**Business Understanding**

**Overview**

Understanding the elements and factors that affect a movie’s performance has become essential for newcomers to the market as the entertainment sector expands. Your company intends to launch a new movie studio to optimise box office performance by determining the key factors that impact a movie’s success. The business will be able to make well-informed decisions about the types of films to make, the best times to release them, and budget allocations.

**Problem Statement**

There are many movies released annually, making the film industry extremely competitive. Numerous factors can impact a movie’s performance, and not all movies are financially successful. The genre, release date, budget, ratings and production company are some of the factors that can greatly impact a film's success or failure. However, it is difficult for the business to come up with a plan that boosts the possibility of creating box office hits if these influencing factors are not well understood.

**Objectives**

1. **Analyse Film Success Factors**: Determine the main factors contributing to a movie’s box office and critical success, including budget, genre, duration, audience feedback, and overall popularity.
2. **Determine the best Genre and Characteristics**: Provide data-driven suggestions about the kinds of movies (genre, storyline themes, etc.) that are most likely to be popular with viewers and perform well in revenue and ratings.
3. **Create Strategic suggestions**: Provide practical suggestions on film production priorities, including target genres, optimal budget ranges, and release dates based on the analysis’s findings to improve the chances of success.
4. **Inform Business Decisions**: Assist the organization in making decisions by providing data-driven insights that list the most lucrative and profitable movie characteristics for a new studio in today’s competitive market.

**Research Questions**

1. **What genres are currently the most successful at the box office?**
2. **How does genre influence revenue and viewer ratings?**
3. **How do genre, budget, release timing, and ratings impact a movie’s revenue?**
4. **What patterns can be observed in successful movies, and how can these patterns inform production choices for a new studio?**
5. **Is there an optimal budget range or release period that aligns with higher box office returns?**