



PowerPoint Presentation Structure

Movie Studio Data Analysis

Actionable recommendations for the head to launch a
new movie studio

Based on Box Office Mojo and IMDB movie datasets

Presenter: Antonine Pelicier

Email: antoninepelicier10@gmail.com

Date: 20/07/2025

Introduction & The Business Problem

- **The Big Picture:** My company is venturing into the exciting world of original video content with a new movie studio.
- **The Challenge:** I am new to this space and need to understand what drives success in the competitive film industry.
- **My Goal:** To identify the types of films currently performing best at the box office and provide actionable recommendations to guide my studio's strategy.

My Data Sources

- To uncover these insights, I've analyzed data from two key industry sources:
 - **Box Office Mojo:** Provides crucial financial performance metrics, including domestic and foreign gross revenue.
 - **IMDB:** Offers rich movie metadata, such as genres, release years, audience ratings, and the number of votes.



My Process

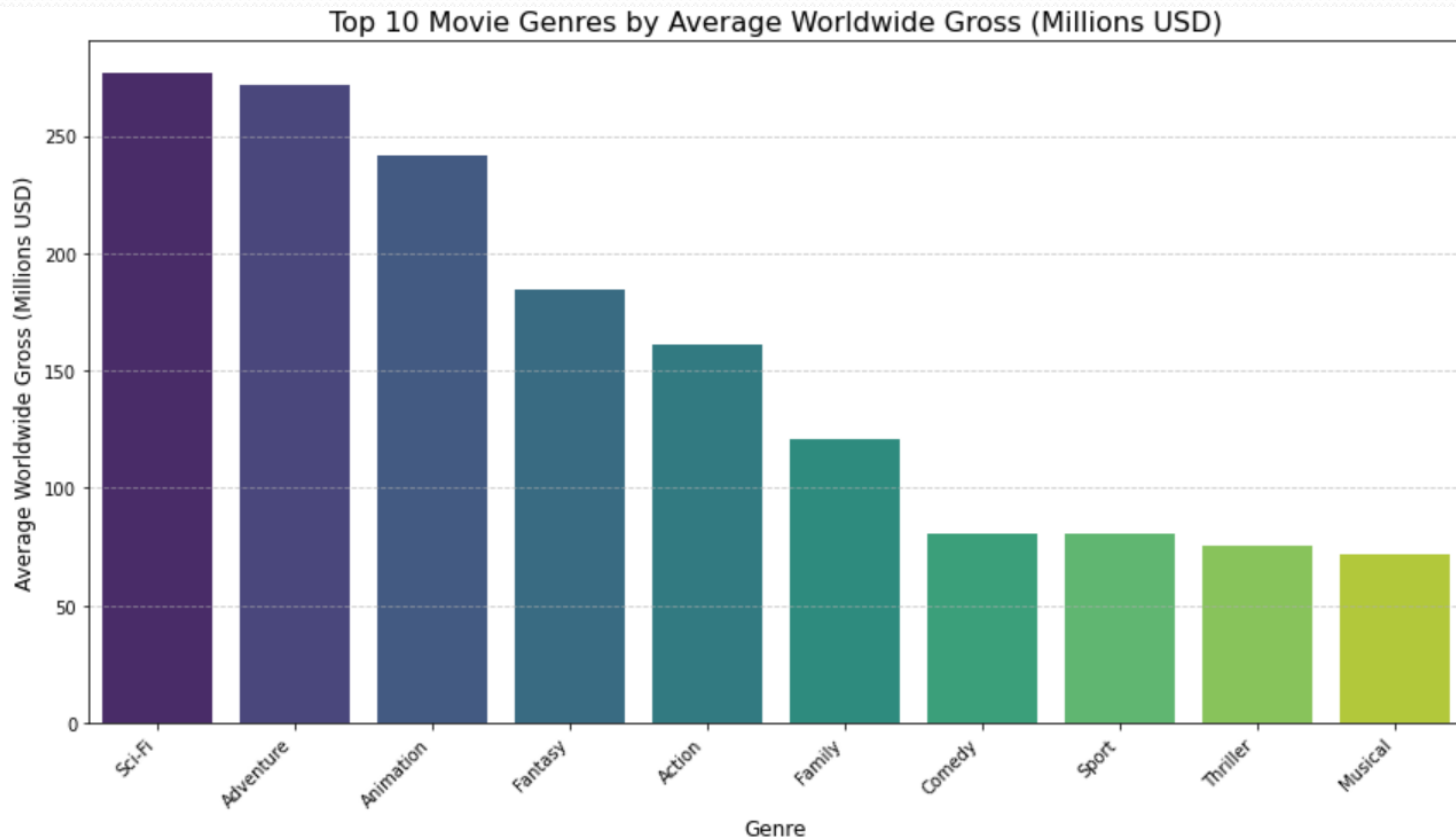
I meticulously merged these datasets, linking financial success to specific movie characteristics and audience reception.

Key Finding 1: Genre Dominance in Box Office

- My analysis reveals that certain genres consistently outperform others in terms of average worldwide gross.
- **The Leaders: Adventure, Action, and Sci-Fi** films stand out as the top-earning categories.

Top 10 Movie Genres by Average Worldwide Gross (Millions USD)

Visually highlight Adventure, Action, Sci-Fi as leading.



Visualization 1: Top 10 Genres by Average Worldwide Gross generated.

Recommendation 1: Prioritize High-Performing Genres

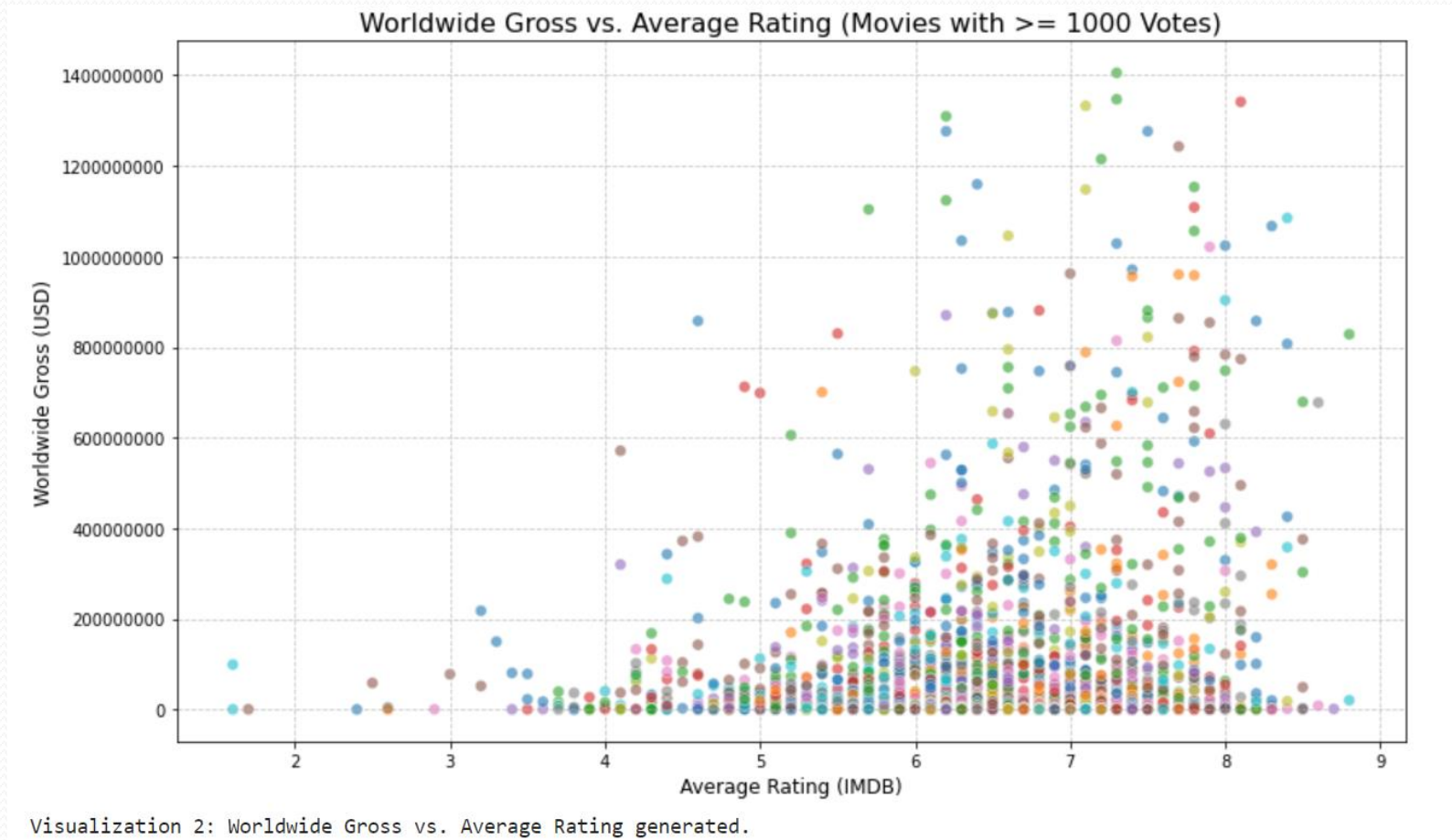
- **Actionable Advice:** For my initial film slate, focus development efforts on **Adventure, Action, and Sci-Fi** genres.
- **Why:** These genres have a proven track record of generating the highest average box office returns, offering the strongest potential for financial success.

Key Finding 2: The Power of Audience Engagement

- While a good average rating is valuable, my data indicates that the **number of audience votes** (a proxy for broad engagement and interest) is a stronger predictor of high worldwide gross.
- Films that capture significant public attention and discussion tend to perform better financially.

Worldwide Gross vs. Number of Votes (log scale for votes)

Show a positive trend, emphasizing that higher vote counts often correspond to higher gross.



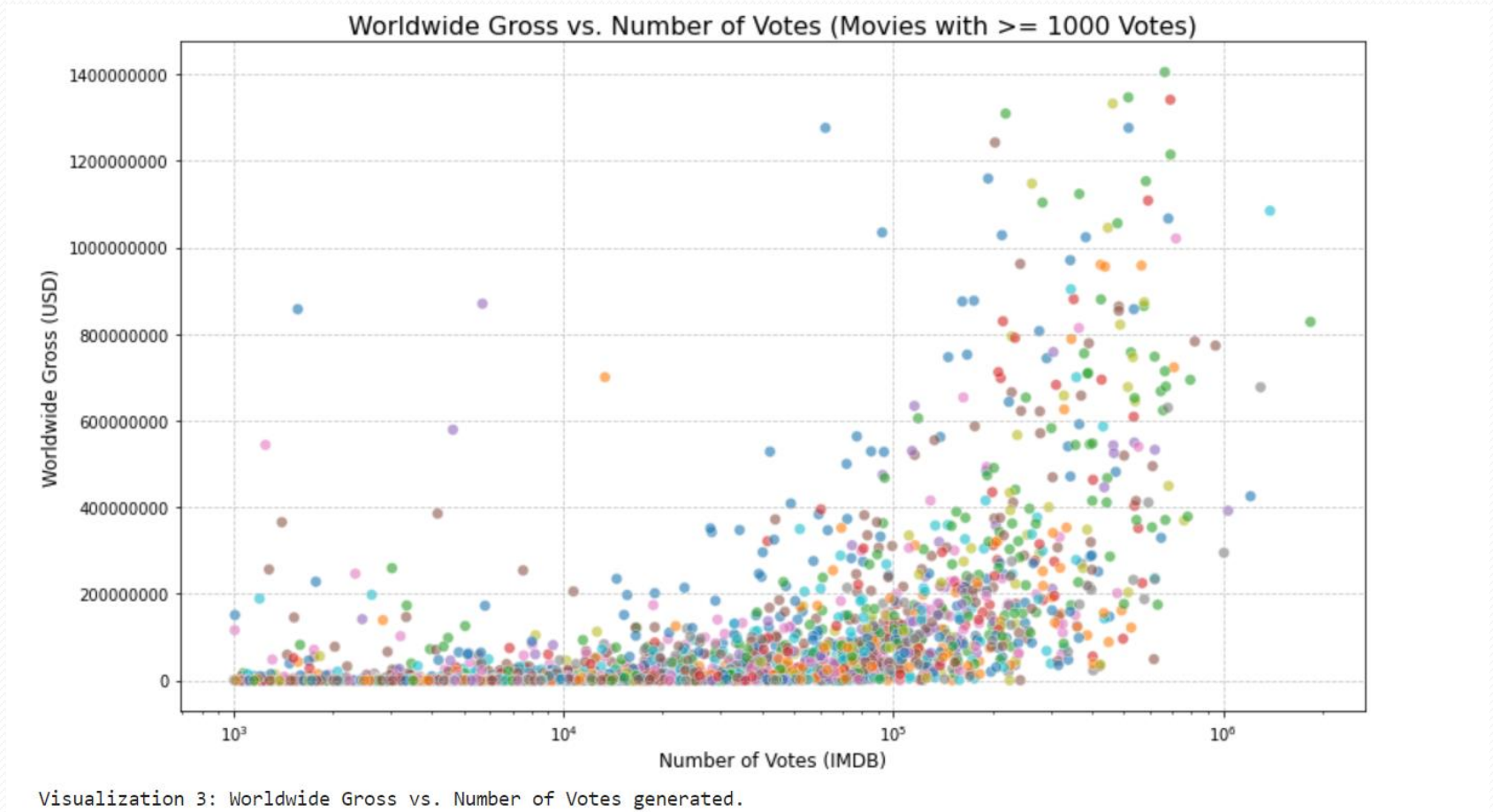
Recommendation 2: Invest in Films with Broad Appeal

- **Actionable Advice:** Beyond just critical acclaim, aim to produce movies that can generate widespread interest and encourage broad audience participation and discussion.
- **Why:** High audience engagement directly translates into higher ticket sales and overall box office revenue.

Key Finding 3: The Reach of Universal Themes

- The highest-grossing films are often those that resonate with a very wide audience, as evidenced by their substantial number of votes.
- This suggests that movies with universal themes or broad appeal are more likely to attract a large and diverse demographic.

Reinforcing the idea of reaching a large audience base



Recommendation 3: Focus on Broad Audience Resonance

- **Actionable Advice:** Prioritize stories, themes, and intellectual properties that have the potential to appeal to a diverse and large demographic, rather than overly niche markets.
- **Why:** Maximizing reach to a wide audience is key to unlocking the highest box office revenue potential.

Conclusion

- **Key Takeaways:**
 - **Genre Matters:** Adventure, Action, and Sci-Fi are top performers.
 - **Engagement is Gold:** Films that generate high audience interest and votes drive greater revenue.
 - **Broad Appeal Wins:** Universal themes and widespread resonance lead to blockbuster success.

My Path Forward

- By strategically focusing on these areas, my new movie studio is well-positioned to create compelling content that captures audiences and achieves significant box office success.



Next Steps for the Studio

- Conduct deeper market research within identified top genres.
- Develop concepts that prioritize broad audience appeal and potential for high engagement.
- Strategize talent acquisition and marketing efforts to align with these findings.



Thank you