



Global Cinema Analytics

Unlocking insights in Global Cinema

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Agenda

- 1 Hollywood movie dataset
- 2 16 Columns and 5000+ rows
- 3 Columns include Name, Rating, Genre, Year, Writer, Budget, Gross etc.
- 4 Pointed out the movies whose rating is below 5.

DashBoard

Global Cinema Analytics

Year

Genre

Rating

Company

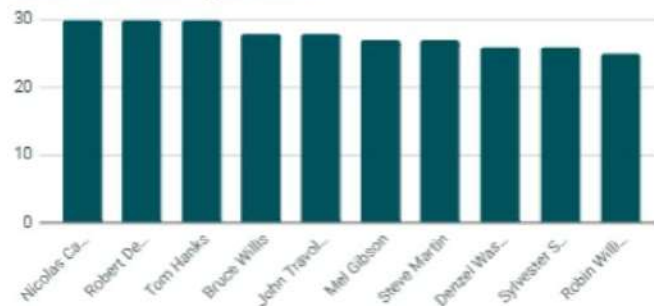
All

All

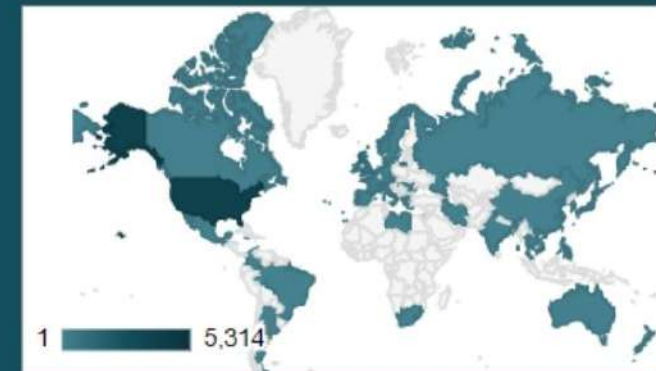
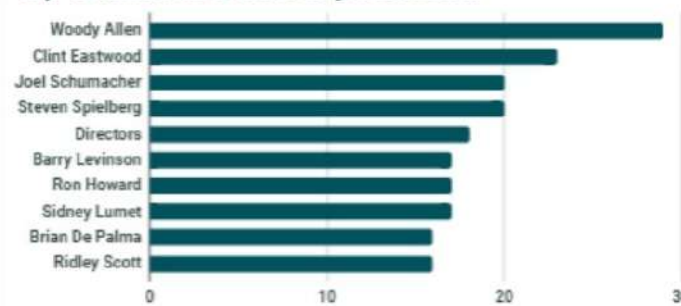
All

All

Number of films per Actor



Top 10 Number of movies per Director



Total Profit

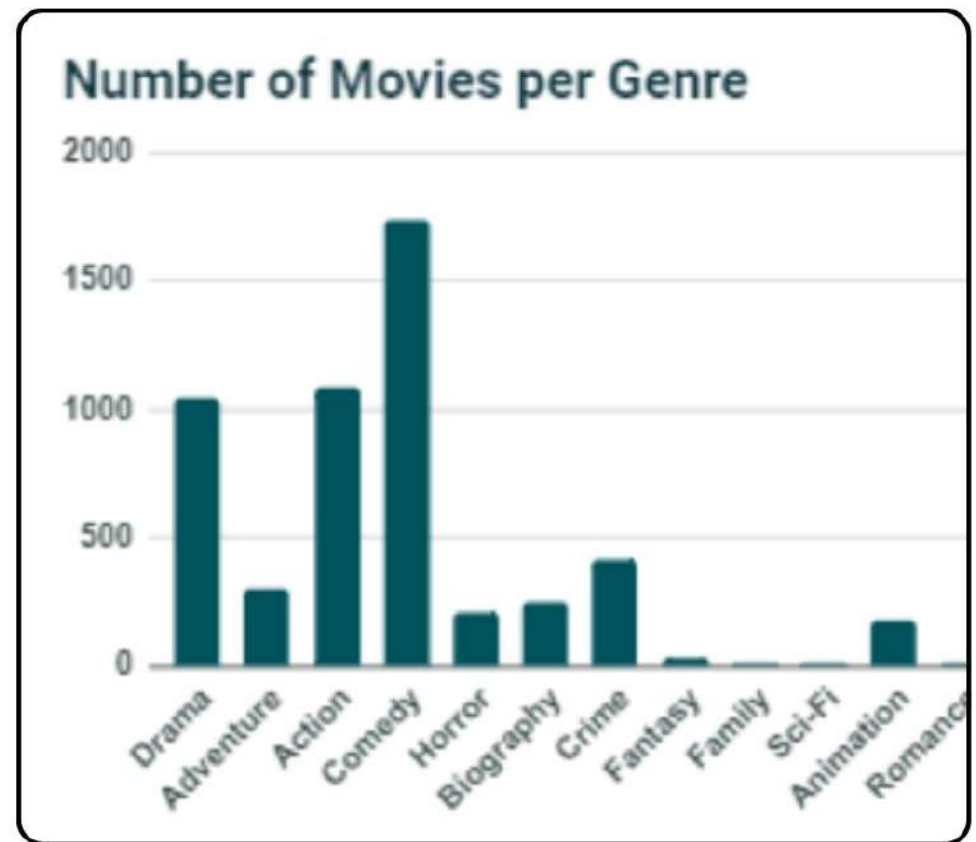
\$141,428,321,523.00

Total Earnings

\$303,908,570,954.00

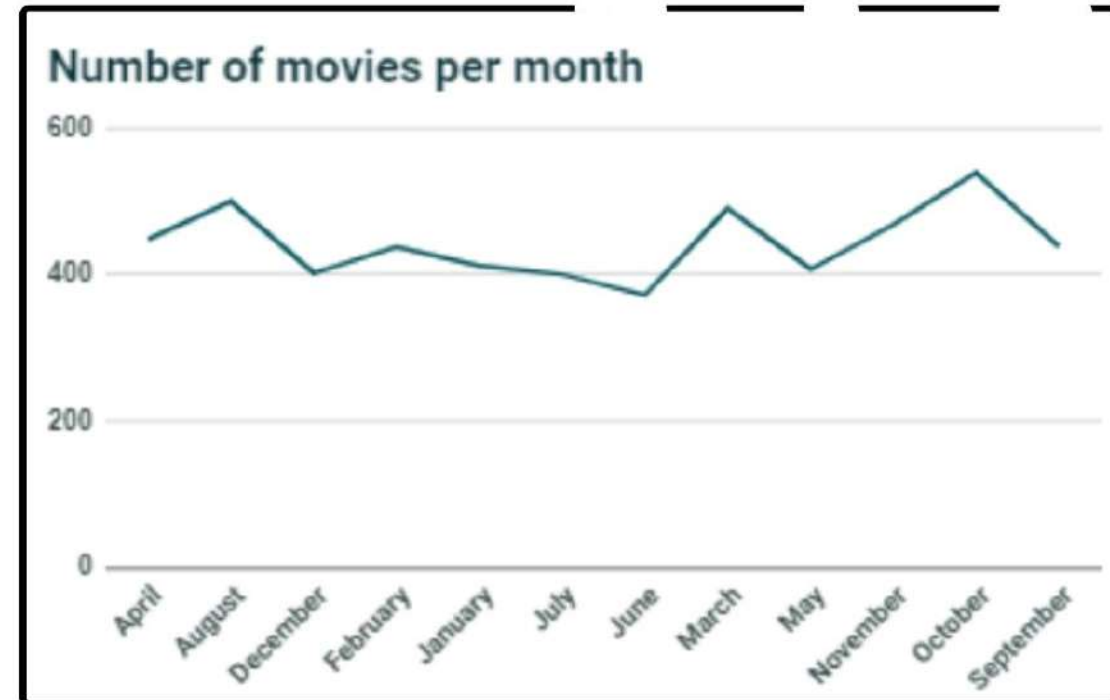
Movies categorized by genre.

- Between 1980 and 2008 comedy movies have the highest number of popularity.
- Drama and action genre both maintained a similar production level running parallel until 2005.
- Starting in 2005 there is a marked increase in the action genre.
- Due to technological advancement (special effects) and a global trend towards high-energy visually engaging fields.



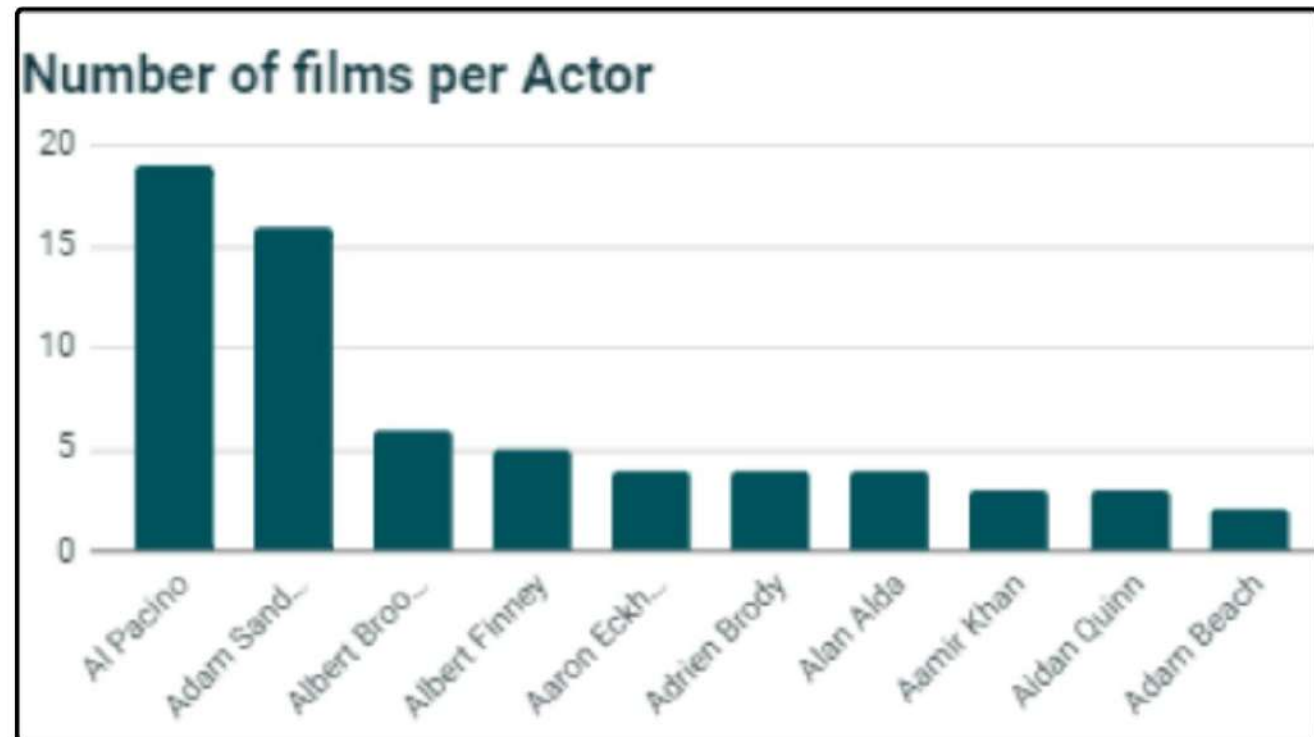
Movies per month

- Highest number of movies released in the month of October.
- Likely due to the holiday seasons and end-year festivals.
- June and July have fewer releases.
- Till 2000 most of the movies were released in October.
- 2008, August, January, October become the peak months for their releases due to summer holidays or festivals.



Films per Actor

- In 1980, Al Pacino made the highest number of films.
- In 1981, Alec Baldwin became the top performer.
- Every year the top actor changes indicating a dynamic and competitive industry.
- New actors frequently rise to prominence, reflecting industry trends, audience preferences.
- Indicates a healthy influx of new talent and varying industry focus.



Profits & Earnings

- From 1980 till 2008 total profit earned was \$141,428,321,523.00.
- Most of the profit earned by comedy movies till 2000.
- After that profit earned by action movies mostly.
- Rise in action movies take place.
- From 2005 onwards significant increase in profit has been observed.
- Until 1999, romance movies did not earned so much profit indicating limited audience.
- After 1999, romance movies began to earn profits, reflecting a change in audience tastes and increased popularity of the genre.
- Over time, the profitability of romance movies faded again, suggesting another shift in audience preferences and market dynamics.
- Higher earnings during specific seasons, such as festival or summer holidays, reflect strategic release timing to maximize audience turnout.

Conclusion

- The movie industry is ever-evolving, influenced by changing audience tastes, technological advancements, and market dynamics.
- Analyzing audience demographics and preferences can help tailor marketing and production strategies more effectively.
- Studios should consider genre trends and seasonal peaks when planning releases to maximize profitability
- Certain years and genres show significant spikes in profit and earnings, influenced by blockbuster releases and successful franchises.
- The rise of action movies post-2005 indicates a shift towards high-energy, visually engaging films.
- By leveraging data insights, the industry can better understand these trends and make informed decisions to drive future success.