

Movie Studio Strategy Analysis

Creating Movies



Introduction

This presentation aids a company's venture into the movie production industry by launching a new studio.



Business Understanding

Through Our Comprehensive Data Analysis, The Project;

1. Identified Current Trends
2. Provided Actionable Insights from Box Office Data
3. Determined the most successful types of movies



Objectives

1. To identify the genre with the highest profitability
2. To analyze the relationship between production scale and profitability
3. To evaluate the impact of release timing on movie financial success
4. To explore how movie length impact profitability



Data Understanding

For this analysis, We used the following datasets.

IMDb

Gives ratings and movie basics

Box Office Mojo

Providing revenue statistics for movies published in the Website

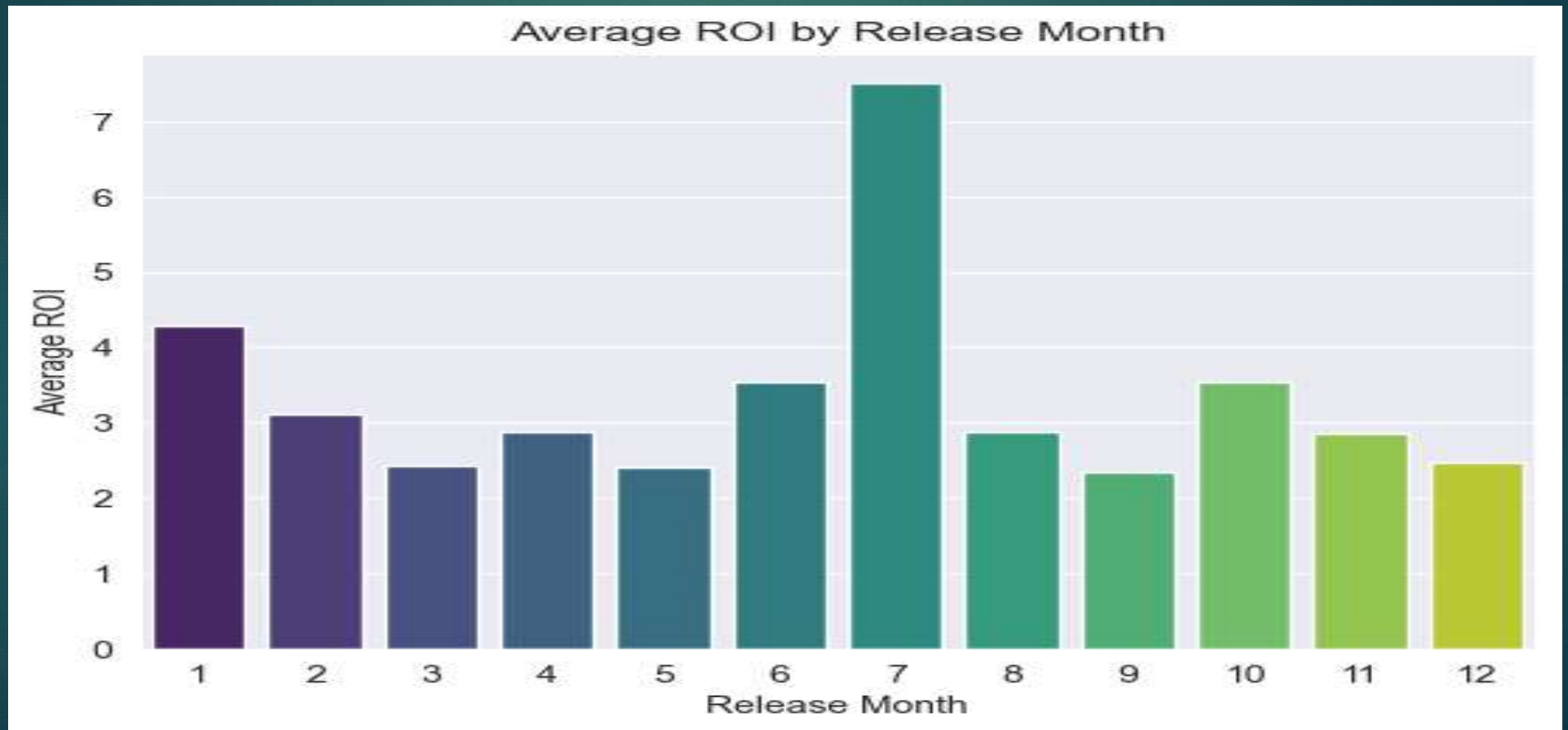
The Numbers

Provides revenue data from The numbers dataset.

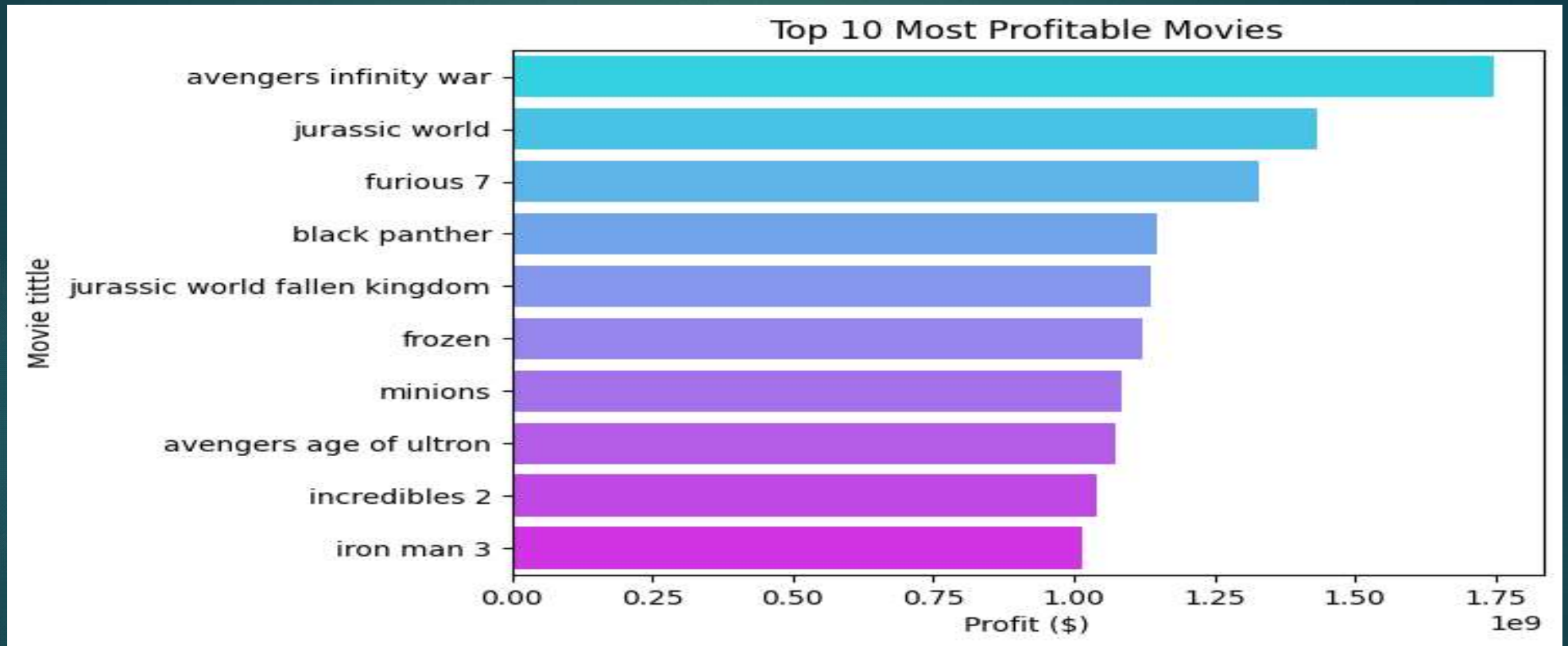


Data Analysis

Average ROI by Release Month

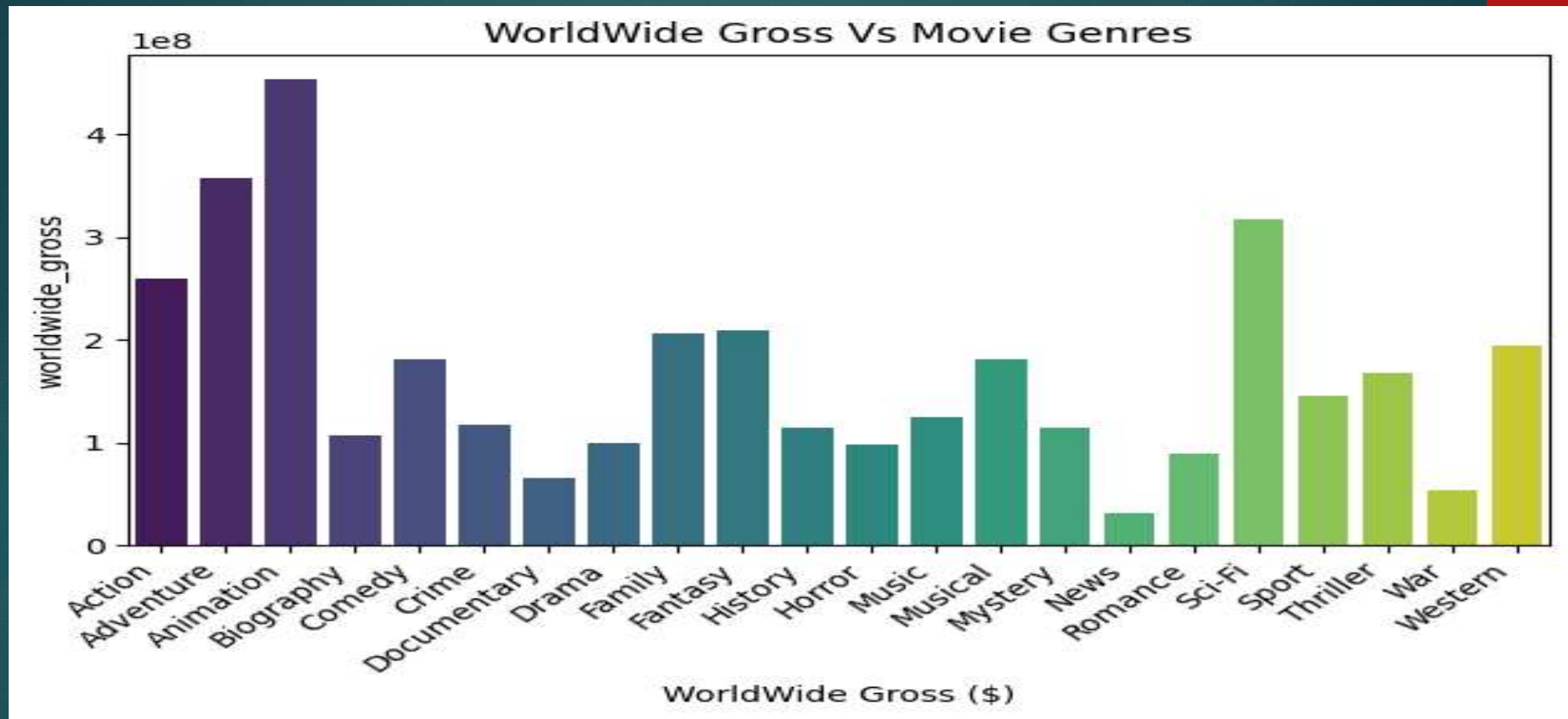


Most Profitable Movies



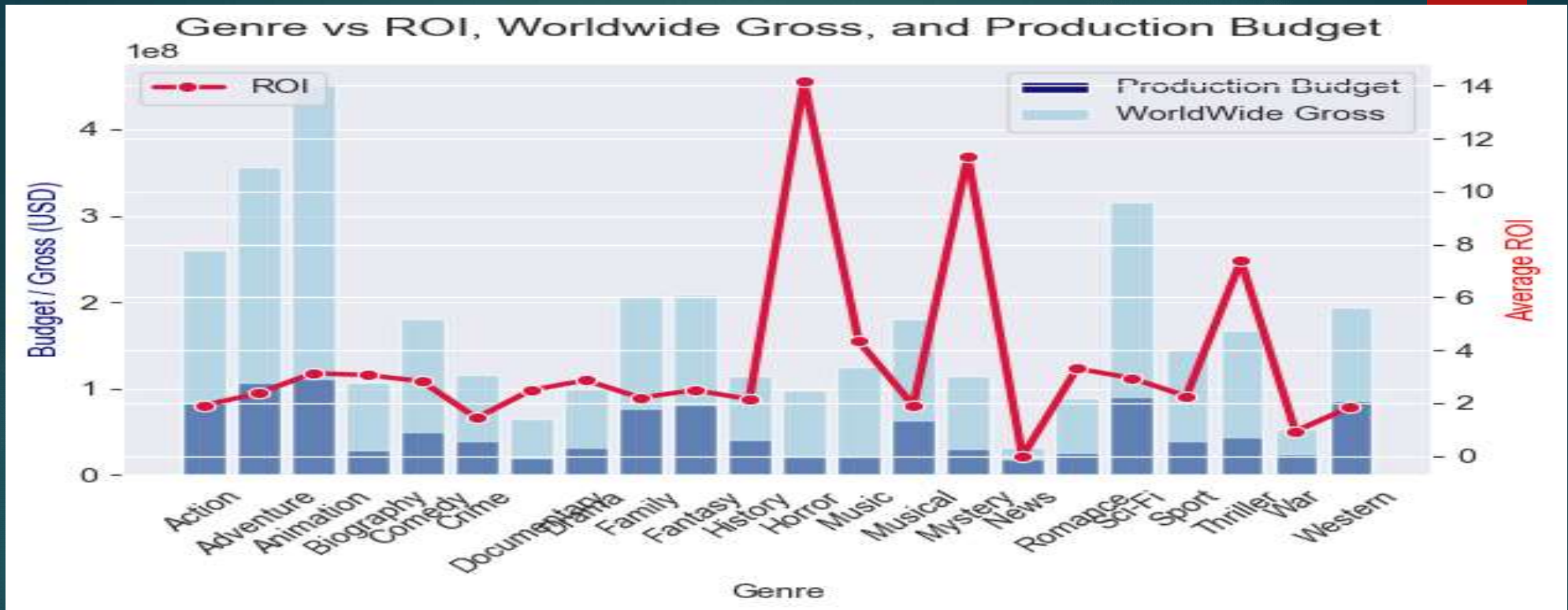
We can see avengers infinity war is the most profitable movie with iron man 3 earning least on the graph with \$1.75 and \$1.00 respectively.

Determining the highest grossing Movie Genres



Animation, Adventure, Sci-Fi, and Action are the movie genres with the highest worldwide gross over others that fall slightly below 2.5 gross

Which Genre Translates The Best Financially?



Action, Adventure, and Animation movies have the highest worldwide gross, meaning they earn the most money globally.

On the other hand, Horror movies stand out with the highest ROI, even though their budgets are much smaller.

Meanwhile, War, Western, and History genres tend to have low or negative ROI, showing that they are expensive to produce but do not perform as well financially.

Findings

Profitability Trends;

Large-budget films such as *Avengers: Endgame* and *Avatar* dominate in total profits due to their massive production investment and global distribution reach.

Budget vs Revenue Relationship;

Bigger investments often yield higher grosses, but not proportionally high budgets also carry higher financial risk.

Seasonal Profit Patterns;

Movies released in holiday months (especially July, November, and December) exhibit above-average ROI.

Return on Investment (ROI) Distribution;

While most high-budget films earned solid profits, their ROI (return per dollar spent) was often lower compared to select mid- or low-budget films.



Recommendations

Strategic Release Planning Studios should prioritize holiday and summer months for movie releases to take advantage of higher audience engagement.

Profitability Forecasting Before production, studios can use budget and release-month data to estimate expected ROI.

Diversified Film Portfolio Maintain a mix of both blockbuster projects and mid-range productions to balance financial risk and ensure stable overall profitability.

Invest wisely rather than heavily. Medium-budget films often generate competitive profits relative to their cost, offering better financial efficiency.



Group 2 Members

Akonon Bagat

Alvin Mwenda

Augustine Magani

Isabella Siele

Nicole Otieno

Steve - Scrum Master



THANK YOU.