MOVIE STUDIO INC.

Exploring Success of a New Movie Studio

Insights and Recommendations

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Overview

Purpose:

To explore the types of movies that are currently successful based on The Numbers data

Goal:

To provide actionable insights for the new movie studio to create profitable films

Structure:

- Business Understanding
- Data Understanding
- Data Analysis
- Recommendations
- Next Steps

Business Understanding

Primary Objective:

To Understand the types of movies that are successful

Stakeholder: Head of Movie Studio Inc.

Key Questions:

- Which movies are the most successful?
- What is the optimal budget for high gross revenue movies?
- What release dates are the most profitable?

Data Understanding

Data Sources:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

Key Dataset: The Numbers

Data Features:

- ✓Release date
- ✓Movie
- ✓Domestic Gross
- ✓Worldwide Gross

Data Analysis

Methodology:

- ❑ Data cleaning and preprocessing
- ❑ Exploratory Data Analysis
- ❑ Visualize key Insights

Technologies Used:

Python

Data Analysis

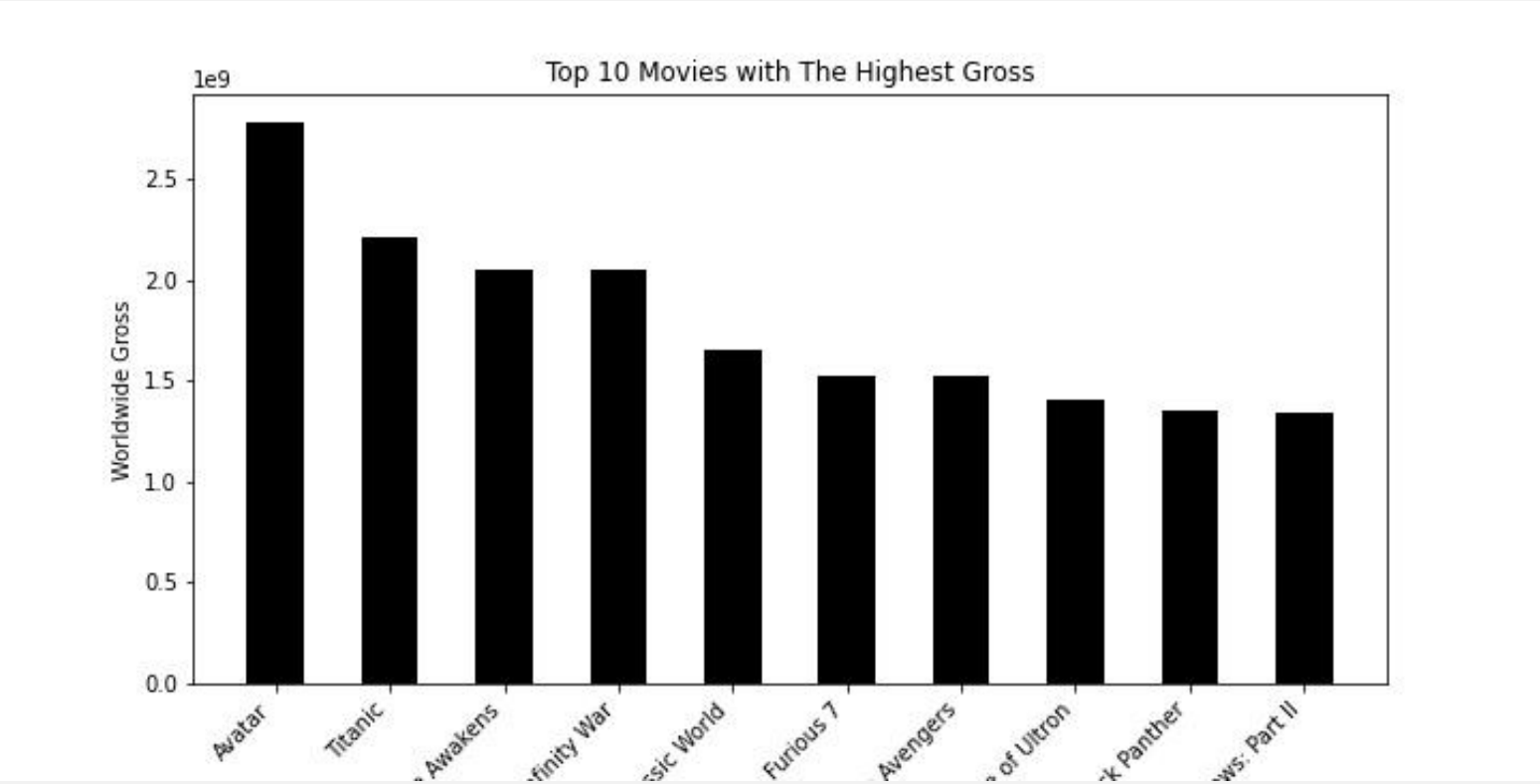
Python is a powerful and versatile programming language used for data analysis among other applications.

Python is used because it has strong and powerful tools and libraries for handling and analyzing data.

Tools and Libraries within python that were used:

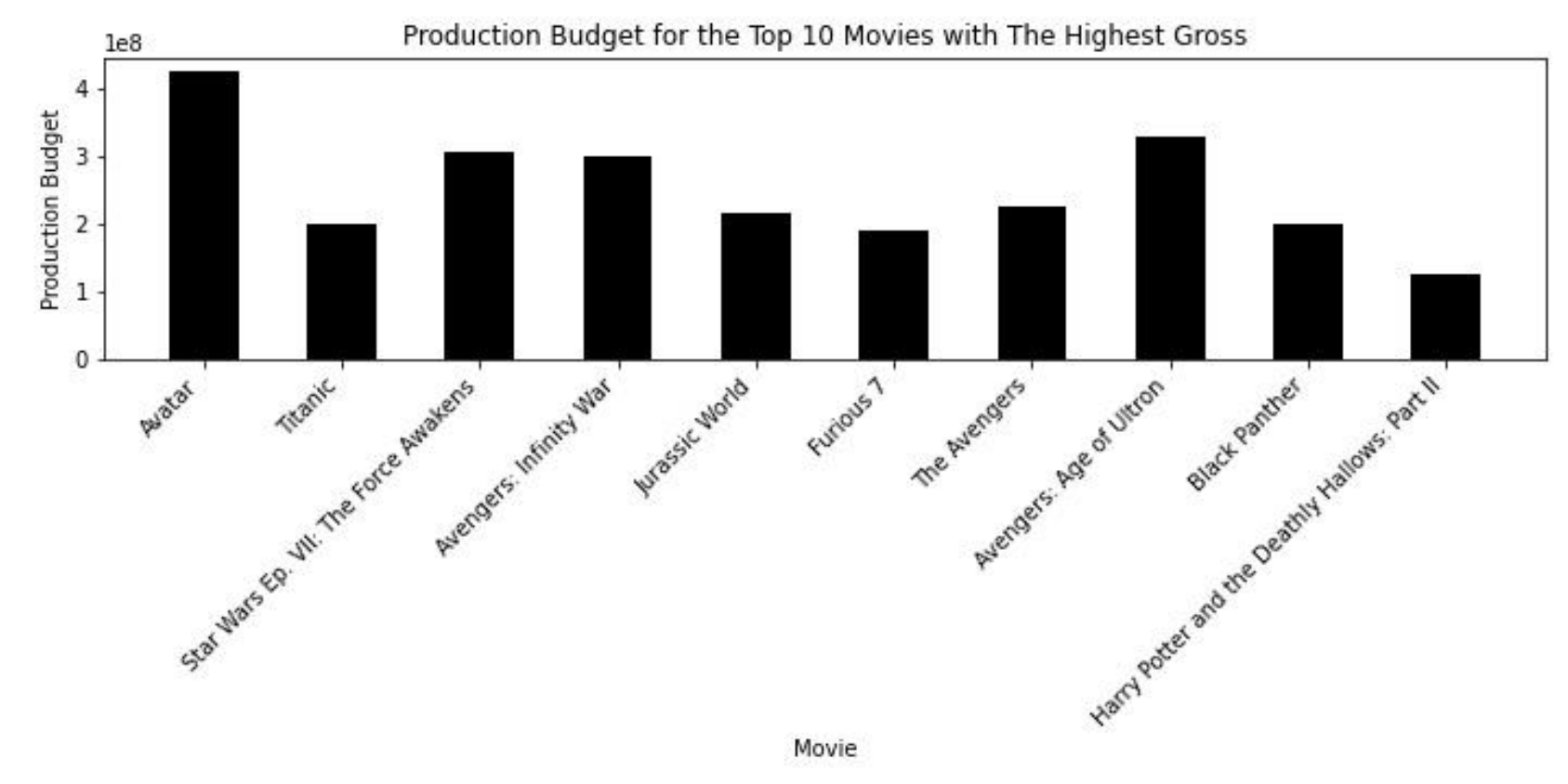
- Pandas
- Matplotlib and Seaborn
- Numpy

1. Movie Success by Highest Gross



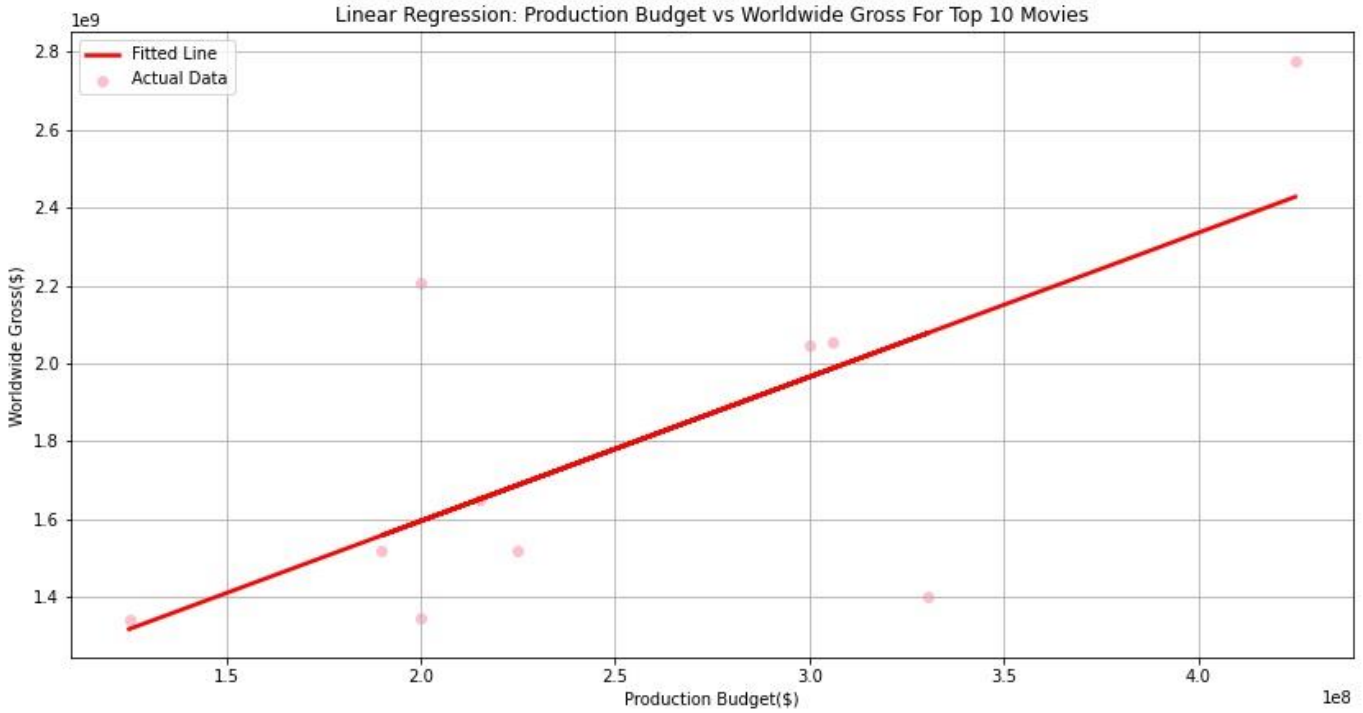
The above list are some of the best performing movies based on the highest gross

2. Budget for movies with the highest gross



The average budget for the top movies with high returns appears to be between $100,000,000 and $ 400,000,000

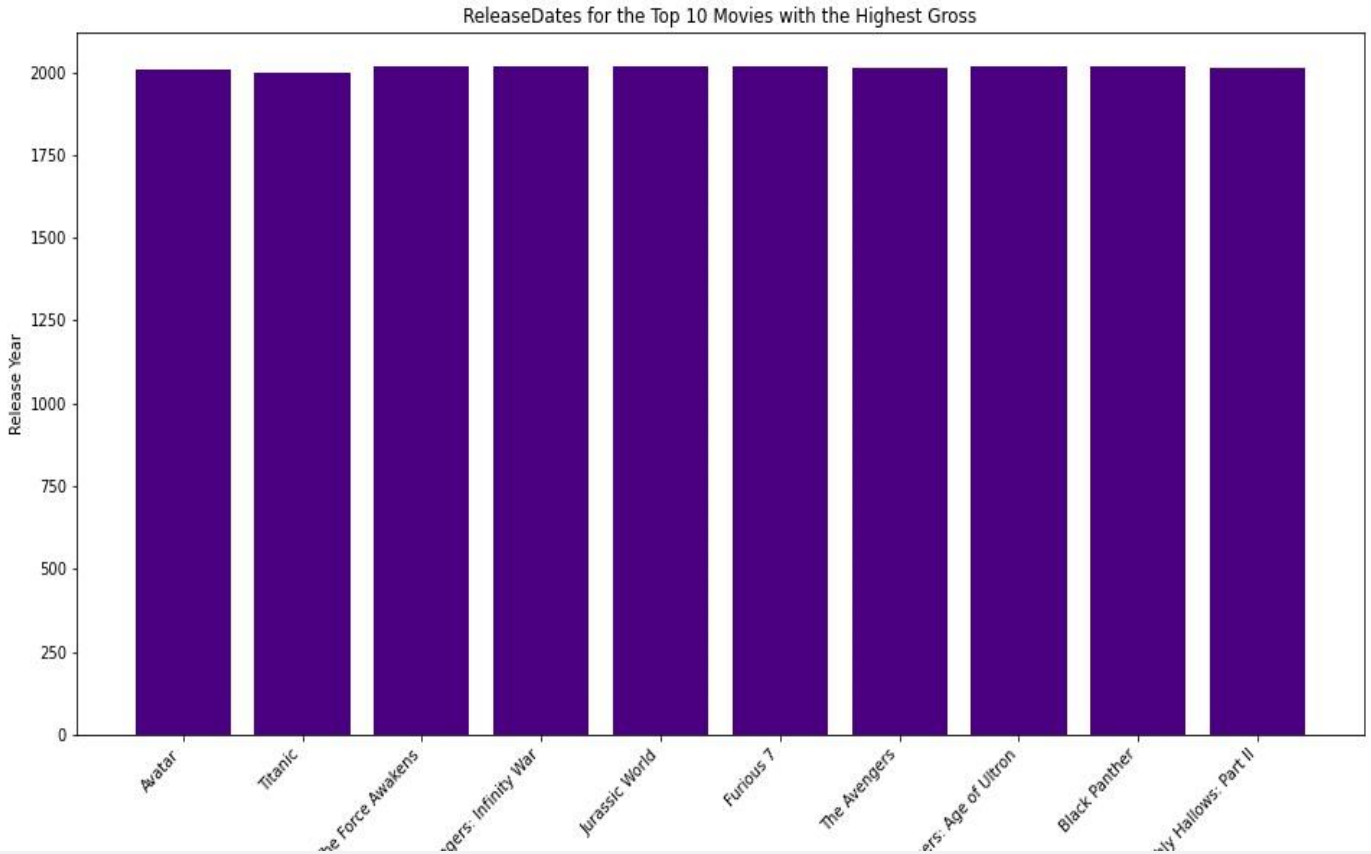
3. Budget and gross for top 10 movies



Increasing the budget tends to increase the gross revenue earned.

Other factors may also be at play here.

4. Release year for the movies with the highest gross



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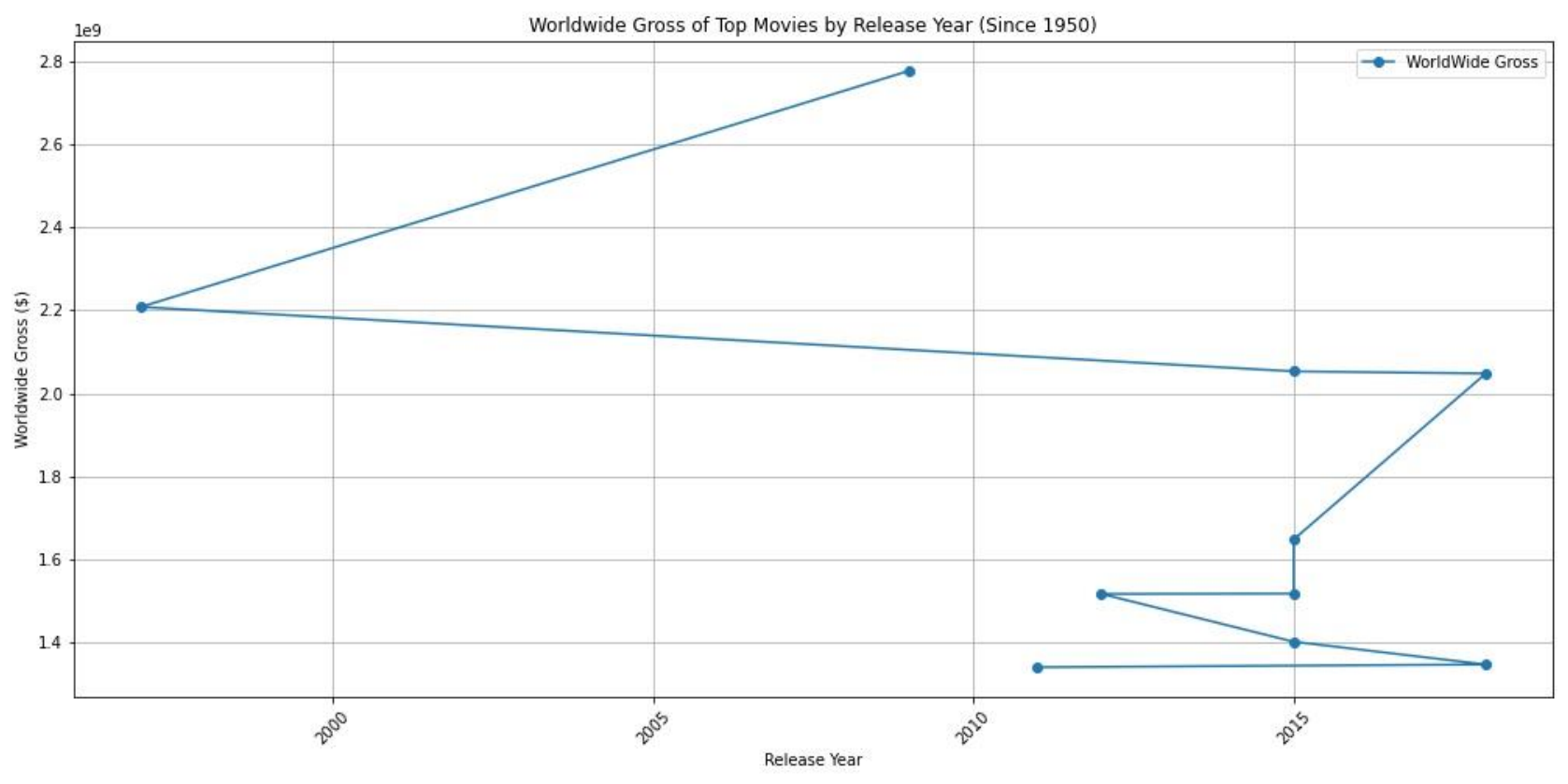
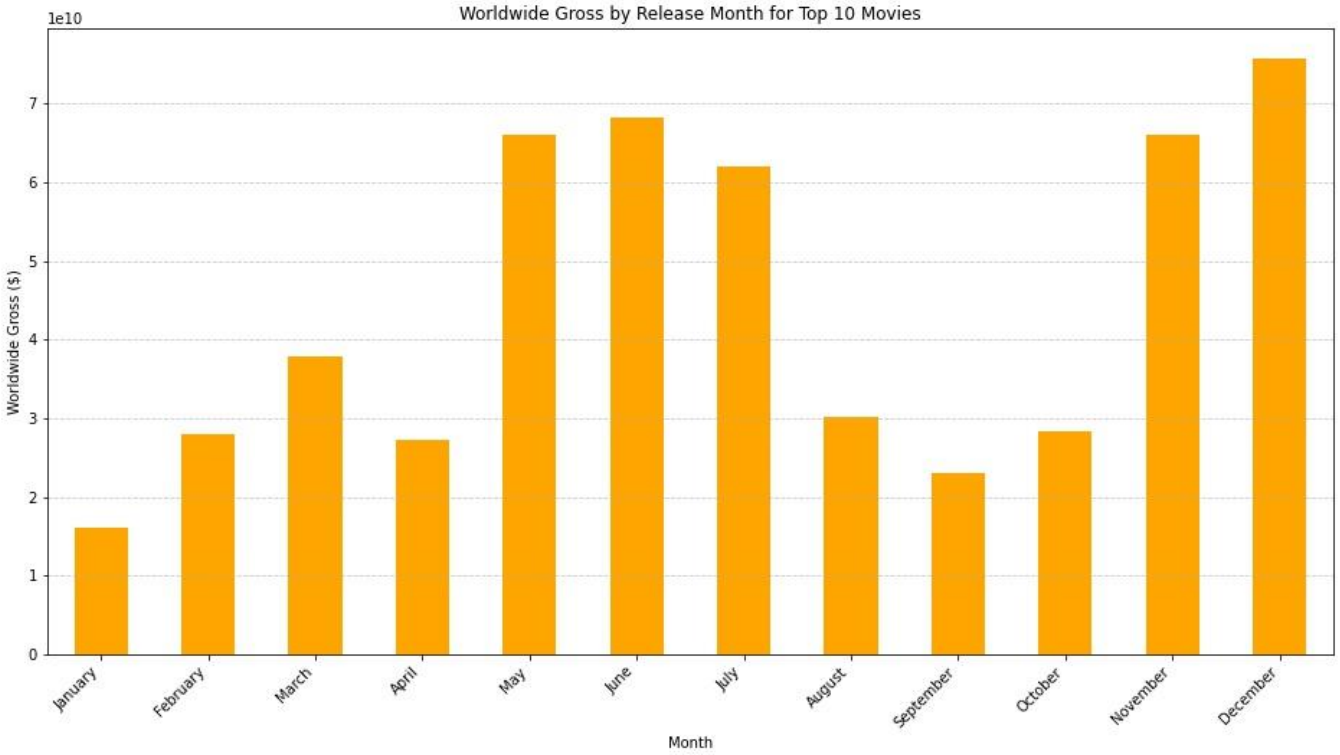


Most of the movies with the highest gross revenue were released after 2010.

5. Release months for the movies with the highest gross



Movies bring in the highest gross revenue in December. Other well performing months are May, June and July.

Recommendations

1) Focus on high-performing movies such as Avatar and Titanic
2) Aim for a production budget within the range of $100 - $400 million
3) Movies released after 2010 perform better than older ones. This proves that people prefer movies released more recently as compared to older ones.
4) Plan movie released during peak profitable months such as December, May, June and July.

Next Steps

Data Collection: Continue gathering data on emerging trends and other factors that will affect revenue generation

Market Research: Analyze the audience preferences and competitor strategies

Pilot projects: Launch small-scale projects to test insights

Feedback Loop: Use the pilot projects to refine strategies

Thank You!

Any Questions ?

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