Analysis of Box Office Revenues

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Project Phase 2 - Data Science & Intelligence Artificielle (AI)

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Project Context & Objective

This project aims to perform a data-driven analysis to extract relevant insights on the commercial performance of films released in the United States.

The data comes from a dataset containing over 3,000 films, including information on domestic and international box office revenues, the studio, genre, and release year.

The main objective is to identify the most profitable types of films based on their genre, genre combinations, and release period, to help industry professionals make informed decisions regarding programming or distribution.

DATA OVERVIEW

The dataset used in this project comes from a public database listing over 3,000 films released in the United States. These data mainly cover the period from 2000 to 2020, with each row representing one film.

Available information includes:

- The film's title.

- The production studio.

- Revenue generated at the domestic and international box office.

- The release year.

- The genre(s) associated with the film (e.g., action, comedy).

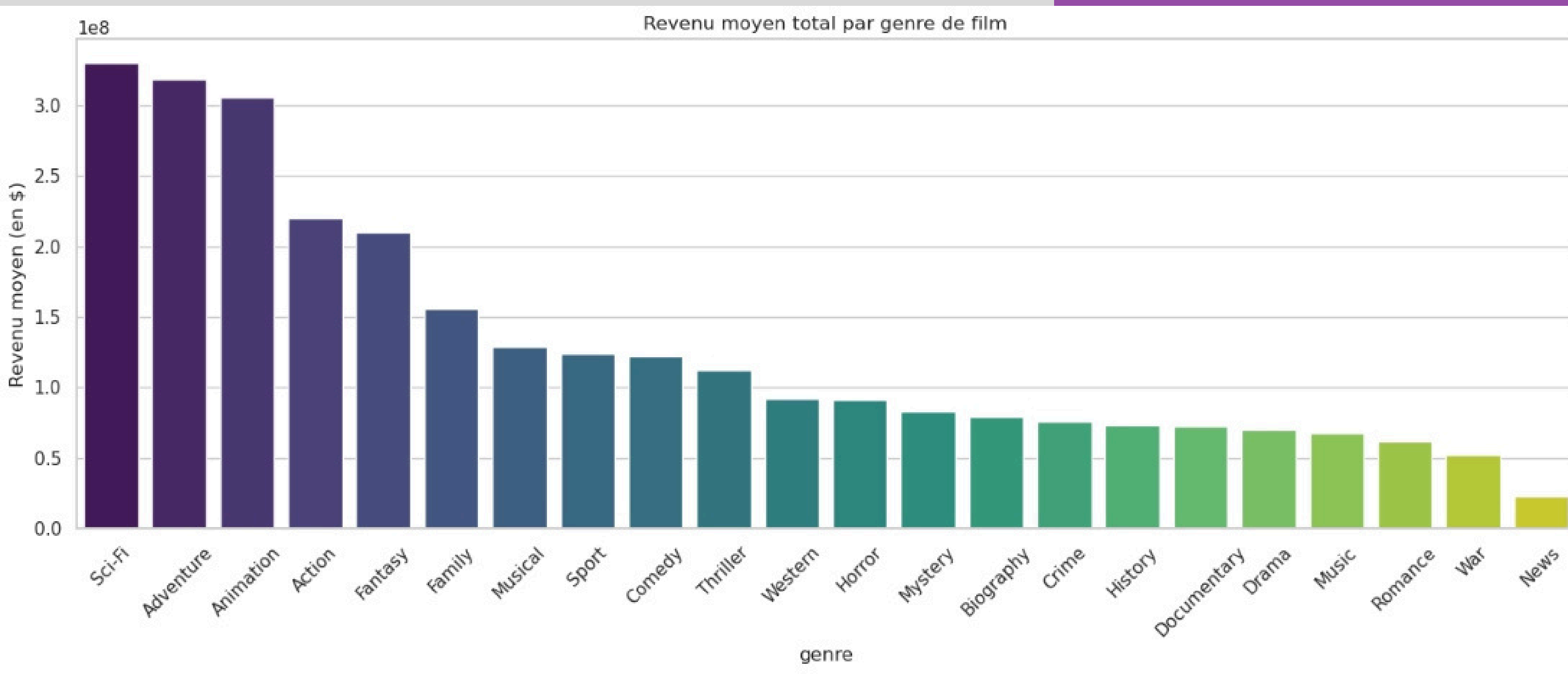- Occasionally, popularity indicators (votes or reviews).

Interactive View of the Project

Which genres earn the most at the global box office?

The data shows that science fiction, adventure, and animation films generate the highest global box office revenues.

Action and fantasy films follow closely, reflecting their strong popularity among audiences.
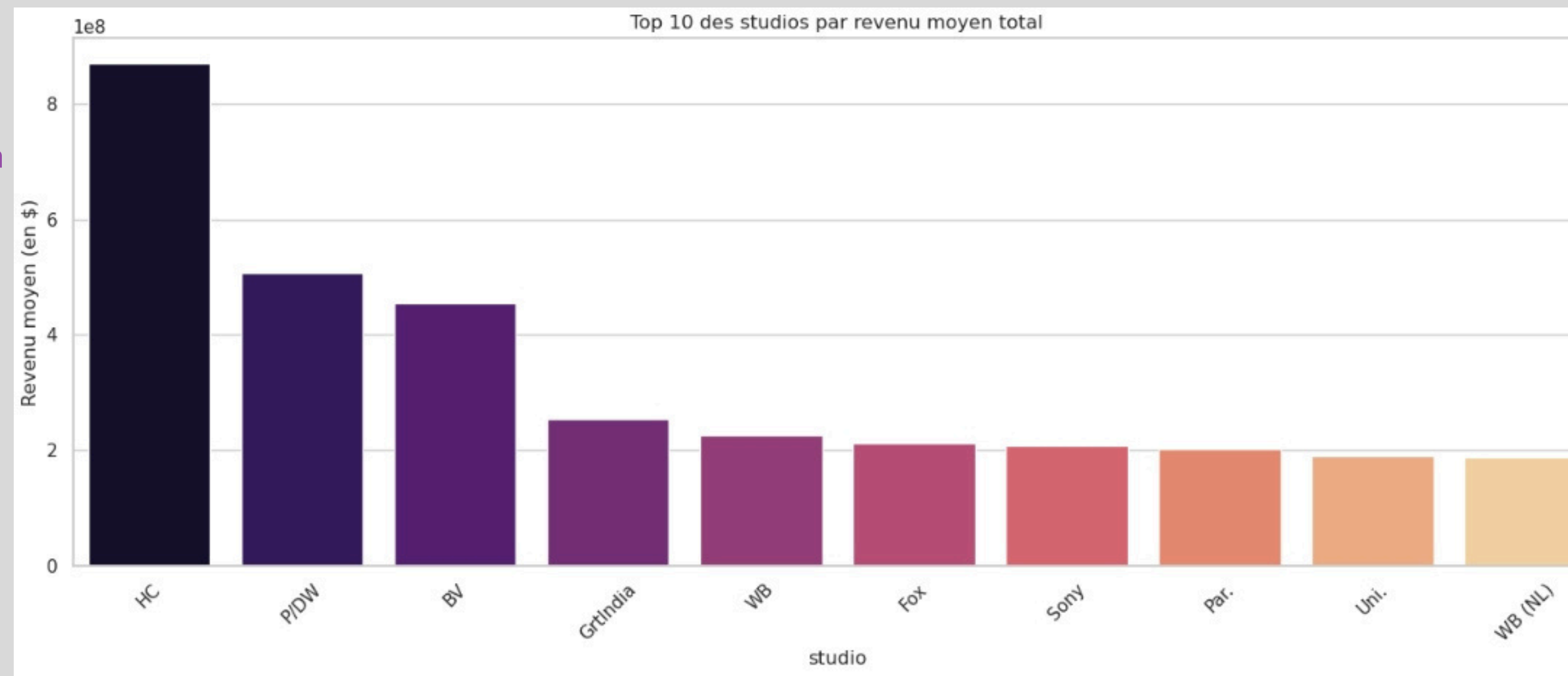
These genres attract a broad international audience and are key drivers of box office success.

Revenu moyen total par genre de film

Revenu moyen (en $) vs *genre* — Sci-Fi, Adventure, Animation, Action, Fantasy, Family, Musical, Sport, Comedy, Thriller, Western, Horror, Mystery, Biography, Crime, History, Documentary, Drama, Music, Romance, War, News

A third key finding

Successful Studios and Their Winnin Strategy

Leading studios such as HC, P/DW, and BV dominate the global market with high-budget blockbusters, especially in popular genres like action, adventure, and animation. Their success is driven by strong branding, bold investments, and a deep understanding of global audience preferences.
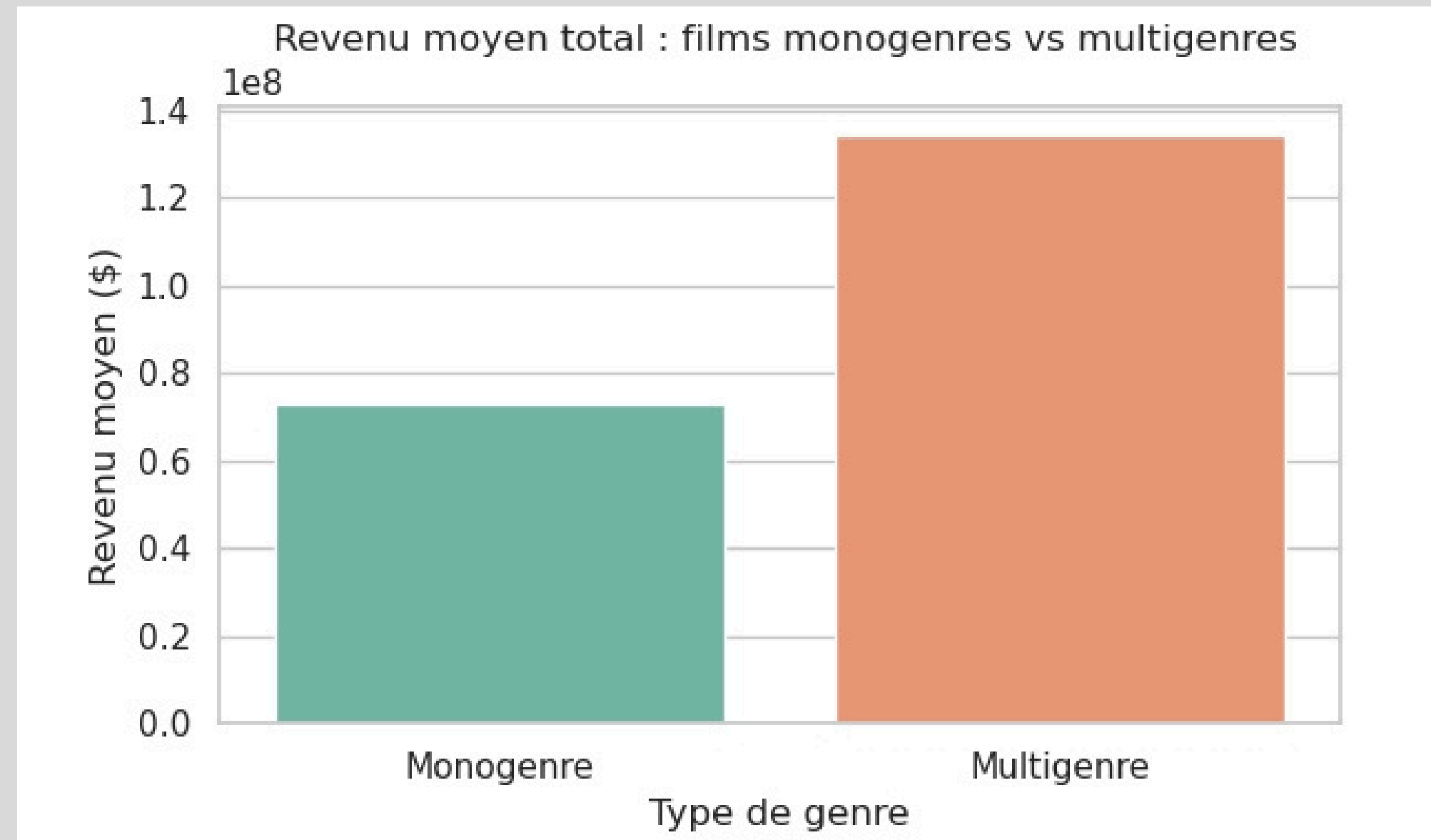

Top 10 des studios par revenu moyen total

Another Major Finding

The Impact of Multigenre Films

An important observation shows that films blending multiple genres (such as action-adventure or sci-fi—drama) often earn significantly more than single-genre films.

On average, multigenre movies generate around $134 million, compared to $72 million for single-genre films.

This shows that by offering a richer and more varied viewing experience, it's possible to reach a broader and more diverse audience, a real advantage over the competition.

Revenu moyen total : films monogenres vs multigenres

Conclusion & Recommandations

The analysis of U.S. box office data has helped identify several key success factors for films.
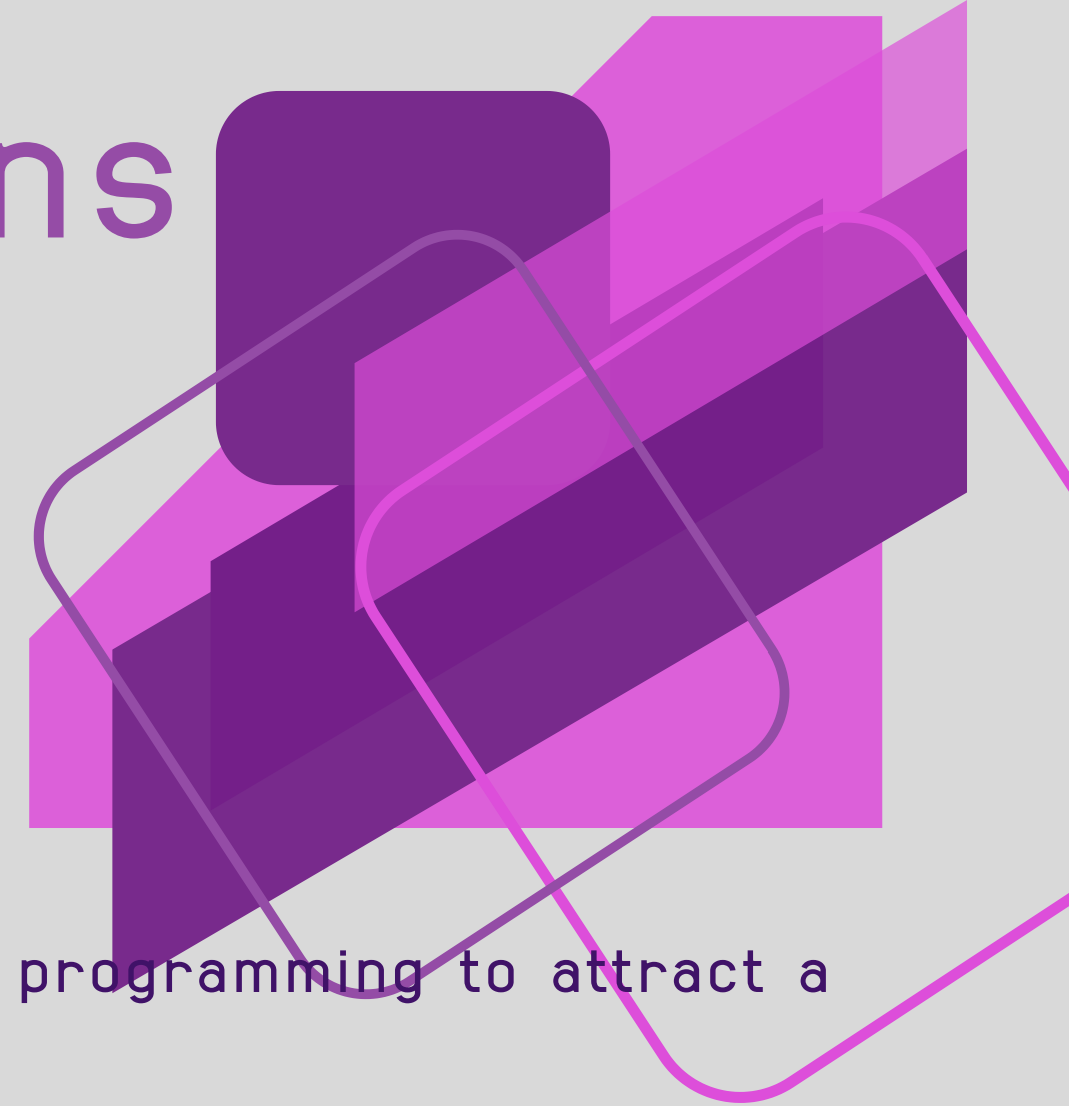
 It shows that multigenre films (combining several styles, such as action + adventure) are, on average, more profitable than single-genre films.

 The most popular genres among audiences are drama, action, and adventure — often linked to higher revenues.

 Some recurring actors in successful films may also contribute to profitability.

Recommendations:

- Prioritize multigenre films in programming to attract a wider audience.
- Focus on action, adventure, and drama genres, which lead in both popularity and revenue.
- Identify recurring actors in blockbusters to better target films for screening.
- Enrich the analysis with additional decision-making criteria: film budget, runtime, reviews, audience ratings, etc.
- Use this information to guide acquisitions, scheduling, or partnership decisions.

Thank you !!!

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