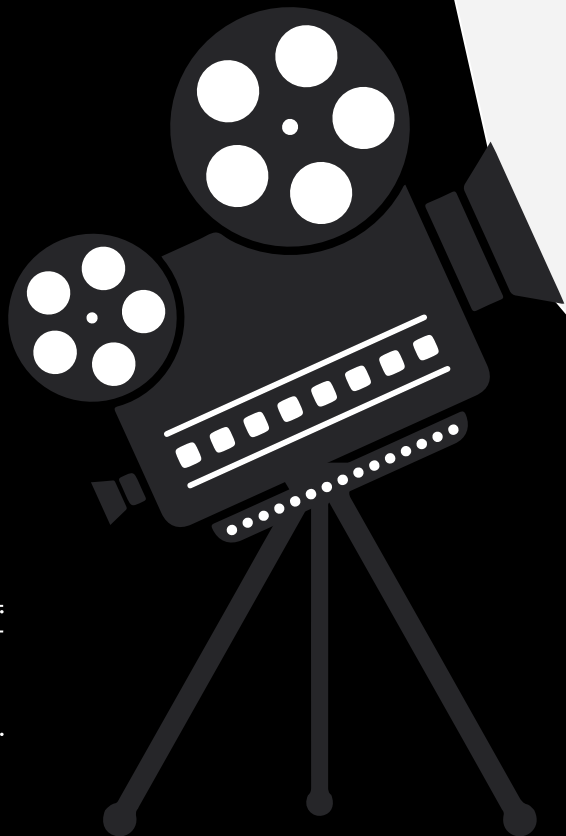
This section focuses on analyzing movie genres and their average ratings via a horizontal bar plot.

This analysis will enable us to identify the most popular genres in the film industry that will be essential to our project



Interpretation

Genres like Action/Adventure/Comedy and Action/Adventure/Sci-Fi remain highly popular.



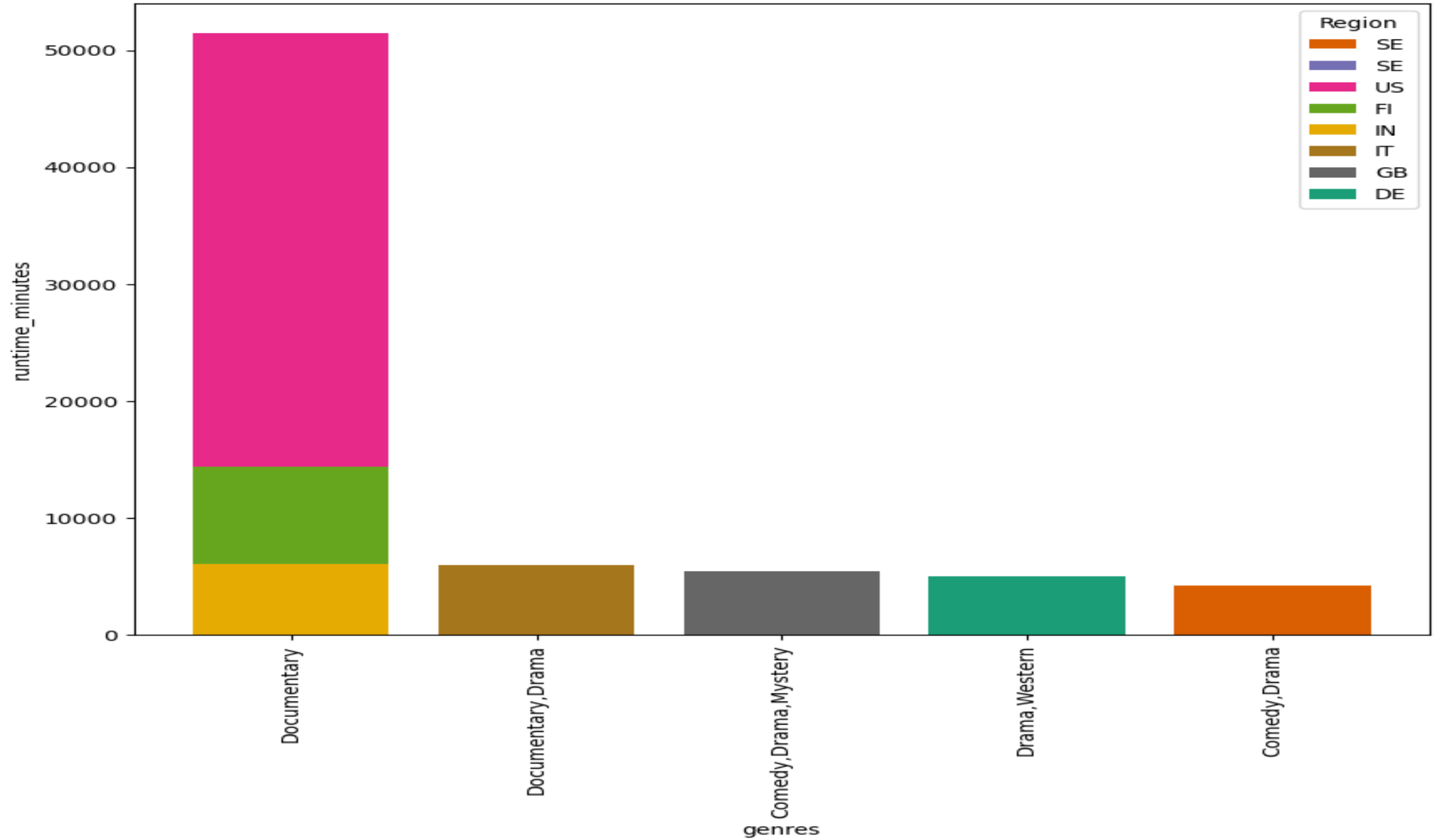


4. RUNTIME DISTRIBUTION ANALYSIS

This analysis was conducted by examining the runtime distribution of genres by region.

These insights will help us better understand the characteristics of popular genres and their performance across different regions.

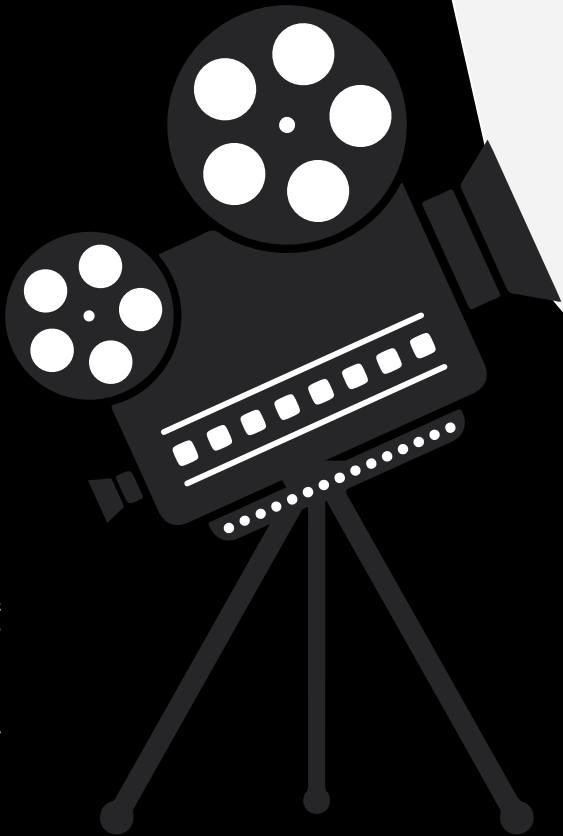
Distribution of Runtimes of Genres by Region



Interpretation

Runtime preferences vary across regions, with documentaries generally having longer durations.

Regional trends indicate diverse preferences, with runtime varying significantly for certain genres.



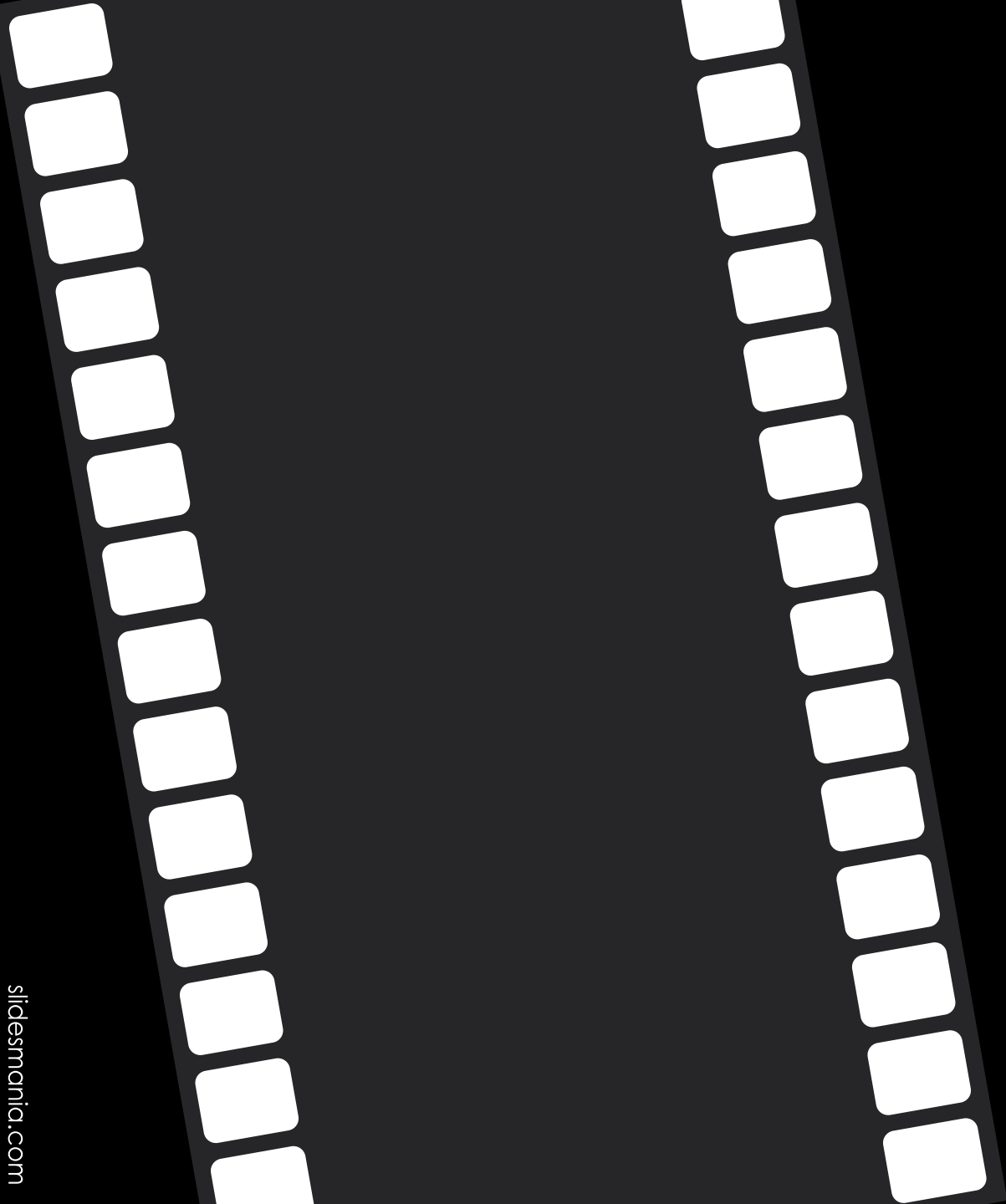


CONCLUSION AND RECOMMENDATIONS

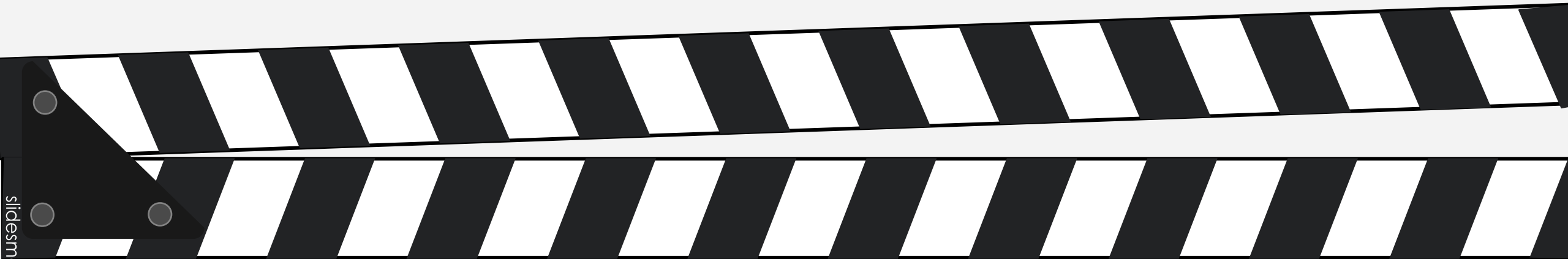


CONCLUSION

The analysis of the IMDB and Box Office Mojo datasets has provided valuable insights into the film industry and key factors for success

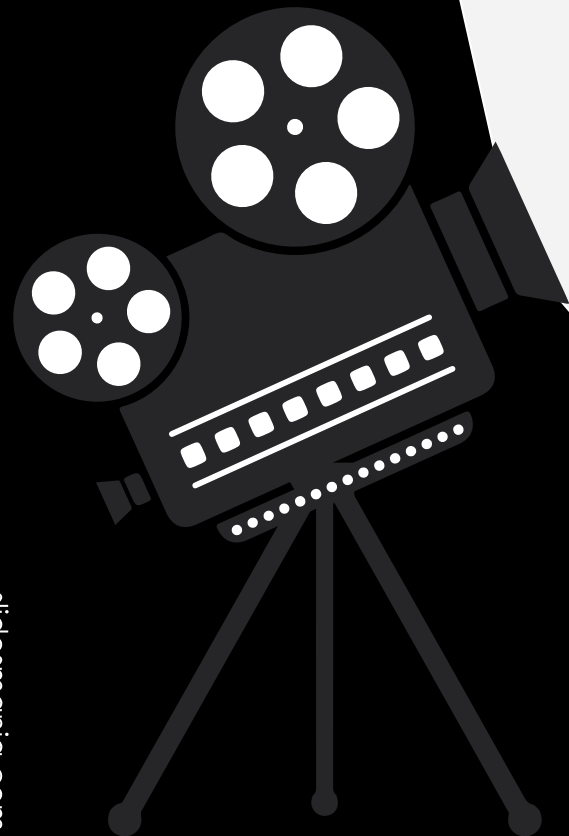
- 
1. Studios like BV, Fox, and WB dominate total gross revenue due to their focus on blockbuster franchises and globally appealing content.
 2. There is a consistent upward trend in average gross revenue over time, reflecting the growing global demand for movies
 3. Genres like Action/Adventure/Comedy and Action/Adventure/Sci-Fi remain highly popular.
 4. Runtime preferences vary across regions, with documentaries generally having longer durations
 5. Regional trends indicate diverse preferences, with runtime varying significantly for certain genres.

RECOMMENDATIONS

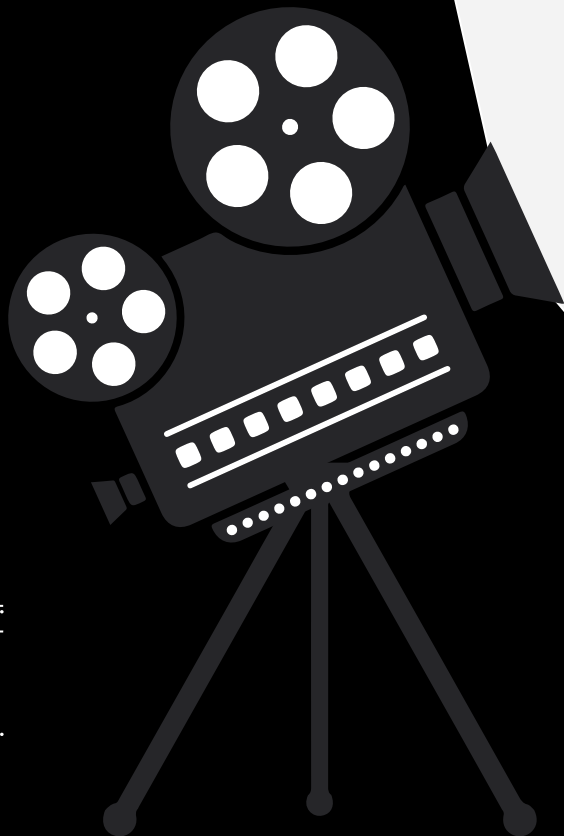



1. Partner with or learn from Top performing studios. The dominance of studios like BV, Fox, and WB suggests that we can benefit from studying their strategies, such as: Targeting family-friendly or globally appealing content (as many of these studios specialize in). Leveraging strong marketing campaigns and partnerships to boost box office performance. Alternatively, Microsoft could consider partnering with these studios or hiring experienced professionals from these companies to gain an edge.

2. Invest in international markets. The significant contribution of foreign gross to total gross indicates the importance of international markets. We should prioritize producing films with global appeal, incorporating universal themes, diverse casts, and multilingual releases to maximize international earnings.



3. **Capitalize on emerging trends.** The upward trend in yearly average gross revenue shows a growing market for films.
4. **Focus on High-Rated Genres for Production.** Genres such as Action/Adventure/Comedy and Action/Adventure/Sci-Fi have consistently high average ratings. We should prioritize these genres as the audience seems to enjoy them more.
5. **Tailor Content by Region.** The analysis shows variations in runtime preferences across regions. We should adapt content style to suit regional preferences, creating targeted projects for maximum impact in different markets.



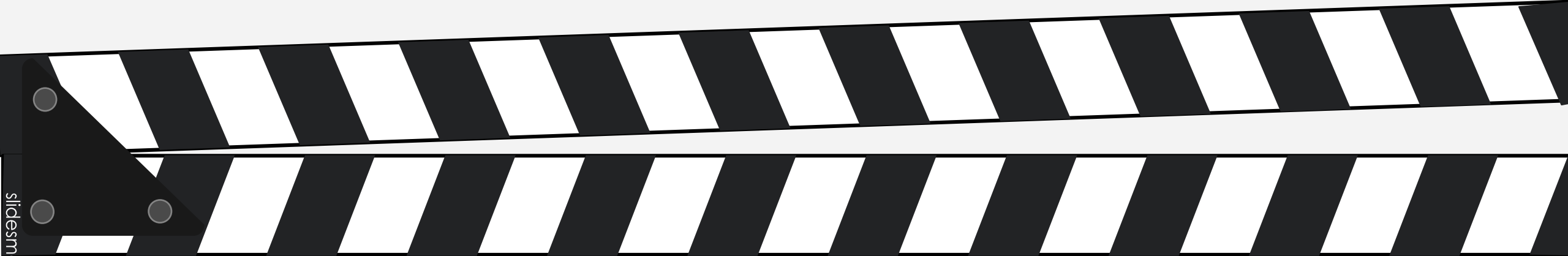
A graphic of a clapperboard with black and white diagonal stripes. A white bar across the middle contains the text. The background of the slide is dark grey.

The film industry offers immense opportunities, but it is highly competitive. To succeed, we must combine creativity with data-driven decision-making. By focusing on high-performing genres, leveraging its technological expertise, and strategically partnering or innovating, we can establish a strong foothold in the industry and create films that captivate audiences globally.



AOB'S

This section is allocated for questions on the research conducted. Feel free to ask away.





CLOSURE



Thank you!

Do you have any questions?

Email information:

- brendamutai10@gmail.com
- 7frankipchumba@gmail.com
- Leo.koech.rono@gmail.com