Box Office Success:

Data-Driven Insights

For

Launching a Winning Movie Studio

OVERVIEW

1-Project goals

Main objectives are to ensure

- ✓ data-backed decisions on film production,
- ✓ Budgeting
- ✓ marketing

2-METHODOLOGY

Methodological measures used are

✓ correlation of the dependent variables

✓Drawing of the Bar graphs checking the

✓ highest film productions

✓Plotting of the yearly films trends

✓Scatter plotting

3-KEY OUTCOMES

Best movie studio

The best movie studio was BV, with the highest domestic gross income

Highest ordered movie

The highest movie ordered was Golesly Metas, with the writer Kevin Mcleod,

Movie counts popularity

Region with the highest number of Movie counts is "US", MOVIE-Jurassic World 3D

BUSINESS UNDERSTANDING

Movie genre with highest ratings and popularity

The studio with the highest movies and writers

Movie genre budgeting and market returns

Movie regional popularity and orders

The Best film Directors and writers

DATA UNDERSTANDING

DATA SOURCE

The source of our data is from the GITHUB ACCOUNT.
https://github.com/learn-co-curriculum/dsc-phase-2-project-v3

DESCRIPTION

From our data ,we have used 4 files
- ✓Movie_gross.csv
- ✓Movie_budget.csv
- ✓Movie_popularity
- ✓Im_db(database file)

Film Data types

Movie gross.csv

#	Column	Non-Null Count	Dtype
0	title	3387 non-null	object
1	studio	3382 non-null	object
2	domestic_gross	3359 non-null	float64
3	foreign_gross	2037 non-null	object
4	year	3387 non-null	int64

dtypes: float64(1), int64(1), object(3)

memory usage: 132.4+ KB

Movie budget.csv

Data columns (total 5 columns):

#	Column	Non-Null Count	Dtype
0	release_date	5782 non-null	object
1	movie	5782 non-null	object
2	production_budget	5782 non-null	object
3	domestic_gross	5782 non-null	object
4	worldwide_gross	5782 non-null	object

Movie Popularity

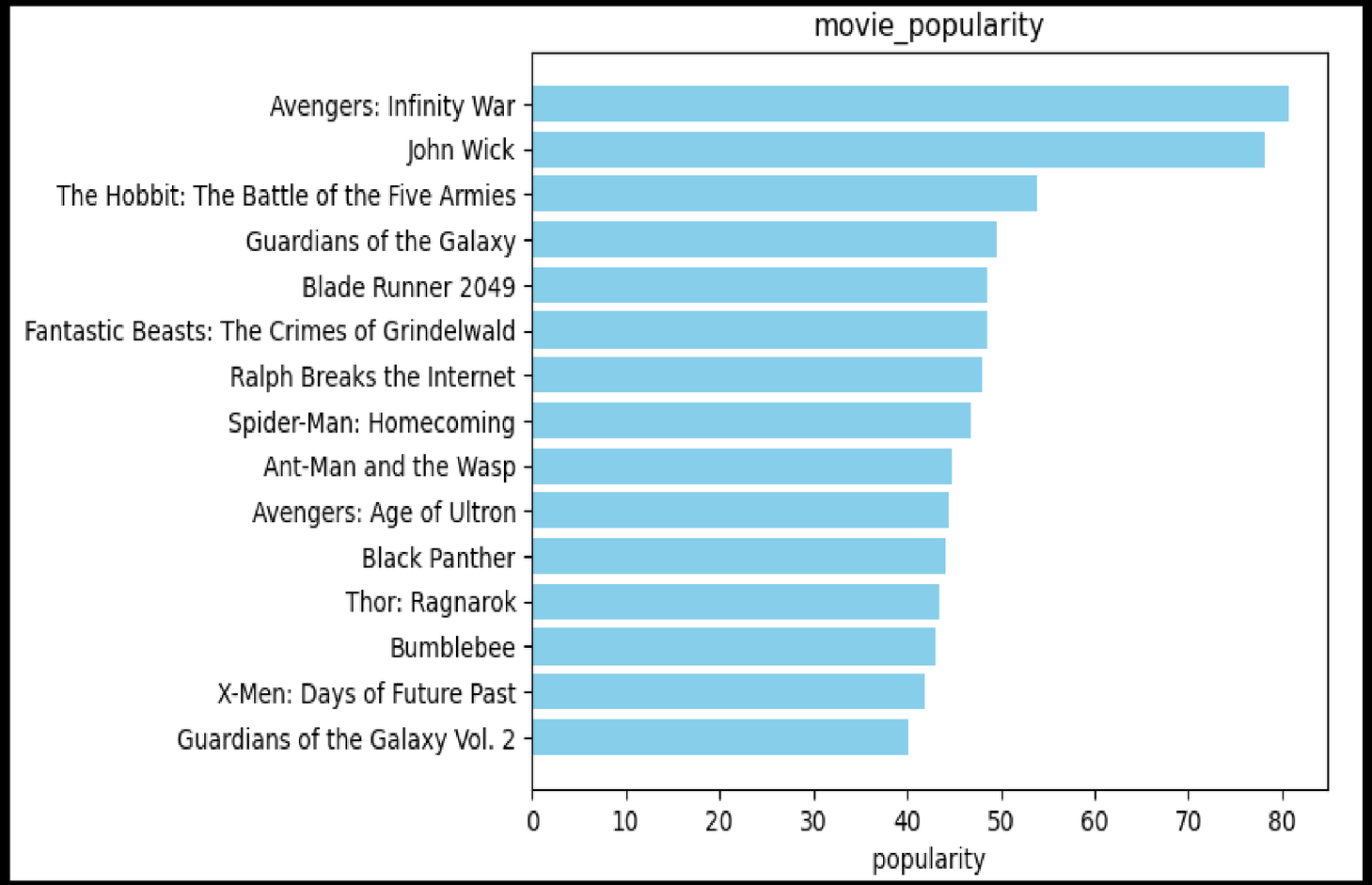
```
Data columns (total 9 columns):
 #   Column             Non-Null Count  Dtype
---  ------             --------------  -----
 0   genre_ids          26517 non-null  object
 1   id                 26517 non-null  int64
 2   original_language  26517 non-null  object
 3   original_title     26517 non-null  object
 4   popularity         26517 non-null  float64
 5   release_date       26517 non-null  object
 6   title              26517 non-null  object
 7   vote_average       26517 non-null  float64
 8   vote_count         26517 non-null  int64
```

Im.db(database)

- It has the following tables

✓Persons
✓Principals
✓Writers
✓Directors
✓Movie ratings
✓Movie akas
✓Movie basics

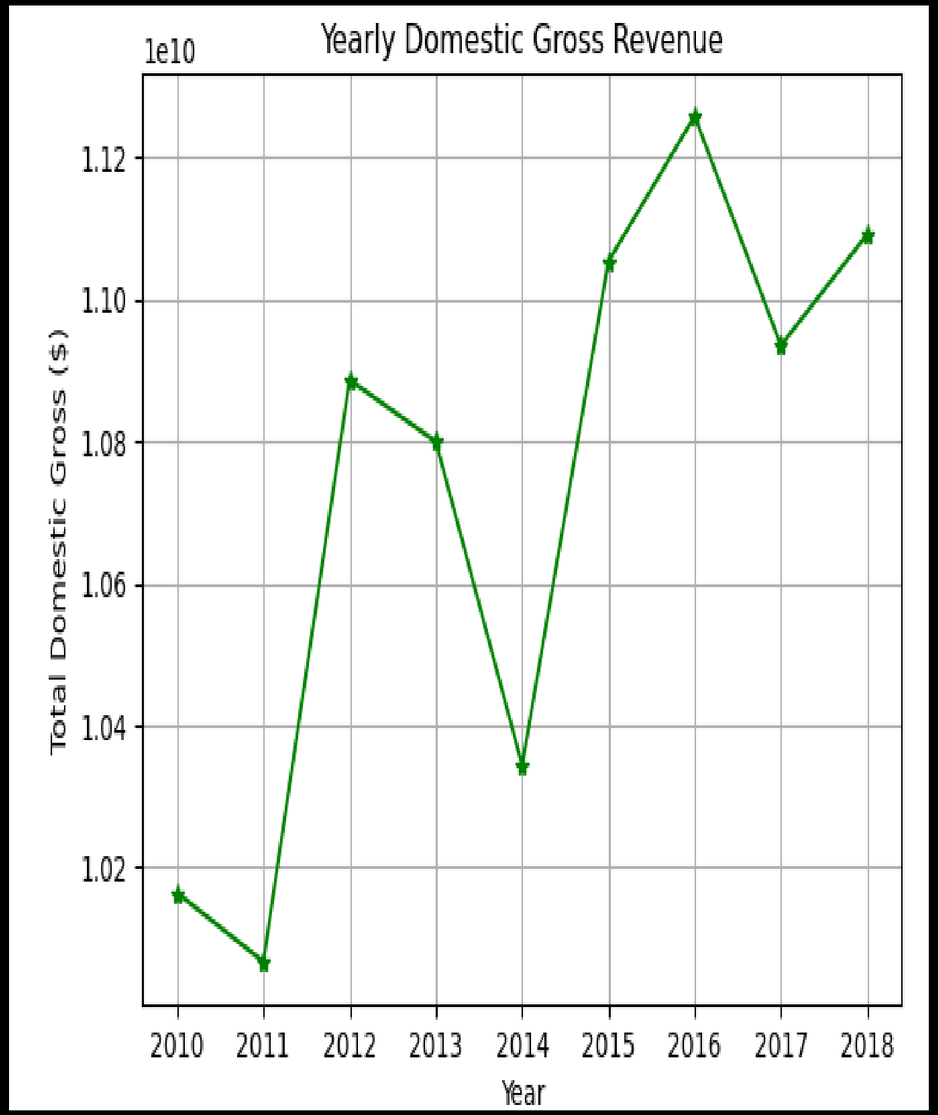
MOVIE POPULARITY



Description

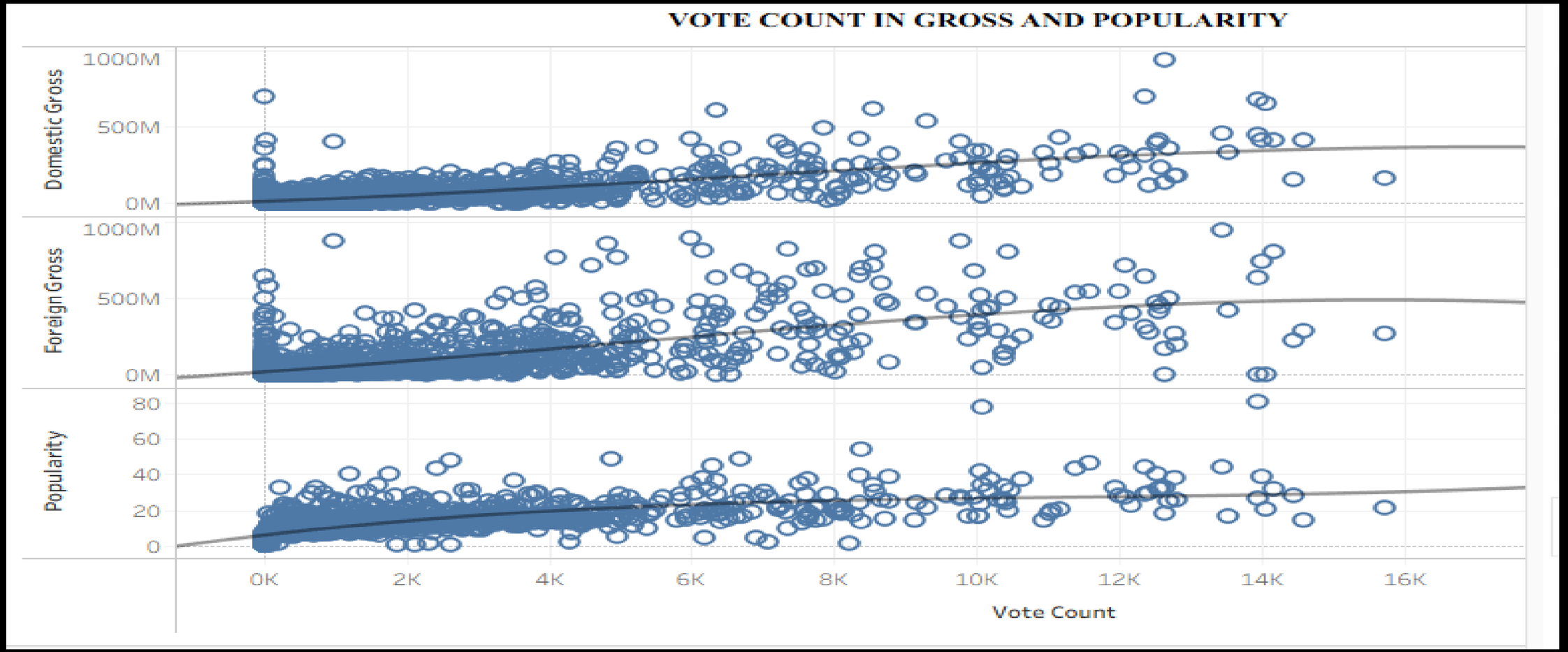
The most popular movie is Avengers :infinity war

Movie yearly domestic gross trend

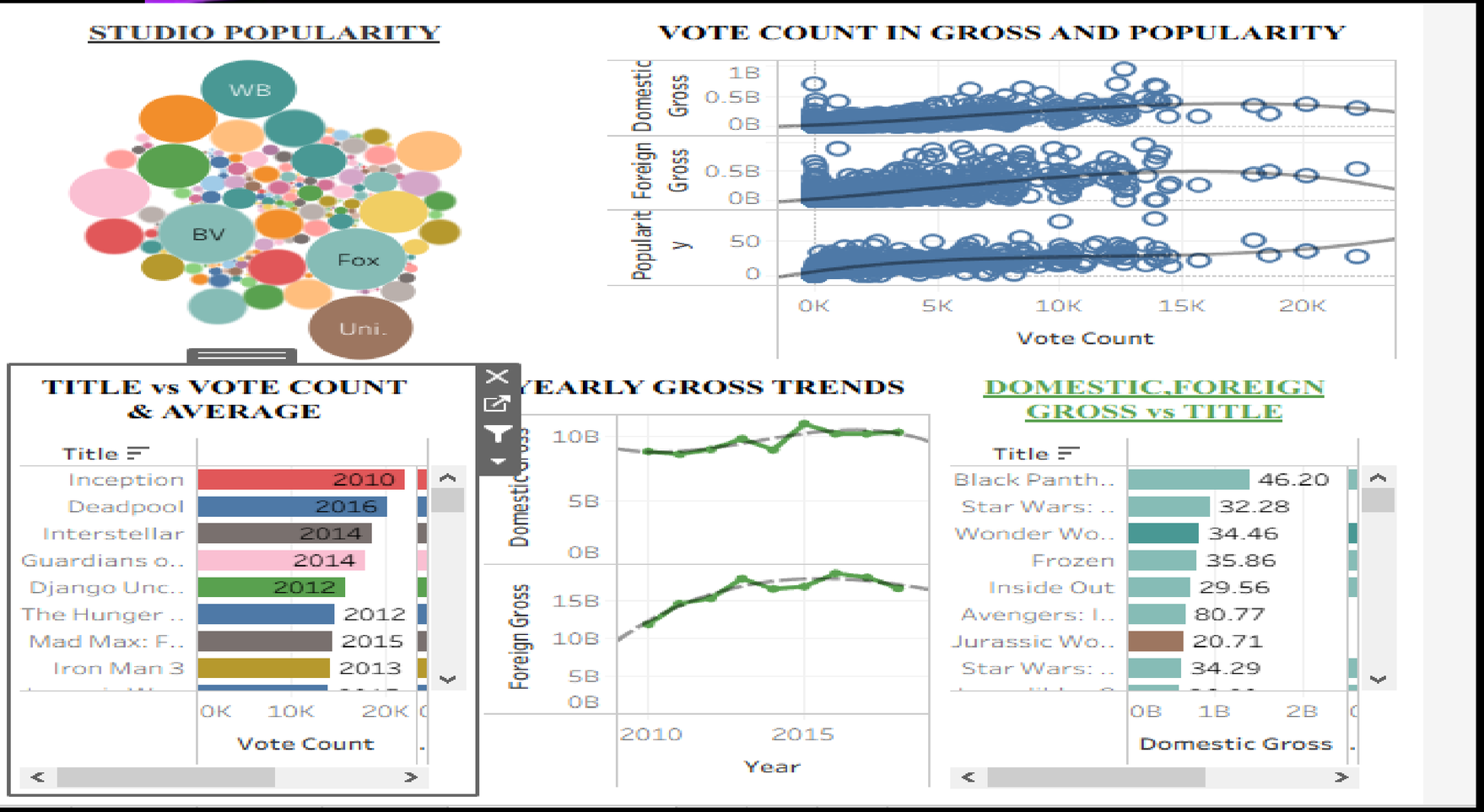


This matrix provides a snapshot of various success metrics Domestic gross revenue for company from 2020 to 2018

Gross Correlation To Vote Count



DASH BOARDING



DESCRIPTION

The dash boarding includes the following insights

- Studio popularity
- Vote count in Gross and popularity
- Title vs Vote count and average
- Year gross tress
- Domestic , Foreign gross vs Title

RECOMMENDATION

✓Focus on High-Grossing Genre

Action/Adventure/Sci-Fi films like *Inception*
Documentaries can achieve high average ratings

✓ Leverage Top Talent

Directors: Collaborate with top directors like **Liz Salvato**
Writers: Engage experienced writers such as **Frank Appache**
Composers: Work with renowned composers like **Kevin MacLeod**

✓ Production and Budget Strategy
Budget Allocation

✓Audience Engagement
Focus on producing films that achieve high audience ratingsCompetitive Analysis

✓ Competitive Analysis

Studio Partnerships: Analyze successful studios like **BV**

NEXT STEP

- ✓ Conduct Market & Audience Research
- ✓ Secure Key Talent & Partnerships by hiring top directors, writers, and composers
- ✓ Budget & Funding Strategy by Setting a production budget range

- ✓ Production & Release Plan by priotising high-gross genres
- ✓ Performance Tracking & Iteration by gathering audience feedback

THANK YOU

for your time and attention

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