

AI Academy Capstone Presentation Group 4

Vijeet Yarlagadda, Mason Batchelor, Jessica Pasquesi, Maninder Bawa



Agenda

1 | Overview and Business Understanding

2 | Data Understanding & Analysis

3 | Recommendations

4 | Next Steps

Team Introduction

Meet the team!



**Vijeet
Yarlagadda**
Analyst
New York



**Mason
Batchelor**
Analyst
Chicago



**Jessica
Pasquesi**
Analyst
Chicago



**Maninder
Bawa**
Analyst
Florida

Key Business Questions

The problem Computing Vision is faced with is that they want a piece of the movie market however don't know how to enter.



What is success?



What do successful movies look like?



What actions do we take to enter the market?

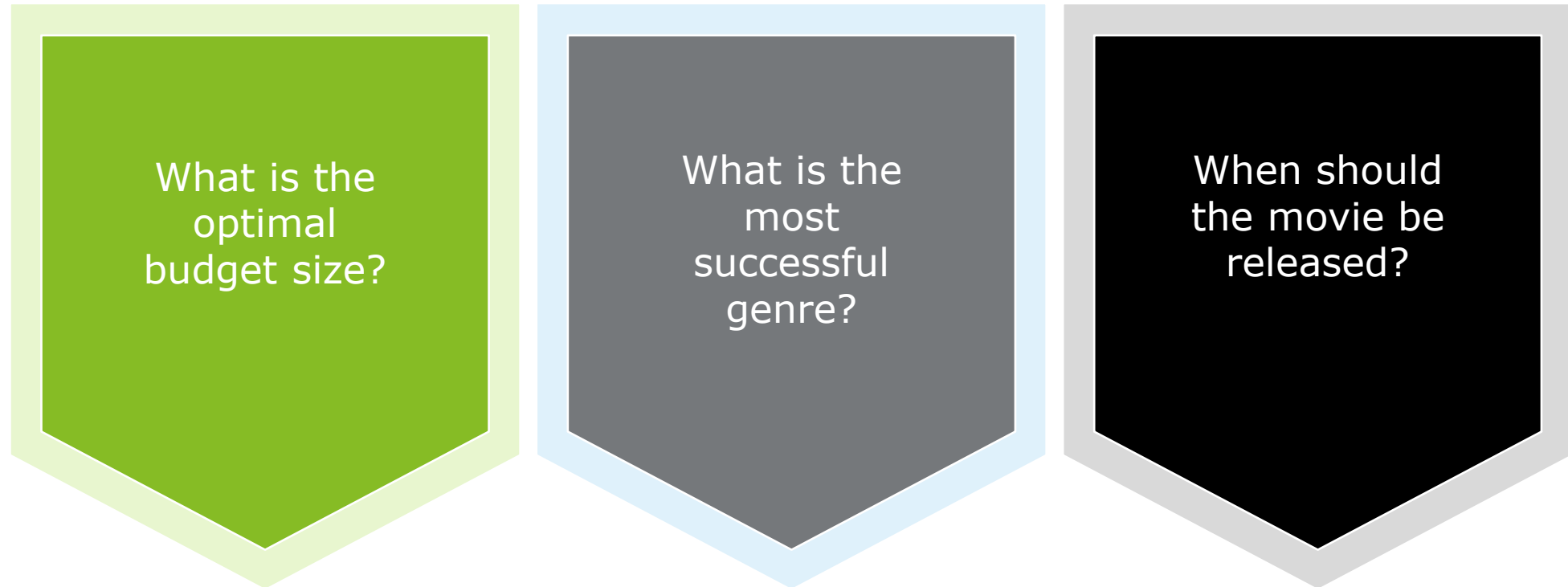


DATA UNDERSTANDING & ANALYSIS

We took the data from the top 3 movie databases and combined them to get the information like rating, director, release date, movie title, production budget, Gross Margin and much more. we then eliminated the irrelevant data and used the AI to run different Statistical analysis.

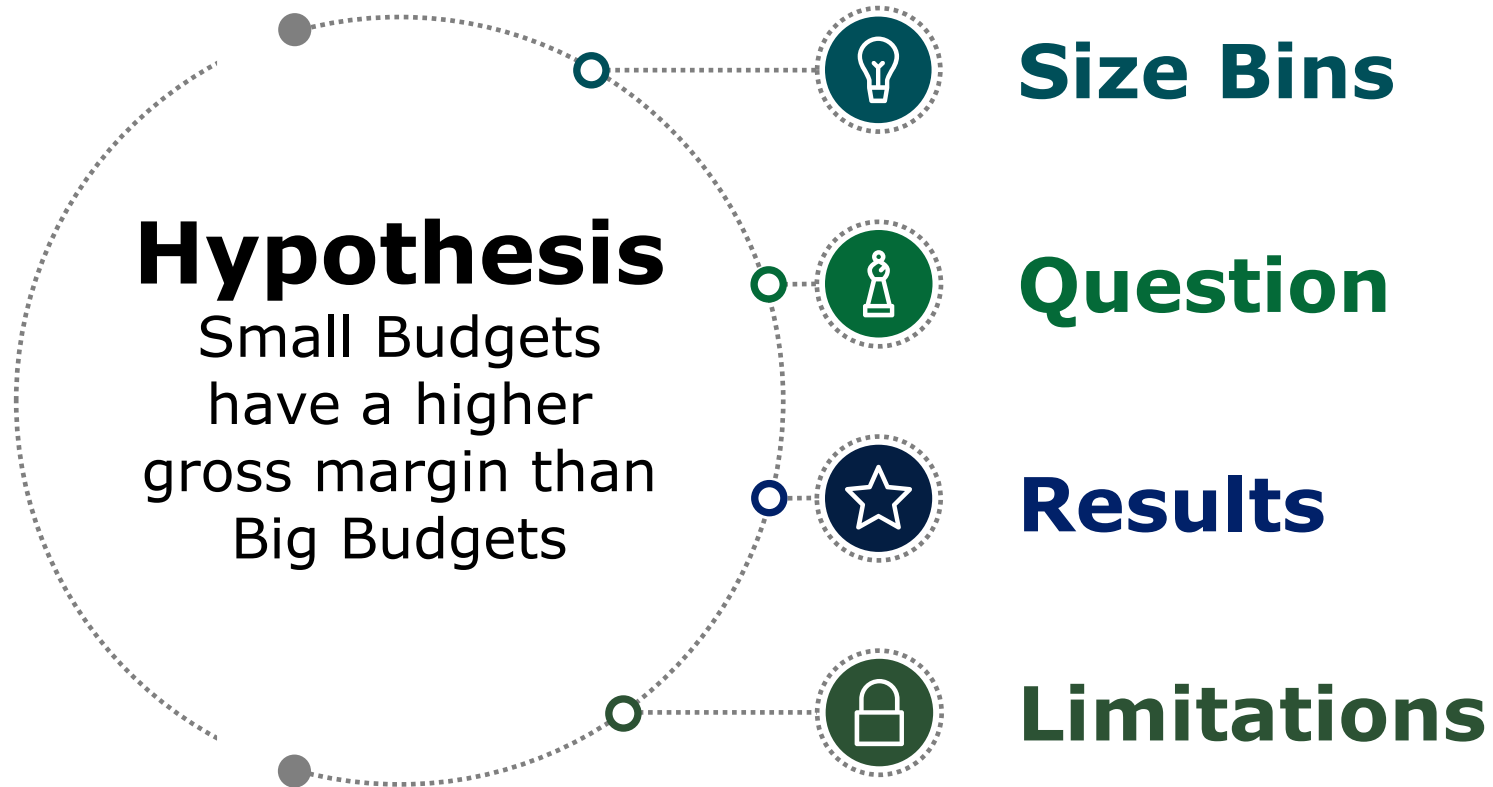


Our Recommendations



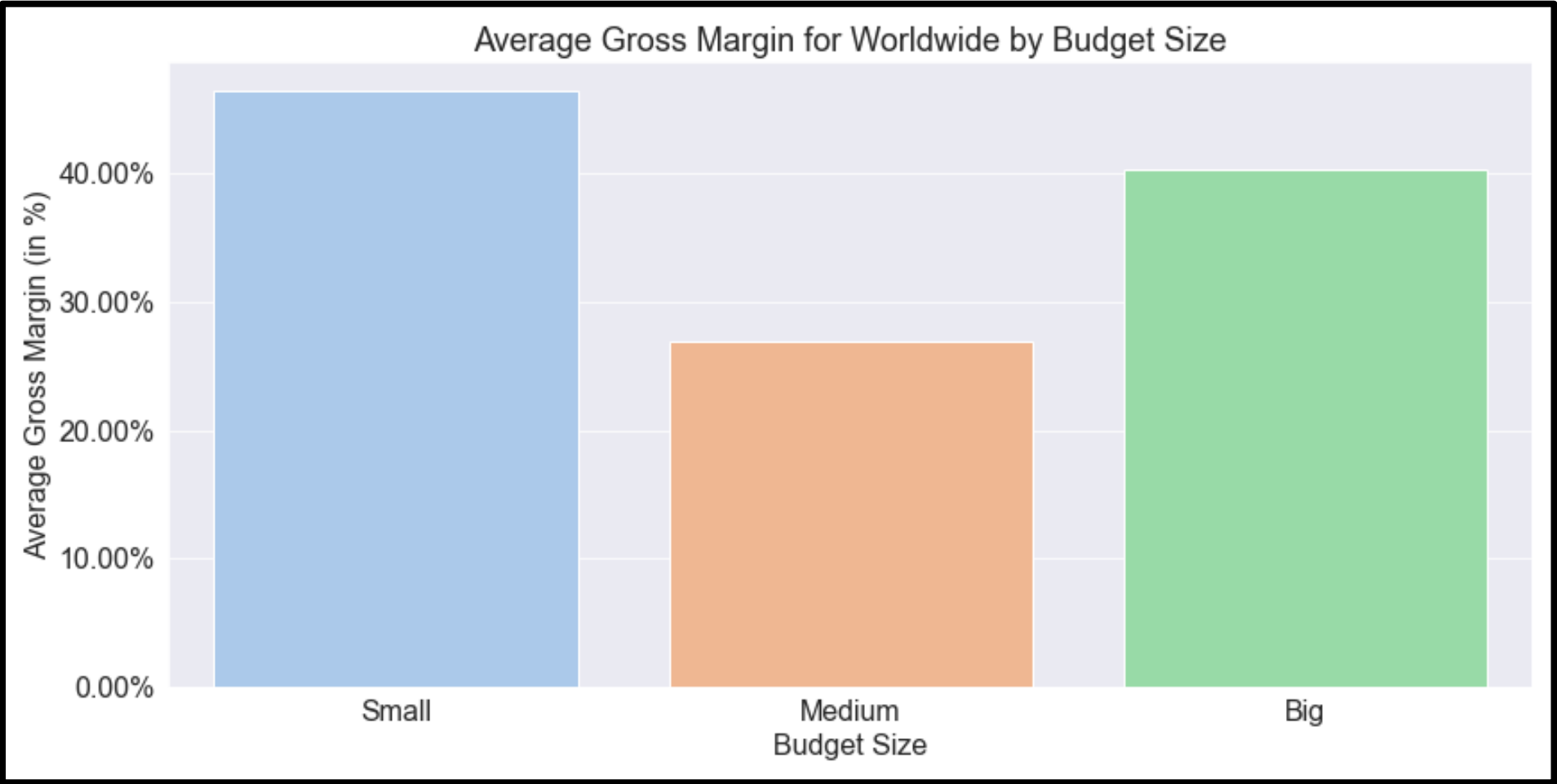


Statistical Inference



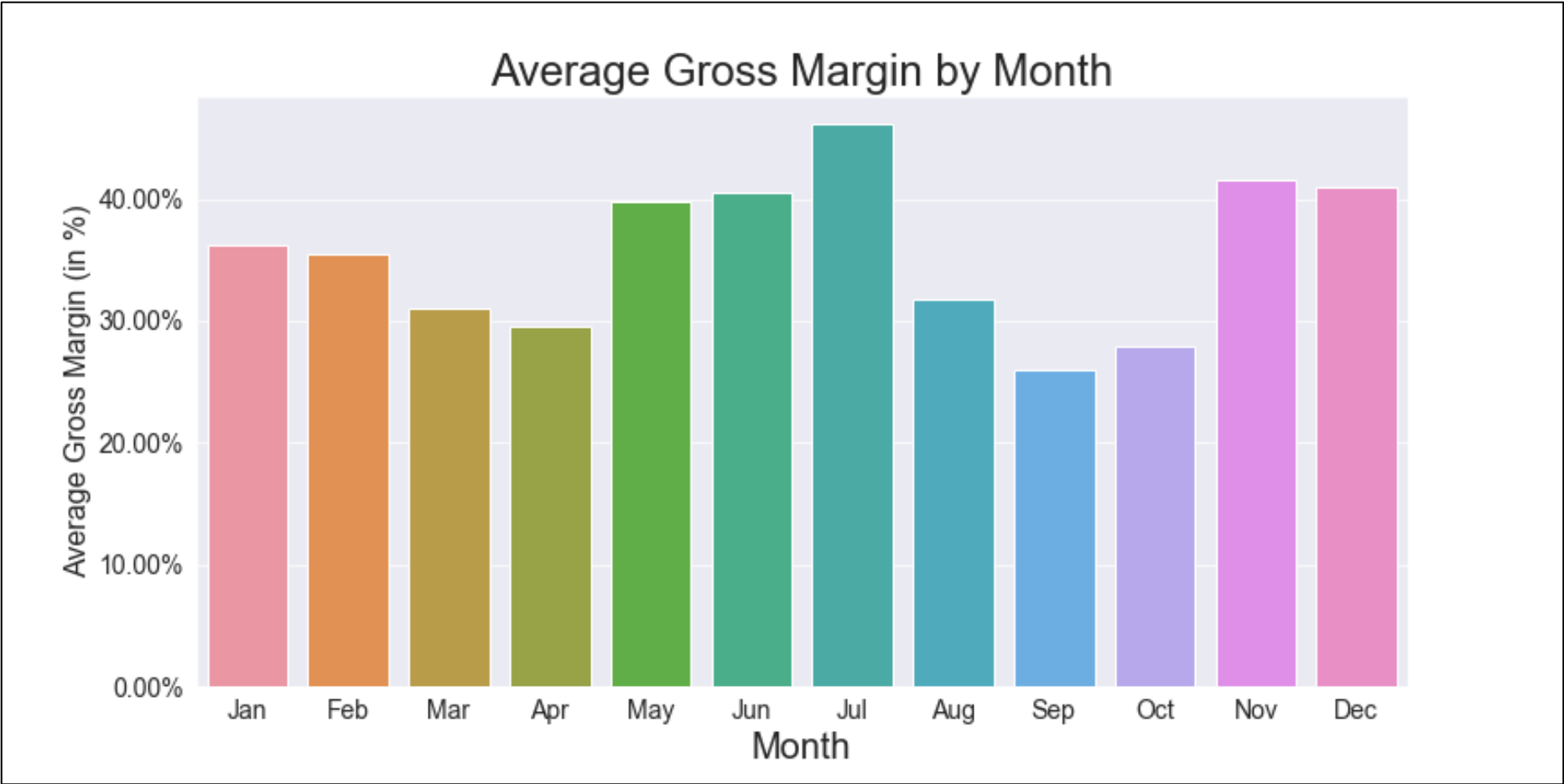


Recommendation 1: Produce a **Small Budget Movie**



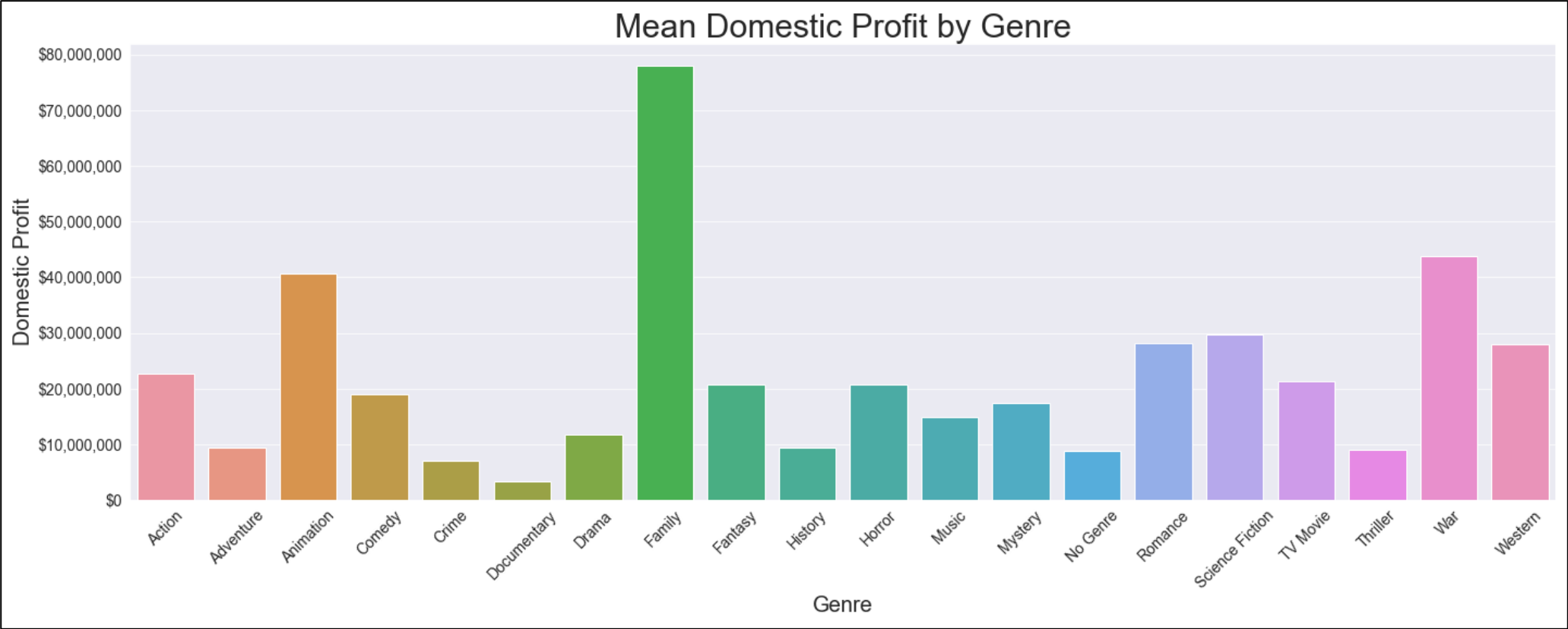
Recommendation 2: Release a movie in the **Summer Months**

Releasing a movie in the summer months will then lead into the Holiday Months



Recommendation 3: Release a movie in the **Family Genre**

Across the board in all level of analyses Foreign, Domestic and Total Profit, Family topped the list.



NEXT STEPS



Questions

Vijeet Yarlagadda: viyarlagadda@deloitte.com

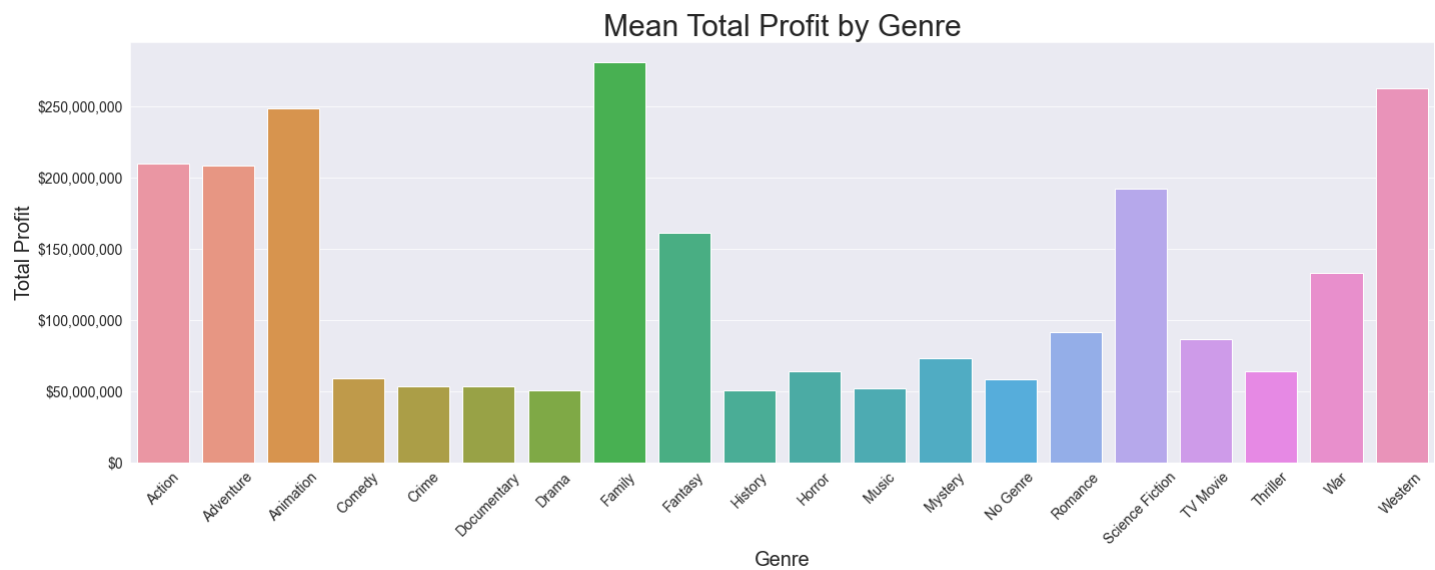
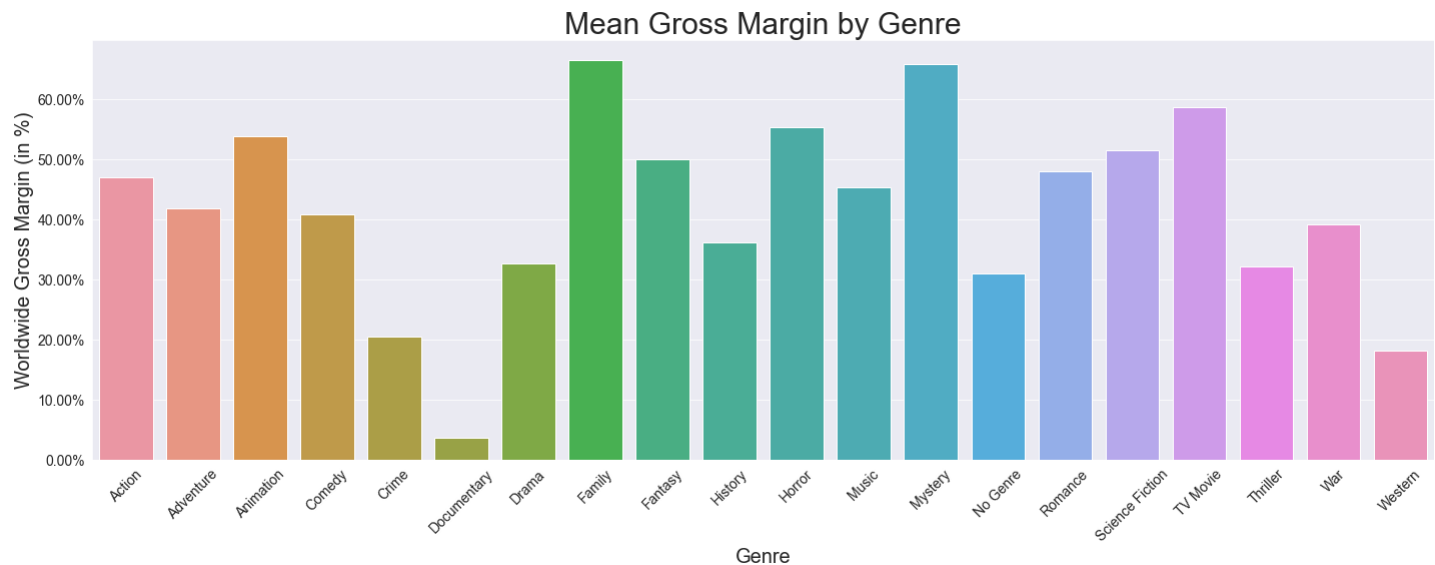
Mason Batchelor: mbatchelor@deloitte.com

Maninder Bawa: mbawa@deloitte.com

Jessica Pasquesi: jpasquesi@deloitte.com

Appendix

Appendix A

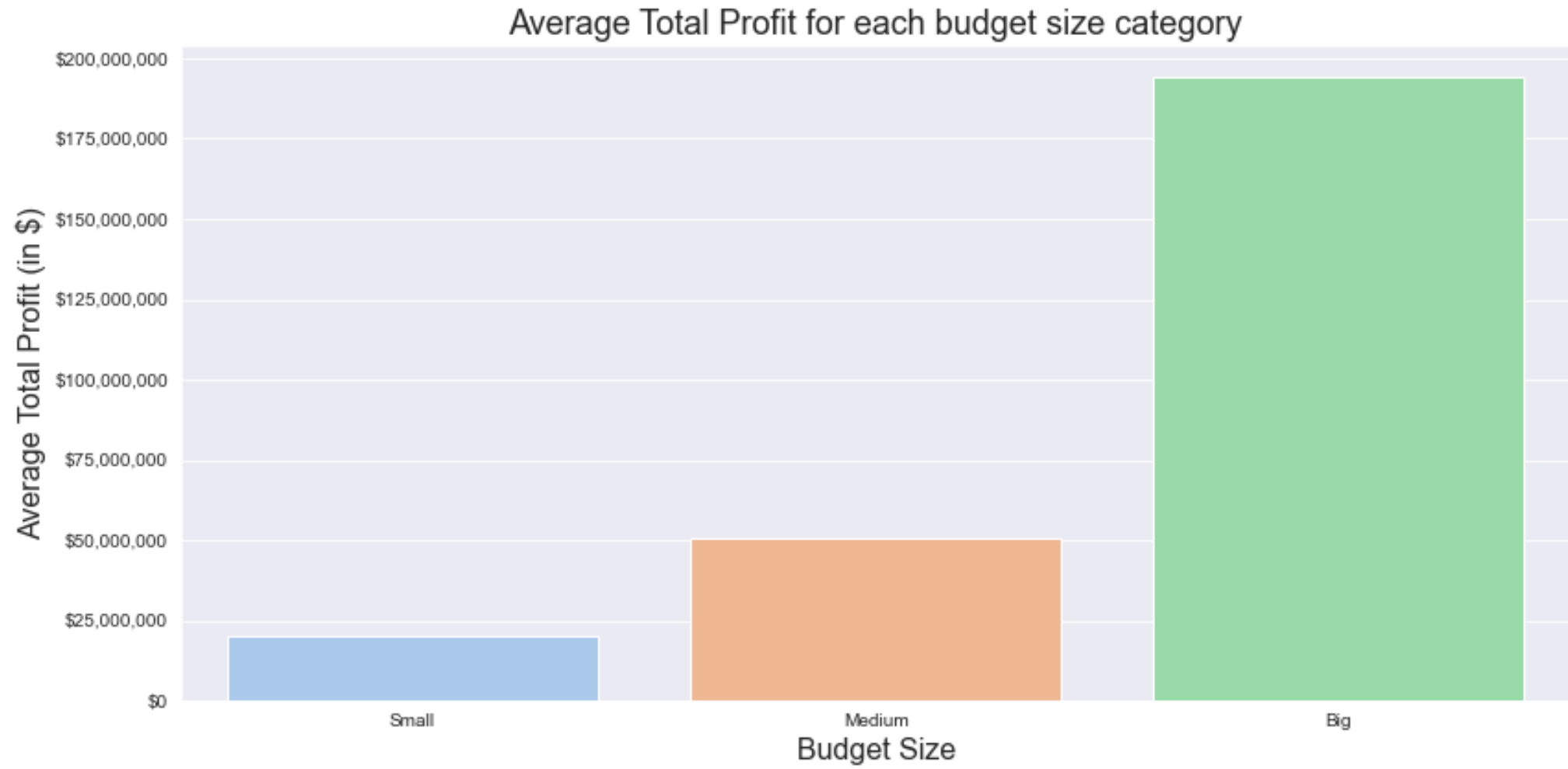


Appendix B

Gross Margin to Proudction Budget



Appendix C





BUSINESS UNDERSTANDING

We understand that creating a new movie studio is a big undertaking. Our team used the power of the data and AI to recommend a few options which will create a higher chance of success in the market

Key Business Questions

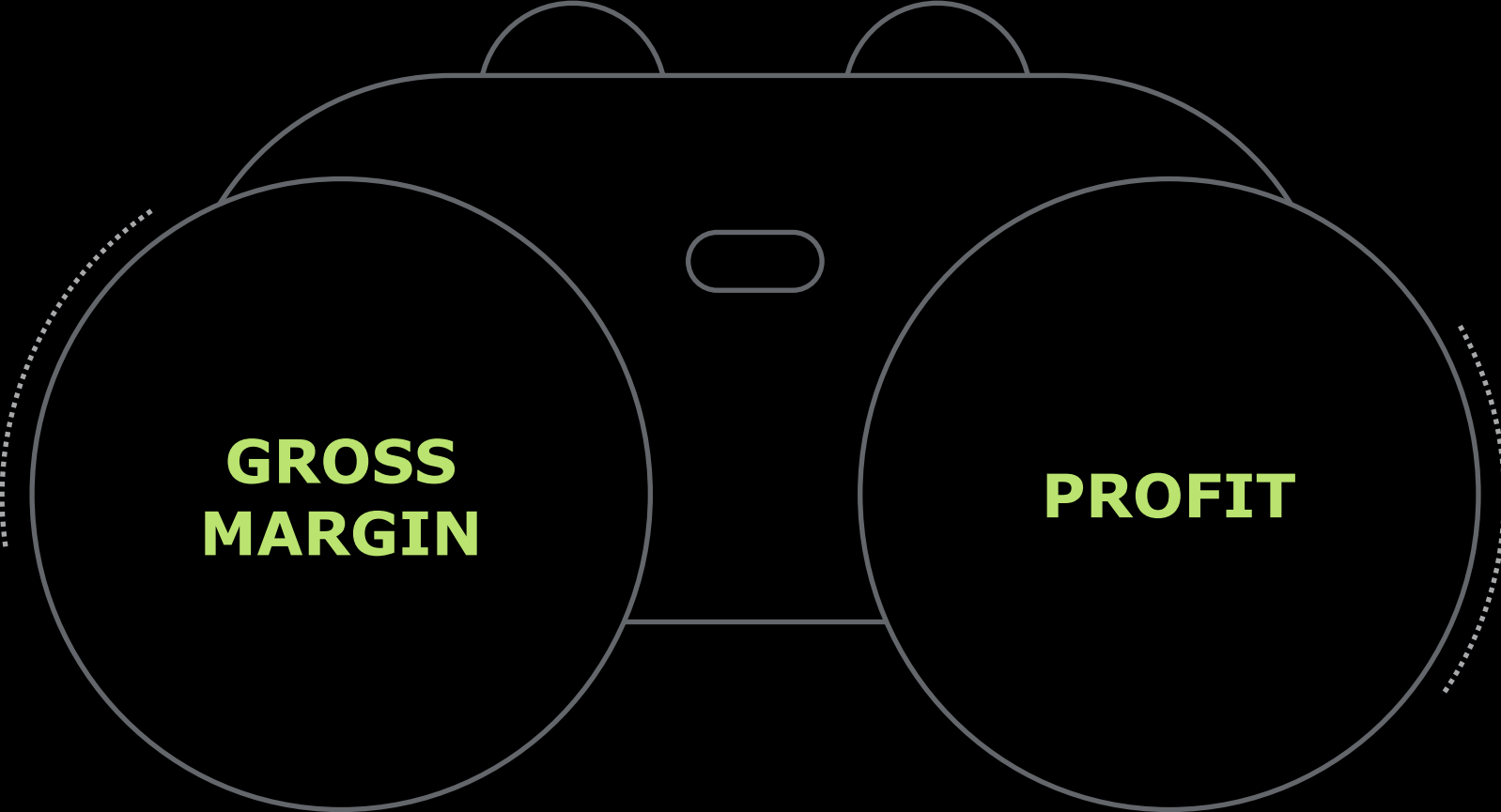
- What is Success?
- What do successful movies look like?
- What actions to take to enter this market?

We used the independent data from three sources and decided to concentrate on three main areas to achieve the goal.

- Genre
- Budget
- When to release the movie



MEASURES OF SUCCESS



Problem Outline

Computer Vision – Entry into the film industry

- Booming original content creation industry
- Computer Vision has plans on opening a new movie studio
- Needs actionable insights to make a successful entry into the industry

Statistical Inference