

Movie Success Analysis

Guiding Data-Driven Decisions for Our New Studio

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Overview

Goal:

- ▶ Identify key factors that drive box office success to guide our studio's production strategy.

Approach:

- ▶ Analyze 3,000+ films (2010-2019) from **Box Office Mojo** and **IMDB**.
- ▶ Explore relationships among **genres, runtimes, audience ratings, and studio performance**.

Outcome: Adventure and Action films with strong audience approval and 90-130-minute runtimes consistently perform best.

Business Understanding

- ▶ **Background:**
The entertainment market is shifting rapidly as streaming and global distribution expand.
- ▶ Our company seeks to enter film production with a clear understanding of what makes a movie profitable.
- ▶ **Business Problem:**
We lack insights into which types of films perform best commercially.
- ▶ **Goal:**
Use data analysis to support smart investment and creative decisions.

Data Understanding

Sources:

- ▶ **Box Office Mojo:** revenue (domestic + international).
- ▶ **IMDB:** movie genres, runtimes, ratings, votes, and release years.

Key Variables:

- ▶ domestic_gross, foreign_gross → movie earnings
- ▶ averagerating, numvotes → audience response
- ▶ runtime_minutes, genres, studio → production traits

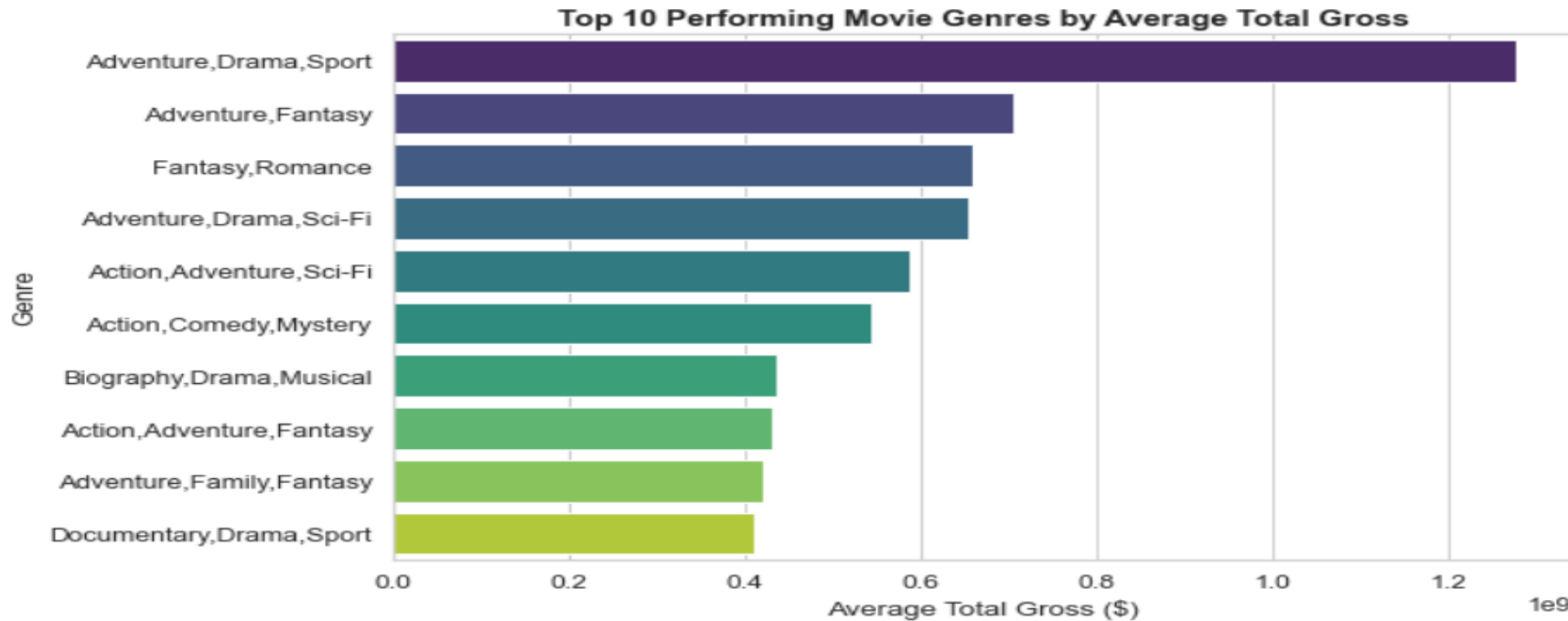
Why These Data:

They connect what audiences see and rate with how films perform financially.

Data Analysis Approach

- ▶ While analysis was done using **Python (pandas, matplotlib, seaborn, SQLite)**, the focus is on *interpreting insights*, not the code.
We explored:
- ▶ **Genre performance** — which categories earn the most.
- ▶ **Ratings impact** — does audience approval predict earnings?
- ▶ **Runtime correlation** — is there an optimal length?

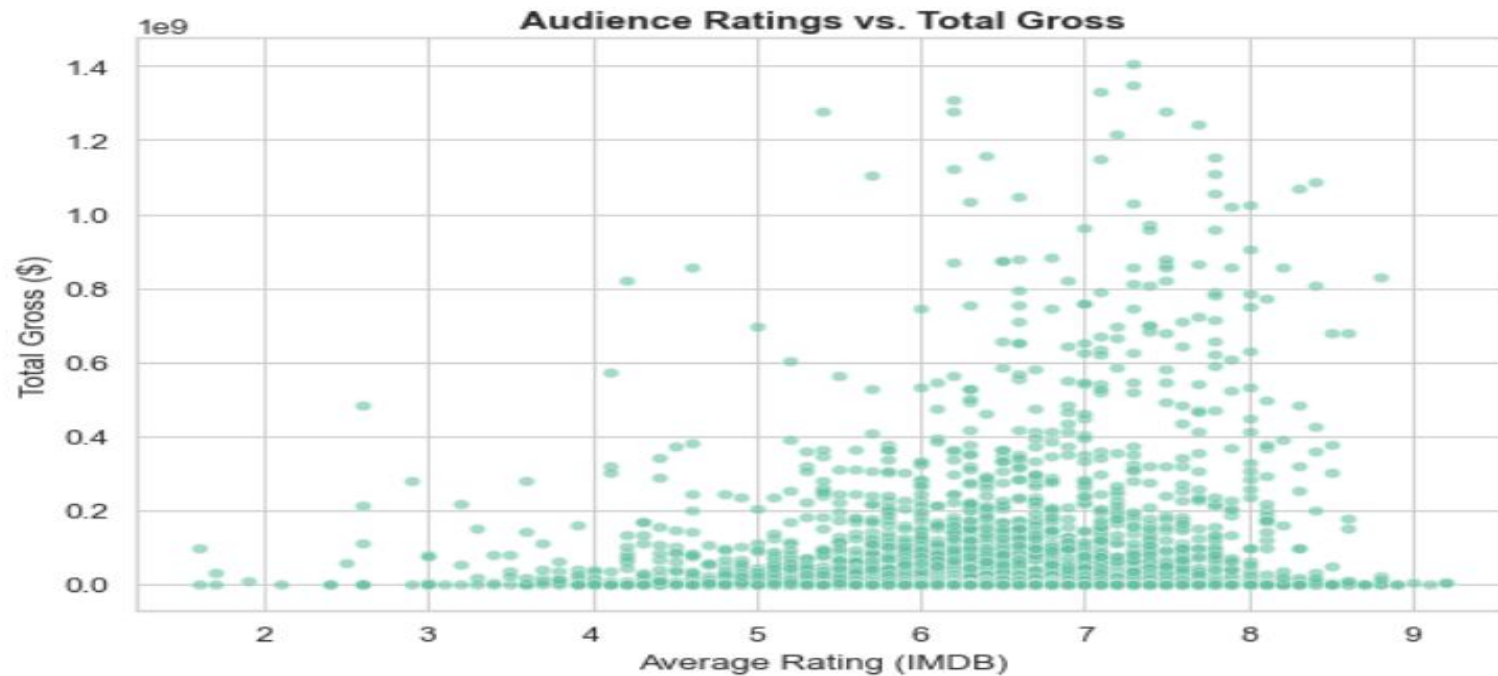
Top Performing Genres



Insight: Adventure and Action-based genres dominate global box-office revenue, especially when combined with Drama or Fantasy.

Business Implication: Invest in visually engaging, emotionally rich Adventure-Action hybrids.

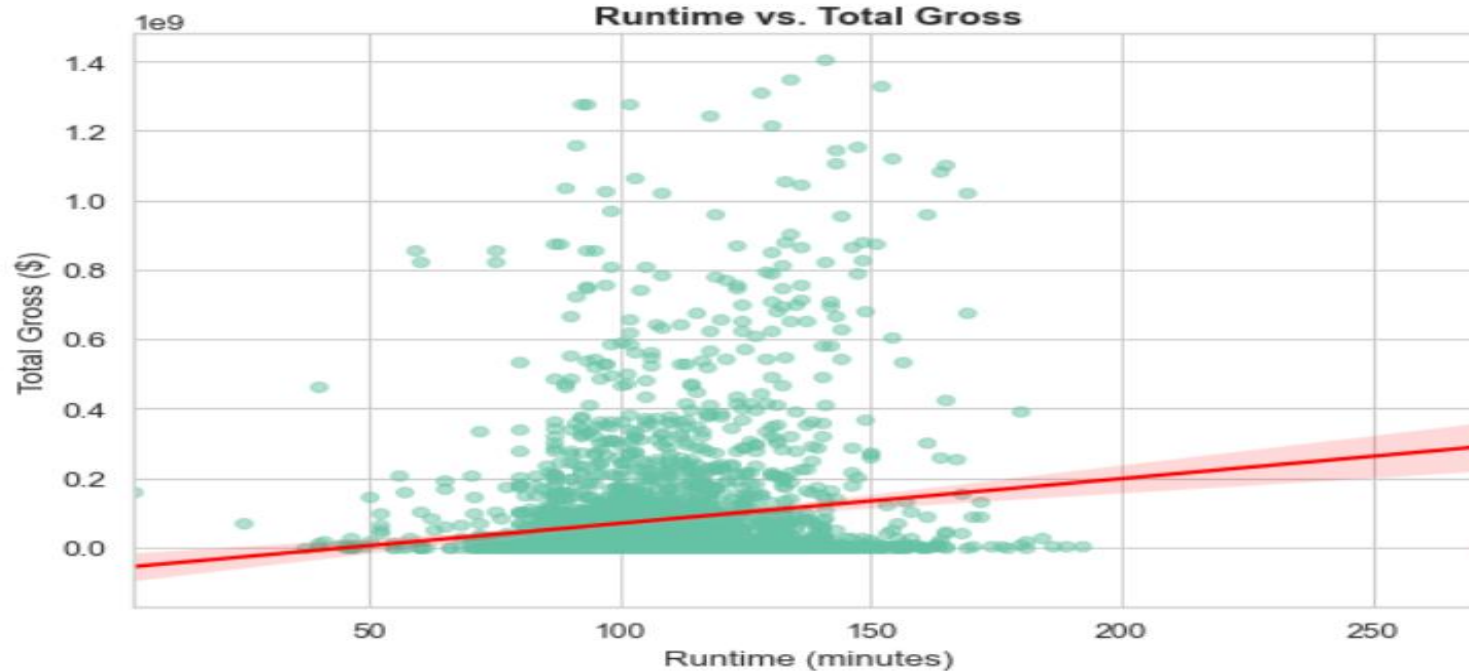
Ratings vs. Box Office



Insight: Movies with IMDB ratings above 6.0 consistently earn higher revenues.

Business Implication: Focus on story quality and audience satisfaction through strong scripts and editing.

Runtime vs. Box Office



Insight: Films between 90-130 minutes perform best, balancing storytelling depth and audience attention.

Business Implication: Maintain optimal runtime; avoid overly short or excessively long productions.

Recommendations

- ▶ Prioritize Profitable Genres: Focus on Adventure, Action, and Fantasy with emotional storytelling.
- ▶ Emphasize Quality: Target IMDb-equivalent ratings ≥ 6.0 through strong writing and production value.
- ▶ Optimize Runtime: Keep films between 90-130 minutes for maximum engagement.
- ▶ Leverage Experience: Collaborate with or hire from top studios (BV, P/DW, WB) to replicate proven success models.

Next Steps

- ▶ Deepen analysis with release timing and budget data.
- ▶ Conduct market testing and audience surveys.
- ▶ Develop predictive models for revenue estimation.
- ▶ Apply insights to select first production slate (3-5 Adventure/Action titles).

Thank You

💬 Questions?

📌 Contact Information Names

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