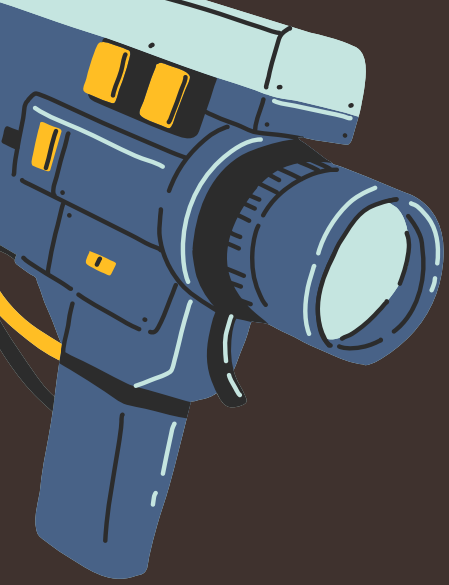# ANALYZING FACTORS THAT INFLUENCE THE SUCCESS OF A MOVIE COMPANY
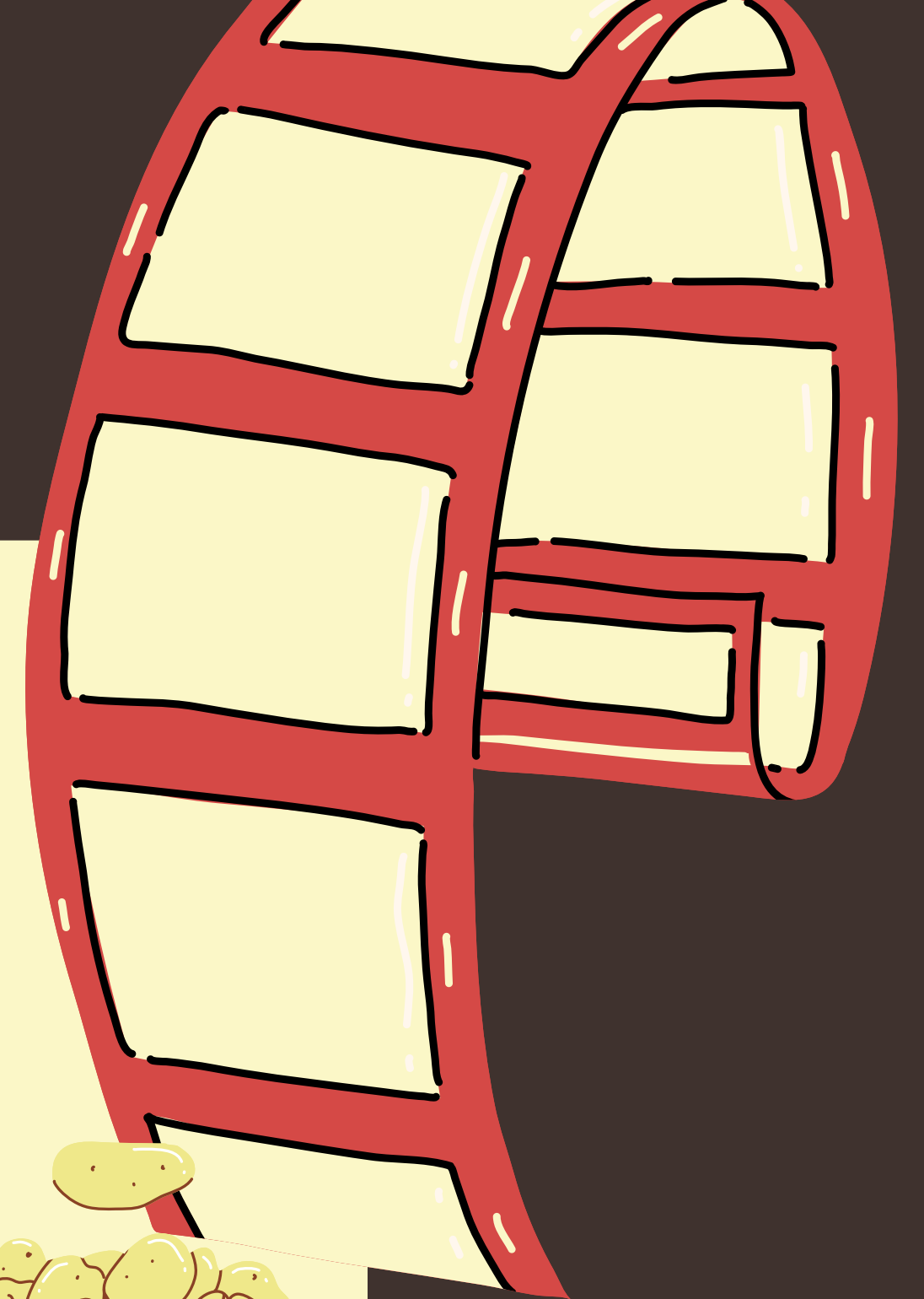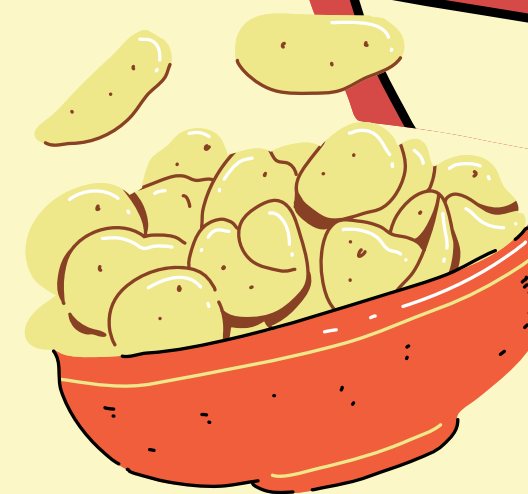
POP CORN

# OUR TEAM

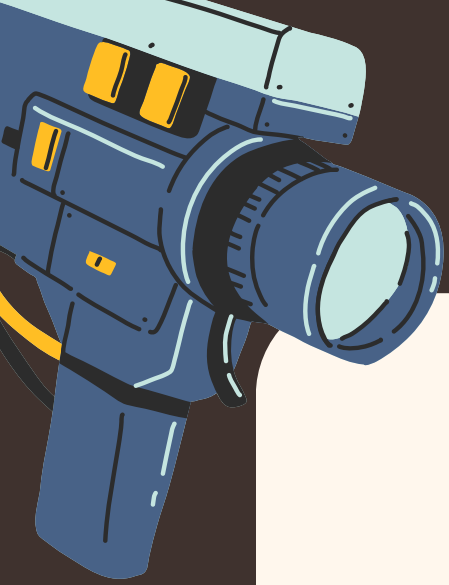Michael Makao

Fredrick Ochieng
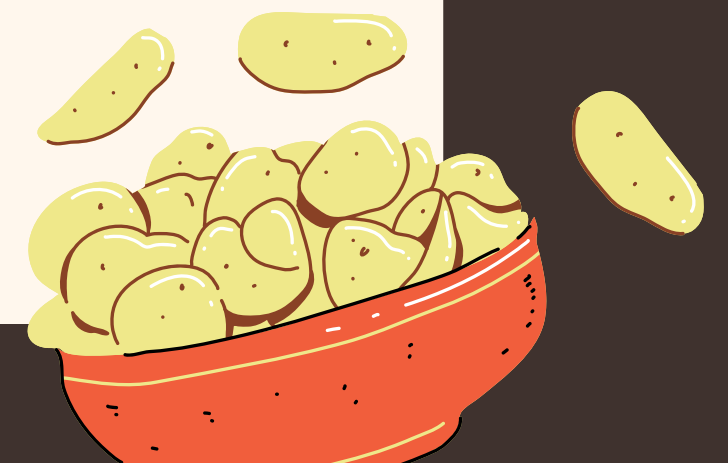
Fiona Mburu

Daniel Njeru

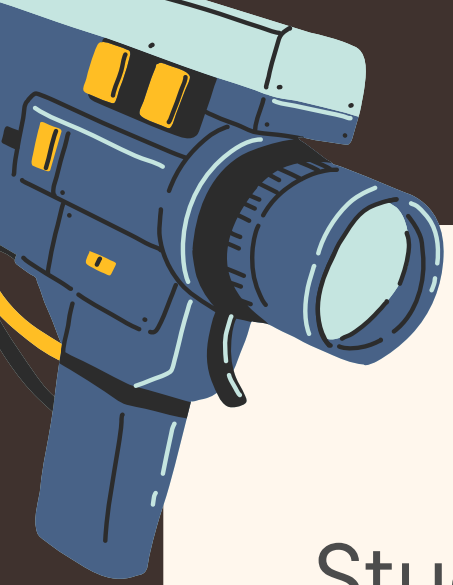Hellen Mureithi

Bridgit Kagendo

# OVERVIEW

- We analyzed datasets to see what films are doing the best and why that is.

- Our goal is to identify what causes success for a film and hence profit for the movie company.
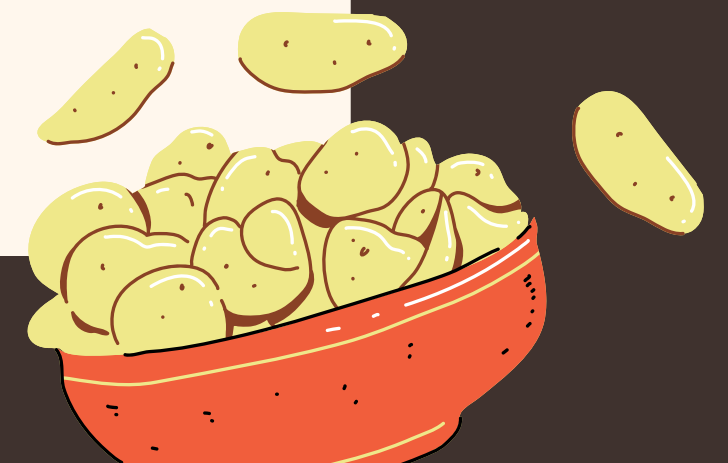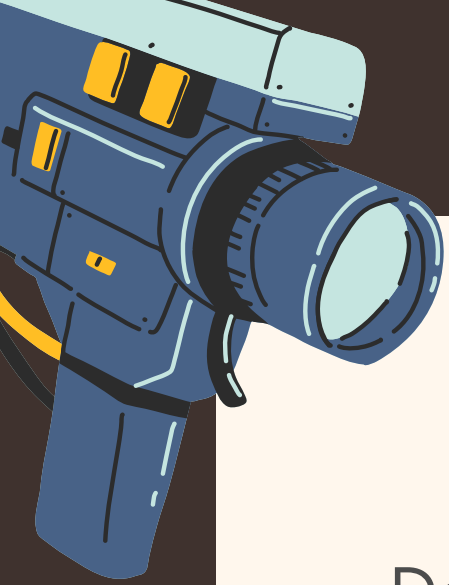
# BUSINESS UNDERSTANDING

Studios spend millions producing films without knowing the factors that influence their success.

Our Objective is to find out:
1. Which genres are the most expensive to produce
2. Which genres are the best performing (total gross)
3. What is the effect of the production budget on profit
4. How do audience ratings relate to the performance of a movie

These objectives will provide insight on how to allocate the budget effectively and produce genres that maximize return.

# DATA UNDERSTANDING
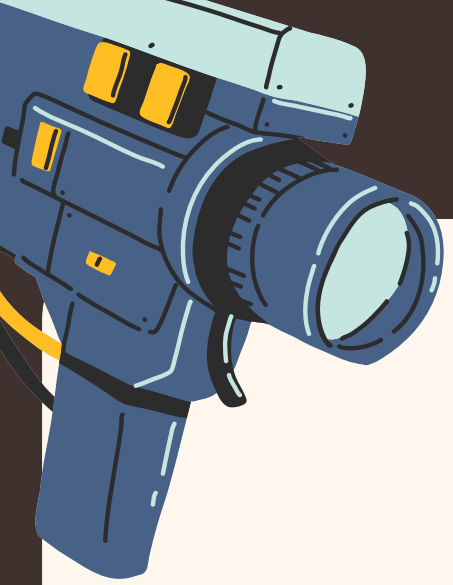
Datasets used to achieve our objectives were:
- IMDB
- The Numbers
- The MovieDB
- Box Office Mojo

Some key columns were:
- Domestic gross
- Foreign gross
- Production budget
- Title
- Genres and others

From these datasets, we found some missing values which we filled and cleaned the rest of the datasets.
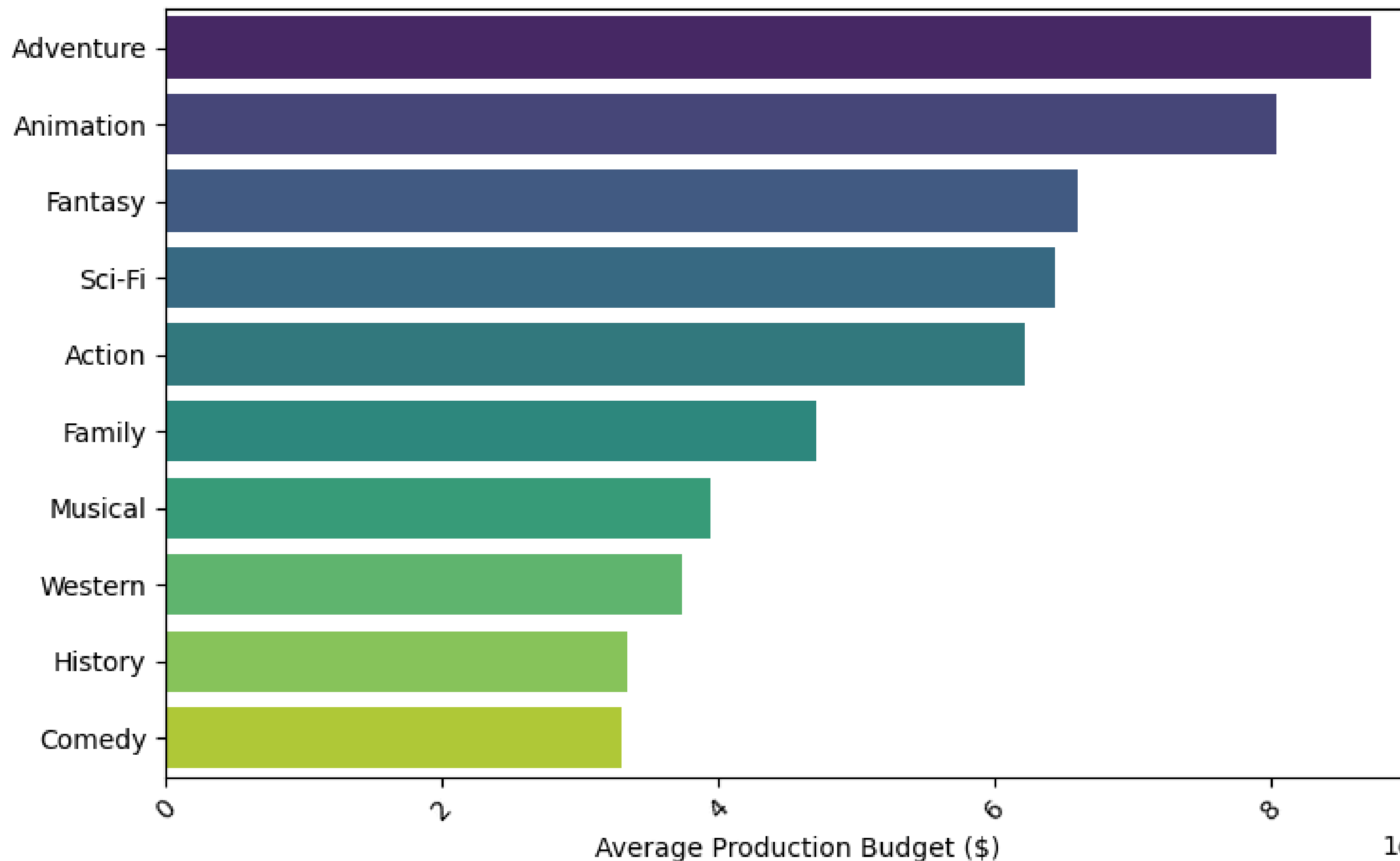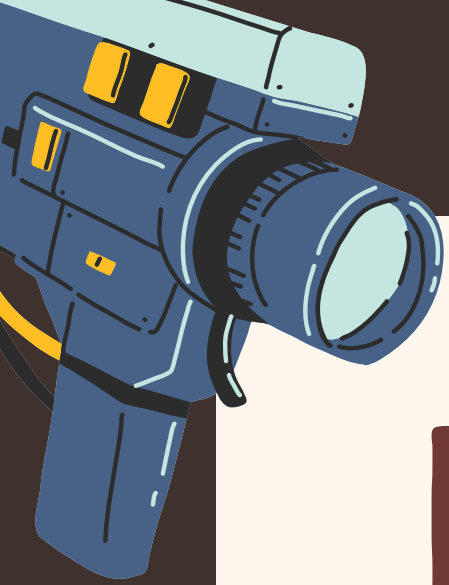
# DATA ANALYSIS

After keenly cleaning the datasets we needed for the analysis, we were able to come up with some very informative and actionable insights.

From our first objective, we were able to come up with the following visualization:

**Top 10 Most Expensive Genres (by Average Production Budget)**
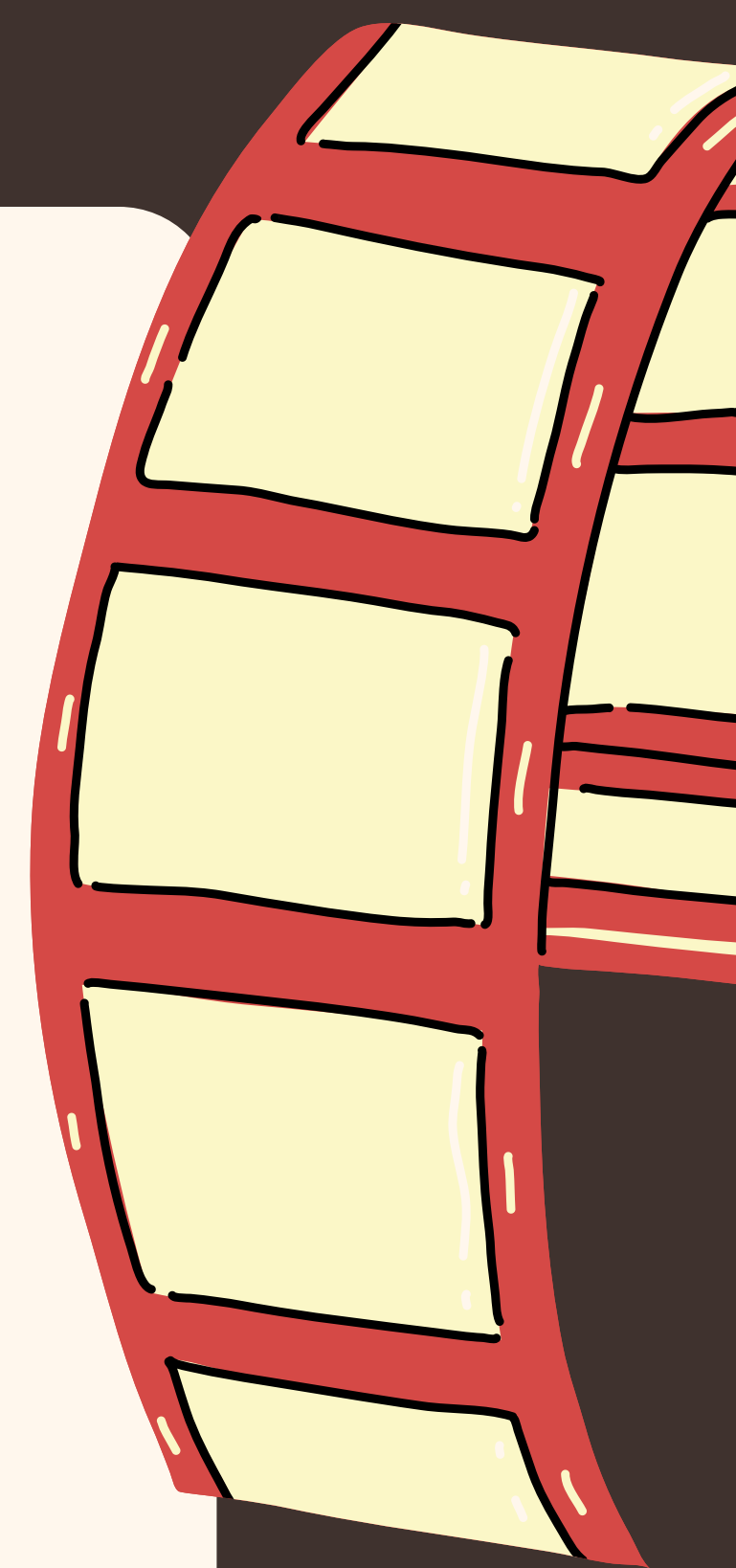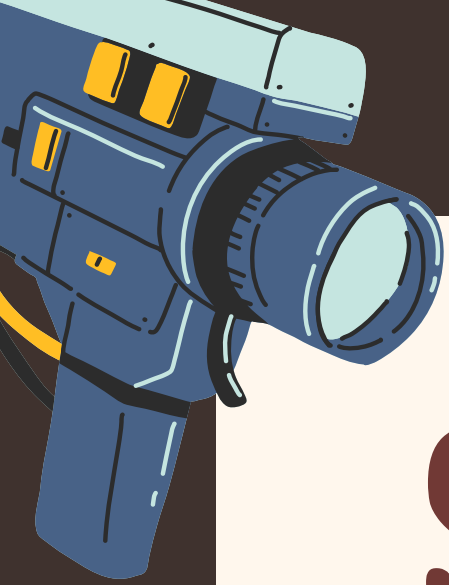
Average Production Budget ($)

# INSIGHTS

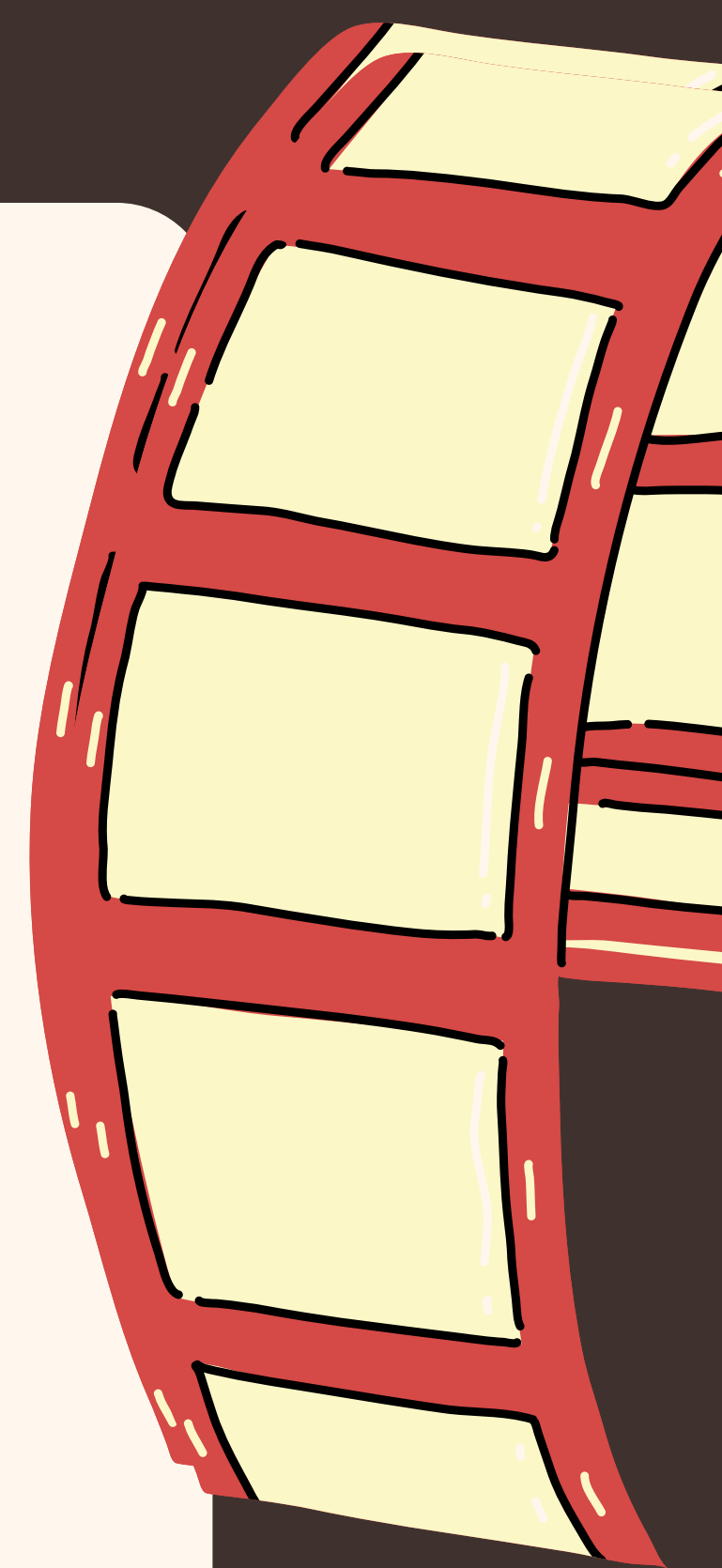From the visualization above we see that:

- Genres like adventure, animation, fantasy and have the highest production budget.
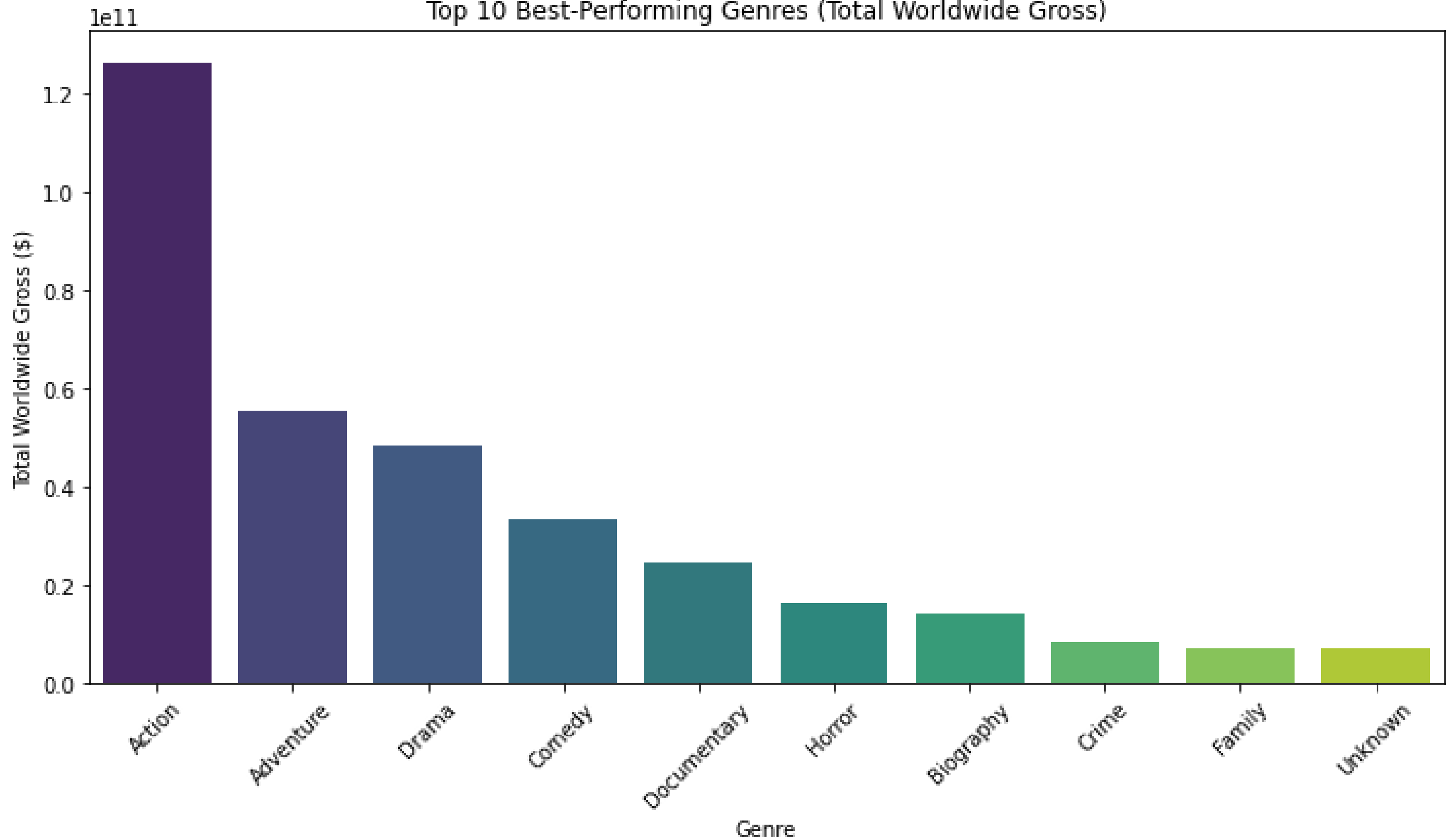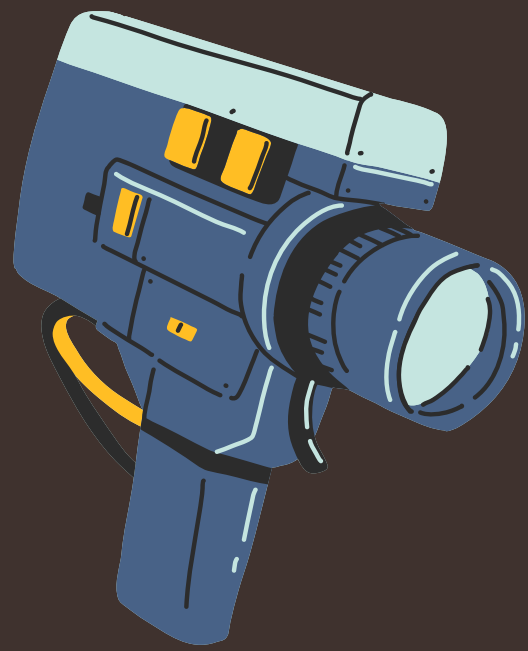- Conversely, genres such as History and Comedy have lower budgets.

# SECOND OBJECTIVE

Which genre is the best performing?
We were able to come up with the following
visualization:

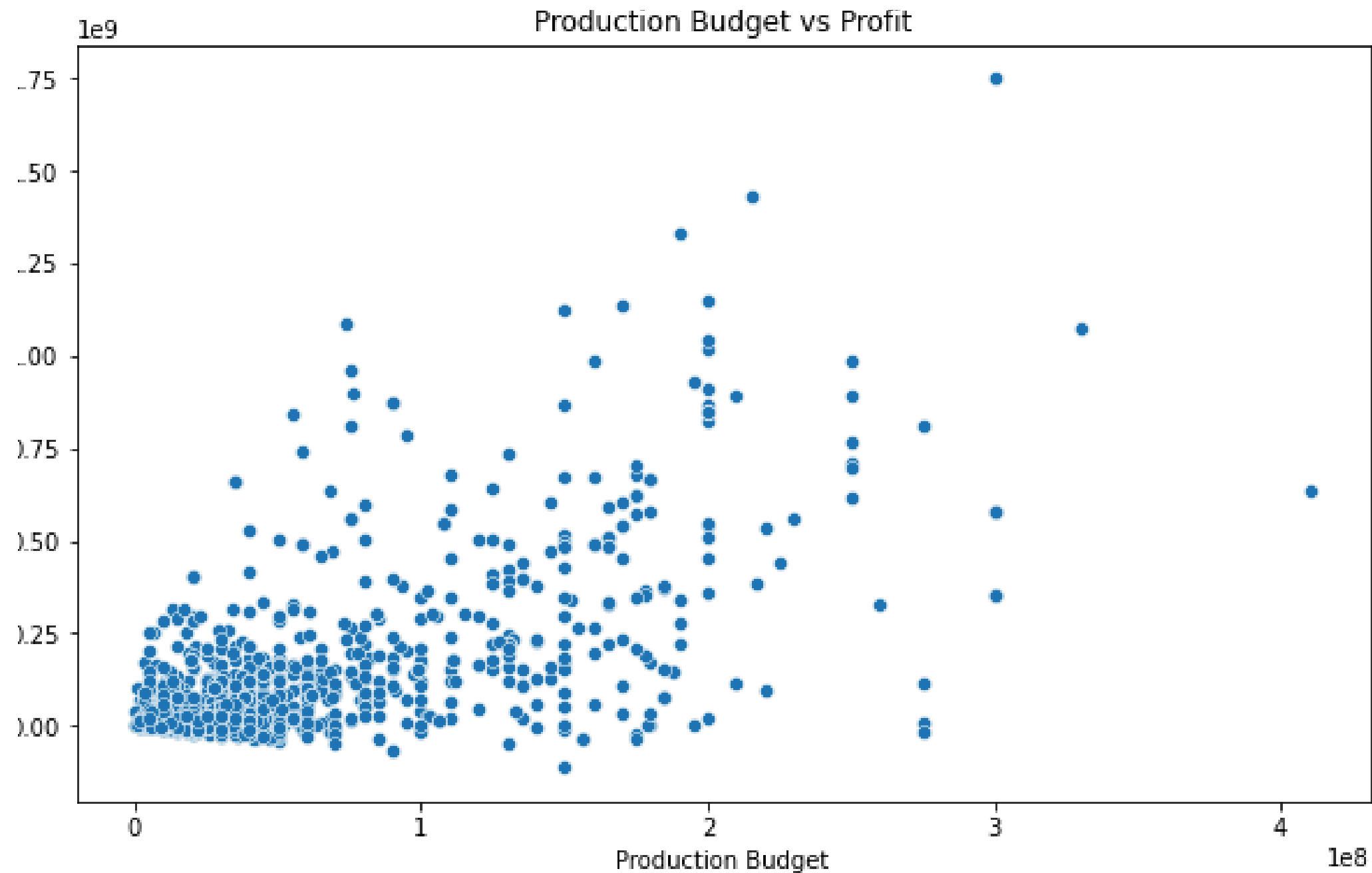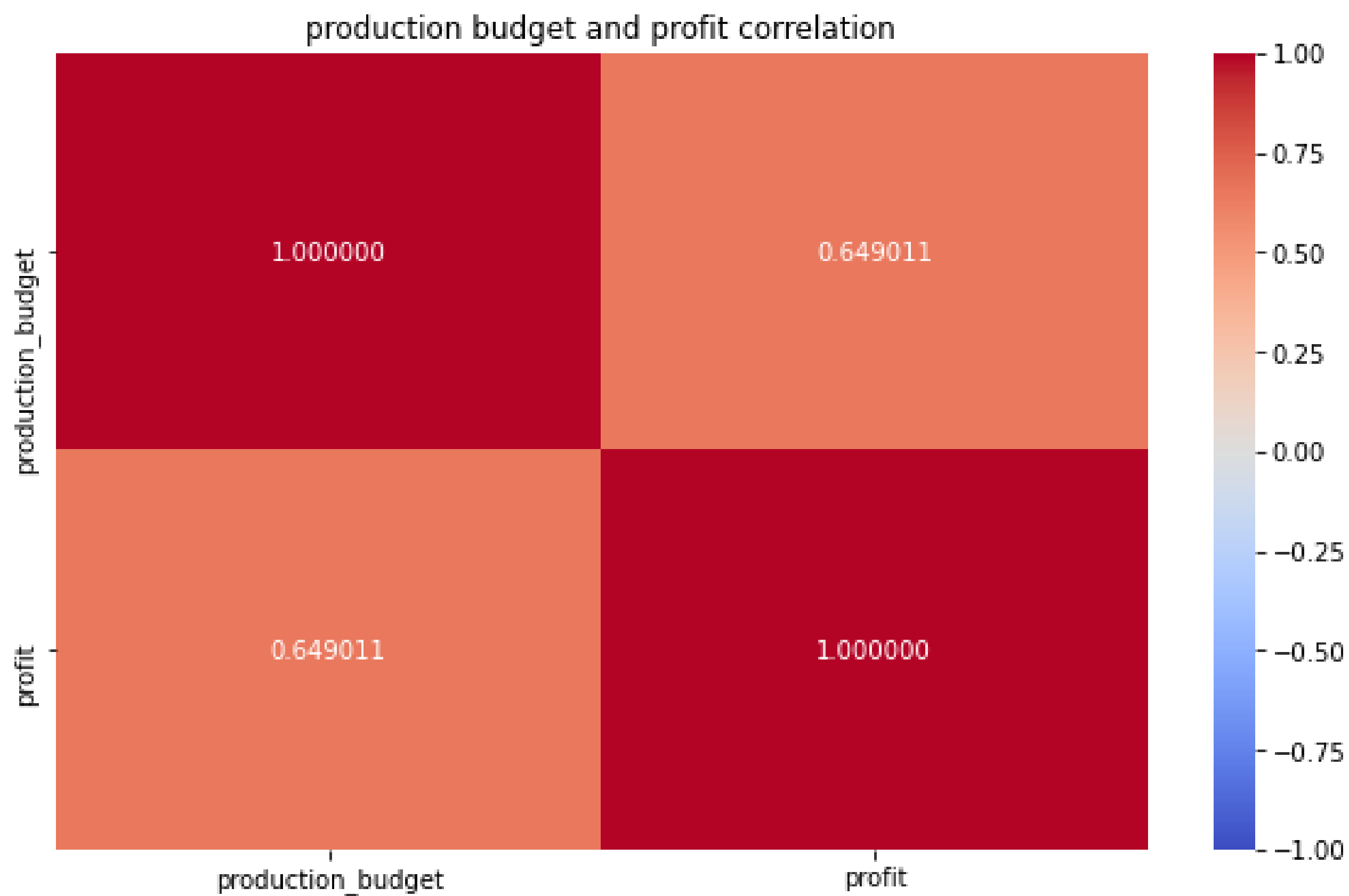Top 10 Best-Performing Genres (Total Worldwide Gross)

From the visualization above, we were able to learn:

- Action and Adventure genres recorded highest total worldwide gross.

# Visualization from the third objective: What is the effect of production cost on budget.
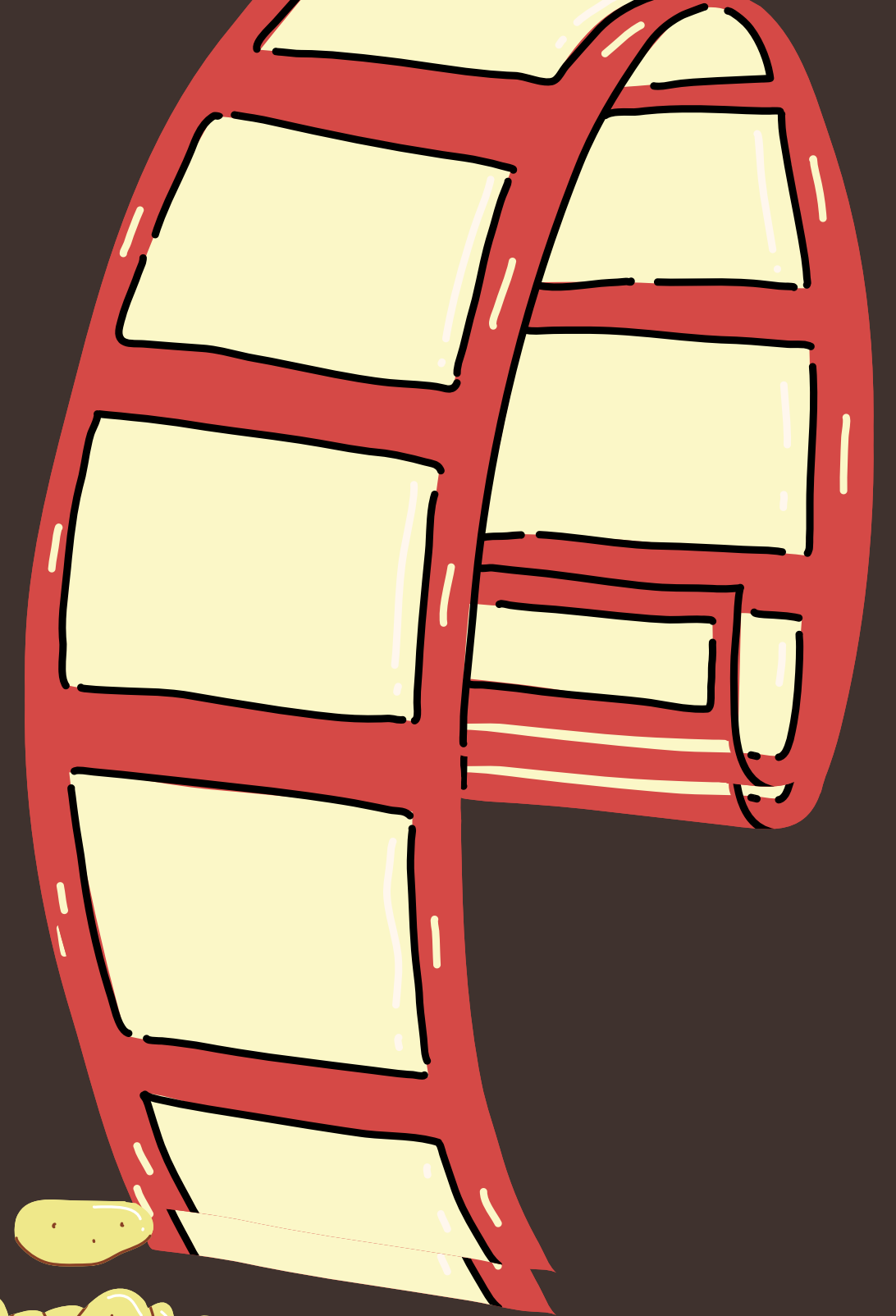
production budget and profit correlation

# Insight from the scatter plot and heat map

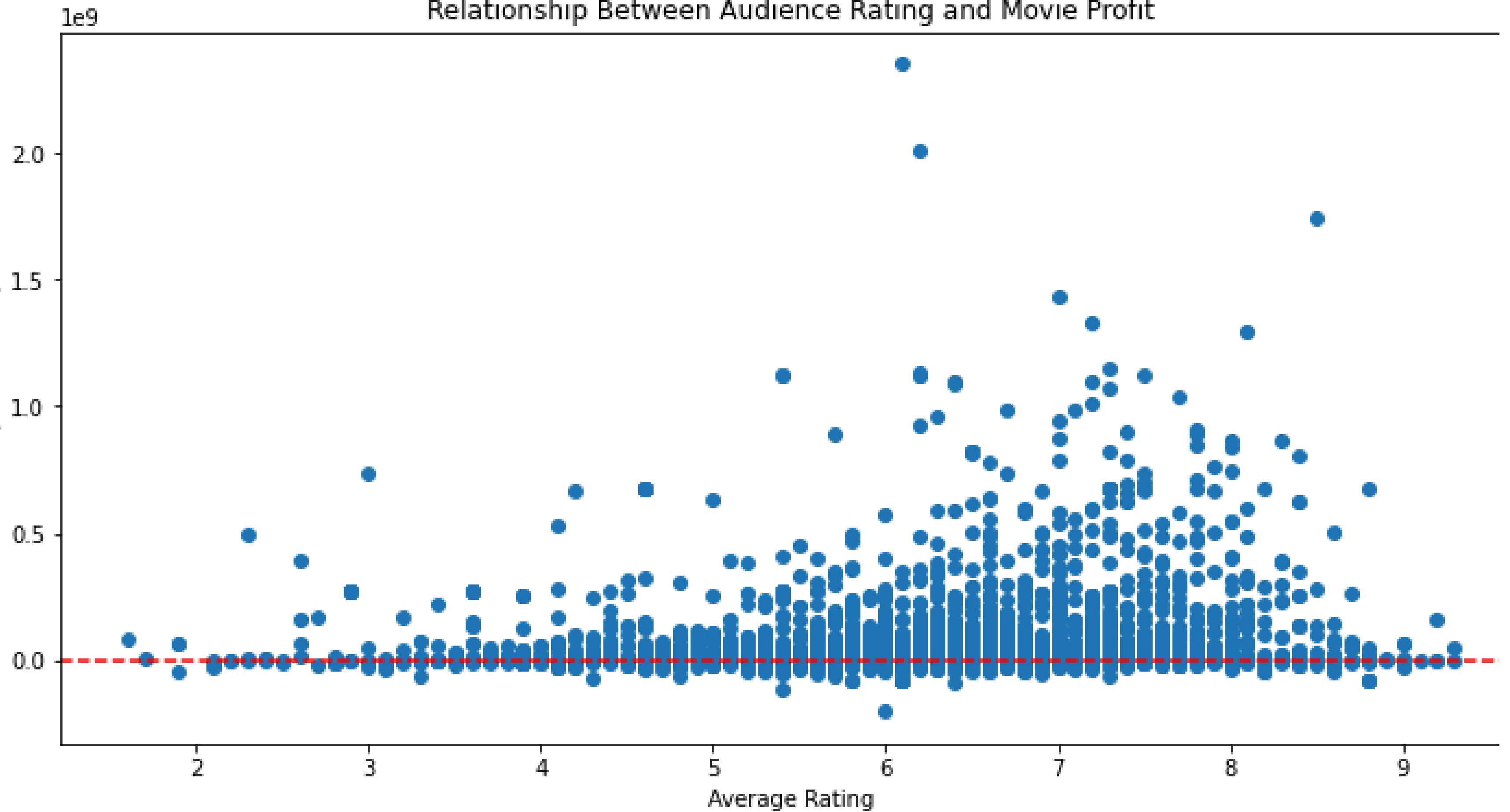Movies with bigger production budgets tend to make more profit.
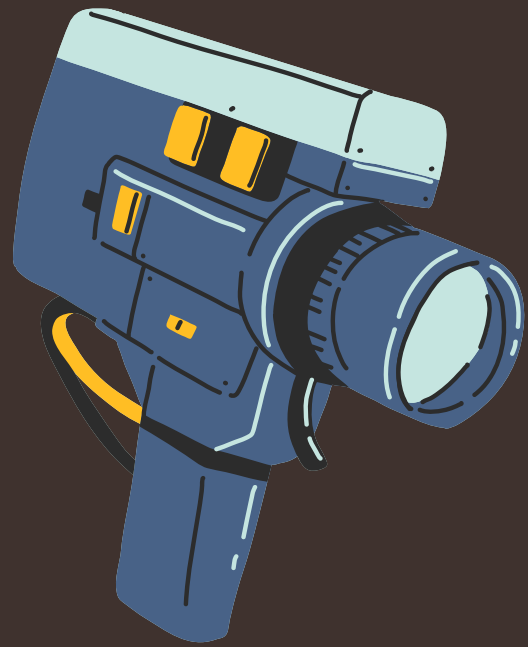
# Fourth Objective

Check how do audience ratings relate to the performance of a movie

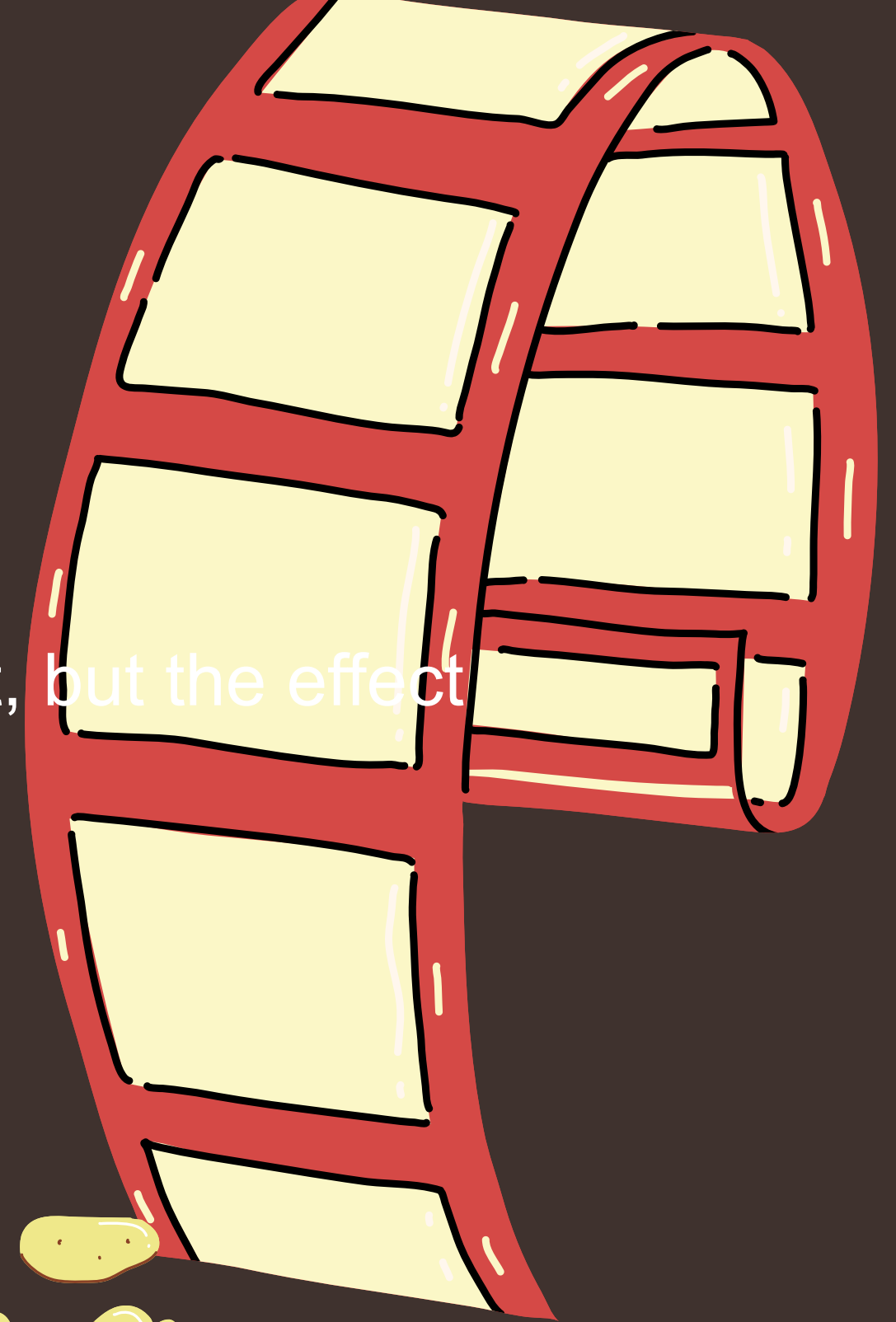We came up with the following visualization:

Relationship Between Audience Rating and Movie Profit

- Movies with higher ratings tend to make slightly more profit, but the effect is small.
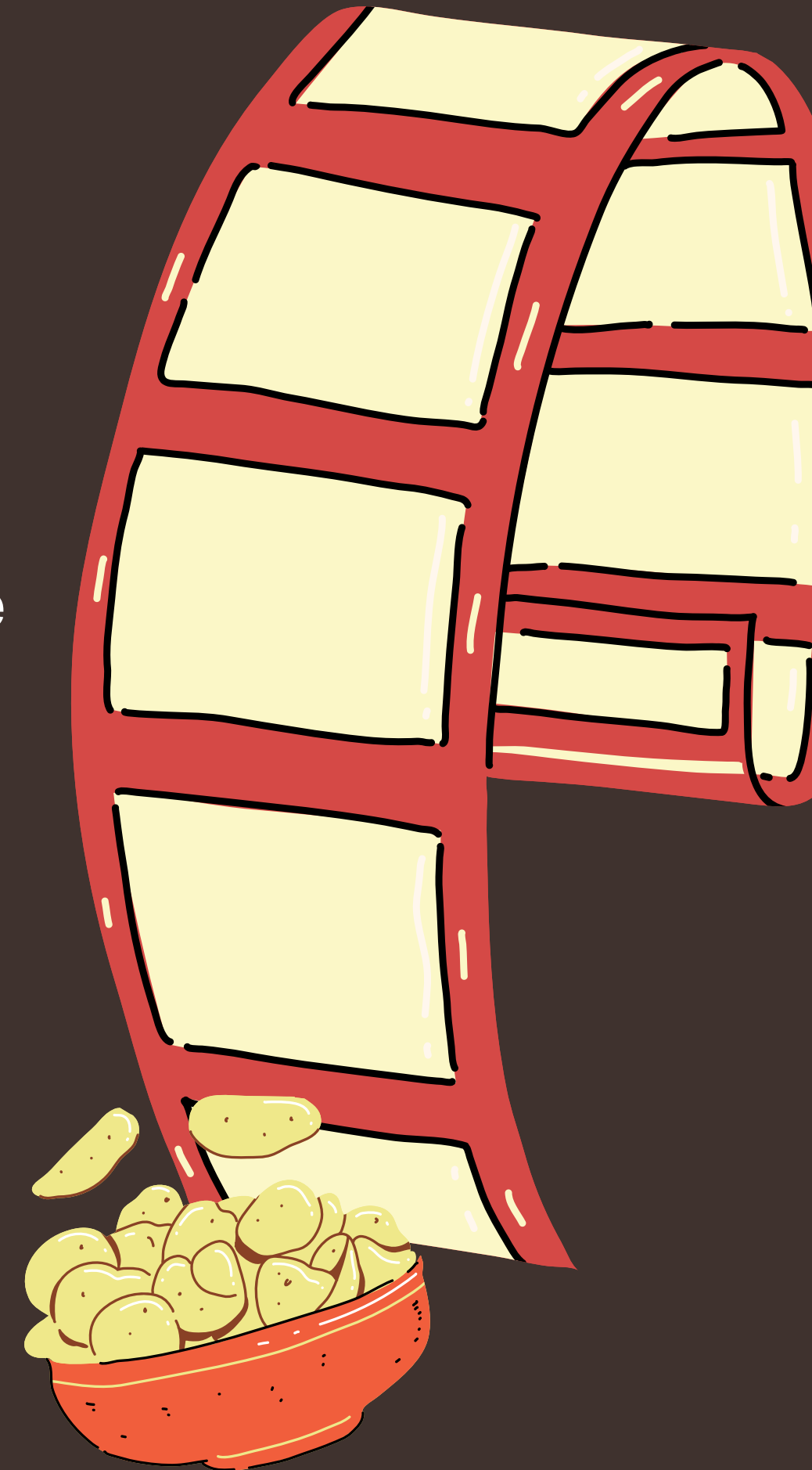
# Business Recommendations

From the data analysis, we would recommend that the business:

- Plan bigger budgets for genres that cost more to make but to also make some   low cost genres too to reduce risk

- Prioritize Action and Adventure films for high gains, while balancing with Comedy or Animation for steady, low-risk returns.

- Should invest in high budget movies as they are more likely to generate a high profit.

- Focus on production budgets and top-performing genres rather than user ratings, which don't strongly predict profits
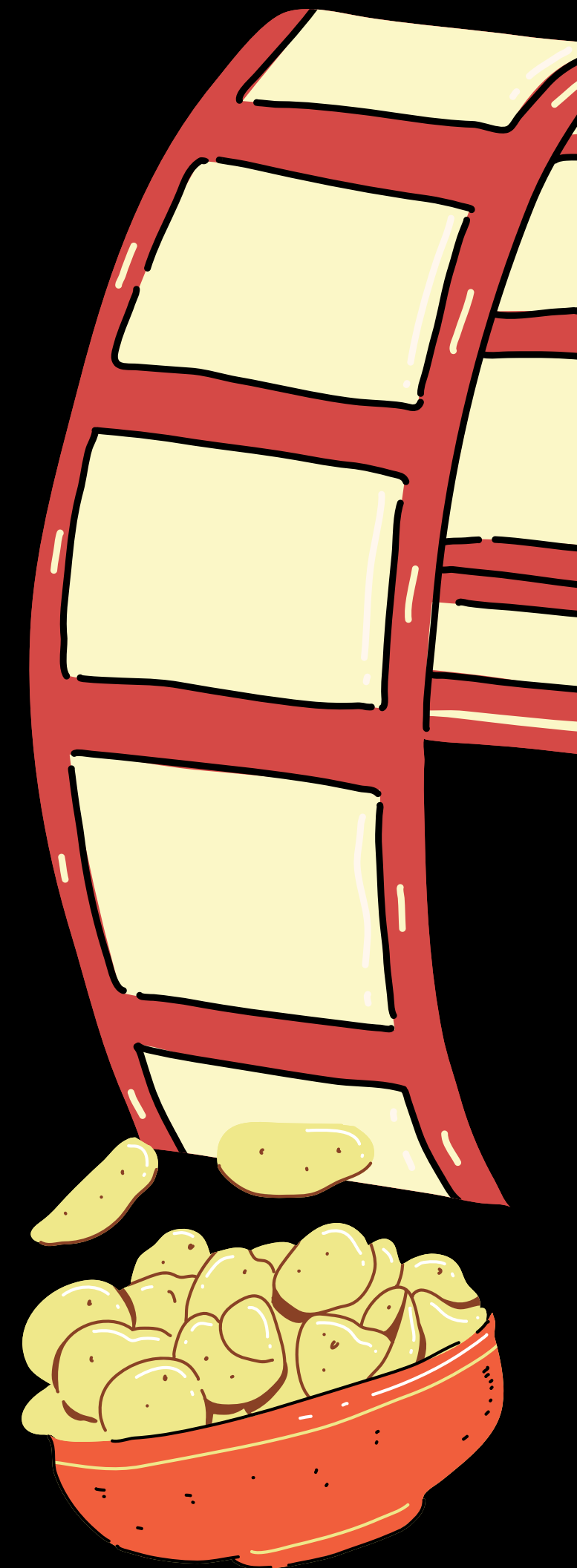
# Next Steps:

- Build partnerships with experienced directors

- Pilot a small number of films first and measure performane

- Continue data monitoring to adapt to indusry shifts

## QUESTIONS?

# THANK YOU

For Your Attention