



INSIGHTS FOR OUR NEW STUDIO

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Business Understanding

- ▶ Our company intends to start a new studio and would like to know what films are successful in the box office.
- ▶ Our company would like insights on which types of films are the best for a studio new to the film industry
- ▶ This analysis intends to explore what types of films are currently doing the best at the box office

Data Understanding

- ▶ Our analysis is based on data from the following sources:
 1. Box Office Mojo
 2. IMDB
 3. Rotten Tomatoes
 4. The Movie Database
 5. The Numbers Movie Budgets

Methodology

1. Data cleaning and handling of missing values

- In order to perform data analysis we first cleaned the data using pandas and handle missing values.
- We also joined the datasets using SQLite3 to perform further data cleaning.

2. Merging of relevant datasets

- Pandas was also used to the various datasets in order to assist in providing insights useful to our company

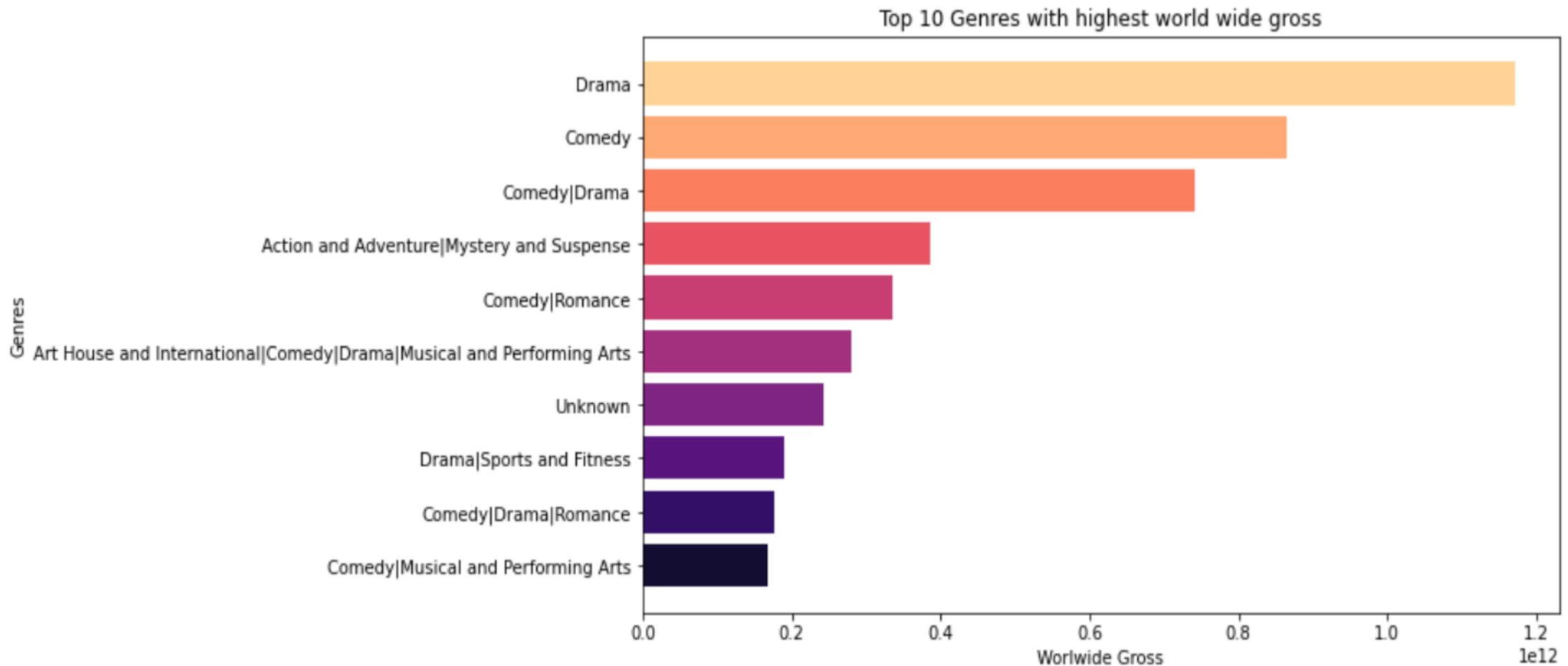
3. Analysis of cleaned data and visualizations

- The cleaned data was the used for analysis based on various factors and visualizations created

4. Insights and recommendations

- Provided based on genre performance, production budgets, average ratings and release periods.

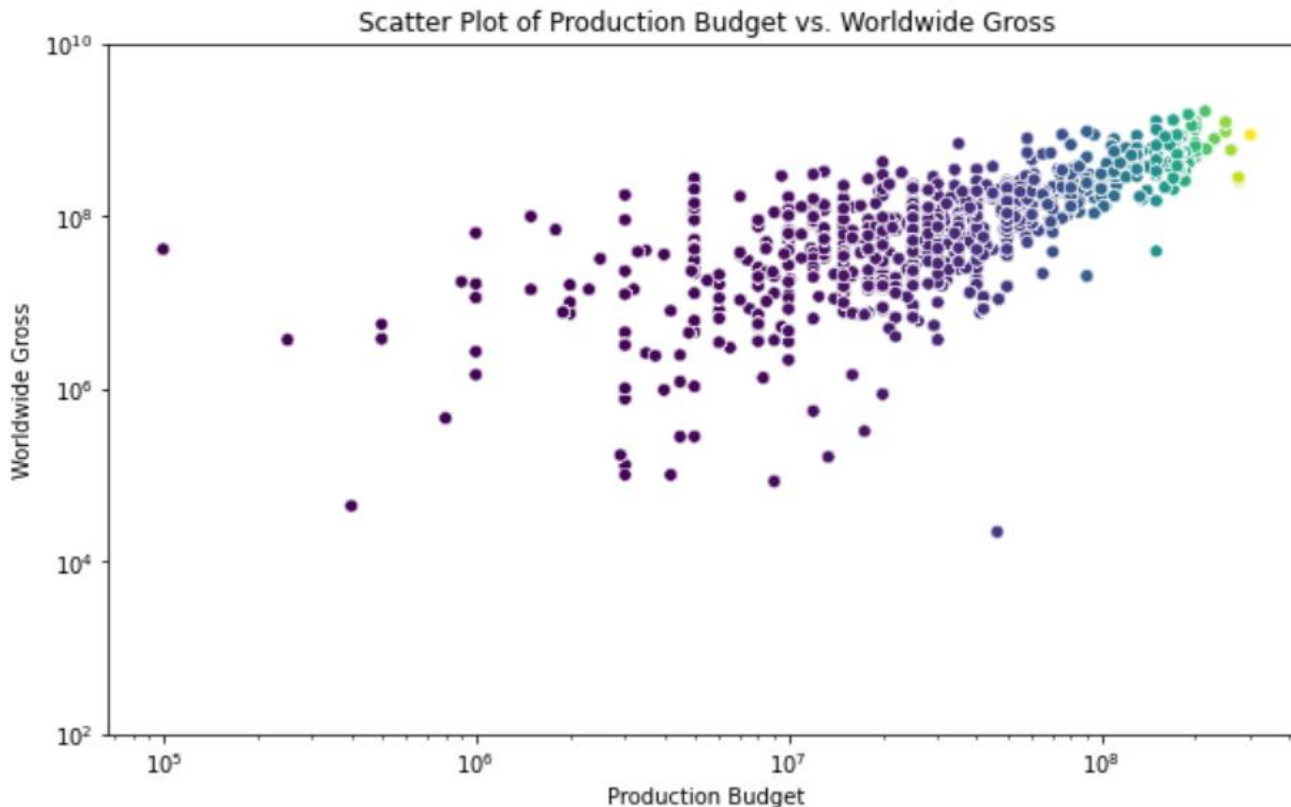
Genre Performance based on worldwide gross



Genre Performance based on worldwide gross

- Drama is the most successful genre of film with the highest worldwide gross.
- It is followed by Comedy and Comedy Drama genres which are the second highest respectively.
- Comedy Musical and Performing Arts is the least of the top ten genres that are performing well in terms of worldwide gross

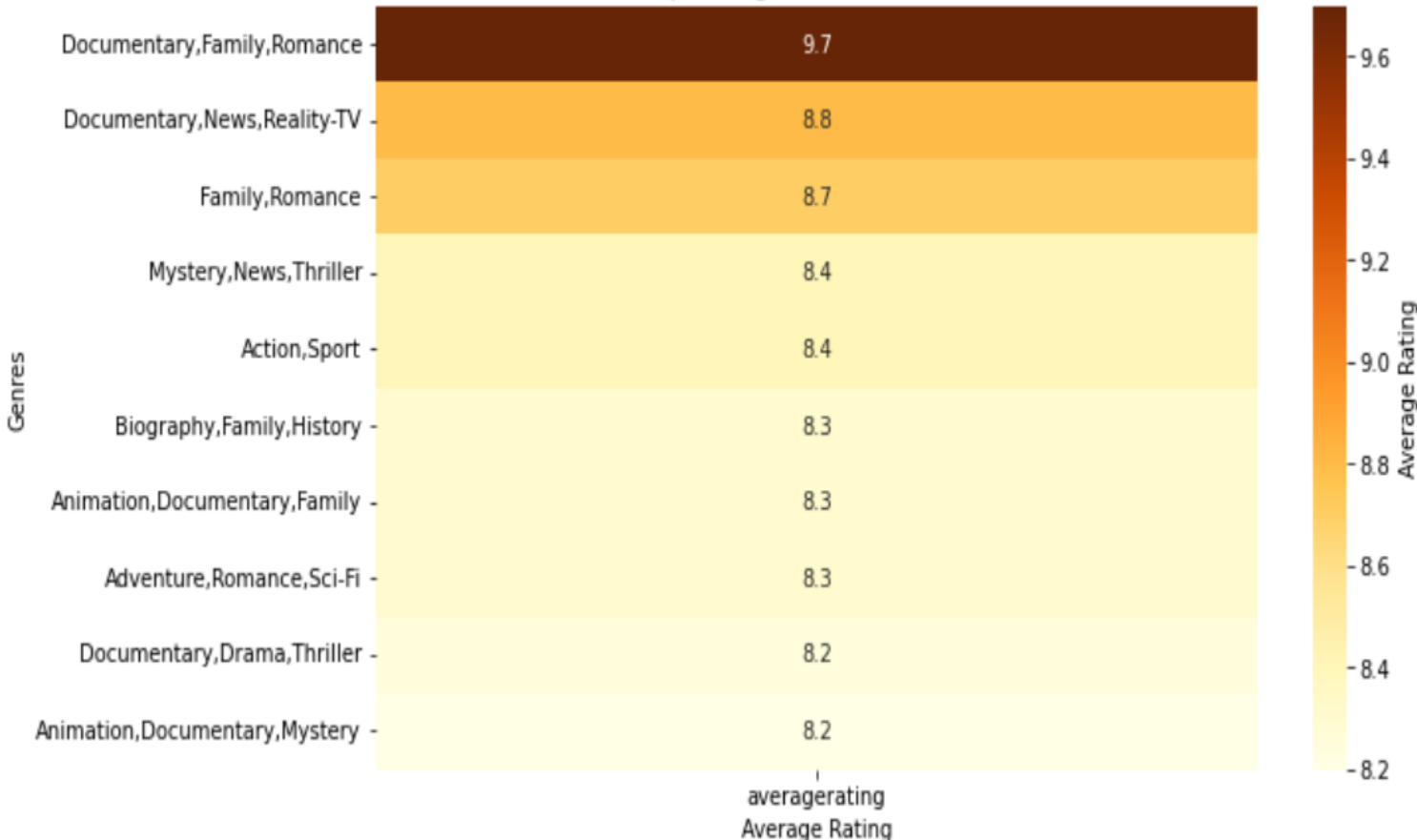
Financial Success of different films



- ▶ A strong positive linear relationship between production budget and the worldwide gross is visible.
- ▶ This suggests that movies with higher production costs tend to have higher worldwide revenues.
- ▶ However this does not guarantee a higher production budget will lead to higher worldwide gross

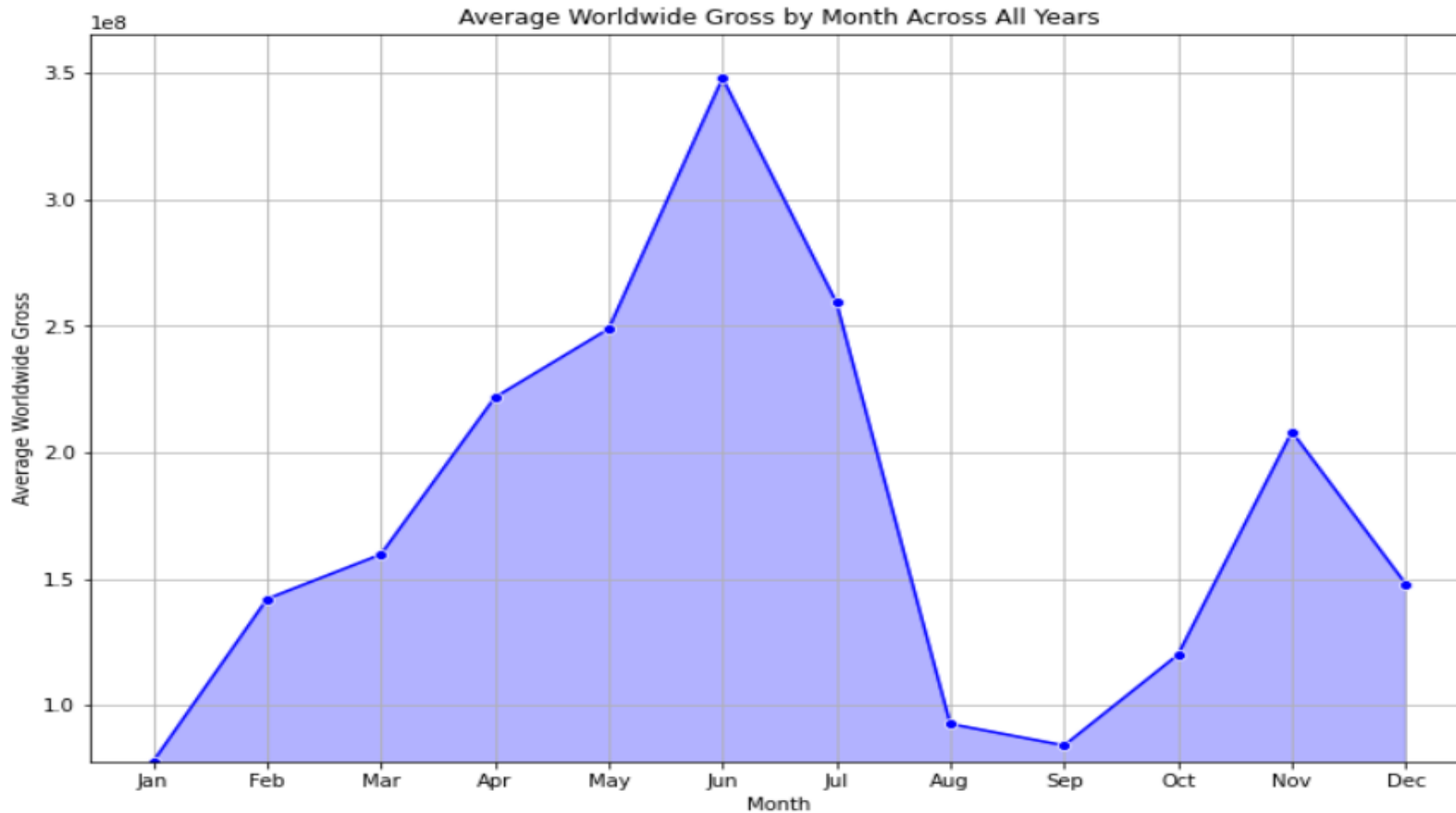
Average ratings of different genres

Top 10 Highest Rated Genres



- It is evident that Documentary, Family, Romance is the highest-rated genre with an average rating of 9.7. This indicates they prefer heartfelt genres like documentaries, family, and romance.
- Average ratings of news and reality TV indicate they appreciate real insights from news and reality TV. For excitement and stimulation, audiences seek out the thrill of mystery, action, and sports which have an average rating of 8.4

When to release



- ▶ Releases from May to July have the highest worldwide gross
- ▶ Releases at the beginning of January are the least in addition to releases between August and October

Conclusions

- ▶ The best performing genres based on worldwide gross are Drama, Comedy and Comedy | Drama.
- ▶ The best time to release a film is between the months of May and July
- ▶ Heartfelt genres like documentaries, family, and romance have the highest ratings of 9.7
- ▶ For excitement and stimulation, audiences seek out the thrill of mystery, action, and sports which have an average rating of 8.4
- ▶ Higher production costs tend to result in higher profits due to their strong positive correlation

Recommendations

- ▶ We suggest that our company starts production of films in the Comedy and Drama genres. Our new studio should also produce a combination of both to maximize on profits.
- ▶ A release between the months of May and July with good marketing strategies will lead to success when paired with the one of the most profitable genres
- ▶ Heartfelt genres like documentaries, family, and romance



THANK YOU!