
Film Studio Data Analysis

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Summary

- Our company is establishing a movie studio.
- My goal is to provide **actionable recommendations** to make informed decisions.
- I used data files from **recognized leaders** in the film industry for analysis.



Outline

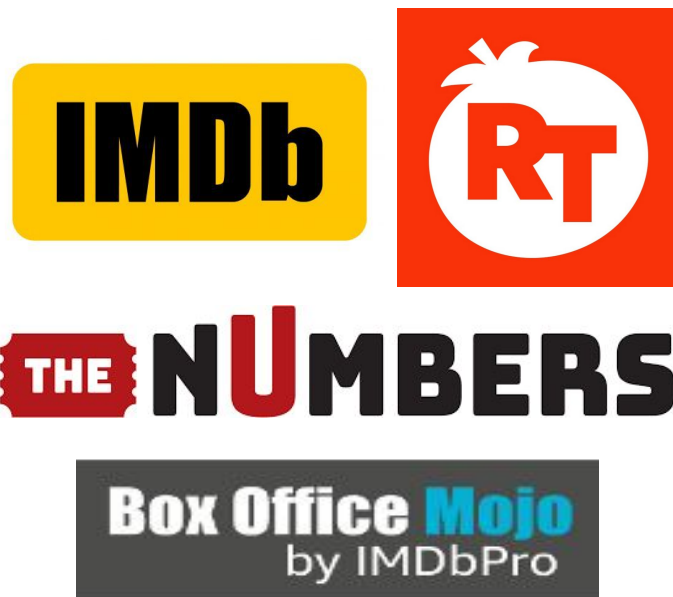
- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- The company seeks to enter the **video content market**, inspired by the success of large corporations.
- The new Movie Studio is uncertain about its venture's initiation and **seeks guidance** on film production decisions.
- This analysis will inform the **strategic approach to film production**.

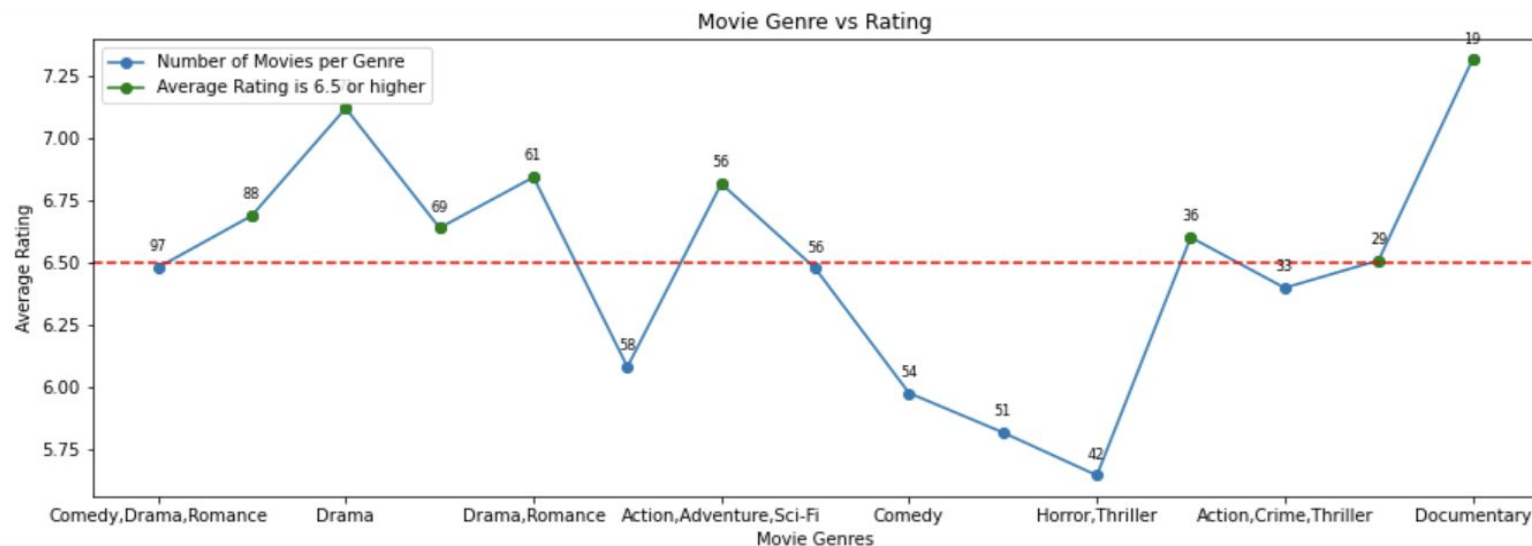
Data & Methods

- I **analyzed data** from four sources: IMDB, Rotten Tomatoes, Box Office Mojo & The Numbers.
- Renowned for their **credibility** and leaders in the industry.



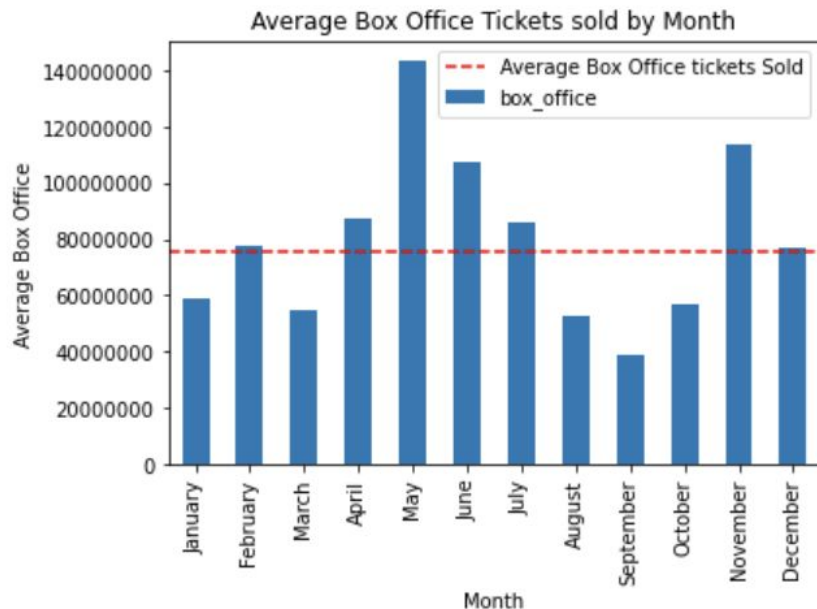
1st Recommendation: Identifying Popular Genres

- The most popular Movie Genres are: **Action, Adventure, Sci-Fi, Romance, Comedy, and Drama**. These genres have consistently received high ratings and audience engagement(votes).



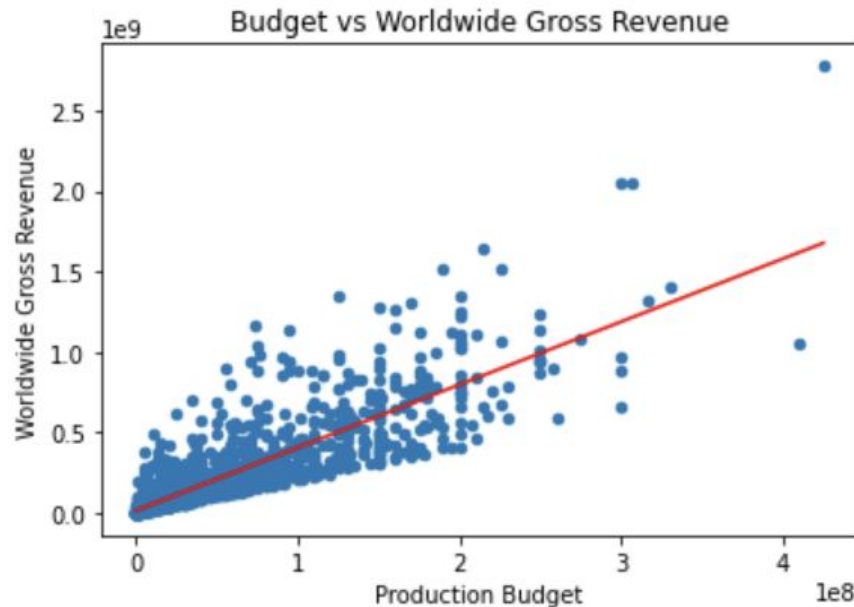
2nd Recommendation: Optimal Movie Release Timing

- The **best months** to release a movie are:
 - April, May, June and July for the warm seasons.
 - November-December for the holidays season.



3rd Recommendation: Financial Success Metrics

- A film's **financial success** is tied to its gross revenue doubling its production budget.
- Higher budgets could correlate with increased revenue and profitability.



Conclusions

- In summary, my analysis recommends focusing on popular genres such as **Action, Adventure, Sci-Fi, Romance, Comedy, and Drama**.
- I recommend release timing during the **summer and holiday seasons** maximizes box office potential.
- The analysis suggests to have a **strategic budget allocation** aligned with revenue objectives to predict profitability and sustainable growth in the industry.

Thank you!

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