

Exploratory Analysis to Guide the New Film Studio

Decoding Box Office Success for Our Future Productions



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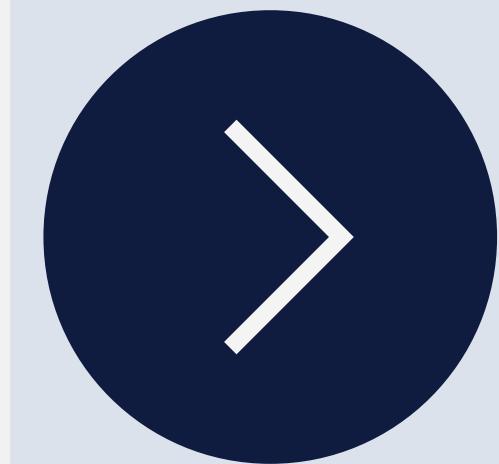
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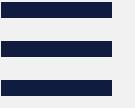
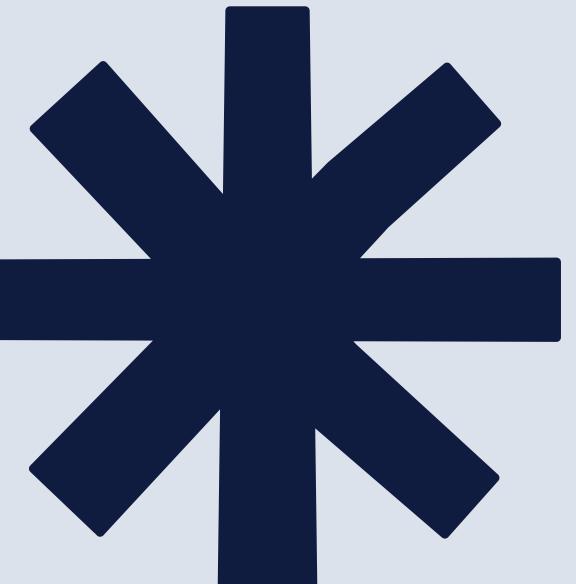


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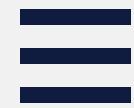
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CONTEXT AND PROJECT OBJECTIVE

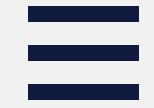
This project aims to conduct a data-driven analysis to uncover valuable insights about the film industry. The goal is to strategically guide the creation of a new film studio by leveraging the historical performance of movies at the box office.

The data used primarily comes from Box Office Mojo and IMDb, covering thousands of films along with their revenues, genres, studios, runtimes, and ratings.

The main objective of this analysis is to identify the most profitable types of films and successful practices, to help the company make informed decisions when investing in high-potential productions.

In this presentation, I will share the key findings from this analysis as well as concrete recommendations to guide the studio's production strategy.





Our Approach – Data-Driven Analysis for Informed Decisions

MAKING SMART DECISIONS THROUGH THOROUGH ANALYSIS

- **Data Sources Used**

To better understand what makes a film successful, we used two trusted movie industry databases:

- Box Office Mojo provides box office revenue figures, showing how much money films earned domestically (in the US) and internationally.
- IMDb offers details about each film's characteristics, such as genre (action, animation, etc.), runtime, and average audience ratings.

- **How We Worked**

◦ We cleaned the data to fix errors and fill in missing information to ensure accuracy and completeness.

◦ We combined these different sources to create a full and consistent view of each film.

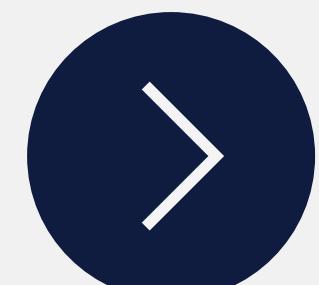
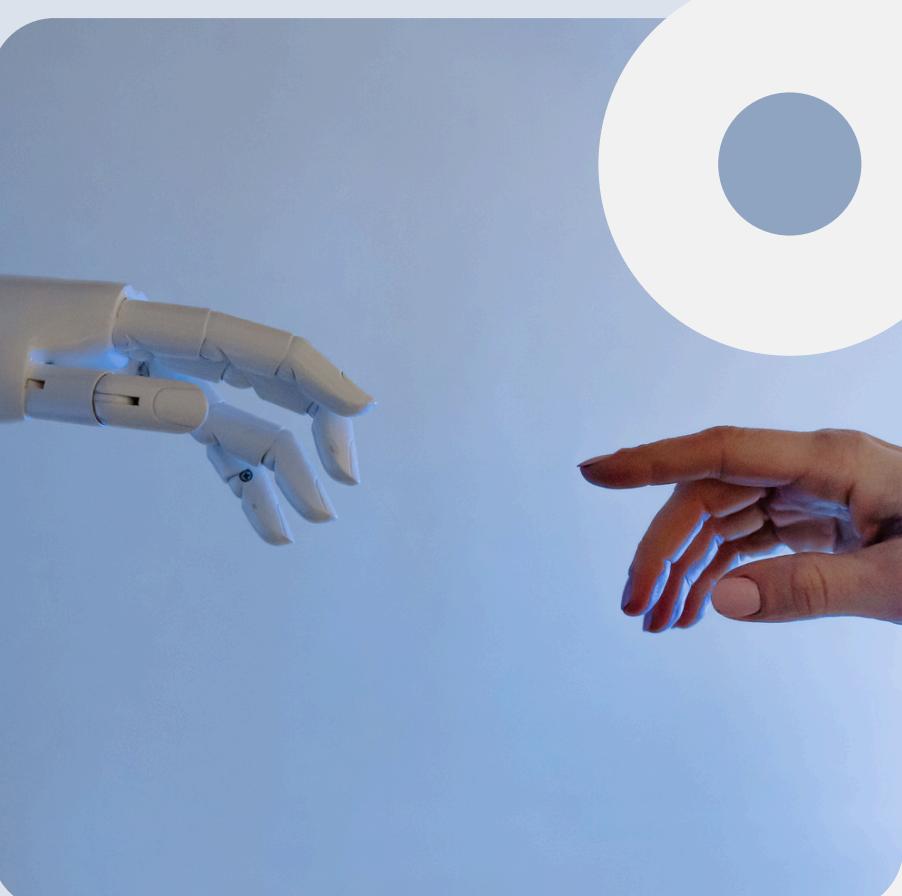
◦ Then, we analyzed the data to identify key trends and understand which types of movies generate the highest revenues.

- **Why This Matters**

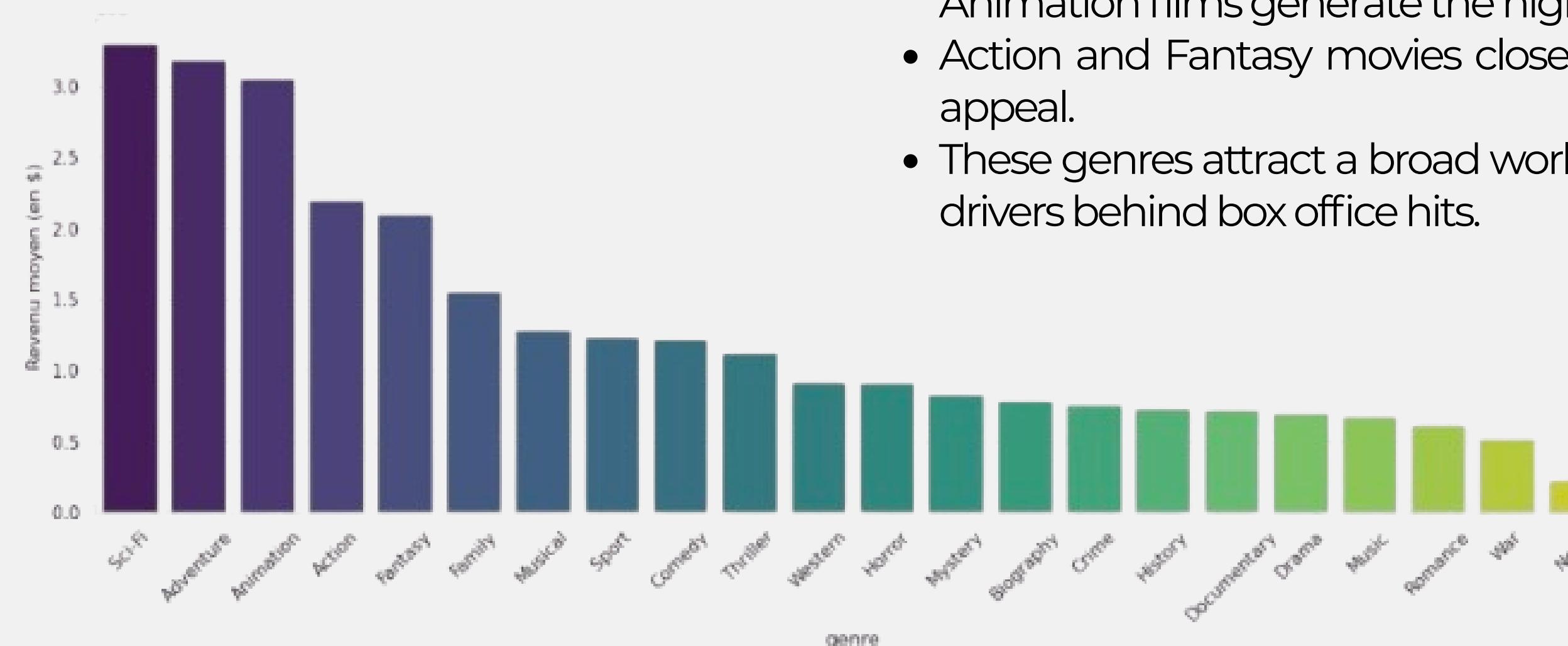
◦ To turn complex raw data into simple, actionable insights.

◦ So you can make strategic decisions based on solid facts, not guesses.

◦ To help you select films that are more likely to succeed commercially and reduce investment risks.



Dominant Box Office Genres



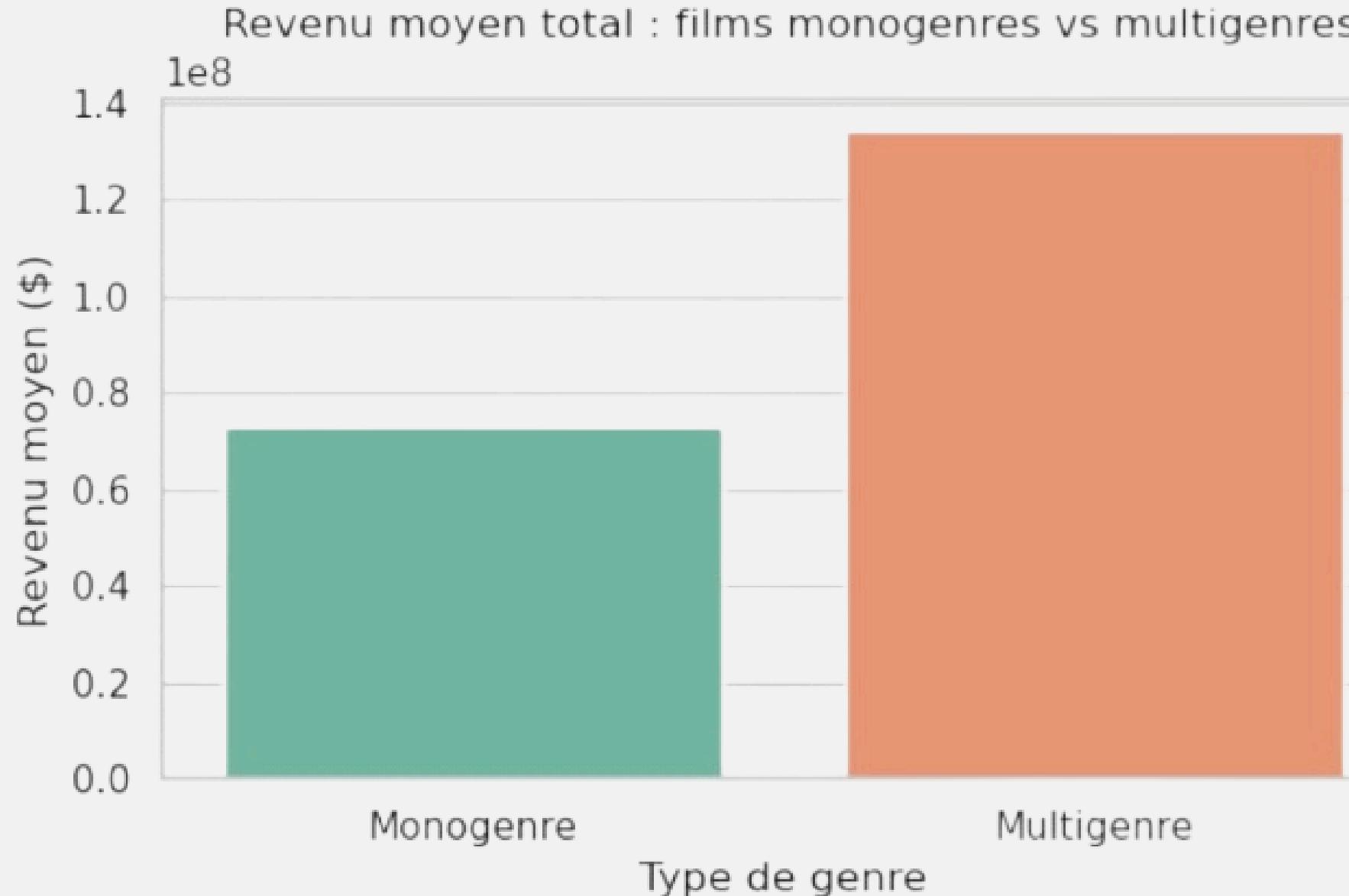
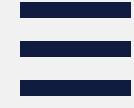
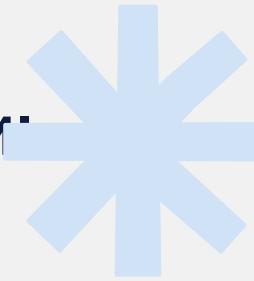
THE GENRES THAT BRING THE HIGHEST GLOBAL BOX OFFICE REVENUE

Explanation:

- Our data clearly shows that Science Fiction, Adventure, and Animation films generate the highest global revenues.
- Action and Fantasy movies closely follow, highlighting their strong appeal.
- These genres attract a broad worldwide audience and are the main drivers behind box office hits.

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Key Finding 2 The Power of Multigenre Films

Explanation:

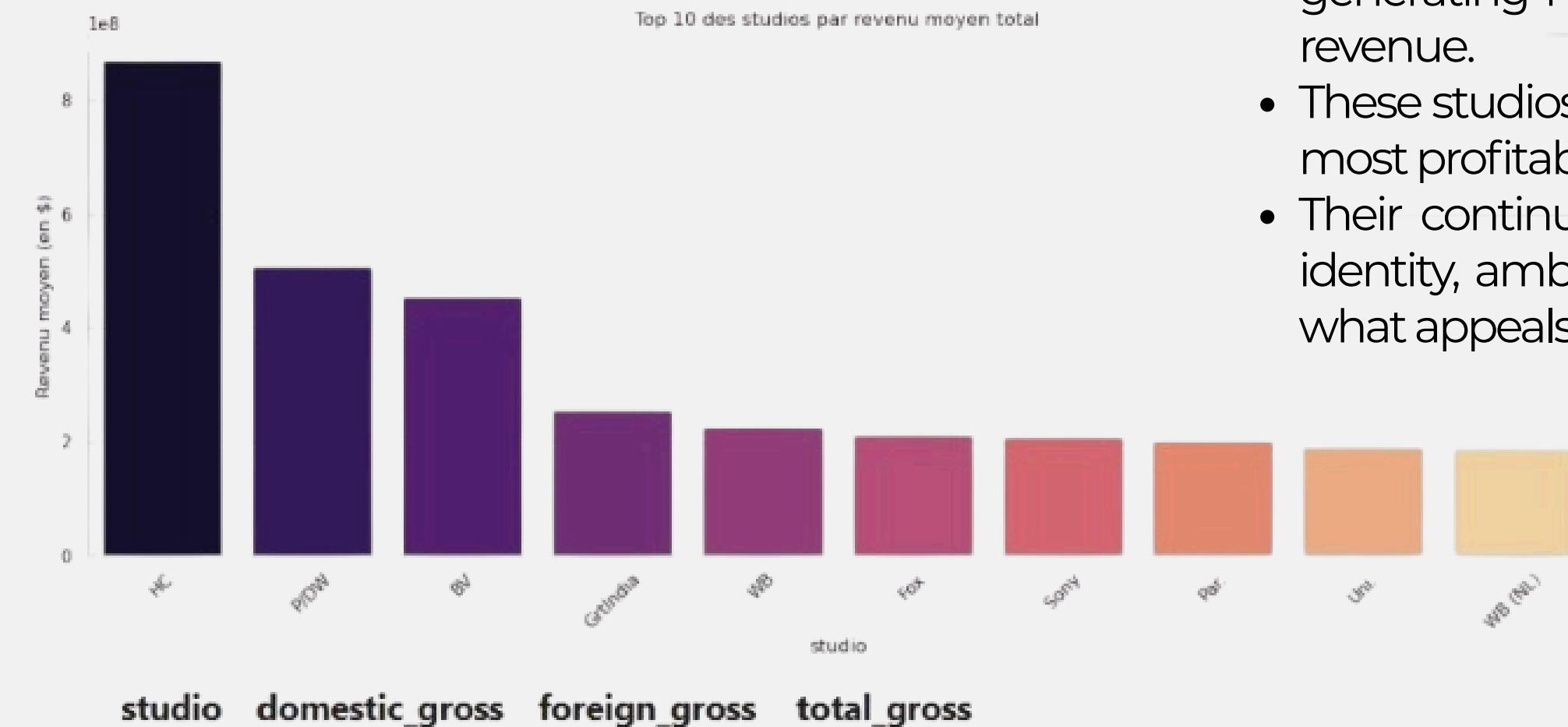
- A key insight is that films combining multiple genres (e.g. Action–Adventure, Sci-Fi–Drama) tend to generate much higher revenues than single-genre films.
- On average, multigenre movies earn about \$134 million, compared to \$72 million for single-genre films.
- This suggests that offering a richer, more varied cinematic experience can attract a broader and more diverse audience —a strong competitive advantage..



KEY FINDING3 LEADING STUDIOS AND THEIR SUCCESS MODEL

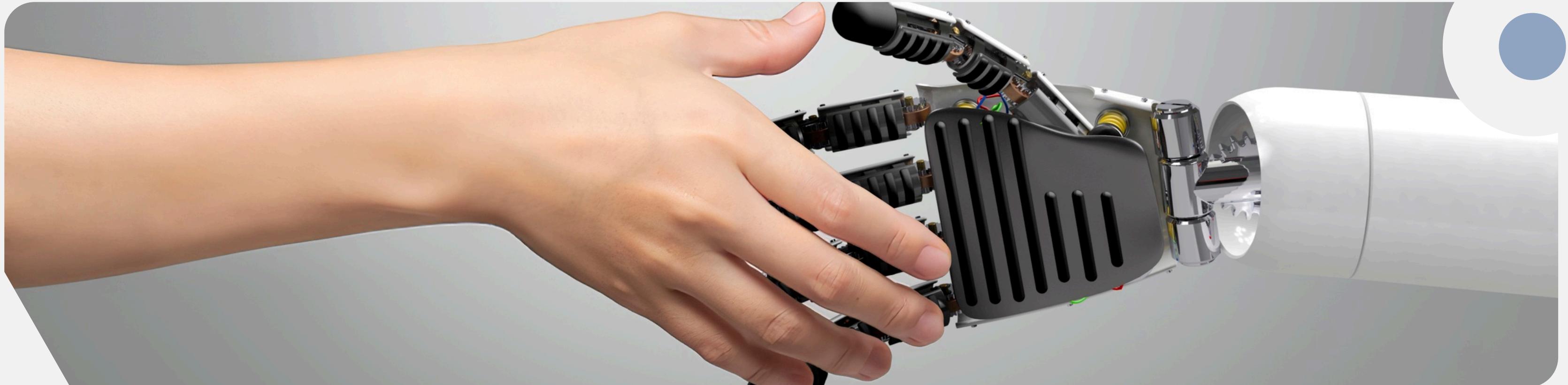
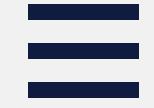
Explanation :

- Our analysis reveals that top players like HC, P/DW, and BV lead the market, generating hundreds of millions — or even billions — in global box office revenue.
- These studios often specialize in high-budget blockbusters, especially in the most profitable genres like Action, Adventure, and Animation.
- Their continued success highlights the strategic value of a strong brand identity, ambitious production investments, and a deep understanding of what appeals to a global audience.



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Recommendation-1

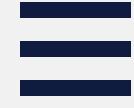
Prioritize “Blockbuster” Genres

Suggested Action :

We should focus our project pipeline and initial investments on the genres with a proven track record: Science Fiction, Adventure, Animation, and Action.

Expected Benefit :

- This will maximize our global box office potential.
- It will position us early on in the most lucrative market segments, where audience demand is consistently high.
- For a new studio, this is the safest path toward fast commercial success.”

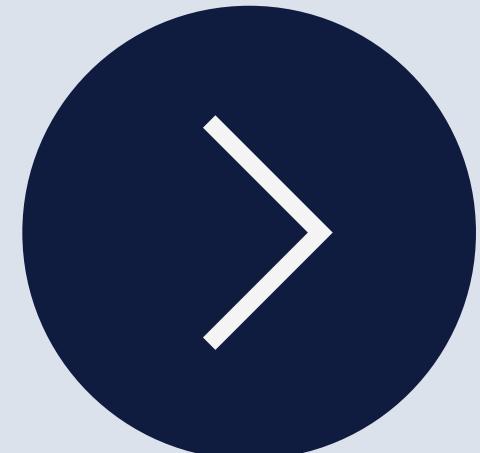


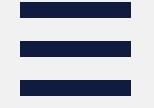
Next Steps and Discussion

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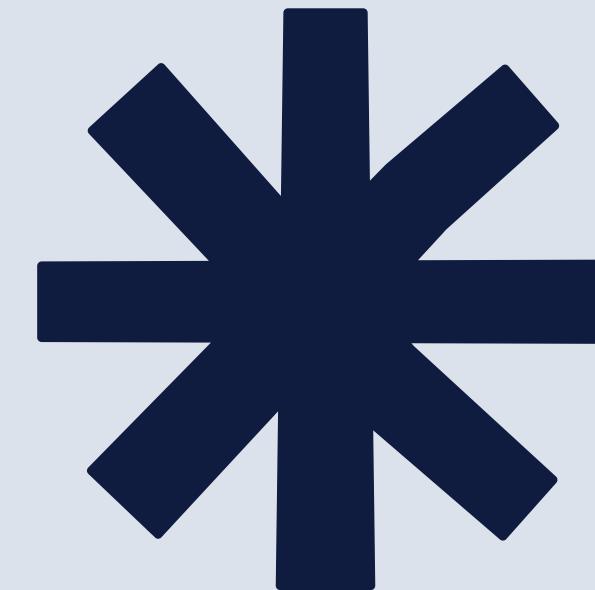
- These initial recommendations provide a solid foundation for launching the new studio.
- To go further, we could explore several complementary directions:
 - Analyze the impact of production budgets and critical ratings on box office performance.
 - Explore talent trends (actors, directors) in the most profitable genres.
 - Identify specific opportunities in high-potential international markets.





Final Conclusion of the Presentation

Strategy



This project set out to provide concrete, data-driven answers to a key strategic question:

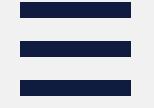
What types of films should we produce to maximize our chances of box office success?

By combining insights from Box Office Mojo and IMDb, we were able to identify:

- The top-performing genres globally (Sci-Fi, Adventure, Animation...),
- The strategic advantage of multigenre films, which earn significantly more on average,
- The winning patterns of leading studios, offering valuable models to follow.

Based on this analysis, I presented three actionable recommendations to guide your production strategy starting now.

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Questions & Acknowledgements



“I am now available to answer any questions you may have.”