





Analyzing Movie Performance for Strategic Insights

Identifying Successful Film Genres
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Introduction

- Our company is venturing into creating original video content.
- To succeed, we need to understand what types of films are performing well at the box office and IMDB.
- This presentation provides insights based on movie data analysis.

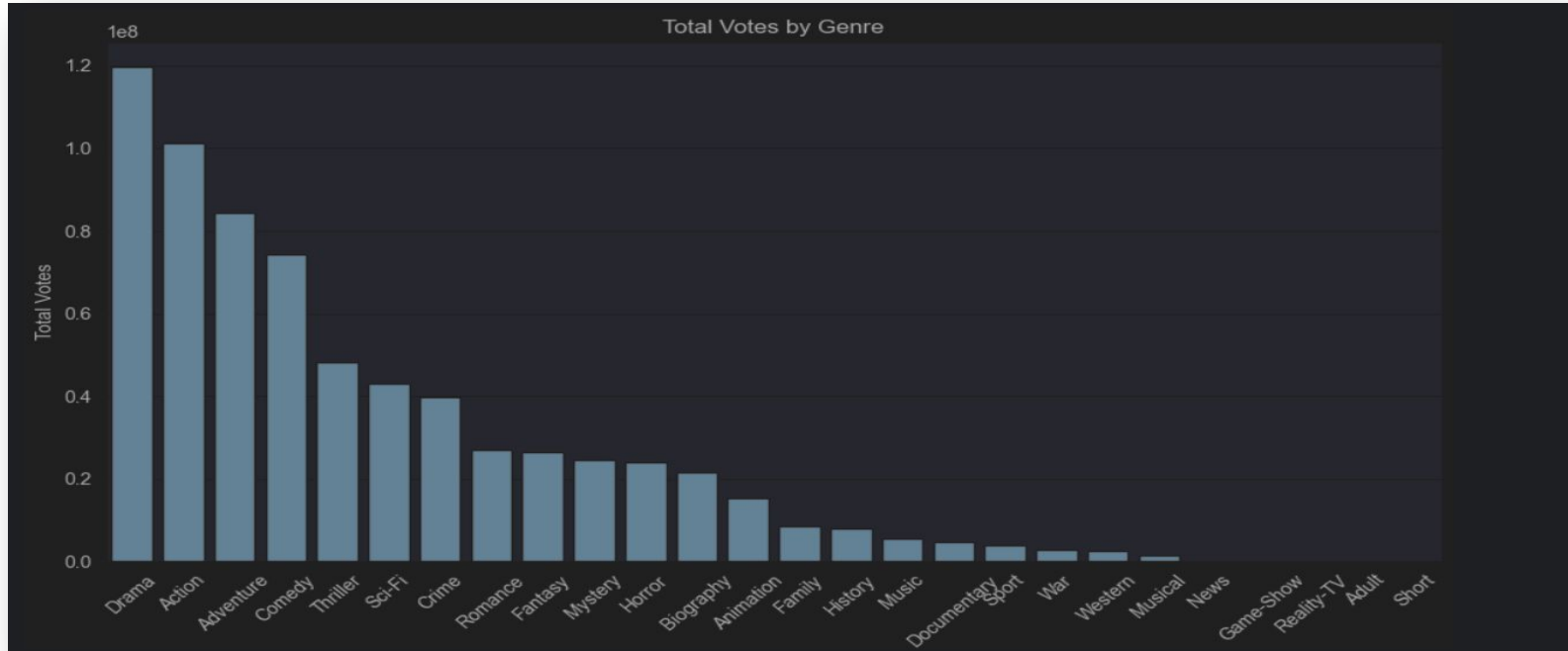
Data Sources

- CSV Data: Box office performance (domestic and foreign gross earnings).
- SQLite Database: IMDB Movie details and ratings (genres, average ratings, number of votes).

Key Metrics Analyzed

- Average Ratings by Genre
- Total Votes by Genre
- Box Office Gross Earnings (Domestic and Foreign)

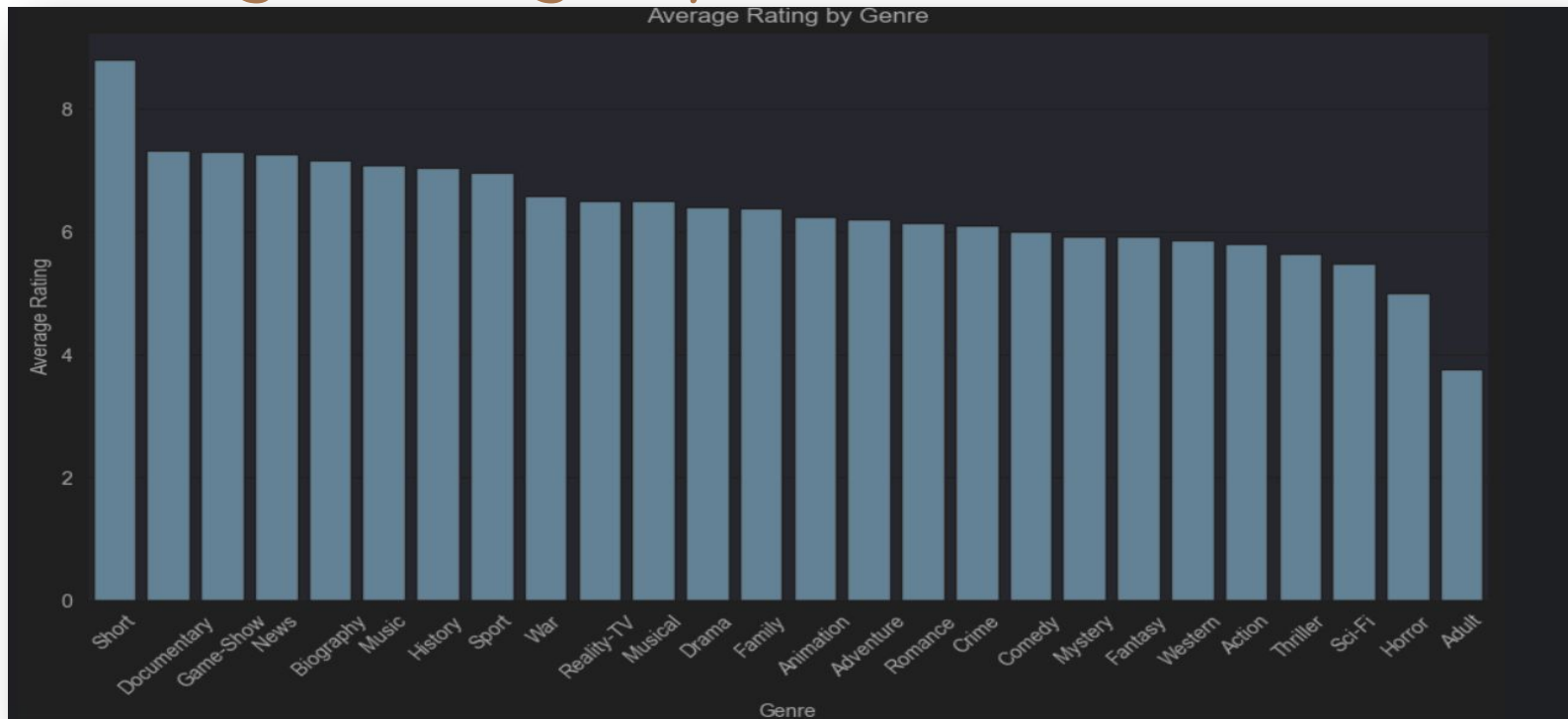
Total Votes by Genre



Popular Genres

- **Observation:** Drama, Action, Adventure, and Comedy genres receive the highest number of votes.
- **Insight:** This high vote count indicates that these genres have a large and dedicated fan base.
- **Conclusion:** Focusing on these popular genres is likely to attract more viewers and drive higher revenues for our new movie studio.

Average Ratings by Genre

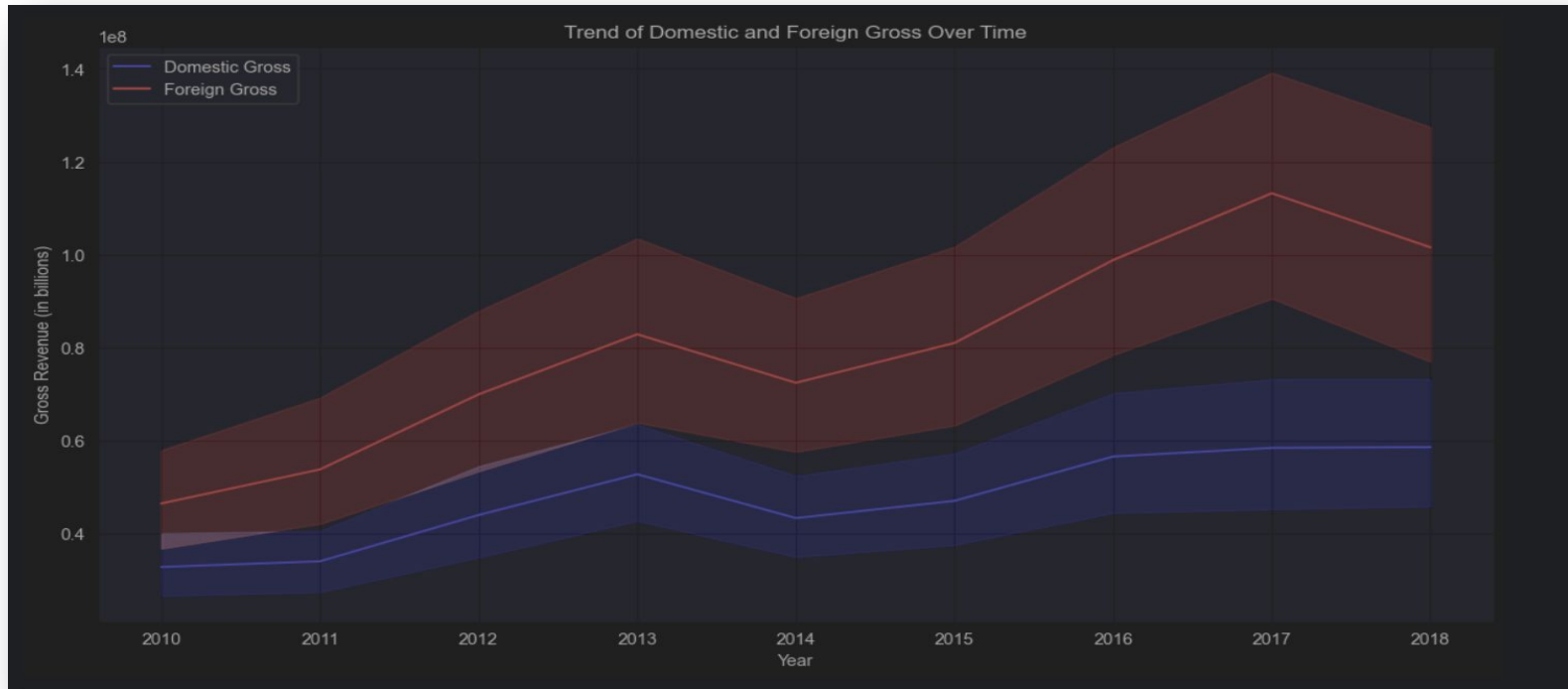


Average Ratings vs. Popularity

- **Observation:** While genres like Short, Documentaries, Game-Show, and News have high average ratings, they have a relatively low number of votes.
- **Insight:** This indicates that although these genres are highly rated, their fan base is quite small.

- **Conclusion:** Investing in genres with a larger fan base (more votes) would be more fruitful for our new movie studio, as these genres are likely to attract a wider audience and generate higher revenue.

Trend of Gross Earnings Over Time



Growth in Gross Earnings Over Time

- **Observation:** Both domestic and foreign gross revenue has significantly increased over time.
- **Insight:** This upward trend suggests a growing market for movies.
- **Conclusion:** Investing in film production is likely to be a profitable venture for our new movie studio.

Strategic Investment for Success

- **Conclusion:** By focusing on producing movies in popular genres with a large fan base and creating films that appeal to both local and international audiences, our new movie studio has a high chance of success.

Strategic Investment for Success cont`

- **Evidence:** Analysis of IMDb ratings and box office data supports this strategy, showing strong performance in genres with broad appeal and significant revenue growth both domestically and internationally.

Questions and Discussion

- Open floor for questions.

Thank You

- Thank the audience for their time and attention.
- Provide contact information for follow-up questions or further discussion.