



Box Office Data Analysis

Exploring trends and insights from the new movie studio

Quarter

GROUP

MEET THE TEAM



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INTRODUCTION



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The movie industry is highly competitive and data-driven. As we launch our film studio, our mission is to identify what drives successful films. Through data insights, we'll guide creative and investment decisions to produce films that inspire audiences and deliver results.

WHY THIS ANALYSIS?

The movie industry is highly competitive and data-driven.

Our company wants to launch a new movie studio.

We must identify what makes successful films

Data-driven insights will guide investment and creative decisions(To be said)



OBJECTIVES OF THE STUDY

1. To determine what genre makes the most revenue.
2. To determine the budget and production characteristics of successful films.
3. To determine release strategies and distribution channels that contribute most to box office success

KEY QUESTIONS

- What film genres generate the highest box office revenue?
- What is the runtime duration of successful films?
- Which release months tend to have the best selling films?

DATASET USED

1 Box office data

Production budgets,
domestic and worldwide
gross

2 TMDb data

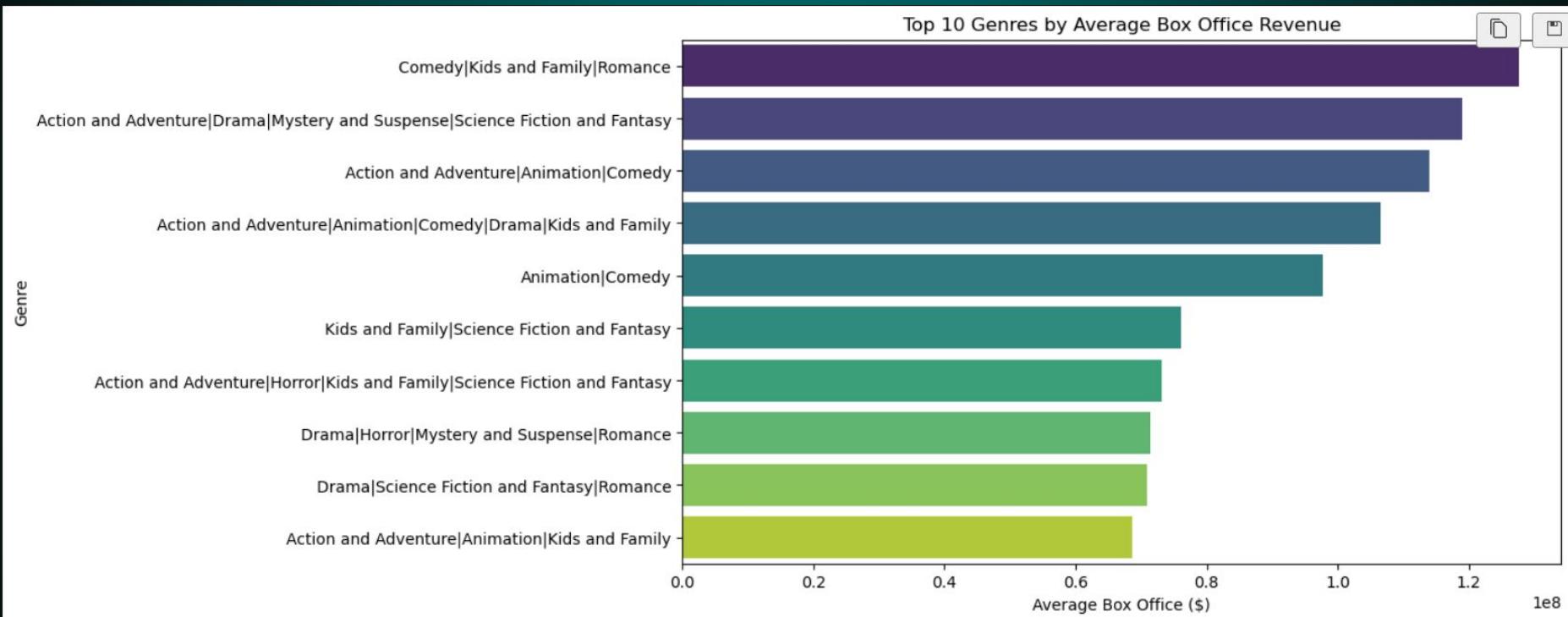
Popularity, vote average, genre
information.

3 Movie Gross Data

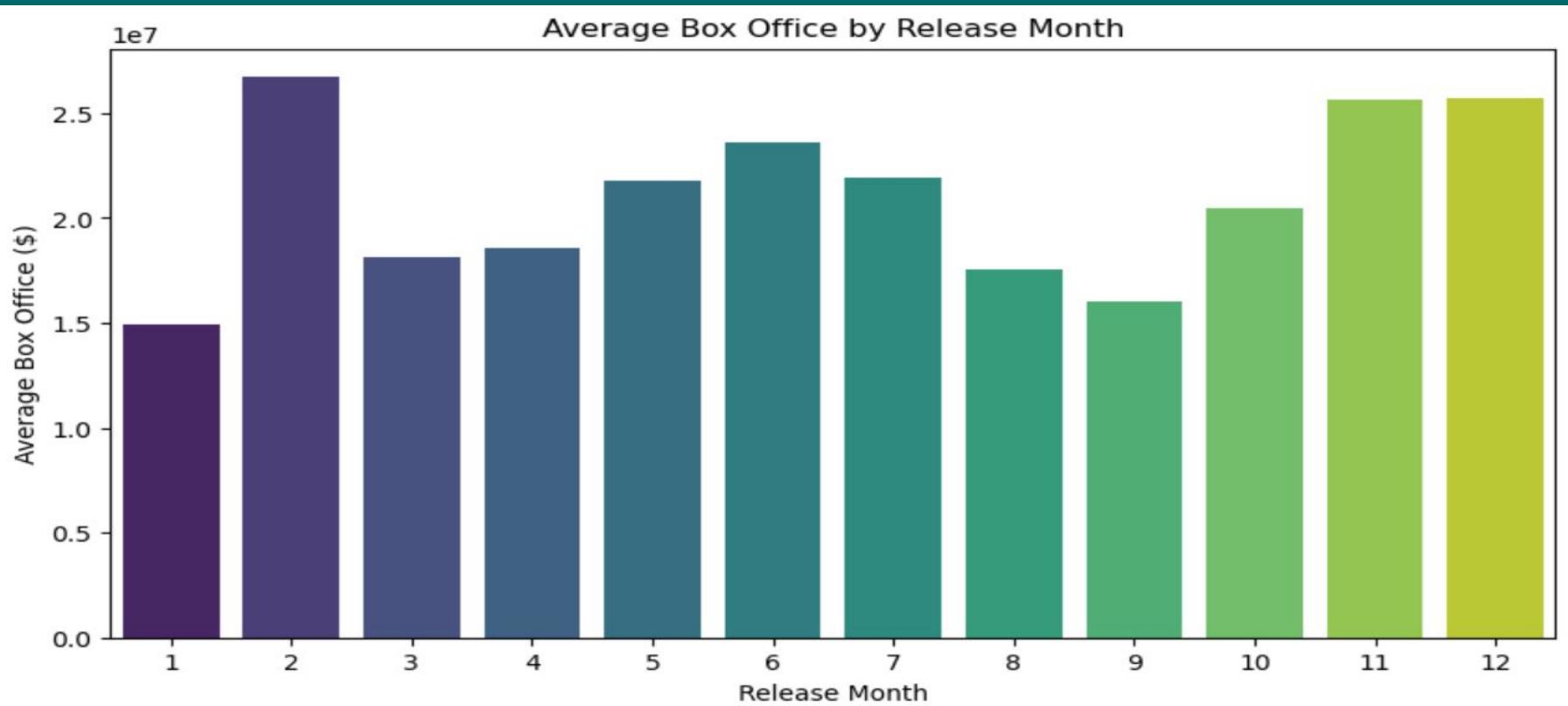
Studio performance and
year-by-year trends.

	release_date	title	production_budget	domestic_gross	worldwide_gross
0	2009-12-18	Avatar	4250000000.0	760507625.0	2.776345e+09
1	2011-05-20	Pirates of the Caribbean: On Stranger Tides	4106000000.0	241063875.0	1.045664e+09
2	2019-06-07	Dark Phoenix	3500000000.0	42762350.0	1.497624e+08
3	2015-05-01	Avengers: Age of Ultron	3306000000.0	459005868.0	1.403014e+09
4	2017-12-15	Star Wars Ep. VIII: The Last Jedi	3170000000.0	620181382.0	1.316722e+09

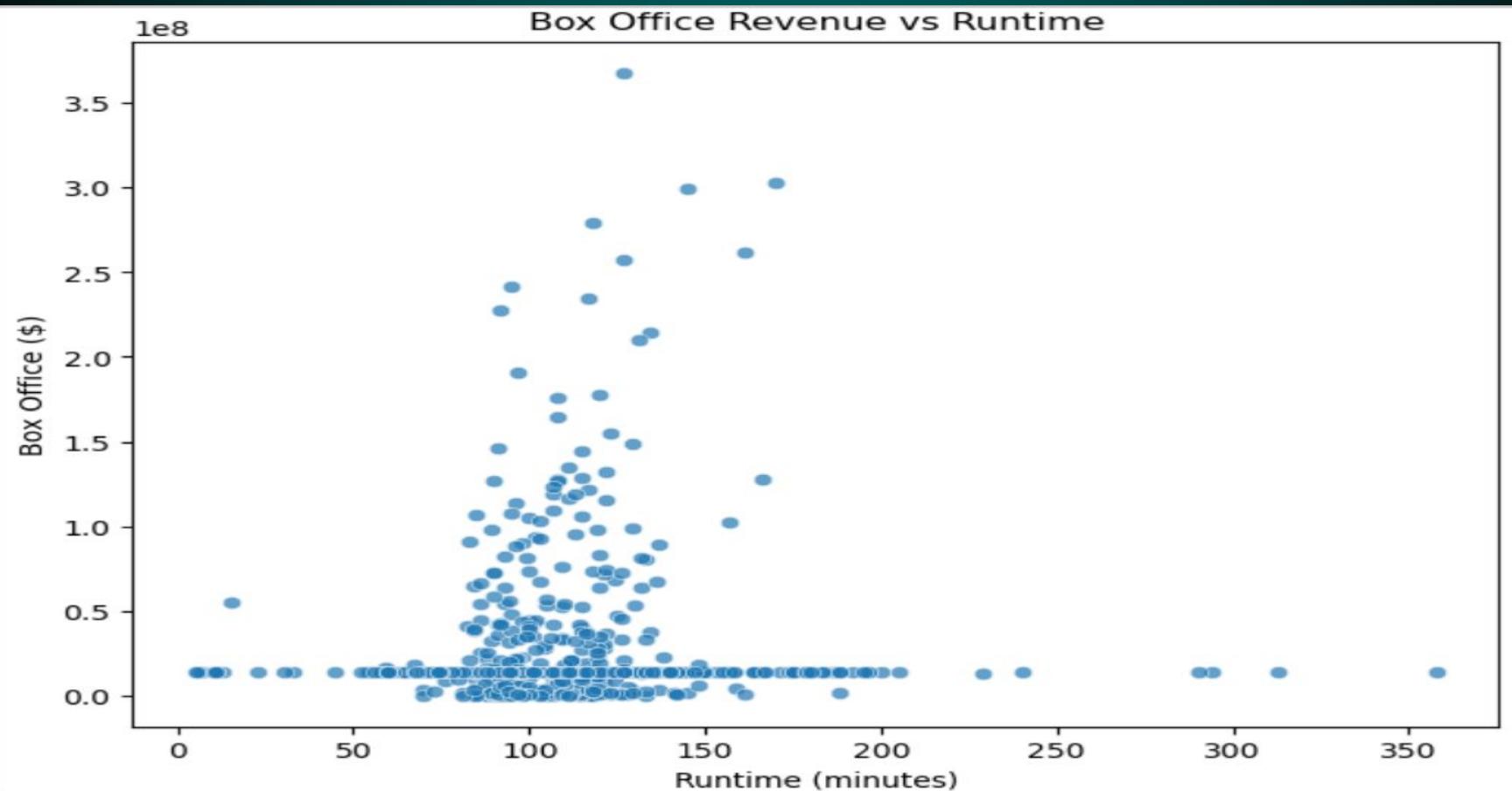
What film genre generate the highest box office revenue



Which release months tend to have the best selling films?



What is the runtime duration of successful films



RECOMMENDATIONS

- Focus production on Action, Adventure, and Animation genres.
- Aim for movies with strong critical ratings (above 7.0 on average).
- Optimize runtimes between 90–130 minutes.
- Release strategically during holiday or summer seasons for maximum reach.

CONCLUSION

This project provides data-driven insights into movie performance trends and supports strategic decision-making for film production. By leveraging analytics, the studio can make informed choices about genres, release timing, and target audiences.

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**THANK
YOU**