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Computing Vision

Original Video Content Analysis

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Meet the team

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- OP : HRT
- ServiceNow Practice

Muhammad Al Mahdi

- DC Junior Associate
- New Business Innovation, Solutions Network (Machine Learning, Artificial Intelligence)

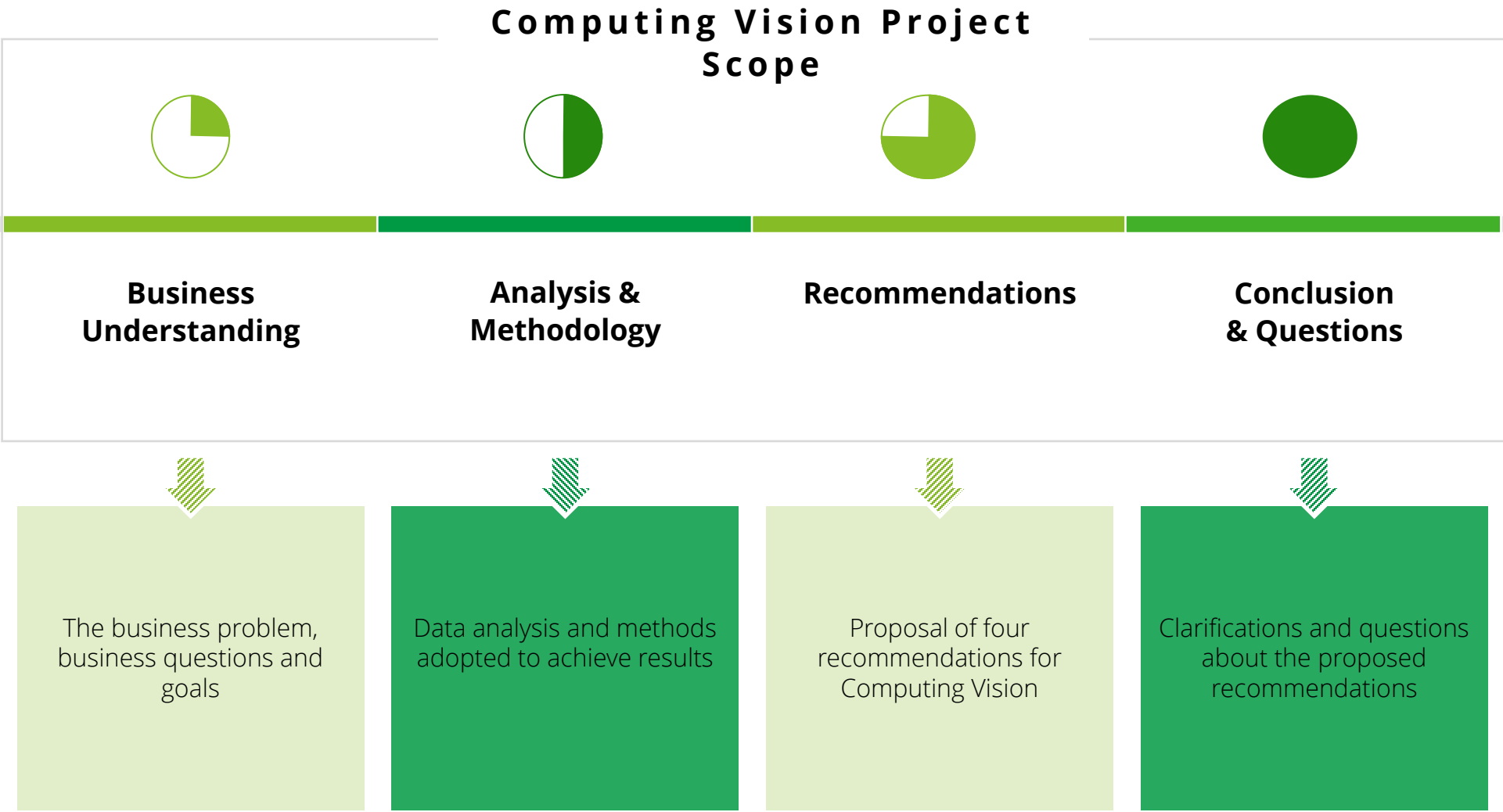**Sunmi Ogundairo**

- Consulting Analyst
- Human Capital

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Data Scientist

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Today's Agenda and Outcomes

Computing Vision Project Scope

Business Understanding

Analysis & Methodology

Recommendations

Conclusion & Questions

The business problem, business questions and goals

Data analysis and methods adopted to achieve results

Proposal of four recommendations for Computing Vision

Clarifications and questions about the proposed recommendations

Business Understanding

Client Goals

Computing Vision is diversifying into the original movie content market.

Task

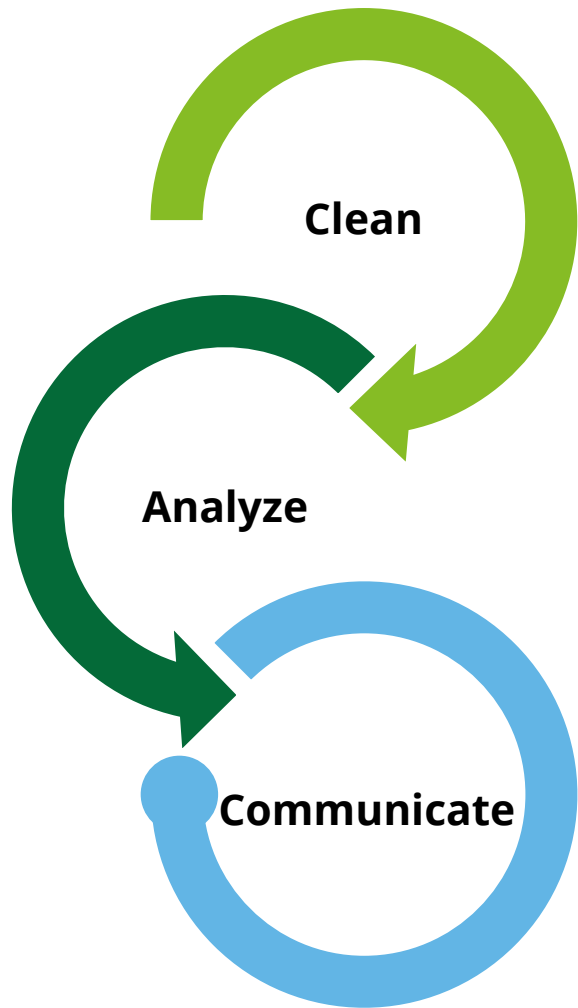We have been tasked with creating data driven recommendations that will influence the outcome of the newly formed studio.

Our Approach

Some business questions include: What kind of movies do people want to watch?
How much should be spent?

Data Understanding, Analysis and Methodology

Clean

Analyze

Communicate

Data Understanding

- Data was sourced from Box Office, IMDB, Rotten Tomatoes, Movie DB and The Numbers
- The budget datasets contain thousands of information describing different details about movies released from 1915 to 2020, while the IMDB database contains information of movies within the past decade
- Some of these information include, ratings, genres, budget, movie title, directors, movie revenue amongst others

Data Analysis

- The analytic phase began with data cleaning and exploration
- Upon cleaning, the datasets were explored further by adopting ways to maximize the data
- Statistical inference, and data visualization was also utilized

Data Methodology

- Hypothesis testing
- Deducing information based on the five number summary
- Combining tables and appending data columns as required

Recommendations

The Perfect Types of Movies for Computer Vision

Small Budget Movies
Small Budget Movies of 5 Million or less have an overall higher profitability.

Launch Domestically
Domestic Movies have an overall higher impact on revenue then Foreign launched.

Popular Genres
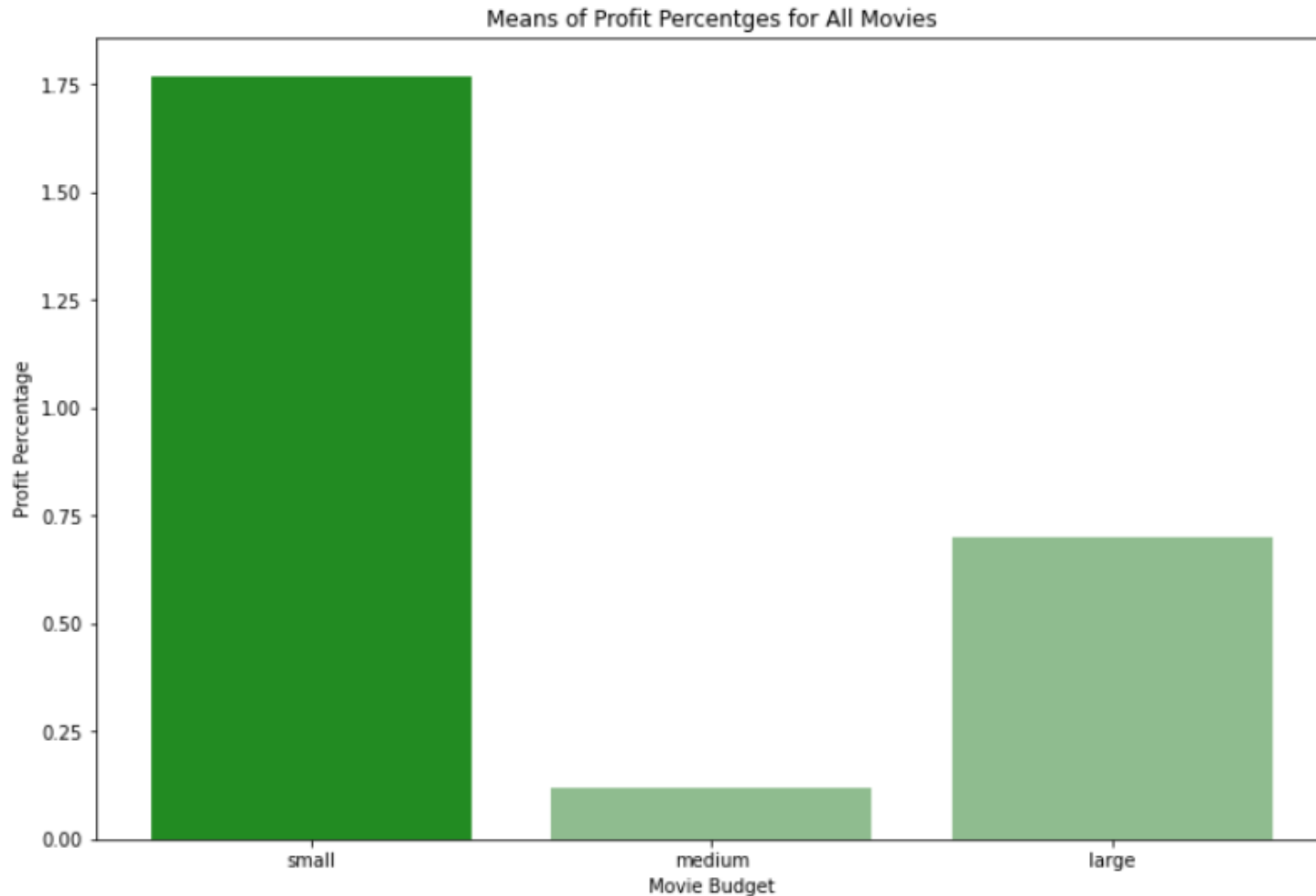Most Popular Genres are Documentary, Comedy, and Drama.

Short Movies
Movies that have a runtime of 56 min has an overall higher rating.

Recommendation 1

How much should be spent ?

Means of Profit Percentges for All Movies

- Small Budget = $5 million or less
- Medium Budget = more than $5 million, less than $17 million
- Large Budget = more than $17 million
- About a 60 percent chance to earn a profit from all movie categories
- About a 50 percent chance to earn a profit from small budget movies
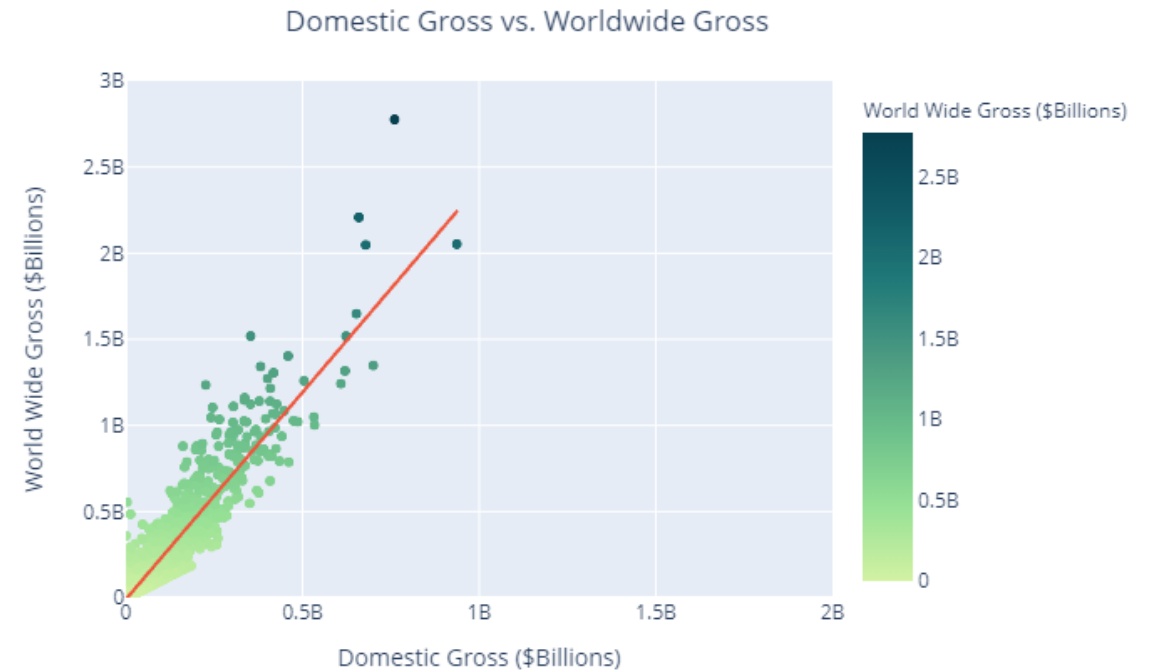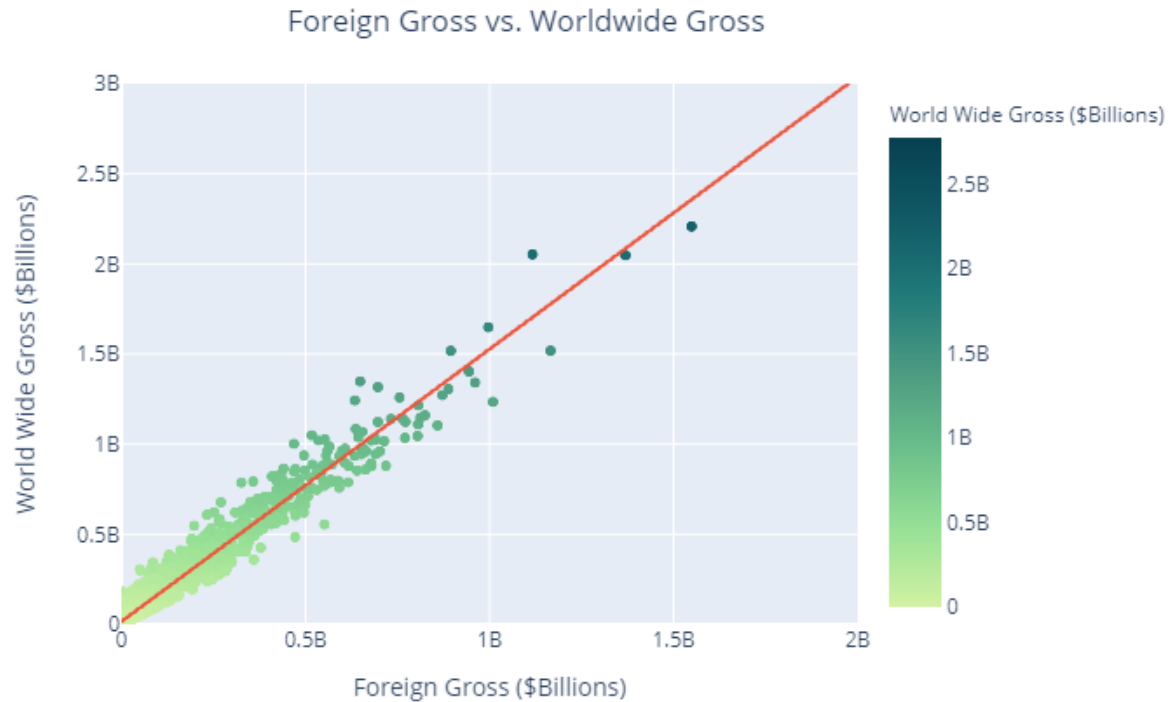- The mean profit potential for smaller budget movies is greater than the other two categories

Recommendation

- That the budget for the movie be $5 million or less

Recommendation 2

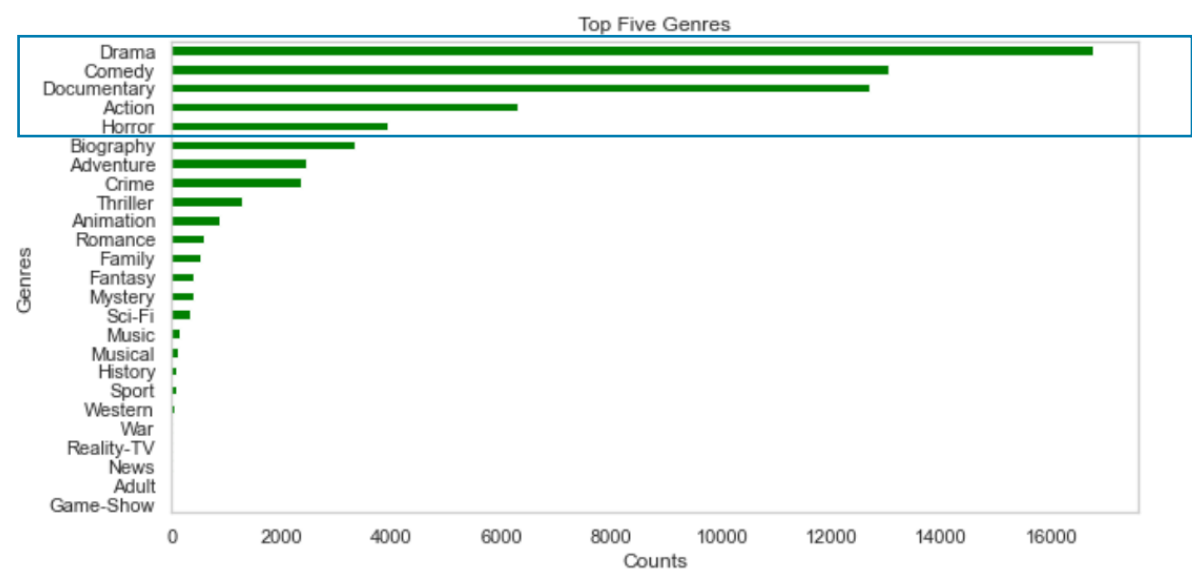Where should we deploy these movies?

Based on 6,000+ movies, we recommend launching your new movie Domestically before launching it in a Foreign marketplace. This is based on a higher rate of change with a strong correlation.
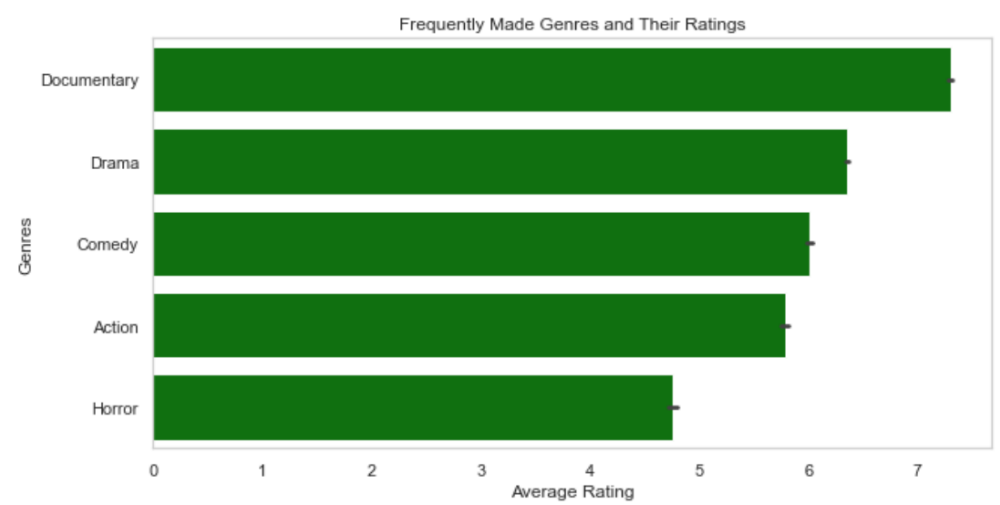
Recommendation 3

What kind of movie should be made?

Frequently made movies by genre

Most rated frequent genre

Based on the analysis of more than 74,000 movies made from 2012 to 2019, we recommend investing on Documentary, Drama and Comedy genres because they are rated high and among the top five genres commonly made.

Recommendation 4

How long should the movies last?

Movie Runtime and Their Rating

(x-axis: Runtime in Minutes; y-axis: Average Rating)
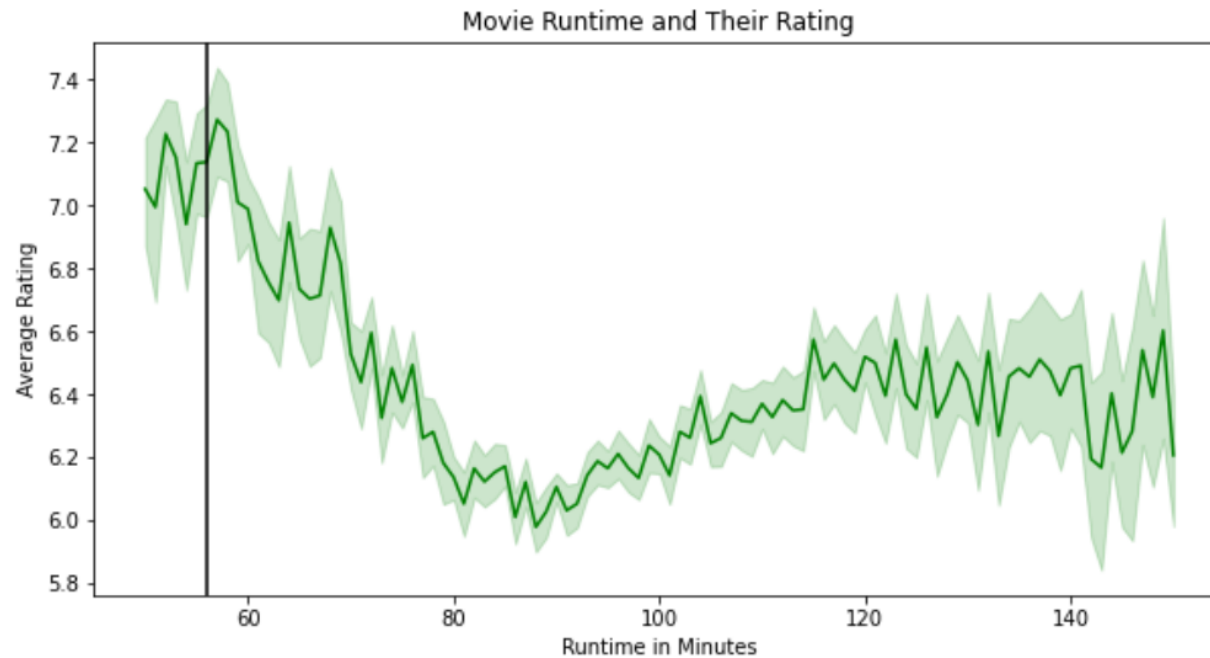
OBSERVATIONS

- Invest in short films because short films have higher ratings

- This analysis is based on 66,000 movies from 2012 to 2019

- Movies with a runtime of 56 minutes have higher ratings according to the data analyzed

- Upon testing this hypothesis, we can conclude that all movies within the proposed runtime have higher ratings based on the evidence at hand

Conclusion

Computing Vision is about to invest in making original video content

To provide data driven recommendations, we begin our analysis with data cleaning using several data methodologies

We discussed four recommendations and supported each with data visualization and statistical inference where necessary

The recommendations include investing in movies that cost lower than 5 million, launch their movie domestically, focus on documentary, drama, and comedy genres and invest in short movies

Questions