TYPES OF FILMS AT THE BOX OFFICE

A data-driven Analysis of genre performance

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OVERVIEW

In this project, we will use exploratory data analysis to generate insight for a business stakeholder.

BUSINESS UNDERSTANDING

- The entertainment industry is evolving fast.
- Studios want data-backed insights to minimize risk.

Goal: Identify film genres with the highest audience engagement and consistent success.

DATA UNDERSTANDING
Where our data comes from?

- **Source**: Public IMDb database
- **Key Fields:** genres, numVotes, averageRating
- Steps:
  - Clean and filter data (remove nulls …)
  - Split multi-genre fields
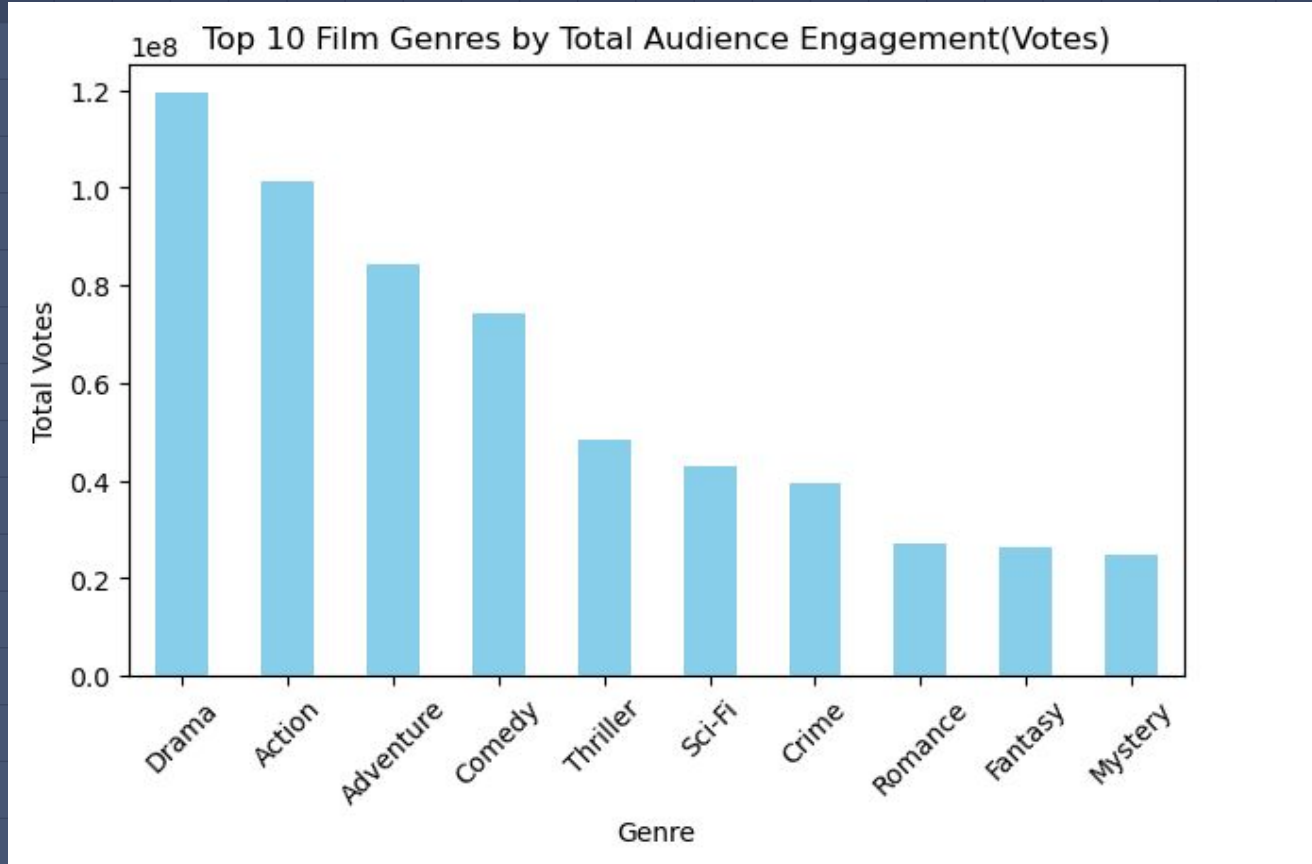 - Group and aggregate metrics per genre

Key fields that matters

- **numVotes:** Measures audience engagement

- **averageRating:** Reflects audience appreciation

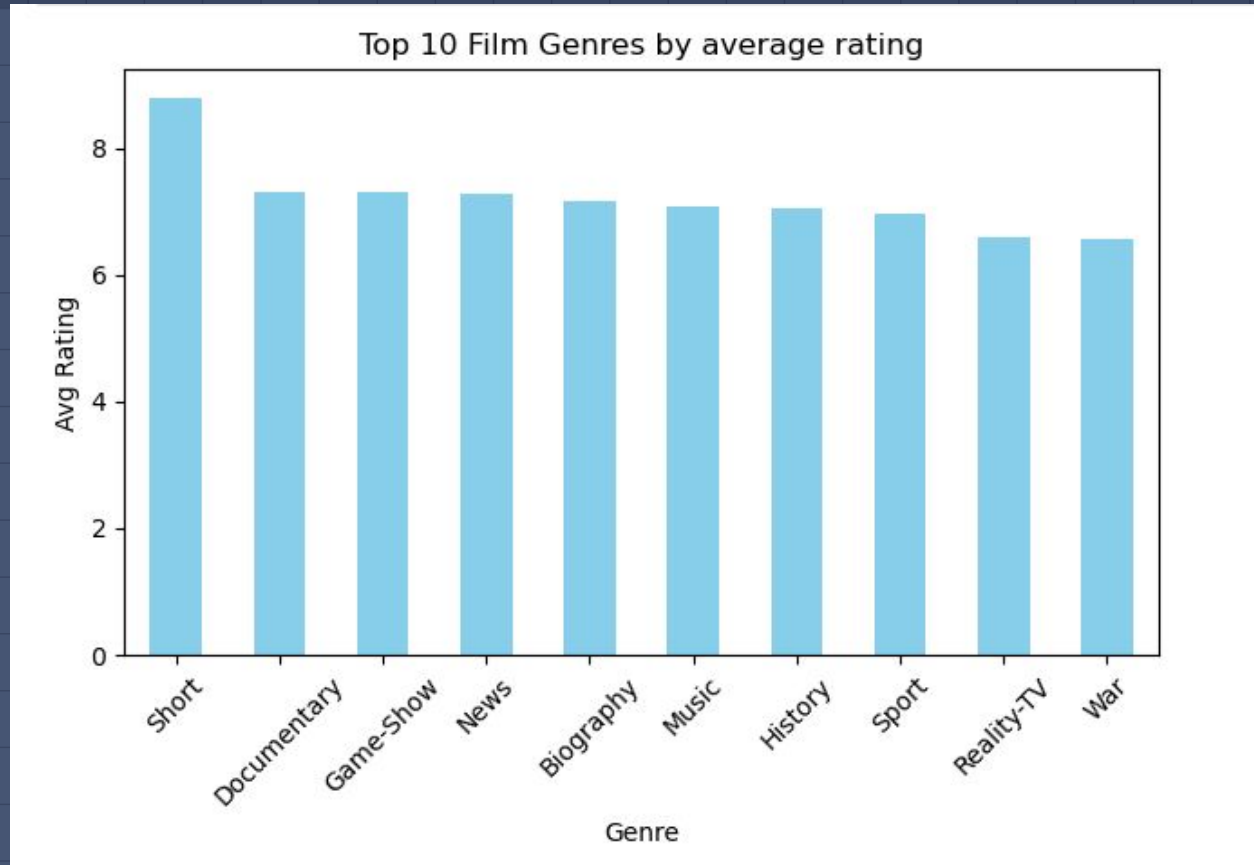- **Combined, these tell us:** "What people watch and love."

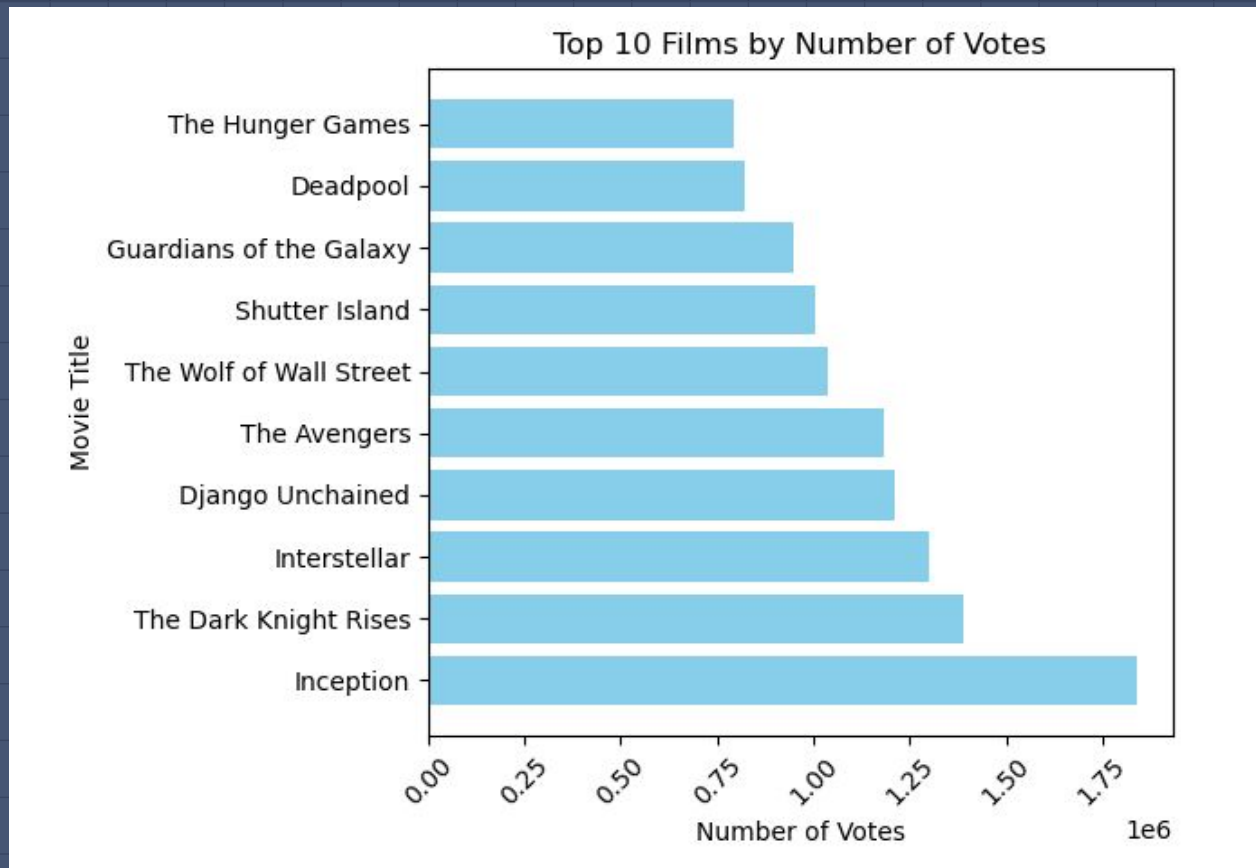# WHICH GENRES GET THE MOST ATTENTION?

Top 10 Film Genres by Total Audience Engagement(Votes)

WHICH GENRES ARE MOST LOVE?

Top 10 Film Genres by average rating

FILMS THAT PERFORM IN BOTH DIMENSIONS

Top 10 Films by Number of Votes

RECOMMENDATIONS
What should new studios focus on?

- **1- Hybrid genres work best**
  - Drama + Thriller, Action + Sci-Fi
- **2- Don't Ignore best rate niche Genres**
  - Documentaries and Biographies build brand prestige
- **3- Invest in Storytelling**
  - Audiences need substance as much as spectacle

NEXT STEP
How to use this insight?

STEP 1	STEP 2	STEP 3
Optimize content portfolio around hybrid & high-performing genres	Use genre data to guide casting, marketing, and platform targeting	Analyse one more time low-performing genres or pair them with stronger ones

THANKS!

Any questions?

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