



Data Driven Movie Studio Profitability Analysis

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BUSINESS PROBLEM

Problem statement:

- The company aims to establish a new movie studio to capitalize on the growing demand for original video content. However, due to lack of experience in movie production, they need data-driven insights to make strategic decisions about film production that will maximize profitability in a competitive entertainment market.

Target:

- This presentation explores strategic, data-driven insights for movie studio executives. We analyze box office data, financial risks, and audience feedback to optimize production strategies and profitability.

Business Challenges & Solutions

Challenges

- ◆ New to the film industry
- ◆ Uncertain production strategies
- ◆ Financial risk exposures

Solutions

- ◆ Analyze genre, budget, release date data
- ◆ Identify profitable strategies
- ◆ Provide actionable recommendations

Objectives

- To analyze historical box office data to identify trends over the years
- To explore any linear relationship between production budget and revenue
- To identify best rated genre
- To provide actionable recommendations on best film production strategies

Data Collection & Preparation

Data Sources

- IMDB
- Box Office Mojo
- The Numbers

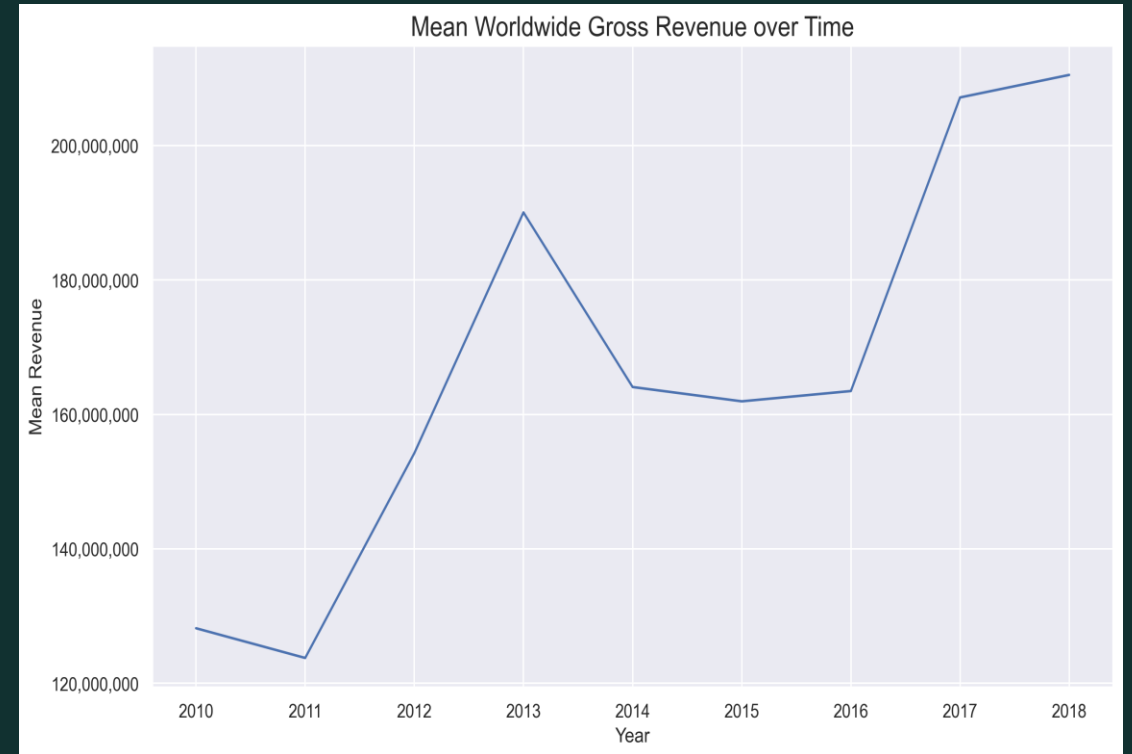
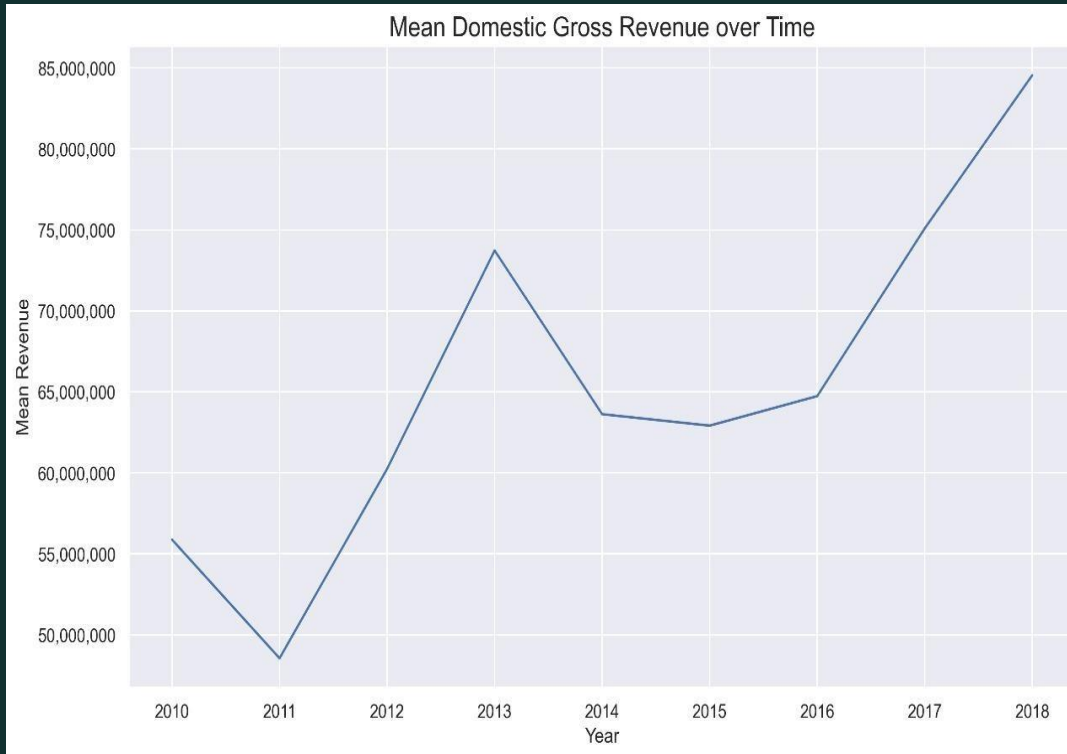
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Preparation Steps

- Remove Duplicates and cleaned missing values
- Normalized columns and merged datasets

Box Office Trends Overview



Trend

Peak years 2011 to 2018.

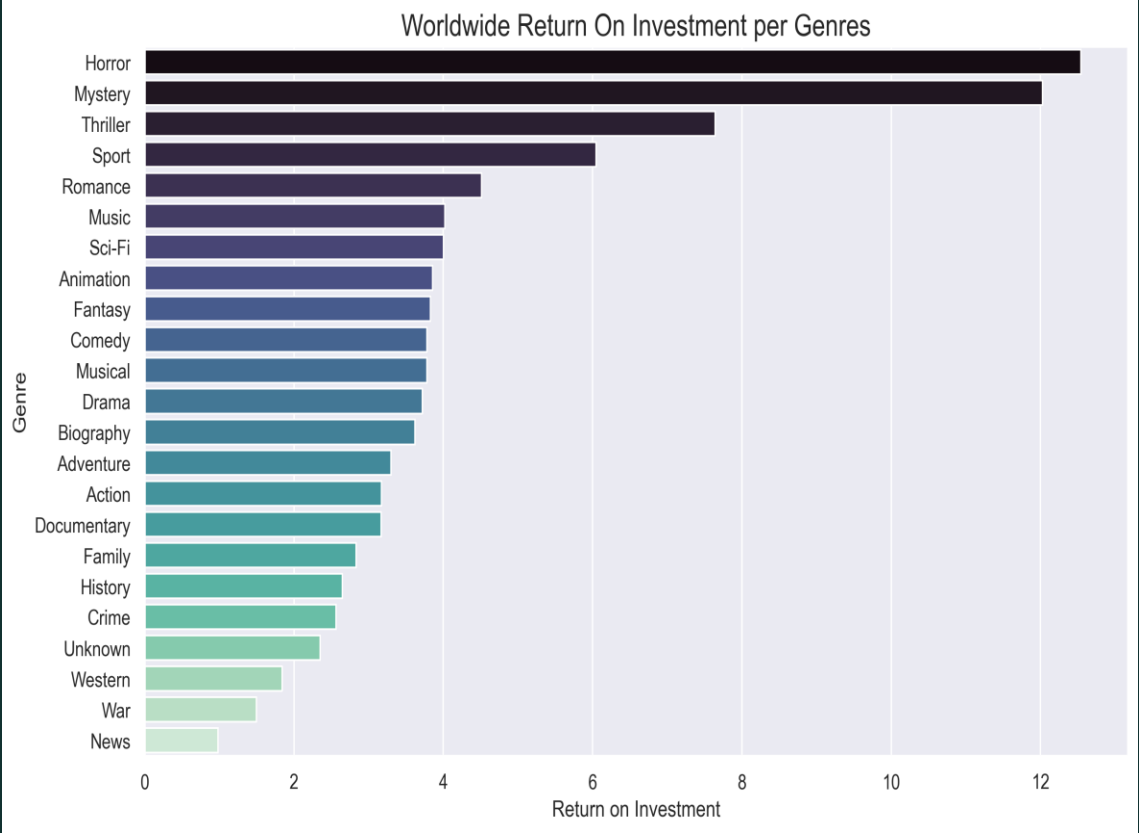
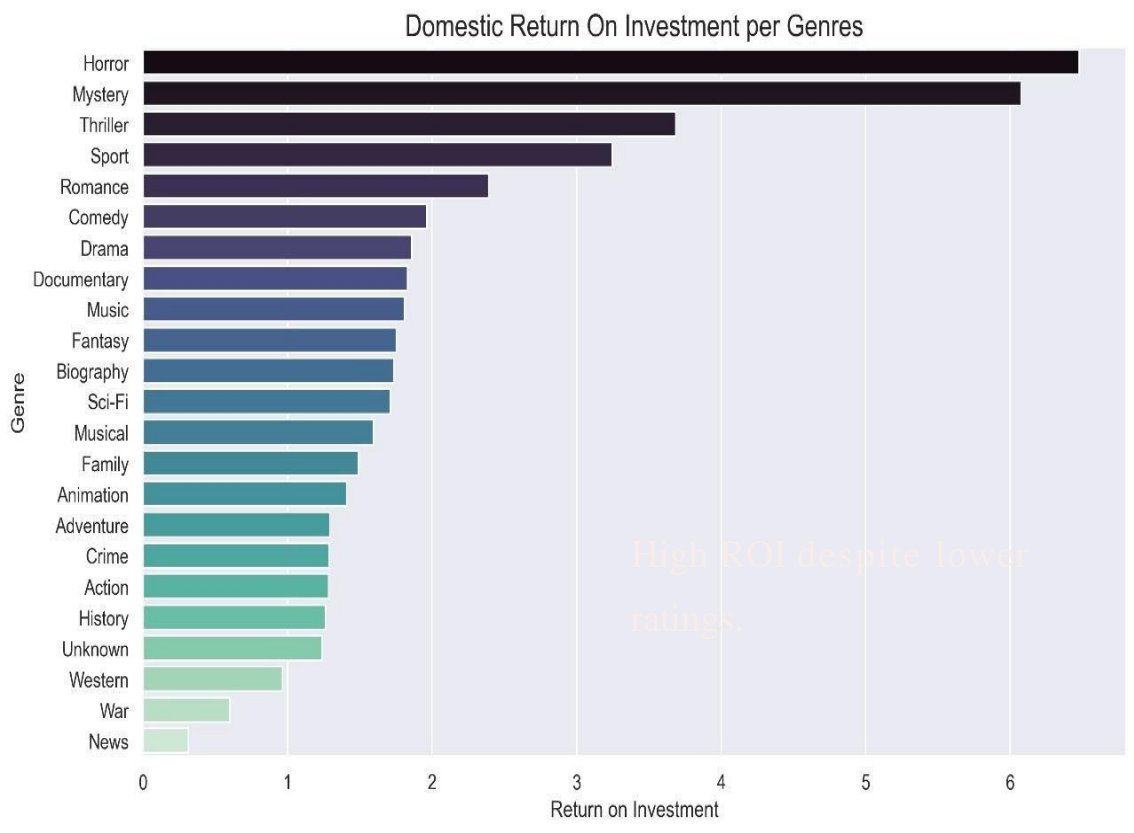
Domestic revenue range

\$ 40 - \$ 85 million.

Worldwide revenue range

\$ 100 - \$ 200 million

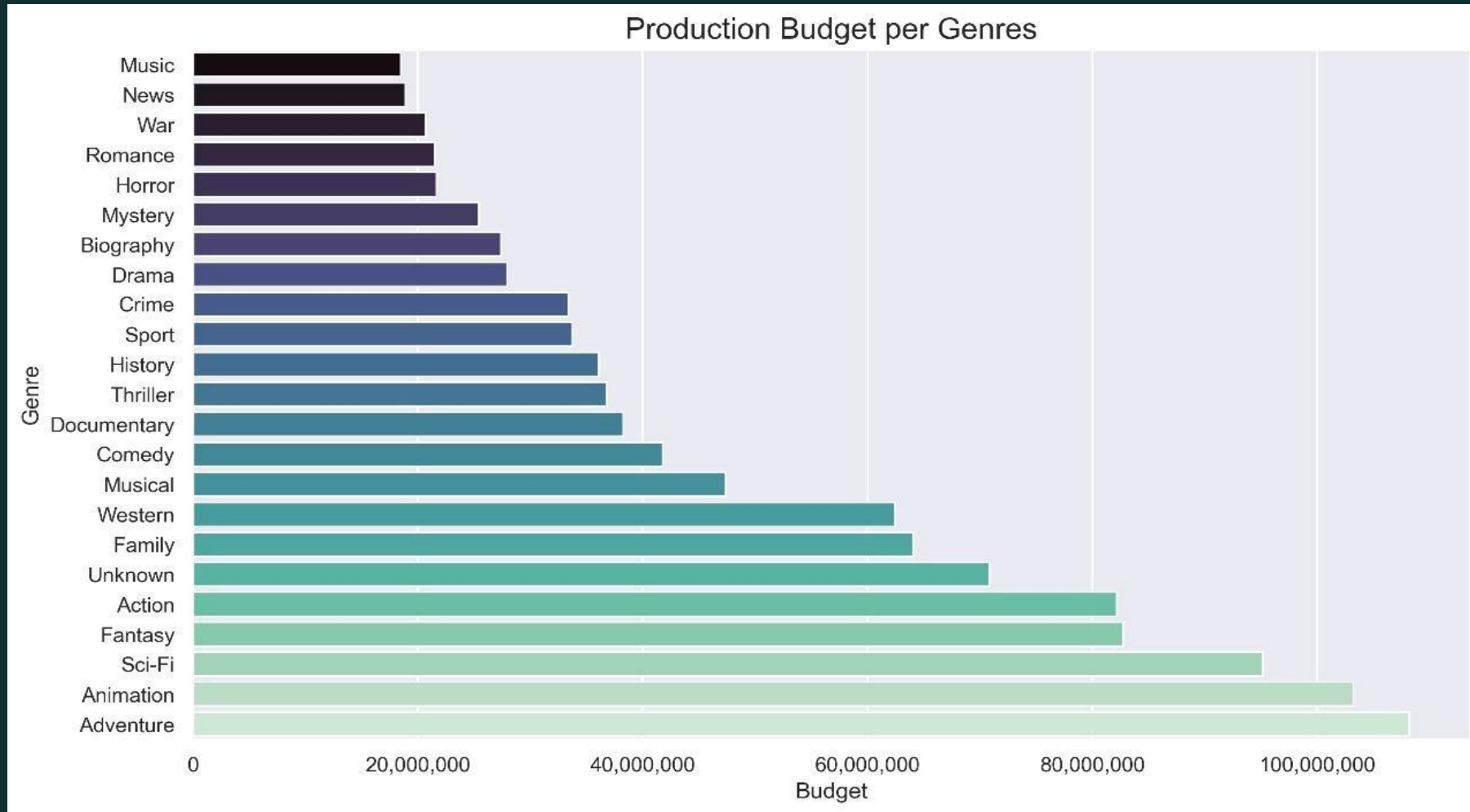
Genre vs Return on Investment



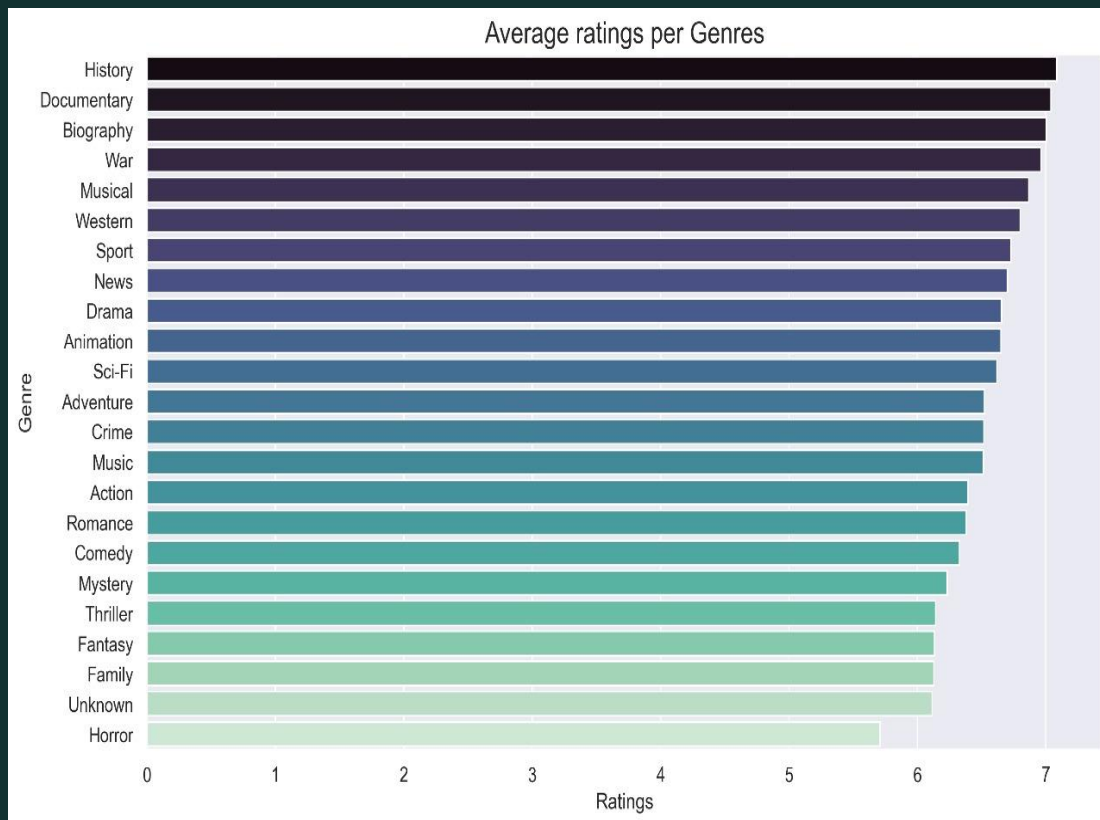
Horror

High ROI despite lower ratings.

Production Budget per Genre

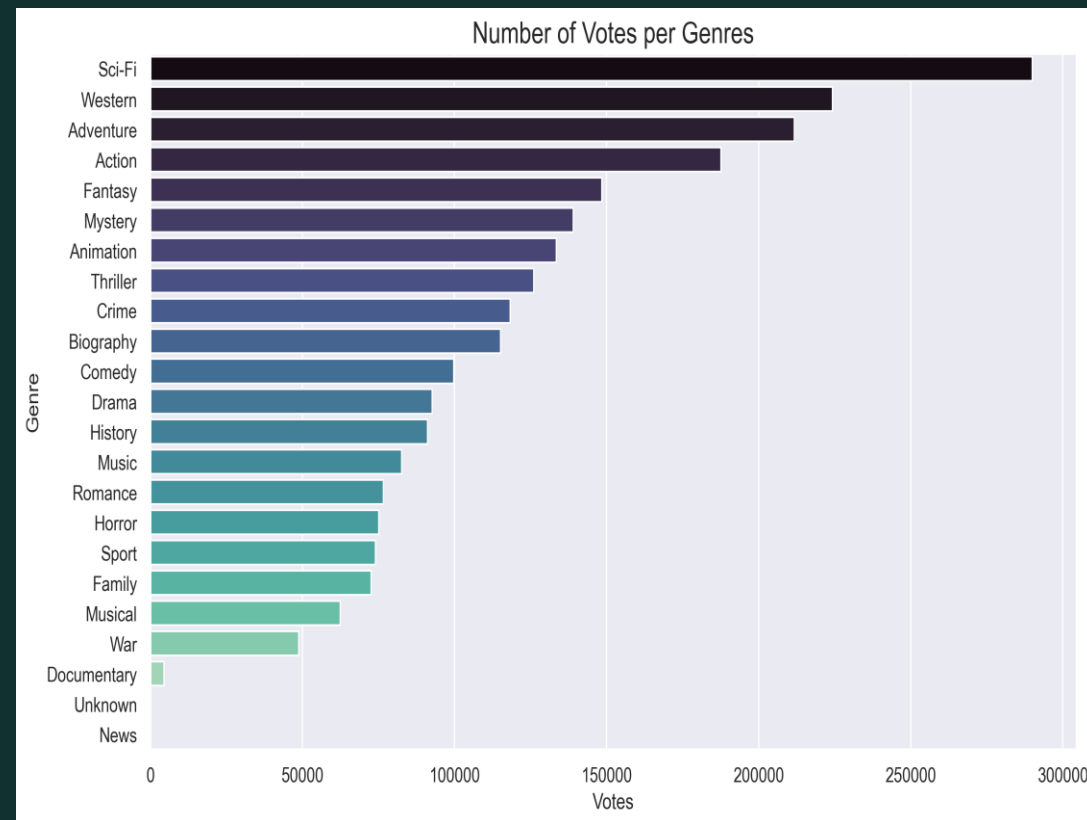


Ratings per Genre



History

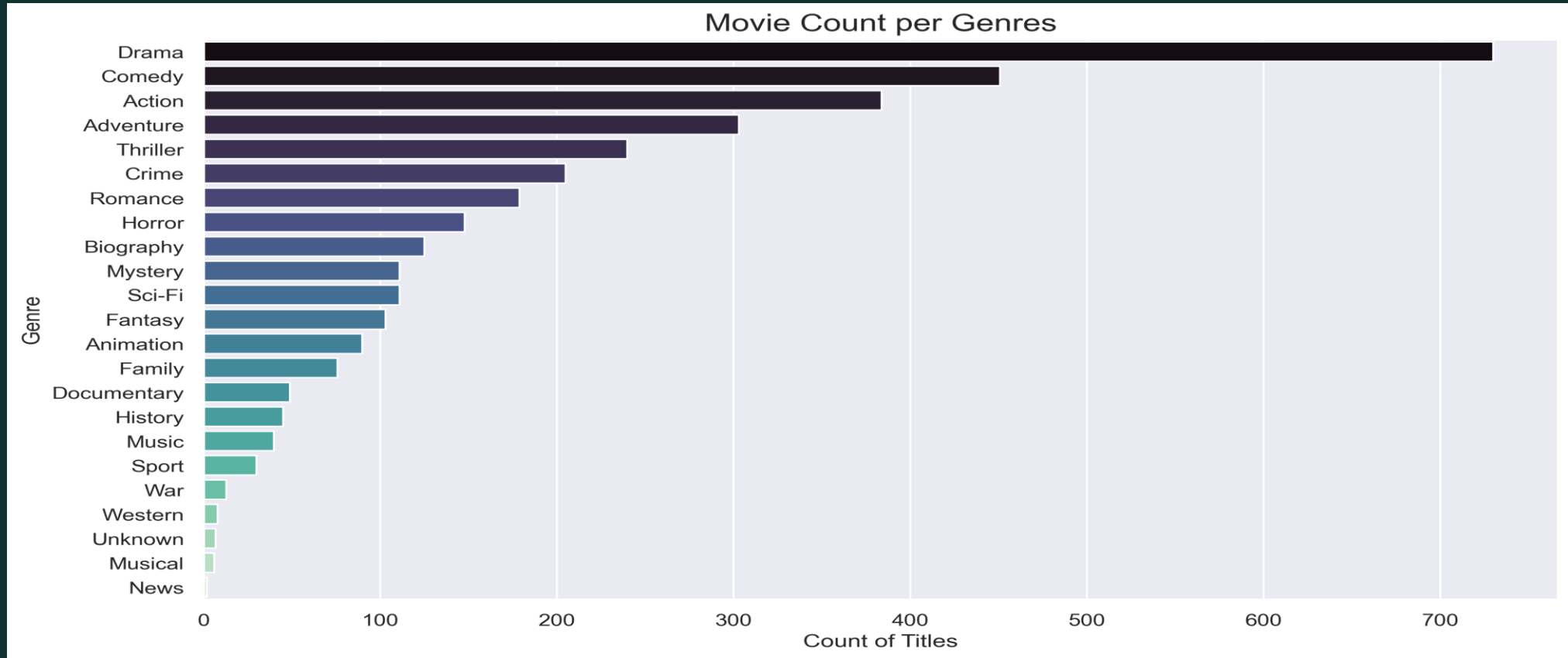
High ratings but niche viewership.



Sci-Fi

Most audience votes indicate high popularity.

Movies Count per Genre



Drama

Most frequently produced genre.

Strategic Recommendations for Studio

1

Focus Genres

Prioritize Horror, Mystery, Thriller genres for profitability.

2

Diversification

Balance between domestic and worldwide

3

Budget Control

Lean Budget improve profitability.

4

Collaborations

Partner with streaming platforms to widen distribution.

5

Data-Driven

Use analytics continuously to fine-tune production strategies.

6

Model

Create multivariate model for future predictions.

