Success in Film

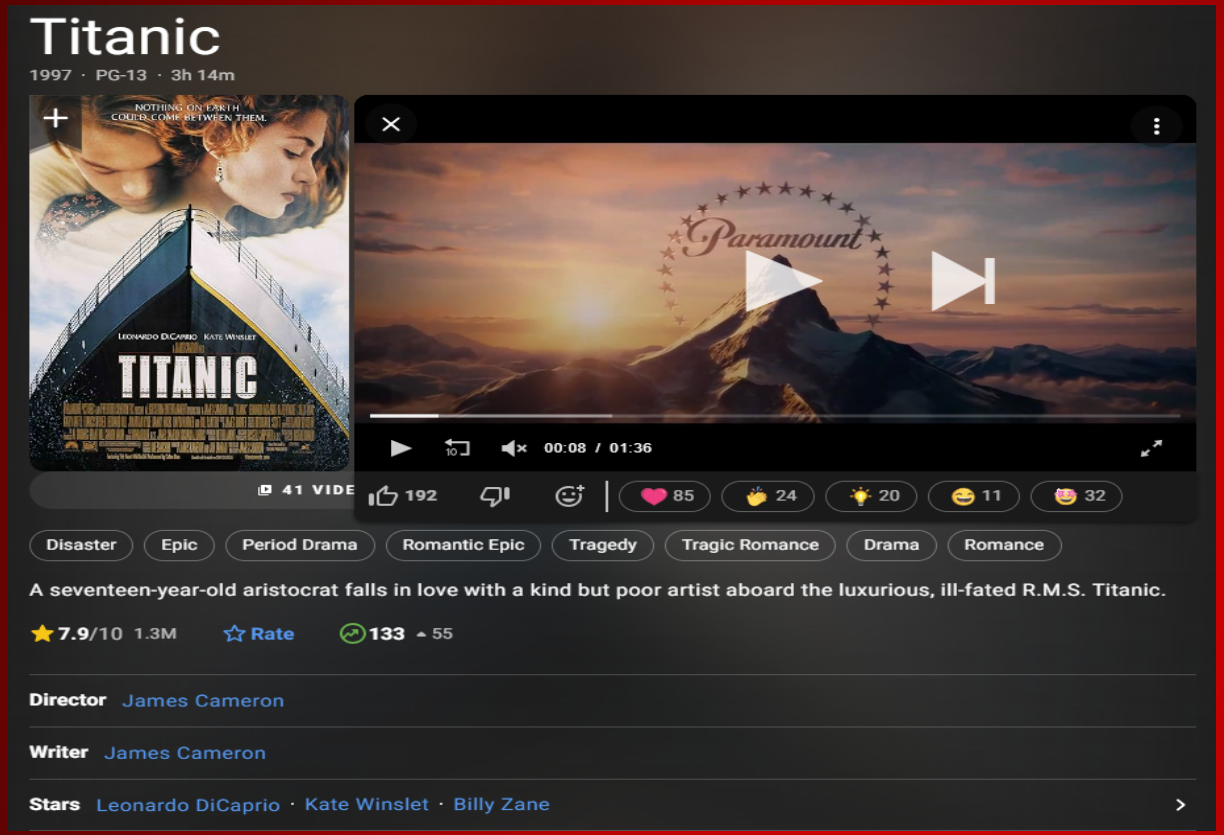
A Deep Dive into Lucrative Cinema

Successful Movies bring an RoI of > 1.75x

- Budget: $210 Million
- Year: 1997
- Revenue: $3.33 Billion

15.85x RoI!

Budget & Year are key factors in determining SUCCESS!



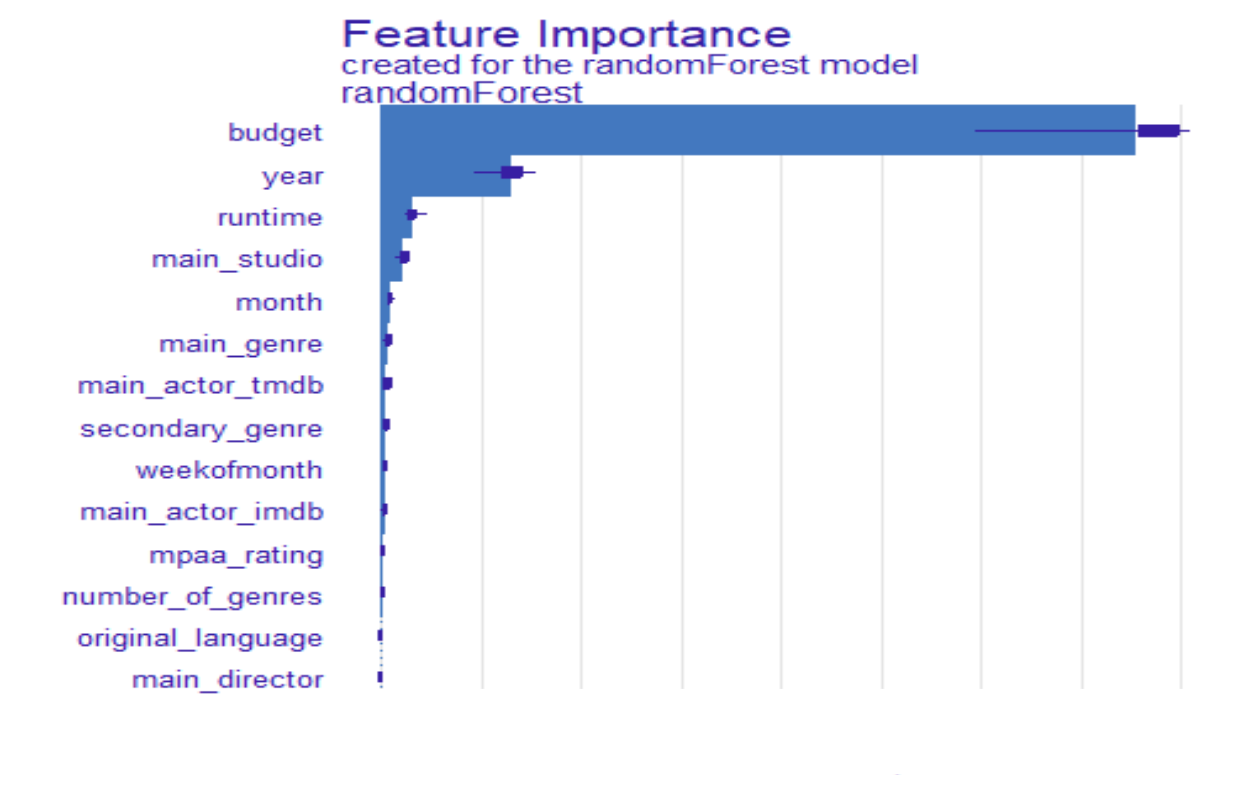
Data includes ~2,000 Movies from 1980-2022

Random Forest Modeling

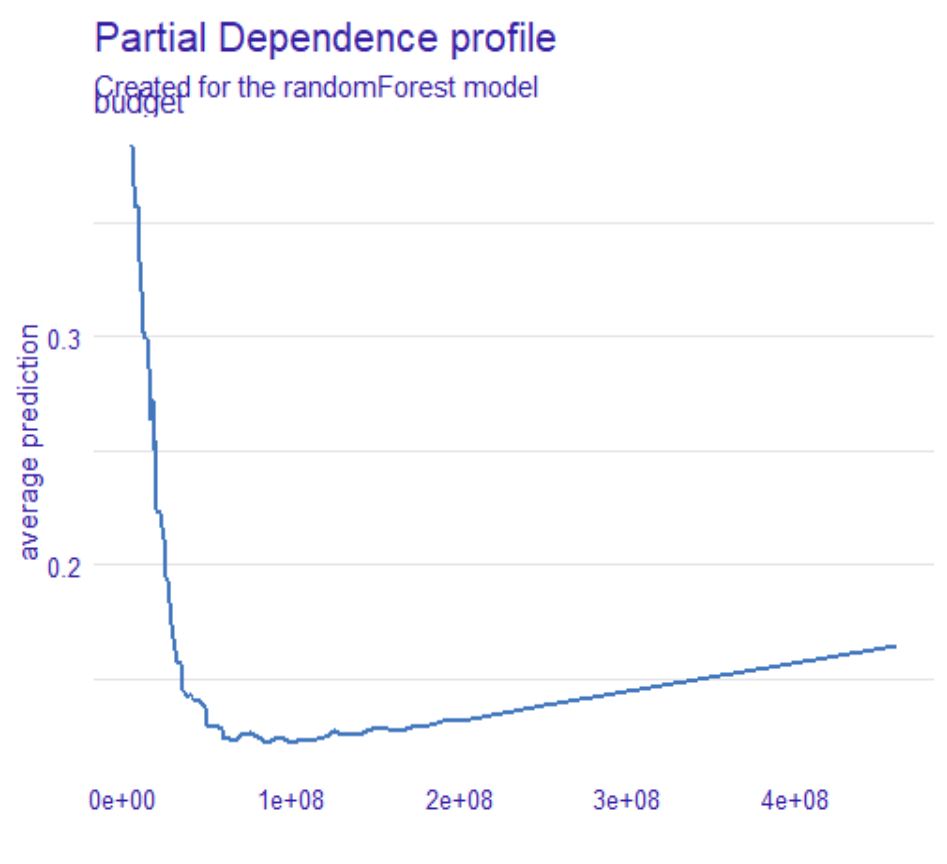
- Combines different subsets of data to make predictions based on target variable to make “decision trees”
- Combines all decision trees to make FINAL prediction

- **83.1% accuracy**
- **17.1% average success rate**

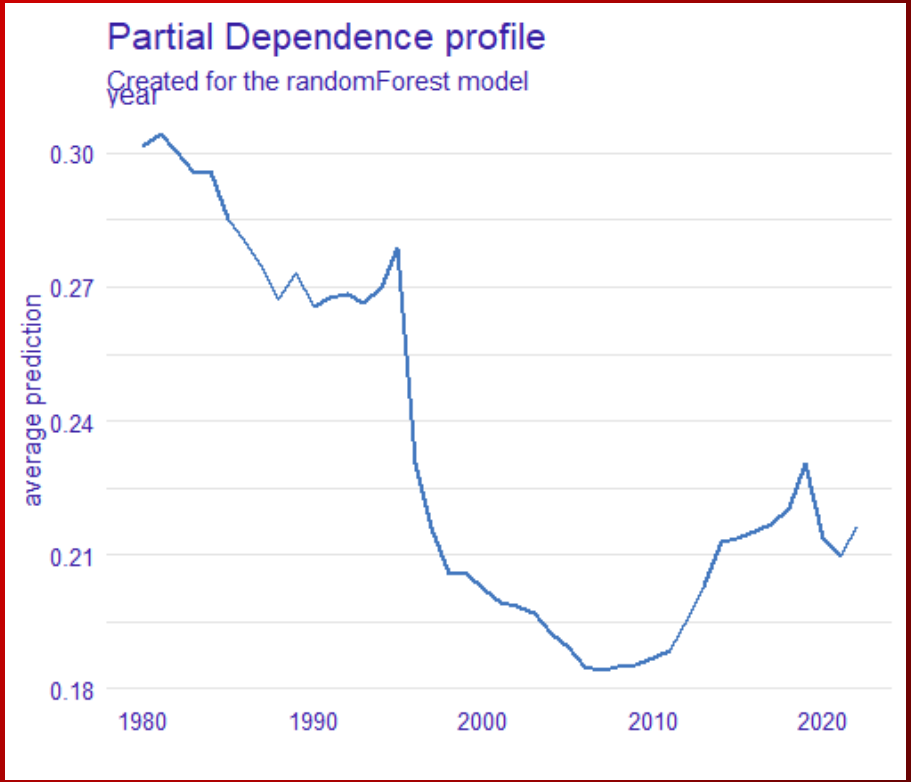
Budget & Year are the Key Components of Success



- Higher success at budget < $10 million

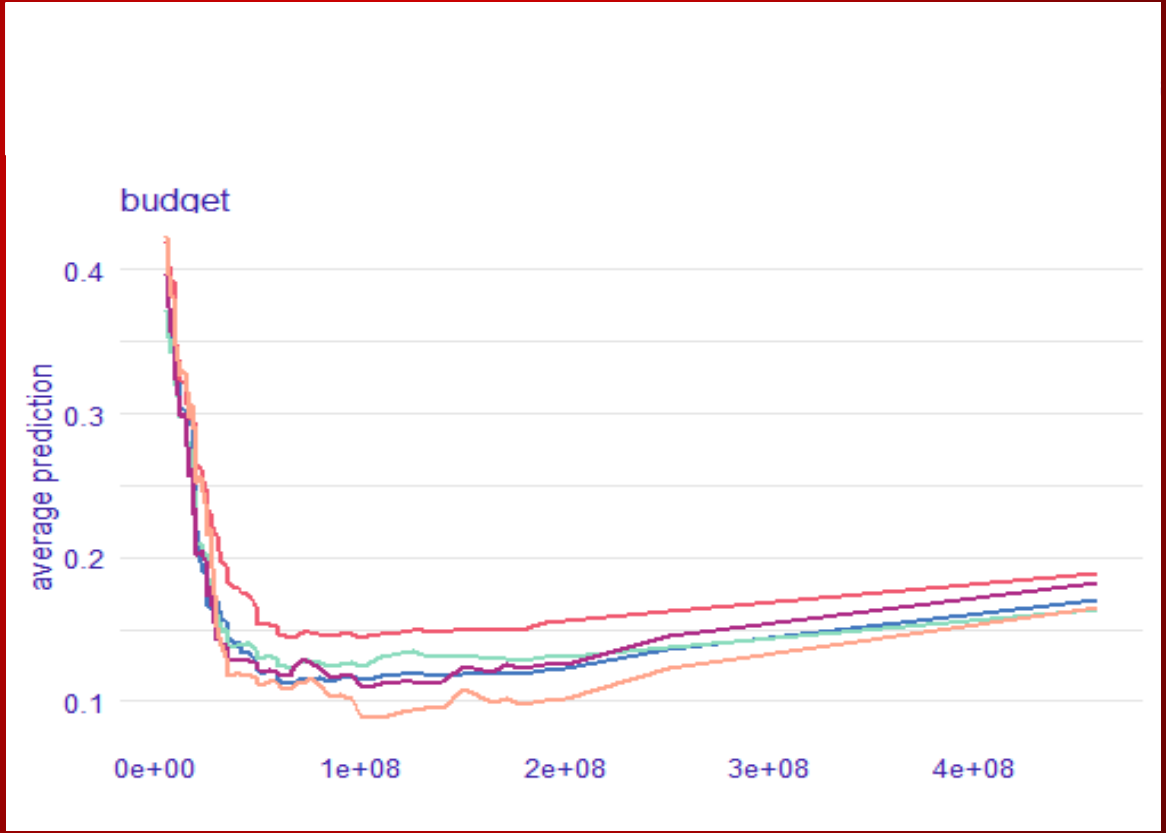


- Higher success during early years
- Gauge of RoI in film industry over time



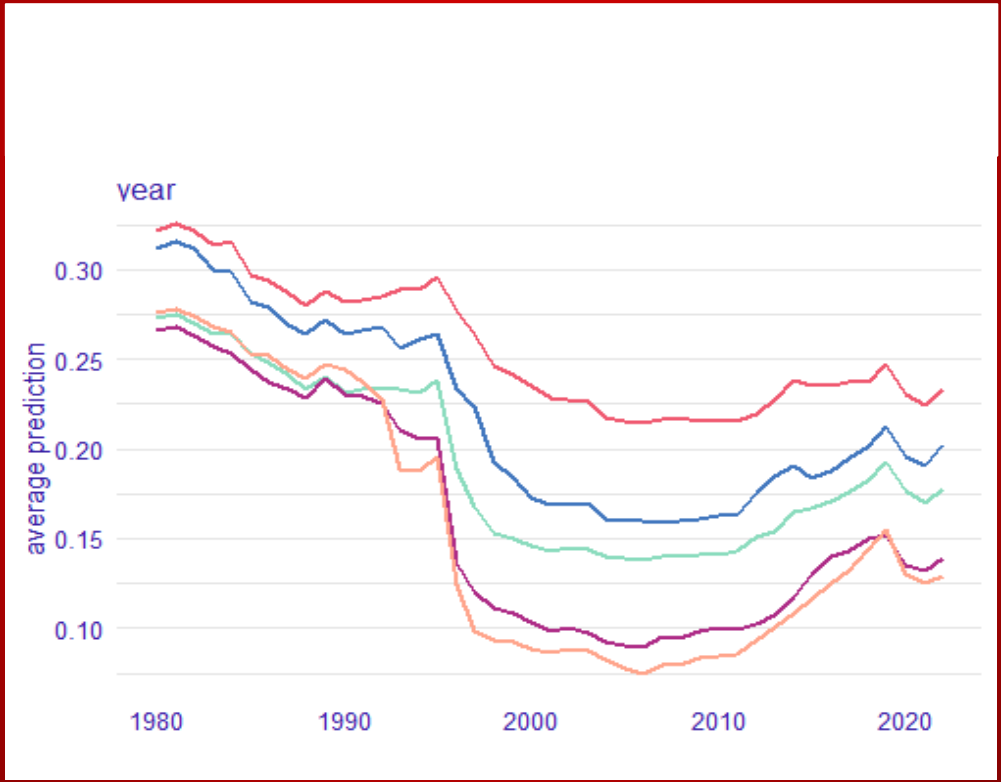
Very Low or Very High Budget + 1 Genre

- 1 Genres
- 2 Genres
- 3 Genres
- 4 Genres
- 5 Genres

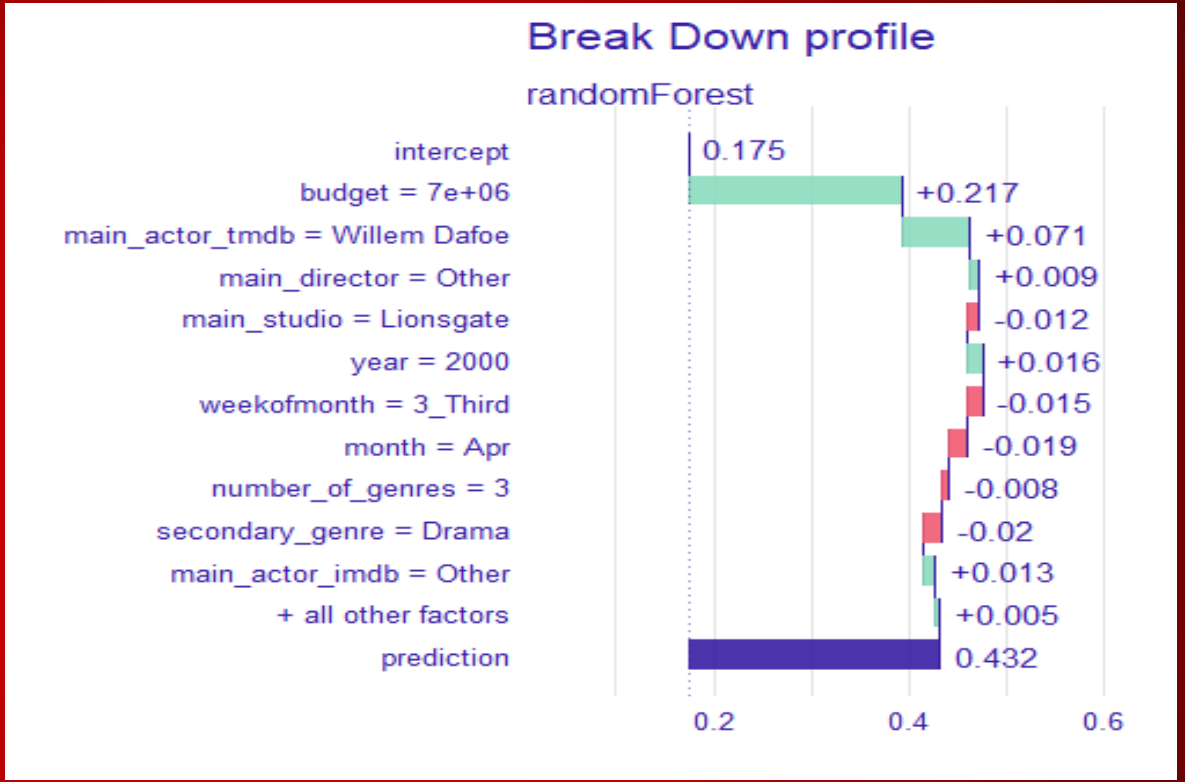


Over Time, a Single Genre Remains Dominant

- 1 Genres
- 2 Genres
- 3 Genres
- 4 Genres
- 5 Genres

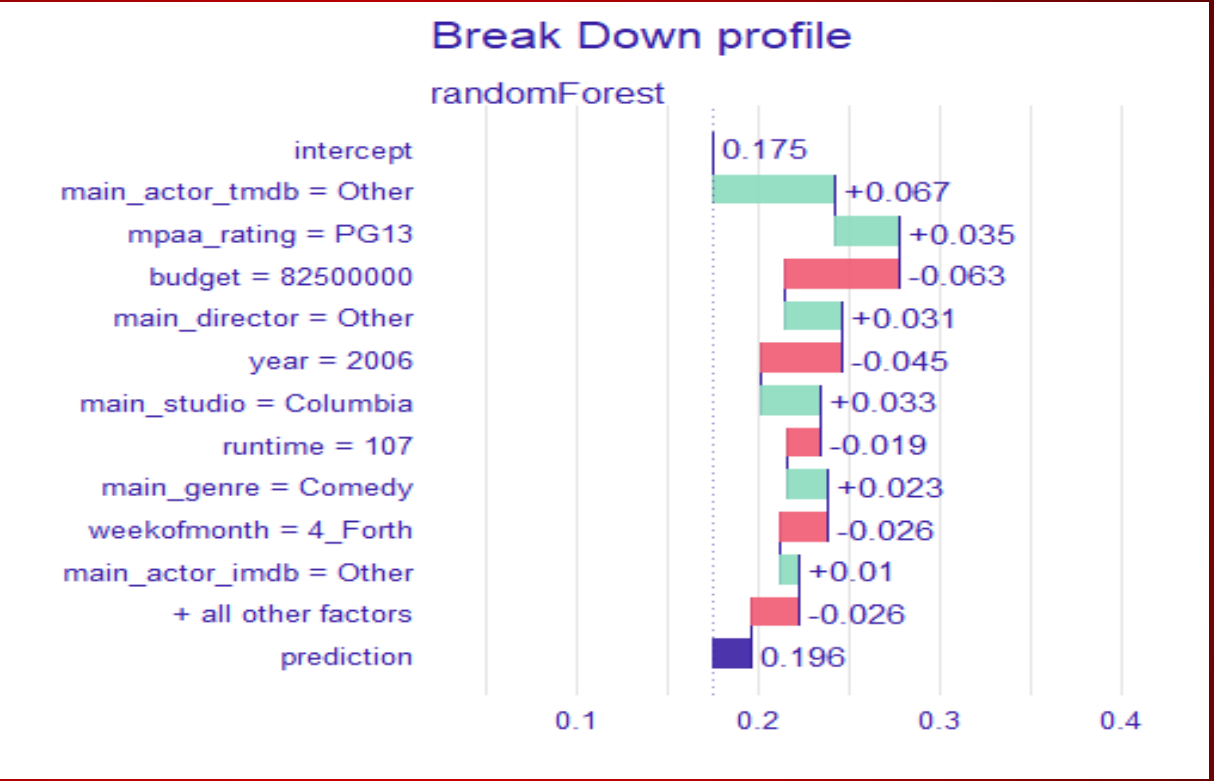


HIGHER SUCCESS CHANCE



Key Components Affect Every Movie Differently!

LOWER SUCCESS CHANCE



Key Components Affect Every Movie Differently!

Takeaways/Conclusion

- **Budget and Year are KEY factors in determining SUCCESS**
- **Key factors will affect every movie differently**

Using the model will help predict success rate given movie factors!

Data Dictionary

- budget
- year
- runtime
- main_studio
- month
- main_genre
- main_actor_tmdb
- secondary_genre
- weekofmonth
- main_actor_imdb
- mpaa_rating
- number_of_genres
- original_language
- main_director