Market Analysis for a movie studio

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Overview

Objective: This analysis explores movie industry data to provide actionable business recommendations for a new movie studio. Using datasets from Box Office Mojo, IMDB, and other sources, we'll identify what types of films perform best at the box office to guide strategic decision-making.

Github url: https://github.com/djeudy/dsc-phase-2-project-v3

Business problem

Our company wants to create a new movie studio but lacks expertise in film production. This analysis will answer: What types of films are currently performing best at the box office, and what actionable insights can guide our new studio's film creation strategy?

Average IMDb Rating by Genre

Average IMDb Rating by Genre
This graph highlights the genres most highly rated by viewers:
Documentary and News dominate with an average of 7.3, indicating strong critical acclaim.
Biography, Music, History, and Sports also score highly suggesting well-received narrative and emotional value.
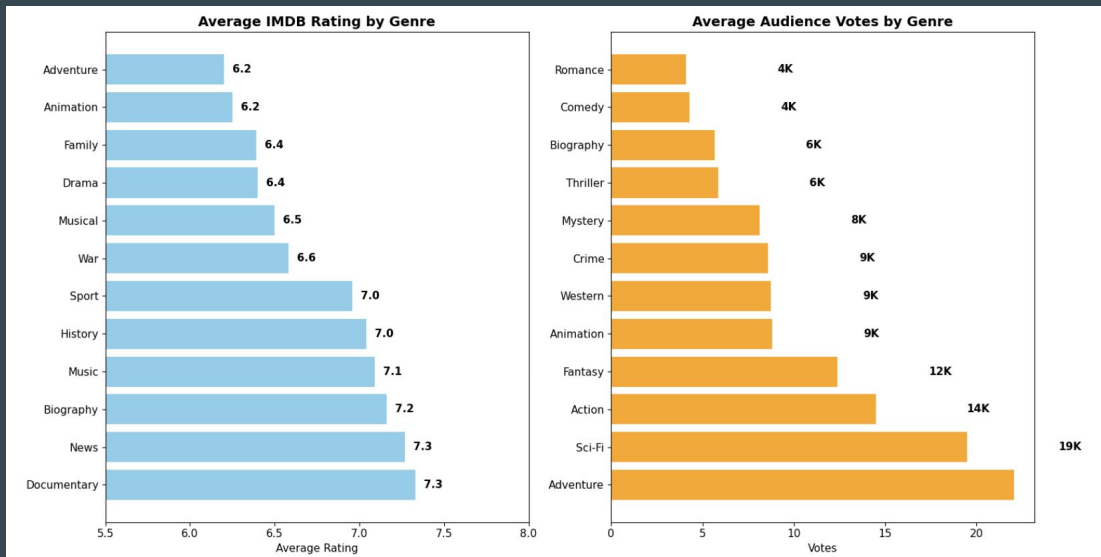
However, more mainstream genres such as Adventure and Animation are at the bottom of the rankings (6.2).

2. Average Number of Votes by Genre
This second chart reflects audience engagement:
Adventure and Sci-Fi received the highest number of votes (19K and 20K), indicating a large and passionate audience.
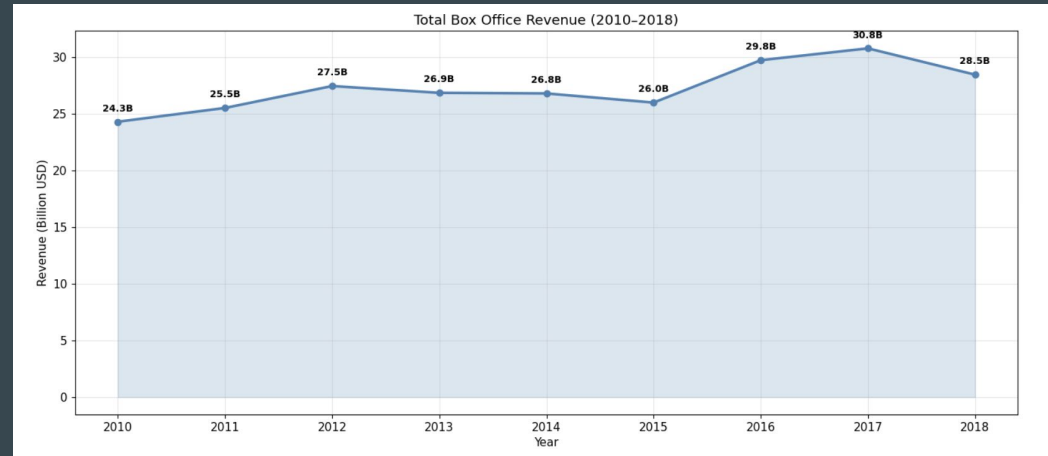The Action and Fantasy genres follow closely behind, suggesting strong commercial potential.
Higher-rated genres such as Documentary and News do not appear here, which may indicate a smaller but loyal audience.

Total Box Office Revenue (2010–2018)

The graph above shows steady growth in overall box office revenue, rising from $24.3 billion in 2010 to a peak of $30.8 billion in 2017, demonstrating that this is a growing business with room for expansion.
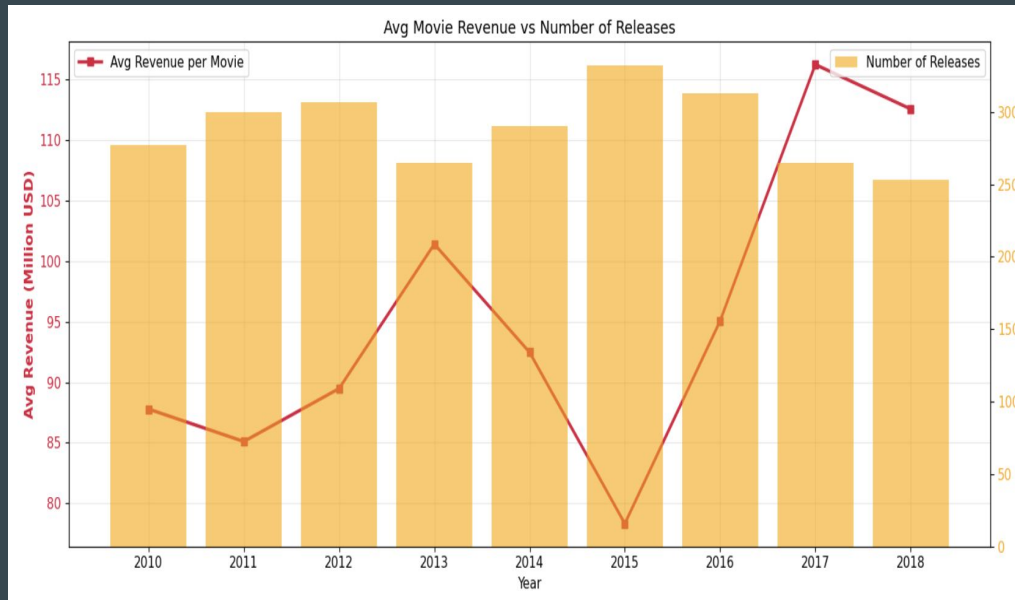
Average Movie Revenue vs Number of Releases

This graph shows the relationship between:Average revenue per film and Total number of annual releases

Key finding:

When the number of films decreases, the average revenue per film increases (in 2017, there were fewer releases but an average of $115 million per film).

Recommendation: we should focus on quality over quantity. It's not producing more that will make us a lot of money, but producing quality films. The graph show us the reality behind the movie production world

Overall Strategic Recommendation

To succeed in the film industry, our studio should:

Focus on genres with strong commercial potential: adventure, sci-fi, action.

Promote genres that are highly regarded by critics: biographies, documentaries, music.

Adopt a "less is more" strategy: produce fewer films, but with targeted budgets and strong differentiation.

Thank you!

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