

MOVIE STUDIO PROJECT

**BY MARION MACHARIA
DEBORAH OKEYO
EVANS OYUGI
DAVID CHEGE**



BUSINESS CONTEXT



With the evolution of film industry, understanding the market and consumer preferences is essential for new entrants. A new movie studio must leverage data-driven insights to make informed decisions about film production. The business wants to identify which factors contribute to box office success to maximize their investment and ensure their film offerings align with market demands.



OBJECTIVES

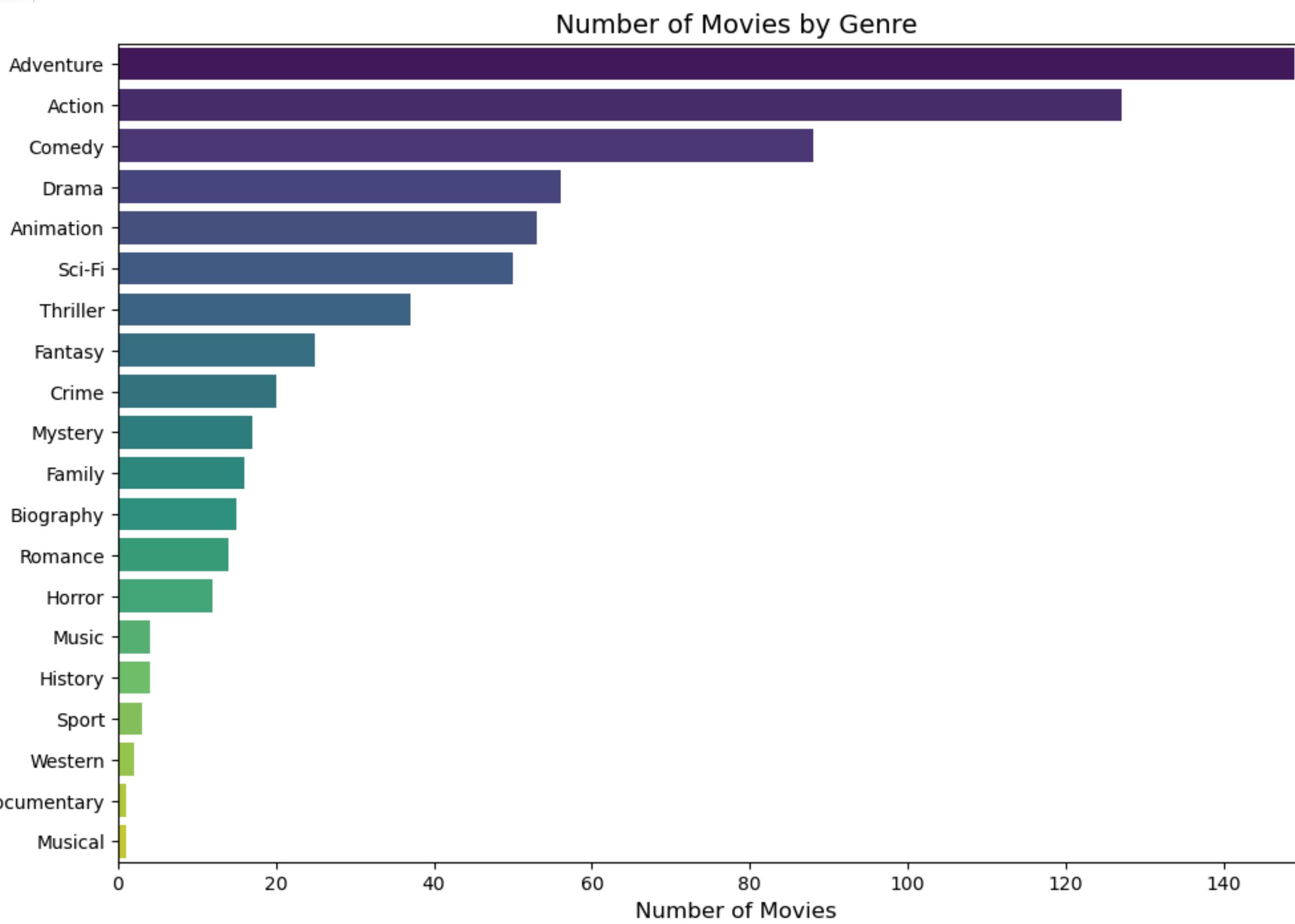
- 1 What genres of films are performing best at the box office?
- 2 Which languages are most successful in terms of box office revenue?
- 3 How does the month of release impact profitability?
- 4 Is there a correlation between the duration of films and other factors?

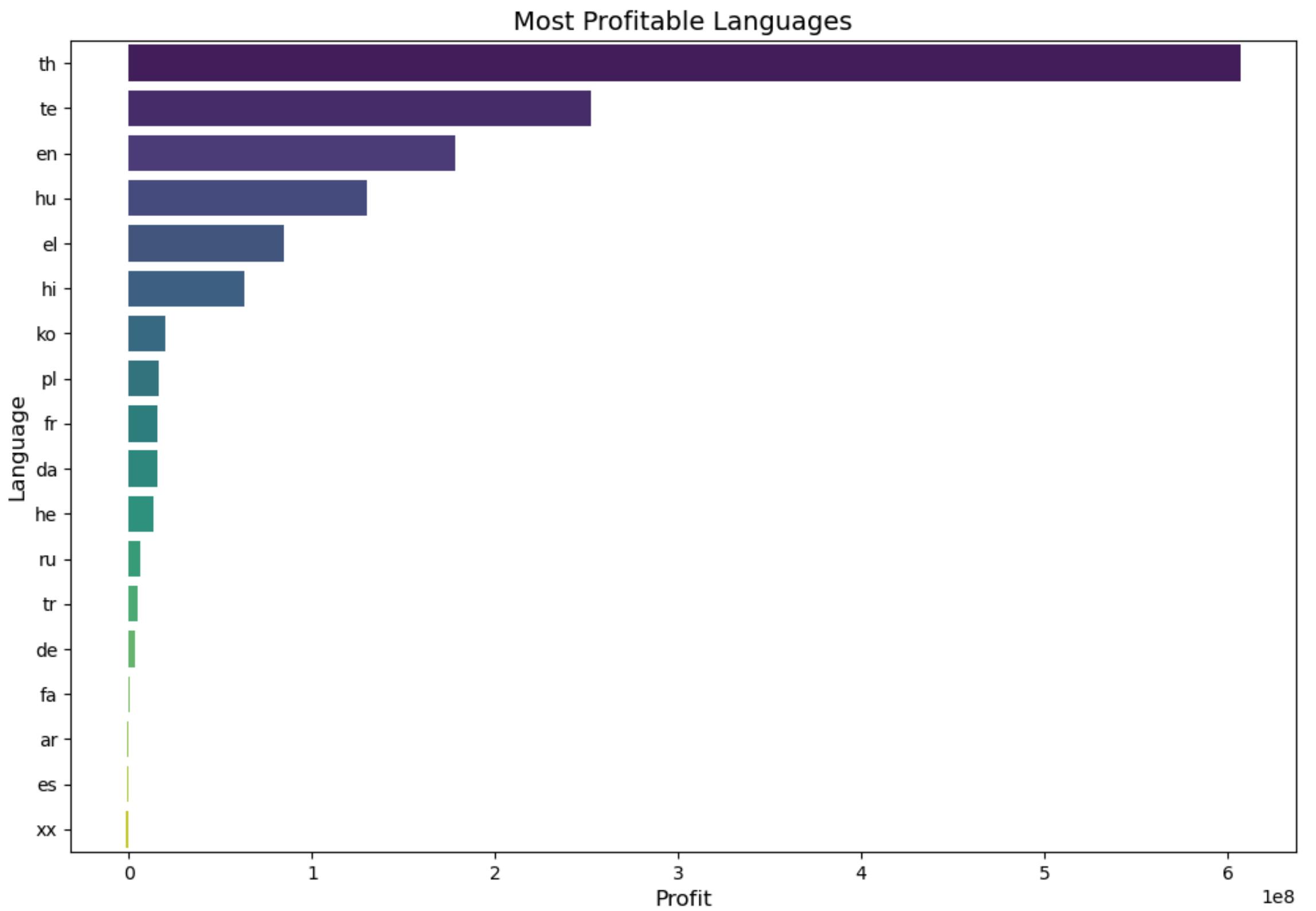
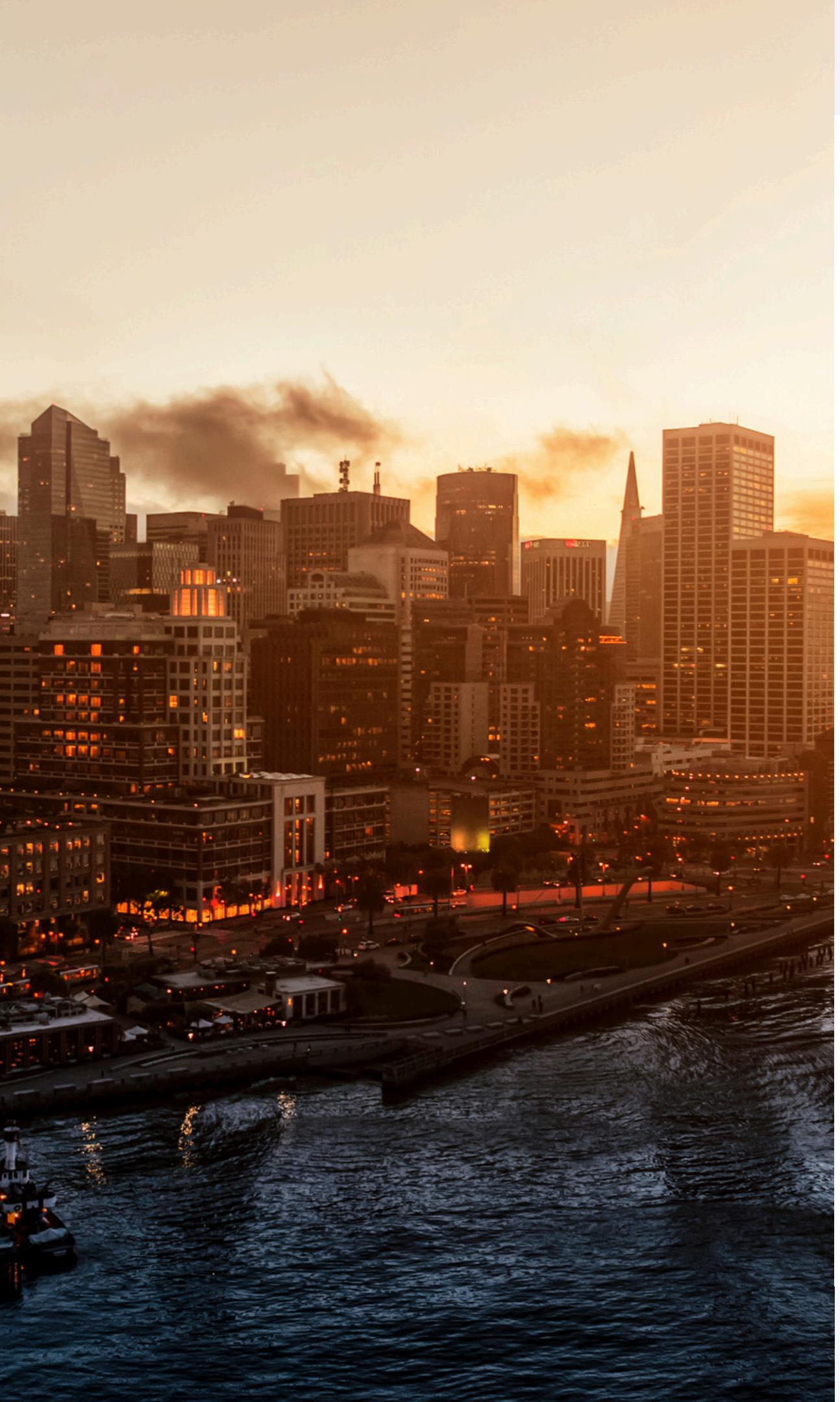


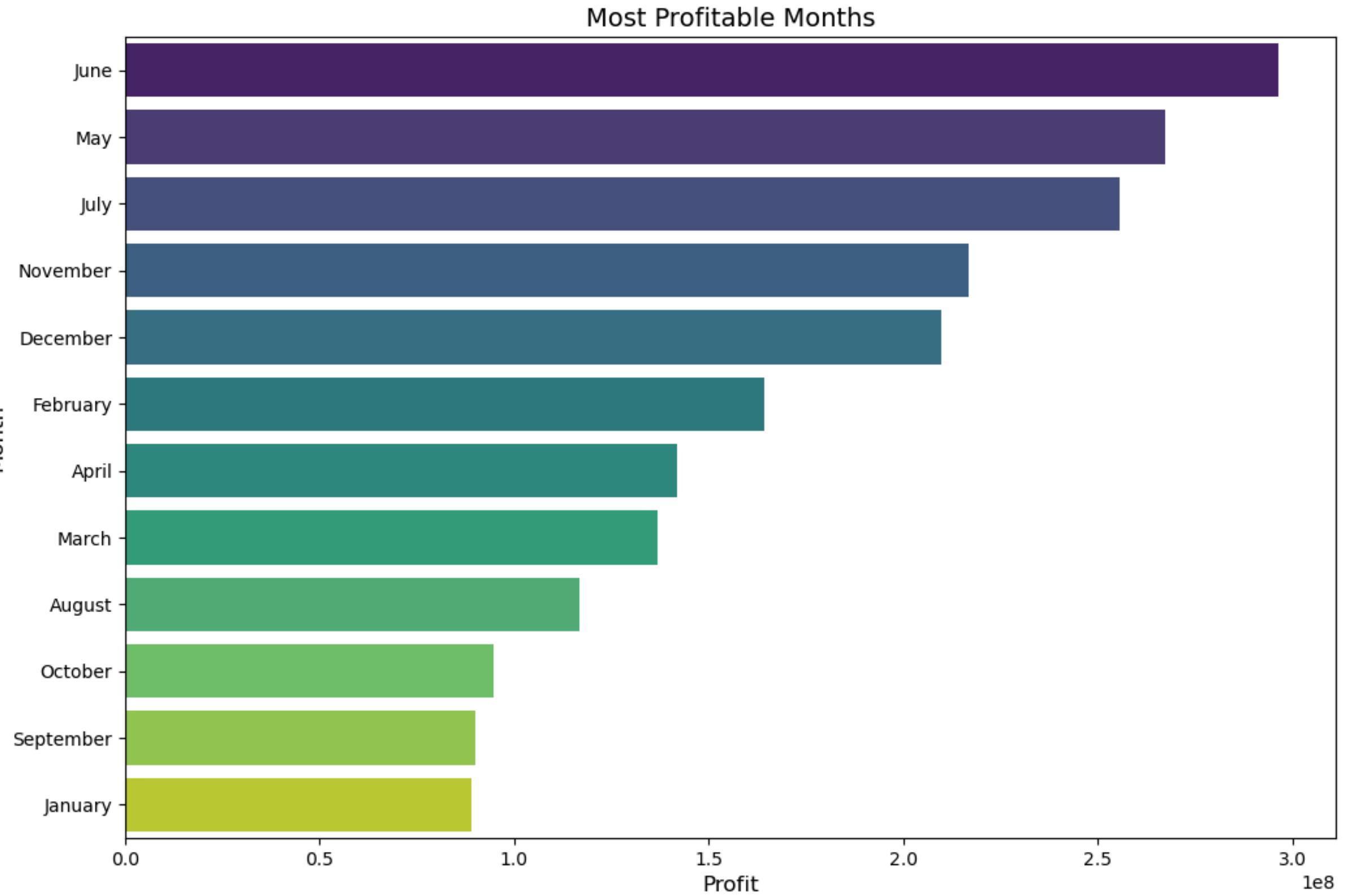
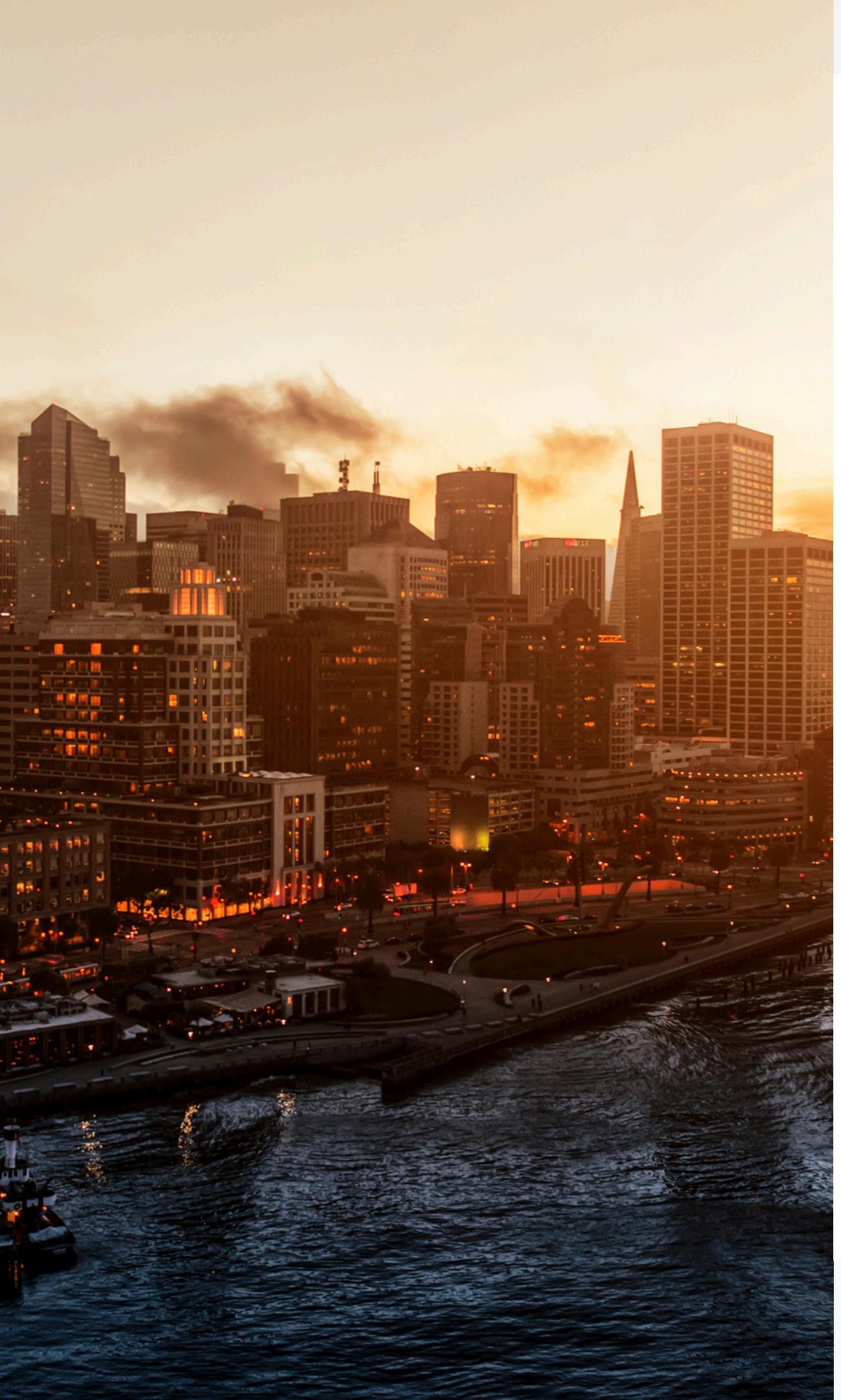


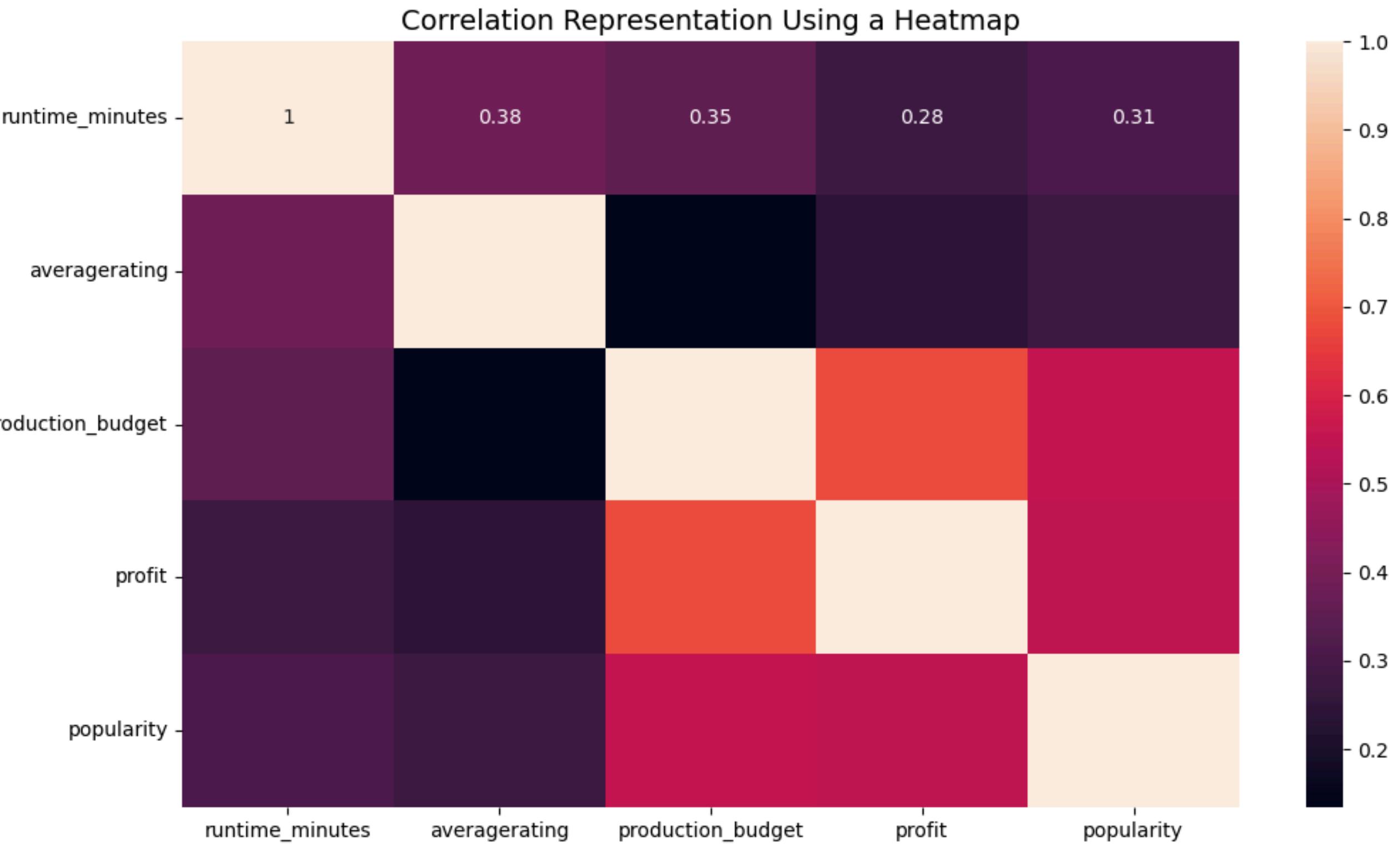
RESULTS

In the following slides, we will delve into the results of our analysis. These findings highlight key trends and insights that emerged from the data, offering a comprehensive view of specific areas of focus. We will explore these results in detail, examining both the quantitative and qualitative aspects to provide a well-rounded understanding. Let's begin by looking at the major findings and their implications for future actions.









RECOMMENDATION

- The ideal genres to produce are Adventure, Action, and Comedy.
- The optimal languages for these films are Thai, Telugu, and English.
- The best months to release these films are June, May, and July.

