**Group 7 Project Presentation**

**Project Title: DATA DRIVEN INSIGHTS TO LAUNCH A SUCCESSFUL MOVIE STUDIO**

**Data Report: Insights into a Successful Movie Studio**

**Introduction**

This project analyzes multiple movie-related datasets to uncover factors influencing box office success, supporting strategic decisions for a new movie studio. Exploratory Data Analysis (EDA) was performed on datasets containing revenue figures, audience ratings, and genre classifications.

**Datasets Overview & Processing**

* Box Office Mojo: Includes title, year, domestic\_gross, foreign\_gross, and studio. Missing foreign\_gross data was dropped and studio values were filled with "Unknown".
* The Movie Database: Contains genre\_ids, popularity, vote\_average, and release\_date. Genres were mapped using a dictionary for readability.
* The Numbers: Focuses on production\_budget, domestic\_gross, and worldwide\_gross. Monetary values were cleaned and converted.
* IMDb: Provides details on primary\_title, runtime\_minutes, genres, and audience ratings. Missing runtime values were replaced with the mean.
* Merged Data: Combines revenue, genre, and rating information, extracting release\_date, primary\_genre, and seasonal trends.

**Key Findings**

* High-Performing Genres: Adventure, Action, and Mystery consistently generate the highest box office revenue.
* Seasonal Trends: Summer releases drive the highest worldwide earnings, followed by Spring.
* Audience Engagement: Movies with ratings above 8 perform best financially.
* Budget Insights: Production budgets between $50M–$150M yield higher returns, balancing financial risk.

**Conclusion**

This analysis highlights critical factors influencing a movie’s financial success, guiding strategic decisions on genre selection, release timing, audience engagement, and budget allocation. These insights will help to position the new studio competitively in the entertainment industry.

**Trello Board link:** [**https://trello.com/invite/b/680a2f4fd08fb1c52a86fb12/ATTI11c327a776a4f01676273a9b09a141500E60A6F7/my-trello-board**](https://trello.com/invite/b/680a2f4fd08fb1c52a86fb12/ATTI11c327a776a4f01676273a9b09a141500E60A6F7/my-trello-board)