

Group 5 Project Proposal: **Through the Lens**

Intro the topic

Predicting success of films – looking ahead at obvious upcoming awards bait-y films to predict their profitability and showcase! Movie Sequels, Movie Musicals, Remakes, Based on a Book, etc. IMDB Scores and Rotten Tomato ratings to help us identify the movie most likely to succeed.

Colors

Black/White/Red?

Prediction

Predicting the success of a film based on genre, budget, star-power, and critical acclaim, based on our chosen categories. We want to create a predictive model that a user can input various factors that impact the success of the film.

Basic design concepts for dashboard

Interactive dashboard with movie budget versus earnings, critical acclaim, etc.

Dashboard filtering our categories - sequels, musicals, etc.

Location based; which film performed well based on country vs. the films that tanked in that region. What are the themes seen in the outcome of the movie's success?

Roles and Responsibilities

Tableau: All

Web: All, Jamie Lead

Circle: Database - Nasreen & Gadise

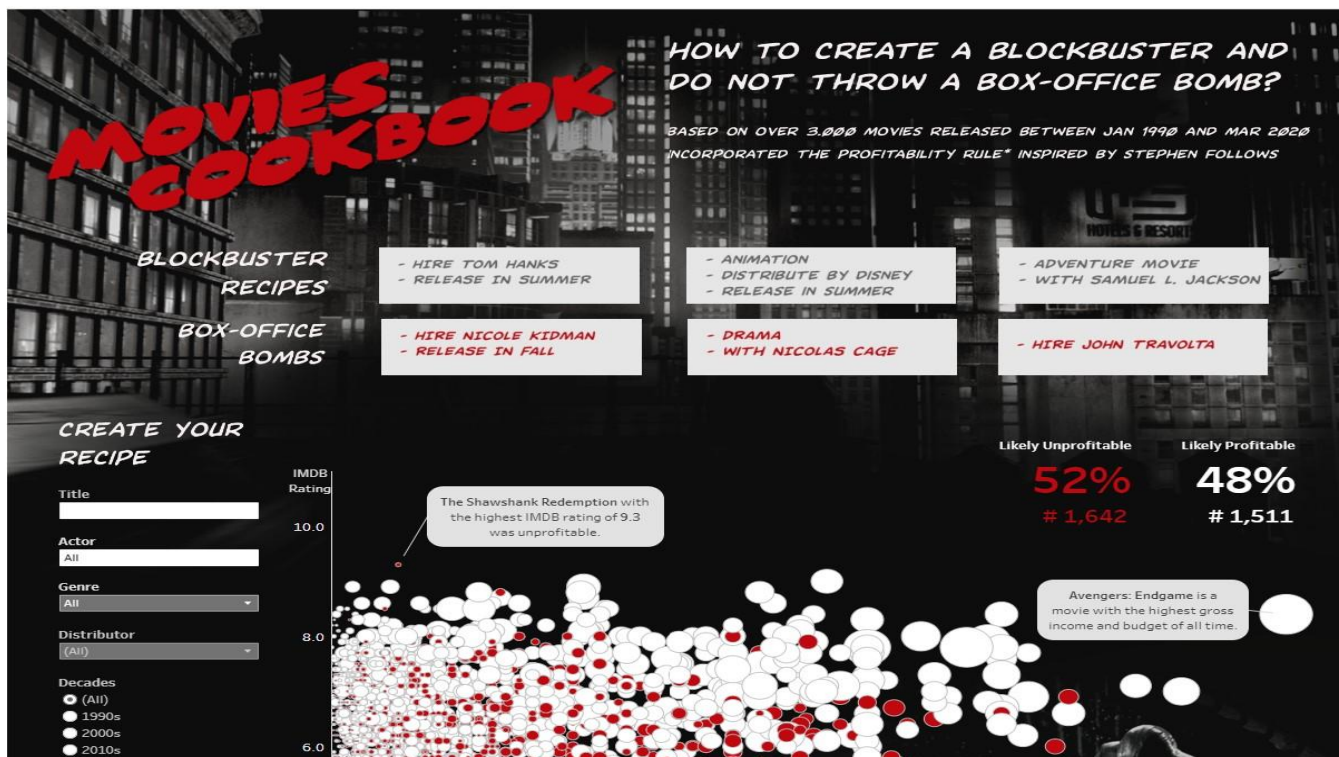
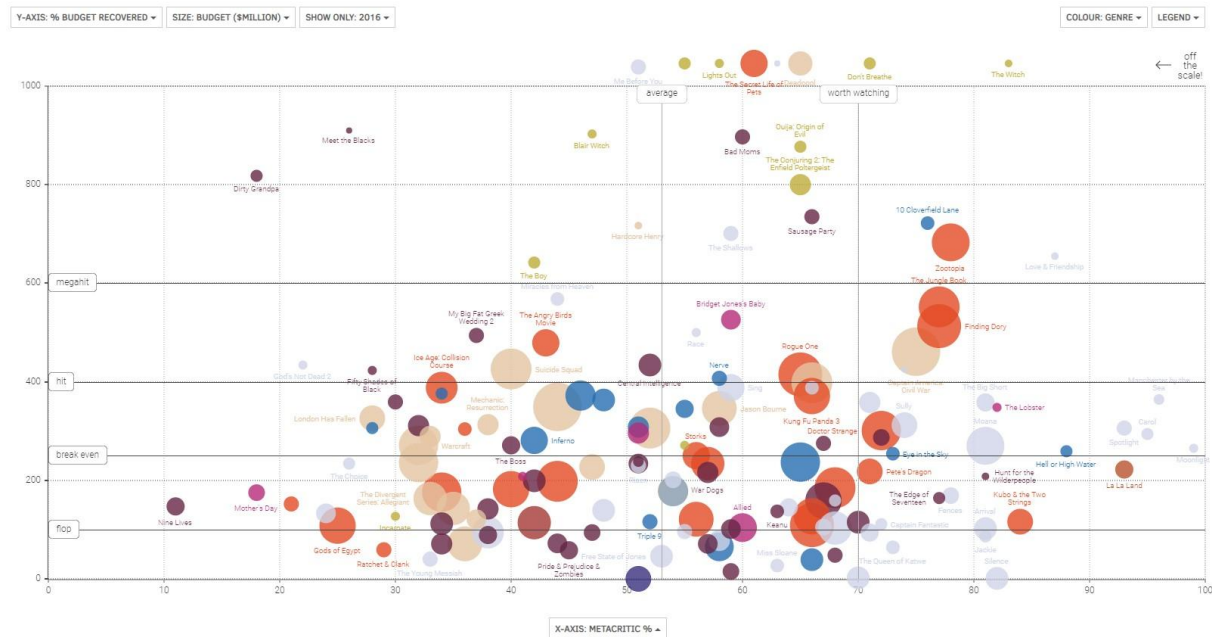
Square: Repository - Jaime & Tracie

Triangle: Machine Learning Model - All

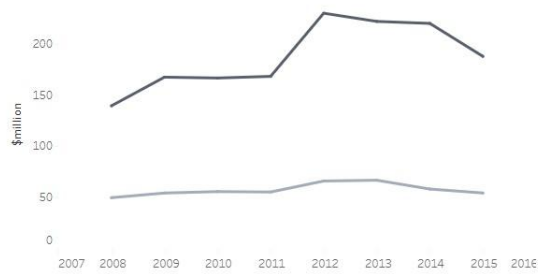
X: Deciding the technology used - All

Inspiration

Visualization explorer for every major film 2008-2016

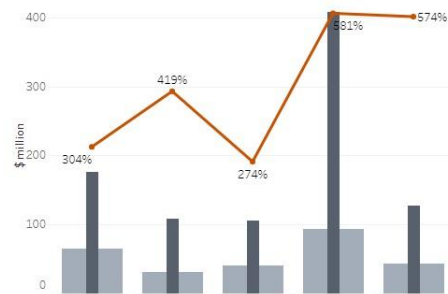


Although box office collections and production budgets have declined from their peak in 2012...



...sequels have the highest budget, worldwide gross and are most profitable

Marketing costs are not included in production budget. As per industry norms, a movie achieves break even at 200% of production budget.



Sequel with plotlines of animation, crime, horror, sci-fi and thrillers are the most profitable

44.8 855

| | adaptation | based on a true story | remake | sequel | Original screenplay |
|-----------|------------|-----------------------|--------|--------|---------------------|
| action | | | | | |
| adventure | | | | | |
| animation | | | | | |
| biography | | | | | |
| comedy | | | | | |
| crime | | | | | |
| drama | | | | | |
| family | | | | | |
| fantasy | | | | | |
| history | | | | | |
| horror | | | | | |
| music | | | | | |
| musical | | | | | |
| mystery | | | | | |
| romance | | | | | |
| sci-fi | | | | | |
| sport | | | | | |
| thriller | | | | | |
| war | | | | | |
| western | | | | | |



has been the most successful sequel delivering 5 follow-ups that collectively grossed \$685m on a total budget of \$28m

Planned Datasets

<https://www.kaggle.com/datasets/igorkirko/wwwboxofficemojocom-movies-with-budget-listed>

<https://www.kaggle.com/datasets/stefanoleone992/rotten-tomatoes-movies-and-critic-review-s-dataset>