



MOVIE STUDIO

GENRE RECOMMENDATIONS

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PROJECT OVERVIEW

Our main objective was to assist a company that has just ventured into the film industry, helping them identify the most profitable film genres using the data



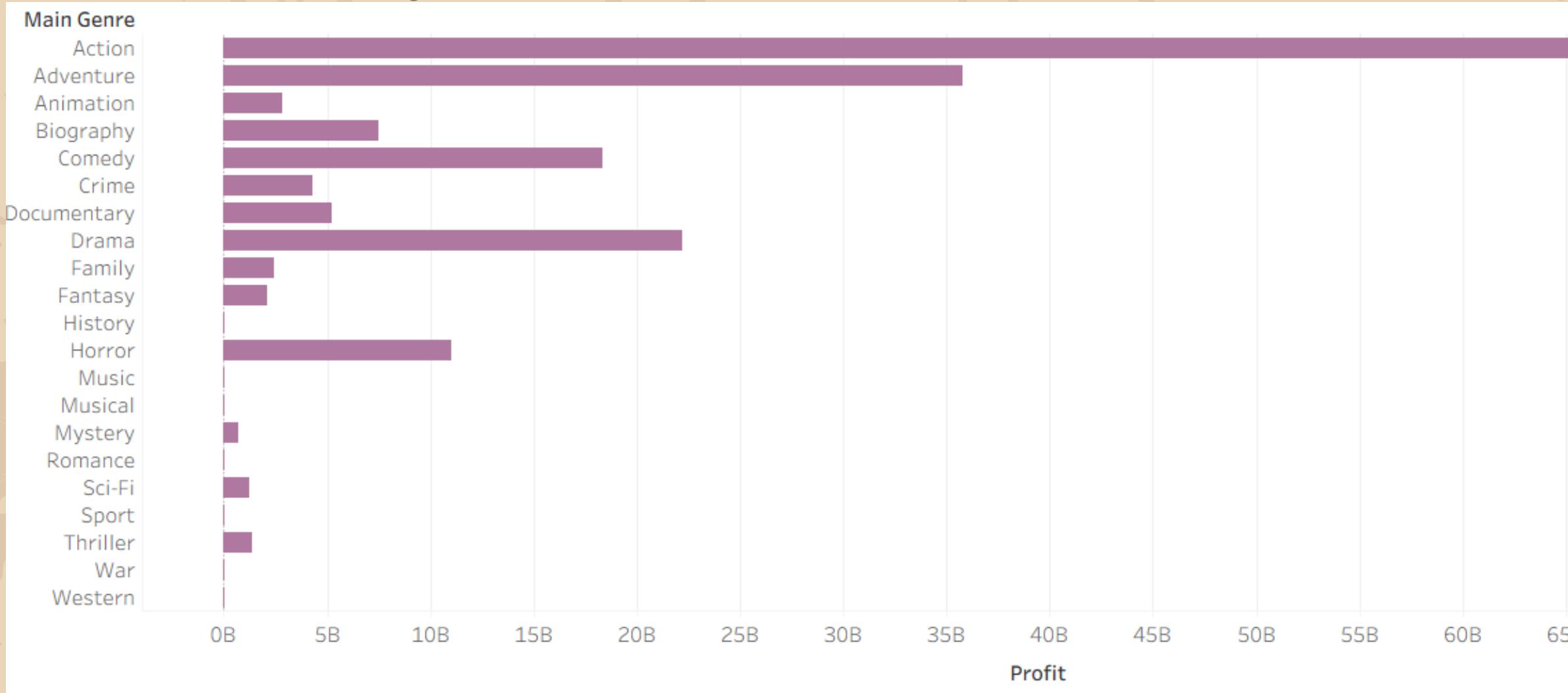
BUSINESS OBJECTIVE

We were able to identify:

1. Highest Performing genres by Profitability
2. Highest Performing genres by Return On Investment (ROI)
3. Highest Performing genres by Production cost
4. Highest Performing genres by Audience Rating

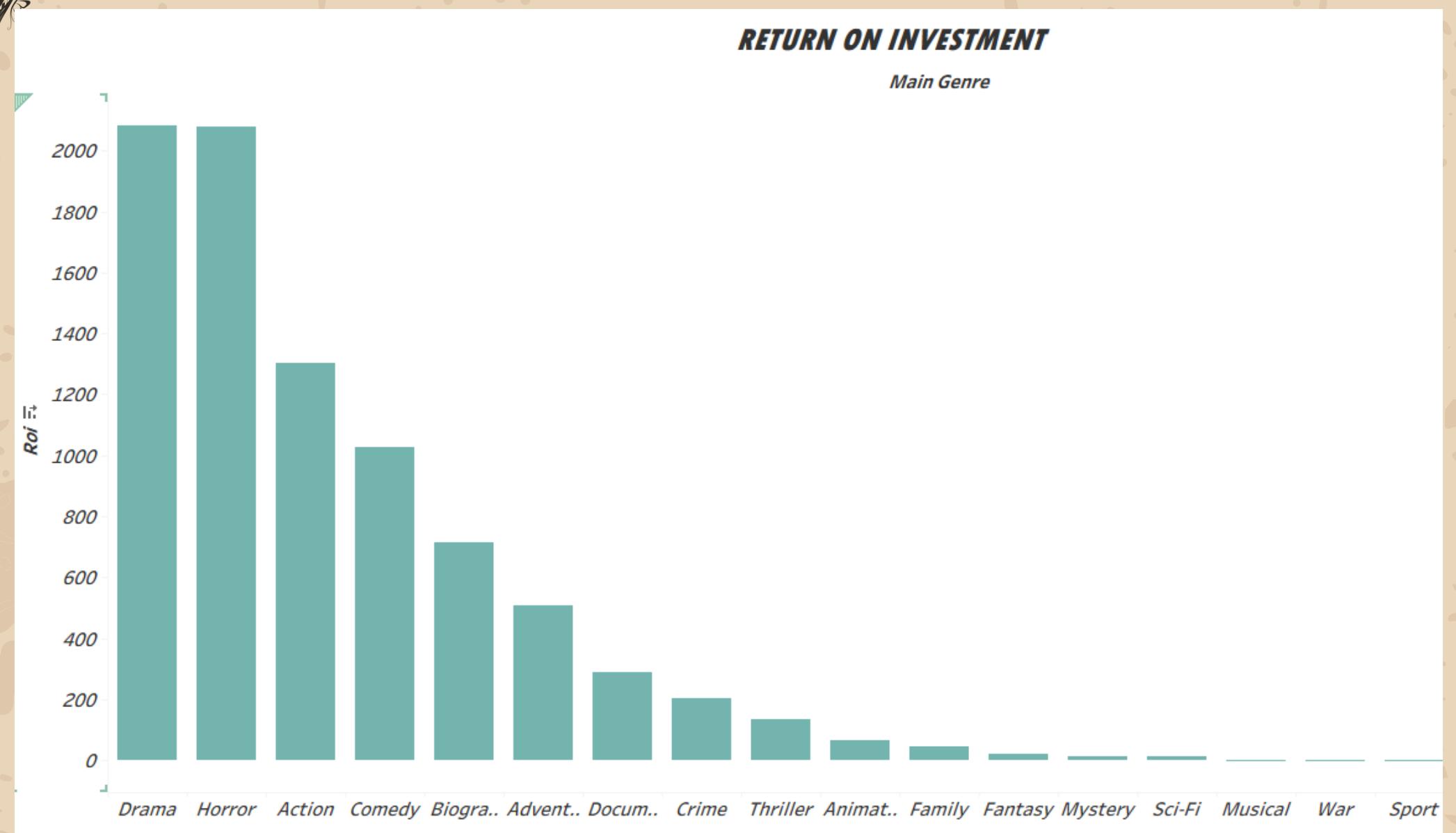


KEY FINDINGS



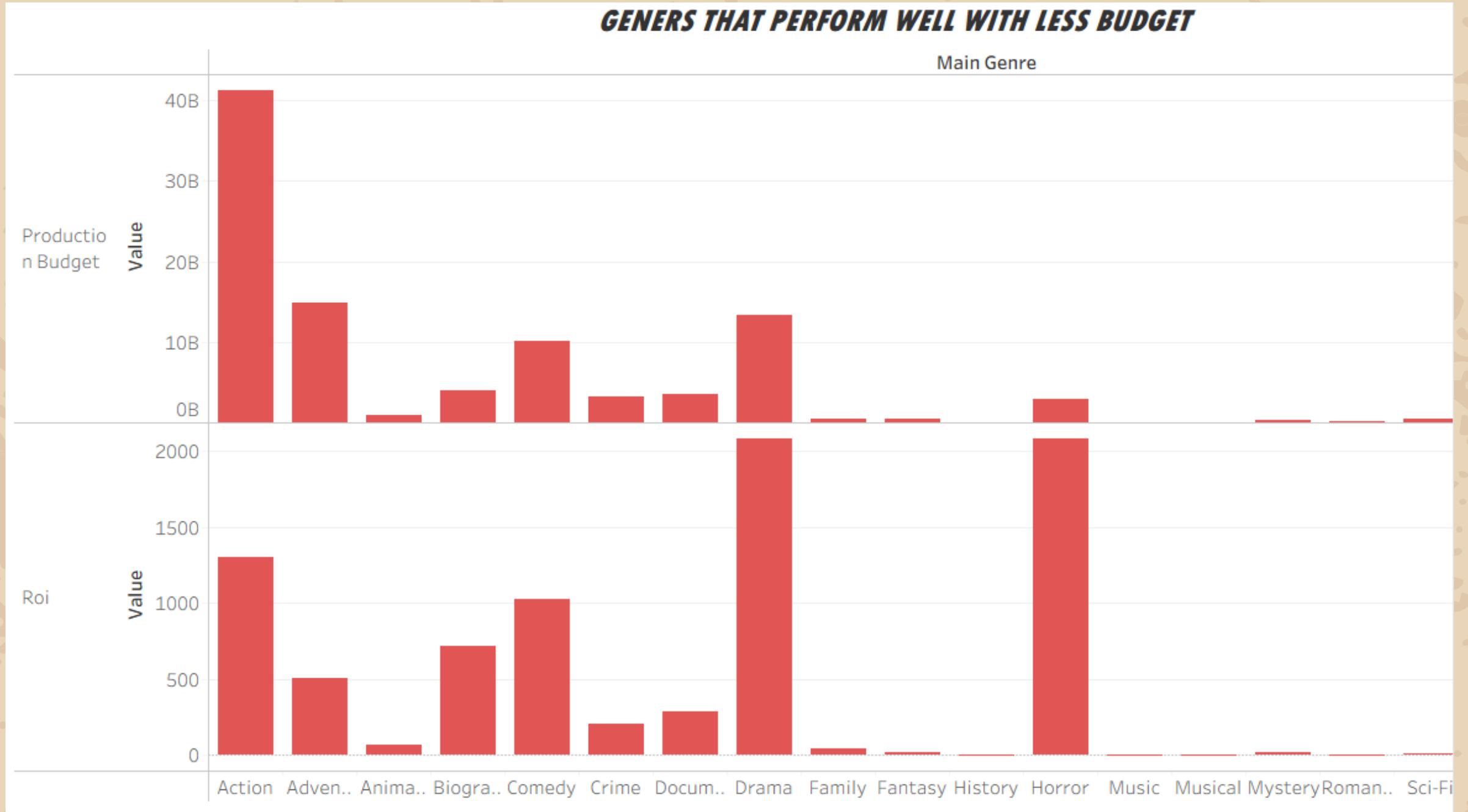
Action movies are the most profitable genre followed by Adventure and drama movies

FINDINGS



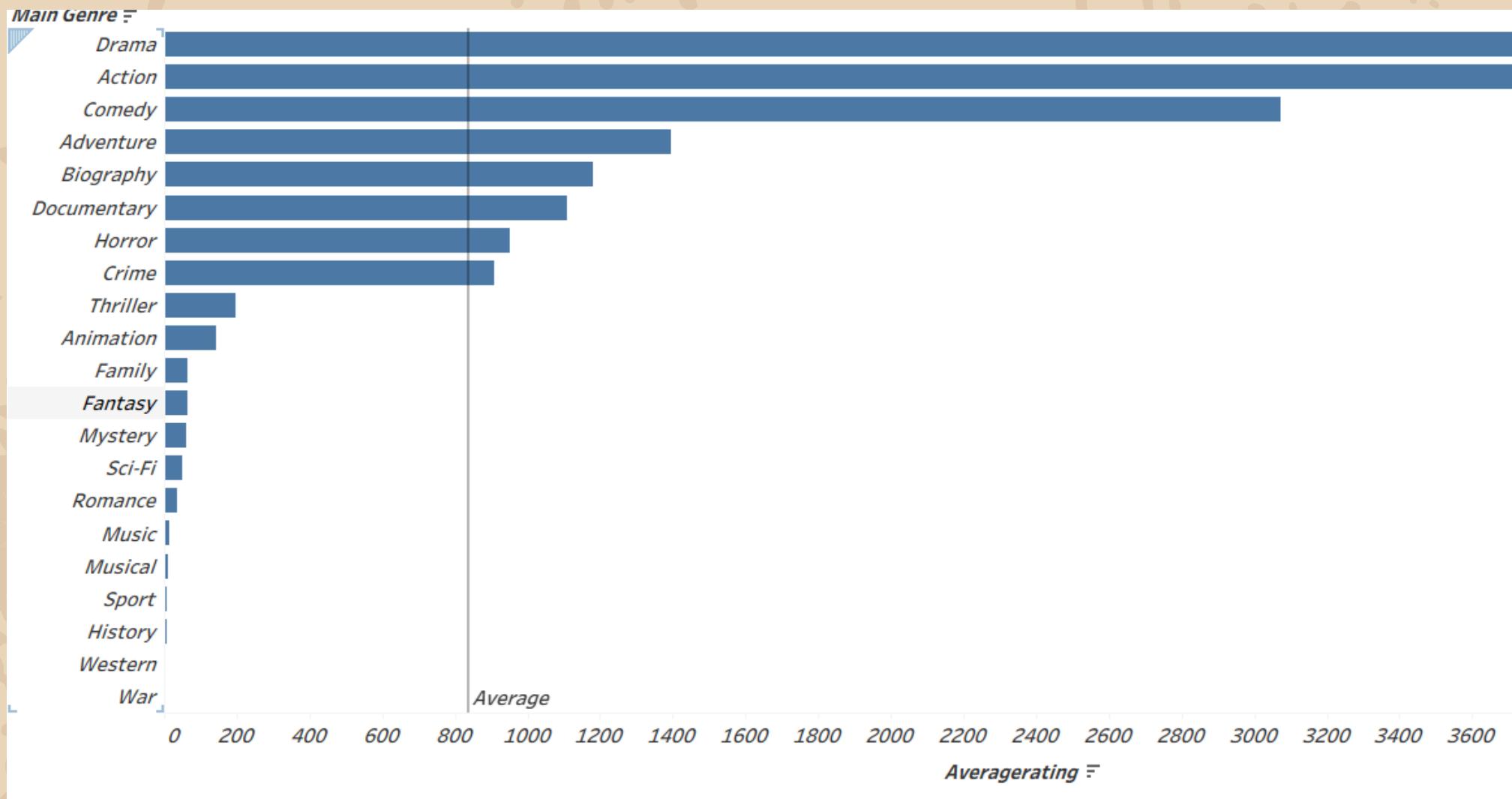
Both Drama and Horror movies have the highest Return On Investment among all the genres

RESULT



Drama and Horror gener have the least budget on Production however they have the highest Return On Investment

FINDINGS



The most watched genres are Drama, action and comedy

TRENDS AND INSIGHTS

- Highest rated genres are not always the most profitable genre
- Genres like Horror have a high Return On Investment despite having a low Production Budget
- Genres like Action have a low Return On Investment despite having a high Production Budget



RECOMMENDATION

- Invest in genres like Horror with consistent Return On Investment
- Adopting the idea of testing films that require low Production Budget
- Using audience rating and past trends to help guide future project in film production
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RECOMMENDATION

invest in genera with consistent
return On Investment



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QUESTIONS & DISCUSSION



DOCUMENTATION



THANK YOU