Data Driven Movie Studio Profitability Analysis

Presented by group 7

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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.

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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

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Data Collection & Preparation

Data Sources

- IMDB

- Box Office Mojo

- The Numbers

Preparation Steps

- Remove Duplicates and cleaned missing values

- Normalized columns and merged datasets

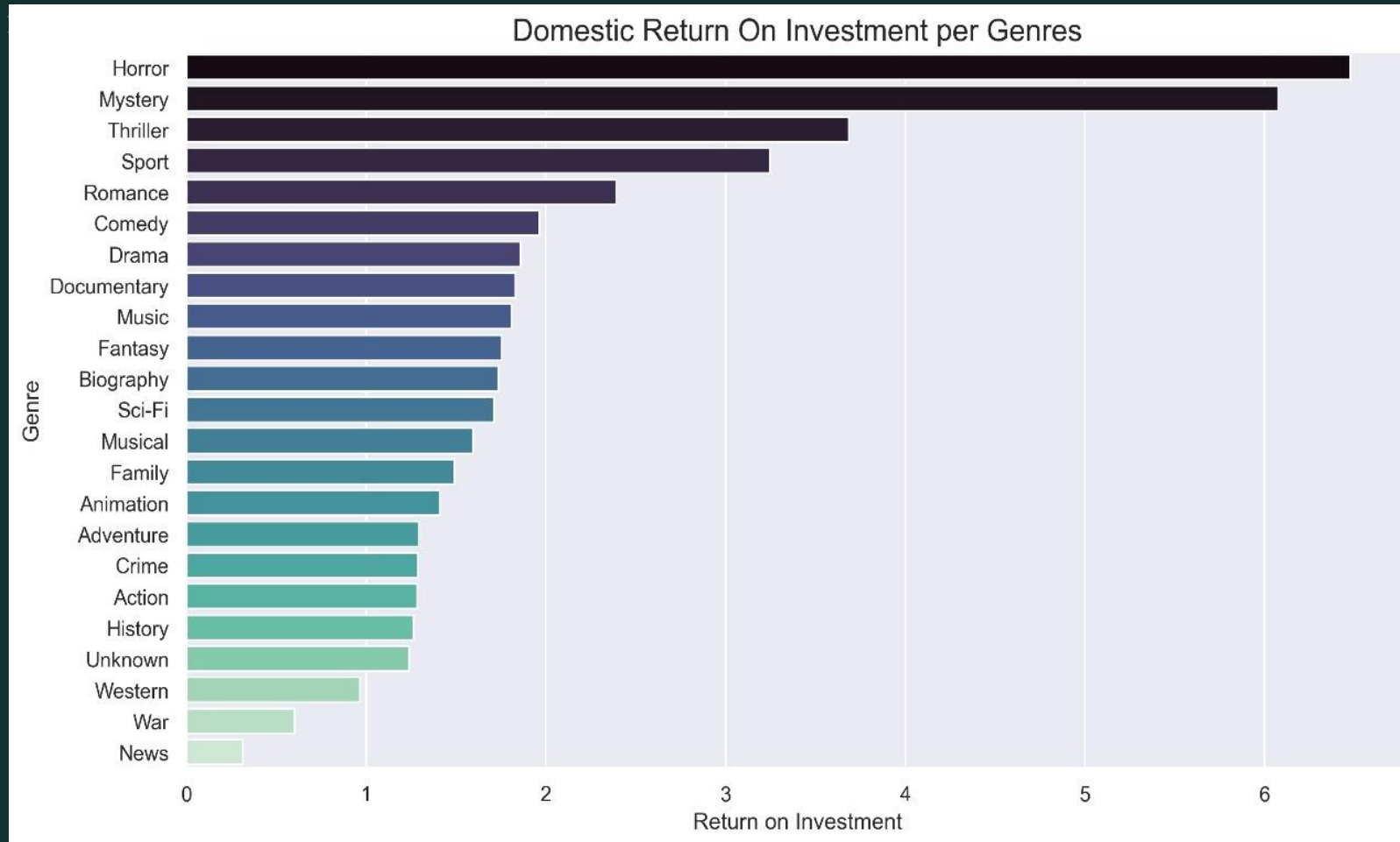# Box Office Trends Overview

Trend Visualization

Visualized box office performance across years.

Key Findings

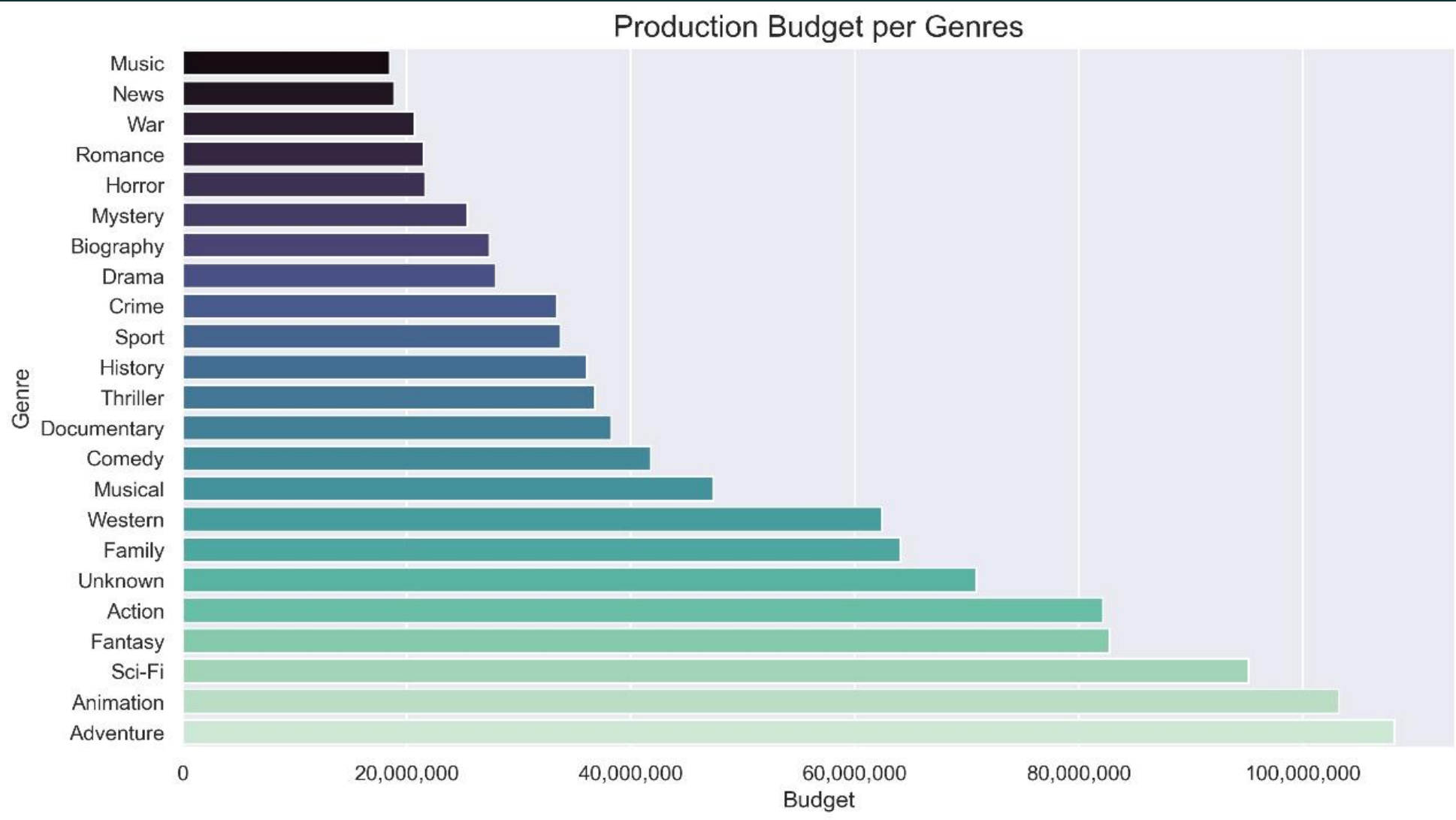Identified peak years with highest revenue and production volume.

Mean Domestic Gross Revenue over Time

Genre vs Return on Investment
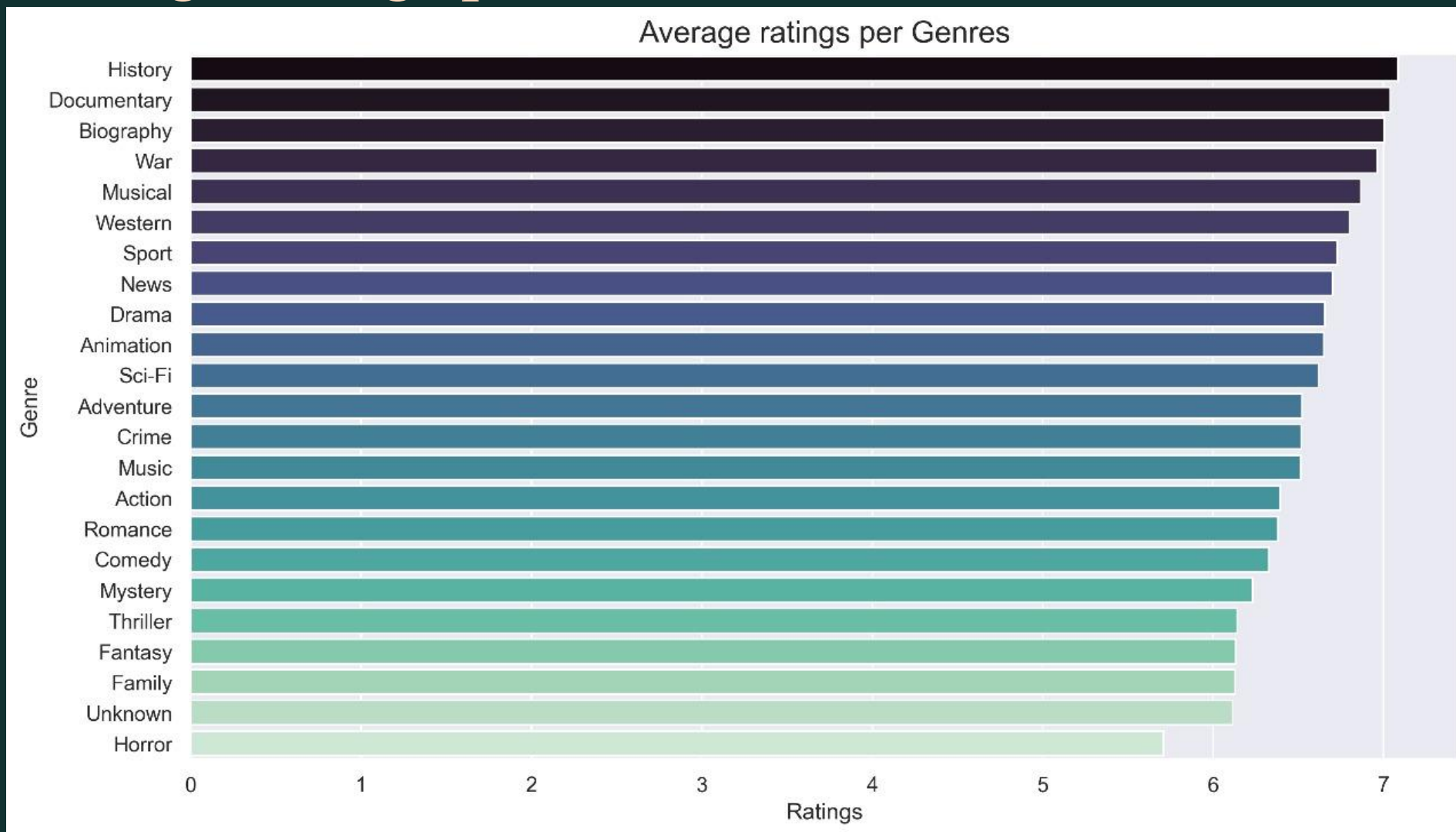

Domestic Return On Investment per Genres

Horror recorded the highest ROI over the Years making it the best genre to launch with.

Production Budget per Genre

Average ratings per Genre

Audience Review Insights by Genre

Drama

Most frequently produced genre.

Horror

High ROI despite lower ratings.

Sci-Fi

Most audience votes indicate high popularity.

History

High ratings but niche viewership.

Key Takeaways & Next Steps

Budget Management

Lean budgets improve profit margins.

Genre Profitability

Horror yields highest ROI among evaluated genres.

Audience Focus

Customize strategies to genre-specific audience preferences.

Strategic Direction

Align studio production with data and market trends.

Strategic Recommendations for Studio

1

Focus Genres
Prioritize Horror, Mystery, Thriller genres for profitability.

2

Budget Control
Cap budgets at $30 million to maximize returns.

3

Collaborations
Partner with streaming platforms to widen distribution.

4

Data-Driven
Use analytics continuously to fine-tune production strategies.