

Movie Studio Market Analysis

Stakeholder

Head of the New Movie Studio

Problem Statement

Our company is launching a new movie studio and needs to decide what types of films to produce in order to maximize box office success. However, the company currently lacks historical knowledge about which movie characteristics lead to strong financial performance.

BUSINESS UNDERSTANDING

KEY QUESTIONS FOR MOVIE STUDIO STRATEGY

1. **Which movie genres generate the highest revenue?**

By analyzing the total earnings from different genres, we can determine which types of films are more profitable and more likely to attract large audiences.

2. **Does movie rating or critic score affect performance?**

Using ratings from Rotten Tomatoes and IMDb, we can measure whether higher-rated movies tend to earn more revenue.

3. **Does a longer runtime affect ratings or revenue?**

By analyzing movie runtimes, we can identify whether certain runtimes generate higher earnings or better ratings across different genres.

4. **Does release timing affect earnings?**

By examining release months and their associated revenues, we can identify the