



# MOVIE STUDIO SUCCESS





# PROJECT OVERVIEW

## **Our Goal**

- To help our new movie studio make smarter decisions by analyzing past box office performance.

## **The Big Question**

- What factors—like movie genre, audience ratings, and movie length—lead to the highest revenue?

## **Our Plan**

- Use data to find clear trends and provide a set of actionable recommendations to guide our production strategy.



# BUSINESS CHALLENGE

## The Challenge

Launching a new movie studio is a high-risk venture. We need to know what types of films are most likely to succeed commercially.

## Our Focus Areas

We will analyze three key areas to inform our production choices:

- 1.Genres: Which genres consistently generate the most revenue?
- 2.Ratings: Does a high audience rating guarantee box office success?
- 3.Runtime: Is there a "sweet spot" for movie length that maximizes revenue?



# DATA SOURCES

## Our Data Sources

We combined two datasets to get a complete picture of movie performance.

- Box Office Mojo: Financial data (domestic and foreign gross) for over 3,000 movies.
- IMDB: Movie characteristics (genre, average rating, runtime) for over 146,000 films.

## The Final Dataset

After cleaning and merging these sources, we created a single, reliable dataset containing information for approximately 1,000-2,000 movies released between 2010 and 2018.



# METHODOLOGY

## Data Analysis Method

We used a process called Exploratory Data Analysis (EDA).

- What is **EDA**? It's like a detective's work, where we look for patterns, trends, and relationships in the data to uncover insights.
- How we did it: We created several visualizations (charts and graphs) to understand how different film characteristics impact total box office revenue.



# RECOMMENDATION 1

## Focus on High-Grossing Genres

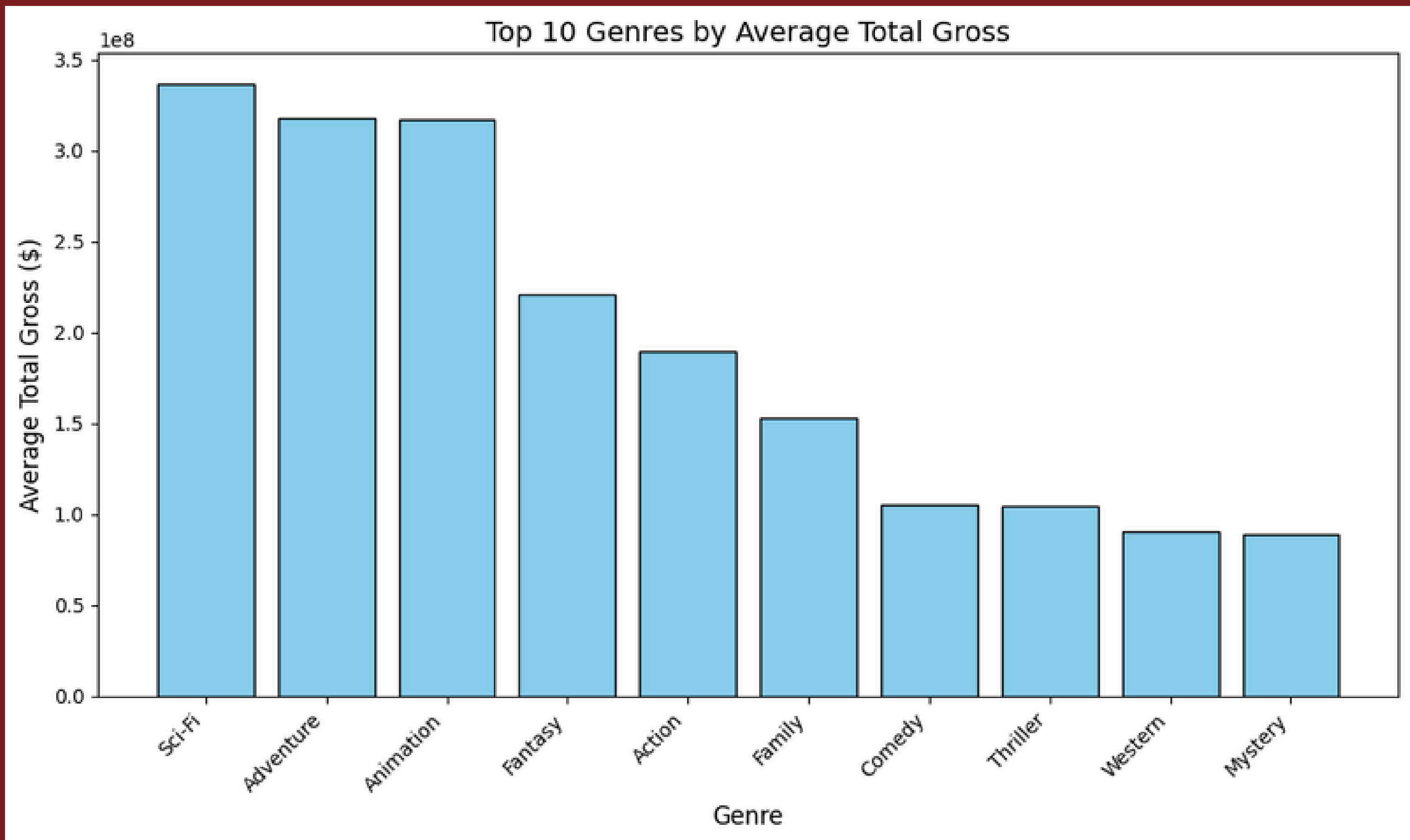
**Insight:** The analysis revealed that certain genres, particularly Action, Adventure, and Sci-Fi, consistently have the highest average box office gross.

**Action:** We should prioritize producing films within these high-performing genres to maximize our potential for high revenue.

Supporting Visualization:

- Bar Chart: "Average Total Gross by Genre"

What it shows: Action and Sci-Fi films sit at the top, while others like Horror and Romance are much lower on average





# RECOMMENDATION 2

## Invest in Marketing Over Relying on High Ratings

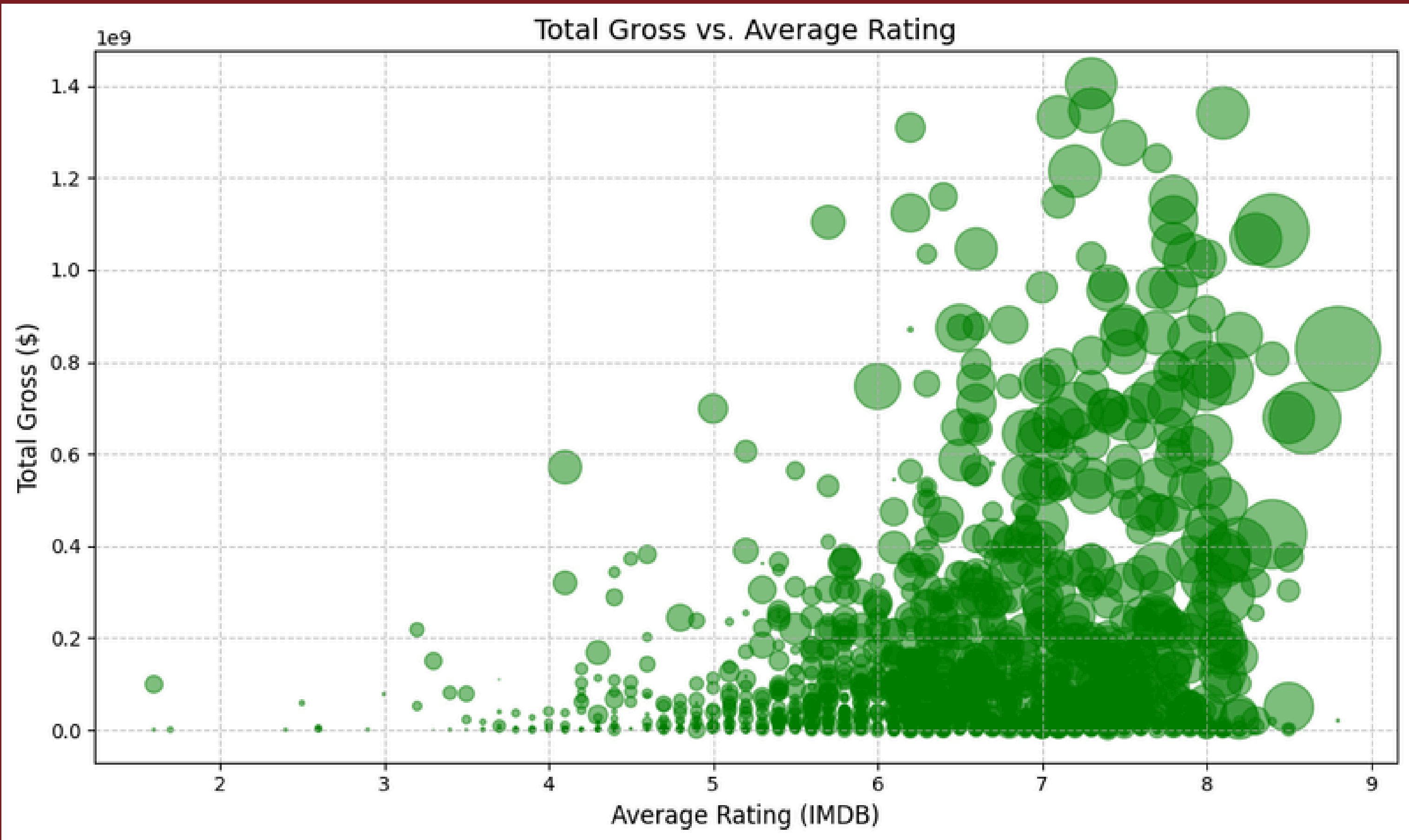
**Insight:** Our scatter plot showed a weak correlation between a movie's average audience rating and its box office performance. Many of the highest-grossing films had moderate ratings, not necessarily the highest.

**Action:** We should allocate our budget to robust marketing campaigns to boost opening weekend performance, as critical acclaim alone does not guarantee high revenue.

### Supporting Visualization:

- Scatter Plot: "Total Gross vs. Audience Rating"
- What it shows: A wide spread of data points, indicating that a great film isn't enough; we need to actively promote it.







# RECOMMENDATION 3

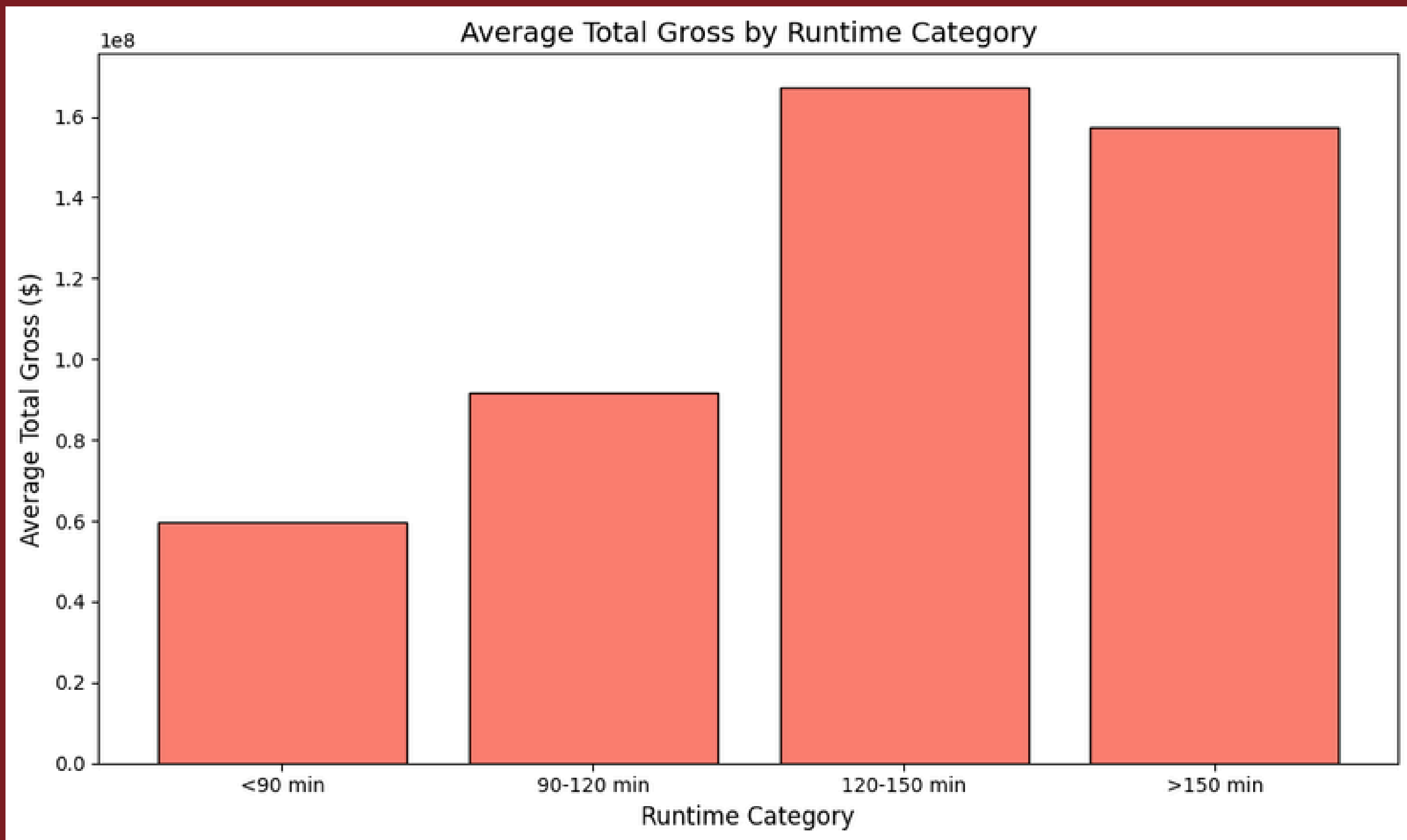
## Target Film Runtimes of 120-150 Minutes

**Insight:** Our analysis of film runtimes showed that movies with lengths between 120 and 150 minutes have the highest average total gross. This length aligns with the runtimes of many blockbuster epics.

**Action:** We should aim for film lengths in the 120-150 minute range to balance engaging storytelling with audience preferences for successful films.

### Supporting Visualization:

- Bar Chart: "Average Total Gross by Runtime Category"
- What it shows: A peak in average revenue for the 120-150 minute category, suggesting that longer, more epic-scale films perform best.





# NEXT STEPS & SUMMARY

## Next Steps

- Explore how a film's budget impacts its profitability.
- Analyze audience demographics to better target our marketing.
- Dive deeper into the sub-genres of our top performers.

## Summary

Our data-driven approach has identified clear strategies for our new studio: focus on high-performing genres, invest in smart marketing, and aim for a strategic runtime. This gives us a strong foundation for future success.



# OUR CONTACT

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THANK FOR YOUR  
ATTENTION