

# Movie Data Analysis

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# Summary

2018 movie data from IMDB and Box Office Mojo aims to maximize gross profits at the box office.

## Recommendations

- 1 Invest in high-revenue genres like Adventure, Action, and Animation.
- 2 Develop a strong brand around franchises.
- 3 Build lasting relationships with top directors.





# Outline

Business Problem

Data & Methods

Results

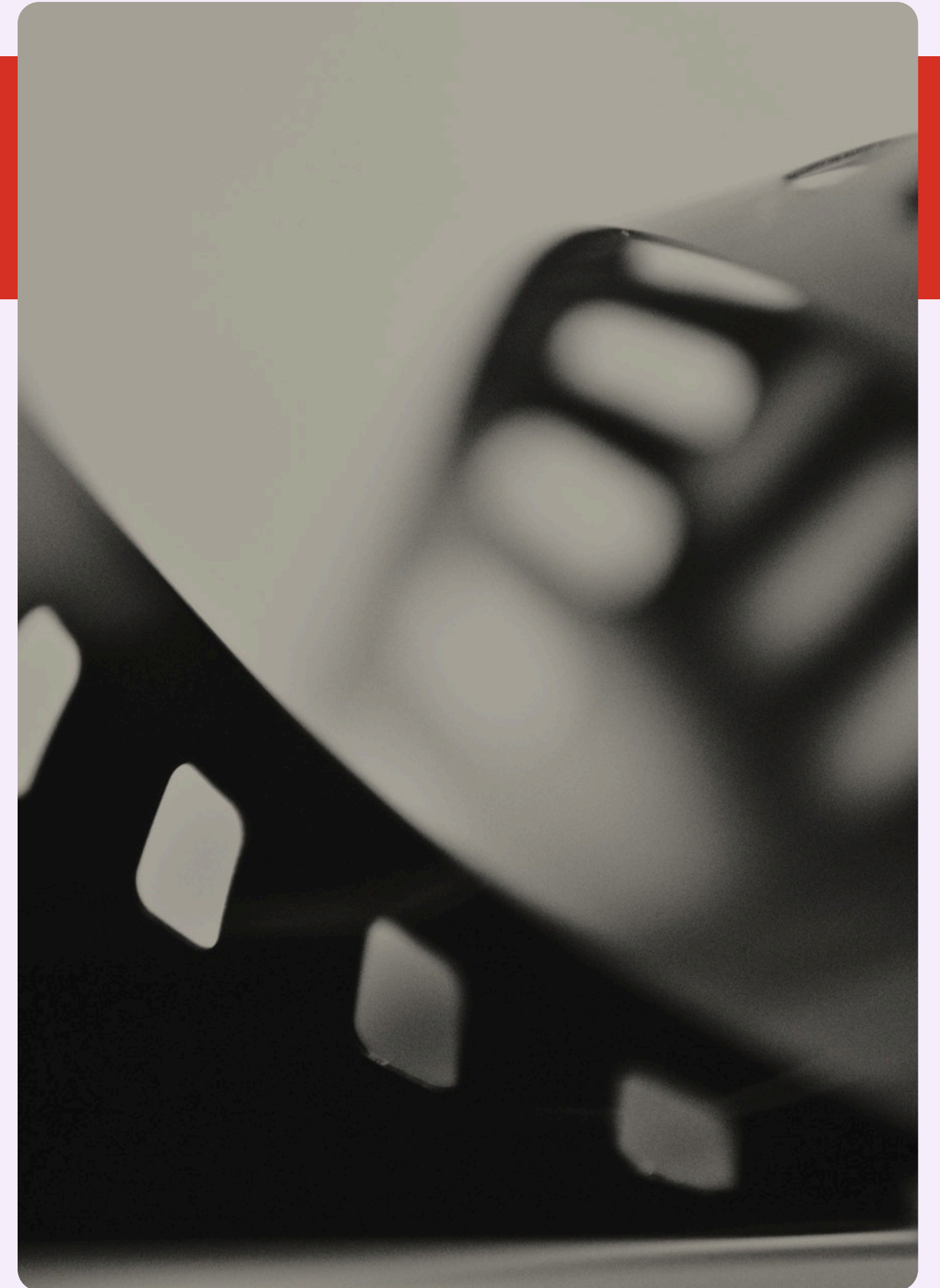
Conclusions



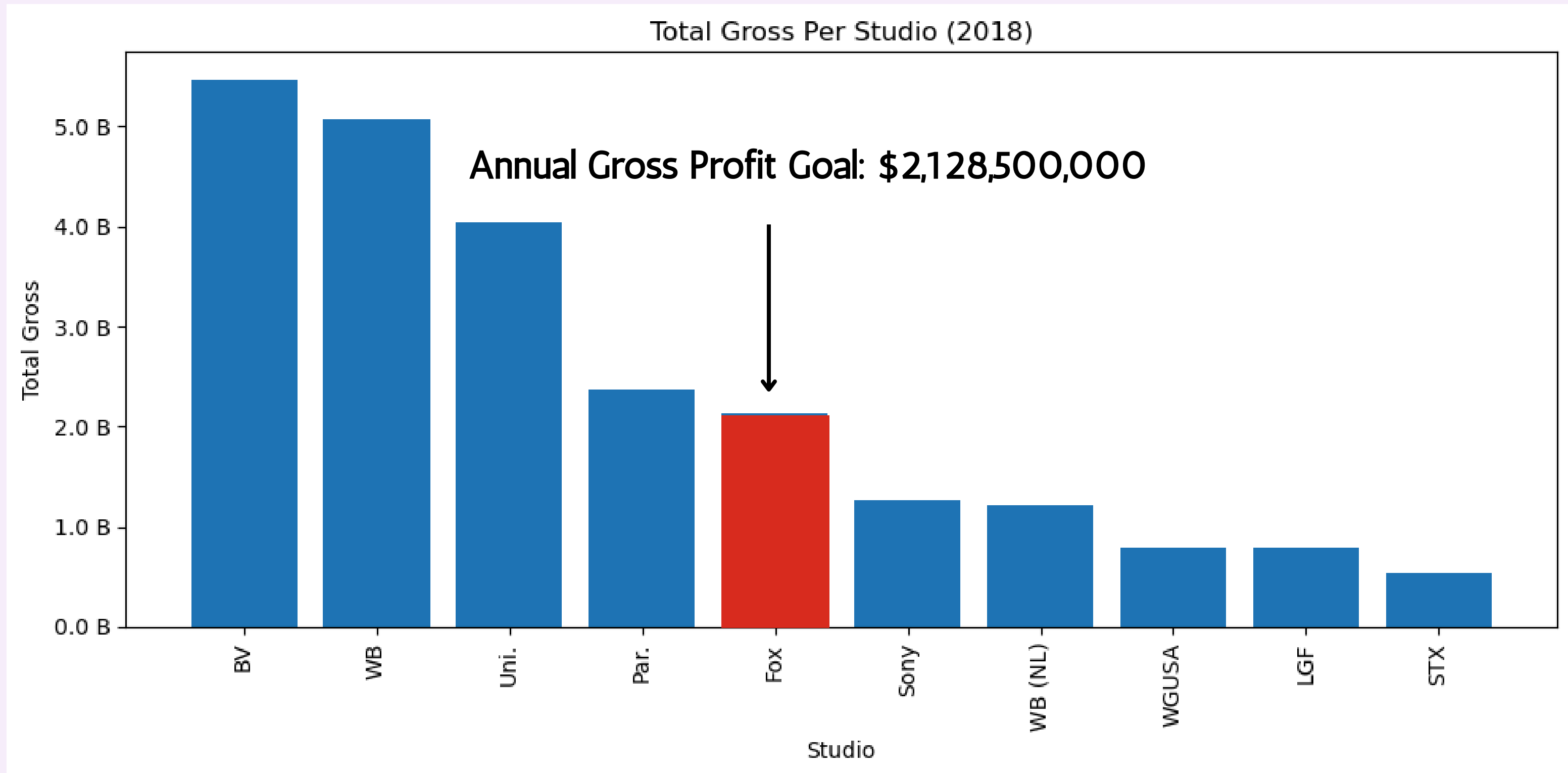


# Business Problem

- Maximize revenue for new movie studio
- Achieve box office success
- Support data-driven decisions throughout movie-making process



# Data & Methods

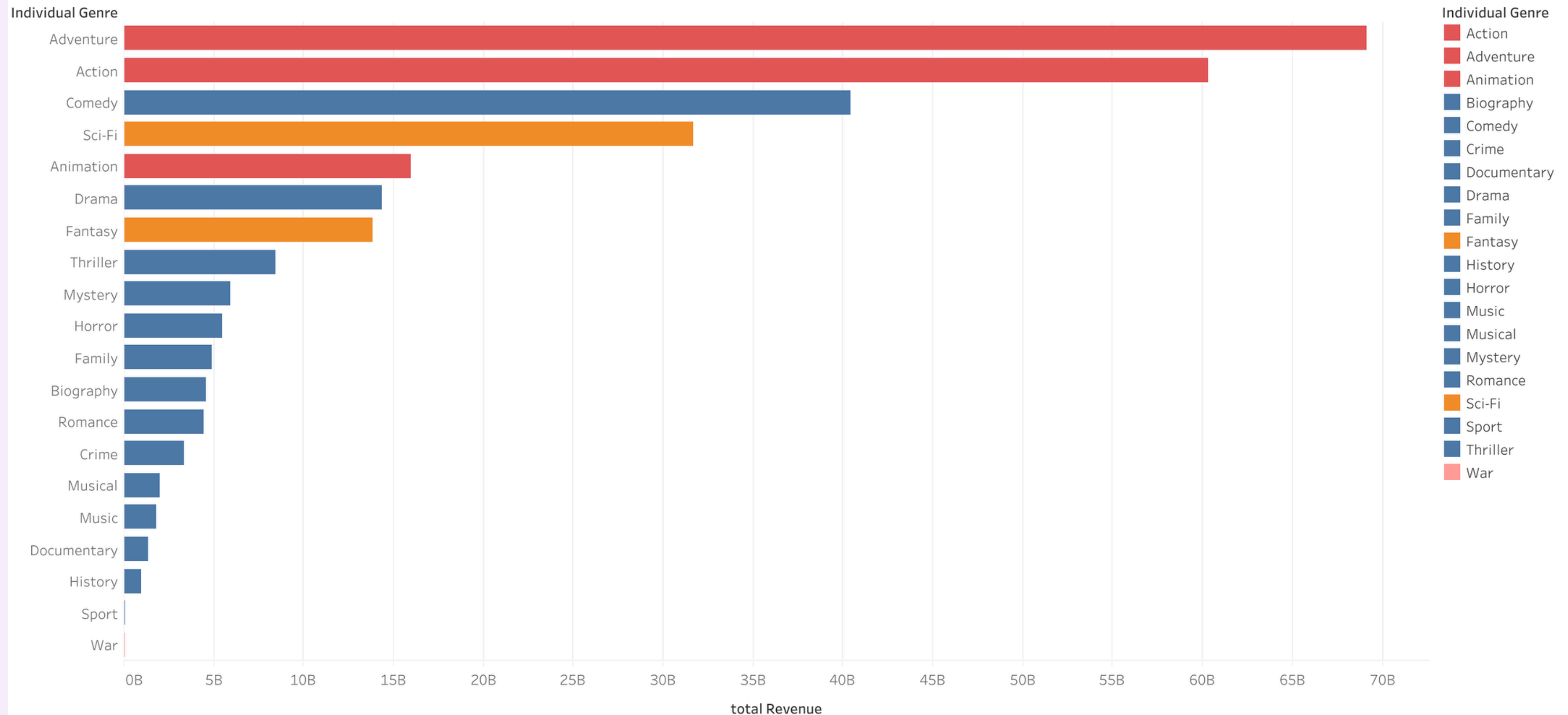


# Results

## Insights

Adventure and Action genres should be the studio's primary focus, with particular attention to combining them with Sci-Fi and Fantasy.

Top 20 Performing Genres based on Total Revenue

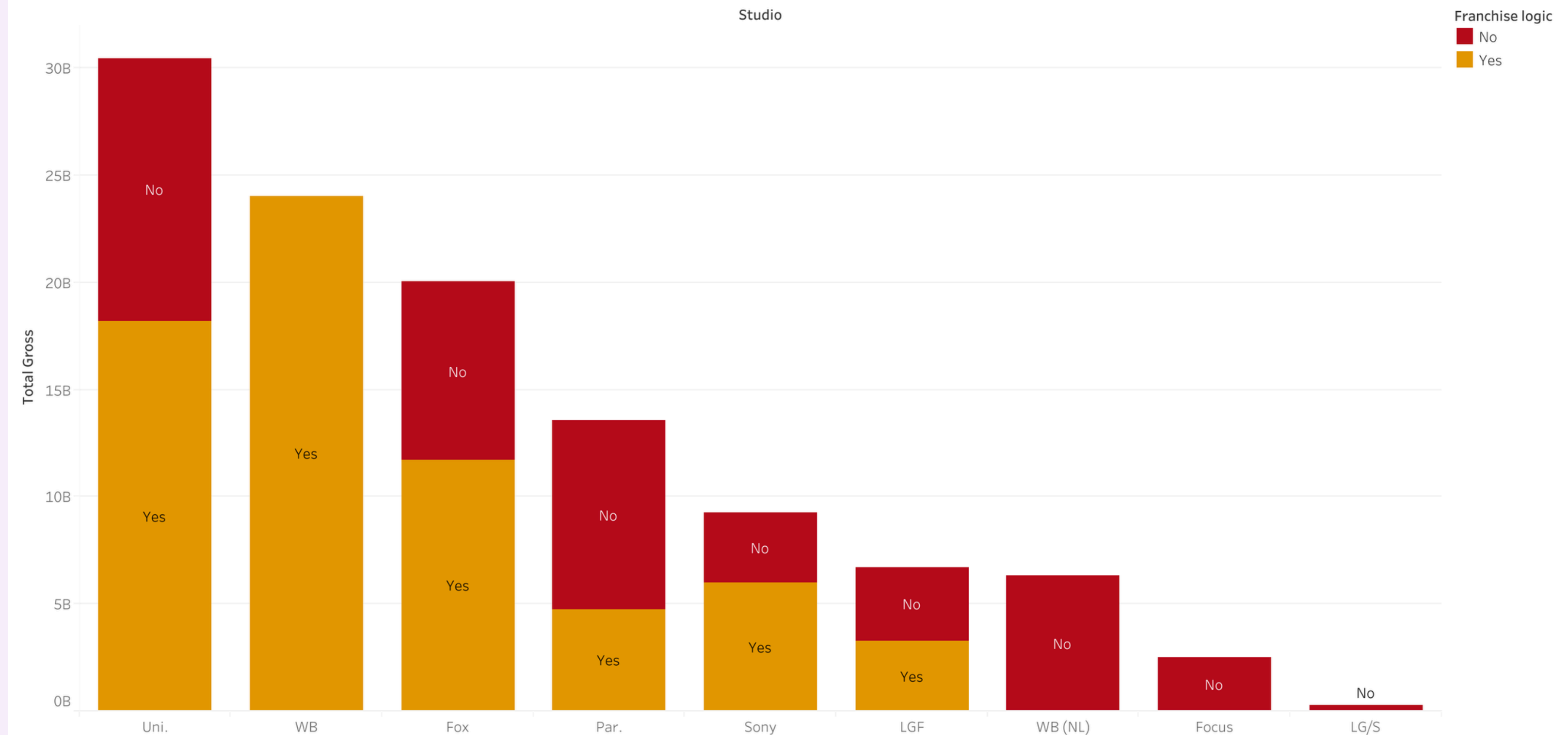


# Results

## Insights

Franchise development is essential. Investing in long-term franchises will generate steady revenue over time.

Franchise Power based on Total Revenue Per Top 10 Studios

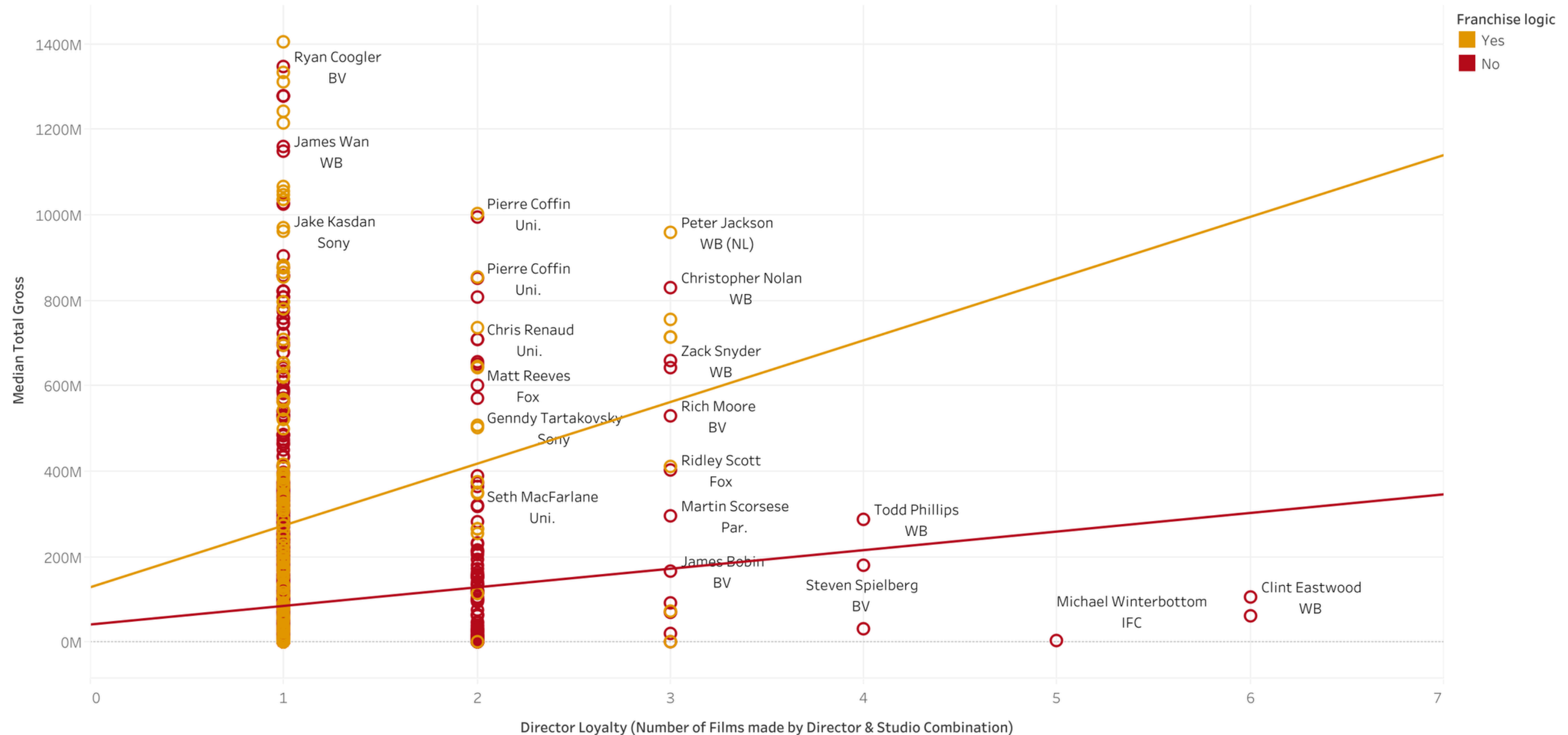


# Results

## Insights

Director loyalty plays a critical role. Studios should aim to collaborate consistently with successful directors to maintain brand strength and ensure audience retention.

Director-Studio Collaboration vs Total Gross Revenue (2010 - 2018)





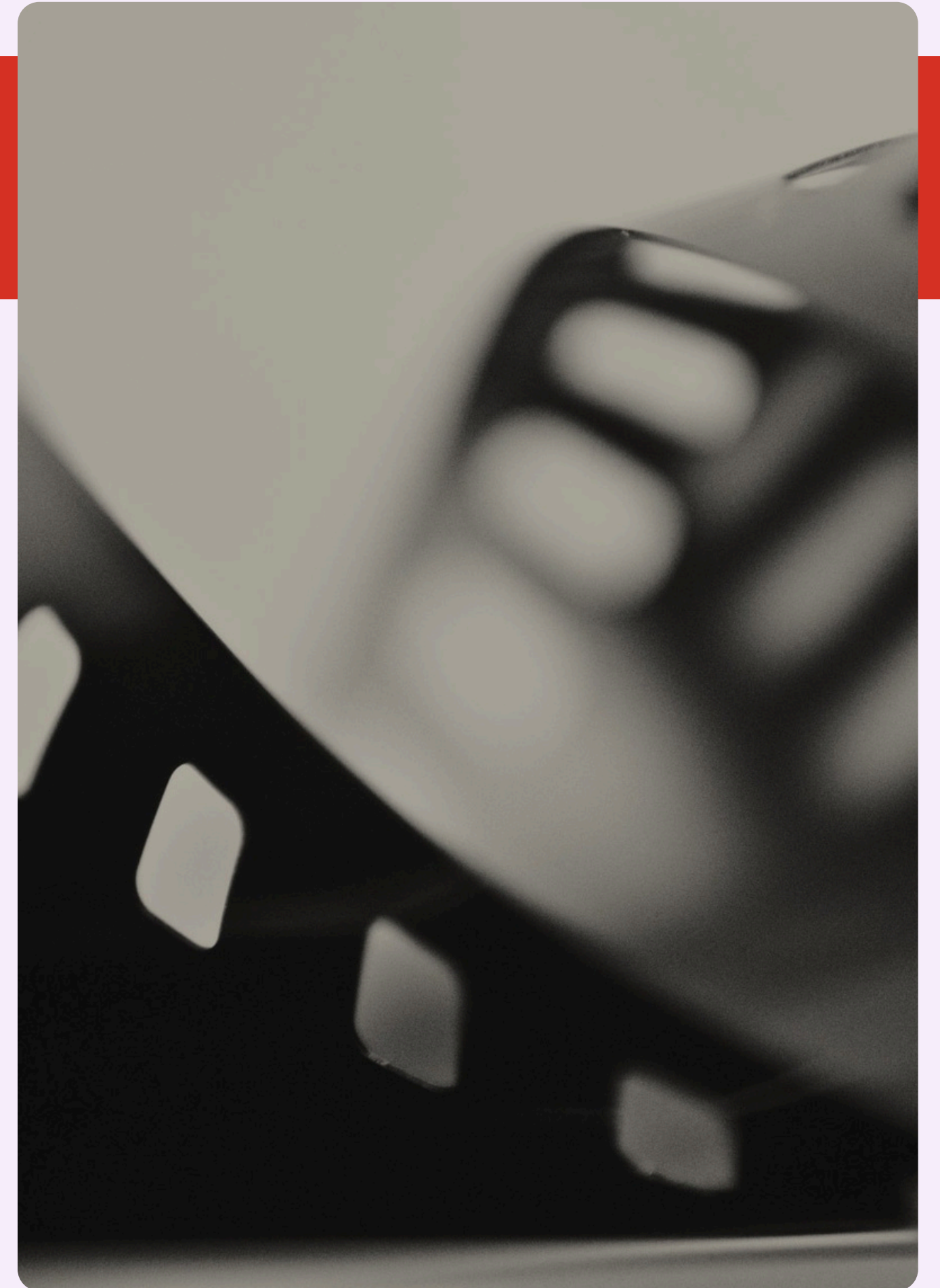
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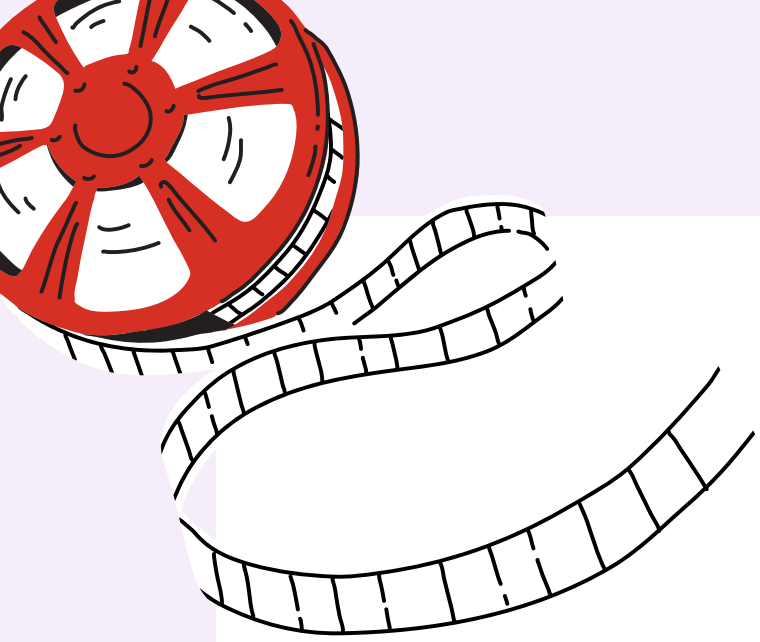
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# Next Steps

- Franchise Feasibility Study
- Director Partnership Program
- Genre-Specific Marketing





# Thank you

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