

Smart Movies for a Smart Company



Aaron Galbraith • 2023



what IS success?

- (net) profit
- return on investment (ROI)



what CAUSES success?

- runtime
- genre
- MPAA rating
- profit history of director/cast

data resources



THE **NUMBERS**®

- 5,782 records
- period: 1915-2020
- budgets and grosses



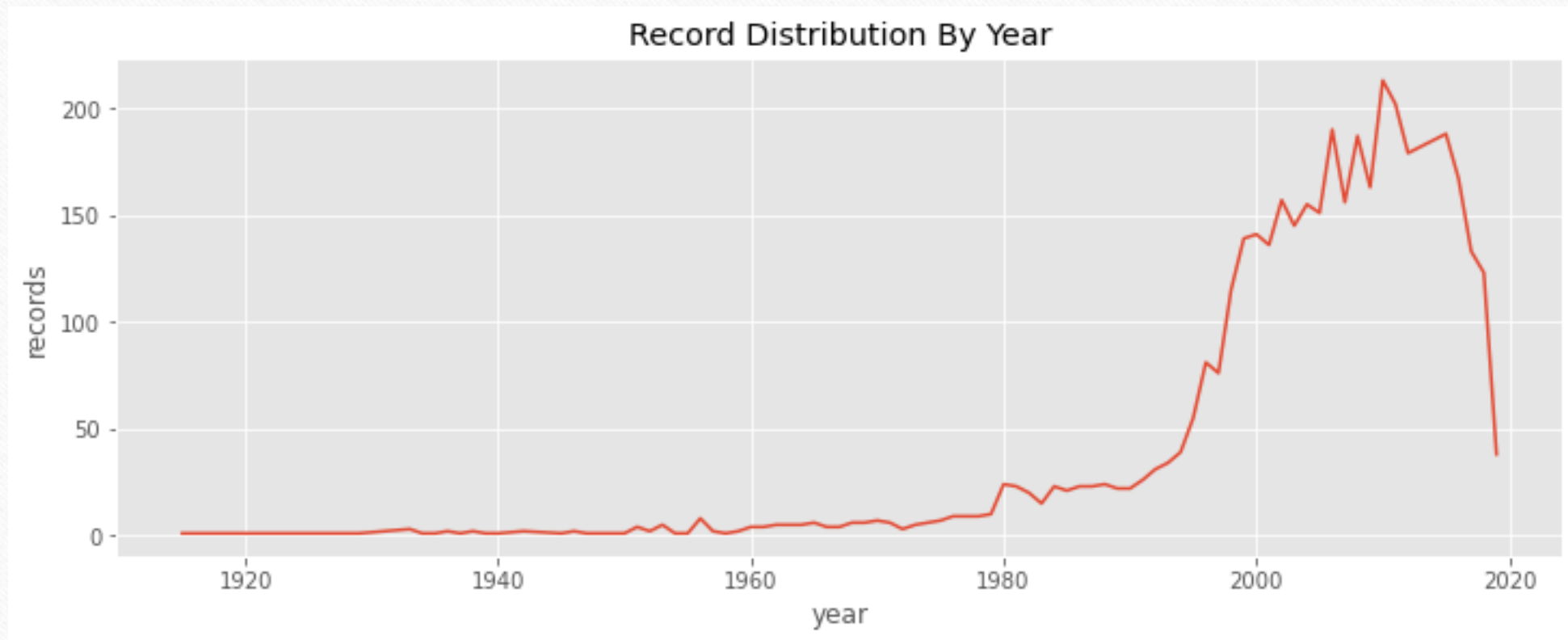
- 17,712 records
- period: 1914-2020
- runtime, genre, MPAA rating, director

The IMDb logo, consisting of the letters "IMDb" in a bold, black, sans-serif font, set against a bright yellow rounded rectangular background.

IMDb

- 146,144 records
- period: 2010-2020
- runtime, genre, director, leads

4,197 usable records

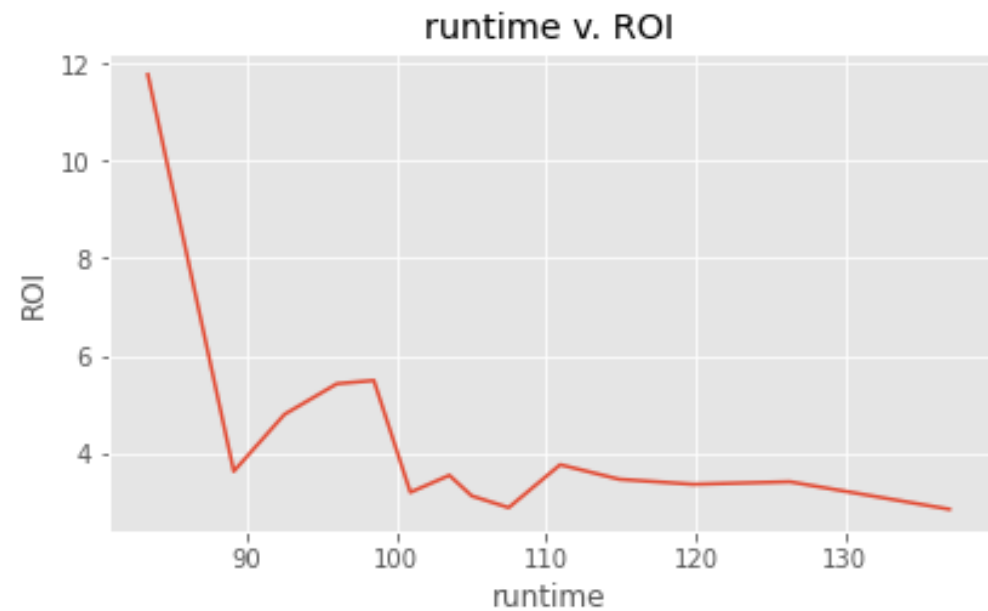
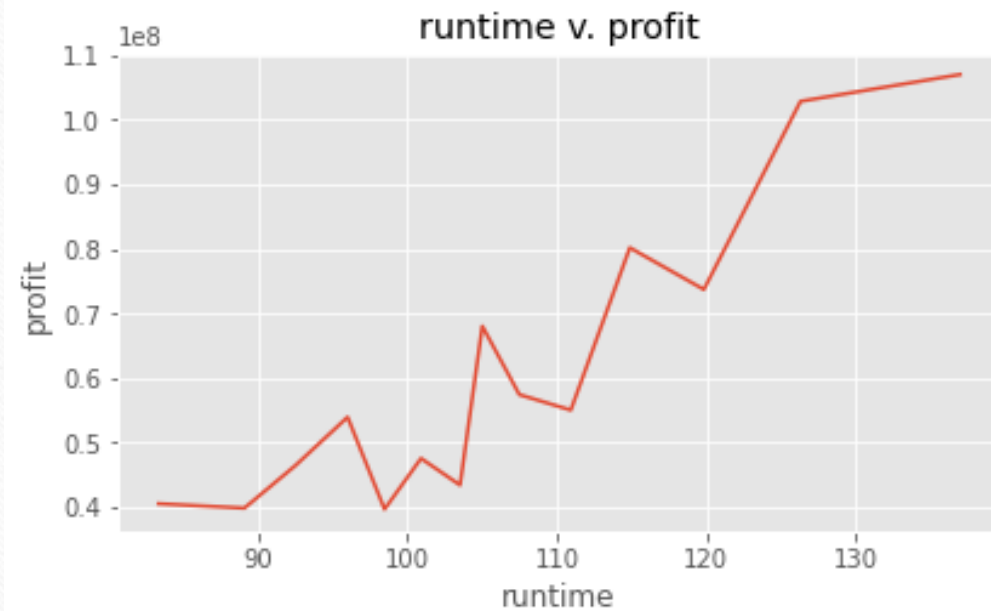


feature creation

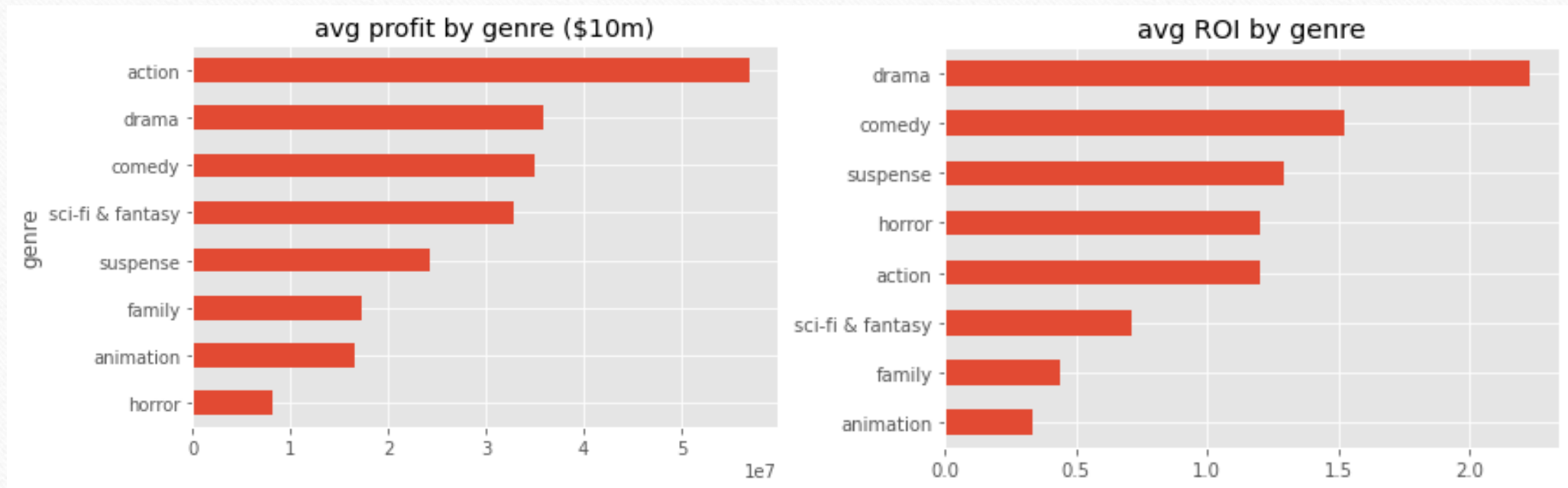
- (net) profit, ROI
- adjustment for inflation
- runtime intervals
- distinct genres
- profit history (of directors, of cast) *

* more on that soon

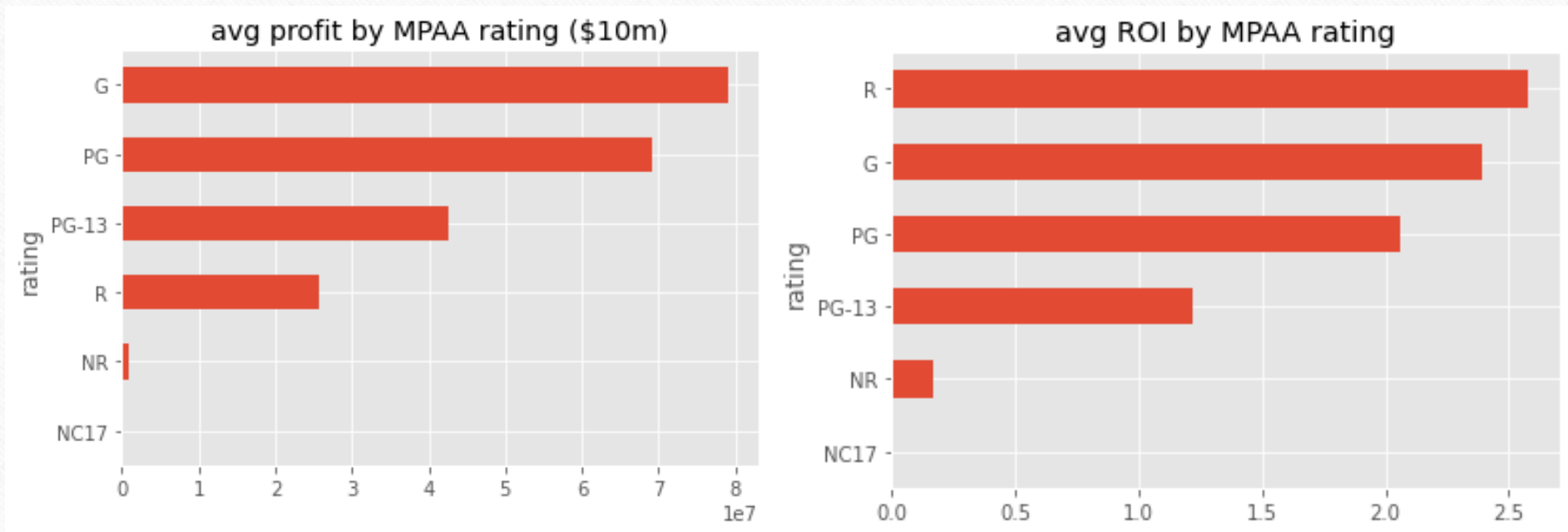
runtime



genre



MPAA rating



“profit history” — an example



1993

dir. Steven Spielberg

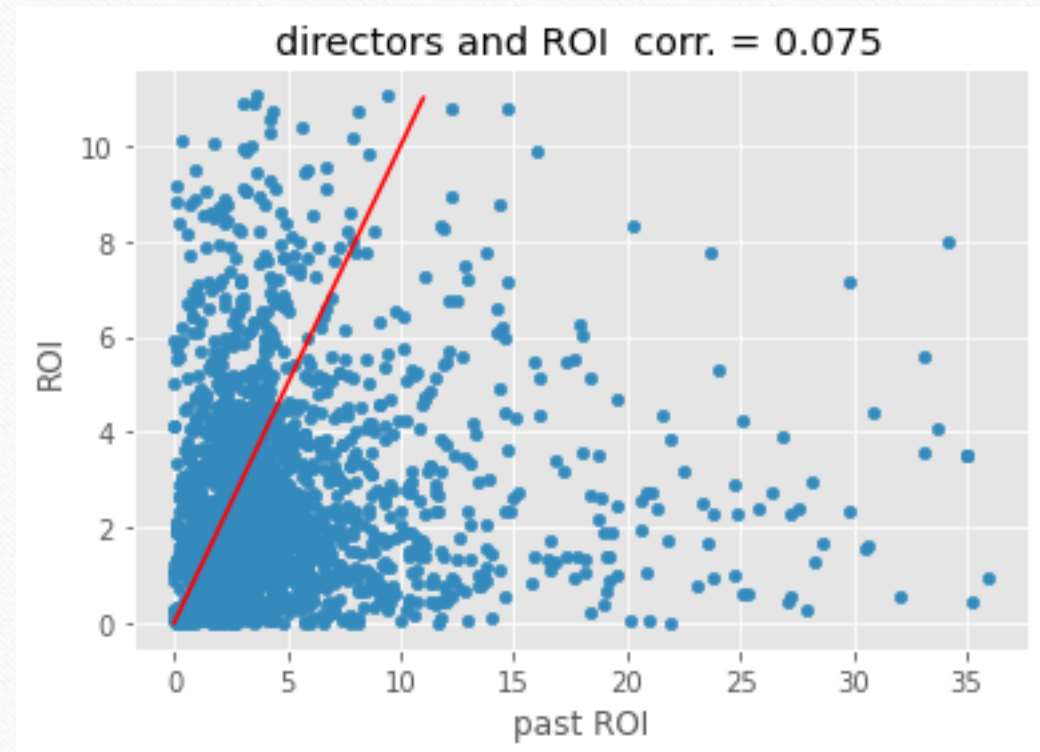
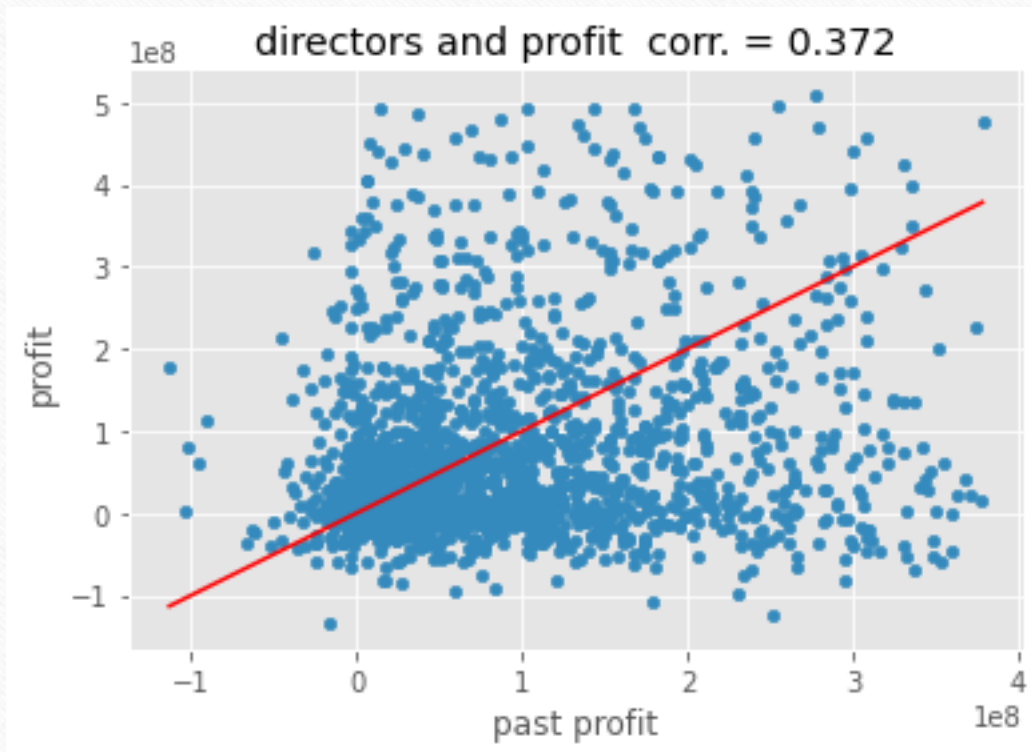
profit: \$1.75 billion

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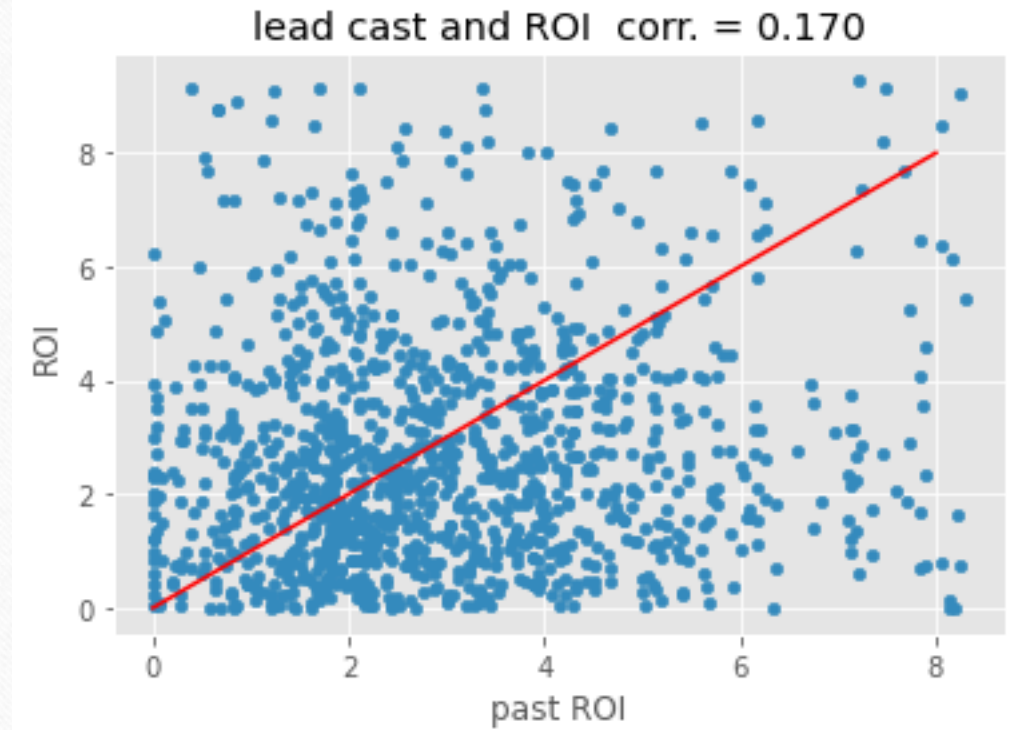
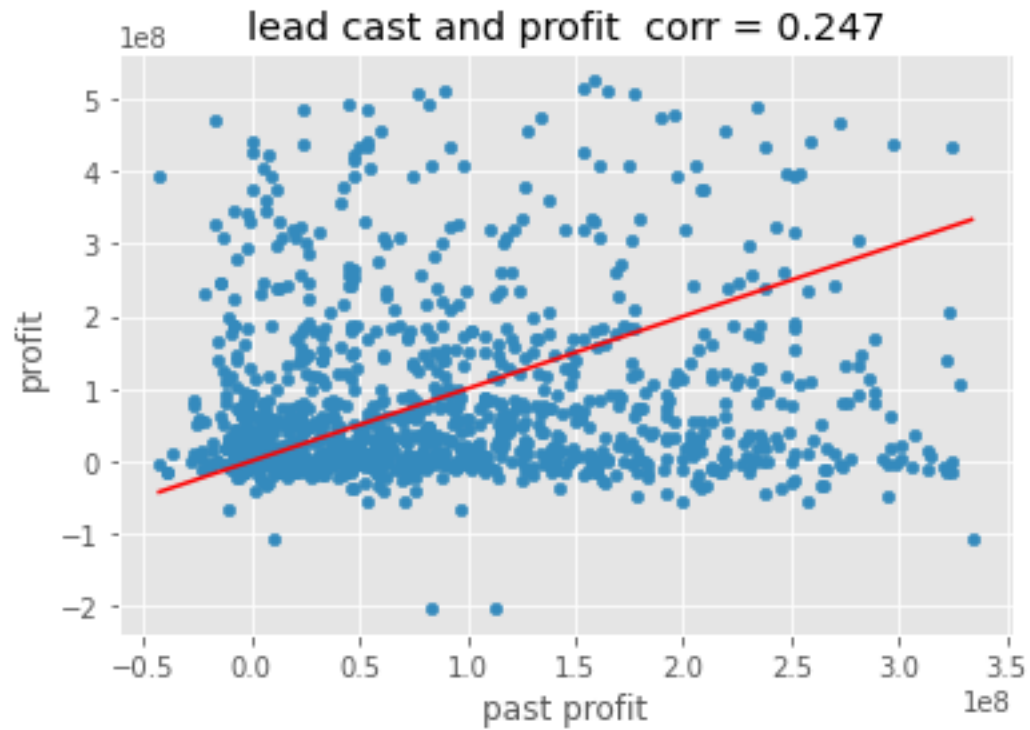
- 1984: Indiana Jones and the Temple of Doom
- 1985: The Color Purple
- 1987: Empire of the Sun
- 1989: Indiana Jones and the Last Crusade
- 1991: Hook
- 1993: **JURASSIC PARK**
- 1993: Schindler's List
- 1997: The Lost World
- 1997: Amistad
- 1997-1998: avg. profit 1975-1992: \$883 million
- 1998: Saving Private Ryan
- 2001: A.I.

...

profit history: directors



profit history: lead cast



recommendations to maximize profit

1. 115+ minutes
2. genre: action / adventure
3. G rating
4. assign a director with a strong record of past profits

recommendations to maximize ROI

1. at most 90 minutes
2. genre: drama
3. R rating
4. cast lead actors with strong records of past ROI

Thank you

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