

Film Performance Dashboard - Storytelling Example

Slide 1: Analysis Objective

Title: Film Performance Analysis (Budget, Score, Revenue)

Context:

A database of over 7,500 films was analyzed to identify main trends in terms of budget, box office, and critical score, across years and genres.

Objectives:

- Understand the evolution of average production budgets.
- Identify the most profitable genres.
- Analyze the average scores by genre.
- Highlight the effects of time (e.g., COVID-19, digital transition).

Data used: Budget, Revenue, Score, Duration, Genre, Year

Slide 2: Key Trends and Findings

Title: Evolution and Performance of Genres

1. Average Budgets Over Time:

- Gradual increase from the 1980s until 2019.
- Sharp decline after 2020, likely related to the health crisis and production slowdown.
- Average budget: \$23.18M; Median: \$18M - significant variation depending on genre.

2. Box Office Revenue:

- Total cumulative: \$587.11 billion; Average: \$76.57M per film.
- Action films dominate: \$2.4 trillion cumulative revenue with an average budget of \$82M.
- Comedy films have a good cost/revenue ratio despite lower average scores.

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3. Average Score by Genre:

- Top 3 highest-rated genres:
 - Biography
 - Drama
 - Crime
- Action and Comedy films are less well rated despite commercial success.

Slide 3: Recommendations and Decisions

Title: Data-Driven Strategies

Insight 1: Action films generate high revenue but require very large budgets.

Recommendation: Optimize production costs with digital effects or co-productions.

Insight 2: Biographical/Drama films receive the best critical scores, often with moderate budgets.

Recommendation: Encourage production of these genres to gain critical credibility and awards (Oscars, festivals).

Insight 3: The average score has plateaued since the 2000s.

Recommendation: Invest more in screenwriting and art direction, not just visuals.

Conclusion (Bonus Slide)

Title: Summary & Next Steps

- Data shows a strong correlation between budget and revenue, but not necessarily with quality (score).
- There is underutilized potential in lower-budget but higher-rated genres.
- Future analysis could include streaming platforms to measure the impact of Netflix, Disney+, etc.