Unlocking 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

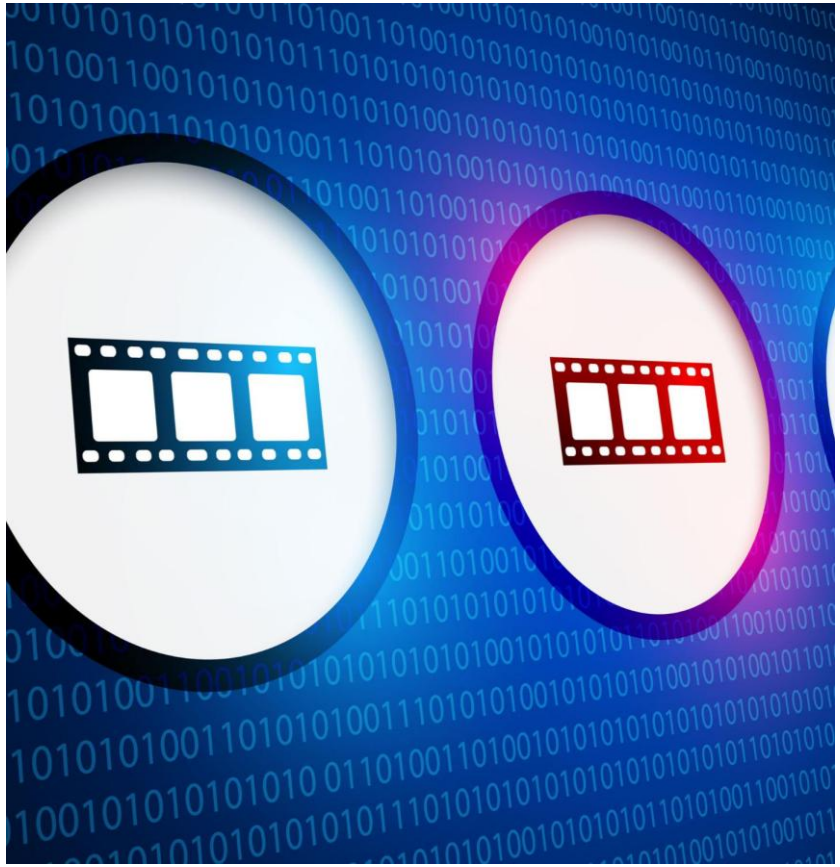
Entering the movie production market is challenging without robust data-driven strategies or insights on success factors.

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

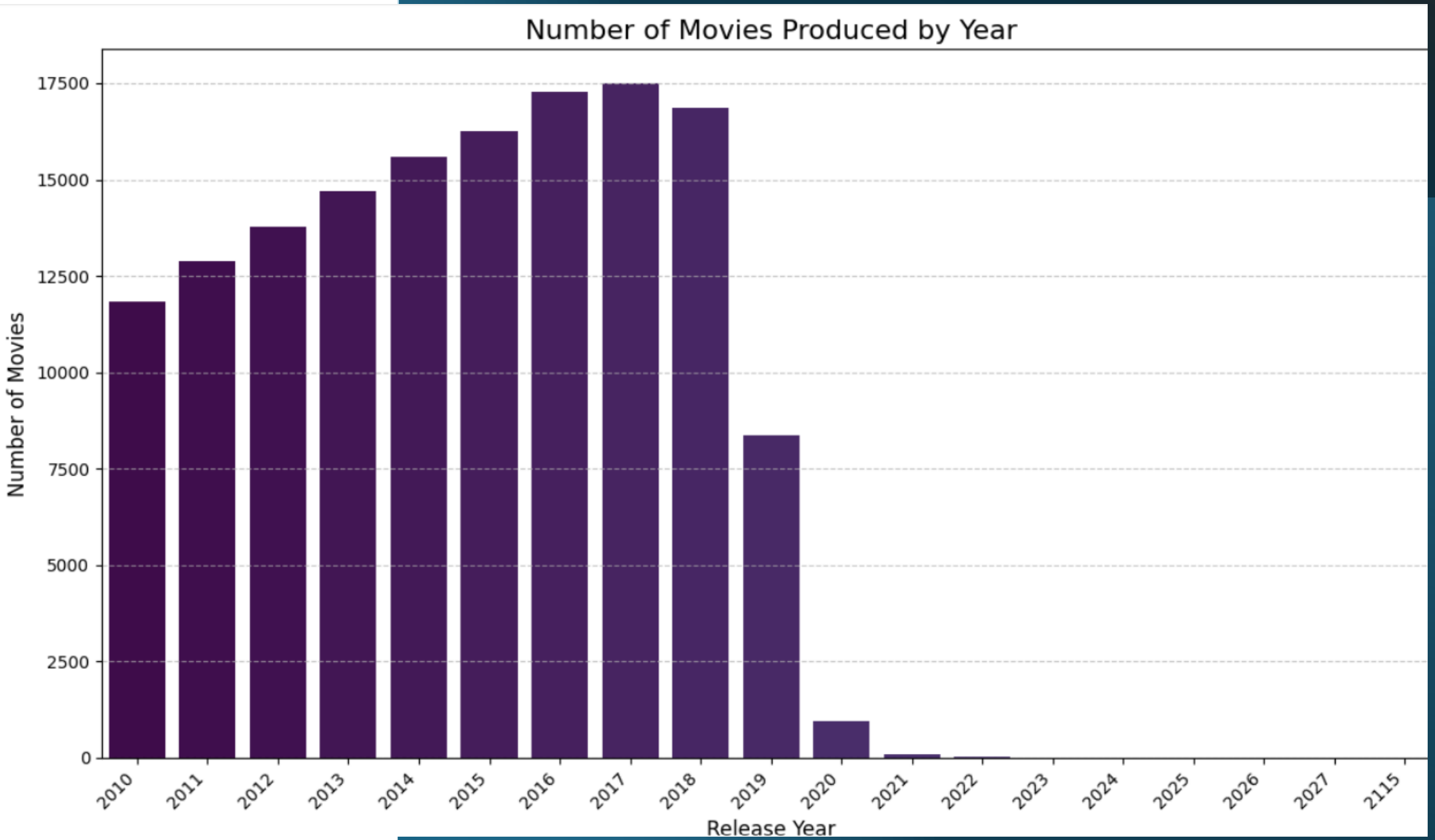
Exploring and cleaning various datasets empowers us to make informed decisions about genres, budgets, and film features.

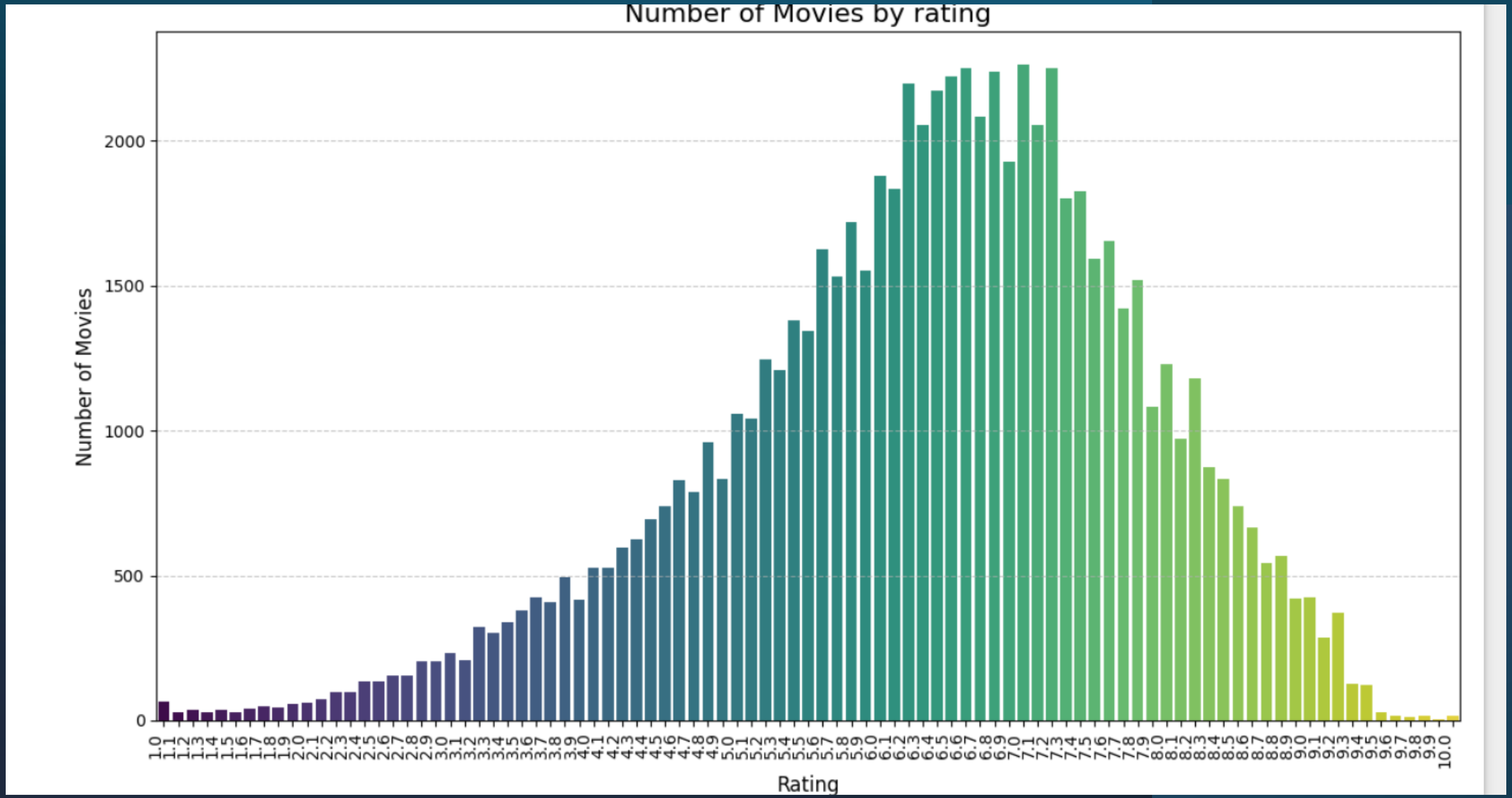
Learning from Industry Leaders

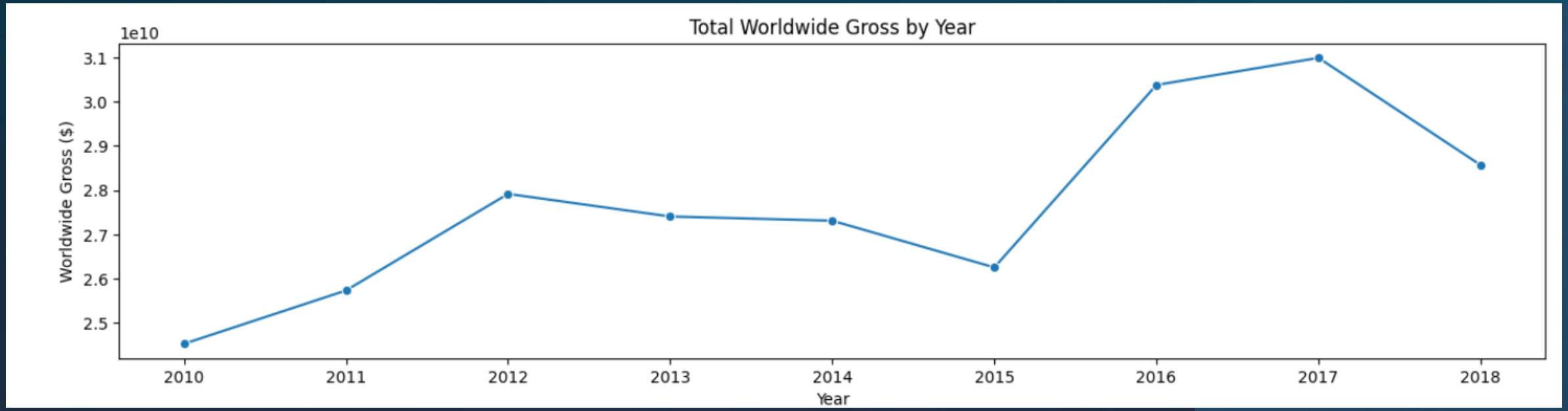
Major tech and media firms succeed by creating original content, inspiring our movie studio's innovative ambitions.

Genres le plus produits par annee

	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
Number of Movies
17500
15000
12500
10000
7500
5000
2500
0
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
2027
2115
Release Year


Number of Movies by rating
Number of Movies
2000
1500
1000
500
0
Rating


Total Worldwide Gross by Year
1e10
3.1
3.0
2.9
2.8
2.7
2.6
2.5
Worldwide Gross ($)
2010
2011
2012
2013
2014
2015
2016
2017
2018
Year

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