

# Film Industry Analysis

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# Objectives

Insights for new movie studio decision makers in original video content creation

1

Genres

2

Release Date

3

Production  
Budget



# About the Data



Datasets  
Taken  
From



**Box Office Mojo**  
by IMDbPro



# Genres



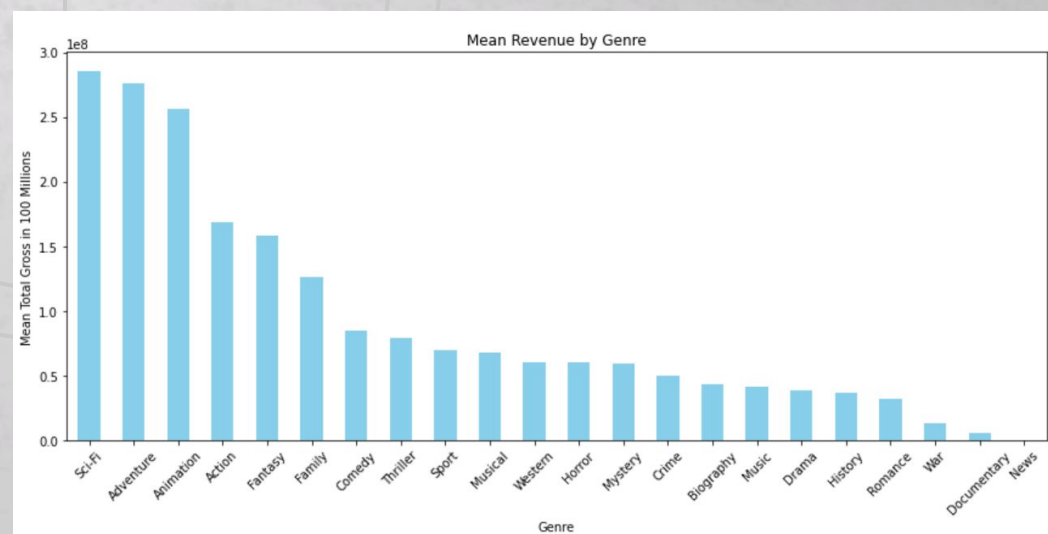
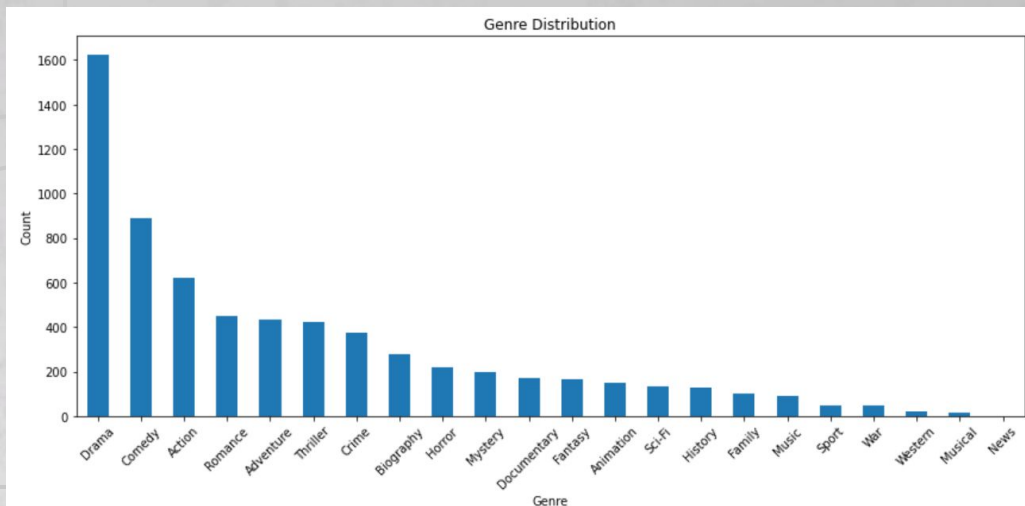
# Genres Cont:

**Dramas:** most oversaturated movie genre

**Bottom 5** in Avg Revenue

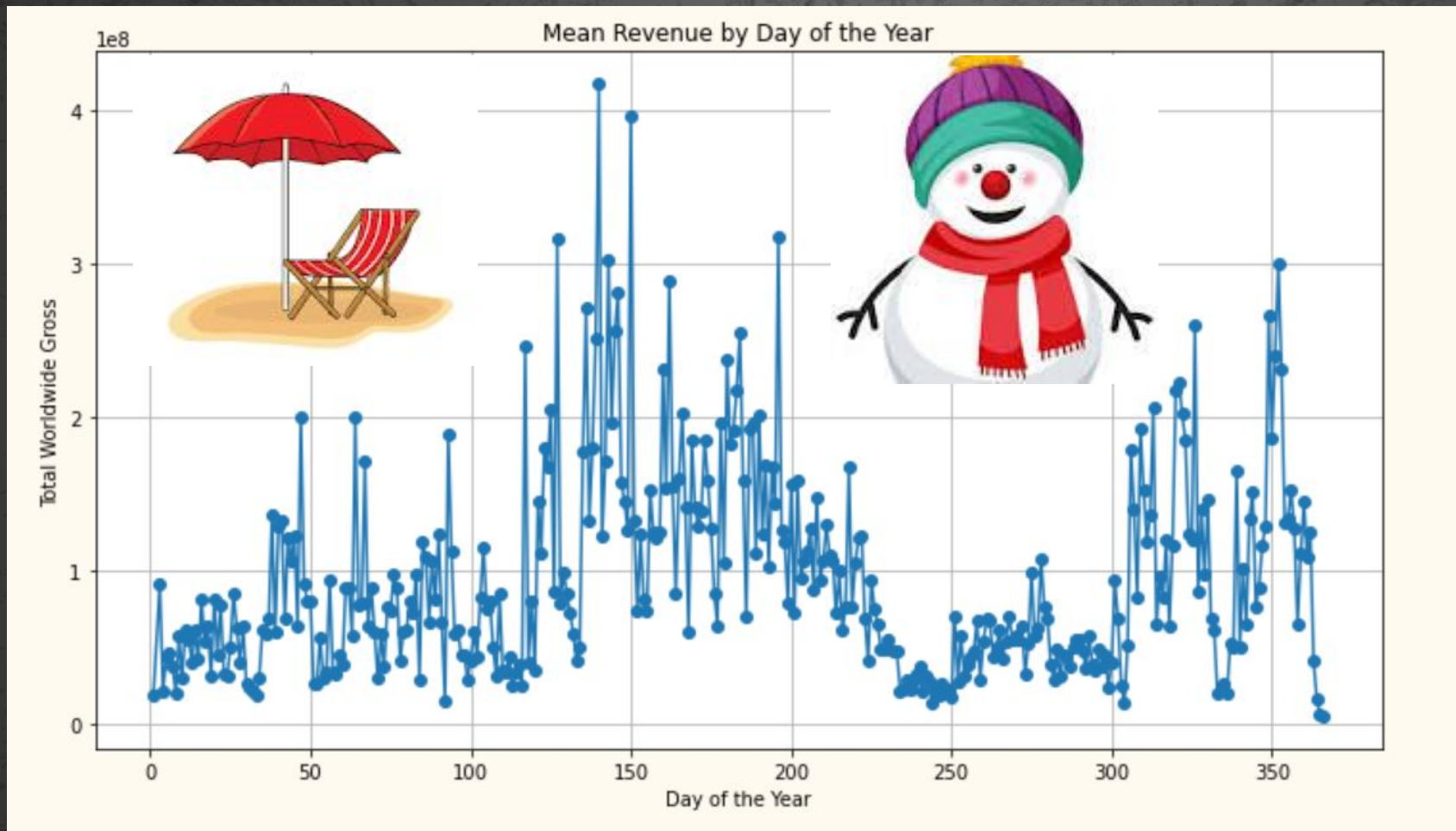
**Sci-Fi:** Bottom **10** least made movie genres

Looked at both **mean** and **median** to adjust for outliers





# Release Dates



Top 15 highest avg gross days

**SUMMER**

& **WINTER**

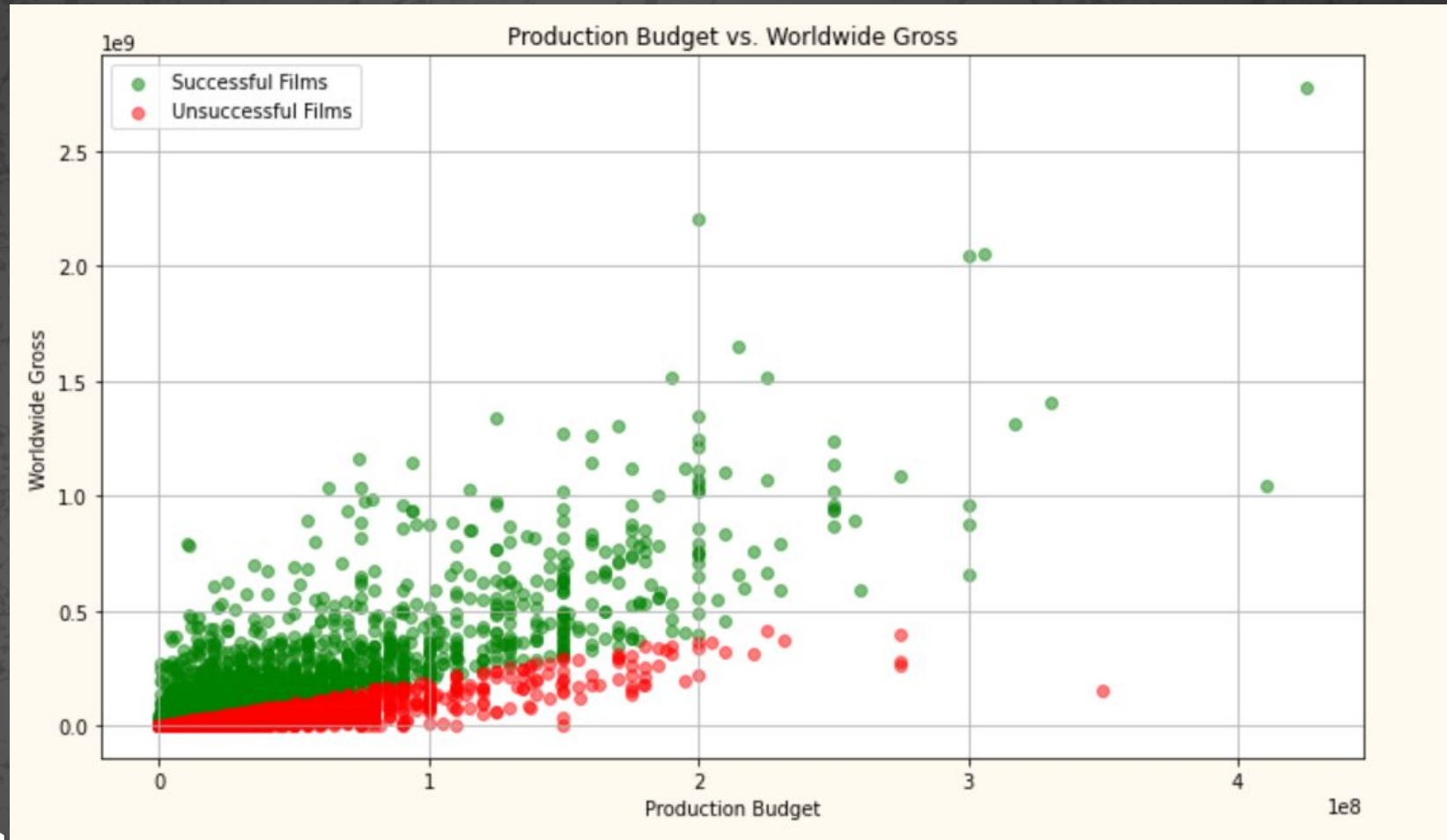


Success  
Rate for  
> 1 Million  
Production  
Films:

46.41%

Success  
Rate for  
< 1 Million  
Production  
Films:

35.49%



Production budget: Financially

Successful

Defined as films that made **TWICE** their production budget



## Next Steps/Conclusion

- Invest in Sci-Fi, Adventure and Animation Films
  - Summer or Winter Blockbusters
  - Production Budget > 1 million
- 





# THANK YOU!



Do you have any questions?

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