# OUTLINE

1.Overview

2.Business problem

3.Data methods

4.Results

5.Conclusion

OVERVIEW

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This project analyzes the performance trends in the **Box Office Movie Gross dataset**, which contains revenue data for over 3,387 films released across multiple years. Graphic analysis of domestic and international earnings reveals that some films perform profoundly better overseas, while seasonal patterns and studio branding also impact box office success. This analysis can help studios and distributors refine release strategies, optimize marketing budgets, and better understand market dynamics for improved financial outcomes.
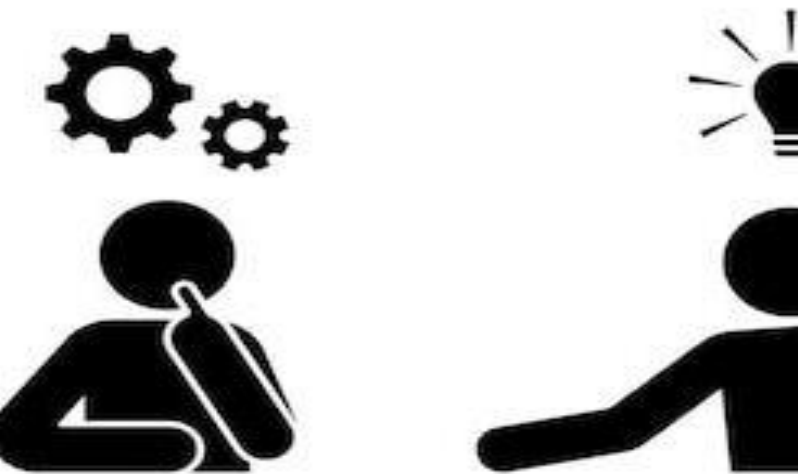
BUSINESS PROBLEM

The movie industry may be able to improve their investment and marketing strategies to both reduce costs and maximize box office revenue. Doing so will allow studios to better target their audiences while also freeing up resources to invest in higher-yield projects or expand into new markets.

DATA METHODS

- Domestic vs. foreign earnings comparison to understand market differences.

- Data grouping by studio and year to highlight consistent performers and shifts in box office top position.

- Annual revenue trend analysis to identify high- and low-performing years.
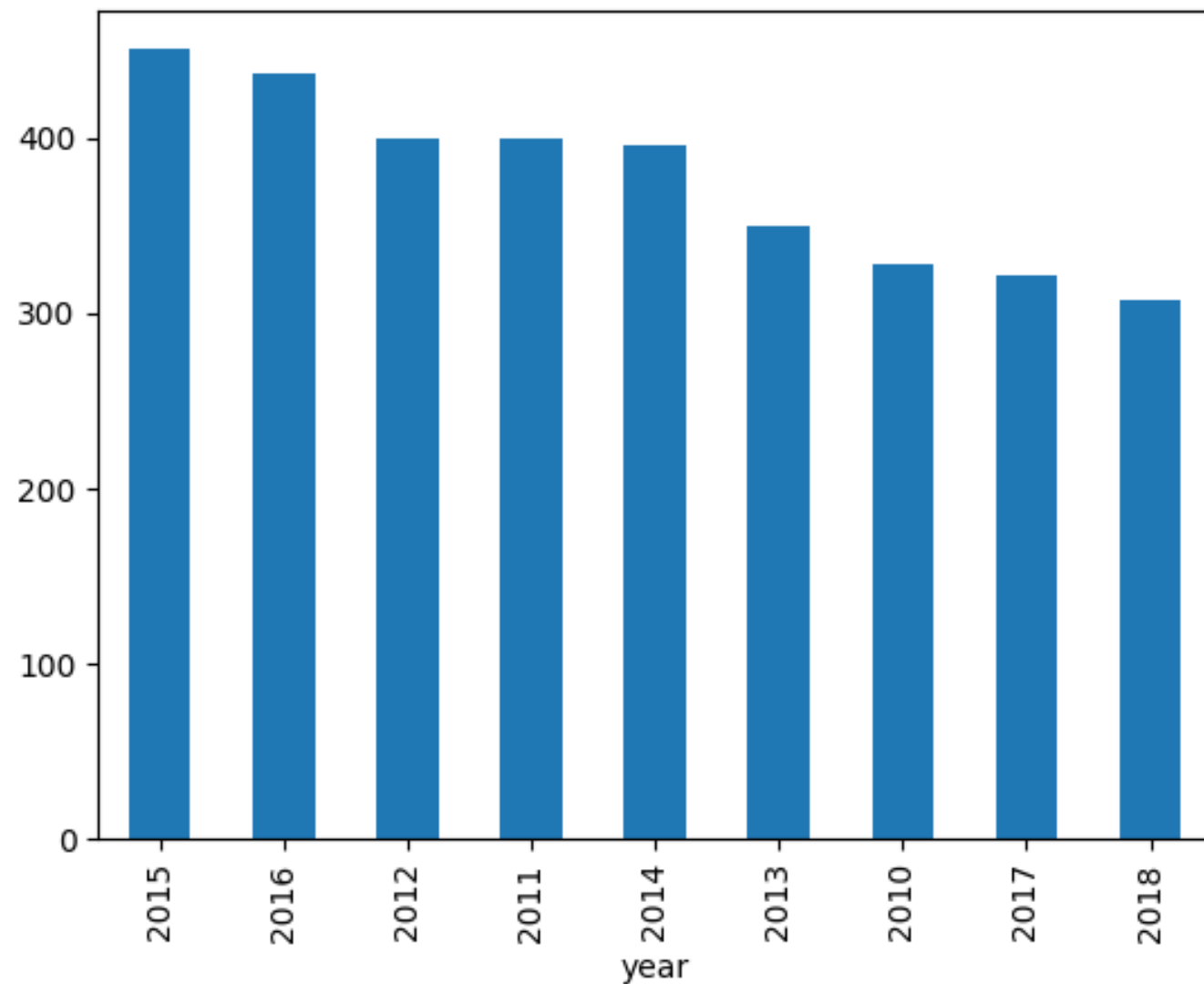
RESULTS

The analysis reveals that:

- Certain studios consistently outperform others in both domestic and foreign markets.

- Foreign revenue often exceeds domestic revenue for high-grossing films.

- There are clear seasonal trends, with many top-performing films released during summer and holiday periods.
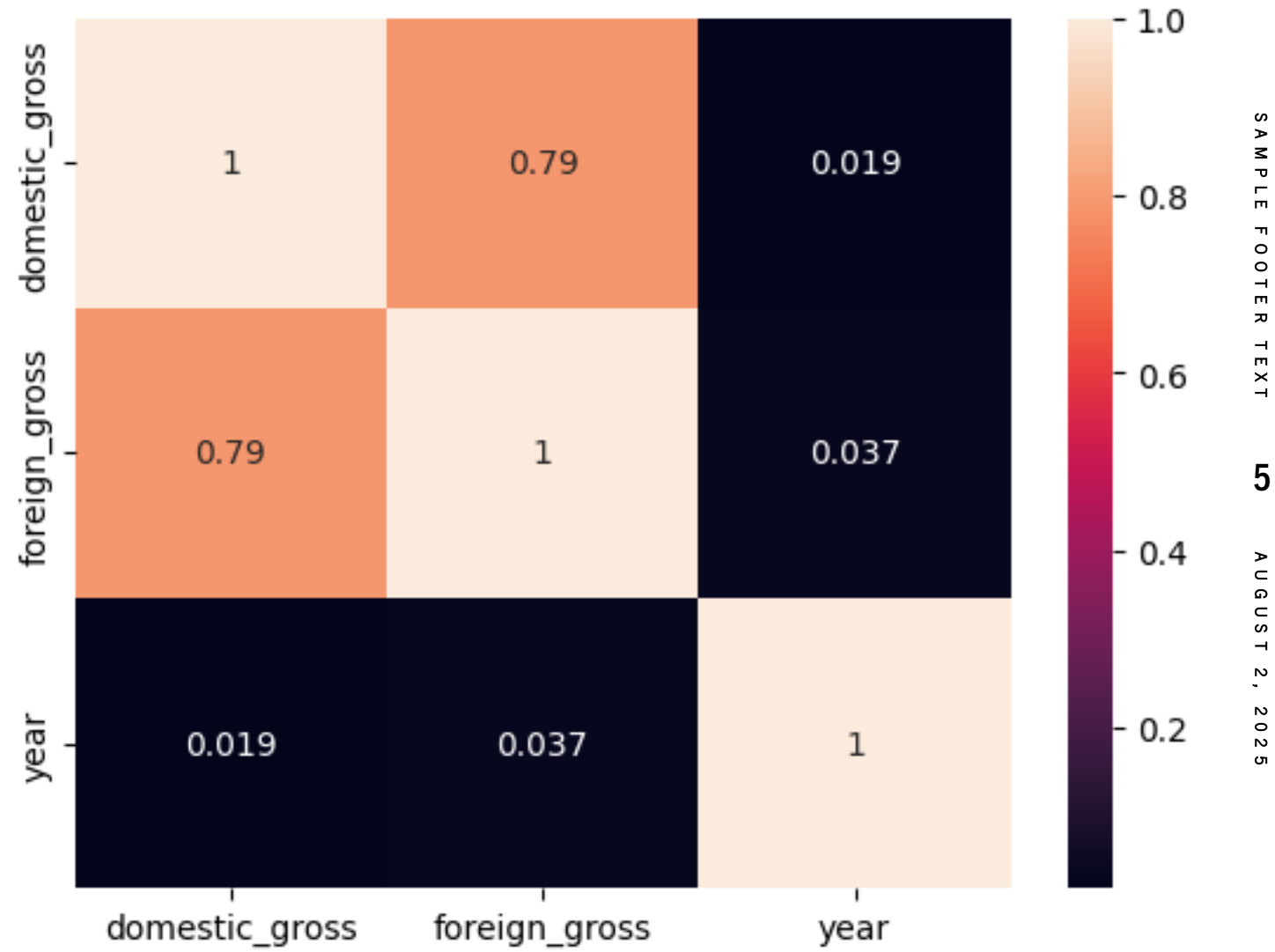
CONCLUSION

- 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.

THANK YOU!

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