What makes black films successful?

* Define what is meant by the term “black film”…
* Define what is meant by the term “success”… success from the position of a production company standpoint i.e. ROI? (companies don’t care about awards blah blah, WHERE IS DA MONEY)
* Explain the process to selecting a starting point
* Explain feature selection and feature engineering
* Features:

**movie marketing** before release but this is determined by country as release dates are different, languages are also different (youtube API?)

**music/soundtrack** (new / old)

**box office gross**; omdb box office value is only US domestic figure not international and worldwide (could scrape [the-numbers website])

* Potentially useful variables from the-numbers website:

**TMDb; OMDb; the-numbers**

**Source**

**Production Method**

**Creative Type**

**Production Companies**

**Production Countries**

**Languages**

**Leading + Supporting Cast** (the-numbers seems more accurate than OMDb)

**target variable is ROI** (profits/costs)