

GROUP ONE PROJECT



Project Overview

The project aimed at exploring key trends in the movie industry, including genres, themes, and audience preferences that are driving box office performance.

BUSINESS UNDERSTANDING

The company is venturing into the movie business .it is important to understand the key trends in the industry. We have a few insights that will help guide strategic decisions and ensure the new movie studio produces films that resonate with audiences and maximize profitability.We are going to use a few visualizations and modelling techniques

OBJECTIVES

- To identify the effect of ratings across different genres.
- To determine the genres that generates highest revenue/profit.
- To identify the trends in revenue generation.

DATA UNDERSTANDING



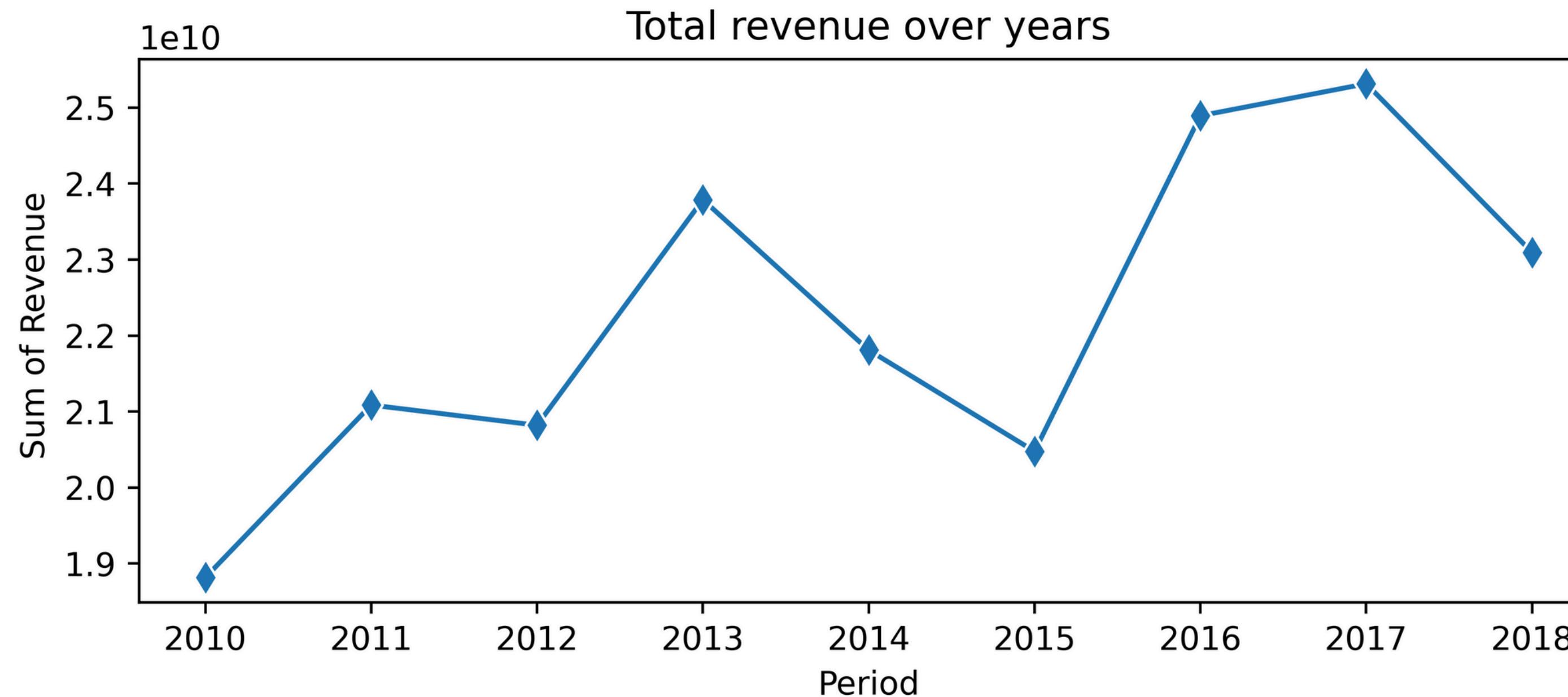
**The Dataset is obtained
from:
imdb
Box Office mojo
The datasets will be merged
to obtain a unique dataset
that combines attributes
from each individual
dataset to give the best
data to be used for analysis.**

key attributes

- Revenue details: `domestic_gross`, `foreign_gross`
- Movie details: `title`, `year`, `runtime`, `genre`, `ratings`

LINE GRAPH OF TOTAL REVENUES OVER THE YEARS

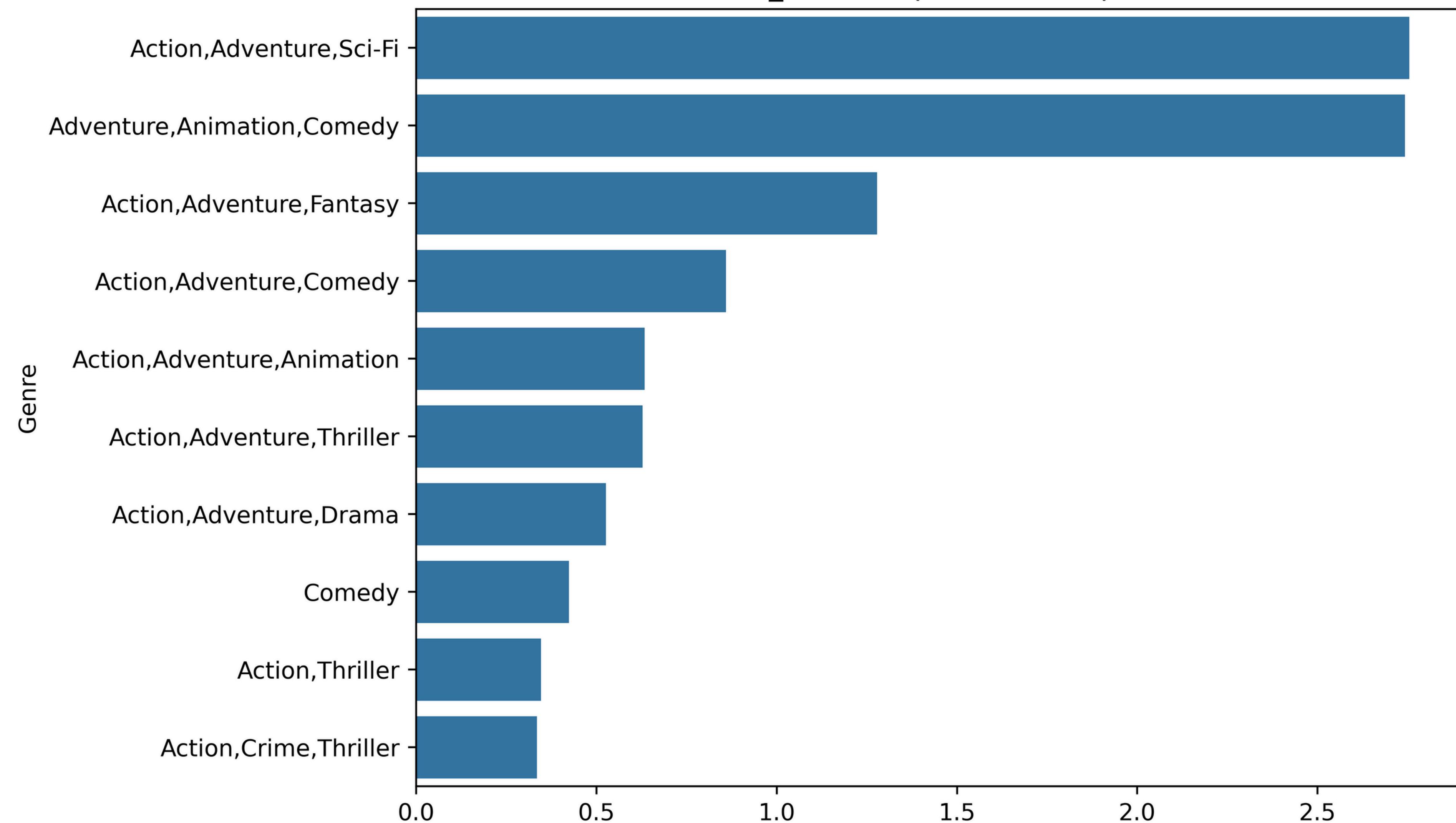
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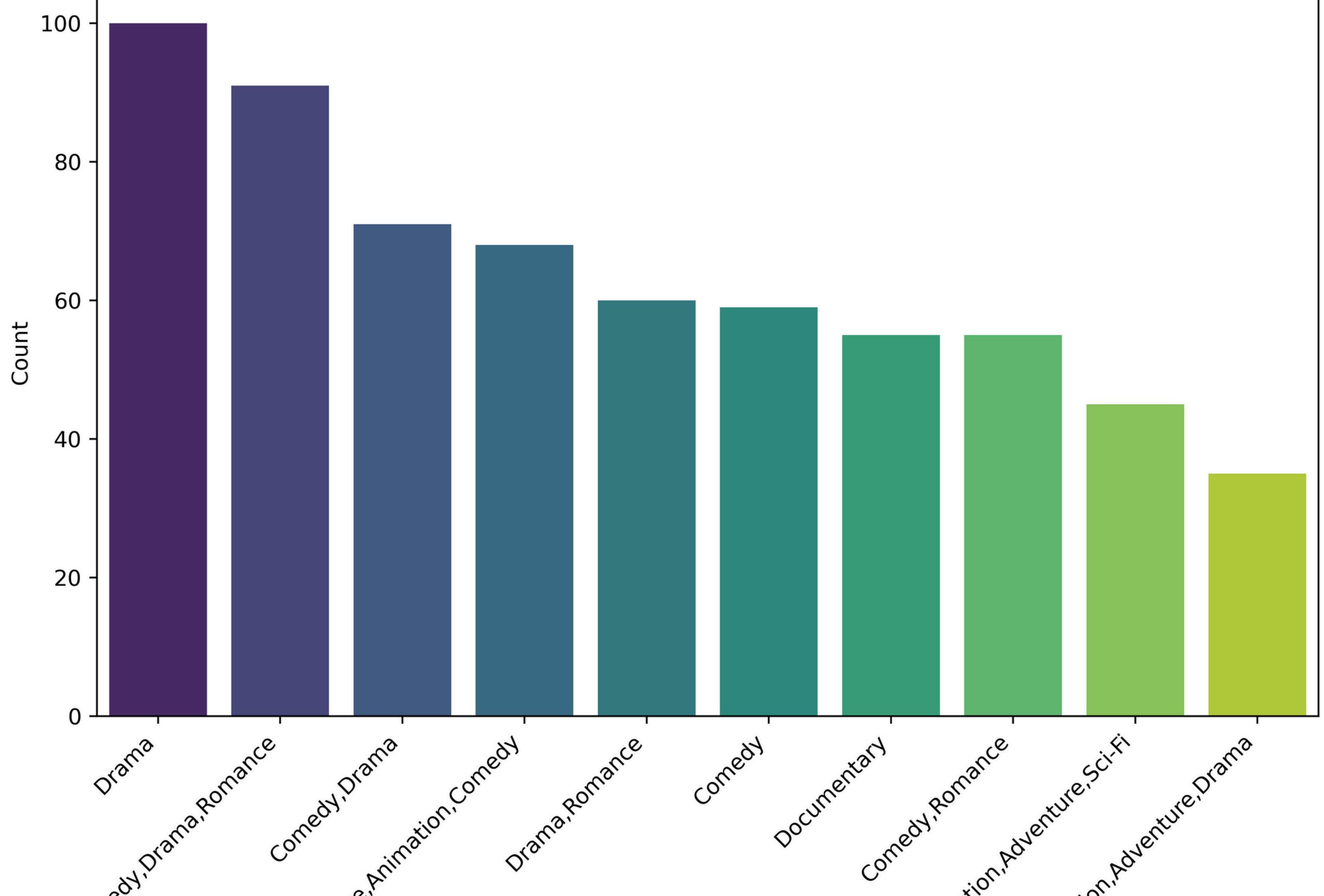
Fluctuating Trend: There's some fluctuation in the revenue over the years. The revenues go low in the middle years, that is, from 2011-2015, whereas from 2016 and 2017, the figures pick up again.

Peaks & Valleys: Revenue peaks in 2017 at 2.55 and falls in 2018 to 2.3, further suggesting that something took place during that last year that hit revenue—perhaps external factors such as market conditions, internal decisions, or changes in consumer appetite.

Overall growth: The overall trend, despite the dips, is that from 2010 to 2017, there has been growth, with a slight decline in 2018.



The bar plot depicts that action ,scifi and adventure genres of movies as the most featured .This shows that as a company, venturing into this genres would lead to a high turnover rate



The bar plot shows the counts of movies produced per genre .Drama has the highest count while action and thrillers comes last .This shows that there is minimal competition in producing action and thriller movies thus our company can maximise on the action ,„adventure and scifi movies

Conclusion

- **Revenue by Genre:** Genres like Action, Adventure, and Sci-Fi consistently generate higher revenues, emphasizing the need to focus on producing films within these popular categories to capture broad audience appeal.
- **Audience Engagement and Revenue:** Movies with higher audience engagement (reflected by the number of votes) show a significant positive correlation with total revenue. This indicates the importance of building a strong online presence and encouraging audience feedback to drive financial success.
- **Revenue Growth Over Time:** Total movie revenue has steadily increased over the years, highlighting the movie industry's growth and its expanding global reach.
- **Model Limitations:** While the linear regression model identified the number of votes as a significant predictor of revenue, its relatively low R-squared value (46.4%) and multicollinearity suggest the need to incorporate additional variables, such as genres, ratings, and studios, to improve the model's predictive accuracy.

recommendations

- Focus on High-Grossing Genres: Prioritize films in successful genres like Action and Adventure, which consistently perform well at the box office. Understanding audience preferences within these genres can significantly boost profitability
- Boost Audience Engagement: Since audience votes strongly correlate with revenue, the studio should actively encourage participation through targeted campaigns and fan-driven promotions, both before and after a film's release.
- Track Revenue Trends: To stay competitive in the evolving movie industry, the studio should track changes in revenue patterns over time. Monitor changes in consumer behavior, regional preferences, and technology (e.g., streaming) to stay ahead of industry shifts.
- Leverage Studio Branding and Partnerships: Analyze the success patterns of top-performing studios and identify opportunities for improvement or collaboration. Partnering with leading studios or well-known directors can enhance brand visibility and drive higher revenue for films.

FUTURE IDEAS

- Analyze revenue trends across specific genres to identify high-performing categories.
- Include more complex predictors eg budgets, external factors like election, seasons.
- Develop high level machine learning models to predict revenue based on multiple factors.

collaborators

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Q AND A SESSION

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Thank You!