DATA SCIENCE FULL TIME 12 PHASE 2 HYBRID

PHASE 2 PROJECT

FILM INDUSTRY DATA ANALYSIS FOR NEW MOVIE STUDIO

BY:

GROUP 1

DATE: MAY 2025

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BACKGROUND

- This project undertakes an analysis of film-performance metrics aggregated from Box Office Mojo, IMDb, Rotten Tomatoes, The Movie Database, and The Numbers

- The dataset comprises ratings for a broad spectrum of genres viewed worldwide, capturing a representative selection of productions released over years alongside their domestic and international revenue and critical reception

PROBLEM STATEMENT

From major studios, the company has resolved to enter the market by launching a new movie studio.

It currently lacks in-house expertise in film production, therefore, our group is identifying which genres yield the strongest box-office returns.
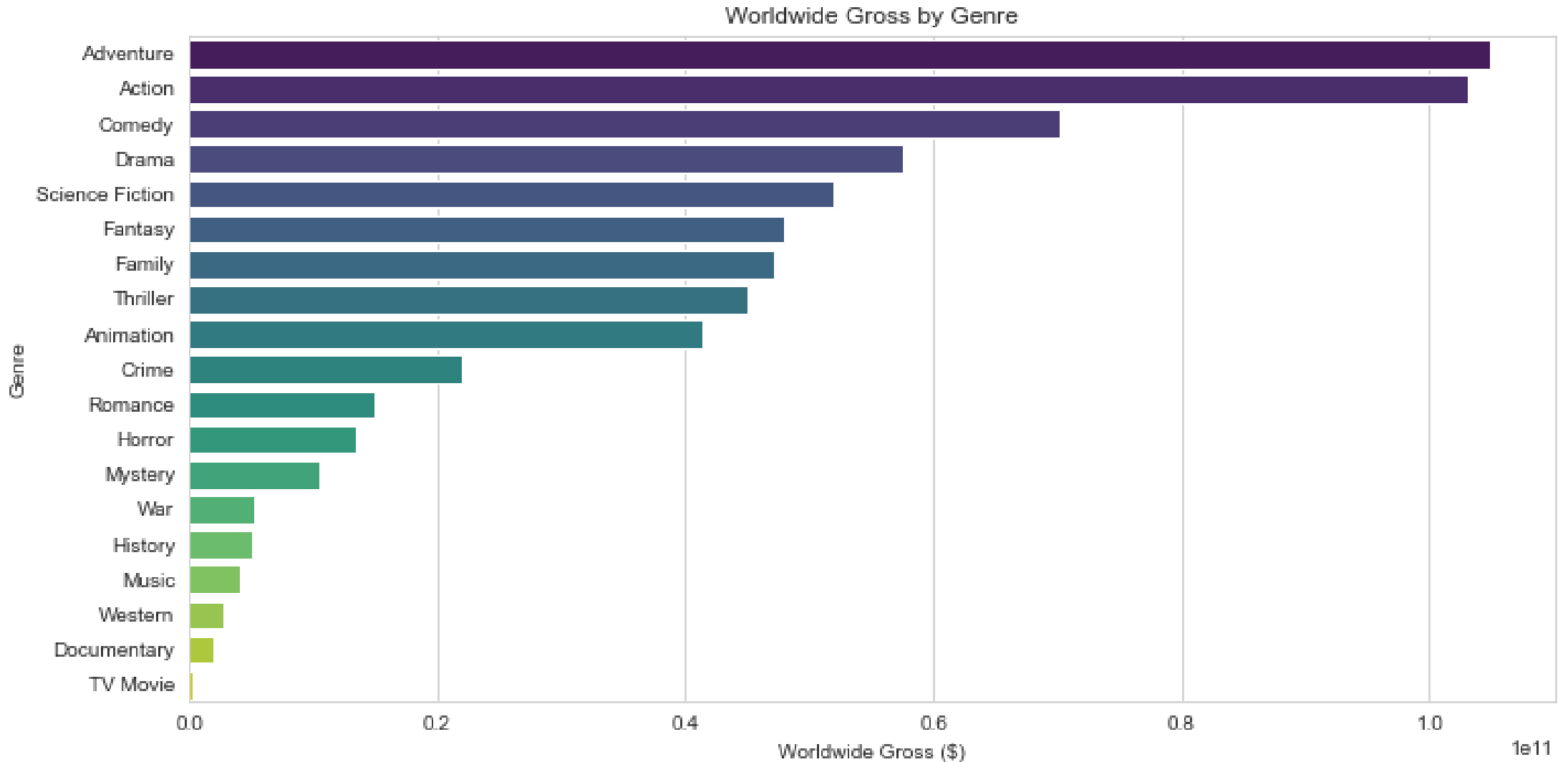
OBJECTIVES

1. To identify and rank film genres by total box-office performance, determining which categories consistently achieve the highest commercial success.

2. To analyze and quantify the variation in gross revenue across genres, with particular focus on comparing domestic versus international market performance patterns.

3. To calculate and evaluate return-on-investment (ROI) metrics for each film genre, establishing which genres deliver the highest efficiency in capital deployment
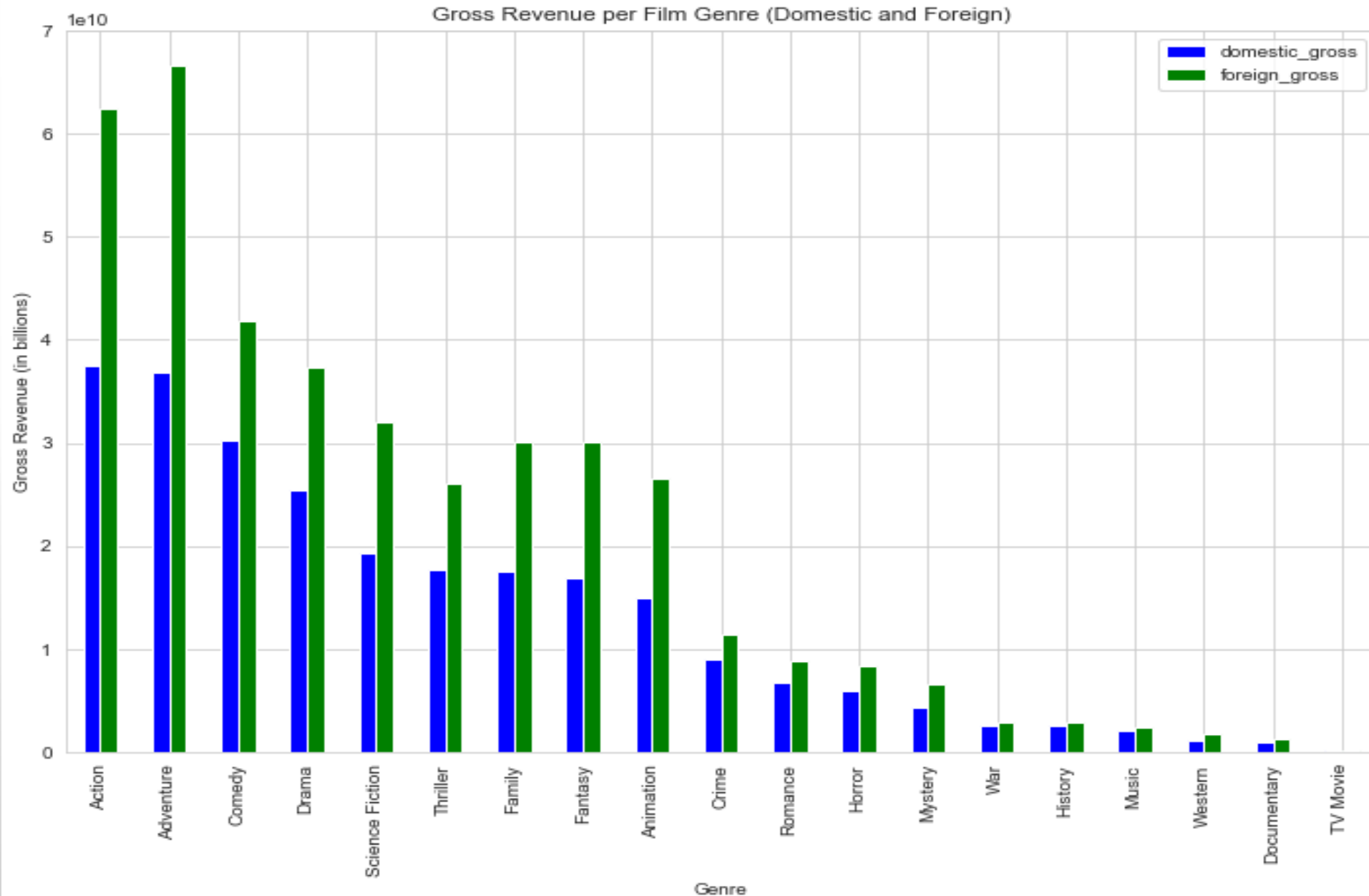
OBJECTIVES continued..

4. To investigate potential correlations between film release timing and box-office performance, identifying optimal release windows for different genres.

5. To measure and compare average audience reception and critical ratings across genres, determining alignment or divergence between commercial success and critical acclaim.

6. To track and analyze temporal trends in film production volume by genre, identifying shifting industry priorities and emerging or declining categories over time.

DATA ANALYSIS

Worldwide Gross by Genre

DATA ANALYSIS

Gross Revenue per Film Genre (Domestic and Foreign)

KEY FINDINGS

- **Top Performing Genres:** Action, Adventure, and Animation genres consistently demonstrate high worldwide gross revenue.

- **Gross Revenue Variation:** Domestic and foreign gross revenue contributions vary across genres, highlighting the importance of considering regional preferences

- **Genre ROI:** Certain genres, such as Horror and Mystery, exhibit higher ROI compared to others, indicating potential for greater profitability.

- **Release Date Patterns:** There may be specific release months that are associated with higher worldwide gross, suggesting strategic timing for film releases.

- **Average Rating and Genre:** Average ratings differ across genres, providing insights into audience preferences and reception.

RECOMMENDATIONS

- **Action, Adventure, and Animation**: These genres consistently perform well in terms of worldwide gross revenue, offering a strong potential for financial success.

- **Horror and Mystery**: These genres demonstrate high ROI, indicating potential for greater profitability with optimized production budgets.

- **Consider Regional Preferences**: Tailor film content and marketing strategies to cater to the specific preferences of domestic and foreign audiences

- **Strategic Release Timing**: Leverage insights into release date patterns to optimize the timing of film releases for maximum impact.

CONCLUSION

In order to gain deeper understanding and succeed in the film industry performance, it is also important to take into consideration some of these following aspects; **impact of actors and directors**, the **marketing & promotion strategies** and **streaming platforms** used

HAPPY
TO
ANSWER
YOUR
QUESTIONS!!!!

THANK YOU