

- Team: Beth Nyambura, Benson Ouma, Harrison Karime,
 Rahab Gachie
- Date: 29th March 2025

Why Are We Here?

Project Overview

Our company is entering original video content creation.

- We used real-world data to ask:
- What films perform best at the box office?
- What genres, budgets, and creators generate success?

Our goal: Convert findings into business-ready decisions.

- •Tomatometer Score: A percentage based on critic reviews (Fresh or Rotten).
- •Audience Score: A percentage based on user ratings.
- •Critic & Audience Reviews: Written reviews from professional critics and viewers.
- •Movie & TV Show Info: Release dates, cast, trailers, and summaries.
- •Box Office Performance: Revenue data for films.

The Data Behind the Insights



1. IMDB DataBase

Movie & TV Show Listings: Titles, genres, release dates, and synopses.

User Ratings & Reviews: Scores out of 10 and written reviews. **Cast & Crew Details**: Information about actors, directors, writers, and production teams.

Box Office & Awards: Revenue details, nominations, and wins. **Trivia & Behind-the-Scenes**: Fun facts, filming locations, and production notes.

Streaming & Watch Options: Where to watch movies and TV shows.

2. Rotten Tomatoes

Tomato meter Score: A percentage based on critic reviews (Fresh or Rotten).

Audience Score: A percentage based on user ratings.

Critic & Audience Reviews: Written reviews from professional critics and viewers.

Movie & TV Show Info: Release dates, cast, trailers, and summaries.

Box Office Performance: Revenue data for films.

3. Box Office Mojo

Domestic & International Box Office: Earnings from

the U.S., Canada, and worldwide.

Opening Weekend & Total Gross: How much a movie makes over time.

Budget & Profitability: Estimated production costs and return on investment.

Release Schedules: Upcoming movie releases and projections.

Movie & Studio Rankings: Top-grossing films, franchises, and studios.

4. The Movies

Movie & TV Show Listings: Titles, release dates, genres, and plot summaries.

User Ratings & Reviews: Community-driven ratings and discussions

FINDINGS

What Genres Win the Box Office?

Genre selection is one of the most critical factors in a film's success. Our analysis of audience ratings and vote counts revealed clear trends in genre performance.

Why These Genres Matter:

- Consistently achieve higher average IMDB ratings
- Exhibit strong global appeal, making them ideal for international markets
- Provide opportunities for emotional storytelling, strong visual elements, and rewatchability

Top Performing Genres:

- War films
- Musicals
- Animation

Strategic Insight:

Launching with a slate focused on these genres positions the studio for early critical acclaim, broader audience engagement, and enhanced global distribution potential.

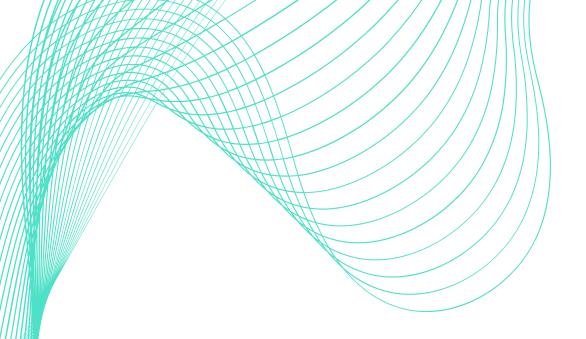
Spending Smart: Budget vs ROI

- High-budget films earn more profit on average, but:
- Mid-budget films are safer and more frequent
- Low-budget films have minimal return

OPTIMUM \$5M
BUDGET
RANGE \$50M

Blockbusters earn more, but risk and spend are higher





Bankable Talent

Directors, writers, and creatives who have a proven track record of consistently producing highly rated and commercially successful films. These individuals bring credibility, creative excellence, and often a built-in audience to any project they are involved in.

Top directors and writers by average rating:

- Amitabh Reza Chowdhury
- Mahesh Manjrekar
- Quentin Tarantino

Why it matters

- Increases investor confidence and studio reputation
- Attracts better cast, crew, and distribution deals
- Enhances marketing potential and media buzz
- Reduces creative risk through experience and reliability

Strategic Insight

Working with such talent early in the studio's journey can accelerate brand trust, content quality, and audience loyalty.

Why Runtime Matters?

Movie length plays a crucial role in both audience satisfaction and critical reception.

Through our analysis, we found that most highly rated films fall within a runtime window of 90 to 150 minutes—a sweet spot that balances storytelling depth with viewer attention spans.

Key Takeaways::

- Too short: May feel rushed or underdeveloped, leading to lower ratings
- Too long: Risks viewer fatigue unless the story/genre demands it (e.g. epics, historical dramas)
- The 90–150 min range allows for:
 - Engaging pacing
 - Greater completion rates (especially on streaming platforms)
 - Better scheduling efficiency for theaters and releases

Strategic Recommendations

Based on our findings, we recommend the following data-driven strategies to guide the studio's creative and financial decisions:

1. Focus on High-Performing Genres

Prioritize production in War, Musicals, and Animation, which consistently show high ratings and broad audience appeal.

2. Partner with Bankable Talent

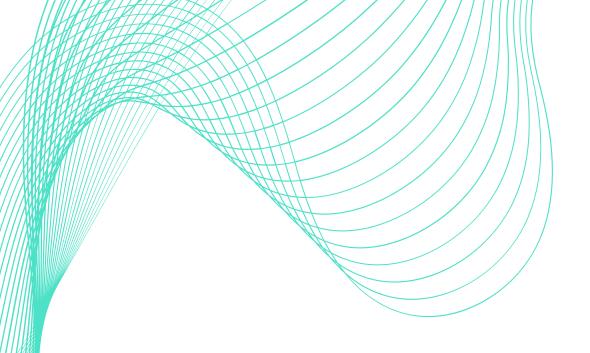
Collaborate with top-rated directors and writers who bring both critical success and loyal viewership.

3. Optimize Film Runtime

Standardize runtimes within the 90–150 minute range to maximize audience engagement and rating performance.

4. Invest in Mid-Range Budgets

Target film budgets between \$5M-\$50M to achieve optimal Return on Investment (ROI) while balancing creative quality and cost control.



Where do we go from here?

With actionable insights from our data-driven analysis, the company is well-positioned to make informed, strategic moves as it enters the film production industry.

Launch with a genre-focused slate

Start strong by producing films in highperforming genres such as War, Musicals, and Animation to build credibility and audience alignment.

Partner with proven, bankable talent

Collaborate with directors and writers who have a track record of producing successful, well-rated films.

Use insights to guide decisionmaking

Apply data-driven insights to inform budgeting, casting, scheduling, and release strategies—ensuring better alignment with audience expectations and market trends.