

# Movie Studio

# **Business Problem**

**What are the Best Selling Types of Movies  
in the Movie?**

# DATA INSIGHTS

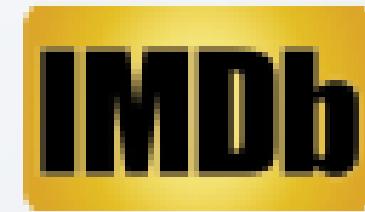
- Top Selling Movies
- Yearly Revenue Trends
- Top Performing Studios
- Scatter Plot- Domestic Gross vs Foreign Gross
- Top Popular Genre



**DATA  
SOURCE**



DATA  
SOURCE



**Box Office Mojo**

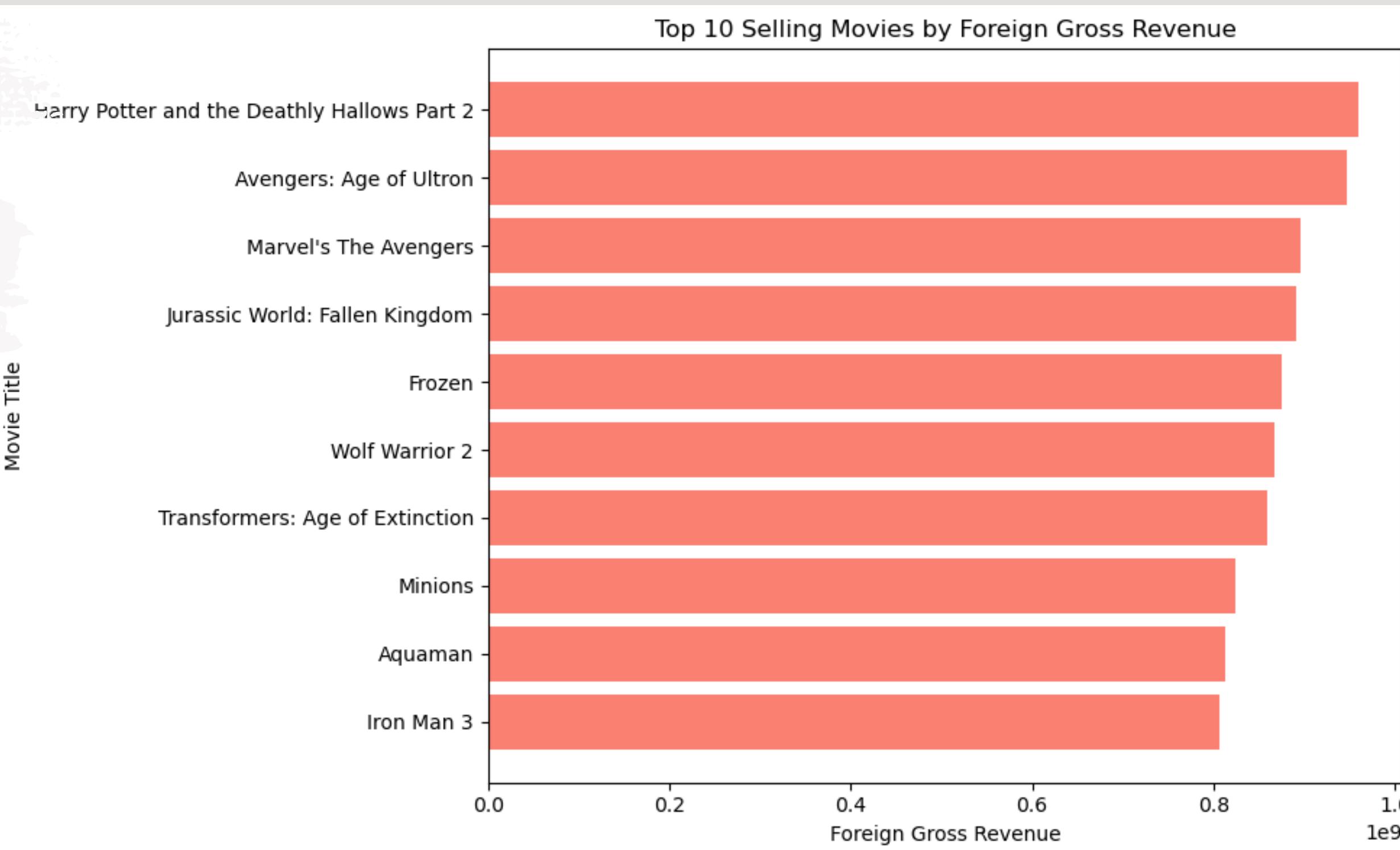
**THE NUMBERS®**

Where Data and the Movie Business Meet

# Top 10 Selling Movies by Foreign Gross Revenue

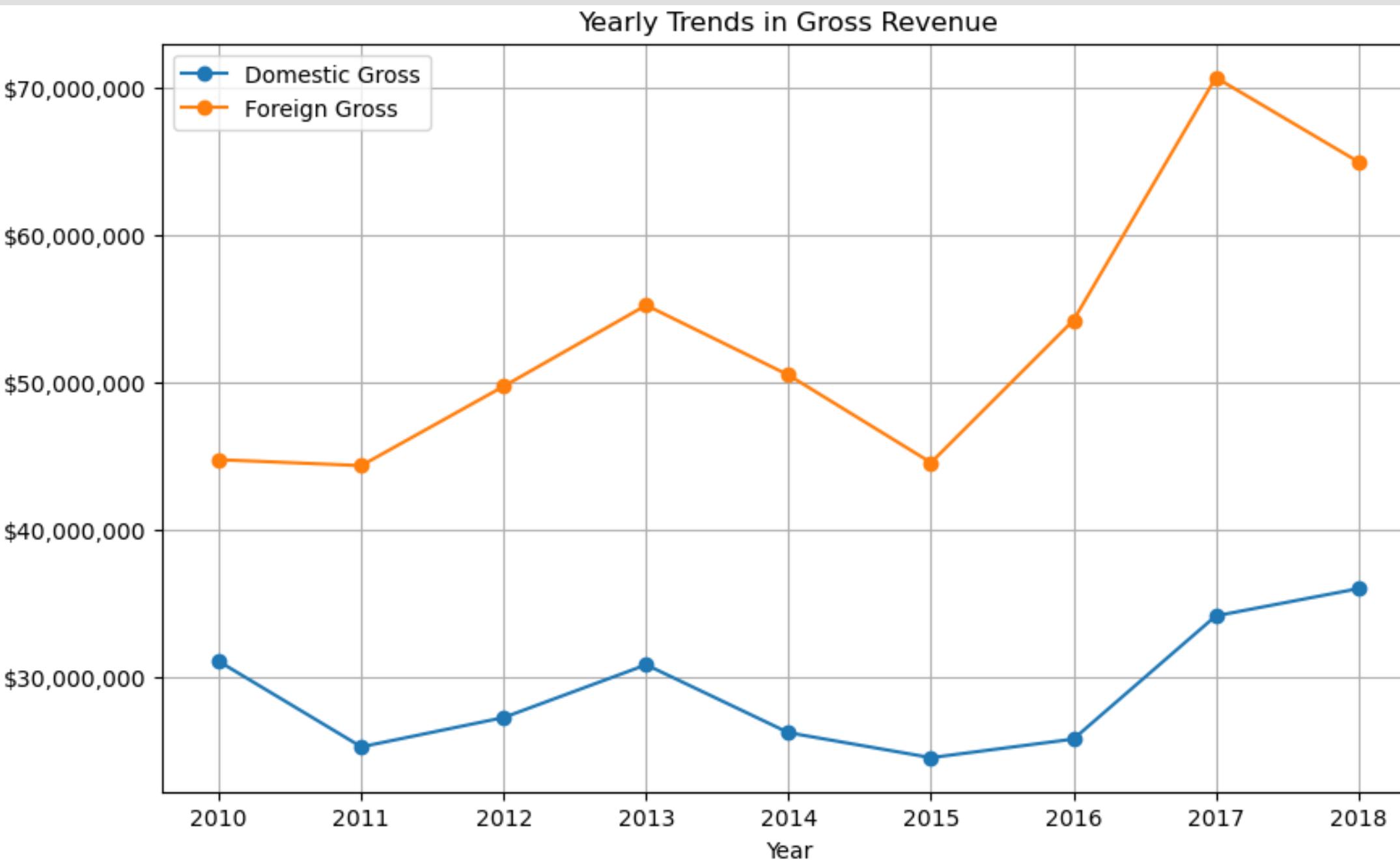
Which are the top selling  
Movies?

- Harry Potter and Deathly Harrows Part 2
- Avengers: Age of Ultron
- Marvels The Avengers
- Jurassic World: Fallen Kingdom



# Yearly Trends Studios' Gross Revenue

## How is the Revenue Trend over Years?



- Revenue Keeps Changing Over Time
- Foreign Market are generating more revenue
- Domestic Market is below \$40M revenue

# Top Performing Studios By Gross (Domestic & Foreign)

Which are the top Performing Studios?

-BV Studio

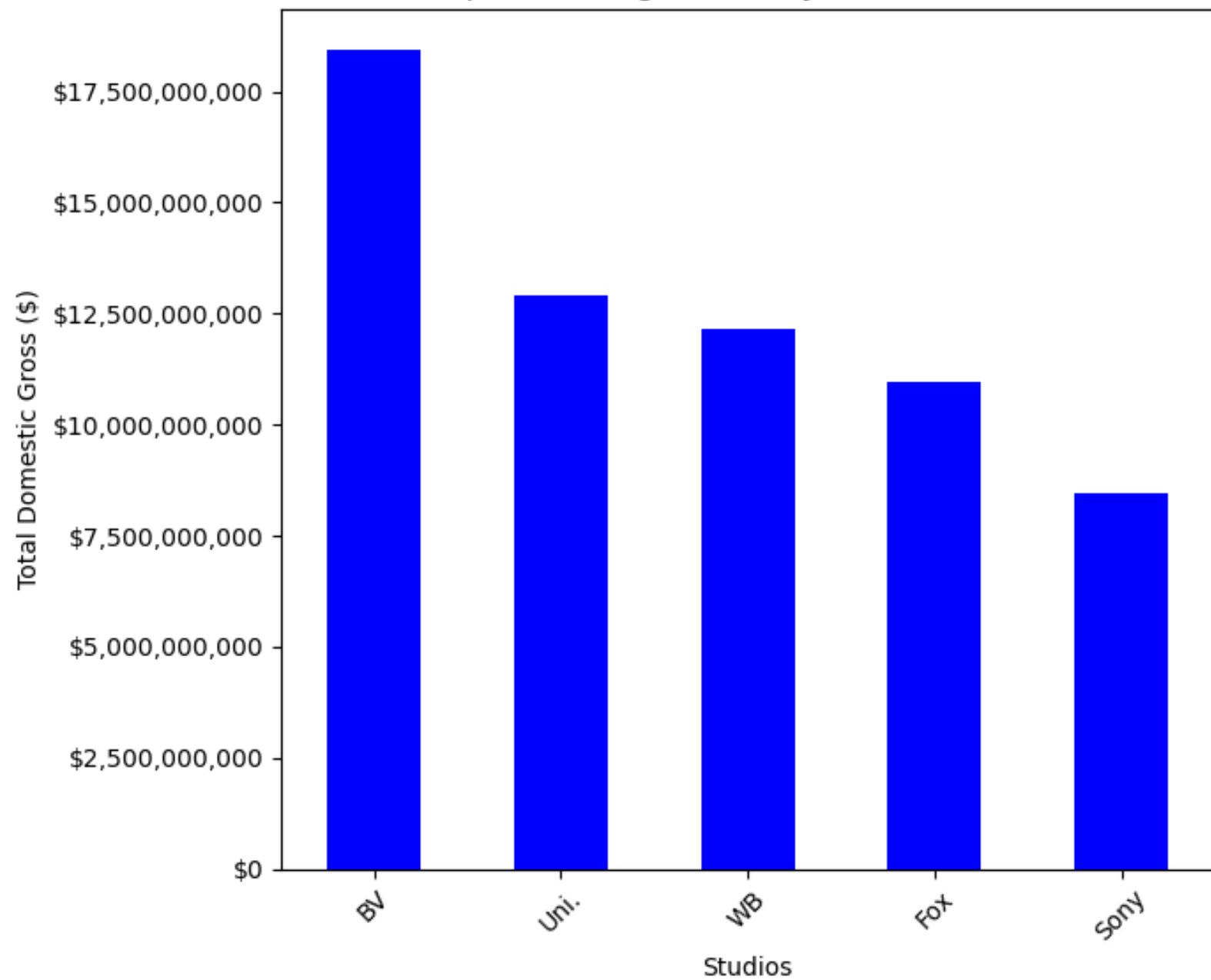
Uni Studio

Fox Studio

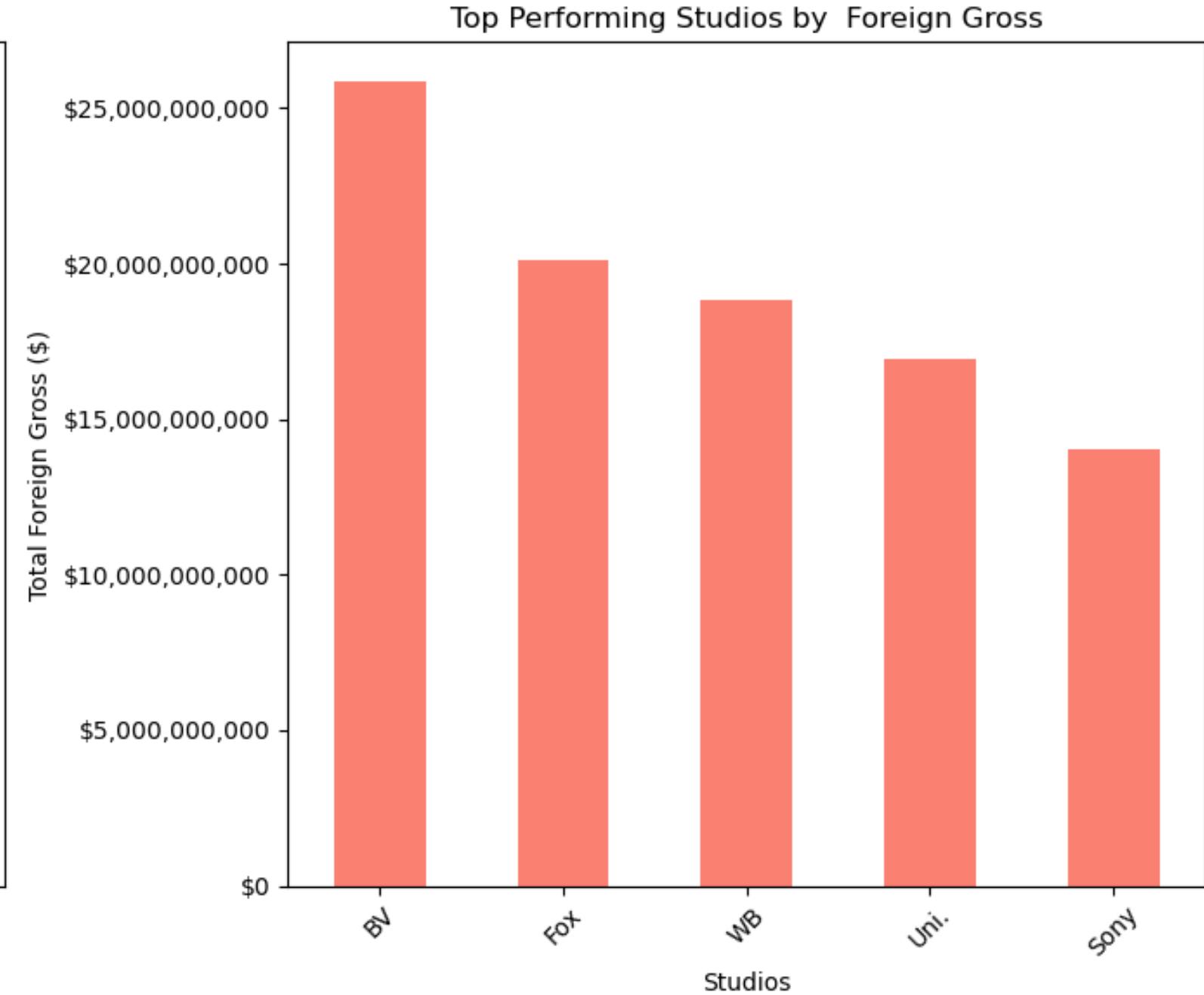
Sony Studio

WB Studio

Top Performing Studios by Domestic Gross



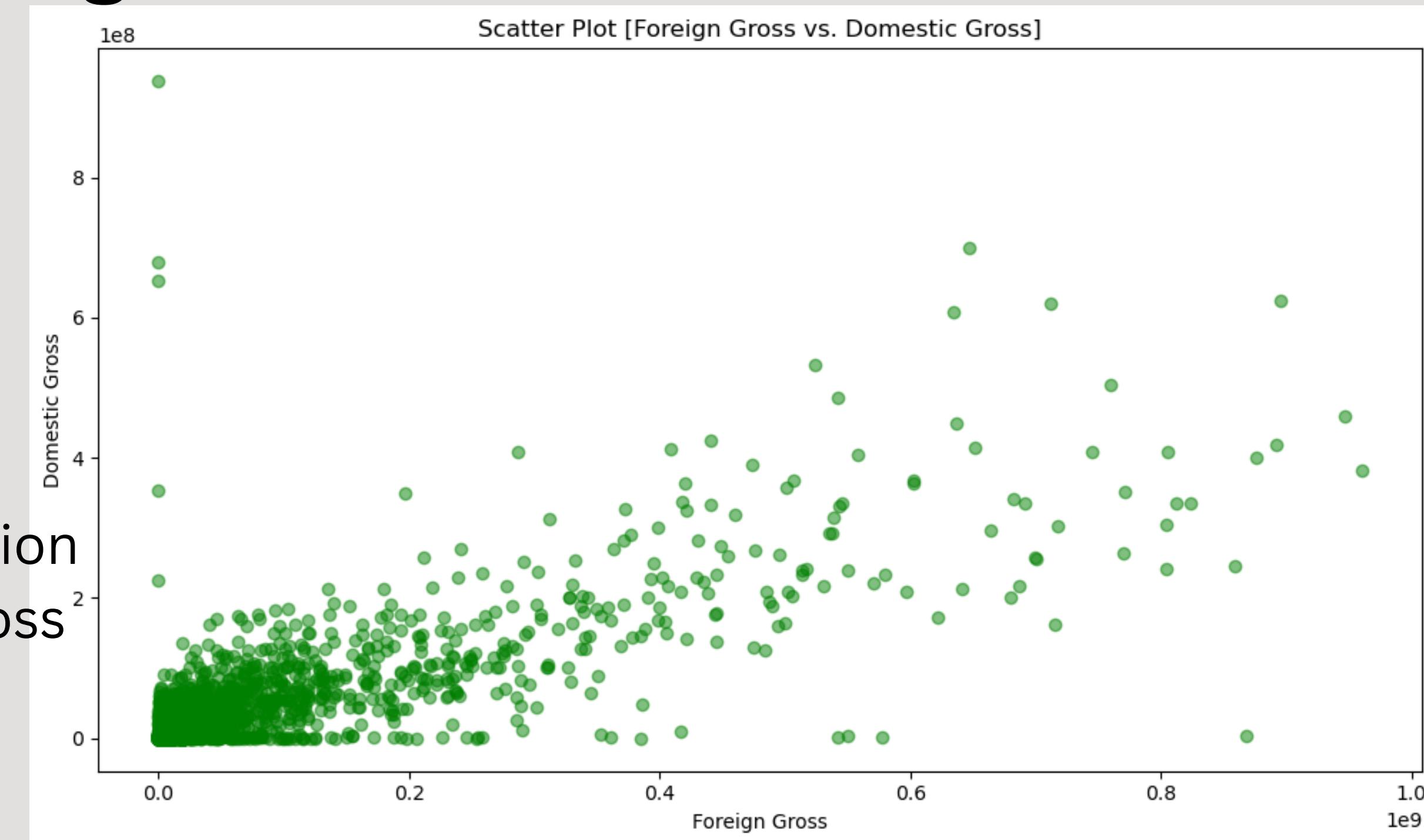
Top Performing Studios by Foreign Gross



# Scatterplot (Foreign vs Domestic Gross)

Is there relationship  
between Domestic and  
Foreign Gross Revenue?

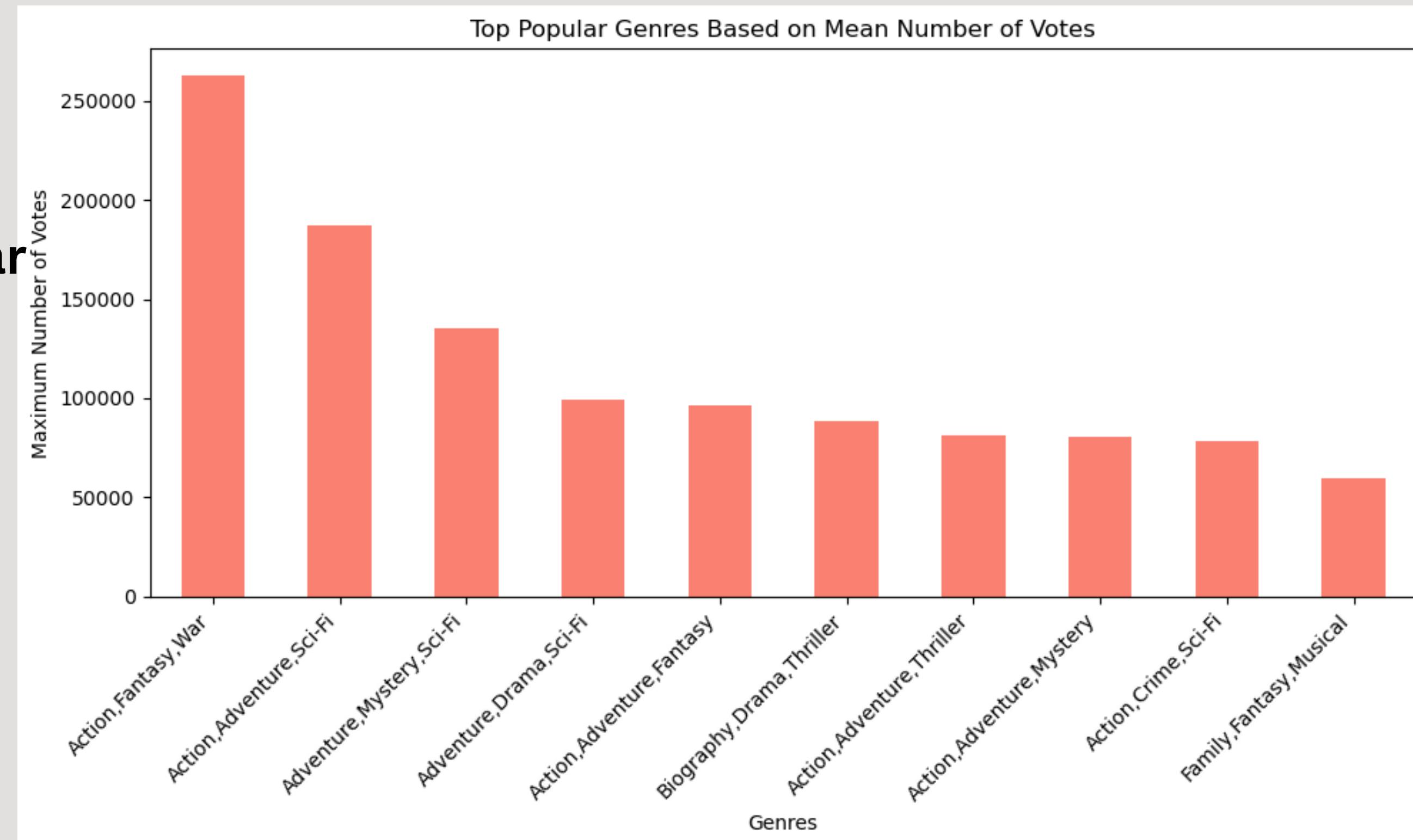
There is strong positive correlation  
between domestic & foreign gross  
revenue



# Top Genres Based on NumVotes

What are the most popular genres?

- Action
- War
- Adventure
- Sci-Fi
- Drama



# Recommendation



# Audience Taste Preference



Producing movies that attracts  
more viewership from the audience

# Cinematography



Reviewing cinematography  
techniques used in the top selling  
movies

# Cinematics Themes



To explore the common  
scene themes in the top 10  
Selling Movies

# Marketing Budget & Strategies



Diversify on Marketing strategies in the domestic market to balance with foreign revenues

# Create Brand Identity



Increase visibility for all produced movies and connect with audience

# Talent Acquisition



Hiring the best directors, actors,  
screen writers in the top 10  
selling movies

# Partnership



Partner with best performing  
Studios in Co-Production



# WHAT'S NEXT?

## Next Data Insights

- Successful marketing strategies in Movie Industry
- Movie Marketers
- Movie Budgets Allocation
- Best Studio Location
- Audience Age/Gender Segregation

# Thank You

## Contact



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