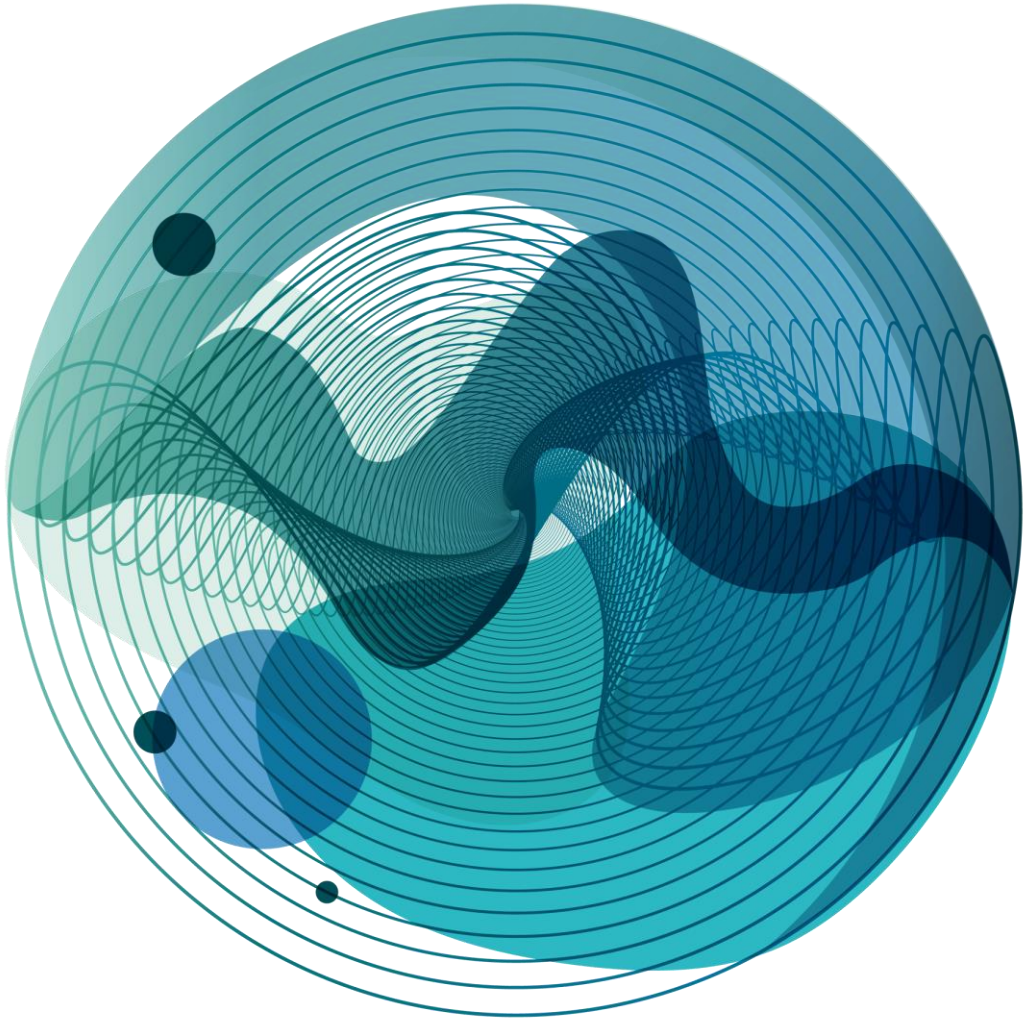
Deloitte.



Capstone Project – Group 2

- US AI Academy – Flatiron School

Meet the team that just thought up your newest blockbuster.

Our team has spent days producing ideas for your movie, sifting through numerous data frames and tables dating back to 2010 on IMDB. You are welcome.

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Agenda

Here is what our team plans to address during this presentation.

1 Business Issue

2 Business Recommendation

3 Data & Models

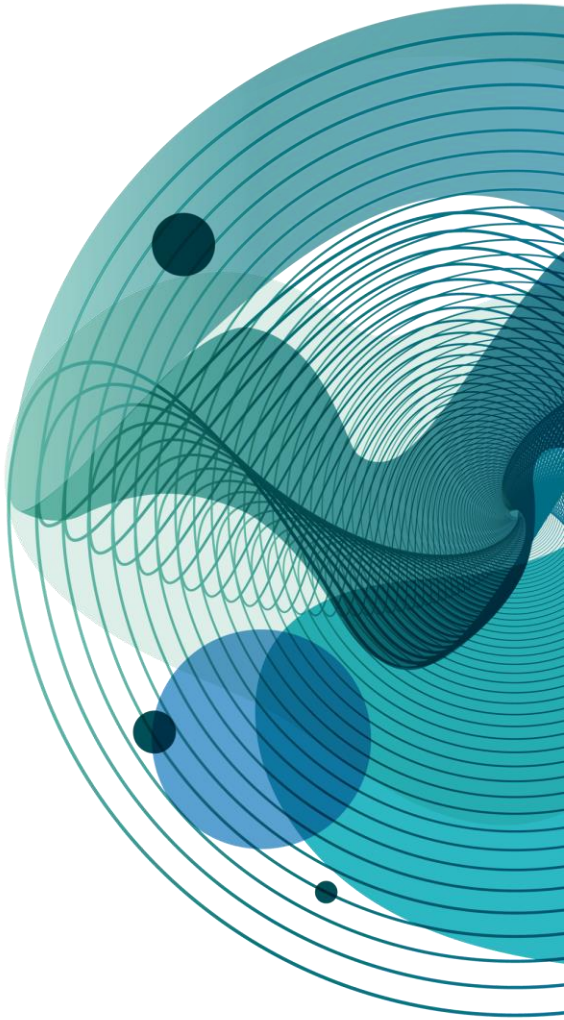
4 Statistical Data

5 Next Steps

The Matter at Hand.

Computing Vision seeks to create a successful film after the opening of their new film studio.

Our Goal: Provide insights and recommendations for films to create based on real data and statistical analysis.



Business Recommendation

Computing Vision has recently opened a **new movie studio** and are exploring the opportunity to become filmmakers. They have honored us with the task of curating an idea for the **direction of their first film.**

We have taken the time to gather **data and information** in order to provide the studio **relevant statistics** about current films and box office performance.

Our belief is that for Computing vision's first film, it is in their best interest to make an **animated, adventure, or action** film having a runtime of **120 to 150 minutes**, released in the **second quarter** of the year.

Our Dataset

IMDB Dataset

TMDB Dataset

The Numbers

Box Office Mojo

Final Dataset

Here Are Our Insights

Below are the topics that we have collected insightful data on.

Genres

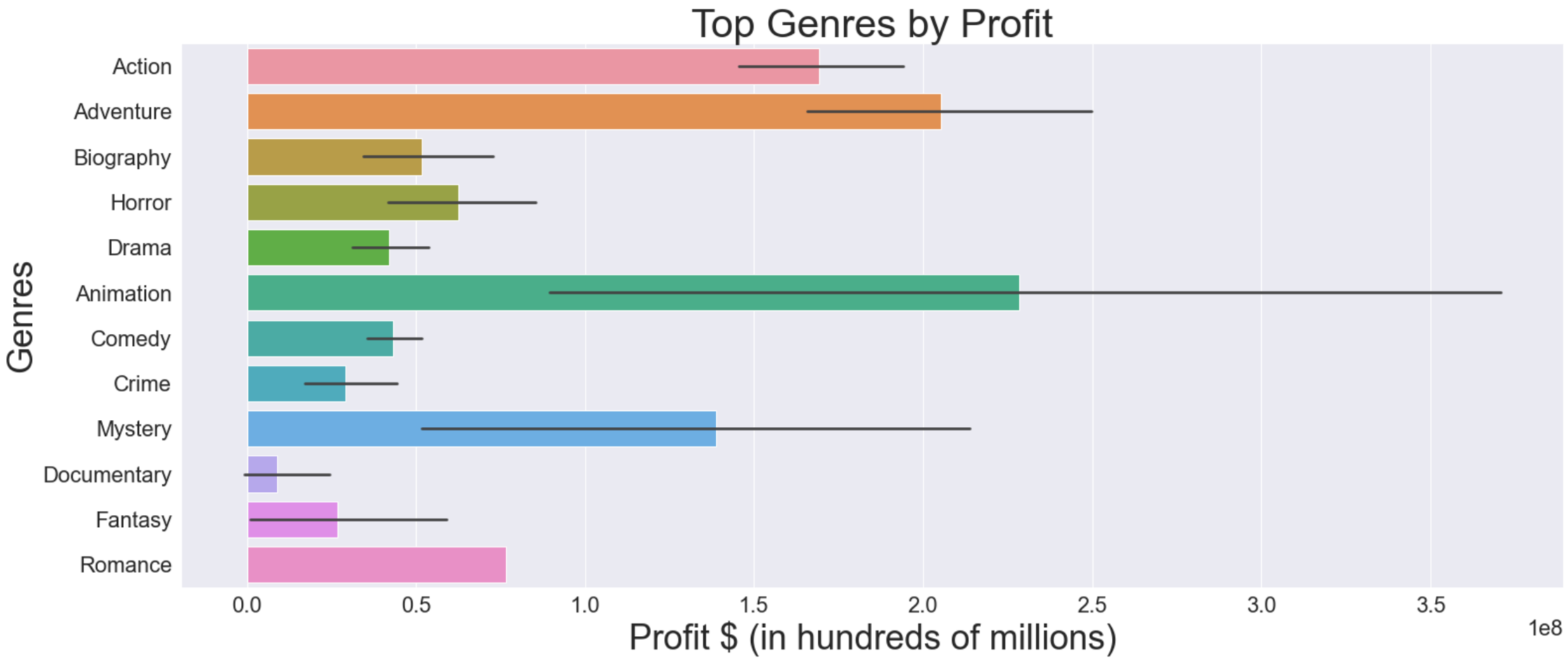
Runtime

Quarters

Budget

Using this data, we will provide Computing Vision with a vision moving forward.

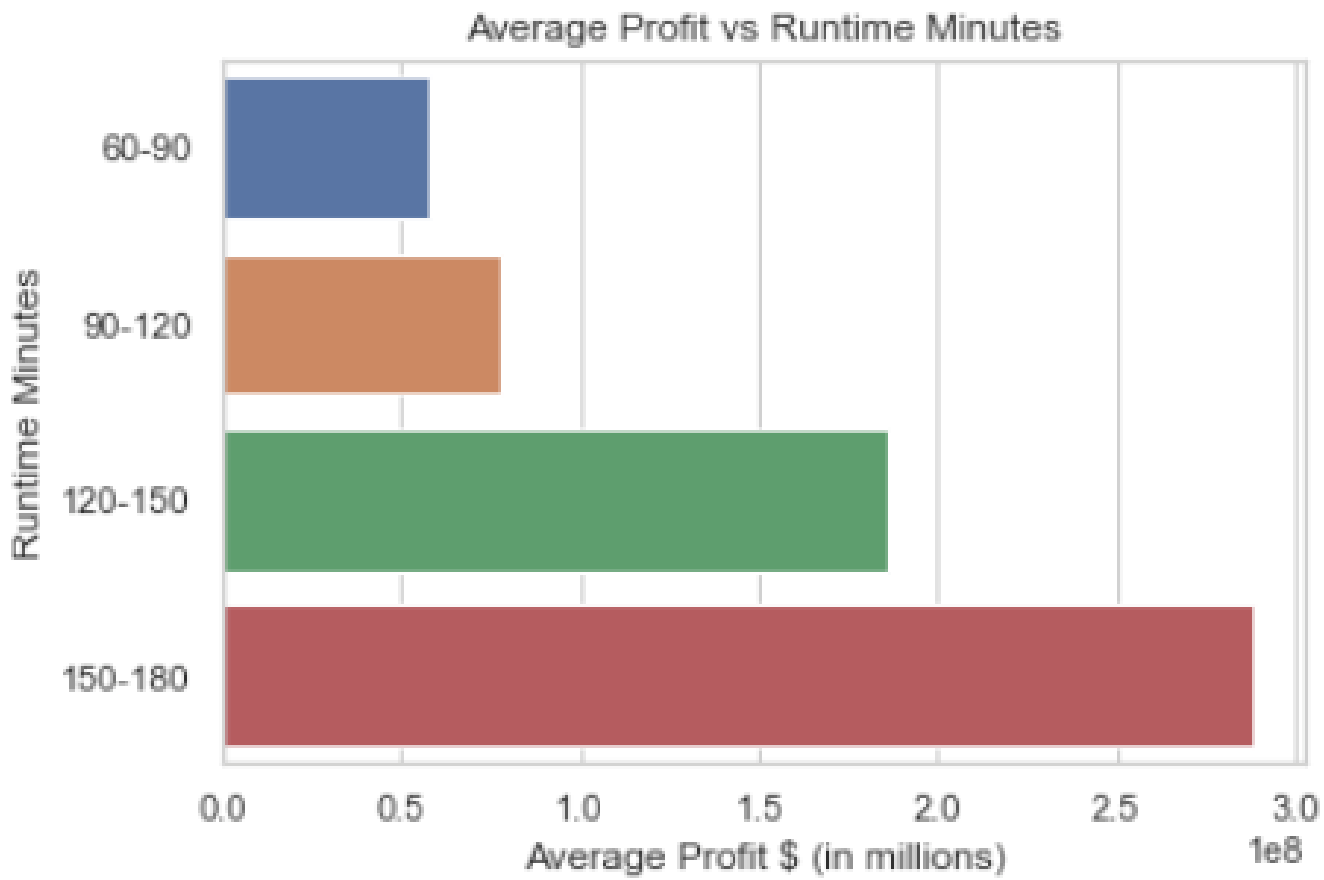
Genres


Top Genres by Profit
Genres
Action
Adventure
Biography
Horror
Drama
Animation
Comedy
Crime
Mystery
Documentary
Fantasy
Romance
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
1e8
Profit $ (in hundreds of millions)

Runtime

Interval of 150 to 180 runtime minutes had an average profit of $2.8 million

Interval of 120 and 150 runtime minutes had an average profit of $1.8 million



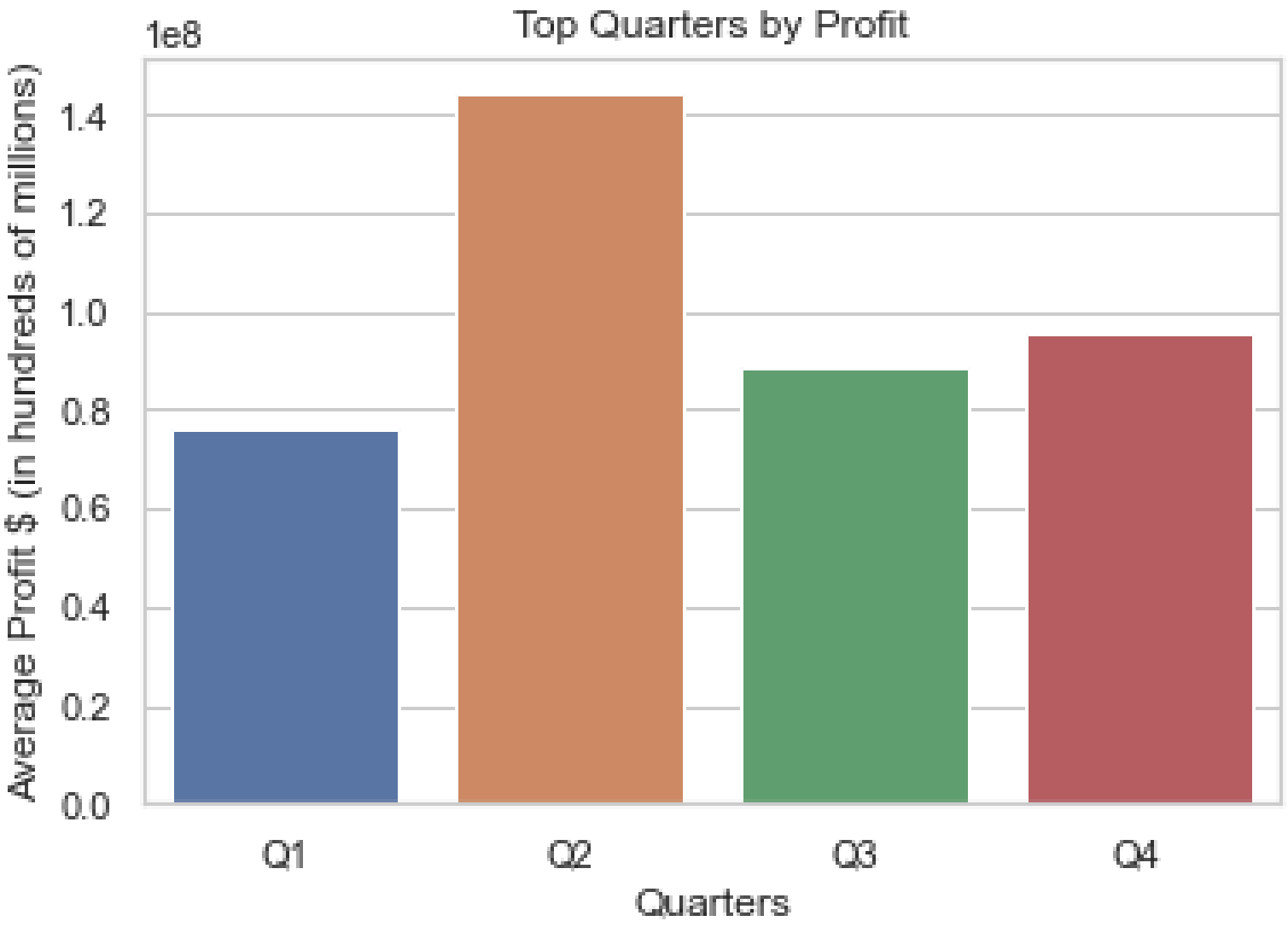
Quarters

Q1: January – March

Q2: April – June

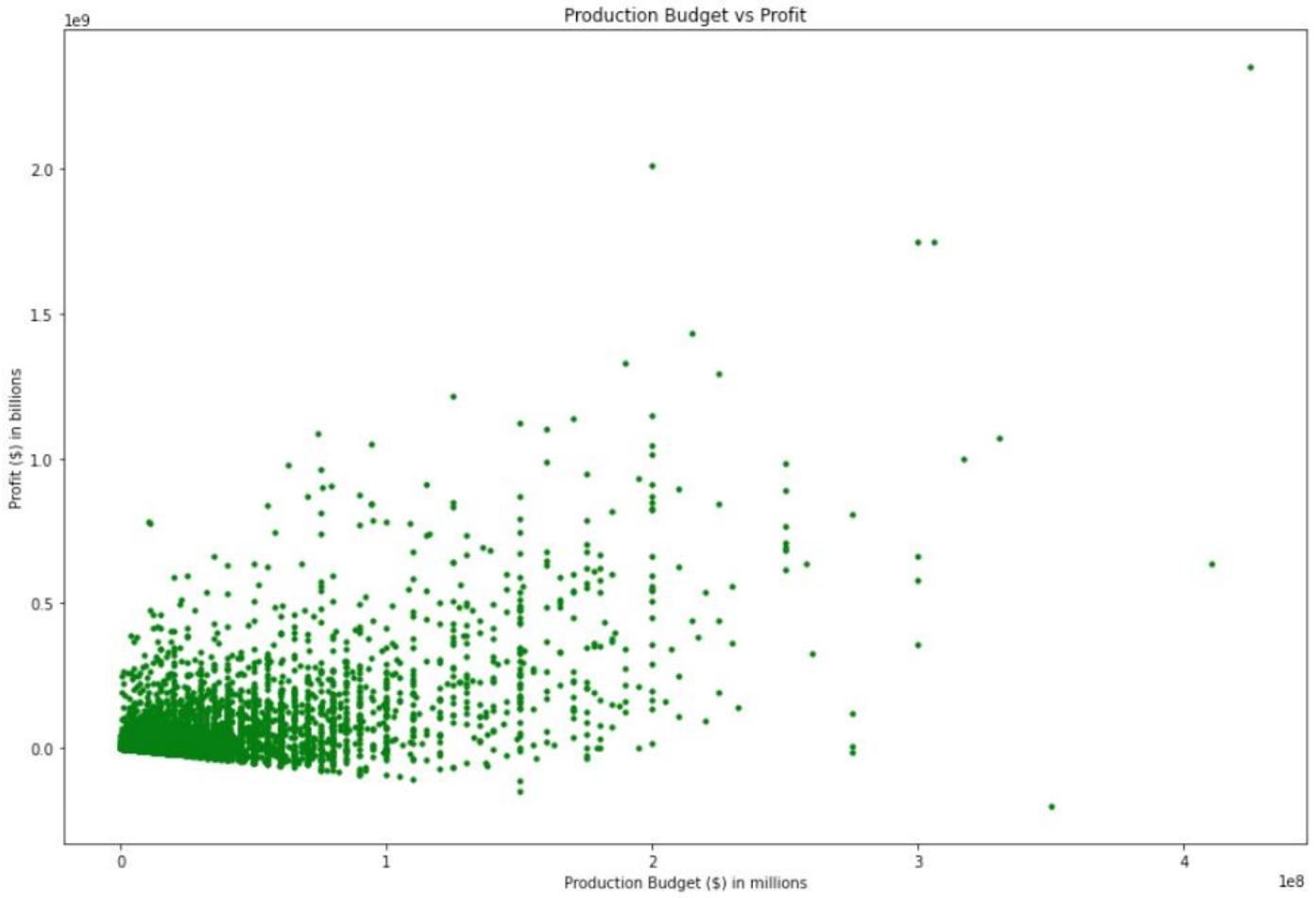
Q3: July – September

Q4: October - December



Budget

Positive correlation of 0.676



Our Statistical findings

1

WHAT IS OUR QUESTION TO BE ANSWERED?

Are movies released in the 2nd quarter of the year more likely to outperform the movies population?

2

WHAT ARE OUR NULL AND ALTERNATIVE HYPOTHESES?

Ho: the mean of the sample is less than or equal to the population mean

Ha: the mean of the sample is greater than the population mean

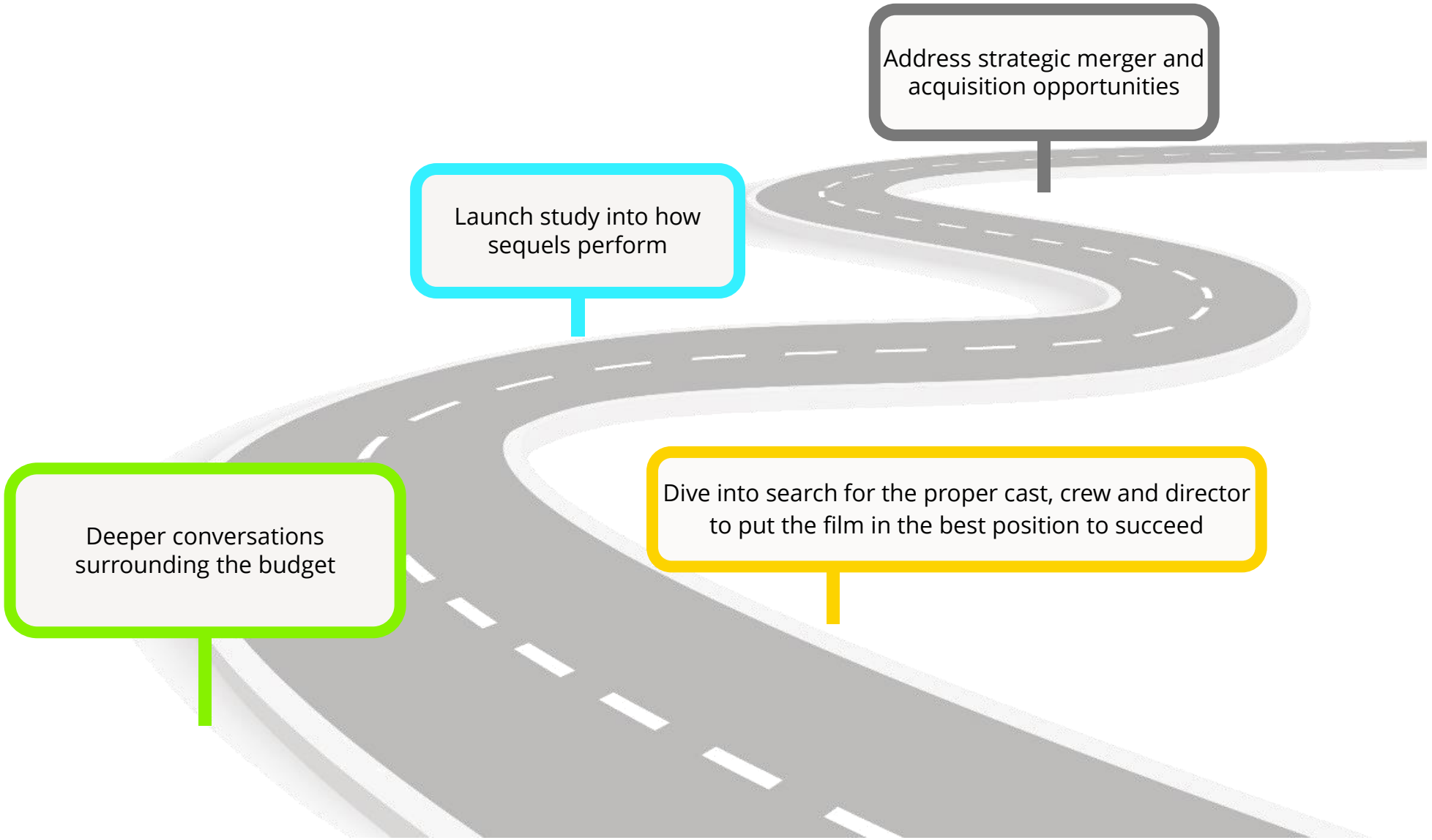
3

WHAT ARE OUR FINDINGS?

With a population mean of 101,275,270 and a sample mean of 144,140,263, we concluded that we reject the null hypothesis at a 5% significant level.

There is sufficient evidence to support the claim that the mean of the movies released in quarter 2 outperform the population mean.

Next Steps



Thank you!

We encourage questions and welcome feedback.

Filmmaking is the ultimate team sport.

- Michael Keaton

