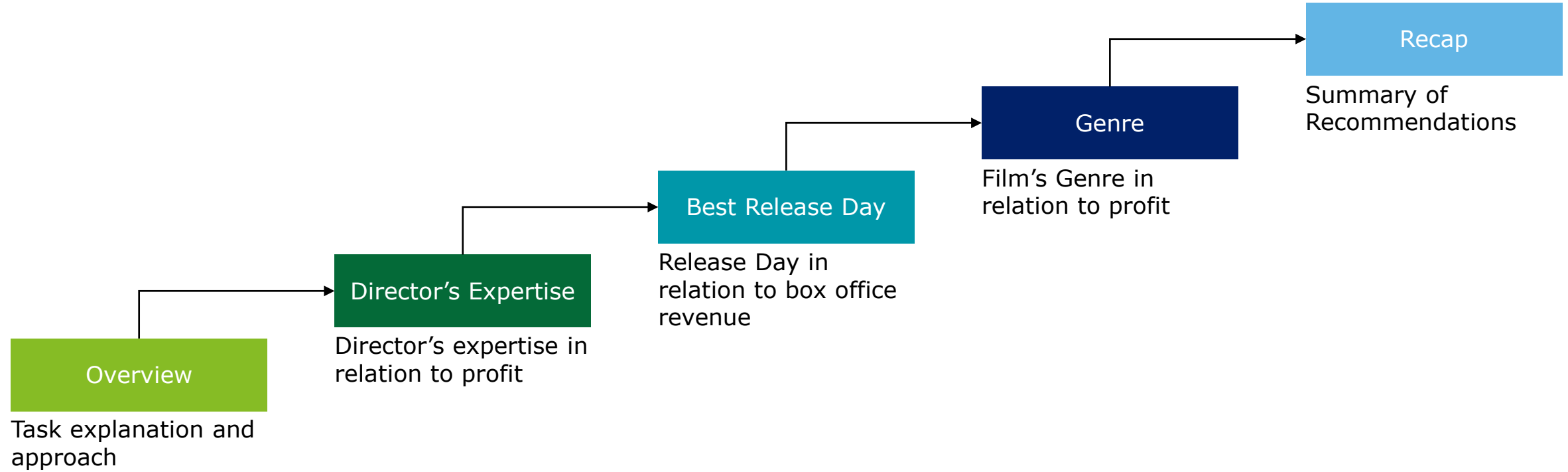


Computing Vision Movie Analysis

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Presentation Agenda





Business Overview and Goals

The Business Problem

- Computing Vision
 - New studio
 - Creative industry
 - Many avenues to success
- How do you plan for success?

Goals

- Diverse insight
- Avoid limitations
- Look at multiple factors
 - Directors
 - Release day
 - Genre

Bottom Line Up Front

- Aim to hire more experienced directors for profit security.
 - Release movies on Thursdays to maximize box office revenue.
 - Do not use genre as a method of profit security.
 - Research confounding factors that may influence profit within genres.
-



The Director's Expertise:

Is there an association between the director's expertise and a movie's profitability?

Datasets

Movie Info

Source: Rotten Tomatoes
Information: Director

Movie Budgets

Source: The-Numbers.com
Information: Budget & revenue

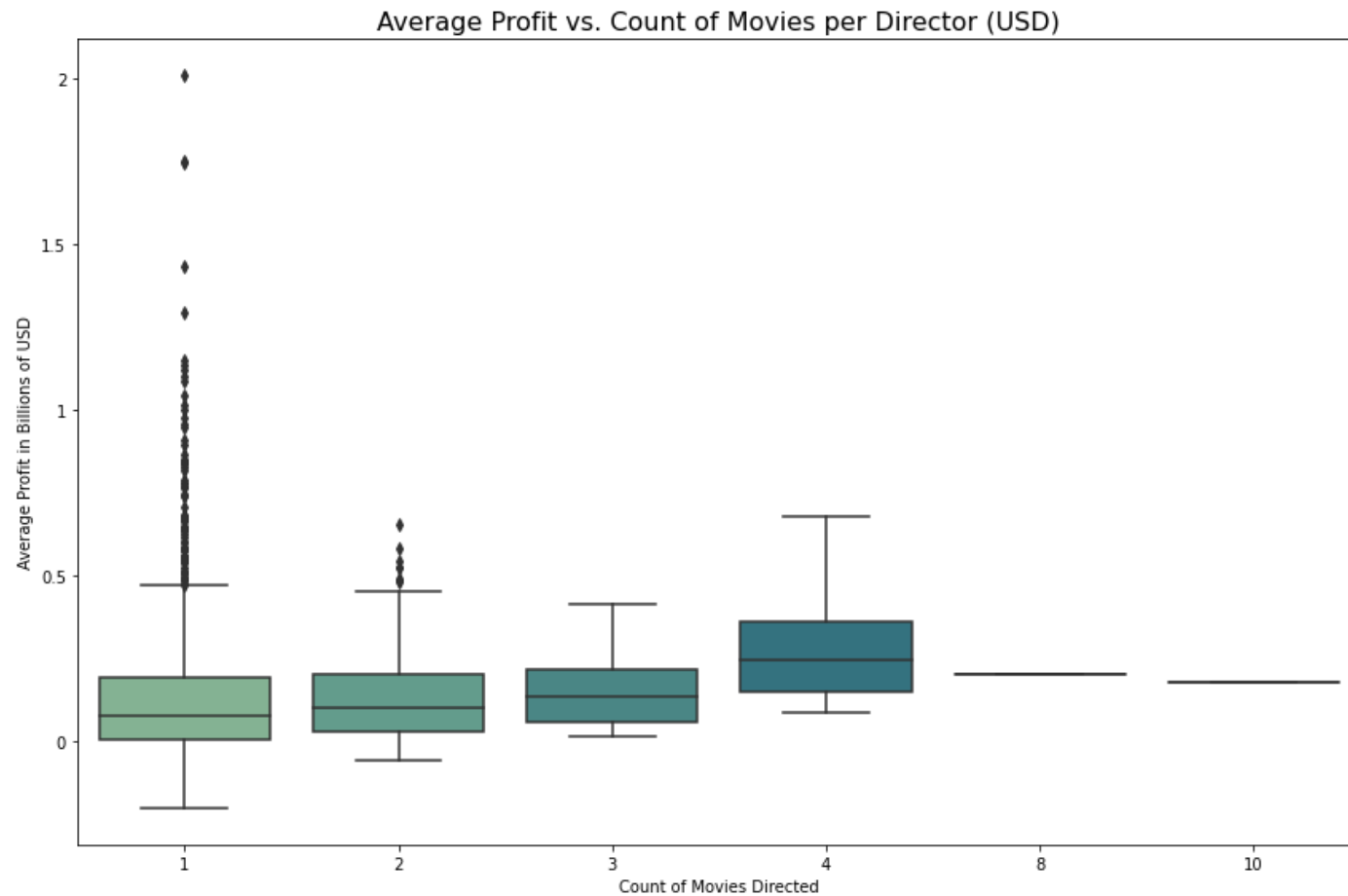
Area of Analysis

Profit Distribution

- Director's expertise based on the count of Movies directed
- Average profit generated by Director

The Director's Expertise:

Is there an association between the director's expertise and a movie's profitability?



Results

- Directors of three or more movies always resulted in positive profit.

Recommendation

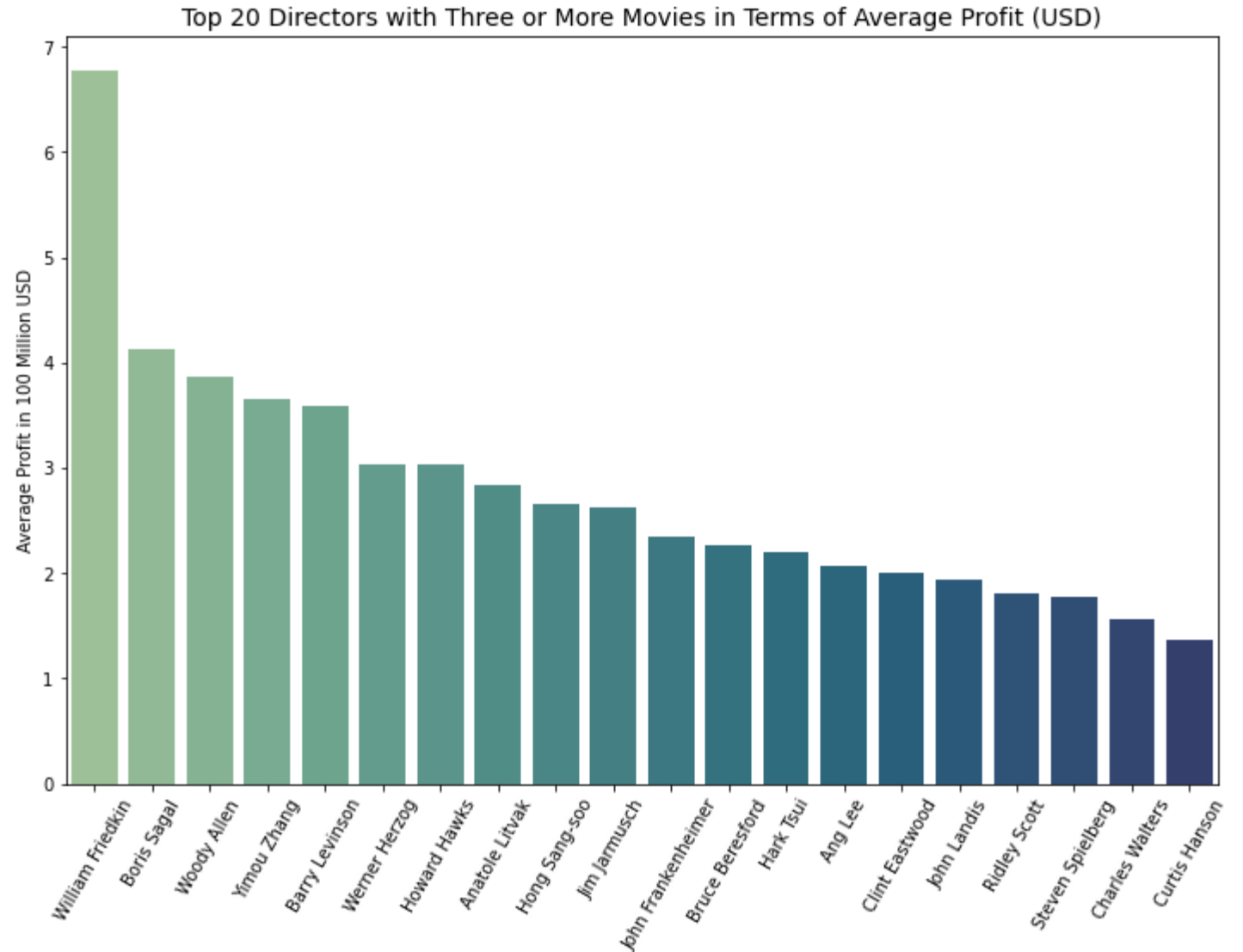
- As a new studio, it is recommended to hire an experienced director as they have proved to be profitable as they worked on more movies.



Top 20 Directors that worked on 3 or more movies in terms of average profit

Suggestion

- If Computing Vision has the budget, you could potentially hire one of these directors, or you can look into their work and get inspired by it



Day of Release and Box Office Revenue:

Is the day of the week a good sign for making more box office revenue?

Datasets

Movie Info

Source: Rotten Tomatoes

Information: Day of the week & box office revenue

Area of Analysis

Box Office Revenue

Based on: Day of the week with the highest release of movies

Insight: Identify box office revenue based on day of release

Day of Release and Box Office Revenue:

Does the day of the week impact box office revenue?

RESULTS

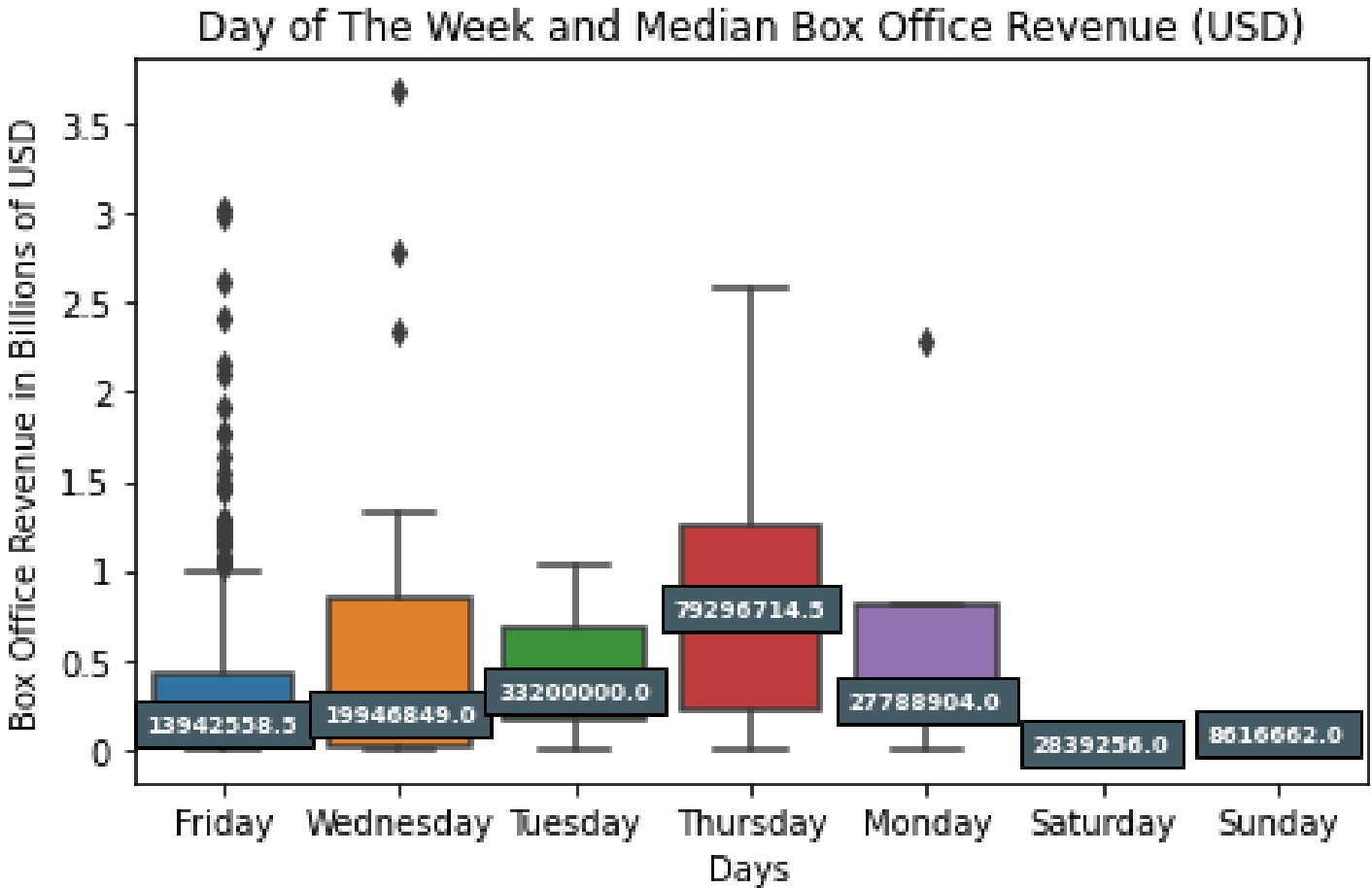
By analyzing the box office revenue and day of release data, we see a clear pattern. Thursday has the highest median box office revenue.

Friday has an undeniable trend as a day for releasing movies. Making it another great day to release movies to maximize revenue.

Recommendation

Computing Vision should consider the option of releasing movies on Thursday to maximize box office sales.

As stated above for Friday, data shows that it is a popular day to release movies so additional research is imperative.





Exploring Profitable Genres: A surface level analysis

Datasets

Movie Budgets

Source: The-Numbers.com
Information: Budget & revenue

IMDB

Source: IMDB.com
Information: Movie genres

Area of Analysis

Profit Distributions

Based on: Genres with the highest median profit
Insight: Identify potential market trend

Exploring Profitable Genres

A surface level analysis

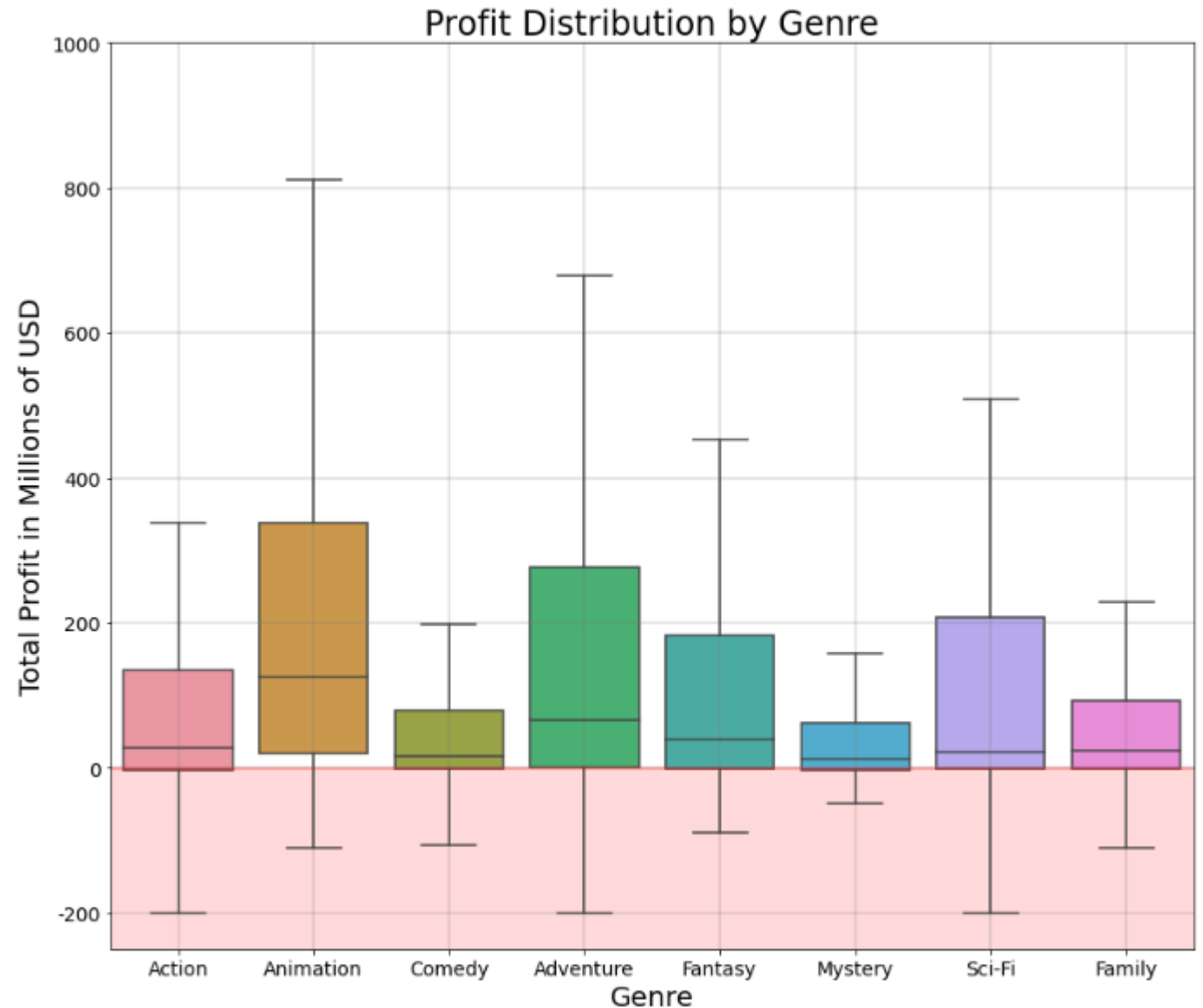
Observations

- Animation and Adventure have high medians and large spread.
- Mystery and Comedy are lower profit, but tightly spread.

Recommendation

- Investigate profitable factors within each genre.

Statistics on genre next...





Statistical Analysis of Genre and Profit

Is there an association between a film's genre and profit?

Datasets Used

Movie Budgets

Source: The-Numbers.com

Information: Budget & revenue

TMDB

Source: TheMovieDB

Information: Genres

Analysis Methods

Chi-Square Test

- Analysis of **categorical data**
- Is there a **relationship**?

Cramer's V

Measures the **strength** of a relationship



Statistical Analysis of Genre and Profit

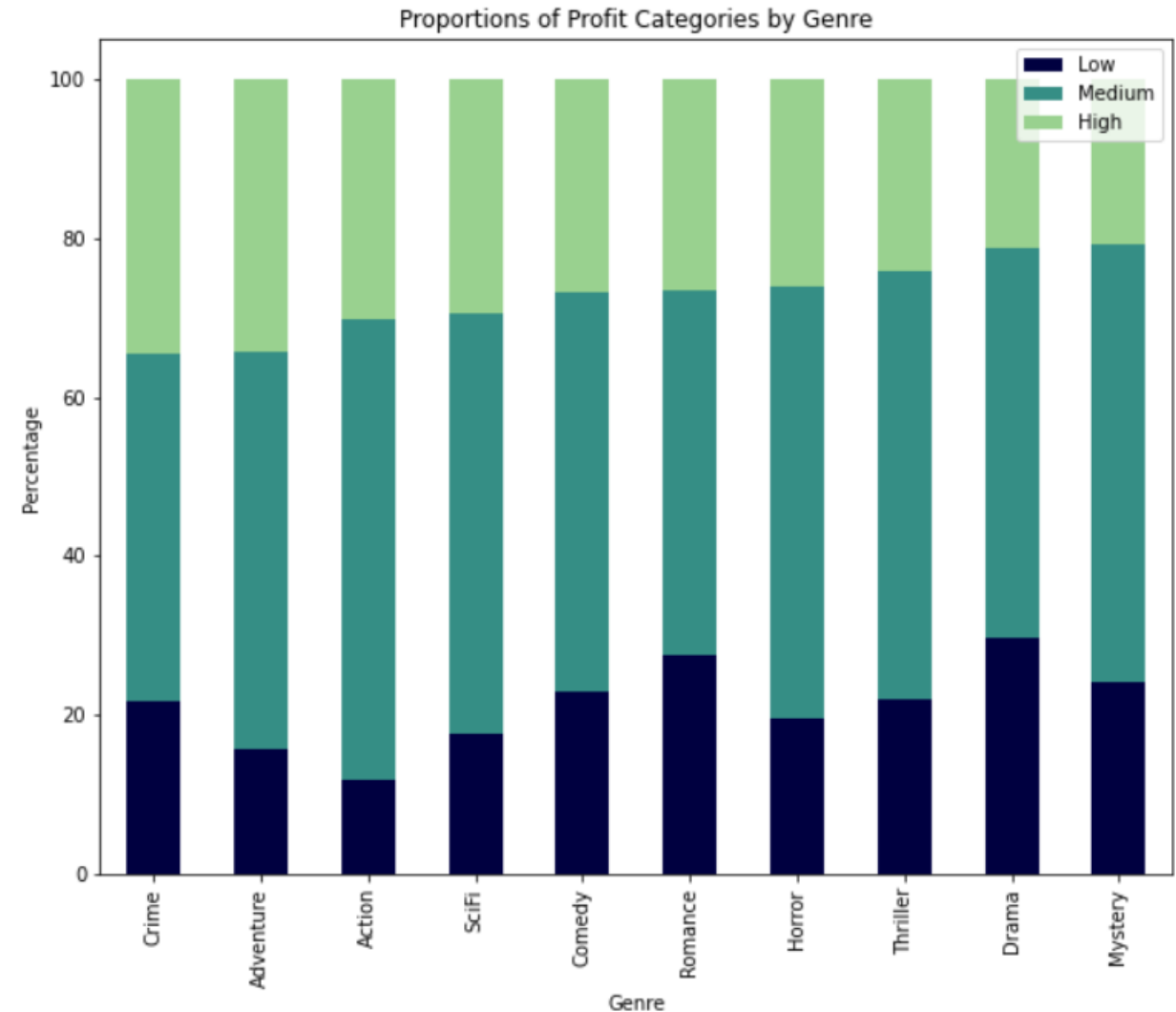
Is there an association between a film's genre and profit?

Results

- ✓ Relationship
- x Weak association

Recommendations

- Avoid curating productions to a specific genre as a means of targeting profit security.
- Instead, investigate confounding factors.





Statistical Analysis of Genre and Profit

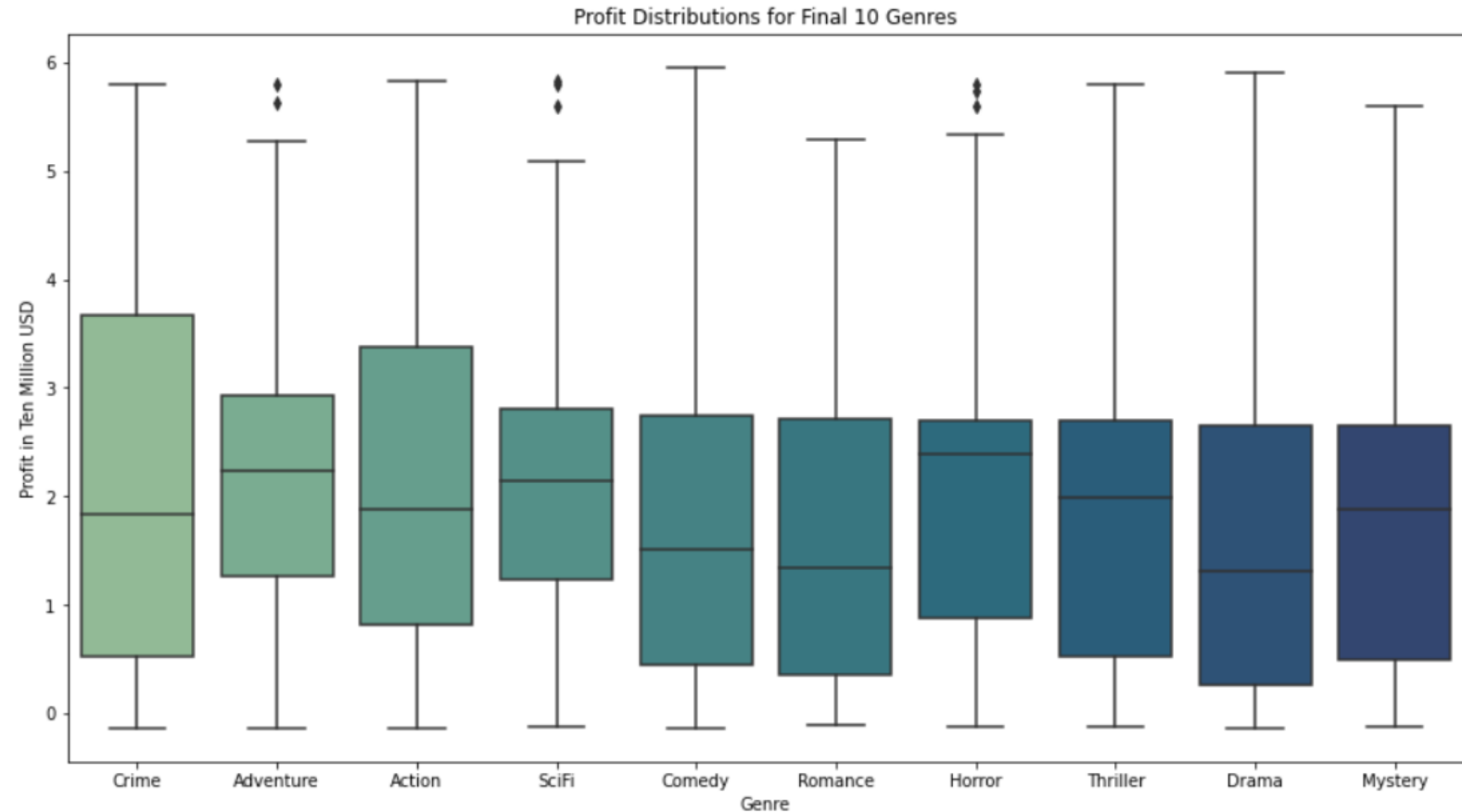
Is there an association between a film's genre and profit?

Results

- ✓ Relationship
- x Weak association

Recommendations

- Avoid curating productions to a specific genre as a means of targeting profit security.
- Instead, investigate confounding factors.





Final Recap and Suggestions



Do

Hire experienced directors when possible.



Do

Release films on Thursdays to maximize box office revenue.



Don't

Rely solely on genre as a means of targeting profit security.



Do

Research confounding factors which influence profits within different genres.



Thank you for your time!

Questions?

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