

Insights from Hollywood Profit Analysis Dashboard

1. Profitability by Lead Studio

- **Independent studios** lead by a wide margin with **118 profitable films**.
- Major studios like **Disney (44)** and **Warner Bros. (39)** follow behind.
- Studios like **Fox, Universal, and Sony** are mid-tier contributors.

2. Total Films by Genre

- **Comedy dominates** with **55.41%** of the total films.
- **Romance (20.27%)** and **Drama (17.57%)** are the next most common.
- Other genres (Animation, Fantasy, Action) make up smaller shares.

3. Profitability by Genre

- **Comedy** is by far the most profitable genre with **153 profitable films**.
- **Drama (109)** and **Romance (61)** also contribute significantly.
- Genres like **Fantasy (2)** and **Action (1)** have minimal impact.

4. Total Films by Lead Studio

- **Independent studios** contribute to **25.68%** of all films.
- **Warner Bros. (16.22%), Disney (9.46%), Universal (9.46%), and Fox (8.11%)** follow.

5. Total Films by Year

- The dataset focuses mostly on **2007–2011**.

- **2008 and 2010** have the highest number of films (each **25.68%**).
- **2011 (17.57%), 2009 (16.22%), and 2007 (14.86%)** follow.

6. Audience Score % vs Rotten Tomatoes %

- There is a **positive correlation**: movies with higher **Rotten Tomatoes %** tend to have higher **Audience Score %**.
- A few exceptions exist, indicating some critically acclaimed movies may not be loved by audiences and vice versa.

7. Worldwide Gross vs Rotten Tomatoes %

- While many low-rated movies earned little, a few **high grossing films appear at all Rotten Tomatoes % levels**.
- **Critical rating doesn't guarantee high revenue**, but outliers exist.

