

BEHIND THE SCREENS

Data-Driven Insights for a New
Movie Studio



THE TEAM

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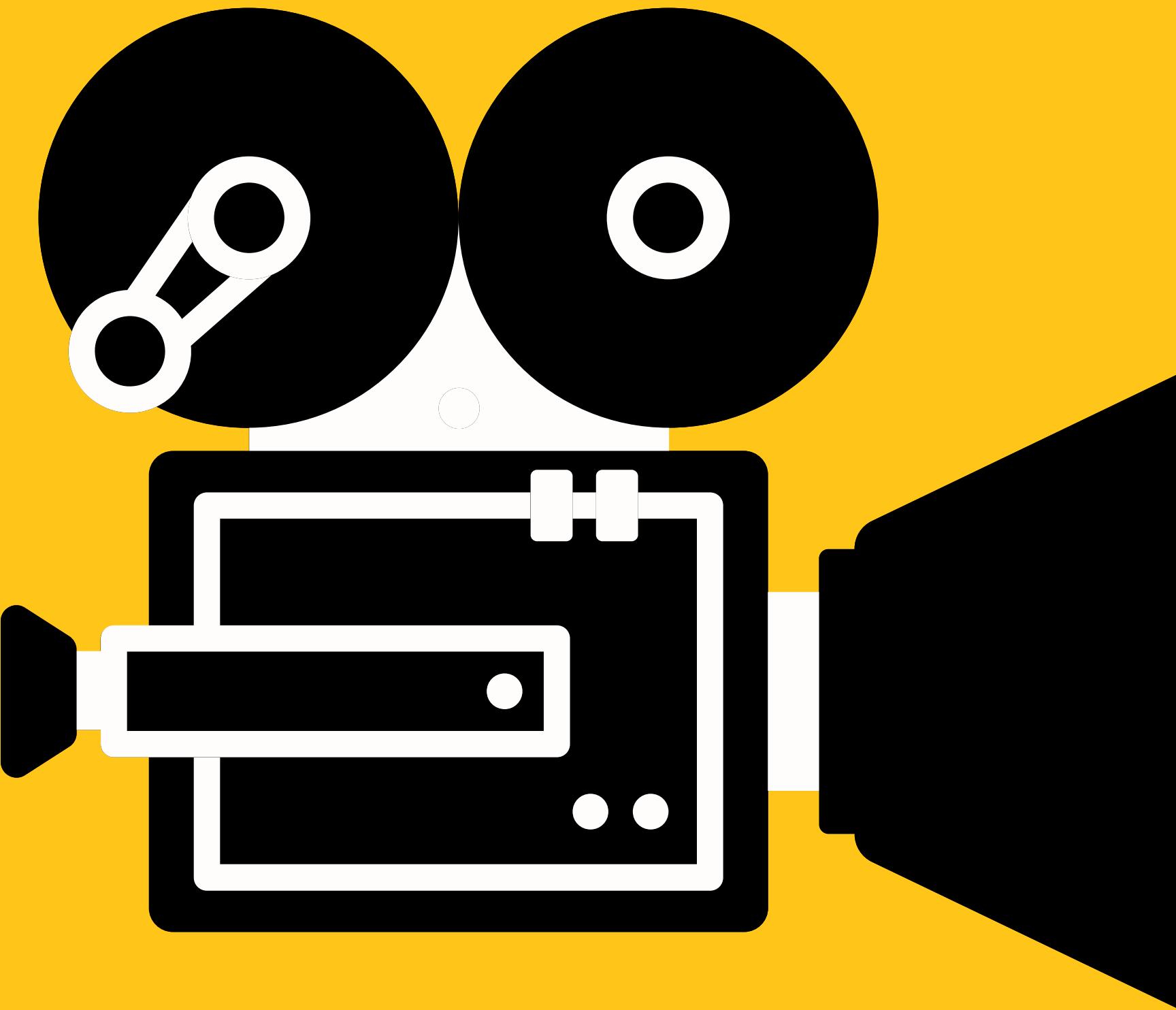
BUSINESS PROBLEM

Objective: Help a tech company launch a successful movie studio.

Challenge: Company lacks entertainment industry knowledge.

Goal: Identify traits of successful films (high revenue, positive reception).

DATASETS



**1 IMDB TITLE BASICS –
CORE INFO ABOUT
MOVIES**

**2 IMDB RATINGS –
AUDIENCE REVIEWS**

**3 BOX OFFICE MOJO –
FINANCIAL
PERFORMANCE**

**4 PRODUCTION
BUDGETS – COST VS.
REVENUE**

METHODOLOGY



PART 1

- Data Cleaning: Merged and standardized datasets
 - Feature Engineering: Derived ROI, genre indicators, etc.
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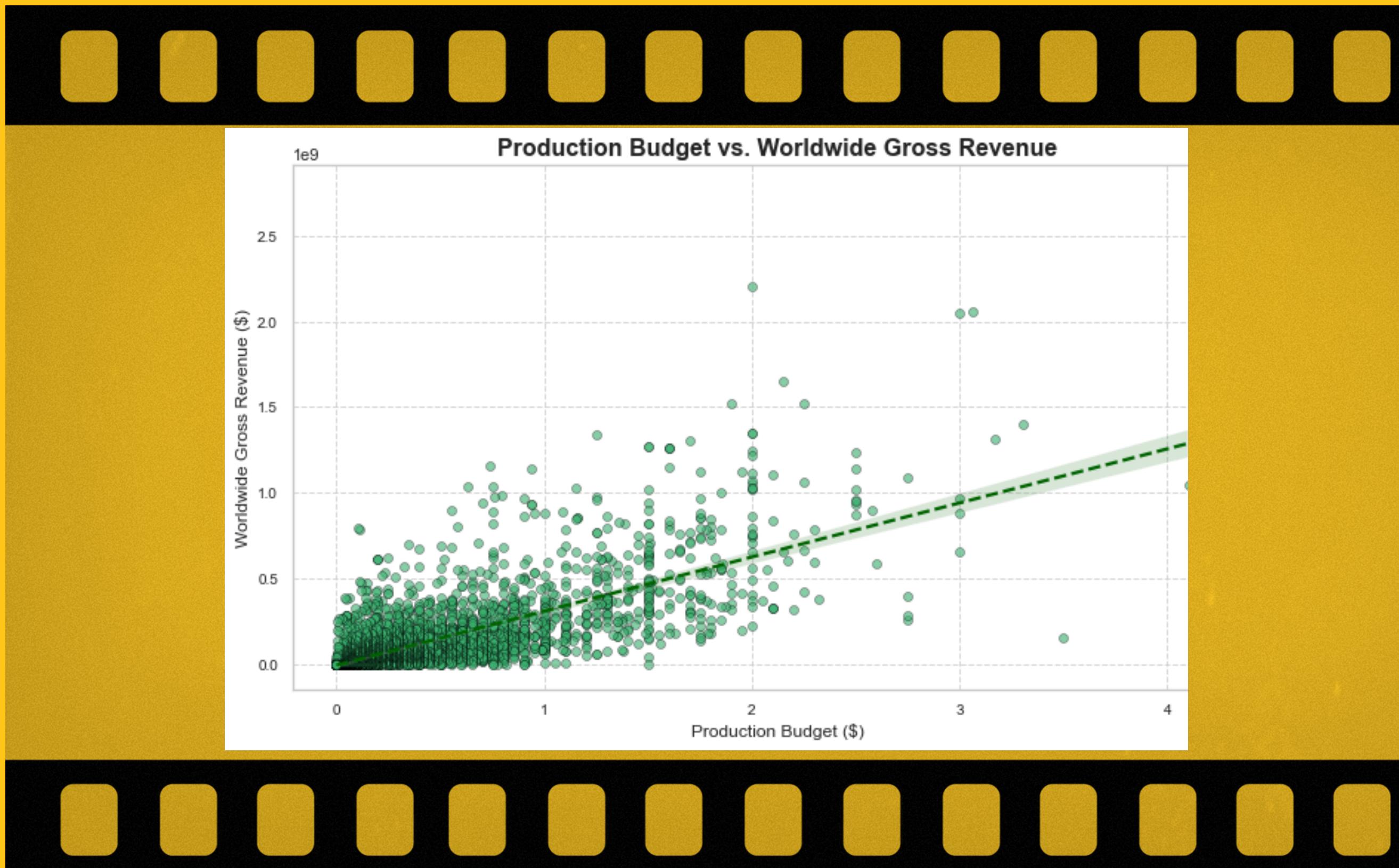


PART 2

- EDA: Trends in genre, release year, budget vs revenue
- Visualization: Used Seaborn, Plotly

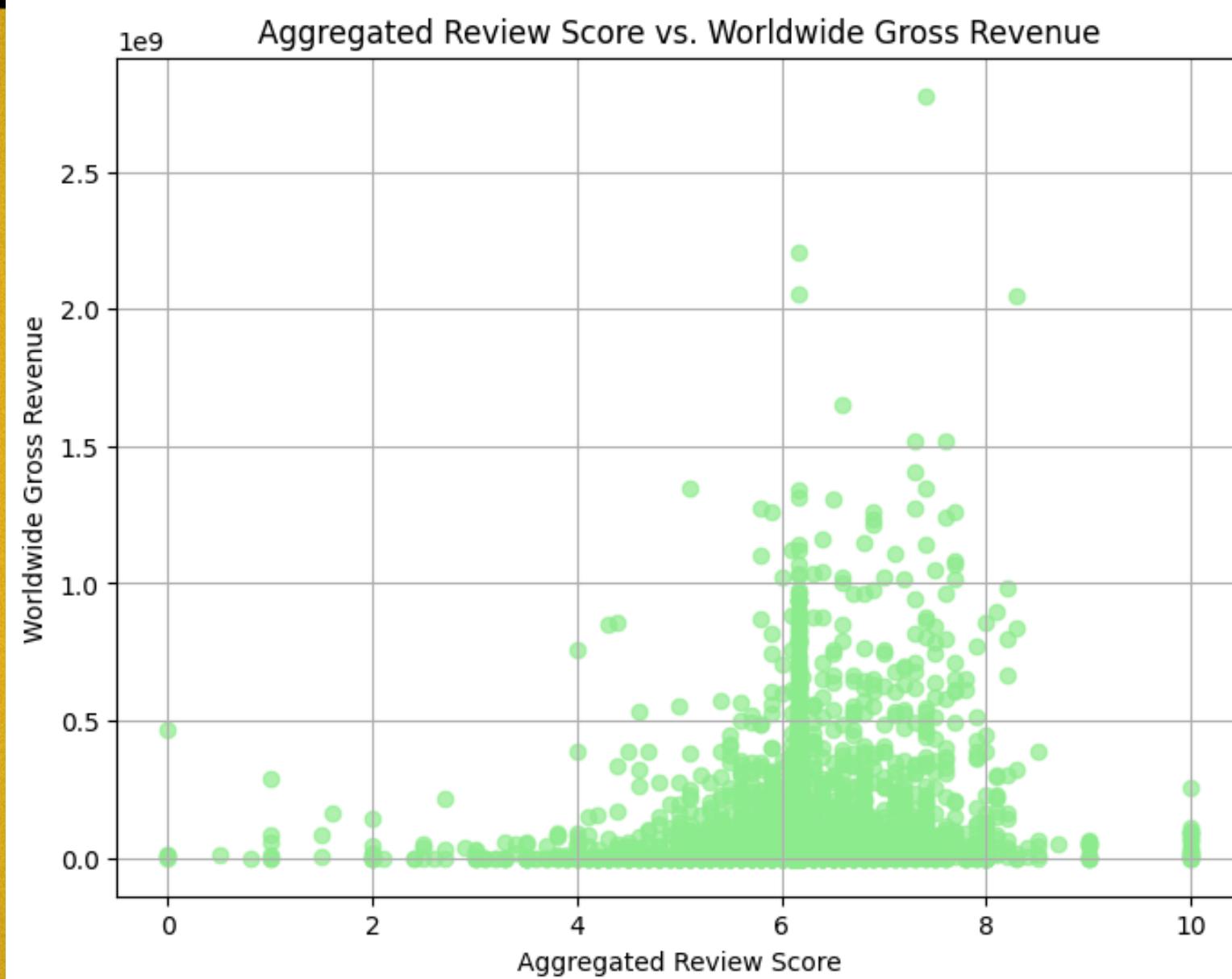
PRODUCTION BUDGET VS WORLDWIDE GROSS REVENUE

01



AGGREGATED REVIEW SCORE VS WORLDWIDE GROSS REVENUE

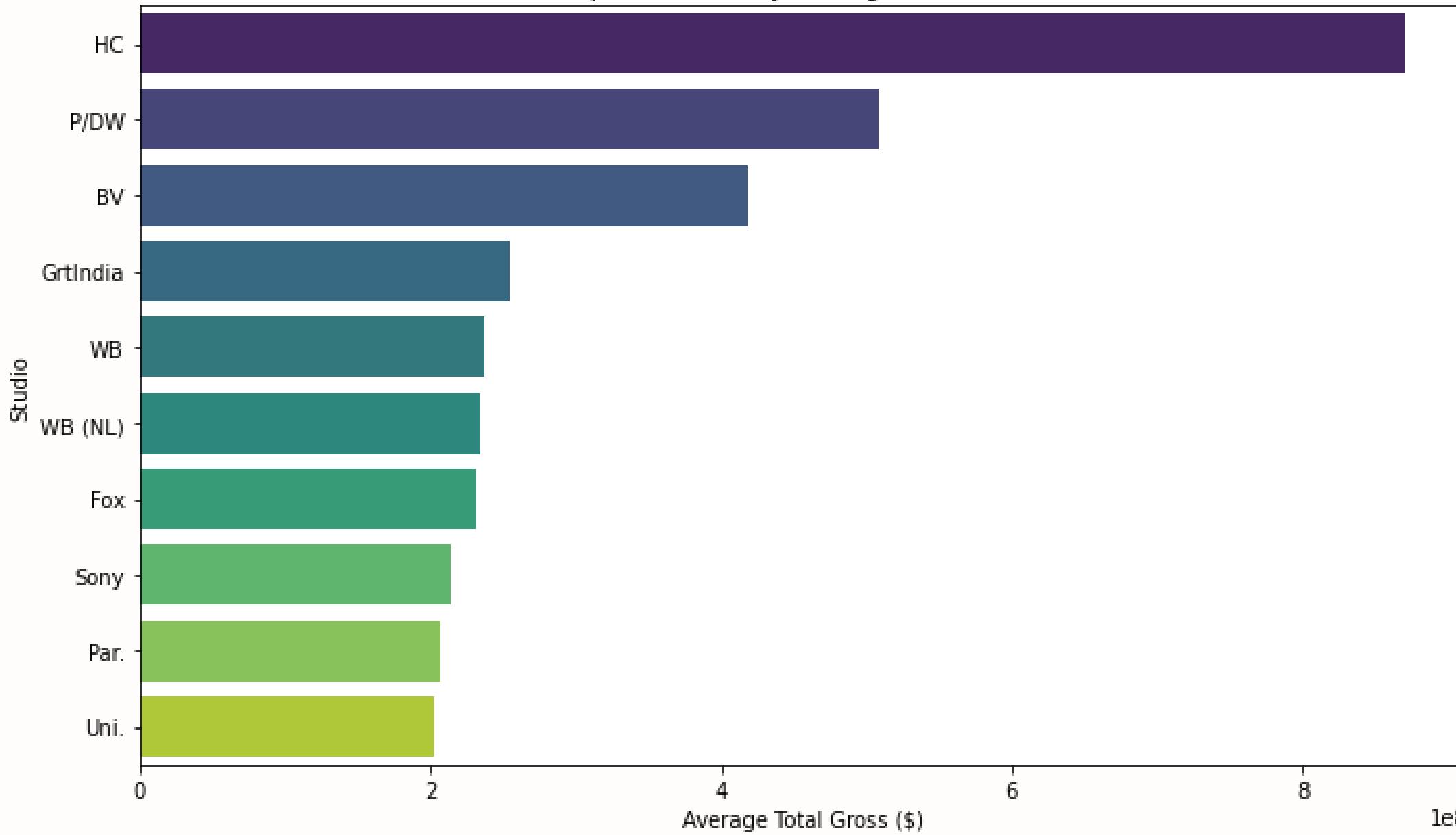
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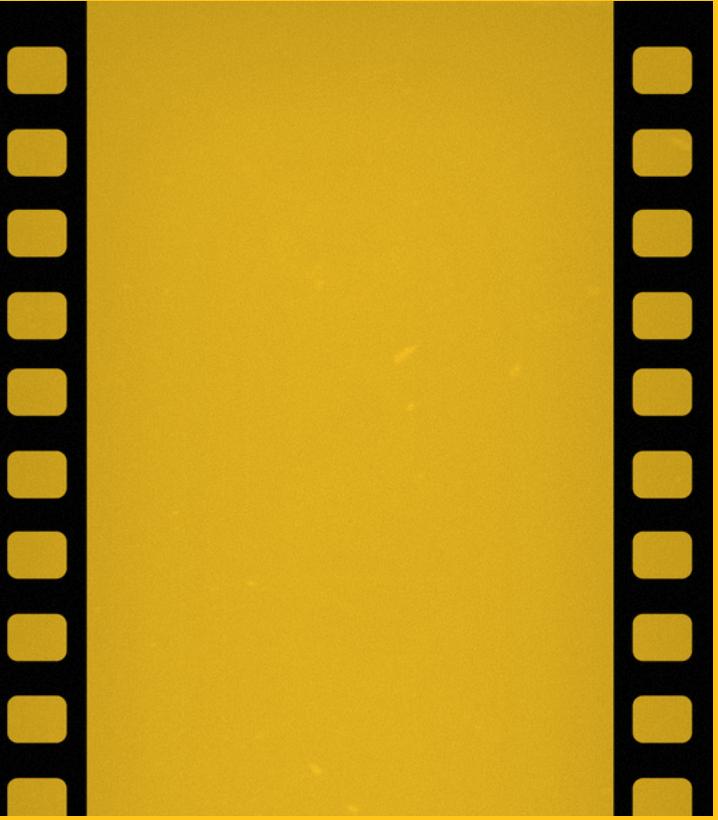


TOP 10 STUDIOS BY AVERAGE TOTAL GROSS

03

Top 10 Studios by Average Total Gross

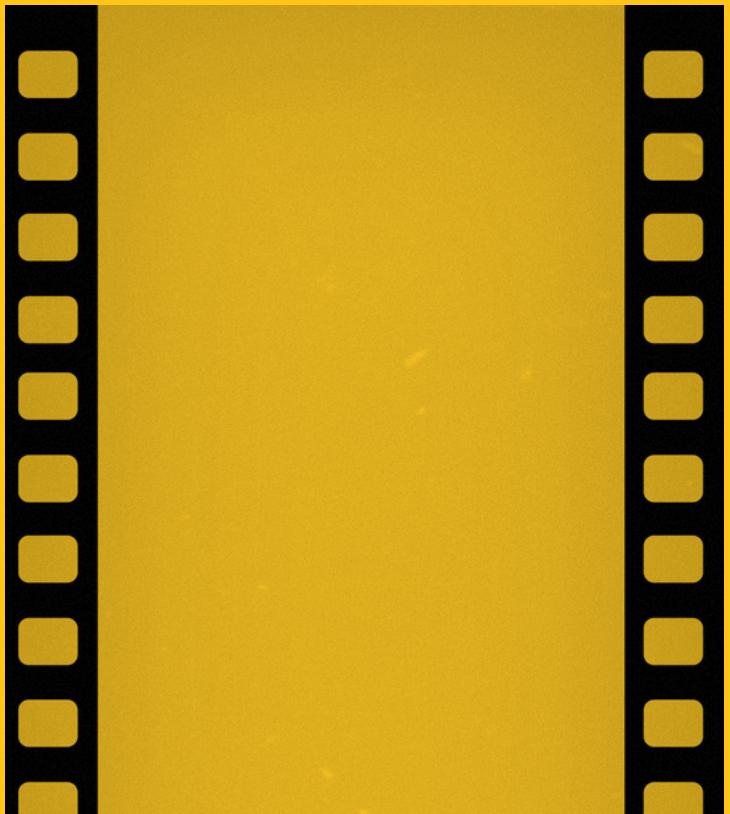




KEY INSIGHTS



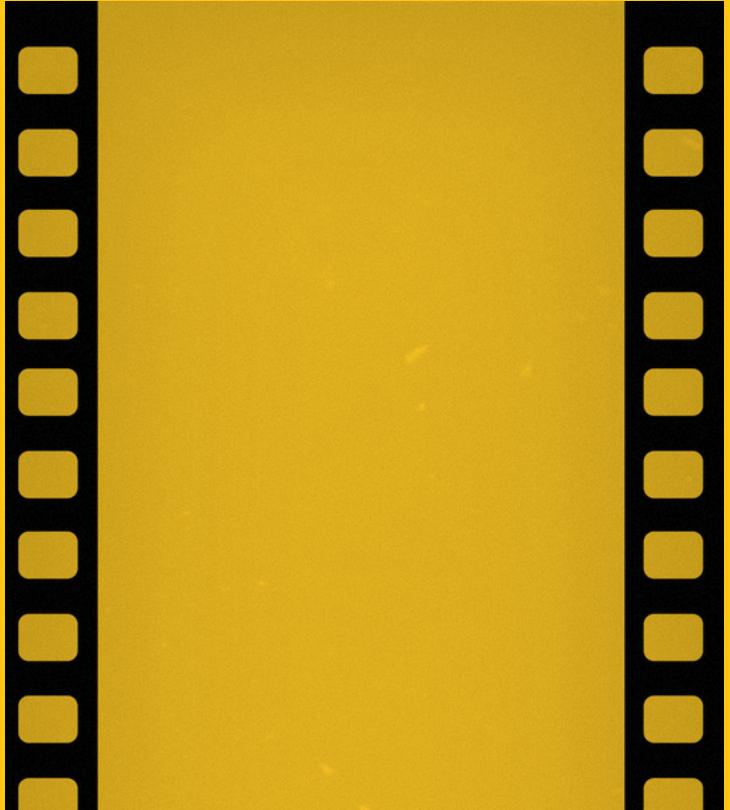
- Action & Adventure films consistently rank high in revenue.
- Mid-to-high budgets often yield higher ROI.
- Summer releases (May–August) dominate box office charts.



RECOMMENDATIONS



- Invest in mid-to-high budget films in popular genres like Action and Adventure.
- Prioritize releases during summer and holiday seasons.
- Aim for high critic and audience engagement by focusing on quality scripts and production.
- Use predictive models to forecast film success before production.



IMPLEMENTATION ROADMAP



- Develop predictive models based on cleaned dataset.
- Integrate real-time data pipelines for ongoing film performance tracking.
- Establish partnerships with marketing and distribution experts.
- Build internal dashboards for decision-making.



**THANK
YOU!**