PHASE II PROJECT GROUP 8

CLASS: DSF-PT08
SCHOOL: MORINGA SCHOOL

BACKGROUND

In the Rapidly evolving entertainment industry, original video content has become a significant driver of audience engagement and revenue. Recognizing this trend, our company has decided to venture into the world of movie production by establishing a new movie studio, Majestic Motions. However, as a newcomer to the film industry, we face the challenge of understanding what types of films resonate most with audiences and perform well at the box office.
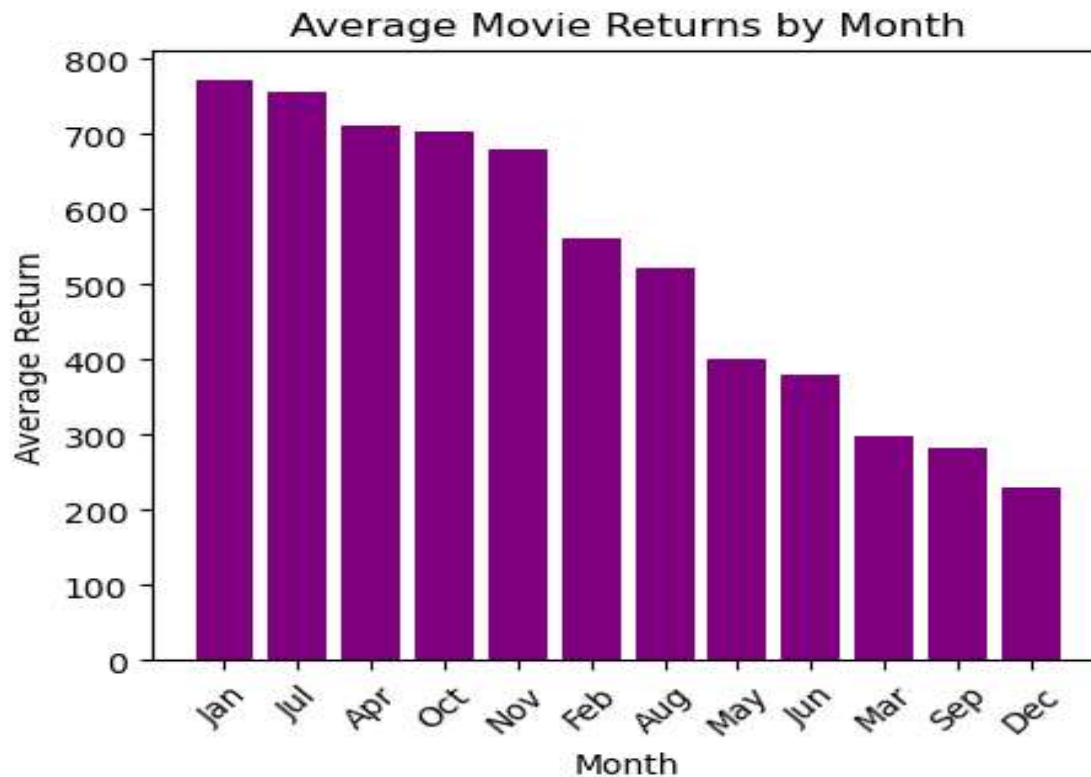
Problem Statement: To ensure the success of its film productions, Majestic Motions needs to understand current box office trends and identify the most successful film genres. The primary challenge is to explore and analyze these trends to provide actionable insights that will guide the studio's strategic decisions, ensuring that their film productions align with market demands and audience preferences.

OBJECTIVES

1. Determine which film genres are at present high performing at the box office.

2. Examine how the production budget of a film correlates with its box office revenue, identifying the optimal budget range that maximizes profitability.

3. Establish whether there is a relationship between film genre rating(review) and box office performance in terms of net revenue.

4. Identify the most effective (successful) periods of the year for movie releases.

FINDINGS

To achieve our 4th Objective, we analyzed our data in terms of monthly average returns and monthly average ratings. We the proceeded to plot the averages against the months.

Average Movie Returns by Month

Conclusion & Recommendation:
From the graph, we concluded that the top 3 months with highest returns were January, July and April. Thus, we would advise Majestic Motions to highlight these as the prime months for movie releases in order to make profitable returns.
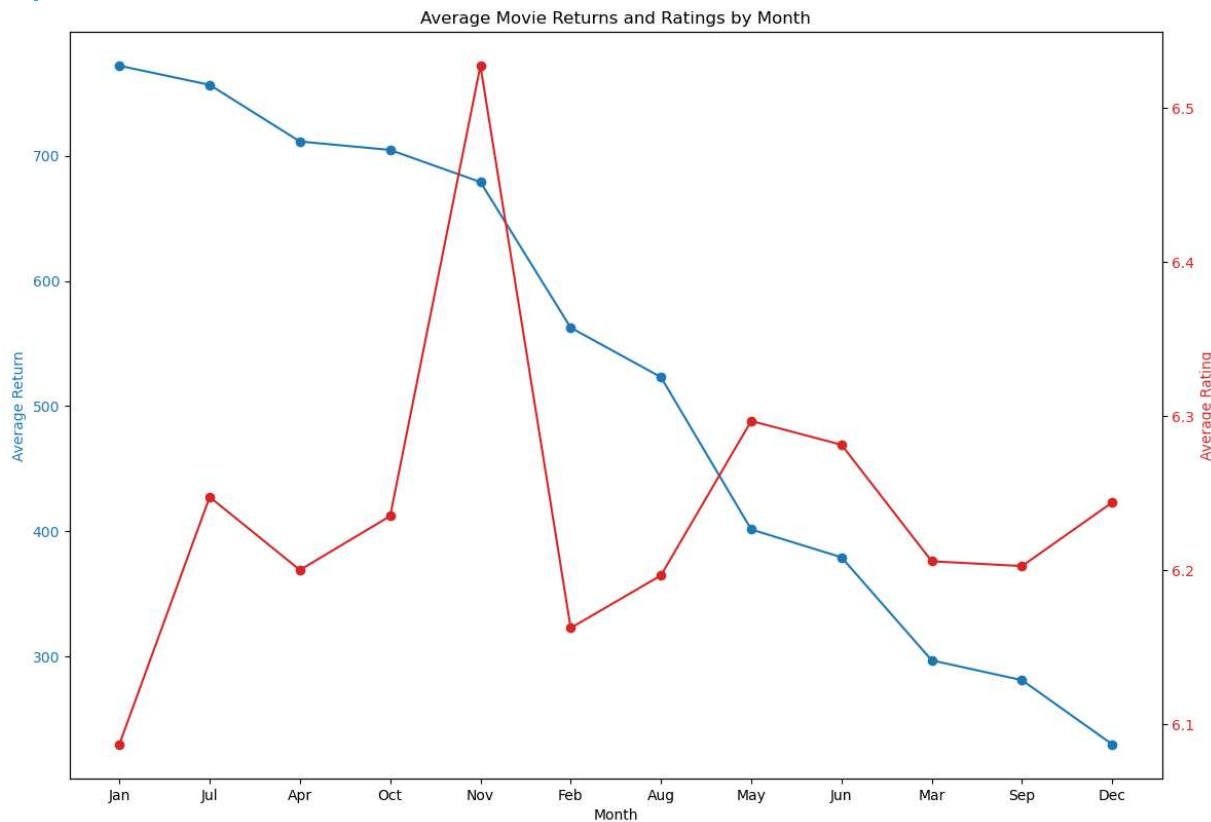
FINDINGS

Conclusion & Recommendation:
From the graph, Movies released in November had the highest ratings. In terms of ratings, we would advise majestic motions to consider November as the best month to release movies in order to increase their ratings.

FINDINGS

We then proceeded to combine ratings and return in order to identify the optimal time when movie releases have higher returns and relatively high ratings.

Average Movie Returns and Ratings by Month

Conclusion & Recommendation:

From the plot, it is evident that the average movie returns have no correlation to the average ratings. We can also conclude that the optimal period for movie releases where the returns and ratings are relatively high is between October and November.

We would therefore advice Majestic Motion in order to get optimal results the best time to release their movies would be those particular months(October & November).

FINDINGS

To achieve our 2nd Objective which involved examining the correlation between the production cost and revenue then identify the optimal budget range that maximizes profitability, our findings were as follows;

DATA UNDERSTANDING

Data source, why decided to use the data ,how was data prepared (sql query data base,Cleaning,analyzing:checking for correlation,