

# Cinema Success Insights Analysis

Miguel Barriola Arranz

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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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The objective is to identify high-ROI  
film genres that resonate with current  
market trends, ensuring strategic and  
profitable studio investments.

# Data

The dataset is comprised in a zippedData folder that contains datasets from:

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

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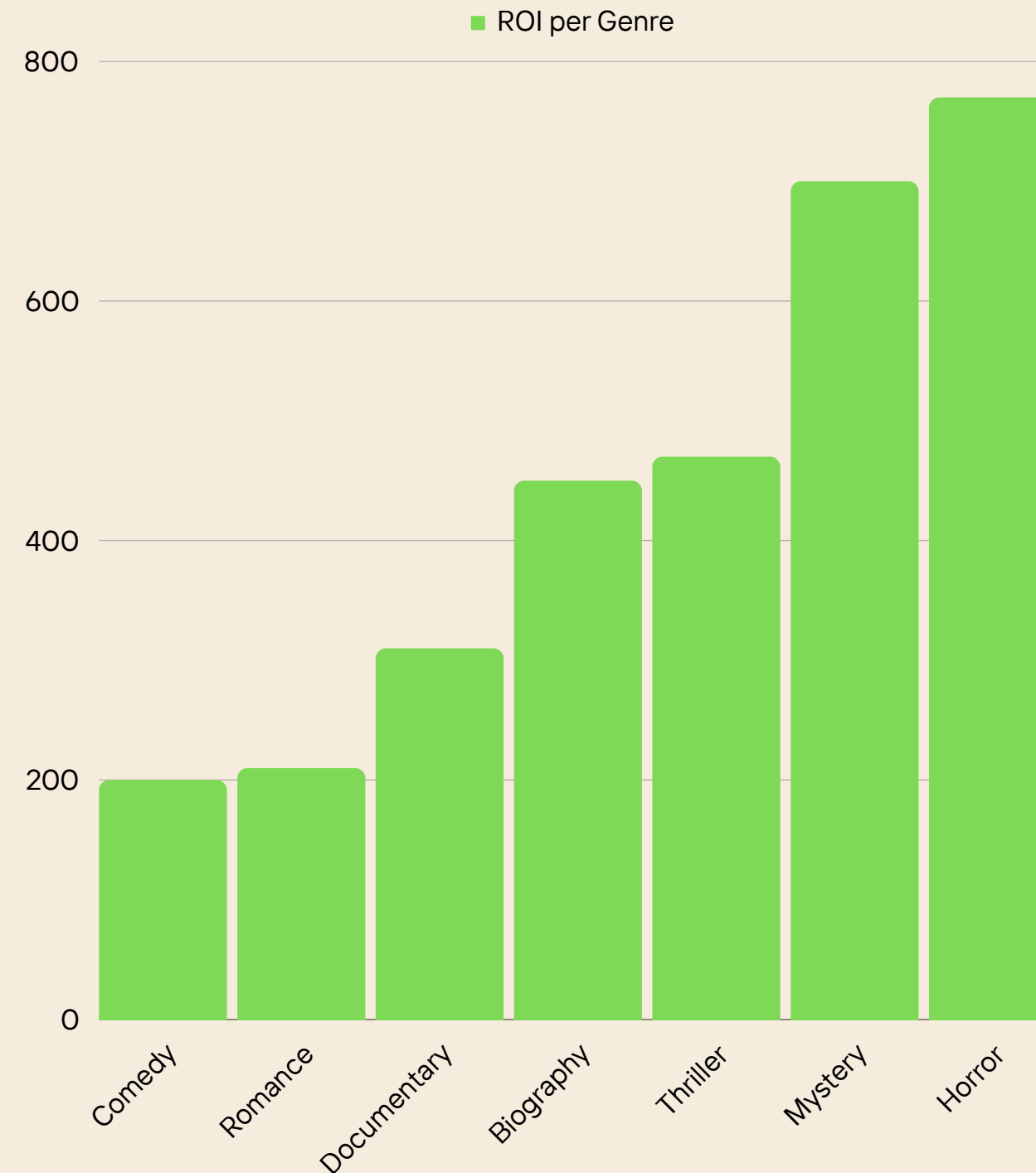
Some of the datasets are CSV, others are TSV and IMDB is located in a SQLite database

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# Recommendations

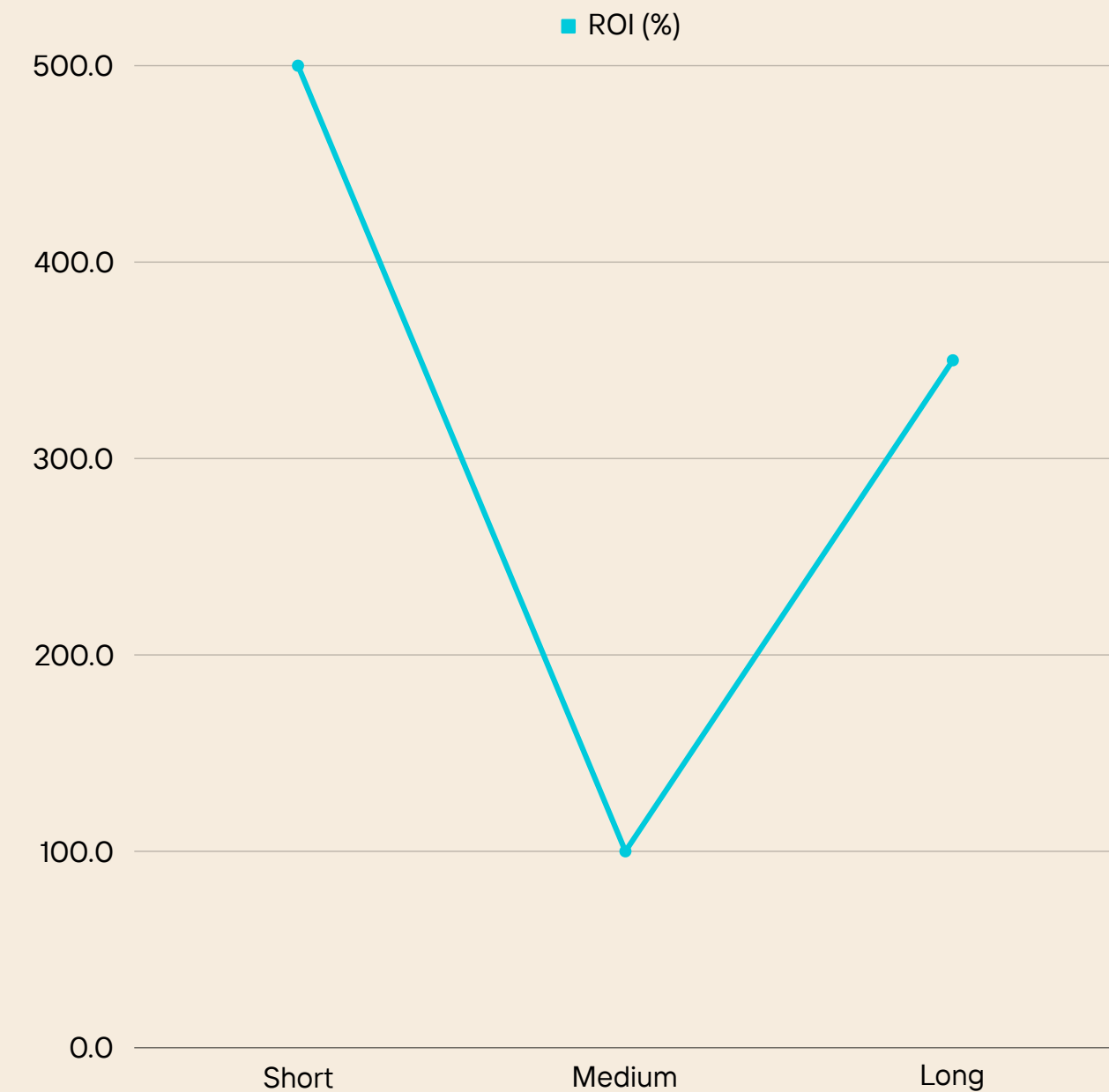
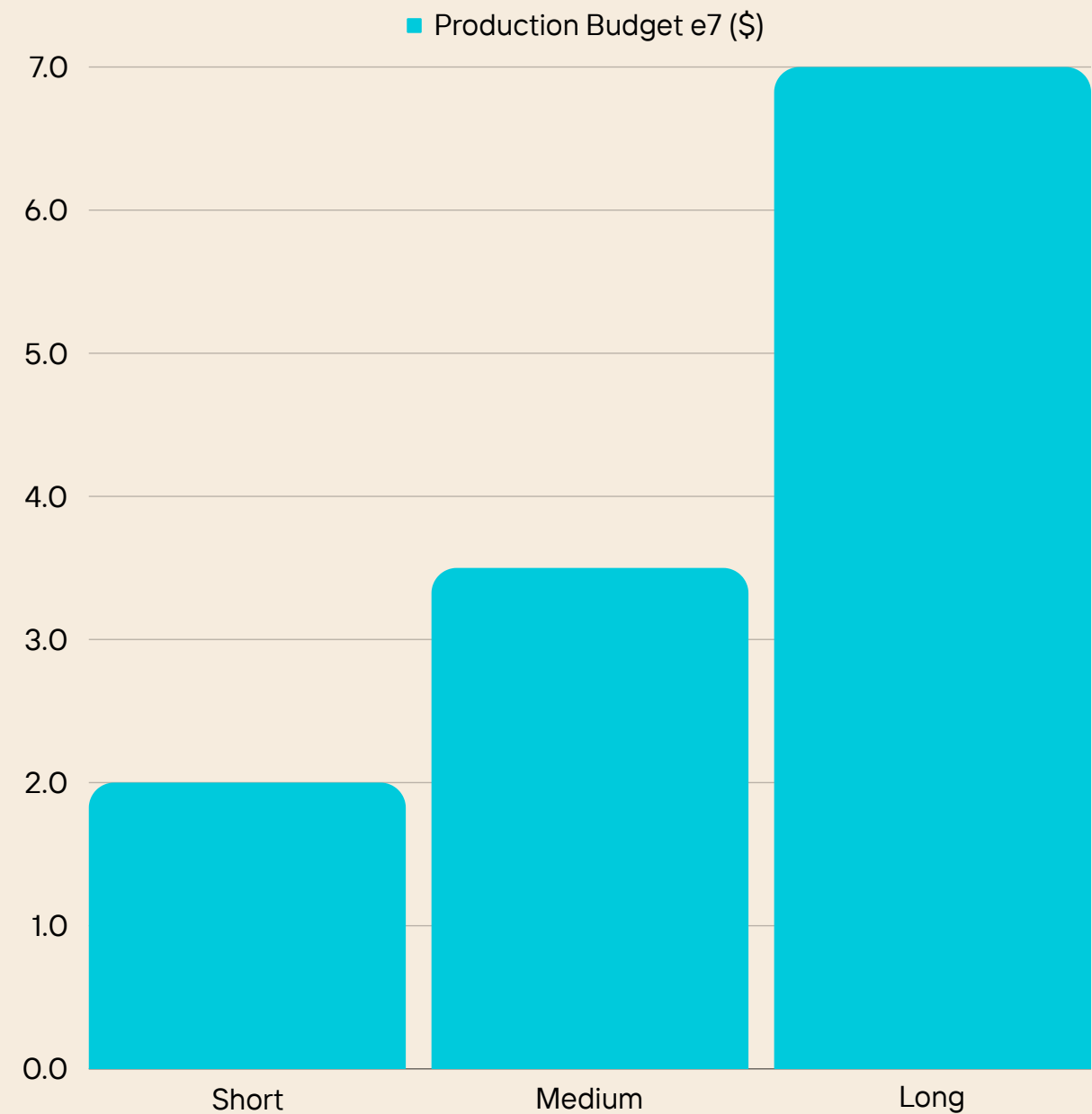
# Recommendation nº1

Invest in horror movies. They have a higher ROI



# Recommendation nº2

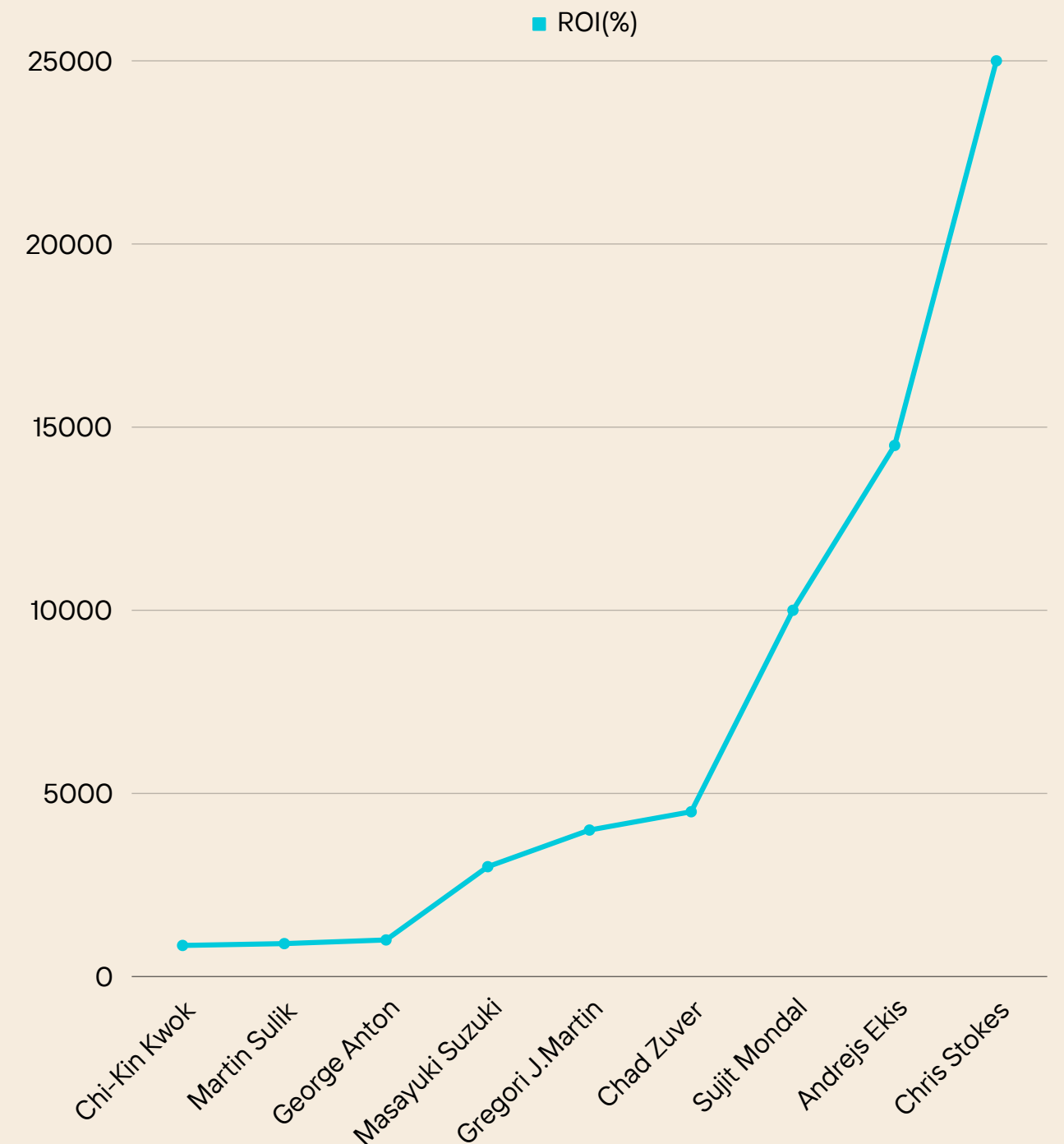
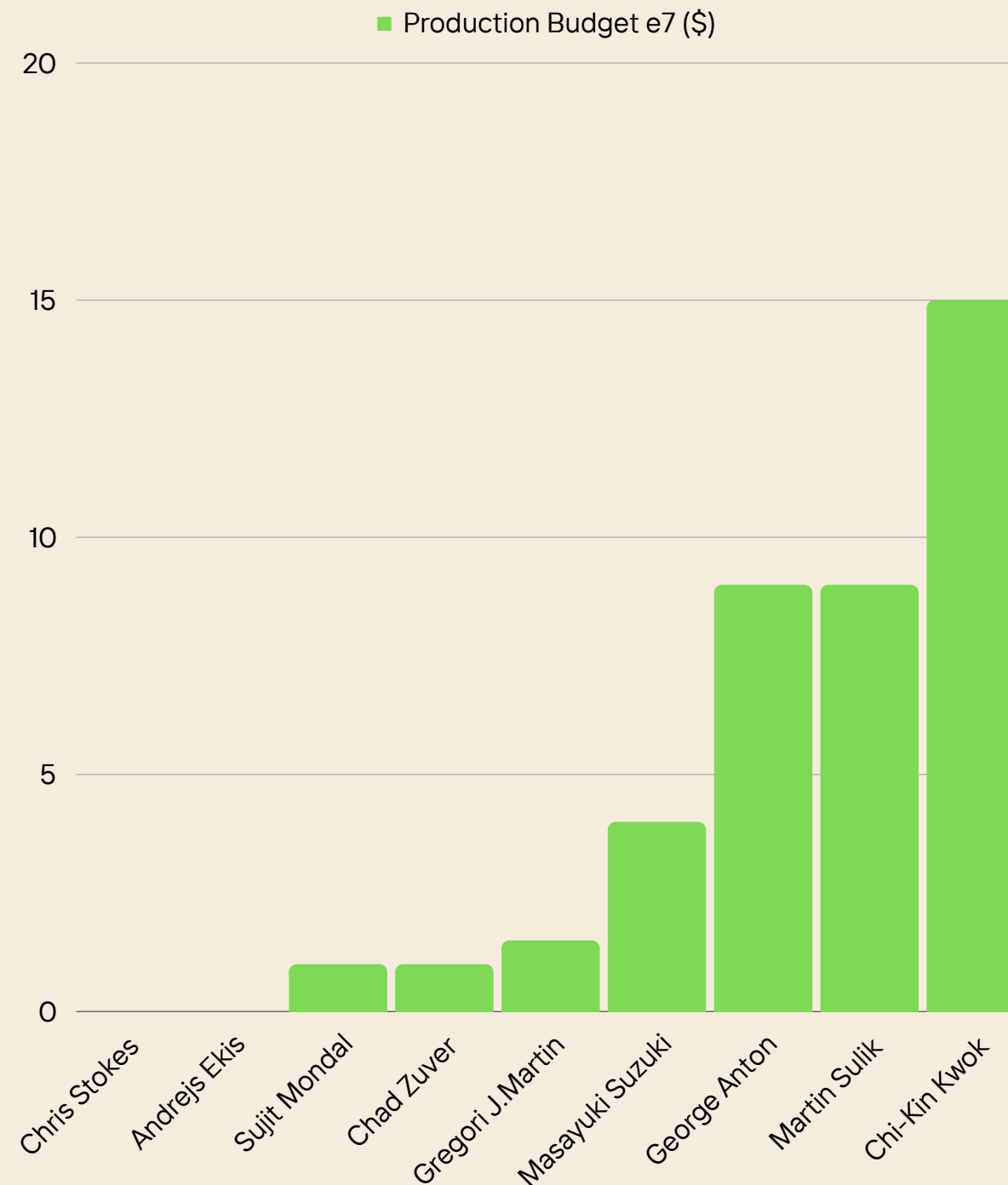
Prioritize investment in short films (that have a running time of less than 90 minutes)





# Recommendation n°3

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



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# Conclusions

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- 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!

Write a closing statement  
or call-to-action here.