



TITLE

# Analysing Movie Trends:

What Films Perform Best at the Box Office?

DATE

GROUP

PHASE

04/04/2025

#6

#2



# What is the Problem?

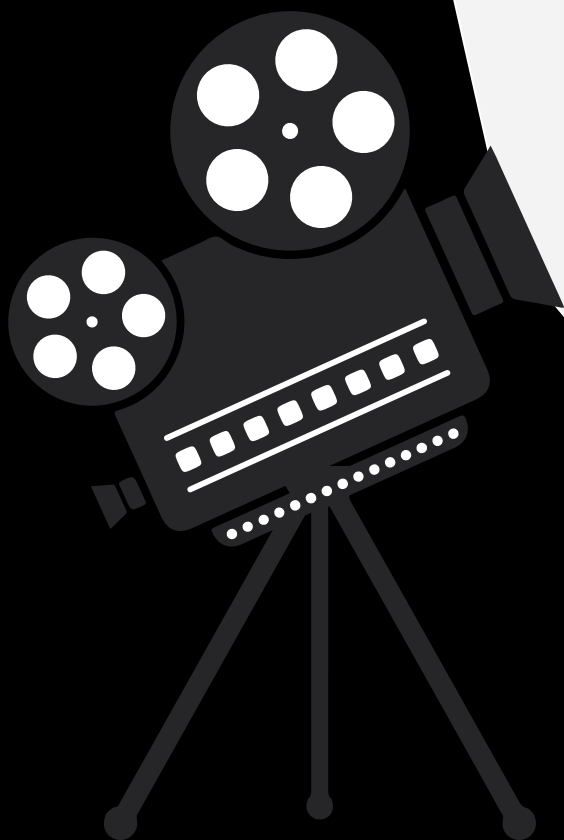


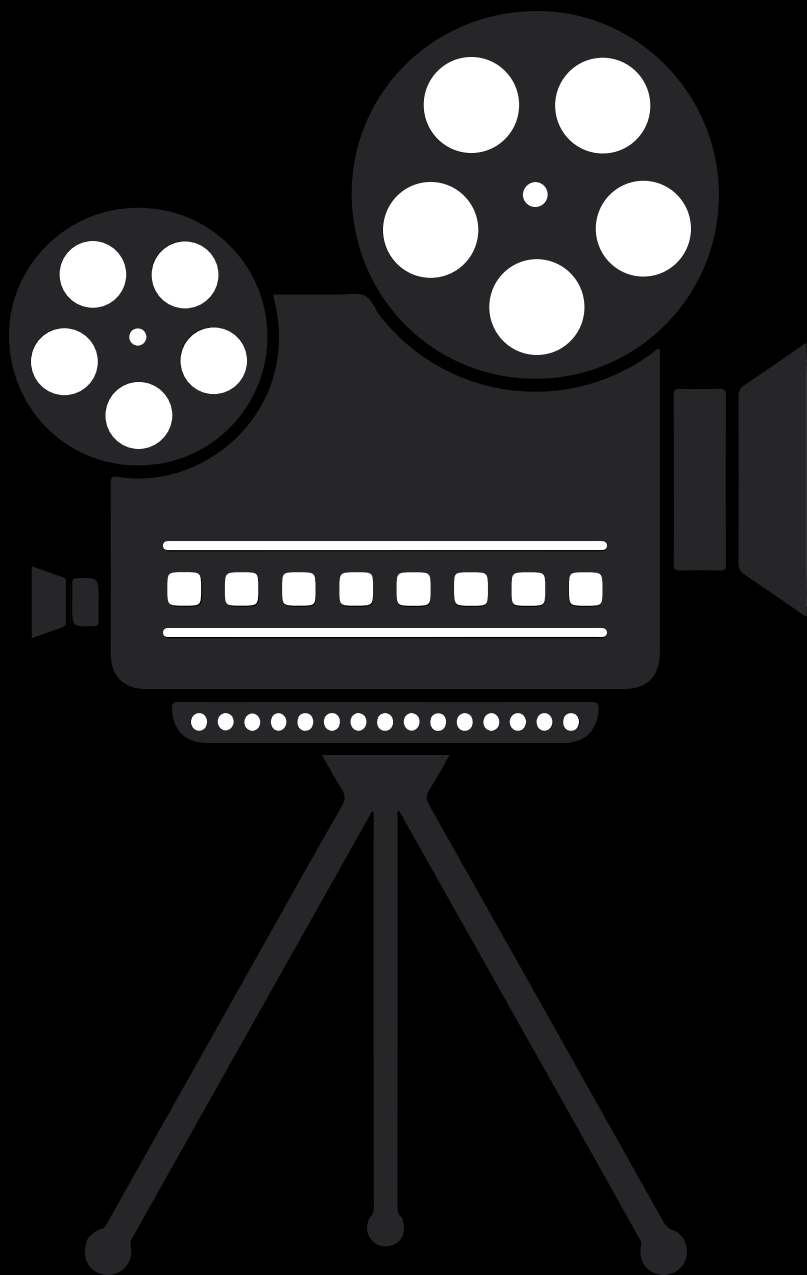
Movie studios invest millions, but revenue is unpredictable!







## Challenges:

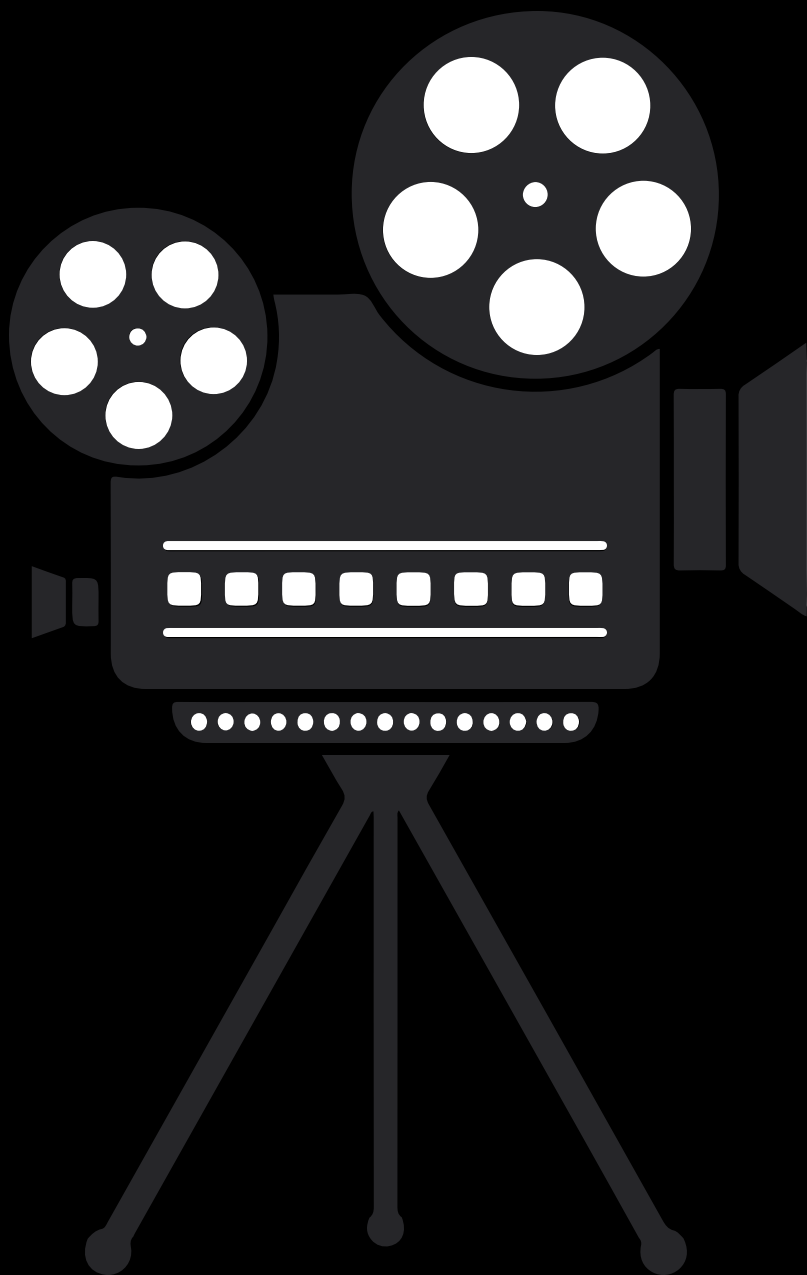
- ◆ Uncertain Box Office Performance
- ◆ Lack of Data-Driven Decision Making
- ◆ Misallocation of Budgets





# What questions are we answering?

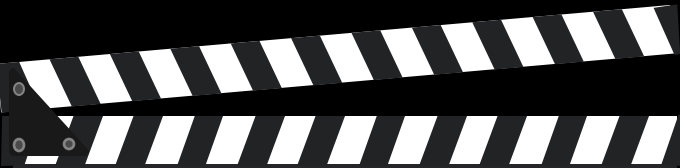
-  Which genre generates the **highest revenue**?
-  How do production budgets impact **profitability**?
-  What **trends** exist in audience preferences over time?
-  How does **critical reception** correlate with box office performance?



# Data Analysis

- We merged two datasets from **IMDB** and **The Numbers**
- Data Structure:
  - **Movie Budgets & Revenue** – Production budgets, domestic & worldwide gross earnings.
  - **Movie Metadata** – Genre, language, popularity, runtime and ratings
- Analysis was done using the **Python** language

# As per the Analysis



**90-150  
minutes**

- Runtime sweetspot



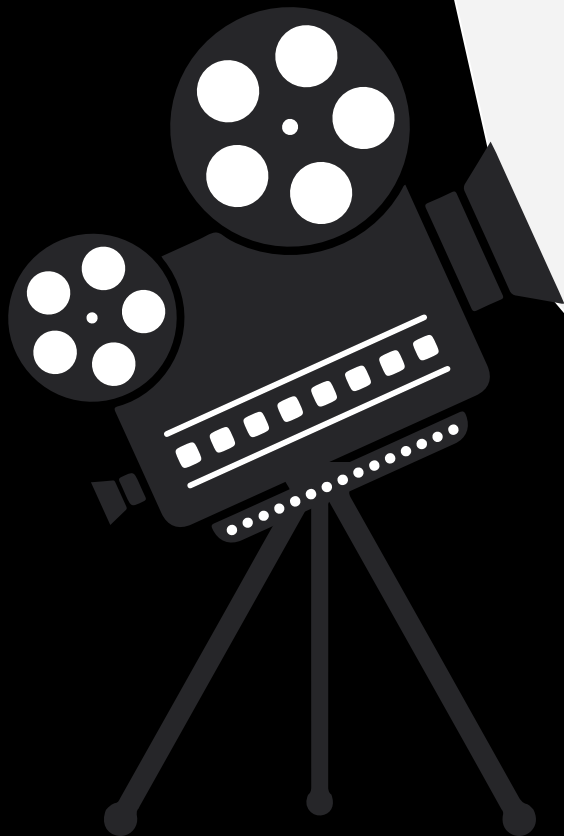
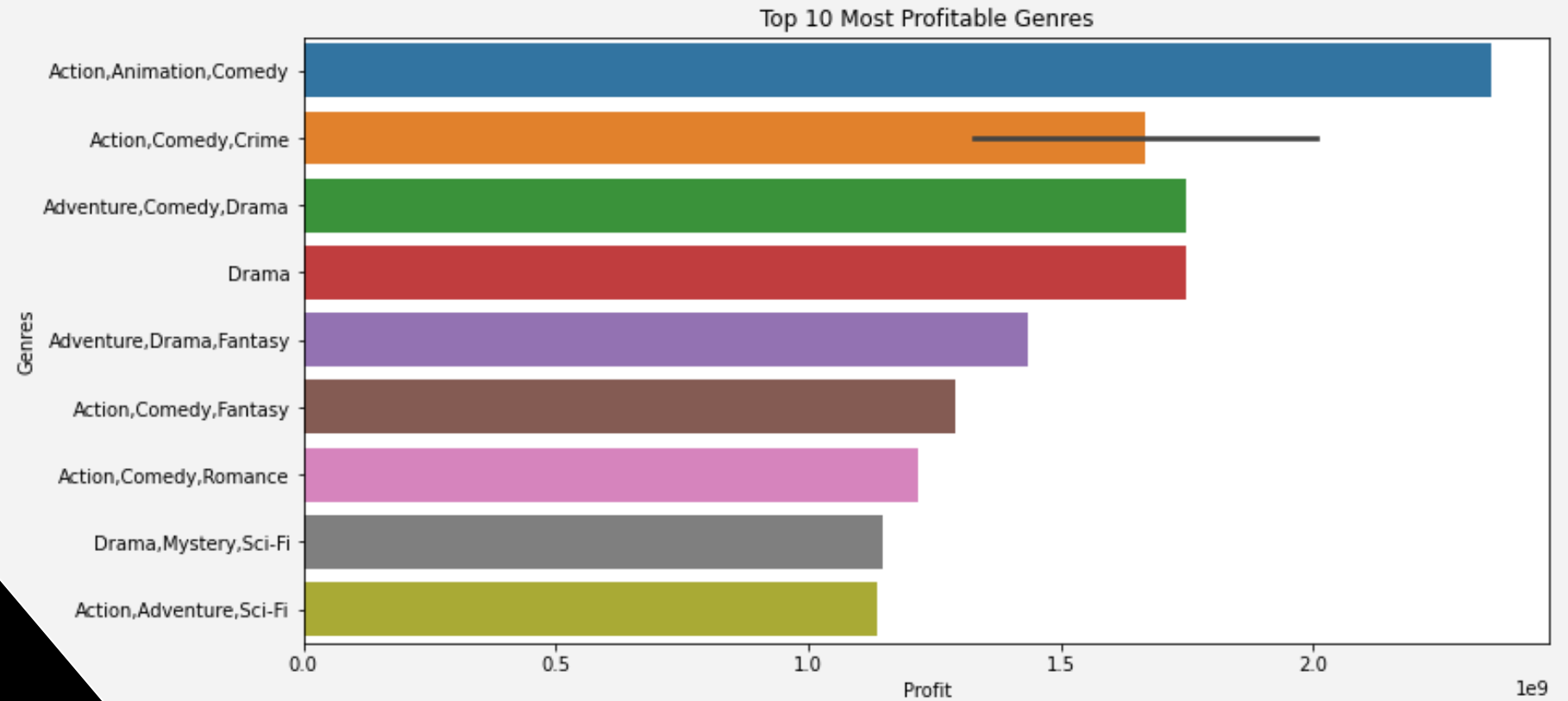
**\$23.74B**

- Drama is the most profitable

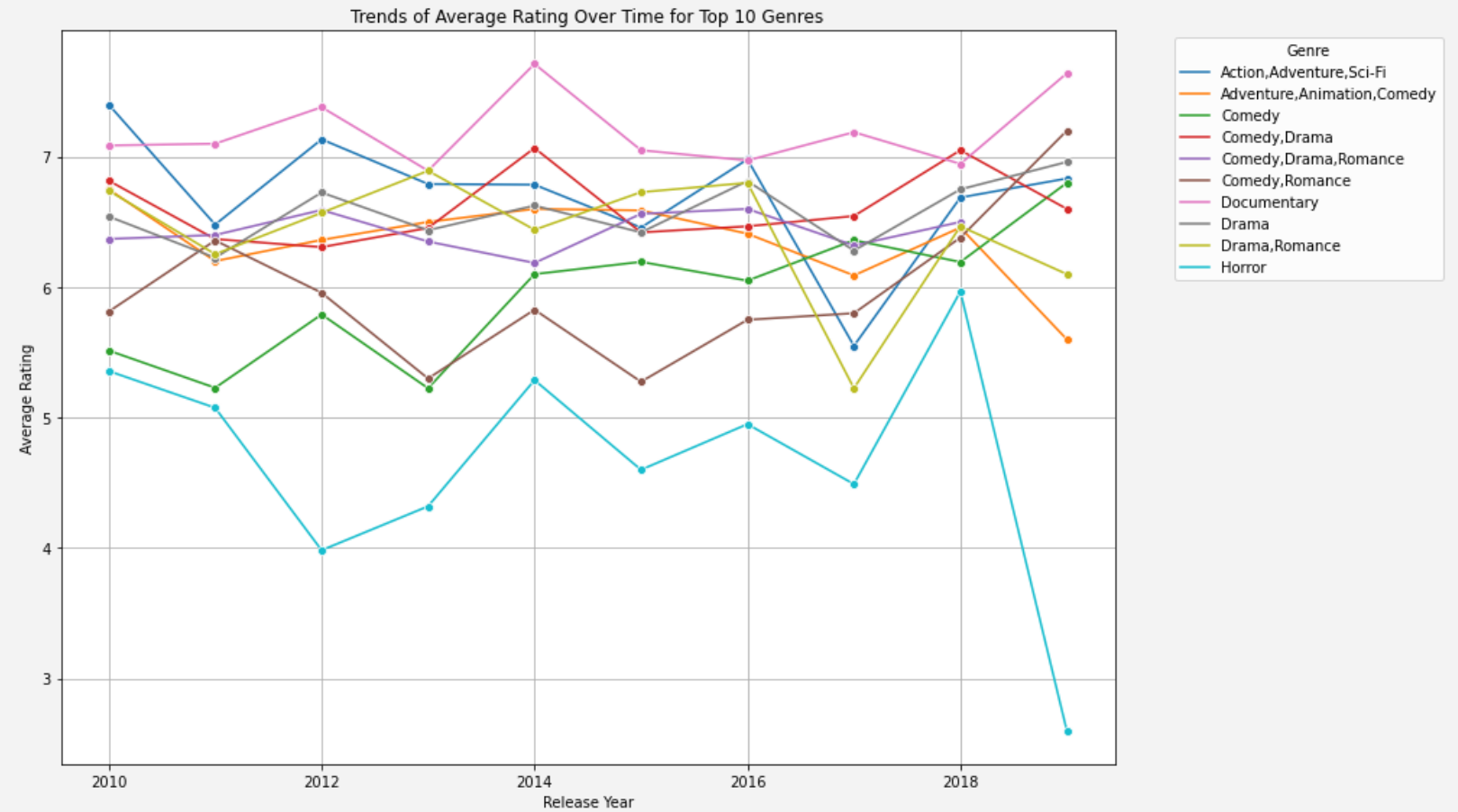


- Bigger budgets, bigger earnings

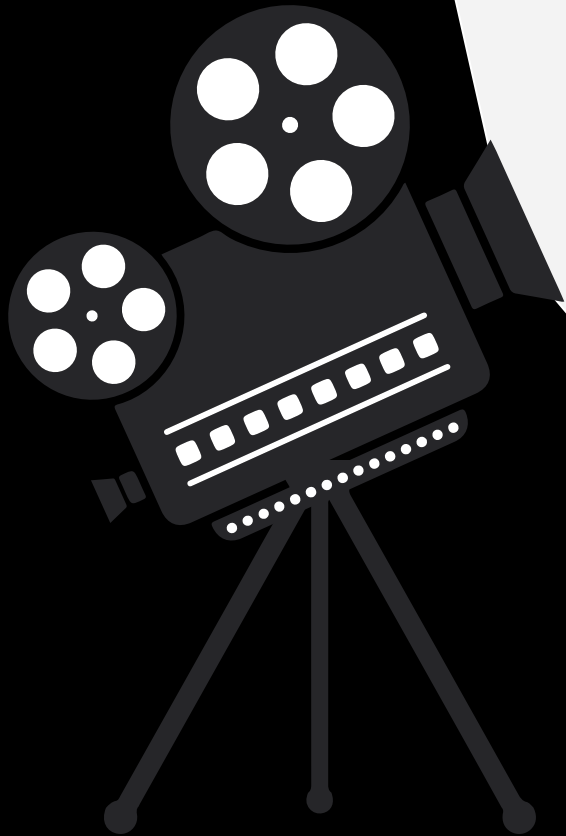
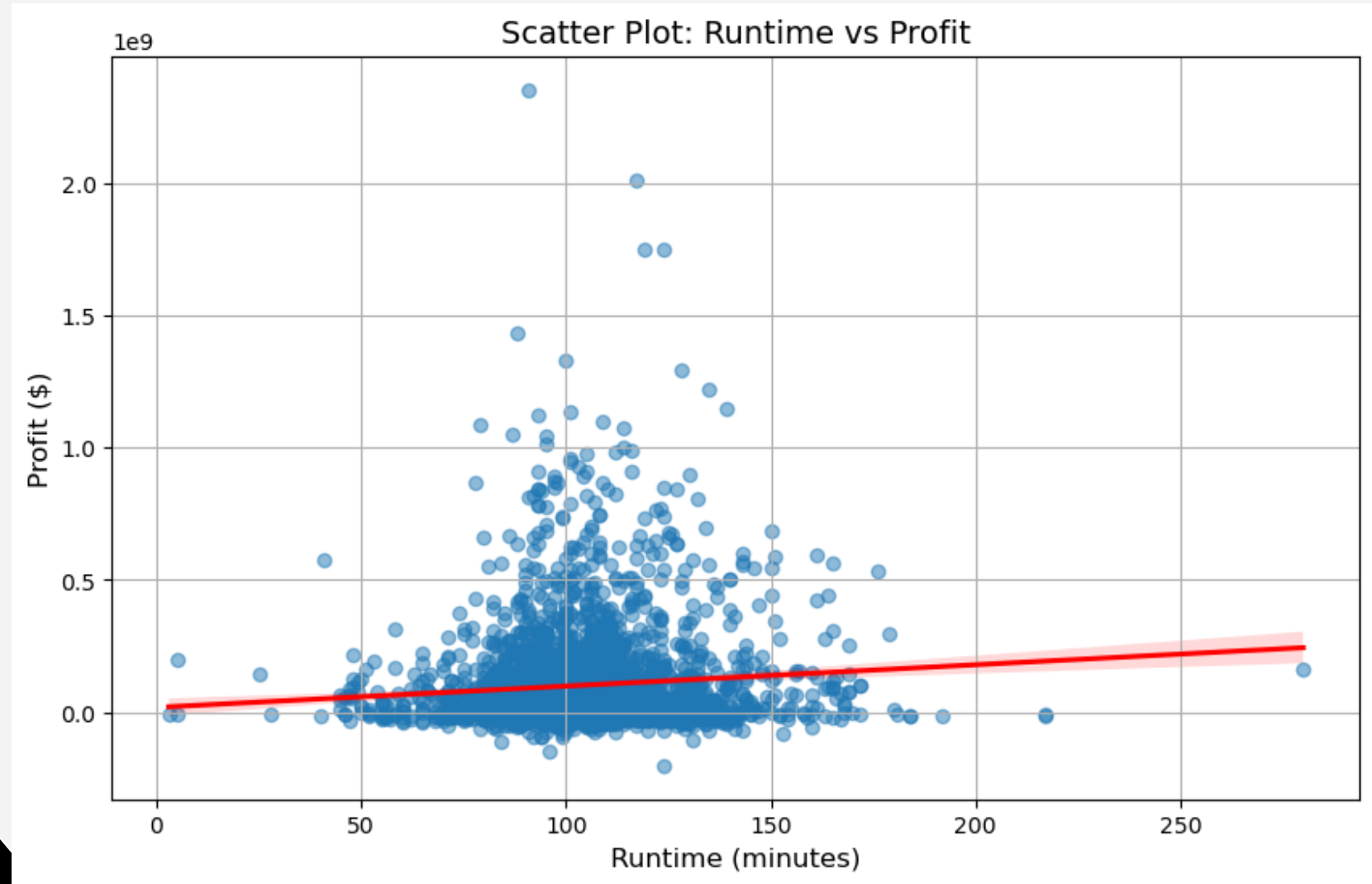
Here we can see the most profitable genre combination categories:



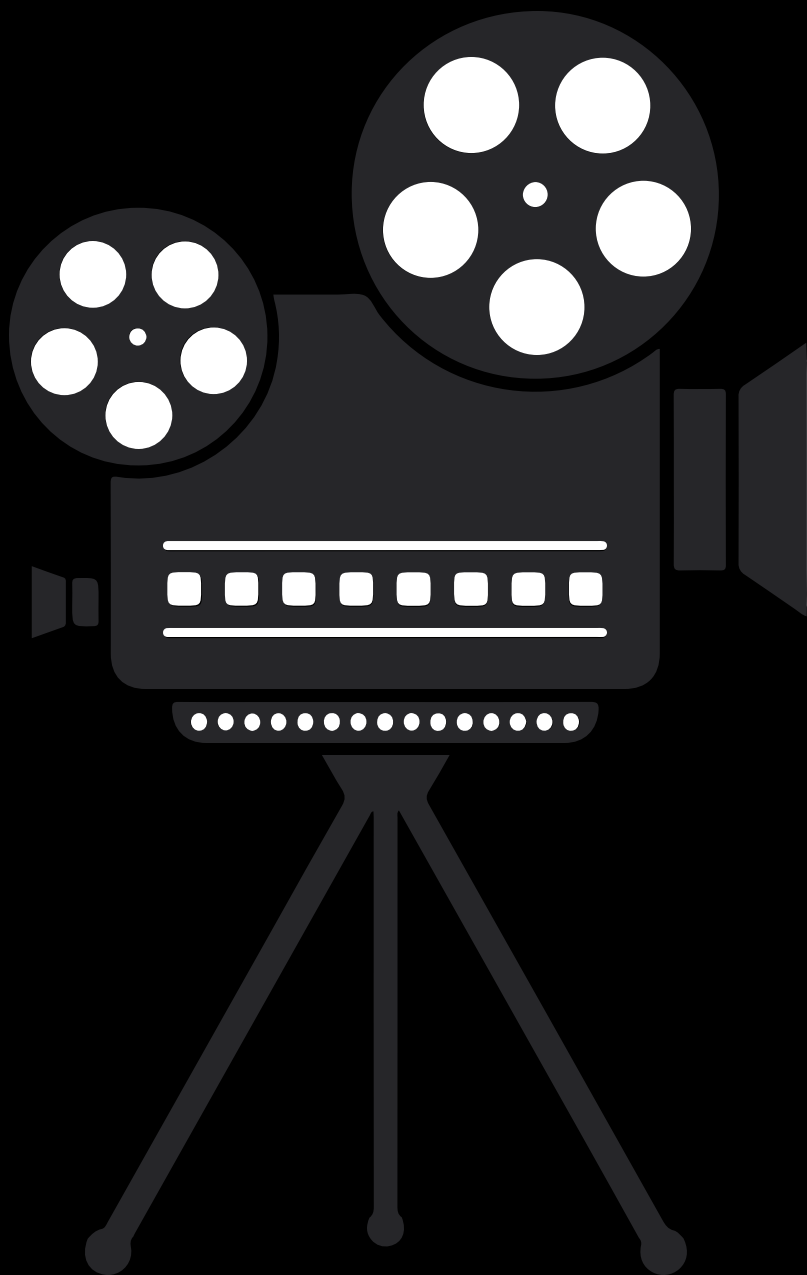
We looked the trends of the top 10 genre categories over the last 20 years:



We checked for a relationship between runtime and profitability:







## Business Recommendations:

- 🎯 Smart Budgeting for Maximum ROI
- 🎥 Diversify Investments
- 🎬 Optimize Movie Runtime for Maximum Profit
- 🦄 Genre Optimization & Market Trends
- ⭐ Beyond Budget: Marketing & Star Power Matter
- 🕒 Timing is Everything
- 🔬 Future Research & Model Refinement



# Next Steps

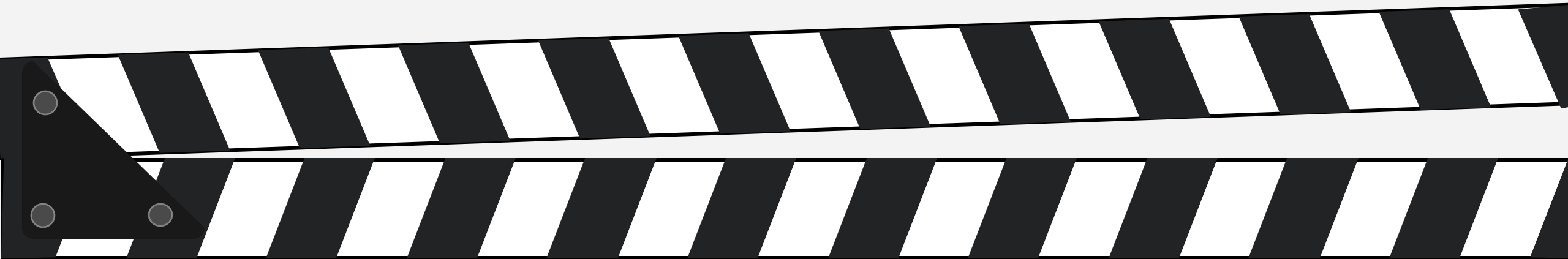
- Refine Predictive Models.
- Genre & Budget Strategy Implementation.
- Strategic Marketing & Release Planning.
- Further Market & Audience Analysis
- Actionable Business Implementation

A graphic of a clapperboard with a black and white striped pattern. A white bar across the top contains the word "Clapperboard" in a light gray, sans-serif font. The clapperboard is tilted slightly to the right.

Questions?

# COMPILED BY:

- Charity
- Jabes
- Makena
- Paul





Thank you!