



# FILM INDUSTRY PERFORMANCE AND CONTRIBUTOR IMPACT ANALYSIS

PLAY

+





# CAST

Lilibeth   Langat

Lydia   Khisa

Jeniffer   Mbugua

Vicky   Gakuo



# INTRODUCTION



This project is aimed at examining the performance of movies in the Entertainment and Media Sector, to reveal the most important patterns, tendencies, and major engines of both commercial and critical success. Since one successful film can either make or break a studio, there is a high demand to be led into further, more informed choices.

Our final value proposition is to give information that leads straight to the core strategic issues such as content planning, budgeting and talent acquisition and helps to see the direct impact of different production decisions on financial profitability and audience ratings.



## BUSINESS PROBLEM

The problem of forecasting the success of the movie is a complex and unpredictable task by nature, and it is hard to make smart tactical choices on the part of the studios.

The absence of definitive data causes key scramble problems majorly in the areas of **Talent Evaluation, Budgeting, and Strategic Planning** that lead to severe errors such as the misappropriation of production budgets, miscalculation of audience preferences, and failing to recognize high-impact talent that eventually cause low performance.



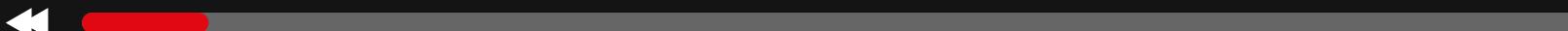
# OBJECTIVES

01  
02  
03

**To establish which genres, have the highest ratings (this will help the studio choose which types of films to produce) & To assess which genres generate the highest gross revenue and profit**

**To analyze how the length of a movie affects audience ratings (recommend on ideal length that keeps viewers engaged)**

**To identify directors and writers who make successful movies (suggest hiring proven contributors to boast the studios chances of success)**



## DATA ANALYSIS AND KEY FINDINGS

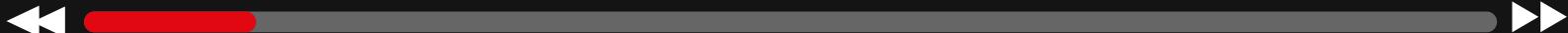


## DATA ANALYSIS AND APPROACH

**Sources:** Public repositories, such as Box Office Mojo (BOM), The Numbers (TN), and The Movie Database (TMDb) were used as the source of data.

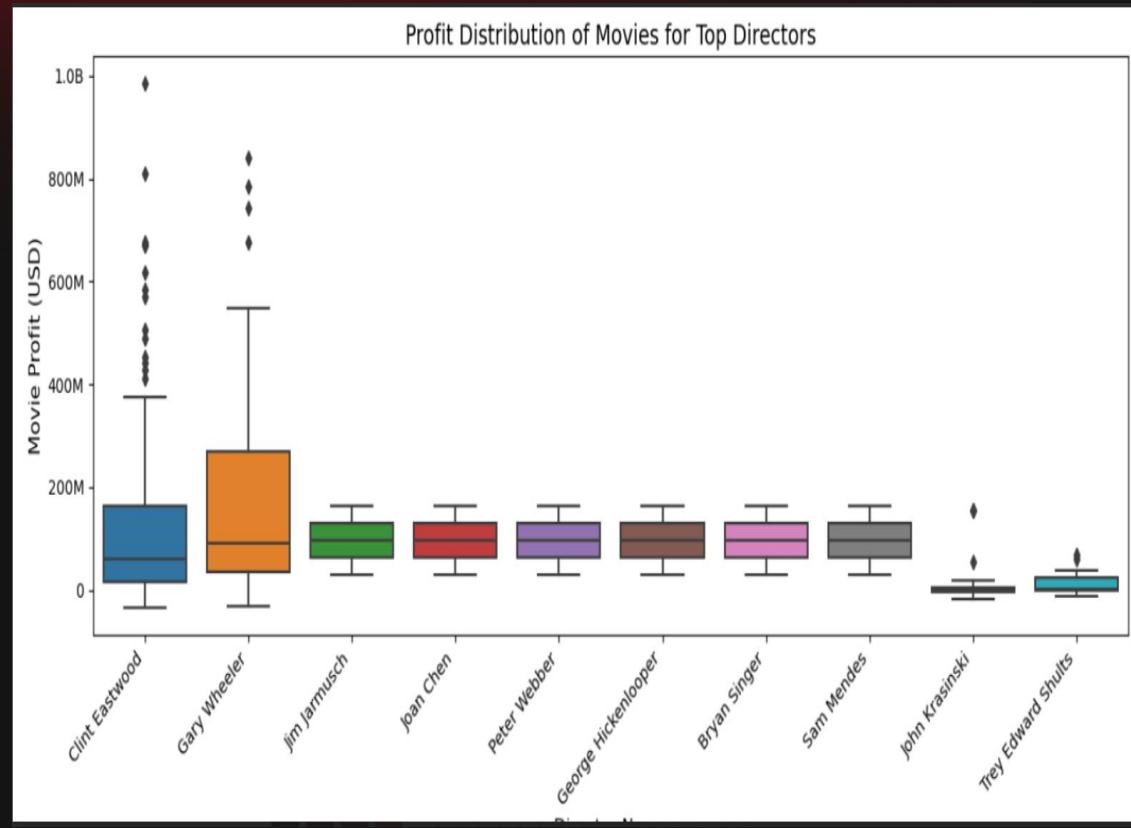
**Preparation:** The data was thoroughly cleaned and attention was paid to the following:  
Standardization of column names, Duplication, management of missing values, and quality control.  
The Analysis

**Focus:** To determine the drivers of movie success, it is necessary to identify the underlying trends and correlations.



## FINDING 1:

- **Insight:** The analysis successfully identified directors and writers consistently associated with high-revenue performance.
- **Actionable Talent:** Studios should prioritize talent who have demonstrated a track record of high-revenue releases.
- **Examples (Directors/Writers):**  
Christopher McQuarrie, Tony Gilroy, Rhett Reese, Alex Kurtzman, and Jeff Nathanson are recommended for consideration.

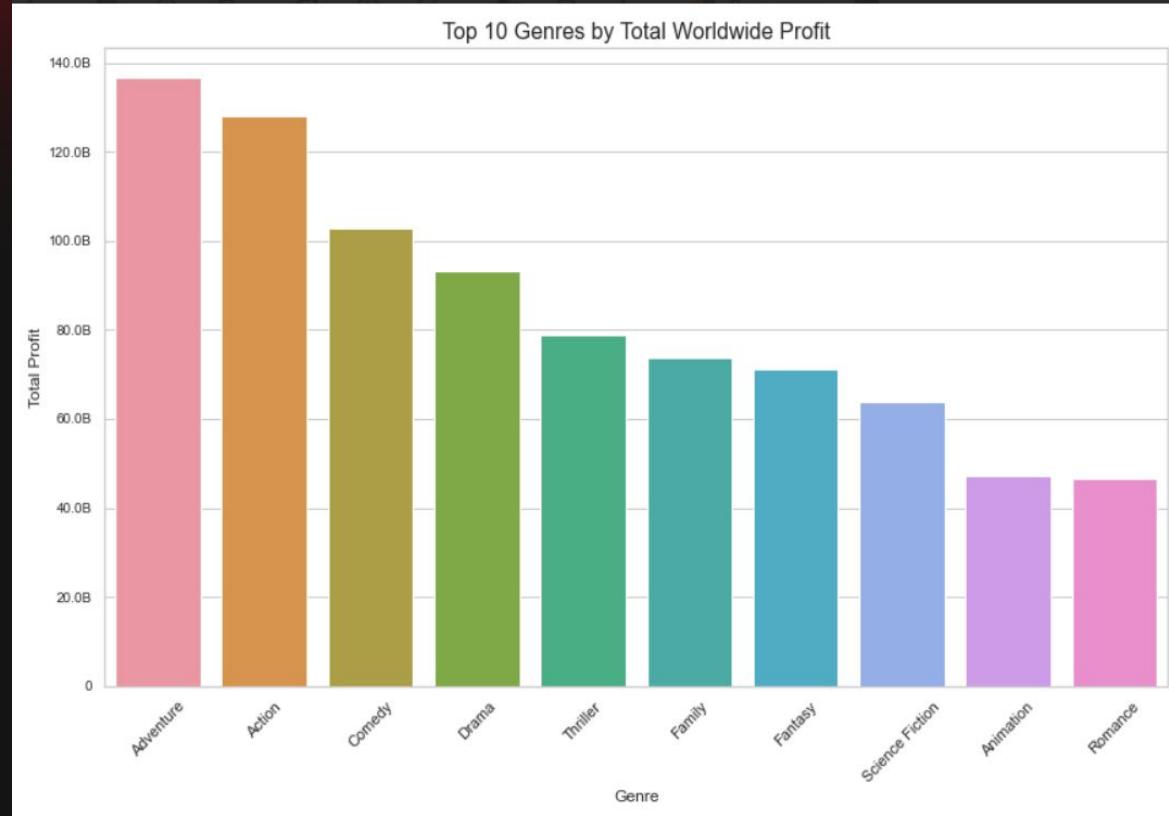


## FINDING 2

**Insight:** Genre is important to the success of a film financially and the possibility of a sure payback.

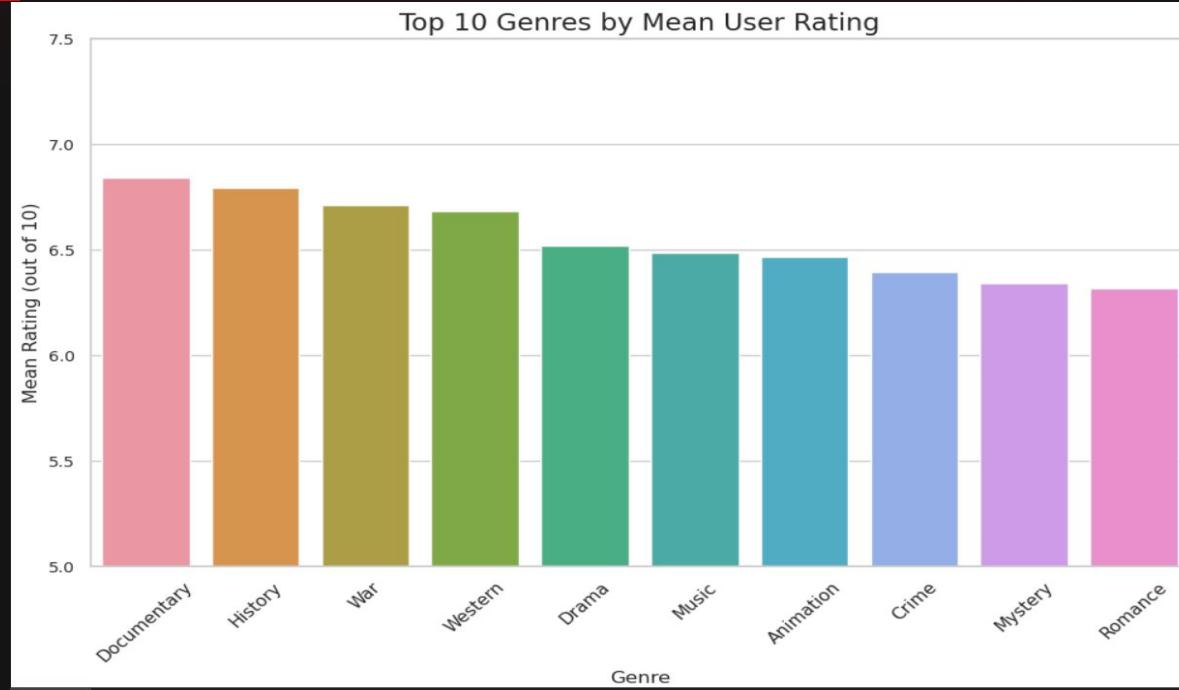
**The Metric:** Our efficiency measure was average profit per movie, which takes into account the budget and defines the genres which most effectively turn money into profit.

**Data Purpose:** This discovery identifies the most profitable options. The data presented in the form of visualizations, Genre vs Total Profit and Genre vs Average Profit, provides the studios with the specific places where they should invest.





## FINDING 2

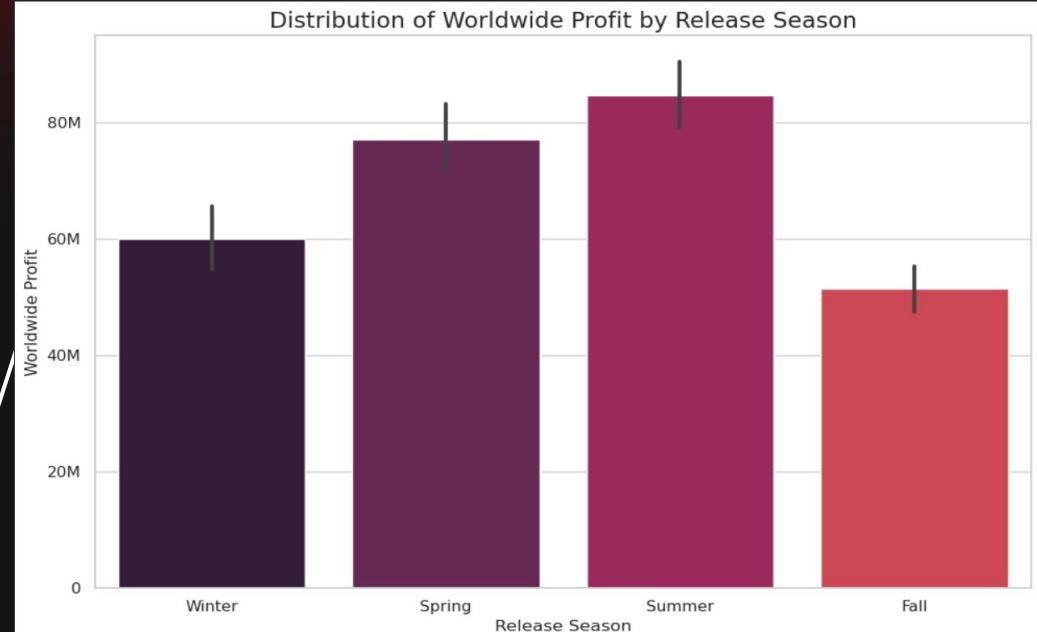


## FINDING 3

**Insight:** The release season greatly affects a film's profitability. Timing plays a key role in its success.

**Strategic Timing:** Studios should focus on Summer and Spring for big releases, as these times often generate the most revenue.

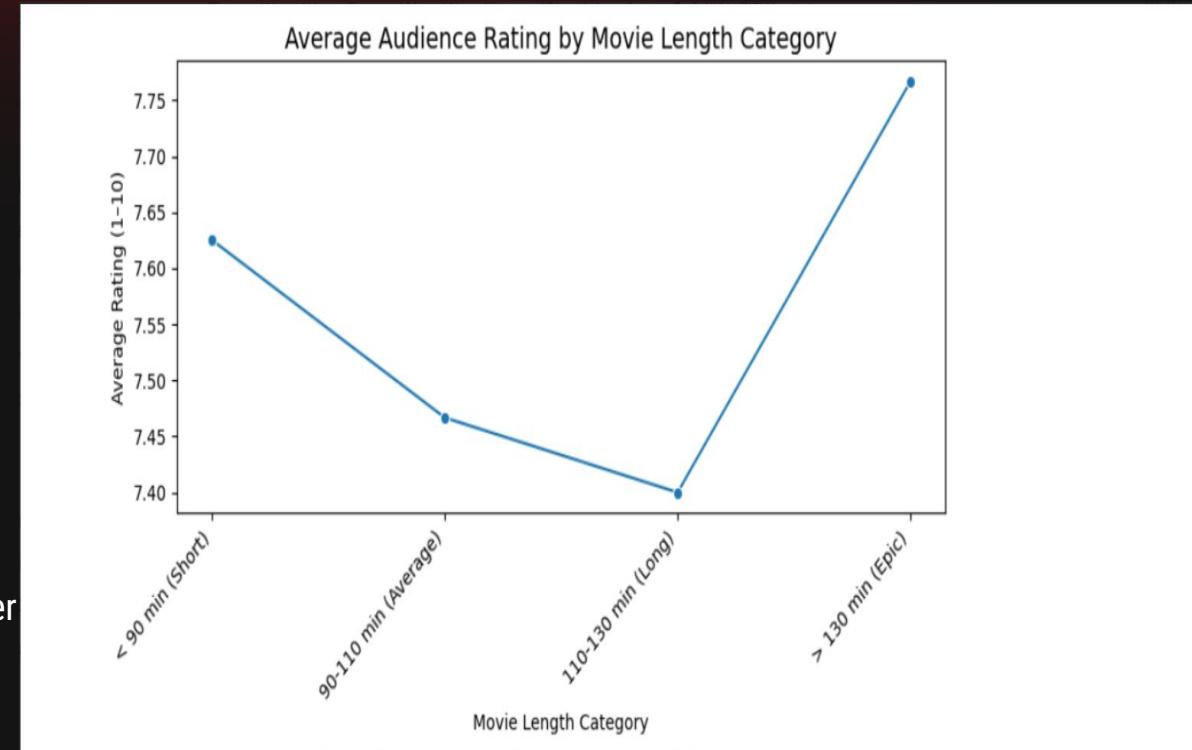
**Actionable Strategy:** Analyzing seasons is essential for planning releases and developing marketing strategies.



## FINDING 4

**Insights:** The analysis showed a strong positive relationship between the runtime (length) of a film and its final audience rating. This clearly implies that audiences prefer depth over brevity and that longer films are generally better received.

**Content Strategy:** This research suggests that longer runtimes frequently enable filmmakers to produce more complex plots, richer character development, and ultimately, more engaging narratives. Longer running times are a strategic advantage for content producers who want to succeed with both audiences and critics.





## SUMMARY AND RECOMMENDATIONS





**Talent Selection:** Directors and writers who generate large sums of money (such as Christopher McQuarrie and Tony Gilroy) should be given preference by the studio. Risk is reduced and potential return is increased when talent with a track record of financial success is invested in.

**Investment Strategy (Genre):** Put your money into genres that regularly produce stable average returns and large total profits. This guarantees a more steady and dependable revenue stream for the entire film slate.

**Seasonality and Release Optimization:** Timing is critical. To optimize revenue potential, schedule major releases for the summer and spring, when profitability is consistently at its highest.

**Content Development (Runtime):** When the story permits, use longer runtimes. This seems to improve the depth of the story and continuously increase audience satisfaction and reception.





## CONCLUSION

In conclusion these results offer useful information to enhance your studio's approach. You can lower risk and achieve steady commercial and critical success by giving priority to high-impact talent, concentrating on lucrative genres, planning your release schedule, and using longer runtimes for depth.





Home   Introduction   Data Analysis   Recommendations   Conclusion

# THANKS!

