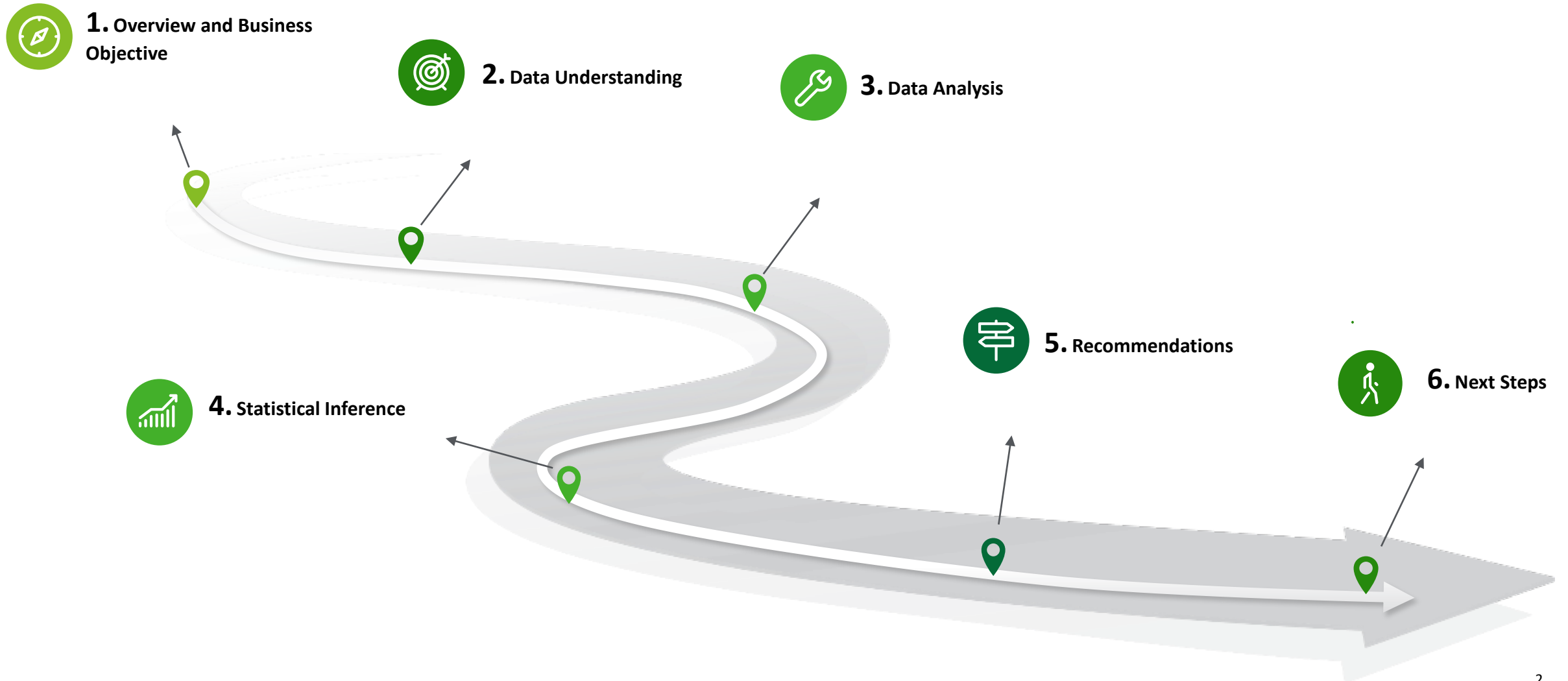


Innovative Techniques for the Film Industry

Tolulope Akinlabi, Brandon Kokin, Alexandria Lee-Robinson,
Diana Seo, Hanwen Zuo

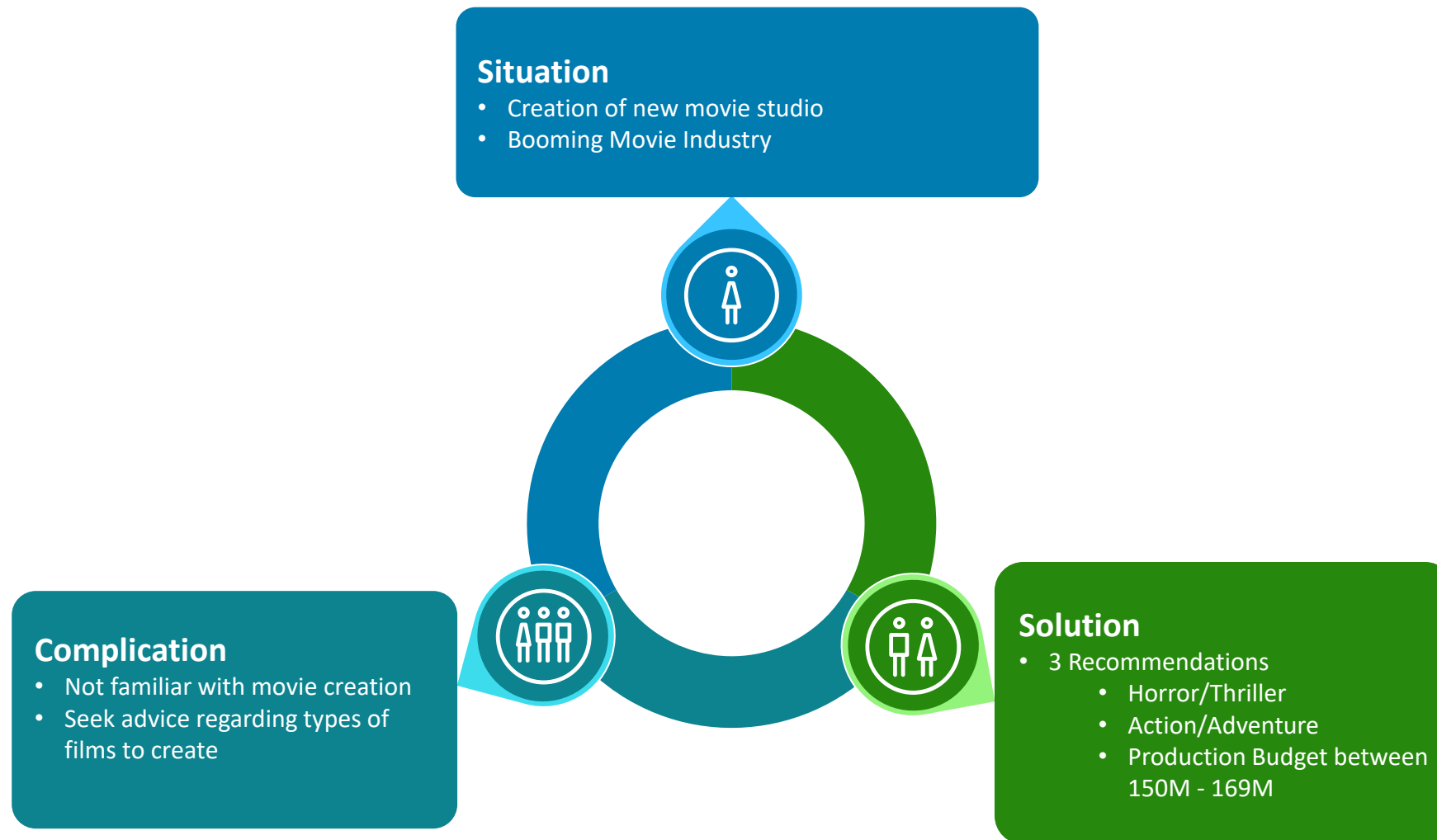


Agenda



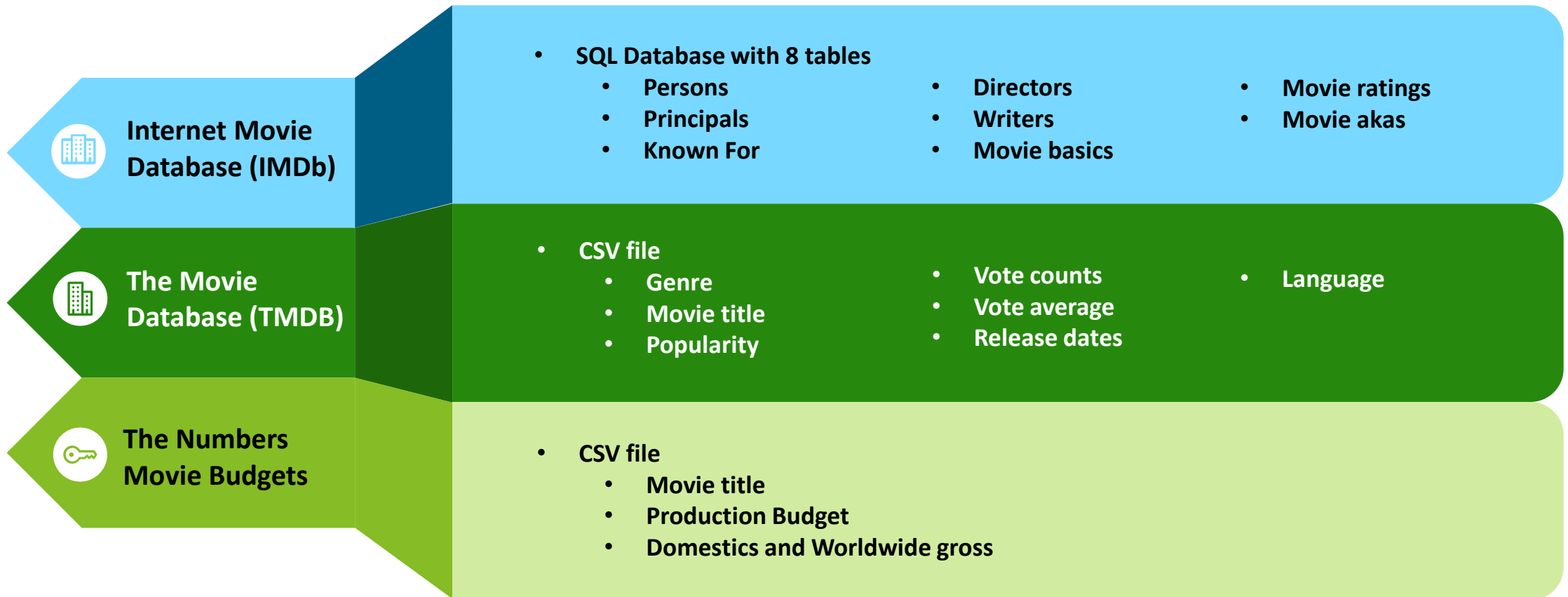
Overview and Business Objectives

Computing Vision's break into the Film Industry



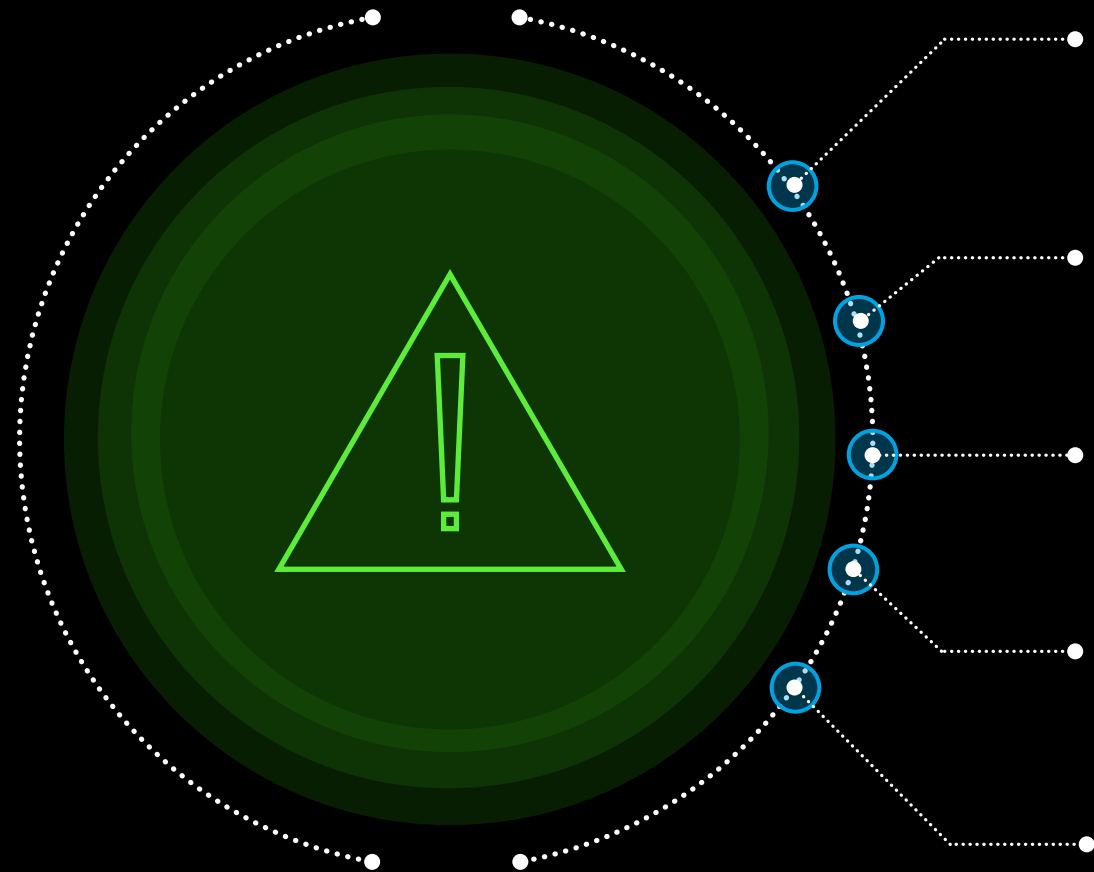
Data Understanding

Unique Aspects of Utilized Data



Data Analysis

Approaching the Data at Hand



Collection

Comma Separated Values and SQL Database



Cleaning

Numpy and Pandas DataFrame applications



Processing

Statistics Using Scipy, built in Python functions and other packages



Analysis

Plotting packages include Matplotlib and Seaborn

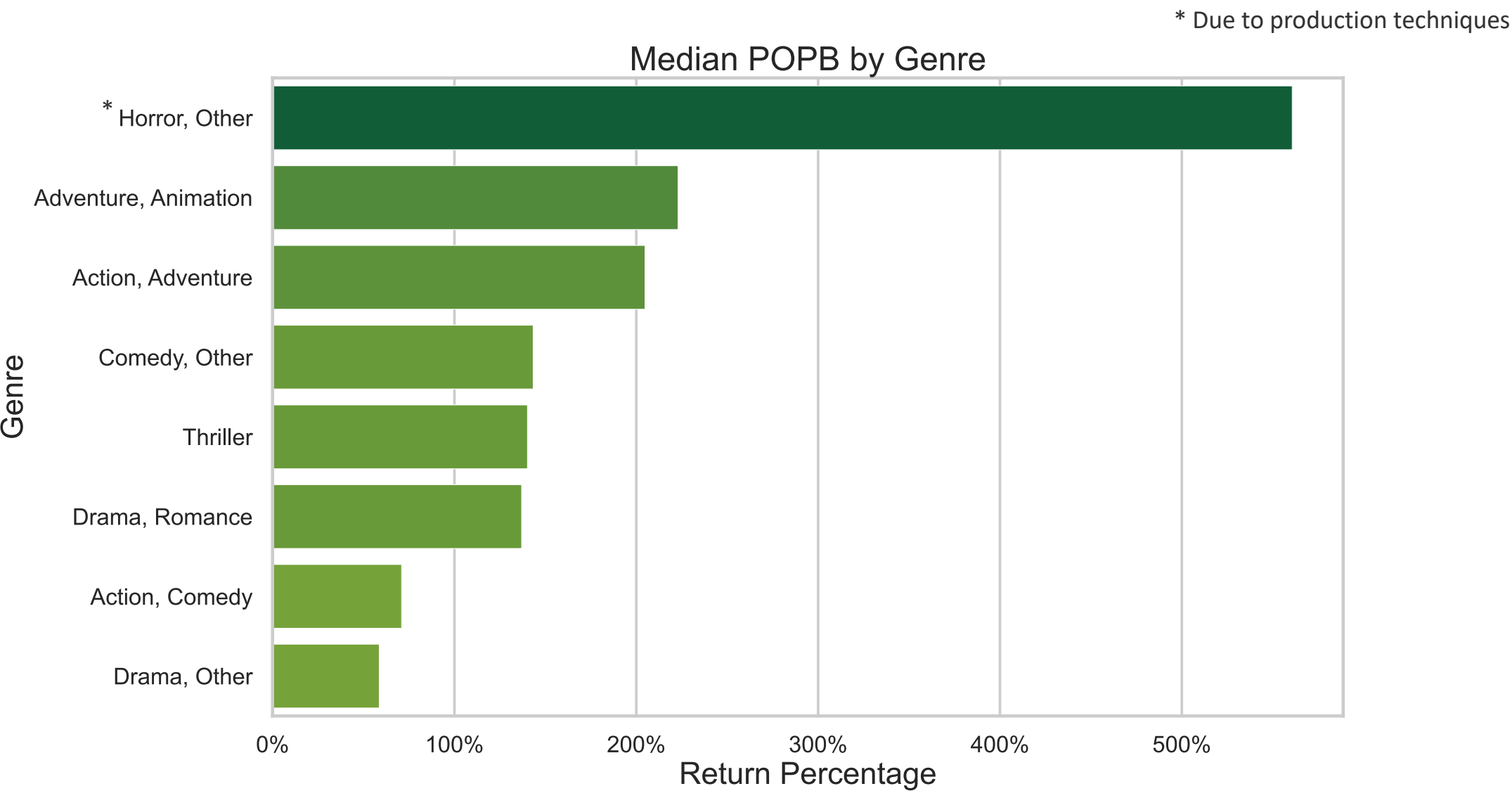


Generating Recommendations

Finalizing findings for recommendations

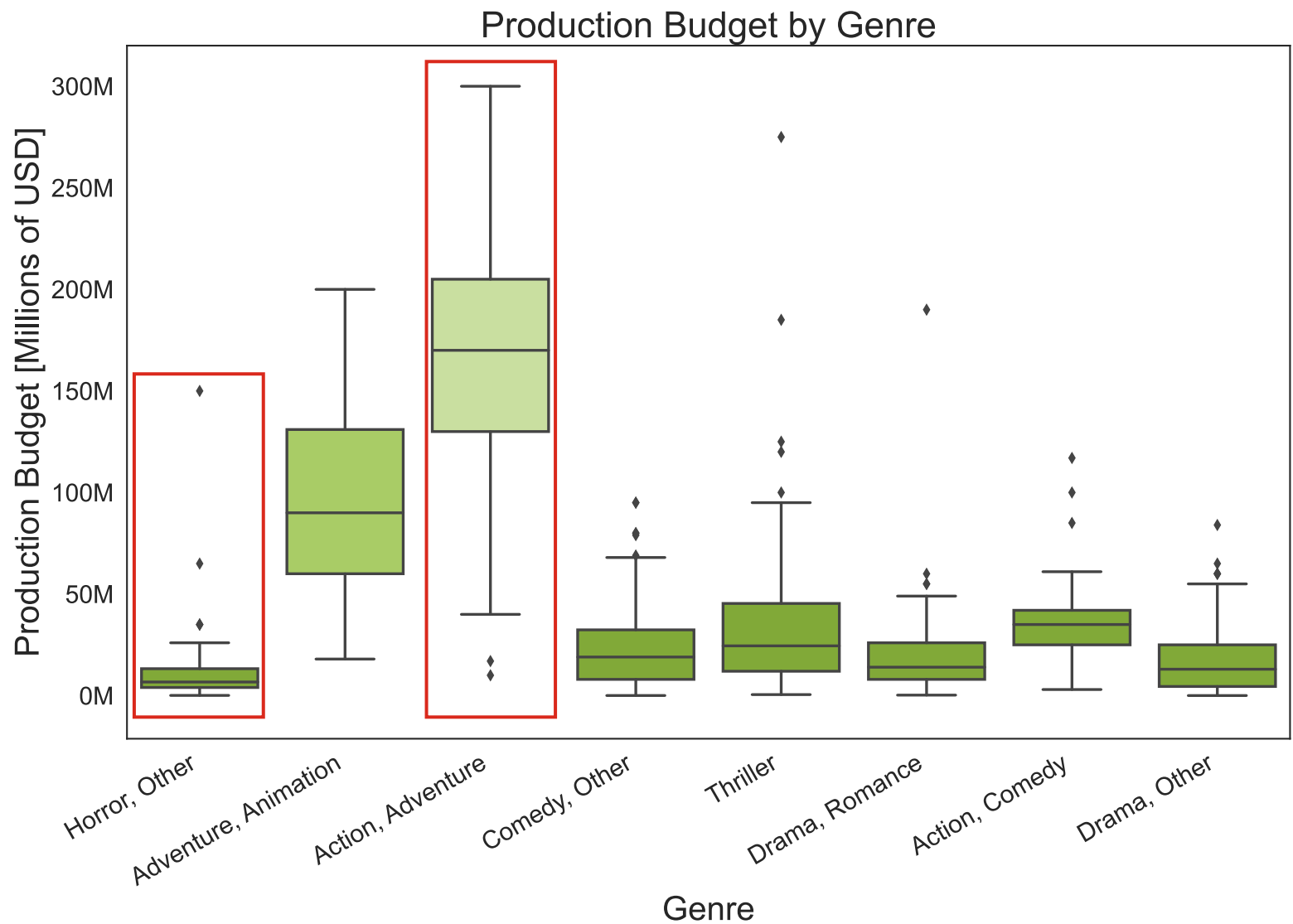
Data Analysis

Horror Movies Have the Highest Median Profit over Production Budget (POPB)



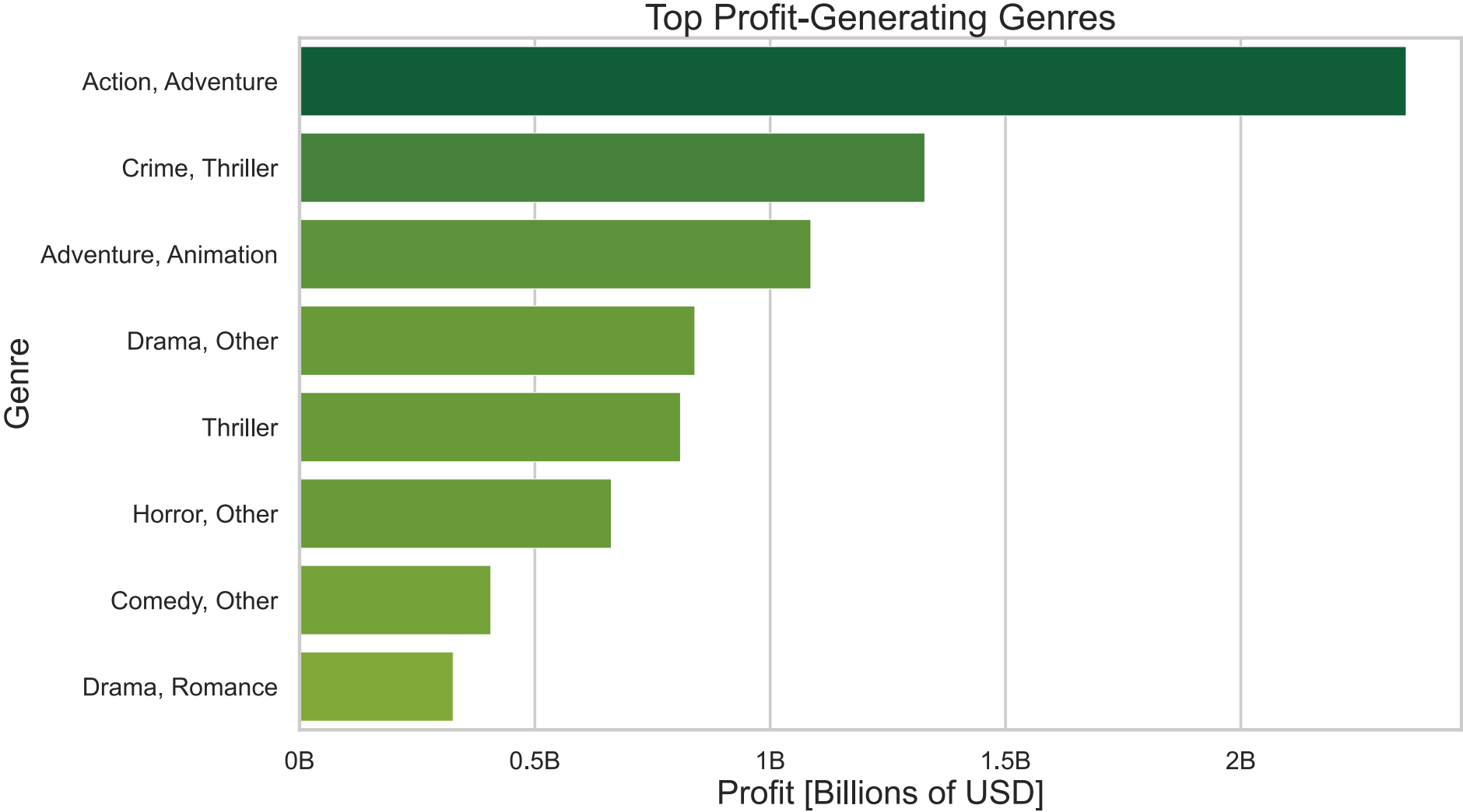
Data Analysis

Horror Movies Offer a Unique Profit Opportunity



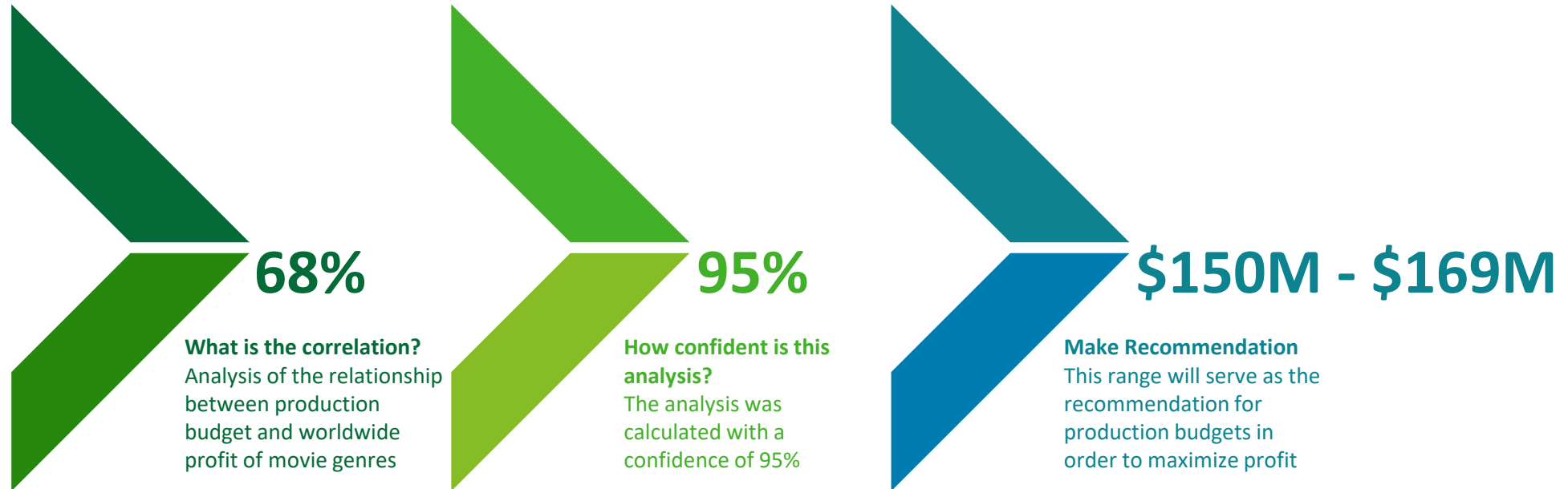
Data Analysis

Action/Adventure Movies Have the Best Profit Overall



Statistical Inference

Insights from IMDB and The Numbers



Recommendations

Top Recommendations Based On Datasets



1 >

Horror Film Type

- Greatest Return on Production Budget



2 >

Action/Adventure Film Type

- Overall Best Profit



3 >

Keeping Production Budget between \$150M – \$169M

- Optimal range for production of top profiting films

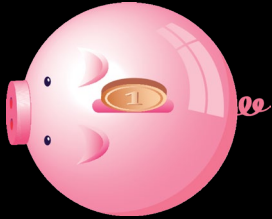
Next Steps

Implementing these Recommendations



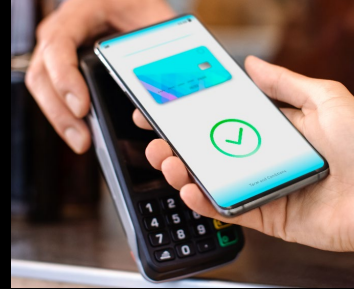
Executive Summary

Recap of Recommendations



Performance Value Regarding Budget

- Historically, Horror films have a higher profit compared to production budget



Overall Payoff

- Action/Adventure Films has the highest overall profit when there's no constraints nor restrictions



Range of Production Cost

- Usually, optimal film performance occurs within a production range of \$150 – \$169 million



[Tolulope Akinlabi](#)



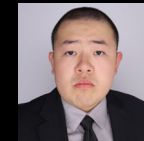
[Brandon Kokin](#)



[Alexandria Lee-Robinson](#)



[Diana Seo](#)



[Hanwen Zuo](#)

Thank You For Considering
Our Recommendations

Any Additional Questions?