The background of the slide is a dimly lit movie theater. In the foreground, a white bowl filled with yellow popcorn sits on a red seat. Behind the popcorn, a red cup with a white straw is visible. The rows of red seats extend into the background, creating a sense of depth. The overall lighting is low, typical of a cinema.

Movie Studio Market Analysis

Final Project Submission

Student Name: Group 2

Student Pace: Full Time Remote

Review Date: 10/02/2026

Instructor: Samuel G. Mwangi

Business Problem

- Stakeholder: Head of the New Movie Studio
- The company is launching a new movie studio but lacks historical insight into which movie characteristics drive box office success.



Business Understanding



Key strategic questions:



Which genres generate the highest revenue?



Do ratings correlate with revenue?



Does runtime affect ratings or revenue?



Does release timing affect earnings?

Data Sources

IMDB (SQLite): movie basics
& ratings

Box Office Mojo (CSV):
domestic & foreign gross

TMDB (CSV): metadata &
release dates

Filtered to movies released
from 2000 onward.

Methodology

- Cleaned and filtered unreliable ratings
- Merged IMDB, BOM, and TMDB datasets
- Created total revenue metric
- Performed exploratory data analysis (EDA)
- Focused on stakeholder-friendly insights

Key Insight: Genres



Sci-Fi, Animation, and
Adventure genres generate
the highest



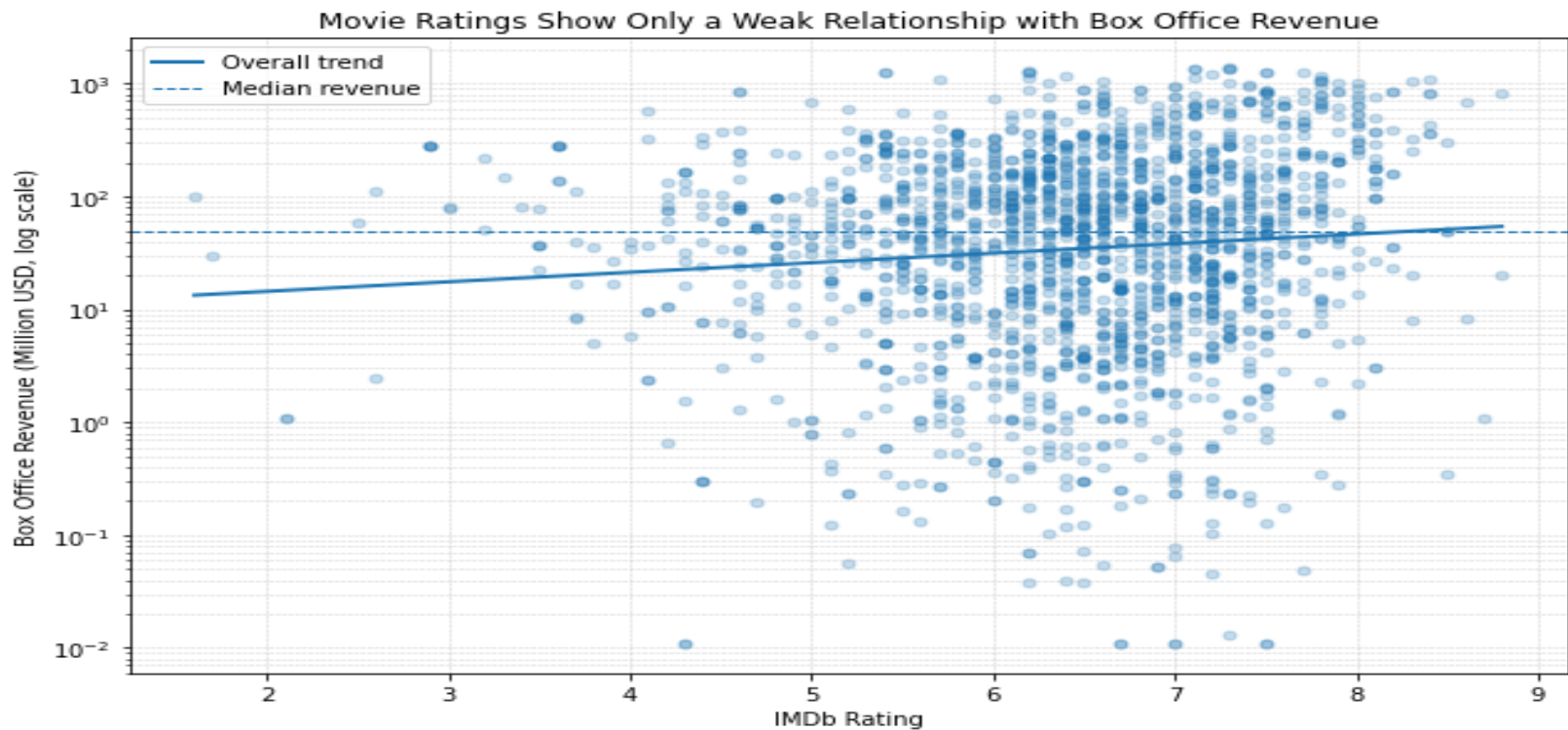
average box office
revenue.



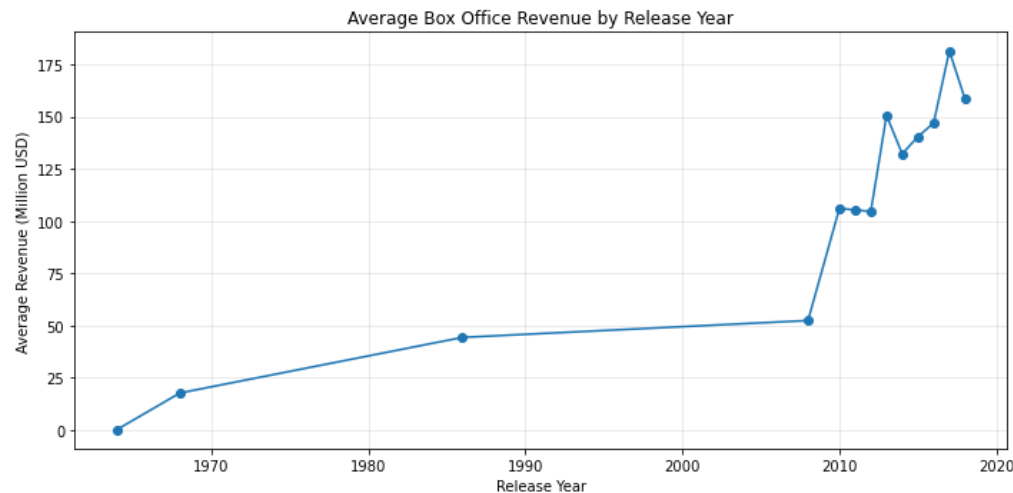
These genres consistently
outperform others
financially.

Key Insight: Ratings vs Revenue

- Higher ratings are associated with slightly higher revenue, but the relationship is weak.
- High ratings do NOT guarantee commercial success.



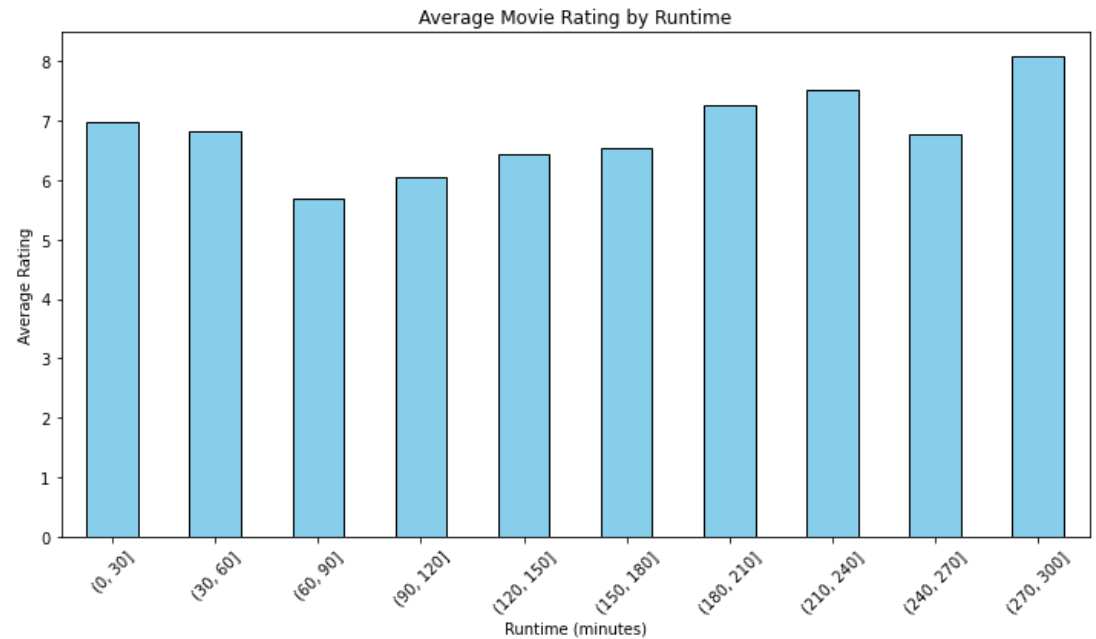
Key Insight: Release Timing



- Average box office revenue per movie has increased over time.
- Despite short-term dips, the long-term trend supports
- Continued investment in the industry.

Key Insight: Runtime & Ratings

- Longer movies receive slightly higher ratings on average,
- but the effect is small and inconsistent.
- Runtime alone is not a meaningful driver of audience ratings.



Key Insight: Runtime & Revenue



- There is only a weak relationship between runtime and revenue.
- Other factors such as genre, marketing, and franchise strength
- have a much greater impact.

Strategic Recommendations



Prioritize Sci-Fi,
Animation, and
Adventure films.



Do not rely on ratings
alone to predict box
office success.



Plan investments with
a long-term growth
mindset.



Avoid using movie
length as a lever to
improve ratings.



Focus on story quality,
cast, and production
value.

Conclusion



Data-driven decisions reduce risk.



Focusing on the right genres, quality storytelling,



and strategic timing will maximize box office success.