Indicators for Film Industry Success

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What can big data tell us about success in the film industry?

Big data can identify historical trends: What types of characteristics were shared among successful movies of the past
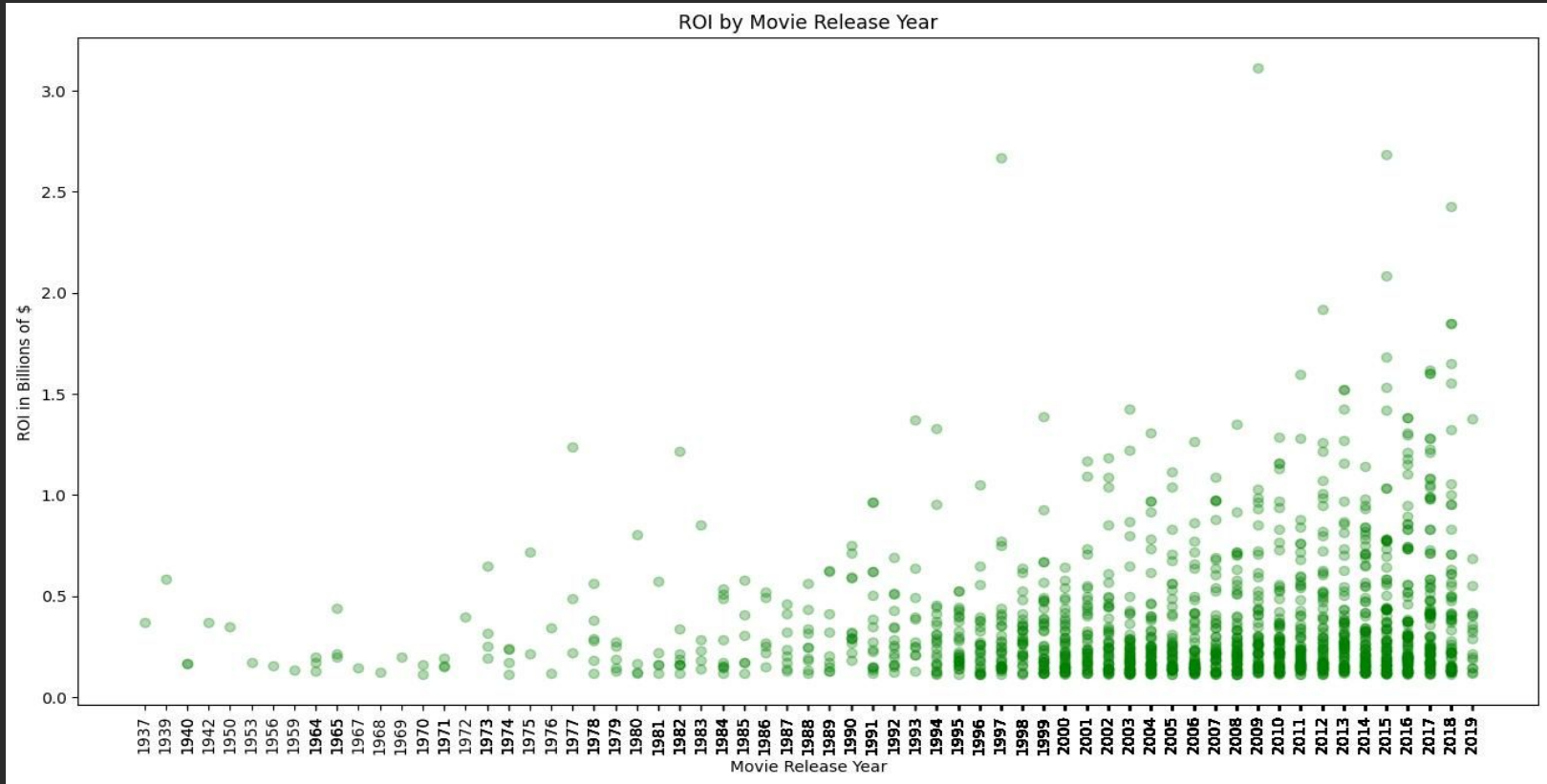
Big data can also make predictions about future performance through statistics and modeling

This presentation uses data from

- **Financial Databases: movie budgets, domestic gross, worldwide gross**

- **IMDB Movie Database: directors, writers, and ratings**

- **Movie Reviews and synopses**

- **TMDB, The Movie Database**

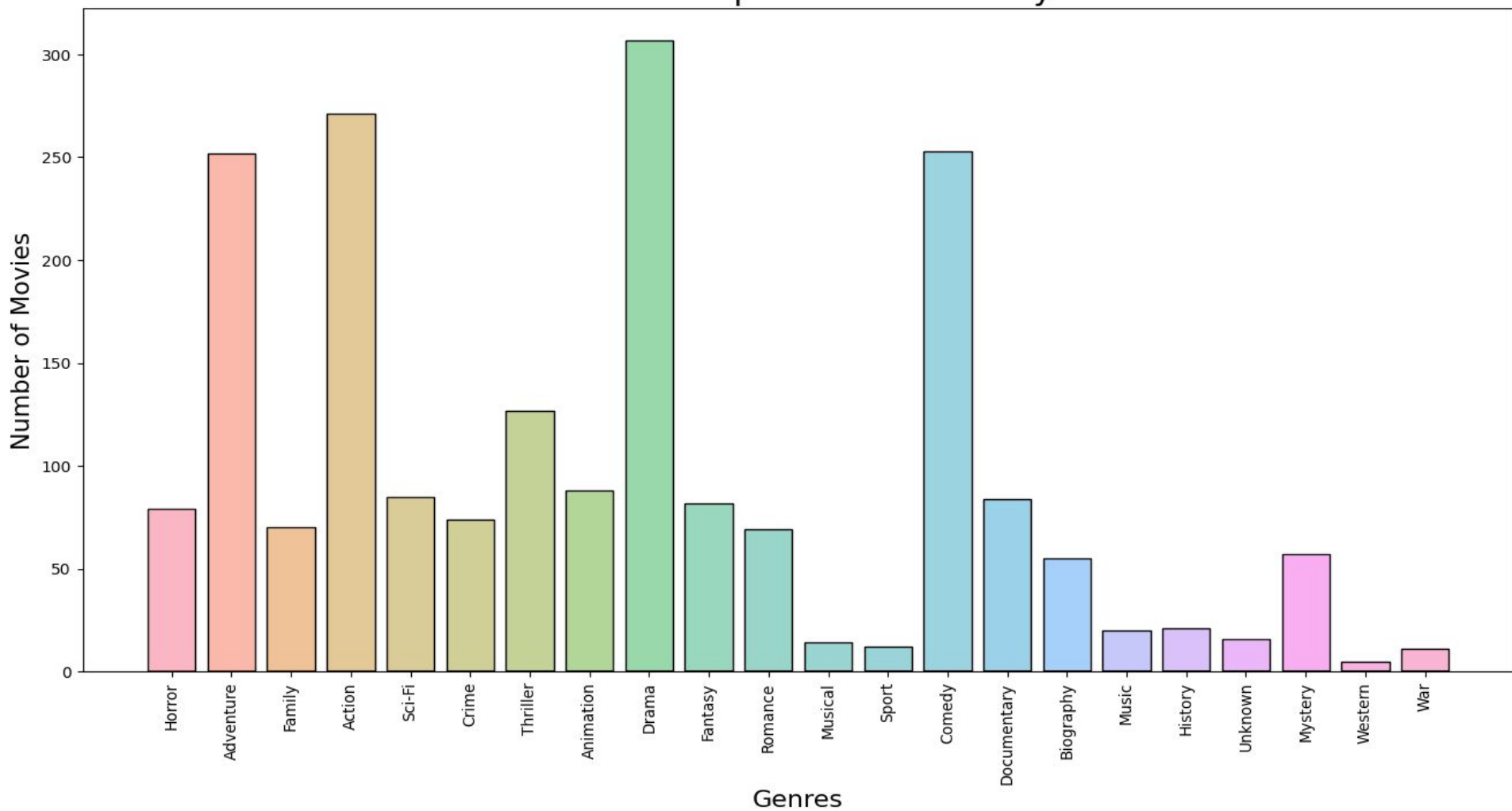# To find key characteristics of the highest grossing movies with a high return on investment

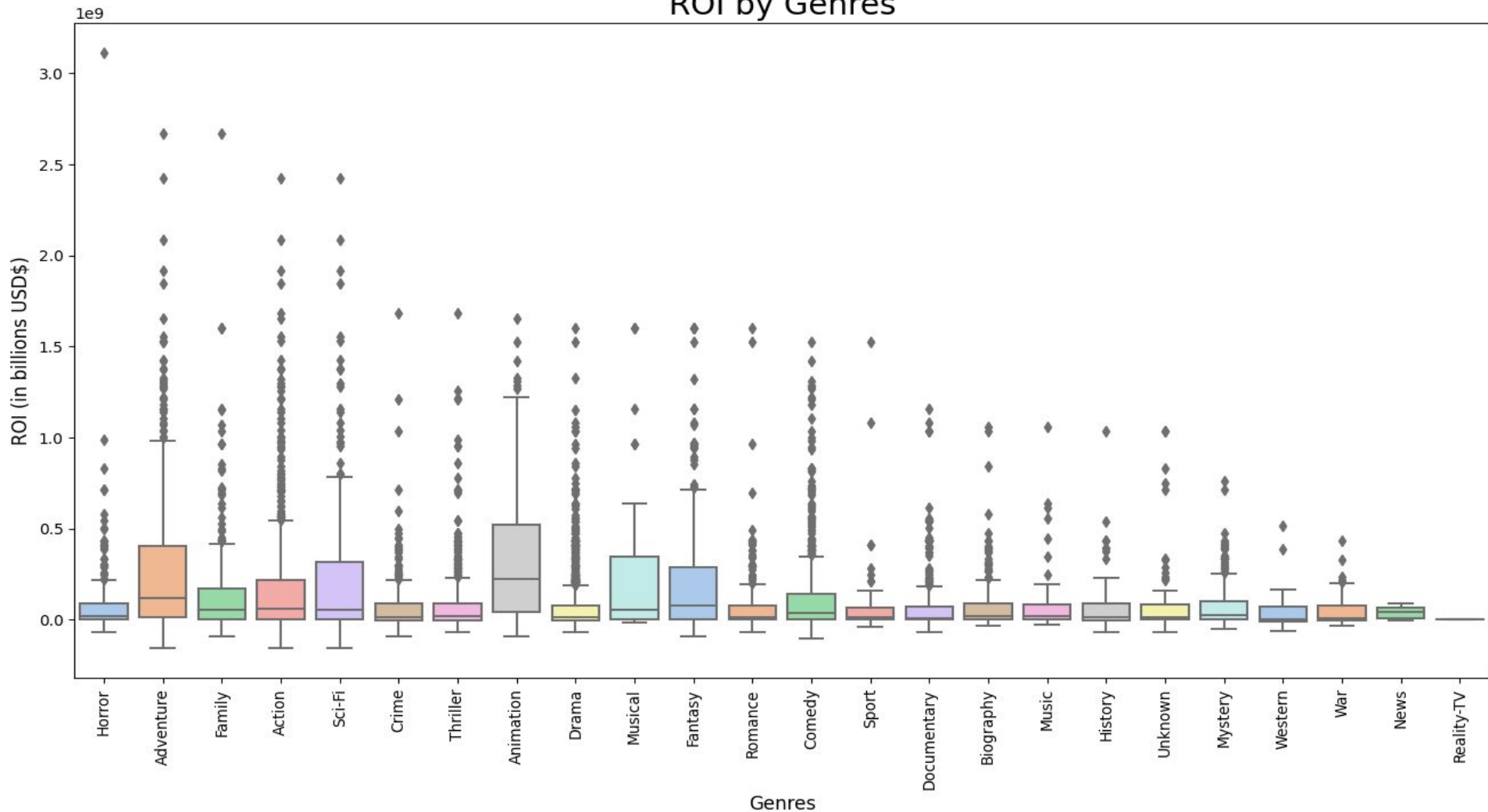# Successful Movies Generate Billions of $USD

How do different genres compare in their historical ability to generate revenue?

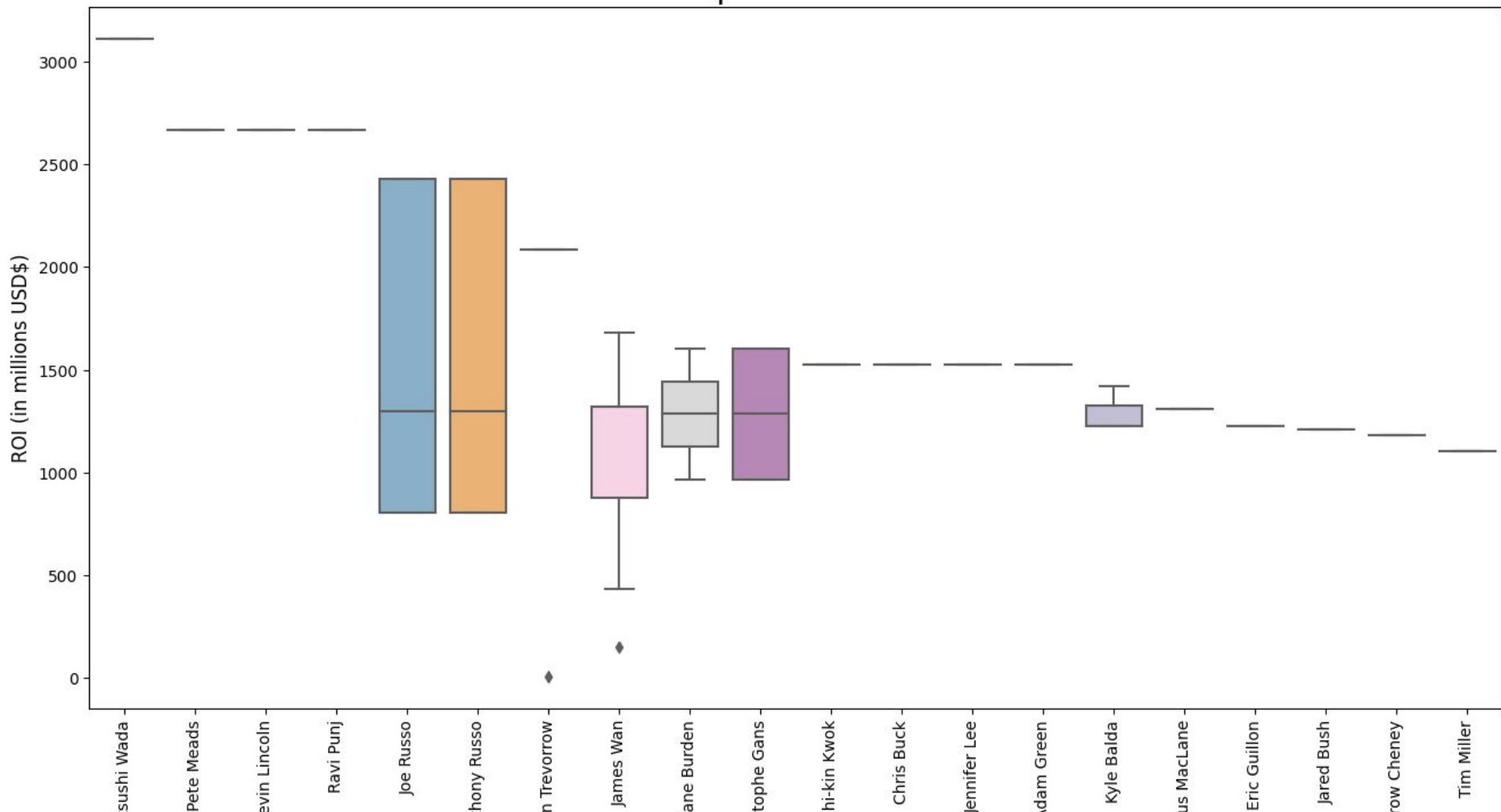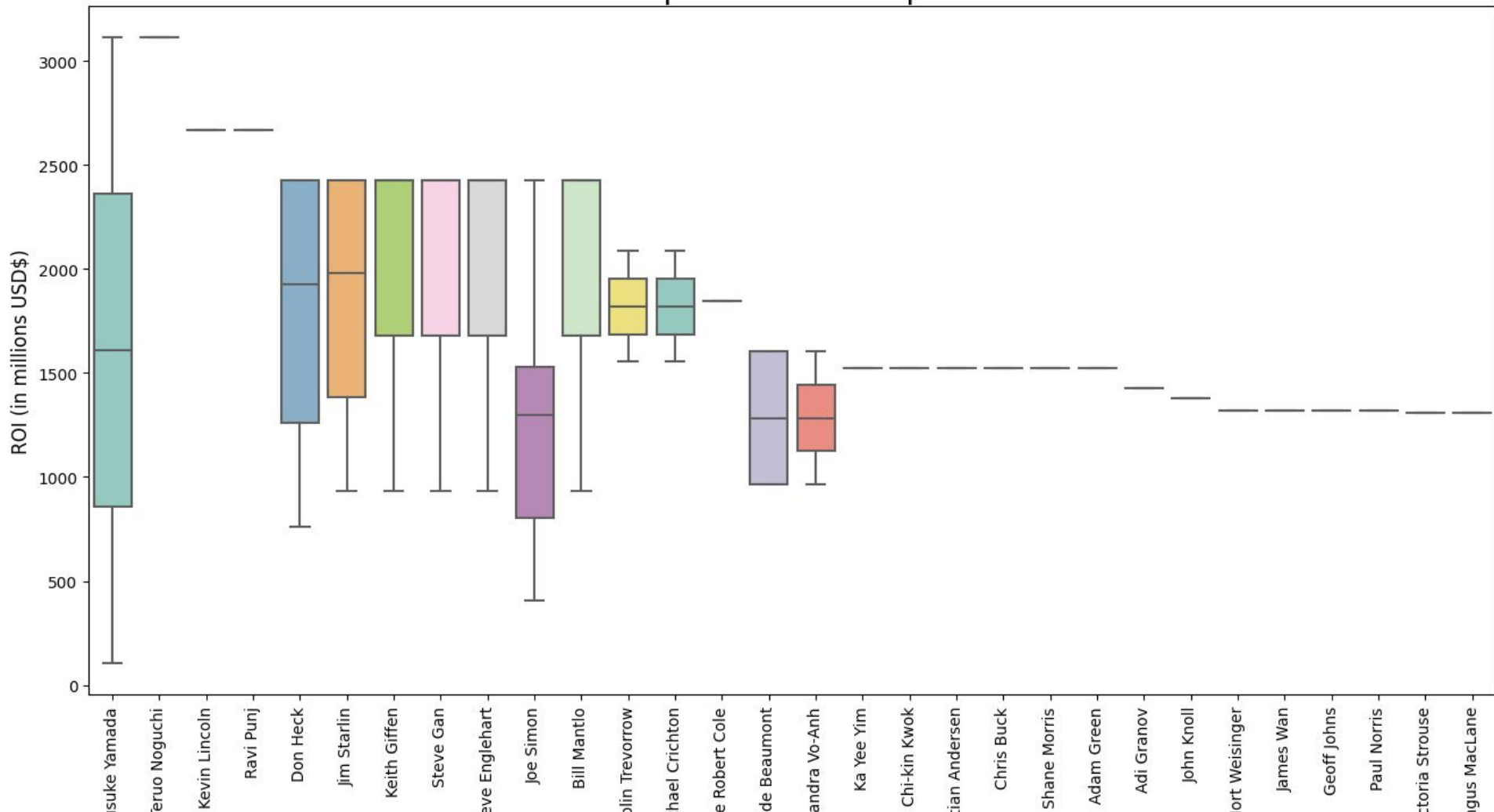# Movies with the Top 25 Percent ROI by Genre

ROI by Genres

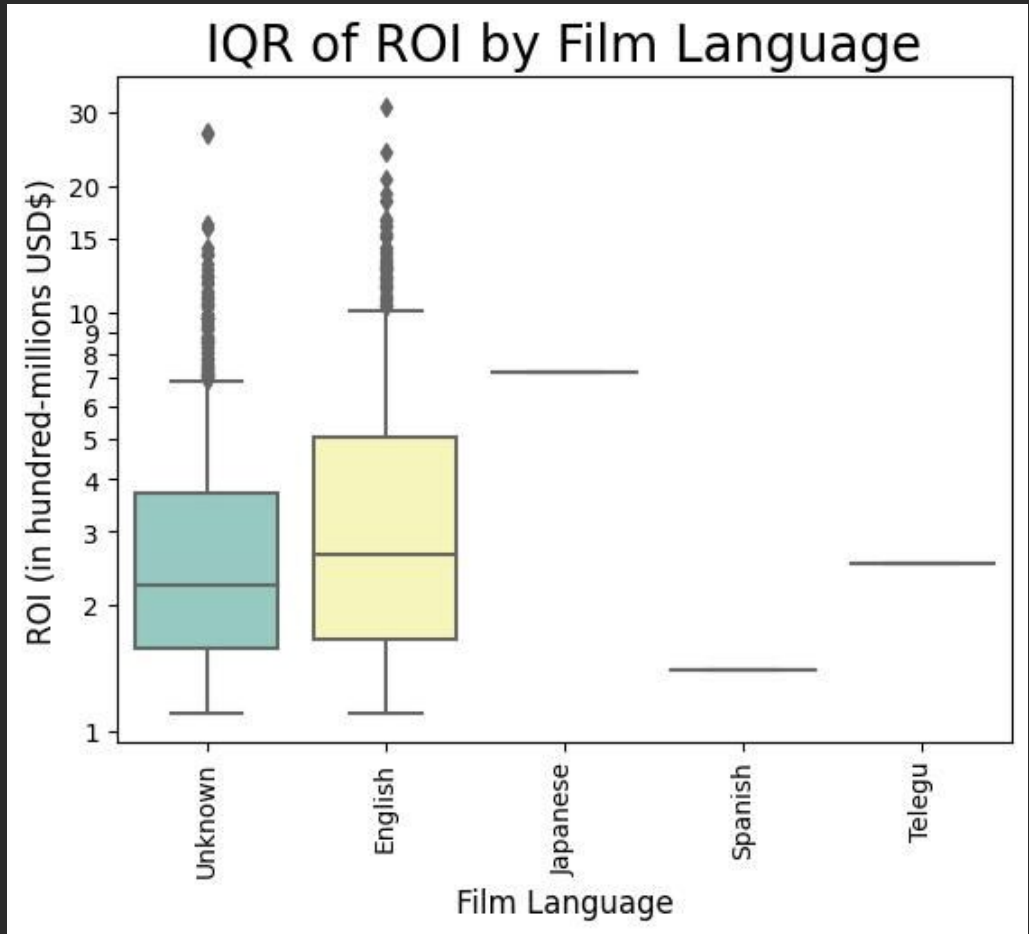**What persons in the industry have a proven track record of success?**

ROI of Top 20 Film Directors

ROI of Top 30 Movie Script Writers

Surprises in the Data...

IQR of ROI by Film Language

What is next? Predicting Movie Success

 This is a basic mock-up of what NLP text comparison can provide in terms of comparing potential movie scripts to the synopses(or scripts) to predict the potential scripts financial success.

Your Script:

Two sisters go walking in the woods near their home in Wales when they come upon an egg. They have heard stories of dragons that once lived in the woods and take the eggs home to their parents. The parents want to sell the eggs, but the sisters travel away from their village to safeguard the eggs until they can hatch...

Movie Title	Key Word Matches					Percent match	
Avatar	fantasy	epic	world	nature		35.00%	
Titanic	romance	tragedy	ship	epic		20.00%	
Braveheart	medieval	Scotland	battle	romance		80.00%	
Lord of the Rings	dragon	fantasy	battle	medieval		90.00%	
How to Train your Dragon	dragon	fantasy	village	animation		75.00%	
Frozen	sisters	animation	diversity	snowman		55.00%	

Clickable link will take you to another screen with movie financials

Final Questions?

Any permutation of the data that you would like to see is possible. With adequate funding for big data projects we will able to support your effort to build a successful movie production company.

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