

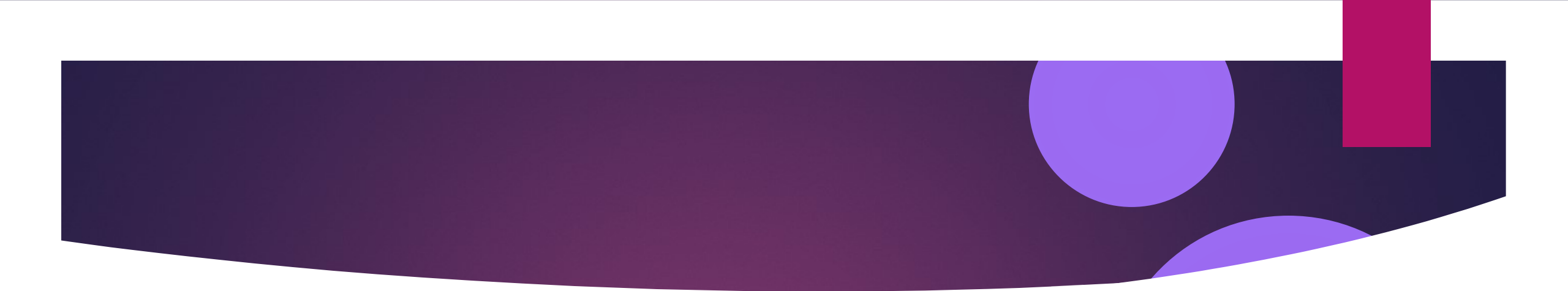


Exploring Box Office Success for Our New Movie Studio

DATA-DRIVEN INSIGHTS AND RECOMMENDATIONS

Introduction

- ▶ Our company now sees all the big companies creating original video content and We want to get in on the fun.
- ▶ We have decided to create a new movie studio, but we don't know anything about creating movies.
- ▶ I'm charged with exploring what types of films are currently doing the best at the box office.
- ▶ I must then translate those findings into actionable insights that the head of our company's new movie studio can use to help decide what type of films to create

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- ▶ The film industry, once driven primarily by intuition and gut feelings, is undergoing a dramatic transformation.
 - ▶ Data is emerging as a powerful tool that is reshaping how movies are made, marketed, and distributed. Here's why data-driven decision making is crucial:

Goal

- ▶ Provide actionable insights to guide our new movie studio's strategy
- ▶ Help to save costs by engaging on the recent trending movies
- ▶ Find the most liked and loved movies
- ▶ Find the most produced movies with the above average ratings

Objective: Provide data-driven recommendations on movie genres, languages, ratings, and other factors to guide the studio's production strategy.

Data Sources

- ▶ Box Office
- ▶ Mojo
- ▶ IMDB
- ▶ Rotten Tomatoes
- ▶ TheMovieDB
- ▶ The Numbers

Data Preparation

- ▶ The data was firstly loaded into python and used the necessary libraries such as, numpy, matplotlib
- ▶ The data was then cleaned by handling missing values, handling outliers as well, convert the data types to its rightful type
- ▶ Ensured data consistency across sources

Descriptive Statistics

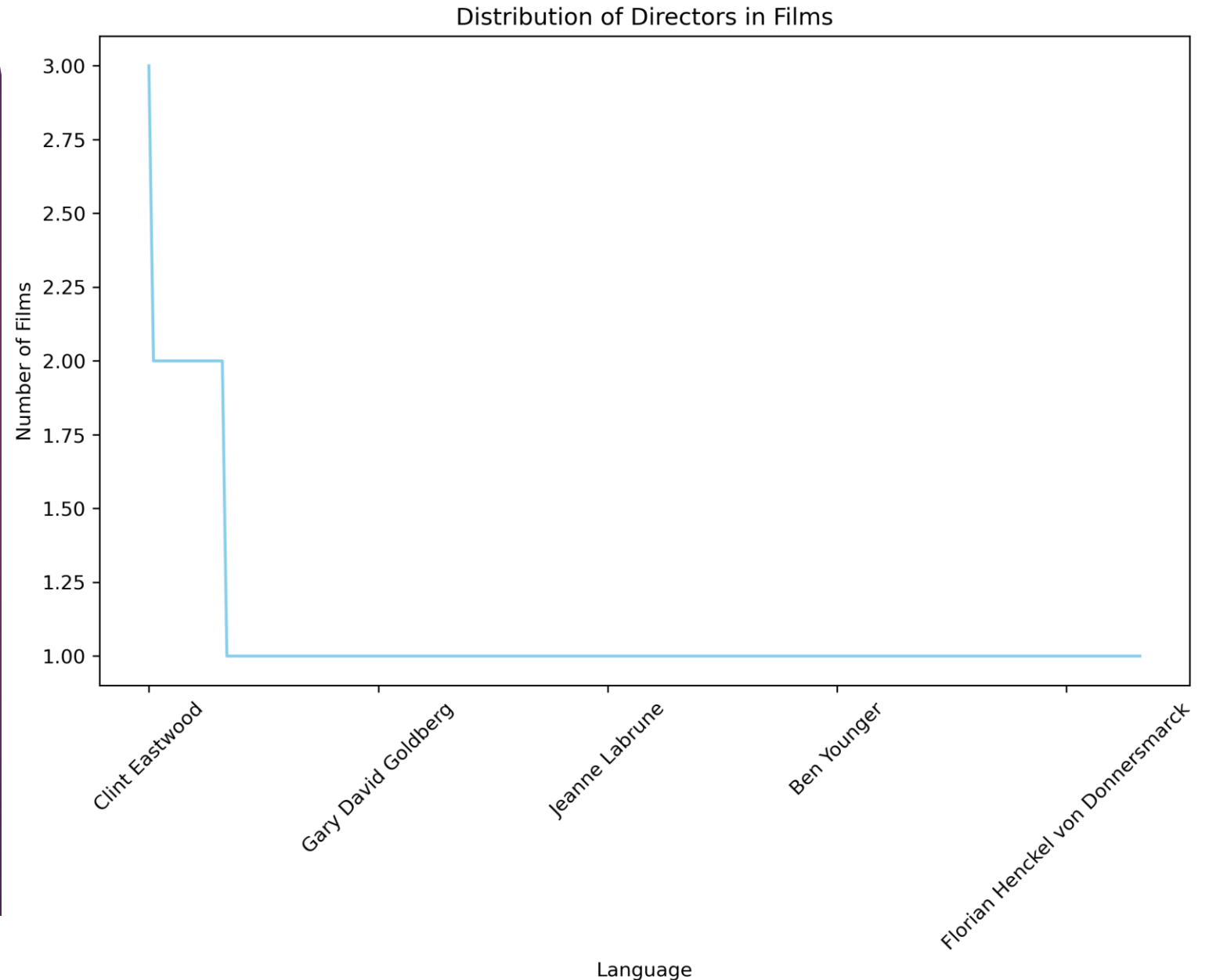
- ▶ In this data set we used exploratory analysis with the following steps:
 1. **Data Collection** - we collected data from various sources and loaded it into a suitable format for analysis using pandas
 - ▶ 2. **Data Cleaning**: we handled missing values, corrected data types, removed duplicates, addressed outliers
 - ▶ 3. **Data Transformation**:
 - ▶ 4. **Descriptive Statistics**: Calculated summary statistics (mean, median, mode, standard deviation, variance) and examined the distribution of variables.
 - ▶ 5. **Data Visualization**: We created plots to visualize data distributions and relationships

WHAT IS EXPLORATORY STATISTICS

- ▶ Exploratory Statistics, often referred to as Exploratory Data Analysis (EDA), is the process of analyzing data sets to summarize their main characteristics, often with visual methods. The goal is to understand the data, discover patterns, identify anomalies, test hypotheses, and check assumptions using a variety of statistical and graphical techniques.

DIRECTOR FINDINGS

Collaborate with directors like Clint Eastwood who have a proven track record of producing successful movies. Give opportunities to directors like Kevin Smith to bring fresh and unique perspectives to the studio's portfolio

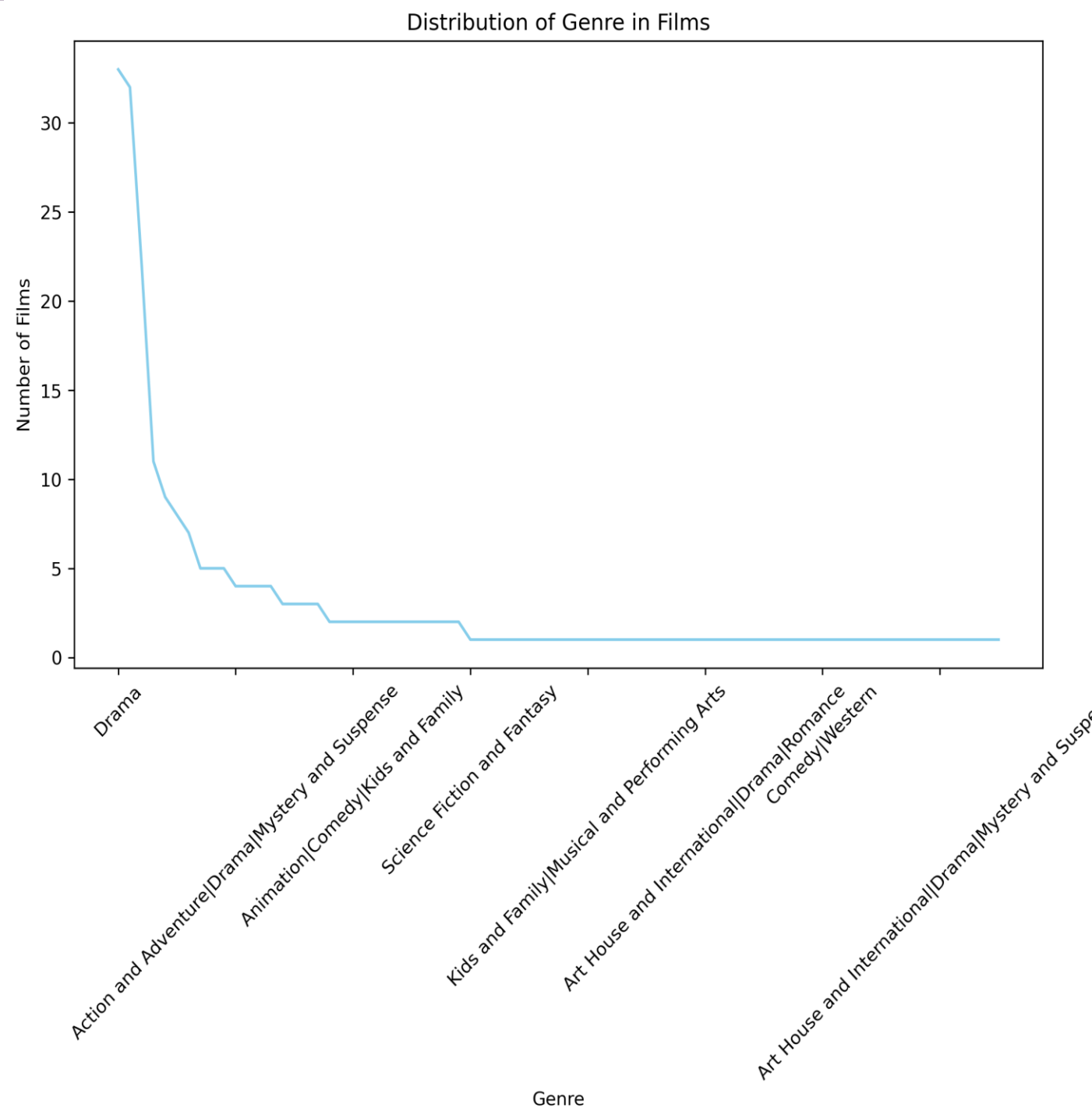


GENRE FINDINGS

MOST PRODUCED :Drama

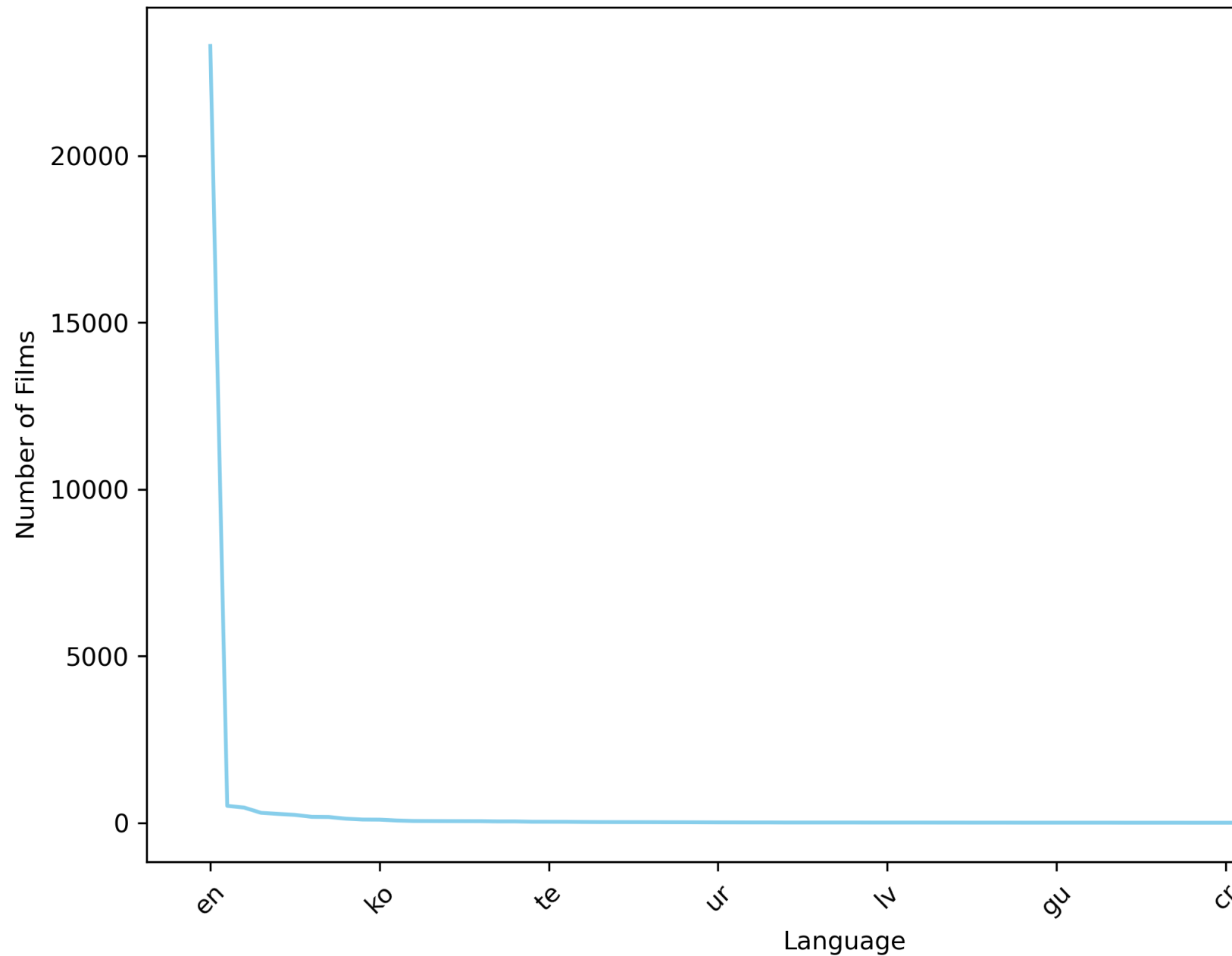
LEAST PRODUCED: Science Fiction and Fantasy

We got the genre produced which is Drama and least being science fiction and fantasy



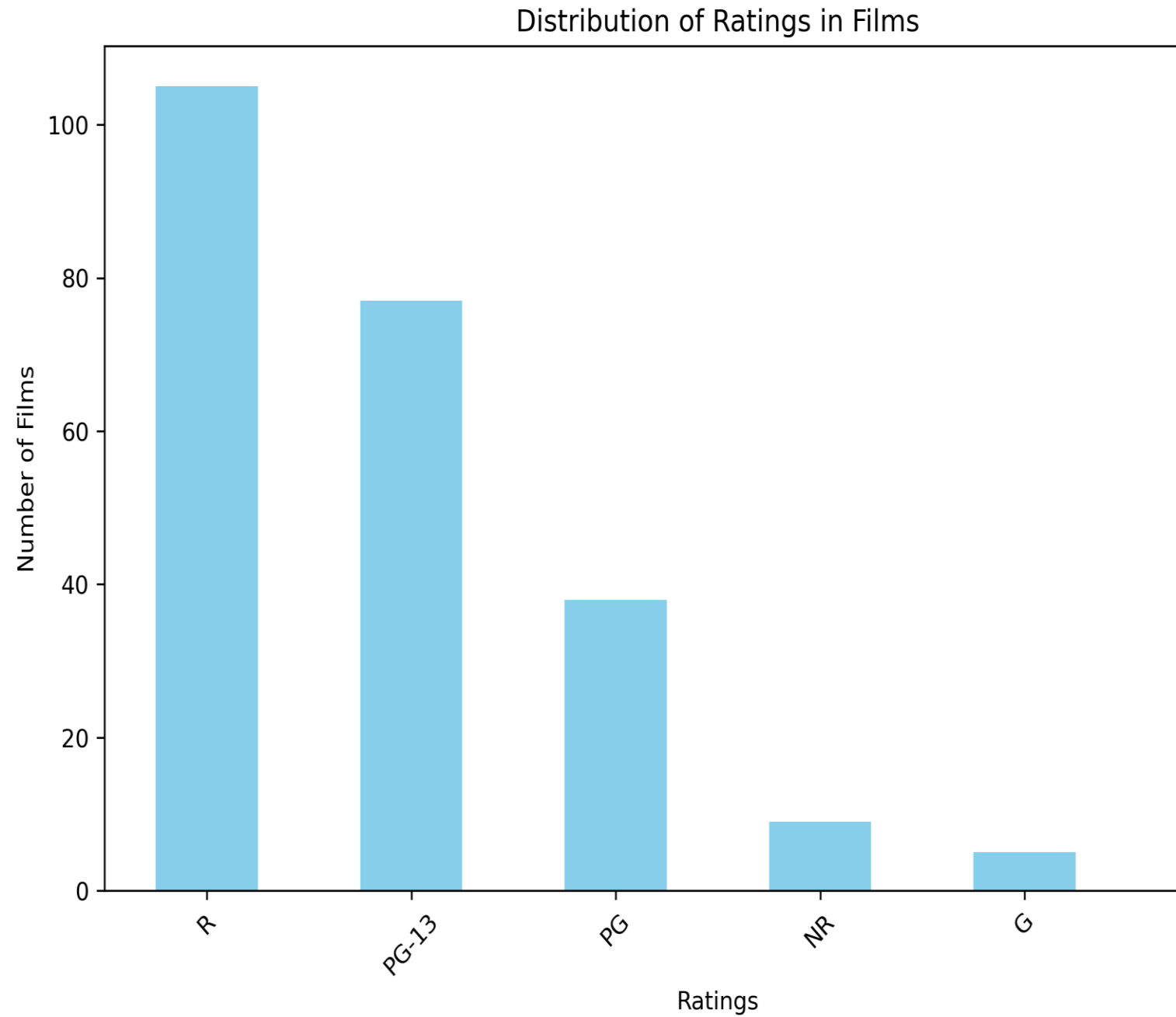
LANGUAGES FINDINGS

We got the movies languages to get The most used language in movies is English while the least is ha



RATINGS FINDINGS

We got the most ratings which most people used which is R moves and the least ratings is NC17



AVERAGE RUNTIME

101.96858974358975 The
average mean runtime is 102
minutes which affects the
viewers attention span

ESTs17

POPULARITY IN THE MARKET

We opted to check the popularities of every data to get the most trending films

1. We got the movies languages to get The most used language in movies is English while the least is ha
2. R NC17 We got the most ratings which most people used which is R moves and the least ratings is NC
3. Drama Science Fiction and Fantasy We got the genre produced which is Drama and least being comedy musical and performing ar
4. Clint Eastwood Kevin Smith DIRECTOR WITH THE MOST AND LEAST PRODUCED MOVI
5. 101.96858974358975 The average mean runtime is 102 minutes which affects the viewers attention spanEs17

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BUSINESS RECOMMENDATIONS

HERE ARE SOME OF OUR RECOMMENDATIONS BASED ON OUR DERIVED DATA



DIRECTOR RECOMMENDATION

Clint Eastwood

Kevin Smith

DIRECTOR WITH THE MOST AND LEAST PRODUCED MOVIES

RECOMMENDATION: Collaborate with directors like Clint Eastwood who have a proven track record of producing successful movies. Give opportunities to directors like Kevin Smith to bring fresh and unique perspectives to the studio's portfolio.

LANGUAGE RECOMMENDATIONS

Market Trends:

Most Used Language: This indicates the language most commonly used in films, which might suggest a dominant market or audience preference. , English is the most used language, it means that films in English dominate the industry, possibly due to larger global reach or higher production volume.

Recommendation: Consider the language trends when planning content. If the most used language is prevalent, the studio might want to focus on producing content in that language to reach a wider audience. Conversely, the least used language could represent an opportunity to tap into a niche market. Language Strategy:

Focus on producing movies in English to cater to the largest audience base. Explore niche markets by creating content in less common languages like Hausa, which could have untapped potential.

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RUNTIME RECOMMENDATIONS

Aim to produce movies with runtimes around 102 minutes to maintain viewer engagement without causing fatigue. Consider the genre and target audience when deciding on the movie length to optimize viewer satisfaction.

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GENRE RECOMMENDATIONS

Continue to produce Drama movies as they are the most popular genre. Experiment with Comedy, Musical, and Performing Arts genres to diversify offerings and attract different audience segments.

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RATINGS RECOMMENDATION

Invest in producing R-rated movies as they have the highest audience demand. Consider the potential market for NC-17 rated movies, but be cautious due to their limited audience.



Next Steps

Data Validation: Further validate findings with additional data. Pilot

Production: Start with a few pilot projects based on recommendations.

Market Analysis: Continuously monitor market trends and adjust strategies

A decorative header banner with a dark purple background. It features several overlapping circles and semi-circles in shades of purple and pink. The text "THANKYOU" is centered in white, uppercase letters.

THANKYOU

Q/A
AND FEEDBACK



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