

Box Office Movie Exploration

By Group 8

Project Overview

Objective

- Enter the original content market by analyzing box office trends to identify top performing film types and shape our studio's direction .

Focus

- Delivering insights on successful genres and trends to shape a data-driven strategy for a competitive, impactful market entry.

Business Overview & Challenge



Goal:

Analyze box office trends to pinpoint high performing film types providing strategic direction for genre focus

Challenge:

Identify leading genres and key performance factors to guide data driven decisions for a successful studio launch

Data Understanding

Data Variety: Files are sourced from multiple locations - internet and **IMDB** Data base.

Access: Spreadsheet tools, `pd.read_csv`, and SQLite.

Data source Links:

<https://www.boxofficemojo.com/>

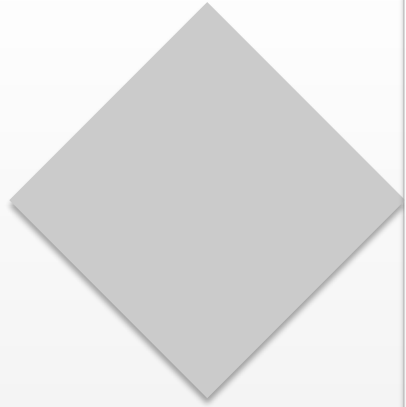
<https://www.imdb.com/>

<https://www.rottentomatoes.com/>

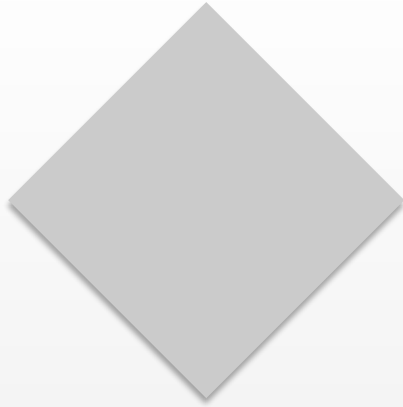
<https://www.themoviedb.org/>

<https://www.the-numbers.com>

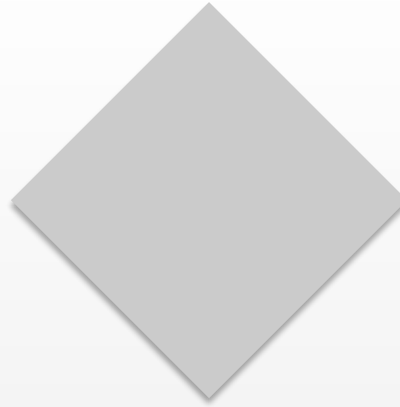
Data Preparation



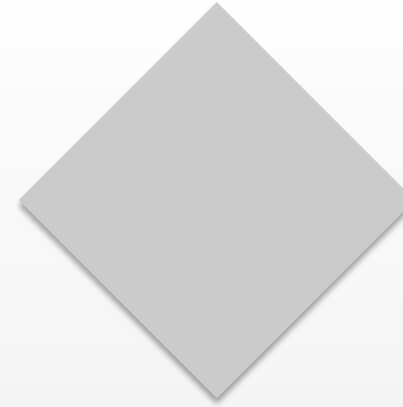
·
Load the
data



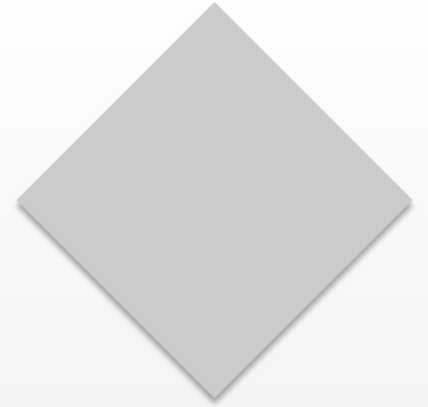
Inspect the
data



Check For
missing the
values



Drop
duplicates
and nulls to
reduce bias



Additional
adjustment
and filtering
before the
EDA

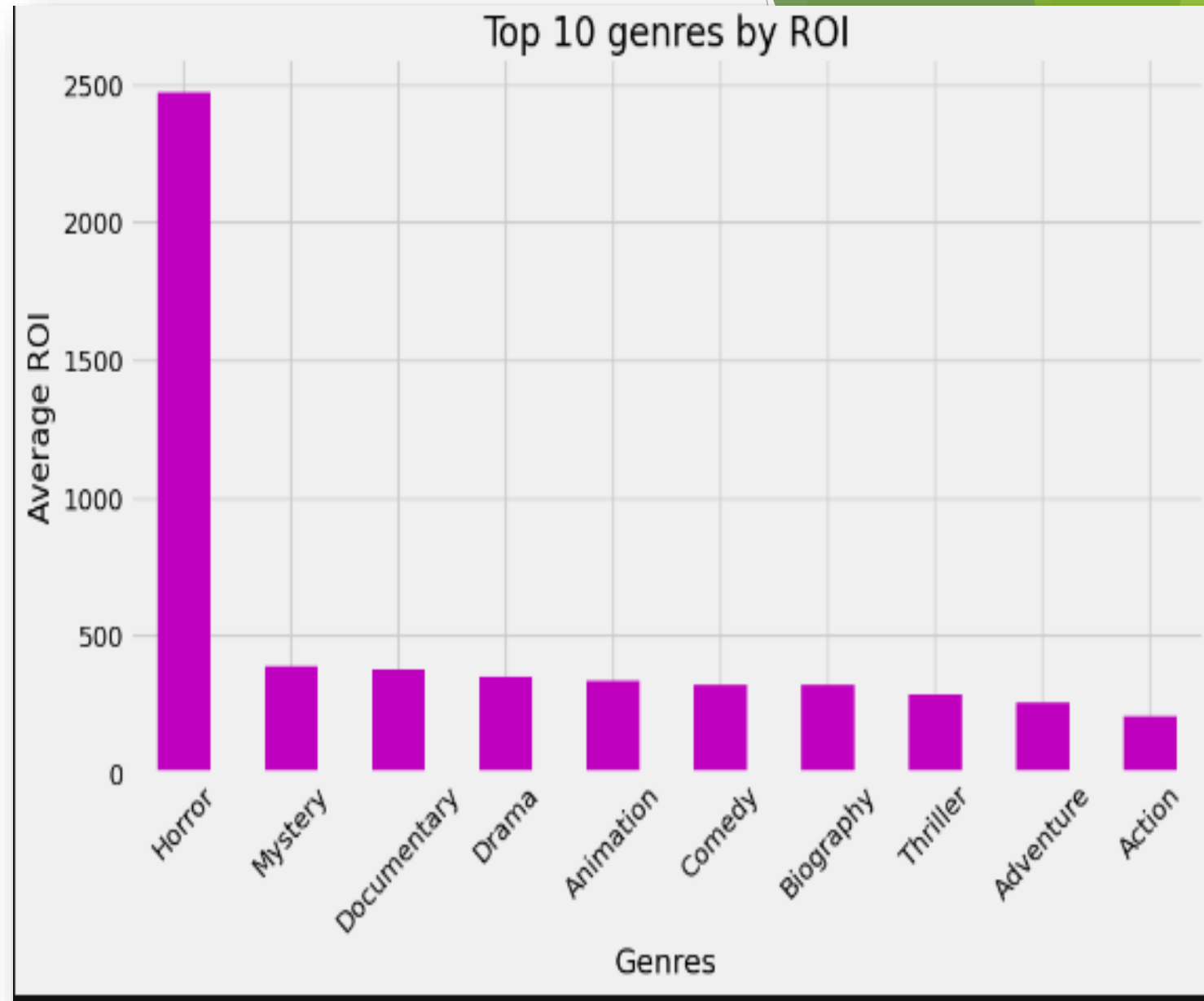


Top 10 Genres Based on ROI:

- Horror
- Mystery
- Documentary
- Drama
- Animation

➤ Findings:

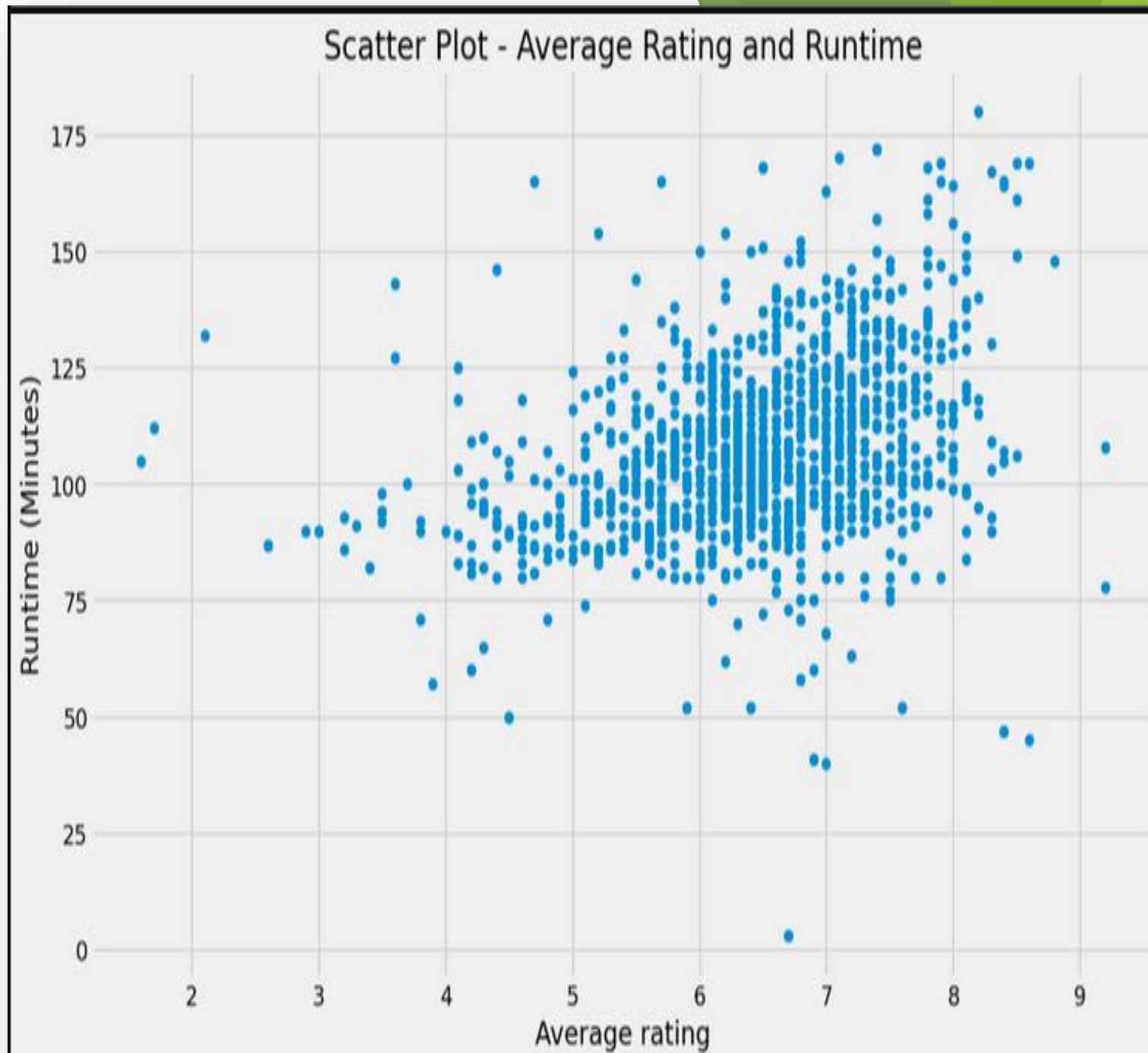
- Horror was observed to have significant ROI



Average Rating and Runtime

➤ Findings:

- No linear or exponential relationship between runtime and average rating
- Movies tend to be lumped up within certain bands of average rating and runtime with few age rating outliers



Findings:

- [illegible]

Business Recommendation

- ▶ January shows the lowest movie ratings across all genres. To optimize audience reception, we recommend avoiding major releases during this month.
- ▶ Run time on its own has no impact on the movie rating and as such should not be the main point of focus when producing movies
- ▶ Focus on the following genres that consistently deliver high ROI and have higher average ratings:
 - Horror
 - Mystery
 - Documentary
 - Drama
 - Animation



Thank you