

A New Frontier in Movies

Data-Driven Decision-Making to Fuel Growth

Deloitte AI Academy Capstone Presentation - Cohort 4B, Team 4

Our Focus Today

Today's Agenda

1. Business Context
2. Team Introduction
3. Our Approach
4. Recommendations for Computing Vision
5. What's Next / Action Plan
6. Q&A

Why We are Here

Computing Vision's business objective and the goals we're here to help you achieve

Your Goal

- Establish a new movie studio and seize the opportunity for creating original content

The Ask

- Identify what types of films perform best at the box office

What We're Here to Deliver

- A launch strategy centered on 3 major recommendations that will position Computing Vision as the film industry's next big innovator
- Insights generated that enhance decision making
- Explanatory and statistical methods to drive future success

Our Team

Our team of AI consultants here to help



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Our Approach

A variety of data science disciplines – and the concepts, tools, and methods we used

Manipulating our dataset

- Tools and methods used

Data cleaning

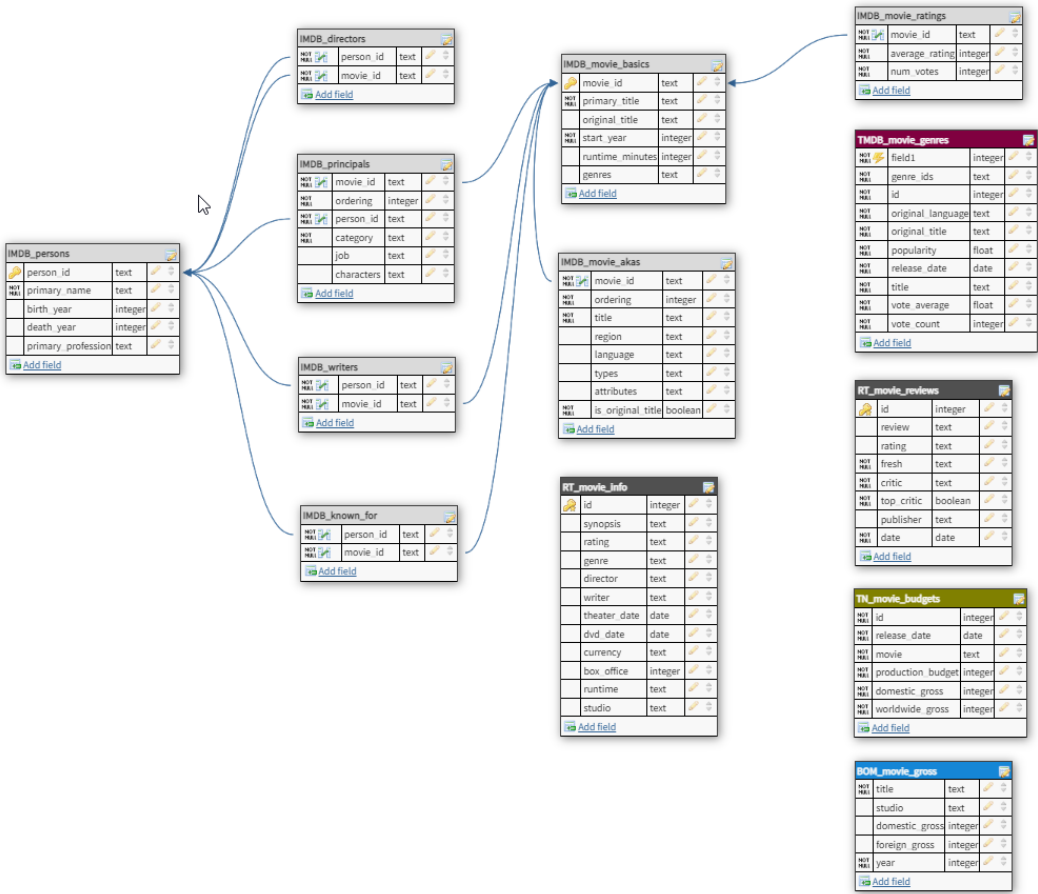
- Narrowing in
- Identifying statistical significance

Analyzing our data

- Scope and source

Data visualization

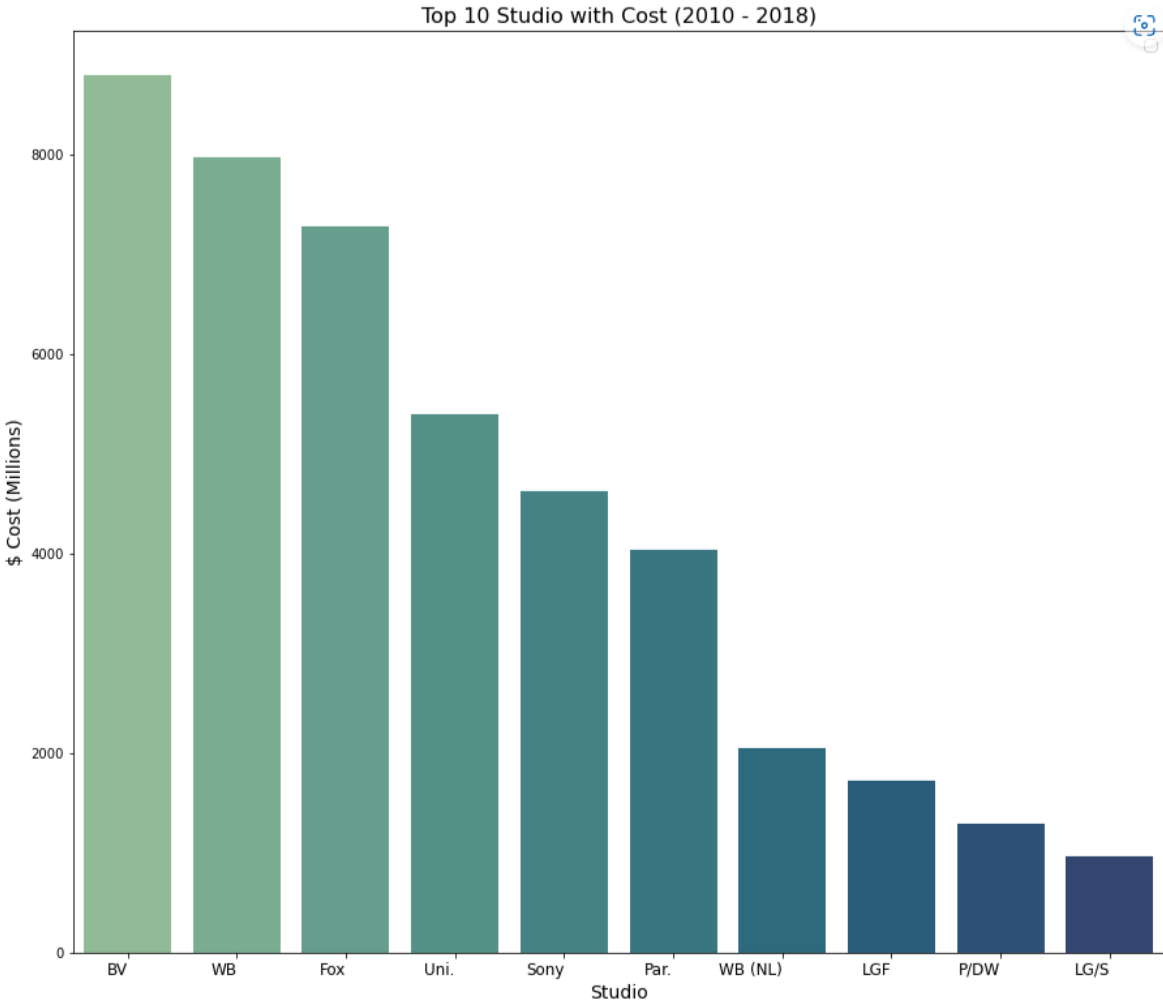
- Conveying our results effectively



Recommendation #1: Follow the Leaders

With Studios making billions of dollars in profit, Computing Vision should invest on average between **\$440** and **\$680** million to ensure good ROI

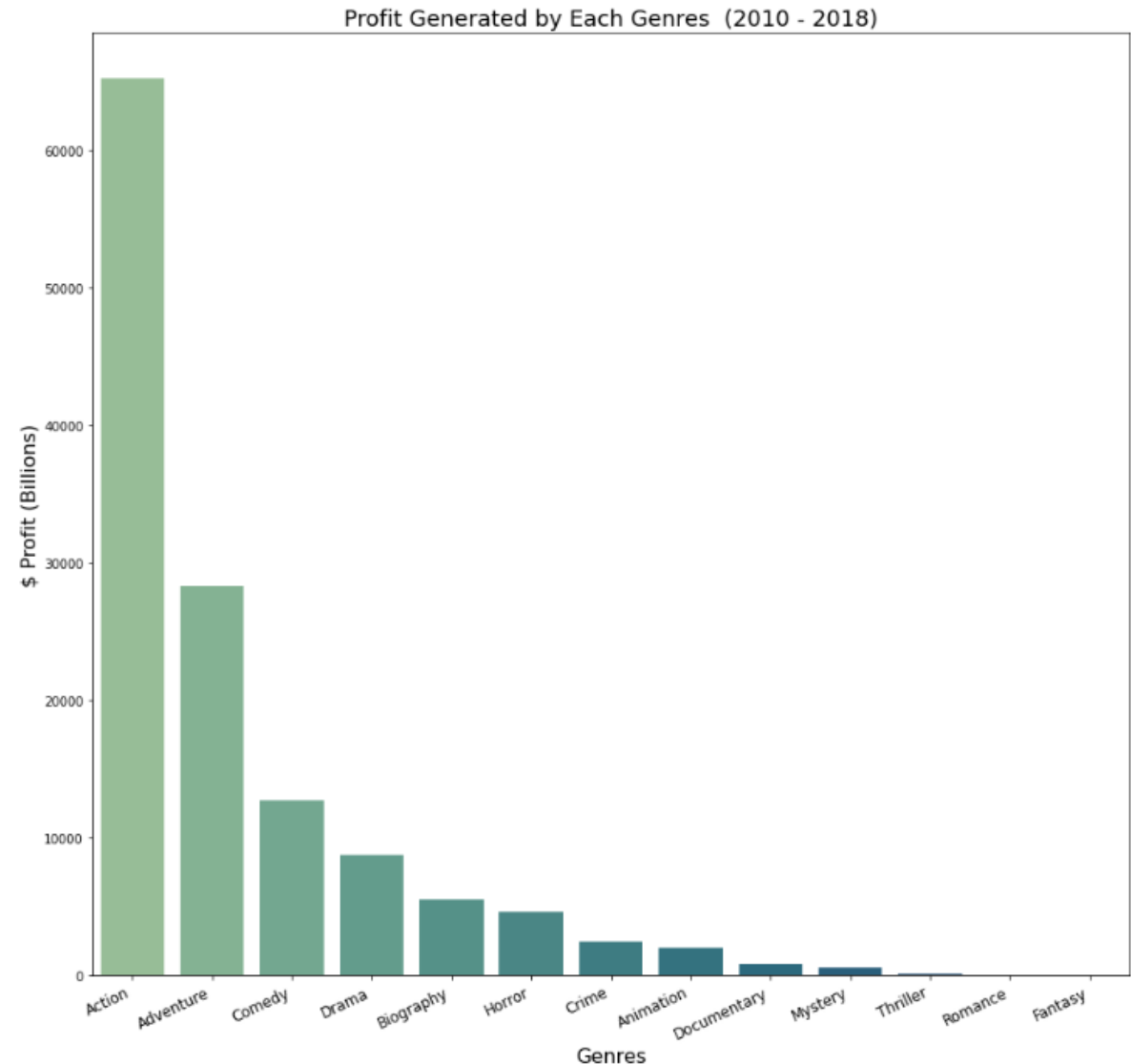
- The top 10 studios have raked in on average about **\$1.4 billion** in Revenue
- The top studios have generated about **\$1.2 billion** in Profit on average
- Top 10 studios invested on an average of about **\$440 million**
- Top 25 and top 50 of the top 10 Studios have on average spent between **\$440 million** and **\$ 680 million**



Recommendation #2: Pick the Right Genre

With all kinds of movie genres in the movie, Computing Vision should invest in making action, adventure, and comedy movies

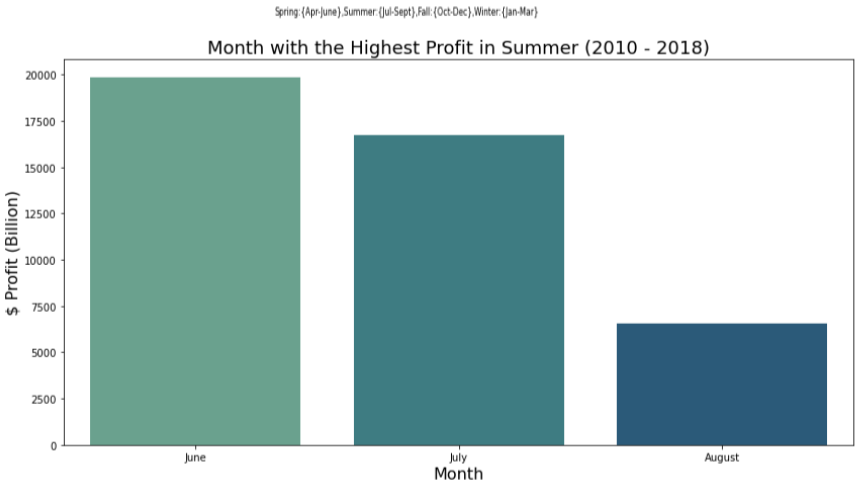
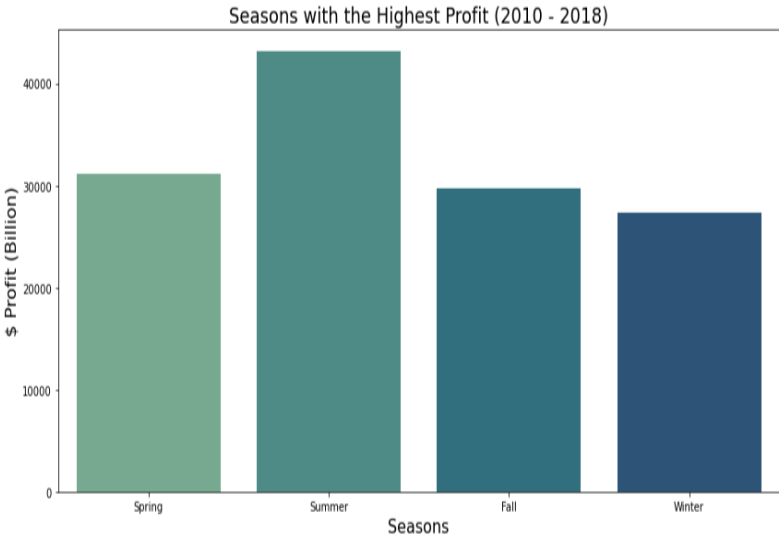
- The top 3 movie genres raked in more than **\$1 billion** each in **profit**
- **Action** genres are the most successful with about **\$6.5 billion** in **total profit**
- **Adventure** and **comedy** respectively totaled roughly **\$2.8 billion** and **\$1.5 billion**



Recommendation #3: Pick the Right Season

Best time to release a movie is in the summer, specifically in the month of June

- Summer brought in the most ROI with about **\$4.5 billion**
- The **month of June** is the best time to release a movie in the summer
- August is the least profitable month in summer to release a movie



What's Next?

Bolster today's insights with:

- Include latest performance data (post-2017)
- Additional research (qualitative analysis; surveys)
- Performance across other distributions
 - Streaming
 - On-demand

Questions?

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