

Box Office Movies Analysis

OVERVIEW

IDENTIFY AND ANALYZE RECENT TRENDS IN THE FILM INDUSTRY,
PARTICULARLY FOCUSING ON THE TYPES OF FILMS THAT HAVE GARNERED
SUCCESS.

PRESENTED BY KOILA BETTY

Business Understanding

- ▶ It's important to understand the dynamic of the movie business in the market as a way to strategize on a business idea.
- ▶ Through data-driven analysis, I aim providing the company with a comprehensive understanding of audience preferences and market dynamics, thereby informing the strategic direction for the launch of a new studio.

Data Understanding

- ▶ We look at the data from Box office that is relevant for us to establish the consumer preferences and study the largest competitor in the market .
- ▶ We will analyze the following from the data obtained.
 1. The most popular movies among box office users.
 2. The cost of producing the movies and the revenue generated both in domestic and foreign markets
 3. The top performing studios in the market and the revenue collected.

Data Analysis

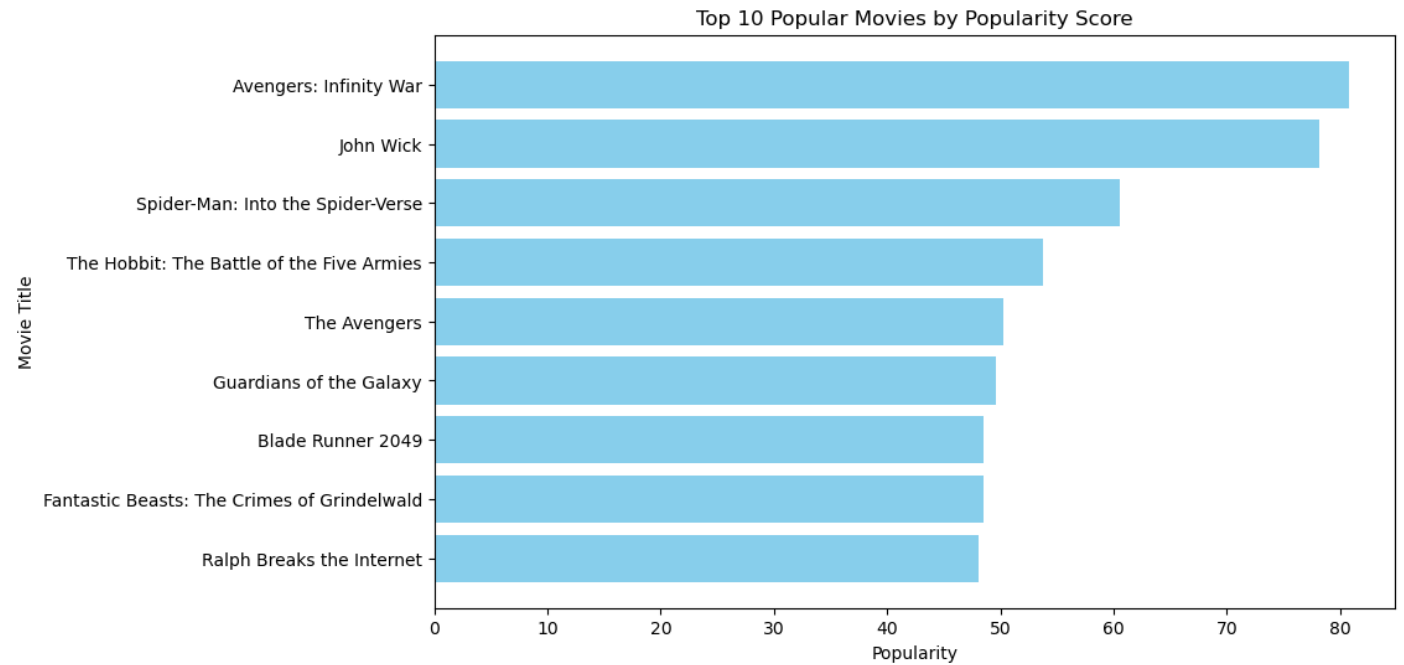
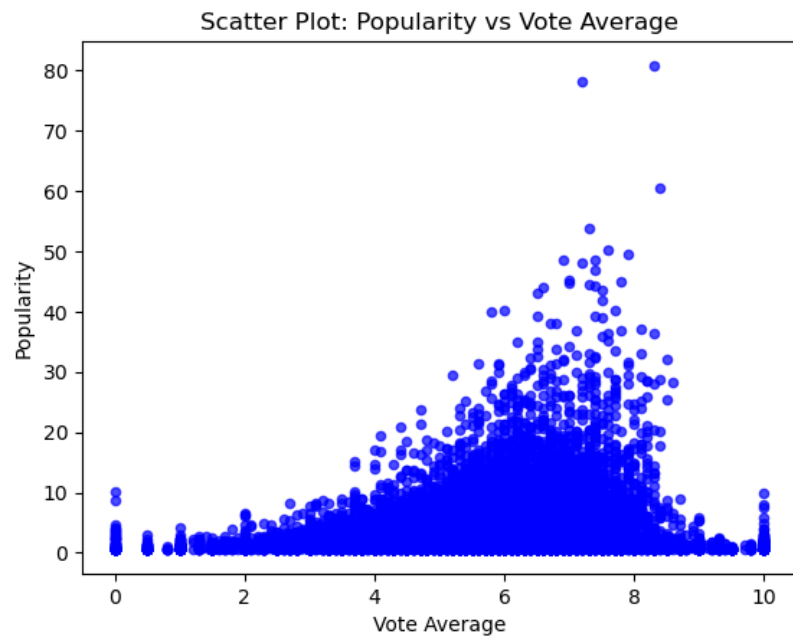
Correlation

To understand more about what features of these movies that lead to them getting more popular, let's look at some correlations.

Looking at correlation of a movies popularity in relation to its vote counts and its vote average as shown in the data then we note the below.

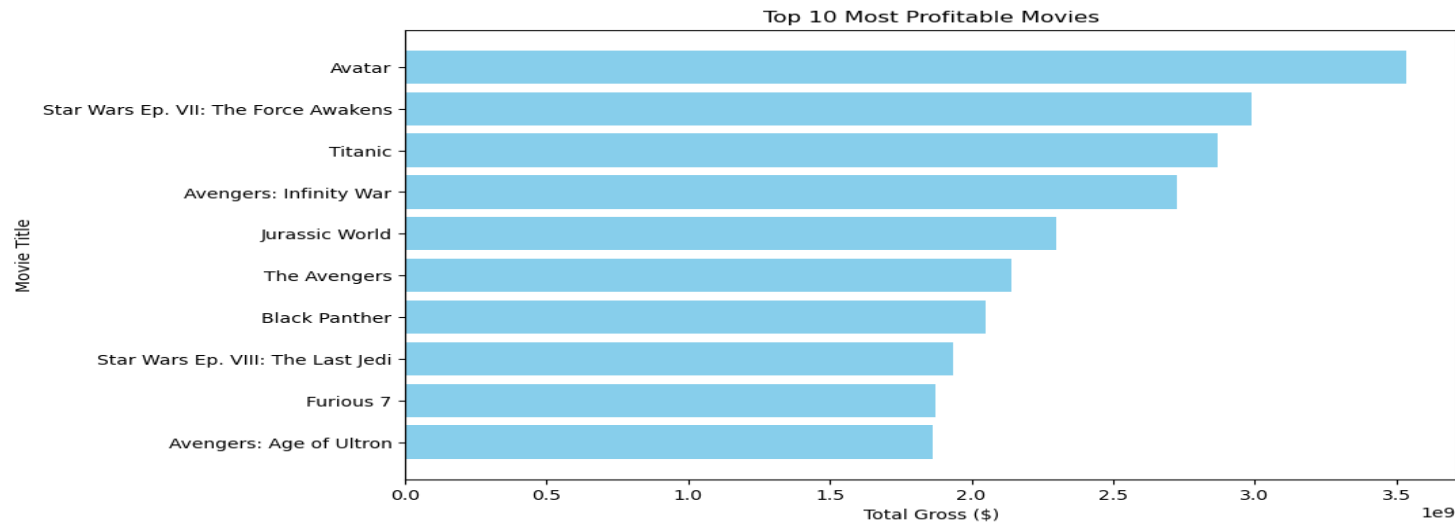
- ▶ There isn't a strong tendency for movies with higher popularity to have higher vote average ratings
- ▶ There is a tendency of movies that are more popular tend to have received more votes.

Correlation & Popular movies



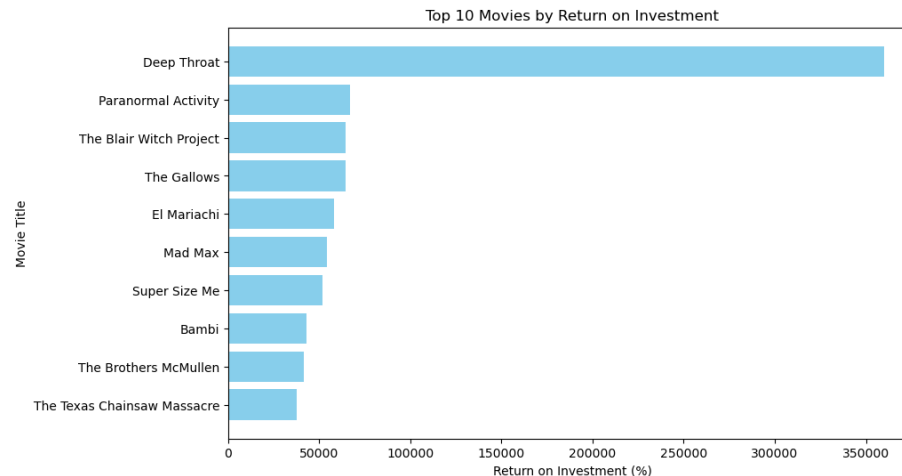
Profitable movies

- In order to determine the profitability of the movies produced. We get to look at the net profit of the movies both Domestic and Worldwide and determine which movies made the most income.



Return on investment

- By establishing the return per investment of every movie and then establish the top ten movies with the highest return per investment. This is determined by analysing the cost of production against the total gross income and this is displayed as percentage of the profit over the cost used to produce the movie



Recommendation

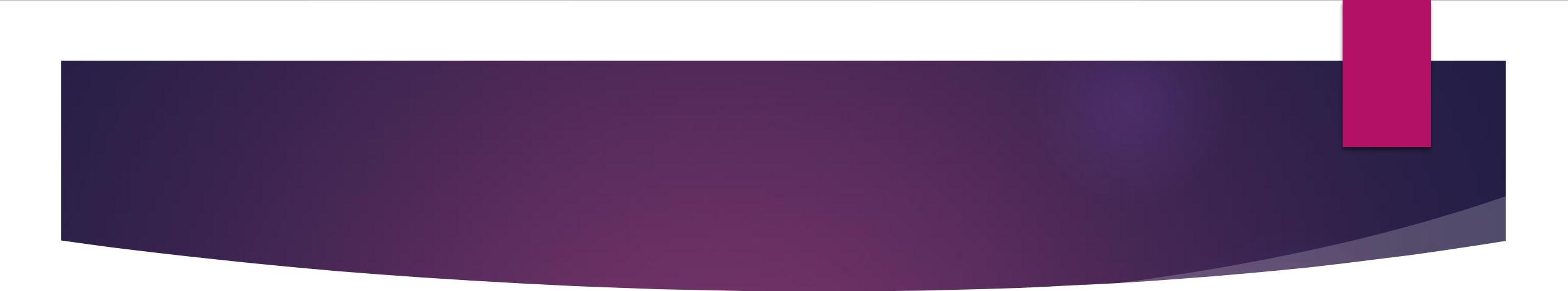
- ▶ **Diversify Genre Selection:** Consider diversifying the genre selection for the new studio's film productions. While analyzing profitable movies, identify genres that have consistently performed well in terms of profitability and return on investment. By diversifying the genre selection, the studio can mitigate risks associated with relying too heavily on a single genre and appeal to a broader audience base.
- ▶ **Focus on Audience Engagement:** Given the moderate correlation between popularity and vote count, prioritize strategies that focus on increasing audience engagement and interaction with the studio's films. This could include leveraging social media platforms, interactive marketing campaigns, and community-building initiatives to foster a loyal fan base and drive word-of-mouth promotion.

Recommendation

- ▶ **Data-Driven Decision Making:** Continue leveraging data-driven insights and analytics to inform decision-making processes across all aspects of studio operations. Regularly monitor industry trends, audience preferences, and market dynamics to adapt strategies and optimize resource allocation effectively. Invest in robust data analytics tools and talent to streamline data collection, analysis, and reporting processes, enabling agile decision-making and continuous improvement

Key Insights & Next Step

- ▶ Diversifying genre selection based on profitability and return on investment can mitigate risks and appeal to a broader audience base.
- ▶ Prioritizing audience engagement through interactive marketing campaigns and high-quality productions can drive word-of-mouth promotion and enhance brand reputation.
- ▶ Continued emphasis on data-driven decision-making enables agile adaptation to industry trends, optimizing resource allocation and maximizing ROI.
- ▶ Building a strong brand identity and engaging with the audience through community-building initiatives fosters loyalty and advocacy, driving long-term success.

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- ▶ We value your input! Please take a moment to provide feedback on the analysis using the following questions:
 - ▶ Did the analysis of the data resonate with the company's goal?
 - ▶ Any other insight on the data that you find useful?
 - ▶ "Thank you for your valuable feedback! Your input will help us refine the analysis."

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