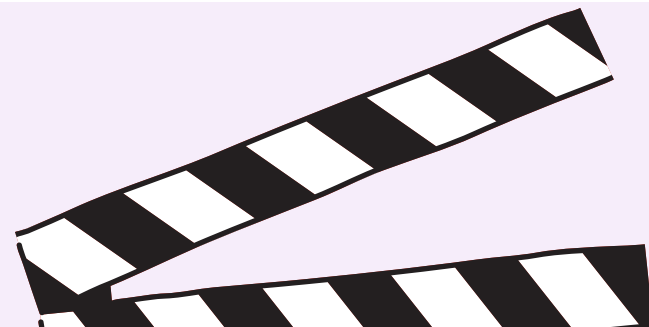
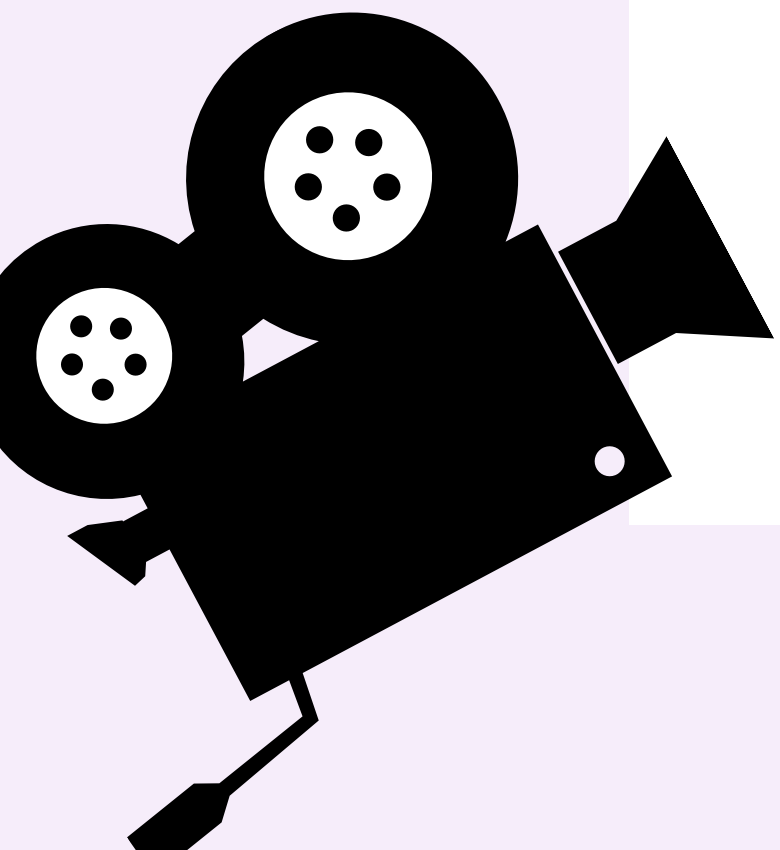


Exploratory Data
Analysis for

**NEW MOVIE
STUDIO**



THE GOAL



1

Understand the factors driving financial and audience success in films.

2

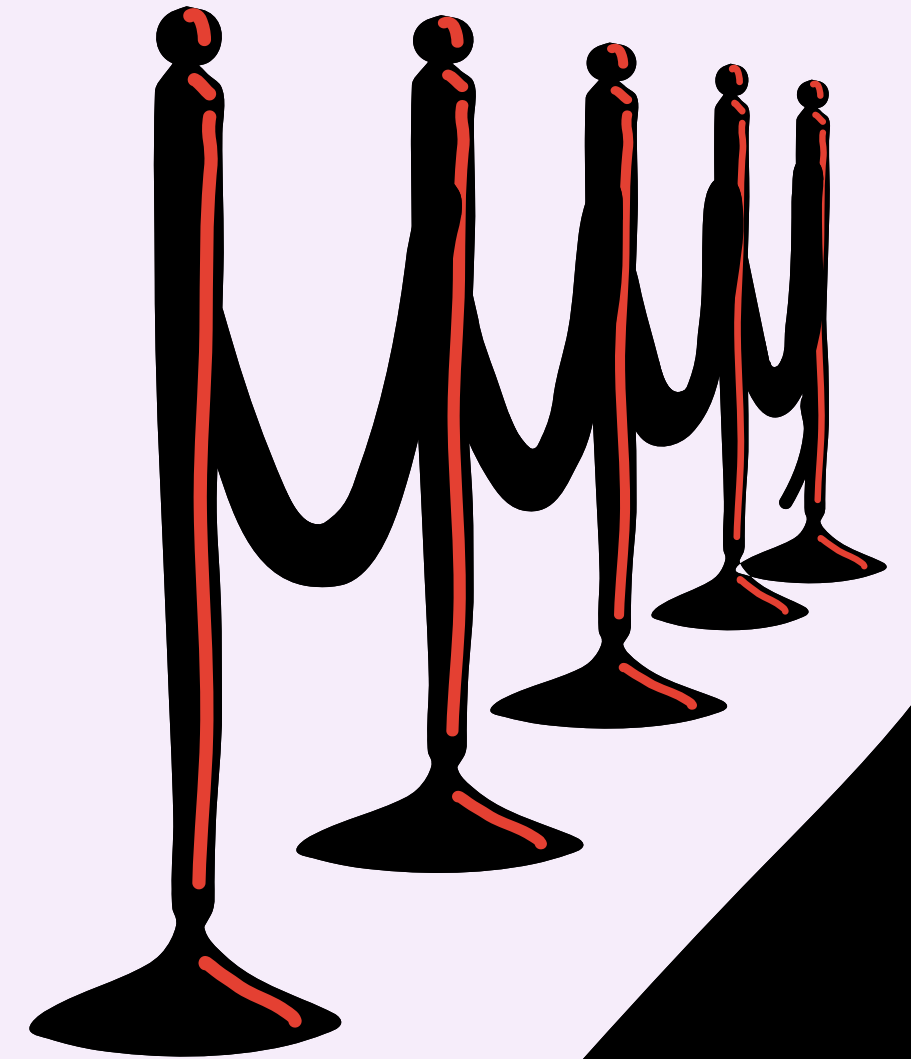
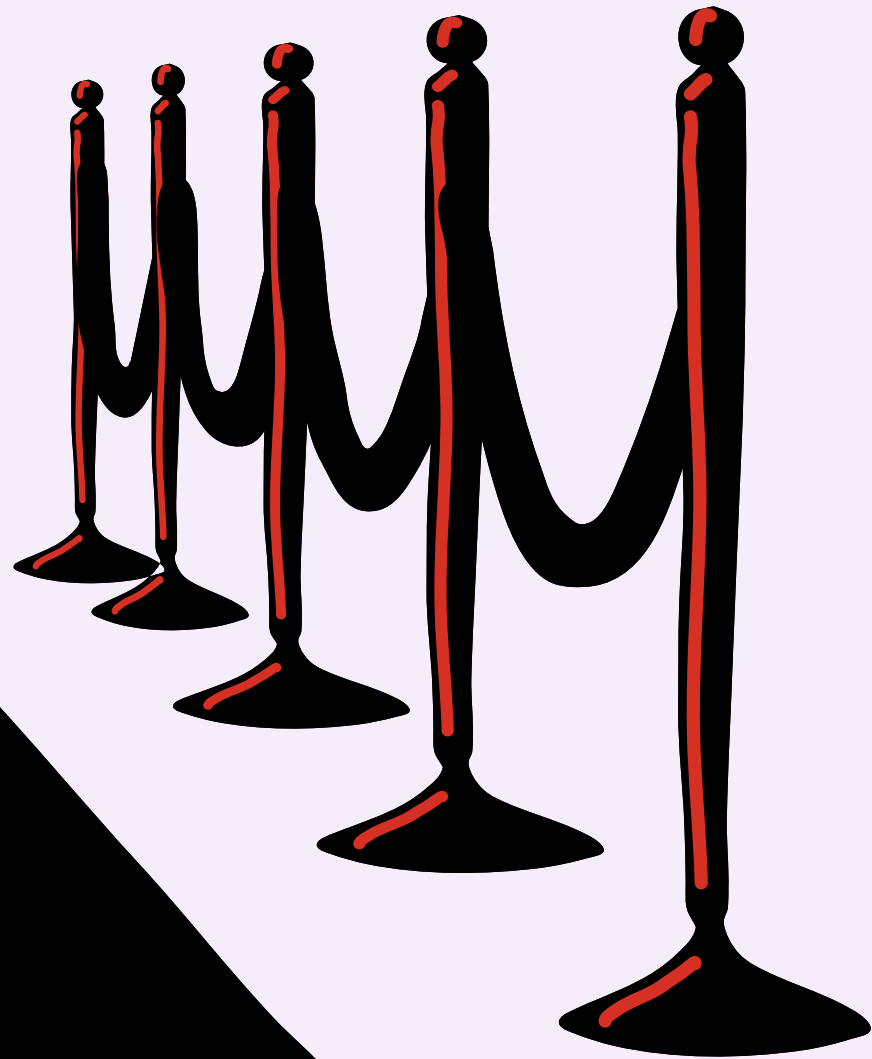
Equip the movie studio with actionable recommendations to guide their production strategy.



Business Problem

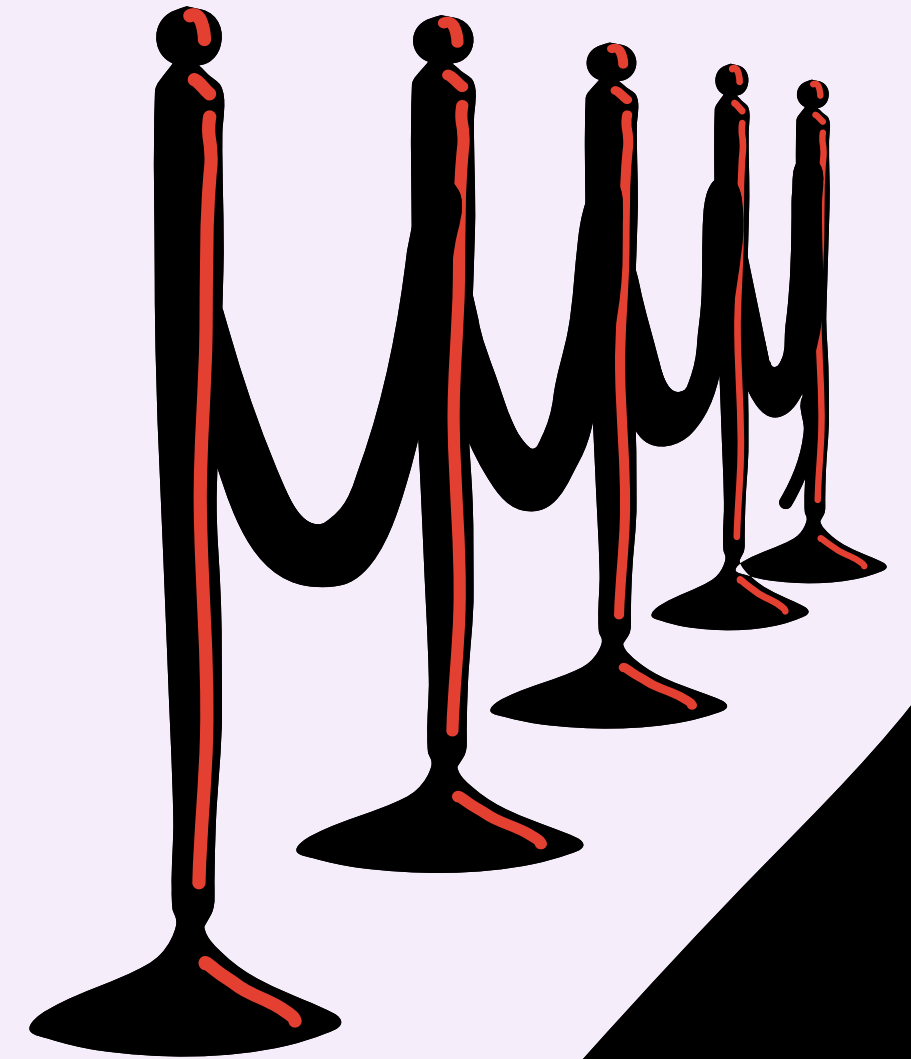
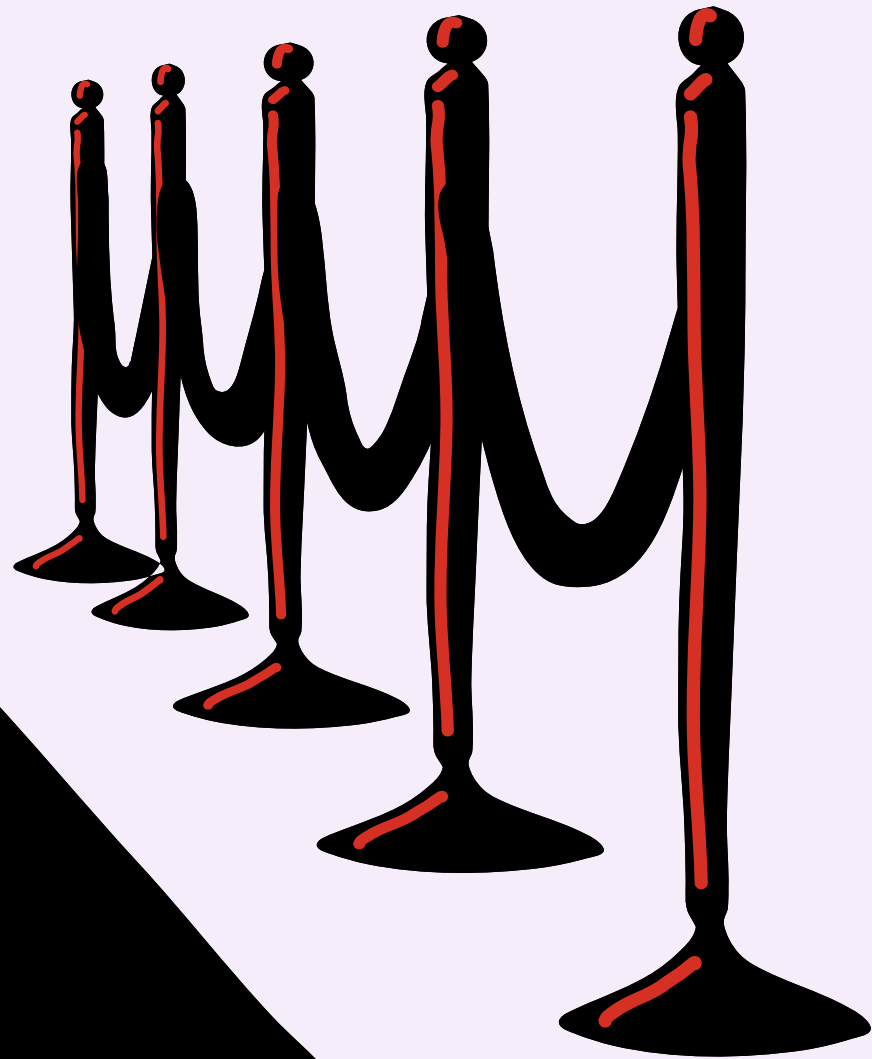
WHY IT MATTERS

The company is entering a competitive content production landscape. Strategic decisions are needed to ensure profitability in a crowded marketplace.



HOW WE ANALYZED THE DATA

- Merged insights from Box Office Mojo, IMDb, and other key sources.
- Examined key metrics: ROI, revenue distribution, ratings, production budgets, and release timing.



What the data reveals

Domestic vs. International Revenue

- Movies like Avatar: The Way of Water perform exceptionally well internationally, while others thrive domestically.
- International audiences contribute significantly to overall success.

Production Budget Impact

- Larger budgets correlate positively with worldwide gross (correlation = 0.78).
- No strong relationship between larger budgets and ROI (correlation = -0.05).

Genre ROI Trends

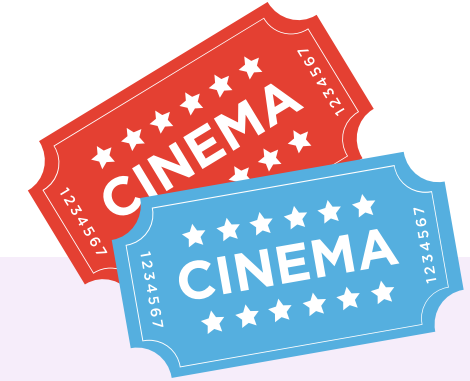
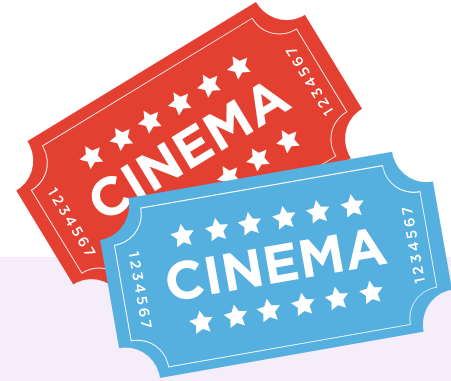
- Genres like crime, drama, family and horror/mystery/thriller yield the highest ROI.
- Action-comedy combinations show lower profitability.

Ratings Influence

- Higher IMDb ratings positively influence revenue but do not guarantee ROI.



Our suggestions



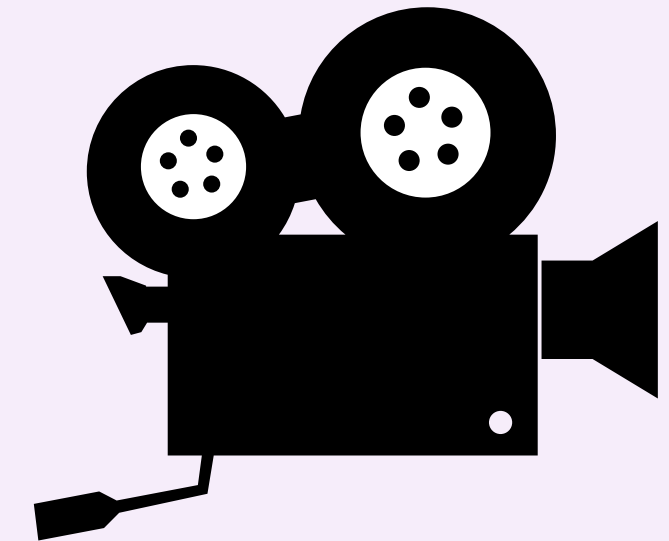
- Focus on crime, drama, family and horror/mystery/thriller genres.
- Avoid overinvestment in low-profitability action-comedy hybrids

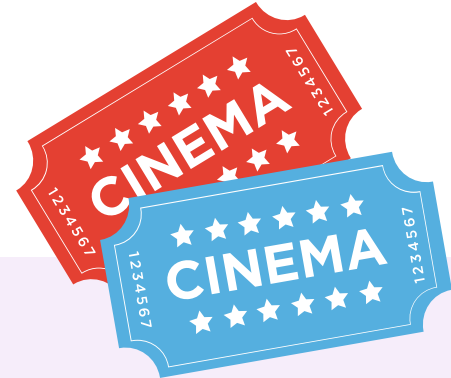
- Prioritize cost management to maximize ROI.
- Increase efficiency without compromising quality

- Tailor campaigns to global audiences, leveraging data on international success.

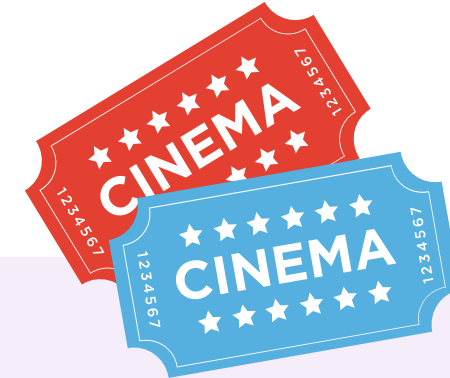
- Schedule releases during peak seasons, such as summer or holidays.

- Use higher-rated films to attract premium marketing opportunities and wider audience engagement.



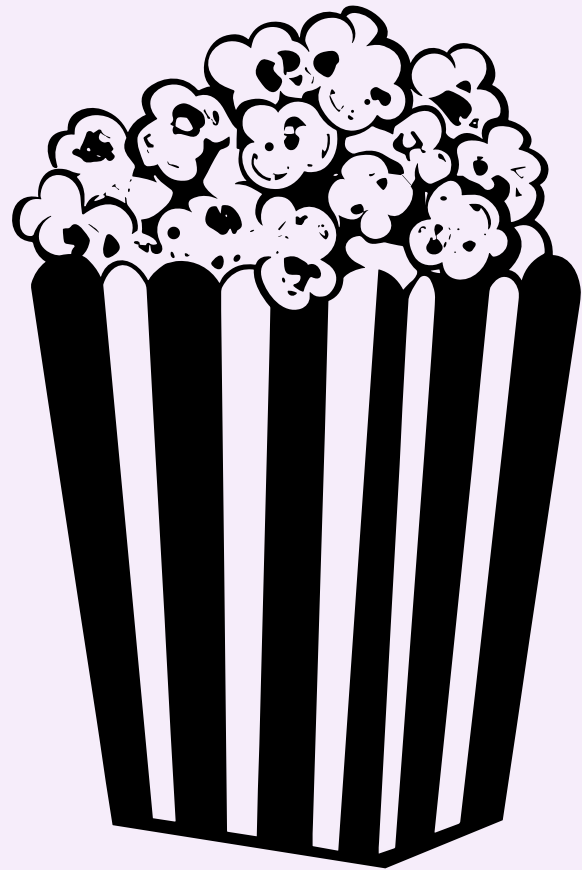


MOVING FORWARD

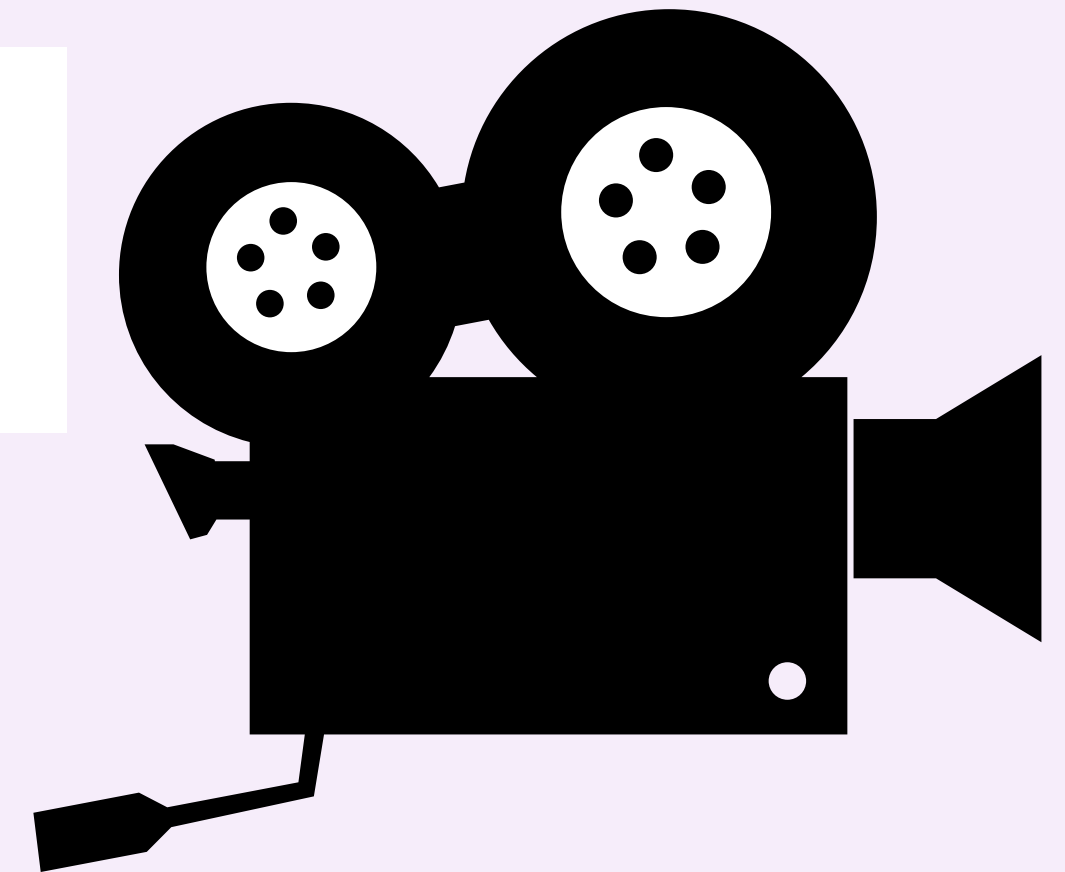


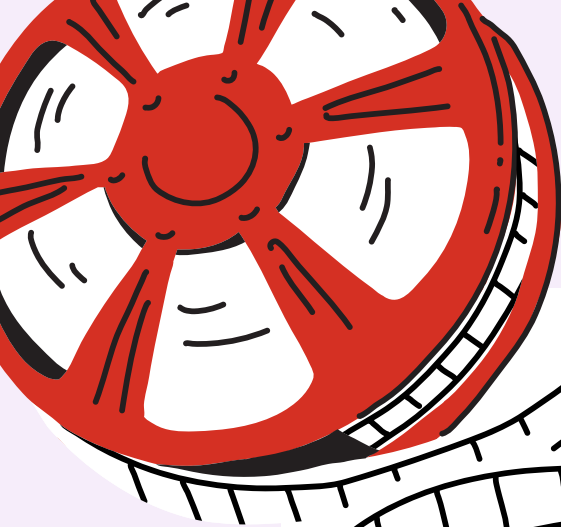
Conduct deeper analyses into audience demographics for top-performing genres.

Test and refine strategies for budget efficiency and marketing effectiveness.



Present detailed findings to stakeholders and implement iterative improvements





Thank you

**Empowering the Movie Studio with Data-Driven
Decisions**

