Box Office Success Determinants

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Problem

After a series of Box Office flops, producers of The Top Movie Studio questioned their strategy, and asked for directions.

Project Goal

Recommend strategies for The Top Movie Studio on how to make a Box Office success by analyzing an available dataset.

Project overview

- List assumptions and create feasible business questions
- Analyze the dataset and verify assumptions if applicable
- Create strategy recommendations

Strategy Recommendations

RECOMMENDATION 1

For a minimum profit margin of 0.6, optimal budget value should not be less than $40 MM, and on average around $75 MM

RECOMMENDATION 2

Studio should implement the Value Above Score (VAR) statistics when hiring staff

RECOMMENDATION 3

The VAR score for actors and actresses should be in the range between 1.0 and 3.0

Strategy Recommendations

RECOMMENDATION 4

The VAR score for directors should be in the range between 1.0 and 2.5

RECOMMENDATION 5

Directors with an average movie score above 7 show great potential to bring significant value to a movie

RECOMMENDATION 6

Invest in 3 most profitable genres: Animation, Adventure, and Family: all PG-13 rating

1

Including data on Oscar winnings and nominations

2

Demographic information about the audiences and their preferences

3

Analzying data on other Movie Studio Box Office's

Future Considerations

Contact me

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