MOVIE MARKET ANALYTICS

DATA-DRIVEN INSIGHTS TO LAUNCH A COMPETITIVE MOVIE STUDIO

5/2/2025

OVERVIEW

What this presentation captures:

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.

5/2/2025

BUSINESS UNDERSTANDING

.   Business Problem:

- Find the top performing genres and and analyze what factors make them stand out.
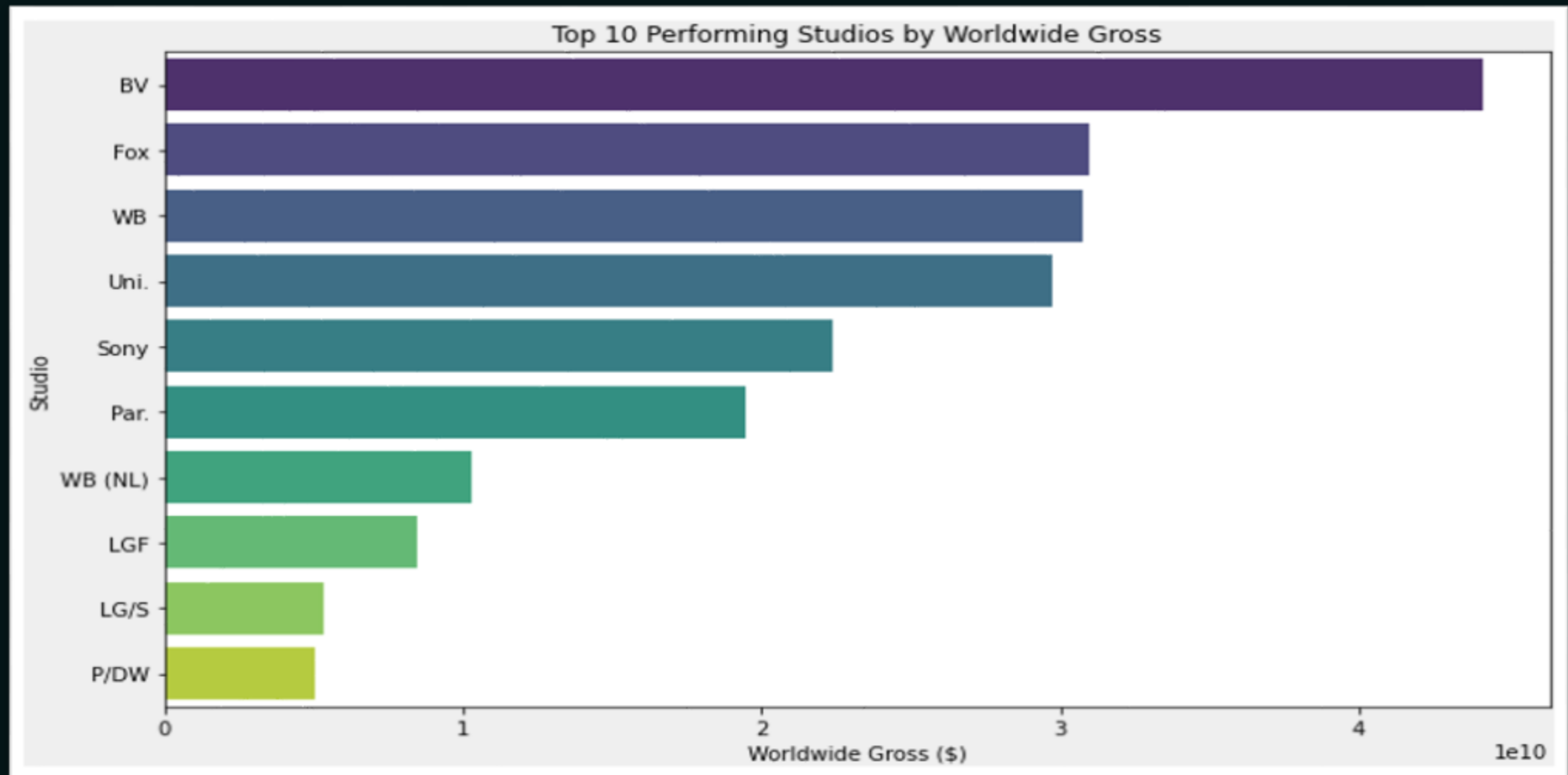
.   Business Goals:

- To find top performing studios by worldwide gross and uncover trends that put them on top.

- Check how domestic and foreign gross markets differ

- To determine what are the Top genres when plotted against worldwide gross

- To identify the most popular genres

- To check if film ratings(PG, R) have effect on films Return on investment(ROI)

- Analyze how Top Directors influence a film rating.
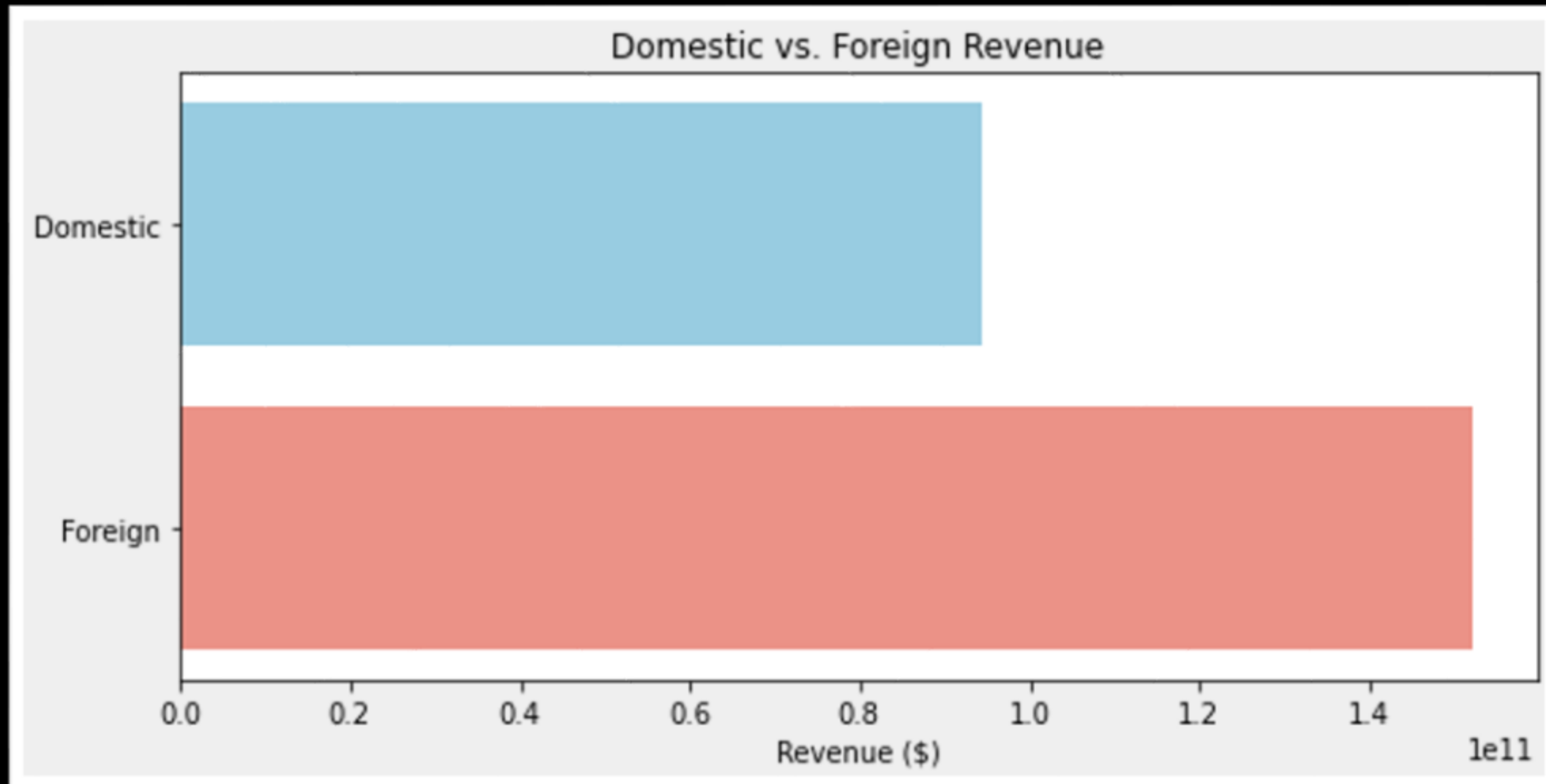
DATA UNDERSTANDING

- 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
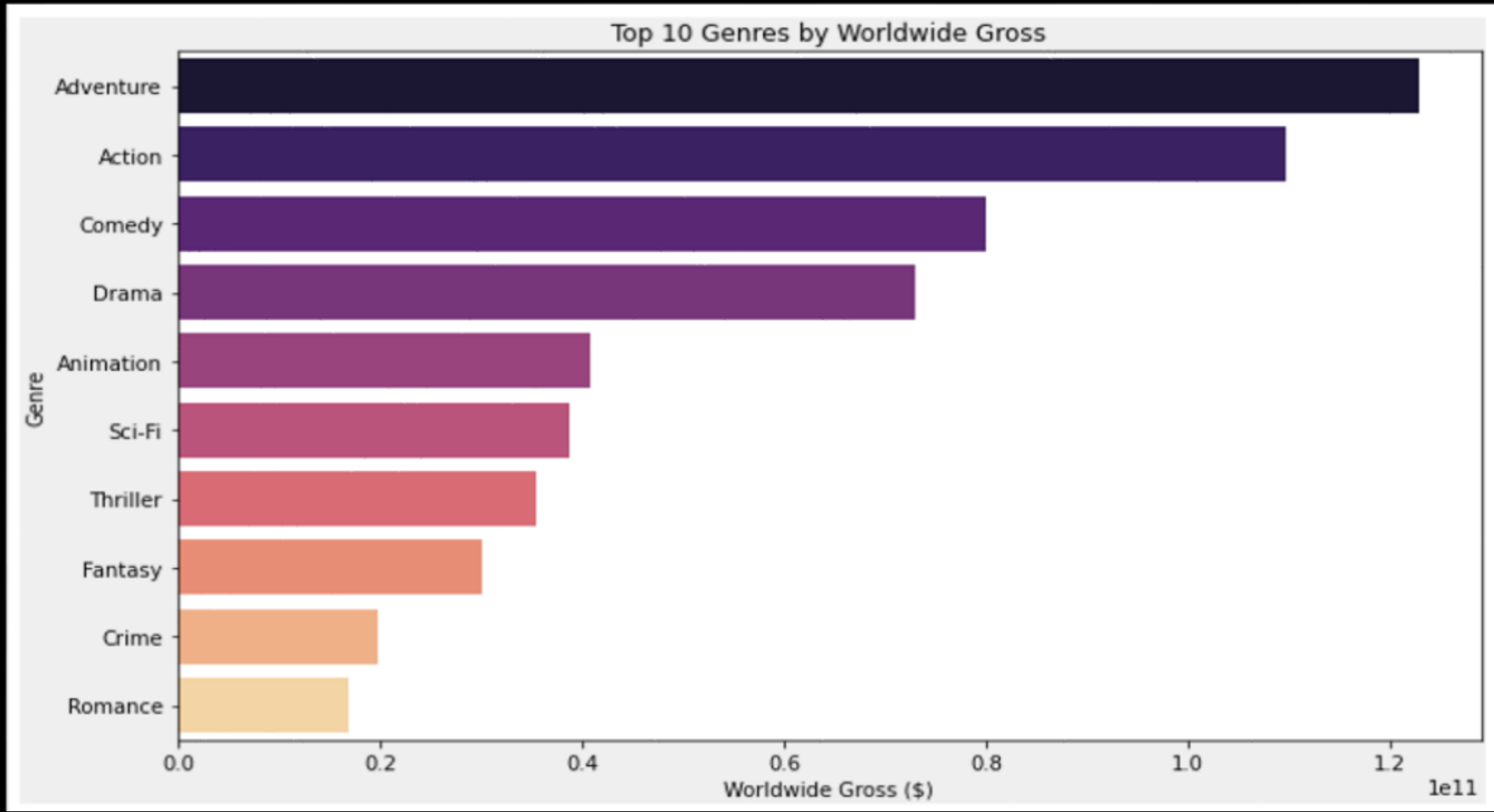
    - The MovieDb

    - The Numbers

DATA ANALYSIS

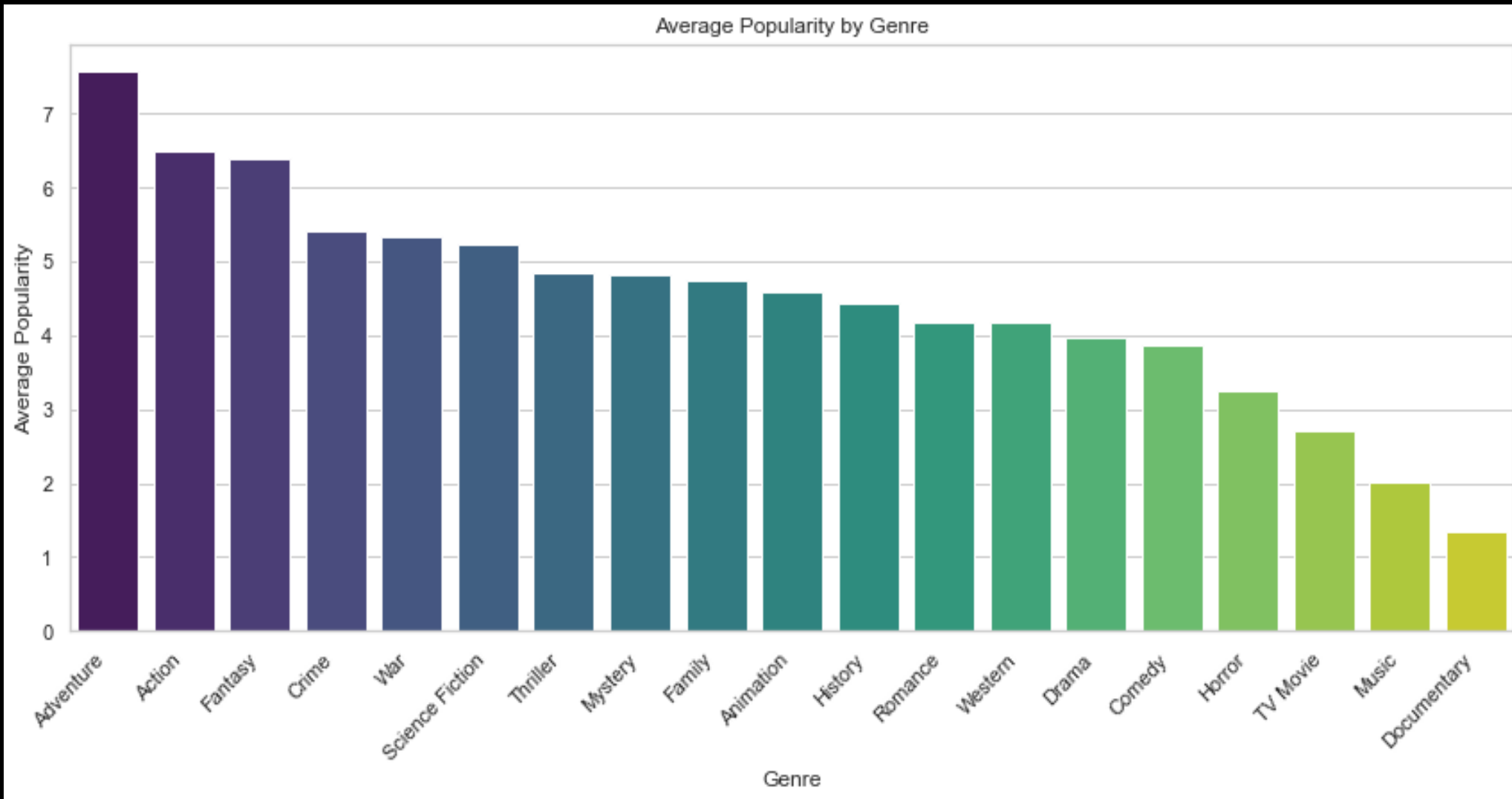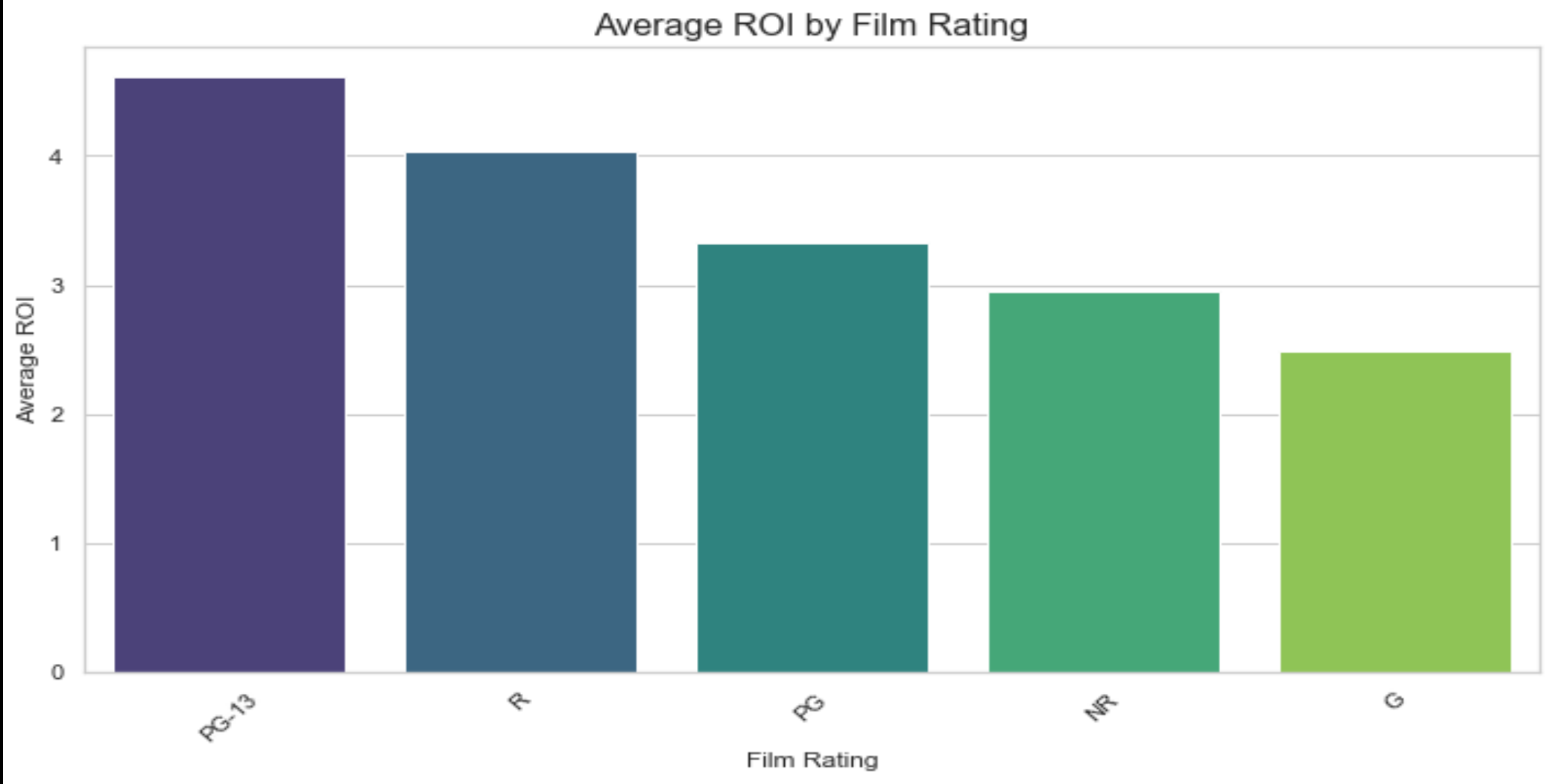## 1. TOP 10 RANKED STUDIOS BASED ON WORLDWIDE GROSS

Top 10 Performing Studios by Worldwide Gross

Top 10 Genres by Worldwide Gross

4.TOP GENRES VS POPULARITY

Average Popularity by Genre

Average ROI by Film Rating

Top 10 Directors Ranked by Composite Score
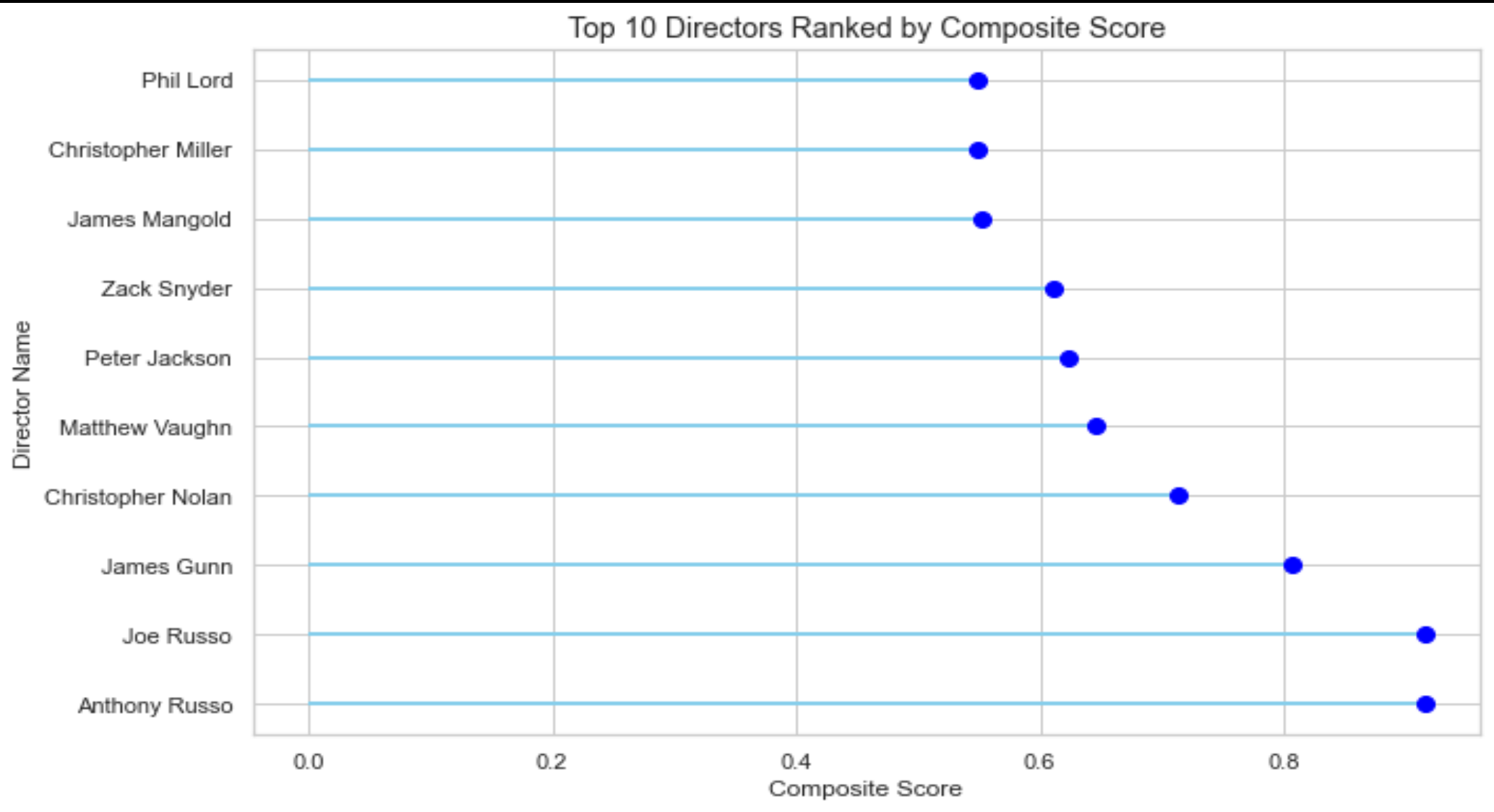
BUSINESS RECOMMENDATIONS

1. **Learn the ways of top movie studios ,analyze their trends and if possible lias with them in film production**: Partner with top-grossing studios through co-production deals to reduce risk, expand global reach, and boost ROI by leveraging their distribution power and market credibility

2. **Lean more marketing in foreign markets**:Analyze and model our distribution strategy after markets as the have a strong revenue, prioritizing global marketing and localization to maximize foreign box office performance

3. **Aim for High Grossing Genres:** Prioritize high-grossing genres like action, adventure, and animation in our production slate to align with audience demand and maximize revenue potential.

5/2/2025

- **4. Focus on popular Genres:** Focus on Adventure and Action genres for mass appeal and high popularity, while selectively investing in Animation and History films to build brand prestige and critical recognition within niche but loyal audiences.

- **5. Return on Investments VS Movie Ratings(PG , R , PG-13)**

- **- Prioritize PG-13 and R-Rated Films**: Focus on producing and marketing PG-13 and R-rated films as they show the highest ROI, appealing to a broad audience and benefiting from larger marketing budgets

- **- Invest Moderately in PG-Rated Films:** produce family-friendly PG films, but with more conservative budgets, as they provide steady returns without the same high potential as PG-13 or R-rated films.

- **- Lower-Risk Approach for G and NR-Rated Films**: Keep production costs lower for G and NR-rated films, targeting niche markets or smaller audiences, as they tend to have lower

- **6 . Lias with top directors:** The success of top directors underscores the importance of balancing critical quality with wide audience engagement. Directors who achieve high composite scores—reflecting both strong ratings and substantial viewer participation (as seen with the Russo brothers)—demonstrate that blockbuster appeal is as much about attracting large audiences as it is about garnering critical acclaim.

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

15

5/2/2025

. CONTRIBUTORS

1. YVONNE KARINGE

2. DOREEN KAHARE

3. DUNCAN NYAGA

4. JUDAH SAMUEL