

Box Office Success

Predicting Audience Preferences

Advanced analytics help studios understand what audiences want to see, informing film themes and genres for success.

Optimizing Marketing Strategies

Data-driven insights guide studios to craft targeted marketing campaigns, maximizing engagement and box office performance.

Agile Studio Decision-Making

Using analytics allows studios to quickly adapt their production and marketing strategies in a shifting entertainment landscape.



Our Mission Overview

Industry Entry Challenge

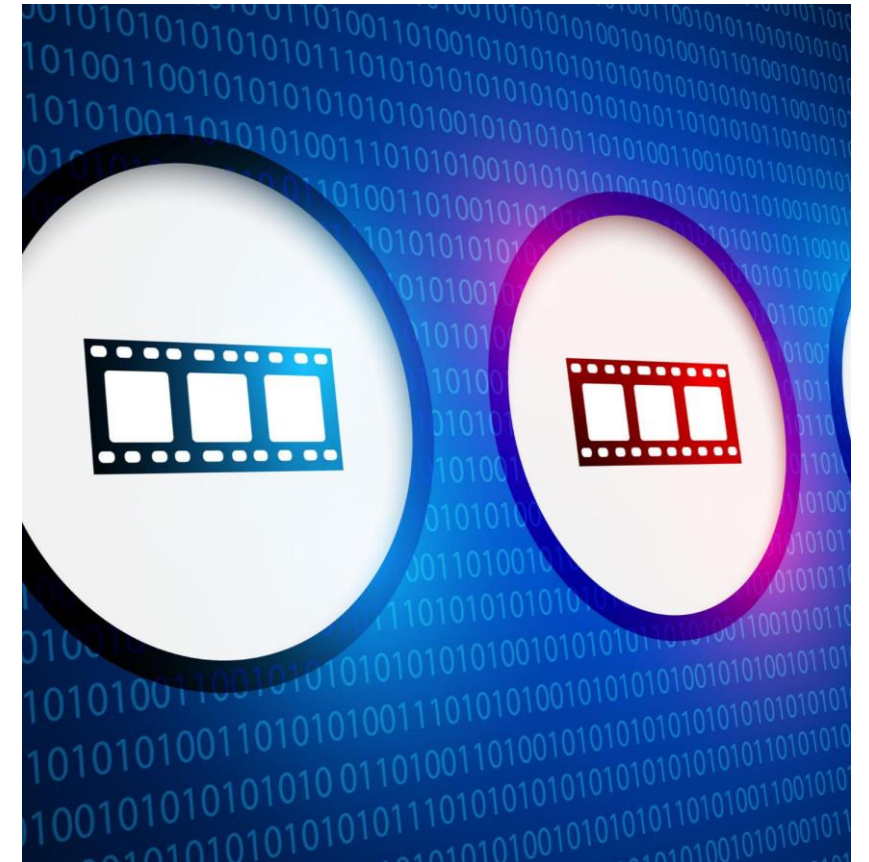
Entering the movie production market is challenging without robust data-driven strategies or insights on success factors.

Analyzing Historical Data

The mission focuses on analyzing historical movie data to identify key patterns and emerging trends in the industry.

Actionable Insights for Success

By uncovering trends, we aim to make informed decisions on film types to maximize revenue, popularity, and acclaim.



Unlocking Movie Studio Success

Market Analysis for Movies

Analyzing the market helps identify which films achieve high revenue, popularity, and critical acclaim, guiding studio strategy.

Leveraging Data Insights

Exploring and cleaning various datasets empowers us to make informed decisions about genres, budgets, and film features.

Learning from Industry Leaders

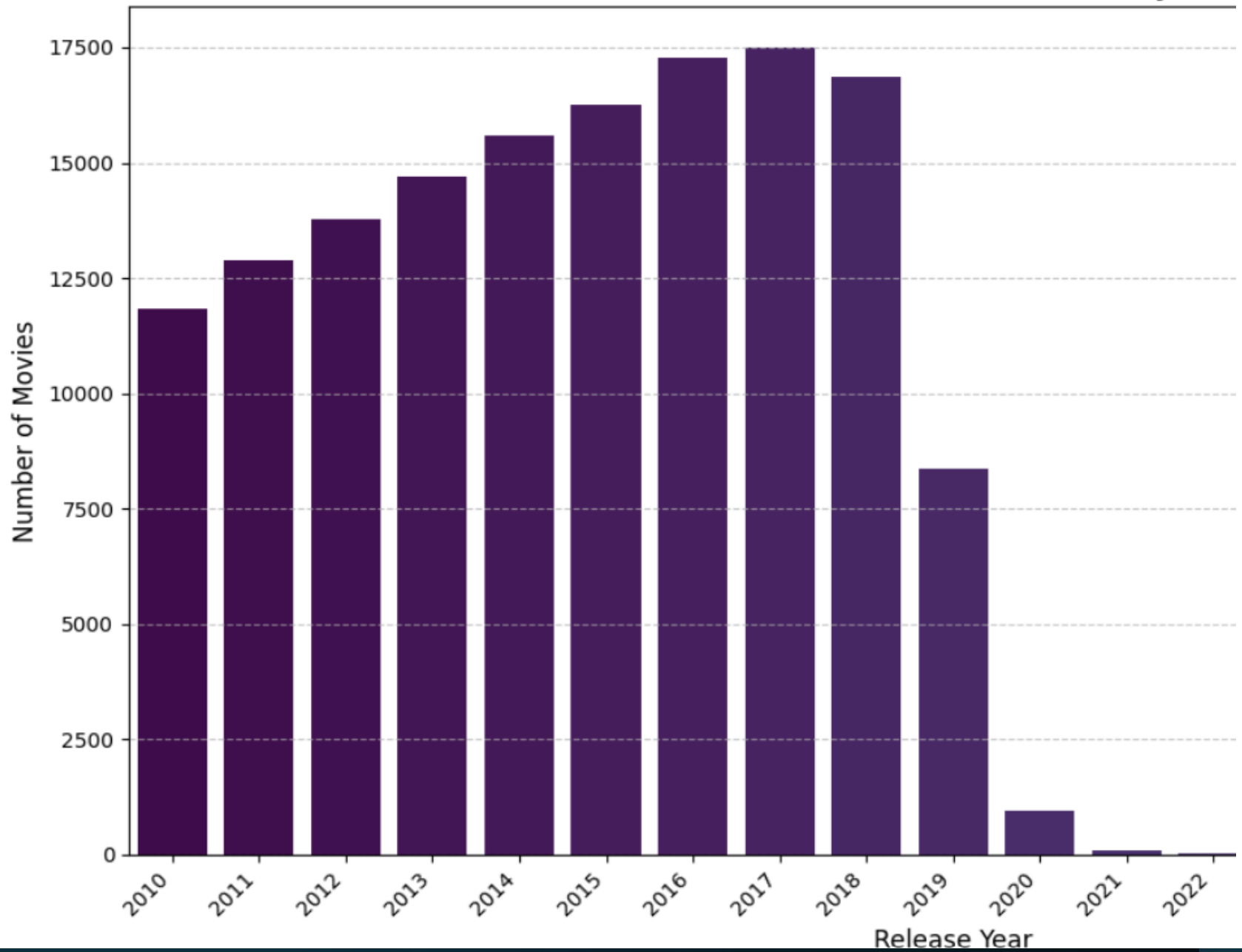
Major tech and media firms succeed by creating original content, inspiring our movie studio's innovative ambitions.



Most produced film genres by year

	genres	distinct_genres	start_year
0	Adventure,Comedy,Romance	621	2014
1	Action,Crime,Drama	605	2013
2	Sci-Fi	602	2015
3	Action,Crime,Drama	583	2016
4	Documentary,History	573	2012
5	Comedy,Drama,Fantasy	570	2017
6	Drama	558	2018
7	Animation,Drama,History	557	2011
8	Drama	543	2010
9	Biography,Drama	425	2019
10	Action,Crime,Drama	150	2020
11	Action,Adventure,Fantasy	48	2021
12	Action	15	2022
13	Action	3	2023
14	Drama	1	2115
15	Action,Adventure,Fantasy	1	2027
16	Fantasy	1	2026
17	Action,Adventure,Fantasy	1	2025
18	None	1	2024

Number of Movies Produced by Year



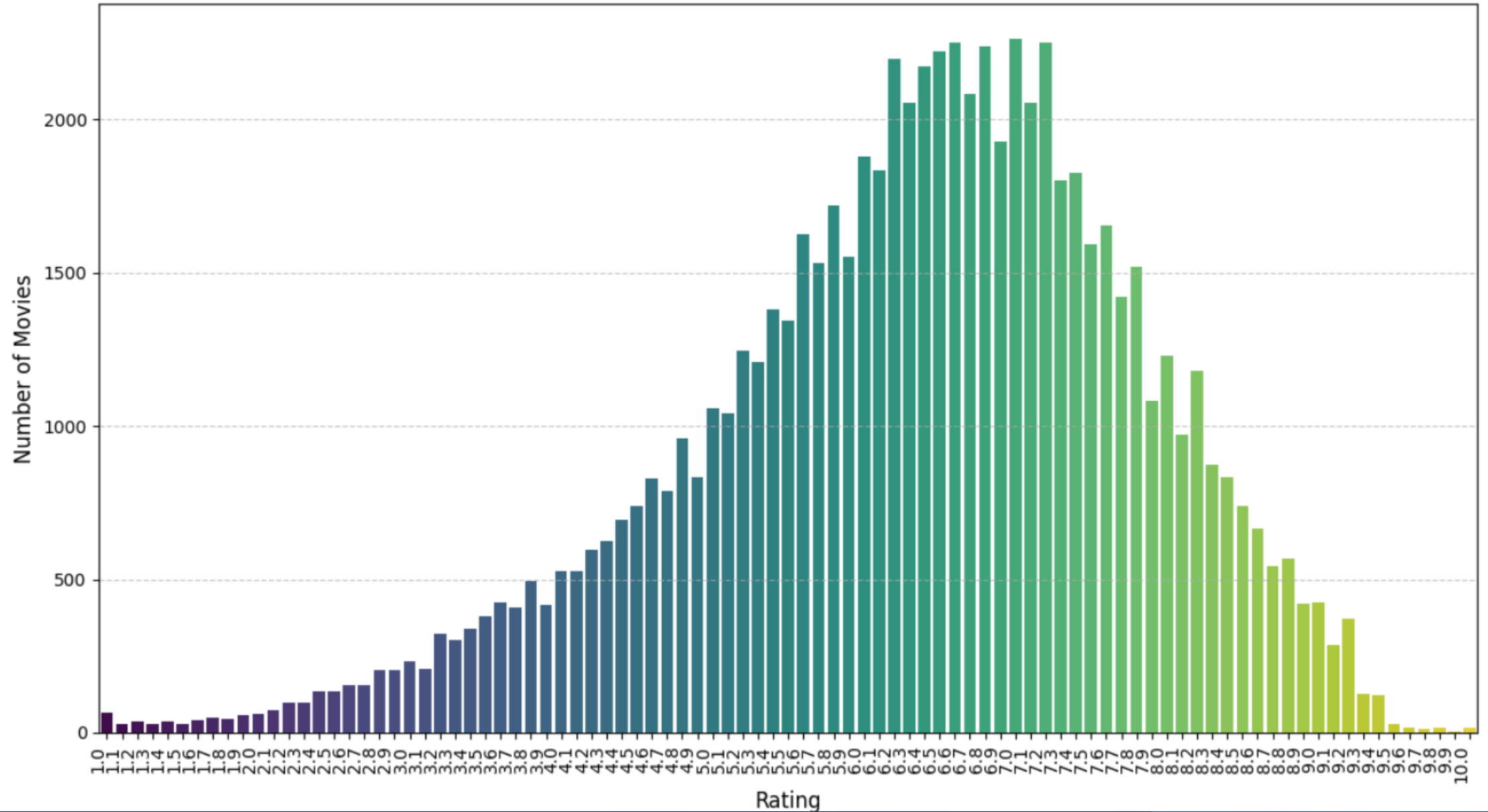
Steady Growth Period


Between 2010 and 2017, global movie production increased steadily, reaching nearly 17,500 films by 2017.

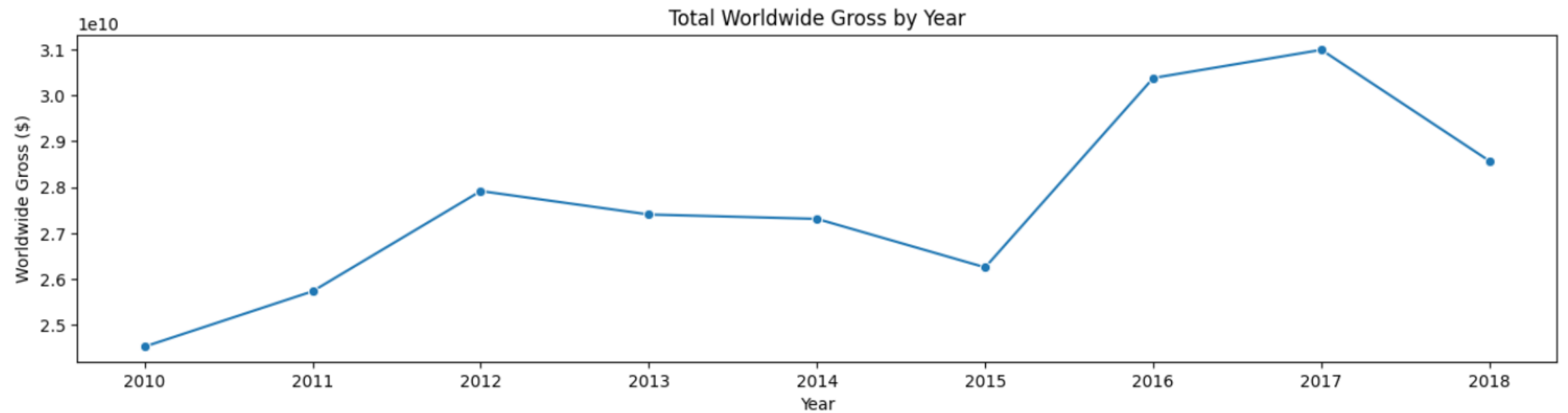
Sudden Decline

Movie production numbers dropped slightly in 2018 and then sharply in 2019 to about 8,000 films.

Number of Movies by rating



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- The data shows a clear distribution of movies receiving ratings in the middle to high range. The distribution is peaking around the 6.3 to 7.2 rating mark, where the number of movies exceeds 2,000. The number of movies decreases significantly as ratings move towards the extreme ends of the scale



Global Film Gross Trends

Steady Growth from 2010 to 2017

Global film gross increased steadily from \$2.4 billion in 2010, peaking at over \$3.1 billion in 2017.

Slight Dip in 2018

In 2018, the total worldwide film gross declined to around \$2.8 billion after reaching its peak.

Overall Market Expansion

Despite some fluctuations, the overall trend from 2010 to 2018 shows significant growth in the global film market.



**Recommendation 1: Focus on High-Performing, Globally
Appealing Genres**

**Recommendation 2: Aim for the "Sweet Spot" of Audience
Ratings**

Recommendation 3: Learn from the Most Successful Studios



Thank you