



STUDIO PRODUCTION STRATEGY

A DATA DRIVEN APPROACH

BUSINESS PROBLEM

To identify the top-performing genres and studios based on financial outcomes to guide strategic investment and production decisions.

OBJECTIVES

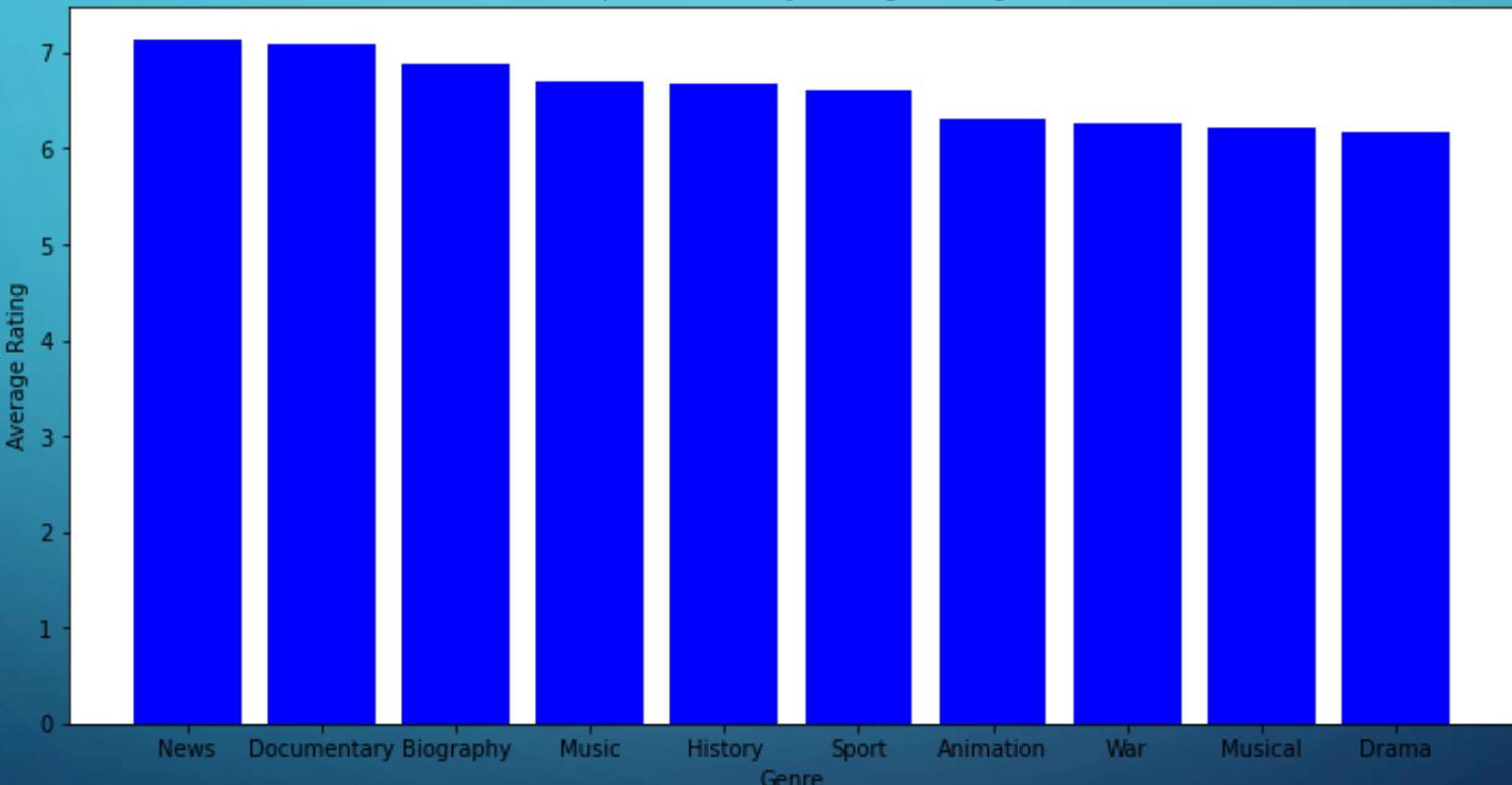
1. To determine the best performing genres based on ratings.
2. To determine the best performing genre based on popularity(number of votes).
3. To analyze film performance across studios, years and domestic versus international markets.

DATA OVERVIEW

- Data from IMDB database with focus on:
 - movie basics table; genres and title of movies
 - movie ratings table; rating and number of votes of movies
- Film data from the box office mojo dataset:
 - data from 2010-2018
 - studio the movie was produced
 - domestic and foreign income of the movie in dollars

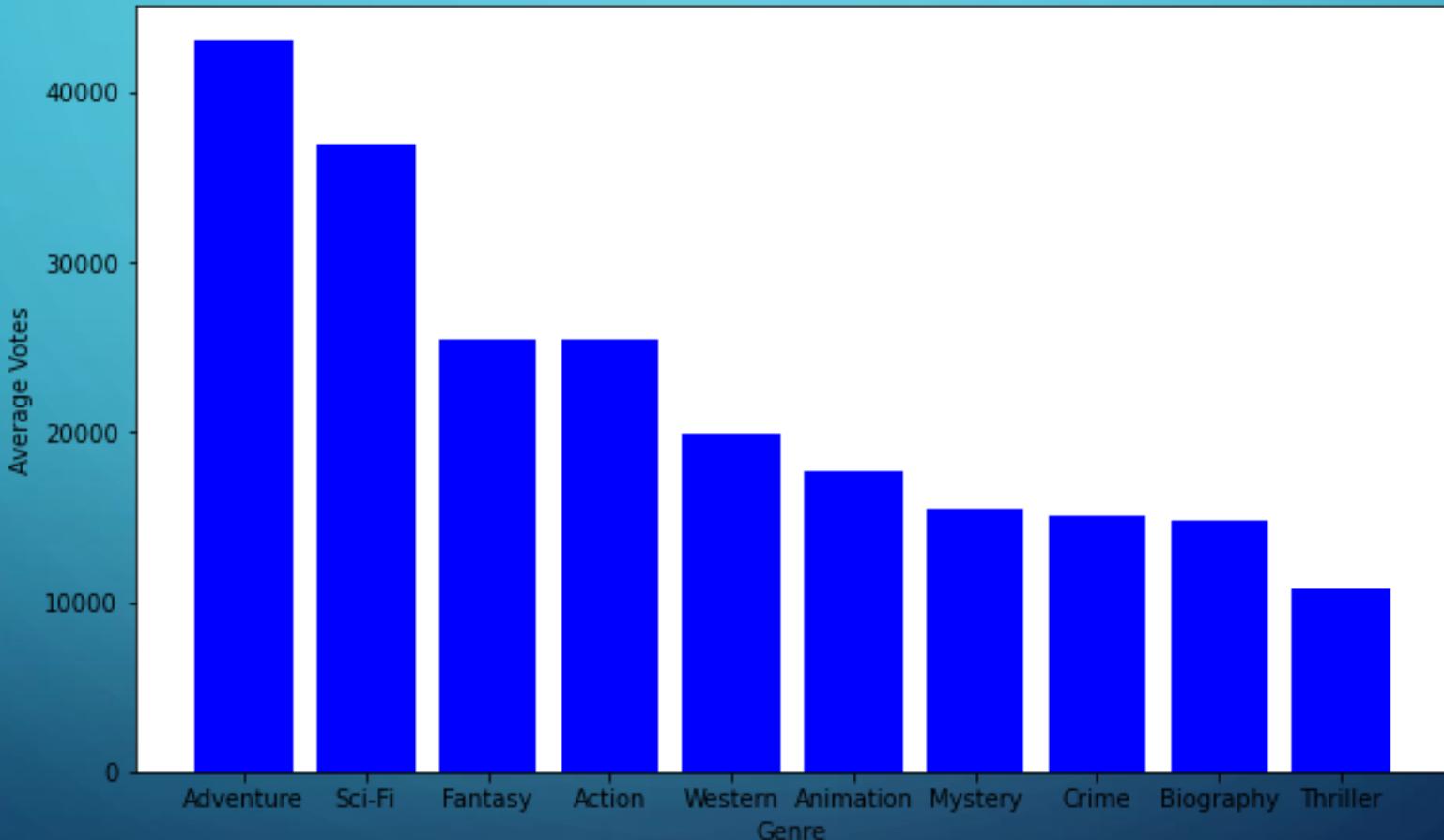
TOP RATED GENRES

Top 10 Genres by Average Rating



POPULAR GENRES

Top 10 Popular Genres by Average Votes



POPULAR GENRES VS RATES

Genre	Average Votes	Average Rating	No. of Movies
Adventure	43014	5.78	1957
Sci-Fi	36912	5.08	1163
Fantasy	25487	5.56	1032
Action	25472	5.56	3968
Western	19902	5.40	123

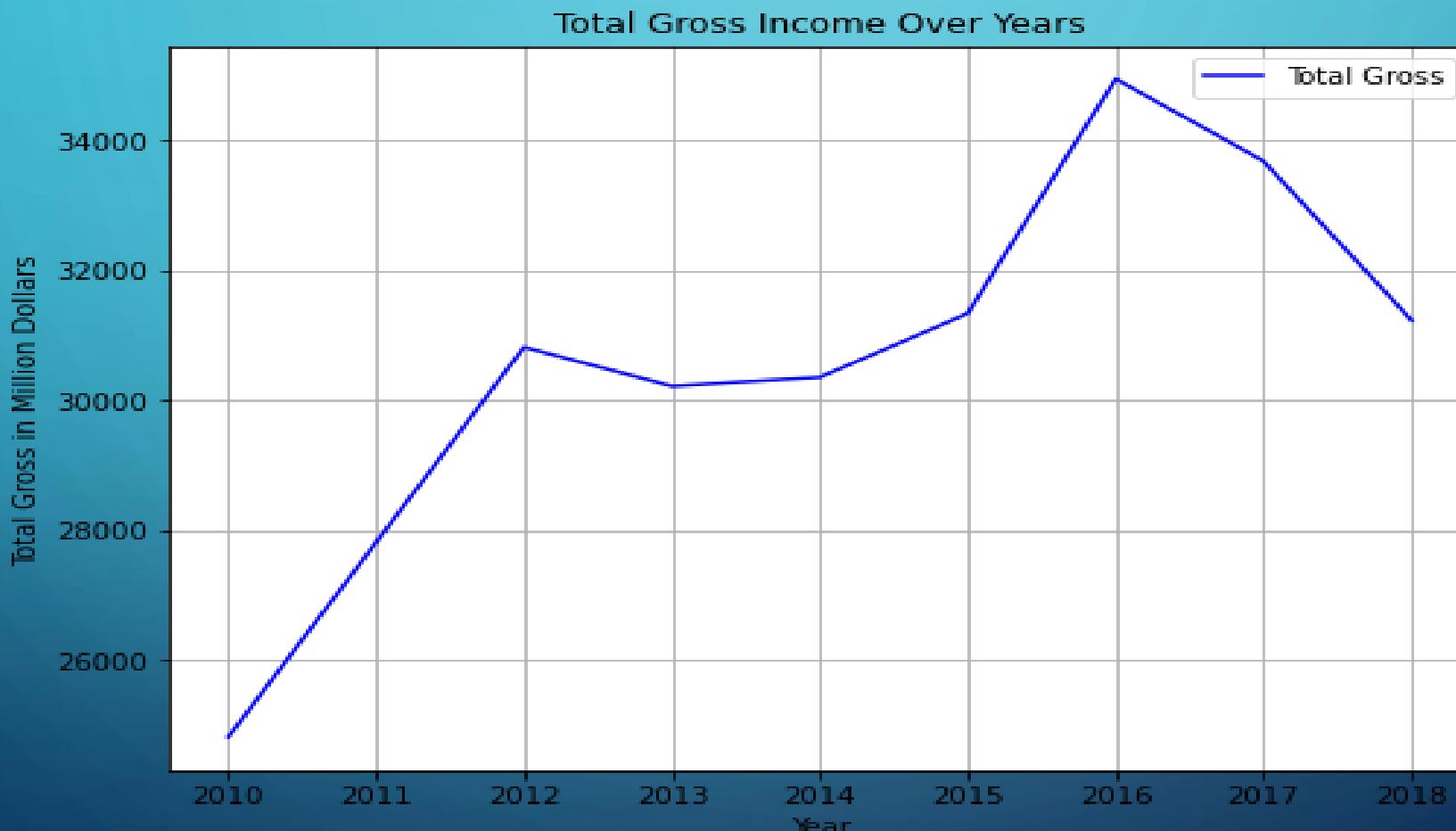
79%
correlation

Number of votes are determined by number of movies

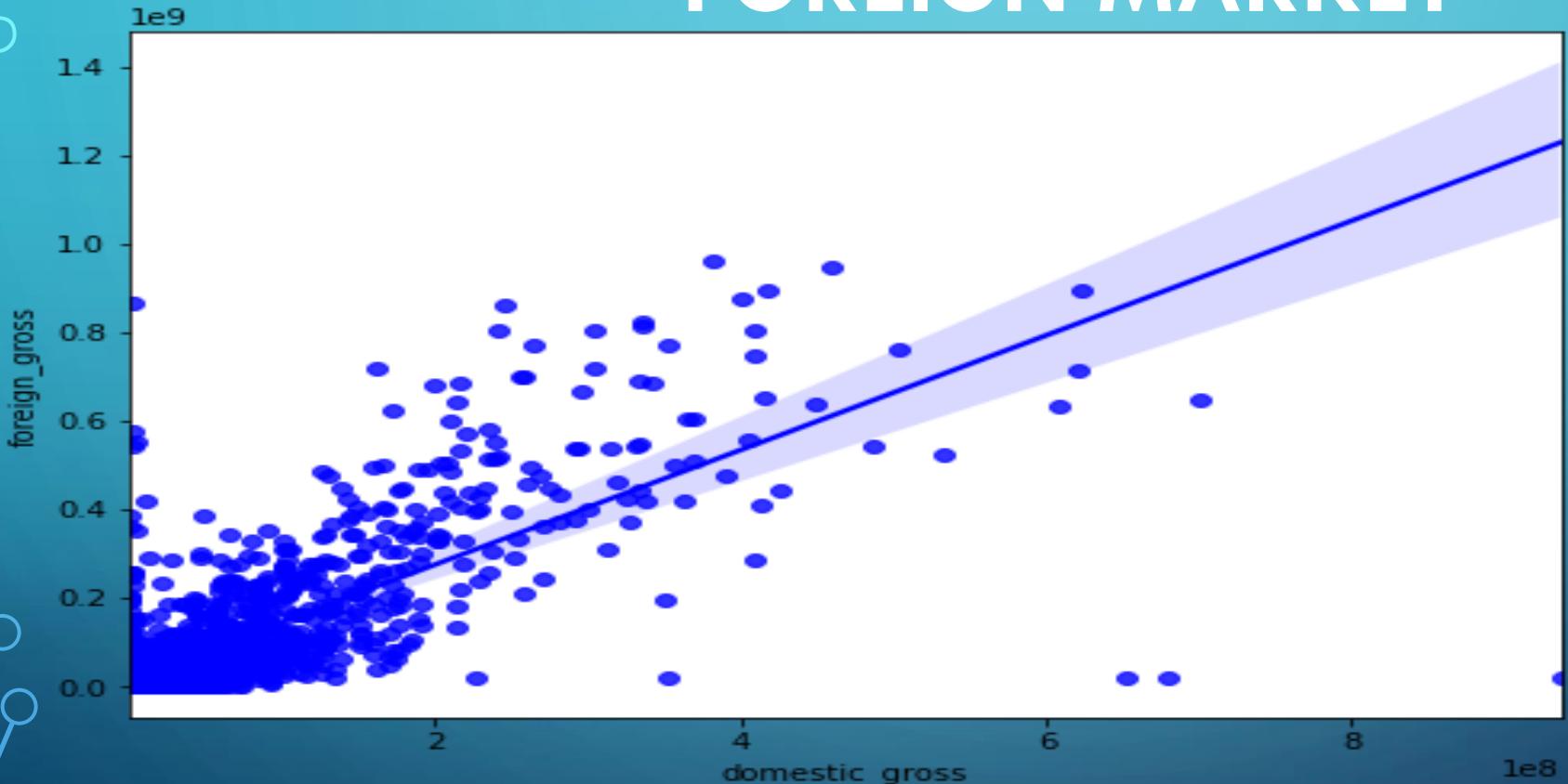
STUDIO PERFORMANCE BY REVENUE

Studio	Mean Gross Income(Million Dollars)
HC	870.30
P/DW	507.65
BV	417.84
GrtIndia	254.20
WB(NL)	230.09

YEAR PERFORMANCE BY GROSS REVENUE



CORRELATION BETWEEN DOMESTIC AND FOREIGN MARKET



$r = 0.79$

BLUEPRINT FOR SUCCESS

1. Focus on high production value to maximize the high rating potential of the studio.
2. Strategic blending for engagement: combine popular genres with high-rating genres.
3. Benchmark high performing studios.
4. Prioritize global marketing for domestic hits.
5. Maintain or increase the current level of investment in film production, capitalizing on the positive market trajectory.

Thank-you for listening!



Any Questions?