



# Computing Vision Film Proposal

Enter-AI-nment Experts



# Meet the Entert-AI-nment Experts



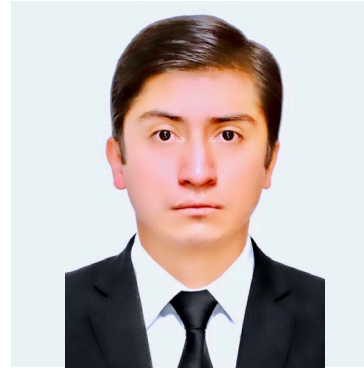
**Deanna Hedges**

- Application and Program Analyst
- BS in Nonprofit Management and MIS
- Experience creating detailed deliverables for clients on Payroll and Workforce Management projects



**Alec Plante**

- Application and Program Analyst
- BS in Supply Chain Management & Business Analytics and IT
- Experience in data science and software development for supply chain solutions
- Led various data analytics education projects



**Raul Cortes Vazquez**

- BS in Mechatronics Engineering
- S&A Analyst
- Experience with programming languages, statistics, Oracle Analytics and other engineering areas
- Experienced with research projects and project presentations



**Sanchez Sunny**

- Solution Analyst , major in Business Administration and MIS
- Project experience with business operation role for internal Deloitte assets.
- Worked with member firms to demo assets.

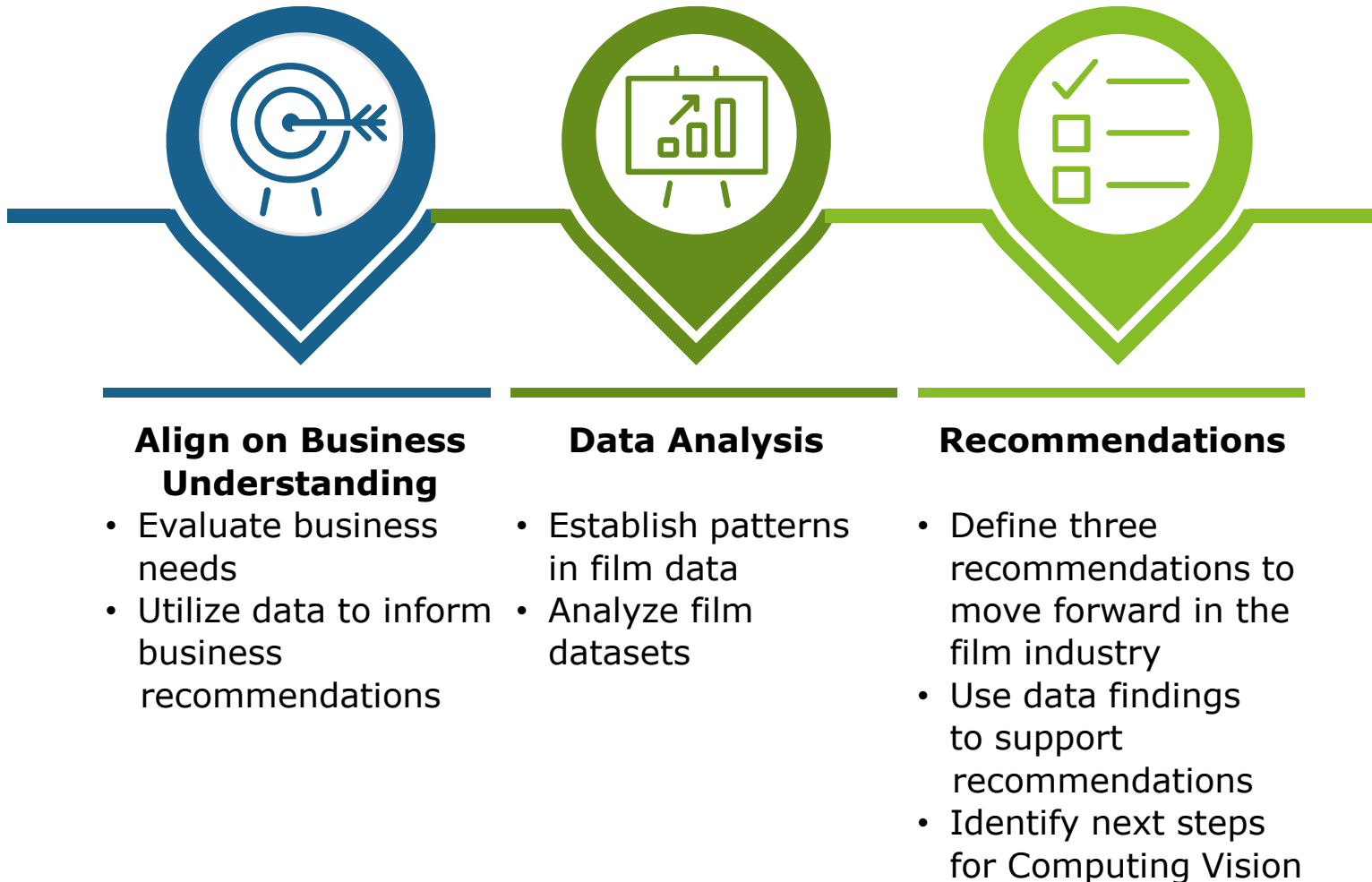


**Zachary Mitchell**

- BS in Business Entrepreneurship
- Experience in financial literacy through projects
- Demonstrated leadership through management experience

# Project Overview

Computing Vision is building a new movie studio with the goal of creating original video content to compete with larger companies who are doing the same



# Business Understanding

## Computing Vision Film Strategy



01

### **Evaluate Current State of Film Industry**

Extract insights using data from Box Office Mojo, IMDB, Rotten Tomatoes, TheMovieDB, and The Numbers

02

### **Understand Current State of Computing Vision**

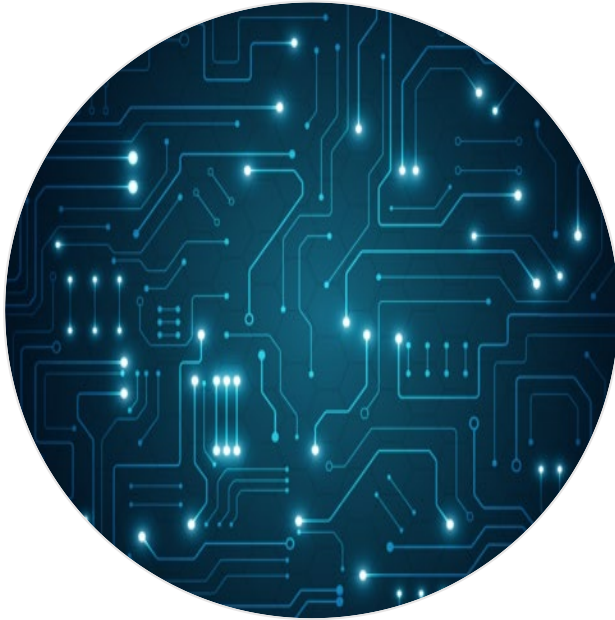
Computing Vision is just breaking into to the film industry and is in the planning and strategy phase

03

### **Identify Needs to Move Forward**

Need actionable business recommendations to successfully strategize the construction and direction of the organization

# Data Understanding



## Objectives

- Data sourced from:
  - <https://www.boxofficemojo.com/>
  - <https://www.imdb.com/>
  - <https://www.rottentomatoes.com/>
  - <https://www.themoviedb.org/>
  - <https://www.the-numbers.com/>
- Analysing the movie dataset to understand the most frequently made movie genre.
- Data cleaning to combine different movie data sets and to provide recommendations.
- Understanding the reviews data to visualize the most profitable genre with low budget.

# Data Set Descriptions

## Content of Each Dataset

Data Source	Number of Movies	Date Range	Number of Columns
Box Office Mojo	1556	1921-2018	12
Rotten Tomatoes	1135	1951-2018	8
TheMovieDB	25497	1930-2020	9
The Numbers	3386	2010-2018	5
IMDB	146144	2010-current	22

# **Business Recommendations**

Opportunities for growth identified using data analysis

# Business Recommendation 1

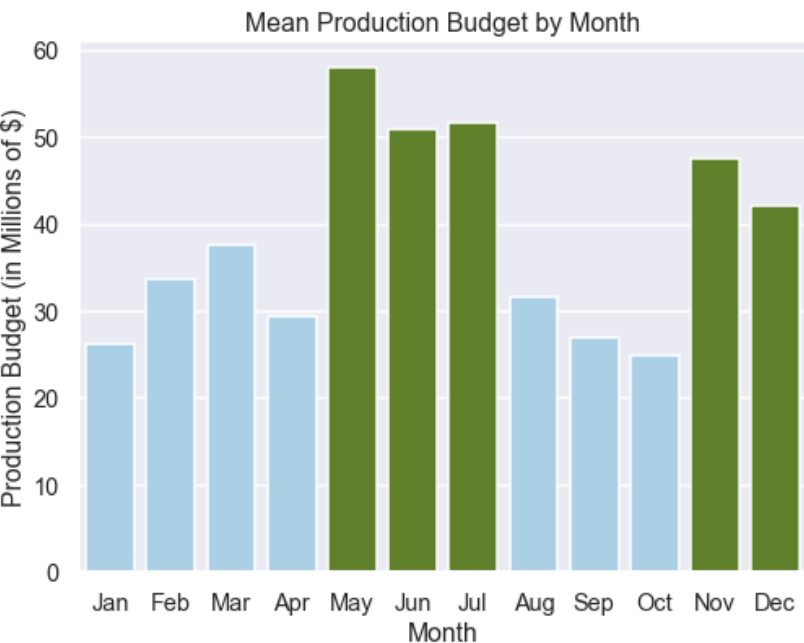
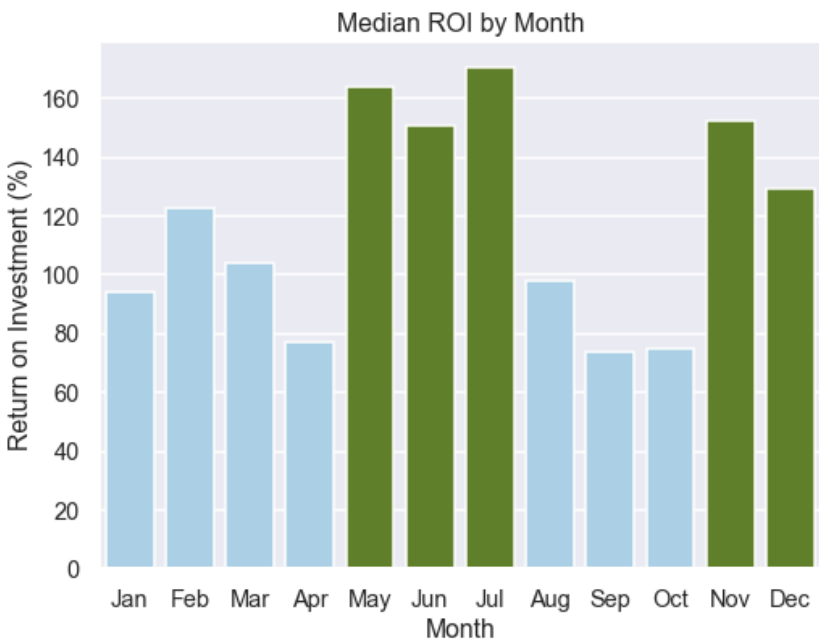
## Focus on **Release Month**

Median ROI July

171 %

Median ROI (all Months)

115 %



### Key Takeaways

- Movies with the highest Return on Investment (ROI) release in **May, June, July, Nov, and Dec**.
- These months are **more competitive**; many big budget films are released during these times
- **Jan, Feb, Late Aug, Sept, and Early Oct** are “**Dump Months**”, where studios release films they do not believe will do well
- Consider releasing smaller budget or niche films during “Dump Months”, and larger films during the more popular months

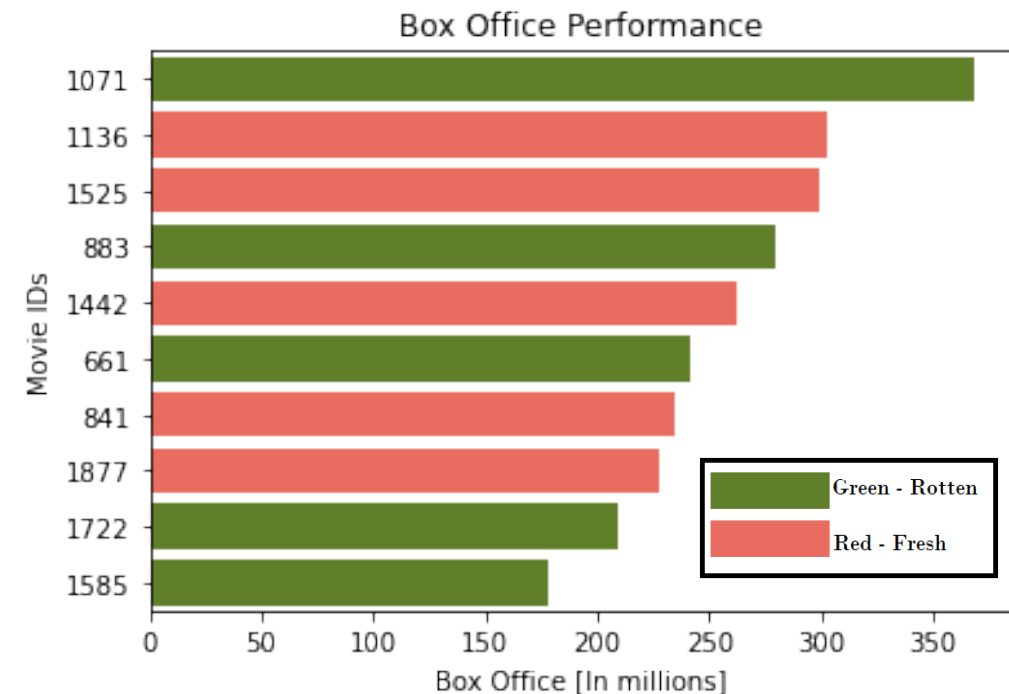
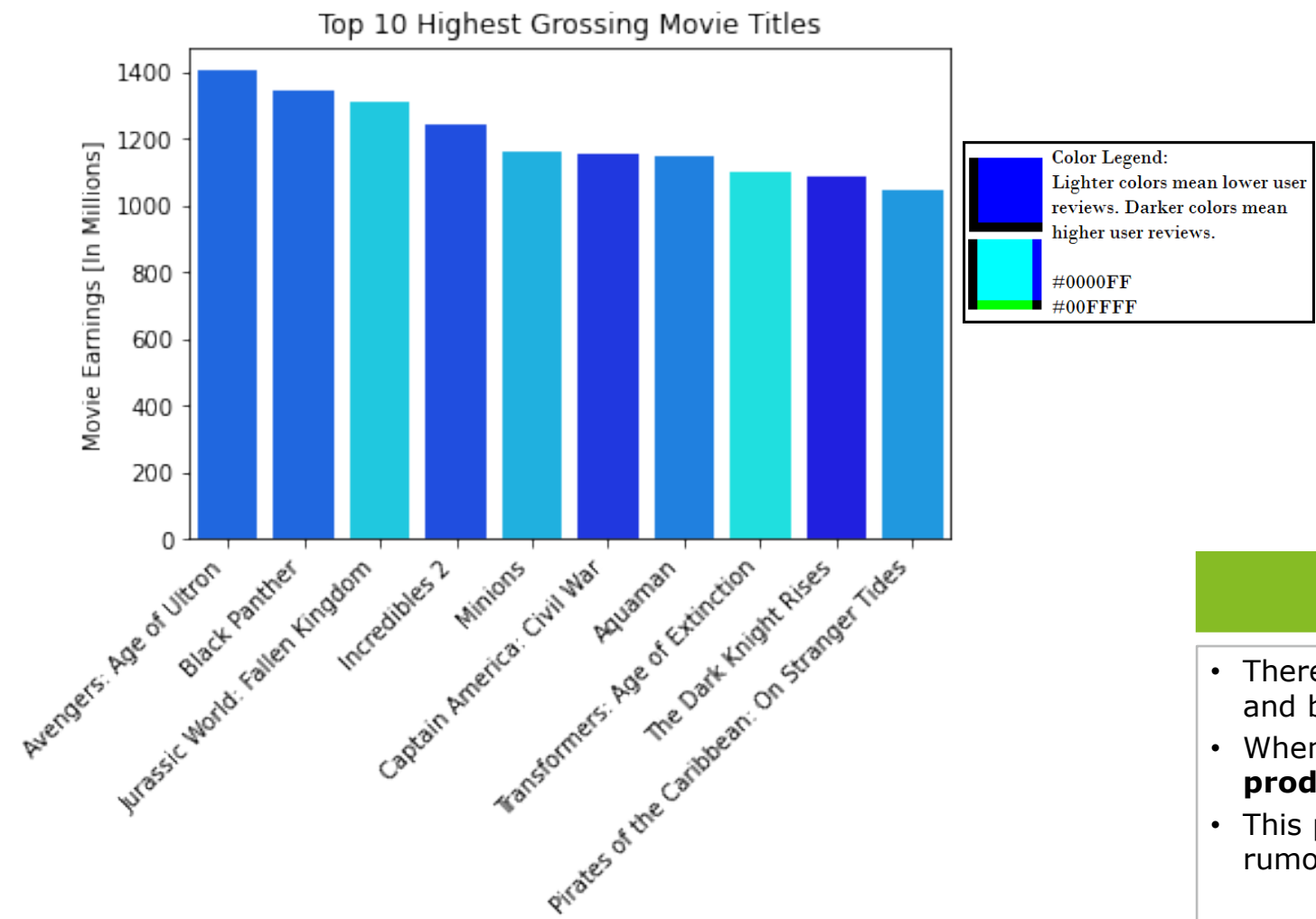
### Strategy

- **High Budget or Low Anticipation Film?** Release in May, June, July, November, or December
- **Low Budget or Low Anticipation Film?** Release in January, February, March, April, Late August, September, or October



# Business Recommendation 2

## Do not focus on **Critics' Approval**



### Key Takeaways

- There is **no significant relationship** between critic reviews and box office performance
- When producing films, focus on aspects such as **writing and production quality** over tailoring to what critics would like
- This phenomenon could be due to distrust of critics after rumors of bribery from film producers

# Business Recommendation 3

## Explore the **Science Fiction Fantasy Genre**

### Key Takeaways

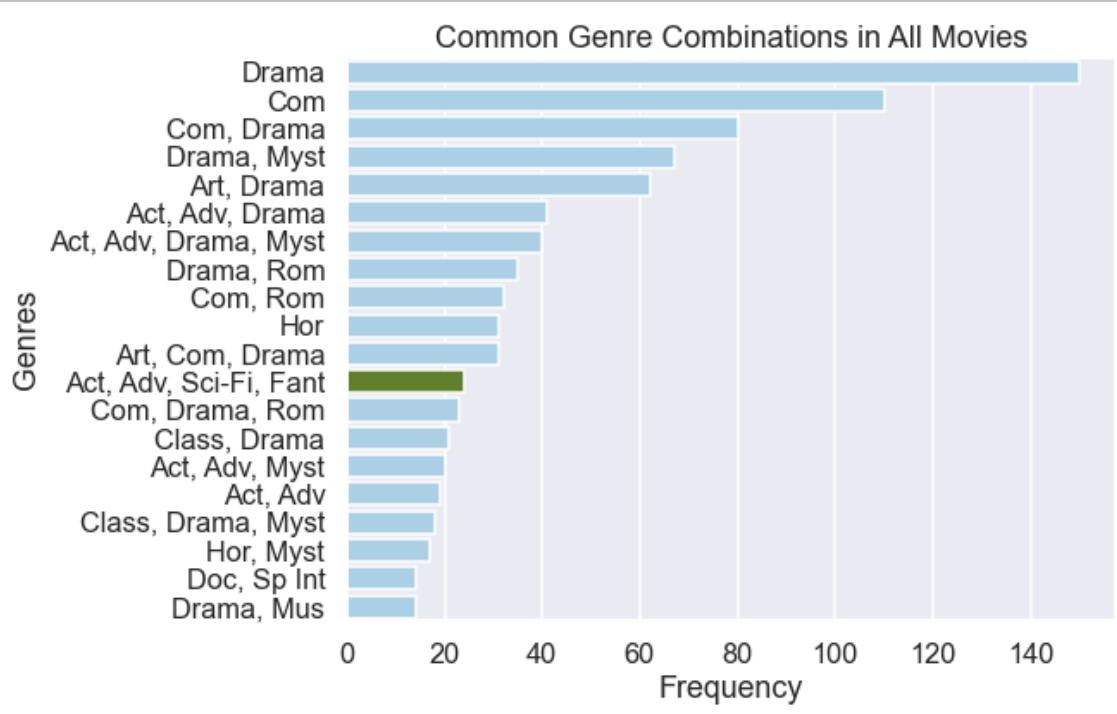
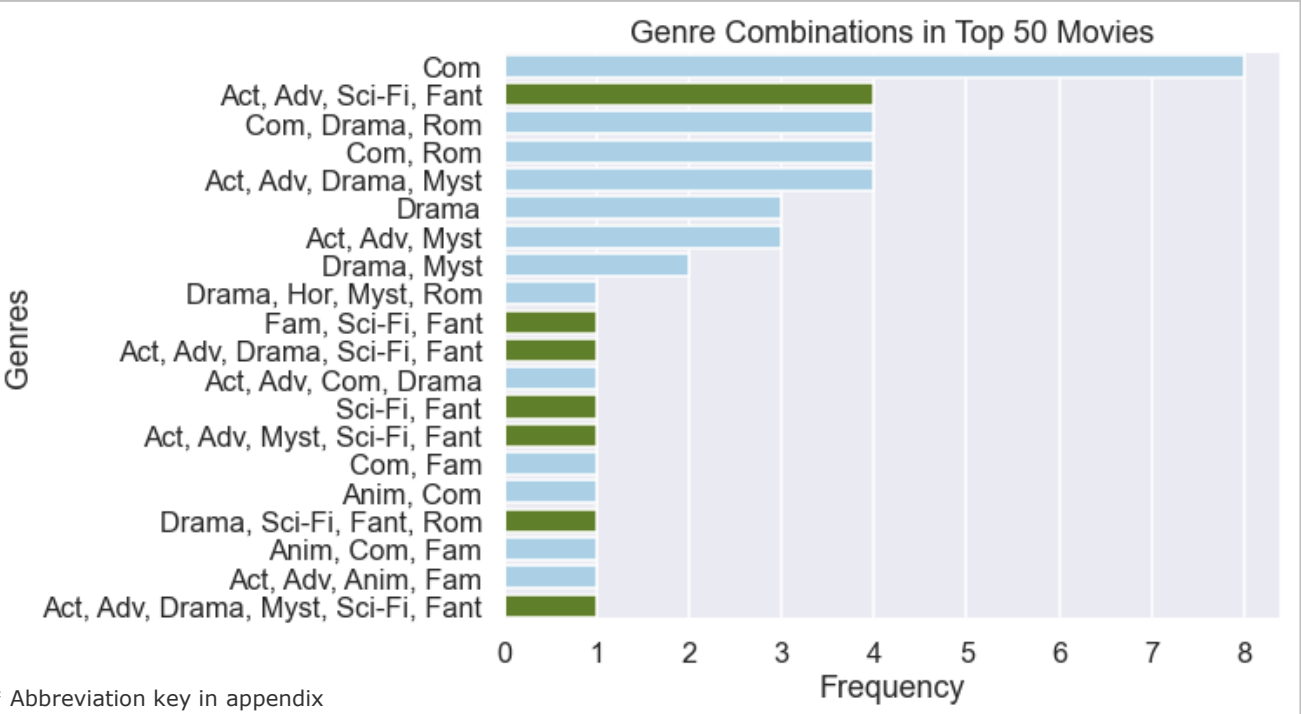
- **The Sci-fi Fantasy genre** is abundant in films with the **highest box office revenue**, yet there are relatively few films made in this genre versus other genres
- The relative lack of sci-fi fantasy films is an **opportunity** that Computing Vision should explore
- The high production cost may dissuade companies from creating sci-fi fantasy films, but the **potential profit is worth the cost**
- There is a **99% certainty** that the sci-fi fantasy films tend to bring higher profit than the average film (based on 430 sci-fi and fantasy films in a set of ~2100 total films)

### Average Profit of All Genres:

**\$89,250,708.59**

### Average Profit of Sci-Fi and Fantasy:

**\$196,490,685.94**



\* Abbreviation key in appendix  
Deloitte Touche Tohmatsu Limited ("DTTL")

# Next Steps



## ***What you need to know.....***

- ✓ The month a movie is released is correlated with ROI
- ✓ Critics' reviews don't have a large influence in the profitability of a film
- ✓ Science Fiction Fantasy poses a large opportunity for profitable films
- ✓ Art is subjective and there are many other factors that can impact profitability



## ***What should you do next.....***

- ✓ Plan movie releases around popular months and "Dump Months"
- ✓ Focus on audience reviews and quality over critics' reviews
- ✓ Create films that utilize the Science Fiction Fantasy genre
- ✓ Continue film industry research into areas such as streaming platforms, multimedia releases, and utilizing Artificial Intelligence.



# Questions?

# **— Appendix**

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# Genre Abbreviation Legend

Genre	Abbreviation
Action	Act
Adventure	Adv
Animation	Anim
Anime and Manga	Anime
Art House and International	Art
Classics	Class
Comedy	Com
Cult Movies	Cult
Documentary	Doc
Drama	Drama
Faith and Spirituality	Faith
Western	West

Genre	Abbreviation
Family	Fam
Fantasy	Fant
Gay and Lesbian	LGBTQ+
Horror	Hor
Music	Mus
Mystery	Myst
Romance	Rom
Science Fiction	Sci-fi
Special Interest	Sp Int
Sports and Fitness	Sports
TV Movie	TV