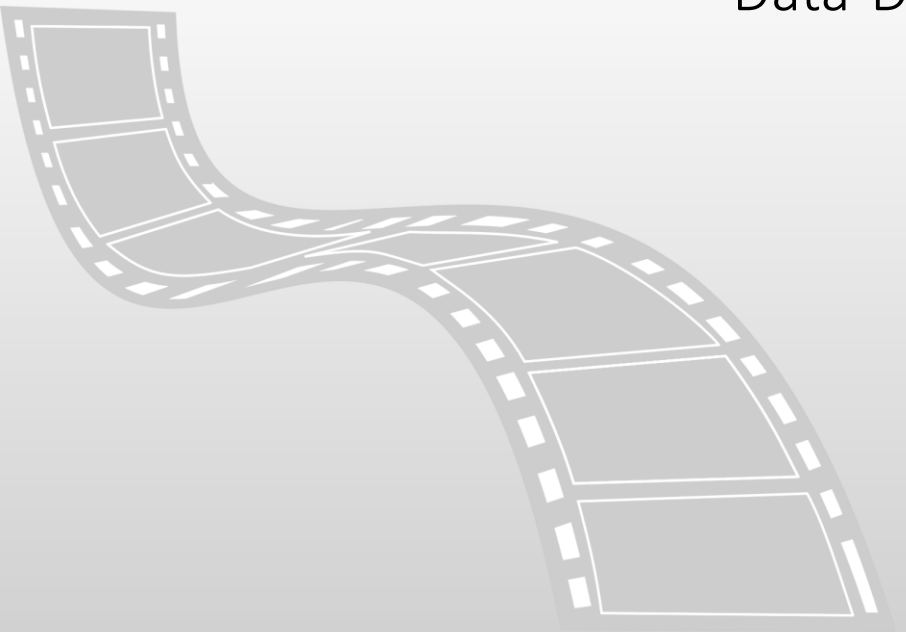


# Strategic Insights for Film Studio Success

Data-Driven Decisions for High Box Office Performance



GROUP 3

# Business Objective

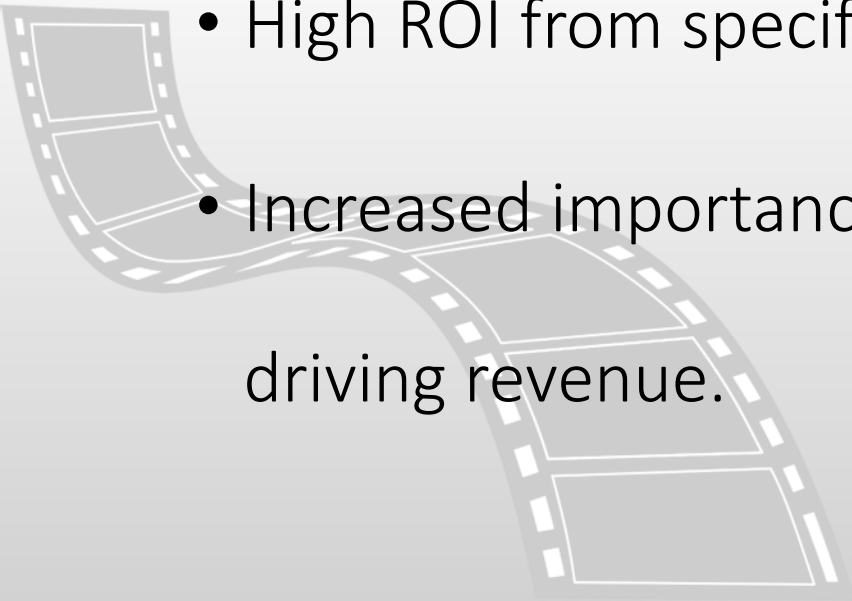
- Launch a profitable movie studio by identifying high-performing genres, budget strategies, and audience engagement trends.
- Leverage insights for competitive entry into the film industry.



# Industry Opportunity

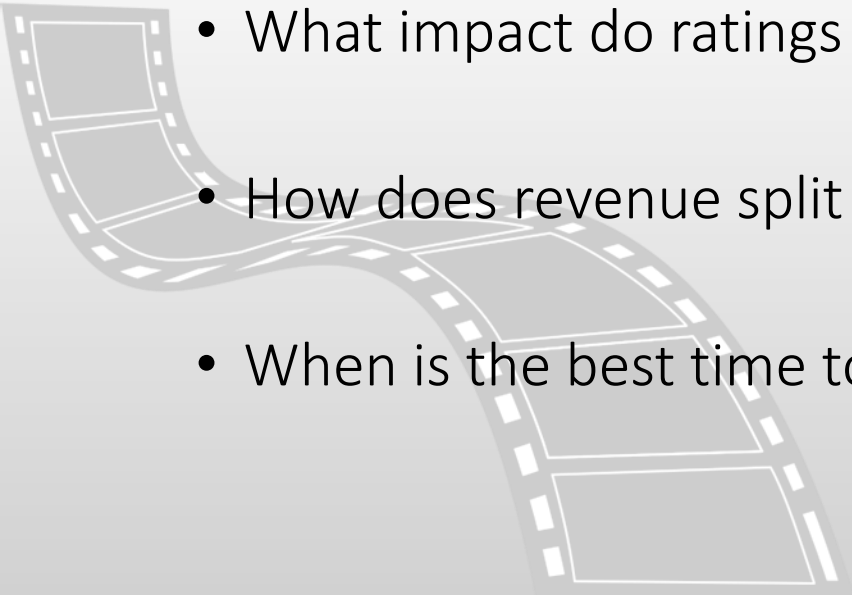
## Why Now?

- Global box office revenue is rebounding and expected to grow to \$50 billion by 2030.
- High ROI from specific genres like low-budget horror (200–300% ROI).
- Increased importance of IMDb ratings and audience engagement in driving revenue.



# Key Business Questions

- Which genres and themes lead to high box office performance?
- How do production budgets influence profitability and ROI?
- What impact do ratings and audience engagement have on success?
- How does revenue split between domestic and international markets across genres?
- When is the best time to release films?



# Data Overview

- **IMDb: Movie Basics**

- Key variables: genres, runtime, release year.
- Addresses Q1 and Q5.

- **IMDb: Movie Ratings**

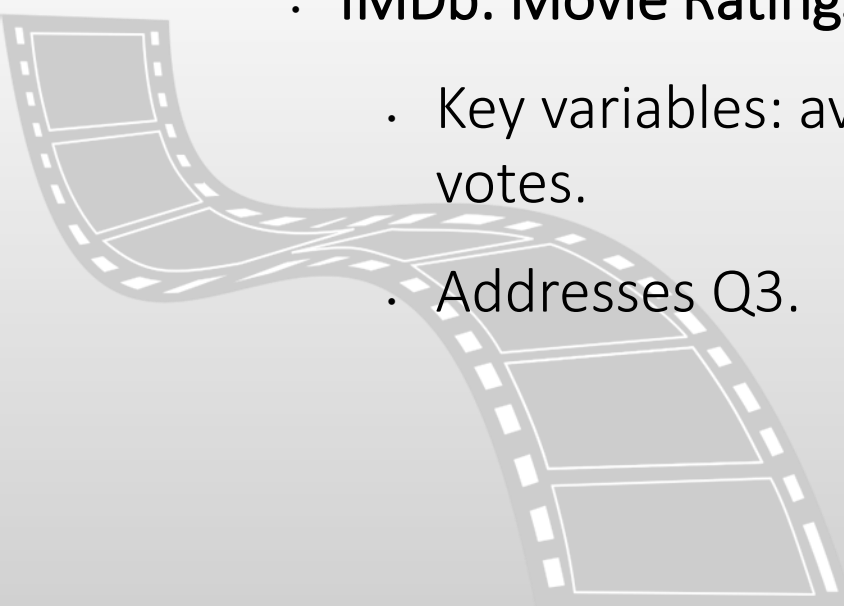
- Key variables: average rating, votes.
- Addresses Q3.

- **The Numbers: Budget Data**

- Key variables: production budget, domestic and worldwide gross.
- Addresses Q2 and Q4.

- **TMDb: Metadata**

- Key variables: language, release date, audience votes.
- Addresses Q3.



# Methodology

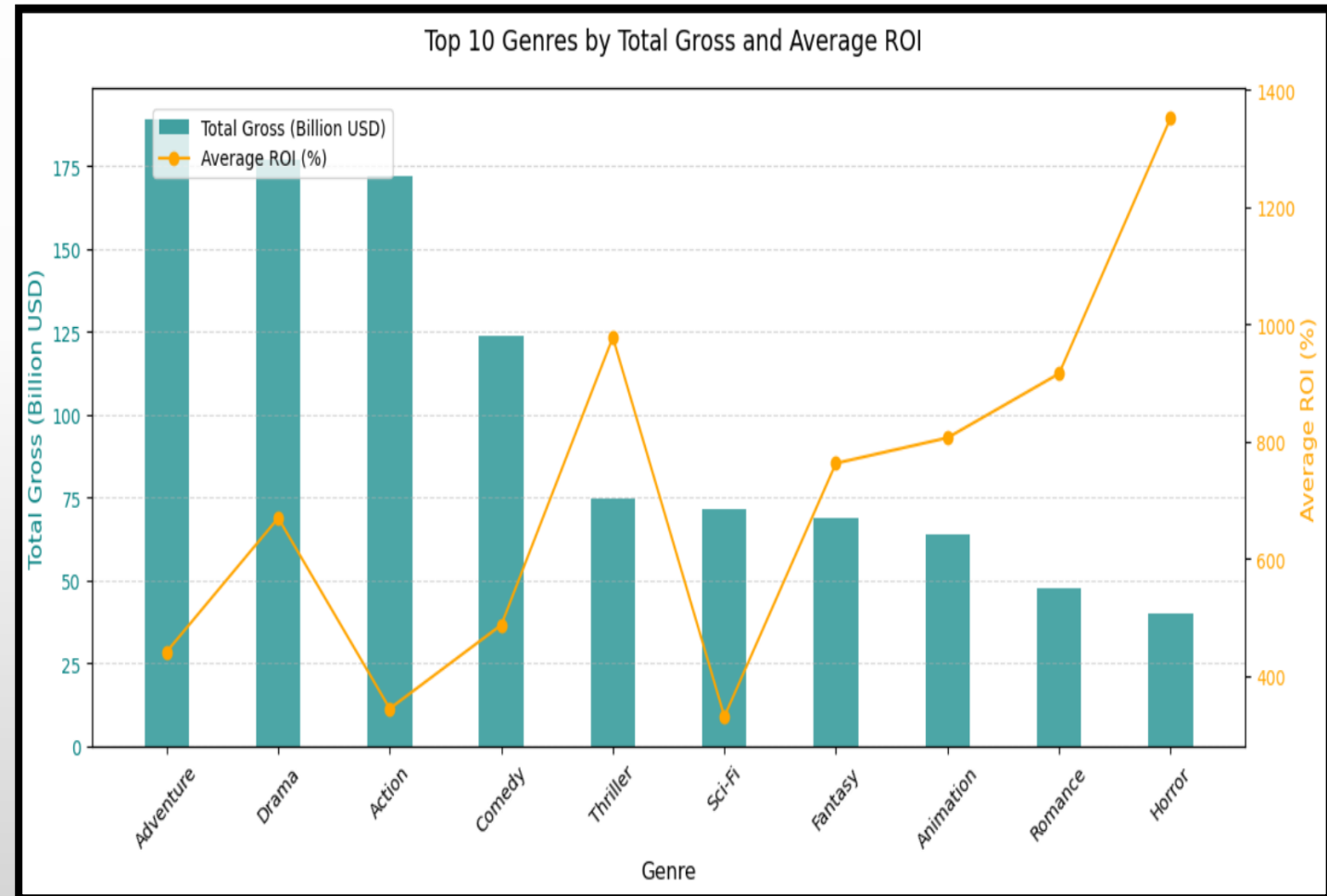
- Overview of datasets combined for analysis:
  - IMDb (movie\_basics, movie\_ratings).
  - TMDb (genre\_ids, language, votes).
  - TN Budget (budget and revenue).
- Steps in cleaning, merging, and analyzing data.



# Insights on Genres and Themes

- Action, drama and adventure dominate the box office .

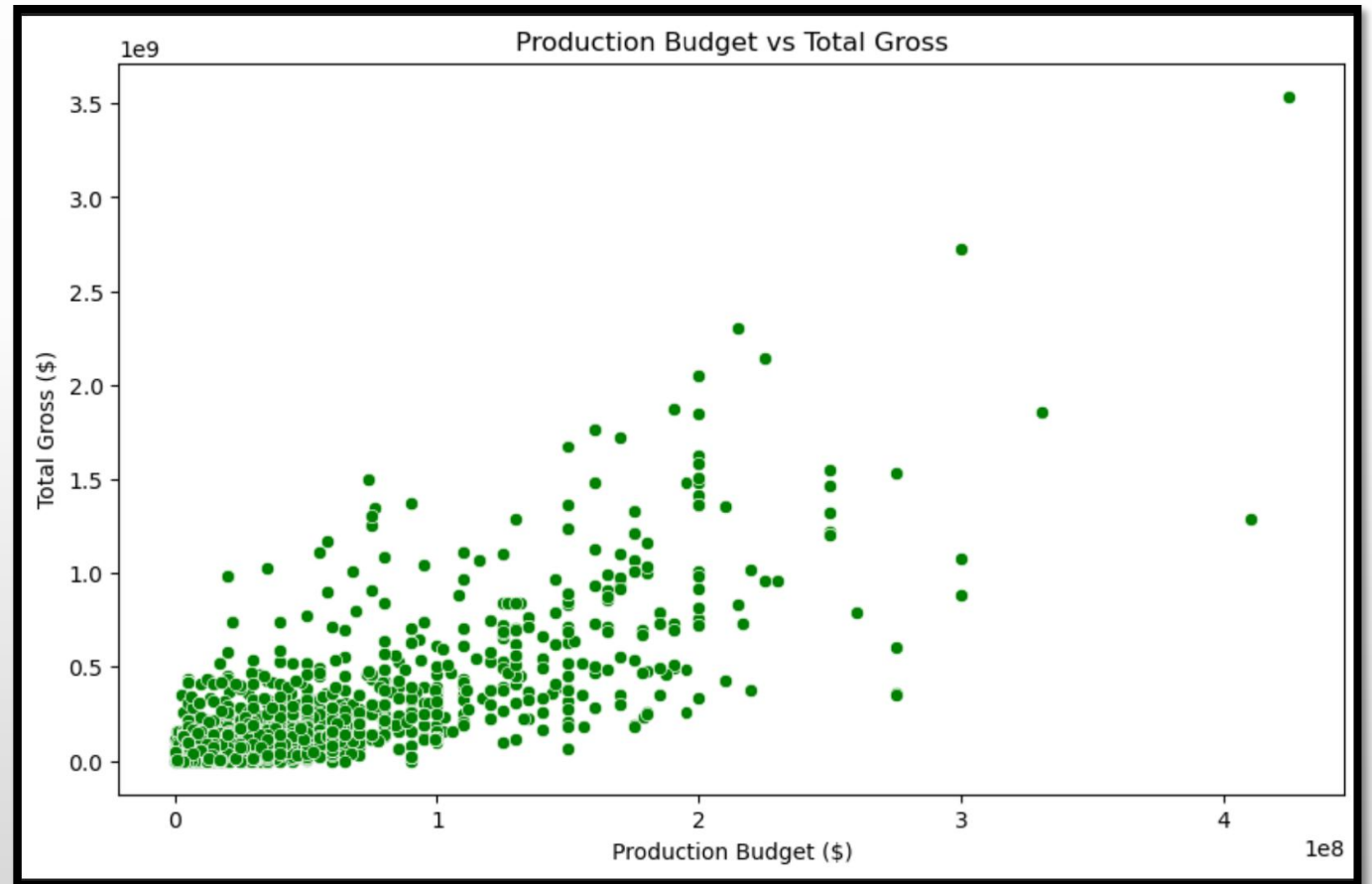
## High-Performing Genres



# Budget Insights

- A high positive correlation indicates that higher budgets generally lead to higher revenue, but this doesn't guarantee higher profitability.

## Budget vs. Profitability

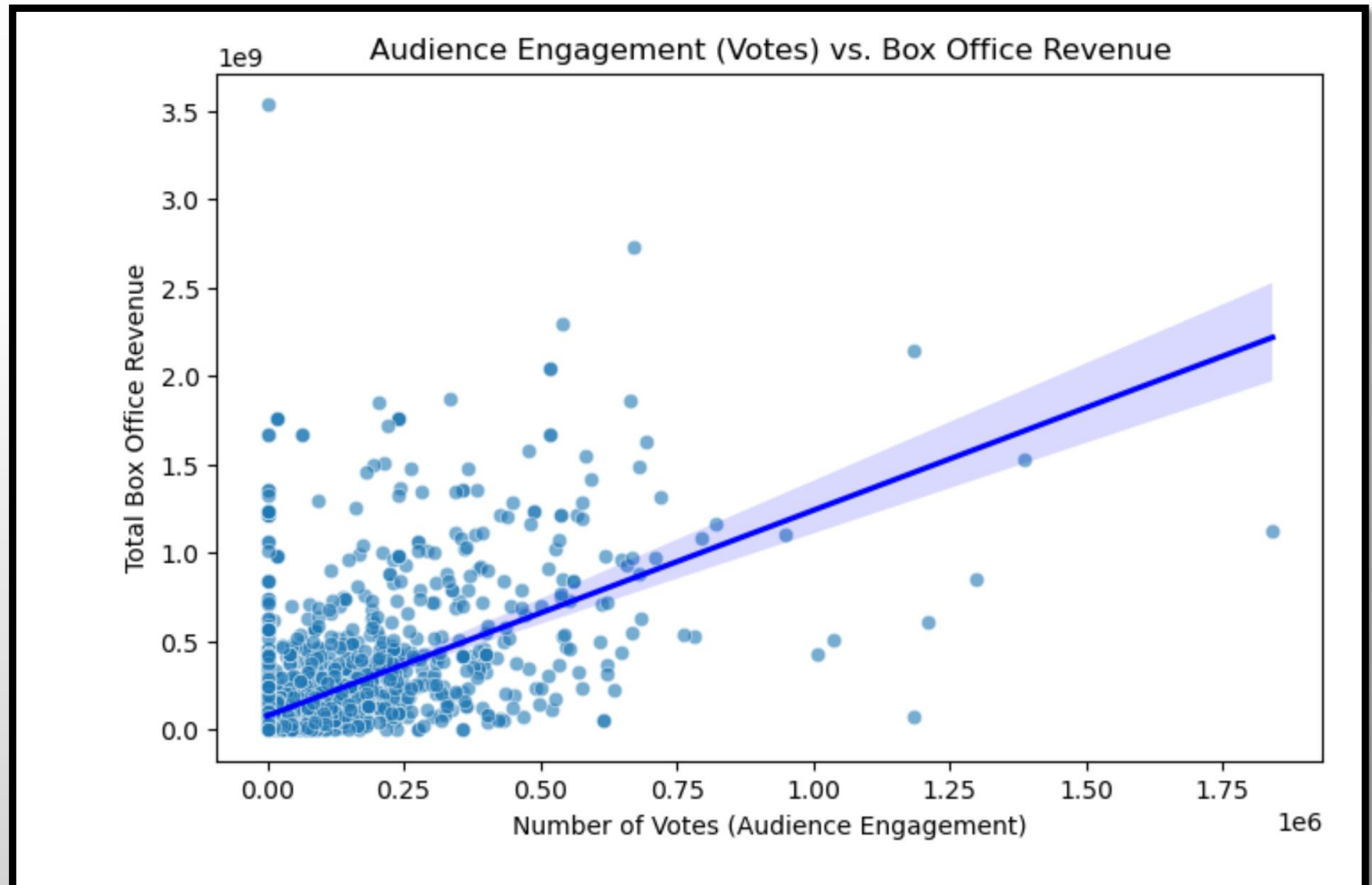




# Audience Engagement

- A high positive correlation indicates that higher engagements generally lead to higher revenue.

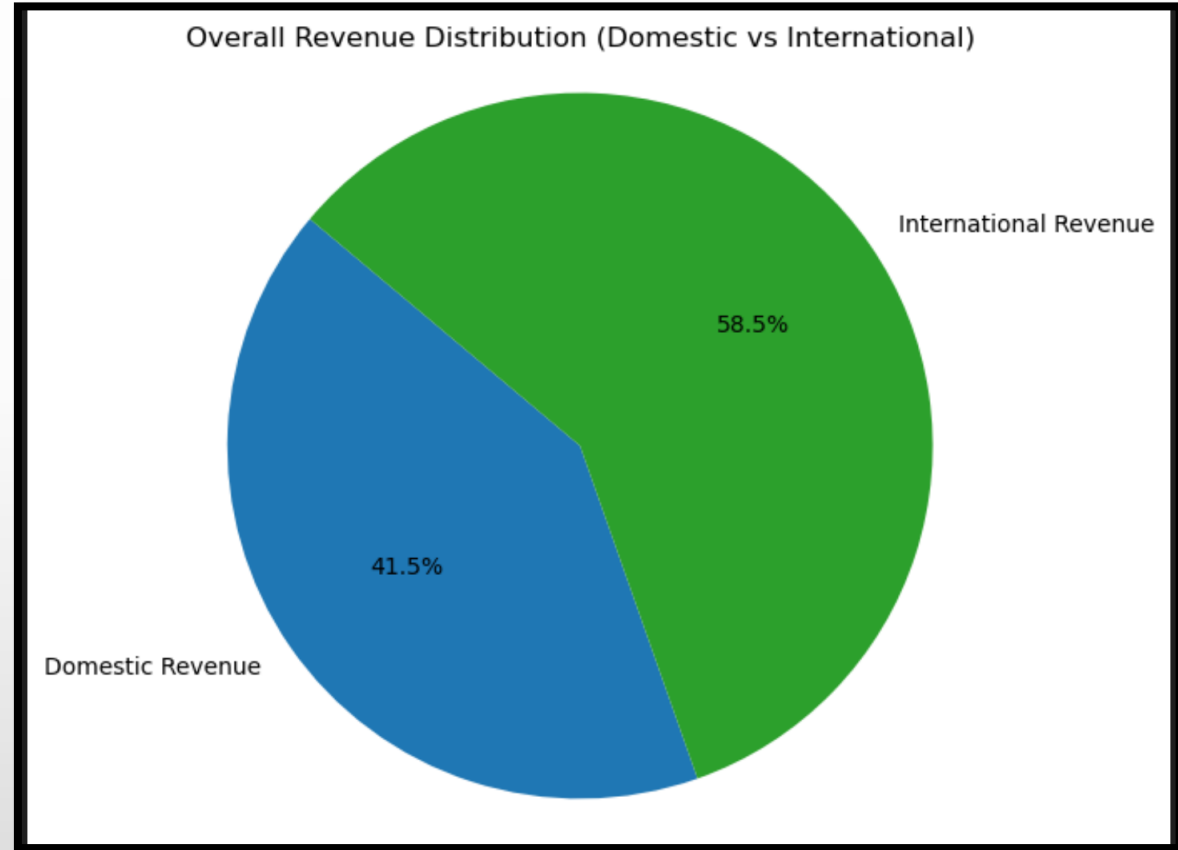
## Impact of Ratings and Engagement



# Revenue Composition

- International revenue is higher than domestic revenue for various genres.

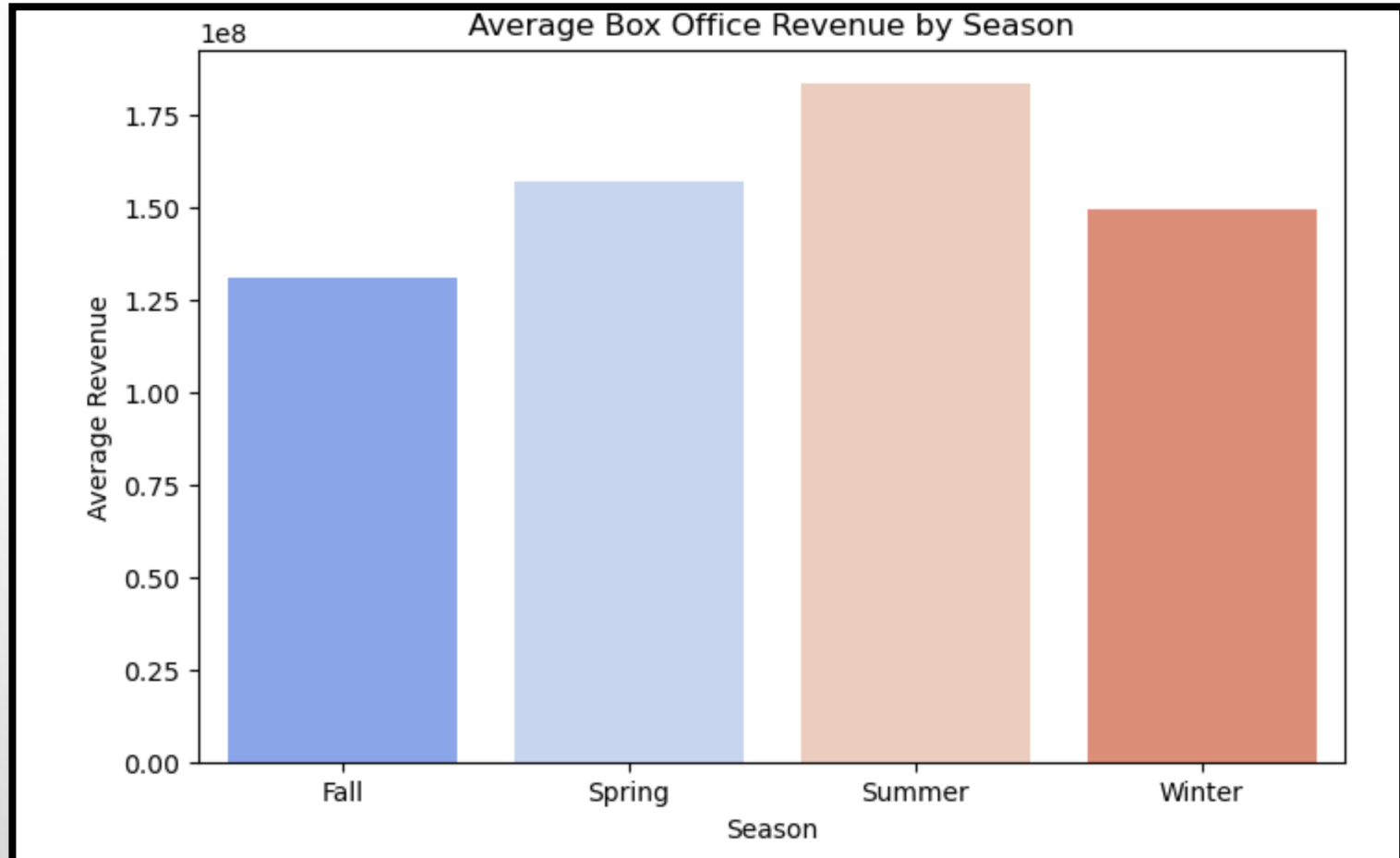
## Domestic vs. International Revenue



# Release Timing

- This data highlights the significant impact of the season on movie earnings, with summer being the most lucrative period for the film industry.

## Optimal Release Windows



# Strategic Recommendations

- Focus on producing high-revenue films in Adventure, Action, and Drama genres to target global audiences, incorporating occasional high-budget blockbusters for significant market impact, while leveraging Horror and Animation genres for low-risk, high-ROI projects to ensure a balanced and profitable portfolio.
- While higher ratings generally lead to better revenue, there is no absolute guarantee of success. Successful films often rely on a combination of quality, marketing, franchise value, and audience reach. Studios should adopt a balanced strategy, focusing not just on critic scores but also on audience preferences, effective distribution, and strong marketing efforts. Leverage audience engagement strategies.
- Prioritize international markets for specific genres to boost revenue.
- Target strategic release windows for maximizing returns especially during summer as it is the most lucrative, with the highest box revenue.



Q & A

