

Ready, Set, Action: Investing in Film Under a Smarter Lens



A vertical photograph of a sunset or sunrise sky, transitioning from orange at the horizon to a darker blue at the top. Silhouettes of trees are visible on the left side.

Learn about movies
success to make
better investment
decisions.

Forbes

The Film Industry Made A Record-Breaking \$100 Billion Last Year



Rosa Escandon Contributor 
Hollywood & Entertainment
I write about women in comedy.



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\$ 937 MM



\$ 937 MM



\$ 442

Methodology

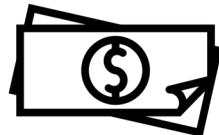
Data collection:

- Web scraping from **IMDbPro**
- 900 movies
- 40 features

Methodology

Data collection:

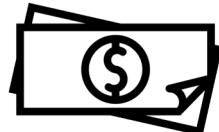
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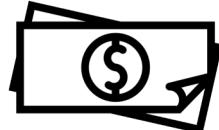
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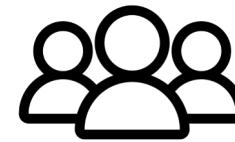
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Analysis

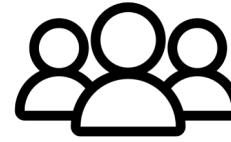
Data Exploration

- Number of team members per departments:
 - Visual effects
 - Sound
 - Music
 - Art
 - Camera
 - Script
 - Editorial



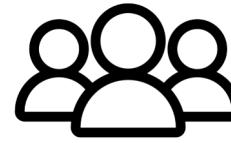
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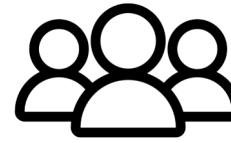
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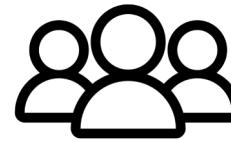
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Model



Model



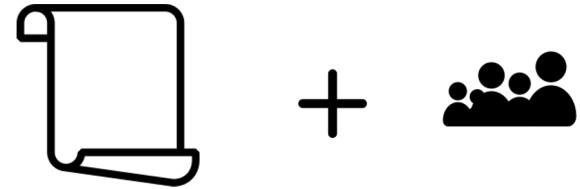
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Baseline Model



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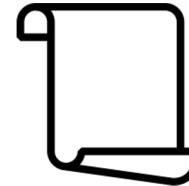
Model



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Model



R2 test set: 0.511

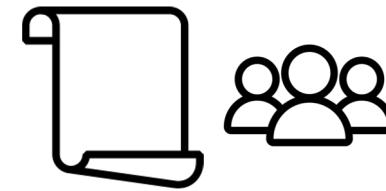
Takeaways

- Taste Diversification



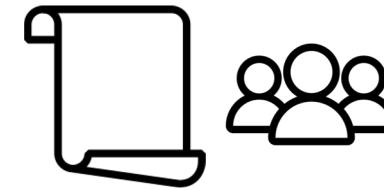
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Takeaways

- Taste Diversification
- Number of scriptwriters is related to gross
- When making investment decisions, focus less on the genre and more on the quality of the script.



Future Work

- Taste diversification and genre fluidity in the recent years.
 - Genre
 - Rating



Thank You!

