# BOX OFFICE MOVIES ANALYSIS

JOAN NJOROGE

### INTRODUCTION

The primary objective of this analysis was to guide the organization towards choosing genres that have a proven track record of profitability while also selecting the most opportune moments-release dates, to capture the audience's attention and engagement.

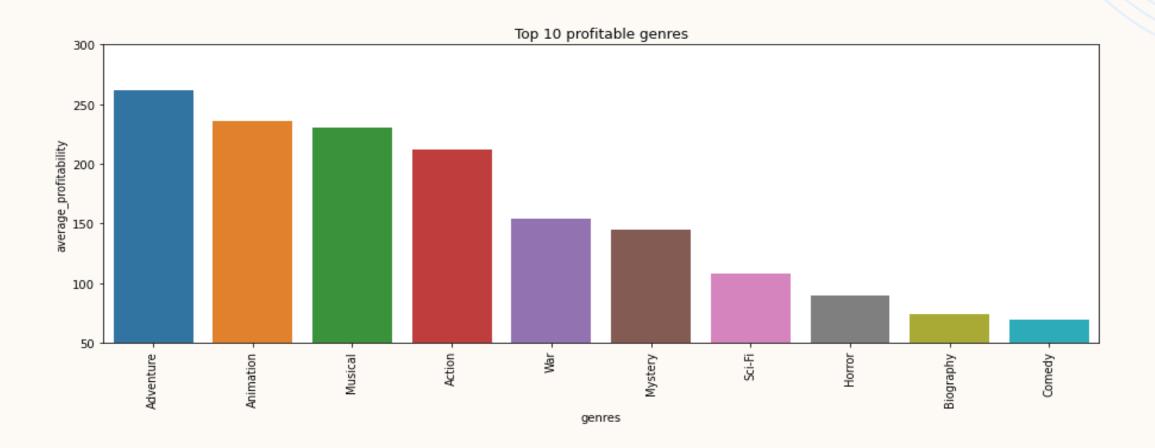
# **OVERVIEW**

The files used in the exploration were the TMDB. movies file that provided important information on movie popularity ratings, Title. basics file that provided insight into movie genres and TN.movie budgets file which provided information on movie budgets.

Graphs were employed to visually present the information for effective communication and for a better understanding of the patterns and trends.

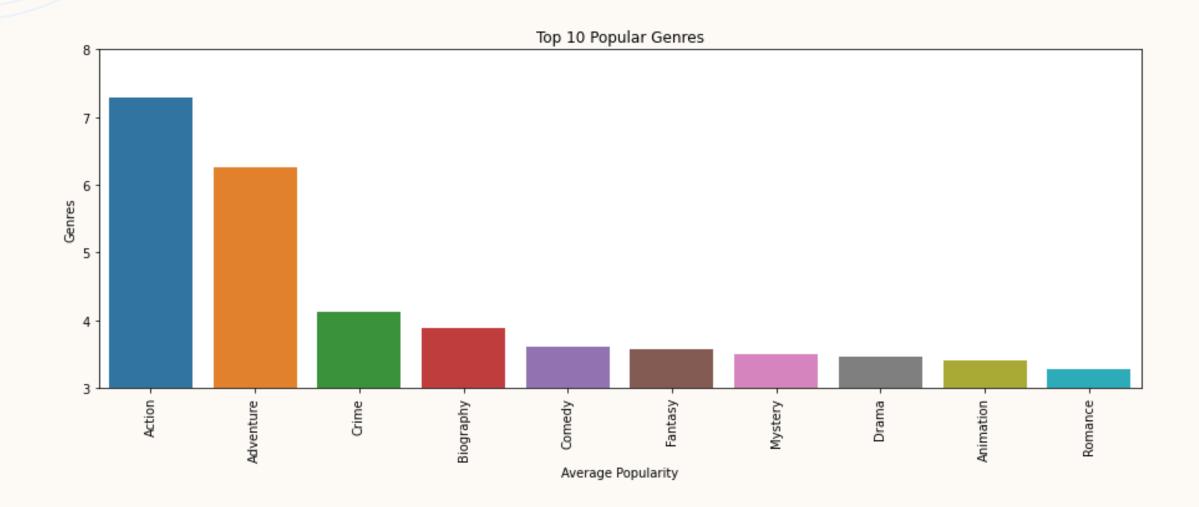
#### **GENRE PROFITABILITY PERFORMANCE**

The graph provides insights into the financial performance of various movie genres at the box office, revealing the top ten most profitable genres. Notably, the romance genre secured the tenth position with an impressive average profit of 69.53 million dollars, while the adventure genre emerged first with an average profit of 261.45 million dollars. These findings strongly suggest that movies falling within these genres hold a greater potential for substantial profitability in the box office.



#### **GENRE POPULARITY PERFORMANCE**

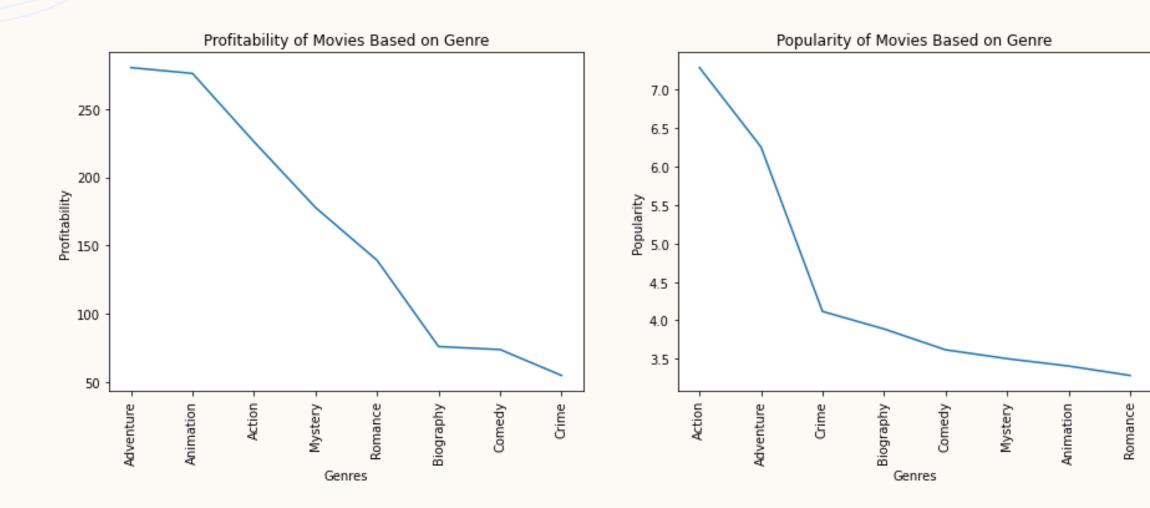
The graph presented below offers valuable insights into the popularity of movies across different genres. The data reflects average popularity ratings assigned to each movie genre. Notably, the action genre stands out as the most favored among audiences, boasting an impressive average popularity rating of 7.29 out of 10. Conversely, the romance genre secures the tenth position, with an average popularity rating of 3.29. As evidenced by this data, movies produced within those genres possess more potential for captivating the audience's attention and interest.



#### **POPULAR AND PROFITABLE MOVIE GENRES**

After combining data concerning the most popular and most profitable movie genres, I identified eight genres that stood out as being among both the most financially rewarding and widely preferred by audiences, making them promising choices of production. These genres include:

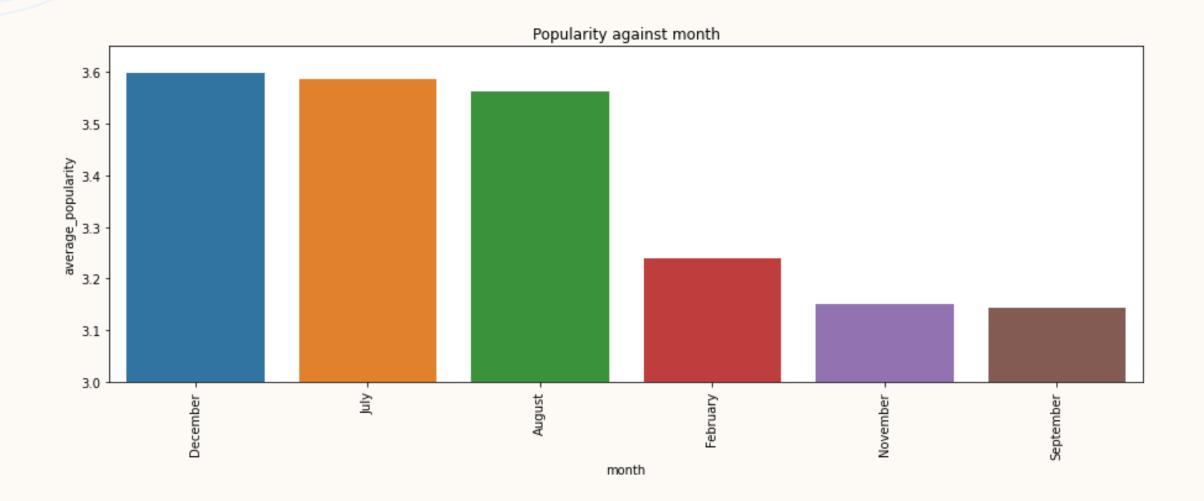
- 1. Action
- 2. Adventure
- 3. Sci-Fi
- 4. Fantasy
- 5. Animation
- 6. Comedy
- 7. Thriller
- 8. Mystery



#### **POPULARITY BASED ON MONTHS**

The goal was to determine and identify the movie release months with consistently higher audience interest and engagement. This was accomplished by calculating the average popularity rate per release month for all of the films in the database.

Based on the observations, December releases were the most popular, with an average popularity of 3.60. With an average popularity of 3.14, movies released in September were the sixth most popular at the box office



#### PROFITABILITY BASED ON RELEASE MONTH

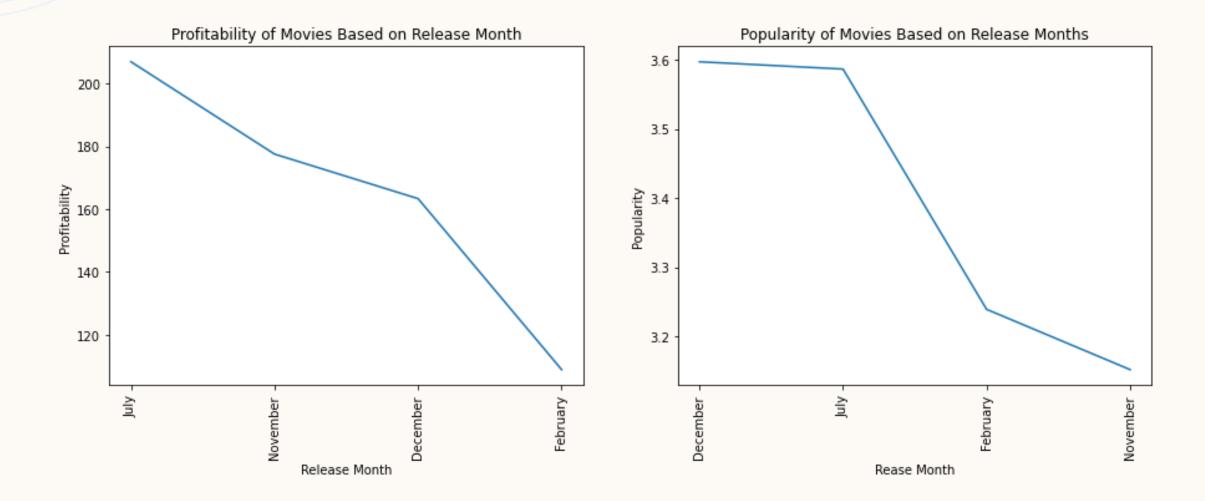
The aim was to determine the most profitable release months at the box office. This was achieved by calculating the average profitability per release date for all movies in the database. The findings revealed that May emerged as the most financially rewarding month, with an average profit of 207.36 million dollars. On the other hand, February secured the sixth position, with an average profit of 108.88 million dollars. The figures have been rounded off to the nearest million.

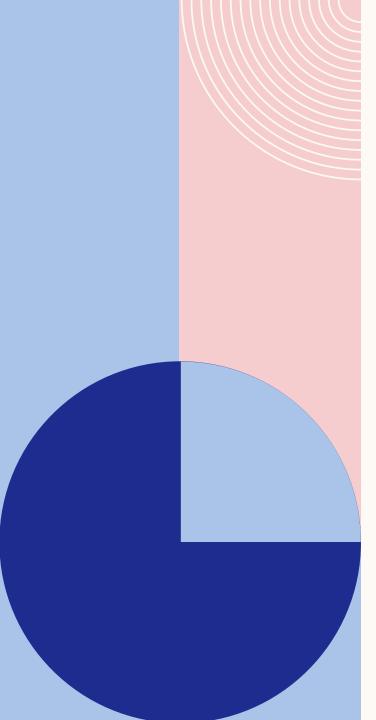


#### **MOST POPULAR AND PROFITABLE MONTHS**

Integrated data from the most profitable and the most popular release months was used to identify months that were in both. These months proved to not only be appealing to audiences but also profitable for film releases. They include:

- 1. December
- 2. February
- 3. November
- 4. July

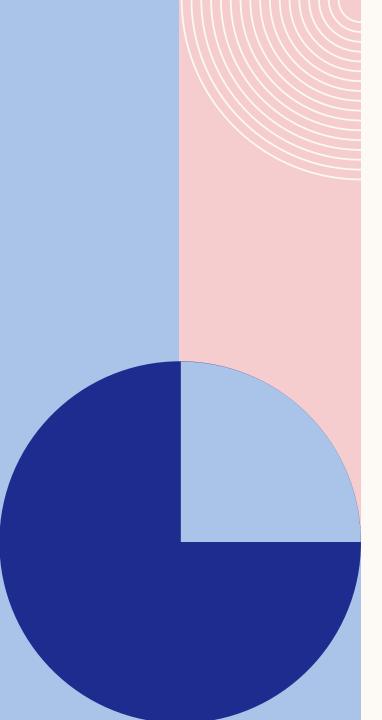




# **AREAS OF FOCUS**

#### **MOVIES BASED ON GENRE**

- 1. Increase chances of financial success and a significant return on investment by focusing film production efforts on these genres that have been highlighted above.
- 2. Uncertainty and risk are unavoidable in the film industry. However, by opting for genres that have proven to be successful, the company can effectively mitigate some of these risks. Focusing on genres with a proven track record of popularity and profitability not only improves financial prospects but also ensures a more secure basis for filmmaking.



## **AREAS OF FOCUS**

#### **RELEASE MONTHS**

- 1. Align film production schedules with the identified high-performing months, ensuring that movies are ready for release at these times.
- 2. Strategically allocate a significant portion of film releases to the months of December, July, February, and November, as these months have shown exceptional box office success.

### **HOW WE GET THERE**

#### DATA ANALYTICS AND MARKET RESEARCH

- 1. Make use of data analytics and extensive market research to optimize marketing strategies for film releases during peak months.
- 2. Tailor promotional efforts to resonate with viewers and maximize box office potential by gaining valuable insights into audience preferences and market trends.

### MEETING AUDIENCE PREFERENCES- GENRES:

- 1. Concentrating film production efforts on profitable genres to enhance chances of financial success and achieve a significant return on investment.
- 2. Focusing on genres with a track record of popularity. This alignment with audience preferences fosters a stronger connection with viewers and elevates the company's standing within the competitive market.

### MEETING AUDIENCE PREFRENCES- MONTHS

1. Capitalize on increased audience engagement by strategically aligning the film releases with these peak periods

### SUMMARY

Aligning the film production schedules with highperforming months and focusing on the production of high-performing genres is a critical strategy for improving the box office performance. We can position our films for greater success by being aware of audience preferences and market trends, resulting in not only higher revenue but also a stronger presence in the film industry.

Extensive market research and trend analysis is critical for the organization's success in the rapidly evolving world of entertainment. This will enable us to stay informed about our audiences' changing preferences, and adapt and seize opportunities as they present themselves.