A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is light green. They are positioned diagonally, with the blue one partially covering the green one.

ANALYSIS OF THE MOVIE BOX INDUSTRY

Compiled by Group 4;



Business Understanding

- This company sees fellow competitive companies creating original video content and want to join.
- The company is new to the movie industry and is interested in creating a new movie studio with no clue about the industry and movie creation.
- The company wants an inward understanding of the industry; the thriving film genre, the budget of movie production, the production and the gross income in this venture.
- The main goal is to understand the risks and opportunities involved.



Problem Statement

This project presents a comprehensive analysis of movie financials, exploring production budgets, box office gross, and Return on Investment (ROI). By analyzing various datasets, we aim to uncover the underlying factors that drive a movie's financial success and provide valuable insights into the correlation between budget size and profitability. This analysis includes detailed visualizations, predictive models, and hypothesis testing.



Data Overview

The Datasets involved include;

- IMDB Data ; includes titles, release years, genres, and IMDB ratings
- Box Office Mojo Data ; has detailed financial information like production budgets, domestic and worldwide gross earnings.
- Supplementary Data ; this is additional information such as directors and other variables influencing the movies financial performance



Data Cleaning

Our first step was to load the datasets, then the cleaning involved ;

- Handling missing values by either filling them appropriately or dropping them.
- Removing duplicate entries to ensure data integrity.
- Formatting of columns i.e converting dates, numerical values e.t.c



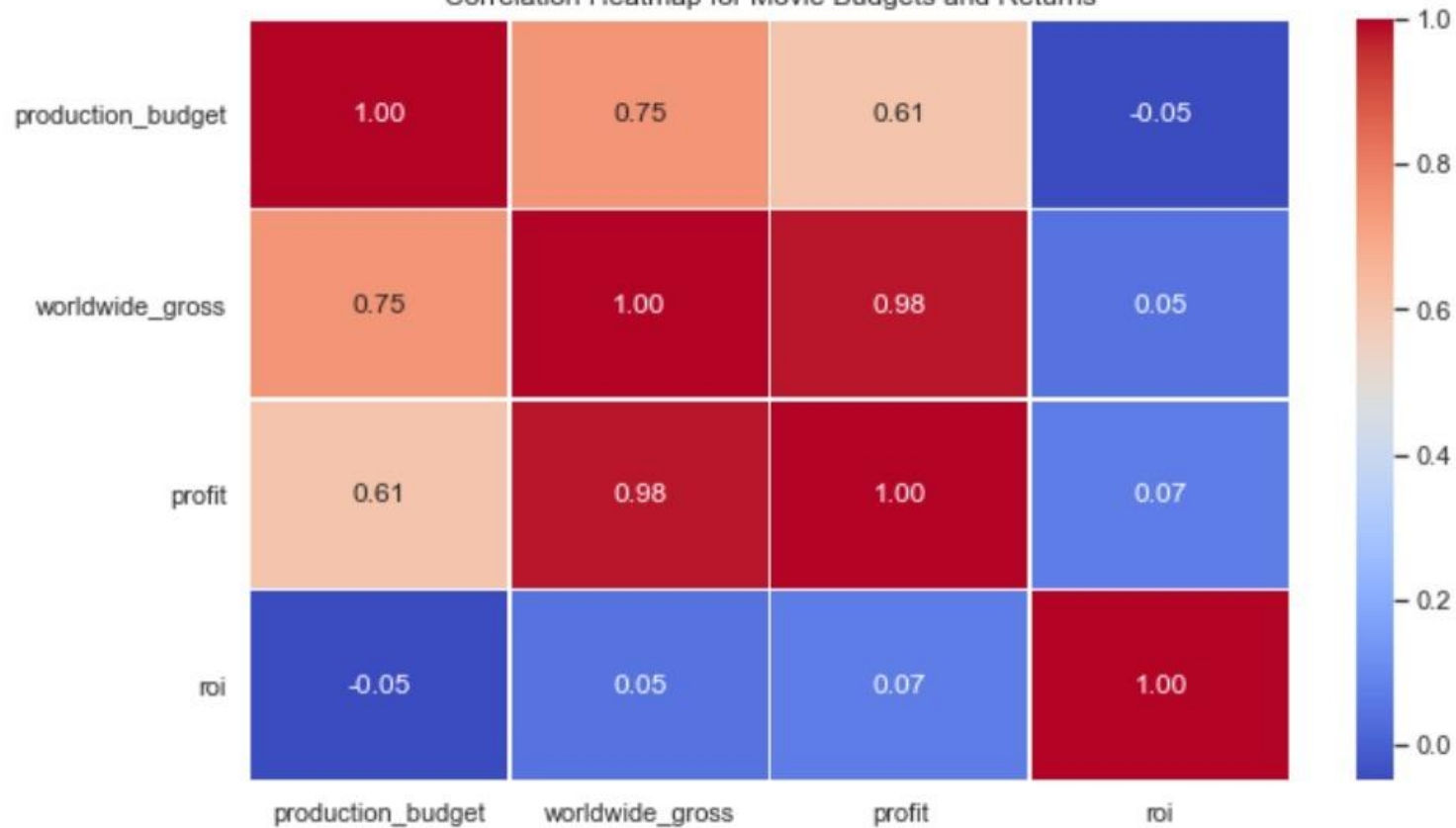
Data Analysis

- Here we analyzed the distribution of ROI and profit across various budget sizes .
- Generated correlation heatmaps and scatterplots to investigate the patterns.
- Visualized relationships between different financial metrics e.g budget vs worldwide gross

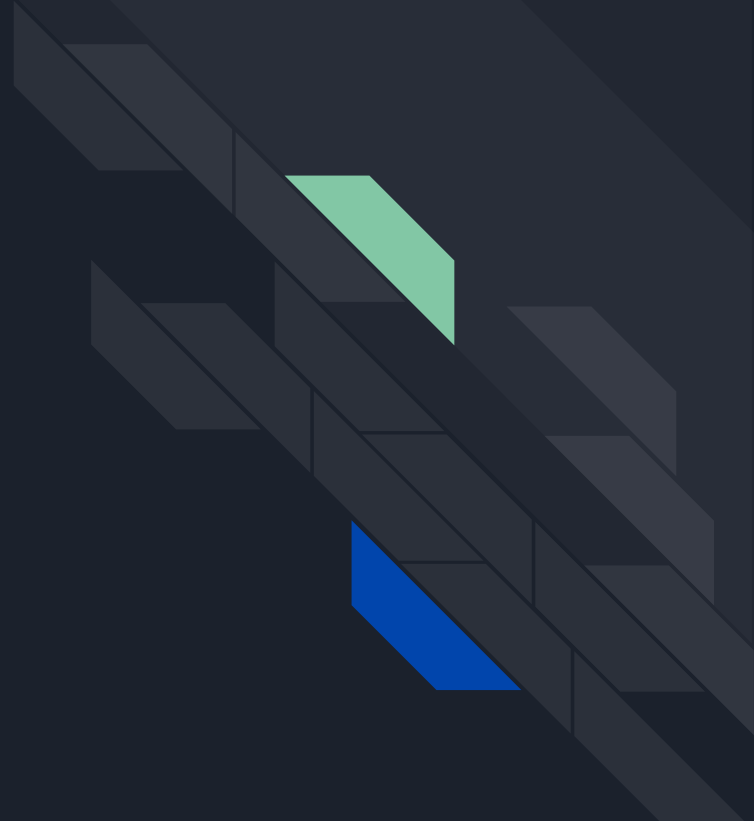
VISUALIZATIONS



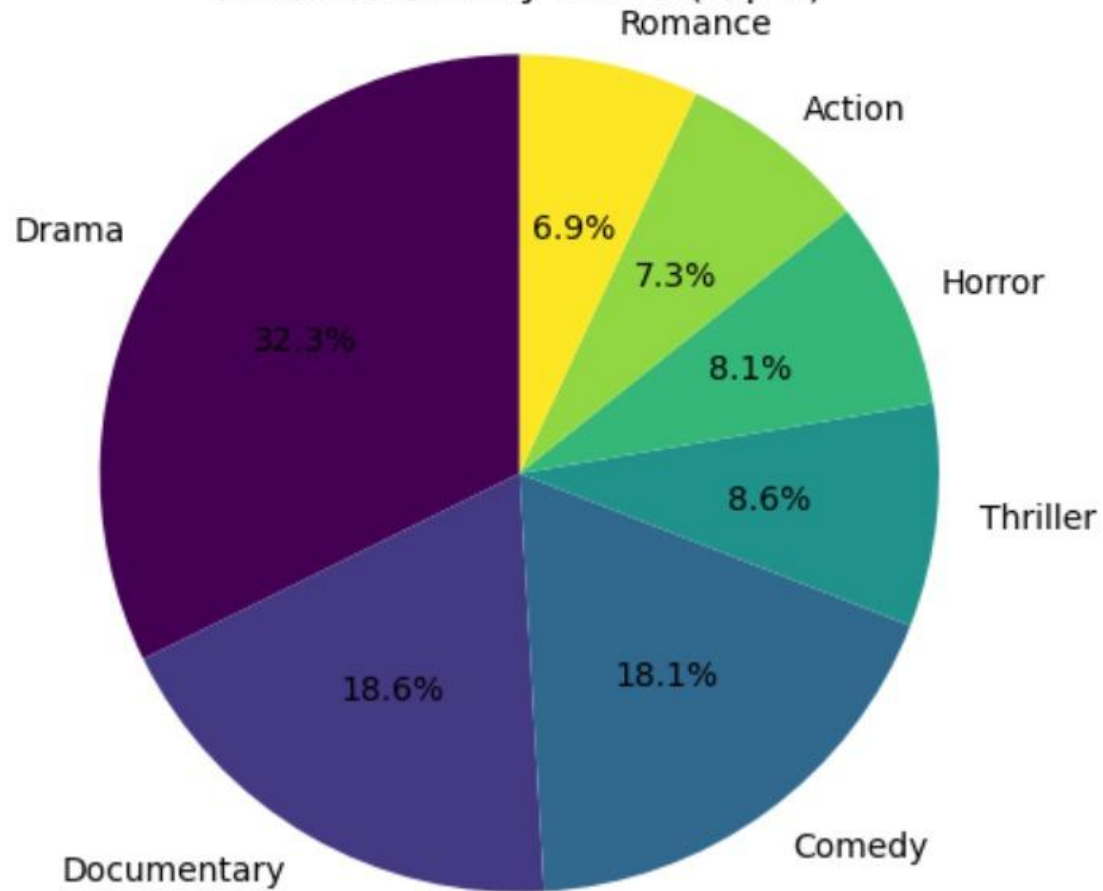
Correlation Heatmap for Movie Budgets and Returns



This is a heatmap
showcasing the data
trends

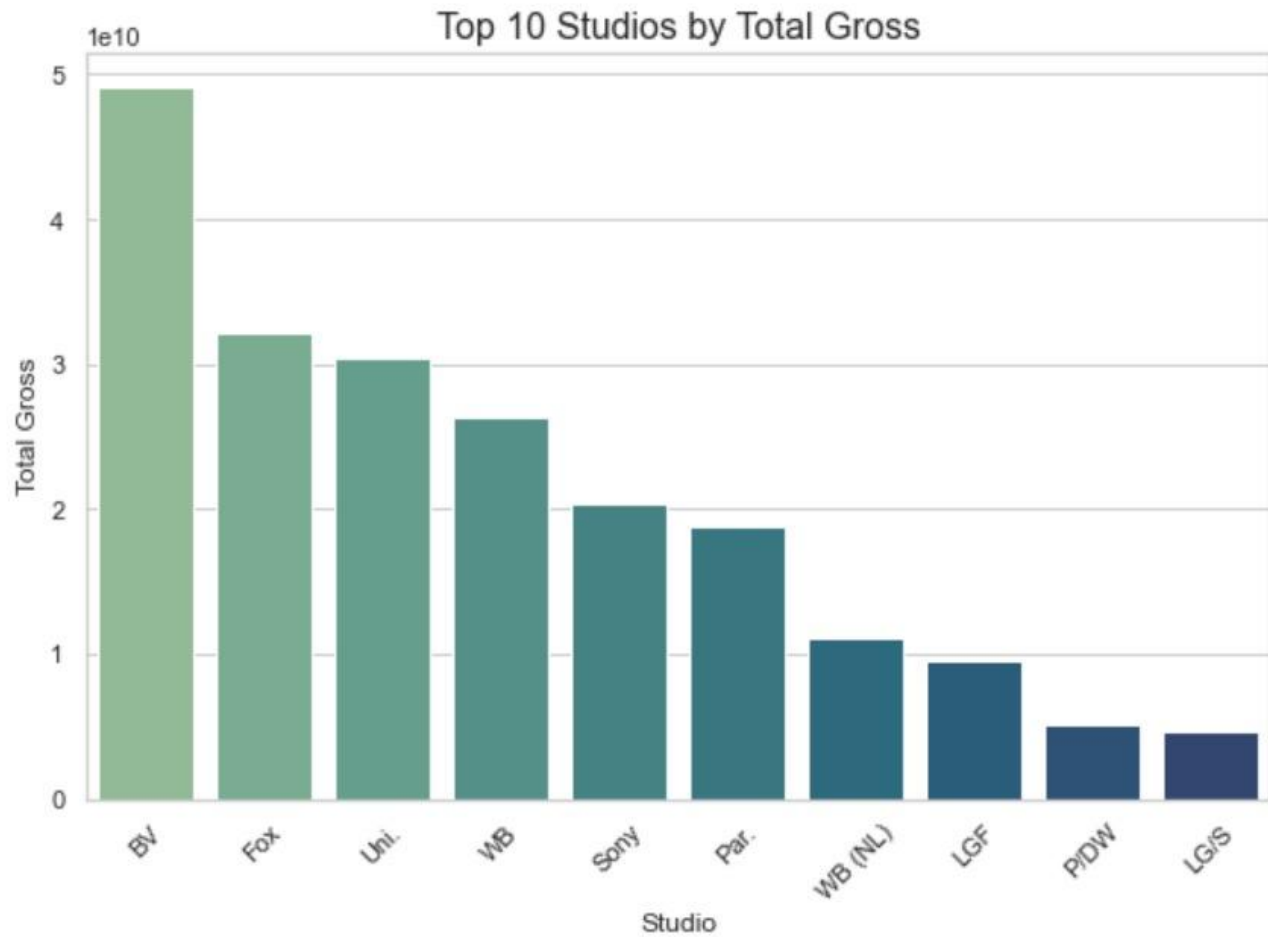


Market Share by Genre (Top 7)

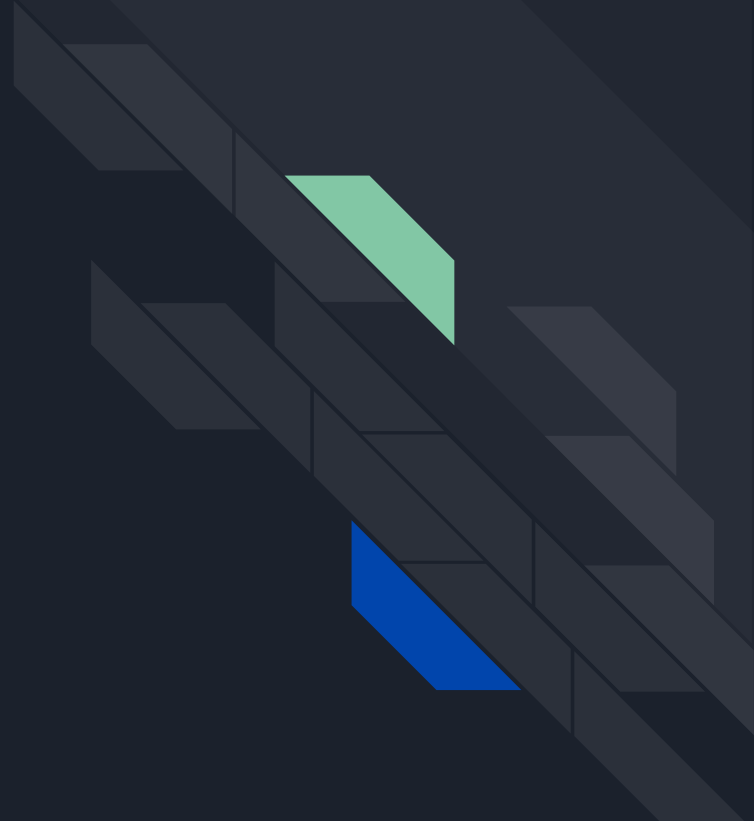


This piechart shows the top seven most viewed movie genre where Drama takes the lead followed by documentaries and comedies

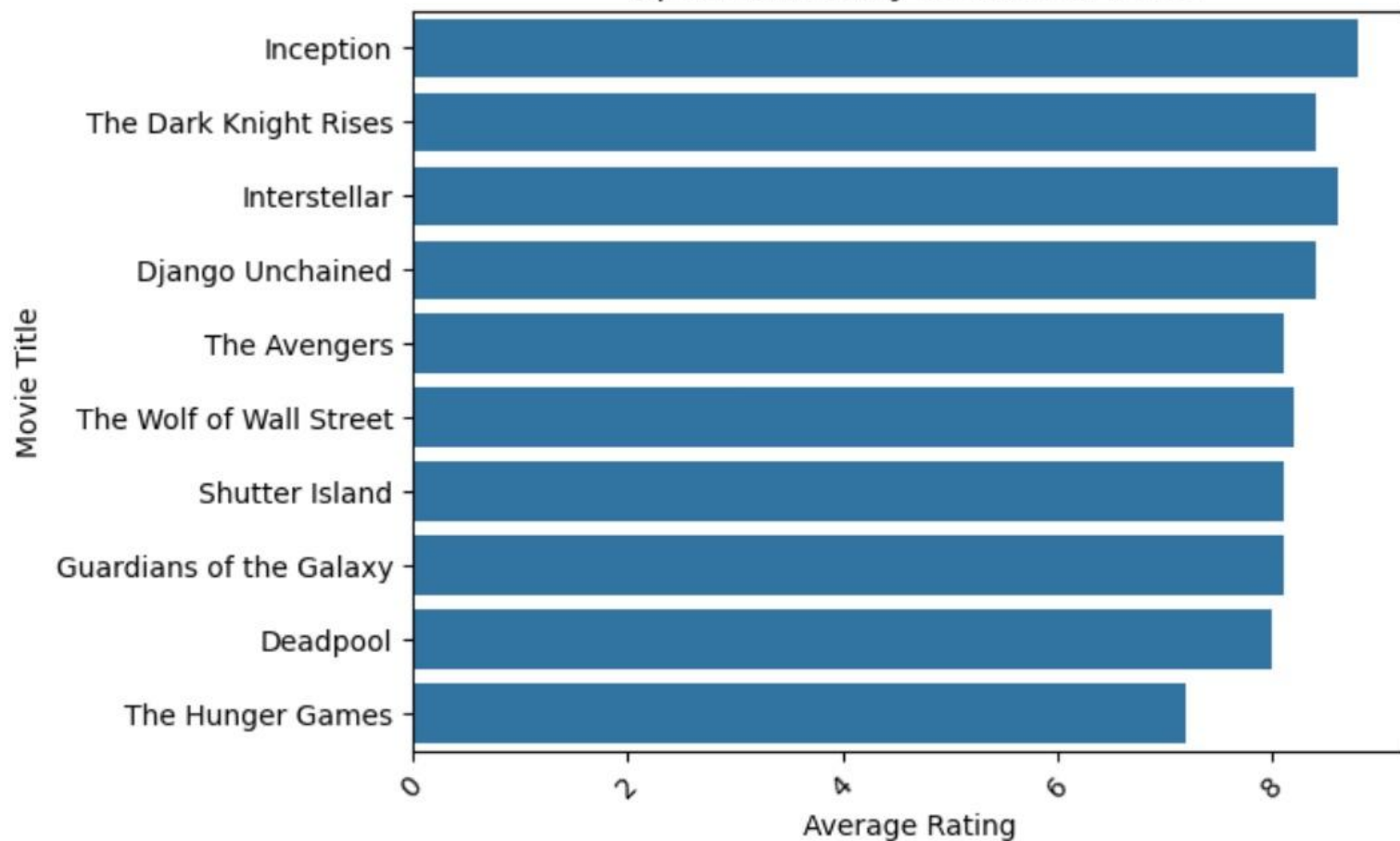




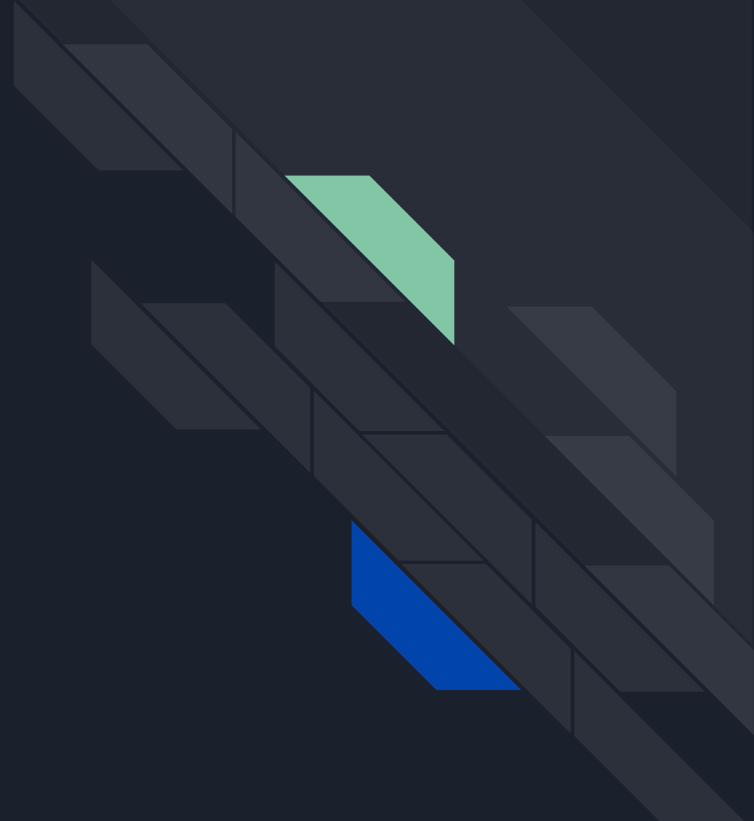
This bargraph shows the top ten most profitable studios in the market where the total gross is the sum of foreign gross and domestic gross



Top 10 Movies by Number of Votes



Here we plot the
average ratings against
movie title to get a
glimpse of the top most
rated views and their
genre





Recommendations

After all this analysis , we come to the conclusion that studios like BV and Fox make the most profit out of all. When considering bench marking these are the studios to consider.

Secondly, according to the market share, the genre doing great are the drama. This shows that if the company wants to make more profit it should major in Drama/Shorts, Documentaries , comedies e.t.c

Lastly the budget and the producer of the film contribute in the success and profits from the movie. This does not exclude the actors too.

In conclusion, the movie industry is evolving and success can be guaranteed by keeping up with the latest trend and what the people like. This means being updated by the ratings of previous movies especially from competitors.

Thank you for your time.
Au-revoir
Project Done by ;
Group 4

