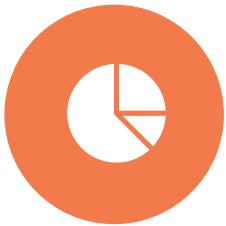# Movie Investment Exploration

ANALYSIS ON BOX OFFICE PERFORMANCE

Overview

What movies should our new studio make?

- Goal: Identify film attributes associated with strong box office performance.
  - ➤Audience: Head of new Studio; business stakeholders
  - ➤Deliverables: 3 insights leading to 3 concrete recommendations

GENRES.

STUDIO TYPE

RUNTIME
.

Business Understanding

- What genres and runtimes are most successful?

- Do ratings correlate with revenue?

- Which studios strategies seem to work (domestic vs foreign)?

Data Sources

- Box office Mojo: Spreadsheet
  - gross revenues of foreign and domestic sales
  - Studio that made movies
  - Year movie released and or second release

- IMDb (Internet Movie Database)
  - Ratings given to movies
  - Runtime of complete movie
  - Genres categories such as romance, action, comedy etc
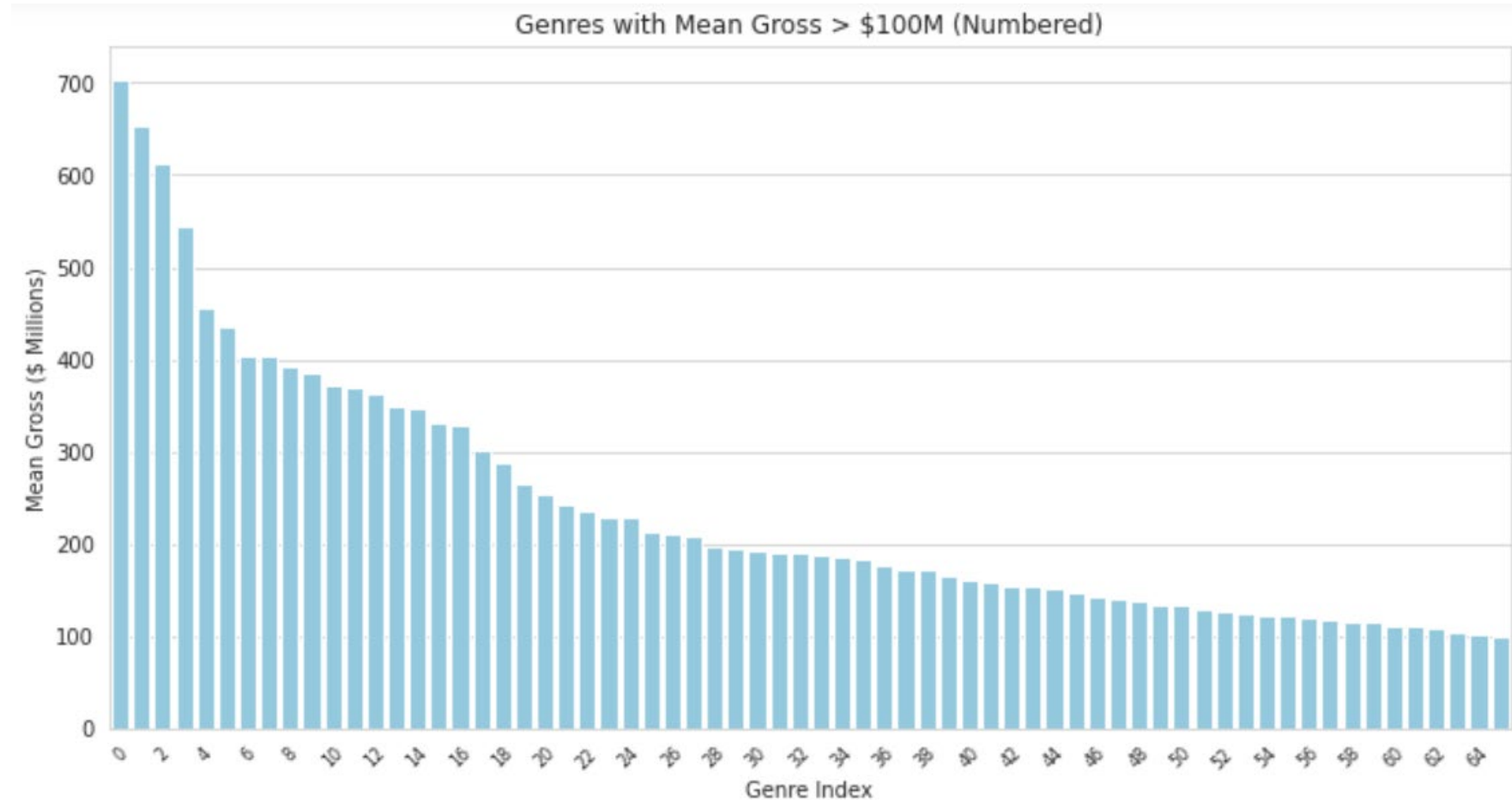
Data Preparation

- Applied several data preparation methods in order to perform analysis on data

- Joined both data sources into one table

- Normalized data

Insight 1 — Genres with Mean Gross Revenue

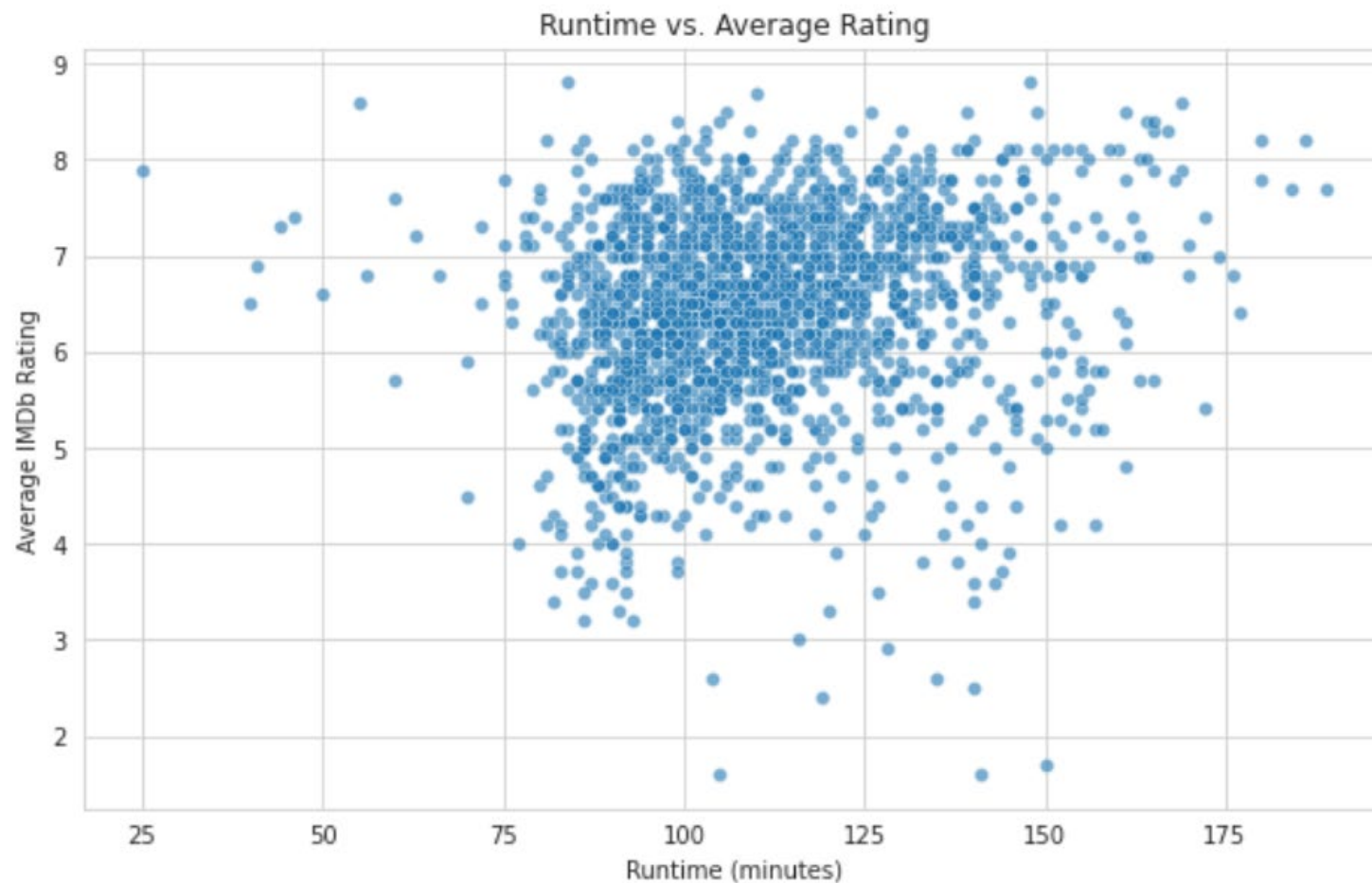Genres with Mean Gross > $100M (Numbered)

```
{0: 'Adventure,Fantasy',
 1: 'Adventure,Drama,Sci-Fi',
 2: 'Action,Adventure,Sci-Fi',
 3: 'Action,Comedy,Mystery',
 4: 'Action,Adventure,Fantasy',
 5: 'Biography,Drama,Musical',
 6: 'Adventure,Mystery,Sci-Fi',
 7: 'Adventure,Animation,Comedy',
 8: 'Action,Adventure,Thriller',
 9: 'Adventure,Family,Fantasy'}
```
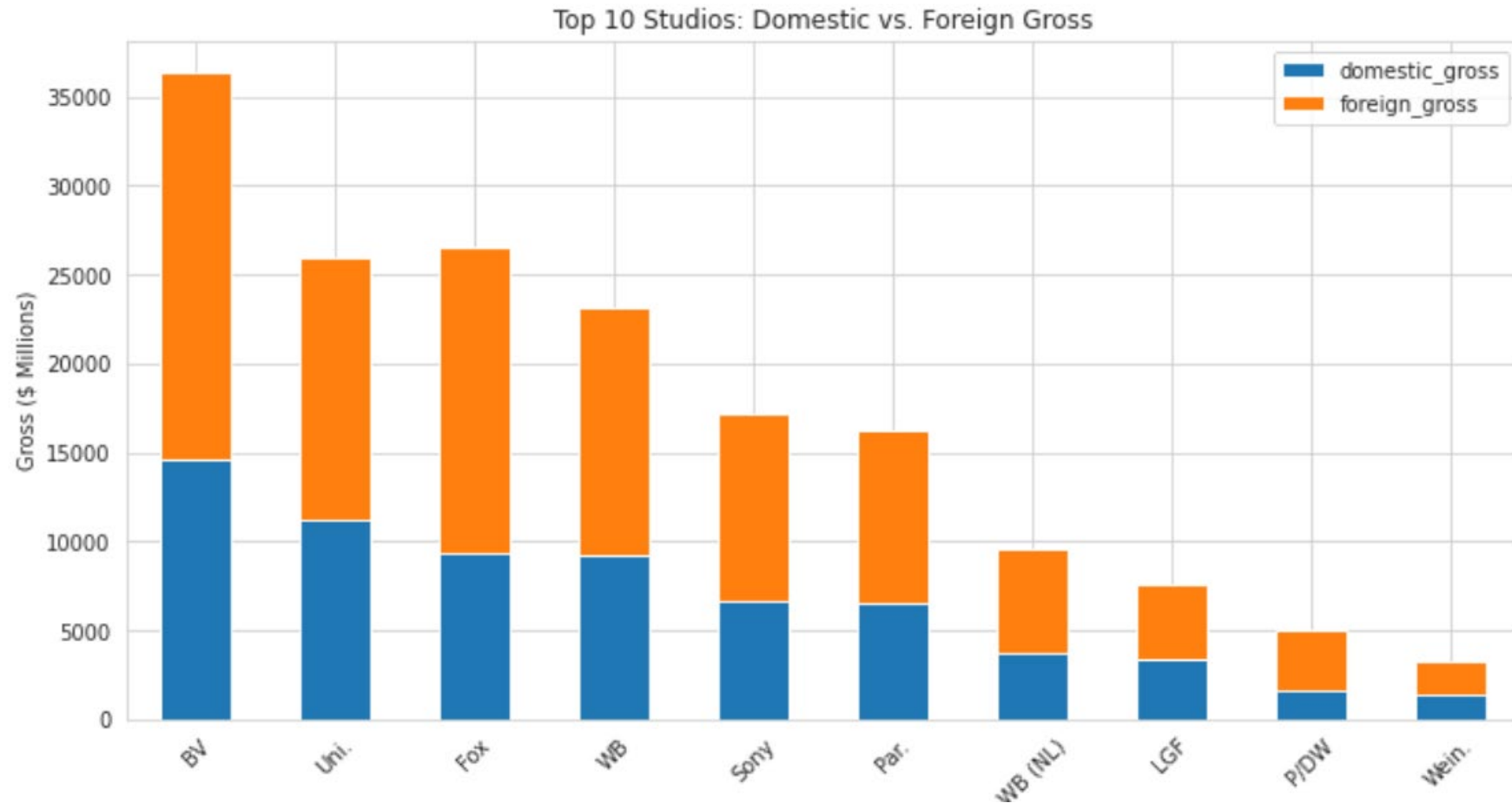
Insight 2 — Runtime vs Rating

Runtime vs. Average Rating

Insight 3 — Domestic vs Foreign Mix by Studio

Top 10 Studios: Domestic vs. Foreign Gross

Recommendations

- 1) Prioritize top-performing genres; target runtimes ~95–120 min
  - 2) Balance domestic and foreign appeal (optimize release strategy)
  - 3) Greenlight projects with strong audience signals (ratings proxies)

Next Steps

- • Validate with latest data; evaluate seasonality and budgets
  - – • Add marketing spend and talent features
  - – • Run sensitivity analyses; build ROI scenarios

Thank you! — Questions?

Contact: Greenlight Analytics • stakeholder@greenlight.example