

# BOX OFFICE ANALYSIS

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# KEY QUESTION ?

Our company is expanding into the movie industry, by launching a new movie studio but lacks insight into potential risks. This analysis analyzes trends and deliver actionable insights to guide movie production.

# OBJECTIVES

1. Collect and investigate the box office data.
2. Find out which movie genres have historically performed best.
3. Identify trends in both domestic and international box office.
4. Perform Exploratory Data Analysis (EDA) and identify key attributes that influence box office success.

# DATA UNDERSTANDING



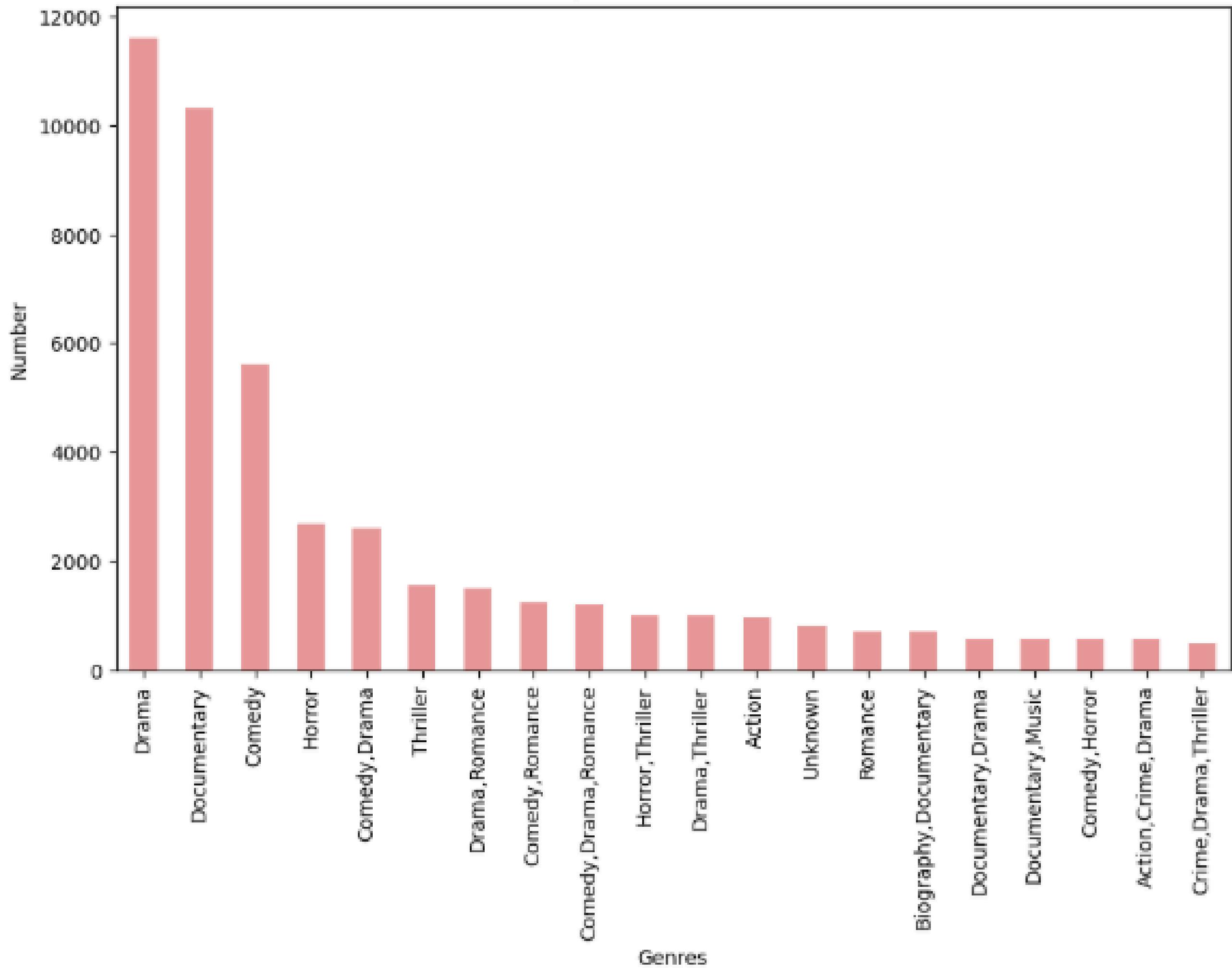
Data was collected from trusted movie sources  
such as: IMDB, The Numbers.

Files used include: tn.movie\_budgets.csv and  
im.db  
Features analysed include: genres and gross  
revenue.

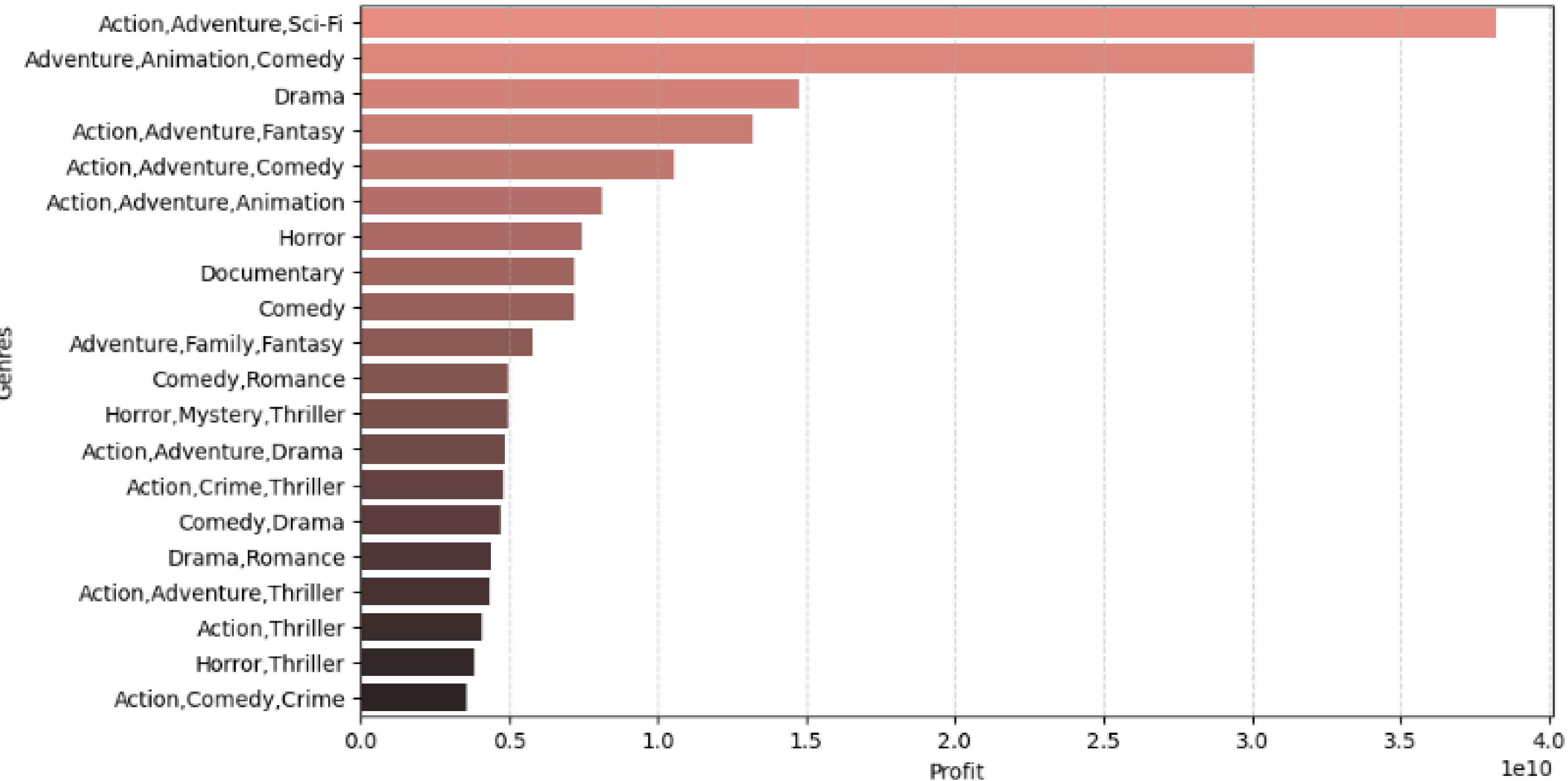
# EXPLORATORY DATA ANALYSIS

Here are some of the  
visualizations I did:

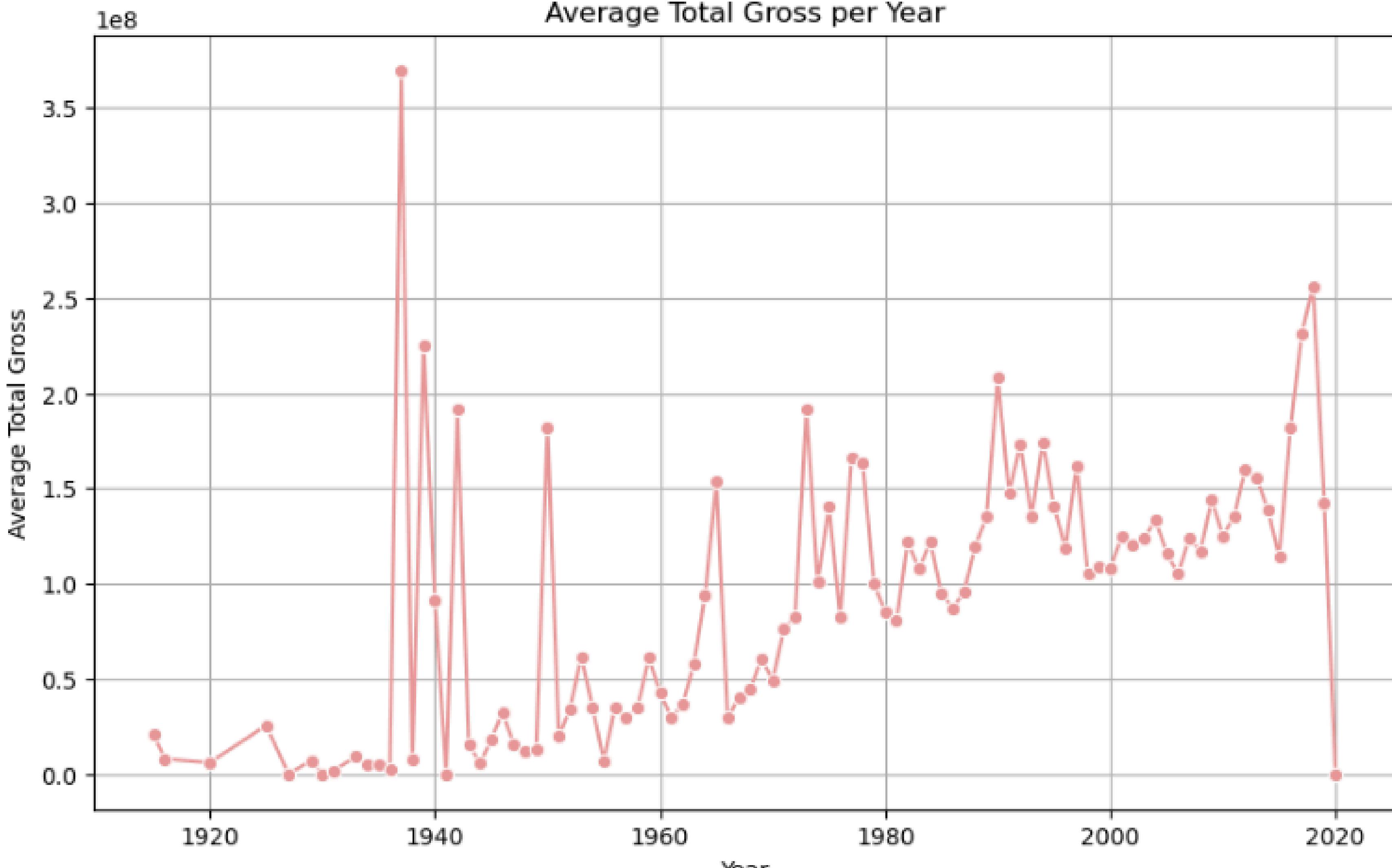
### Top 20 Movie Genres

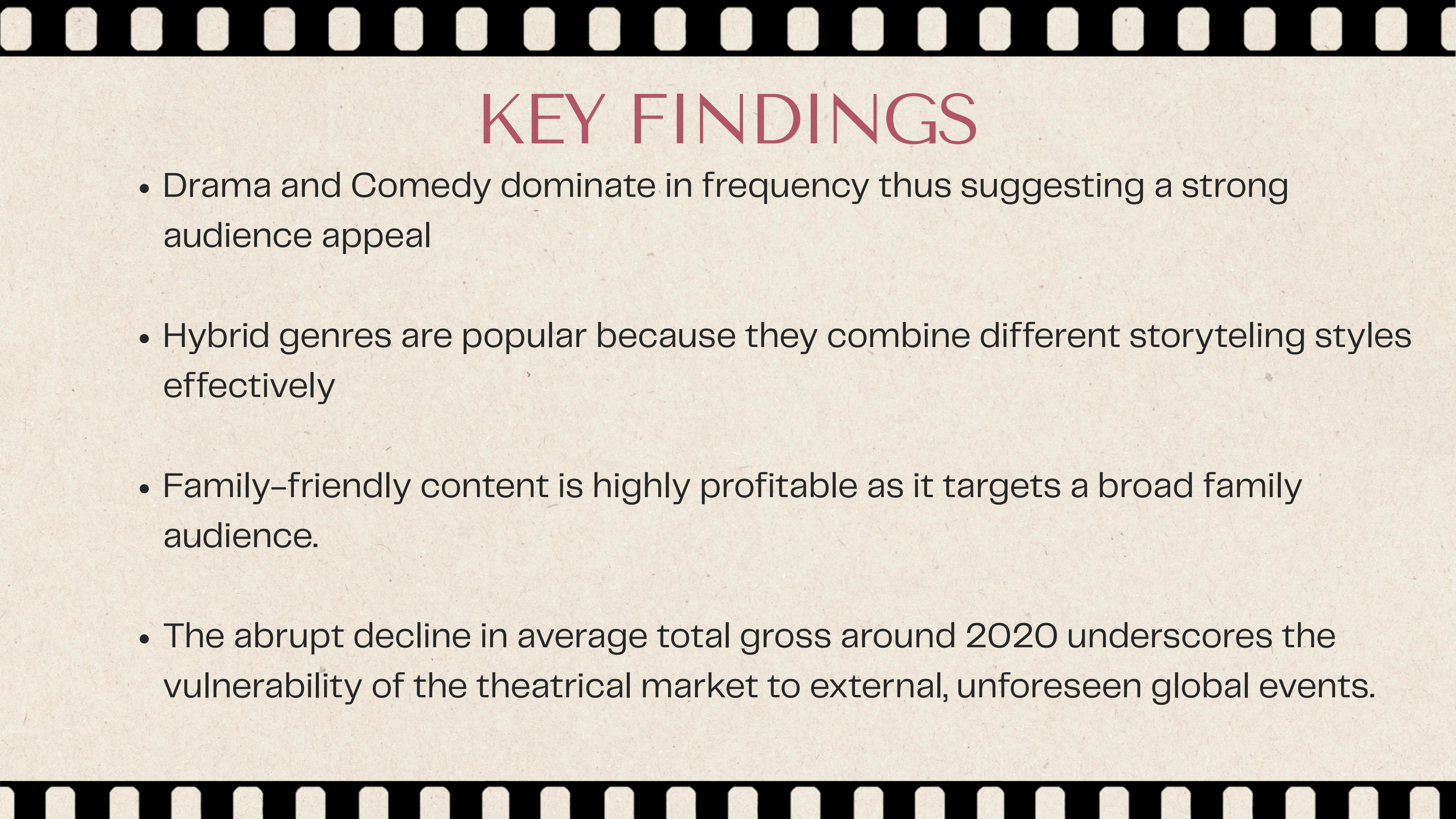


## Top 20 Movie Genres by Profit



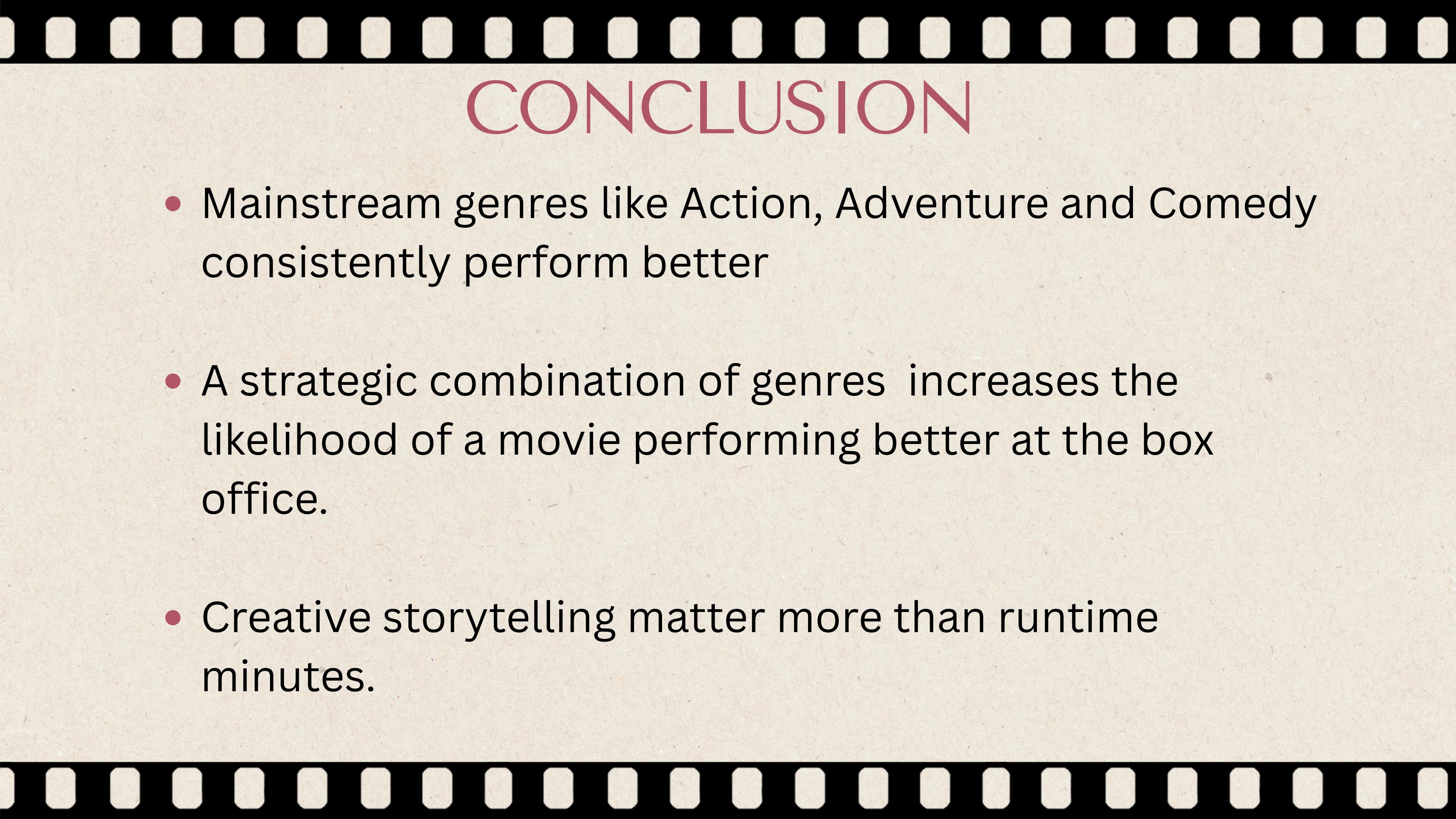
# Average Total Gross per Year





# KEY FINDINGS

- Drama and Comedy dominate in frequency thus suggesting a strong audience appeal
- Hybrid genres are popular because they combine different storytelling styles effectively
- Family-friendly content is highly profitable as it targets a broad family audience.
- The abrupt decline in average total gross around 2020 underscores the vulnerability of the theatrical market to external, unforeseen global events.



# CONCLUSION

- Mainstream genres like Action, Adventure and Comedy consistently perform better
- A strategic combination of genres increases the likelihood of a movie performing better at the box office.
- Creative storytelling matter more than runtime minutes.

# RECOMMENDATIONS

- Prioritize genres with strong audience interest such as Drama, Comedy, Action, Adventure.
- Invest in global distribution strategies since worldwide gross heavily influences the total gross of the film.
- Continuously monitor market trends, audience behavior, and global events to adjust production and distribution strategies swiftly.

# NEXT STEPS

- Examine trends of a genre over time and determine if it's becoming more or less popular
- Learn if the timing of a release of a movie affects its revenue

THANK YOU!