

Movie Market Analysis Trends, Revenue, and Audience Engagement

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INTRODUCTION

Objective: Examine trends in the movie industry, focusing on revenue generation, audience engagement, and profitability.

Scope: Investigates the influence of language, production budgets, and audience preferences.

BUSINESS UNDERSTANDING

Key Stakeholders:

- Film studios and production companies
- Investors and distributors
- Marketing and research teams

Core Questions:

1. Which languages dominate movie revenue?
2. How do different genres impact audience engagement?
3. What factors influence a movie's financial success?

Data Overview

Sources: Information compiled from industry databases.

Key Metrics Analyzed:

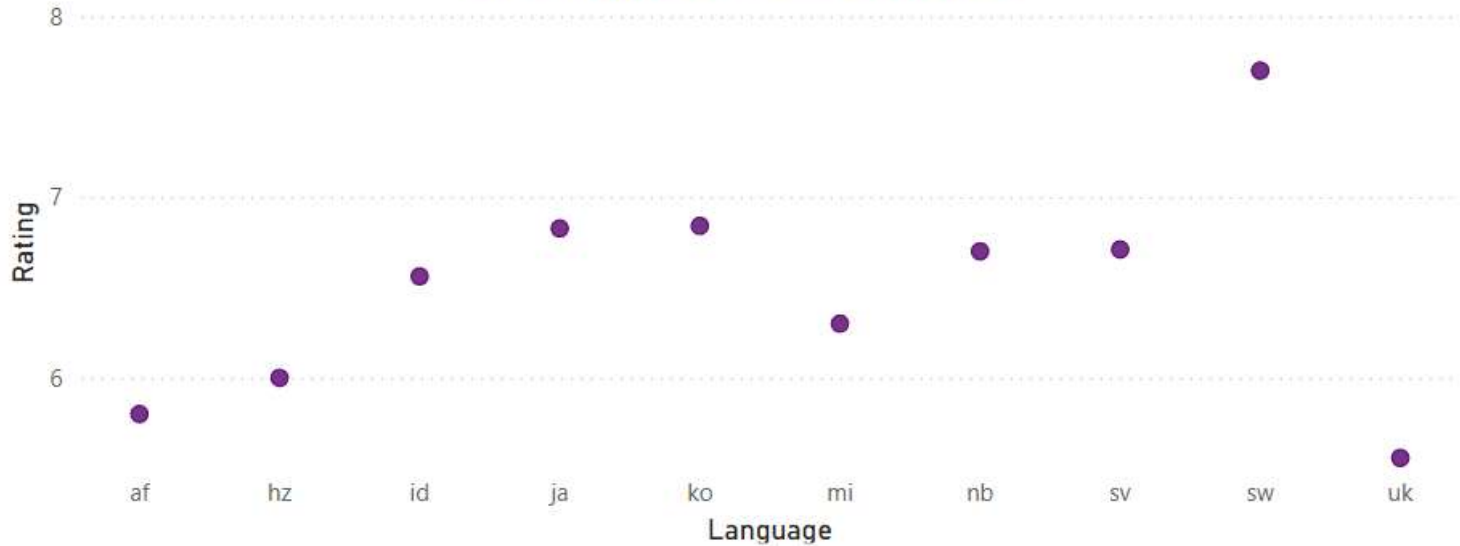
- Movie title, language, revenue (domestic & international), popularity scores, audience ratings, and production budgets.

Language Trends & Market Insights

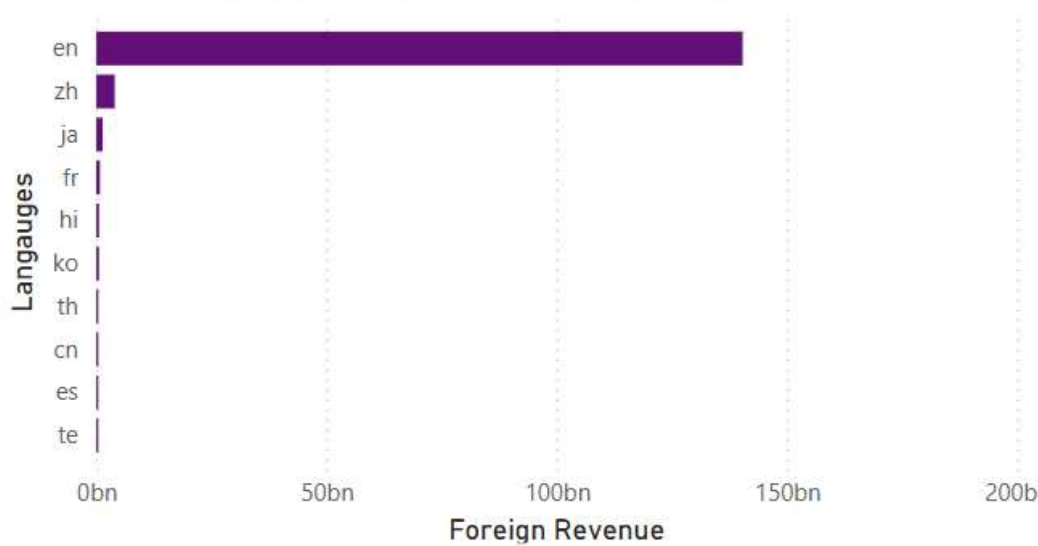
- English-language films generate the highest revenue.
- Non-English films have seen increasing international success.
- Foreign revenue has shown a steady upward trend.

MARKET INSIGHTS & LANGUAGE TRENDS

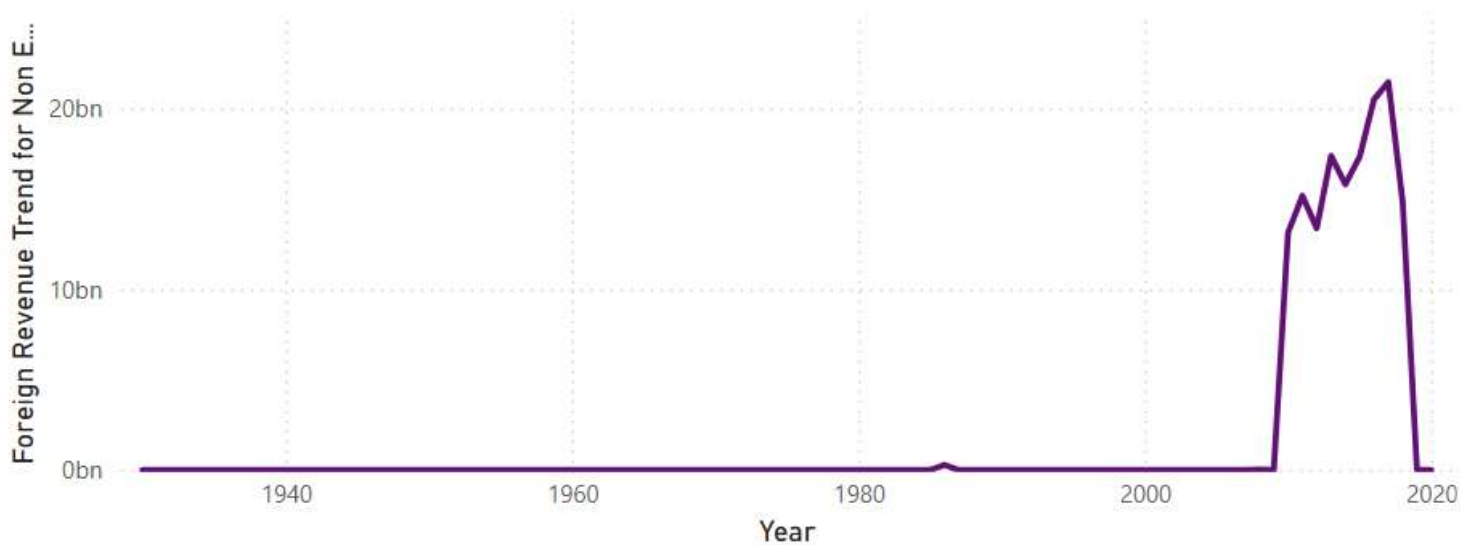
Top 10 Highly Rate Movie Languages



Top 10 Movie Languages with Highest Revenue



Foreign Revenue Trend for Non English Movies by Year

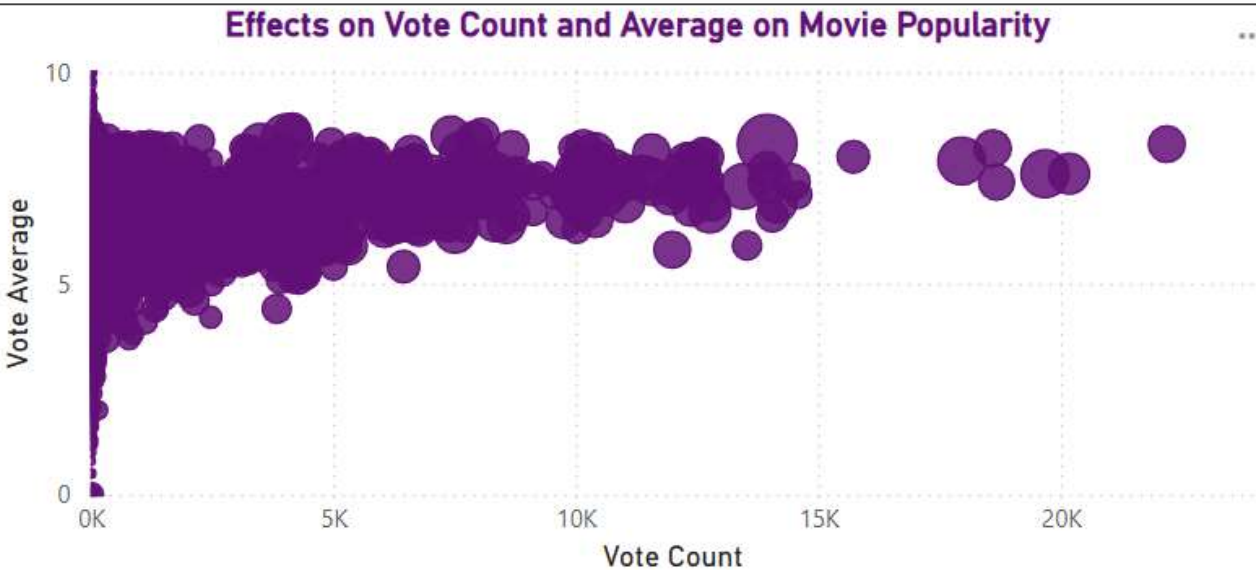
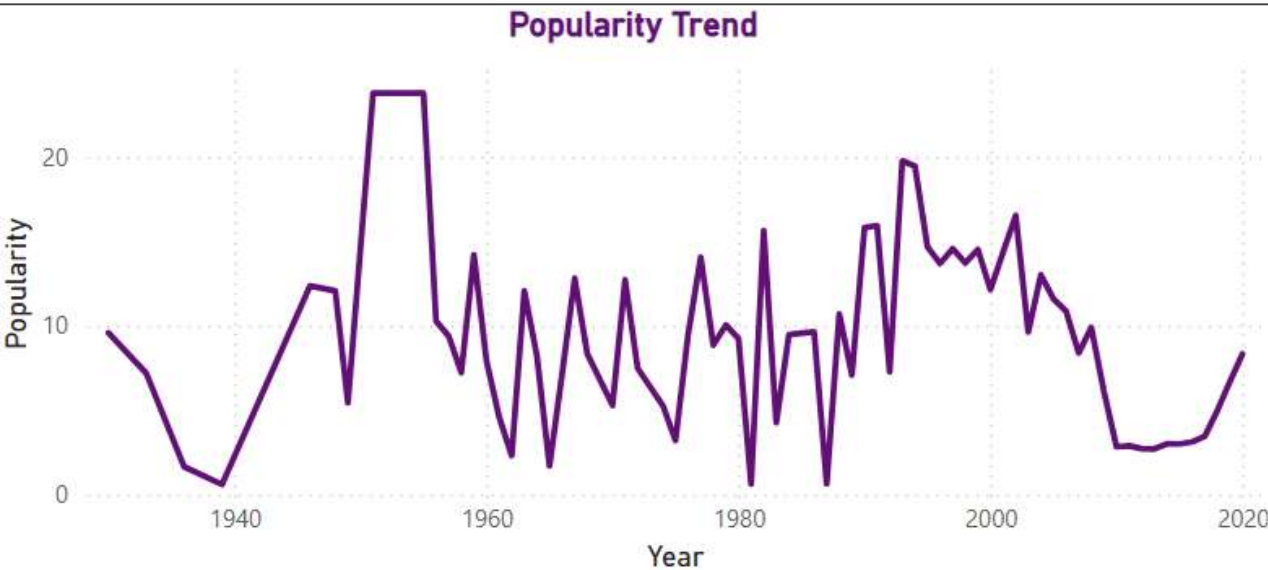


Movie Title	Language	Foreign Gross
Frozen	en	1751400000
Star Wars: The Last Jedi	en	1424800000
Spectre	en	1361200000
Robin Hood	en	1298400000
Black Panther	en	1293800000
Coco	en	1194800000
Moana	en	1183800000
Fantastic Beasts and Where To Find Them	en	1160000000
Jumanji: Welcome to the Jungle	en	1115200000
Thor: Ragnarok	en	1077800000
Total		12861200000

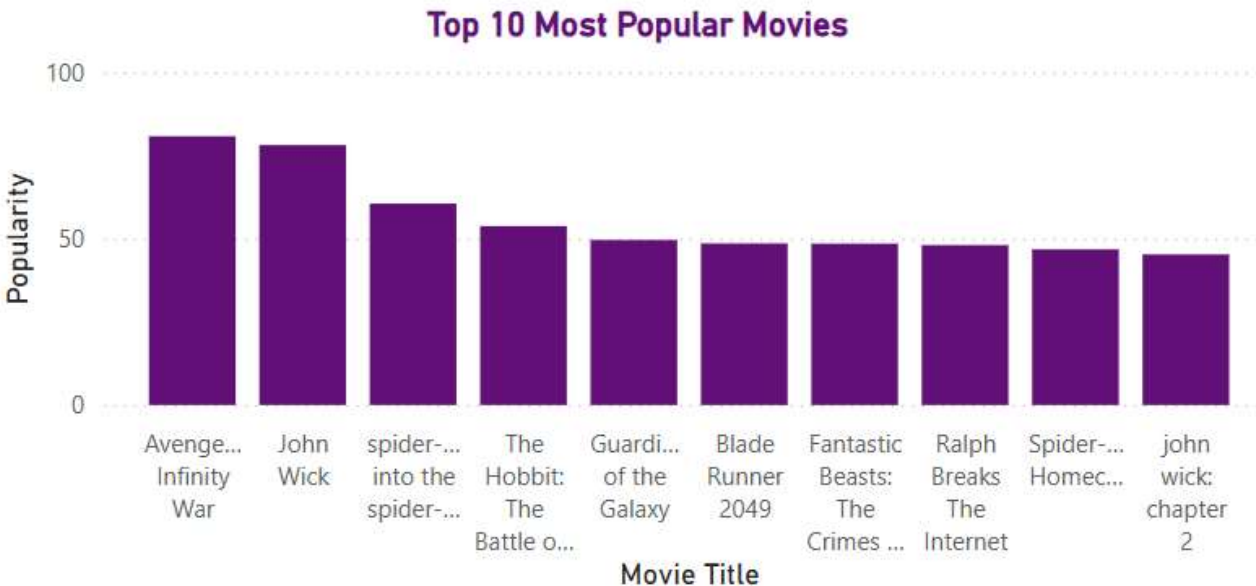
Genre Popularity and Performance

- Audience preferences change over time.
- High vote counts indicate strong audience engagement.
- Examples: *Spider-Man: Into the Spider-Verse*, *Avengers: Infinity War*

GENRE TRENDS, MOVIE PERFORMANCE & RATINGS



Movie Title	Popularity	Vote Average
Spider-Man: Into The Spider-Verse	60.53	8.40
Avengers: Infinity War	80.77	8.30
Guardians of the Galaxy	49.61	7.90
the avengers	50.29	7.60
Blade Runner 2049	48.57	7.40
Spider-Man: Homecoming	46.78	7.40
The Hobbit: The Battle of the Five Armies	53.78	7.30
John Wick	78.12	7.20
Ralph Breaks the Internet	48.06	7.20
Fantastic Beasts: The Crimes of Grindelwald	48.51	6.90
Total	55.32	7.55



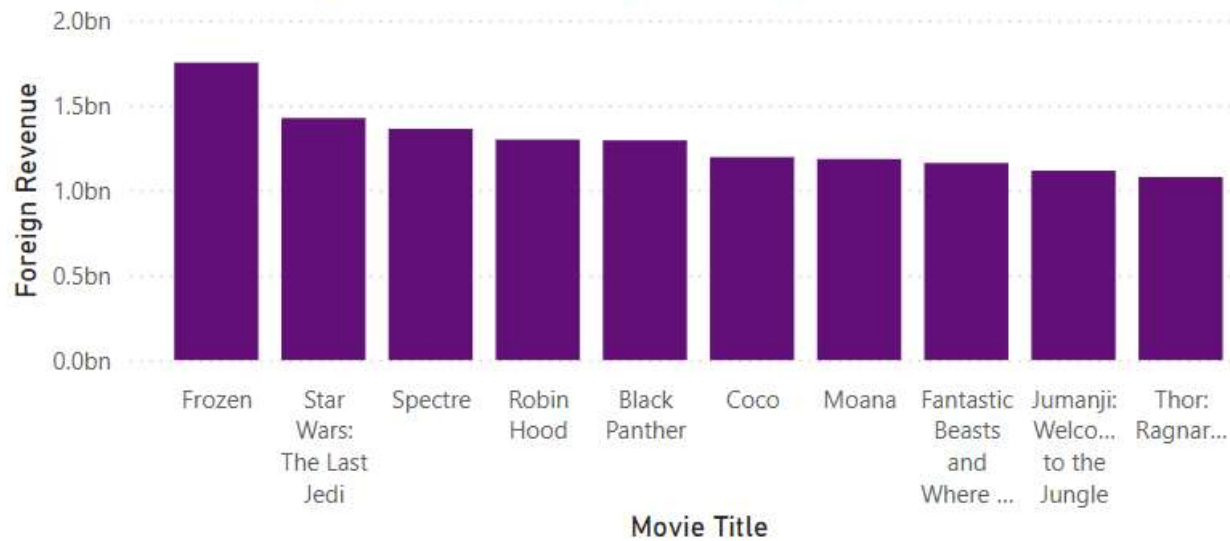
Movie Profitability Analysis

- *Frozen* leads in foreign revenue.
- *Star Wars: The Force Awakens* has the highest domestic earnings.
- Larger production budgets often correlate with greater financial returns.

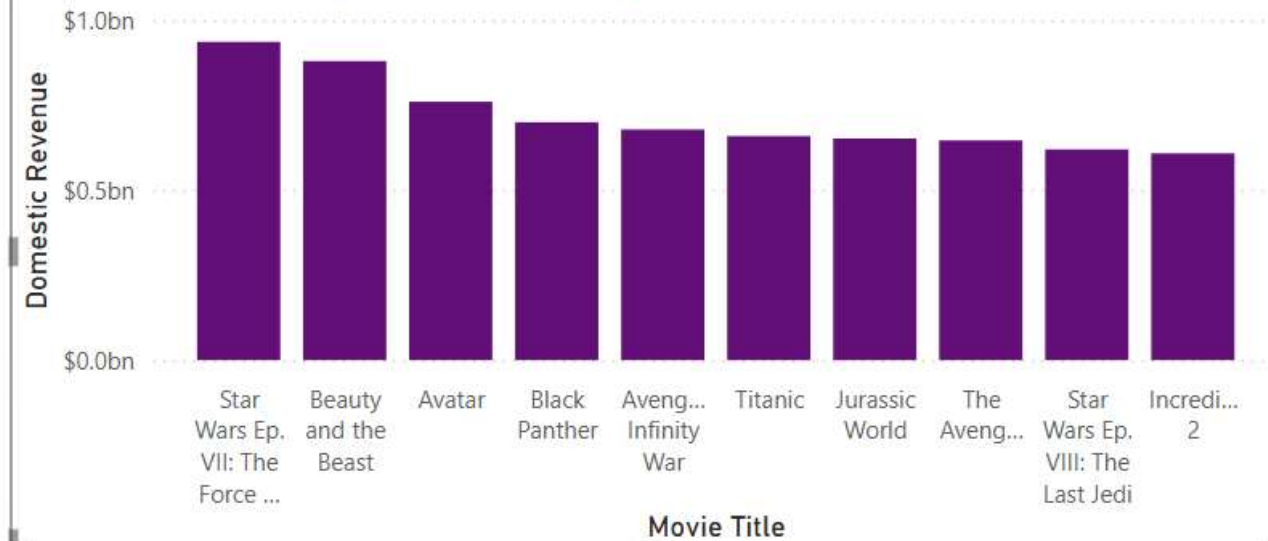
MOVIE PROFITABILITY ANALYSIS



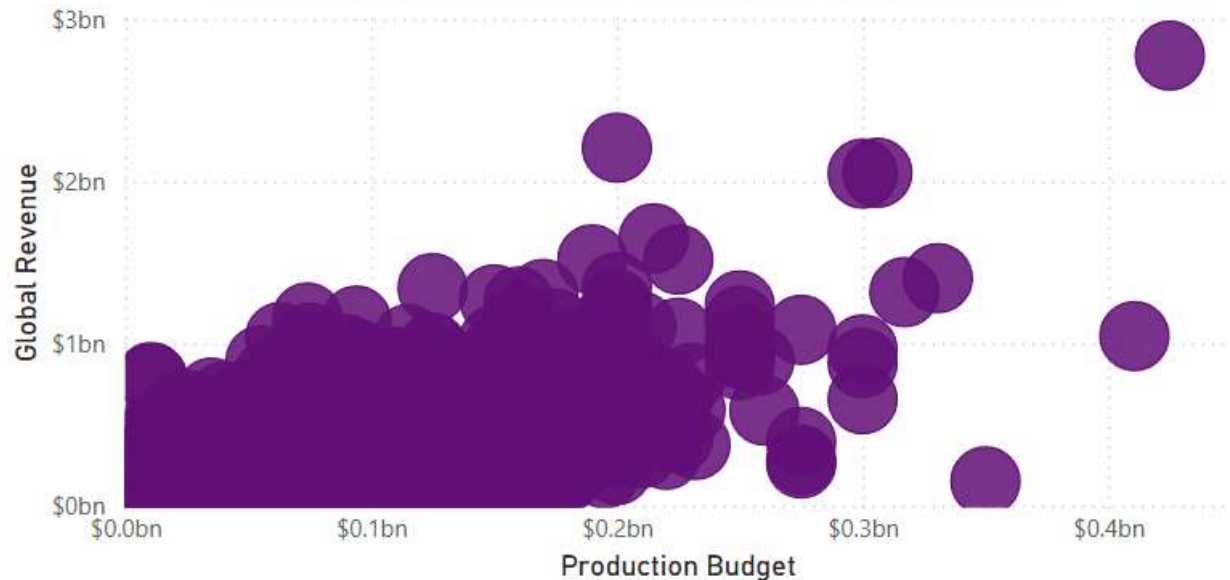
Top 10 Movies with Highest Foreghn Revenue



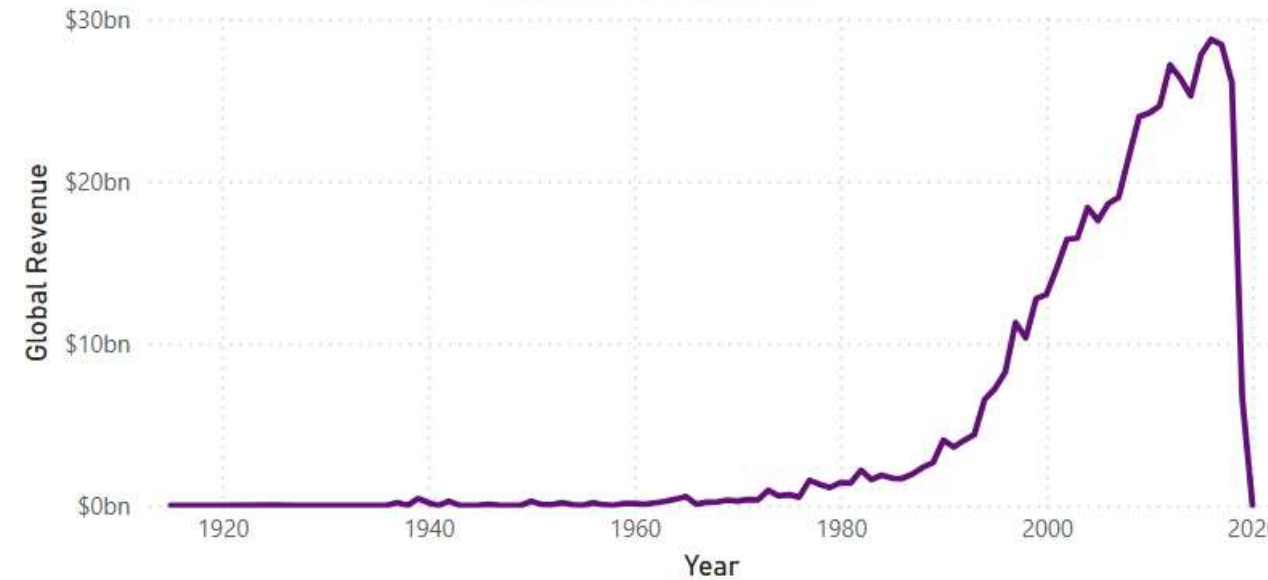
Top 10 Movies with Highest Domestic Revenue



Correlation Between Product Budget and Global Revenue



Global Revenue Trend



Key Insights

1. English-language films lead in revenue, but non-English films are gaining traction.
2. Increased production budgets tend to enhance profitability.
3. Strong audience engagement (ratings, votes) is a key indicator of a movie's success.

Recommendations

1. Expand multilingual movie production to attract a global audience.
2. Invest in high-quality productions as they often yield better financial returns.
3. Leverage audience interaction data to enhance marketing campaigns.

Conclusion

- The global movie industry is evolving, offering more opportunities for international markets.
- Data-driven strategies can help maximize profitability and audience engagement.

THANK YOU!!
Any Questions?