

# 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

## Analyzing our data

- Scope and source

## Manipulating our dataset

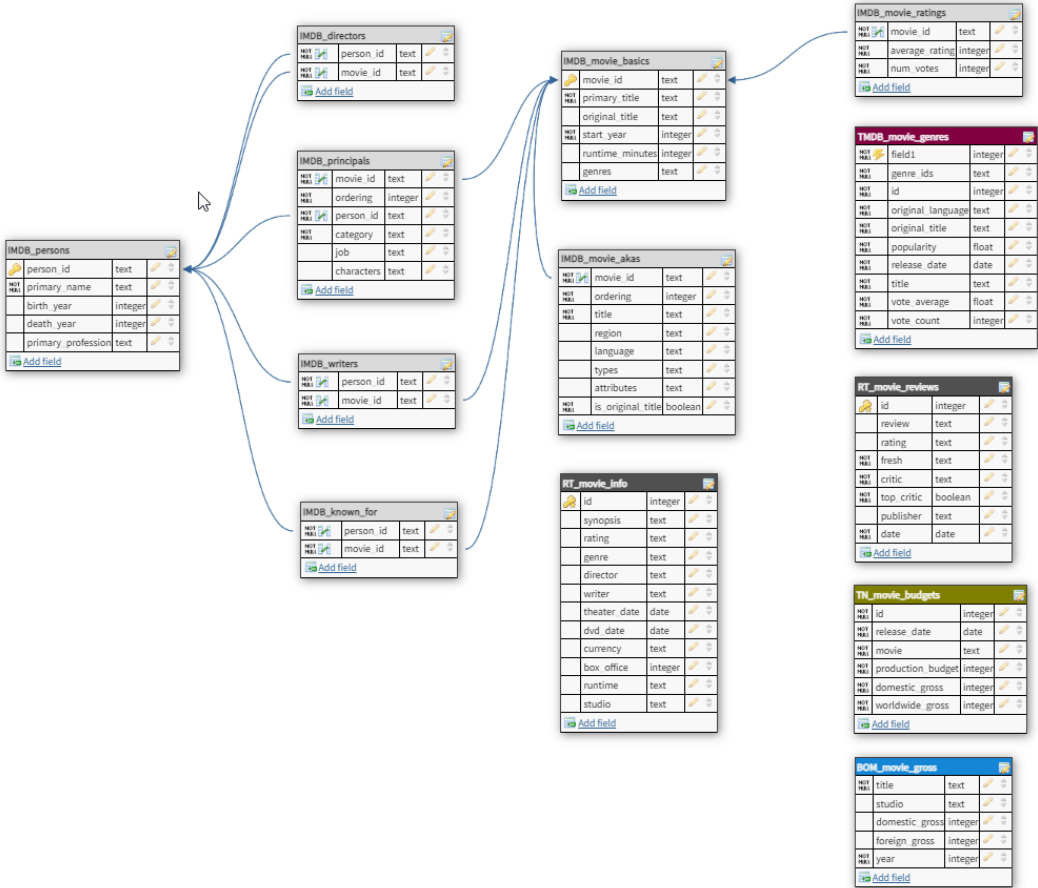
- Tools and methods used

## Data cleaning

- Narrowing in
- Identifying statistical significance

## Data visualization

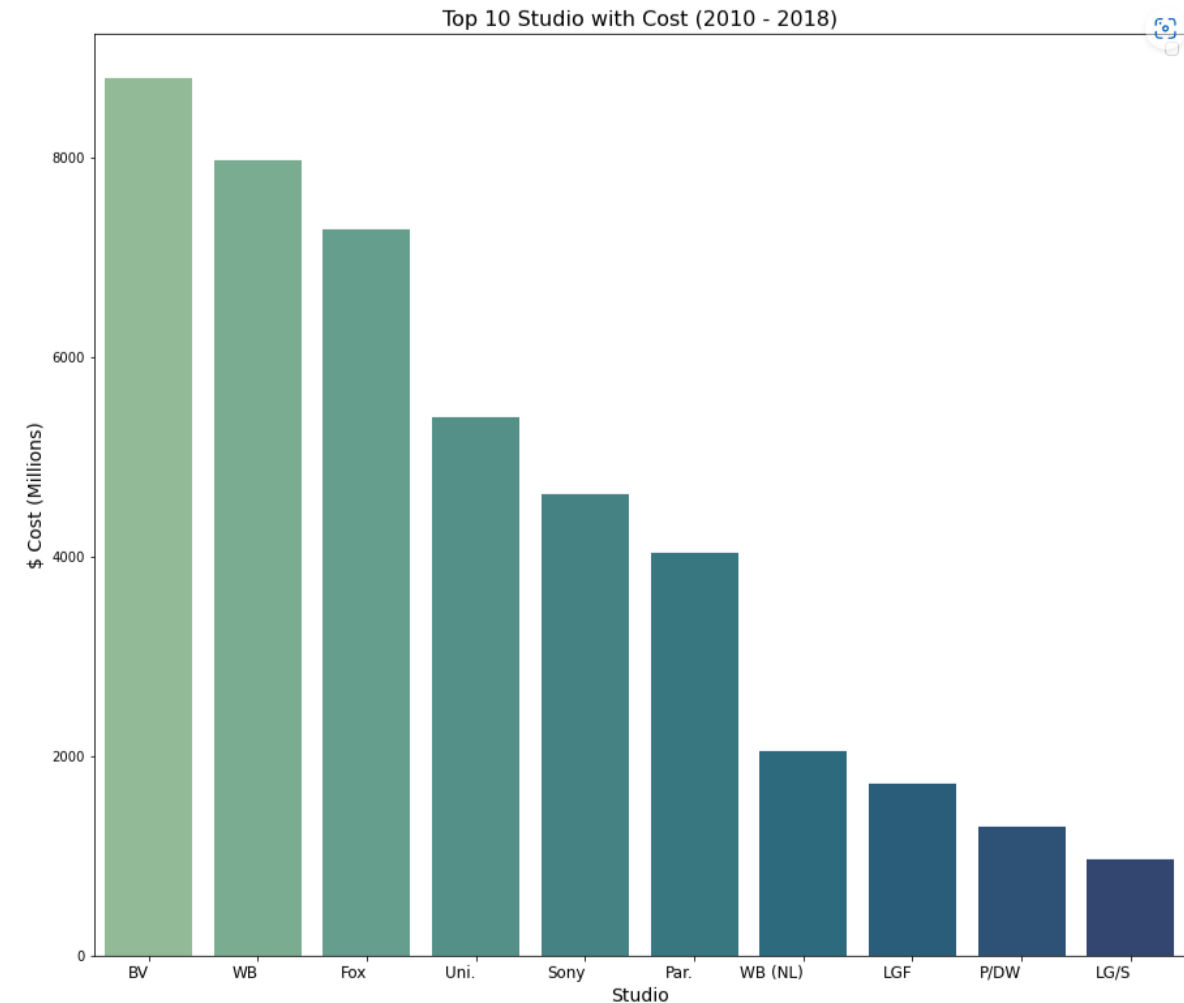
- Conveying our results effectively



# 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

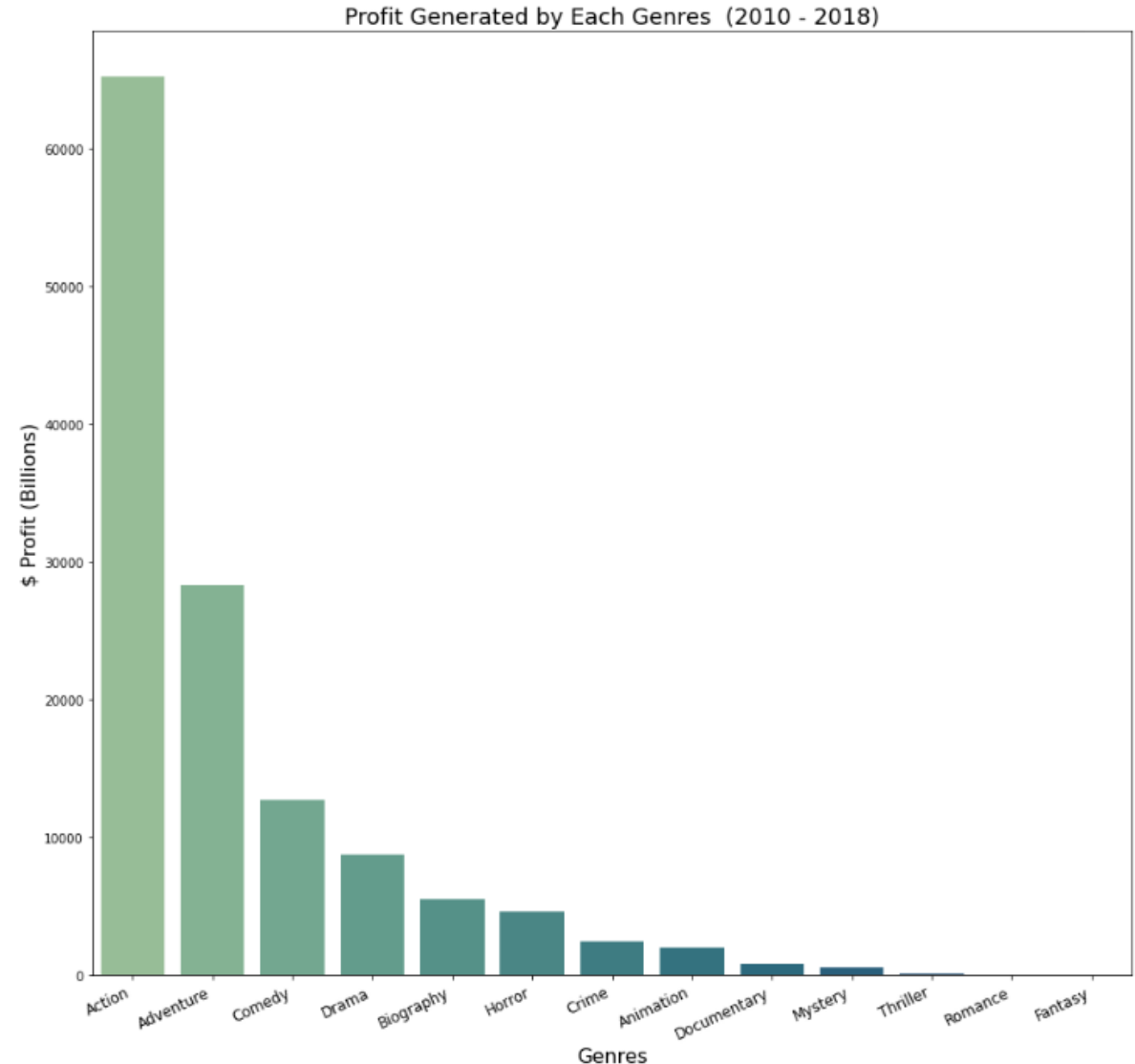
- The top 10 studios have raked in on average about 1.4 billion dollars in Revenue
- The top studios have generated about 1.2 billion dollars in Profit on average
- Invested on an average budget/cost of about 440 million dollars.
- Top 25 and top 50 of the top 10 Studios have on average spent 440 millions and 680 million dollars



# Recommendation #2: Follow the Leaders

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

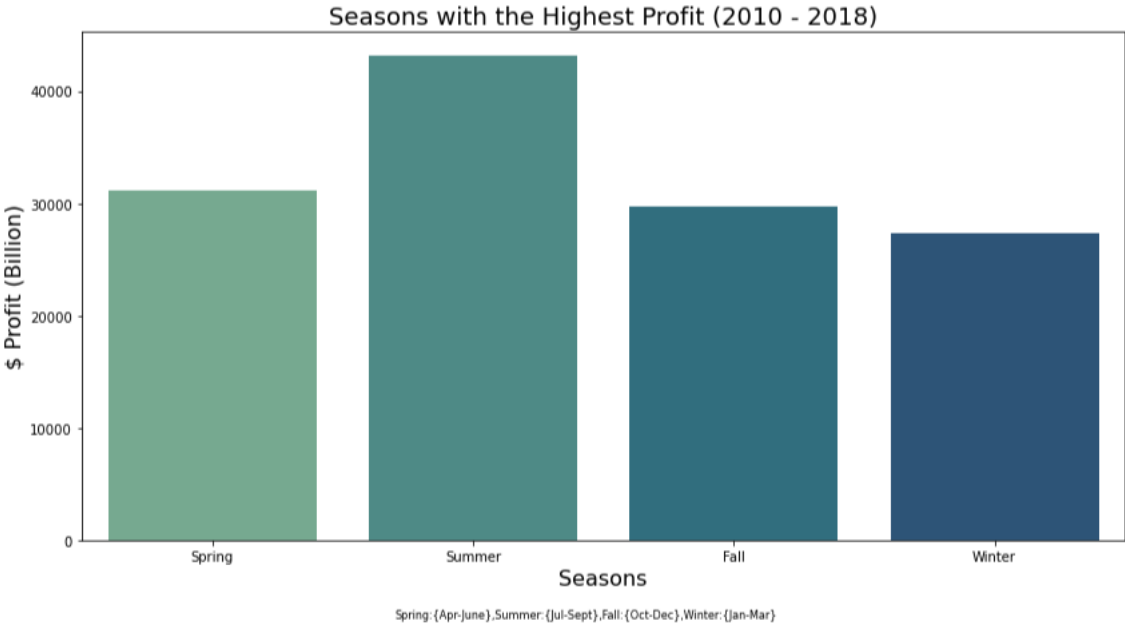
- The top 3 movies genres raked in more than a billion each in profit
- Action genres are the most successful with about \$6.5 billion in profit
- Adventure and comedy respectively have about \$2.8 billion and \$1.5 billion



# Recommendation #3: Follow the Leaders

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

- Summer brought in the most ROI with about \$4.5 billion





# 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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- Richmond Addo Danquah
- Matt Frost
- Scott Hills
- Zomi Yao-Bai

