



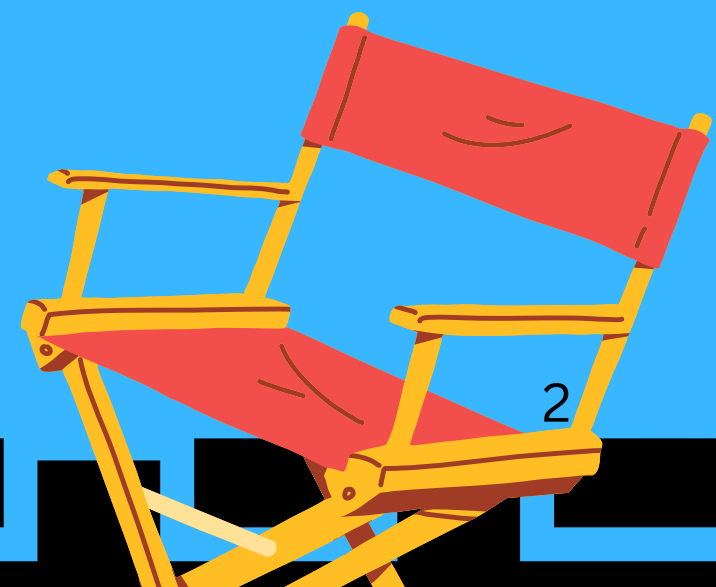
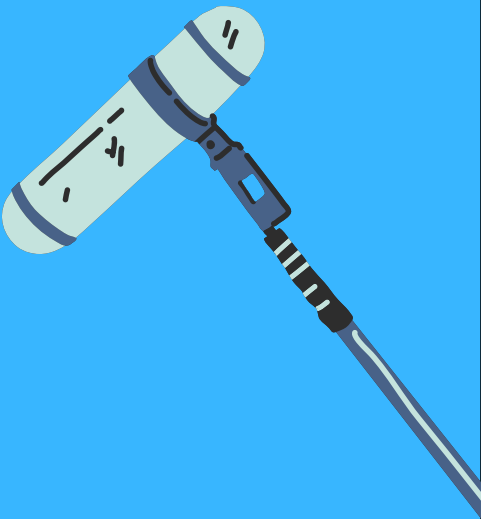
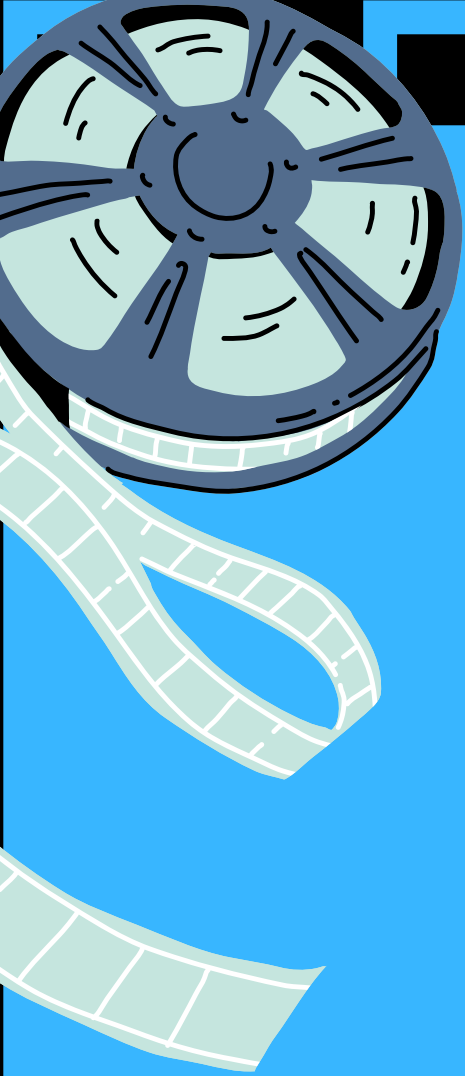
Data-Driven Insights for Profitable new movie studio Investment

Helping our Company Launch Safely into movie studio Investment

Purpose: To assess aviation risk using historical accident data and recommend the safest aircraft for business expansion.

Data Understanding

Preprocessing: Removed unknown values (UNK) Standardized casing Cleaned date and category formats





Business Understanding



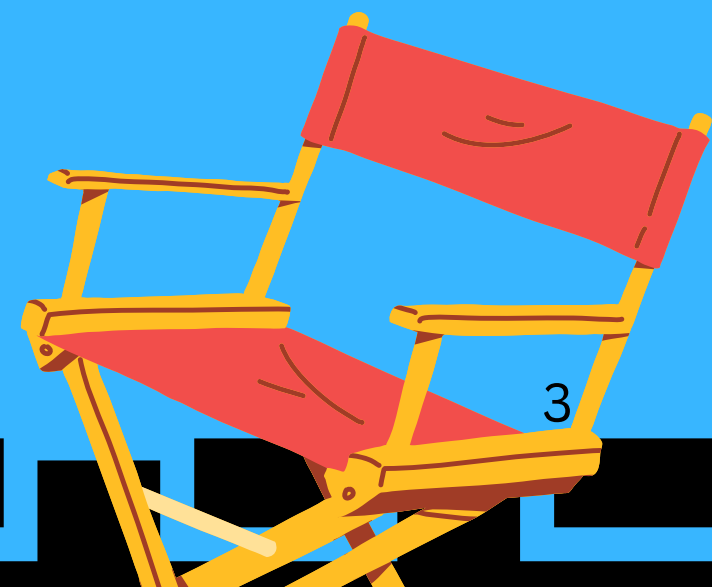
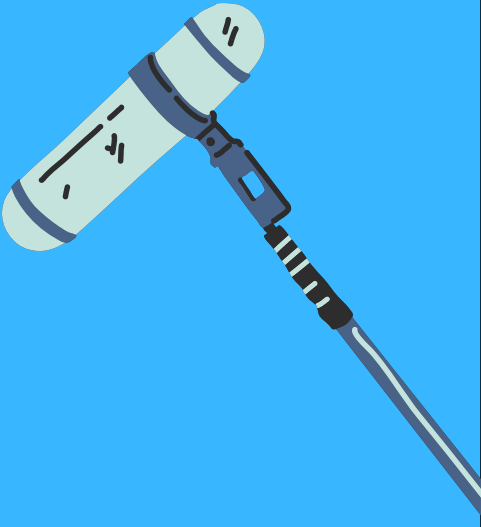
Key Questions

Why We're Here: Launching a New Studio

Our company is ready to enter the film production industry but lacks prior experience. This presentation uses data from thousands of films to identify a smart and safe strategy for our first projects.

Key Questions We Answered:

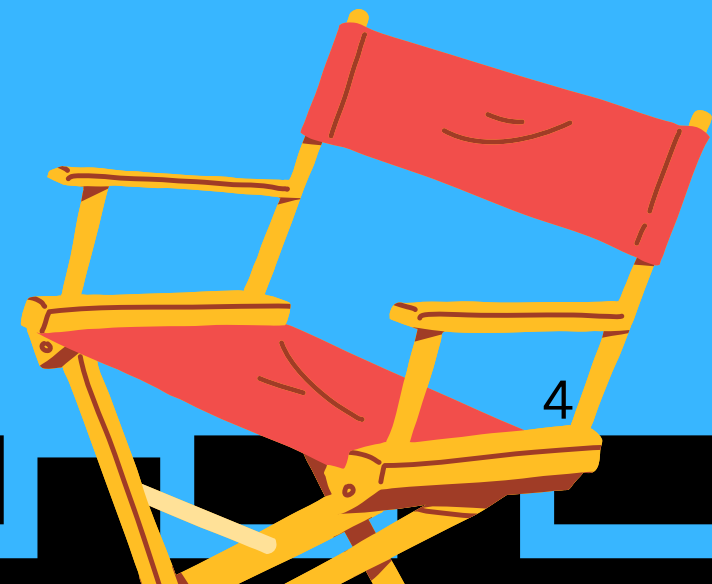
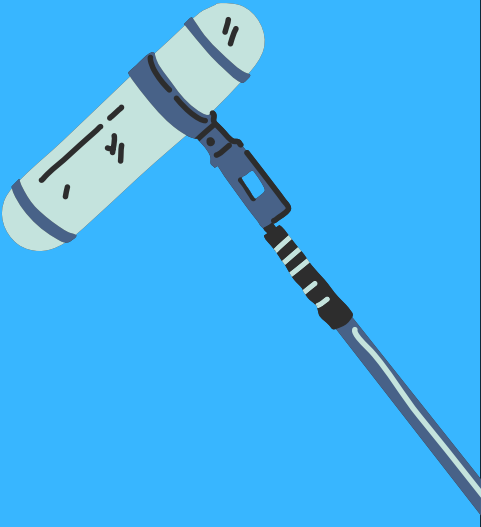
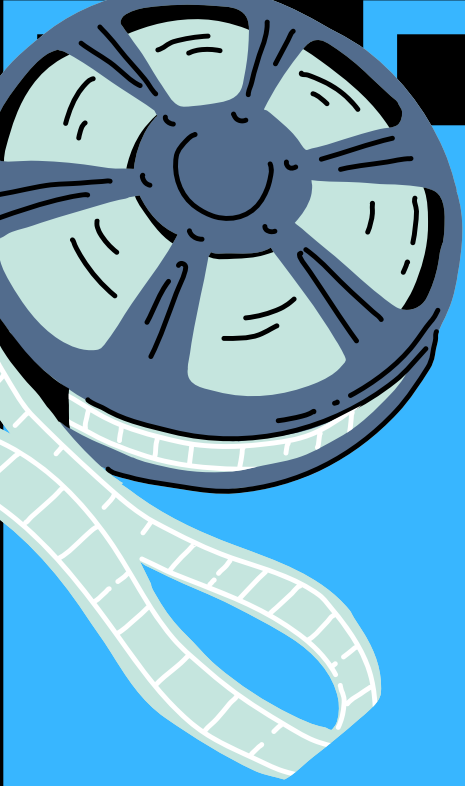
- What genres and budgets offer the best chance for profitability?
- What audience ratings should our films target for maximum revenue?
- How can we identify the right talent to work with?



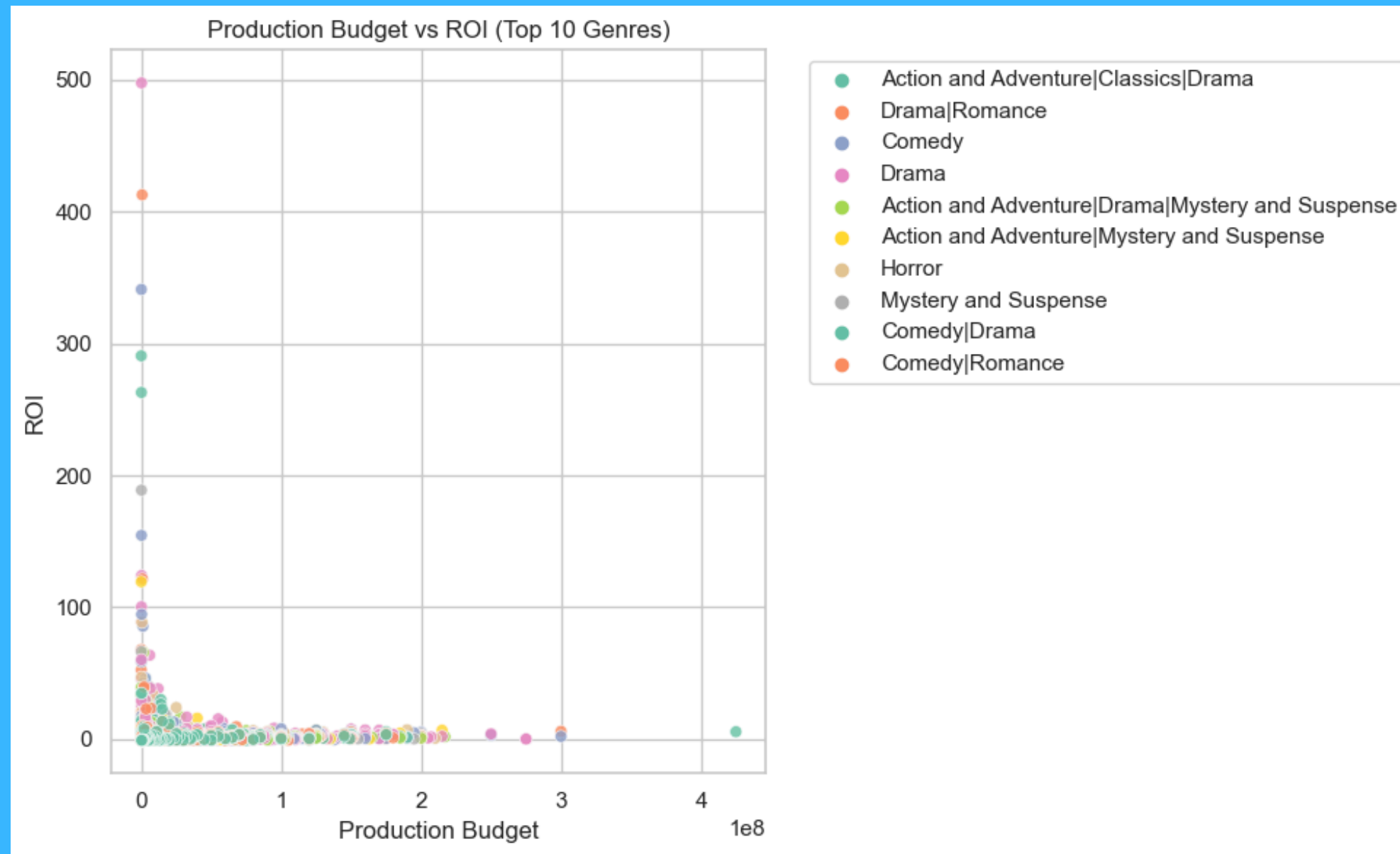


Business & Data Understanding

- The Problem: Entering a new, high-risk industry without a clear strategy. We need to avoid costly mistakes and find a path to sustainable operations.
- The Data: We analyzed a comprehensive dataset of movie performance, including production budgets, worldwide gross, ratings, and director information.
- Our Method: We cleaned the data and focused on key business metrics, especially Return on Investment (ROI), which measures profitability relative to cost. We used visualizations to make complex trends easy to understand.

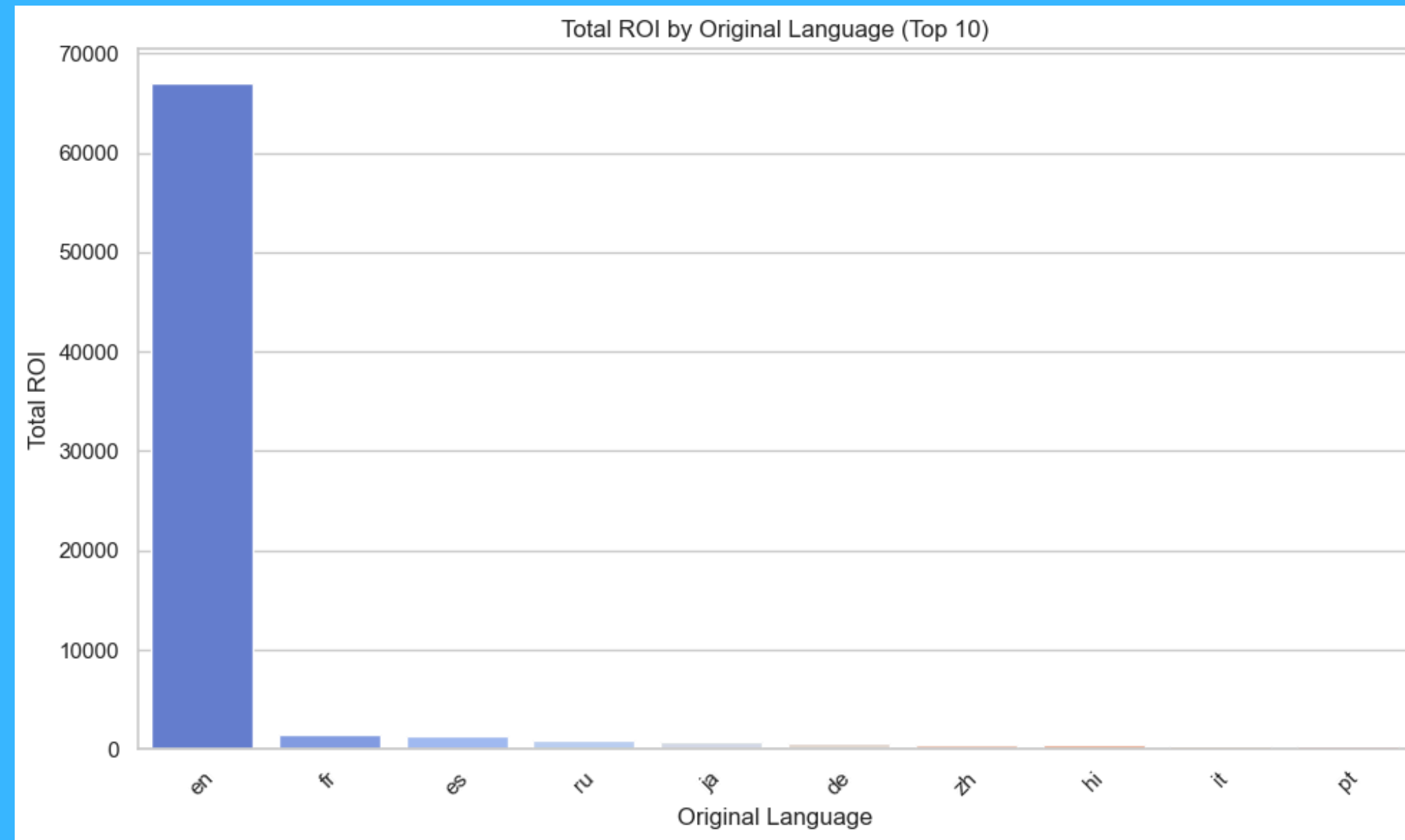


Data Analysis:



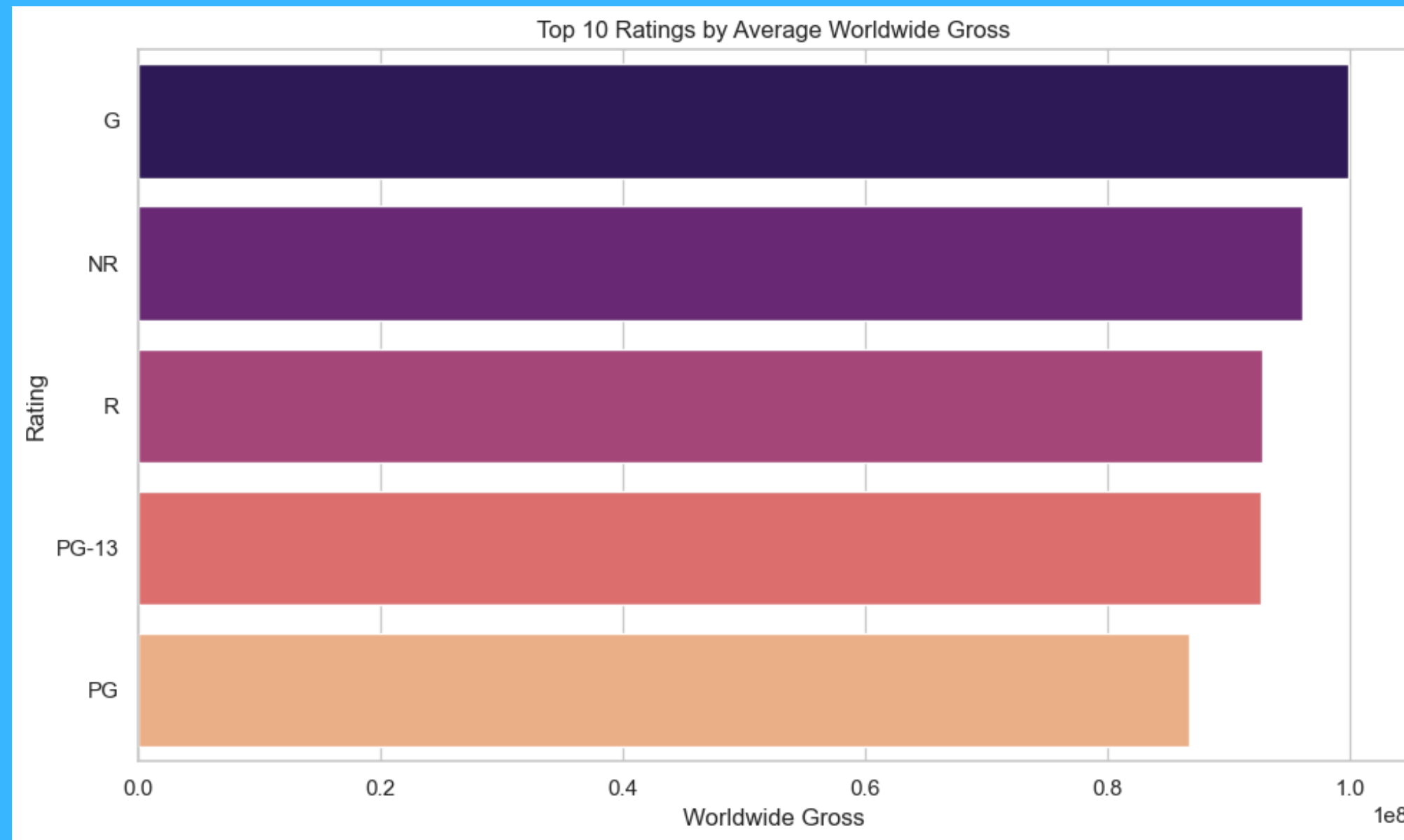
A scatter plot of Production Budget vs. ROI, where a majority of the highest-ROI points are clustered on the left side of the chart, representing low-budget films.

Data Analysis:



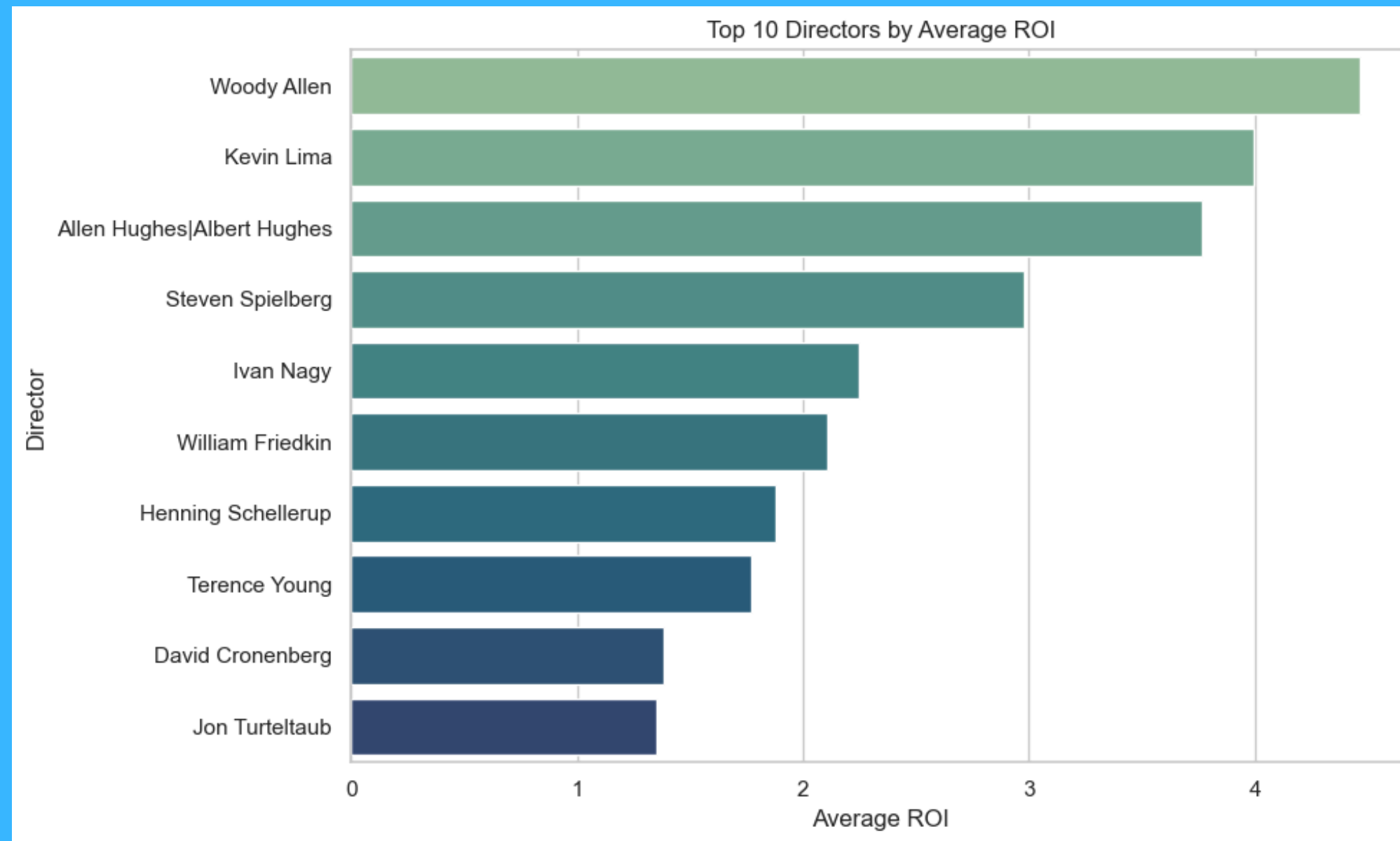
The most prominent finding is the overwhelming dominance of English (en) films in terms of total ROI. The total ROI for English-language movies is magnitudes higher than for any other language, exceeding 65,000.

Data Analysis:



Average Worldwide Gross by Rating, highlighting the strong performance of G and PG-13.

Data Analysis:

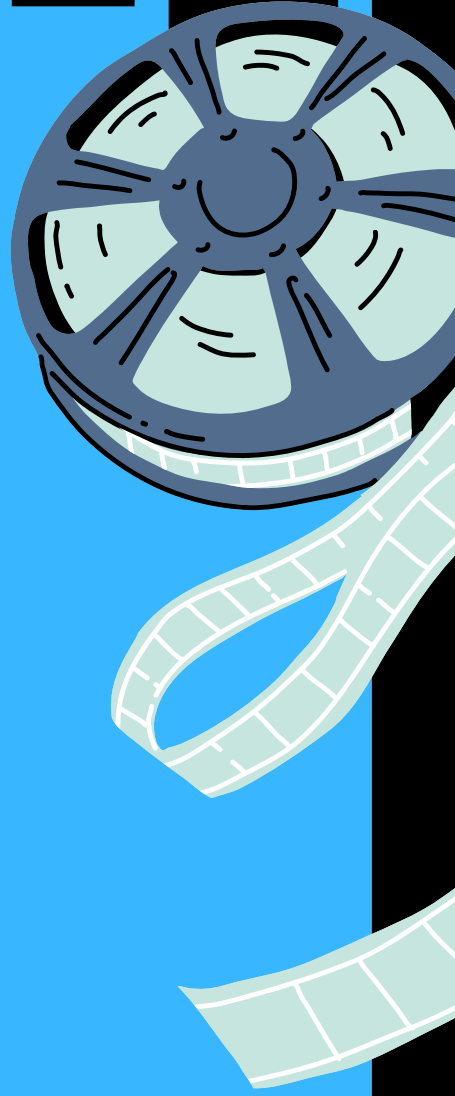
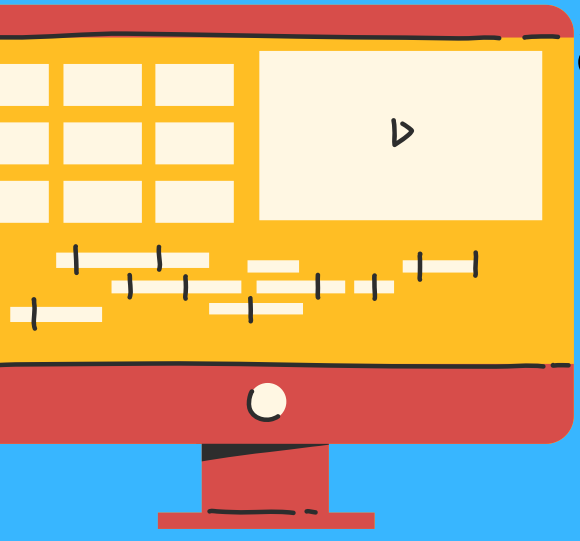
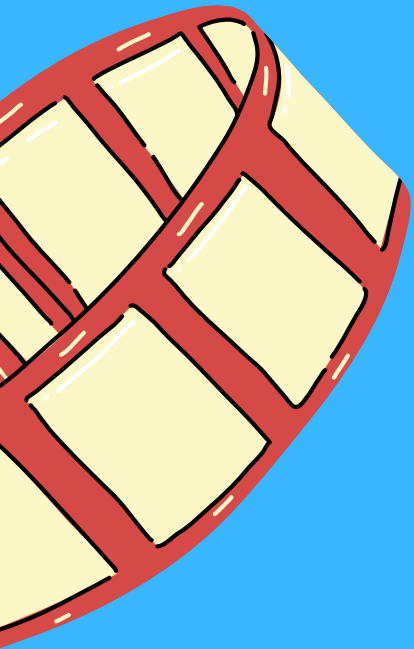


Top 10 Directors by Average ROI, showcasing directors like Woody Allen and Kevin Lima with exceptionally high ROI.

Recommendations

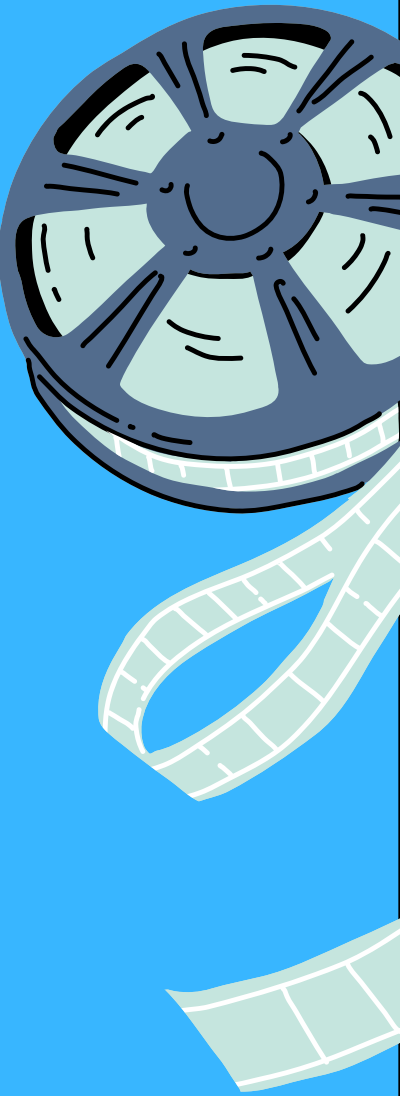
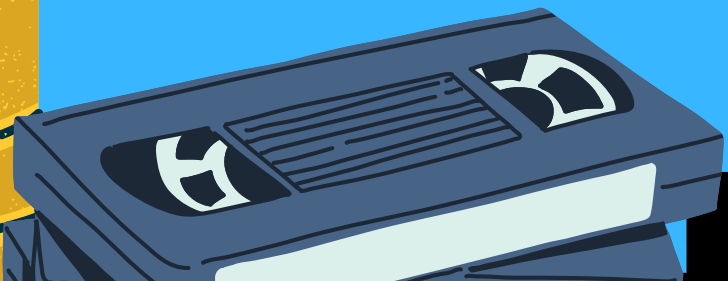
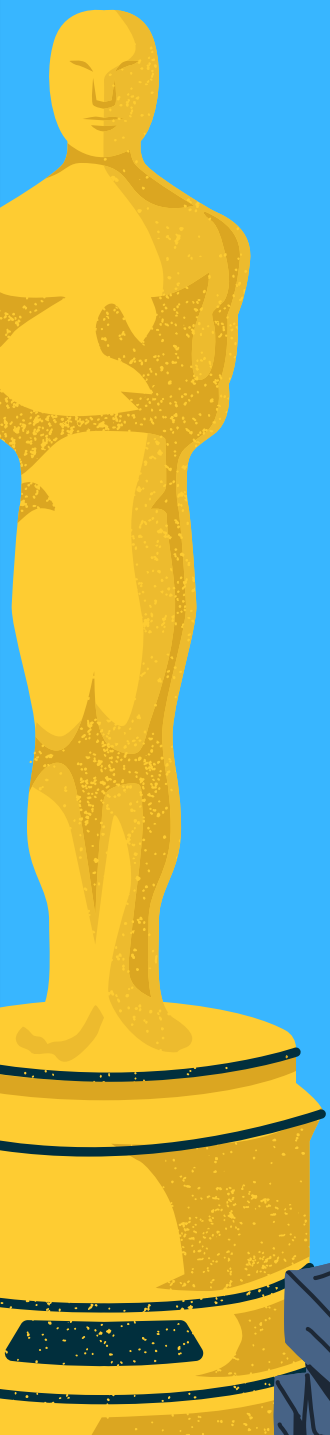
- Budget: Focus on low-to-mid-range production budgets to maximize profitability and reduce risk.
- Content: Prioritize English-language films in genres like Horror, Mystery/Suspense, and Comedy that have a history of high ROI.
- Audience: Target G and PG-13 ratings for broad audience appeal and high revenue potential.

Talent: Scout for directors with a proven track record of high average ROI, not just big-name fame.



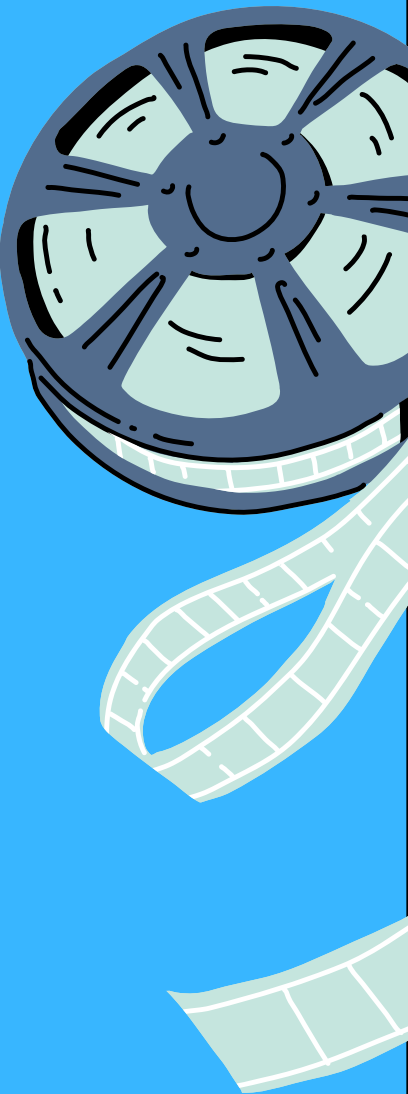
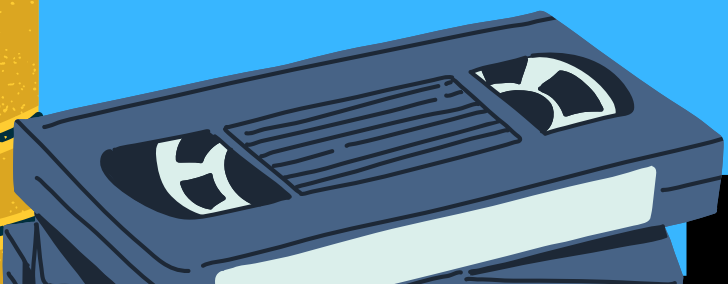
Conclusion

- In conclusion, a data-driven strategy provides a clear and actionable path for the new movie studio to enter the film industry successfully. By focusing on low-to-mid-budget, English-language films in high-ROI genres like Horror and Comedy, the studio can build a strong foundation of profitability with minimal risk. Key to this strategy is a pragmatic approach that prioritizes smart financial decisions over competing with blockbuster giants, while also leveraging talent known for delivering consistent returns. This approach will allow the studio to grow its brand and revenue organically, positioning it for long-term success.



Next Steps

- Operational: Begin developing a creative brief for our first films, based on the recommended genres and budgets.
- Analytical: Conduct a deeper analysis of specific sub-genres and successful marketing campaigns.
- Strategic: Begin building a talent database of high-ROI directors, writers, and producers.





THANK YOU!

Presented By :
Victor Ongaki

