Movie Industry Analysis: Data-Driven Insights for New Movie Production

By: Jessica Gichimu

Project Overview

The film industry is competitive and financially demanding. A new movie studio aiming to enter the market must make informed decisions about the types of films to produce.

To improve the likelihood of success, it is important to understand the factors that drive box office performance.

This project analyzes movie data from different sources to identify key factors that include genre, budget, release timing and audience ratings that influence performance.

The key findings will support informed decision making for future film projects.

Project Goal and Business Stakeholder

- **Project Goal**

The objective of this project is to provide data driven recommendations that can guide the studio in choosing which types of movies to produce. By analyzing data, the project aims to know which features are most associated with higher box office returns. This information will help the studio prioritize projects with higher commercial potential.

- **Primary Stakeholder:**

The primary stakeholder is the head of the company's new movie studio who needs clear insights that are driven by data to decide which film projects to approve and how to allocate production resources.
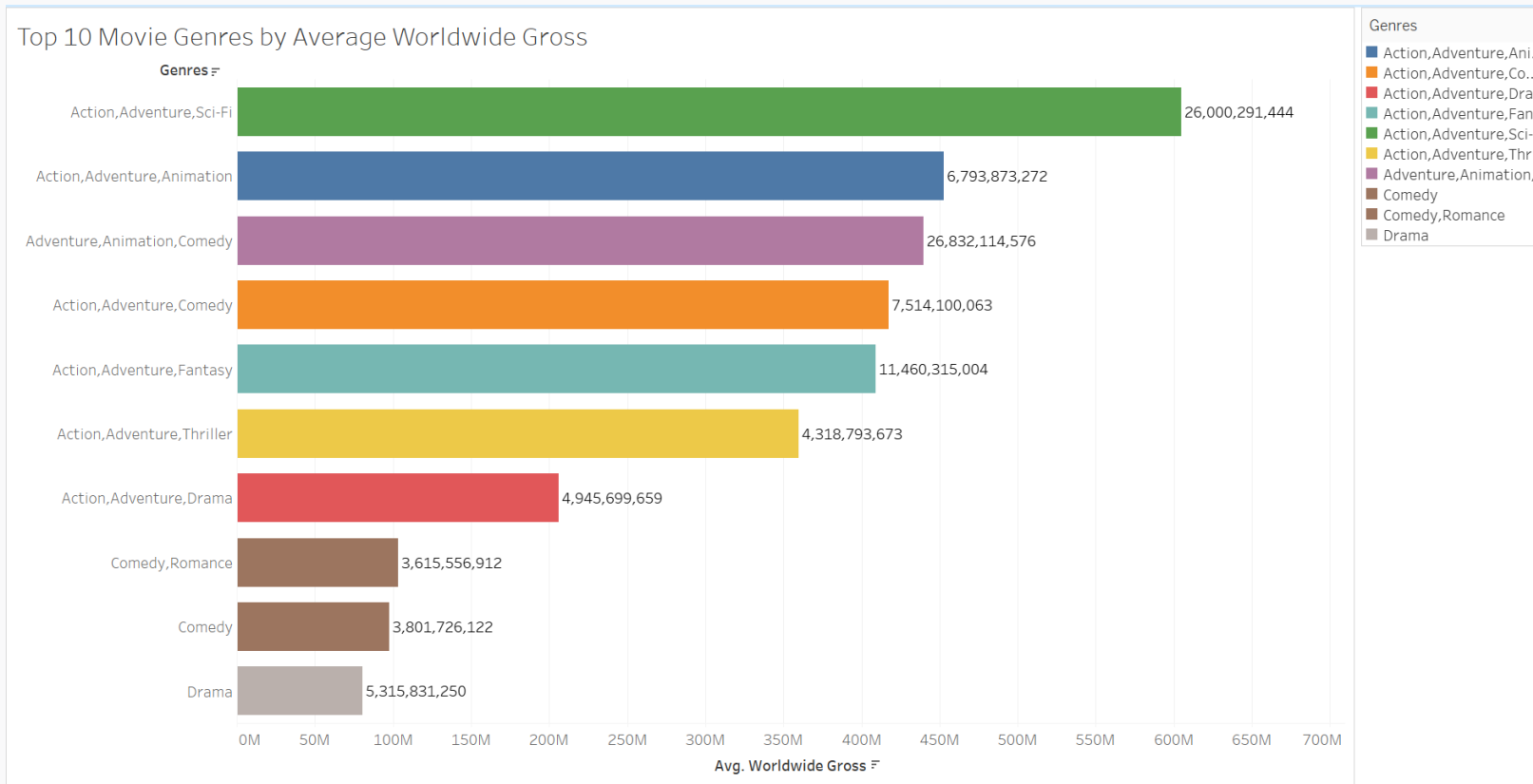
Key Business Questions

1. Which movie genres have the highest average box office revenue?

2. How does production budget influence gross earnings?

3. Which release months are associated with higher box office performance?

Tableau Dashboard Overview

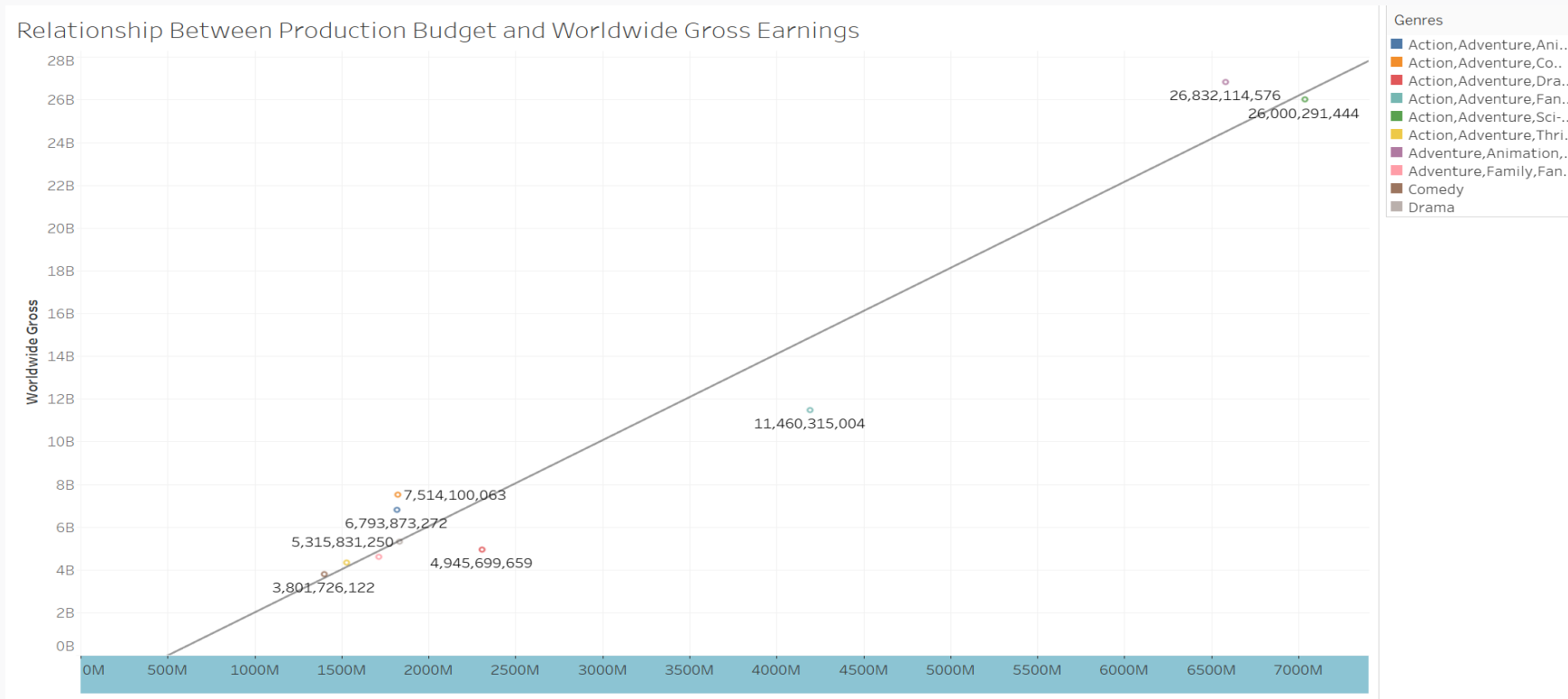- The dashboard was created in Tableau Public using three worksheets and one interactive dashboard

- Each chart answers a specific business question related to movie genres, production budgets and release months

- Visuals include bar and scatter plots with a clean color scheme for easier interpretation

- Dashboard features include clear labels and tooltips to support user navigation and data exploration.

Top 10 Movie Genres by Average Worldwide Gross

Genres

Genre	Avg. Worldwide Gross
Action,Adventure,Sci-Fi	26,000,291,444
Action,Adventure,Animation	6,793,873,272
Adventure,Animation,Comedy	26,832,114,576
Action,Adventure,Comedy	7,514,100,063
Action,Adventure,Fantasy	11,460,315,004
Action,Adventure,Thriller	4,318,793,673
Action,Adventure,Drama	4,945,699,659
Comedy,Romance	3,615,556,912
Comedy	3,801,726,122
Drama	5,315,831,250

Genres
- Action,Adventure,Ani..
- Action,Adventure,Co..
- Action,Adventure,Dra..
- Action,Adventure,Fan..
- Action,Adventure,Sci-..
- Action,Adventure,Thri..
- Adventure,Animation,..
- Comedy
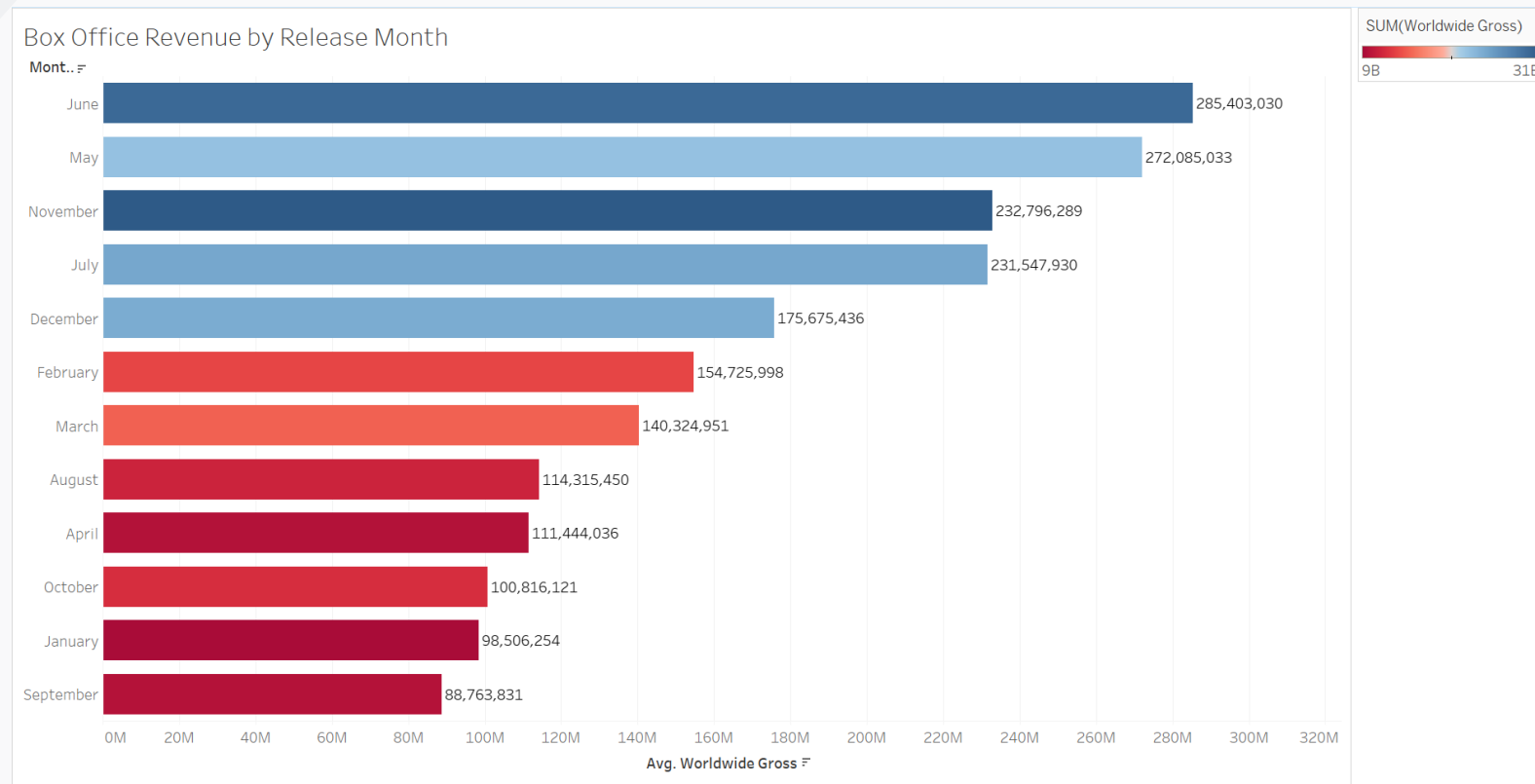- Comedy,Romance
- Drama

Avg. Worldwide Gross

Insight 1: High Grossing Movie Genres

- Action, Adventure and Sci-Fi genres consistently generate the highest average worldwide gross.

- This insight can guide the studio to prioritize genre combinations with strong box office performance for future productions.

Relationship Between Production Budget and Worldwide Gross Earnings

Genres
- Action,Adventure,Ani...
- Action,Adventure,Co...
- Action,Adventure,Dra...
- Action,Adventure,Fan...
- Action,Adventure,Sci-...
- Action,Adventure,Thri...
- Adventure,Animation,...
- Adventure,Family,Fan...
- Comedy
- Drama

26,832,114,576
26,000,291,444
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6,793,873,272
5,315,831,250
4,945,699,659
3,801,726,122

Insight 2 :Budget Strongly Influences Revenue

- Movies with higher production budgets tend to achieve higher worldwide gross earnings.

- This insight highlights the importance of strategic budget allocation, as greater investment is often linked to better box office returns.

Box Office Revenue by Release Month

Month	Avg. Worldwide Gross
June	285,403,030
May	272,085,033
November	232,796,289
July	231,547,930
December	175,675,436
February	154,725,998
March	140,324,951
August	114,315,450
April	111,444,036
October	100,816,121
January	98,506,254
September	88,763,831

SUM(Worldwide Gross)
9B — 31B

Insight 3 - Best Months for Movie Releases

- June and May consistently show the highest average worldwide revenue making them the best months for movie releases.

- Studios can use this trend by scheduling big budget or high potential films during peak months to maximize box office performance.

Summary of Key Findings

- Action, Adventure and Sci-Fi genres generated the highest average worldwide gross revenue showing these genres are the most commercially successful

- There is a positive correlation between production budgets and worldwide gross showing that higher investments usually result in higher returns

- Movies released in June and July recorded the highest average worldwide earnings showing these months as the best for release timing

These insights can guide the studio to focus on top performing genres, allocate budgets strategically and schedule releases during peak months to maximize box office performance

Recommendations and Conclusions

Recommendations

1. Prioritize Action, Adventure genres which consistently show the highest average gross revenues. The genres offer strong return on investment potential

2. Target releases during peak performing months, especially May and June which showed the highest average box office earnings

3. Use data driven release planning by continuously evaluating performance metrics and aligning them with the current trends and genre strengths

These actionable recommendations will help support informed evidence based decision making as the studio grows its film portfolio

Conclusions

The project applied data analysis and visualizations to help the new movie studio make decisions backed by evidence on film production and release strategies

By exploring relationships between movie genres, budgets, release months and box office performance, the analysis revealed important patterns that can inform high revenue strategies

These insights provide a foundation for making data informed production and scheduling choices that align with commercial success.

By:

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