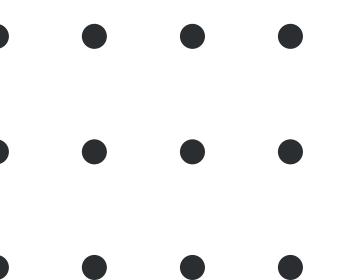
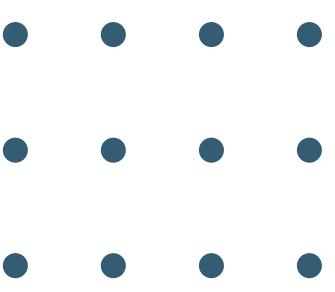


Market Insights for Our New Movie Studio

Objective

The goal is to understand the most successful types of films at the box office to guide the company's new movie studio.





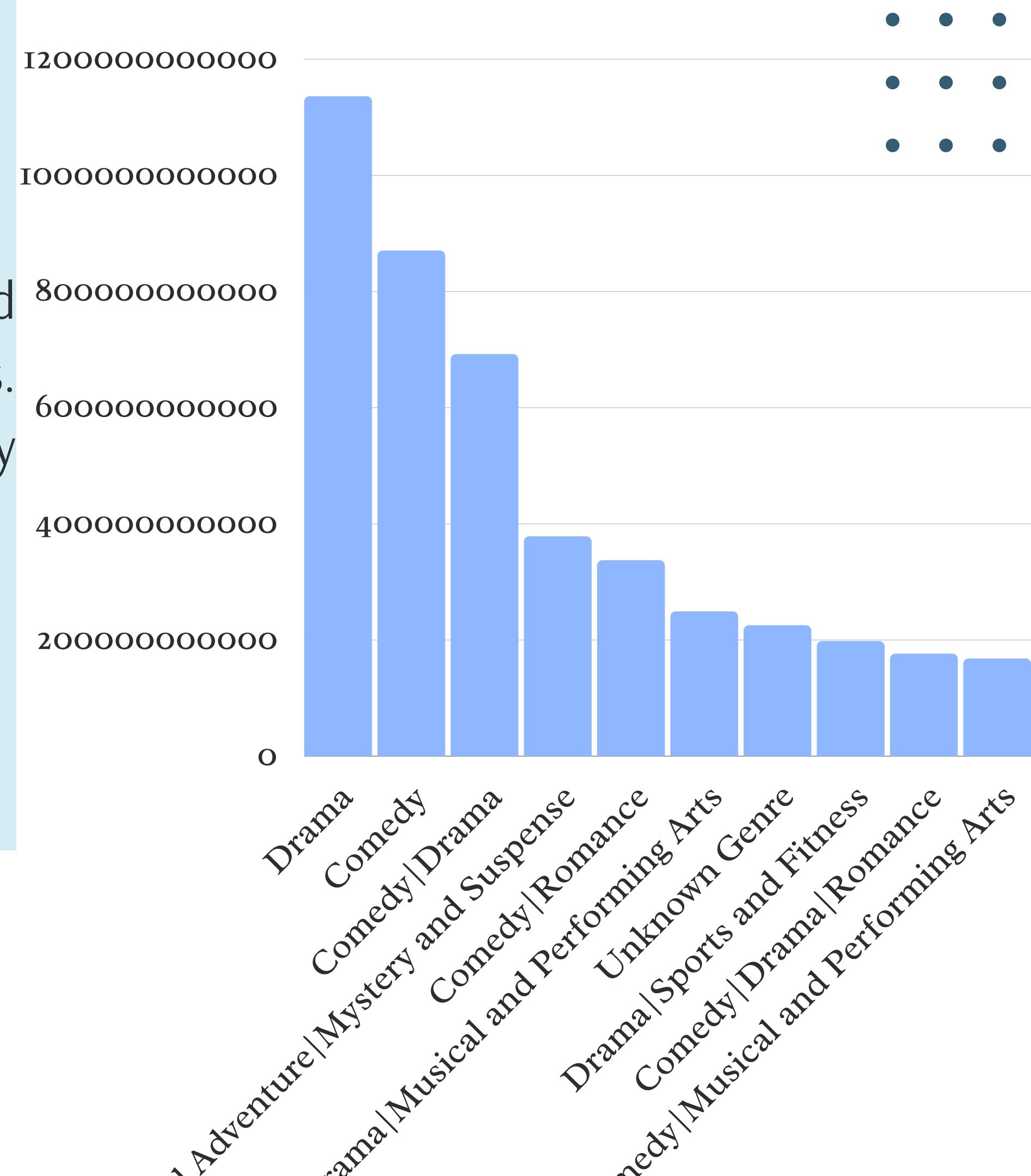
Methodology overview



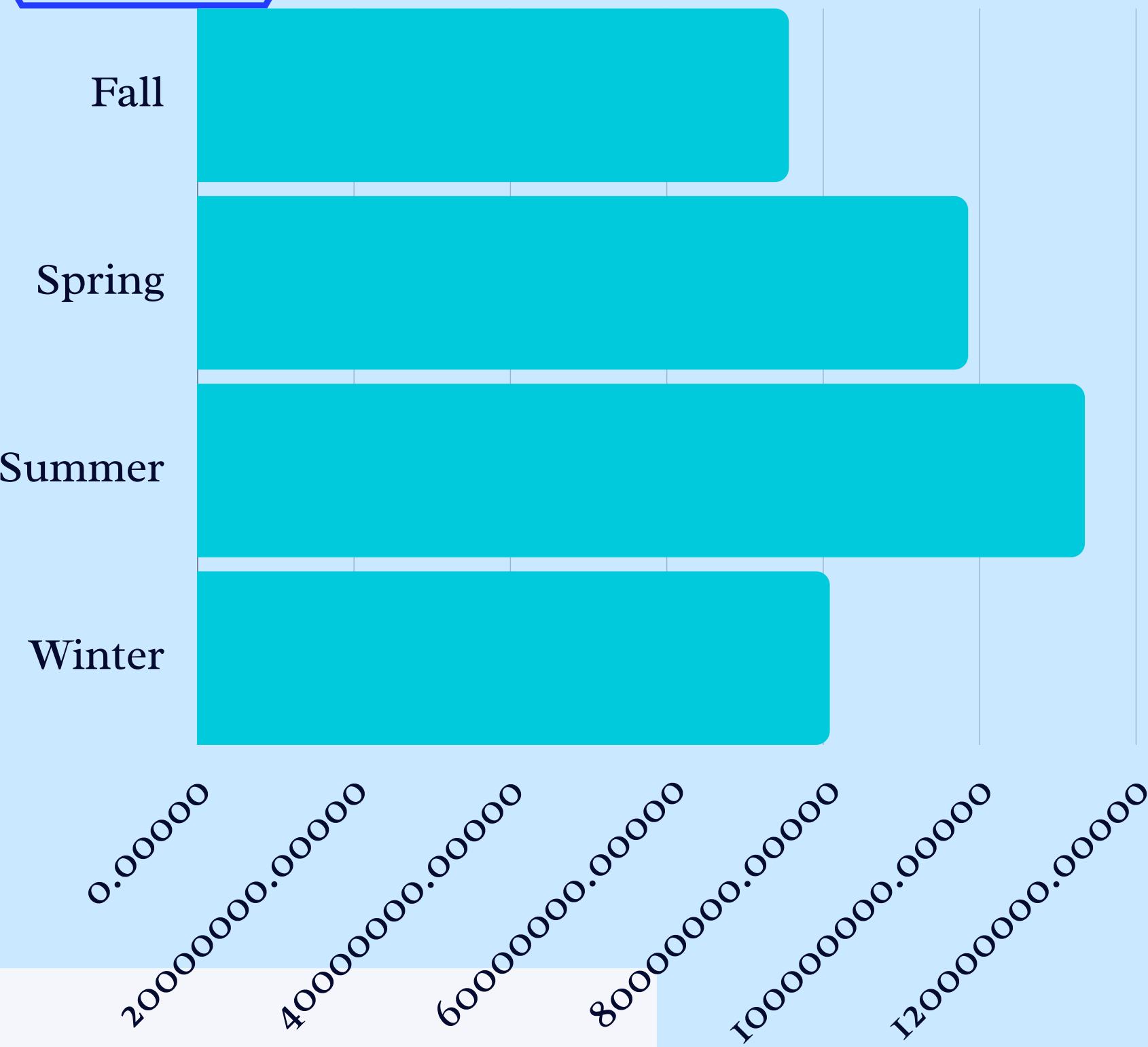
What genres are most successful at the box office

Insight: Drama is the top-earning genre, followed by Comedy and Comedy|Drama combinations. These genres have shown widespread popularity and profitability in the film industry.

Takeaway: Focusing on these genres could maximize box office earnings by aligning with audience demand.



Seasonal Trends:

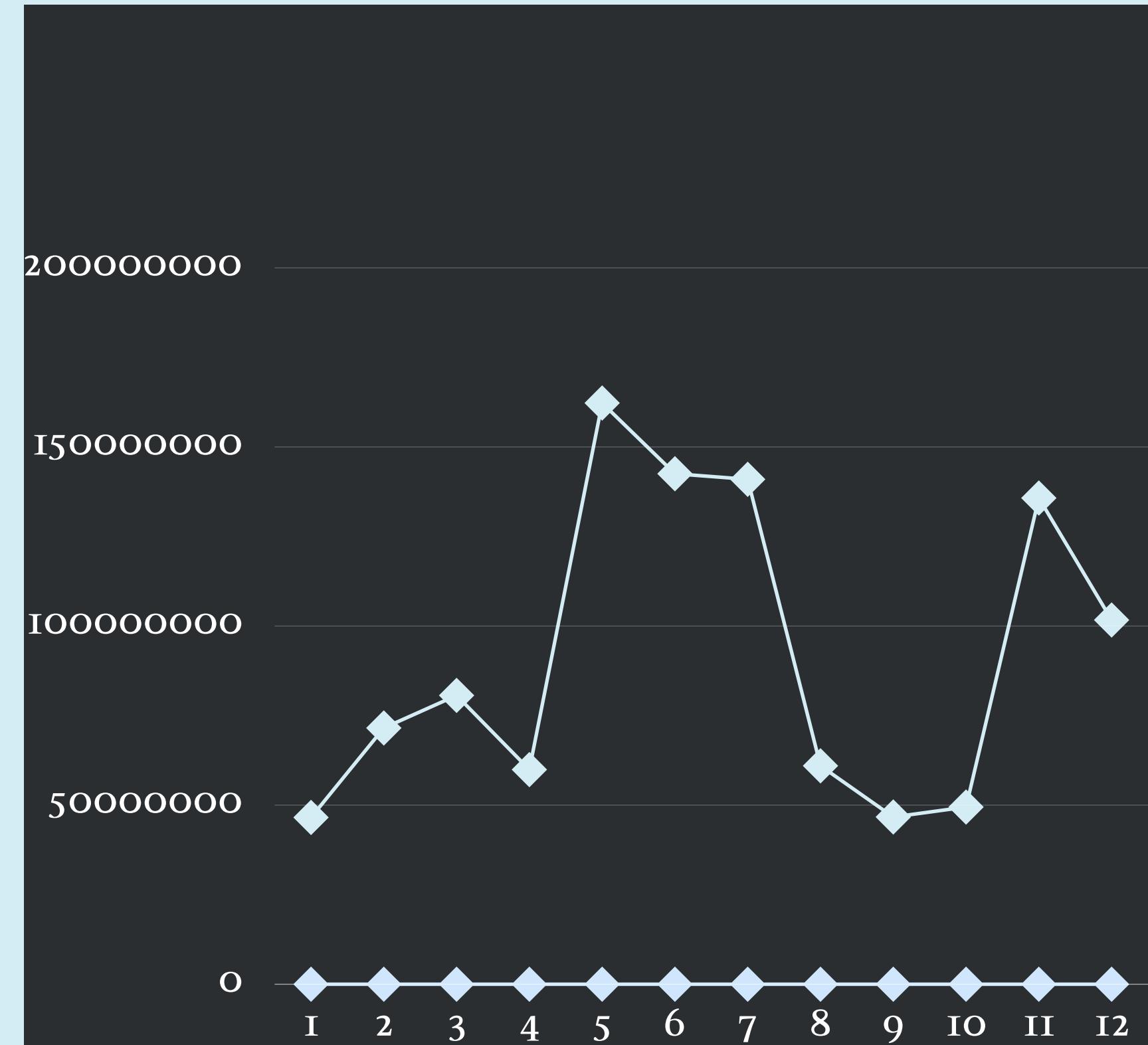


Insight: Summer is the most profitable release season, followed by Spring, while Fall and Winter underperform.

Takeaway: Timing releases for peak seasons can optimize revenue.

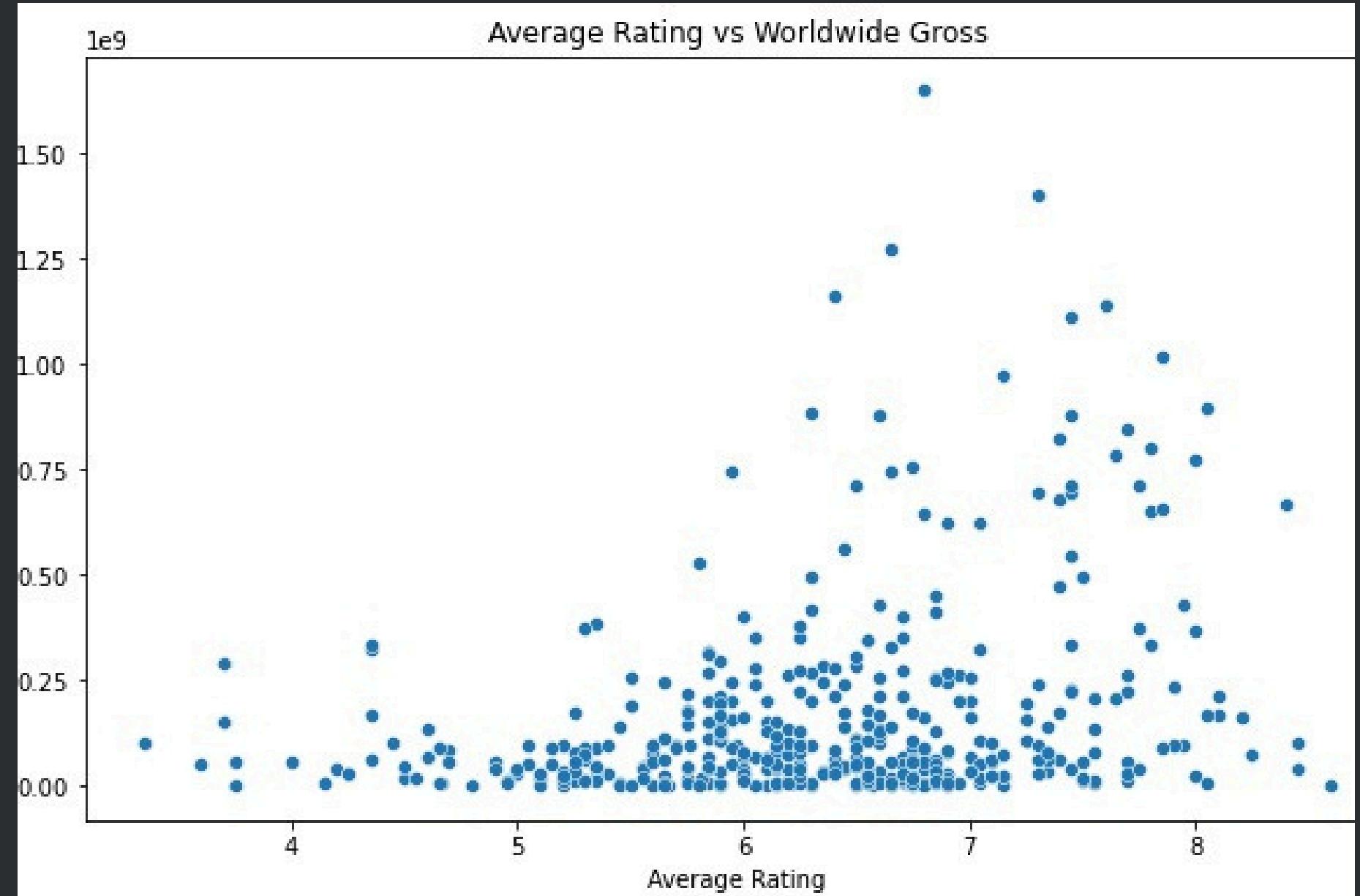
Number of Movies produced over the months

- **Insight:** April, May, June and July are the months movies are produced most
- **Takeaway:** Focus on producing movies in these four months to attract more viewers.



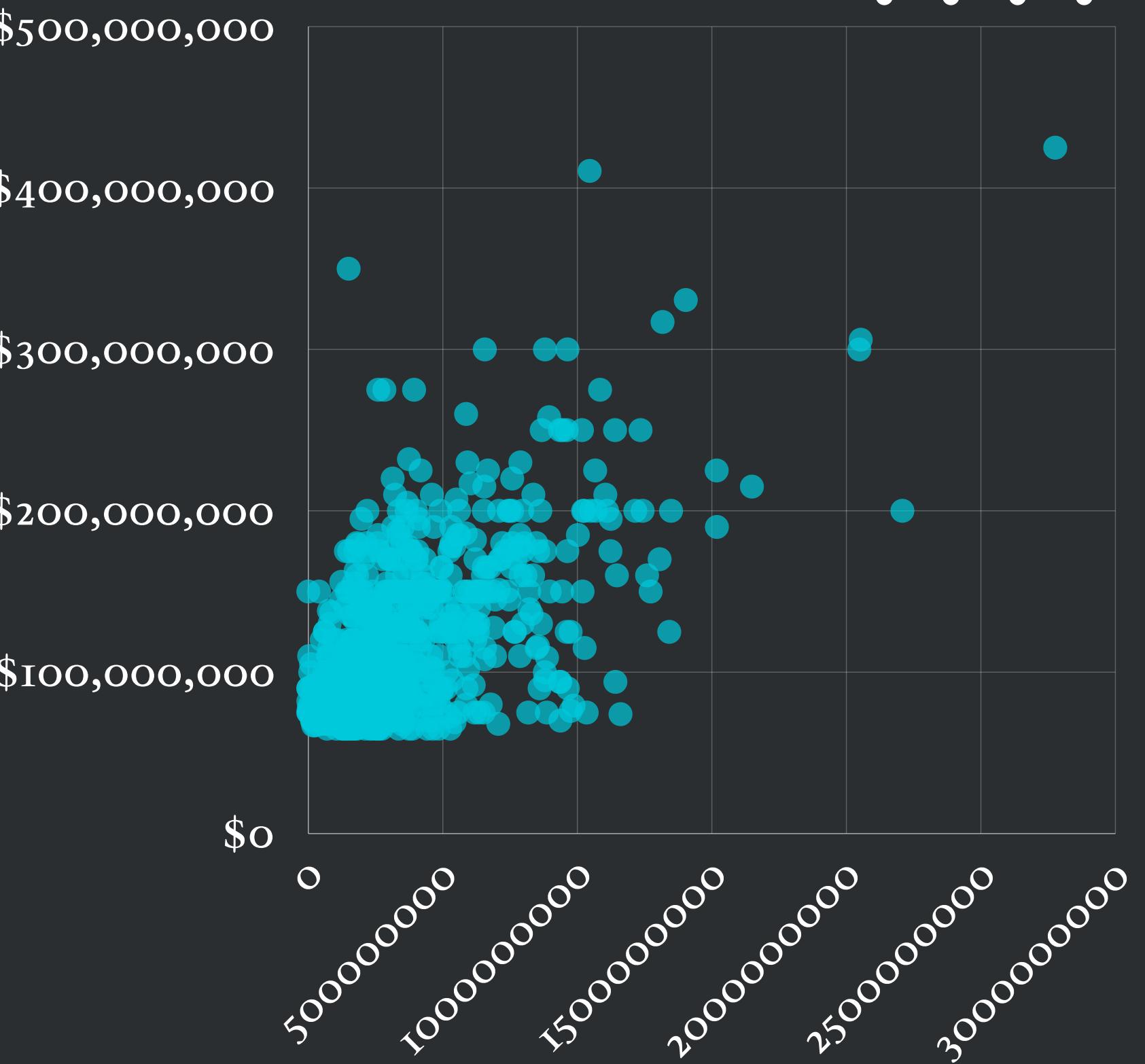
Budget and Revenue Relationship

- **Insights:** Higher-rated films tend to earn more, though marketing, timing, and genre are also crucial factors in box office success.
- **Takeaways:** Focus on quality but also leverage strong marketing and strategic release timing to boost revenue potential



Budget and Revenue Relationship

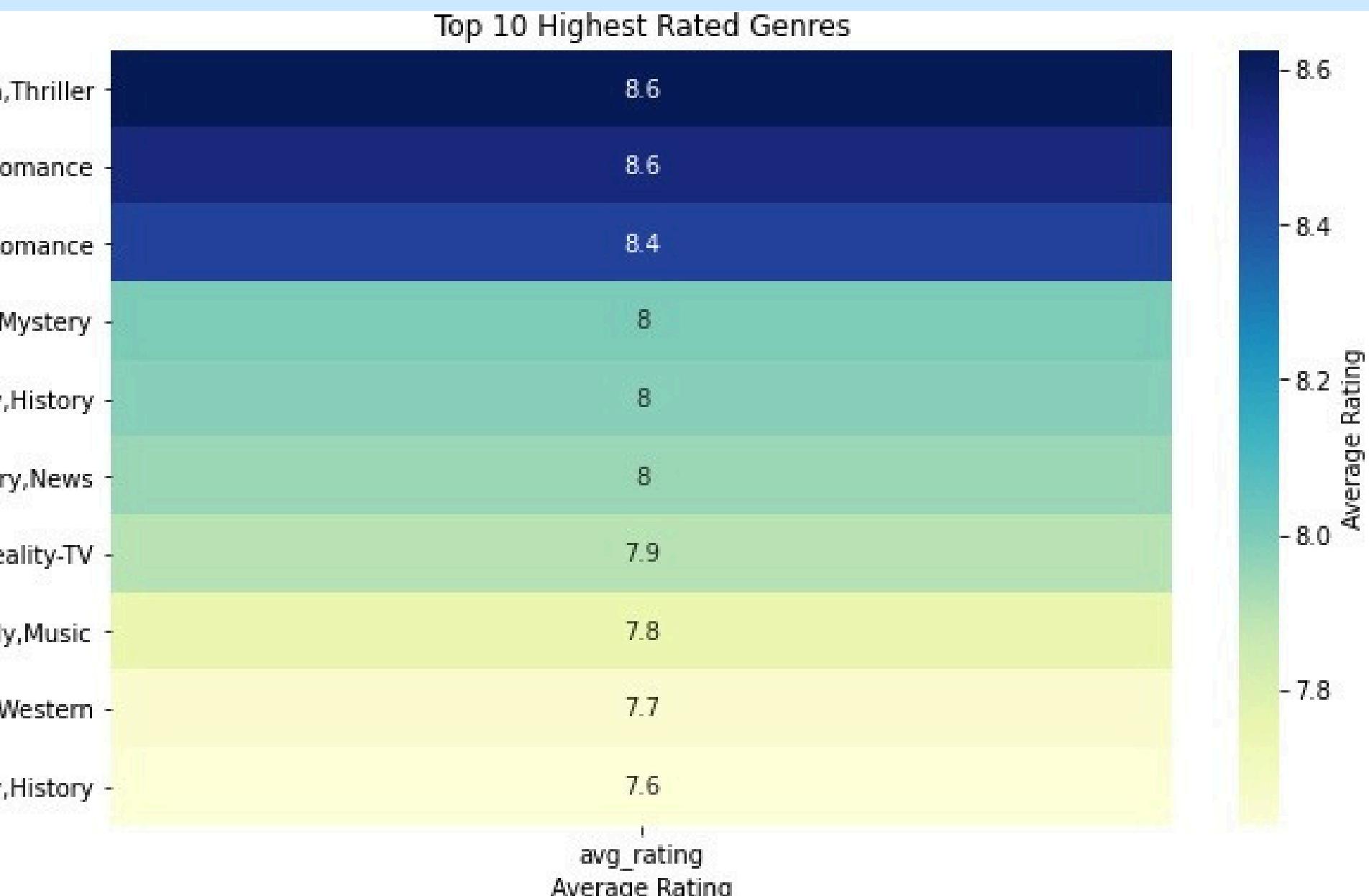
- **Insights:** Higher budgets generally correlate with higher gross revenues, showing a strong positive trend but with diminishing returns at extremely high budgets.
- **Takeaway:** Strategic budgeting ensures quality while maintaining profitability



Genre Ratings

Insights: The highest-rated genre is Documentary, Drama, Thriller, averaging an 8.6 rating, with genres combining documentaries and elements like romance, family, history, or mystery also highly rated—indicating a preference for emotionally resonant, thought-provoking, and real-life stories.

Takeaways: Prioritize genres that blend documentaries with drama or introspective themes to engage audiences seeking depth and realism in storytelling.



Average Conclusion

Based on our analysis, the new movie studio should focus on producing high-quality films within the top-earning genres of Drama, Comedy, and Comedy|Drama. Releasing these films during the lucrative summer season and investing in substantial, yet strategically managed, production budgets will position the studio to maximize profitability and achieve strong returns in the competitive film industry.

THANK YOU

