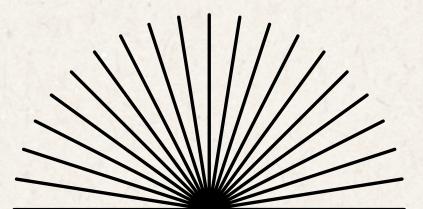


Entering Into Movie Film Business:

A Data Driven approach

- Insights for New movie studio**

NAME OF PROJECT:
Best performing movie
film industry Analysis



Business Understanding

Objectives

- * Analyze the relationship between production budget and box office performance to recommend optimal budget ranges for new film projects
- * Evaluates and Explore Seasonal Trends in Film Releases
- * Determine which film genres consistently generate the highest box office revenues both domestically and internationally.
- * Use exploratory data analysis (EDA) and visualizations to identify patterns across that correlate with higher revenue

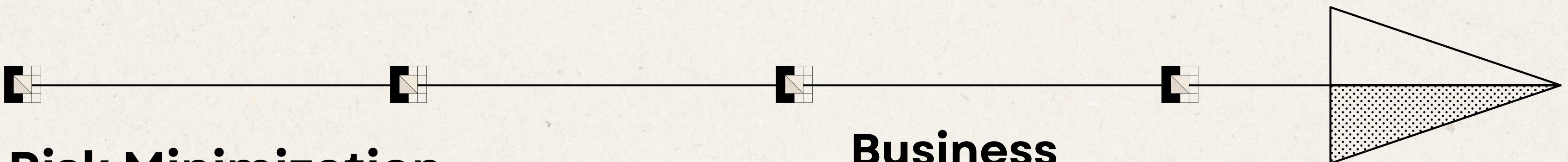
STRATEGIC GOALS

- Maximizing profitability and minimizing financial risk
- Identify global market opportunity by Language
- pinpoint successful directors or heads for partnership

Data Understanding

Data sources:

Box office mojo,IMDB,Rotten Tomatoes
and the Movie Databases



Risk Minimization

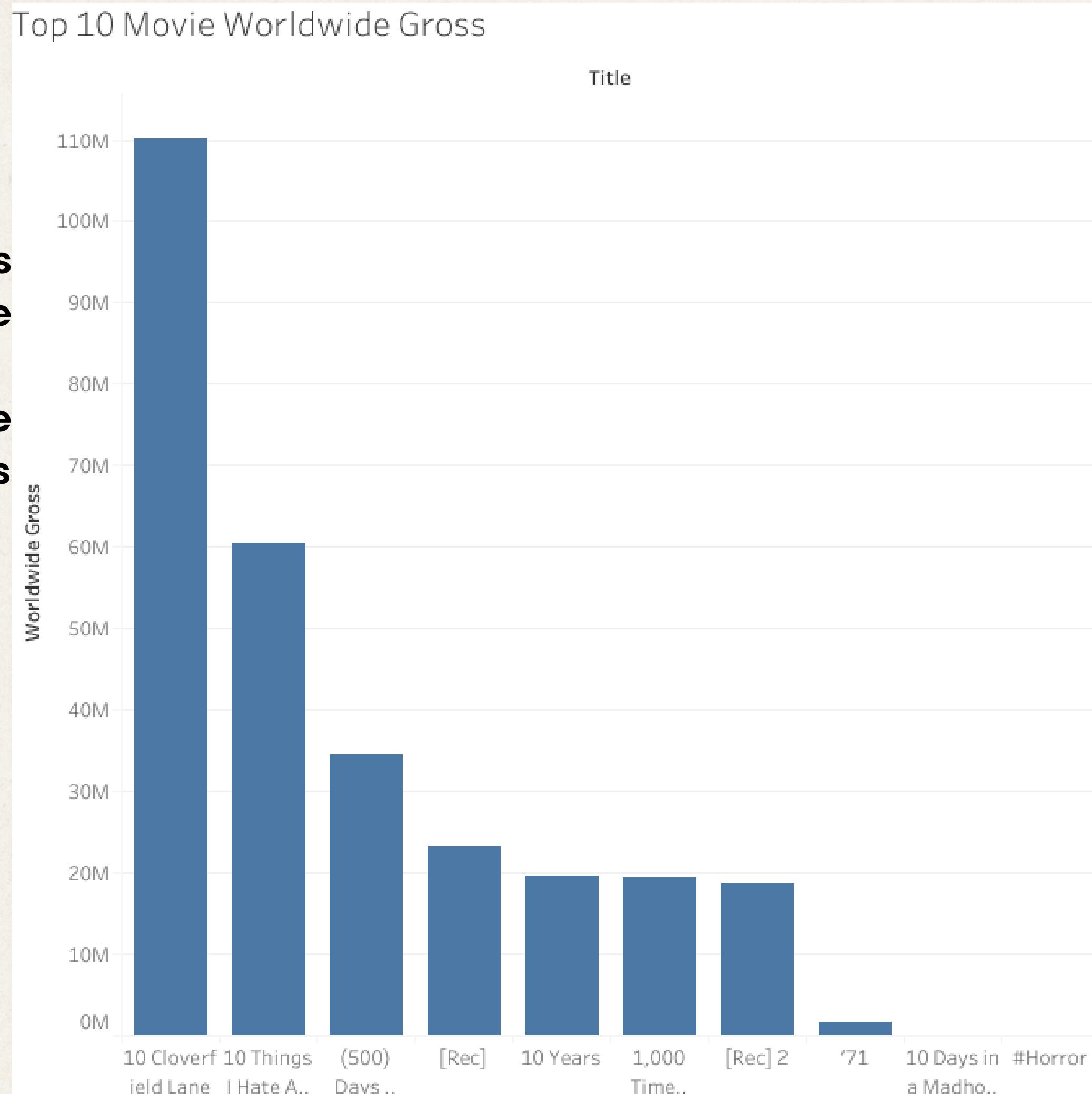
Data guides smart investments by identifying high performing genre,directors and languages

Business Strategy support

Data driven decisions aligns production with audience demand and commercial viability

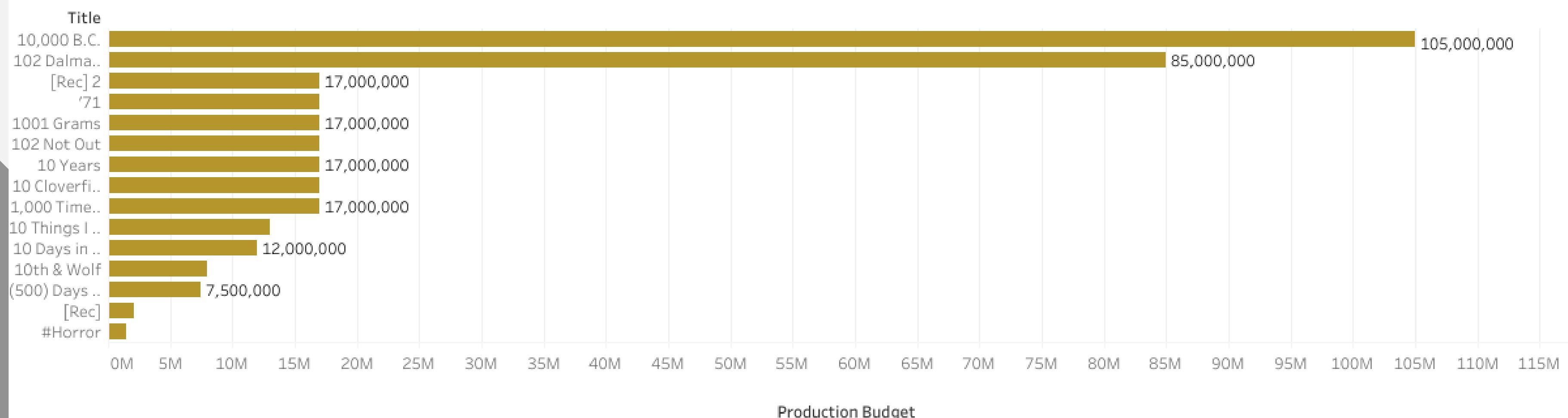
Top 10 Movie Worldwide Gross

- We can see top movies worldwide as per the title movie.
- 10 cloverfield Lane tops the list leading in worldwide gross

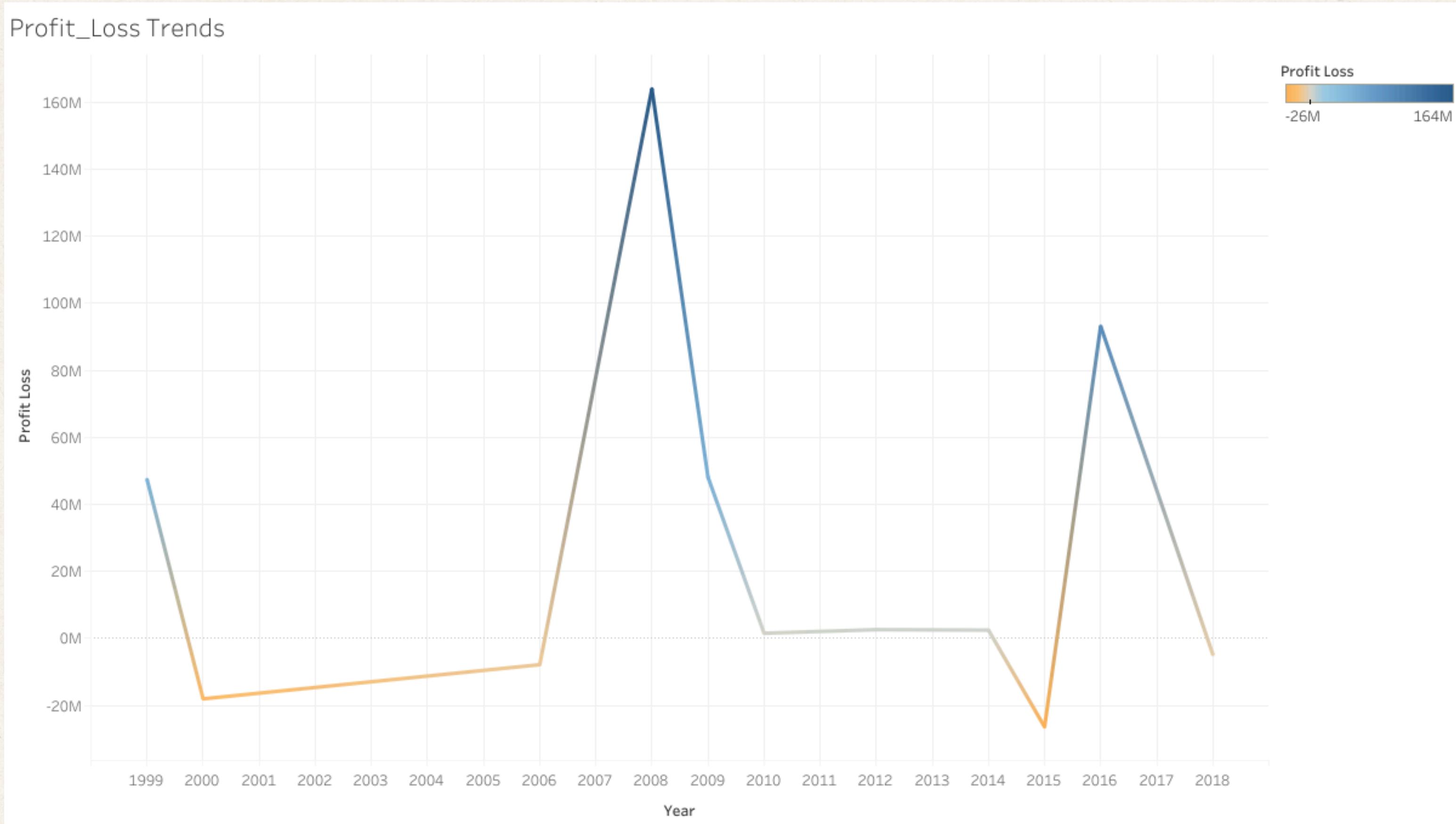


MOVIE PRODUCTION BUDGET

Movie Production Budget

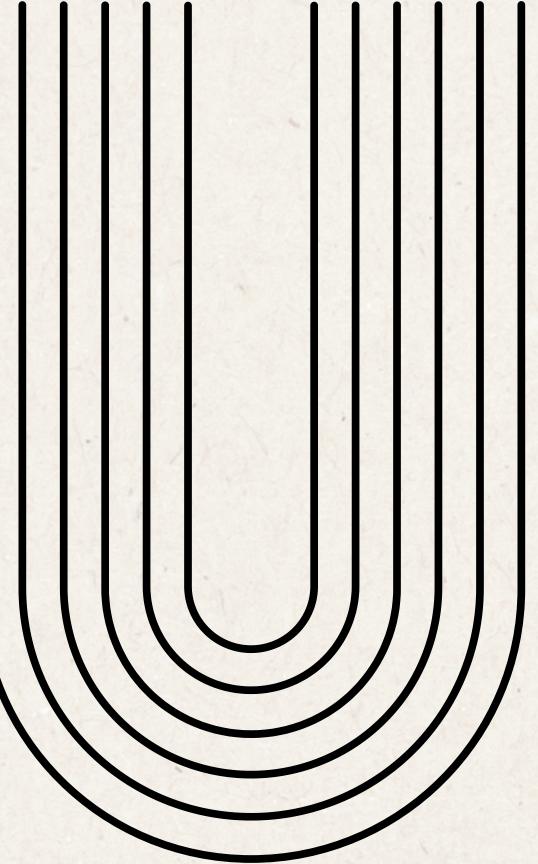
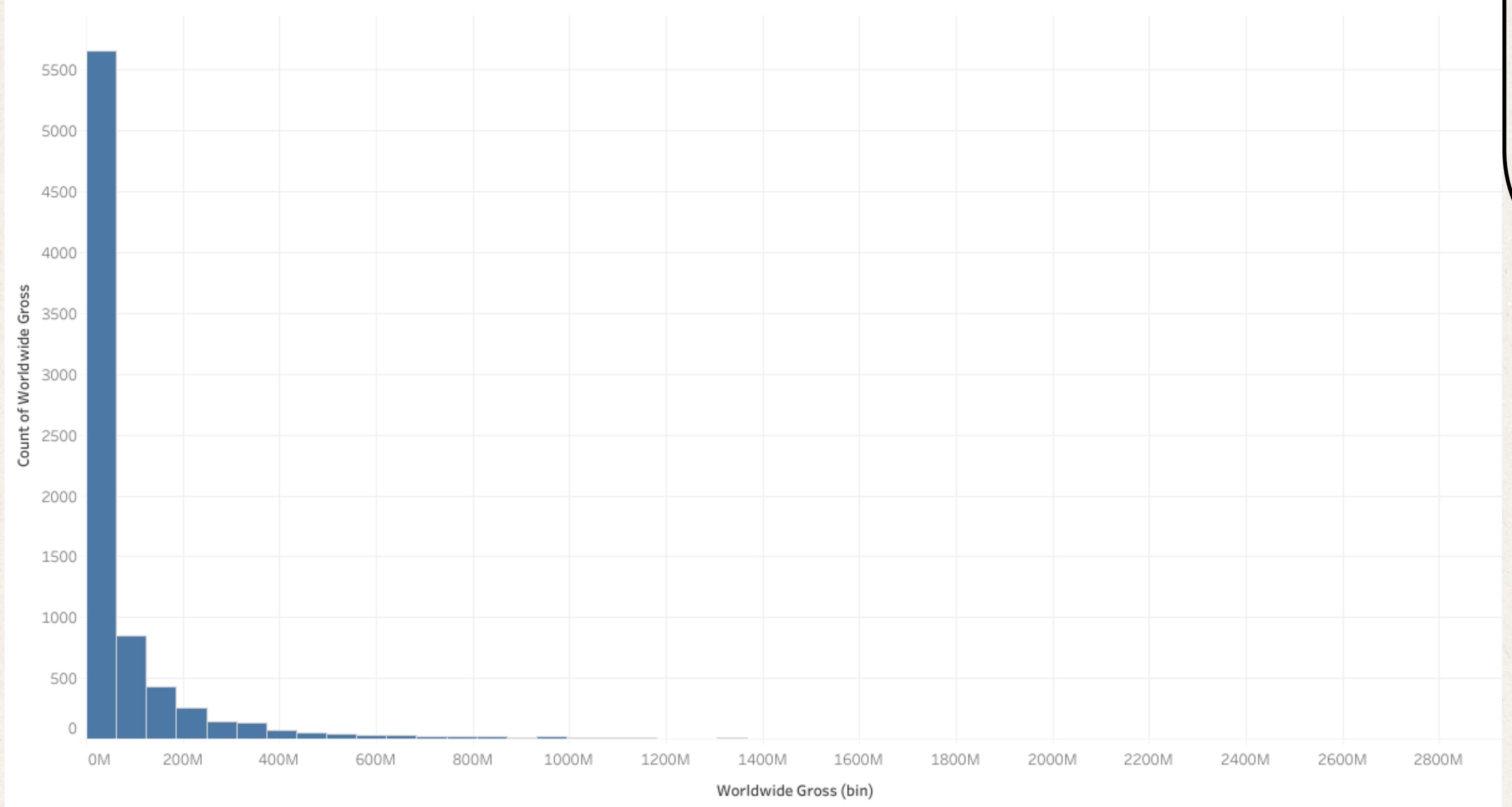


Profit and Loss trends

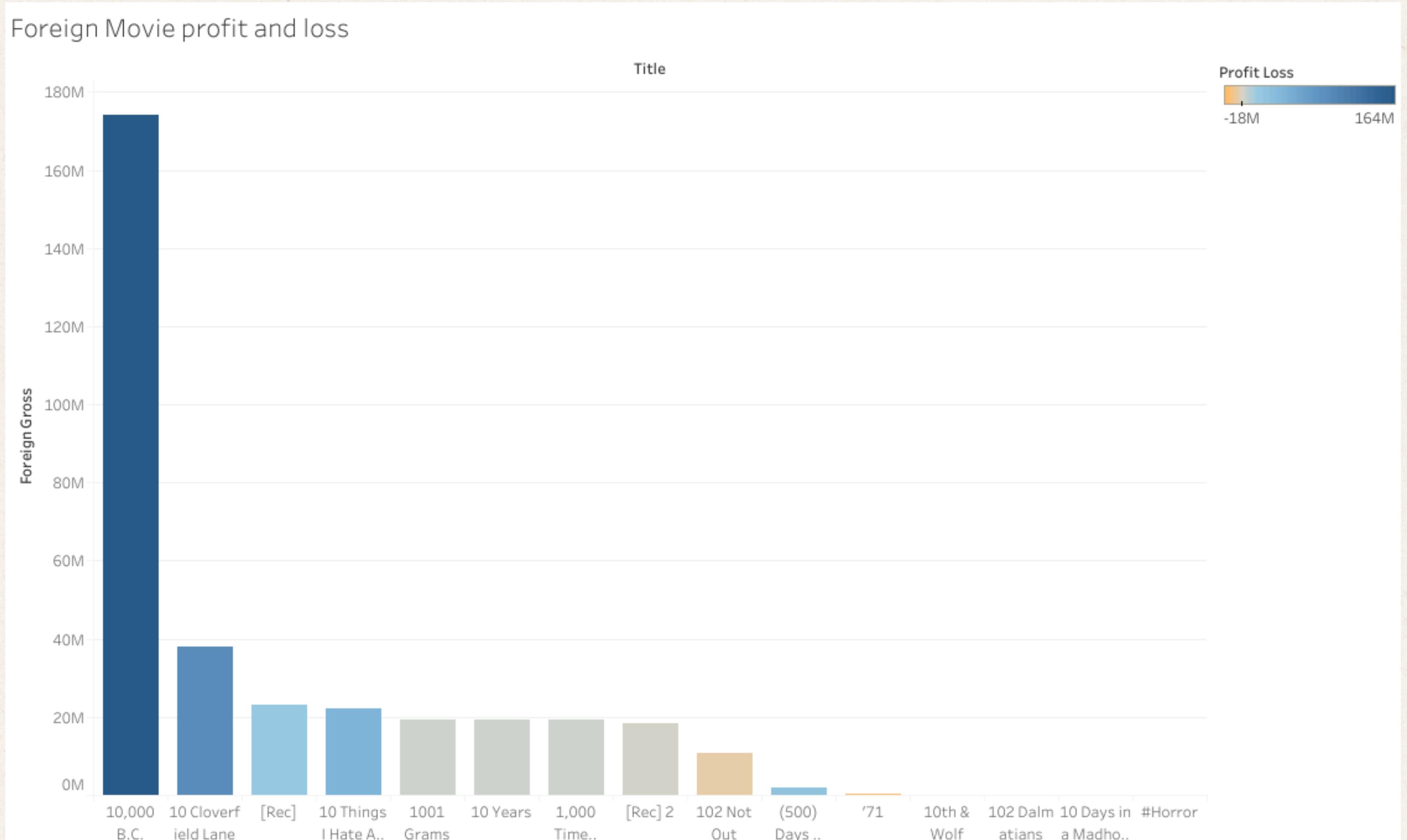


Worldwide Gross Counts

Worldwide Gross Counts

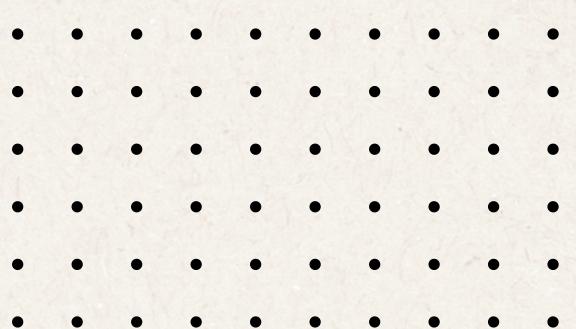


Foreign Movie profit and loss



RECOMENDATIONS:

- **Prioritize genres with both critical and commercial strength (e.g., Documentaries, Cult Films)**
- **Avoid low-impact genres unless justified by unique branding or demand.**
- **Explore genre hybrids to innovate while retaining appeal.**
- **Start with English-language films to maximize global reach.**



Strategic recommendations

- Plan multilingual or subtitled releases to expand into regional markets.
- Adapt to language trends to stay competitive in evolving markets
- Use director branding as a marketing asset to attract audiences and investors.
- Collaborate with or learn from high-grossing directors to fast-track success.
- Scout emerging talent with similar creative styles to balance cost and quality.

Thank you

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