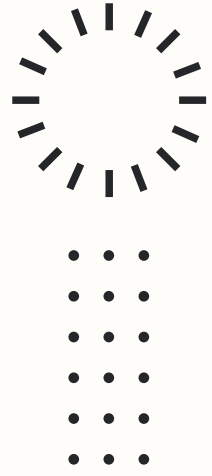




MOVIE MARKET ANALYSIS

Presented by Group 7

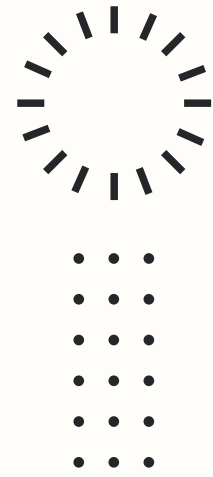




BACKGROUND

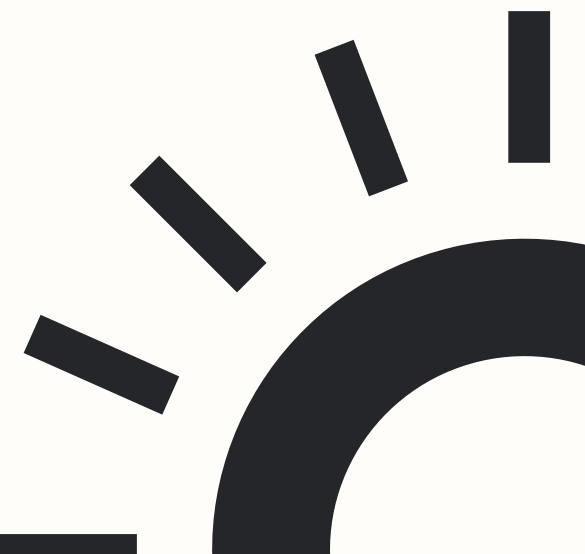
- This project focuses on analyzing movie market data to deliver strategic insights for launching a new movie studio
- The goal is to translate these data-driven insights into practical recommendations that real-world stakeholders in the film industry can use to make informed decisions.
- This analysis aims to guide the studio's strategic direction by identifying high-potential genres, audience preferences, and market dynamics critical for competitive success.

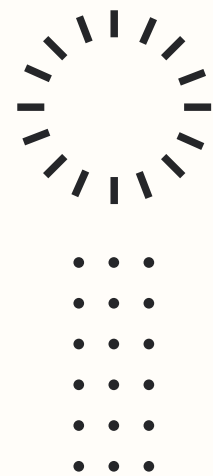




STAKEHOLDERS

- **Head of Movie Studio:** Data-driven insights to shape production strategy and align with market demand
- **Investment Team:** Understanding of high-performing film types to reduce financial risk and guide profitable decisions
- **Operations Team:** Trend identification for streamlined planning, budgeting, and resource allocation
- **Risk Management Team:** Insights into past failures and successes to minimize financial and reputational risks
- **Monitoring, Evaluation & Learning Team:** Performance metrics and trend analysis for continuous improvement
- **Marketing Team:** Target audience insights and market segmentation to design effective promotional campaigns and maximize reach
- **Movie Enthusiasts / Audience:** Understanding viewer preferences and trends to tailor content offerings and enhance engagement





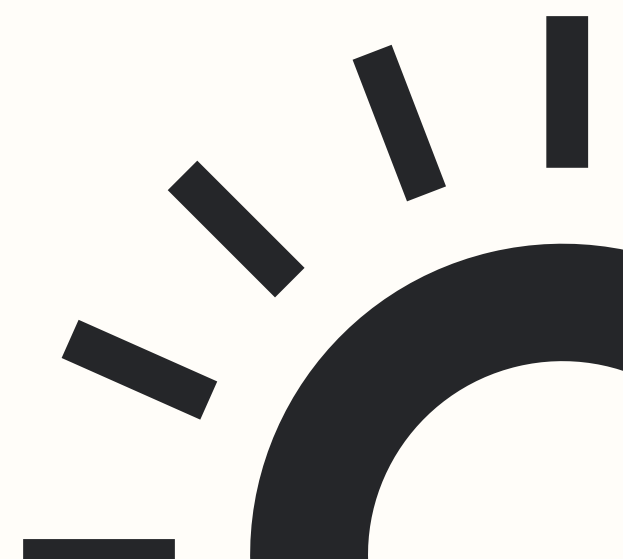
PROJECT GOALS

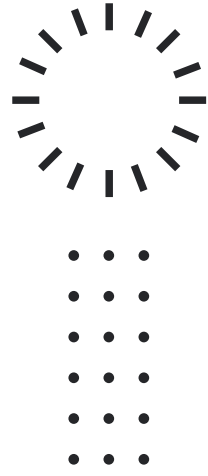
1.

- Identify Box Office Success Drivers
- Understand Market Trends

2.

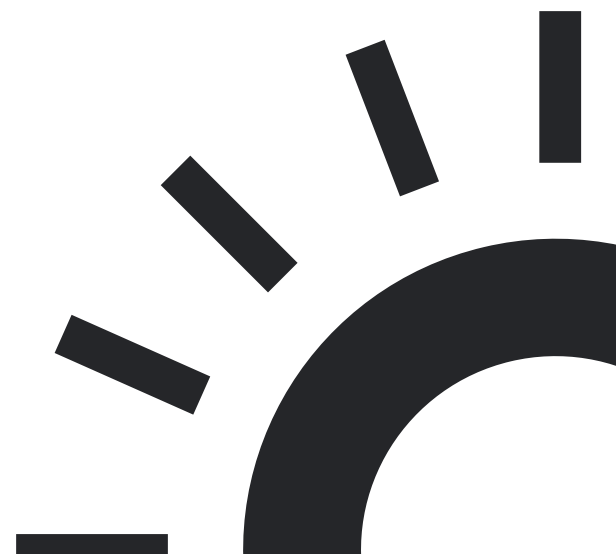
- Develop Actionable Production Insights
- Support Strategic Investment Decisions
- Lay Foundation for Data-Driven Content Strategy

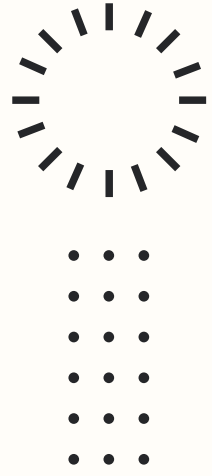




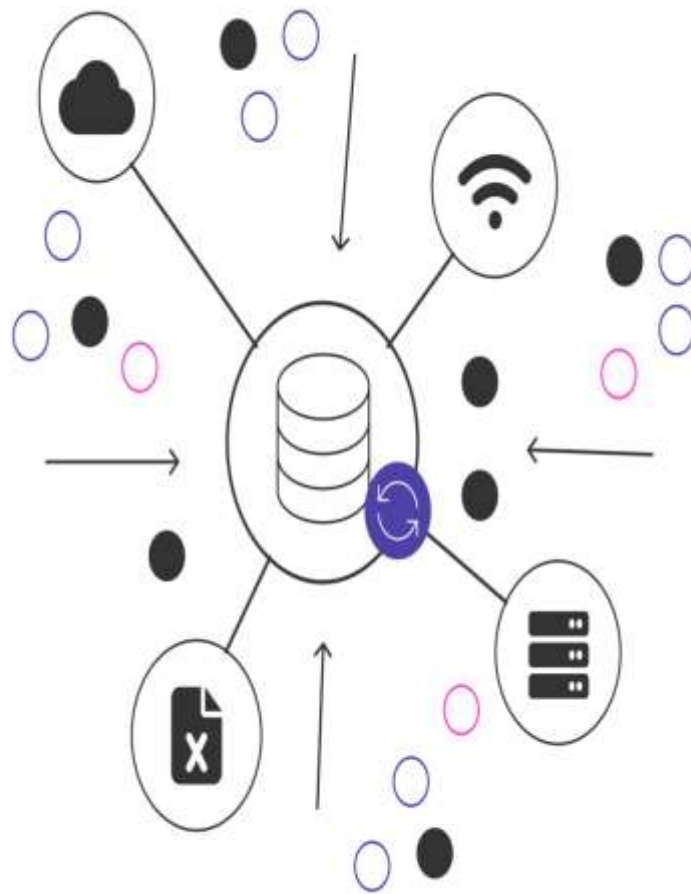
TOOLS USED

- *Python* - Primary programming language
- *Pandas* - Data manipulation and analysis
- *NumPy* - Numerical computations
- *Matplotlib/Seaborn* - Data visualization
- *SQLite* - Database querying for IMDB data
- *Jupyter Notebook* - Interactive analysis environment

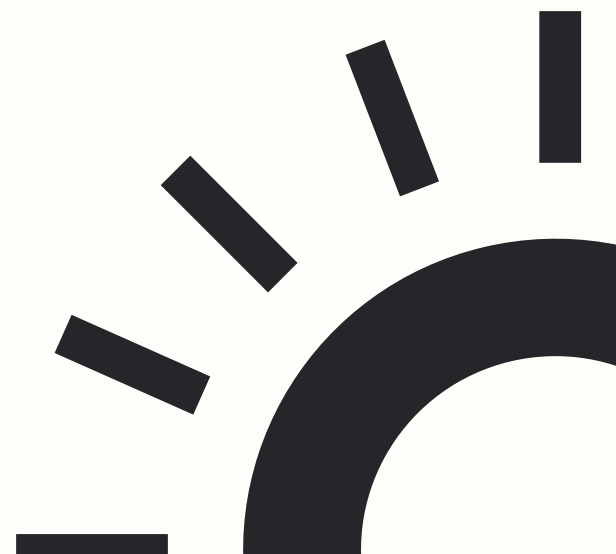


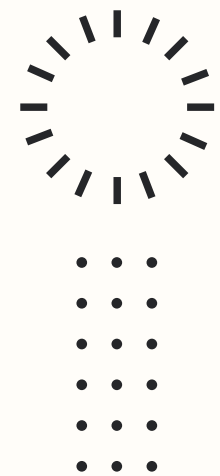


Sources of Data

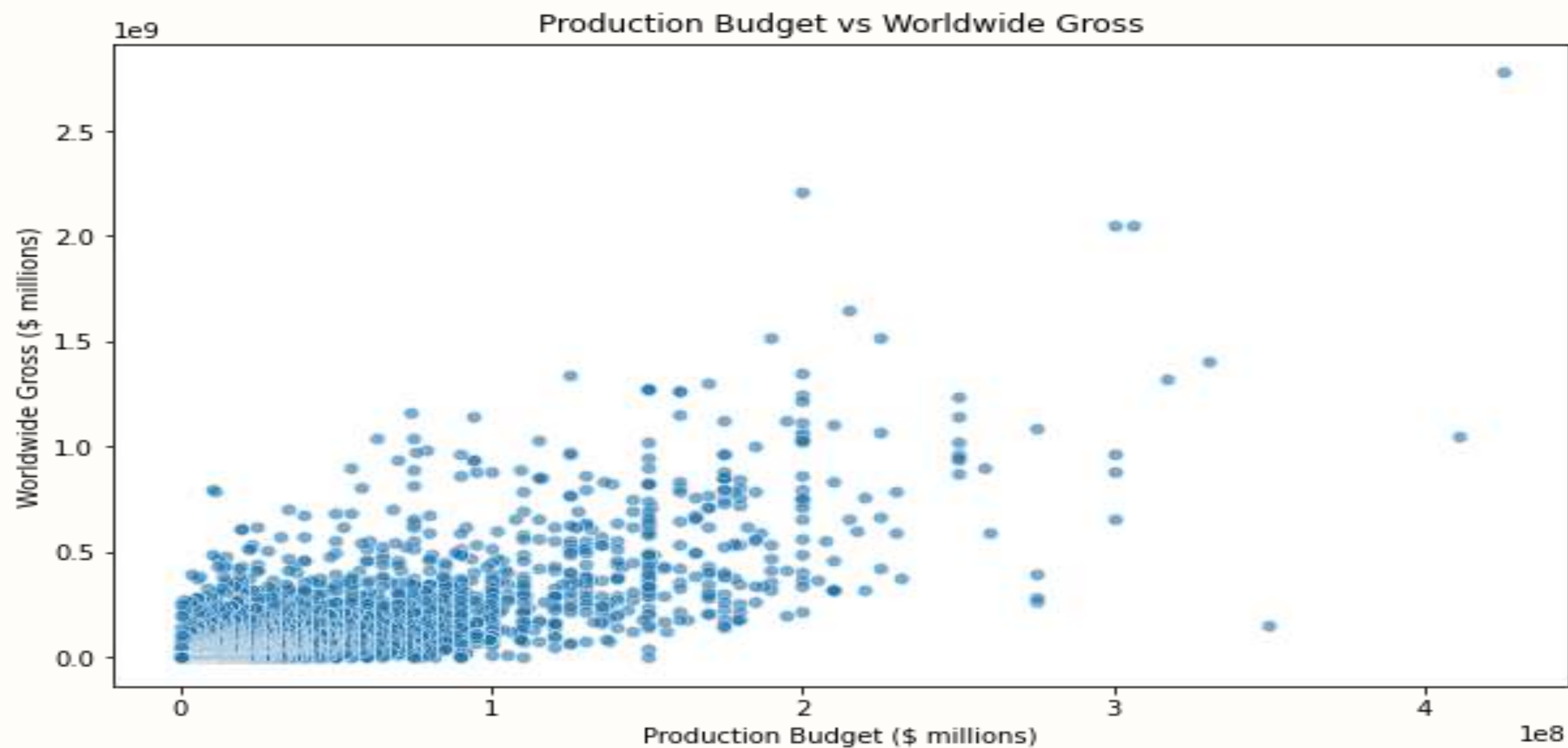


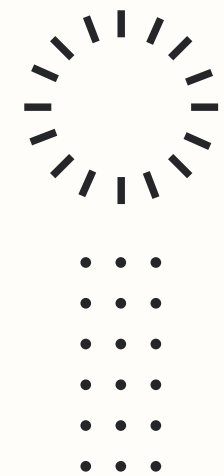
- IMDB Database - Movie ratings and basic information via SQLite database (146,144 movies)
- Box Office Mojo - Box office performance data (3,387 movies)
- The Numbers - Financial performance and budget data (5,782 movies)



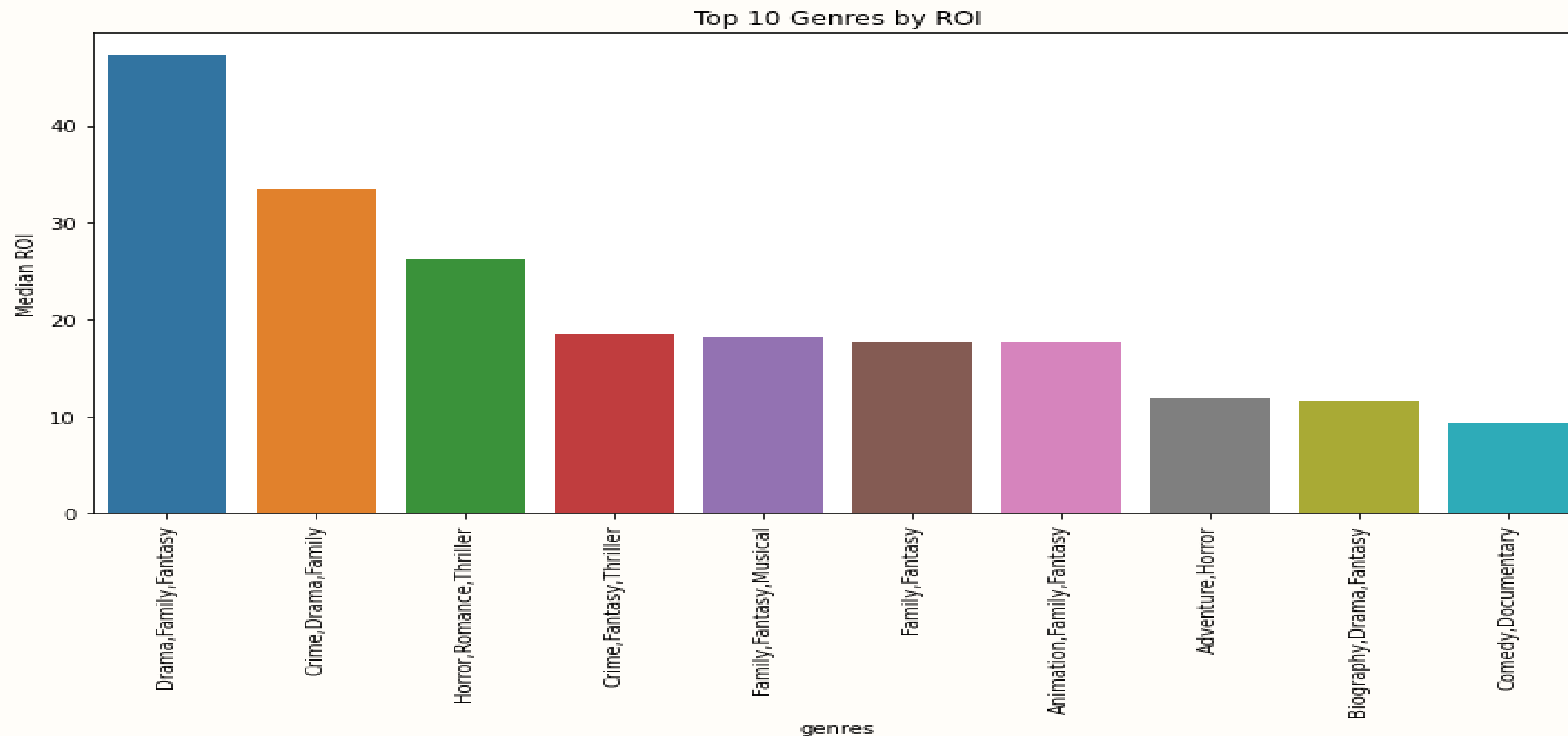


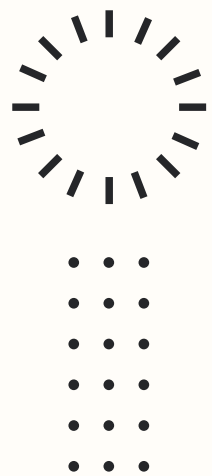
REVENUE ANALYSIS



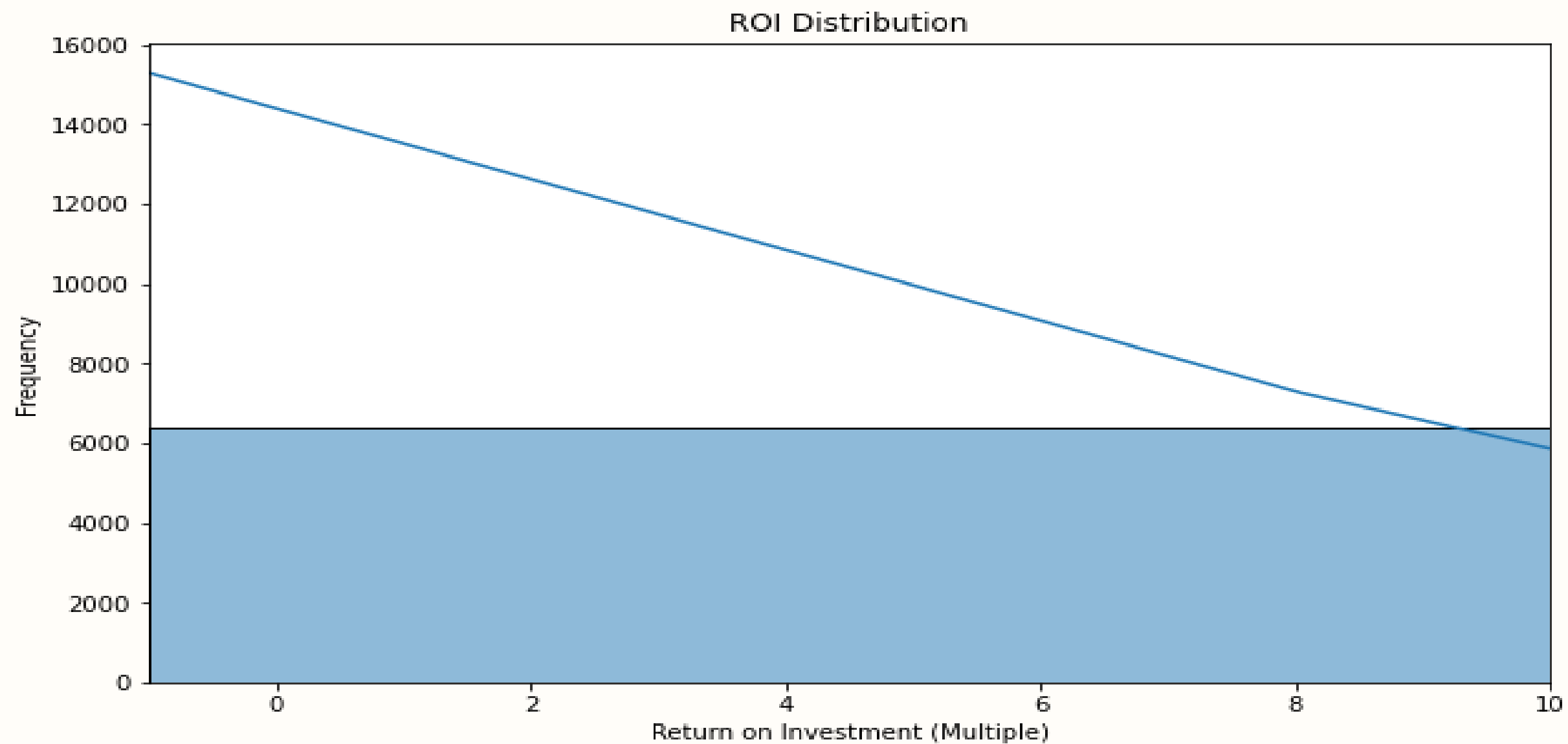


GENRE PERFORMOMANCE ANALYSIS



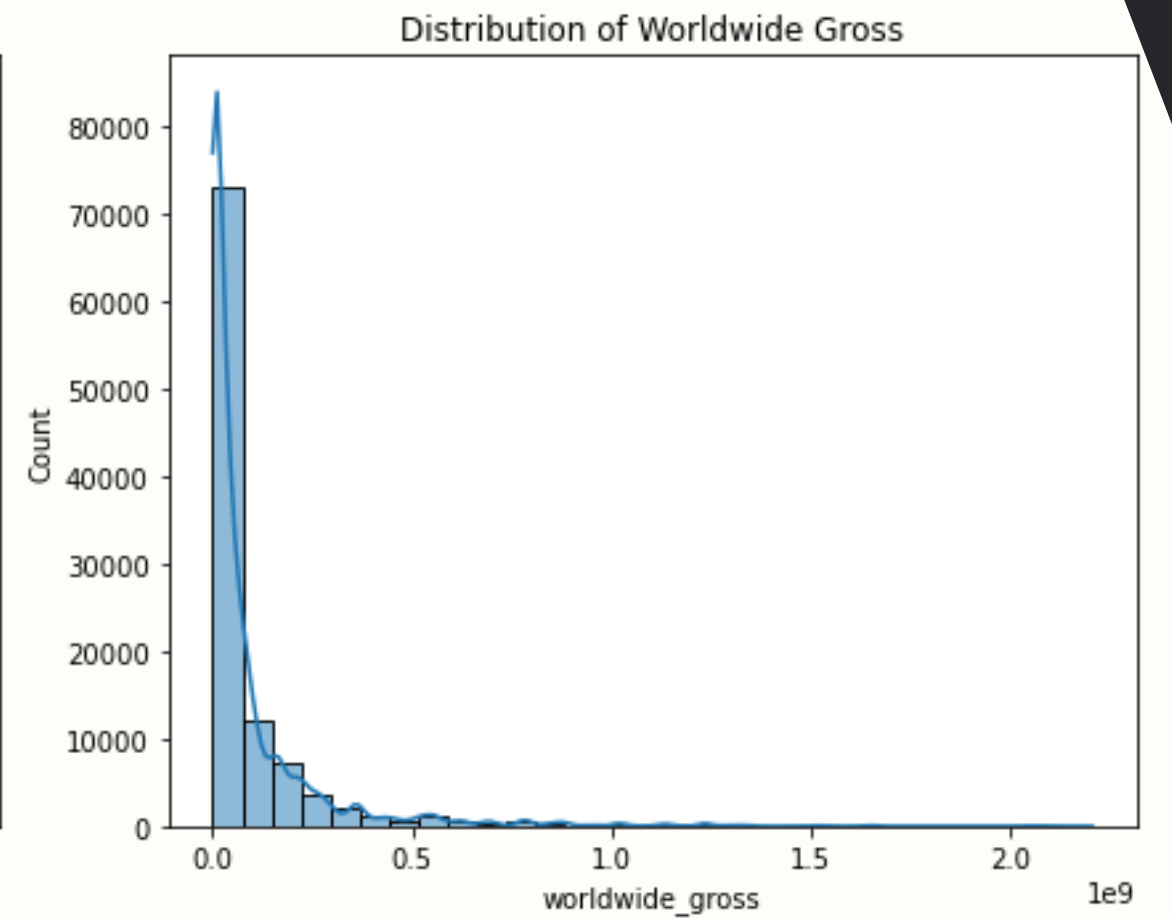
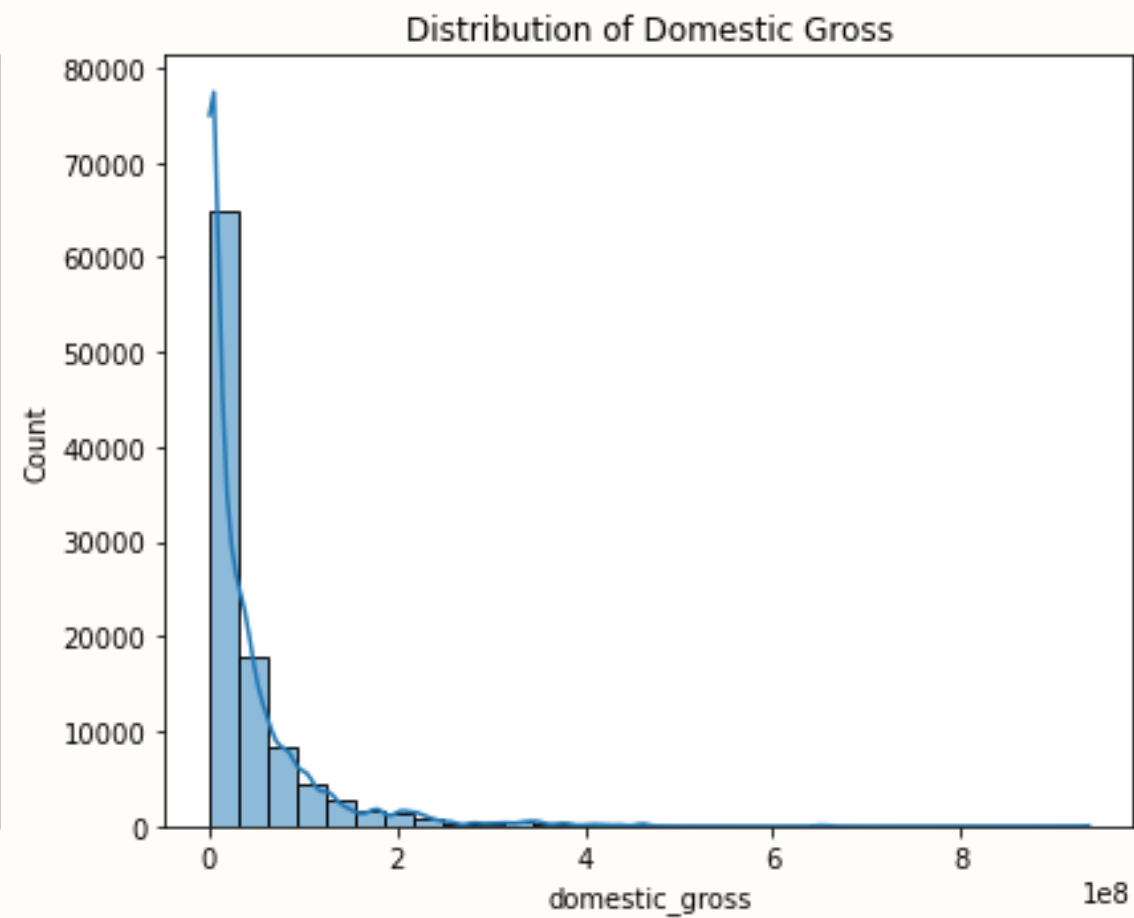
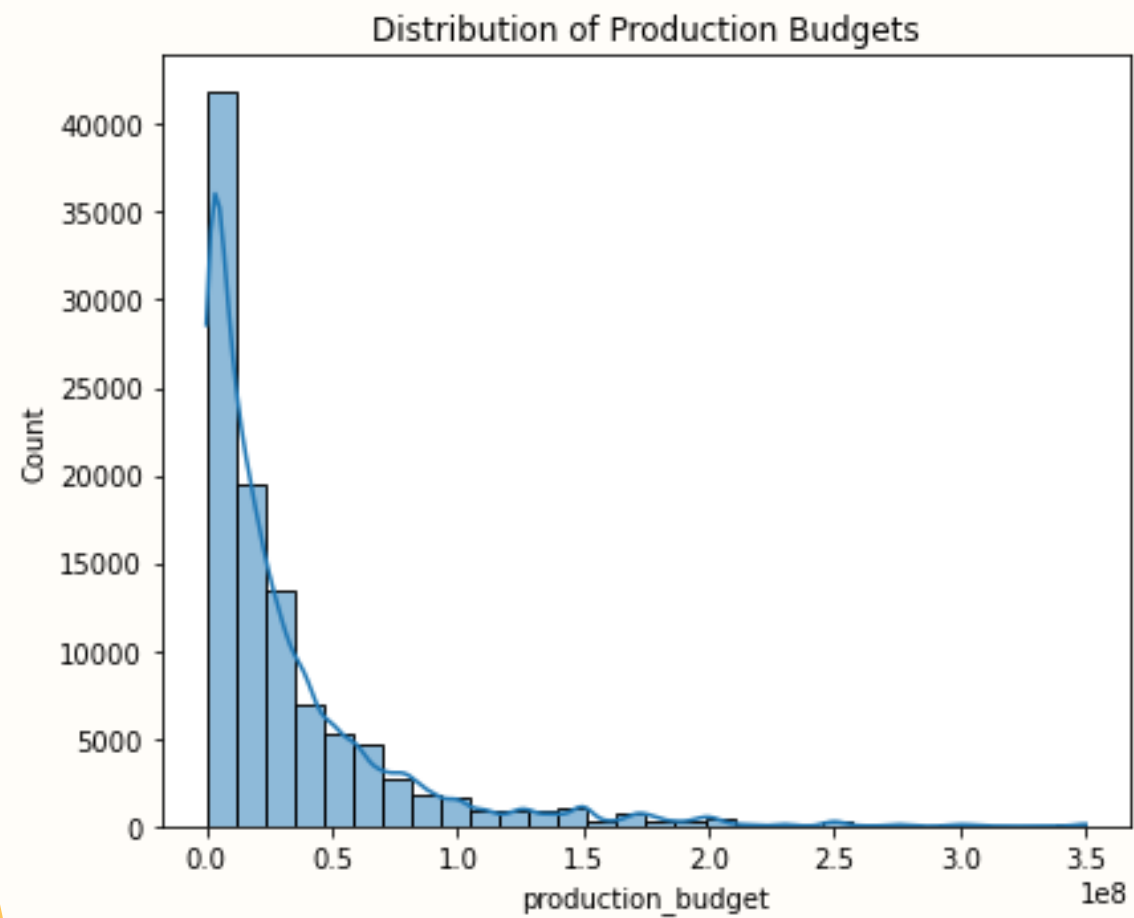


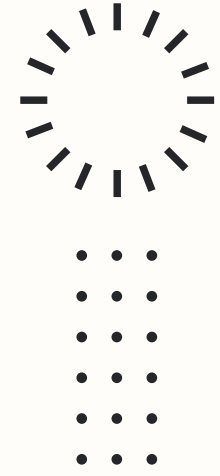
ROI ANALYSIS





REGRESSION ANALYSIS

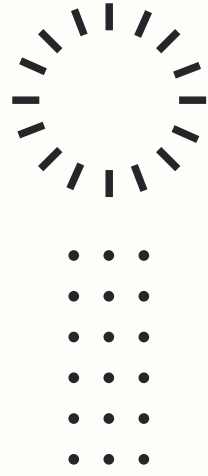




RECOMMENDATIONS

- **Focus on Drama-Family-Fantasy Mix:** Movies that blend drama, family themes, and fantasy elements give the best return on investment. Instead of making single-genre films, create stories that mix emotions with broad family appeal.
- **Release Movies in July and November:** periods around July and pre-holiday November are when movies make the most money. Avoid September and October when films record low revenue collection.
- **Smart Spending Beats Big Spending:** You don't need huge budgets to make big profits. The data shows mid-budget films often deliver better returns on every dollar invested, reducing financial risk while still having enough resources to create quality entertainment that audiences want to see.
- **Work with Proven Directors:** Partner with directors who have a track record of making good movies that audiences love. Great directors help ensure both quality and return on investment are high.



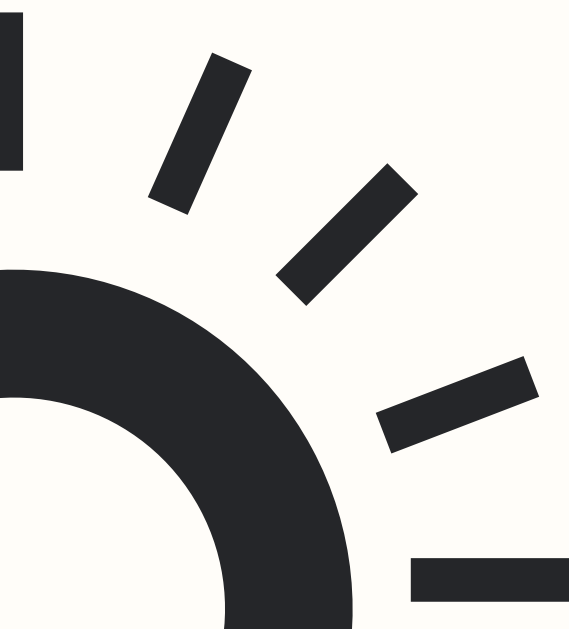


CONCLUSION

- Investing more in production budgets generally pays off. .
- Studios should combine budget strategy with careful genre selection, strong directors, and audience-driven content.
- Genres and directors do matter.
- the studio should focus investment on high-return genres and proven directors, but balance this with budget strategy and audience-driven quality control.
- While production budget remains the strongest driver of revenue, our analysis shows that better audience ratings and well-balanced runtimes also contribute to higher box office earnings.



QNA TIME





THANK YOU