**Company Background Story:** "Studio Beam" is a mid-sized film production company that has grown its catalog to include hundreds of movies spanning various genres, from thrillers to comedies to action films. Studio Beam is focused on understanding which factors drive box office success, particularly as it seeks to allocate resources to genres, directors, and cast members that are more likely to deliver high returns on investment. The company wants to use historical data to plan its future projects more strategically, improve budget allocations, and maximize revenue.

**Business Questions:**

1. **What are the most profitable movie genres?**
   * *Purpose:* Studio Beam wants to identify the genres that consistently generate the highest revenue relative to their budgets, guiding decisions about which genres to invest more in.
2. **How does a movie's budget correlate with its revenue?**
   * *Purpose:* Understanding the relationship between budget and revenue will help Studio Beam decide if higher budgets lead to significantly higher revenues or if there is a point of diminishing returns.
3. **Which directors are associated with the highest-grossing movies?**
   * *Purpose:* By identifying directors who have a history of producing high-revenue films, Studio Beam can prioritize collaborating with these directors for future projects.
4. **Do movies with a larger cast (more prominent actors) generate more revenue?**
   * *Purpose:* Studio Beam wants to determine if movies with a larger or more popular cast lineup correlate with higher box office earnings, as this could influence casting decisions and budget allocations.
5. **Is there a trend in movie performance based on release date?**
   * *Purpose:* By analyzing revenue by release date (e.g., month or season), Studio Beam can optimize release timing for its films, capitalizing on periods with higher audience engagement.