



MOVIE MARKET ANALYTICS

DATA-DRIVEN INSIGHTS TO LAUNCH A COMPETITIVE
MOVIE STUDIO

OVERVIEW

What this presentation captures:

1. Introduction.
2. Business Understanding.
3. Data Understanding.
4. Data Analysis and Visualization.
 - Key Visualizations.
5. Business Recommendations.
6. Conclusion.



INTRODUCTION

- Welcome to our presentation on launching a new movie studio for our company using data-driven strategies.
- Following the noticeable rise in originality and creativity in the film industry, Our company has developed a profound interest in entering the industry.
- This project explores key trends and success factors in the film industry using data from top industry sources — including IMDb, Box Office Mojo, Rotten Tomatoes, The Numbers and The Movie DB.
- Our goal is to uncover what types of films perform best at the box office, so we can make informed decisions about what kinds of movies our new studio should produce.

BUSINESS UNDERSTANDING

- Business Problem:

- What type of films are most likely to succeed at the box office ?

- Business Goals:

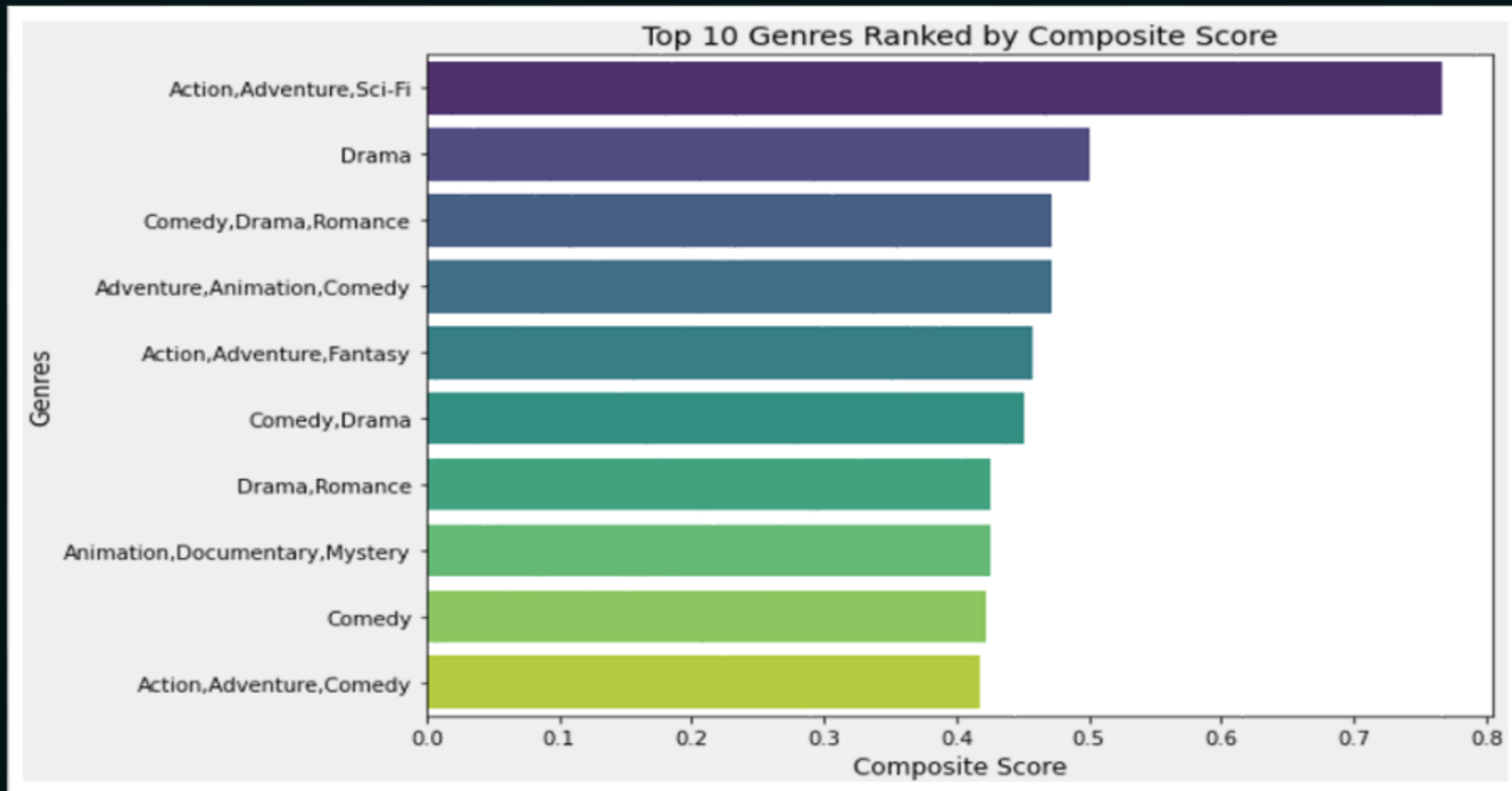
- To determine the most common and popular genres based on audience ratings
- Identify the most profitable genres based on worldgross(foreign and domestic gross)
- To check for Top performing studios and benchmark from them.
- To find the Top Directors in the film industry
- To determine what ratings are most films produced in.

DATA UNDERSTANDING

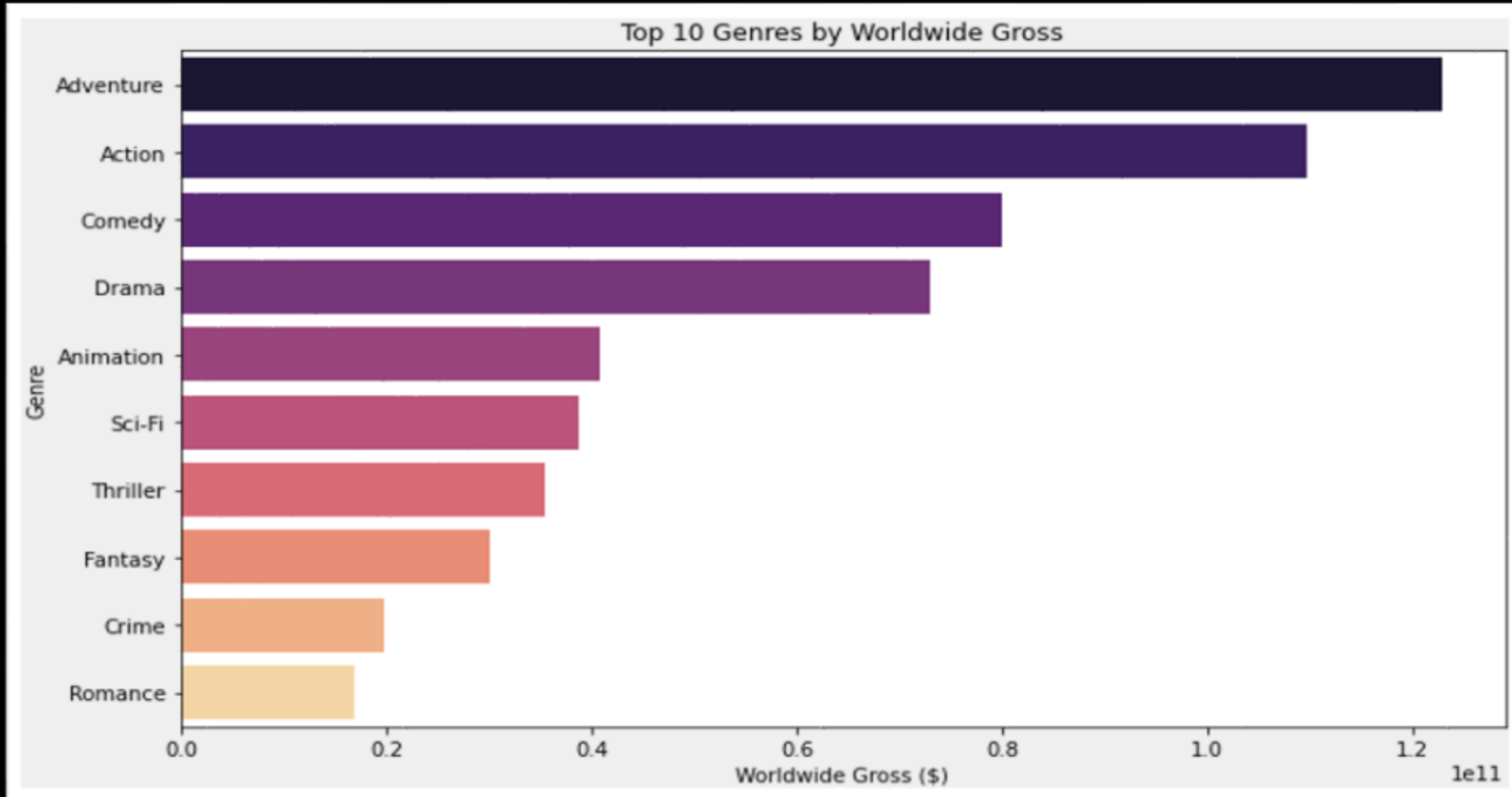
- The project aims to analyze historical movie data to determine the types of films most likely to succeed at the box office.
- The historical data is source from:
 - Internet Movie Database(IMDb)
 - Box Office Mojo
 - Rotten Tomatoes
 - The MovieDb
 - The Numbers

DATA ANALYSIS

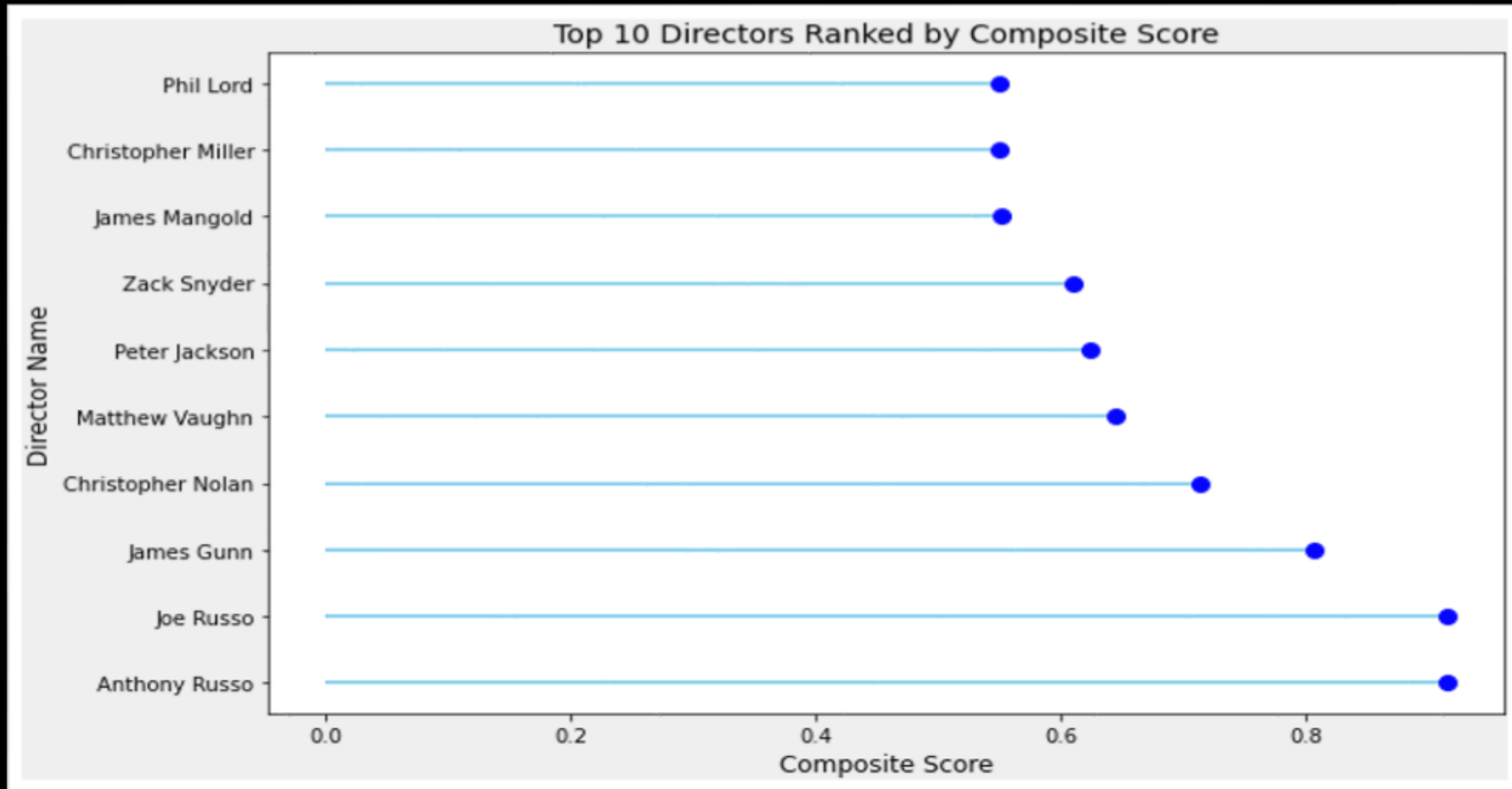
1. TOP 10 RANKED GENRES BASE ON THEIR COMPOSITE SCORE(IMDB)



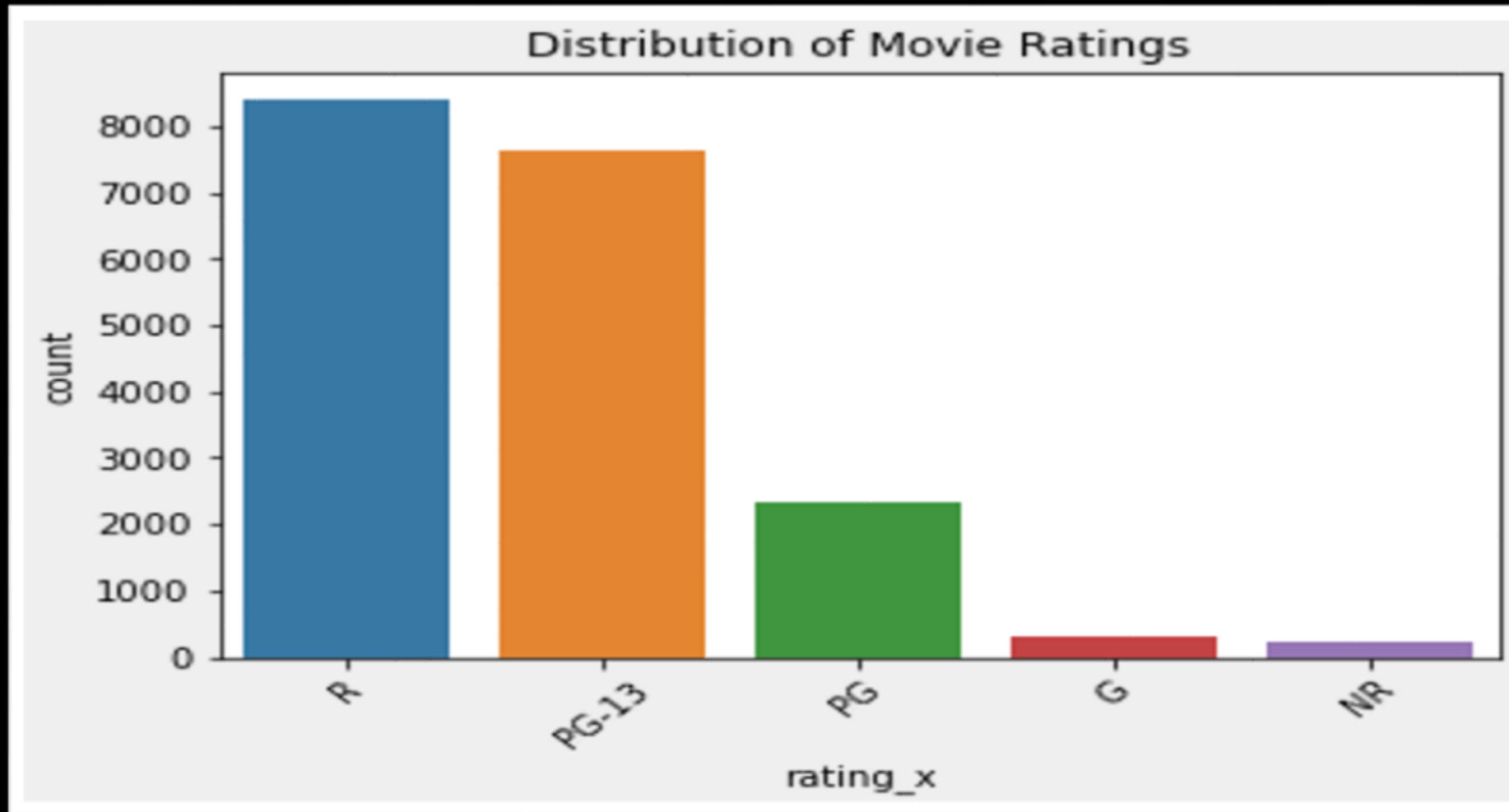
2.TOP 10 GENRES BY WORLDWIDE GROSS(BOM/TN)



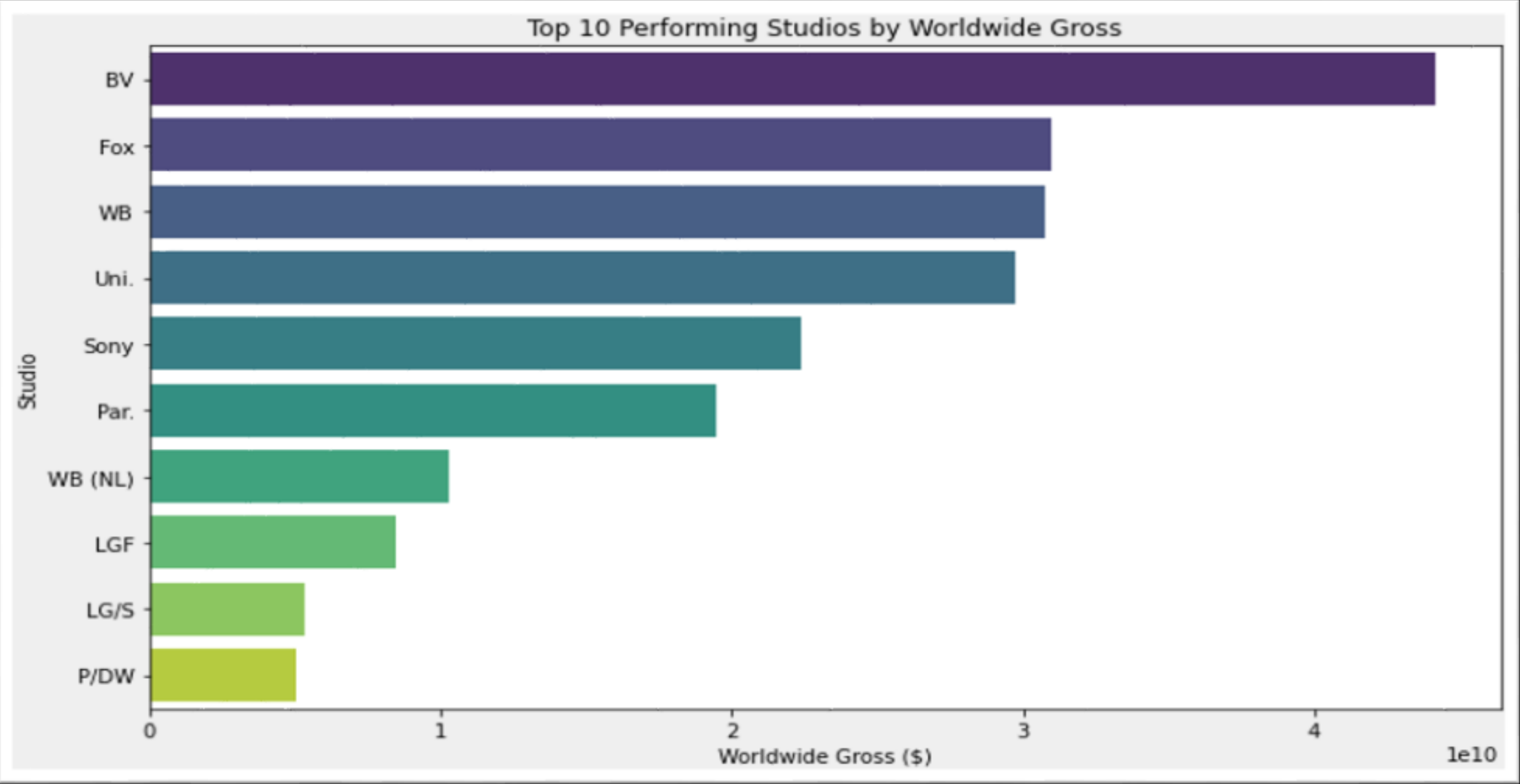
3.TOP 10 DIRECTORS BASED ON COMPOSITE SCORE(IMDB)



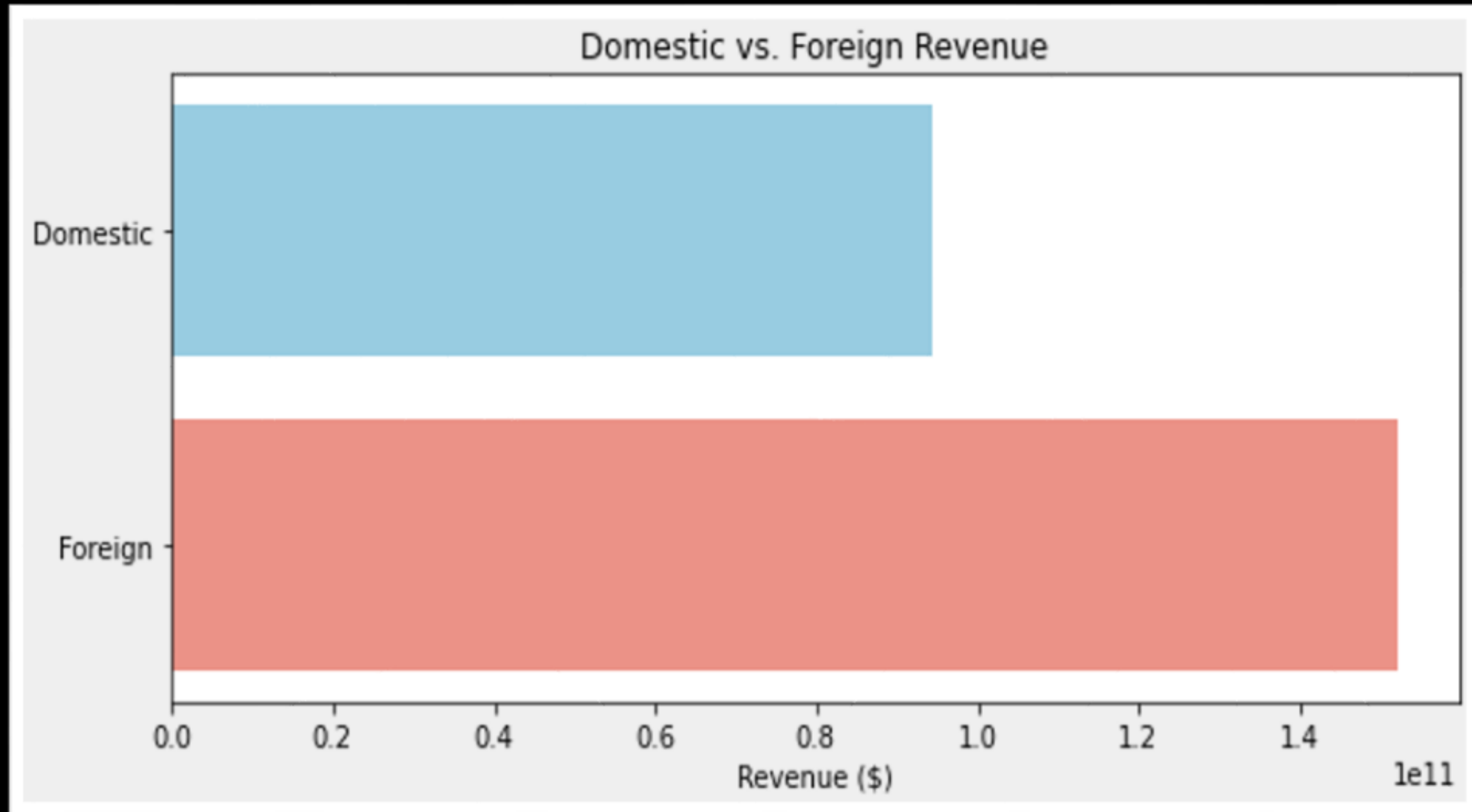
4.DISTRIBUTIONS OF MOVIE RATINGS(RT)



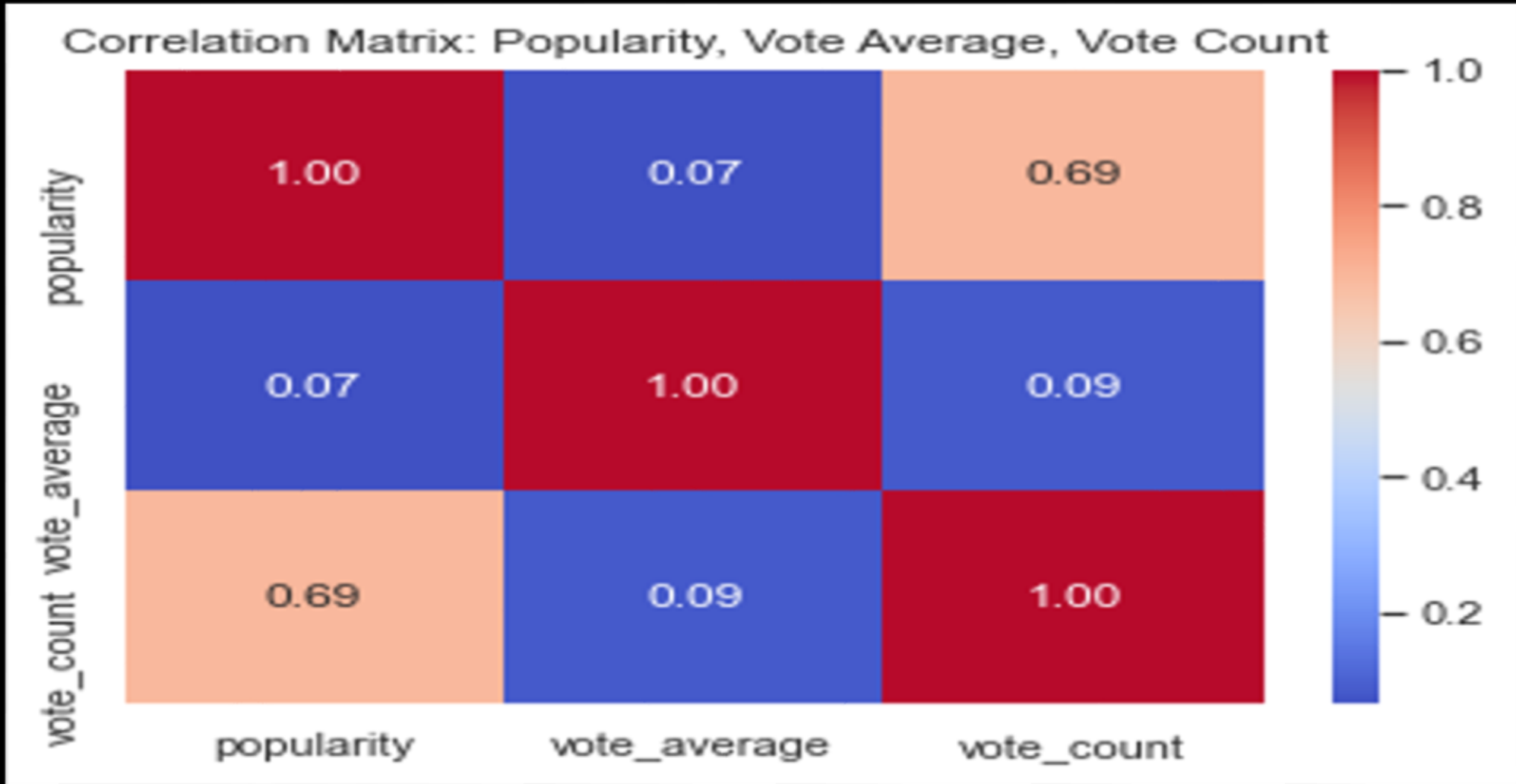
5.TOP 10 PERFORMING STUDIOS BASED ON GROSS(BOM/TN)



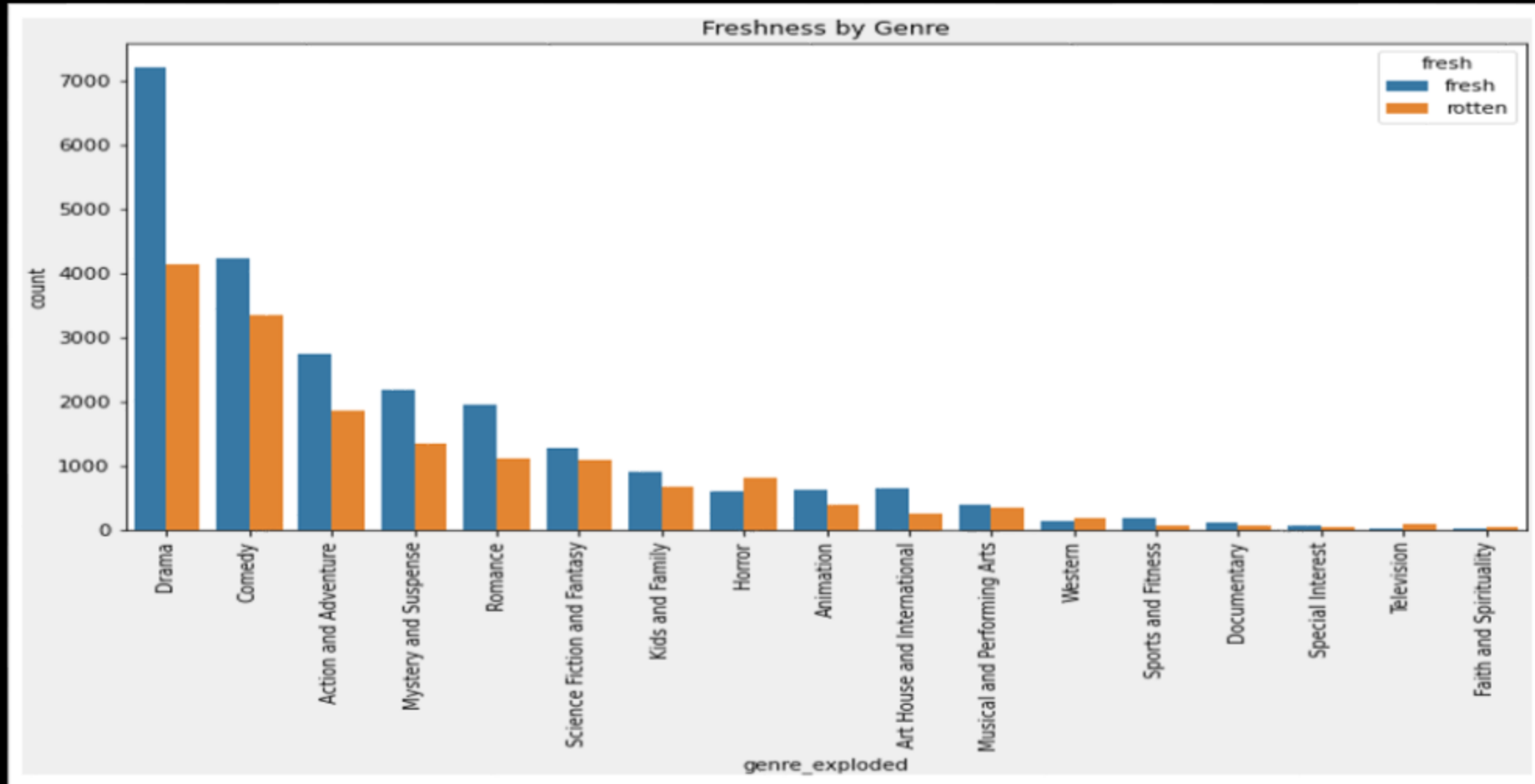
6. DOMESTIC VS FOREIGN REVENUE (BOM)



7. CORRELATION MATRIX(VOTE COUNT,VOTE AVG,POPULARITY)



8. FRESHNESS BY GENRE(RT)



BUSINESS RECOMMENDATIONS

1. Adopt a Hybrid Genre Strategy

- Combine high-energy genres (e.g., Action, Adventure) with complementary elements like Sci-Fi, Drama, or Comedy to maximize audience appeal and enrich storytelling.

2. Partner with Top Directors

- Collaborate with directors who consistently deliver both critical acclaim and audience engagement, as reflected in high composite scores.

3. Prioritize Audience Engagement

- Movies with high vote counts and engagement metrics tend to be more popular—focus on understanding and meeting audience needs.

4. Capitalize on Popular Genres

- Action and Adventure remain top-performing genres; leveraging them increases potential for broad market success.

5. Pursue Critical Acclaim

- Focus on genres and production strategies with a higher likelihood of earning *Fresh* critic ratings, enhancing both reputation and box office revenue

6. Focus investment on high-ROI genres

- The studio should consider **allocating a portion of its portfolio to high-quality, low-to-mid-budget productions**—particularly in hybrid genres with strong audience appeal. This approach balances financial risk and maximizes profitability potential

NEXT STEPS

1. Develop a Content Strategy Blueprint

- Use insights on hybrid genres, audience engagement, and critical success to guide upcoming film development plans.

2. Design Targeted Marketing Campaigns

- Leverage audience engagement data and genre popularity to tailor promotions that maximize reach and resonance

3. Monitor Performance and Iterate

- Track composite scores, critic ratings, and audience feedback post-release to evaluate success and optimize future productions.

THANK YOU



The End

17

5 / 1 / 2 0 2 5

CONTRIBUTORS

1. YVONNE KARINGE
2. DOREEN KAHARE
3. DUNCAN NYAGA
4. JUDAH SAMUEL