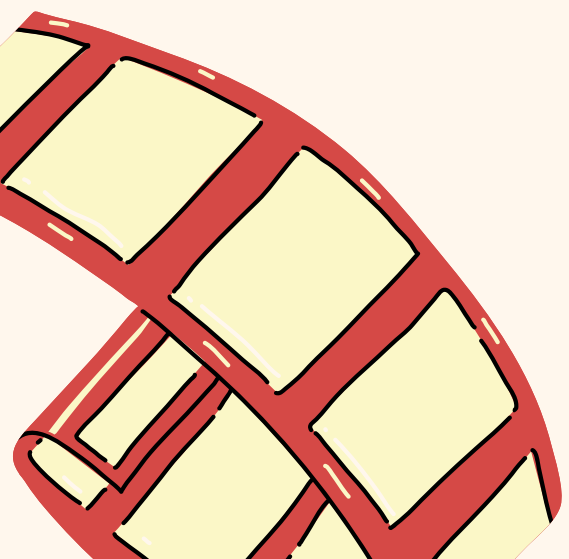
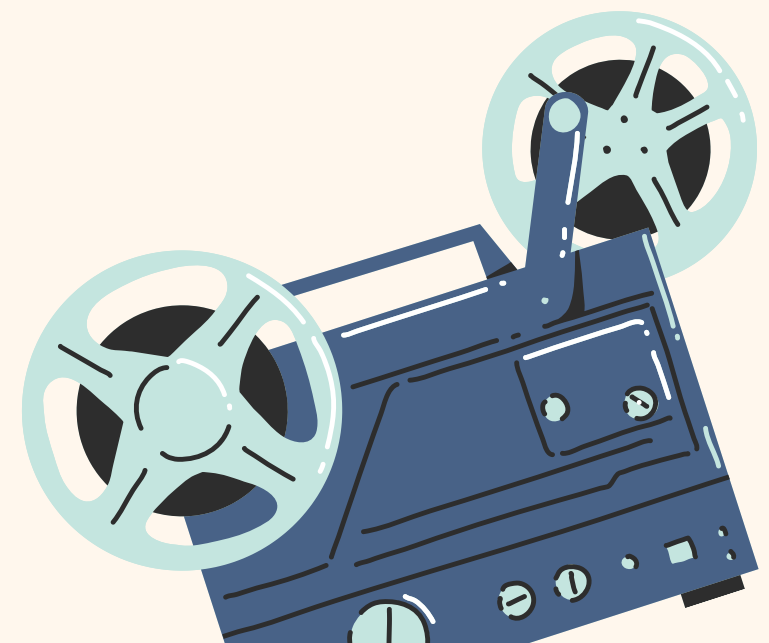


FILM MAKING ENTRY ANALYSIS REPORT

Strategic insights for a new movie studio entering the film production market



Presenattion By: Naledi Ambuku

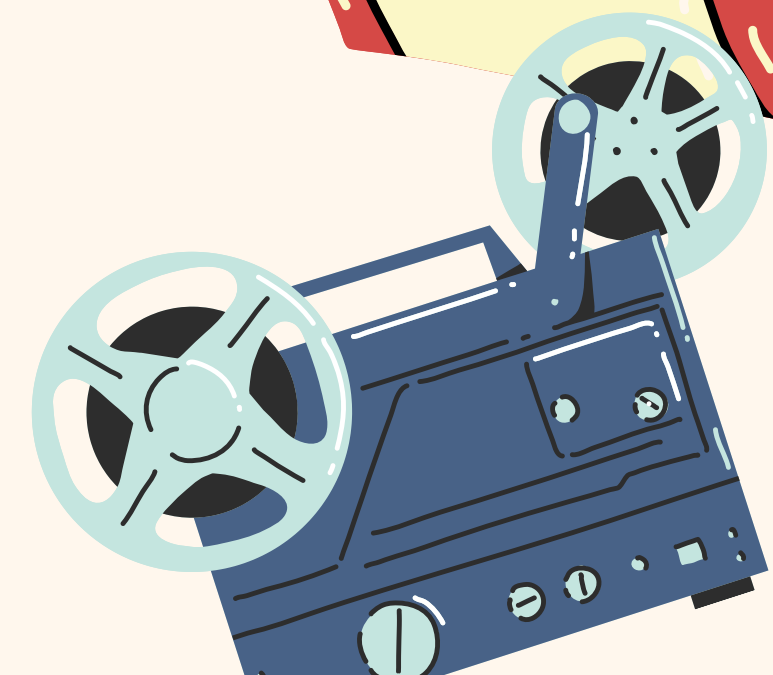
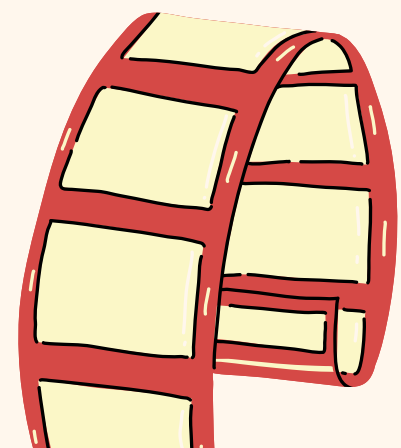
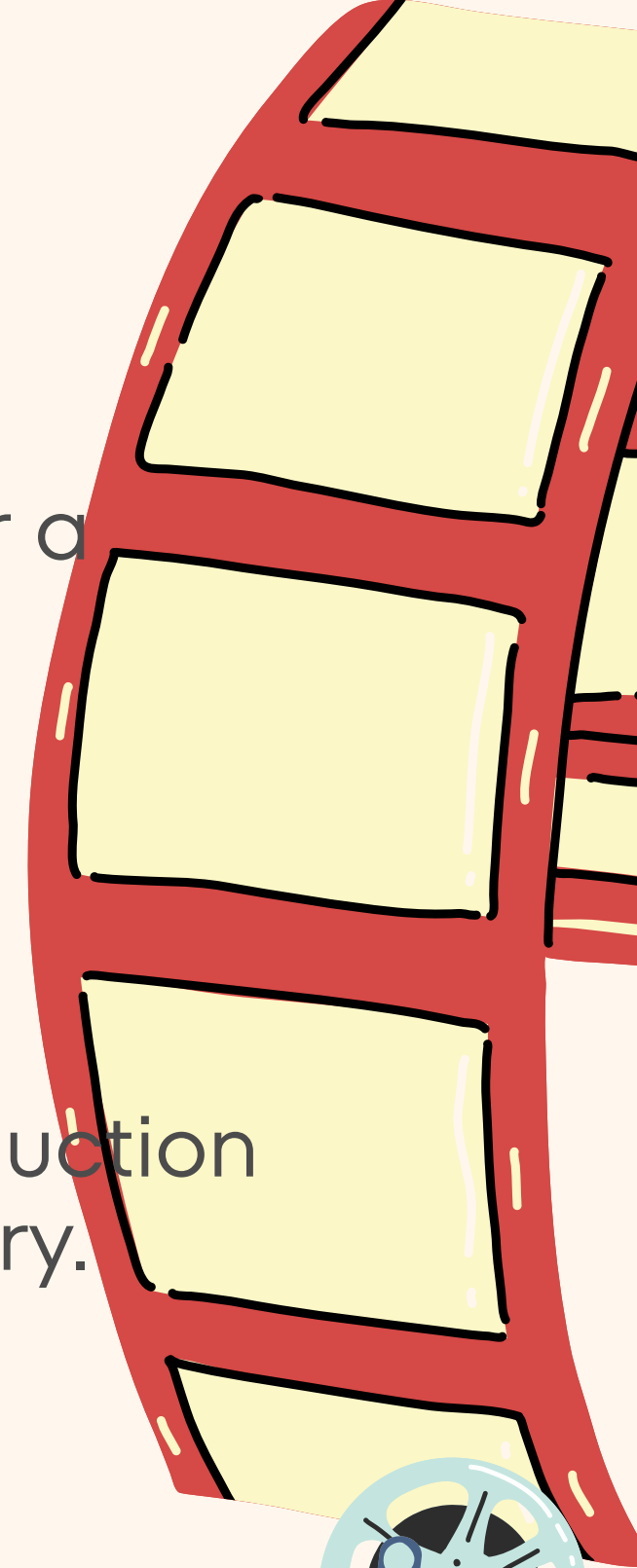


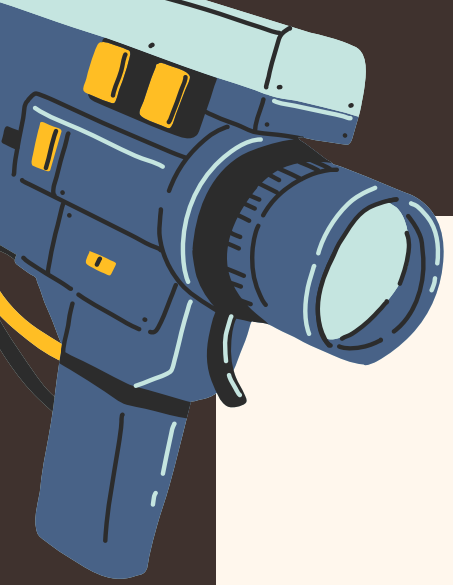
PROJECT OVERVIEW



This project analyzes box office data to provide strategic insights for a new movie studio entering the film production market. The analysis examines financial performance and production budgets to identify the most profitable opportunities in the film industry.

The analysis examines financial performance, genre trends, and production budgets to identify the most profitable opportunities in the film industry.





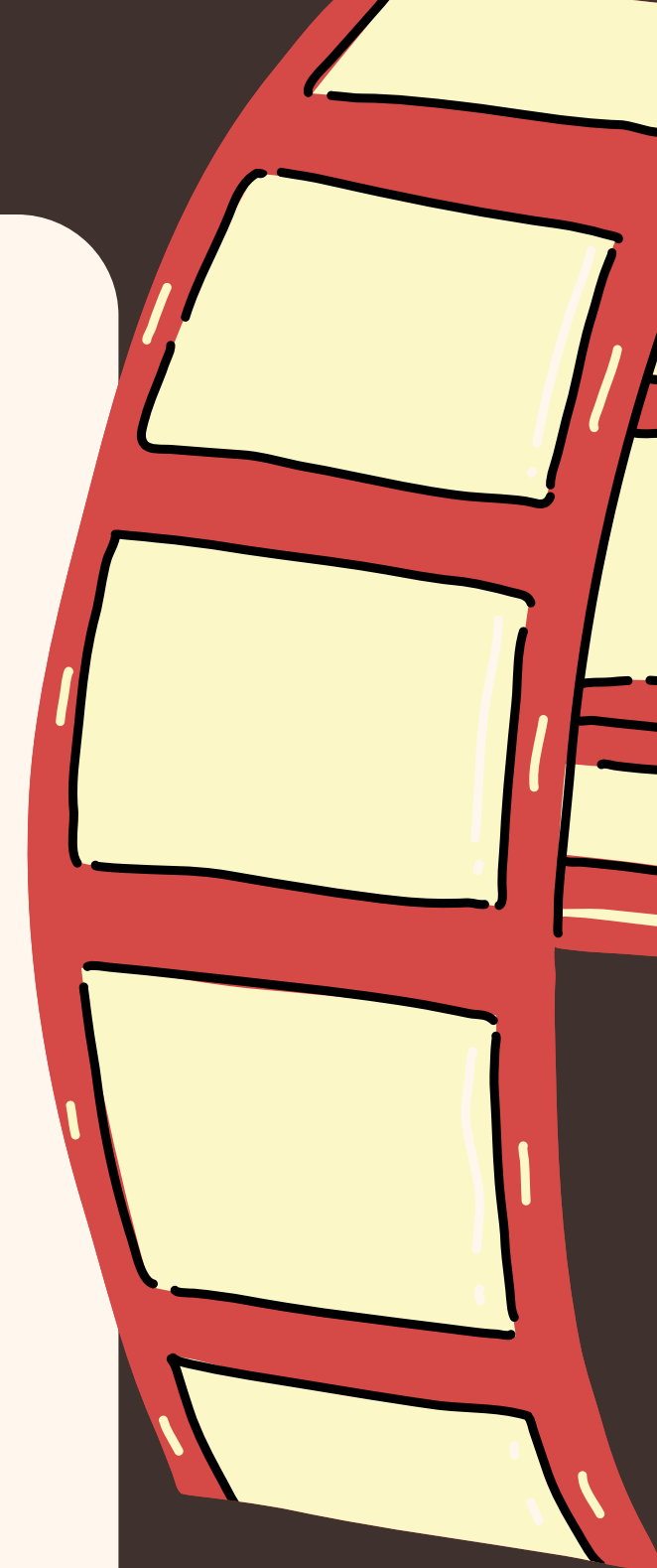
THE PROBLEM

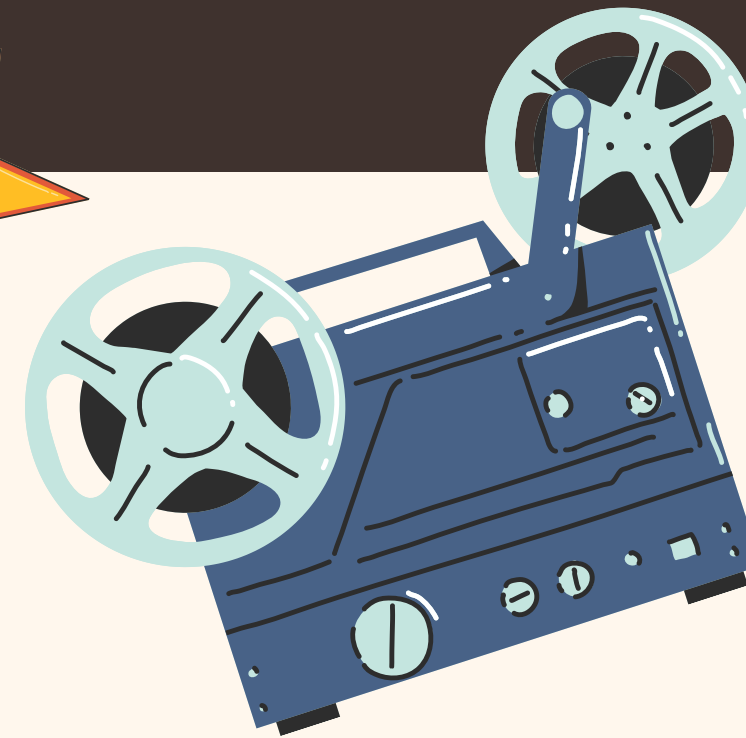
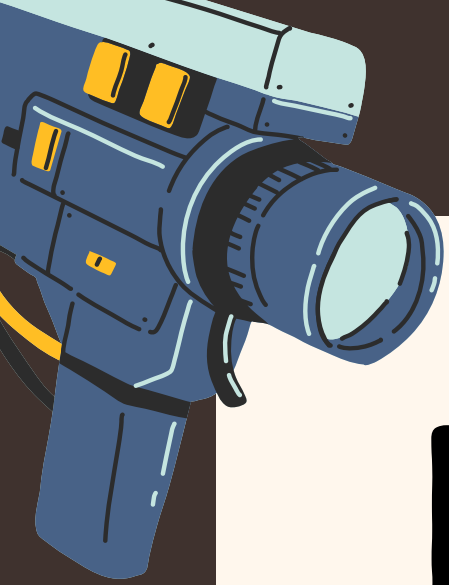


Company establishing a new movie studio to expand into original content production

SUCCESS CRITERIA:

Determine optimal budget allocation strategies and achieve 15-20% profit margins on initial film releases

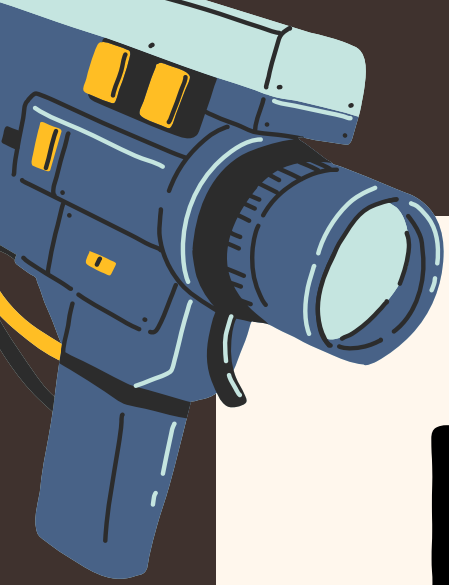




PROJECT GOALS

- 1** Maximize profitability while minimizing financial risk in the competitive film industry
- 2** Evaluate Seasonal Release Impact Analyze historical performance by month and holiday season to strategically time releases for peak returns.



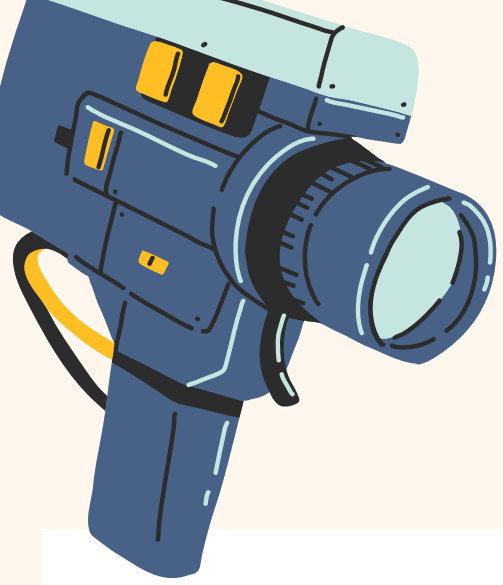


PROCESS

- 1** Decompression of .csv.gz files
- 2** Removal of duplicates and missing values

- 3** Currency formatting applied to relevant budget and revenue fields
- 4** Removal of unnecessary columns to make merging easier



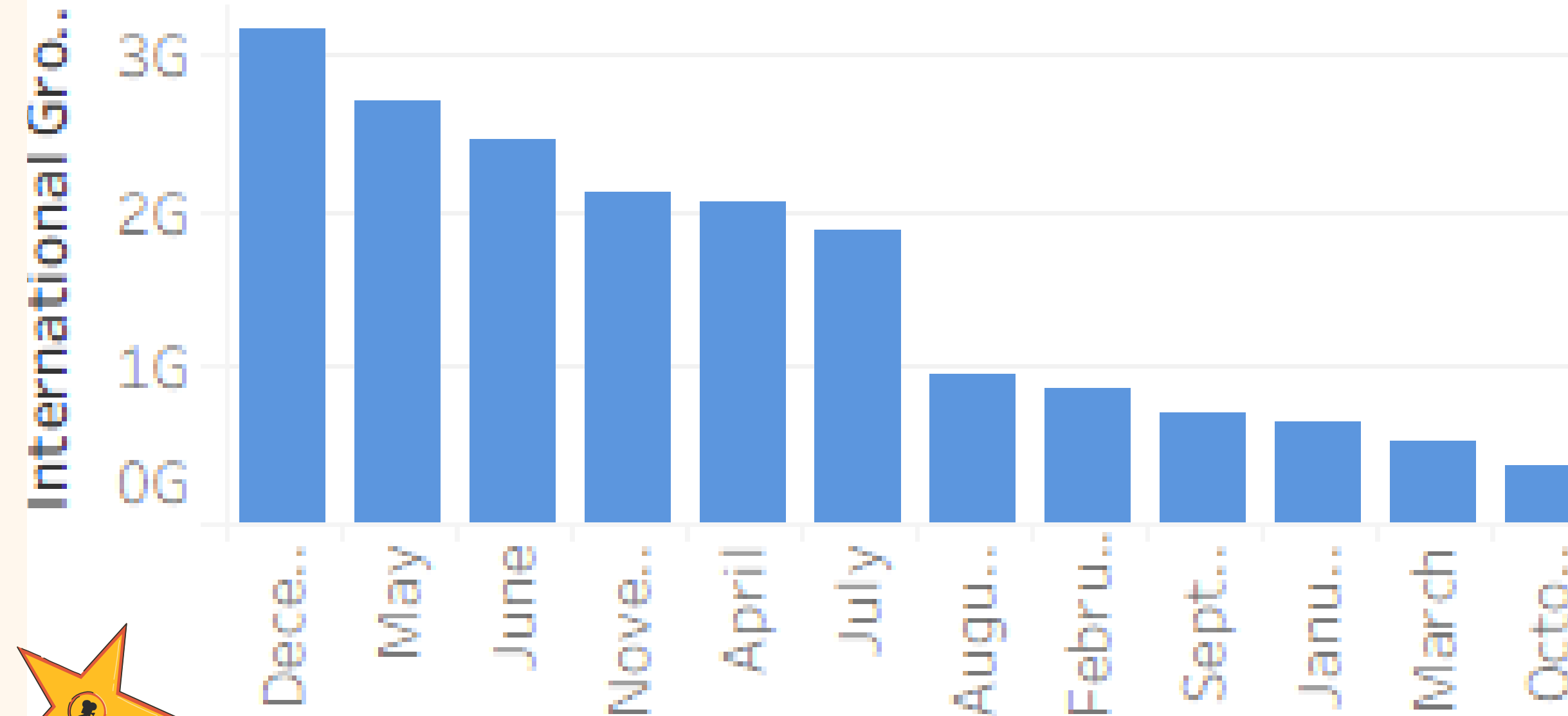


ANALYSIS



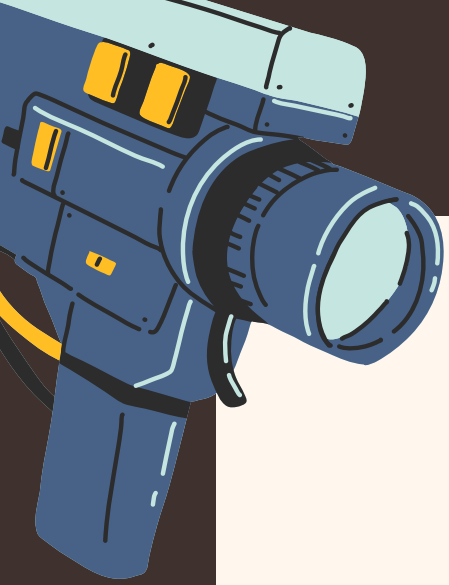
Performance by Release Month

Release Date



December dominates - It has the highest international growth by far, implying that end-of-year releases may perform exceptionally well on the global stage—likely due to holiday seasons and increased leisure time.





KEY FINDINGS



1

High-budget films (>\$100M) can achieve massive returns but carry significant financial risk

2

Low-budget productions (<\$10M) can yield extraordinary return of investment percentages

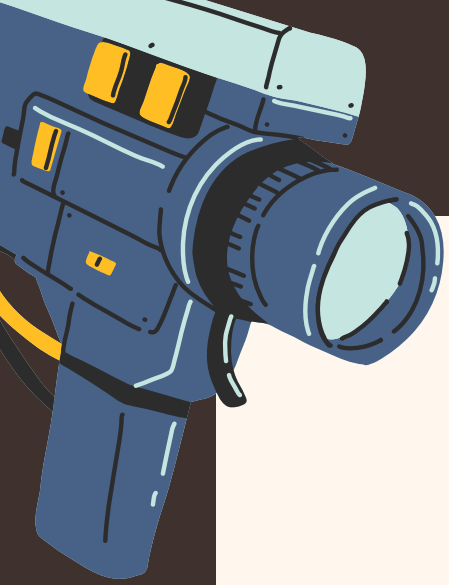
3

Summer releases (May-August) show higher average gross revenue

4

Original content requires careful genre selection and budget management





RECCOMENDATIONS



1

Plan major releases for summer and holiday windows

3

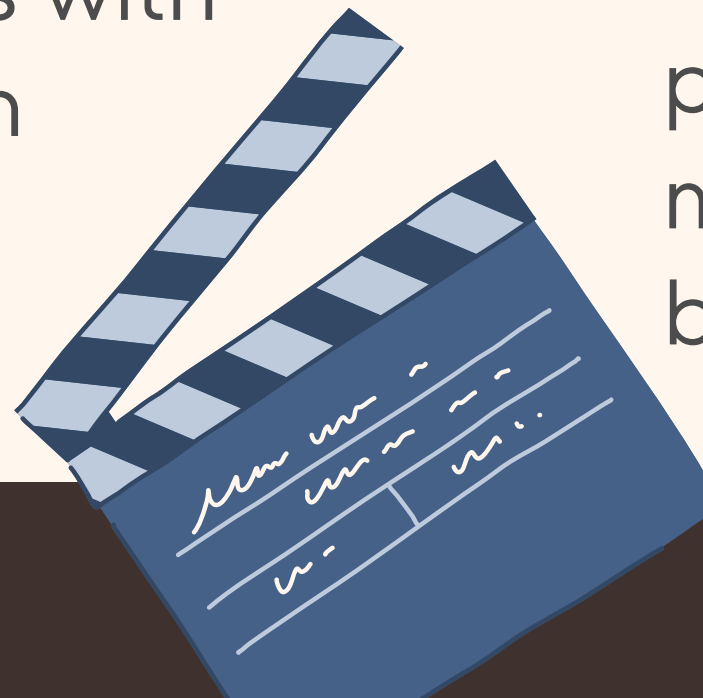
Develop franchise-ready content with sequel and merchandising potential

2

Reserve high budgets (>\$100M) only for franchise properties with strong IP foundation

4

Coordinate marketing spend with budget tier - allocate 50-60% of production budget for marketing on high-budget films



THANK YOU

