Group 7 Project Presentation

1. Business Understanding

The objectives included:

1. Identify Top-Performing Movie Genres Analyze which genres (e.g., Action, Comedy, Drama) consistently generate the highest box office revenue to guide future content strategy.

2. Evaluate seasonal and regional trends

3. Identify movie ratings and audience preferences for various genres

4. Analyze the relationship between production budget and worldwide revenue

The main goals included:

- Determine profitable genres.
- Understand seasonal revenue trends.
- Analyze audience engagement based on ratings.
- Establish optimal production budget ranges.

2. Data Understanding

Datasets used:

- Box Office Mojo: Revenue, studio details.
- The Movie Database: Genres, popularity, audience ratings.
- The Numbers: Production budgets and revenue breakdown.
- IMDb: Movie titles, runtime, genres, ratings.
  Key preprocessing steps:
- Standardized monetary values.
- Mapped genre IDs for readability.
- Filled missing values (e.g., average runtime).

3. Data Preparation

- Merged datasets to create a unified view.
- Extracted primary genre and seasonal trends.
- Removed incomplete entries (e.g., missing revenue data).

Key Insights & Business Impact

- Top-Performing Genres: Adventure, Action, Mystery yield highest revenue.

- Seasonal Trends: Summer releases dominate global earnings.

- Audience Engagement: Movies rated 8+ perform best financially.

- Budget Strategy: $50M–$150M budgets optimize profitability.

Conclusion

These insights will shape genre selection, release timing, audience targeting, and budget planning, ensuring a competitive edge for the new movie studio.

Trello Board link:
https://trello.com/invite/b/680a2f4fd08fb1c52a86fb12/ATTI11c327a776a4f01676273a9b09a141500E60A6F7/my-trello-board