DATA ANALYSIS FOR FILM INDUSTRY ENTRY

This project analyzes various film industry datasets to uncover trends that can guide a company's
strategic entry into the entertainment industry. As major corporations turn to original content creation,
our company aims to establish a successful movie studio.

Objective

- .Analyze Return on Investment (ROI) across Films

- .Compare studio performance

- .Determine high-performing genres

Dataset overview

- Calculate and compare **ROI** across genres and studios.
- Understand **market trends** and **audience preferences**.
- Identify the most **profitable genres**, **studios**, and **budget levels**.

Data cleaning

- • After initial exploration, I focus on preparing the data for further analysis by accurately merging

- various datasets, ensuring that relationships are explored correctly.

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- I handle any missing values through imputations, and perform other cleaning tasks (e.g.,

- removing duplicates, handling inconsistencies).

- • The data is structured in a way that allows me to explore relationships in greater depth and

- ensures that the datasets are accurate, consistent, and ready for analysis.

- • This stage ensures that the data is in a clean, usable state for modeling and deeper insights.
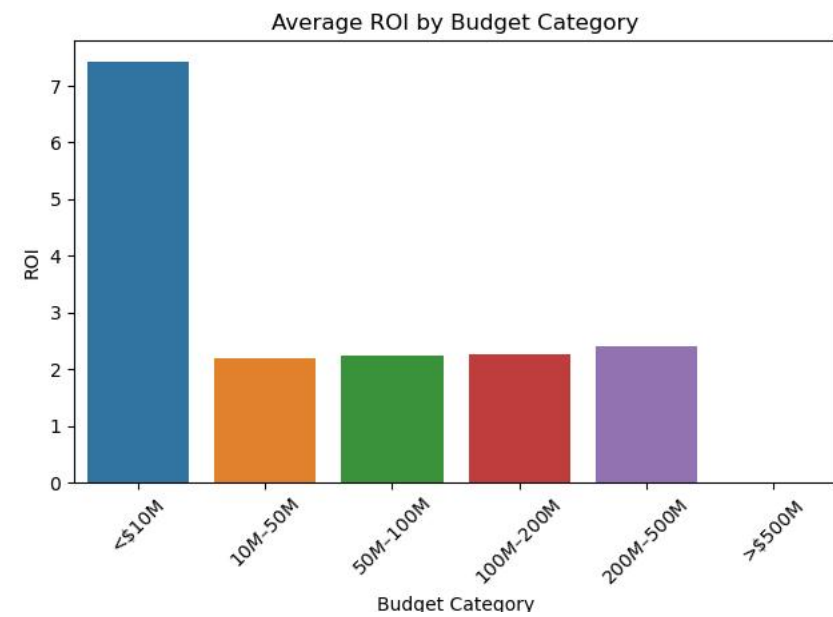
ROI Analysis

- The **Medium-budget** category delivers the highest ROI at **about 2.4×**, likely hitting the sweet spot before diminishing returns start chewing into efficiency.
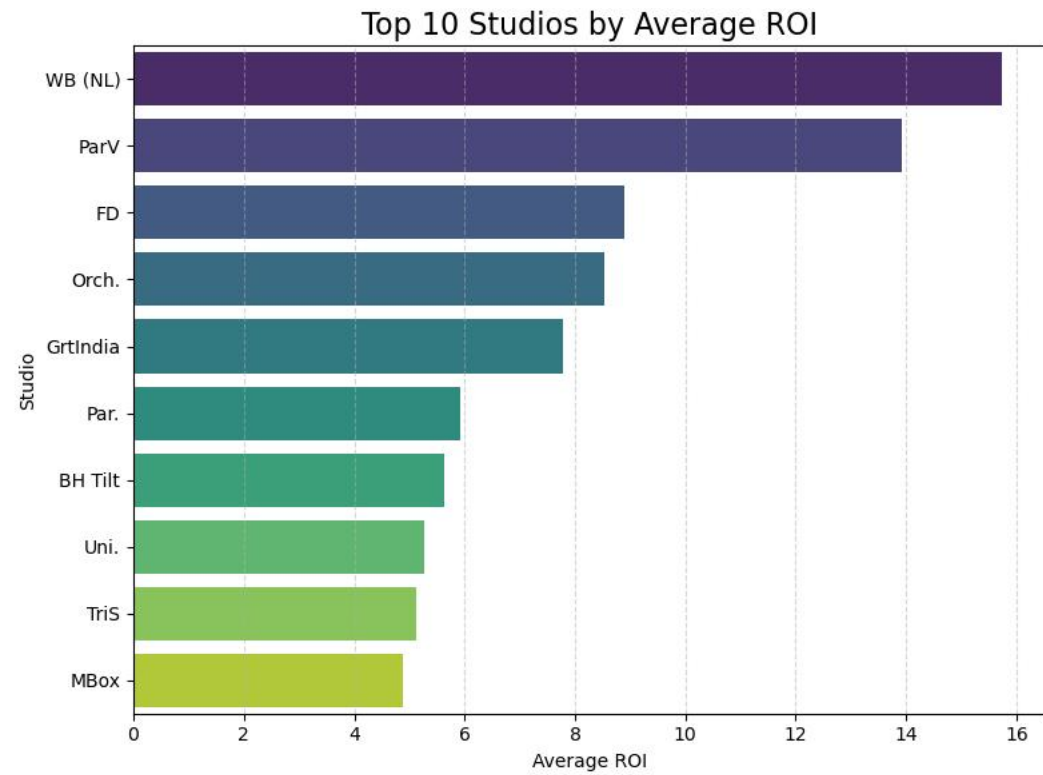
Studio performsance

- Efficient budgeting.
- Strong distribution or franchise content.
- High box-office returns vs. cost.
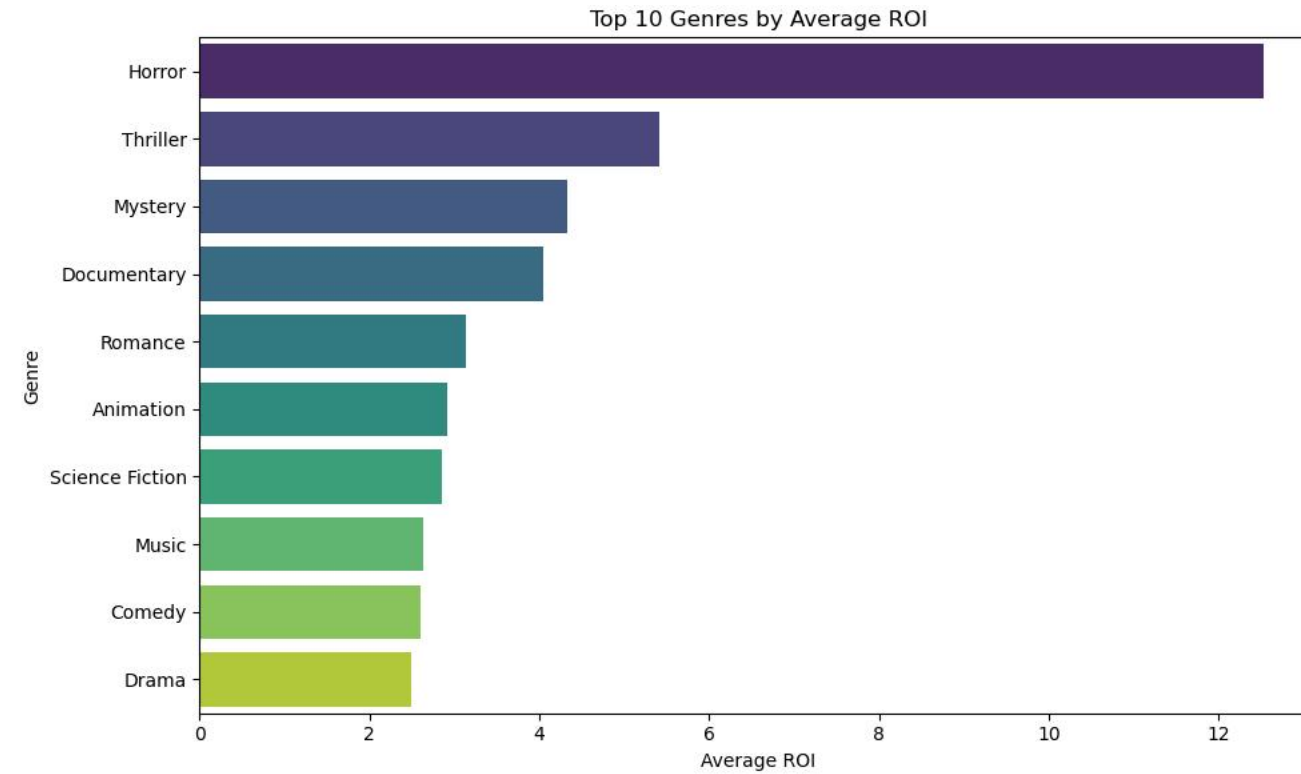- Smart marketing & low spend-to-return ratio.

Genre performance

- **Horror** likely has the highest bar.
- **Documentary**, if in your sample, likely shows second—not necessarily a smart scale-up strategy.
- **Thrillers**, **Comedies**, **Dramas**, and possibly **RomComs** cluster in a middle zone.
- **Action/Adventure/Sci- Fi** will be on the lower end.

Average ROI by Budget Category

Top 10 Studios by Average ROI

This bar graph shows the that the WB studio has the highest avarage revenue

Top 10 Genres by Average ROI

This graph suggests that horror films are often low-budget but highly profitable.

Recommendations

- Synthesizing results into clear, actionable insights for the new movie studio.

- Focused on helping decision-makers prioritize **genres**, **directors**, **languages**, and **film types** based on profitability, audience reception, and global appeal.

THANK YOU

Any question?