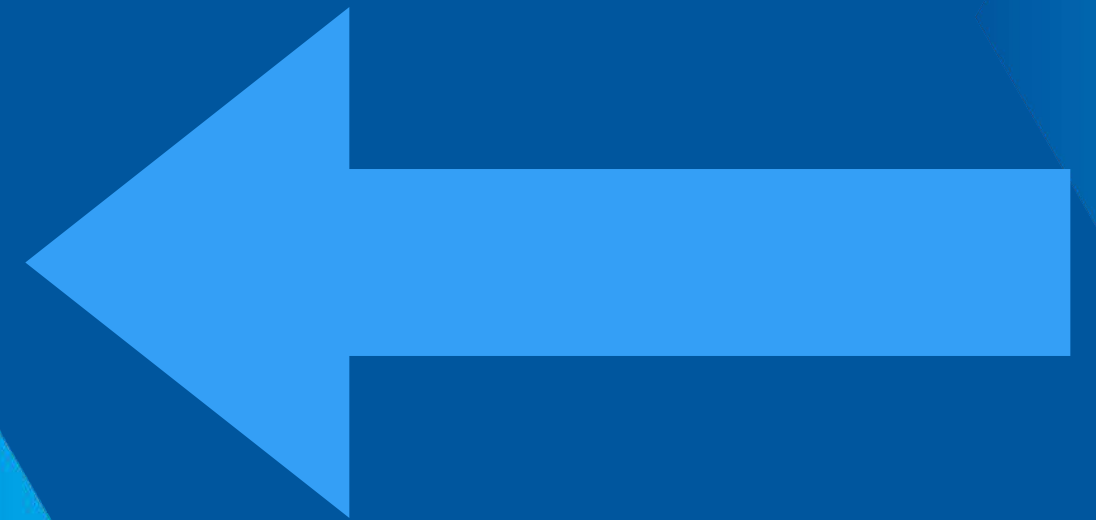


The background features a blue-toned film strip that curves across the frame. One of the frames in the strip shows a close-up of ocean waves with white foam. The overall aesthetic is cinematic and modern.

# FILM INVESTMENT INSIGHTS

# OVERVIEW

Analyzed film industry data to uncover trends and guide studio decisions using Python and Tableau.





# BUSINESS UNDERSTANDING

This project explores trends in the film industry to help our new movie studio make informed decisions.

The goal is to identify:

- ☐ High-performing genres
- ☐ Strong competitor studios
- ☐ Key factors influencing movie success





# DATA UNDERSTANDING

The data for this project is from two datasets:

## IMDB Dataset

This dataset has description of movie genres i.e.:

- ☐ Movie id
- ☐ Movie primary title
- ☐ Genre
- ☐ Average ratings
- ☐ Runtime in minutes
- ☐ Number of votes
- ☐ Year of movie

## BOX OFFICE MOJO DATA

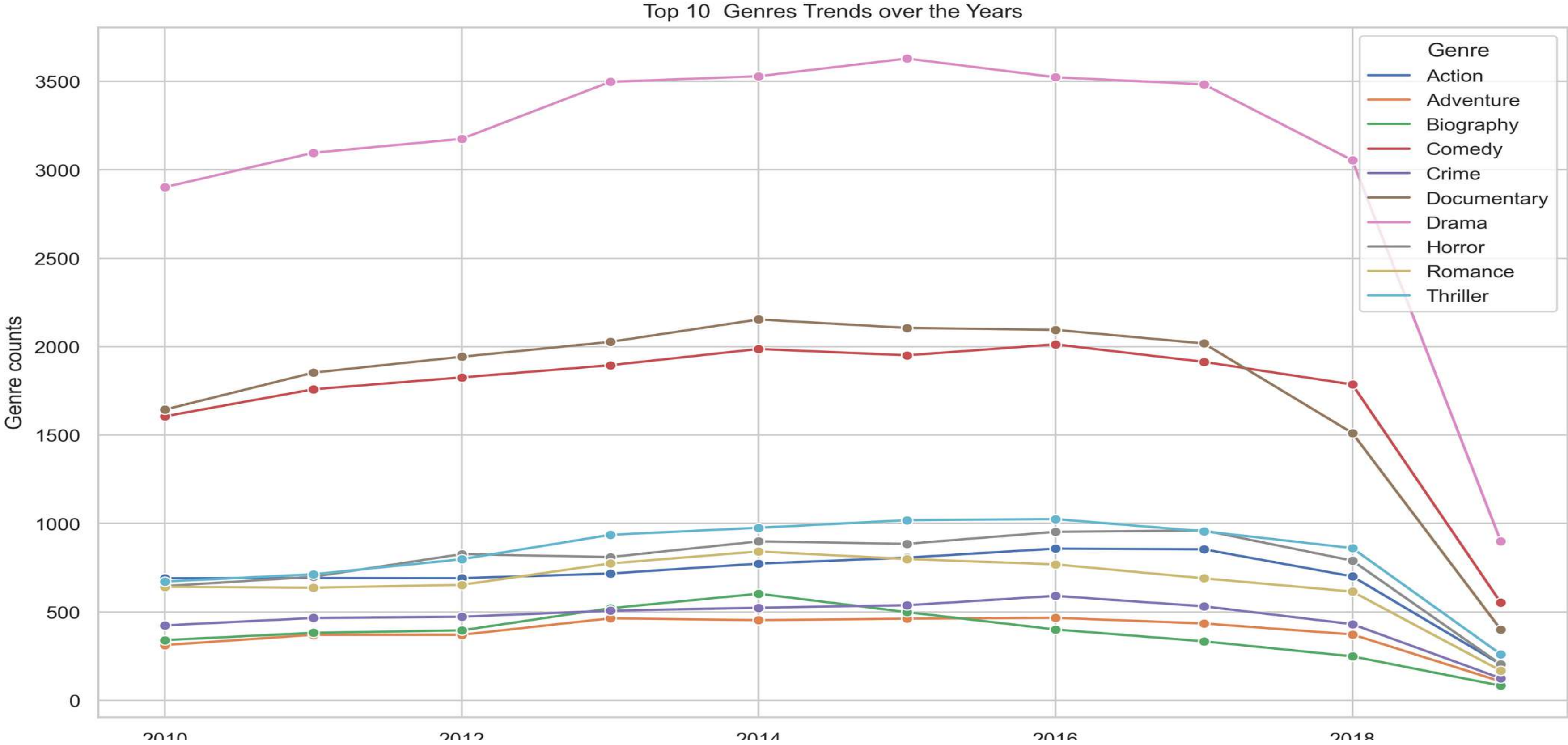
Provides data on movie earnings and has the below columns:

- ☐ Title
- ☐ Studio
- ☐ Domestic gross
- ☐ Foreign gross



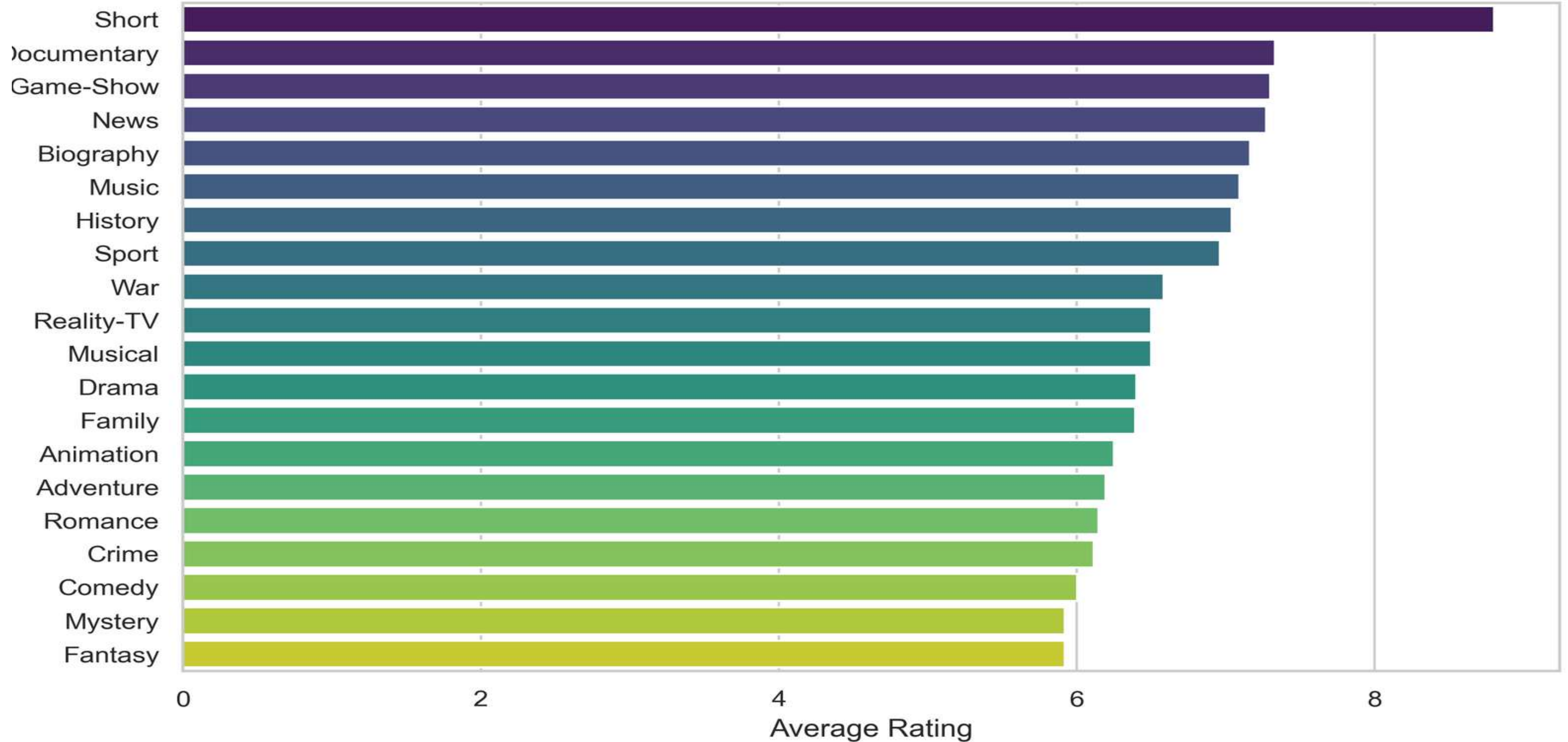
# DATA ANALYSIS

# Genre Production Over Time

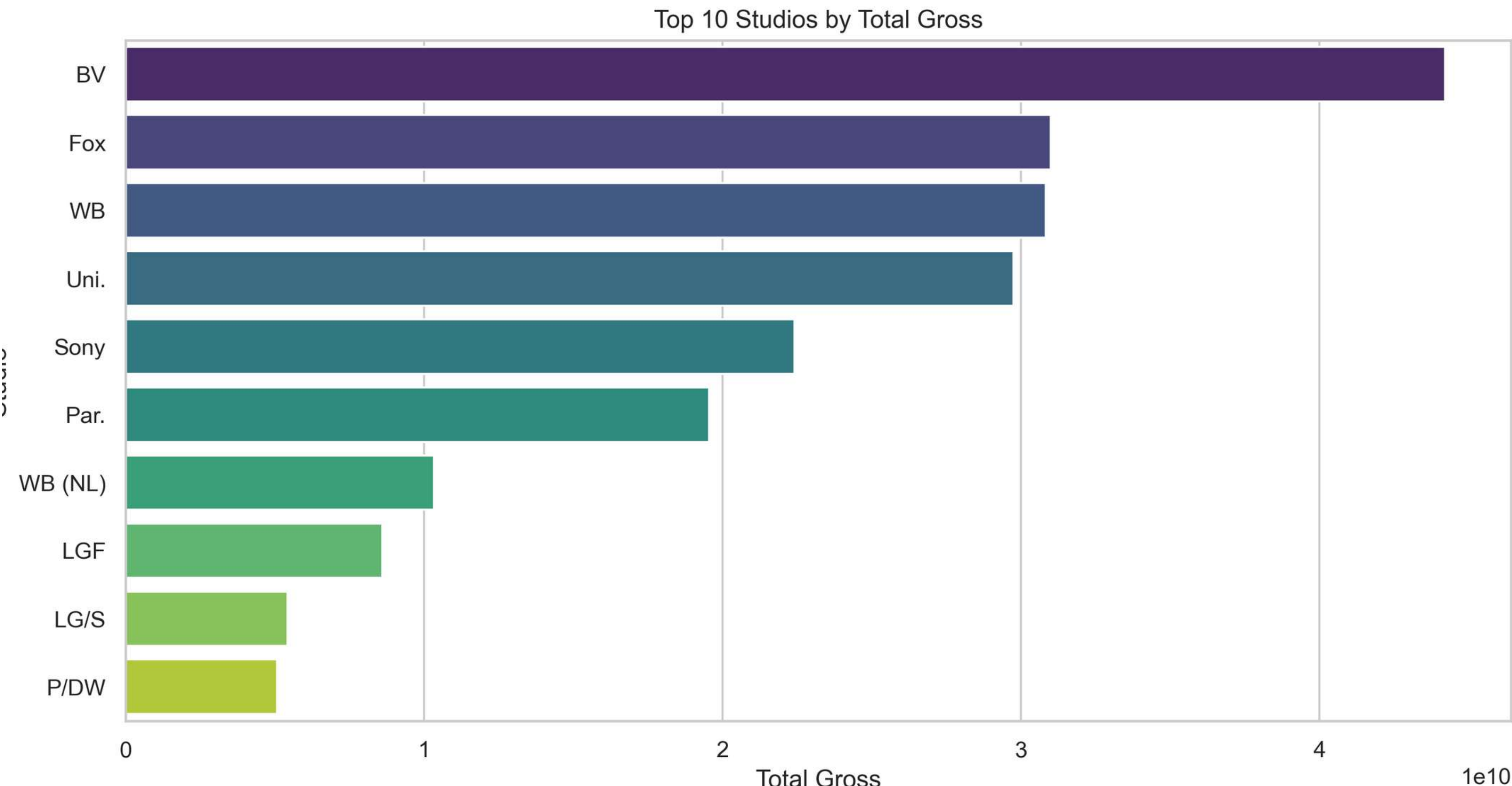


# Top films by ratings

Top 20 Genres by Average Rating



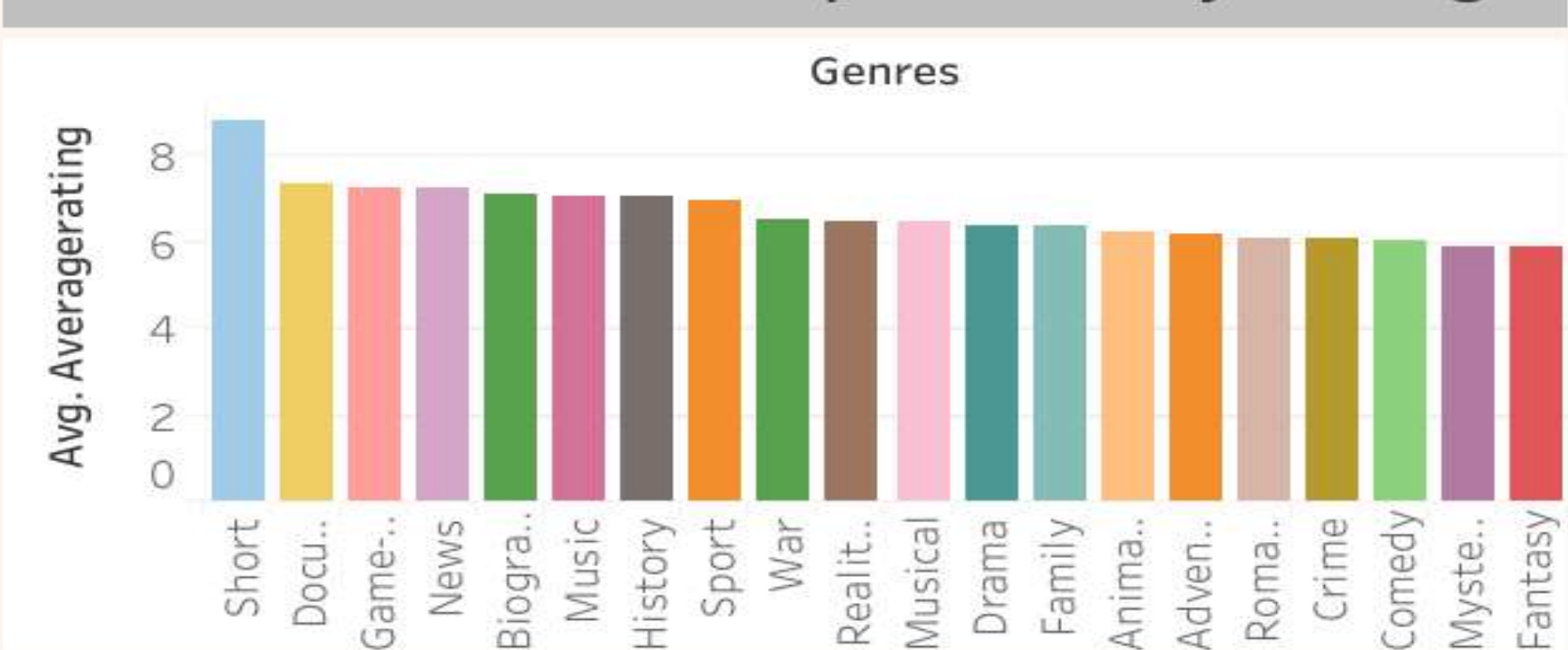
# Top Studios by Total Gross



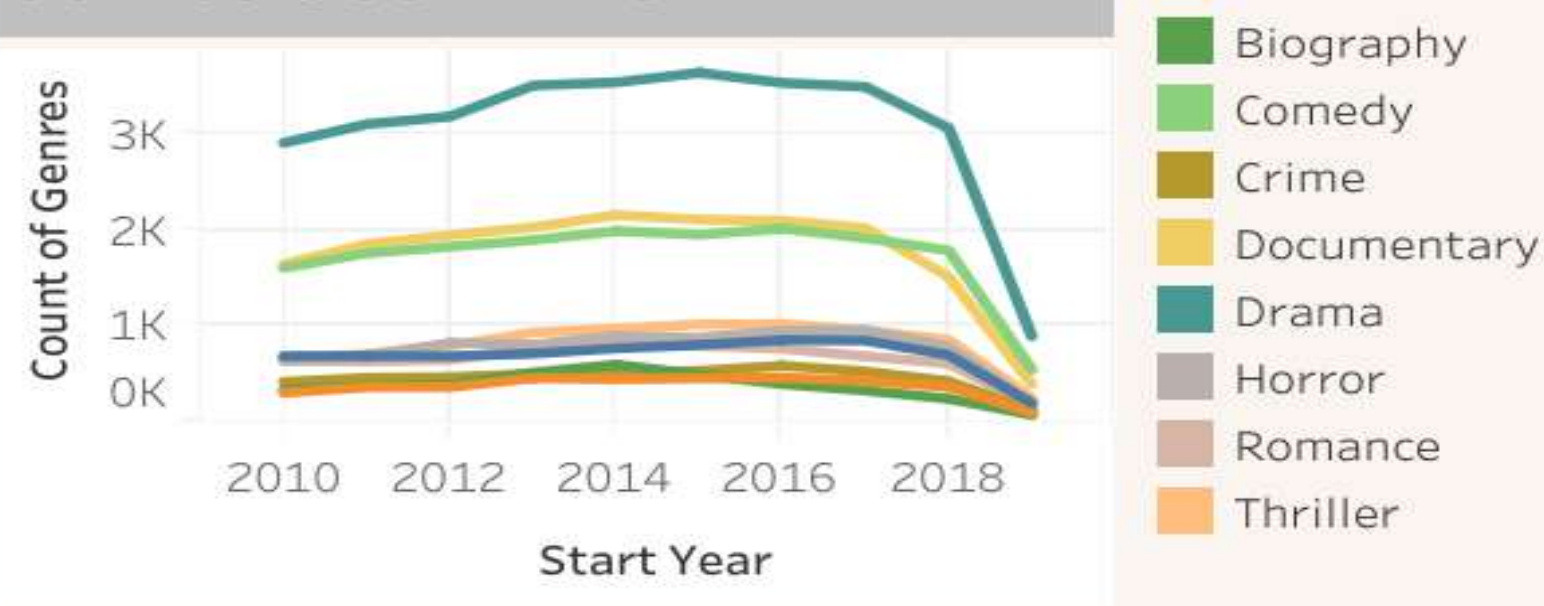


Film Performance Insights Dashboard

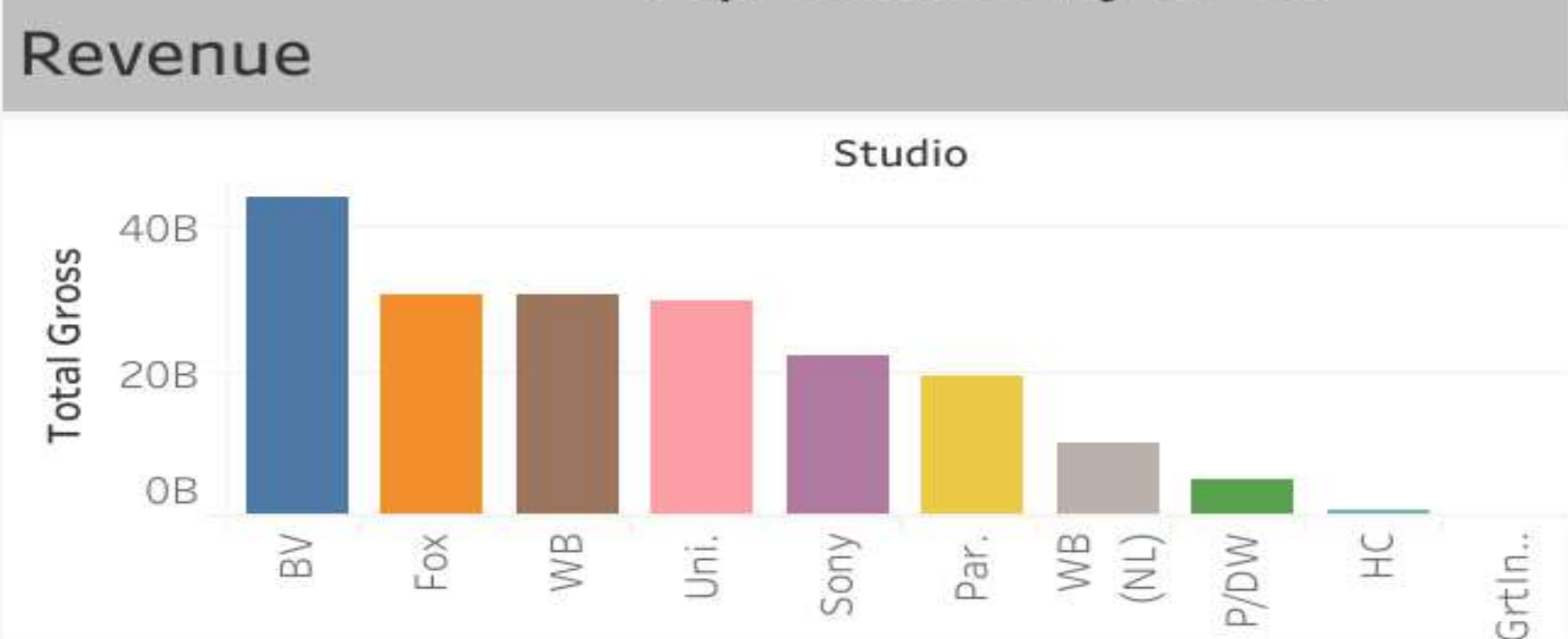
Top Genres by Ratings



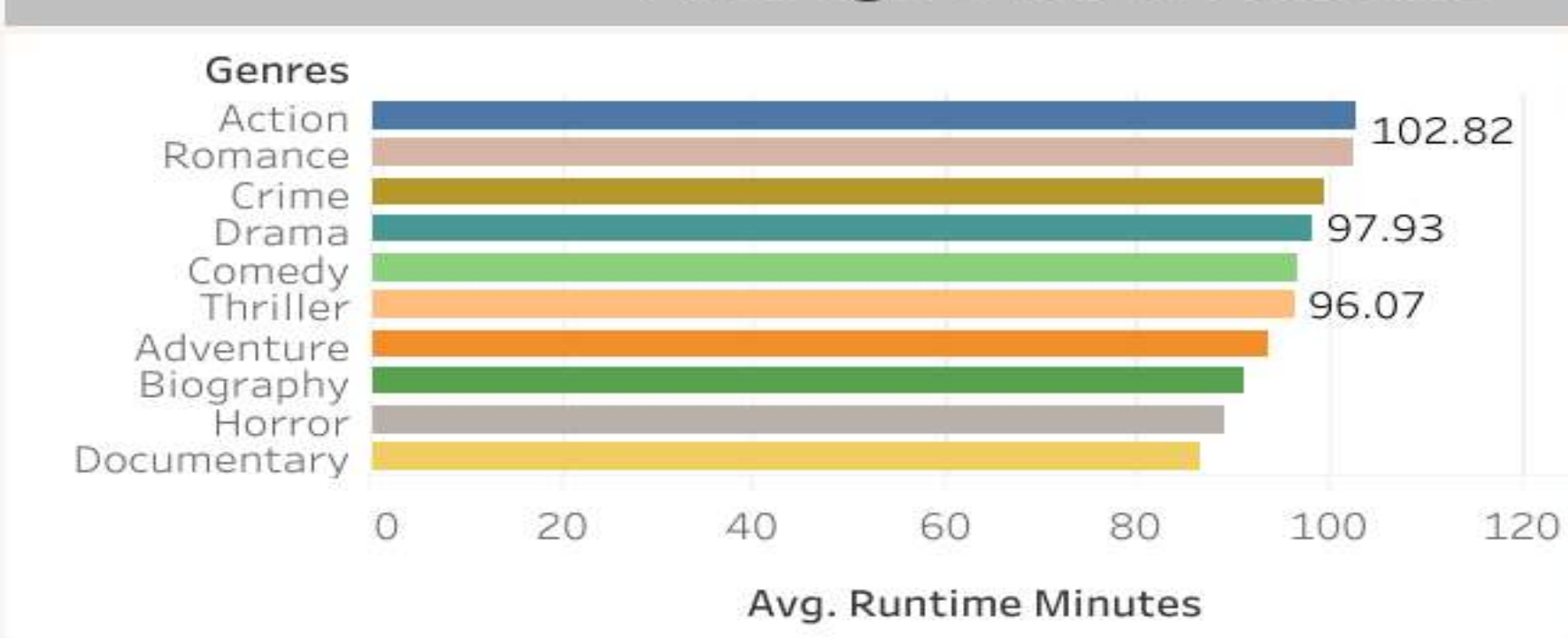
Top Genres Over Time



Top Studios by Total



Average Genres Runtime





# RECOMMENDATIONS

- ❖ Focus on Popular Genres - Drama, Documentary and Comedy are the most produced signifying audience demand. Invest more in these genres to reduce risk and attract wide audiences.
- ❖ Leverage High-Rated Formats - Short films, Documentaries and News have high average ratings hence the need to invest in short, factual content to boost quality and viewer trust.
- ❖ Partner with Top Studios - Studios like BV, Fox, and Warner Bros lead in revenue. Collaborate or license content from top studios to expand reach and profitability.





### ☐ **Deepen Genre-Specific Analysis**

Explore trends and audience preferences within specific genres to tailor content strategy.

### ☐ **Integrate Real-Time Performance Data**

Combine current streaming or box office data to make timely and dynamic decisions.



# Thank You

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Any Questions?



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