



# Box Office Data Analysis

*Exploring trends and insights from the new movie studio.*

Quarter

GROUP

# MEET THE TEAM



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# INTRODUCTION

- The movie industry is **competitive** and **data-driven**.
- Our new studio needs to know **what makes films successful**.
- Using data, we'll identify **key factors** behind top-performing movies.
- These insights will guide our **creative and investment decisions**.

# 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

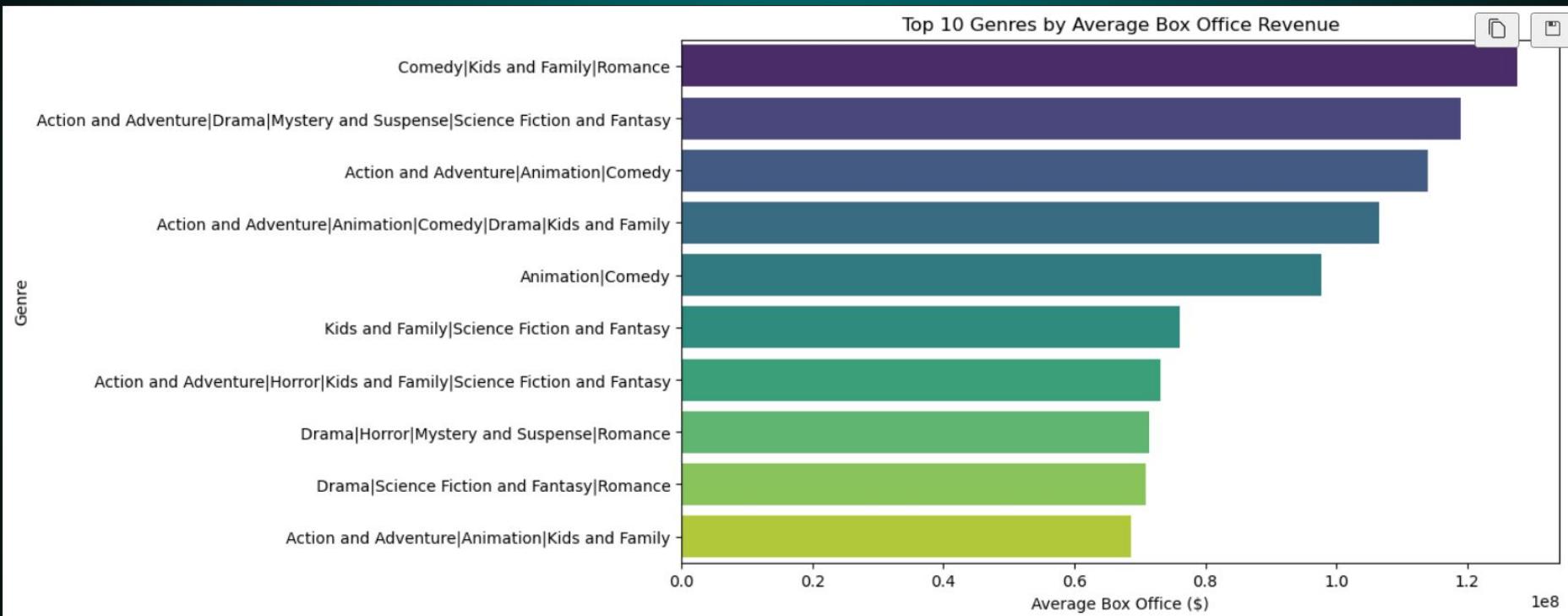
Popularity, vote average, genre  
information.

3 Movie Gross Data

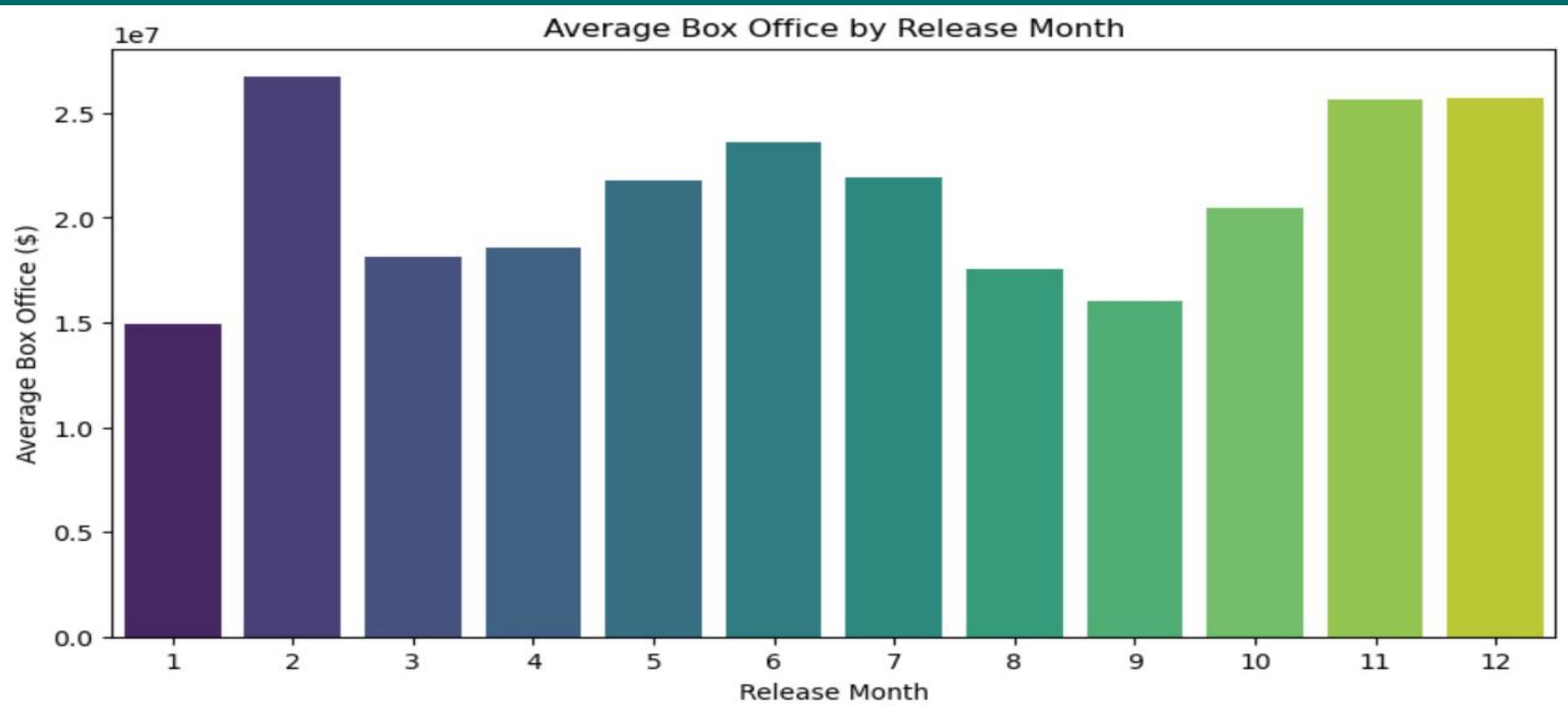
Studio performance and  
year-by-year trends.

	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

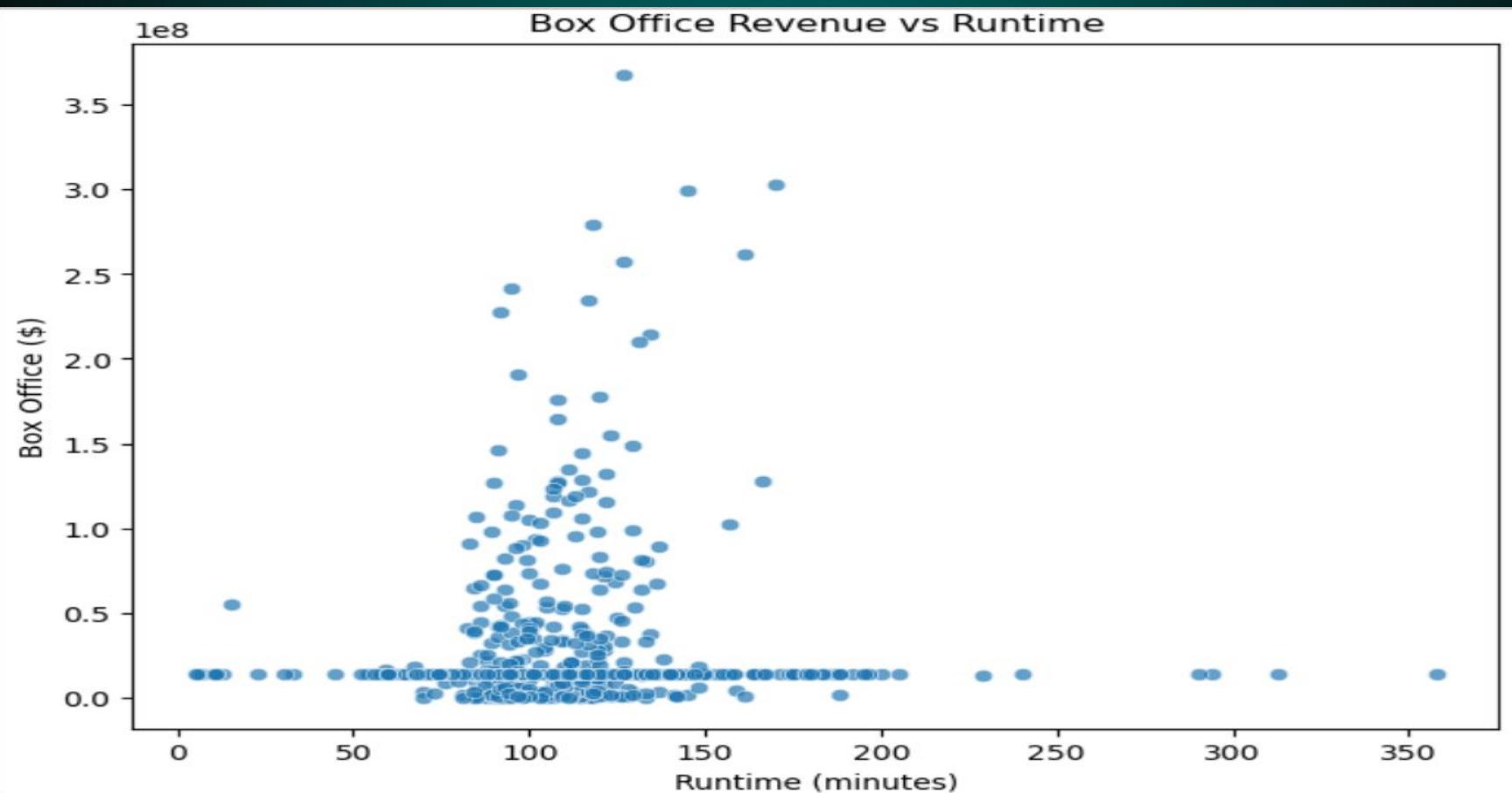
# What film genre generate the highest box office revenue?



# Which release months tend to have the best selling films?



# What is the runtime duration of successful films?



# RECOMMENDATIONS

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- 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**