Group 9 BOX OFFICE MOVIE ANALYSIS

Introduction:

Different dynamics have contributed to continuous evolution of the entertainment industry in recent years. For instance, technology has played a critical role in meeting the high demand for quality and original video contents. This reality has prompted many movie companies to reinvent themselves in the production, capture and share of quality products to the market. Our company is not left behind on these emerging trends. We are setting up a new movie studio with an objective of capturing the market expectations by producing quality and original films. To succeed in this, just like in any other venture, we need a working plan and a comprehensive understanding knowledge of the market trends. First, we need to determine the types of films that are currently dominating the market and analyze key characteristics and factors that contribute to commercial success.

Project Outline

- Project Statement

- Objectives

- Data Source

- Results

- Conclusion

Project Statement

Project Overview

This project uses exploratory data analysis to uncover factors driving movie profitability and box office success, providing data-driven insights for a new movie studio's strategy. By examining historical data on production budgets, release timing, genres ,and revenues, we aim to inform decisions on film types, optimal budget allocations, and release schedules, guiding the studio in creating high-performing content.
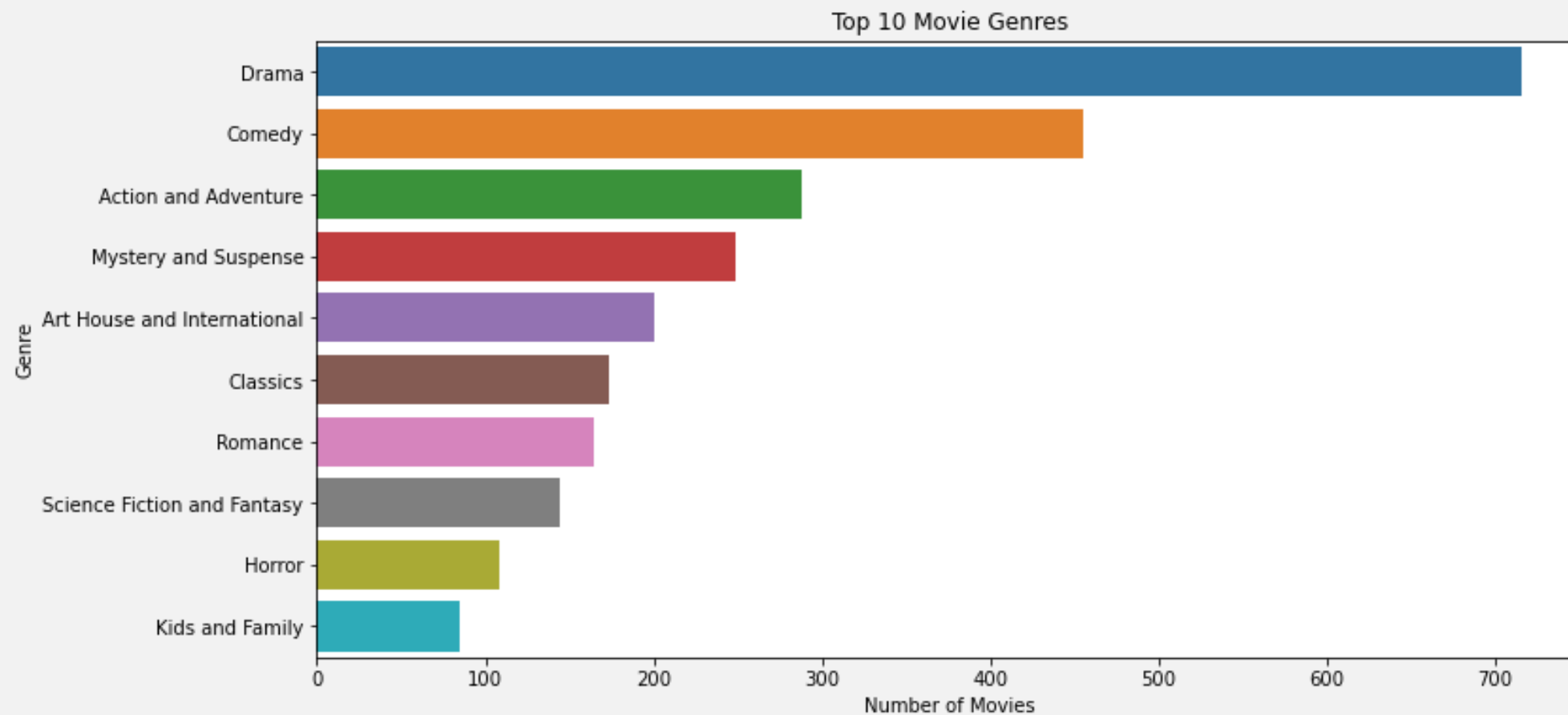
Objectives

1. To identify audience preferences across genres.

2. To explore seasonal trends in movie releases.

3. To determine the profitability of movies based on revenue and profit margins.

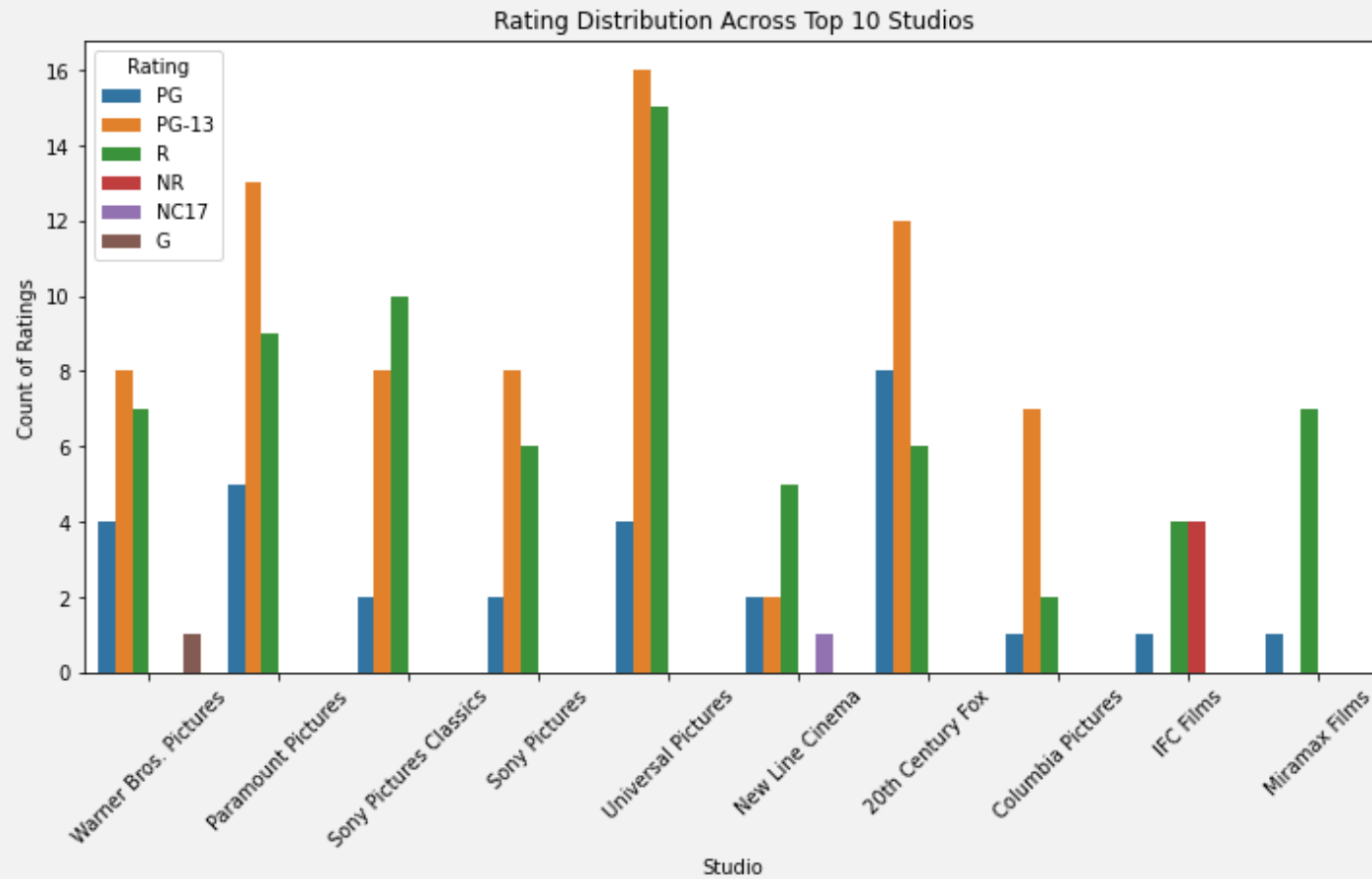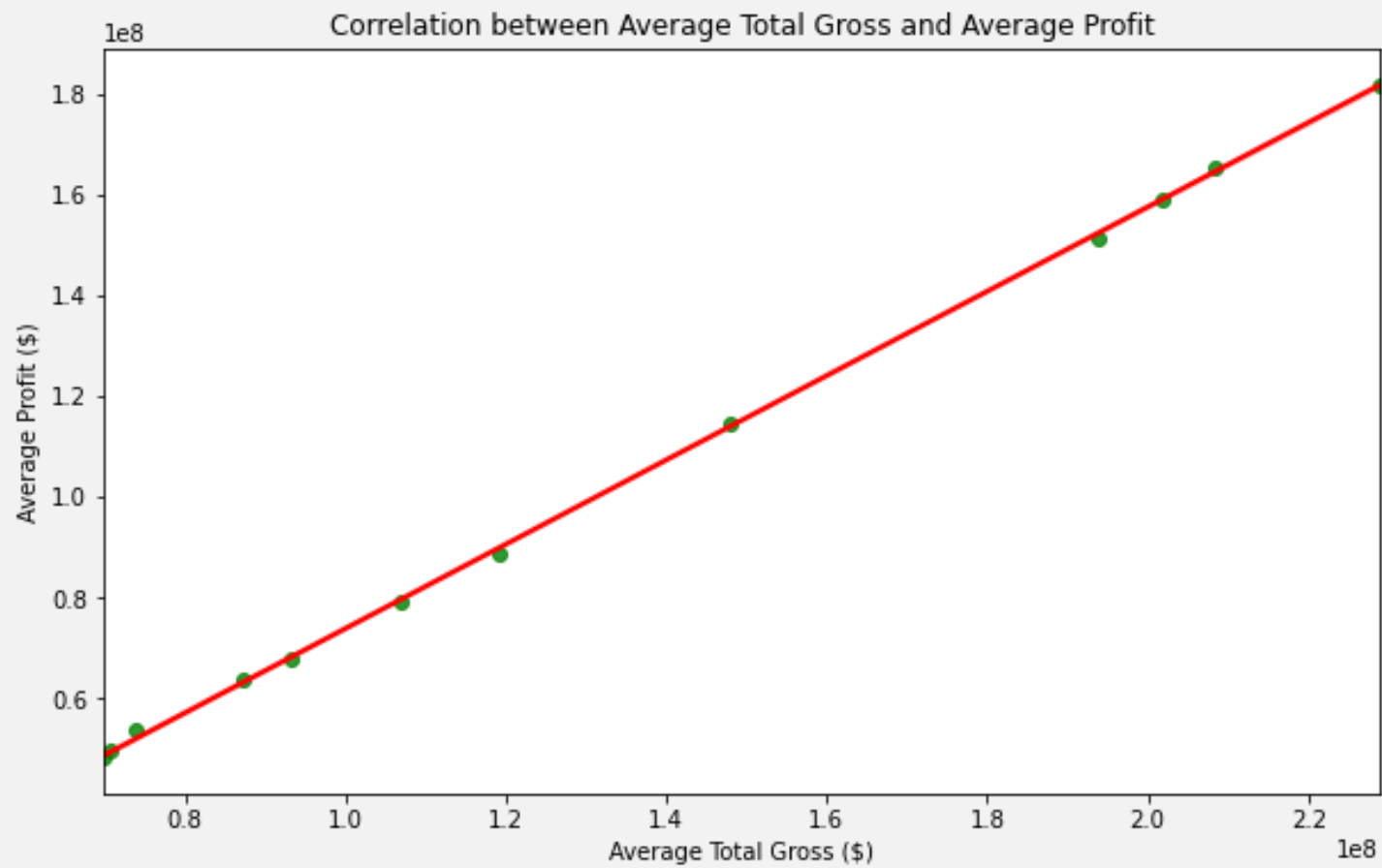4. To determine the change of movie revenue over time.

Data Source

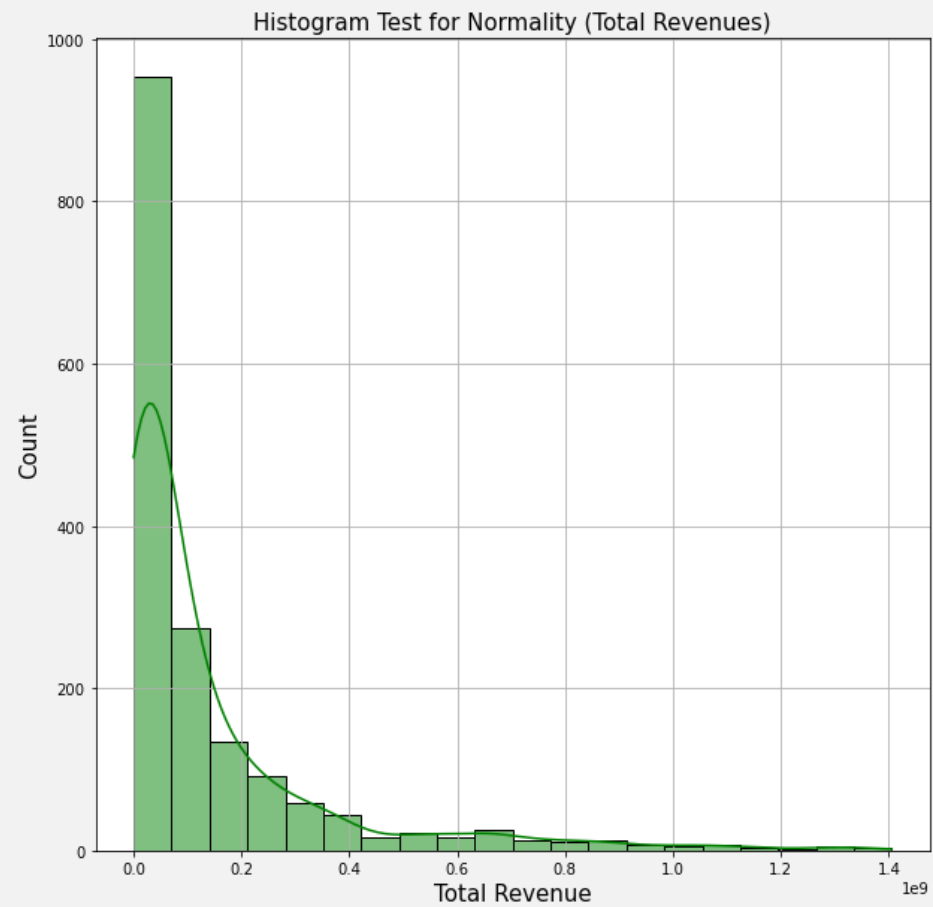- https://www.imdb.com/

- https://www.boxofficemojo.com/

- https://www.themoviedb.org/

- https://www.rottentomatoes.com/

- https://www.the-numbers.com/

Results

Results

Rating Distribution Across Top 10 Studios

Results

Correlation between Average Total Gross and Average Profit

Results

Histogram Test for Normality (Total Revenues)
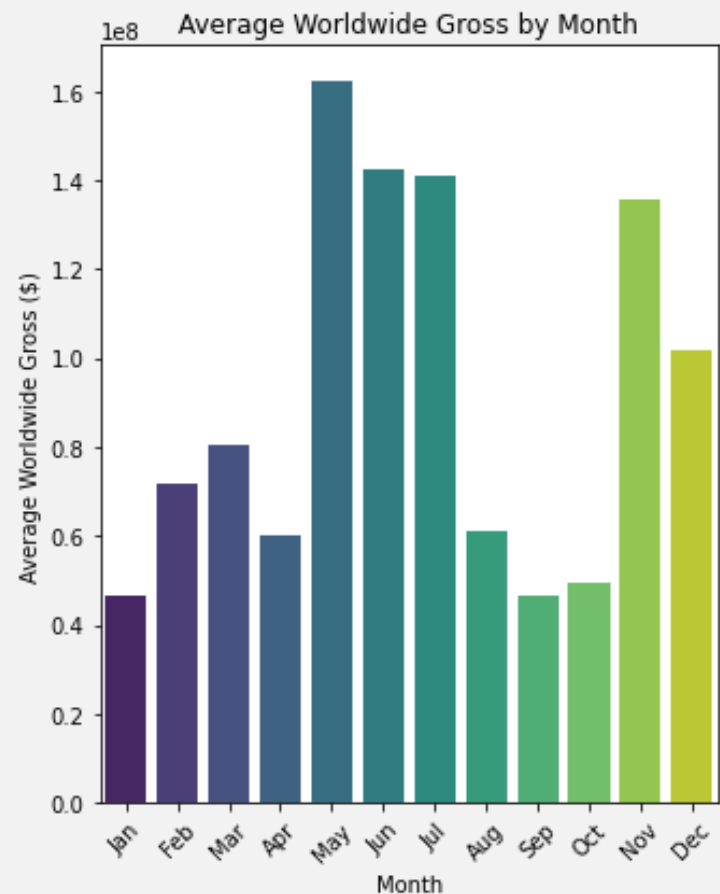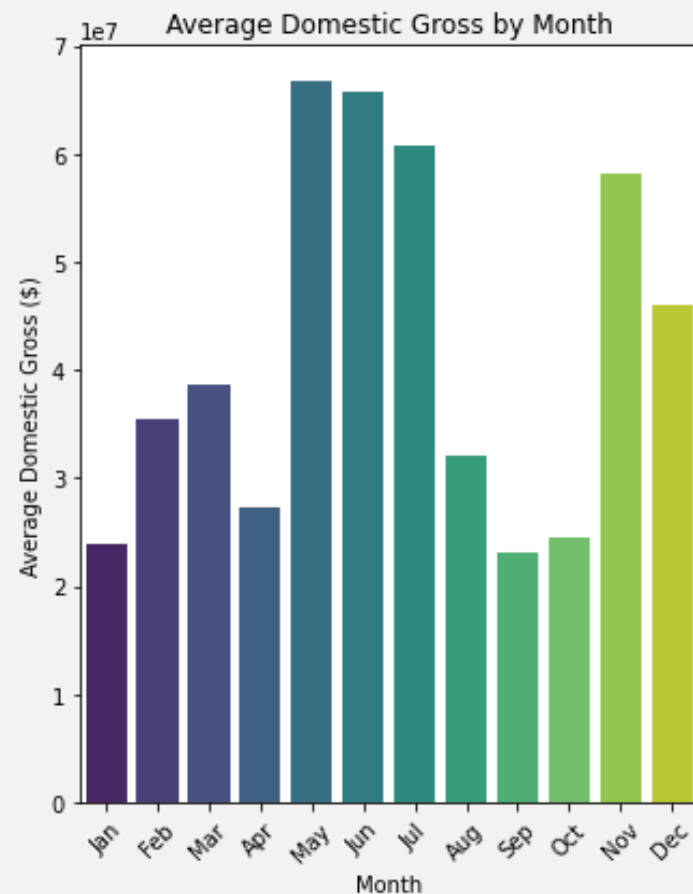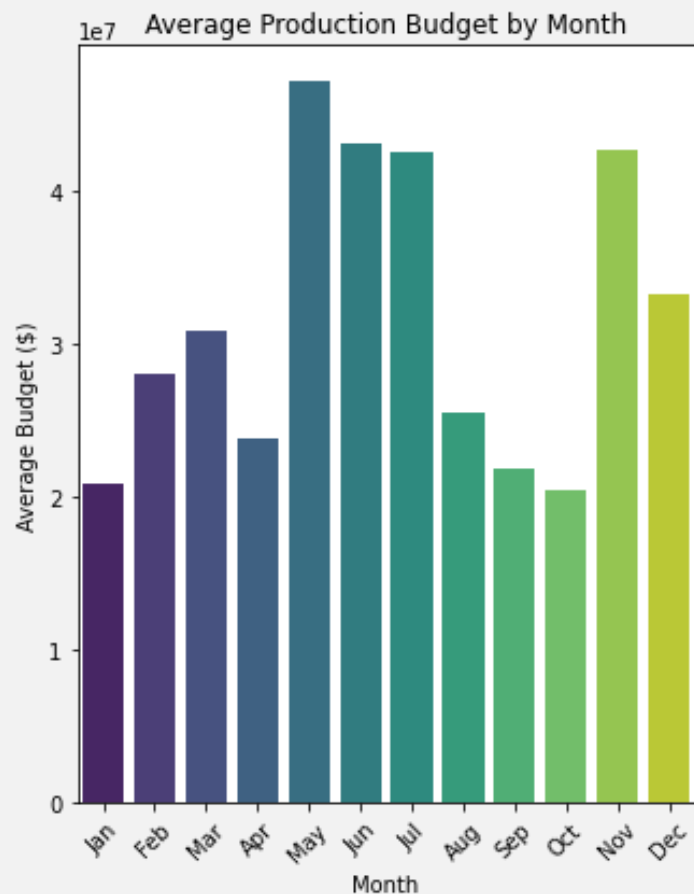
Results

Summary And Conclusion

❖The analysis of movie revenues reveals an overall upward trend in revenue generation over time, indicating growth in the industry and increasing box office performance. This upward trend suggests that audiences are generally spending more on movies, possibly driven by factors such as increased ticket prices, expanded distribution channels, or more frequent high-rate releases.

❖However, the revenue data also shows periodic volatility. These fluctuations indicate that while the industry is growing, individual movie performances can vary significantly. Such volatility might stem from seasonal variations, differences in marketing success, shifts in consumer preferences, or the impact of blockbuster releases that temporarily elevate revenue figures.