THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES

Can Data science help predict the Outcome?

80% of the movies fail at the box office.

Why?

Successful box office

↓

Production Budget X 2

Theatres keep half $$$
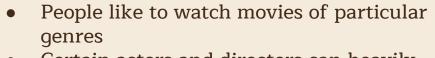
ADMIT ONE
CINEMA
TICKET

123456   123456

DATA SCIENCE HAS AN ANSWER!
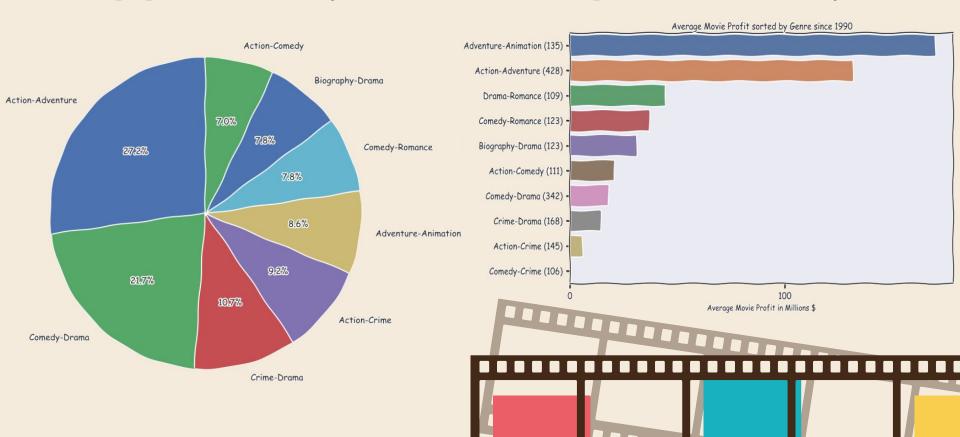
Having gathered and analyzed information from 10 000 movies we realized that:

- People like to watch movies of particular genres
- Certain actors and directors can heavily influence movie success
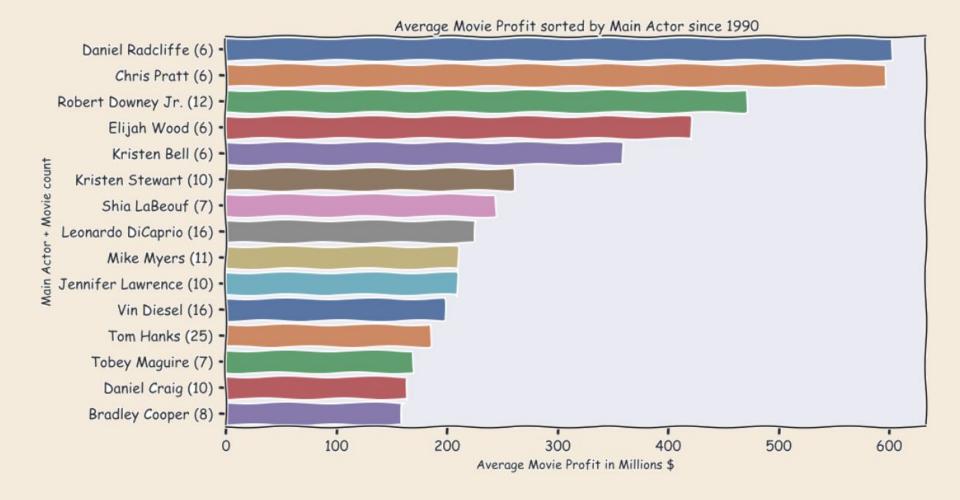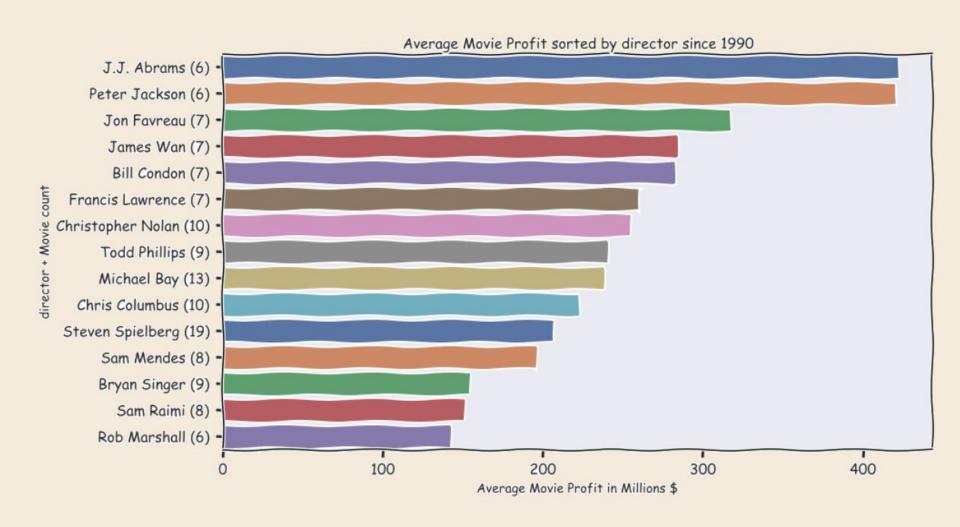
Most popular movies by Genre
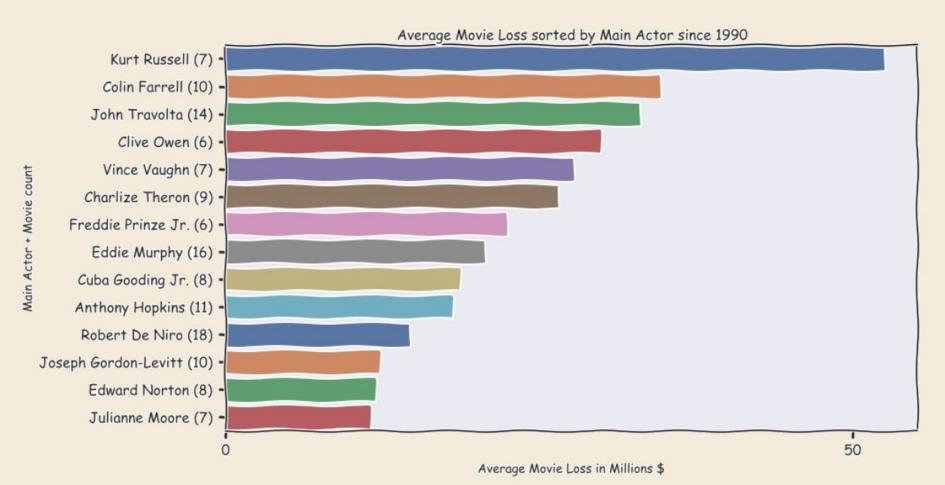
Most profitable movies by Genre

Average Movie Profit sorted by Genre since 1990

Adventure-Animation (135)
Action-Adventure (428)
Drama-Romance (109)
Comedy-Romance (123)
Biography-Drama (123)
Action-Comedy (111)
Comedy-Drama (342)
Crime-Drama (168)
Action-Crime (145)
Comedy-Crime (106)

0   100

Average Movie Profit in Millions $

Average Movie Profit sorted by Main Actor since 1990

Average Movie Profit sorted by director since 1990

director + Movie count	Average Movie Profit in Millions $
J.J. Abrams (6)	~420
Peter Jackson (6)	~415
Jon Favreau (7)	~315
James Wan (7)	~285
Bill Condon (7)	~280
Francis Lawrence (7)	~260
Christopher Nolan (10)	~255
Todd Phillips (9)	~240
Michael Bay (13)	~235
Chris Columbus (10)	~220
Steven Spielberg (19)	~205
Sam Mendes (8)	~195
Bryan Singer (9)	~155
Sam Raimi (8)	~150
Rob Marshall (6)	~140

UNSUCCESSFUL DOES NOT MEAN BAD

Average Movie Loss sorted by Main Actor since 1990

Main Actor + Movie count:
- Kurt Russell (7)
- Colin Farrell (10)
- John Travolta (14)
- Clive Owen (6)
- Vince Vaughn (7)
- Charlize Theron (9)
- Freddie Prinze Jr. (6)
- Eddie Murphy (16)
- Cuba Gooding Jr. (8)
- Anthony Hopkins (11)
- Robert De Niro (18)
- Joseph Gordon-Levitt (10)
- Edward Norton (8)
- Julianne Moore (7)
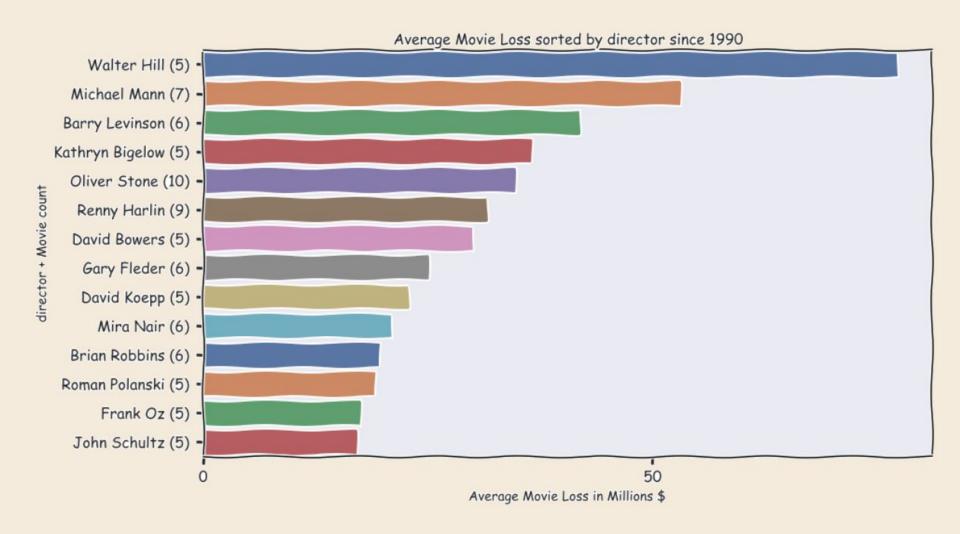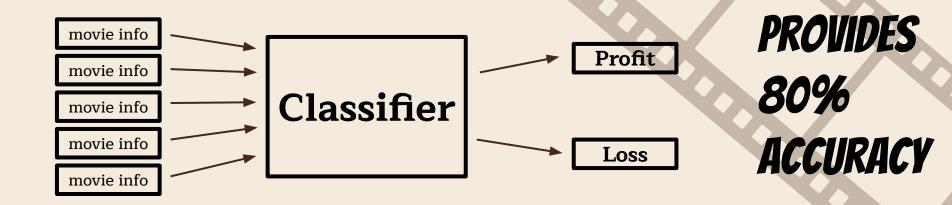
Average Movie Loss in Millions $

Average Movie Loss sorted by director since 1990

MACHINE LEARNING TECHNIQUE 'SUPPORT VECTOR CLASSIFIER'

Movie info: Actor, director, composer, cinematographer, MPAA, release date

PROVIDES 80% ACCURACY

Summary and More Insights

- Picking the right main actor and director is crucial to movie success
- Action-adventure is the most profitable genre
- R rated movie tend to fail more
- June and December releases earn more