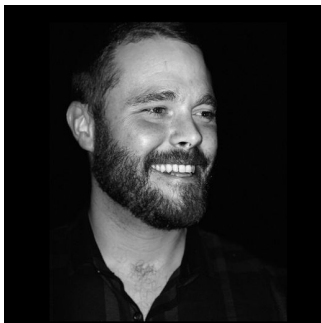


Movie Studio Consultants

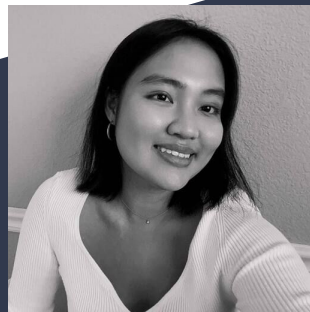
Presenters:



Sean Evans



Kaelyn Paris



Qi Cai

Overview / Business Understanding



Our goal is providing **three recommendations** of filmmaking characteristics to best *gain profit* for the movie studio.

Data Understanding

Data Cleaning

- **Data Source: IMDb Database, The Numbers budget data**

Data Exploration

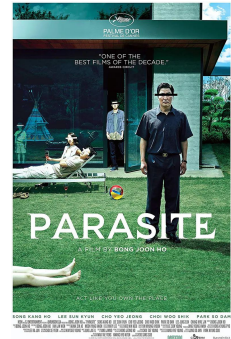
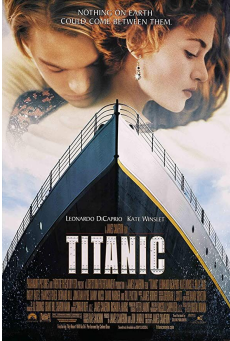
- **Select and Identify patterns in Useful Columns**

Data Analysis

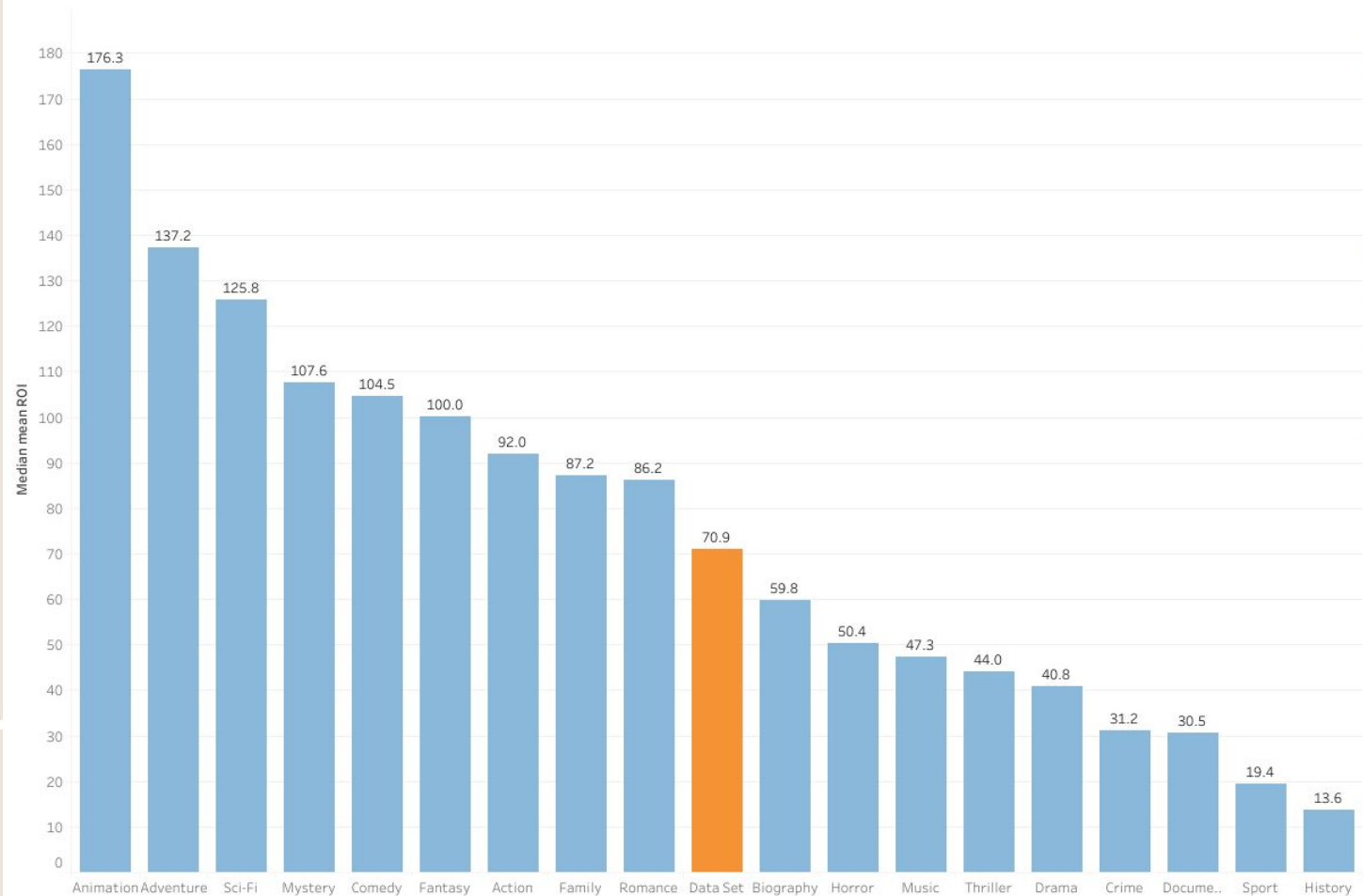
- **Extract return percentage**
- **Center analysis around return percentage**

Method

$$ROI = \frac{Gross - Budget}{Budget}$$

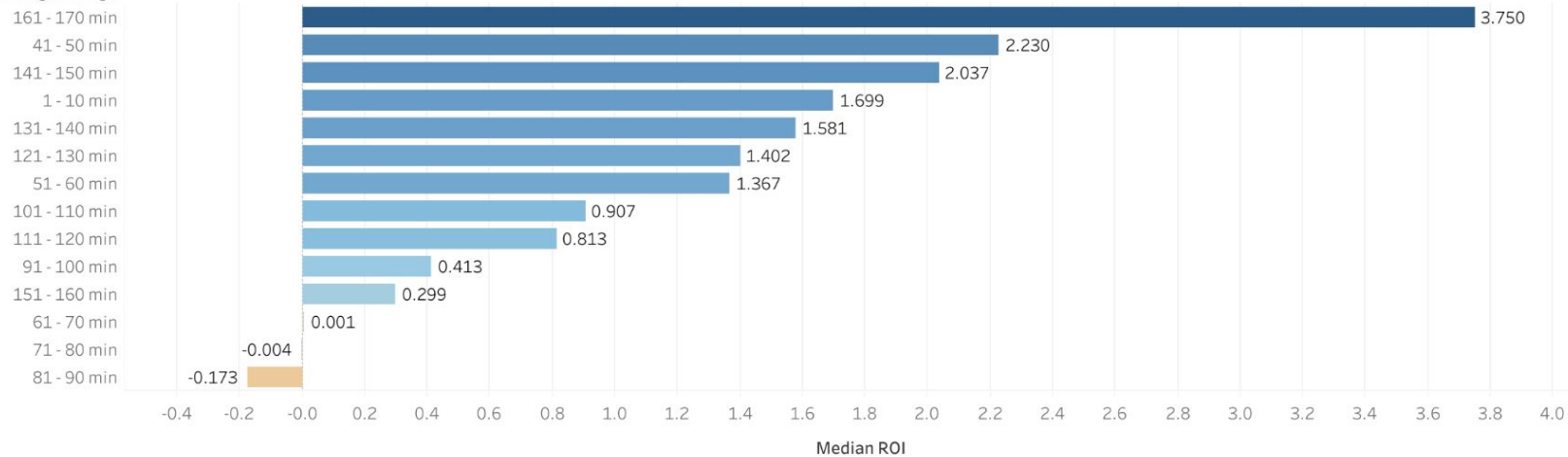


Genres by Median ROI

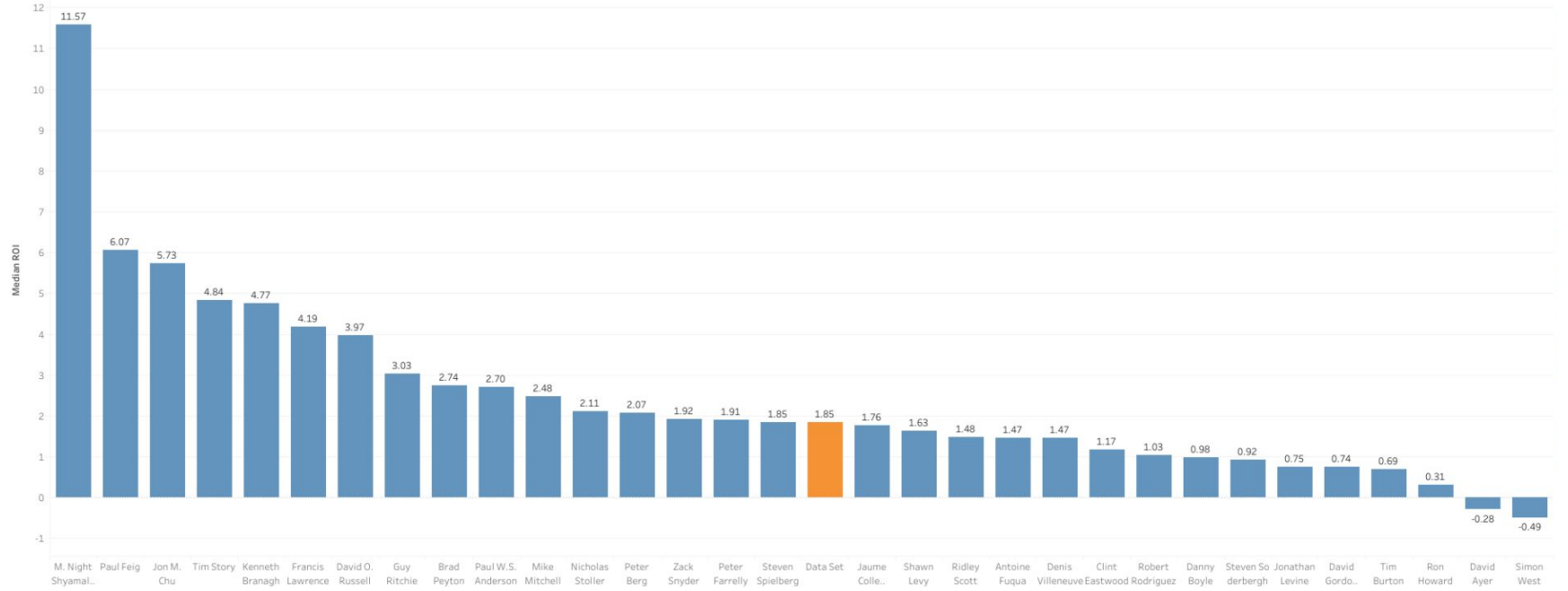


Movie Length Range by ROI

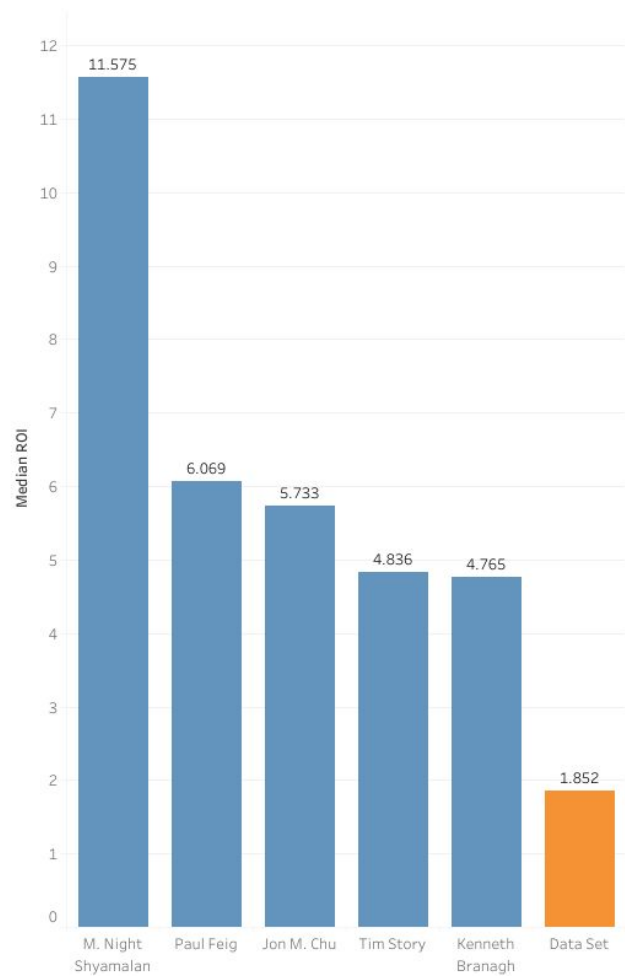
Movie Length Range



Director by ROI



Top 5 Director by ROI



3 Recommendations

Genres

Action

Runtime

161-170 Minutes Runtime

Director

M. Night Shyamalan



Thank you!

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