

The background of the image is a dark, artistic composition featuring a large, light-colored film reel on the left side. Overlaid on the reel and extending towards the right is a black and white checkered clapperboard. The clapperboard has several lines of text, including 'PRODUCTION', 'DIRECTOR', 'CAMERA', 'SCENE', and 'TAKE', each followed by a horizontal line for a name or number. The overall aesthetic is cinematic and professional.

MOVIE INDUSTRY ANALYSIS

Overview

This presentation is divided in different parts:

1. Objective
2. Methods
3. Data plots
4. Conclusions

Objectives

- To assess how the film industry has evolved and performed over the years
- To determine the genre of movies which generate the highest revenue
- To analyze the revenue earned by the movies in the domestic market vs the foreign market.
- To determine the relationship between the production budget and the gross revenue of movies.
- To examine the relationship between the duration of film and its total box office earnings.
- To evaluate the ratings that the films received in terms of genre.
- To evaluate the audience engagement in terms of genre.
- To establish the seasonality of the movie industry.
- To classify the studios that have performed well.

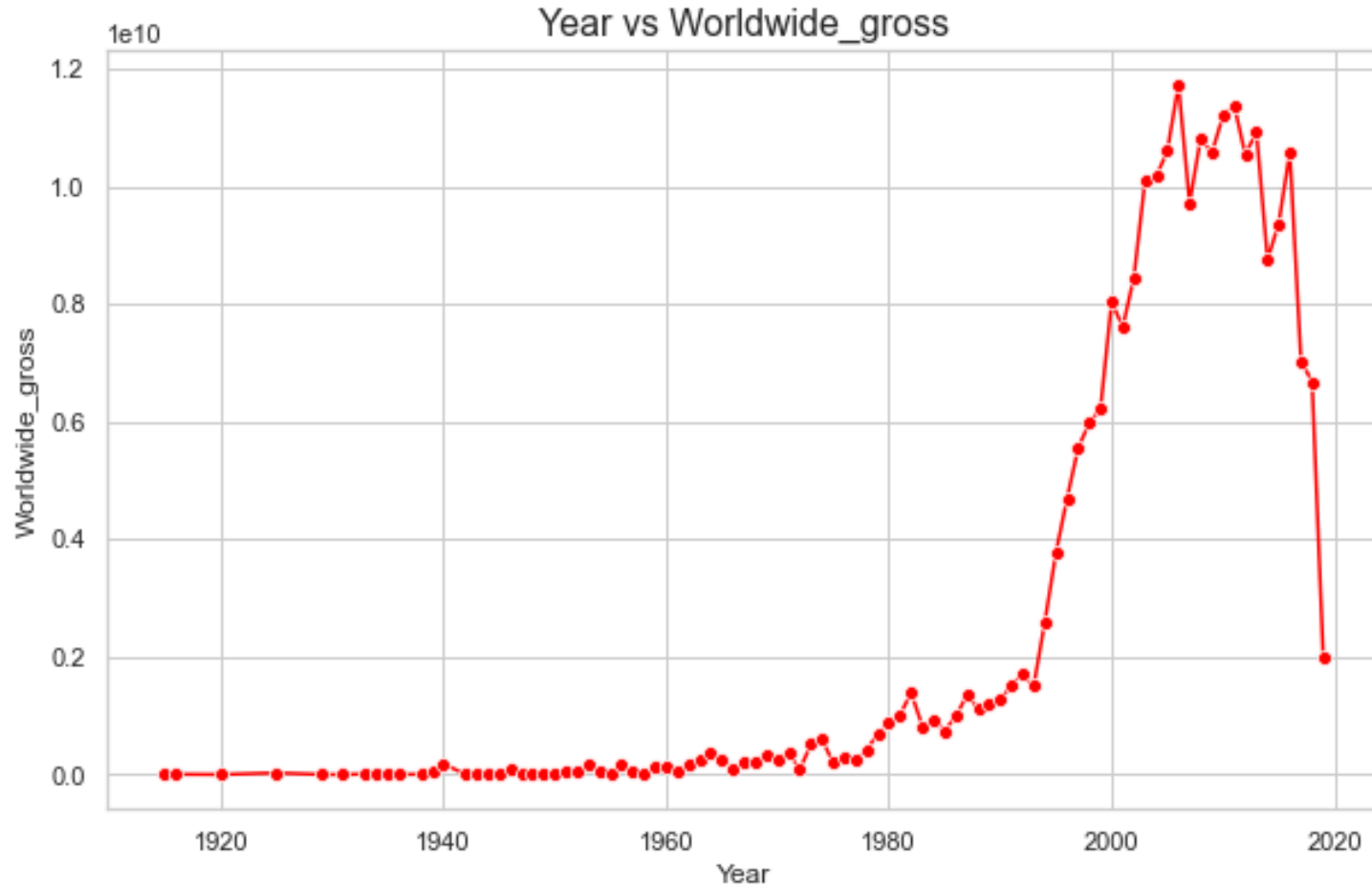
Methods

The methods used in the analysis are as follows:

1. Data understanding
2. Data cleaning
3. Handling of missing values
4. Data handling so that it appears in a cohesive way
5. Data visualization
6. Data analysis
7. Drawing of conclusions

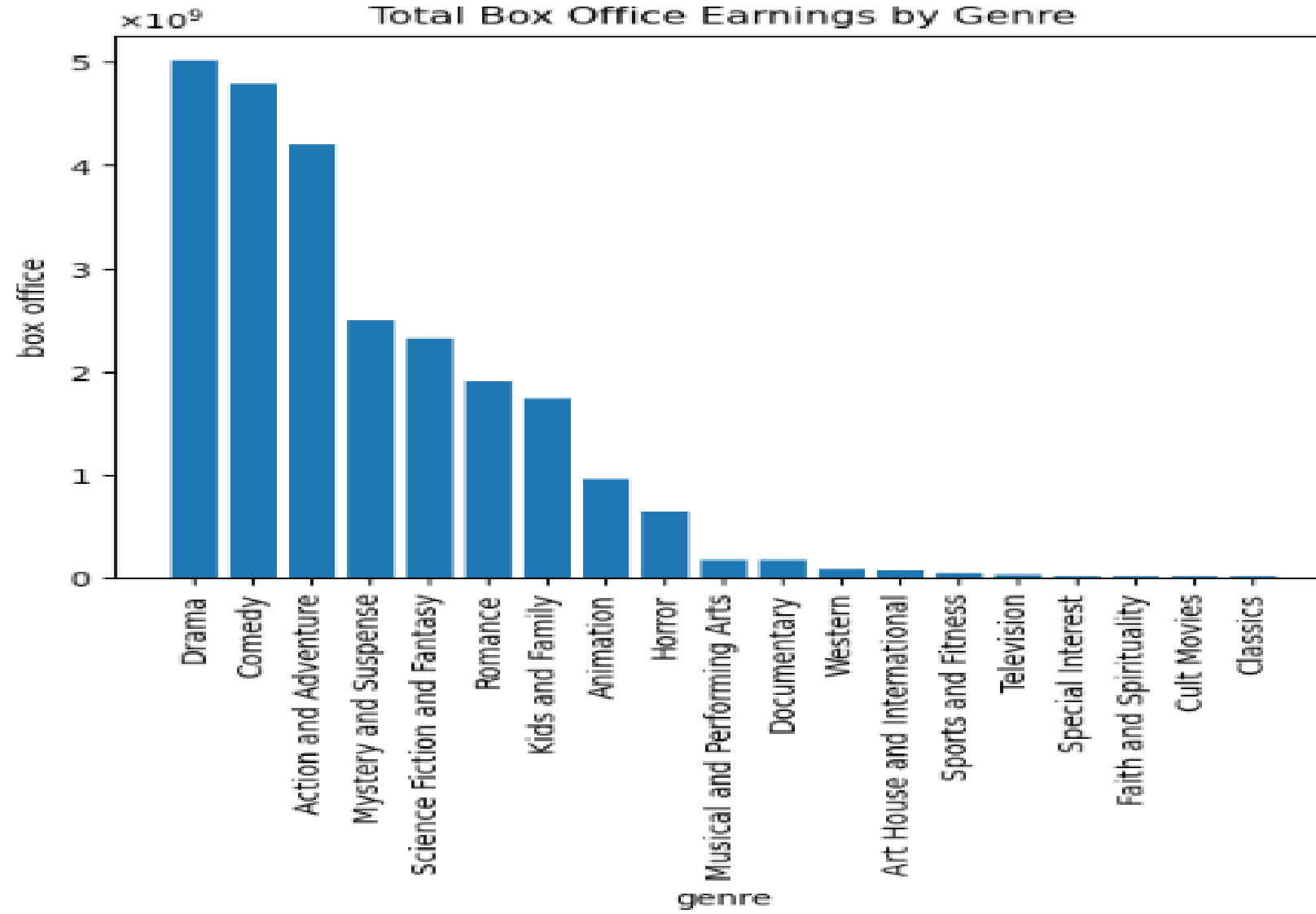
Data visualization and analysis

WORLDWIDE GROSS OVER THE YEARS



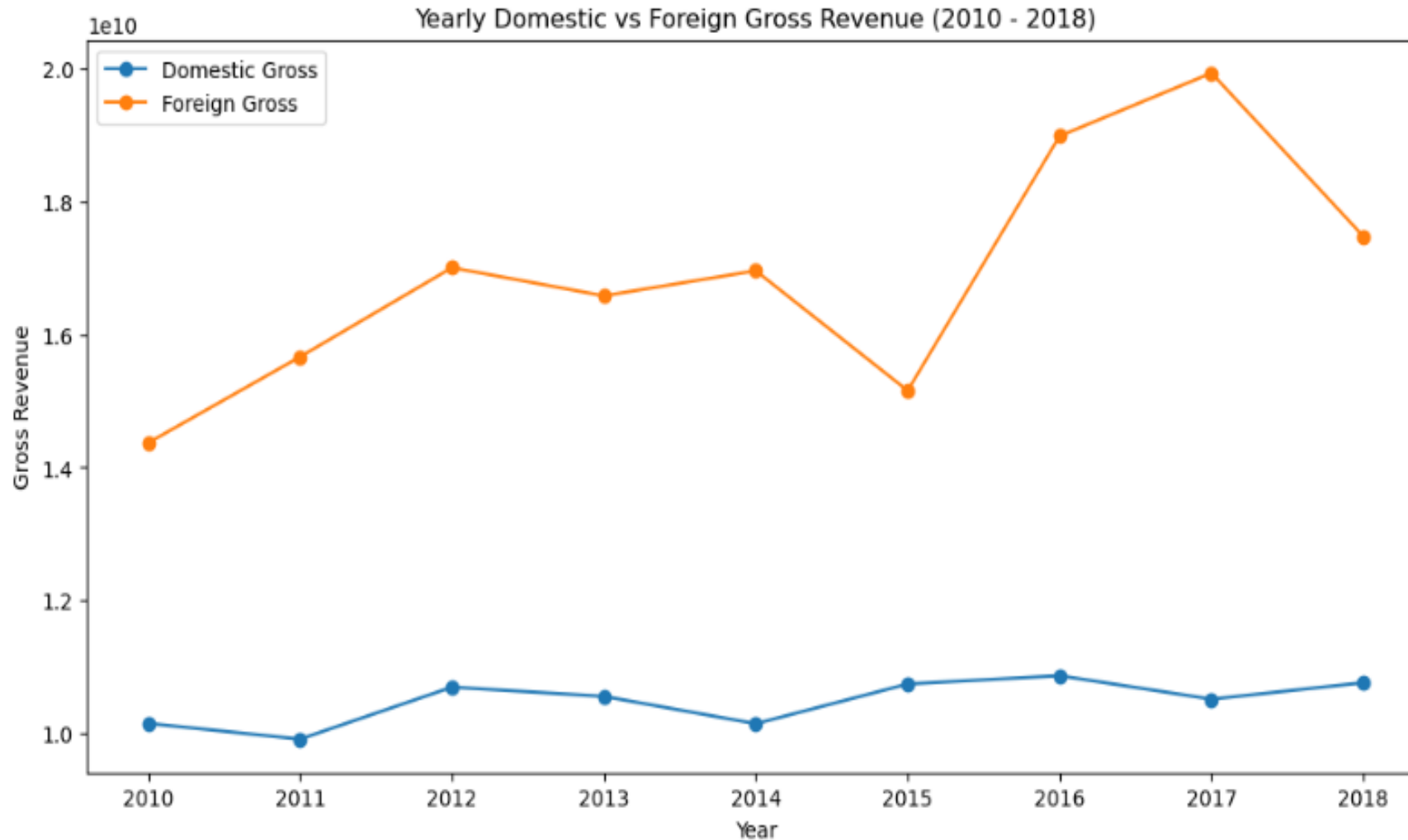
Conclusion: from this plots, we can observe that the industry has grown increasingly popular from the 1980s through the 21st century. This trend shows a rising demand for movies, advancements in production, and the global expansion of the audience base.

Genre preference



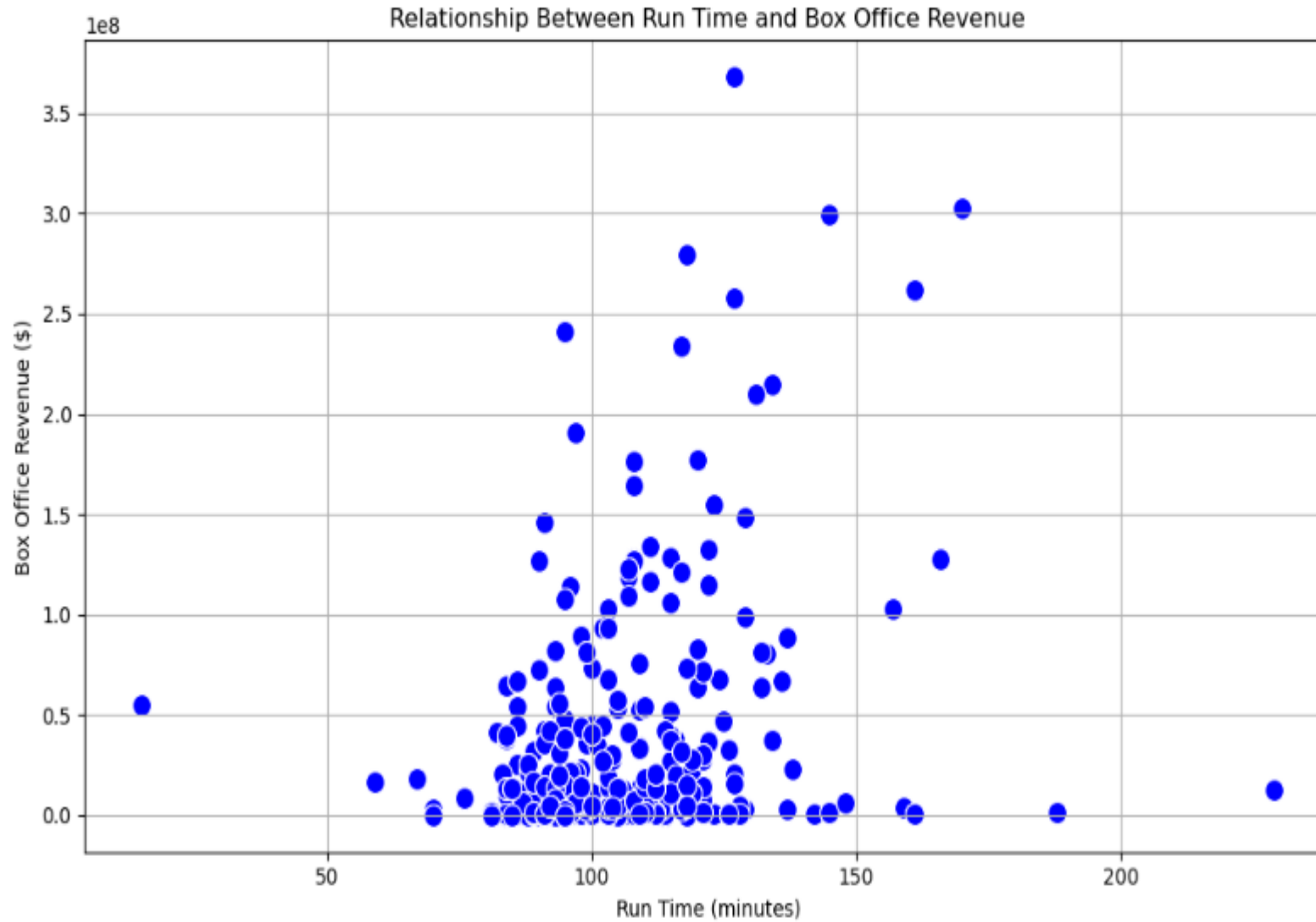
Conclusion: this plot shows the type of genre and the money they generate at the box office. It looks like drama, comedy and action and, adventure are the top 3.

Domestic vs Foreign revenue



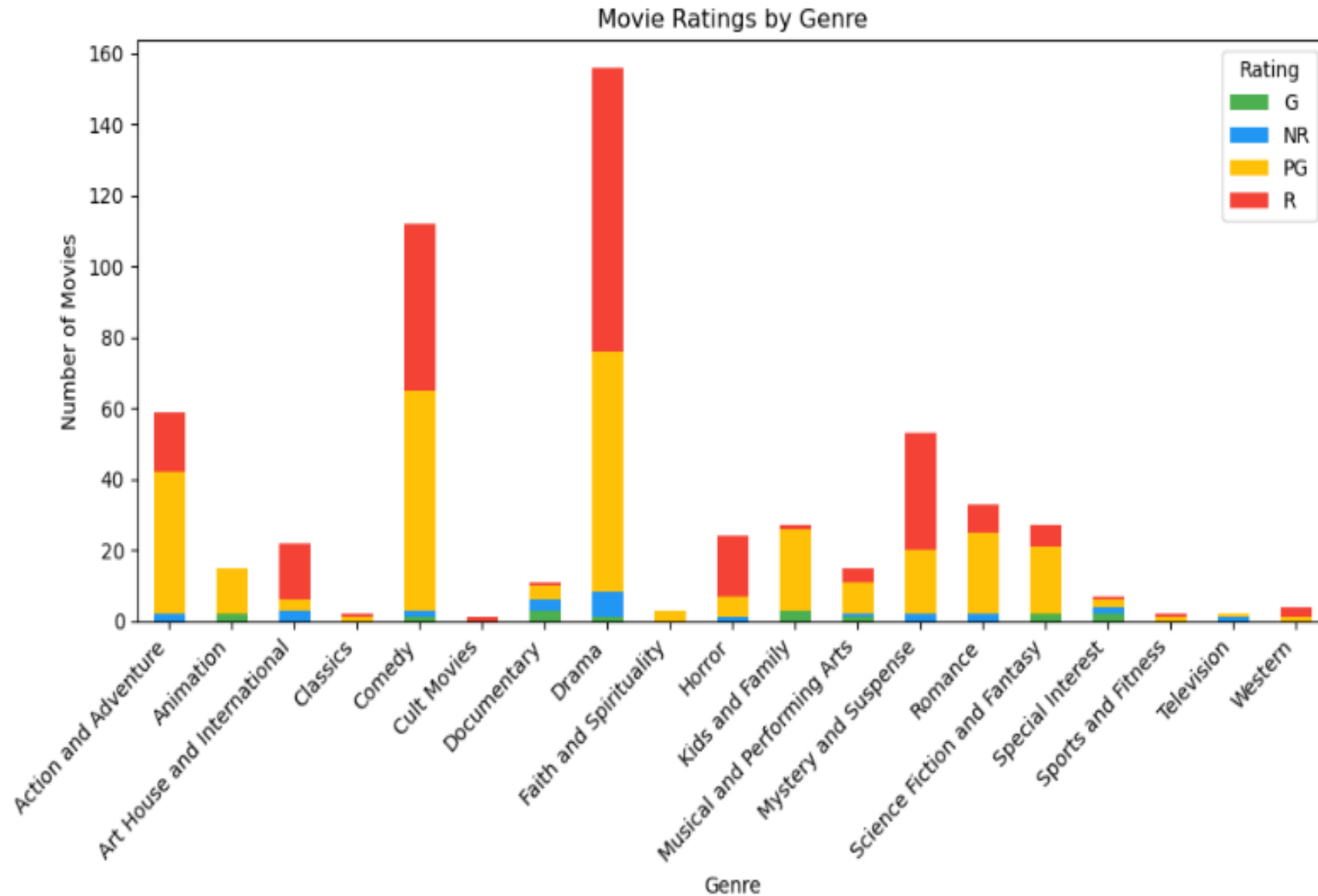
Conclusion: the trends in foreign gross and the domestic gross in general are steadily increasing over the years, and the dominant source of revenue is the foreign market.

Effect of run time on revenue



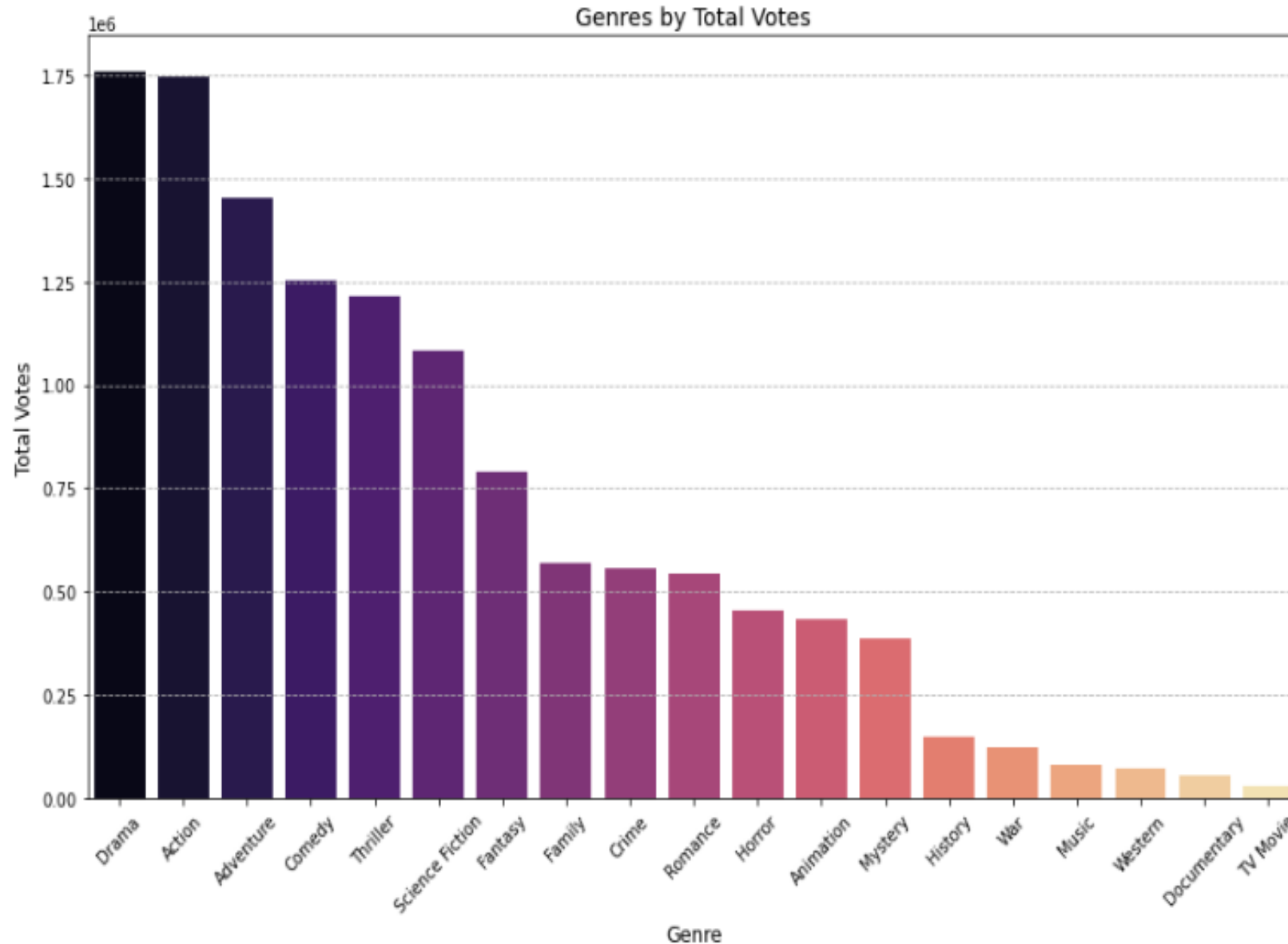
Conclusion: this scatter point shows the effect of runtime for movie on revenue generated .The movies in the range 90-130minutes seem to generate more money, in comparison to the longer or shorter movies.

Impact of age ratings



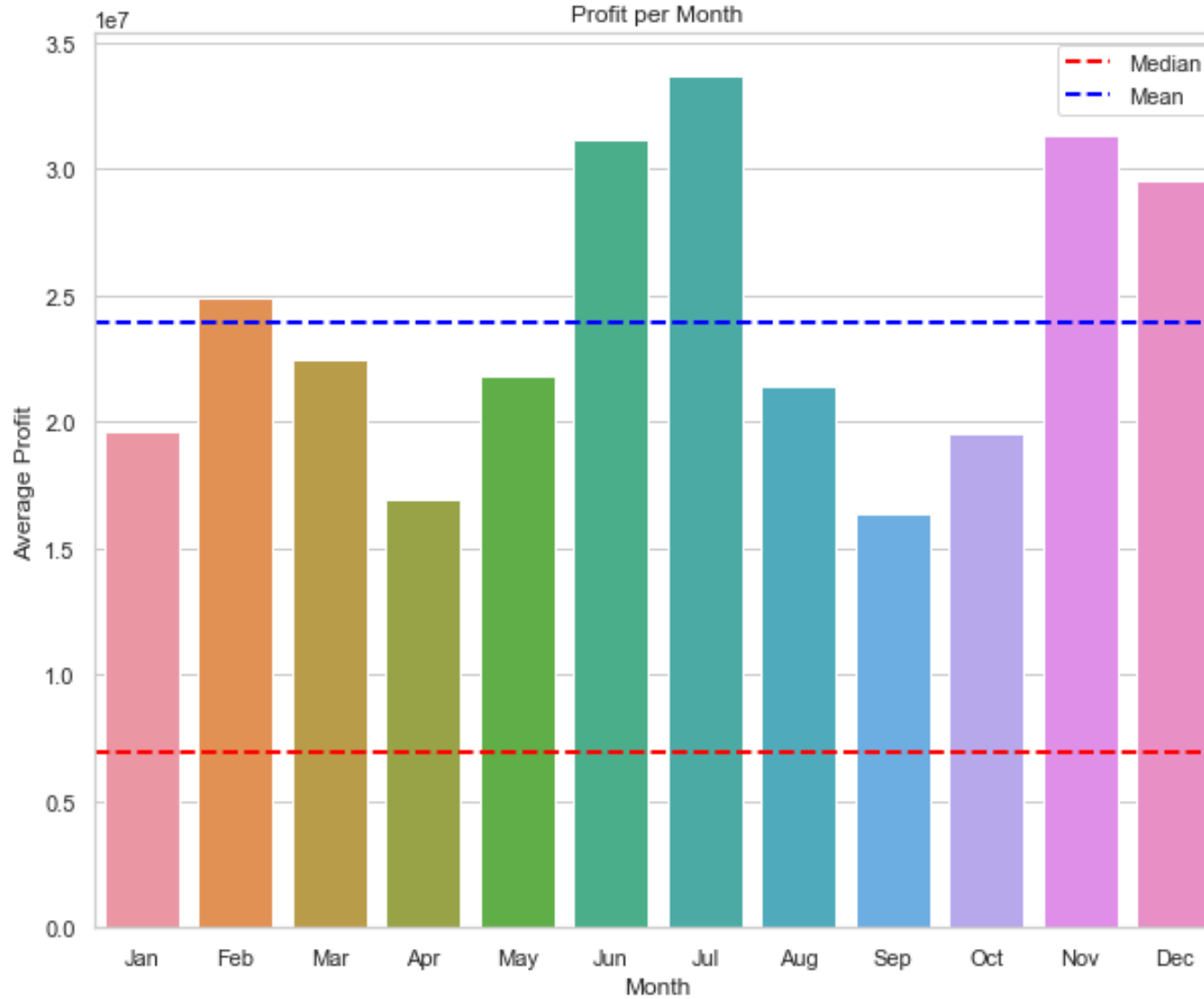
Conclusion: this plot is a stacked bar plot for genre showing the rating. It seems that R(Restricted) rating is highest for all types of genre , especially for drama, followed by PG(Parent guidance).

Audience engagement



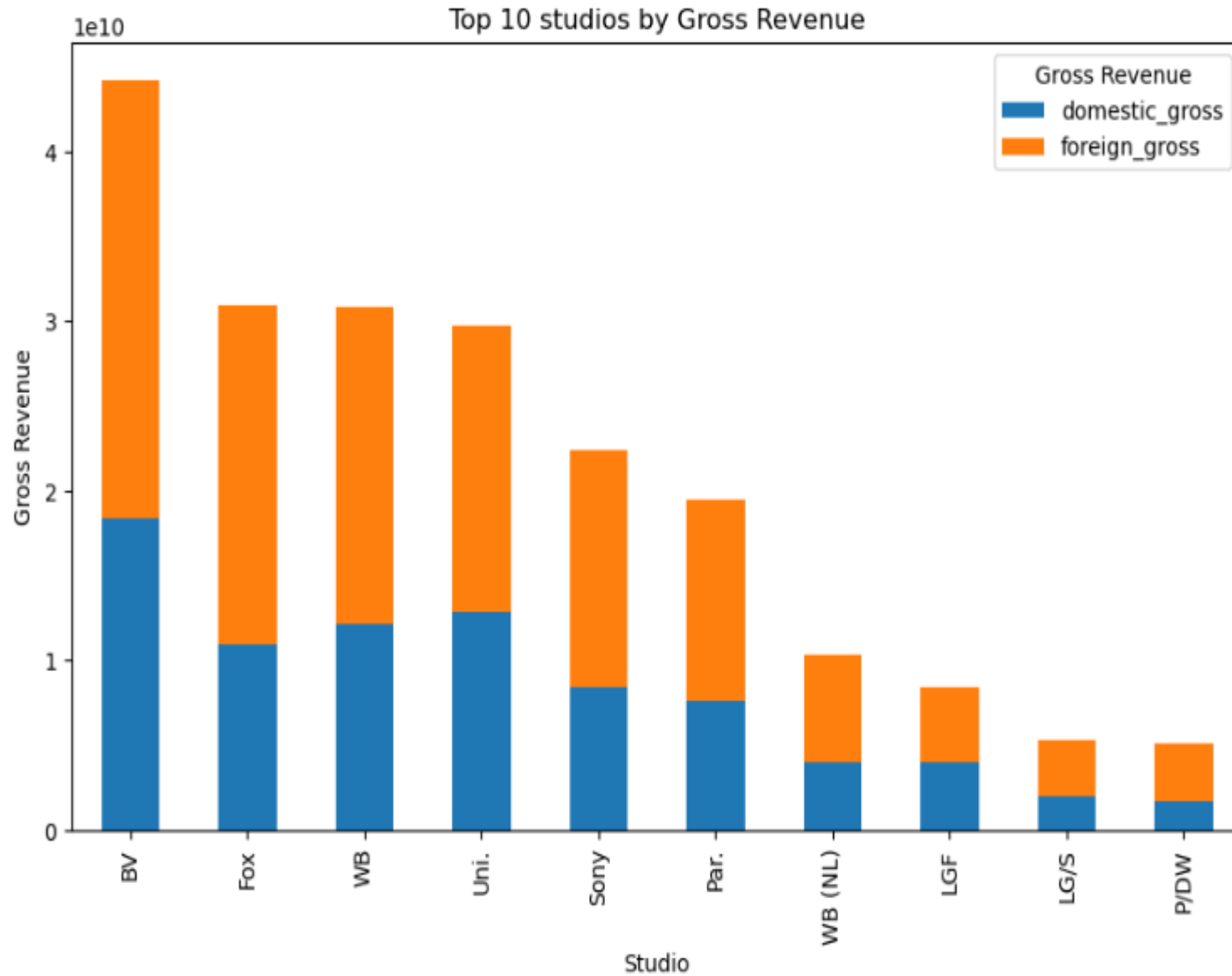
Conclusion: the genre that received high total vote from the audience was drama and action movies.

Monthly performance



Conclusion: the industry appears to perform better than average in mid year, that is June and July, and end year in November and December.

Analyzing studio performance



Conclusion: BV (likely Walt Disney) stands out as the top performer both in terms of average and total domestic gross earnings.

The end