

# Maximize ROI From the Start

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# Outline of Topics

Executive Summary

Data Understanding

Data Analysis

Recommendations

Next Steps

# Executive Summary

## Business Problem

- Provide business insight for Computer Vision.

## Business solution:

- Produce movies of the Musical, Animation, Sci-Fi and Adventure genres.
- Target top 7 languages for max region reach.
- Invest in popular directors.



# Data Understanding

Data sourced from:



Metrics used:

Movie Genres

Language


Production Budget

Domestic Gross & Worldwide Gross

Director names

Average rating

Number of votes

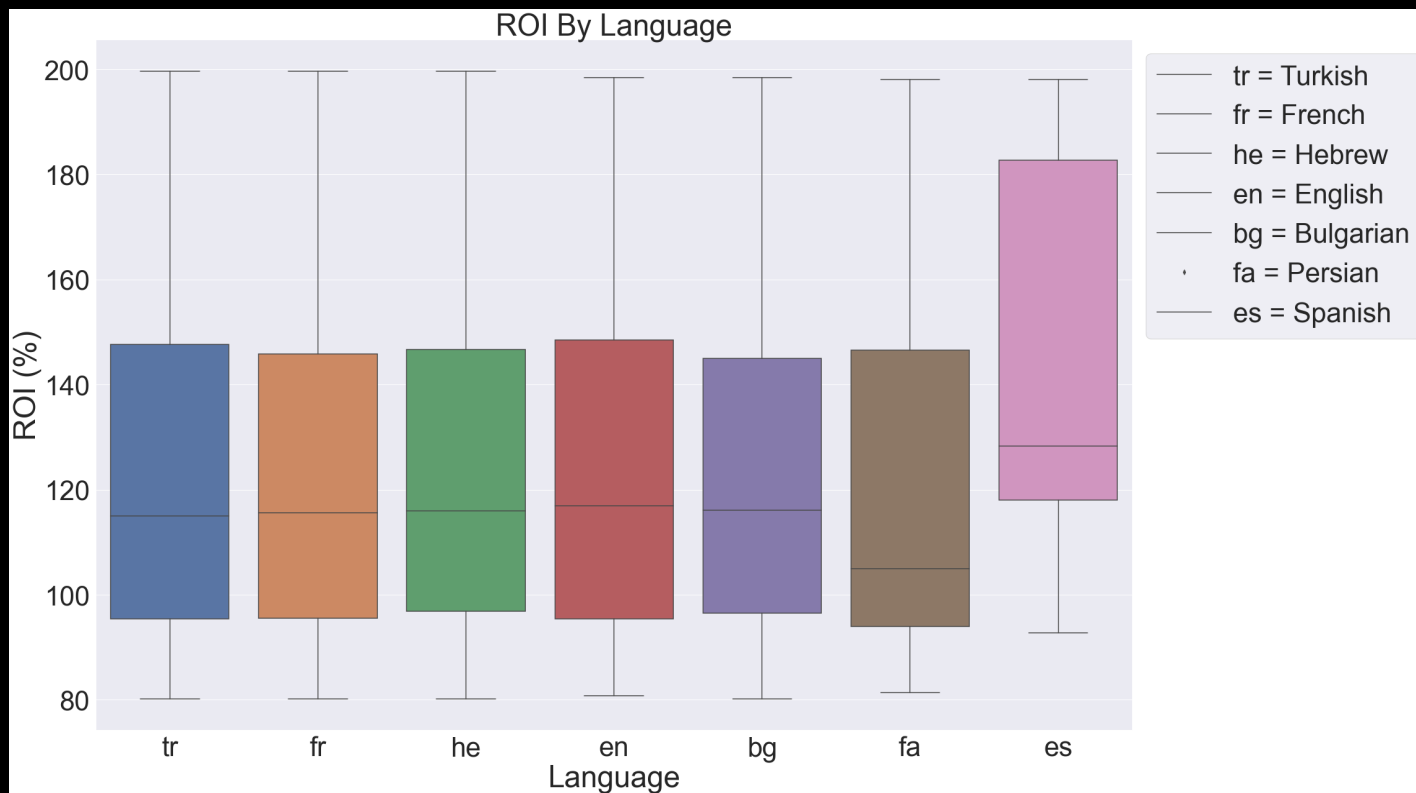


id	release_date	movie	production_budget	domestic_gross	worldwide_gross
1	18-Dec-09	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
2	20-May-11	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
3	7-Jun-19	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350
4	1-May-15	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
5	15-Dec-17	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747

# ROI by Language

Graph is pin pointing languages that tend to have high ROI in movies made in these languages

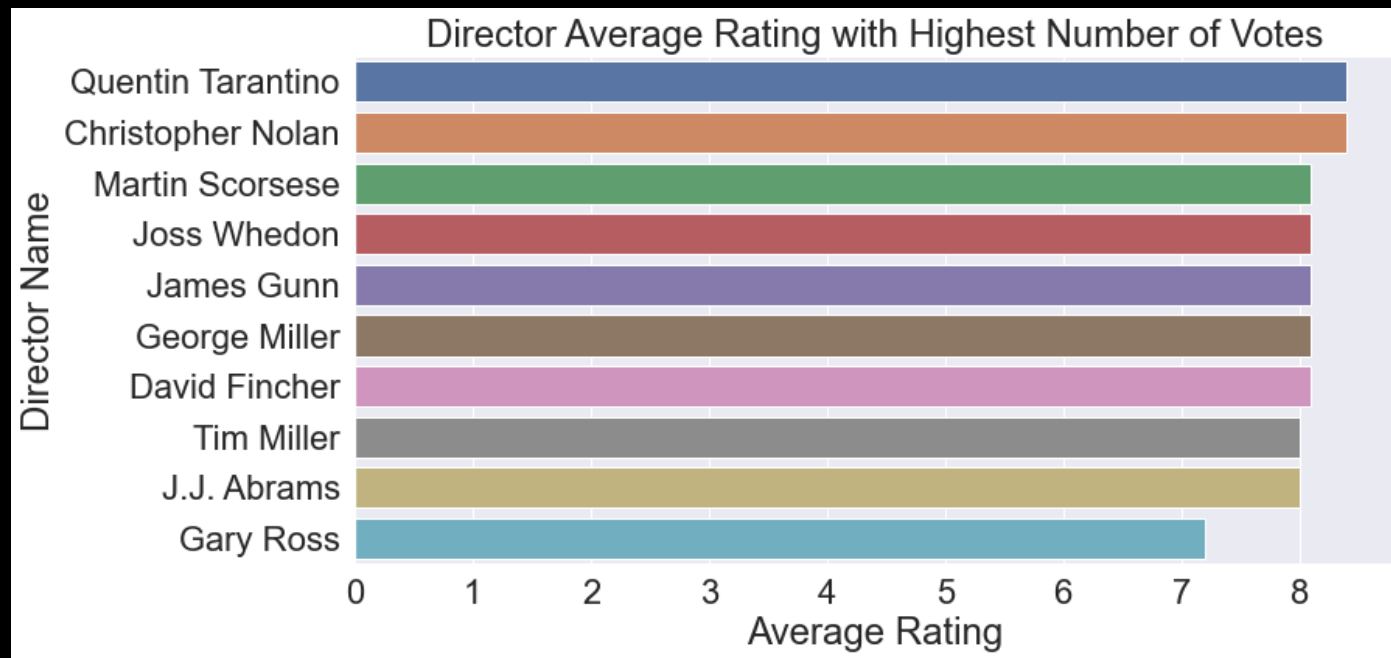
Able to reach wide range of regions



# Popular Movie Directors

Link directors to film ratings

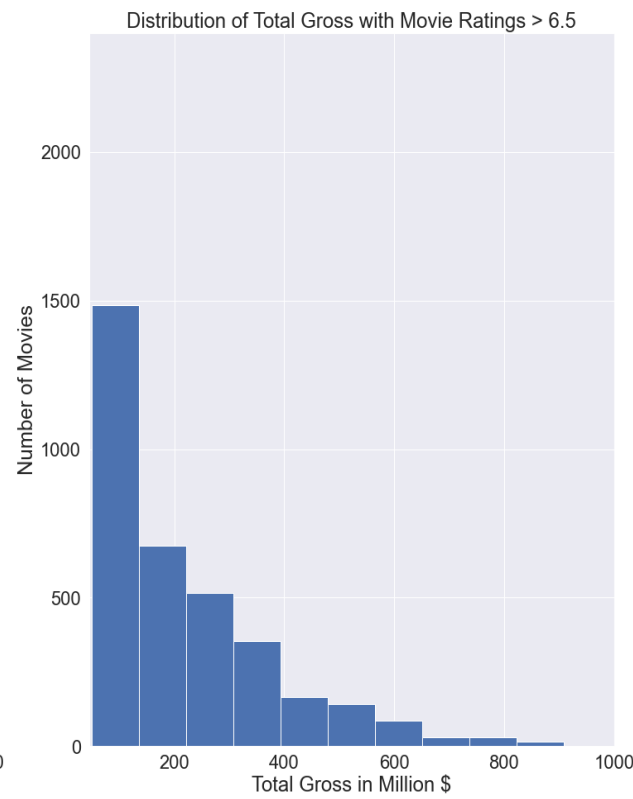
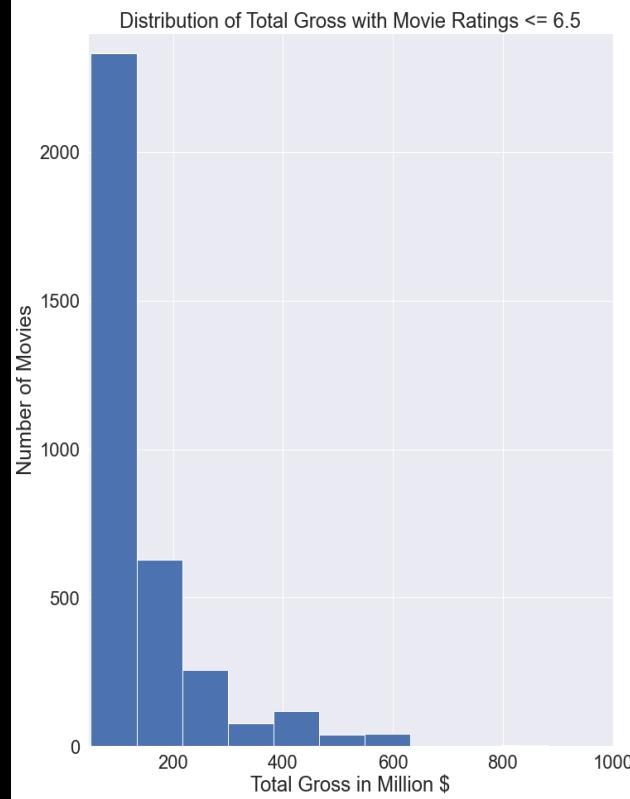
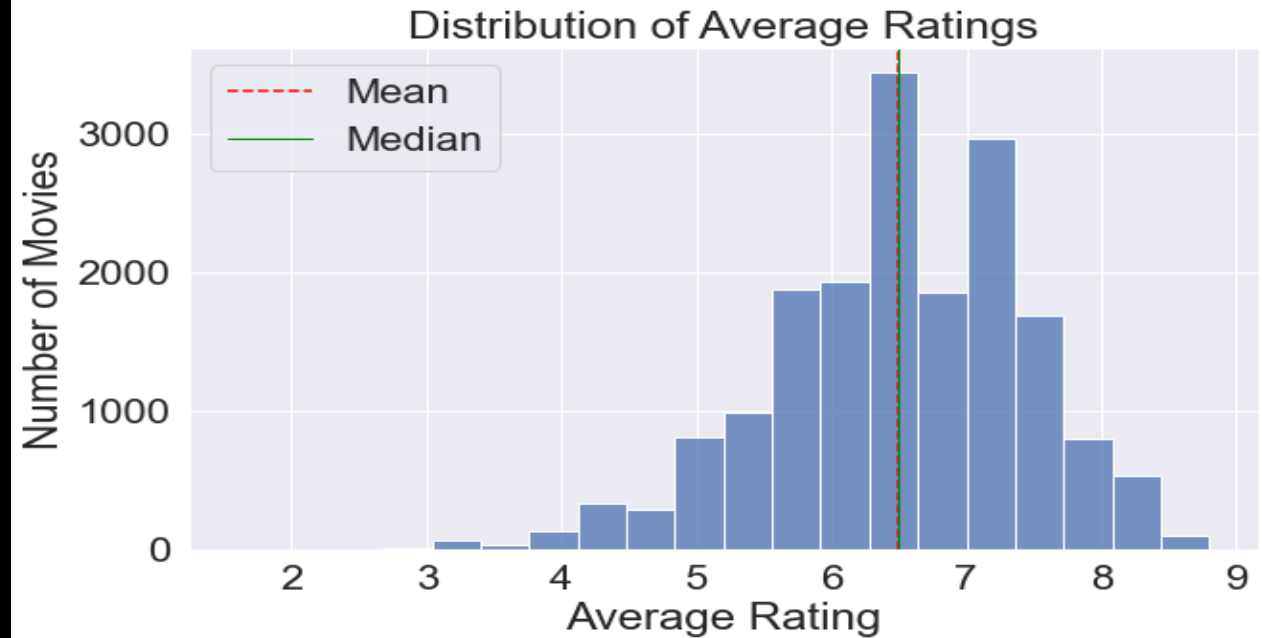
Emphasize highest average rating directors



# Movie Genre Profit

Do movies with a rating of at least 6.5 lead to a higher revenue?

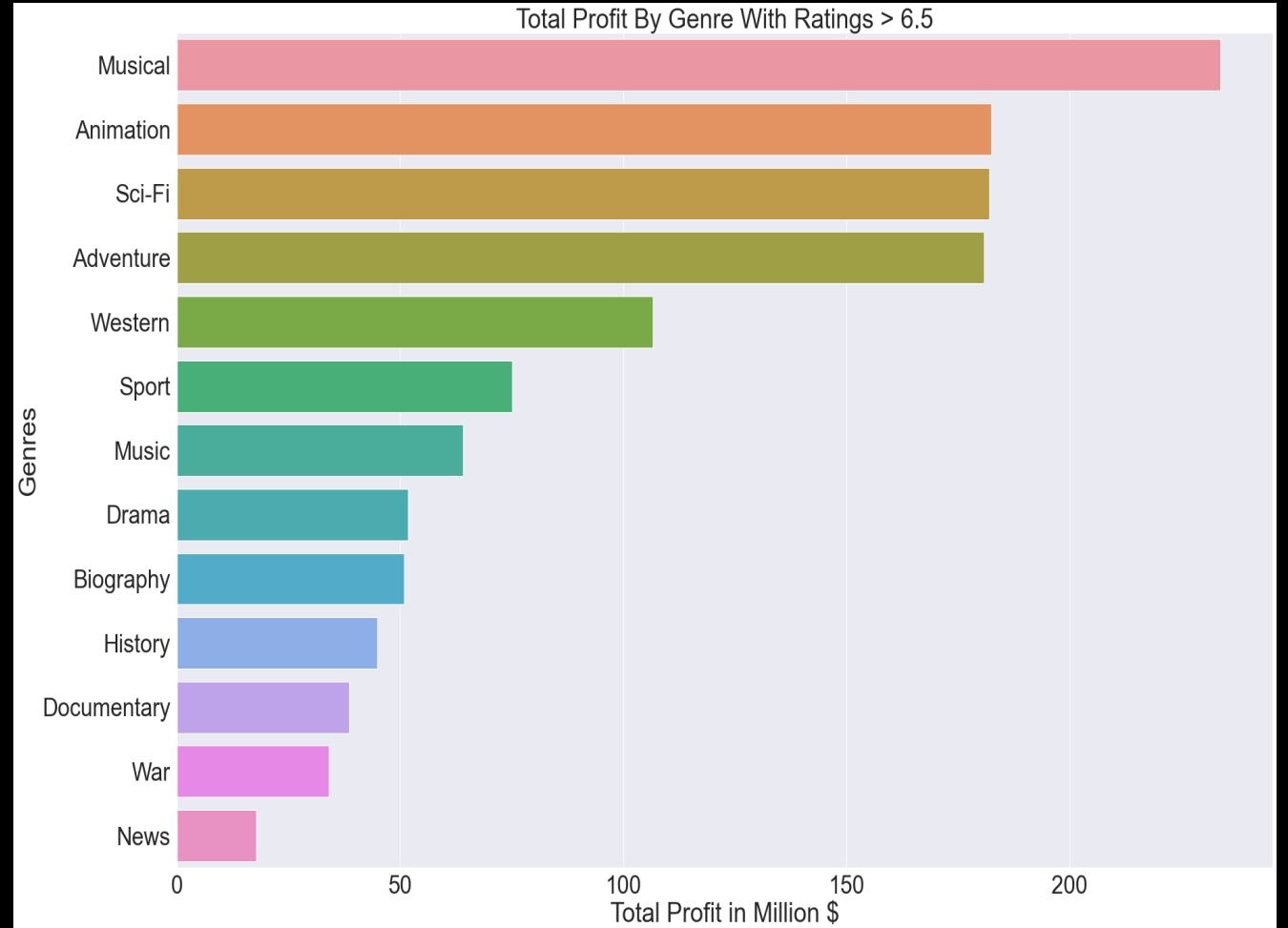
- There is a statistical significance that higher rated movies make more money.



# Which Movie Genres?

Which genres perform the best, given a high rating and high total profit?

- Musical, Animation, Sci-Fi, etc.





# Advantages and Limitations

## Advantages:

Avoid common pitfalls through intelligent investment

Greatly improve return on investment potential

Reduce losses

## Limitations:

Lack pricing for directors

Return on investment is easily skewed

- Example: Blair Witch Project

Limited data for some countries



# Conclusion

Invest in top genres

Release in top languages

Include top directors



# Next Steps

Gather more data on customer interest

- Example: Surveys

Research the top languages per region

Continually analyze trends using current datasets

# Thank you! Any Questions?

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