

# Cinema Success Insights Analysis

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# Introduction



# Stakeholders

- **Target audience:** Head of your company's new movie studio
- **Focus:** Maximizing ROI through trend Analysis
- **Objective:** Identify lucrative film trends to guide studio investments
- **Role of Stakeholders:** Guide investment based on data-driven market insights

# Business Case



Cinematic Portfolio Expansion: Analyzing Market Trends for Studio Investment Success

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Objective: **Maximize returns** by:

- **Highlighting genres** with the highest ROI.
- **Correlating run-time** with ROI and costs.
- **Evaluating director impact** on profitability.

**Strategic insights** for targeted studio investments.

# Data

## Data Overview

Dataset Composition: Contained within **a zippedData folder**, the dataset includes data from:

- **Box Office Mojo**
- **IMDB**
- **Rotten Tomatoes**
- **TheMovieDB**
- **The Numbers**

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## Dataset Formats:

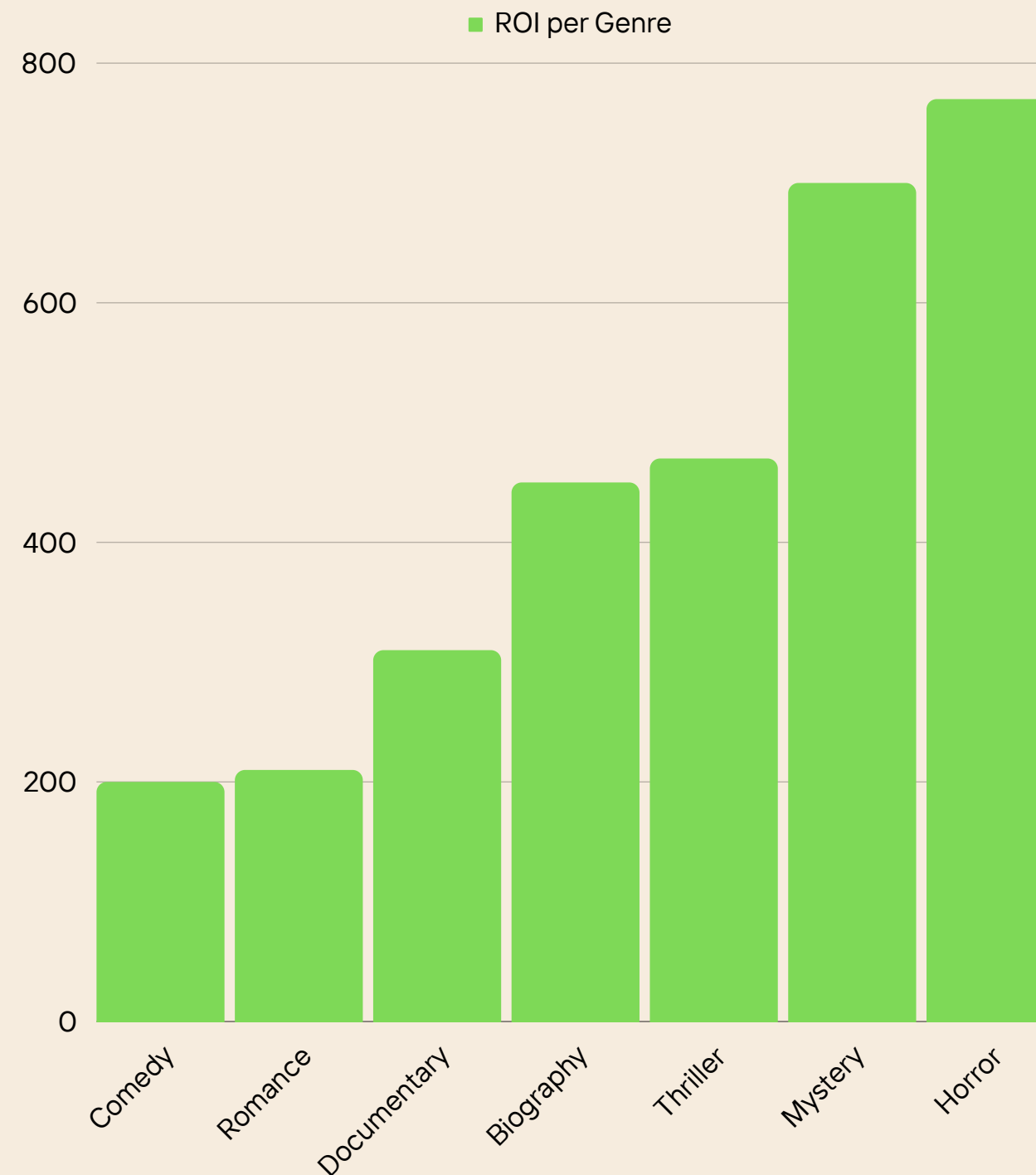
- Formats include **CSV, TSV**, and a **SQLite database** for IMDB

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# Recommendations

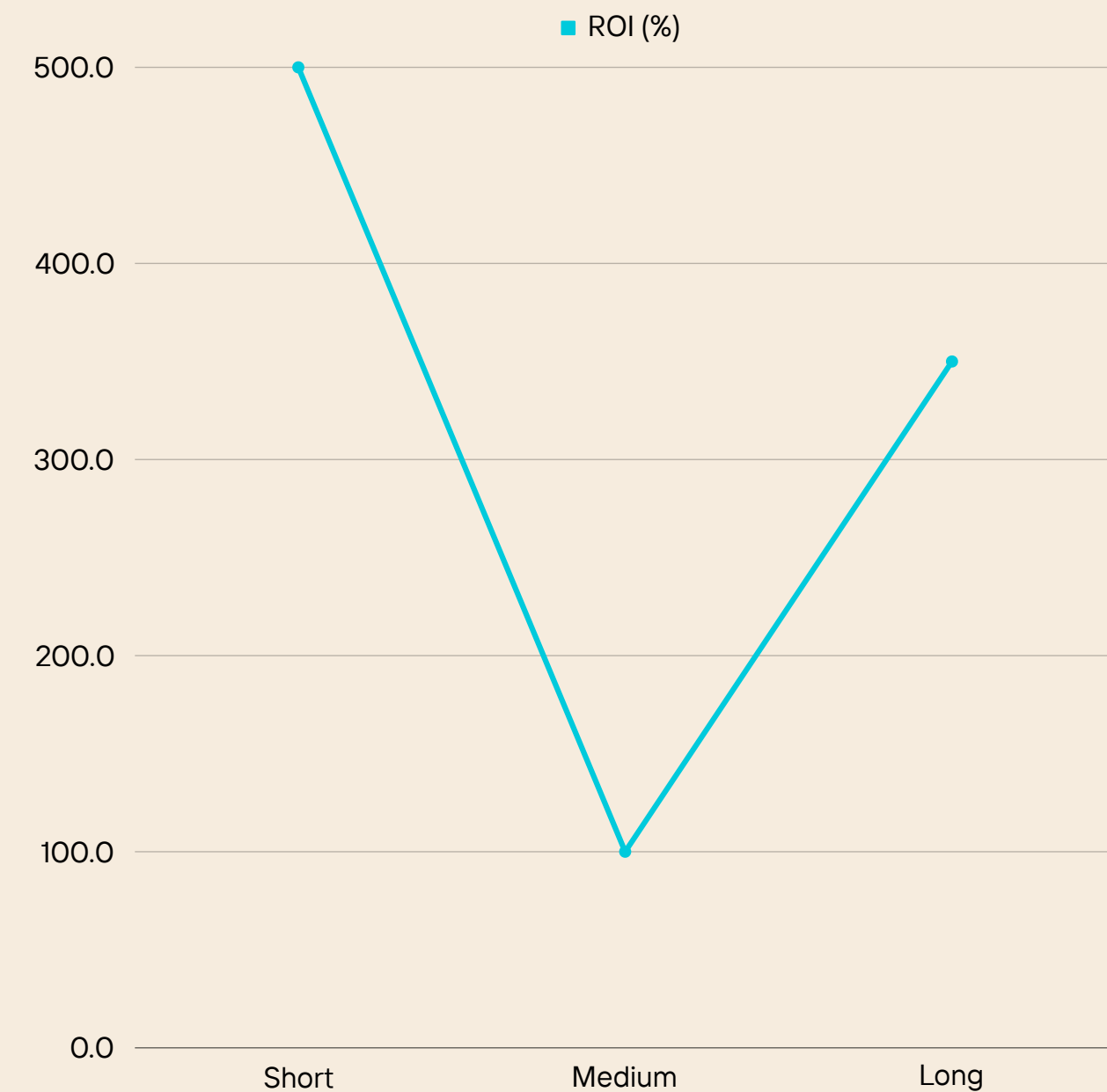
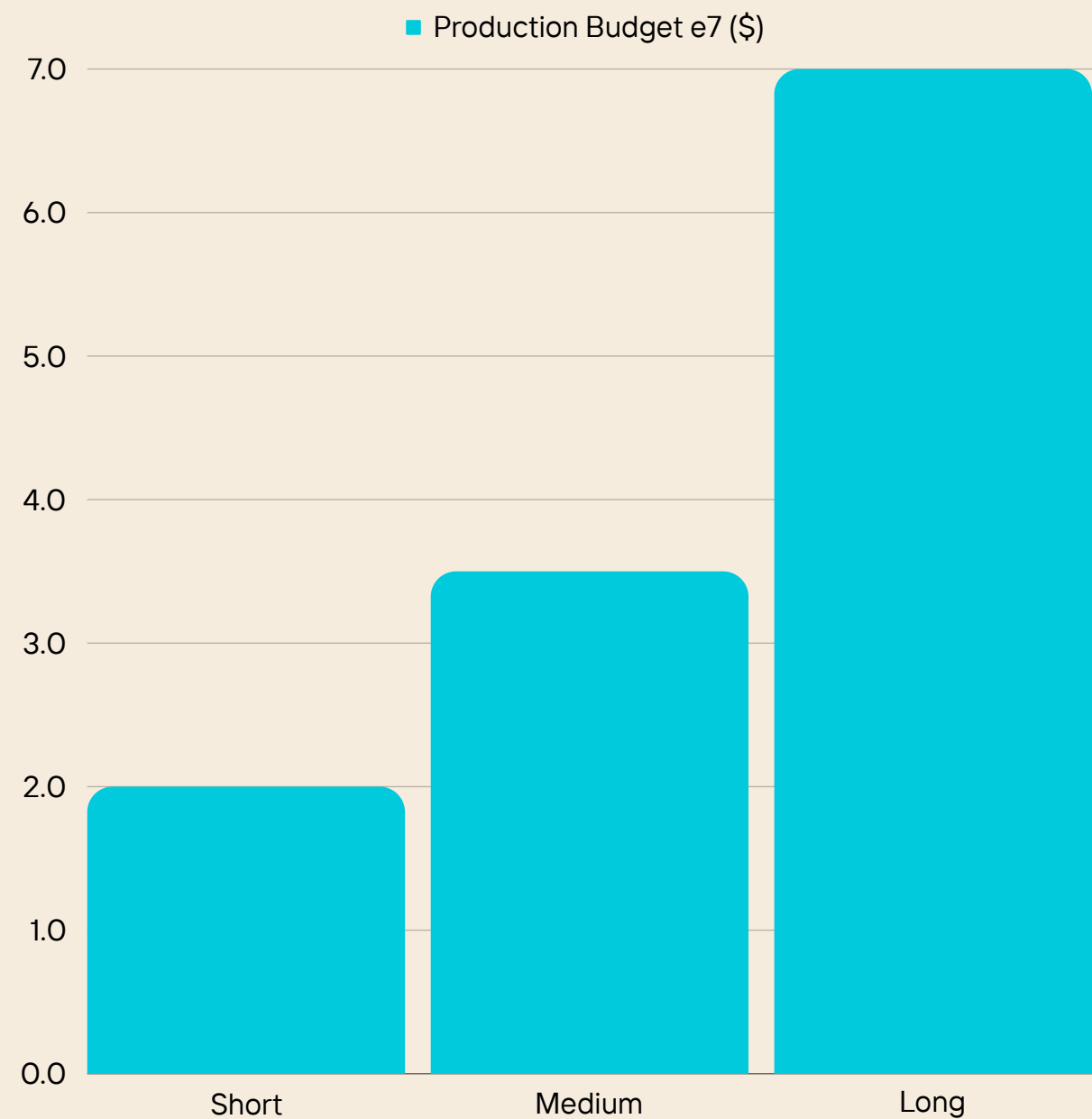
# Recommendation nº1

Invest in horror movies. They have a higher ROI



# Recommendation n°2

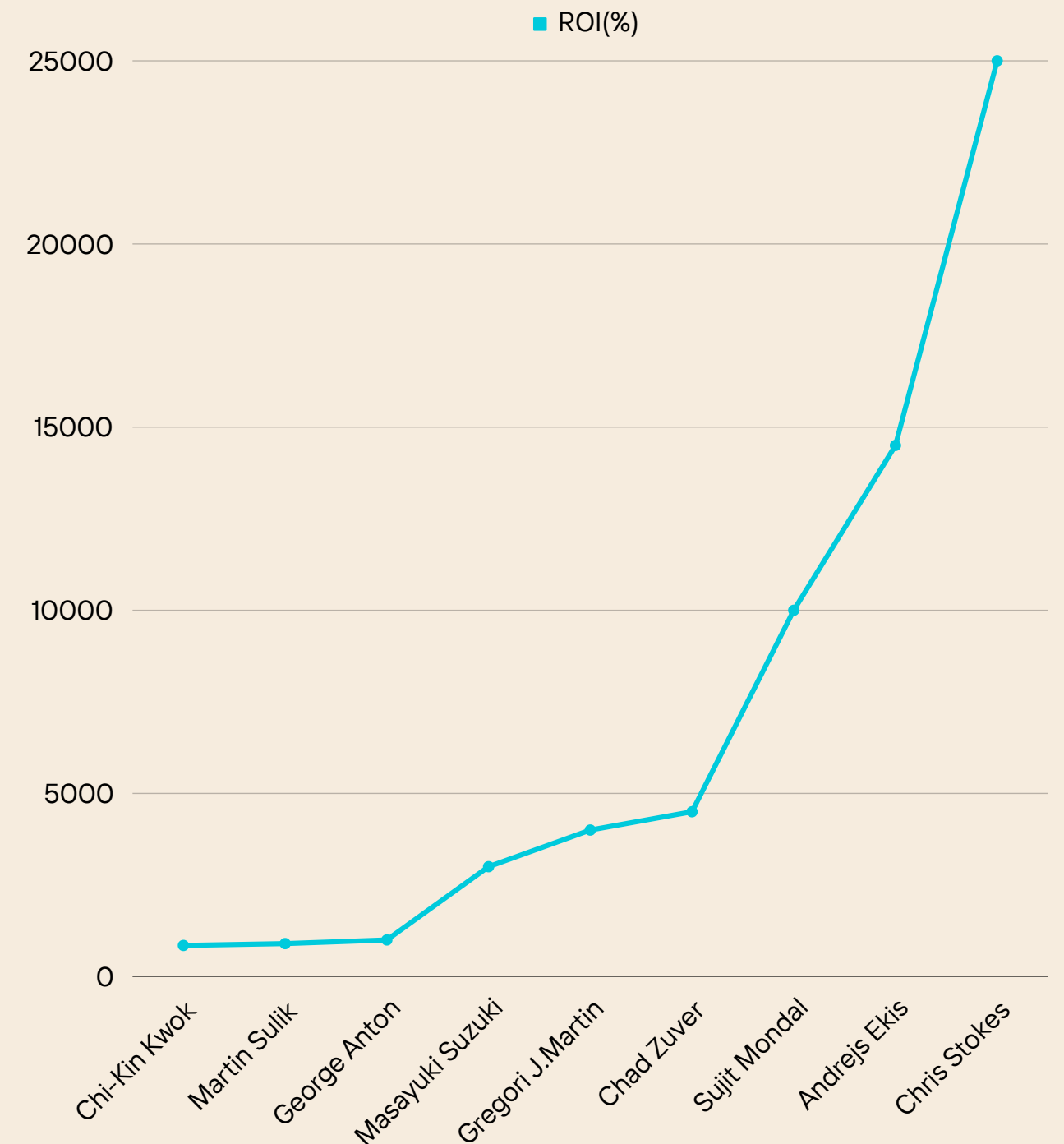
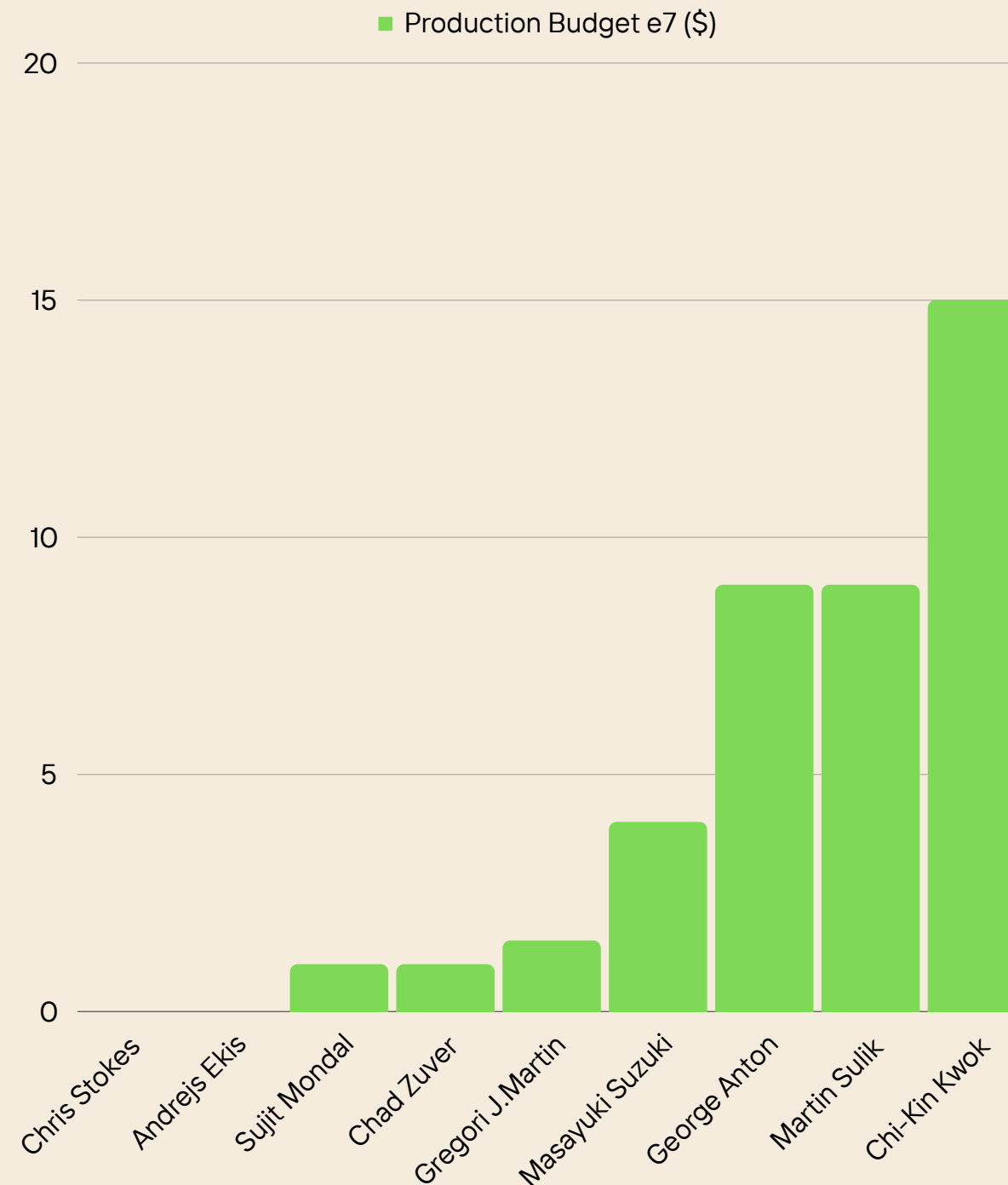
Prioritize investment in short films (that have a running time of less than 90 minutes)





# Recommendation n°3

Focus investments on movies that have been directed by: Sujit Mondal and Chris Stokes



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# Conclusions

# Conclusion

- A strategic amalgamation of **genre, film length, and directorial acumen** aimed at **optimizing investment returns**
- Such focused investments are expected to **enhance the company's market position**, ensure **customer satisfaction with quality content**, and **maximize long-term profitability** and **value for shareholders**

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# Thank you!

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