

STUDIO AND MOVIE DATA ANALYSIS

DATA DRIVEN STRATEGIES FOR POTENTIAL STUDIO

purpose of the project:

1. the company is heading into a movie production space. we need a clear data driven strategy to get clear recommendations on the types and studios of movies that prosper in the industry

What we did:

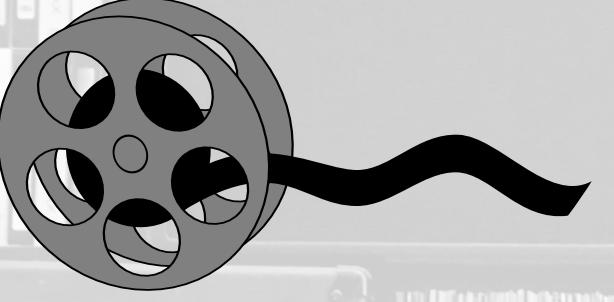
- Collected data from multiple sources.
- Cleaned, merged, and analyzed this data.
- Generated actionable recommendations.

BUSINESS UNDERSTANDING

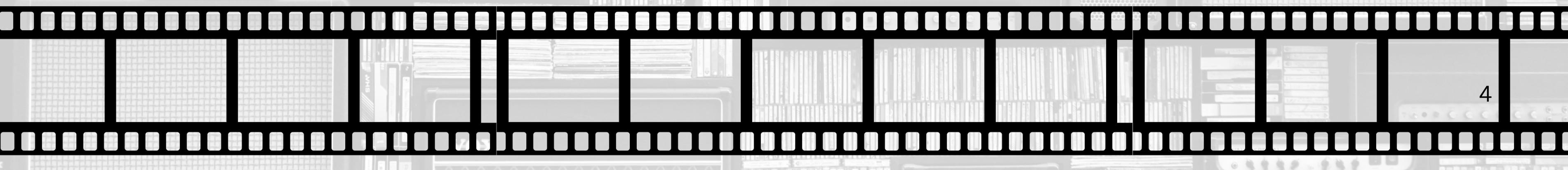
The Challenge:

*Our studio wants to invest in movies that make strong returns.
*But we currently lack data experience and understanding of what genres, budgets, or strategies work.

- DATA REVEALS:
 - WHICH GENRES CONSISTENTLY PROFIT.
 - OPTIMAL BUDGET RANGES.
 - BEST RELEASE TIMING.
 -



METHODOLOGY



Where did our insights come from ?

We used three sources:

1. IMDb – metadata (genres, runtime, ratings).
2. Box Office mojo – domestic and foreign revenue.
3. The Numbers – production budget and release year.

Challenges Solved:

Different formats (CSV, SQLite).

Inconsistent naming and date formats.

Duplicate and missing values removed.

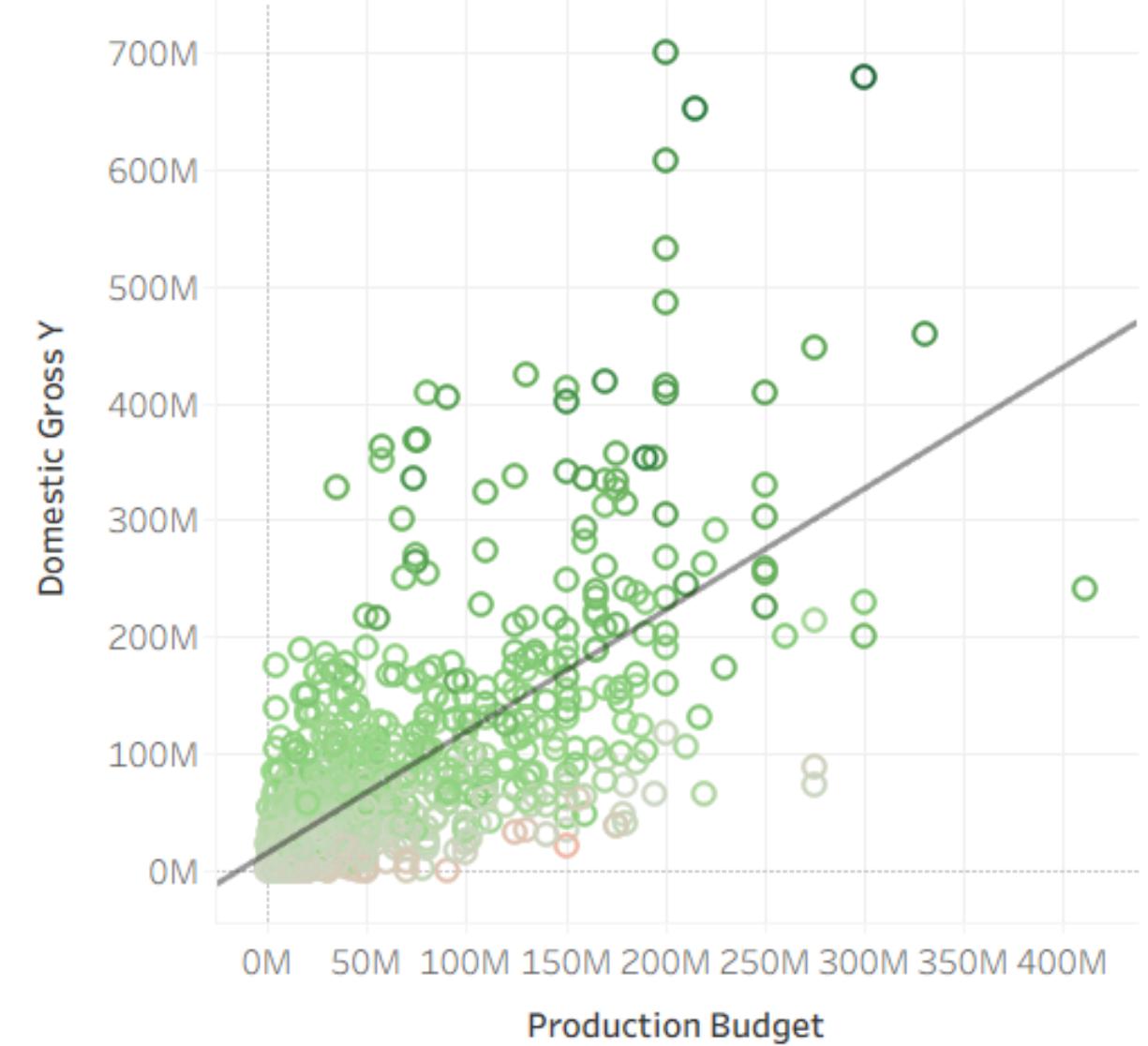
Tech Used:

pandas and SQLite for querying and merging.

data analysis (visual1)

budget vs profit

budget vs domestic gross



this is a scatter plot to show the correlation between budget vs profit:

Finding:

- No strong correlation .
- Some \$200M films flopped (John Carter).

- Some \$20M films profited 10x (Get Out).

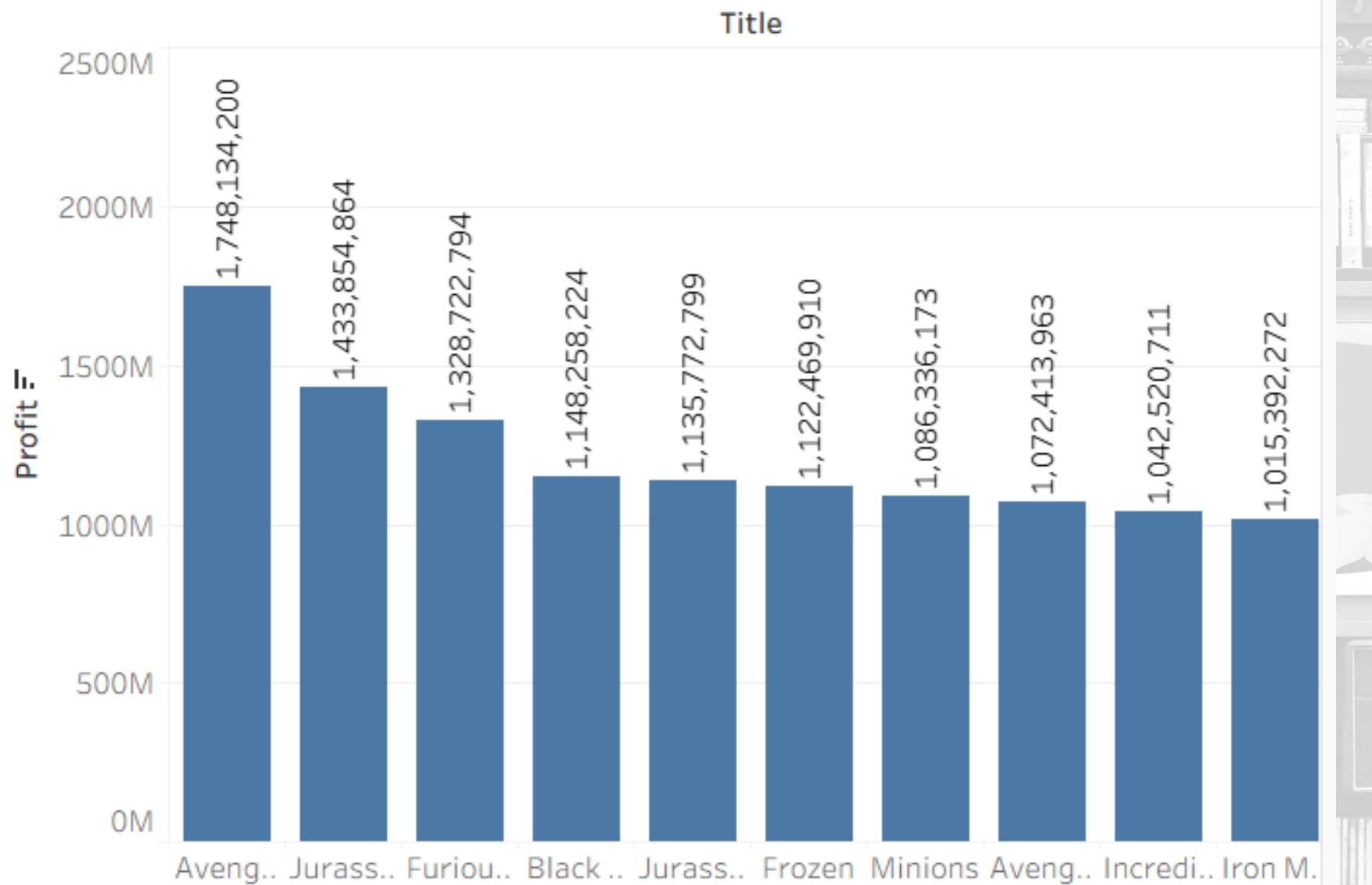
Takeaway:

- Budget alone doesn't guarantee success.

data analysis

top ten most profitable movies

top ten profitable movies



this barplot is to show the most profitable movies ,from there we can know which genres are on top in returns

finding:
franchise movies are the have the most reurns as compared to the others

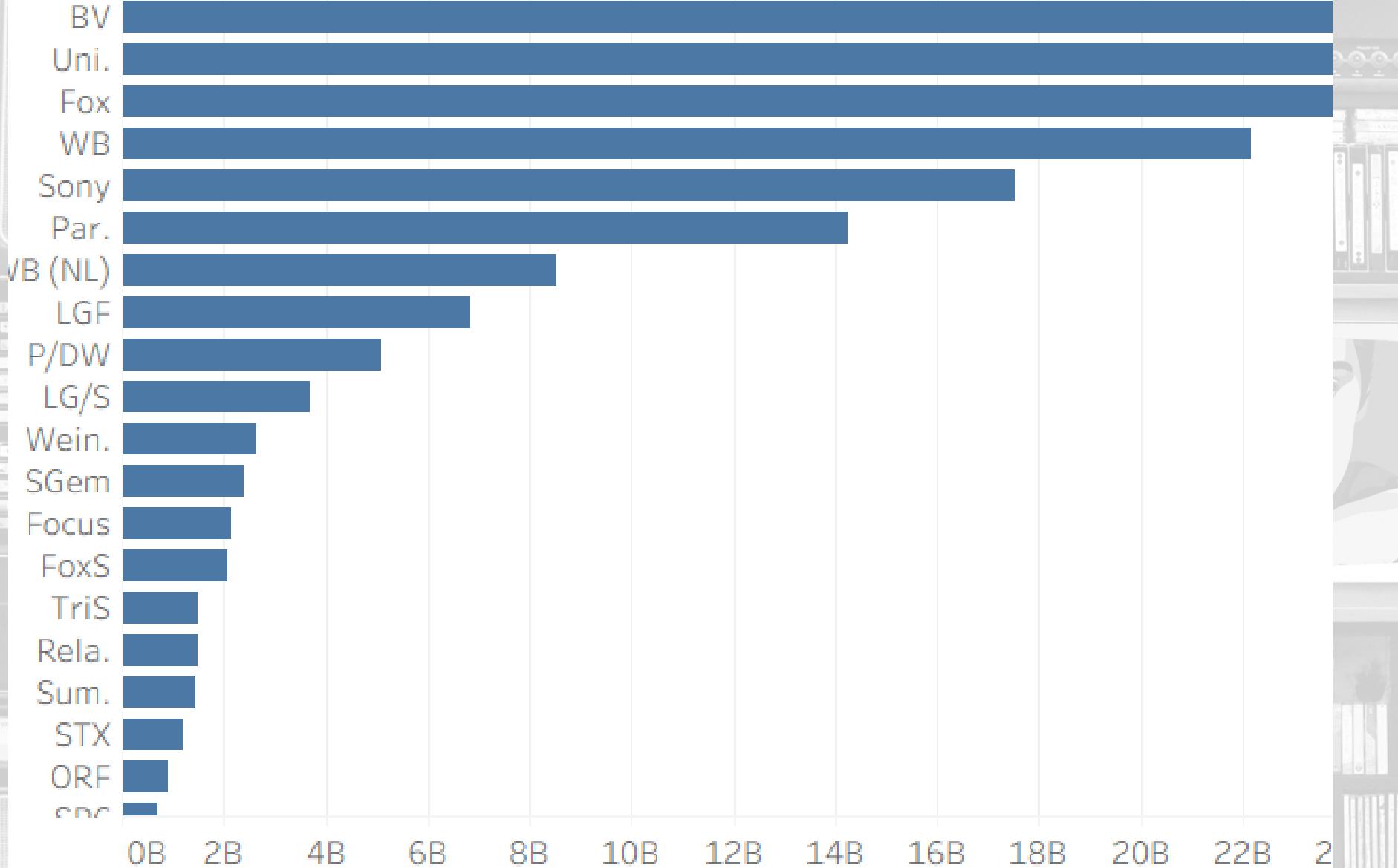
also surprisingly low budget movies like horrors also appear to be profitable

data analysis (visual3)

p studios by total gross

data

for



this visual shows the highest earning studios in terms of profit

RECOMMENDATIONS

strategies to improve profitability:

1. Cap budgets at \$100M for non-franchise films (diminishing returns beyond this).
2. Increase horror/animation investments (2-3x higher ROI than average).
3. invest more on the franchise film (if capital/budget is available) to get a higher market and return
4. emulate studios like universal, fox and wanbros to to get insights on what they are doing

QUESTIONS & DISCUSSION

lets discuss how to apply this insights
reach out on:

email: calorimusi@gmail.com

linkedin: <https://www.linkedin.com/in/calori-musi-02b446317/>

"What's one film strategy you'd like us to explore next?"

THANK YOU

