# Movie Industry Performance Analysis Report

## Introduction

The purpose of this analysis was to explore patterns and trends within the movie industry by examining financial performance and franchise dynamics. The project focused on two main areas: (1) the overall financial performance of movies and (2) the success and evolution of movie franchises. These areas are crucial for understanding how investments in production and branding translate into revenue across different channels and market segments.

In the context of a competitive and evolving entertainment industry, identifying the factors that influence profitability, audience engagement, and long-term success can guide more effective decision-making for studios, distributors, and producers.

## Analysis and Findings

Dashboard 1: Financial Performance

The first dashboard explored relationships between production budgets, revenue channels, and profitability metrics such as ROI.

 Key findings included:

- A clear positive correlation between higher production budgets and worldwide gross.

- Certain genres like Horror and Comedy consistently delivered high ROI, despite lower budgets.

- Revenue composition showed most earnings came from international markets, followed by domestic box office, with home media playing a minor role.

- The "legs" metric revealed that some genres and lower-budget films sustained performance longer after opening weekends, suggesting stronger word-of-mouth effects.

Dashboard 2: Franchise Performance

The second dashboard focused on the performance of movie franchises. Key insights included:

- Top franchises like Marvel, Star Wars, and Fast & Furious dominated total revenue.

- Revenue composition by region showed some franchises were more internationally driven.

- Performance across franchise installments varied—while early entries often performed better, some franchises maintained or improved over time.

- A decomposition tree and treemap helped identify what factors such as genre, rating, or release year contributed most to franchise success.

## Visual and Analytical Insights

Power BI visuals were chosen to represent trends, distributions, and comparisons:

- Scatter plots and bubble charts visualized relationships (e.g., budget vs gross).
- Bar and column charts effectively ranked profitability and revenue sources.
- Line charts illustrated financial trends over time.
- Treemaps and decomposition trees provided dynamic ways to explore franchise contributions.

Excel Visualizations were selected to complement these dashboards:

- Visualization 1 analyzed genre-based average worldwide gross using a simple column chart from a pivot table.
- Visualization 2 explored MPAA rating vs opening weekend averages.
- These visuals reinforced the dashboard insights using accessible summary trends, allowing cross-reference with the more interactive Power BI components.

Both sets of visuals emphasized clarity, comparability, and relevance to financial outcomes, aligning with course concepts like visual encoding, aggregation, and categorical comparison.

## Recommendations

Based on the analysis, the following recommendations are proposed:

1. **Invest in High-ROI Genres**: Genres like Horror and Comedy provide strong returns on lower budgets, making them ideal for smaller studios or diversified portfolios.

2.  **Leverage Franchise Branding**: Studios should prioritize consistent quality across franchise installments to maintain momentum. Mid-to-late entries must be treated with equal creative investment.
3.  **Focus on International Markets**: As most revenue comes from international audiences, marketing strategies should be globally tailored.
4.  **Use Data to Optimize Release Windows**: Aligning genre and franchise entries with peak-performing seasons or years may maximize returns.

Overall, data-driven decisions based on patterns in budget efficiency, genre appeal, and franchise sustainability will yield more predictable and profitable outcomes in the movie industry.