

Bom Movie Gross Analysis

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Summary

Descriptive analysis of movie gross revenue data reveals opportunities to improve financial strategies and studio performance:

- Prioritize investment in studios and genres with historically high global revenue
- Limit marketing spend on films with lower foreign market potential
- Align release windows with high-grossing years and seasonal trends



OUTLINE

1. Overview

2. Business problem

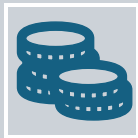
3. Data methods

4. Results

5. Conclusion



BUSINESS PROBLEM



Domestic vs Foreign Revenue

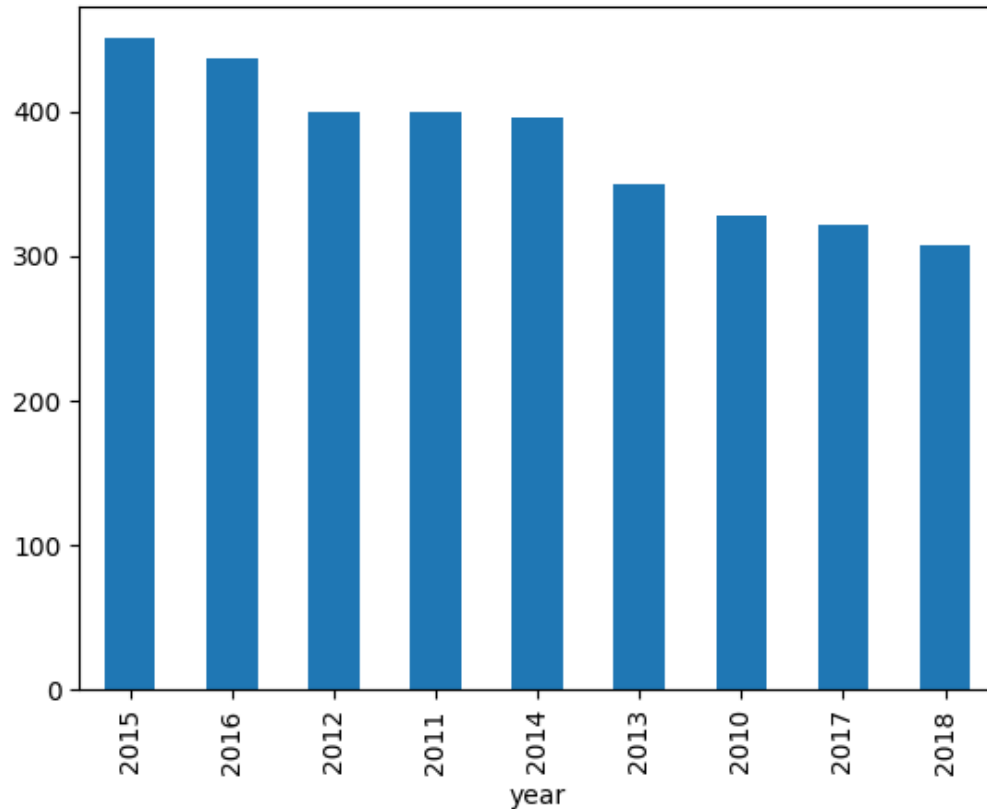


Release Timing Strategy



Studio Performance

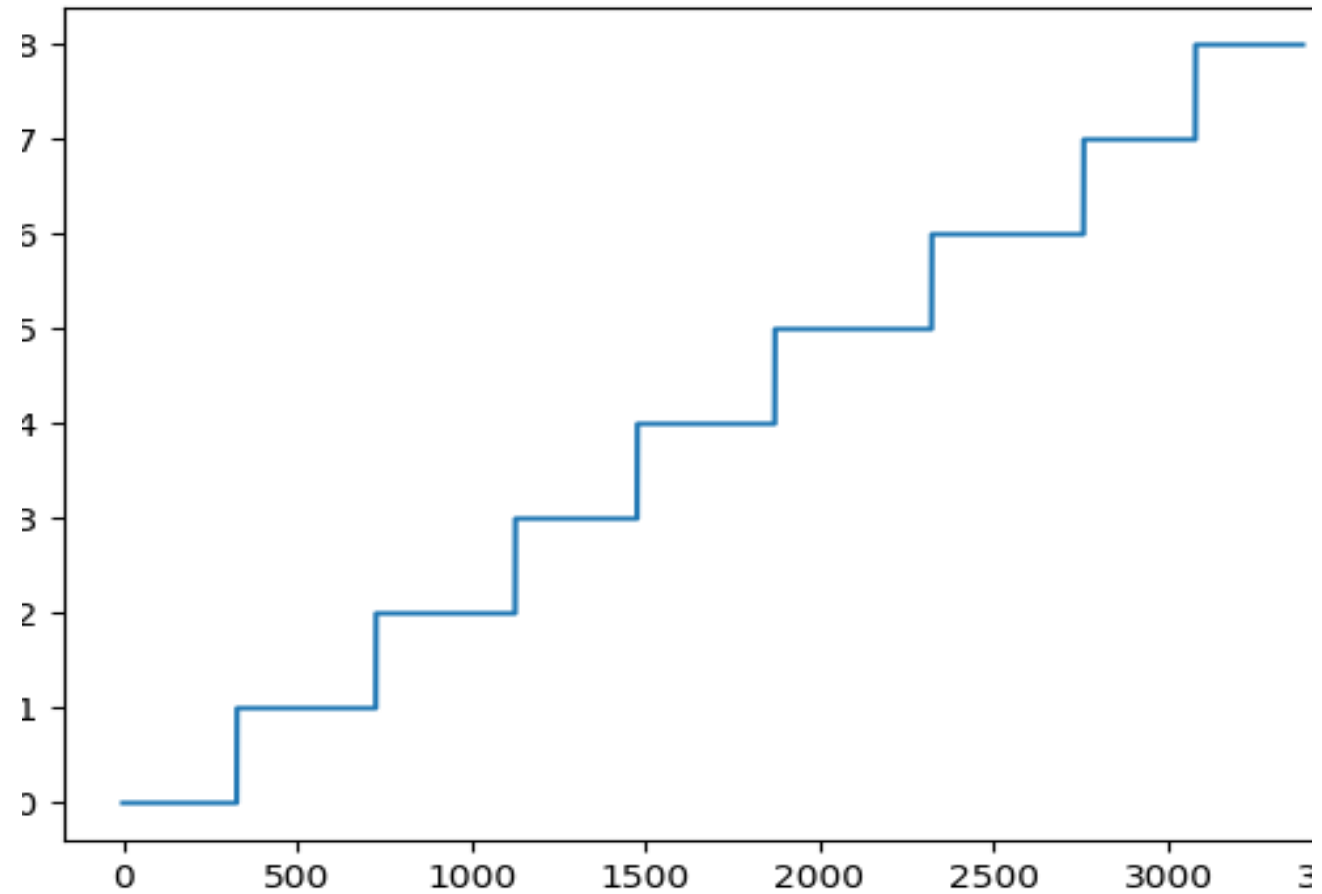
DATA METHODS



- Domestic vs. foreign earnings.
- Data grouping by studio and year.
- Annual revenue trend analysis.

RESULTS

The chart is a step plot showing the cumulative number of movies released per year from 2010 to 2018.



CONCLUSION

- Support Low-Performing Studios with- Targeted Marketing
Use trends from top earners to guide promotion strategies for studios with lower revenues.
- Adjust Budgets Based on Revenue Patterns-
Align film budgets and release timing with periods of higher box office performance.