



Movie Studio Insights

recommendations to the studio before
investing in movie business.





Overview

Our company has decided to start a new movie studio to join the growing trend of original video content. However, we don't have much experience in the film industry. To help guide this new venture, we were asked to research what kinds of movies are currently doing well at the box office

The goal is to turn this information into simple, clear insights and recommendations that the studio can use to decide what types of films to produce. By using real data, we aim to give the new movie studio a strong and smart starting point.

Business Understanding

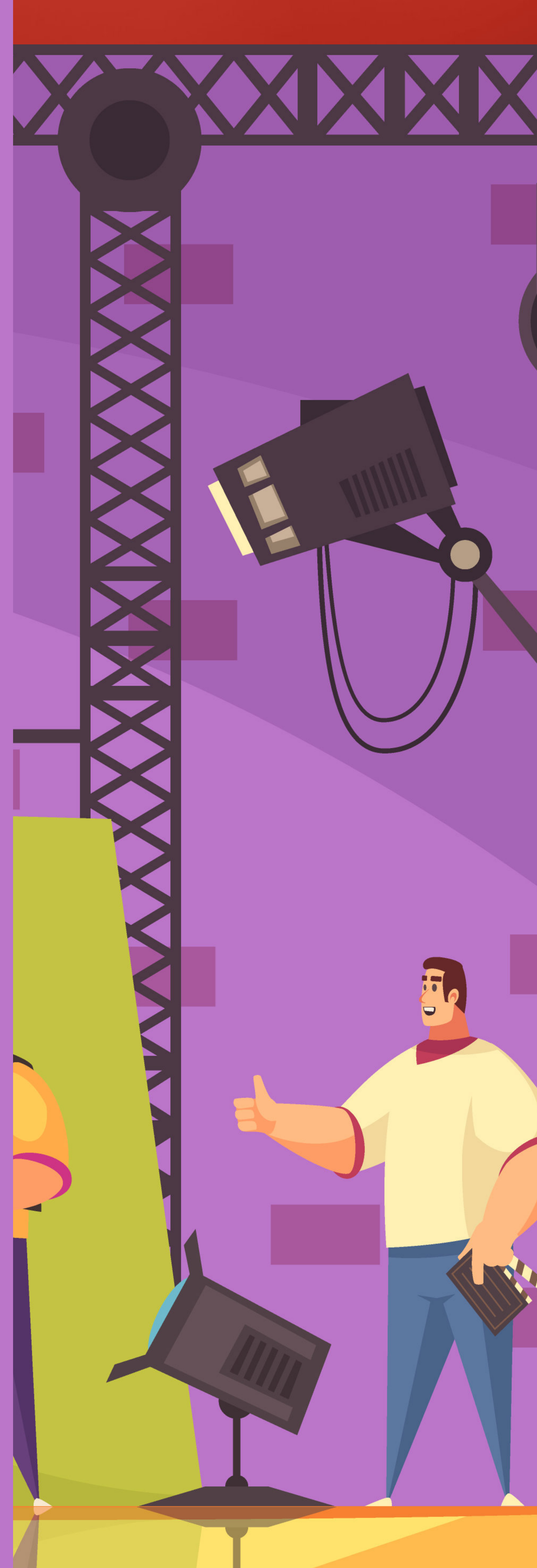
The primary goal of this project is to help our company's new movie studio make informed decisions about the types of films it should produce. With major studios seeing success through data-driven content strategies, we aim to explore recent box office trends to identify which film genres, themes, and production strategies are currently performing best. Our insights will translate directly into actionable recommendations—enabling the studio to compete effectively in the modern entertainment landscape.



Data Understanding

To gain a comprehensive view of the market, we collected data from multiple reliable sources such as Box Office Mojo, The Numbers, IMDb, and Rotten Tomatoes. For this analysis we're going to use the IMDb dataset since it provide a bigger population. Our focus will be on columns : movie_basics and movie_ratings which are the most relevant.

This data will help us assess what types of films resonate most with audiences both commercially and critically.



Data Preparation

Before analysis, the dataset underwent the following preprocessing steps:

Cleaning: Removed duplicate entries, fixed inconsistent genre labeling, and corrected invalid values.

Missing Value Handling: Filled or removed rows with missing, or genre information depending on their importance and availability.

Feature Engineering: Created new features for better filtering

Data Formatting: Ensured date and other fields were standardized.



Analysis and Recommendations

Based on the analysis, we developed three actionable business recommendations aimed at guiding safe and strategic investment in aircraft. Each recommendation is backed by empirical evidence from the dataset and aligns with operational considerations such as aircraft usage, maintenance needs, and historical safety performance.

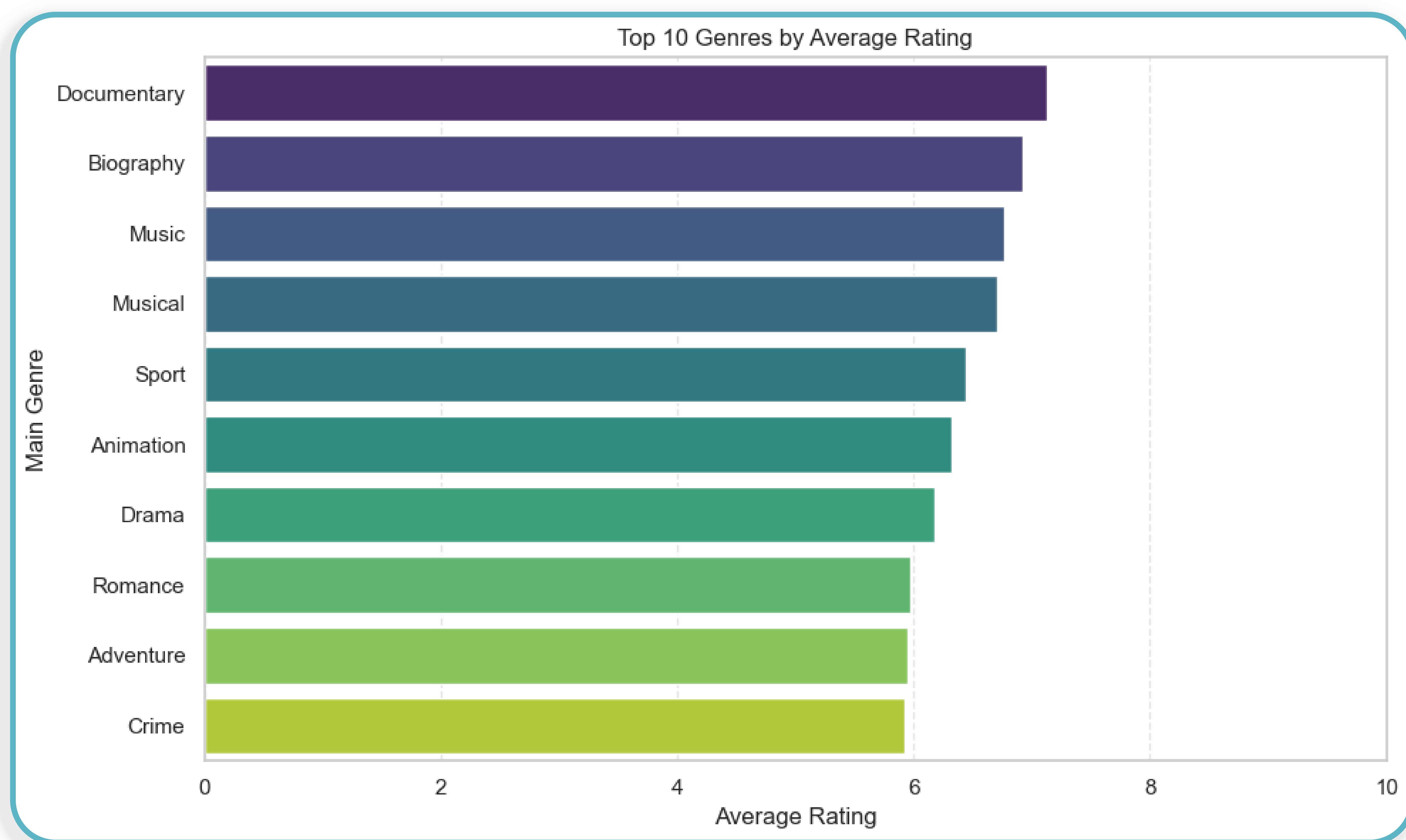
Certain Genres Are More Liked

Documentary, Biography, Music, Musical, Sport, Animation, Drama are the top five one.



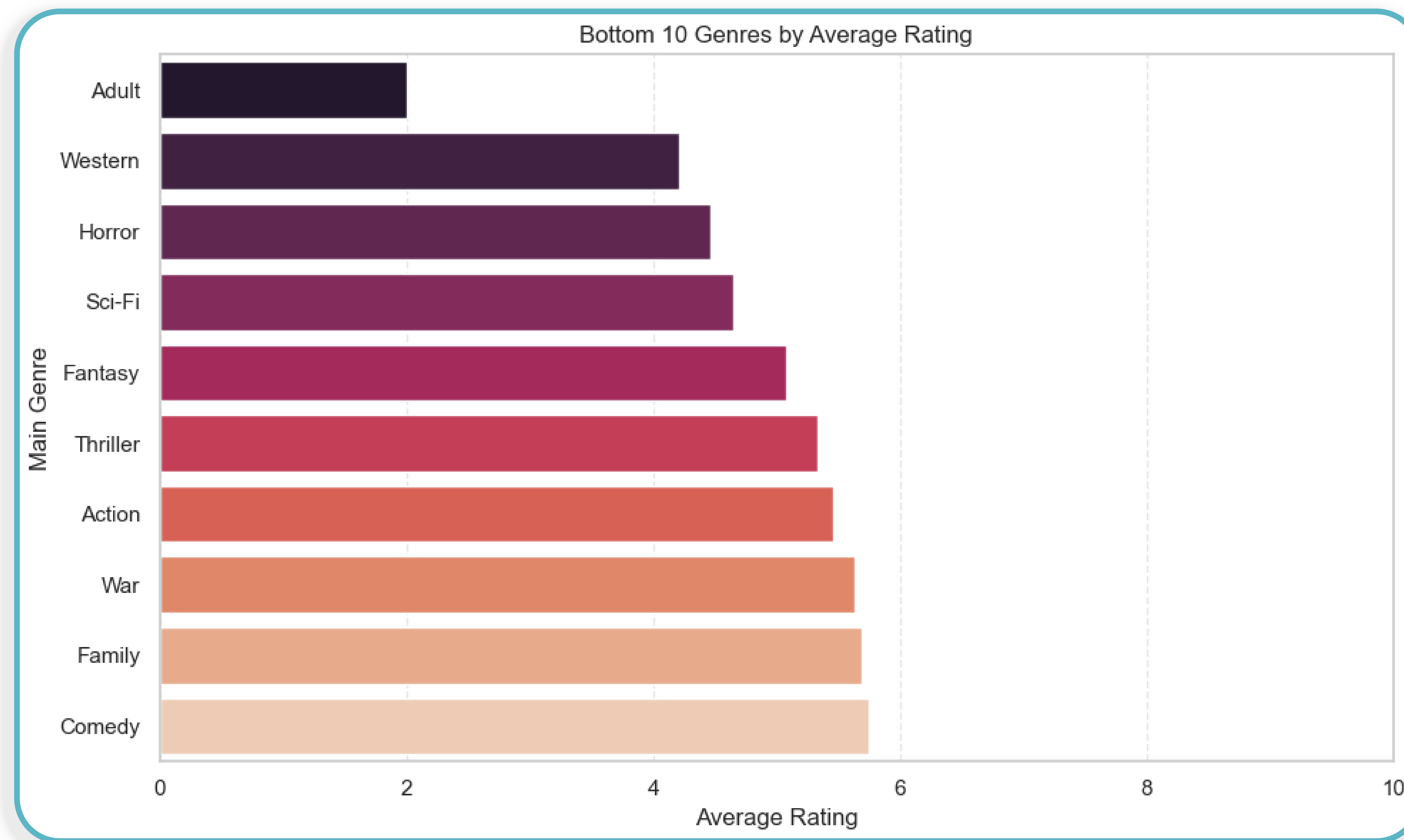
The top 5 most rated movie genres

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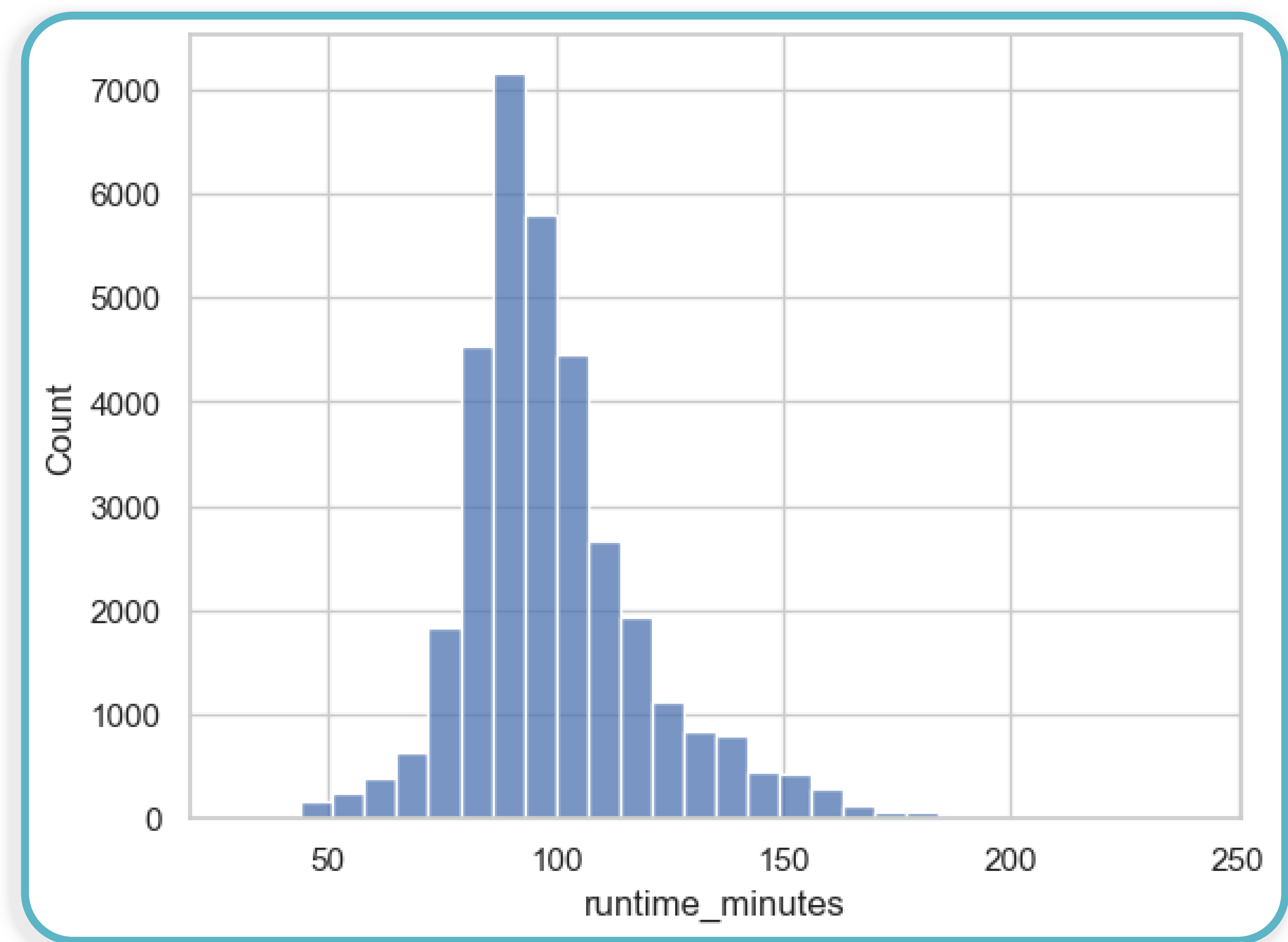
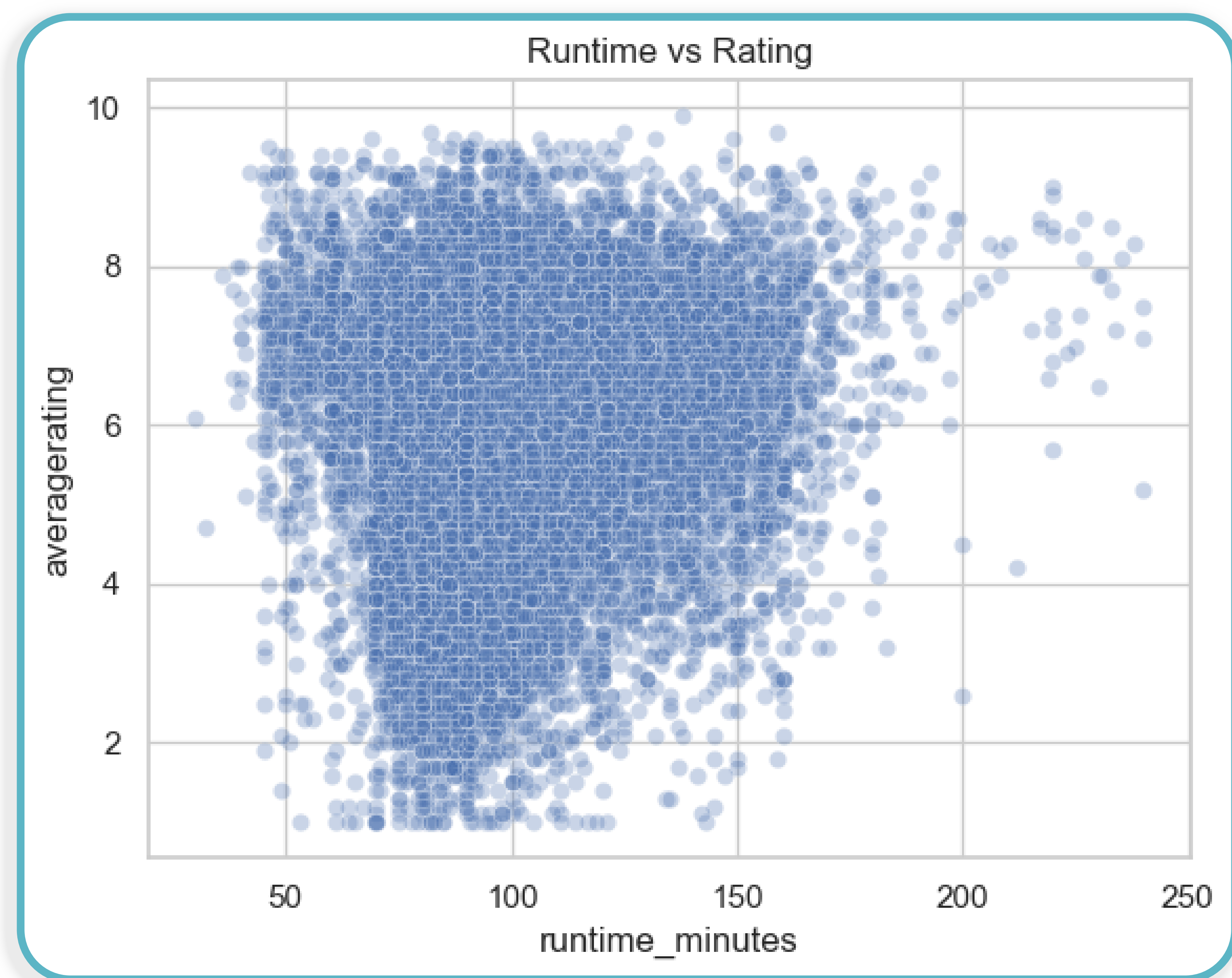
I strongly suggest to avoid Adult Movies

Adult movies are more likely to have lower rating which is not great in terms of business marketing



Duration Doesn't Matters But There Is A Standard

The success of the film is not really depend on its duration, but movies tend to last around 50 to 150 minutes according to the data.



Conclusion

The findings provide a data-driven view of genre preferences among viewers. By focusing on genres with consistently high ratings and identifying those with lower audience reception, platforms can tailor content strategies, improve user satisfaction, and prioritize investments in genres with greater impact.

Next Steps

That would be to take a deeper look at the best genres (like Documentary or Biography) to understand what makes them successful.

And out more about who watches these movies and what they like by looking at online trends or doing surveys. Afterwards Start a mini project as a test.



Good luck !

