

# BOX OFFICE FILM ANALYSIS

Insights and Recommendations for Film  
Production

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# INTRODUCTION

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This analysis aims to offer tactical guidance to a new movie studio based on trends in movie success.

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With the entertainment business evolving, more studios and streaming platforms are targeting to invest in original content hence the need to know what drives the box office.a variety of.



# BUSINESS CONTEXT

As our company ventures into the movie production industry, it is crucial to understand what types of films are currently performing best at the box office.

Our goal is to gather insights that will help our new movie studio create films that are not only critically acclaimed but also financially successful.

Butiere  
10+ Placement





The data for this analysis is obtained from multiple reputable sources:



- **Box Office Mojo**: Provides comprehensive box office revenue data.
- **The Numbers**: Provides financial data on movie budgets and grosses.
- **TheMovieDB**: Contains detailed movie information, including genres, ratings, and runtime.
- **Rotten Tomatoes**: Offers critical and audience reviews and ratings data.
- **IMDB** : A rich source of movie ratings, genres, and other detailed movie information



# DATA OVERVIEW

## Key features selected for analysis

- Genre
- Release date
- Original language
- Runtime minutes
- Average Rating
- Production budget
- Domestic gross
- Worldwide gross





# PROCESS



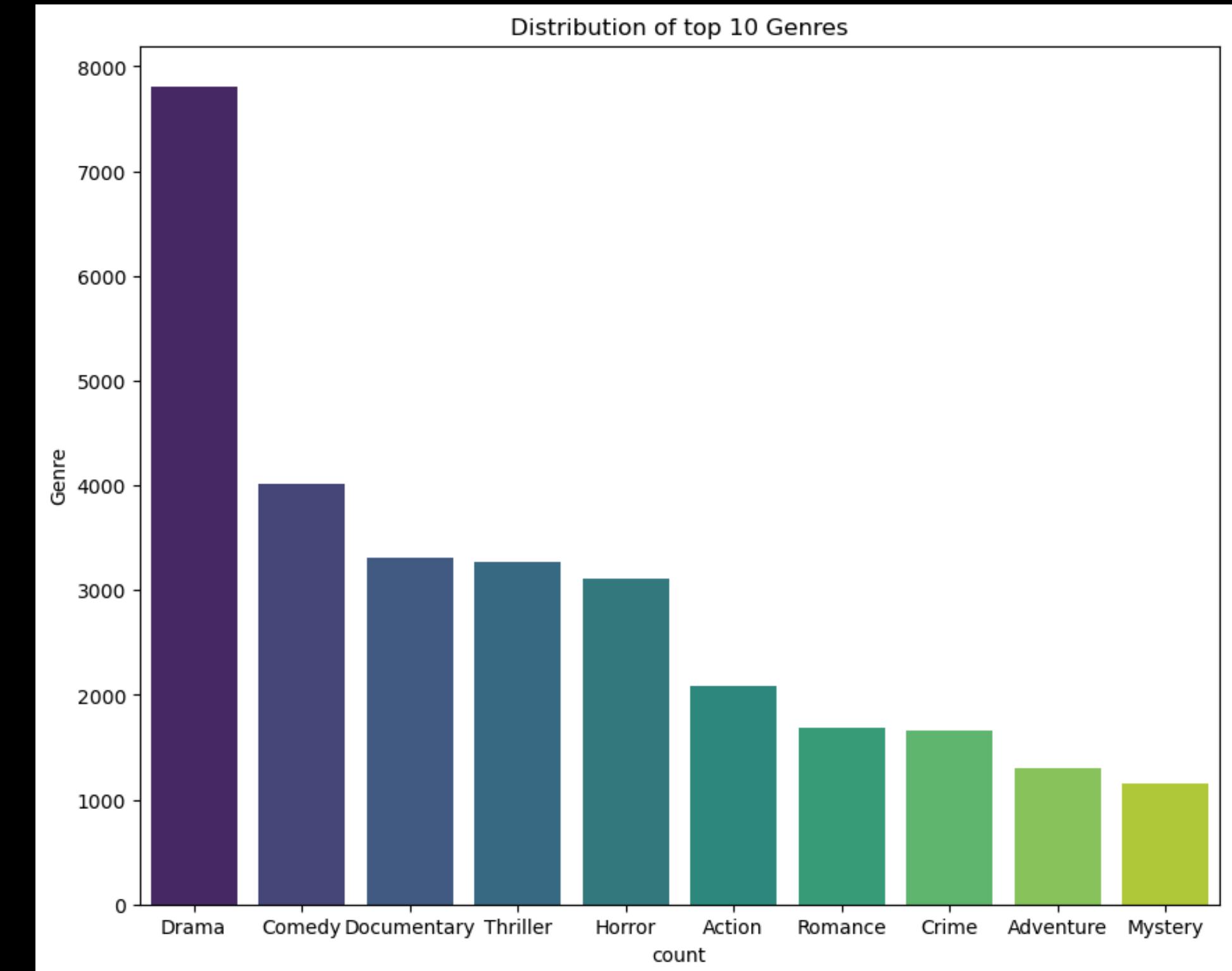
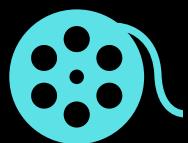
## *DATA CLEANING*

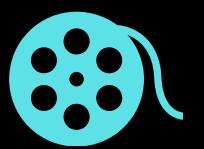
- Handling missing values.
- Removing duplicate values.
- Renaming columns.
- Getting relevant columns.
- Standardized text

# EXPLORATORY DATA ANALYSIS

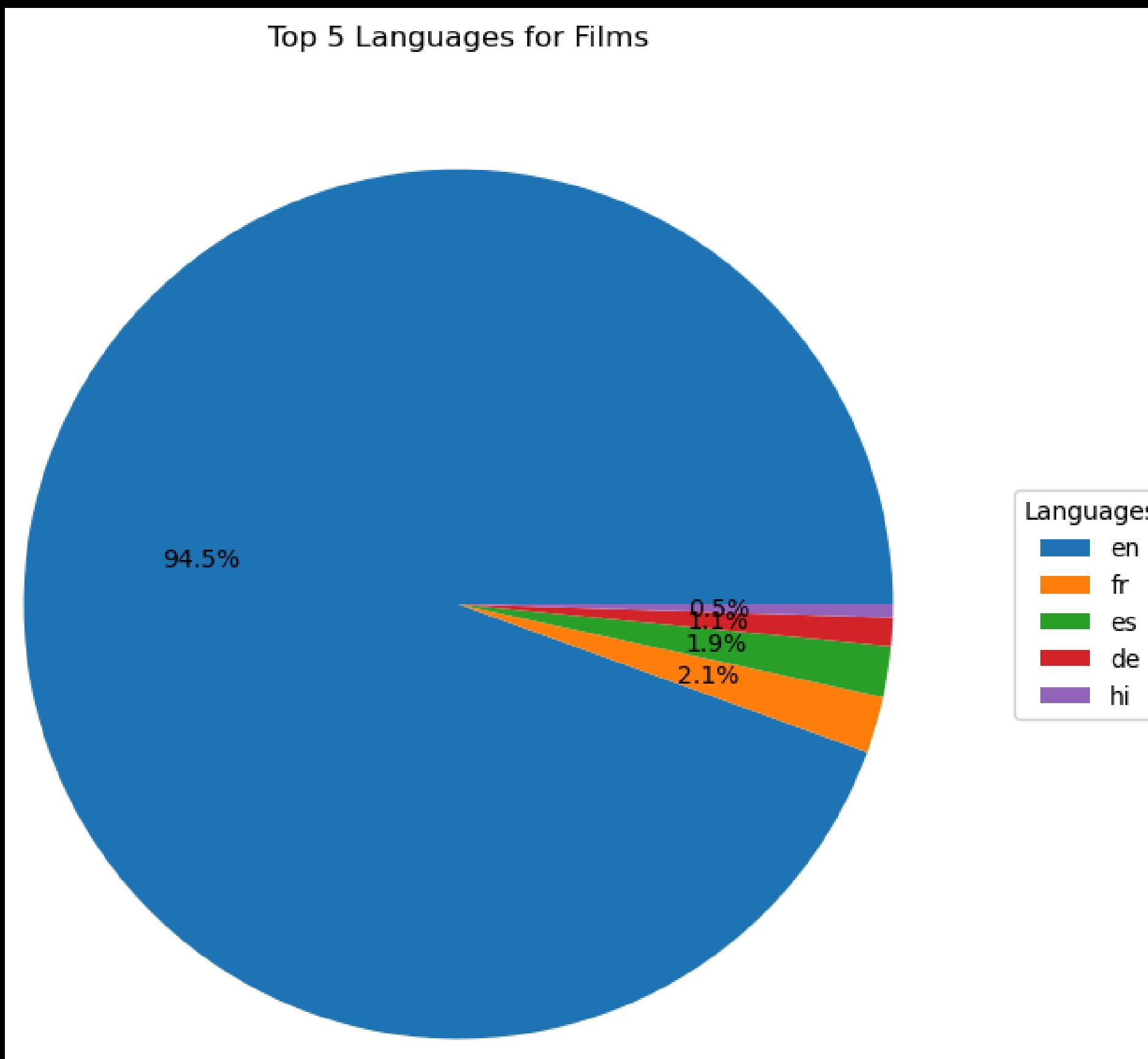
## ANALYSE DISTRIBUTION OF TOP PRODUCED GENRES

Drama (7805), comedy(4014) and Documentary (3304) are the top produced genres.





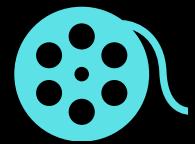
Top 5 Languages for Films



## ANALYSE DISTRIBUTION OF MOST USED LANGUAGE

From the piechart, it is observed that:

- 94.5% of the films are in English (en)
- 2.1% are in French (fr)
- 1.9% are in spanish (es)
- 1.1% are in German/Deutsch (de)
- 0.5% are in Hindi (hi)

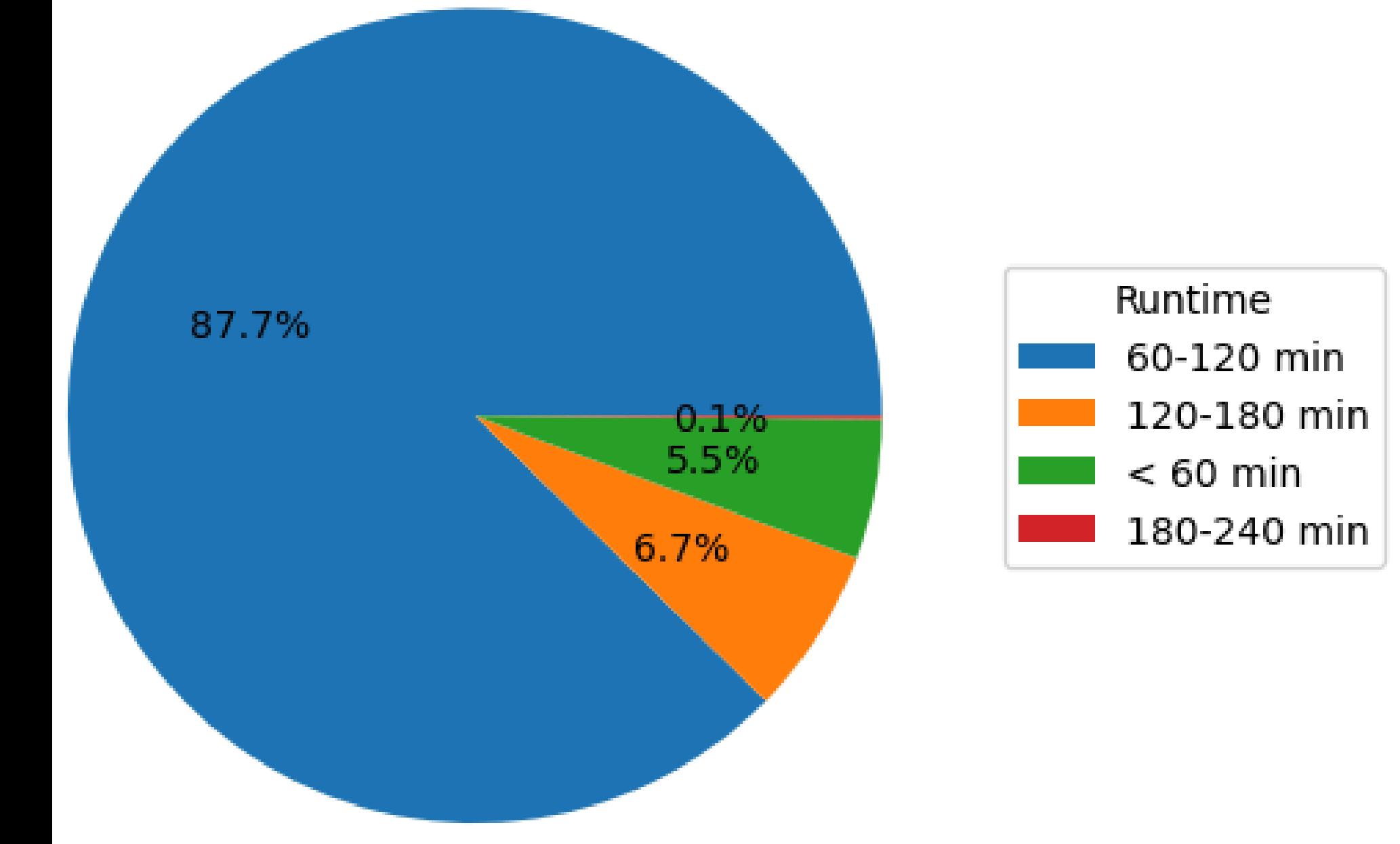


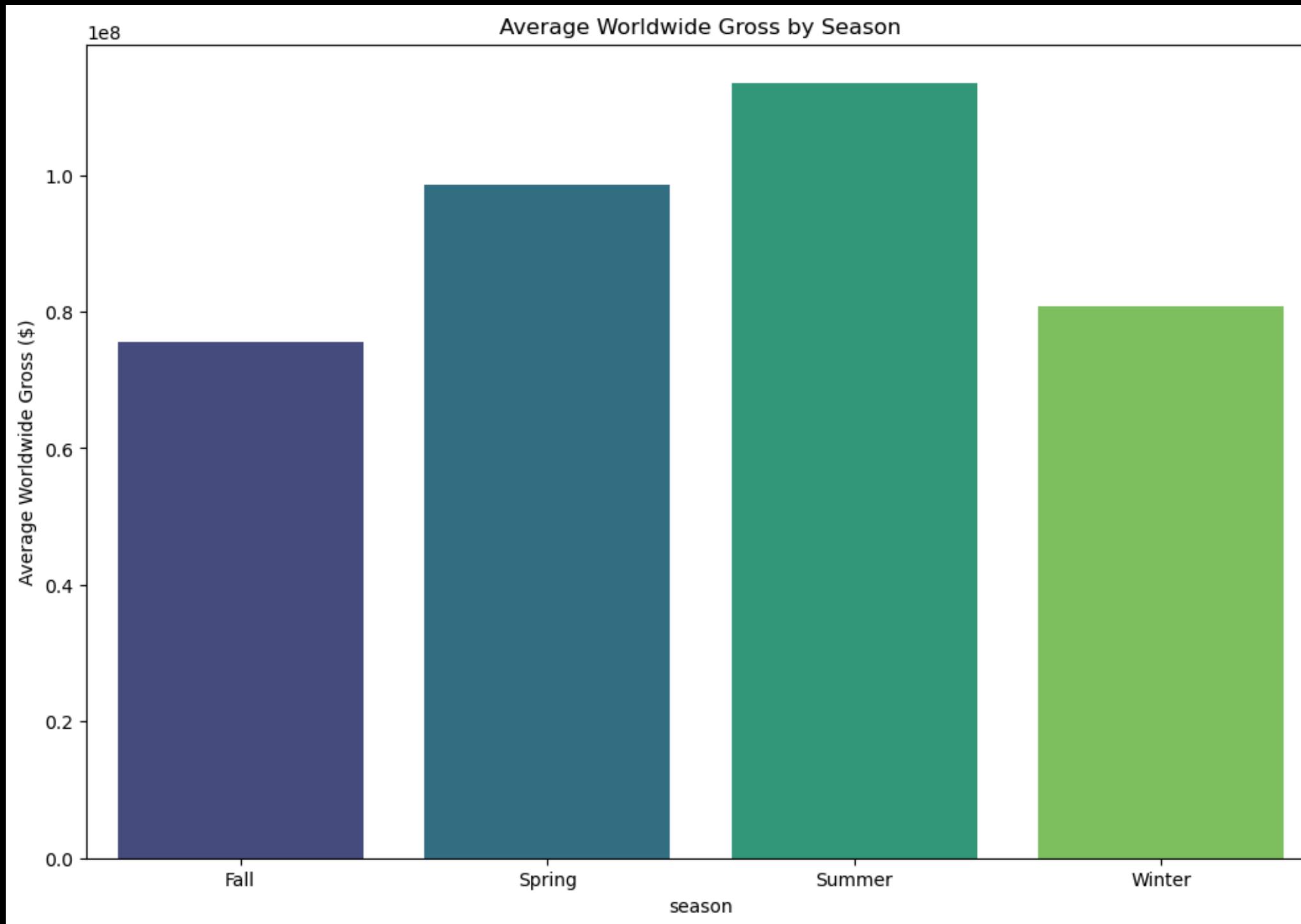
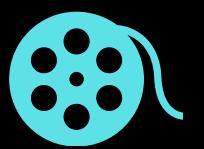
## ANALYSE DISTRIBUTION OF RUNTIME MINUTES

From the pie chart:

- 87.7% of the films are 60-120 minutes long
- 6.7% of films are 120-180 minutes long
- 5.5% of films are less than 60minutes long
- 0.1% of the films are 180-240 minutes long

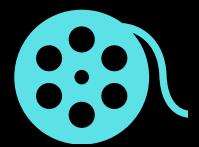
Average Length of a Film in Minutes



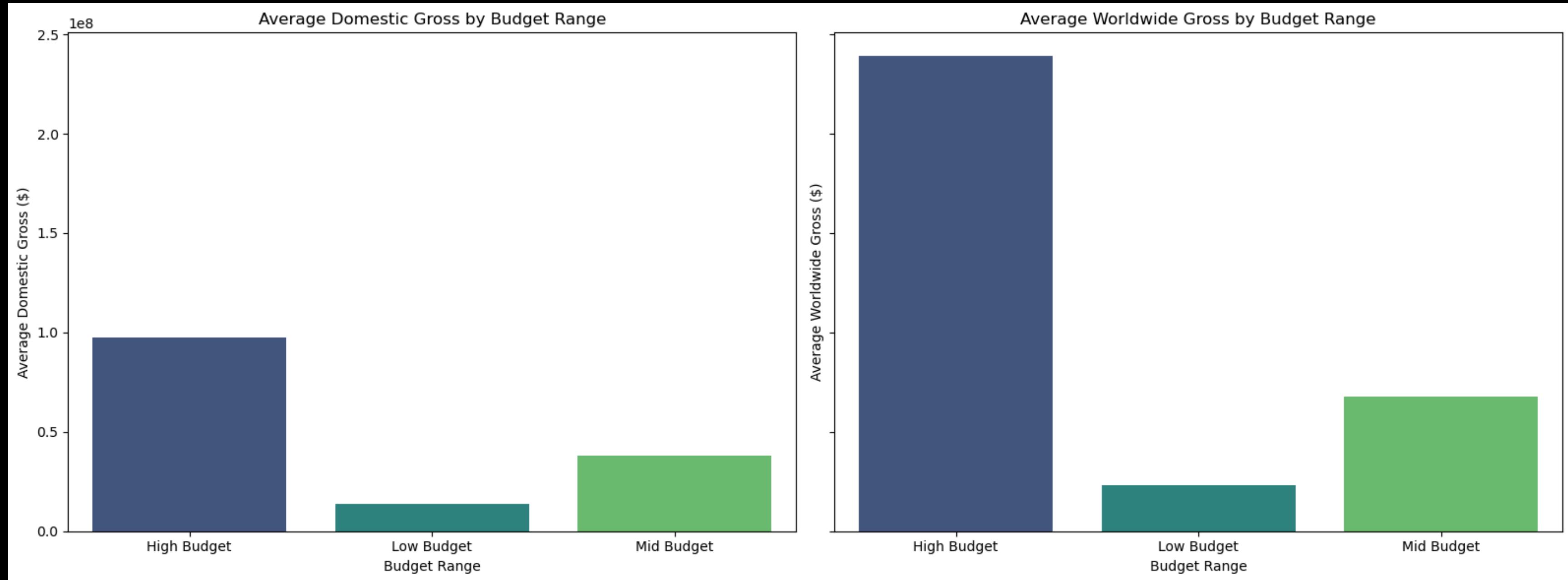


## ANALYZE SEASONAL AND MONTHLY TRENDS FOR MOVIE RELEASES

Most movies perform best in the  
*\*summer\**  
with an average worldwide gross  
of \$113M and  
least in the *\*fall\** averagely \$75M



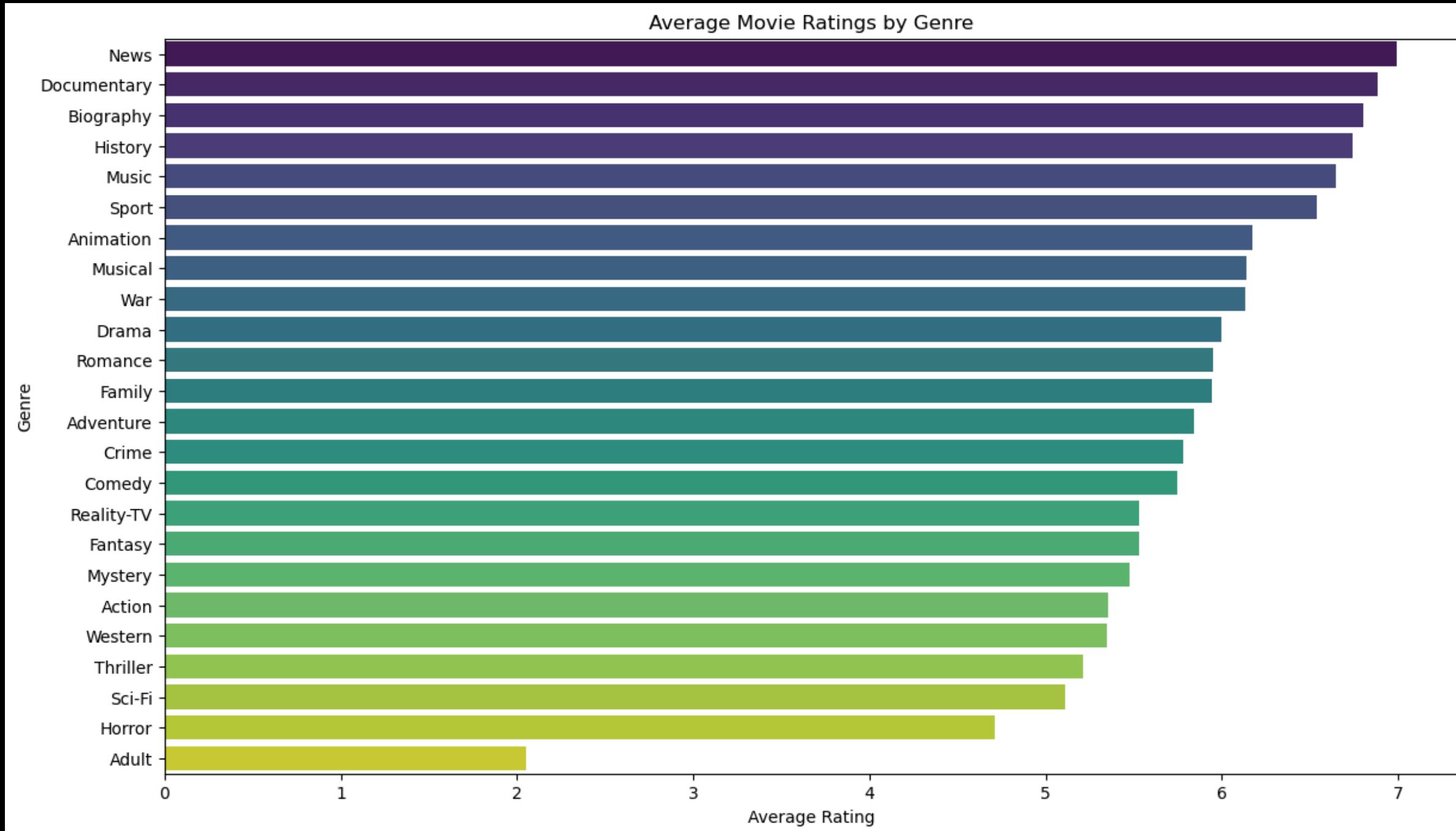
# ANALYSE DISTRIBUTION OF RUNTIME MINUTES



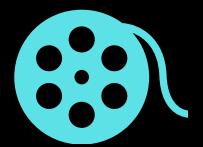
The higher the production budget the higher the returns both domestic (\$97M) and worldwide (\$238M).



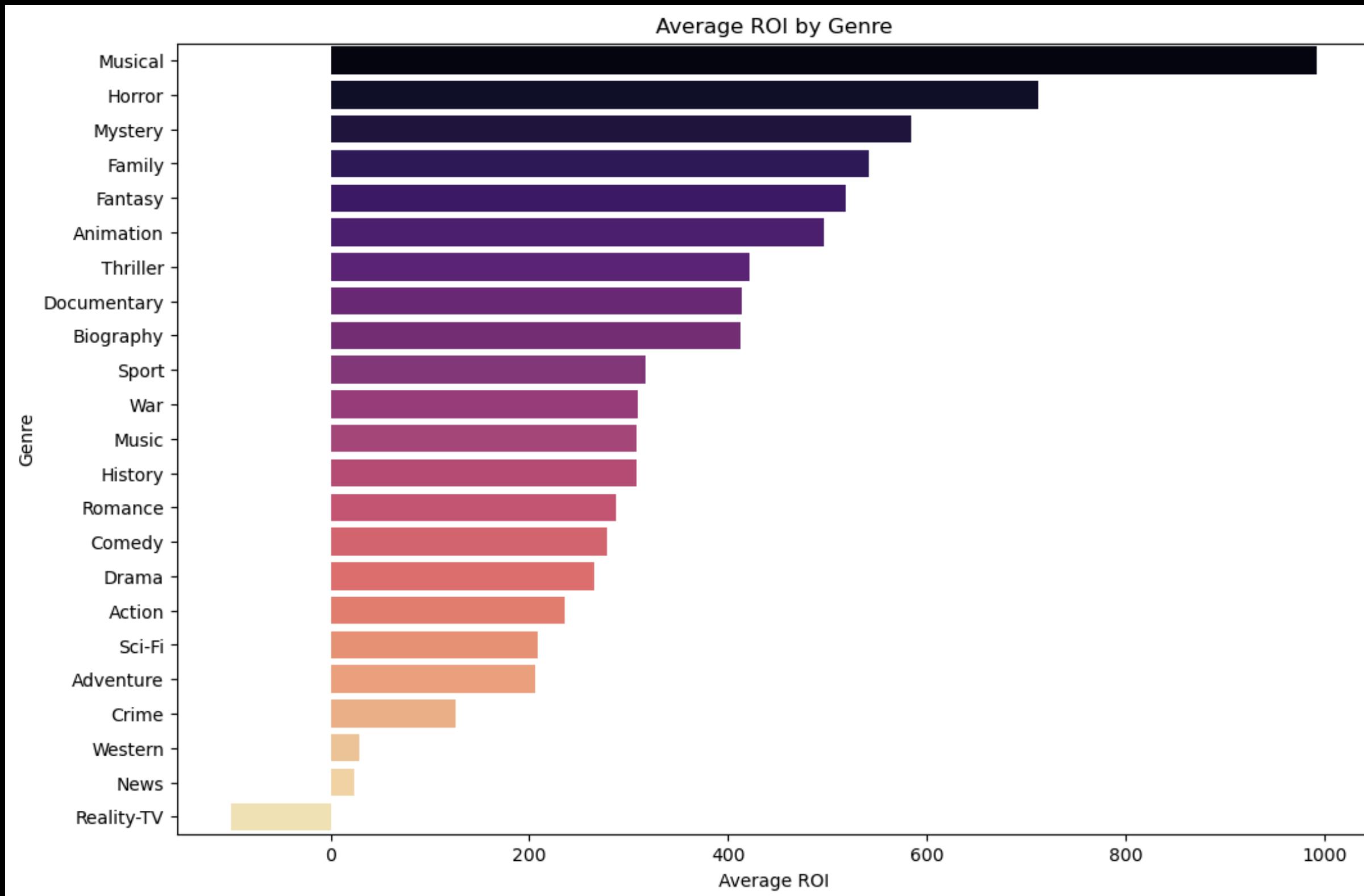
# ANALYZE THE HIGHLY RATED GENRE



News (6.99), Documentary (6.88) and Biography (6.80) are the highly rated film genres.



# IDENTIFY THE GENRE WITH THE HIGHEST RETURN ON INVESTMENT(ROI)



Musical films have the highest return on investment (991.36) followed by horror (712.20) and Mystery (584.23)

# RECOMMENDATION

## 1. Focus on Producing Highly Profitable Genres:

- Invest in producing Musical, Horror, and Mystery genres.
- By targeting these genres, the studio can maximize profitability and achieve a higher return on their investment.

## 2. Leverage Seasonal and Monthly Release Trends:

- Release Films During Summer: The data shows that movies released in the summer perform the best, with an average worldwide gross of \$113M.
- Avoid Fall Releases: Films released in the fall tend to perform the worst, with an average worldwide gross of \$75M.

## 3. Maintain a Balanced Budget for Optimal Returns:

- Optimize Production Budgets: While higher budgets often correlate with higher grosses, it is crucial to find a balance.
- Monitor Budget Allocation: Ensure that the production budget is carefully planned and monitored to avoid overspending while still achieving high production quality that attracts large audiences.

## 4. Capitalize on Top-Rated Genres:

- Focus on Quality Content in News, Documentary, and Biography Genres.

# CONCLUSION

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The analysis provides key strategic insights for the new movie studio to enhance its success in the competitive entertainment industry:

## 1. Genre Selection:

- High ROI Genres: Investing in Musicals, Horror, and Mystery genres offers the highest financial returns.
- High-Rated Genres: News, Documentary, and Biography genres receive consistently high audience ratings,
- indicating strong potential for long-term success.

## 2. Release Timing:

- Optimal Season: Summer releases yield the highest average worldwide gross, making it the best time for new movie releases.
- Avoid Fall: Movies released in the fall season historically perform poorly at the box office.

## 3. Budget Management:

- Strategic Allocation: Mid to high-budget films show a strong positive correlation with gross revenue,
- highlighting the importance of careful budget planning for better financial outcomes.

## 4. Audience Engagement:

- Marketing Focus: Utilize high ratings in marketing campaigns to attract and retain viewers, ensuring quality content in top-rated genres for enhanced audience satisfaction and box office success.

By following these recommendations, the new movie studio can create films that are both critically acclaimed and financially successful.

# NEXT STEPS

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- **Pilot Projects:** Launch a few pilot films incorporating the insights gained to test their performance.
- **Market Research:** Conduct audience surveys and focus groups to understand preferences and refine content strategies.
- **Competitor Analysis:** Study the strategies of successful film studios to identify best practices and areas for improvement.