



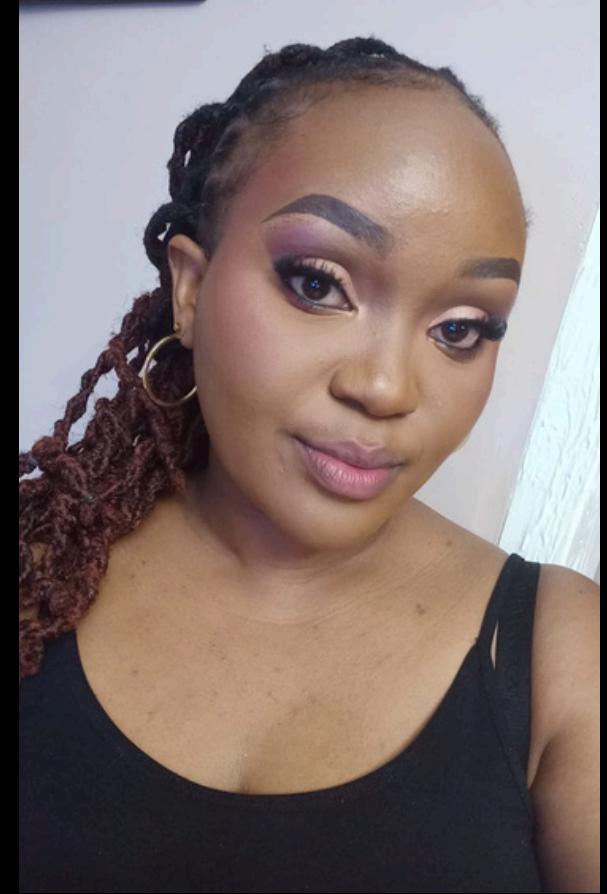
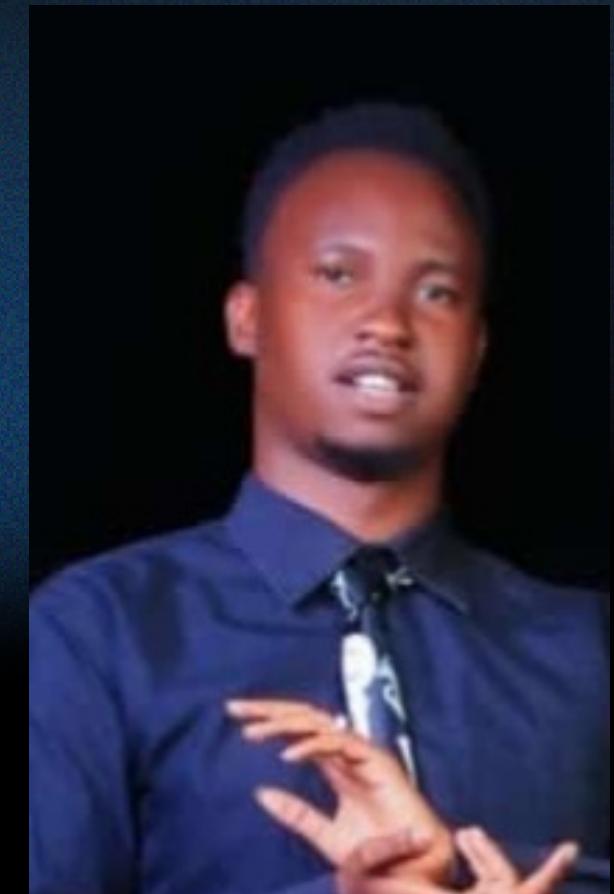
MOVIE STUDIO ANALYSIS

A Data-Driven guide for launching Zing Studio

TABLE OF CONTENTS

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- | | | | |
|----|------------------------|----|---|
| 01 | Team | 06 | Methodology and tools used |
| 02 | Introduction | 07 | key questions |
| 03 | Business Understanding | 08 | Analaysis Highlights (Genre vs Revenue, Budget vs Revenue, Ratings Comparison,Release Date Trends,Average Gross by release month) |
| 04 | Objectives | 09 | Insights and Recommendation |
| 05 | Data Sources | 10 | Conclusion |
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MEET THE TEAM



Frankline
Ondieki

Mathews
Odongo

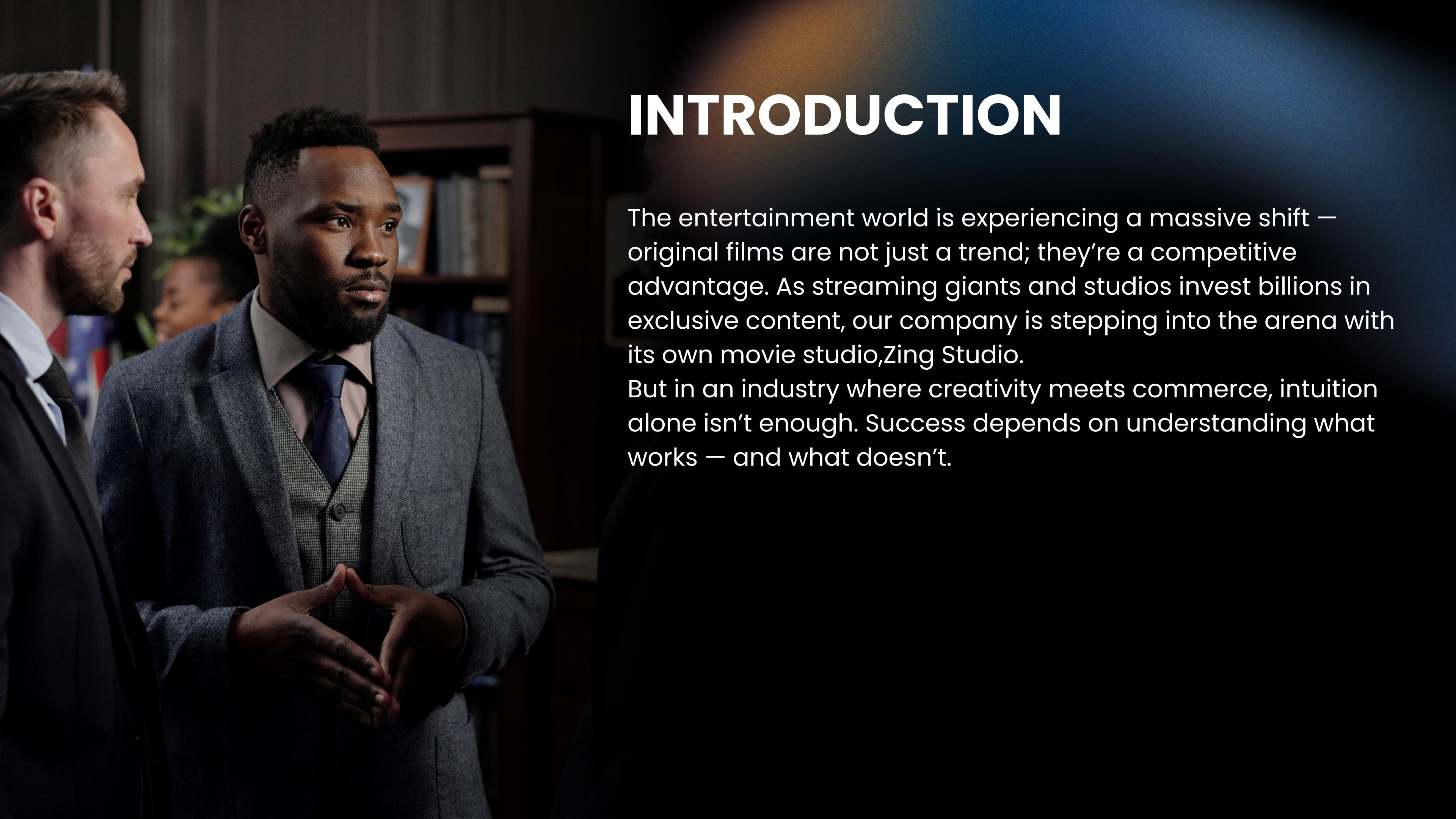
Pacificah
Kwamboka

Nightingale
Jeptoo

Tinah
Ngei

Diana Hellen
Macharia

INTRODUCTION

A photograph of two men in business attire. One man, with light brown hair and a beard, is partially visible on the left, facing right. The other man, with dark skin and short curly hair, is more prominent in the center, also facing right. They appear to be engaged in a conversation in an office environment with bookshelves in the background.

The entertainment world is experiencing a massive shift – original films are not just a trend; they're a competitive advantage. As streaming giants and studios invest billions in exclusive content, our company is stepping into the arena with its own movie studio, Zing Studio.

But in an industry where creativity meets commerce, intuition alone isn't enough. Success depends on understanding what works – and what doesn't.

BUSINESS UNDERSTANDING

The film industry releases thousands of movies each year, yet only a few achieve major financial or critical success. As a new player in the movie space with no prior production experience, Zing Studio must rely on data-driven insights to compete with well-established studios.

To guide our entry, we're exploring questions such as:

- Which genres consistently succeed at the box office?
- How do factors like budget, runtime, and release timing impact revenue?
- What makes a movie truly successful in today's landscape?

OBJECTIVES

To support the strategic launch of our movie studio, this project focuses on three key objectives



Analyze Movie Datasets

IMDb, Rotten Tomatoes, TMDb, The Numbers, Box Office Mojo



Uncover Success Patterns

Inform strategic decision-making in film



Improve Production and Marketing

Guide distribution strategies

A photograph of a professional meeting in a conference room. A man stands at the front, leaning against a whiteboard and gesturing with his hands while speaking. Several people are seated around a large dark wood conference table, looking towards him. On the table are laptops, notebooks, and coffee cups. The room has a modern design with a large window on the left showing some greenery outside.

DATA SOURCES

We used data from multiple reputable sources:

- Box Office Mojo – Gross revenue data
- Rotten Tomatoes – Movie details and critic reviews
- The Numbers – Budget information
- TMDb & IMDb – Ratings, genres, casts, and more
- Additional: SQLite database for structured movie info

METHODOLOGY

1. Data Collection & Integration

- Combined datasets from multiple platforms: IMDb, Rotten Tomatoes, The Numbers, TMDb, and Box Office Mojo.
- Connected and queried data from an SQL database (im.db) and CSV/TSV files.
- Created a master dataset

2. Data Cleaning & Preparation

- Checked for missing values, duplicates, and inconsistencies.
- Standardized column formats (e.g., release dates, genres, revenue).

3. Exploratory Data Analysis (EDA)

- Explored genre trends, budget vs. revenue, rating patterns, and release date effects.
- Visualized insights using charts and summary statistics.

4. Statistical Analysis

- Used t-tests and ANOVA to compare group means (e.g., genre revenues, rating scores).
- Derived insights to inform strategic film production decisions.

Tools Used

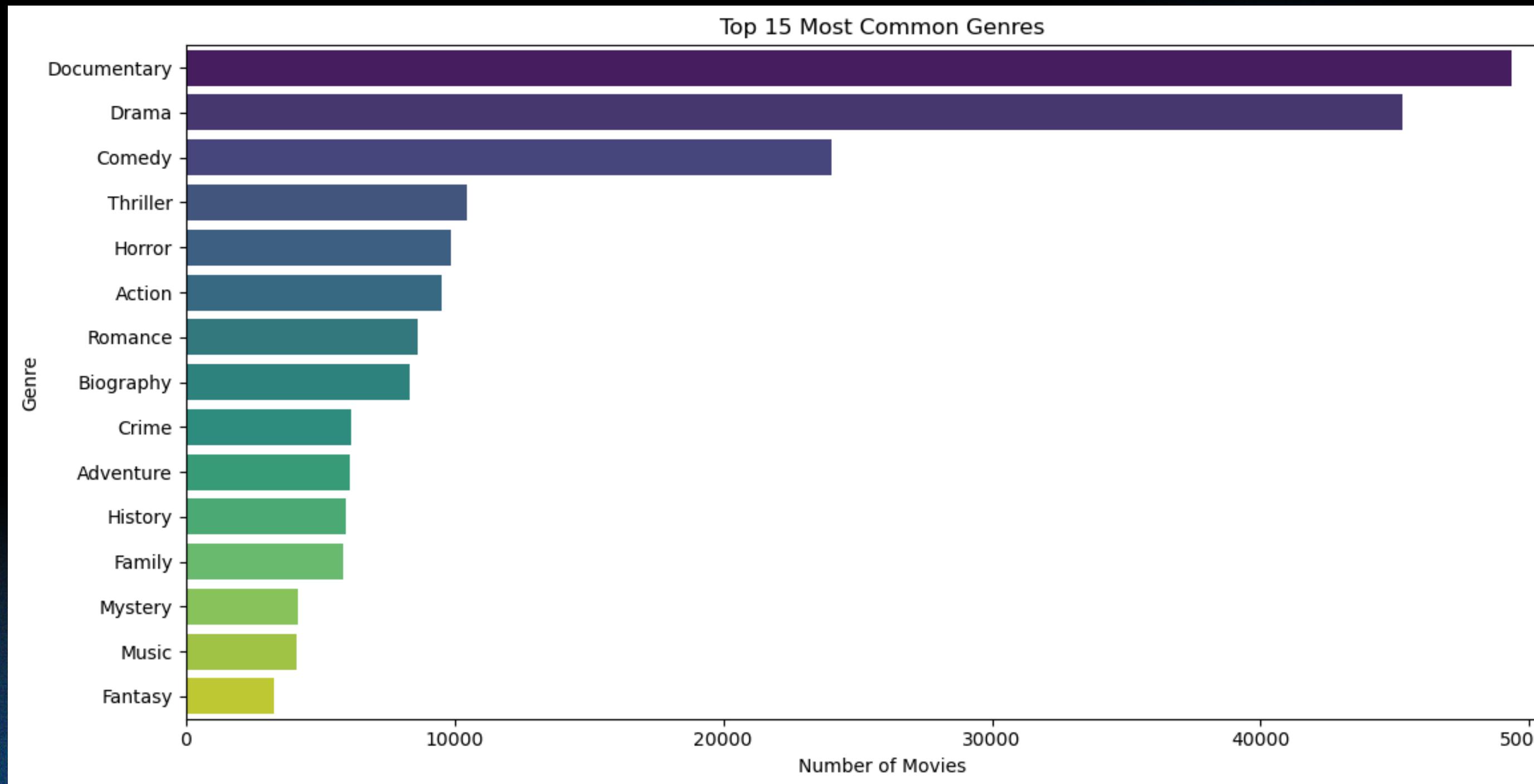
- Python – Core programming language
- Pandas, NumPy – Data manipulation & analysis
- Matplotlib, Seaborn – Visualizations
- SQLite3 – Accessing and querying movie databases
- SciPy – Statistical testing (t-test, ANOVA)
- Jupyter Notebook – Project development & documentation

KEY QUESTIONS

- Which genres are most critically acclaimed?
- What genres dominate the current movie landscape?
- Does a higher budget guarantee box office success?
- Are popular movies also well-rated?
- Does the release date affect a movie's financial success?

01

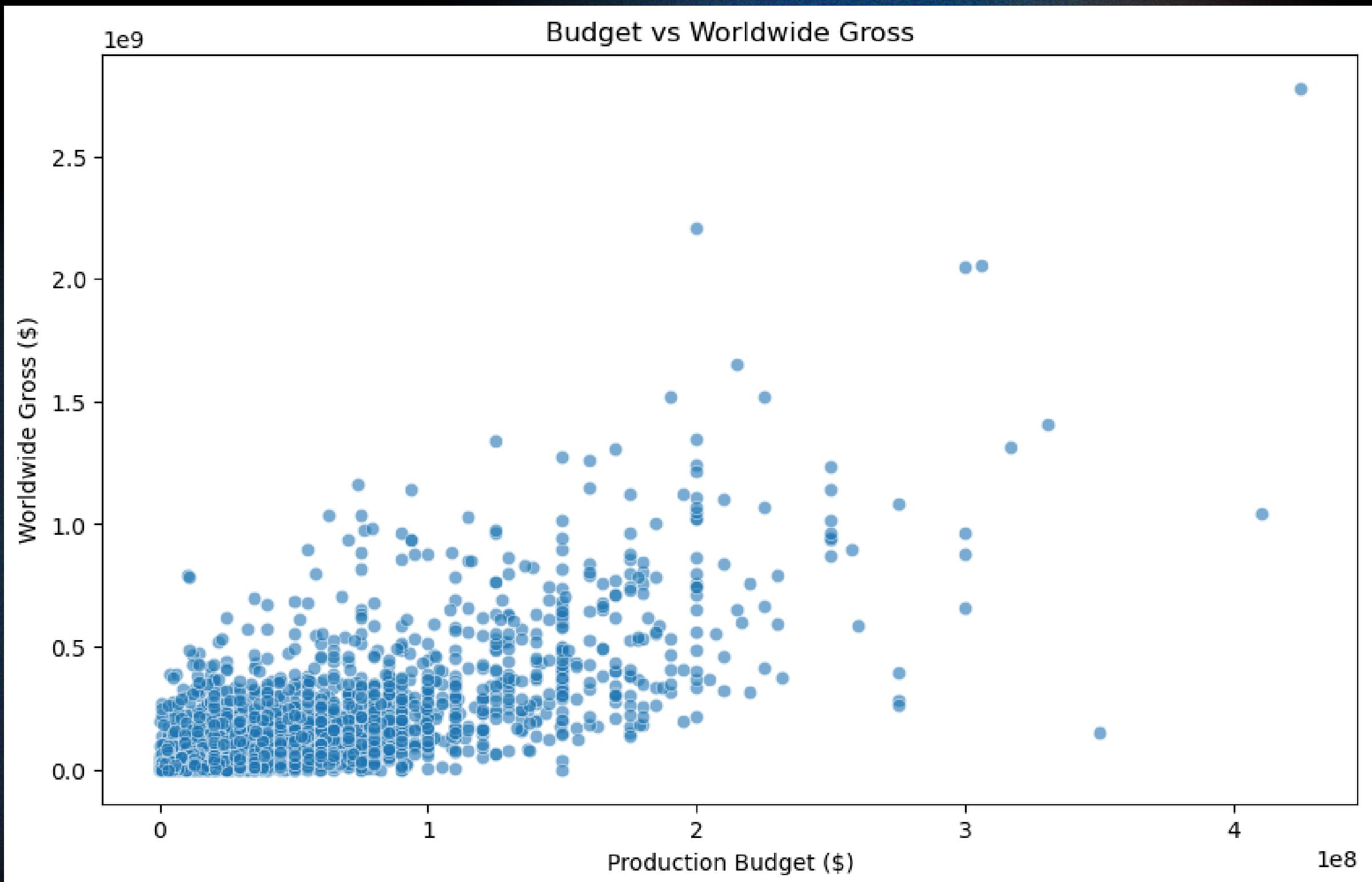
WHICH GENRES ARE MOST COMMON AND PROFITABLE?



- Genres like Drama, Comedy, and Documentaries dominate the industry — understanding their saturation helps identify gaps or opportunities in the market.

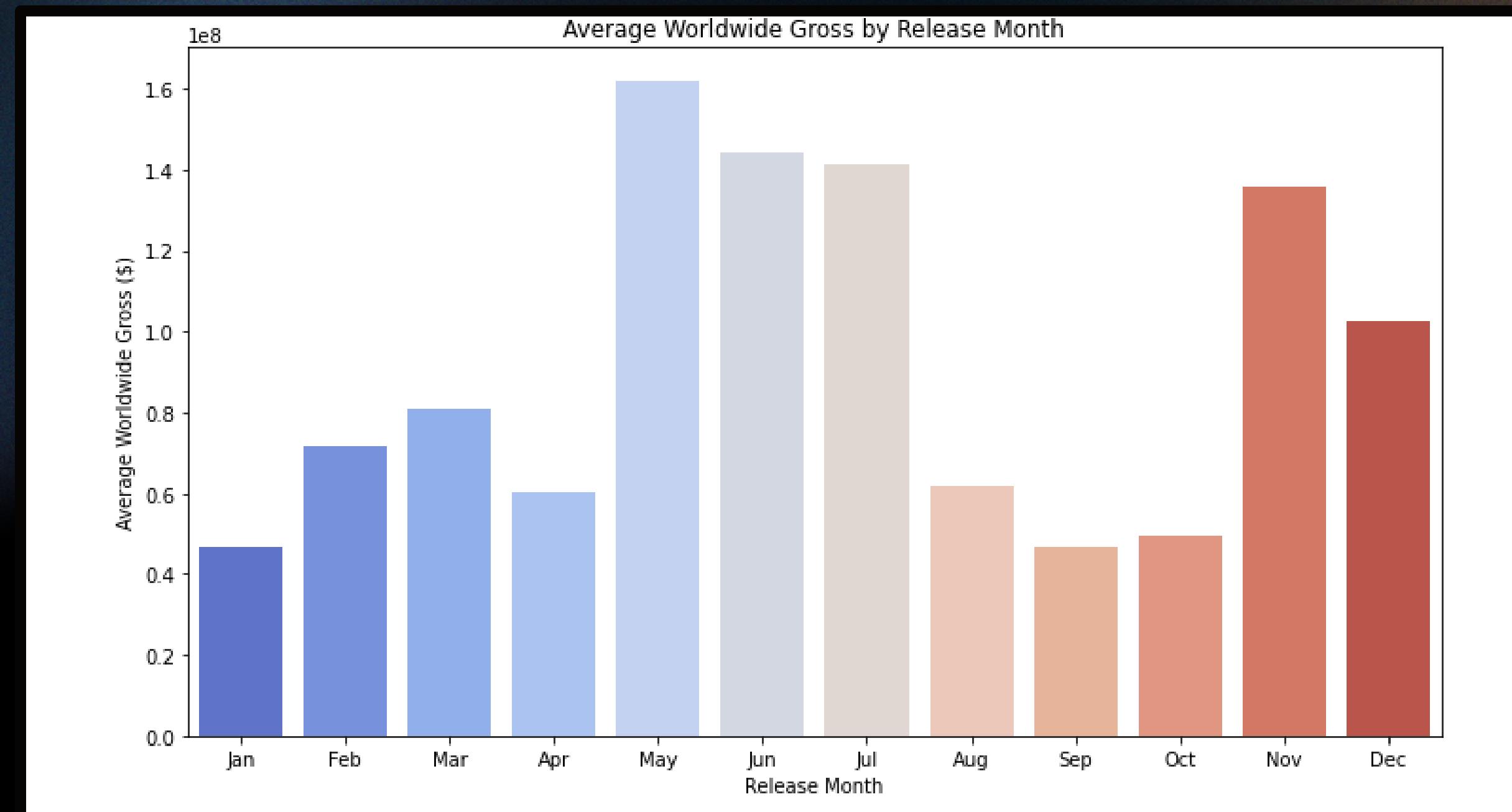
02 BUDGET VS EARNINGS

- Examines how investment relates to earnings.
- This scatter plot reveals that while bigger budgets can lead to higher gross, there isn't a linear correlation. Many mid-budget films achieve impressive earnings, indicating that new studios can succeed without blockbuster-level investment.



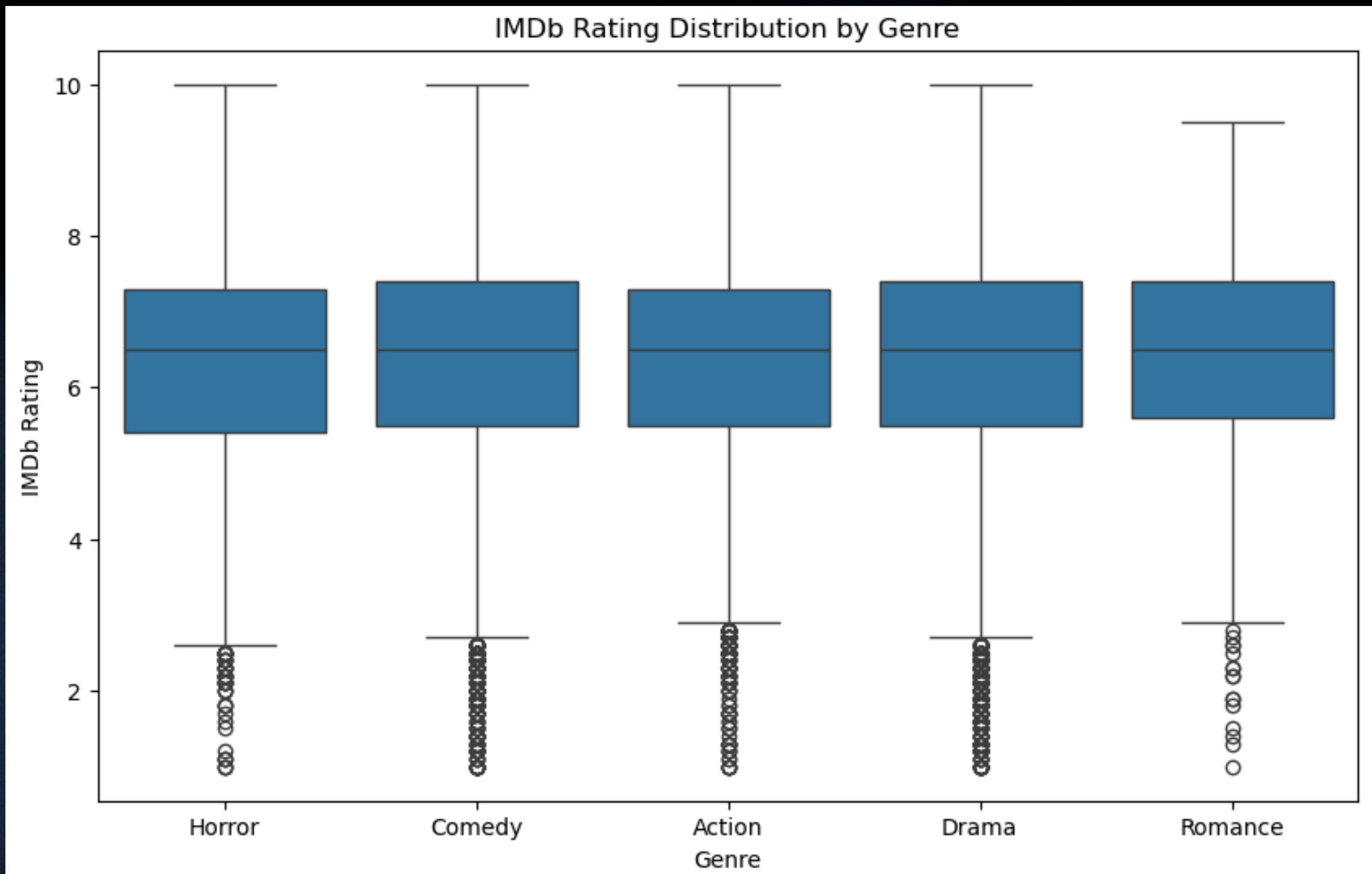
03 AVERAGE GROSS BY RELEASE MONTH

- This chart explores how release timing affects movie success. Summer (June–July) and holiday months (December) show higher average revenues, supporting the strategy of timed releases for maximizing box office performance.



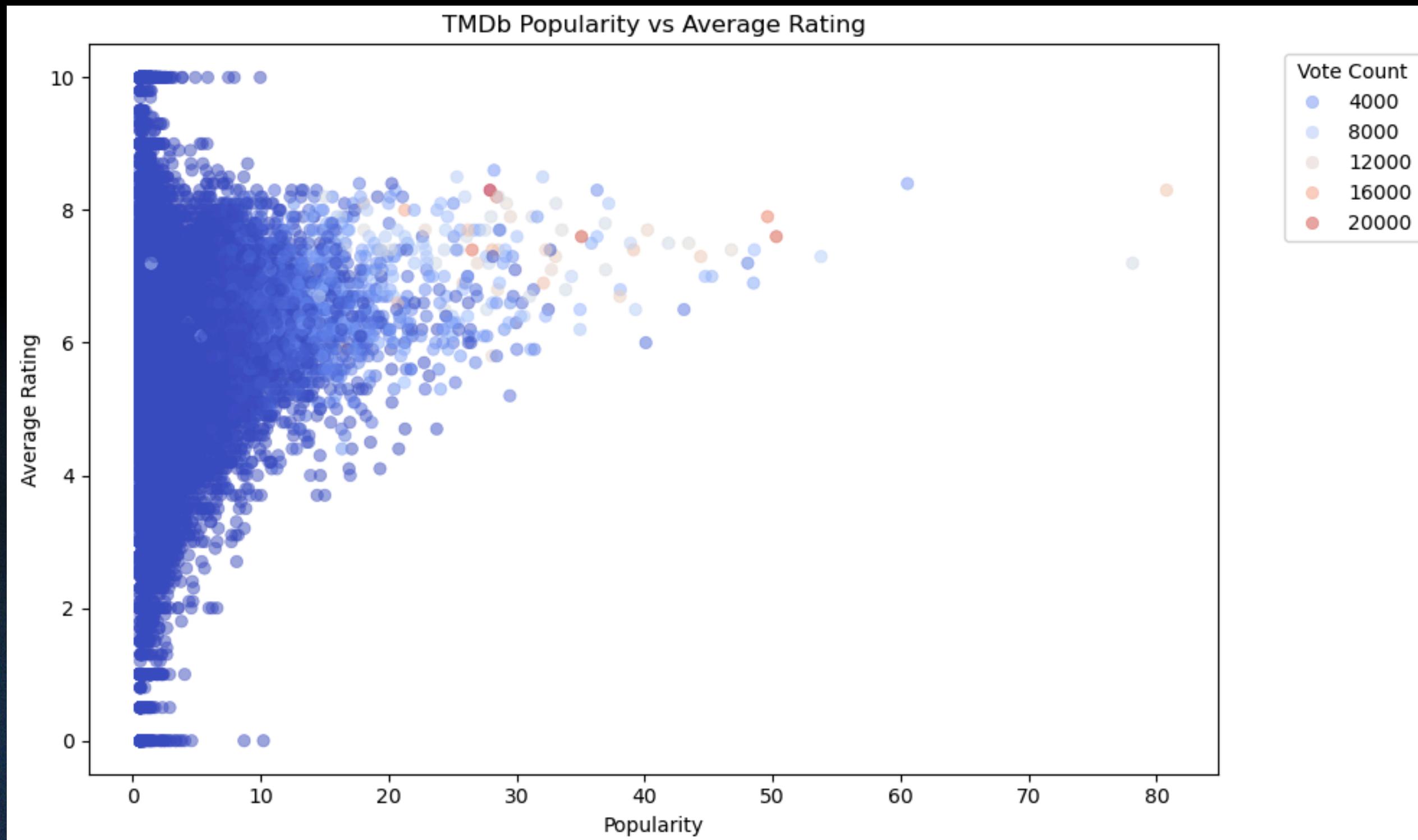
04 CRITICAL ACCLAIM BY GENRE

The IMDb ratings are generally consistent across most genres, typically ranging between 5.5 and 7.5. However, genres such as Horror and Romance display a wider spread, with a noticeable number of lower-rated films. This indicates greater variability in how audiences respond to movies within these categories.



POPULARITY VS AVERAGE RATING

- Films that are popular (widely viewed or discussed) tend to maintain good vote averages, emphasizing the power of marketing and pre-release buzz in building audience trust and interest.



INSIGHTS

Insights:

- Animation, Adventure & Drama score highest in IMDb ratings
- Drama, Comedy, and Action dominate the market
- Mid-budget films can still achieve strong box office returns.
- Films released in summer and holiday months earn significantly more.
- Popular movies also maintain good audience ratings

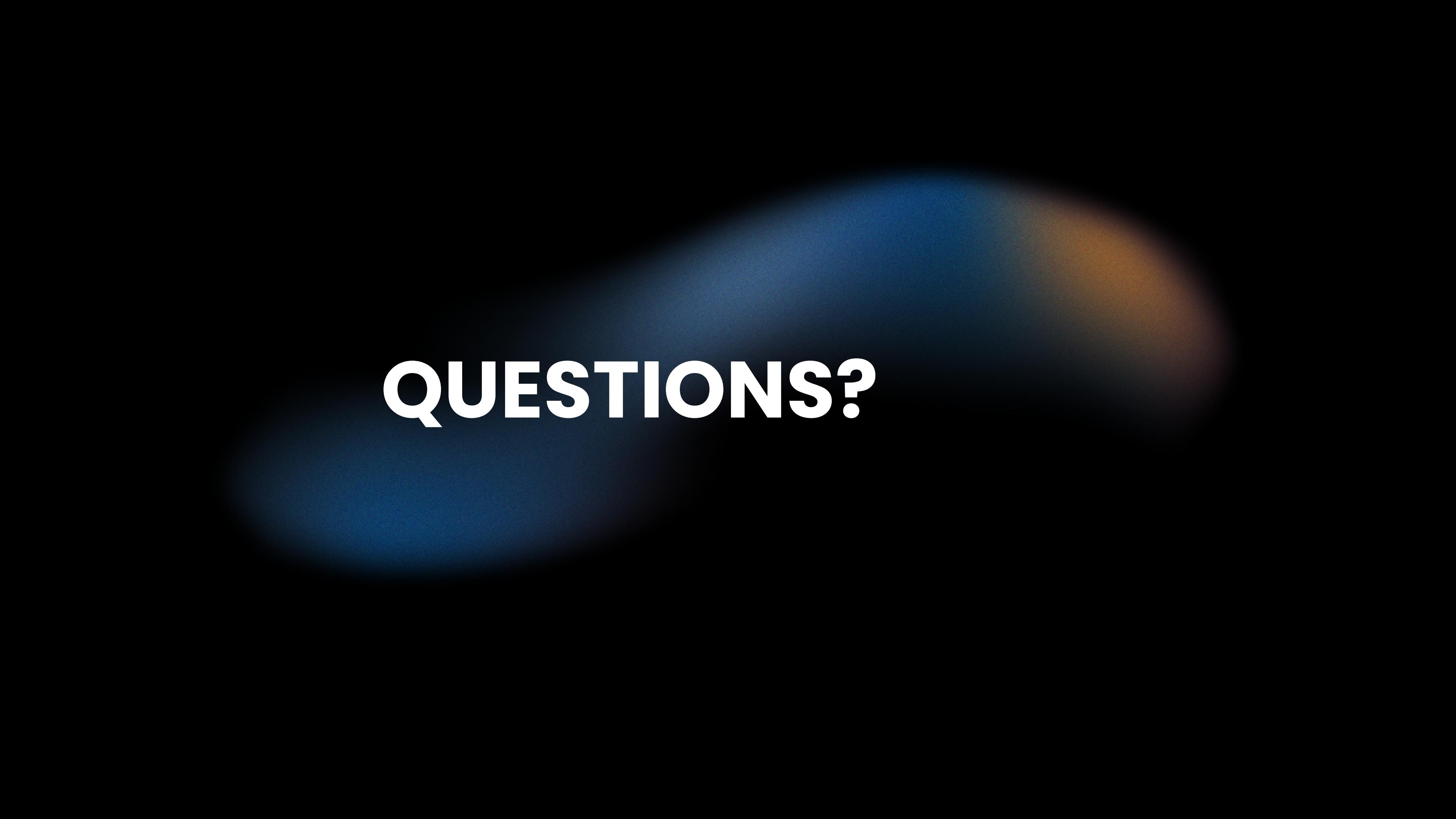
KEY RECOMMENDATIONS

- Prioritize emotionally engaging genres like Animation and Adventure to establish a reputation for quality and critical acclaim.
- Either differentiate by exploring underserved genres (e.g. Sci-Fi, Mystery), or innovate within popular ones to stand out.
- Adopt a lean-budget strategy – focus resources on storytelling and smart marketing instead of massive production costs..
- Strategically schedule releases during June, July, or December to maximize exposure and earnings
- Invest in pre-launch hype and targeted campaigns to build buzz and increase audience trust before release.

CONCLUSION

The data reveals that success in the movie industry is not just about budget or star power – it's about strategic choices.

By focusing on high-performing genres, smart budgeting, audience-driven marketing, and optimal release timing, Zing studio can confidently step into the market with films that are both critically acclaimed and commercially successful.



QUESTIONS?



THANK YOU!