

MOVIE STUDIO AND BUDGETS

BUSINESS UNDERSTANDING

The movies dataset can be analyzed from a business perspective to gain insights into the financial performance of movies and the movie industry as a whole

1. One area of analysis is identifying which studios are most successful at the box office. By examining which studios have the highest total gross across all movies, studios can identify which competitors they need to focus on in terms of marketing and production strategies.
2. Another key area of analysis is understanding the relationship between domestic and foreign gross. Studios can use this information to make strategic decisions about where to allocate their marketing and distribution resources



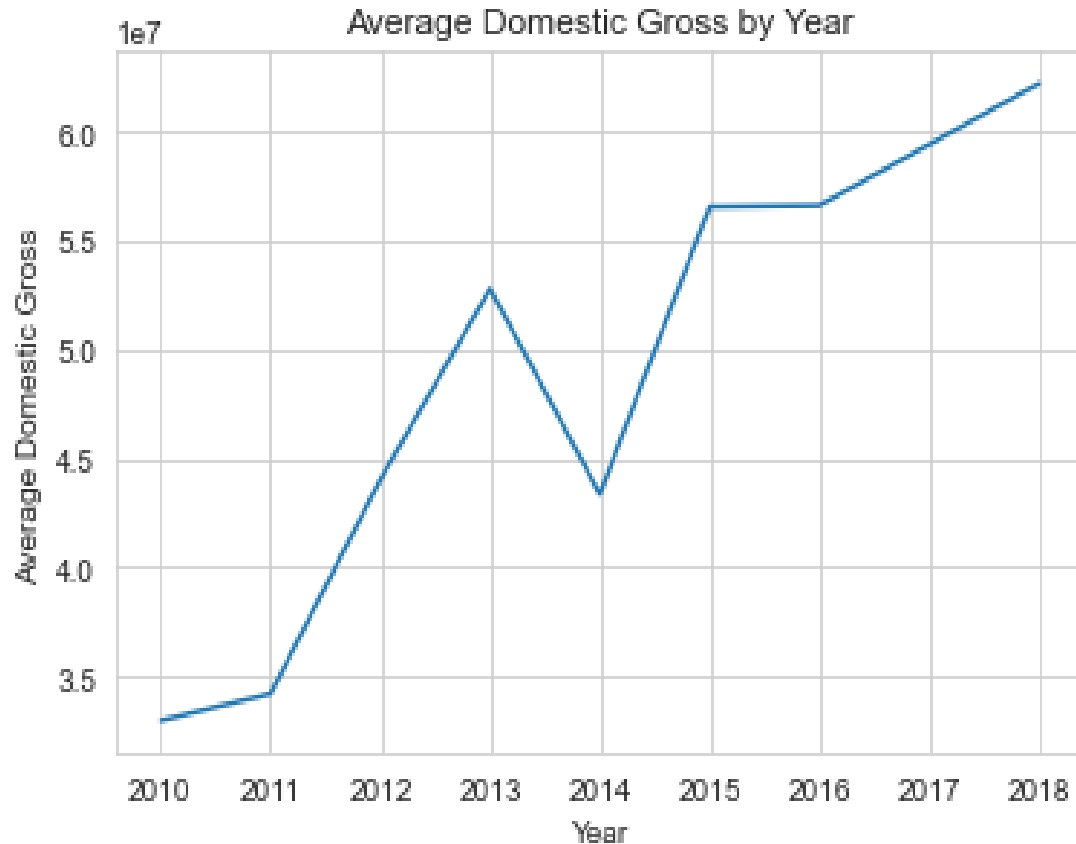
BUSINESS UNDERSTANDING

3. The dataset can also be analyzed to identify trends in consumer preferences over time. By examining which types of movies perform well in different years, studios can make strategic decisions about which types of movies to produce and market in the future.

4. Finally, the dataset can be used to analyze the financial performance of individual movies. By examining the relationship between a movie's budget and its gross, studios can determine whether a particular movie was profitable or not. This analysis can inform decisions about how much to spend on future movie projects and where to allocate those funds.



AVERAGE DOMESTIC GROSS BY YEAR

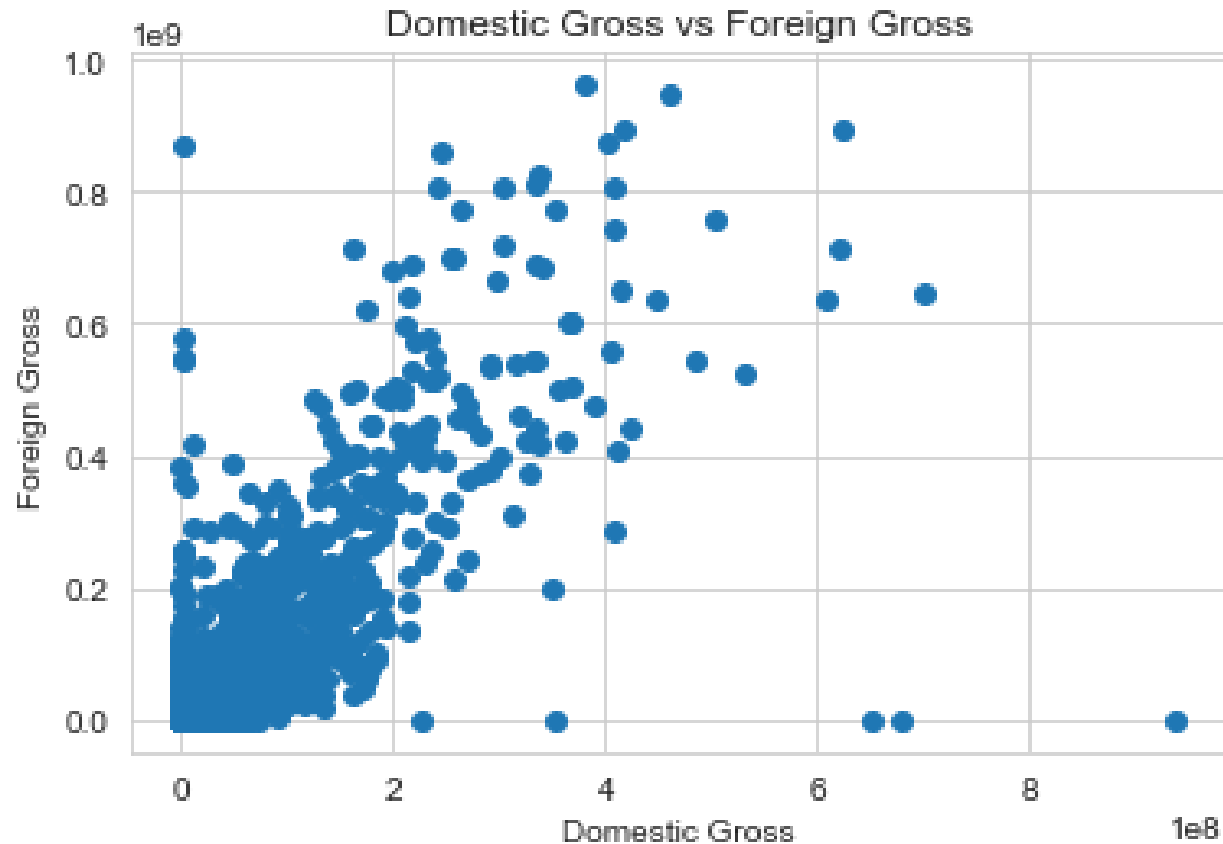


Domestic gross measures the monetary value of final goods and services that is produced in a country in a given period of time.

The average domestic gross appears to increase steadily over the years, with a few dips here and there.

This suggests that the movie industry has been growing over the years, at least in terms of domestic gross.

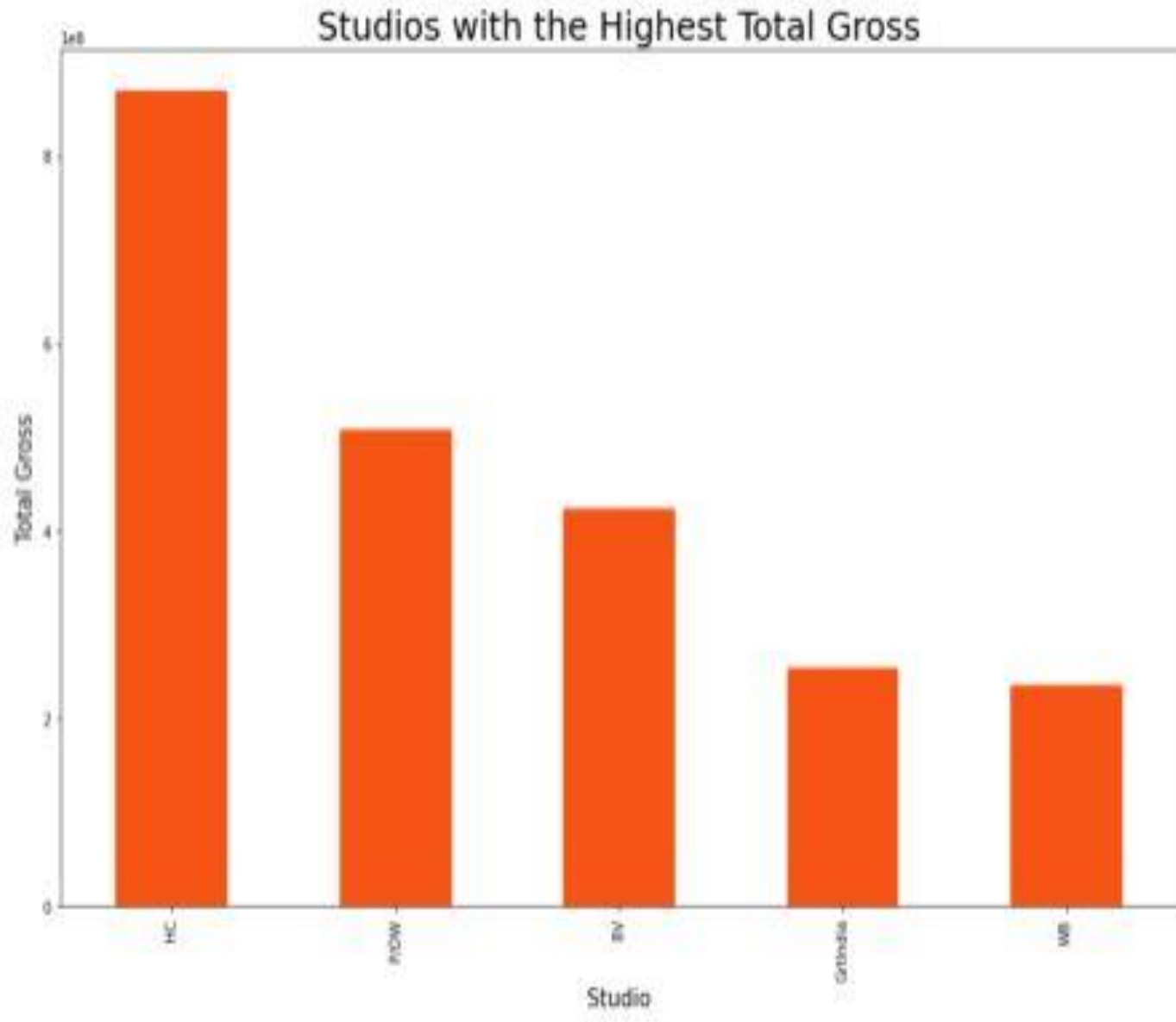
DOMESTIC GROSS VS FOREIGN GROSS



-The foreign gross revenue for the movies in the dataset was higher than the domestic gross revenue.

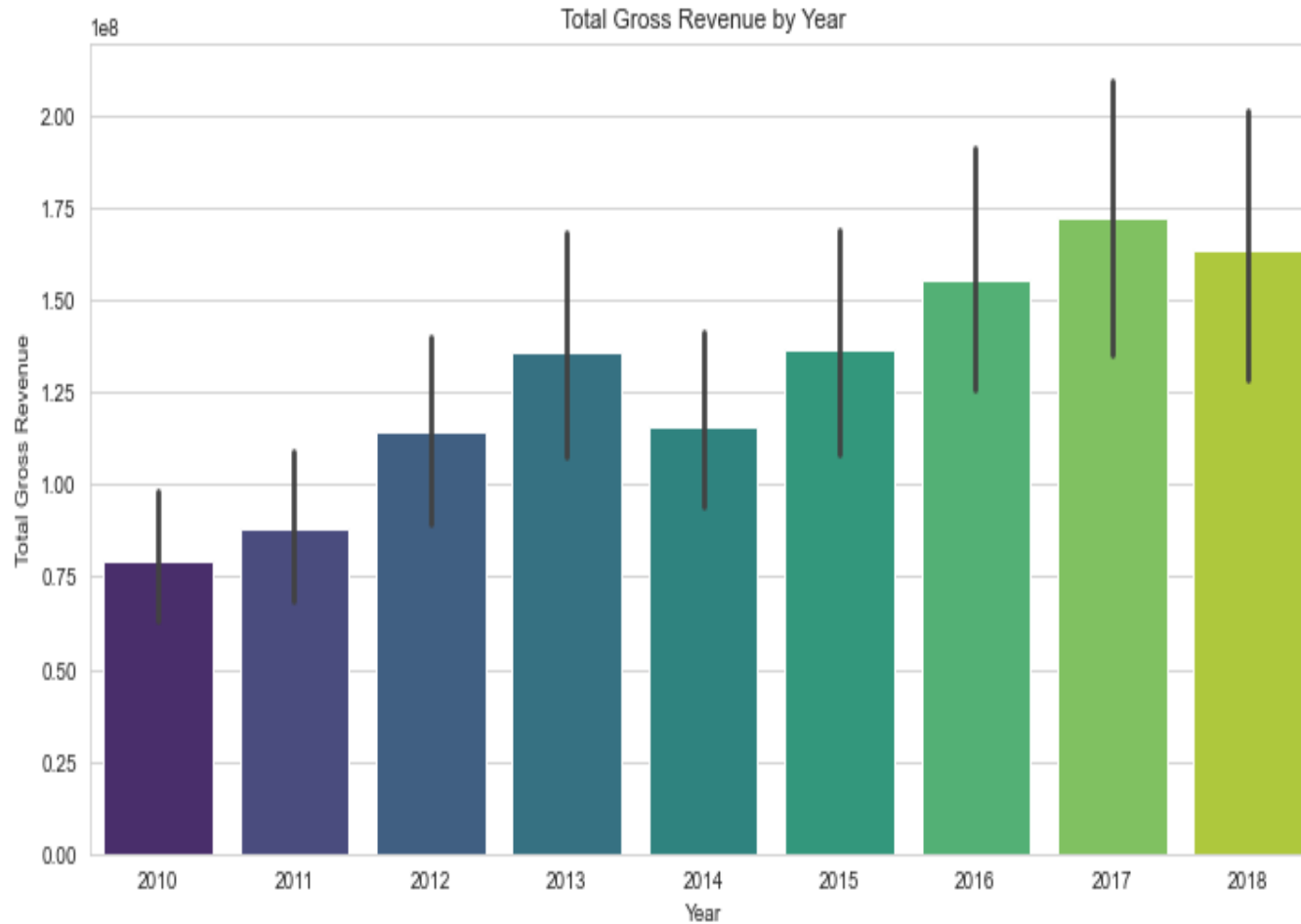
- Studios should aim to distribute their movies in different countries and work with local distributors to increase their global reach.

STUDIOS WITH THE HIGHEST TOTAL GROSS



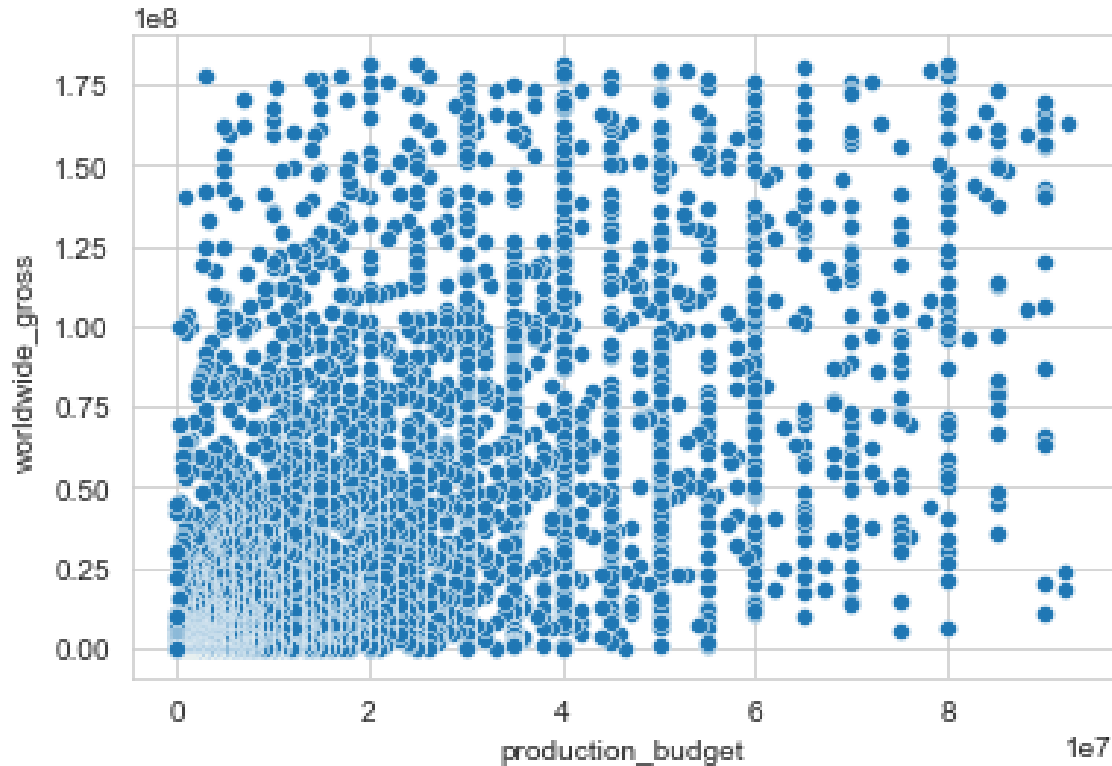
- BV, Fox and WB are among the studios with the highest total gross.
- movies that grossed over \$500 million worldwide were released by well-established studios like BV (Buena Vista) and WB (Warner Bros). Therefore, it would be wise for studios to focus on producing high-grossing movies that can generate significant revenue for the company

TOTAL GROSS REVENUE BY YEAR



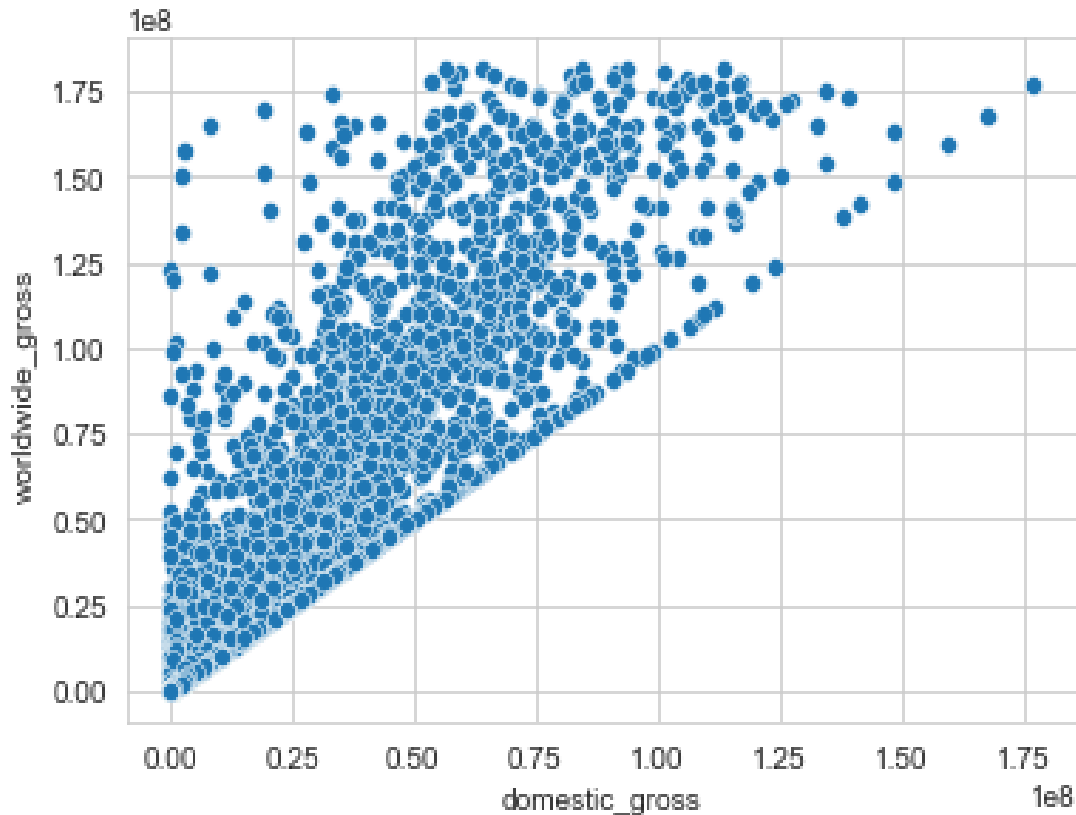
- Total gross revenue increased over the years.

PRODUCTION BUDGET VS WORLDWIDE GROSS



There is a positive correlation between the production budget and worldwide gross, indicating that spending more on production can lead to higher profits.

DOMESTIC GROSS VS WORLDWIDE GROSS



While domestic gross is important, it is equally important to consider the worldwide gross for a movie

A movie that performs well internationally can significantly increase its overall revenue.

RECOMMENDATIONS

- Consider worldwide gross: While domestic gross is important, it is equally important to consider the worldwide gross for a movie. A movie that performs well internationally can significantly increase its overall revenue.
- Control production budget: The dataset shows that movies with high production budgets don't necessarily guarantee high returns. Movies like Cutthroat Island and The Alamo had high production budgets but failed to perform well at the box office. It's essential to control production budgets and focus on producing quality content that resonates with the target audience.
- Focus on high ROI: Movies that have a high ROI (Return on Investment) are the most profitable, so it's recommended to focus on producing movies with higher ROI. In the given dataset, some movies have a very high ROI, such as My Date With Drew with a ROI of 16,358.27%.



- Focus on high-grossing movies: The dataset shows that movies that grossed over \$500 million worldwide were released by well-established studios like BV (Buena Vista) and WB (Warner Bros). Therefore, it would be wise for studios to focus on producing high-grossing movies that can generate significant revenue for the company.
- Expand overseas: The foreign gross revenue for the movies in the dataset was higher than the domestic gross revenue, indicating that it is essential for studios to expand their business overseas to increase their revenue. Studios should aim to distribute their movies in different countries and work with local distributors to increase their global reach.
- Create franchise movies: Franchise movies like Harry Potter and Toy Story were some of the highest-grossing movies in the dataset. Therefore, studios should consider investing in creating movie franchises that can generate revenue from sequels, spin-offs, merchandise, and theme parks.
- Focus on quality: The success of movies like Inception and Toy Story 3 shows that the quality of the movie matters. Studios should focus on producing quality content that can attract audiences and generate positive reviews, leading to more significant box office revenue.



THANK YOU!

