

Movie Studio Analysis

Group 1 Presentation



Overview

This project is meant to analyse the current box office landscape to identify which films perform best while providing sufficient evidence to support the claims. The findings will lay the foundation for our new studio's content and business strategy as we plan to delve into the space of original film creation.



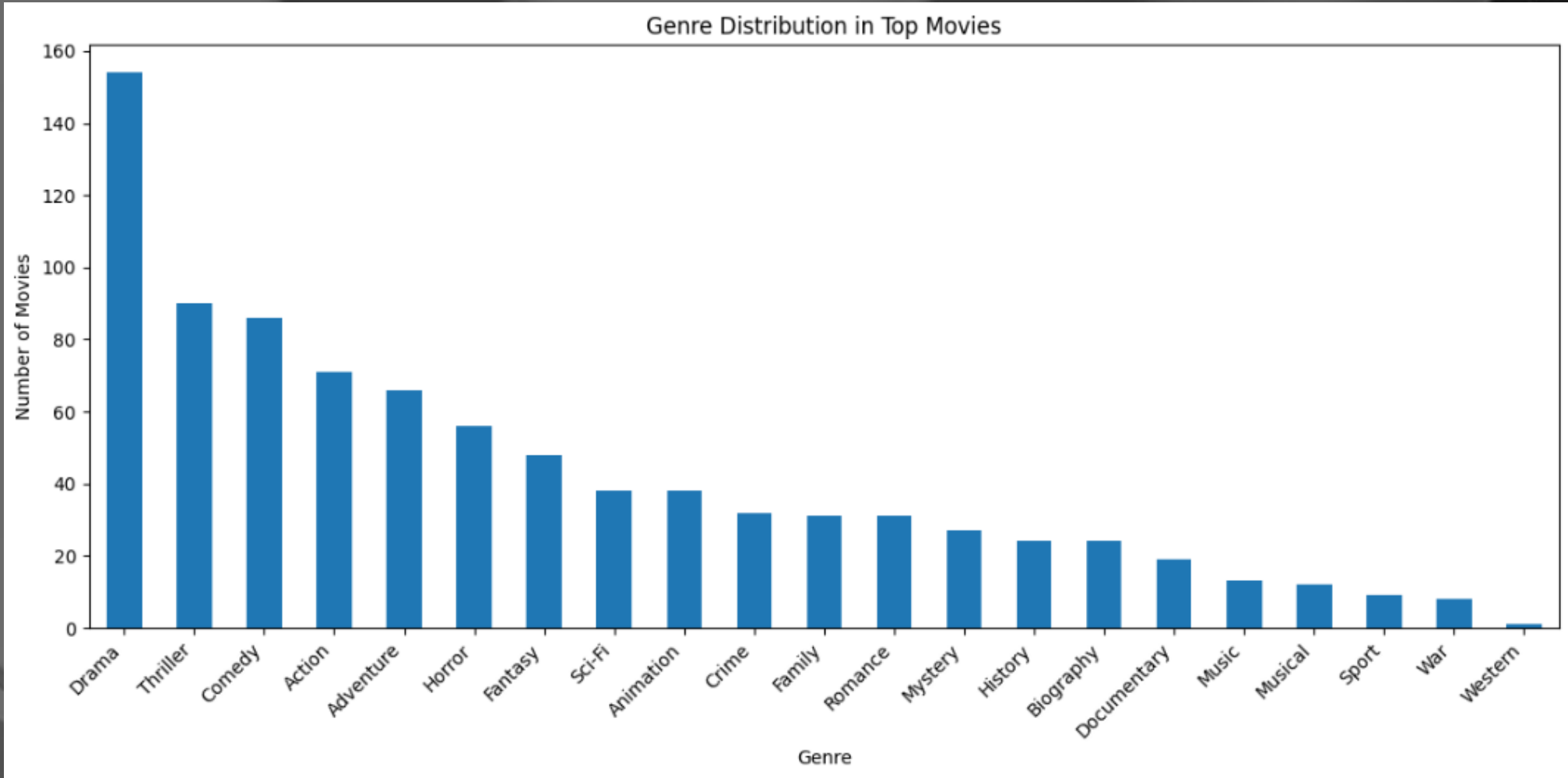
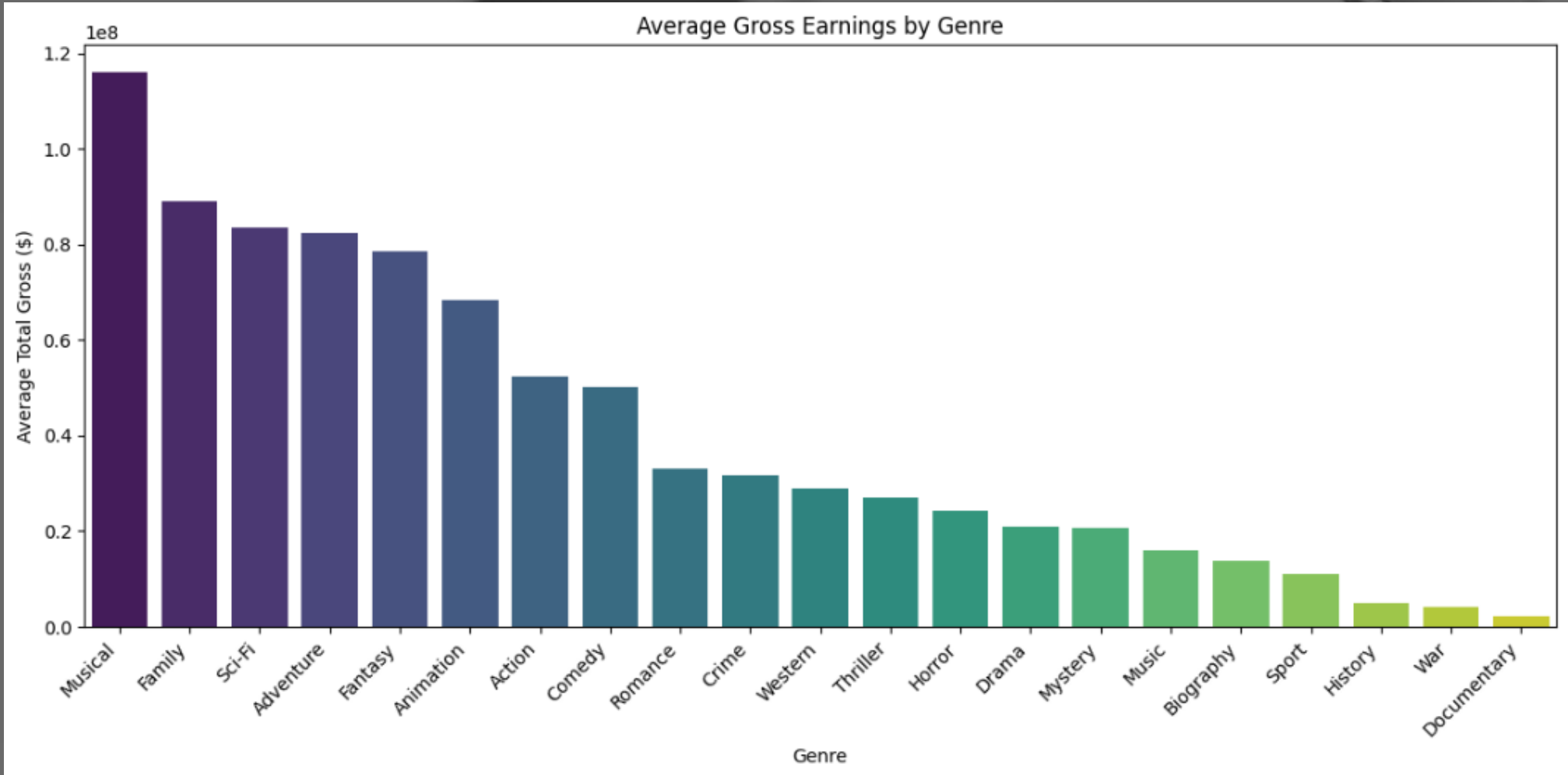
Objectives

1. Identify which movie genre to focus on.
2. Identify the ideal MPAA rating for our movies.
3. Specify the best runtime for our movies.
4. Give insights on the best distribution strategy to follow.

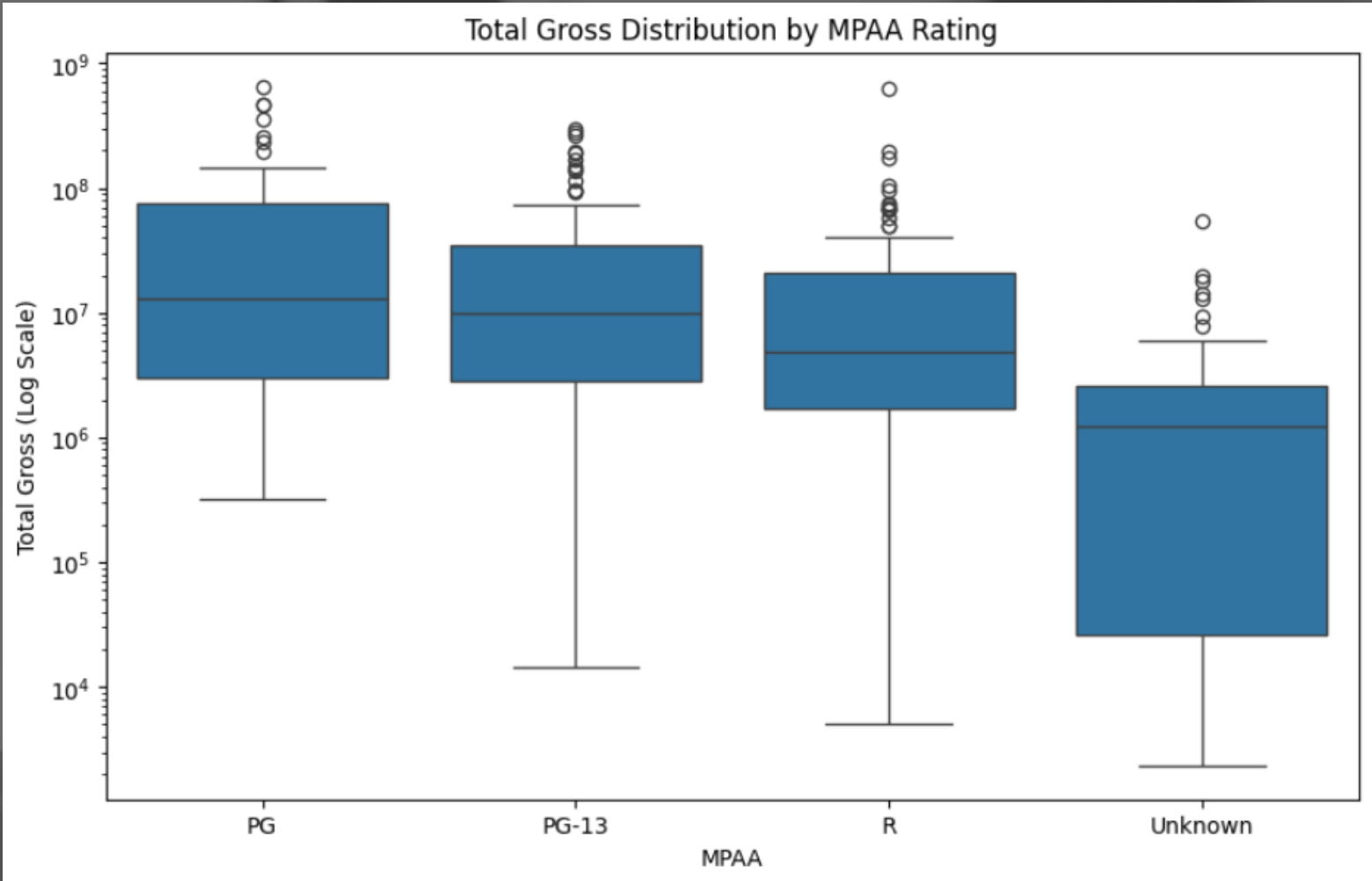
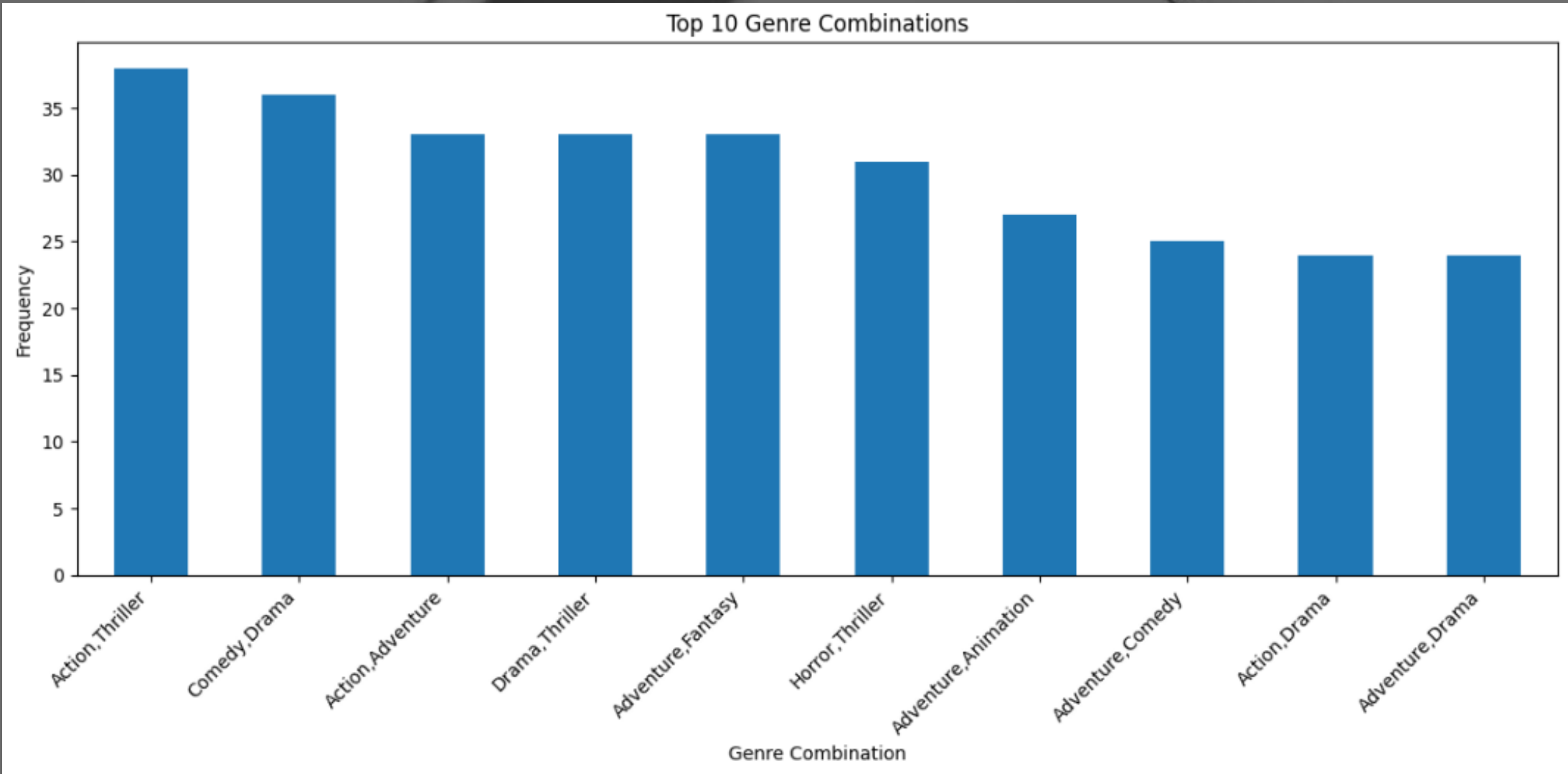
Data Understanding

Data for this analysis was sourced through web scrapping from www.boxofficemojo.com. The dataset obtained (stored inside box_office_data_cleaned.csv) provided us with detailed movie information including Total Gross, Distributor, Opening Theaters, Movie name, Year of Release and MPAA rating. This data allowed us to run a comprehensive analysis where we managed to extract useful information that will assist the company in making informed strategic decisions.

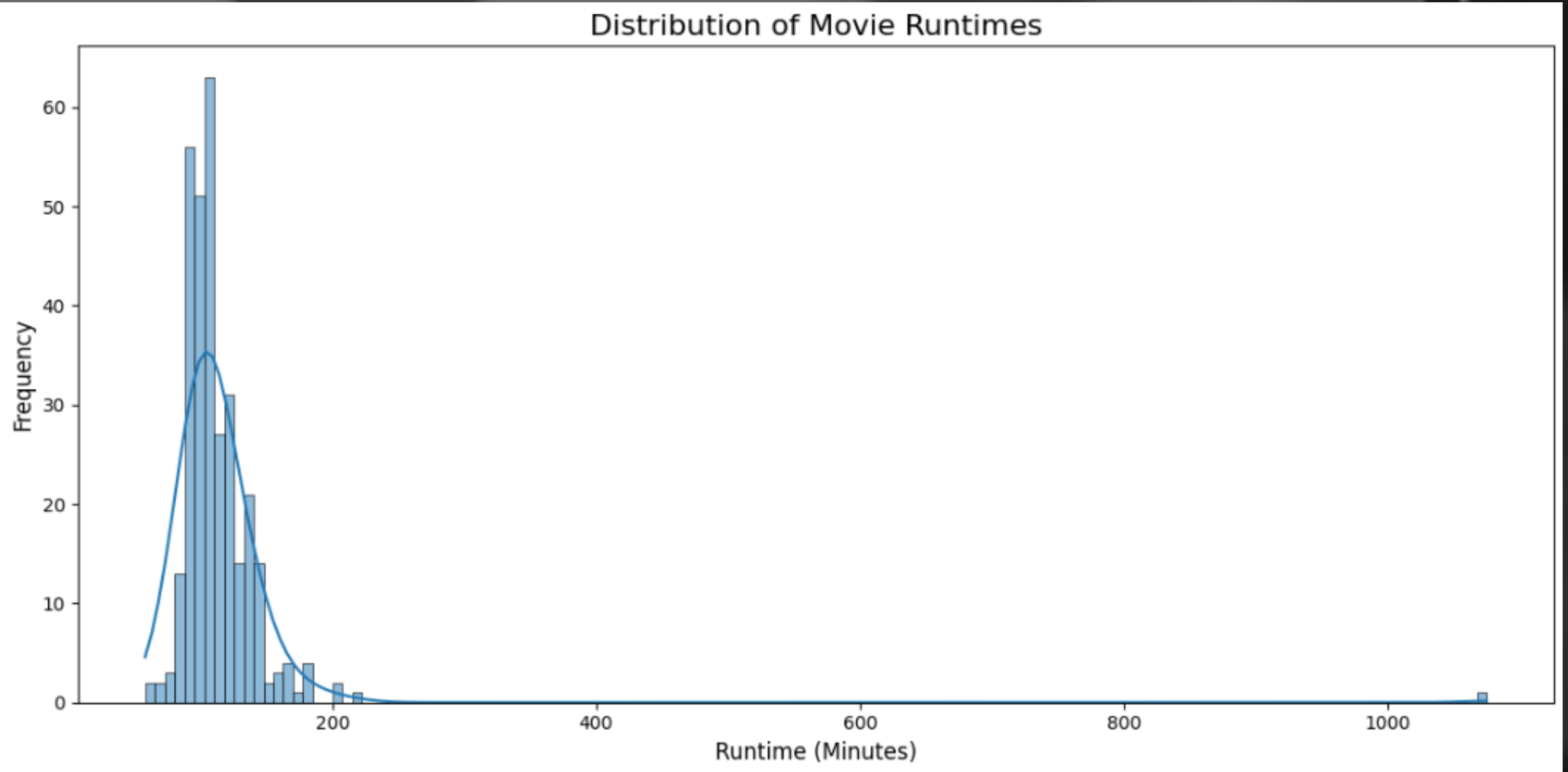
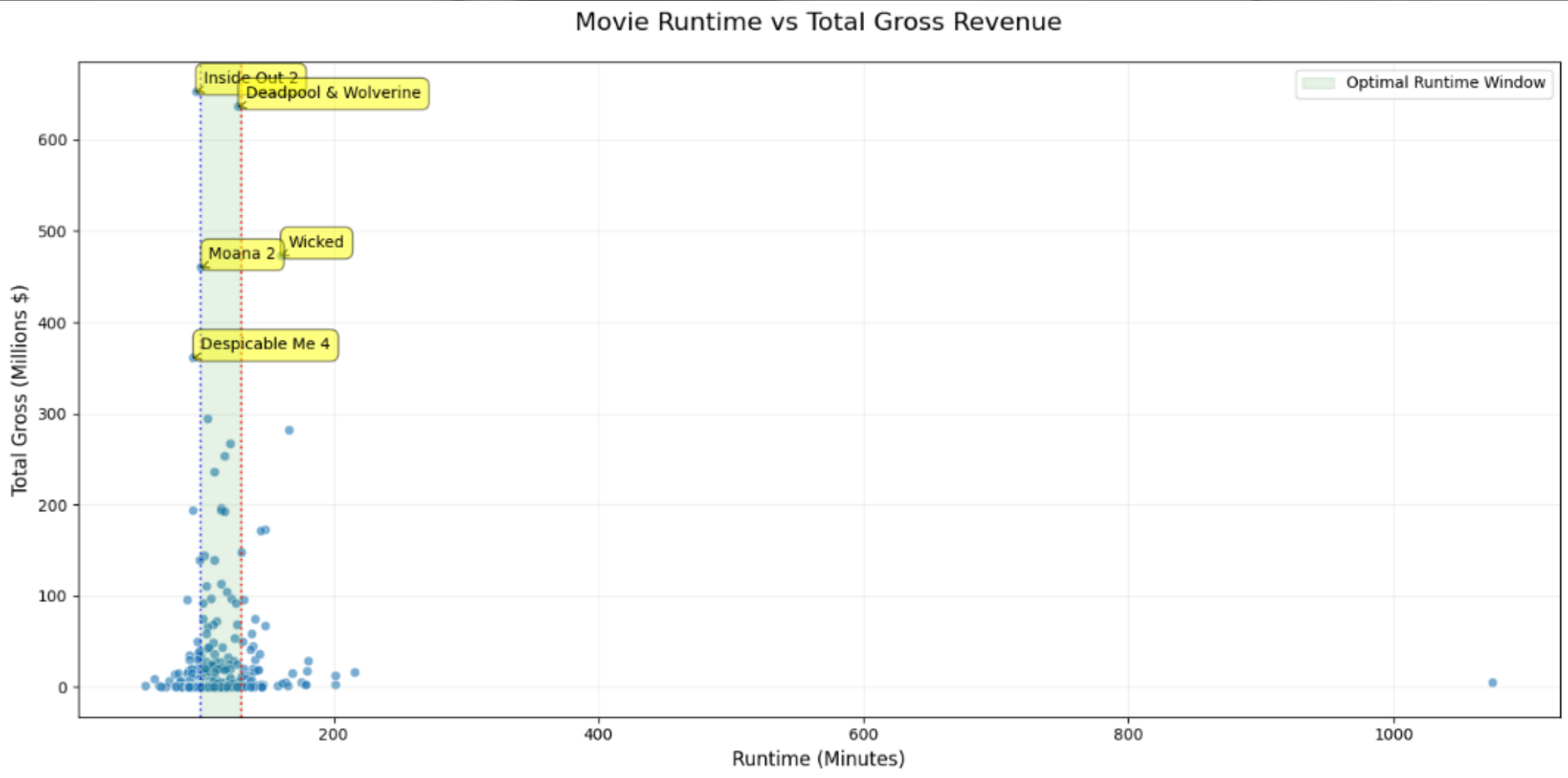
Data Findings



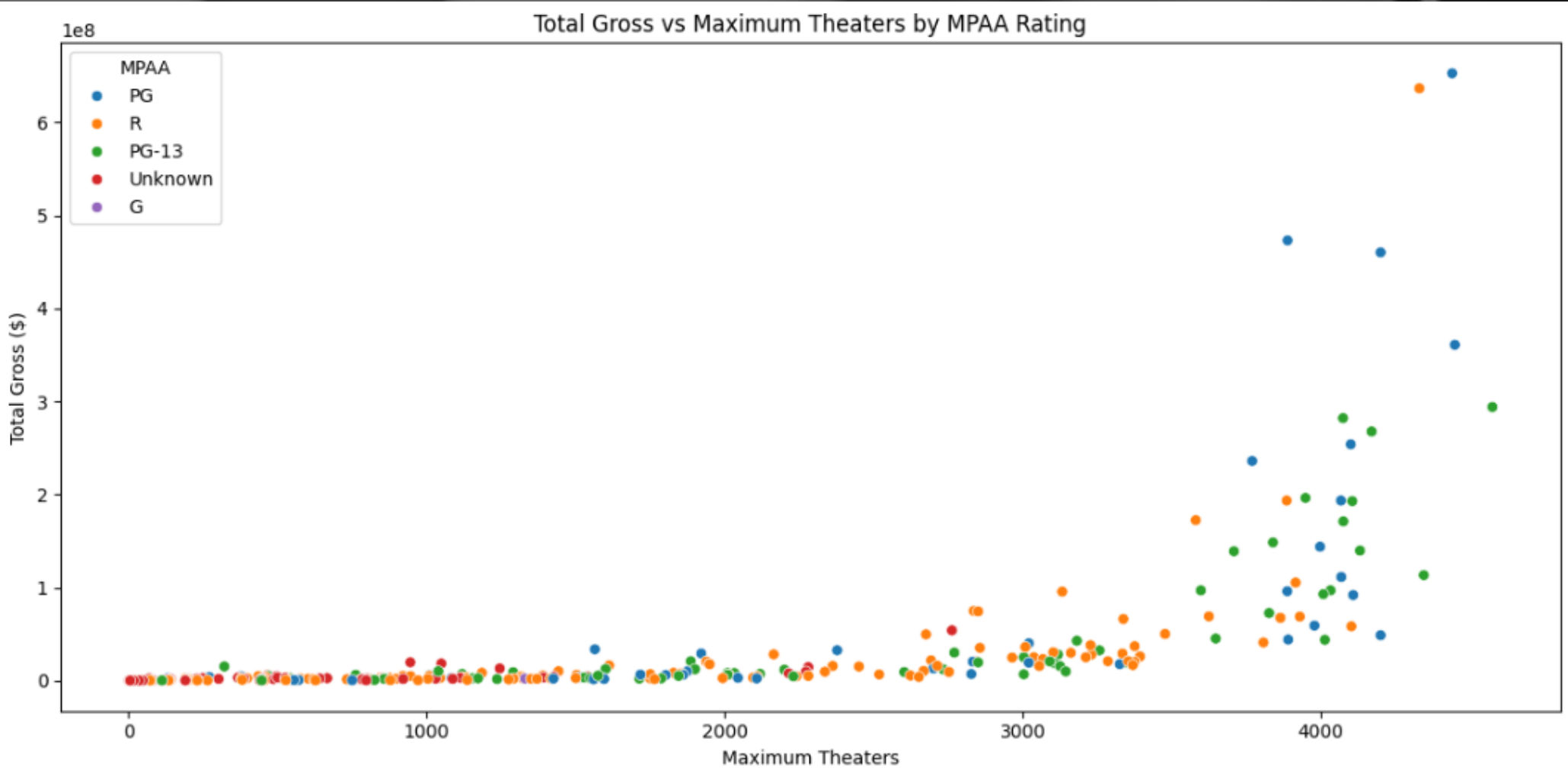
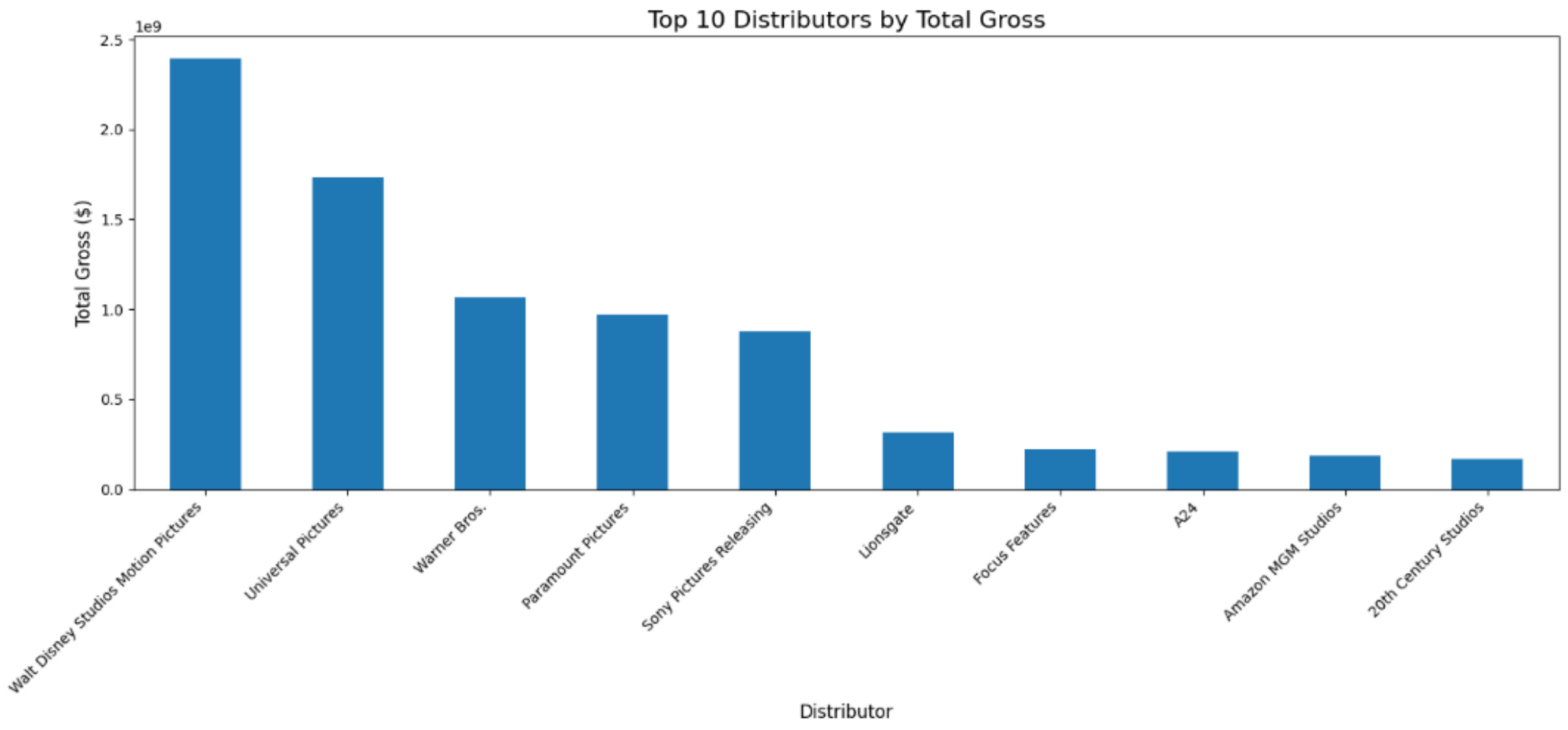
Data Findings



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Recommendations

1. **Analysis of 2024–2025 Domestic Box Office shows Drama, Thriller, and Comedy dominate in movie count, while Musical, Family, and Sci-Fi lead in Median Total Gross. Action–Thriller hybrids are common, suggesting blending genres boosts popularity.**
2. **PG and PG–13 films generate the highest earnings (PG avg. 81.57M,PG–1381.57M,PG–1342.59M), making them ideal for broad audiences. R-rated films earn less (median \$4.79M), while G and Unknown ratings perform poorly. Focusing on PG/PG–13 maximizes reach and revenue.**
3. **Optimal movie runtime for engagement and box office success is 100–130 minutes, balancing storytelling and retention. Most films run 70–200 minutes; extremely short or long runtimes are less common and risk lower performance.**
4. **Partnering with top distributors like Walt Disney Studios and Universal Pictures maximizes box office success, boosting reach, marketing, and audience engagement.**

A black and white photograph of a vintage movie camera. The camera is shown from a side-on perspective, with a film strip running through its internal mechanism. The camera has a large, circular lens on the left side and a complex system of gears and belts on the right. The background is dark, and the camera is illuminated from the left, creating a strong contrast.

Thank You!