MOVIE STUDIO ANALYSIS

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Summary

A descriptive analysis of the movie's data from 2010 to 2020 revealing the niche movie market to venture into.

❖The most profitable movie genres

❖The most popular movie genres

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Outline

- ❖ Business Problem
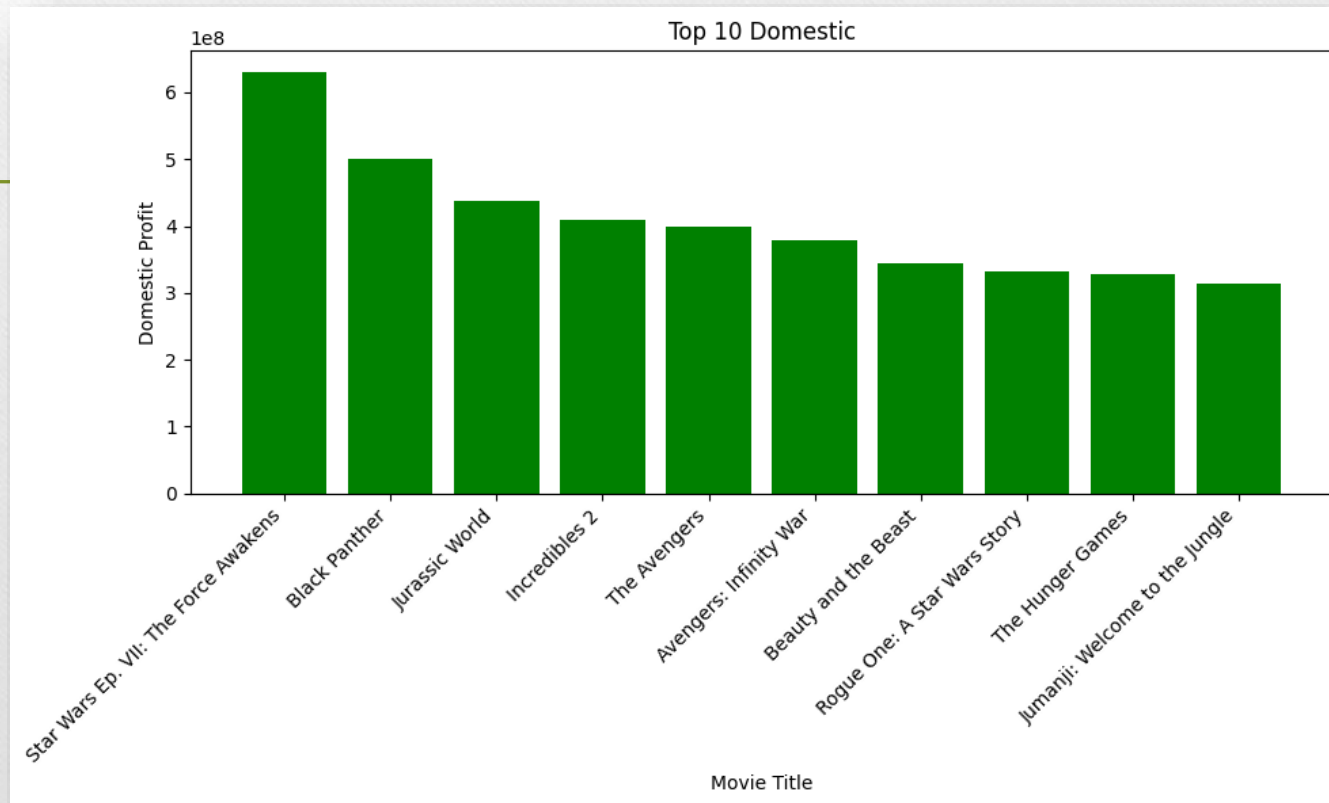- ❖ Data and Methods
- ❖ Results
- ❖ Conclusion

Business Problem

❖ Most profitable Movies
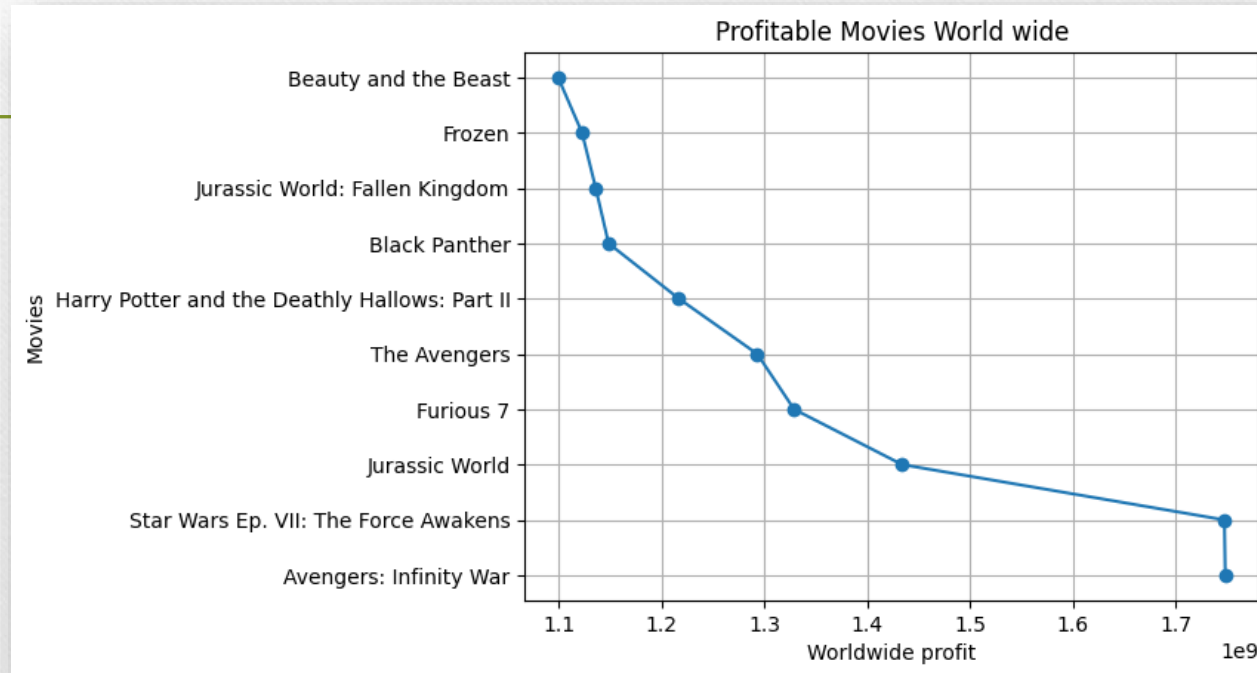

❖ The most popular movie categories

Data & Methods

- Analysis of a 10year period of Movies data. Data from 2010 to 2020

- A descriptive analysis of budgets, gross earnings and popularity based on votes
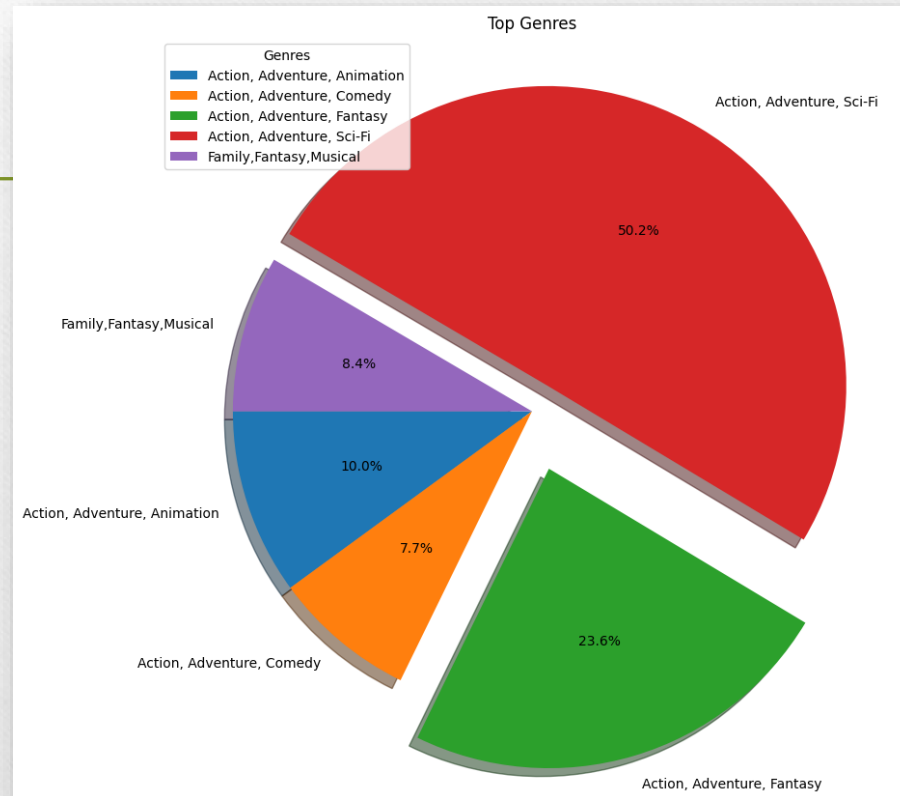
Results

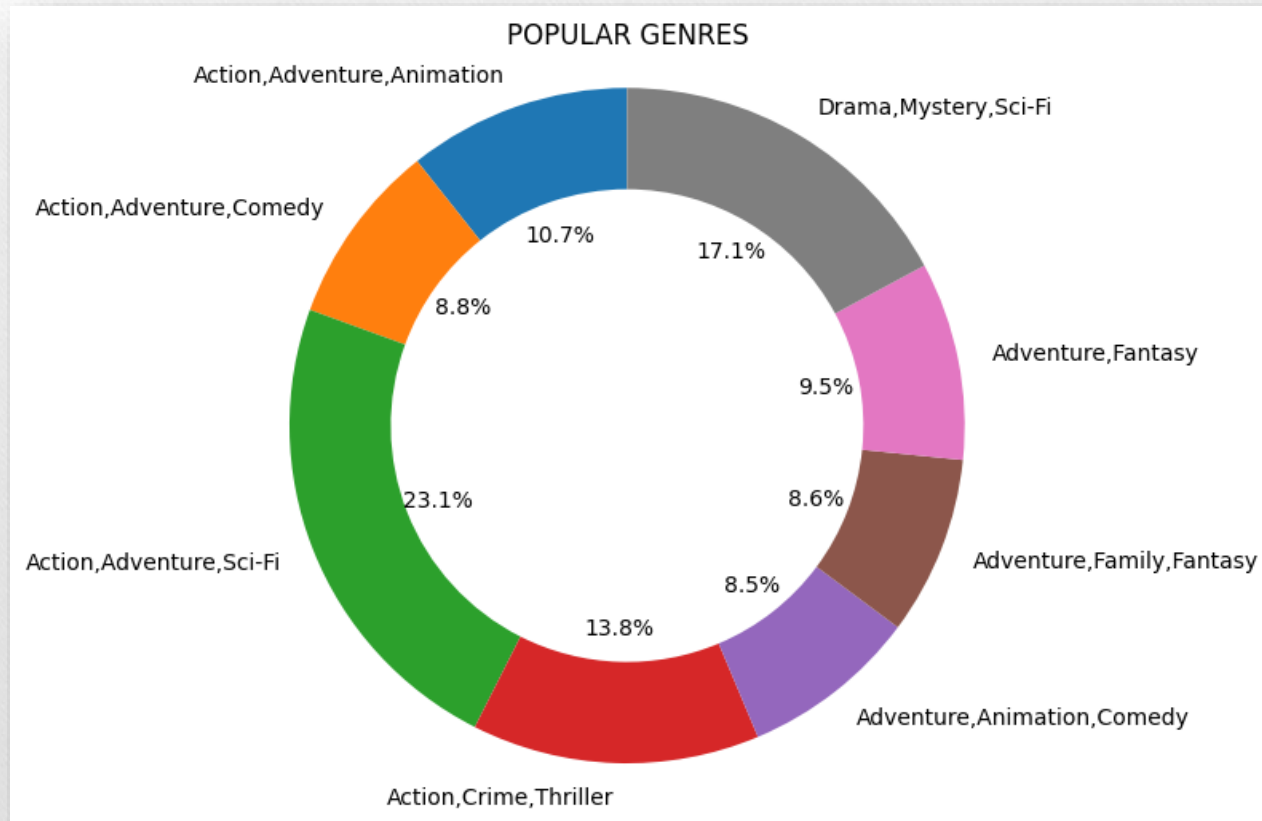The most profitable movies domestically. Profit is in Millions

Results

The most profitable movies worldwide. Profit is in Millions

Results

A graph showing the most profitable movie genres by percentage

Results

POPULAR GENRES

Action,Adventure,Animation — 10.7%
Drama,Mystery,Sci-Fi — 17.1%
Action,Adventure,Comedy — 8.8%
Adventure,Fantasy — 9.5%
Action,Adventure,Sci-Fi — 23.1%
Adventure,Family,Fantasy — 8.6%
Action,Crime,Thriller — 13.8%
Adventure,Animation,Comedy — 8.5%

The most popular movie genres by votes. The most popular movie genres are action and adventure

Conclusions

The targeted audience should be classified as either domestic or worldwide and different content targeted for each. Even though the popular and most profitable genres are closer for both audiences, some movies are more appealing to the domestic market than the international market.

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Conclusion

- Types of movies to create- We have identified that the most popular movies are also the most profitable. We have concluded that the current movies that would increase the brand visibility and maximize profits are the movies that incorporate different genres. These Genres are Action and adventure.

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