

Box Office Analysis for New Movie Studio Presentation



Introduction

**Title: Box Office Analysis for New
Movie Studio**

- **Making data driven insights to help
in venturing into movie production.**
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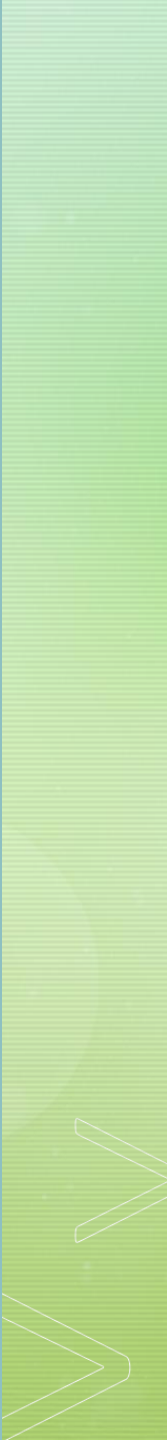


Project Overview

- The company wants to join the movie industry.
- The plan is to open a new movie studio.
- With limited knowledge on box office success, there is need for insights on key drivers of this industry.
- The goal is to analyze data on trends in the movie industry and provide insights to help guide make a film production investment decision.



Project Objectives

- Determine the top-performing genres using movie data.
 - Examine movie budgets vs overall returns.
 - Use EDA to identify the key attributes that impact movie success.
 - Display current movie trends.
 - Deliver data driven business recommendations.
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Data

- Data used was from movie sources box office mojo, IMDb and The Numbers.
- Files used are tn.movie_budgets.csv and tmbd.movies.csv.
- Key features analyzed: genres, popular titles and movie budgets.



Data Preparation and Tools Used

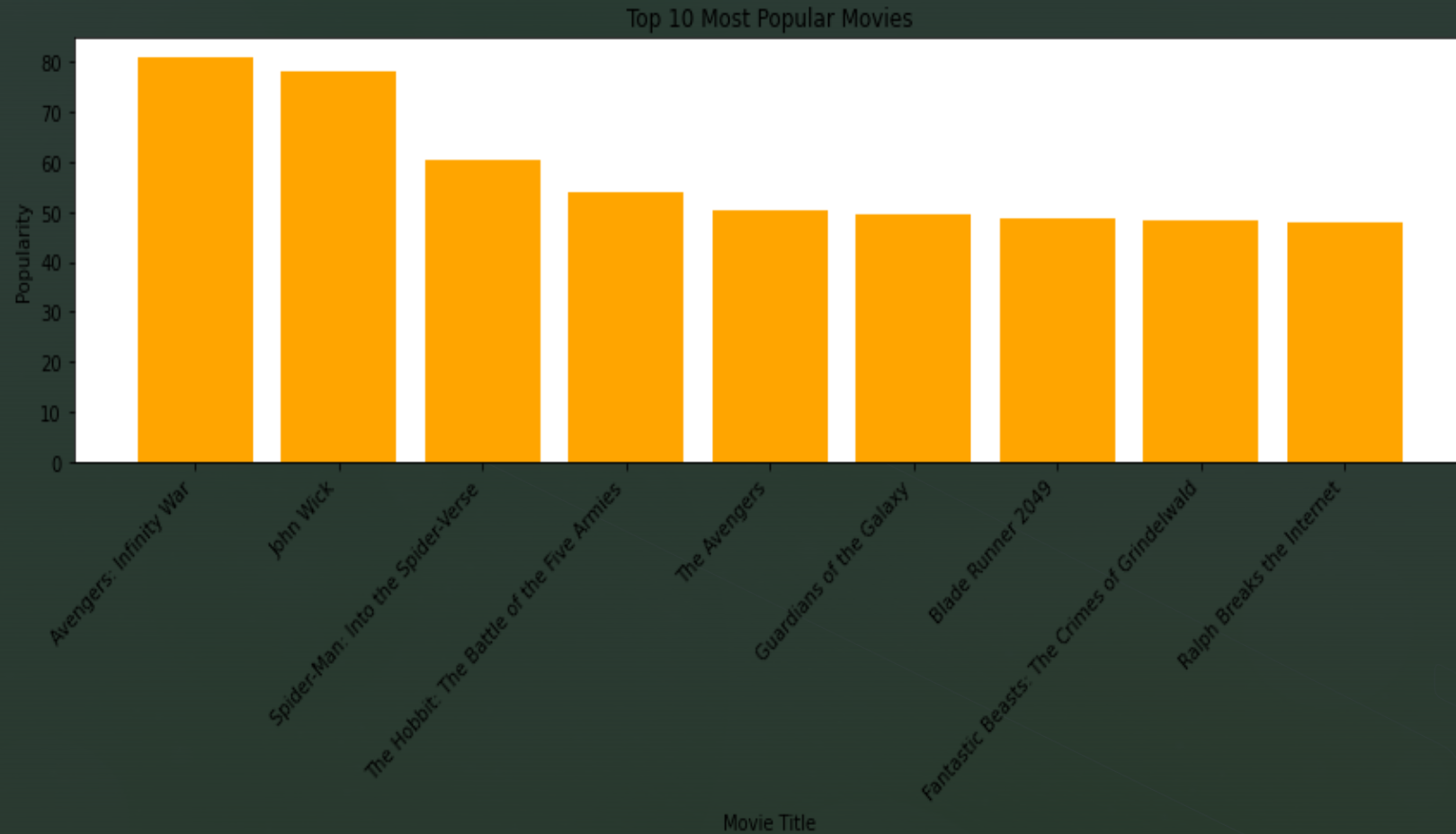
- Libraries like pandas and numpy were used to import and analyse the data.
- The data was unzipped from files and loaded into data frames.
- Data cleaning was undertaken through addressing missing and columns.
- The data was then taken through further exploration.

Exploratory Data Analysis (EDA)

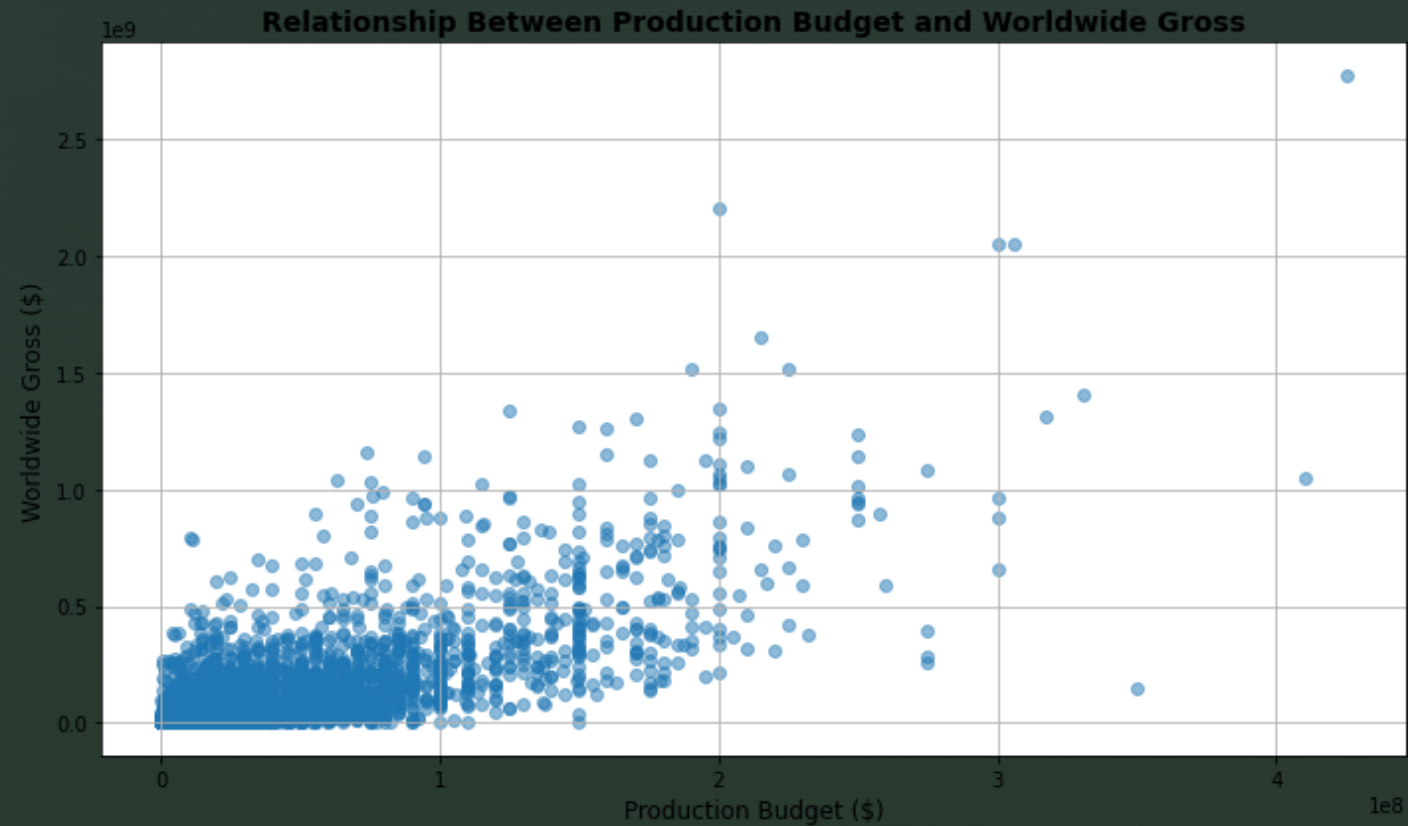
- A number of visualizations were performed in this stage.



Top 10 Most Popular movies



Relationship Between Production Budget and Worldwide Gross



Key Findings

- Superhero and spectacle type of movies appeal to a broad market.
- To attract family oriented consumption, focus on emotional and humorous movies.
- Middle-budget movies tend to get high returns as long as the market is good.
- English speaking languages are the most produced and consumed.

Conclusion

- Action, superhero and sci-fi perform well in the box office.
- A mid-level budget movie can perform well as long as the market is served.
- The main determinant of success is the genre of the movie.

Recommendations

- For the new movie studio, the best approach is a data-driven strategy that balances popular genres, efficient budget allocation and high returns.
- To gain a competitive positioning in the industry, we must balance between movie production cost and target market base.
- Getting a good movie at a mid-level budget helps break even and make a profit.
- The movie industry is growing over the past decades hence making an investment in there, as long as the other insights are undertaken, a profit will be guaranteed.



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