

MOVIE STUDIO ANALYSIS

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Agenda

- Business Problem
- Data Overview
- Recommendations
- Next Steps
- Contact information

Summary

I will be providing three insights to answer the business problem

- Highest rated Genres
- Market audience
- Film lengths

Business Problem

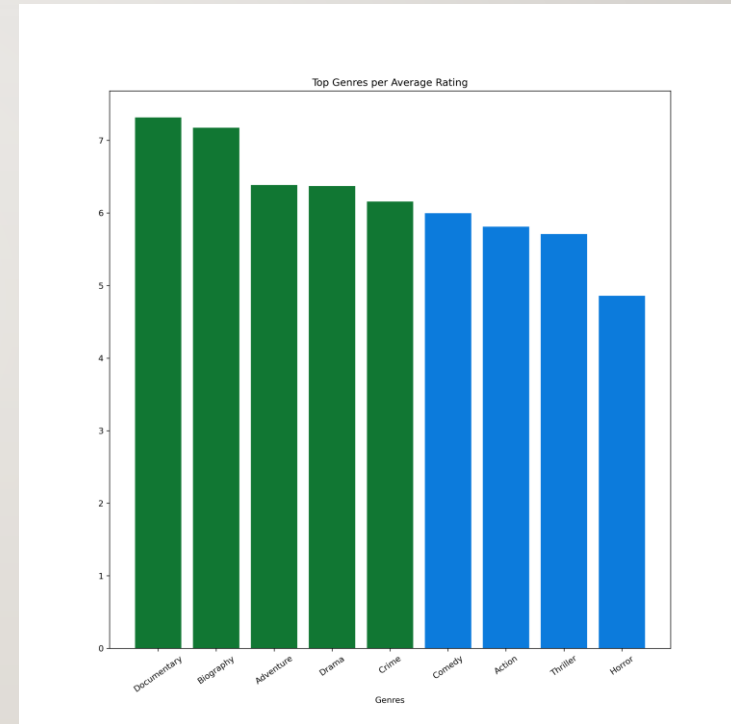
- Recommendations for new movie studio, I am tasked with exploring data on the market and provide actionable insights to decide the parameters for the films they are going to create.

Data Overview

- IMDB Database to look at the highest rated genres from 2010-2019
- The Numbers to compare domestic and global profits
- Rotten Tomatoes to analyze runtime and profits

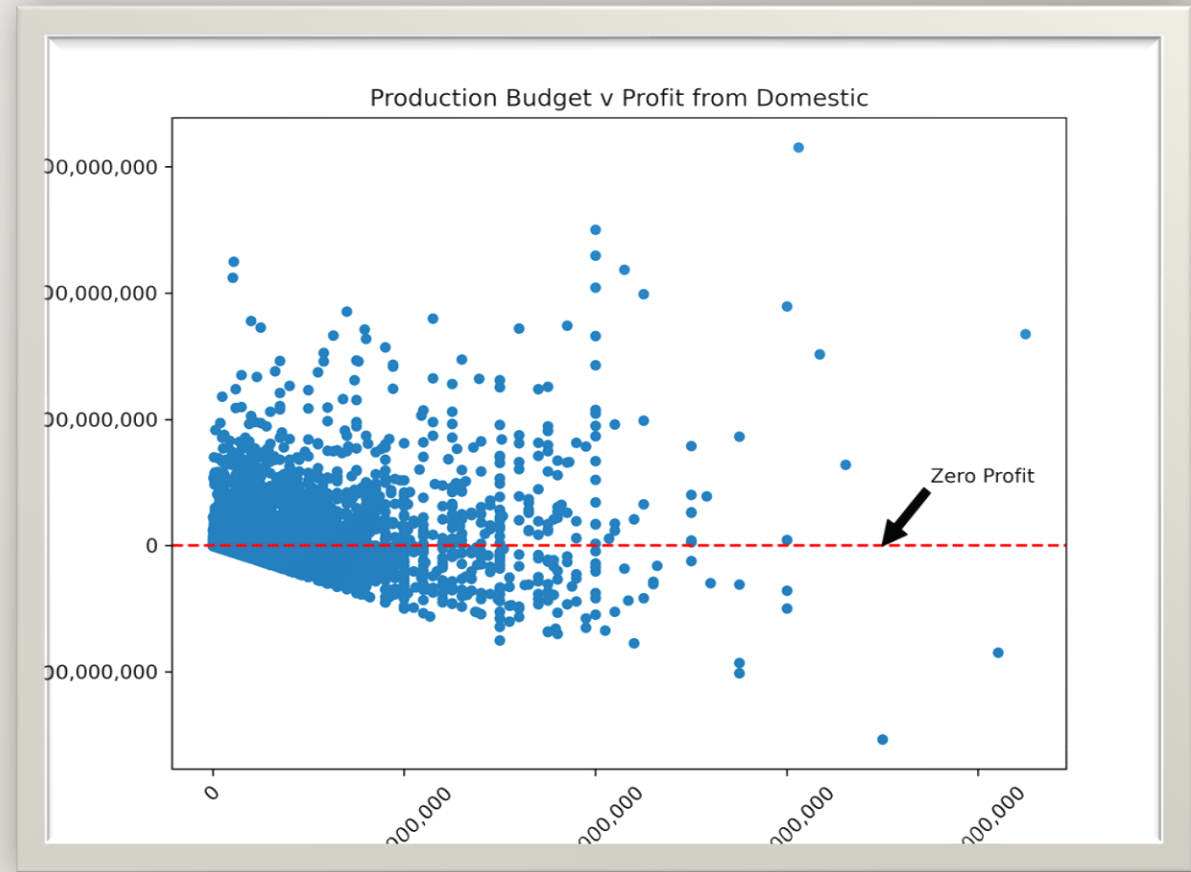
Top Rated Genres

- Top 5:
 1. Documentary
 2. Biography
 3. Adventure
 4. Drama
 5. Crime



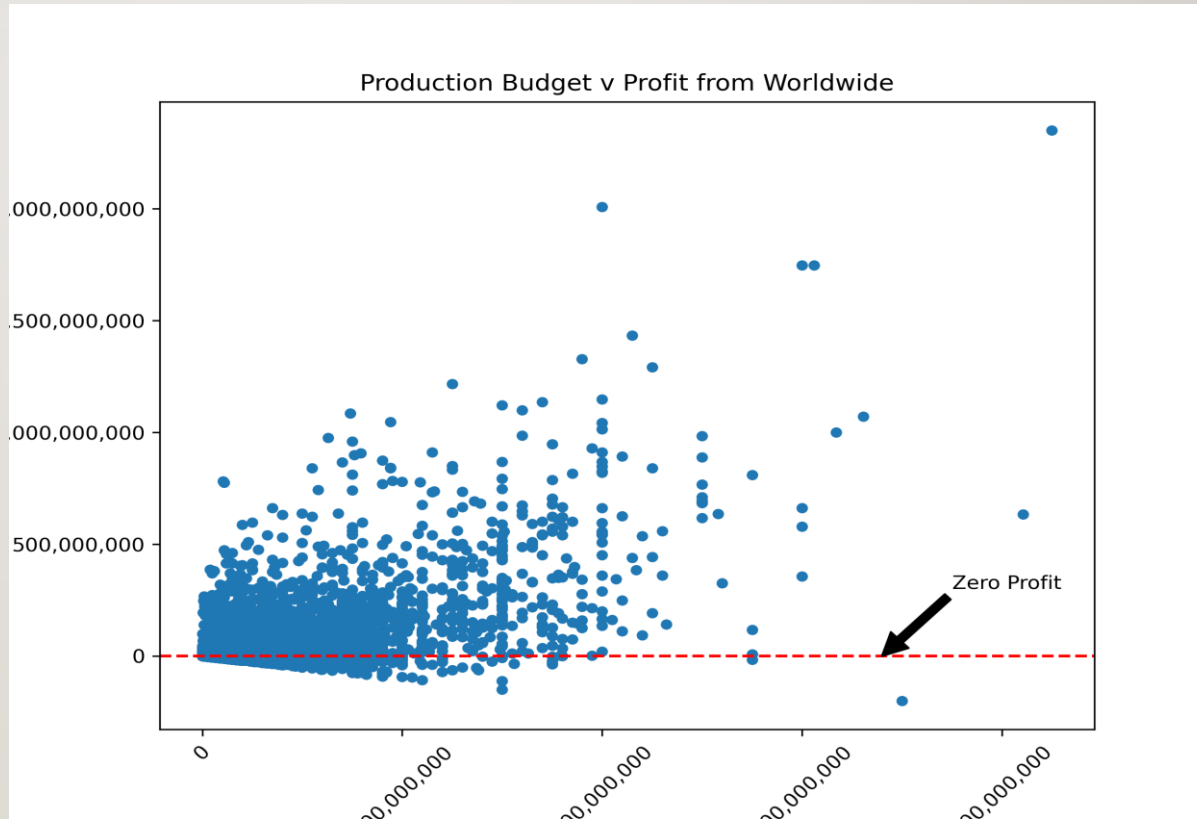
PROFIT FROM DOMESTIC VS WORLDWIDE COMPARISON

- Domestic profit

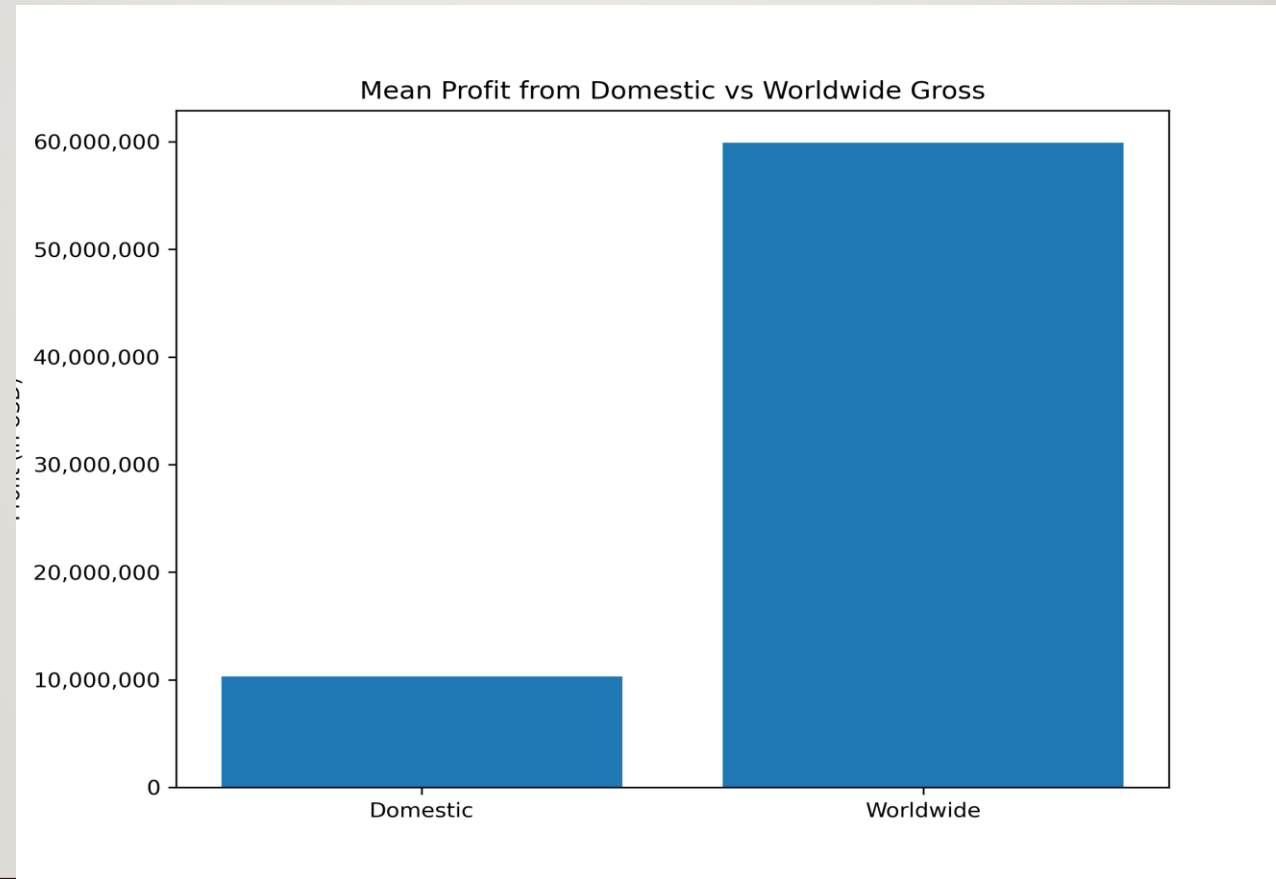


Profit from Domestic vs Worldwide comparison

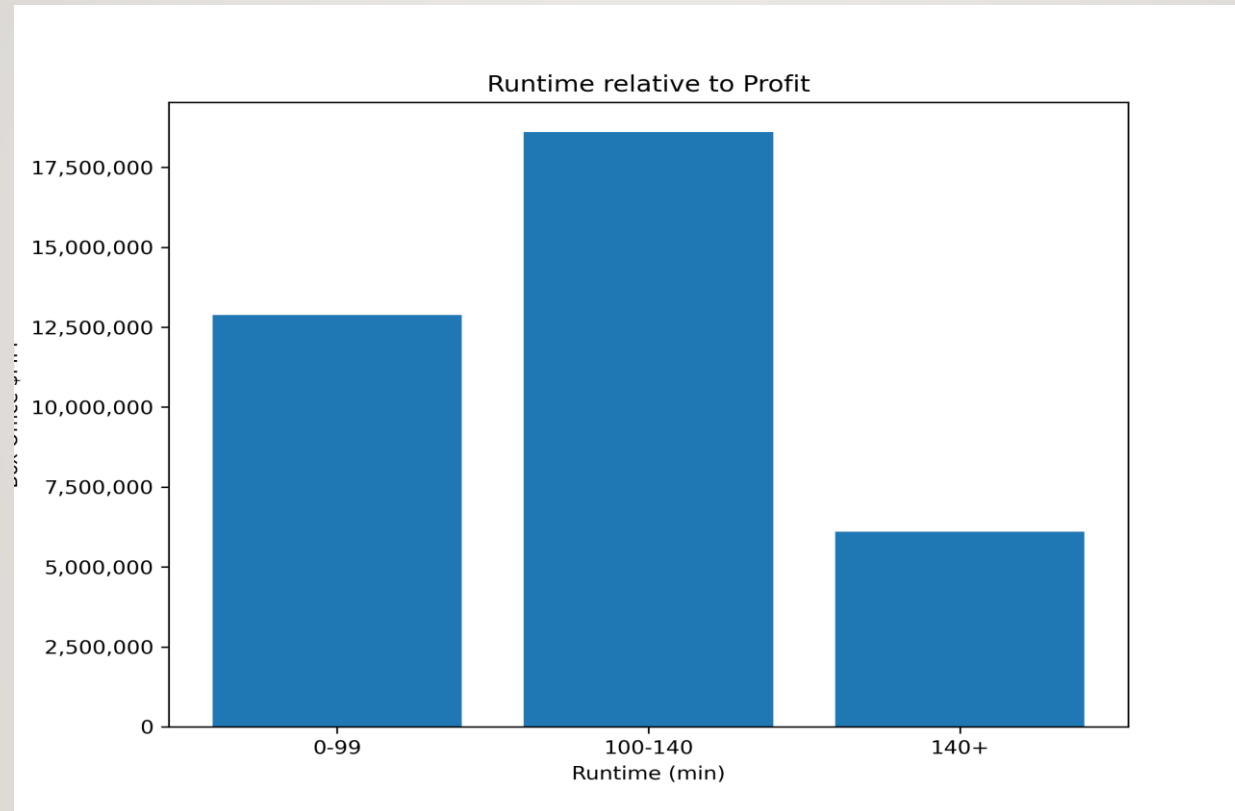
Worldwide profit



MEAN PROFIT DOMESTIC VS. WORLDWIDE



MOVIE RUNTIME VS PROFIT



RECOMMENDATIONS

➤ **Genre:**

Top5:

Documentary

Biography

Adventure

Drama

Crime

➤ **Market:** worldwide release of movies makes higher profit as compared to domestic release

➤ **Runtime:** 100-140 minutes or 2 hours

NEXT STEPS

- Genre analysis based on 2010-2019 dataset and ratings
- For further analysis, should include the top franchise movies profitability

THANK YOU!

Contact info:

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