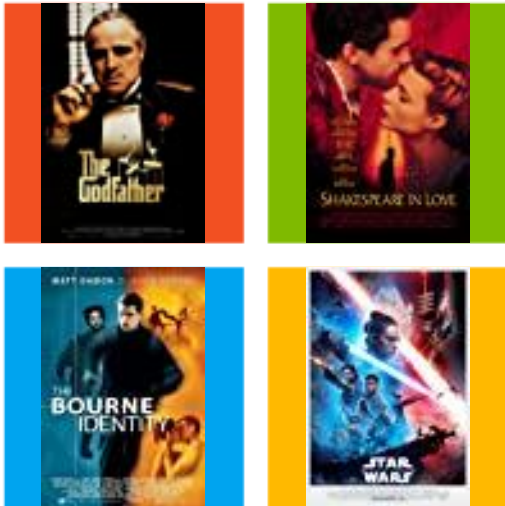


# What would you like to watch?

“A Data Science perspective”

By

Chamila C. Dharmawardhana



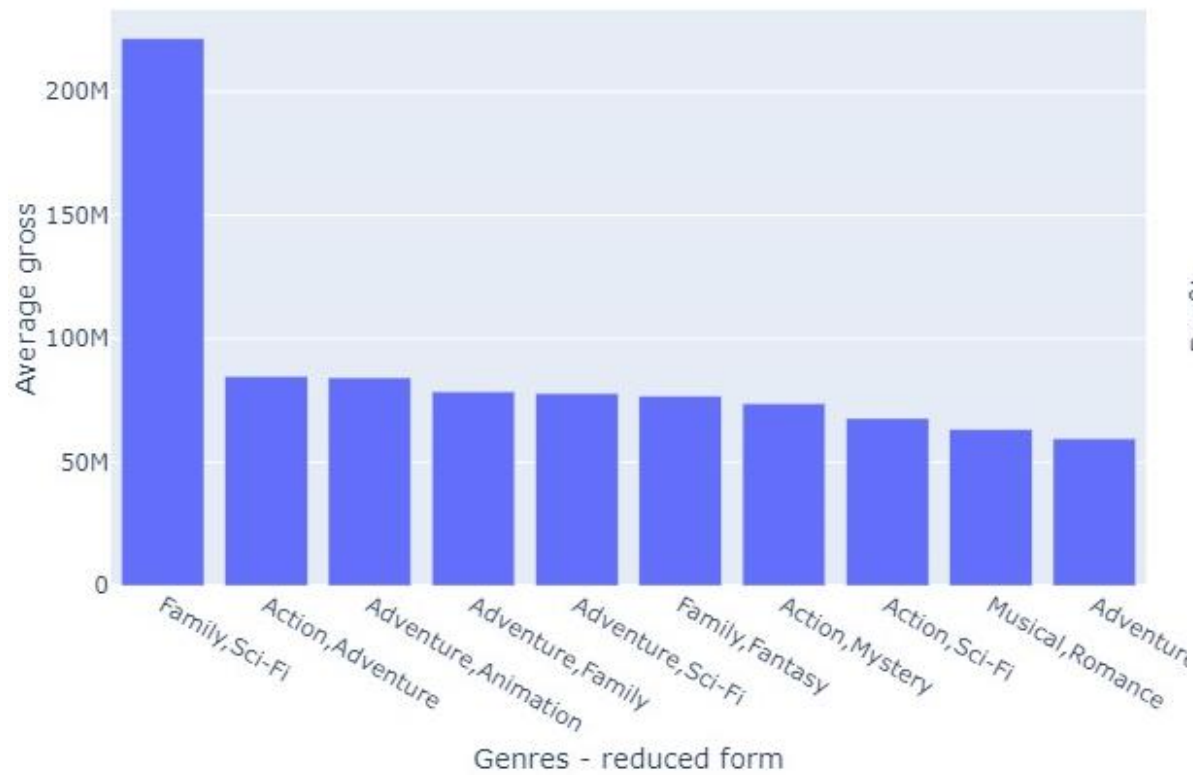
# Microsoft

# What are the key question ?

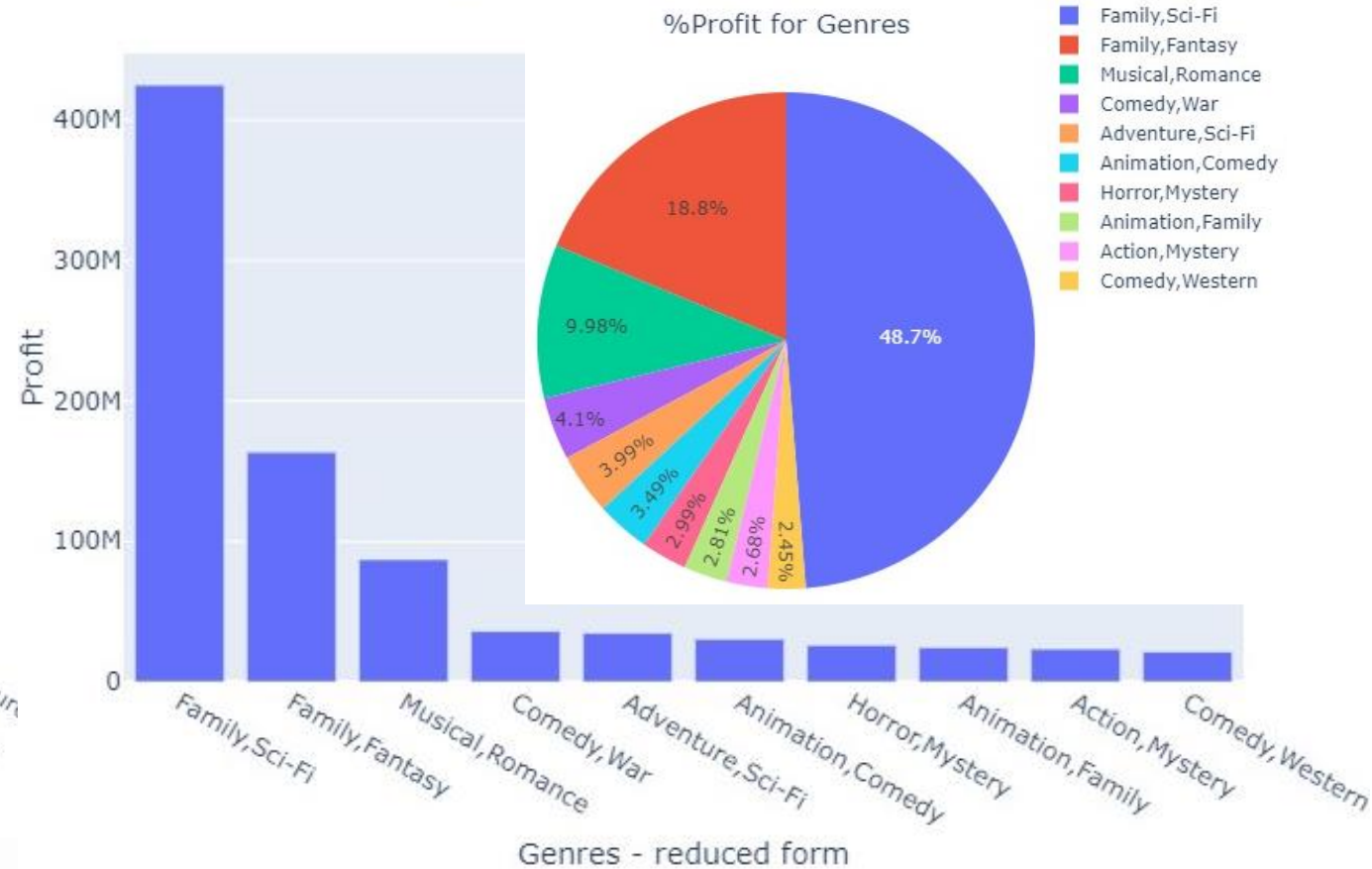
1. Selecting a genre based on box office success and customer ratings ?
2. What are the appropriate movie runtime for different genres and how it affects the box office earnings ?
3. What is the best season to release the movies?
4. What genres work best for different seasons ?

# What are the most popular genres – financial

Average gross for selected Genres

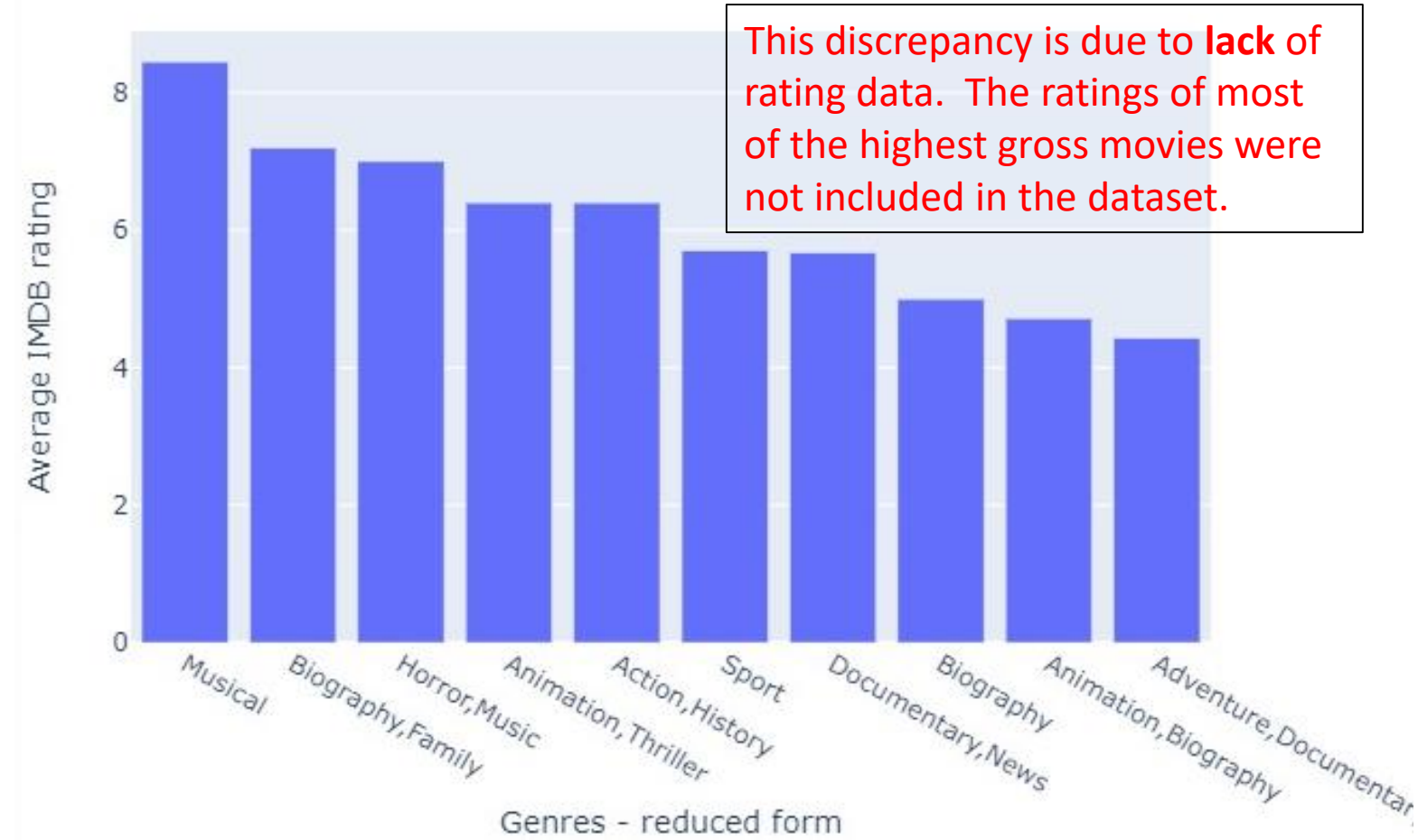


Mean Profit for selected Genres

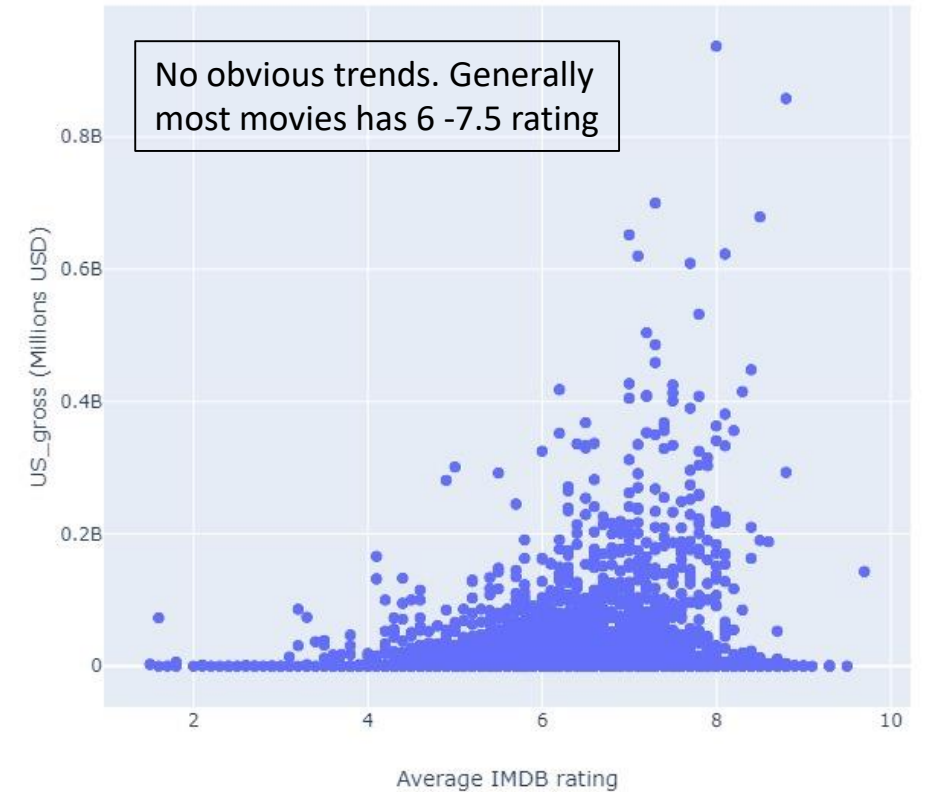


# What are the most popular genres – IMDB rating

Average IMDB rating for selected Genres



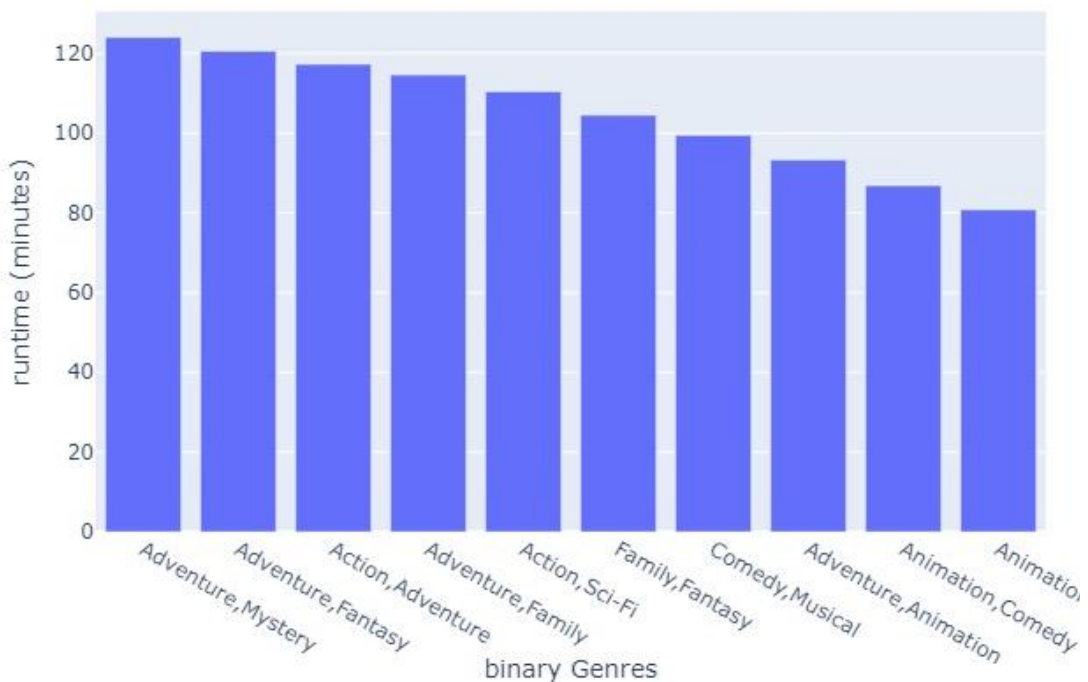
How ratings affect US\_gross





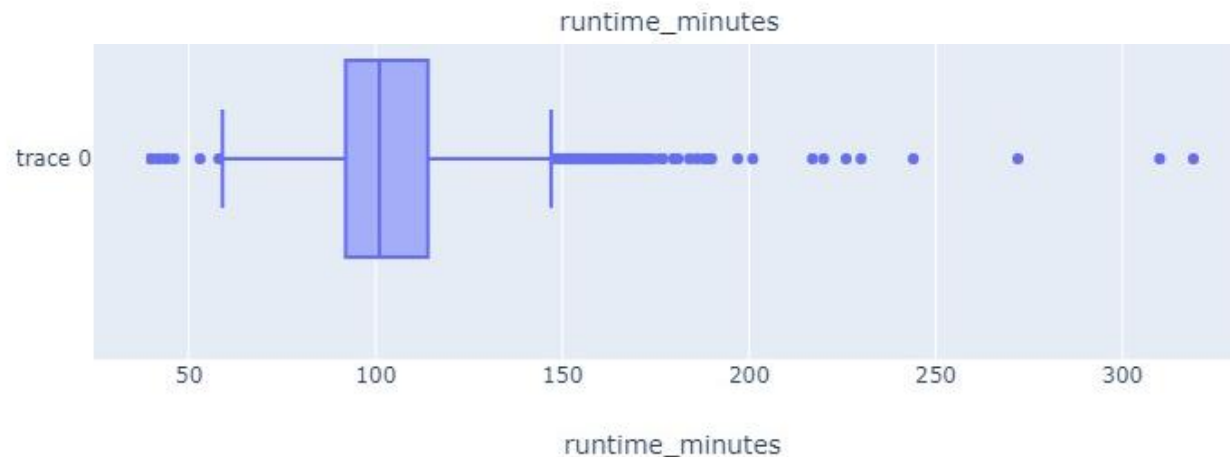
# Movie runtime analysis

Average runtime for the highest 15 gross binary Genres

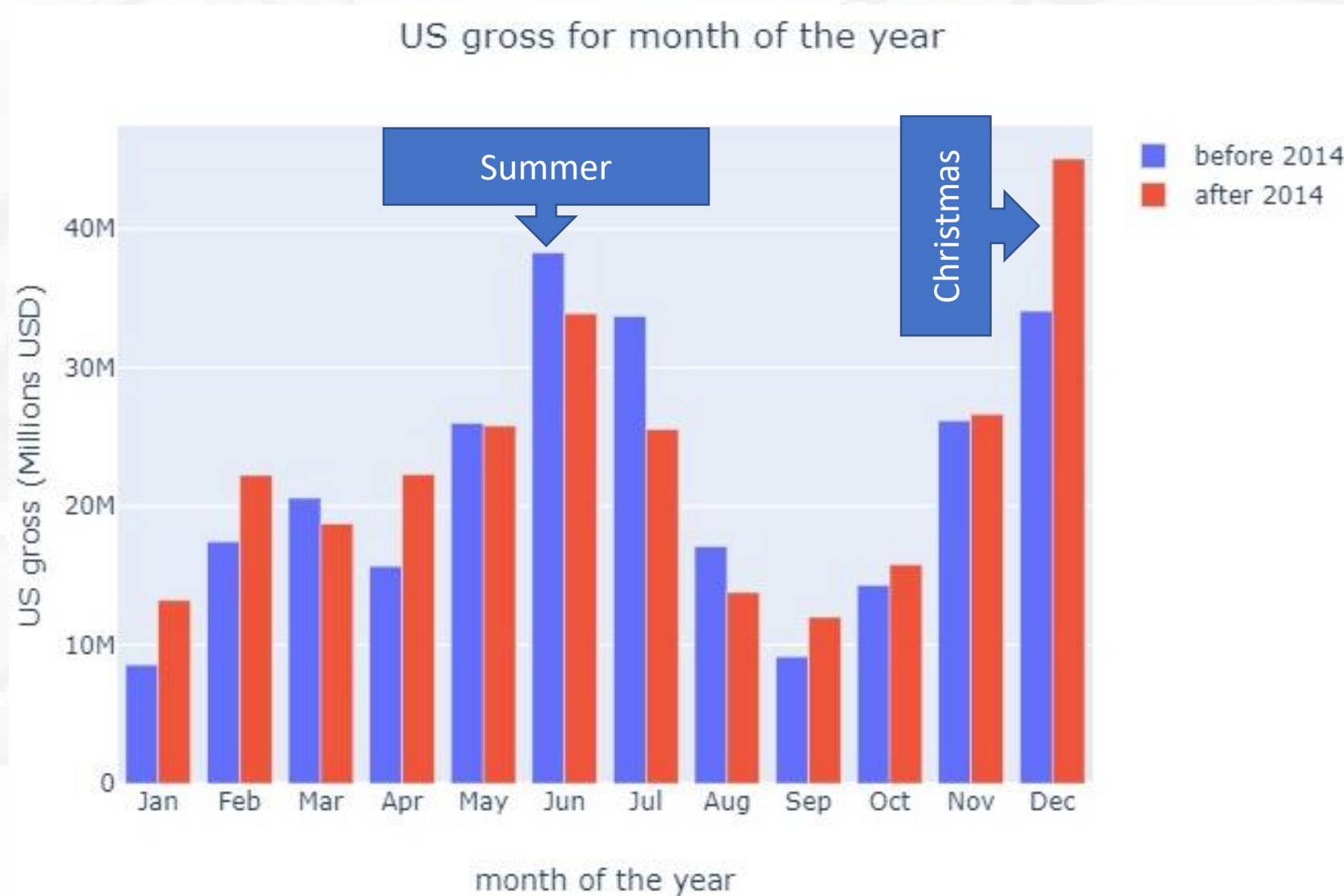


**lack of runtime data affects the trend**

movie runtime affects gross ?

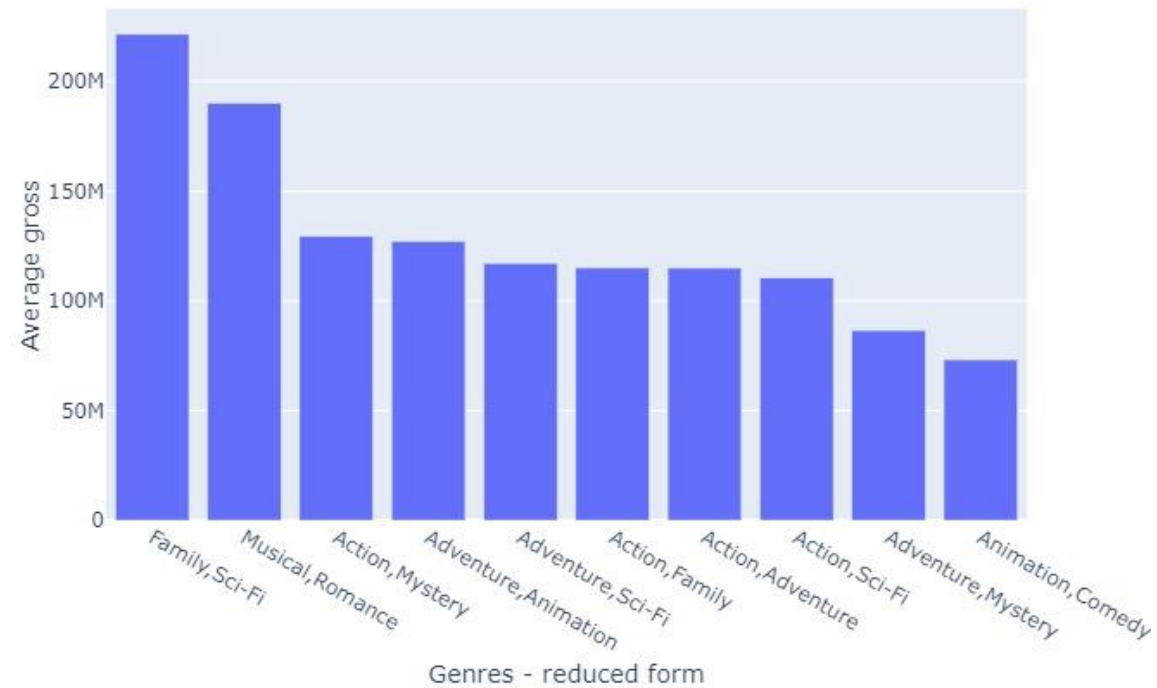


# What month to release the movie ?

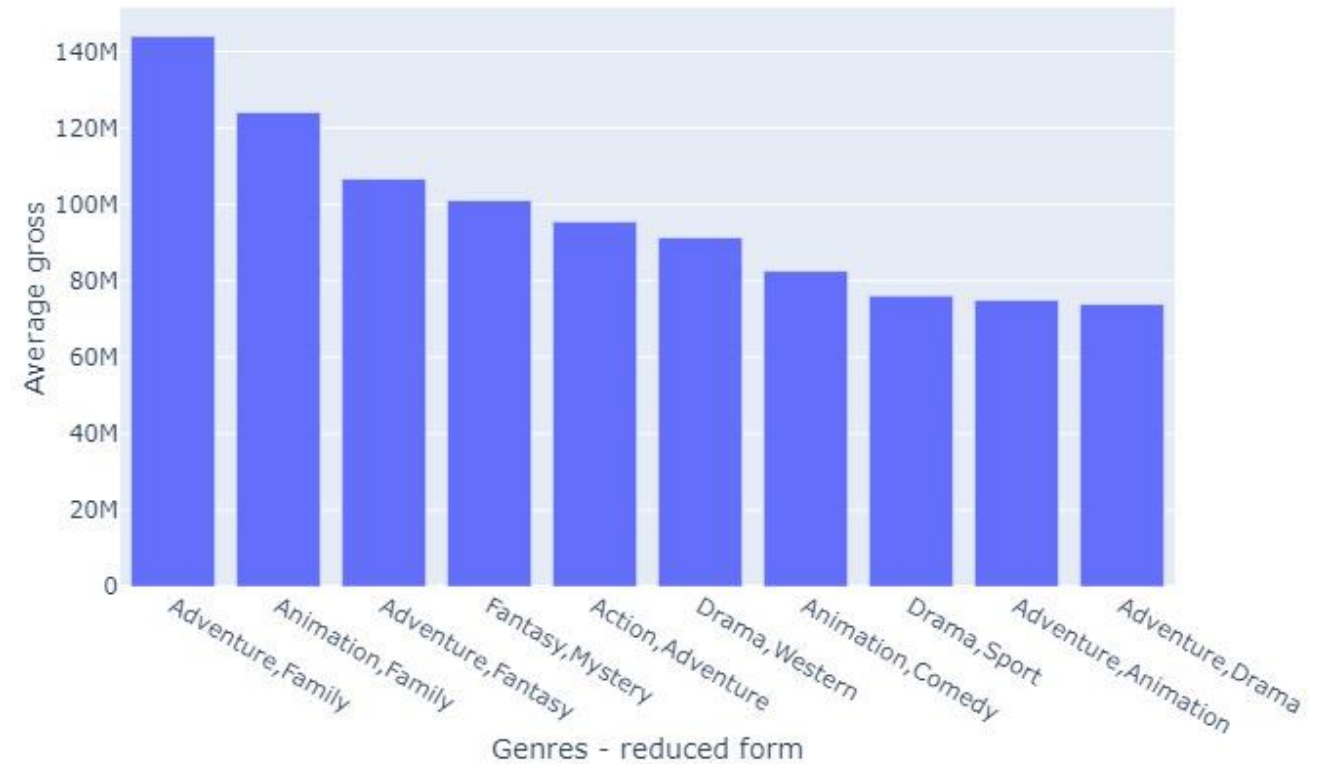


# Most successful genres for summer and Christmas

Average gross for selected Genres in summer



Average gross for selected Genres for Christmas



“Family, Sci-Fi” movies do better in the summer months and “Adventure, Family” movies do better in Christmas

# Recommendations

- Family-SciFi or Action-Adventure genres tend to do better in the box office
- Movie length should be generally 90 – 120 mins
- Highest revenue is achieved for December released movies.
- Family-SciFi for summer and Family-Adventure for Christmas



# Study limitations and Future directions

## Limitations of present study:

- Lack of clean and consistent data. Missing values were significant and affected the analysis and outcome significantly
- Biased features such as IMDB rating
- Limited time

## Future directions of the study:

- Use web scraping and effective API to gather complete set of data
- New features may be found with further research
- Finding a consistent way to properly assign single genres to movies



# Acknowledgement

- Amber Yadow
- Jesse Nuumann
- Dara Paoletti

Thank you