

MOVIE STUDIO ANALYSIS

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5TH AUGUST 2025

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01

BUSINESS PROBLEM



Why Are We Doing This?

- The entertainment industry is shifting toward original content production.
- Our company wants to join the trend by launching a new movie studio.
- But we lack historical knowledge on what kinds of movies perform well.

02 PROJECT OBJECTIVE

Project Goal

I

Identify the top-performing genres based on:

- Profitability
- Return On Investment(ROI)
- Viewer ratings

II

Deliver actionable insights to guide movie production investments.



03 METHODOLOGY (CRISP-DM APPROACH)

How I Did It

- Business Understanding
- Data Collection (Box office, budgets, IMDb genres & ratings)
- Data Preparation (Cleaning, merging, enriching)
- Exploratory Data Analysis (Univariate, Bivariate, Multivariate)
- Evaluation and Recommendations



04 DATASET OVERVIEW

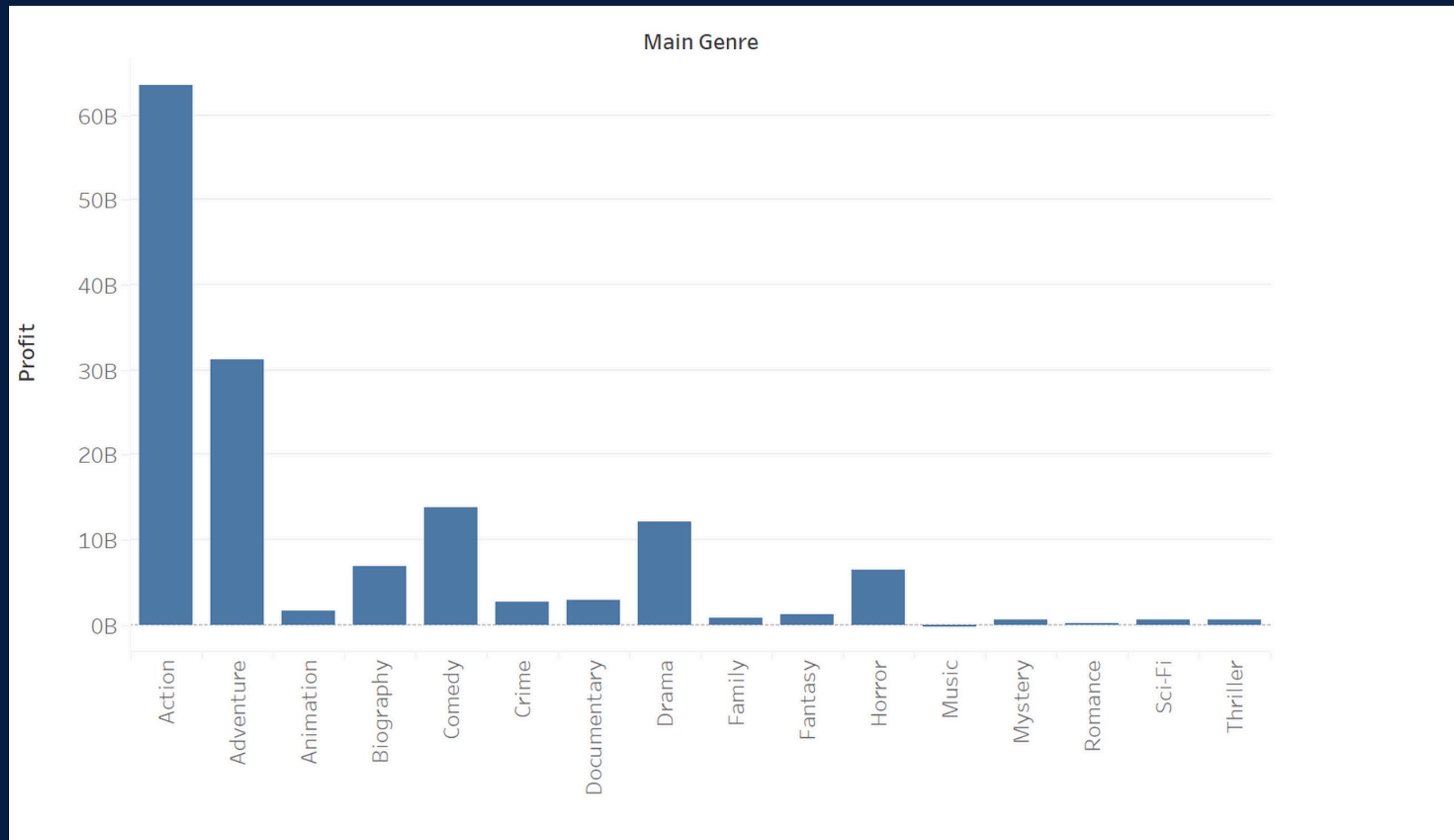


DATASETS USED

- **tn.movie_budgets.csv** – Budget and box office figures
- **bom.movie_gross.csv** – U.S. and worldwide gross revenue
- **im.db** – Genre, average rating, runtime, and title data
- Merged into one final dataset for a holistic analysis

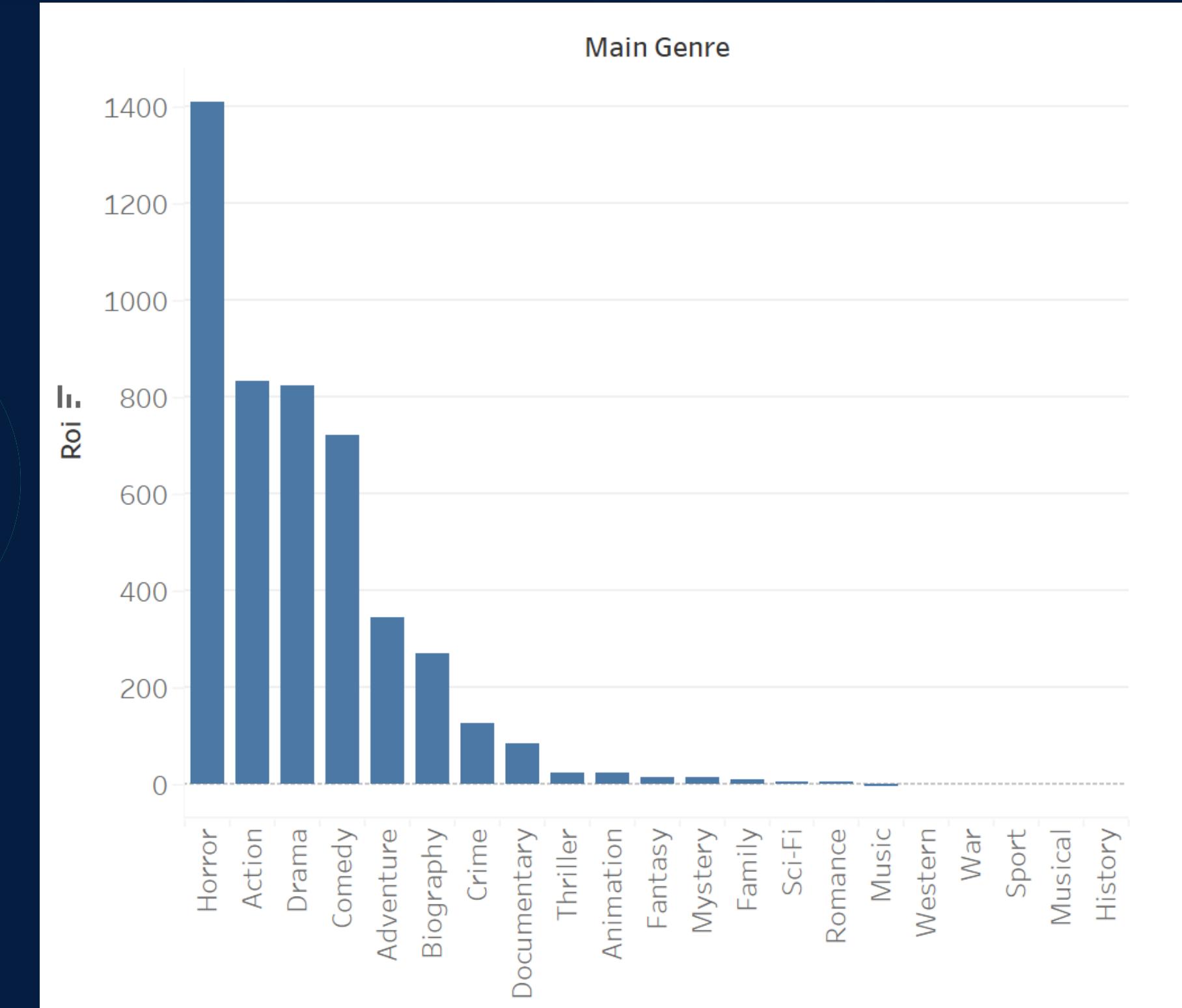
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TOP GENRES BY PROFIT



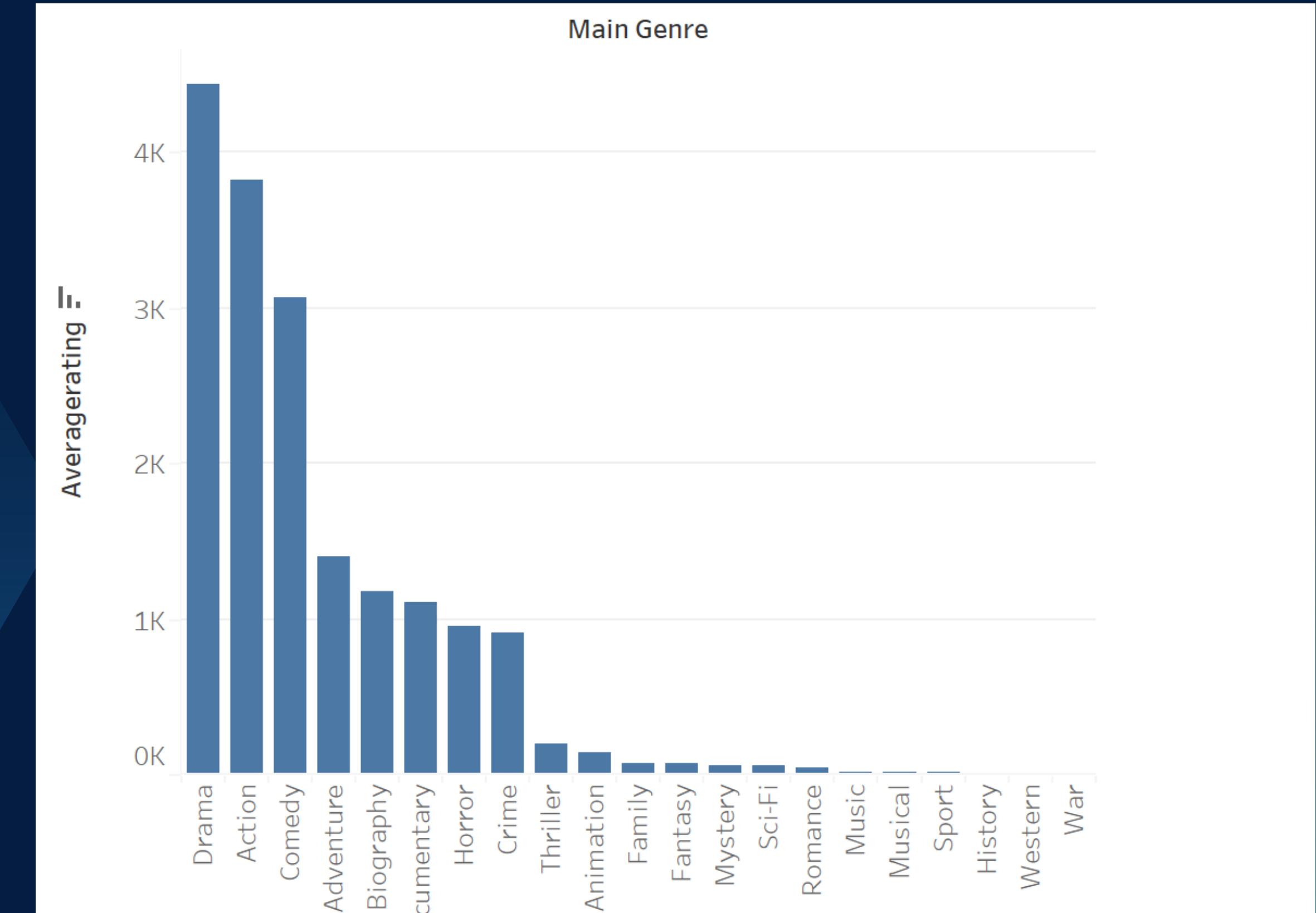
Genres like Action, Adventure, and Comedy consistently yield the highest profits.

06 BEST ROI BY GENRE



Horror, Thriller, and Animation often require less budget but give better returns.

GENRES WITH HIGHEST RATINGS

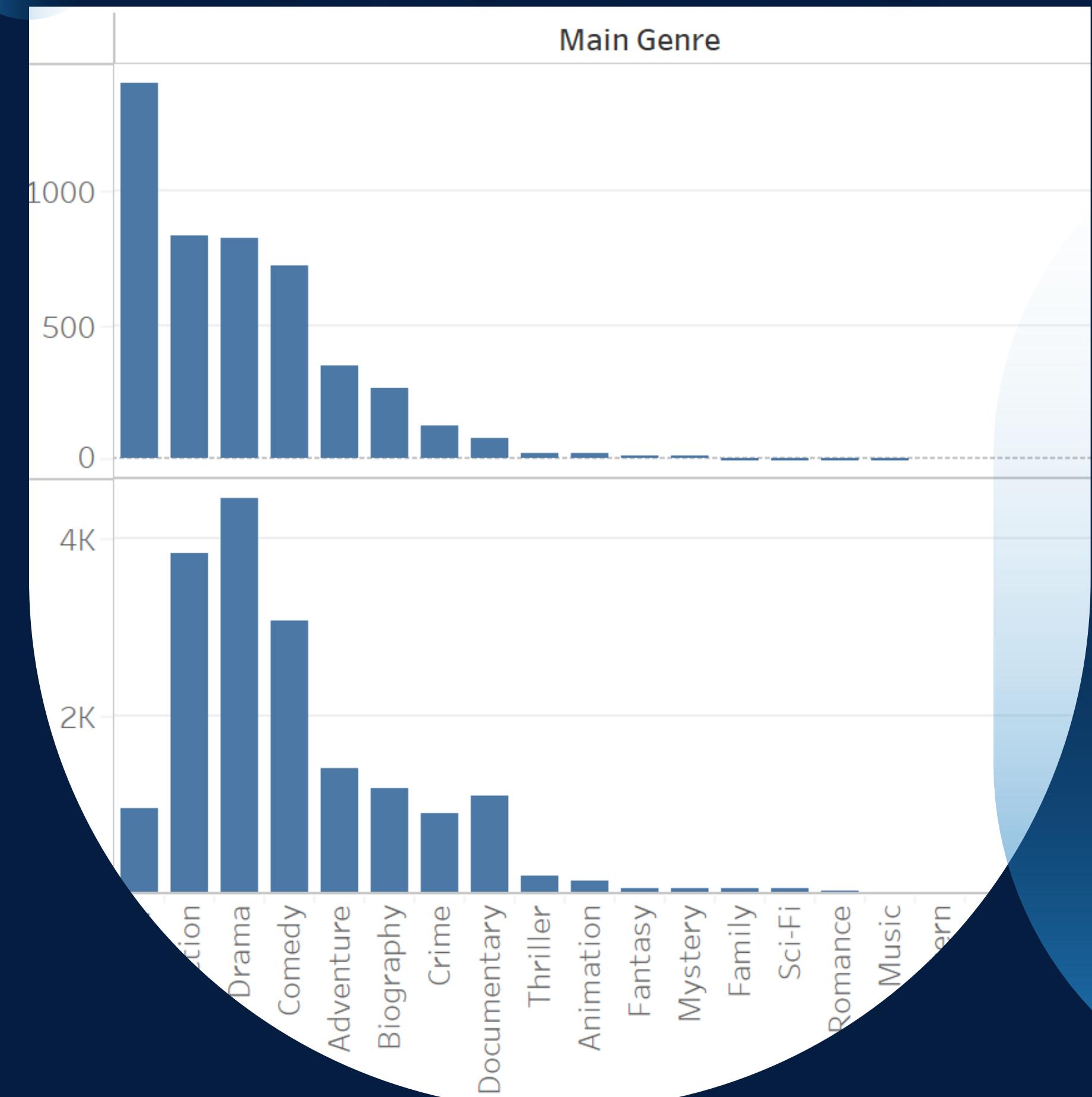


Drama, Action, and Comedy tend to get the highest critical acclaim.



07

ROI VS RATING



08

RECOMMENDATION

1. Top-performing genres (Action, Adventure, Comedy) are overrepresented in revenue and votes.
2. Ratings have a weak positive correlation with revenue (correlation $\sim 0.2\text{--}0.4$) . Well-rated movies tend to earn more, but not always.
3. Short to medium runtimes (90–120 mins) perform best on average.
4. Higher budgets increase chances of profit, but ROI is highest for mid-budget films (500k–10M USD).



Moving Forward

**Validate findings
with audience
testing or focus
groups**

**Develop 2-3 pilot
concepts in top
genres (e.g.,
Animation
Thriller)**

**Align with
marketing and
distribution for
maximum ROI**

THANK YOU

Question & Answer

