



# ***ANALYZING MOVIE INDUSTRY: TRENDS AND INSIGHTS FOR A NEW MOVIE STUDIO***

*Data-Driven Strategies to  
Create Box Office Hits*

**2025**



# PROJECT OVERVIEW

- **Objective:** Analyze multiple film databases to determine what factors make a movie successful and provide actionable insights to guide the new movie studio in creating commercially successful films.
- **Key Deliverables:**
  1. Identify film genres and types that perform best at the box office.
  2. Provide insights on budget allocation and revenue expectations.
  3. Analyze audience preferences and critical reception trends.



# BUSINESS UNDERSTANDING

- **Stakeholder:** The Head of the New Movie Studio.
- **Business problem:** Your company wants to start a new movie studio, would like to use data driven decisions in their movie production process to gain insights into which types of films are successful at the box office.
- **Core Questions:**
  1. Which genres generate the highest revenue?
  2. What budget ranges maximize profitability?
  3. How do critic's ratings influence box office performance?
  4. How does release timing (e.g. month) affect box office success?



# DATA SOURCES

- **IMDB:** Film basics and ratings.
- **The Movie Database:** Genre and movie titles.
- **The Numbers:** Financial trends.

## **Data Handling:**

1. Merged datasets to correlate revenue, ratings, and genres.
2. Cleaned and transformed data for consistency.



# METHODOLOGY

## Tools and Techniques:

1. **Exploratory Data Analysis (EDA):** To identify patterns and outliers.
2. **Pandas:** Data manipulation.
3. **Matplotlib/Seaborn:** Visualizations.
4. **SQL:** Querying IMDB database.

## Process:

1. Data cleaning and merging.
2. Descriptive analysis.
3. Visualization of key trends.



# DATA ANALYSIS

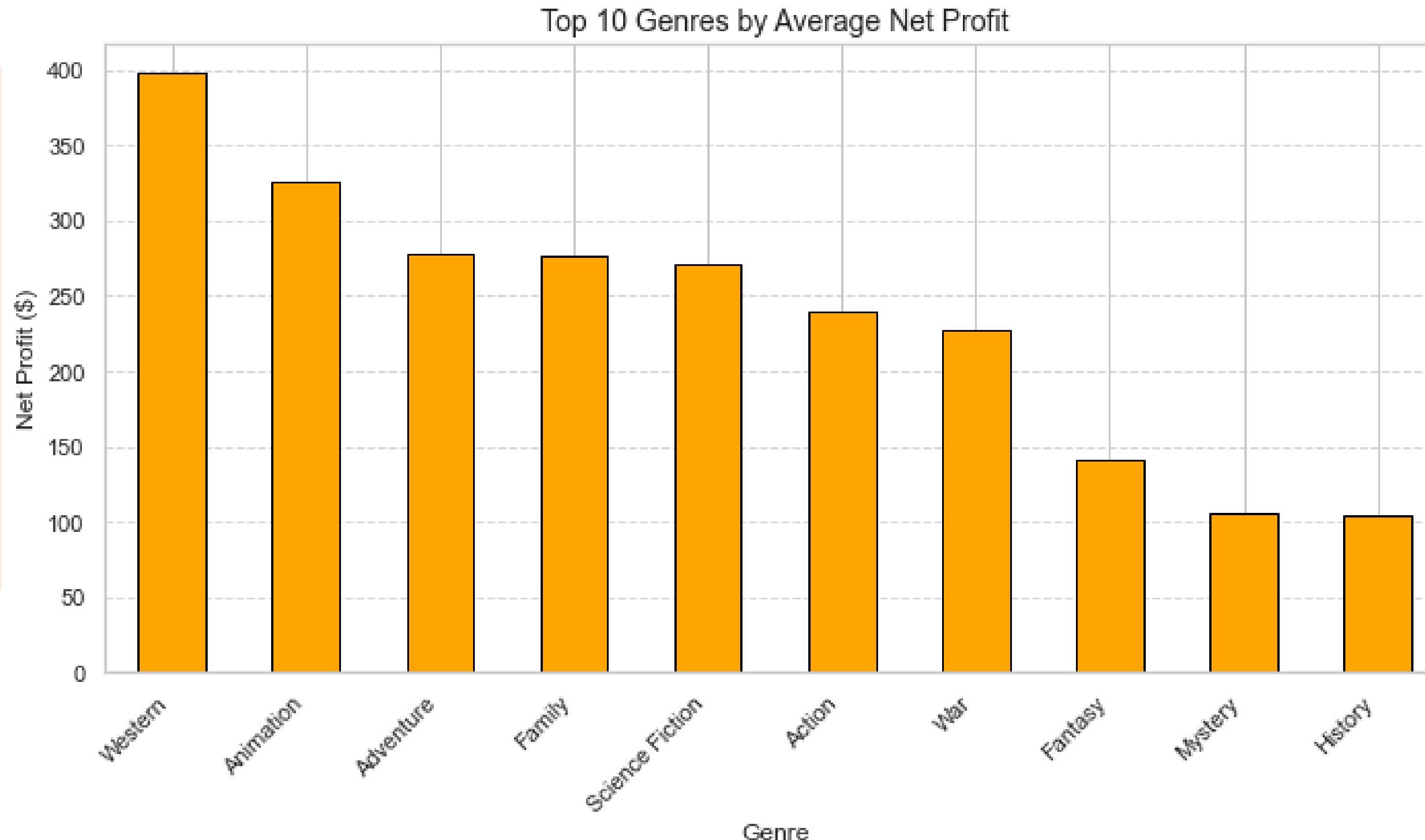
## Key Metrics

1. Genre performance: Revenue and frequency of success.
2. Budget analysis: Correlation with profitability.
3. Ratings impact: Relationship between reviews and revenue.

## Observations

1. Certain genres consistently outperform others.
2. Moderate budgets often yield higher ROI.
3. Highly rated films attract larger audiences.

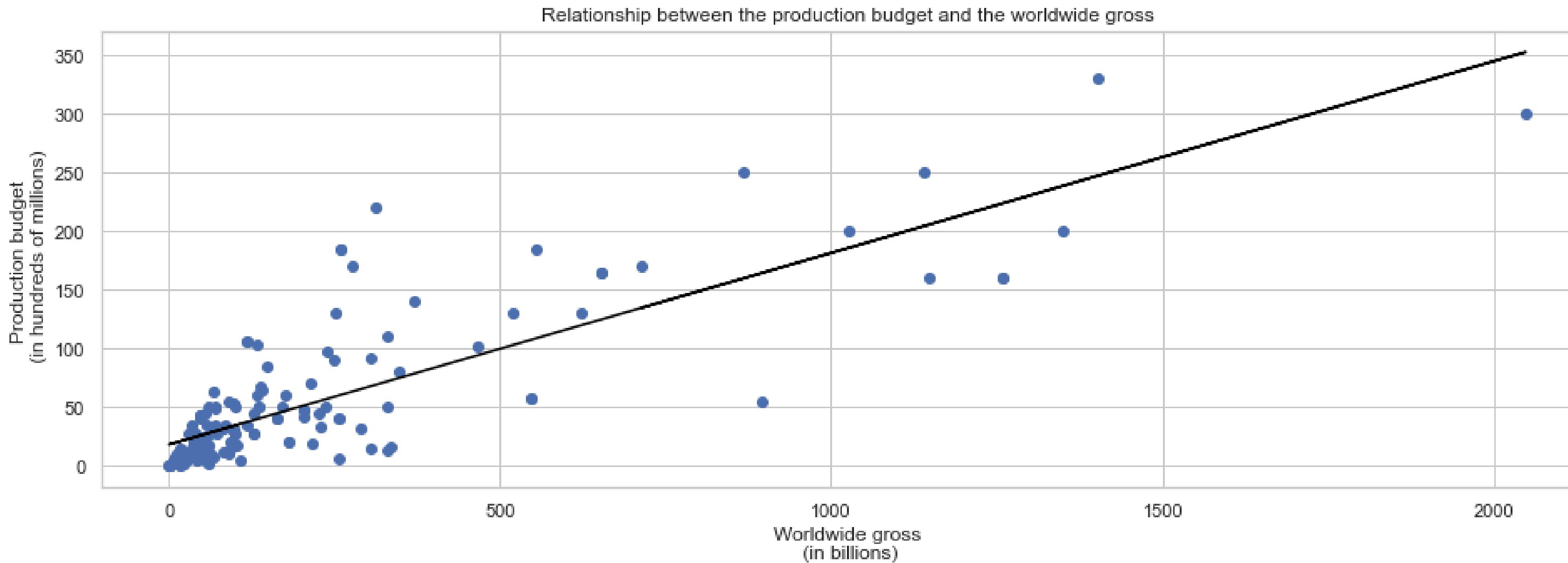
# **VISUALISATION 1: GENRE PERFORMANCE**



**Key Insight:** Western Animation and Adventure movie genres generate the highest average revenue.

*Bar chart of average revenue by genre.*

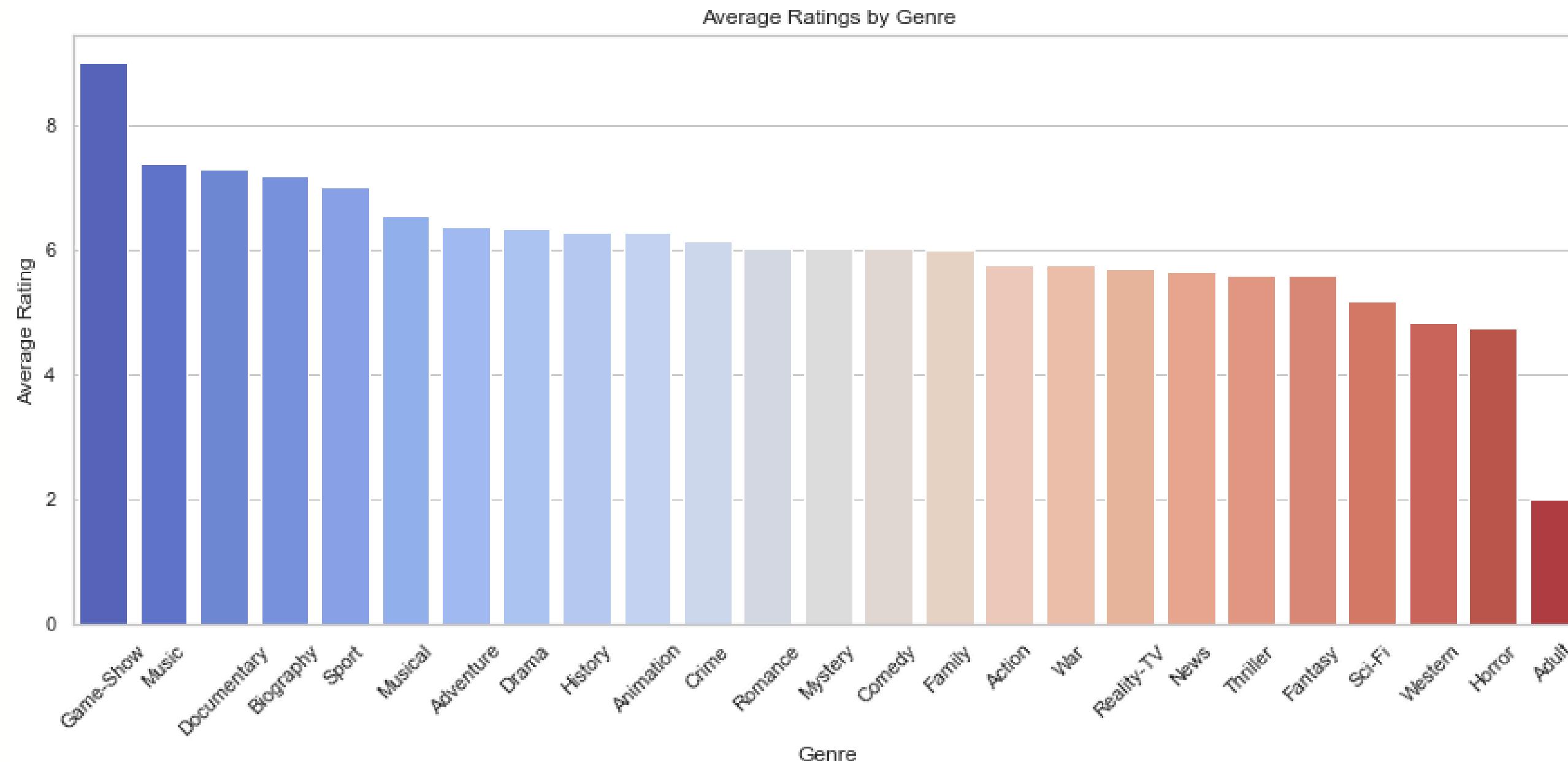
# **VISUALISATION 2: BUDGET VS REVENUE**



*Scatter plot of budget vs. revenue with trend line*

**Key Insight:** Mid-range budgets (\$50M-\$100M) often yield the highest profitability, balancing risk and reward.

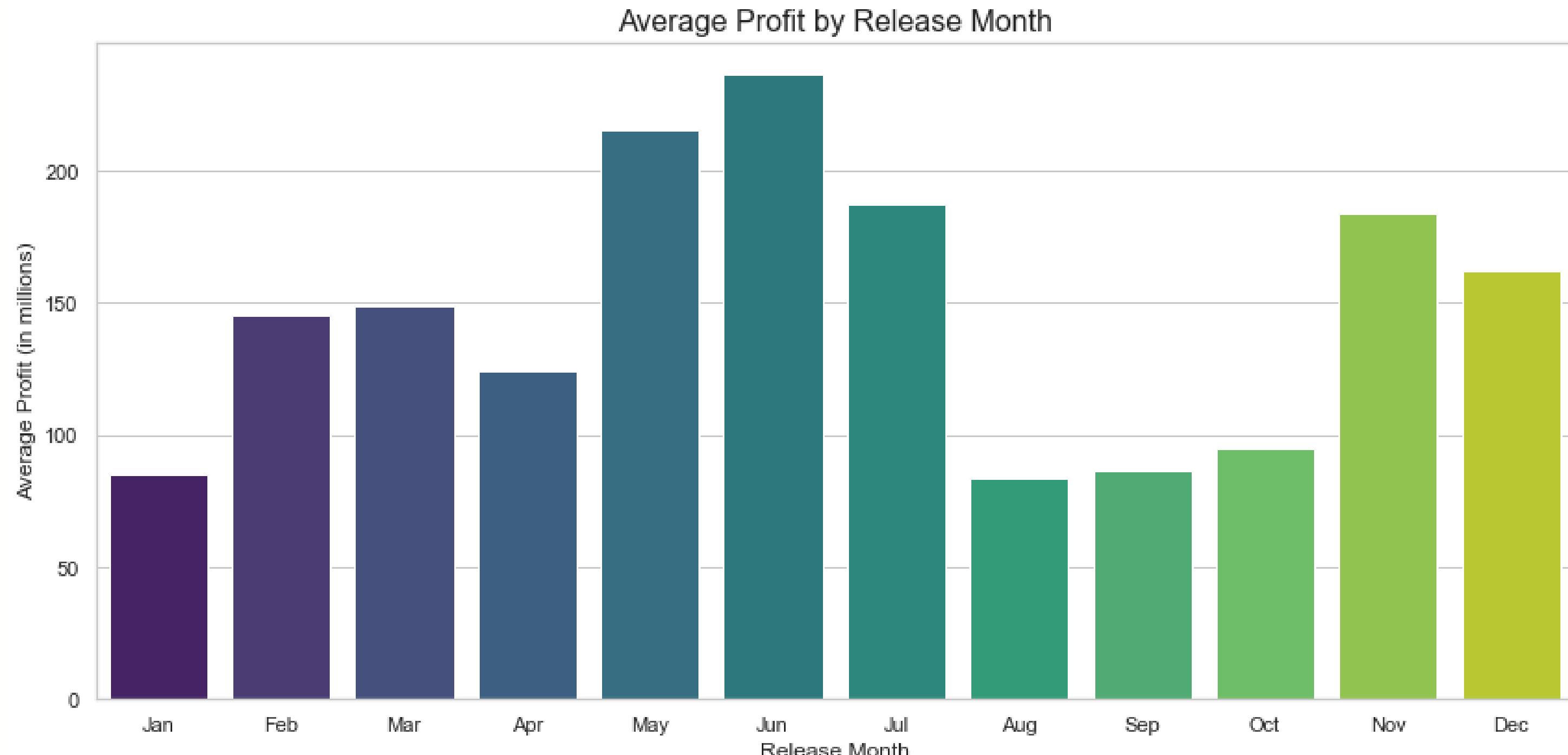
# VISUALISATION 3: Ratings Vs Genre



*Line chart of revenue against average IMBD ratings*

**Key Insight:** Genre films with IMDB ratings of 6.0 or higher tend to be liked the most by the critics.

# VISUALISATION 4: Release Timing Vs Profit



- **Key Insight:** Release movies during peak seasons such as summer and the holiday months to maximize box office success. Summer: June and July  
Winter: December



# RECOMMENDATIONS

## **1. Focus on Popular Genres:**

- Prioritize Action, Adventure, and Family genres.

## **2. Budget Allocation:**

- Allocate resources toward mid-range budgets for better ROI. i.e. 50 - 100 million dollars

## **3. Prioritize Quality:**

- Invest in scripts and production quality to achieve ratings above 6.0.

## **4. Consider releasing movies during peak times. i.e During Summer and Winter periods**

# ⌚ CONCLUSION

## ***Next Steps***

- Conduct audience surveys to validate preferences.
- Explore partnerships and collaborations with high-performing directors and writers to leverage their expertise and track records.
- Expand market analysis to include international markets and audiences.
- Explore data on streaming platforms to understand how digital trends impact the industry.



# *THE END!!*

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