FILM INVESTMENT INSIGHTS

OVERVIEW

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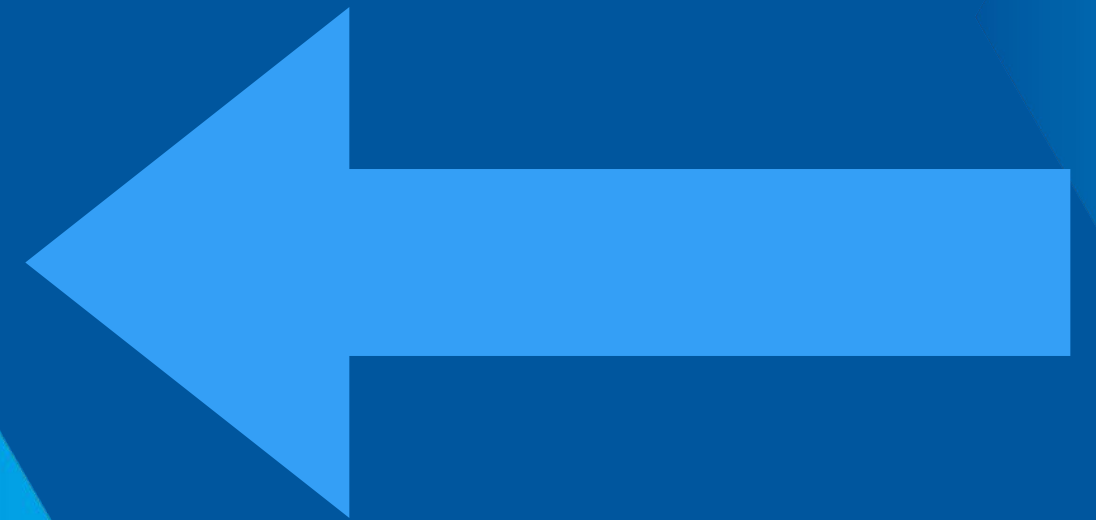
BUSINESS UNDERSTANDING

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
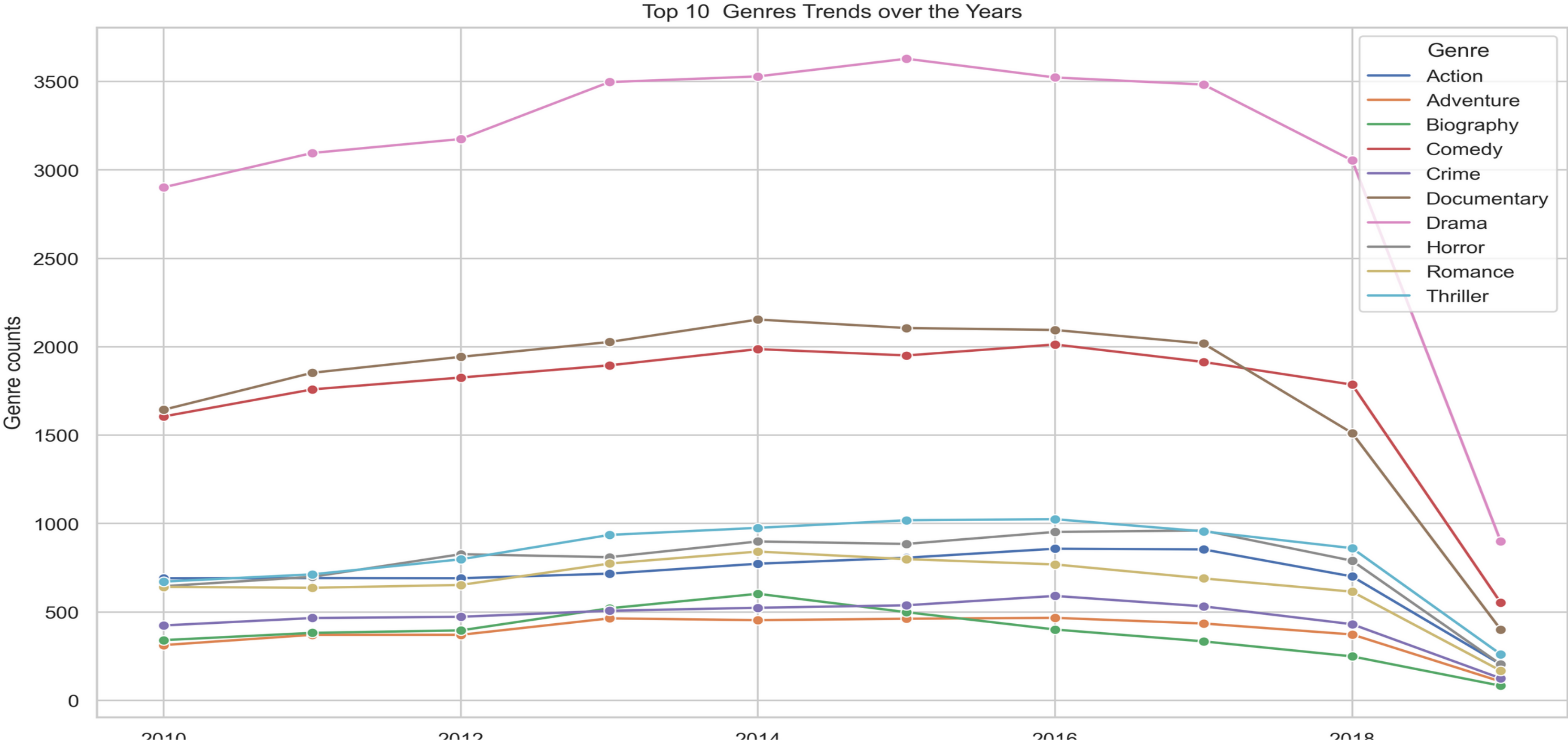- ❏ Runtime in minutes
- ❏ Number of votes
- ❏ Year of movie

BOX OFFICE MOJO DATA

Provides data on movie earnings and has the below columns:
- ❏ Title
- ❏ Studio
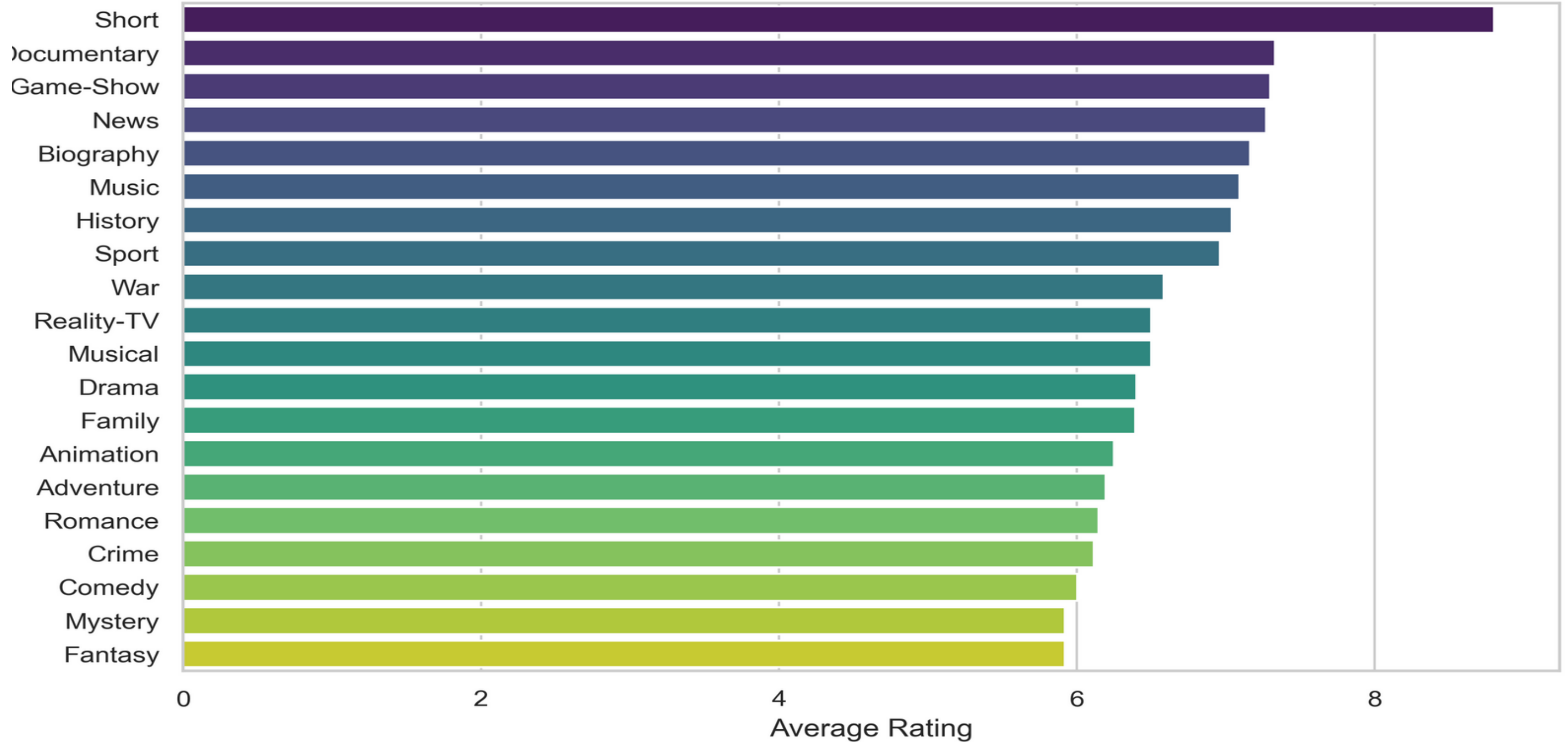- ❏ Domestic gross
- ❏ Foreign gross
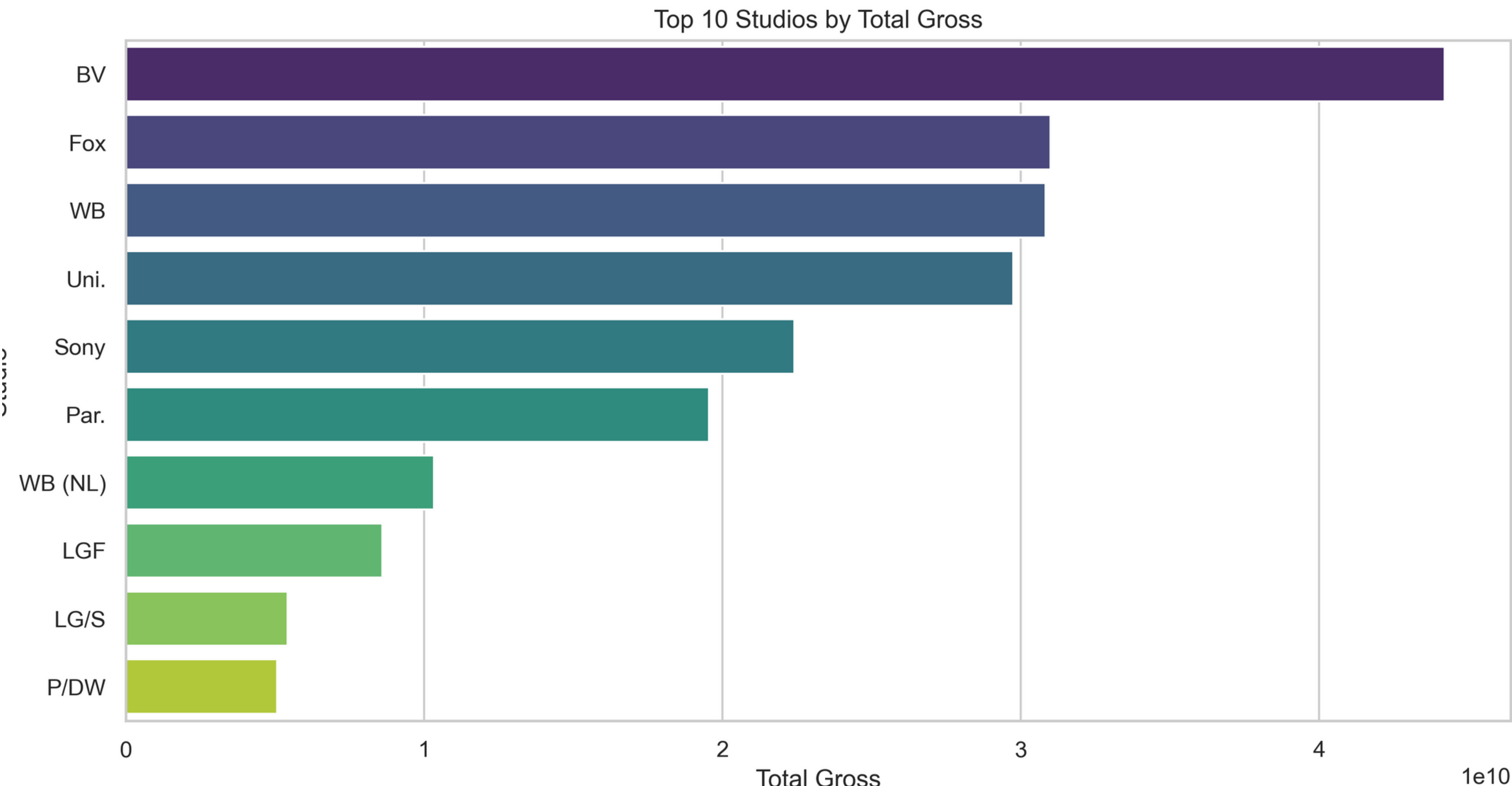
DATA
ANALYSIS

Genre Production Over Time

Top 10 Genres Trends over the Years

Top films by ratings

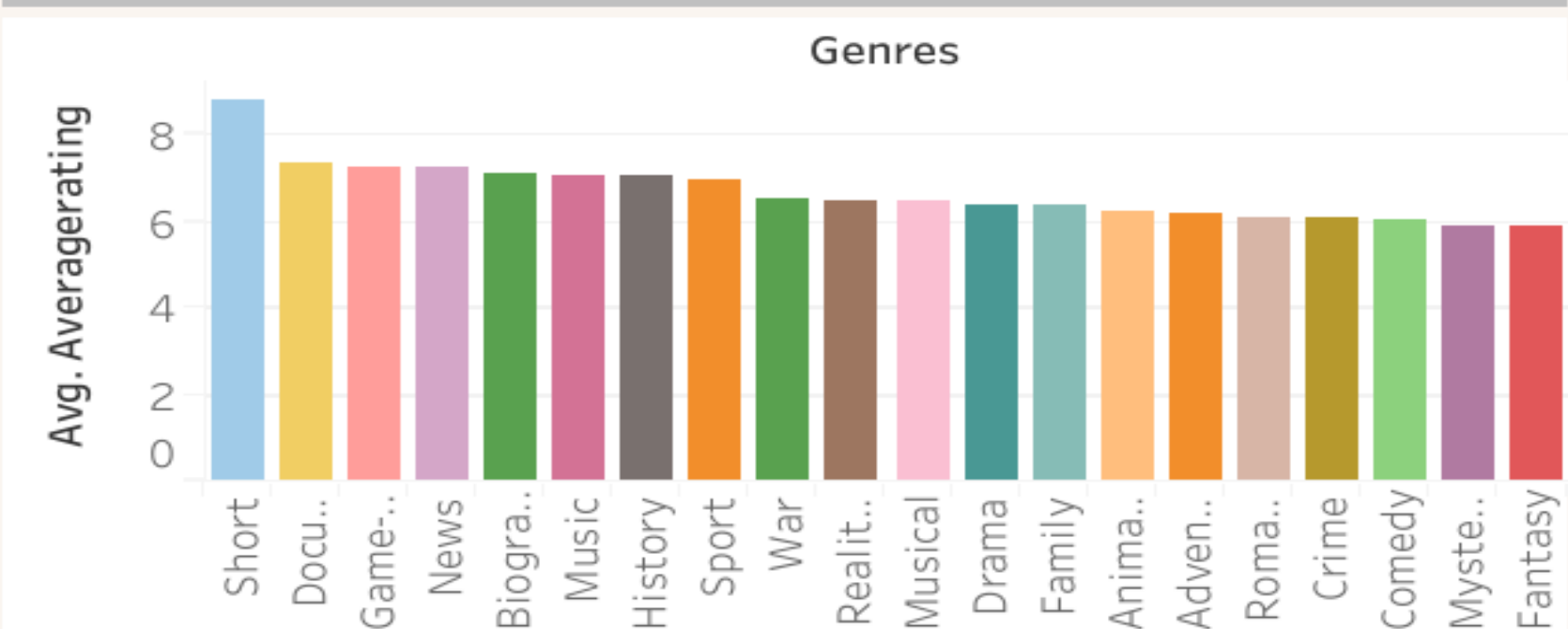Top 20 Genres by Average Rating

Top Studios by Total Gross

Top 10 Studios by Total Gross

Film Performance Insights Dashboard

Top Genres by Ratings

Genres

Avg. Averagerating — Short, Docu.., Game.., News, Biogra.., Music, History, Sport, War, Realit.., Musical, Drama, Family, Anima.., Adven.., Roma.., Crime, Comedy, Myste.., Fantasy

Top Genres Over Time

Count of Genres — 3K, 2K, 1K, 0K

Start Year — 2010, 2012, 2014, 2016, 2018

Genres
- Action
- Adventure
- Biography
- Comedy
- Crime
- Documentary
- Drama
- Horror
- Romance
- Thriller
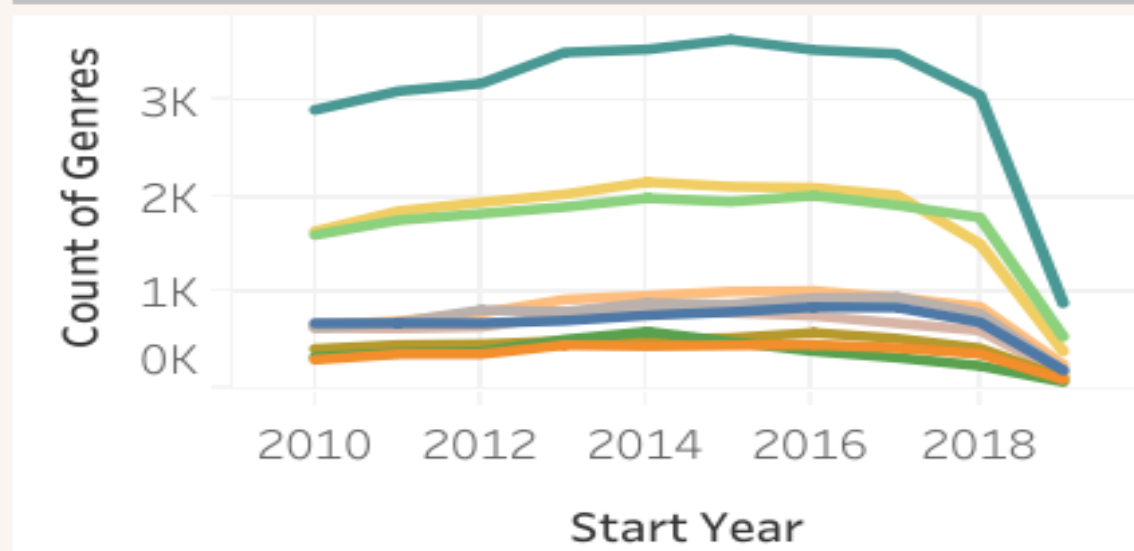
Top Studios by Total Revenue

Studio

Total Gross — 40B, 20B, 0B — BV, Fox, WB, Uni., Sony, Par., WB (NL), P/DW, HC, GrtIn..

Average Genres Runtime

Genres — Action, Romance, Crime, Drama, Comedy, Thriller, Adventure, Biography, Horror, Documentary

102.82
102.82
97.93
96.07

Avg. Runtime Minutes — 0, 20, 40, 60, 80, 100, 120
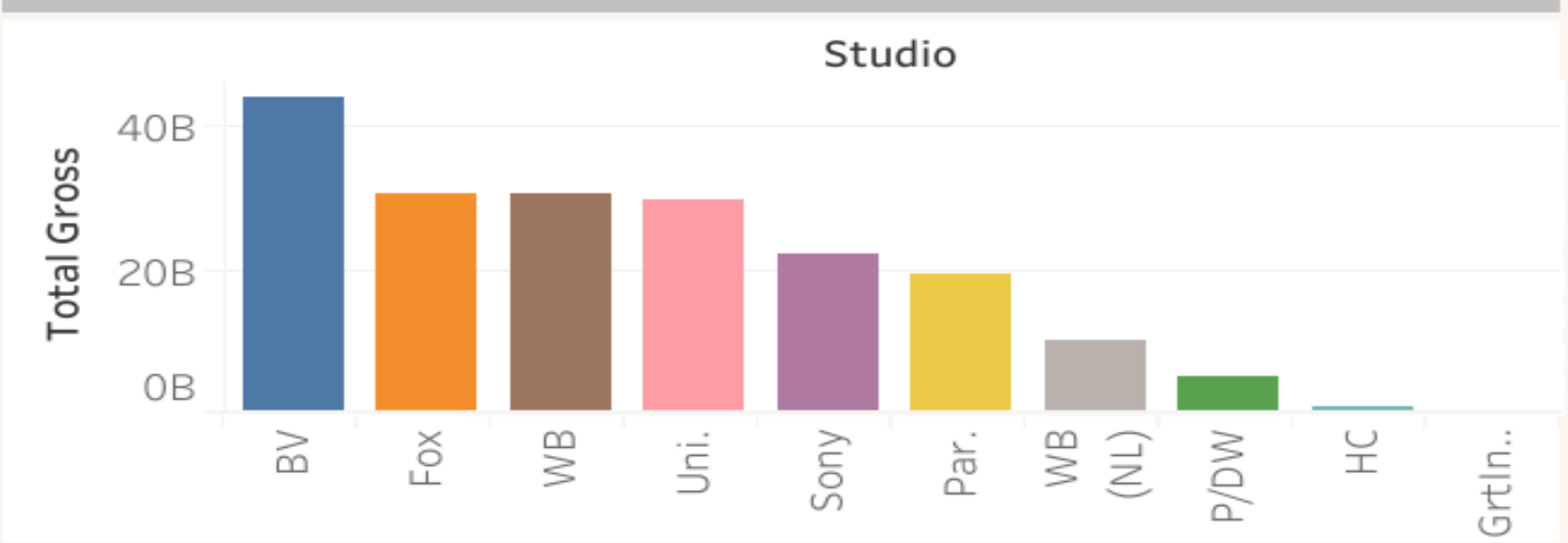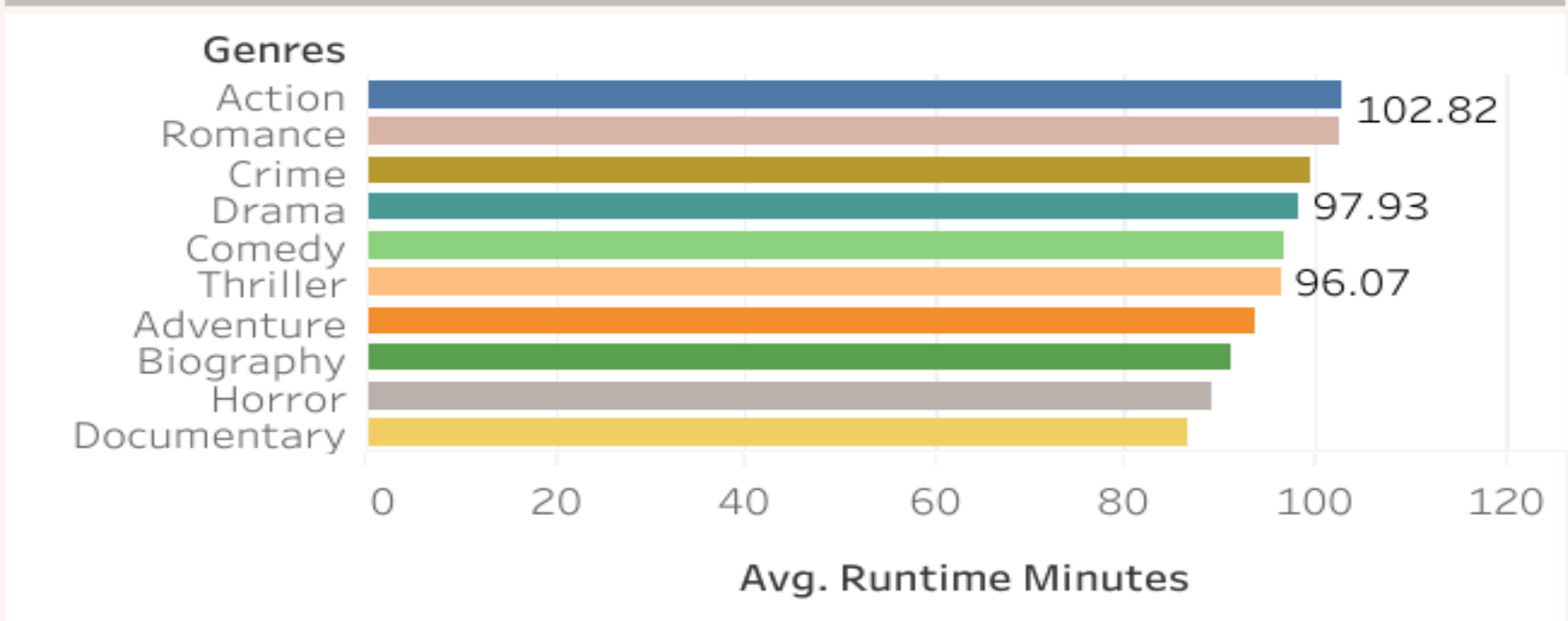
RECOMMENDATIONS

❖ 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

Any Questions?

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