Deloitte.

Computing Vision Movie Studio

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Agenda

Business Understanding

- 2010 & Onwards
- Target Genre
- Target Budget
- Target Runtime

Data Understanding

IMDB

- Movie Title
- Release Year
- Runtime (Minutes)
- Genres
- Average Ratings (1-10 Point Scale)
- Number of Votes

TN Movies Budget

- Movie Title
- Production Budget
- Gross
- Profit (Calculated)

Data Process

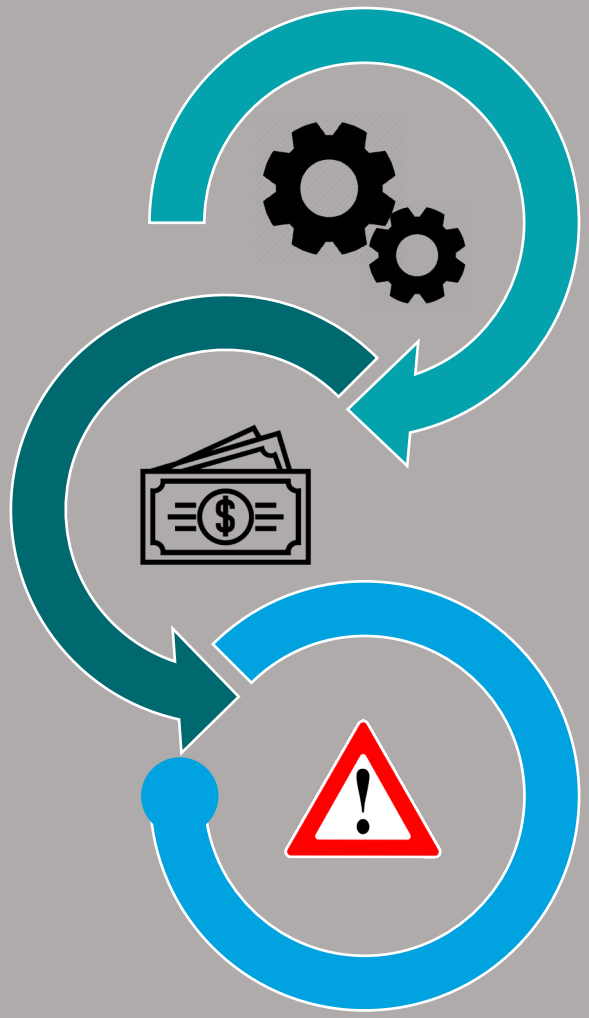
Joined data sets into one for better understanding

Identified metrics (profit by genre, runtime by top performers, ROI)

Built visualizations based off these metrics

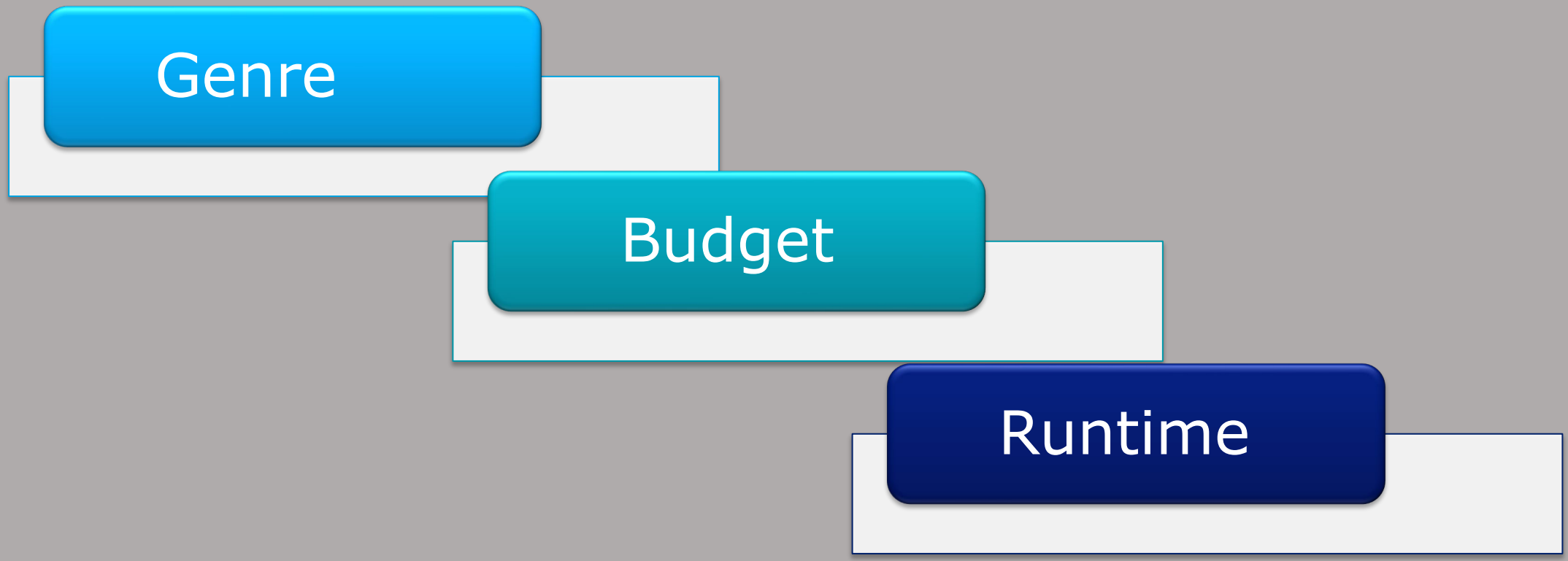
Chosen Metric: Profit

Why Profit?



- Ensures Computing Visions is not operating in deficit in the early stages of the business
- Best trackable indicator in financial health throughout its lifespans
- Ability to determine whether future risks should be taken

Business Overall - Recommendations

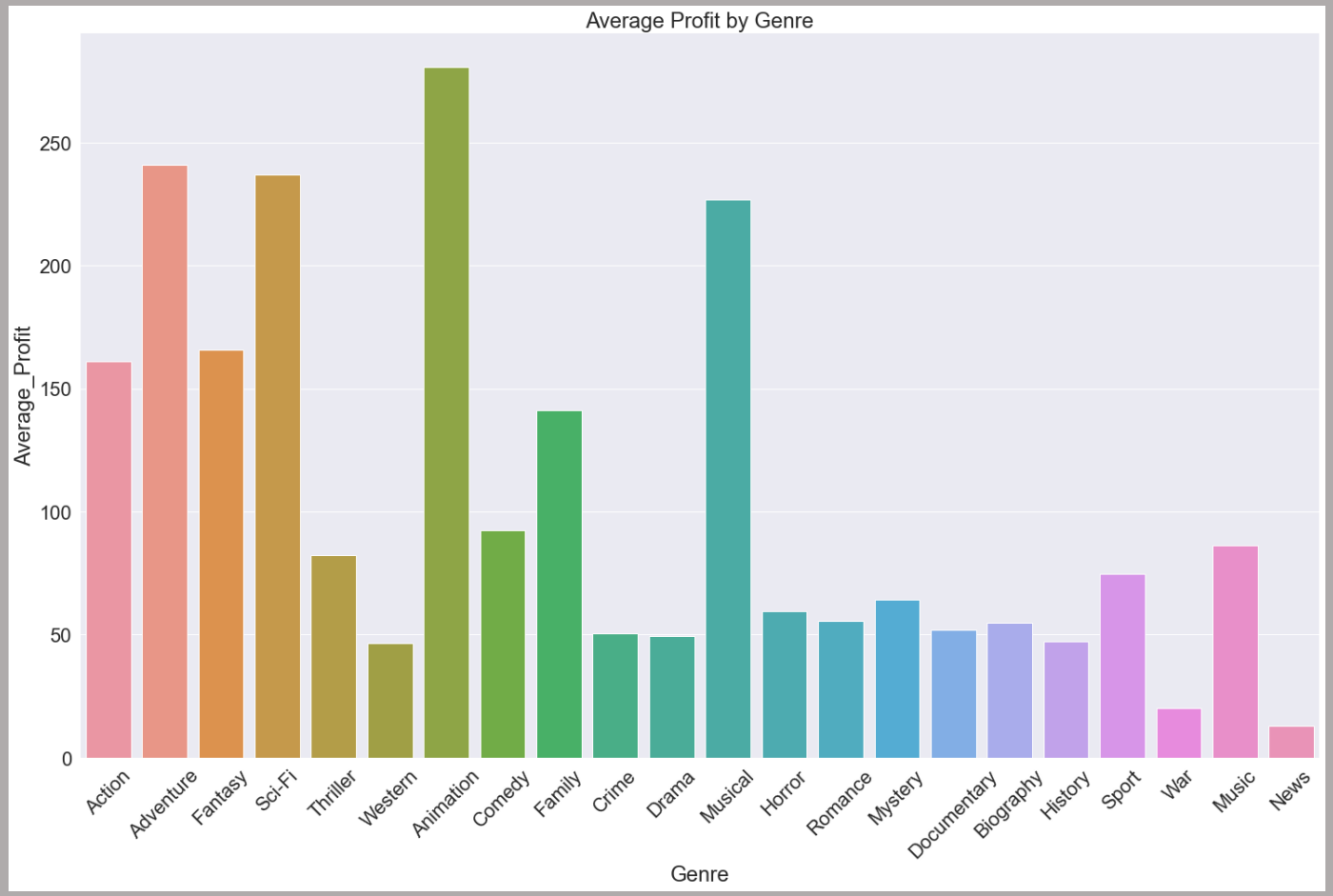


Recommendation: Genre

Animation

Profits for Animated movies are significantly higher, on average, than profits for other movie genres

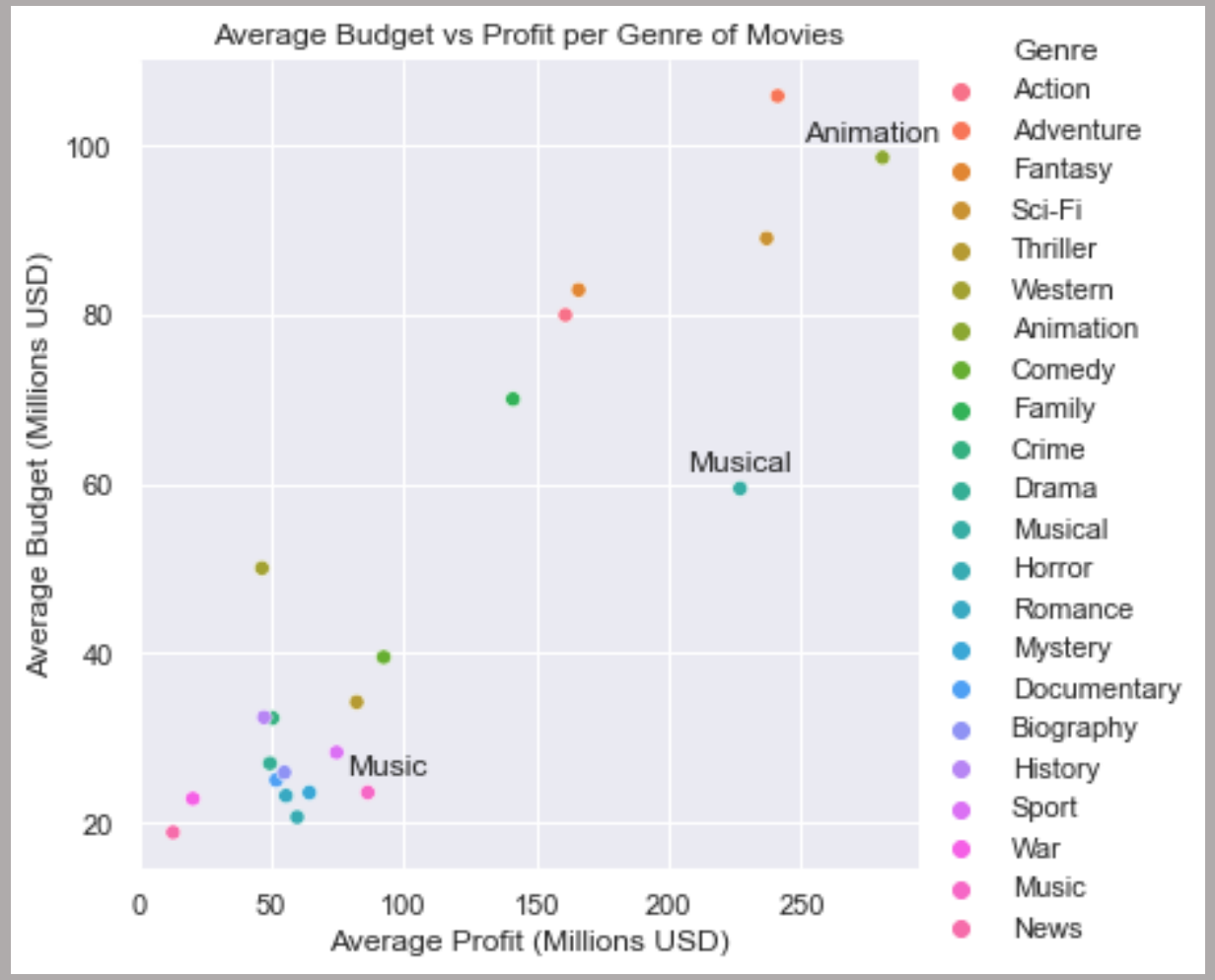
A 1-sample t-test determined Animation genre to have higher profits



Recommendation: Budget

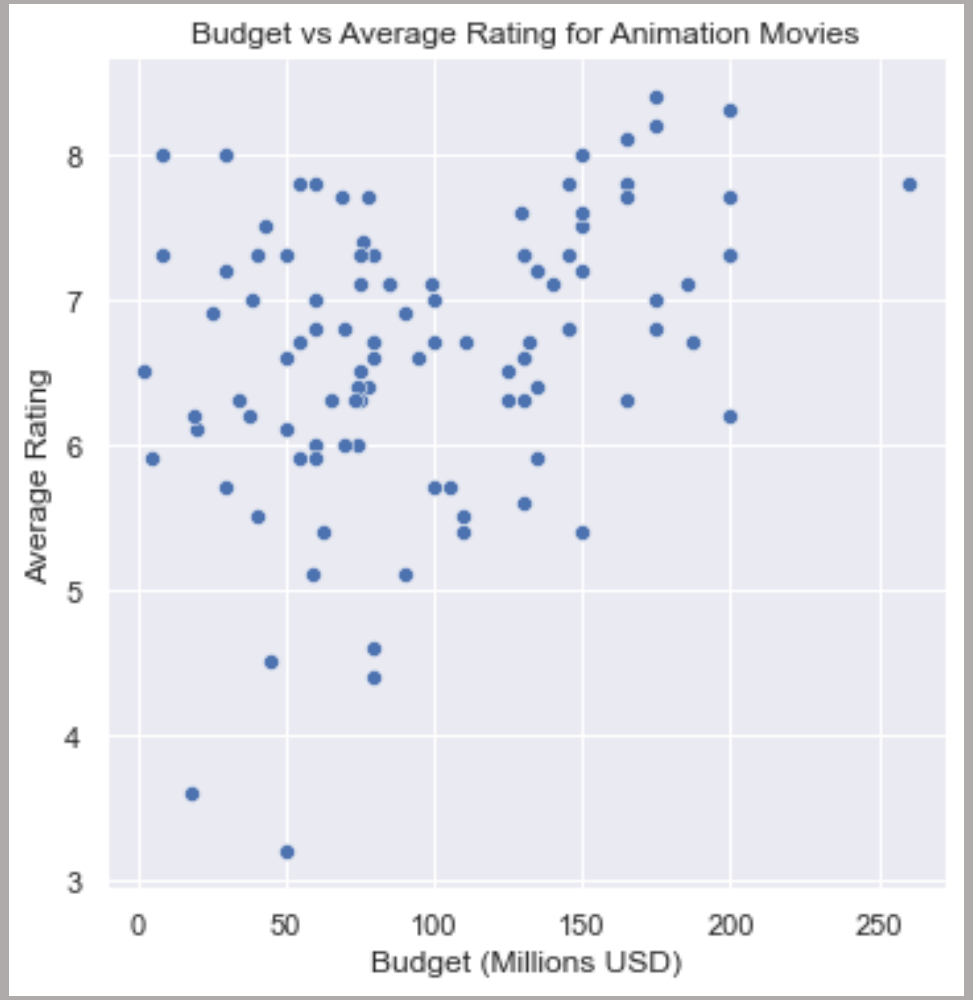
PT 1

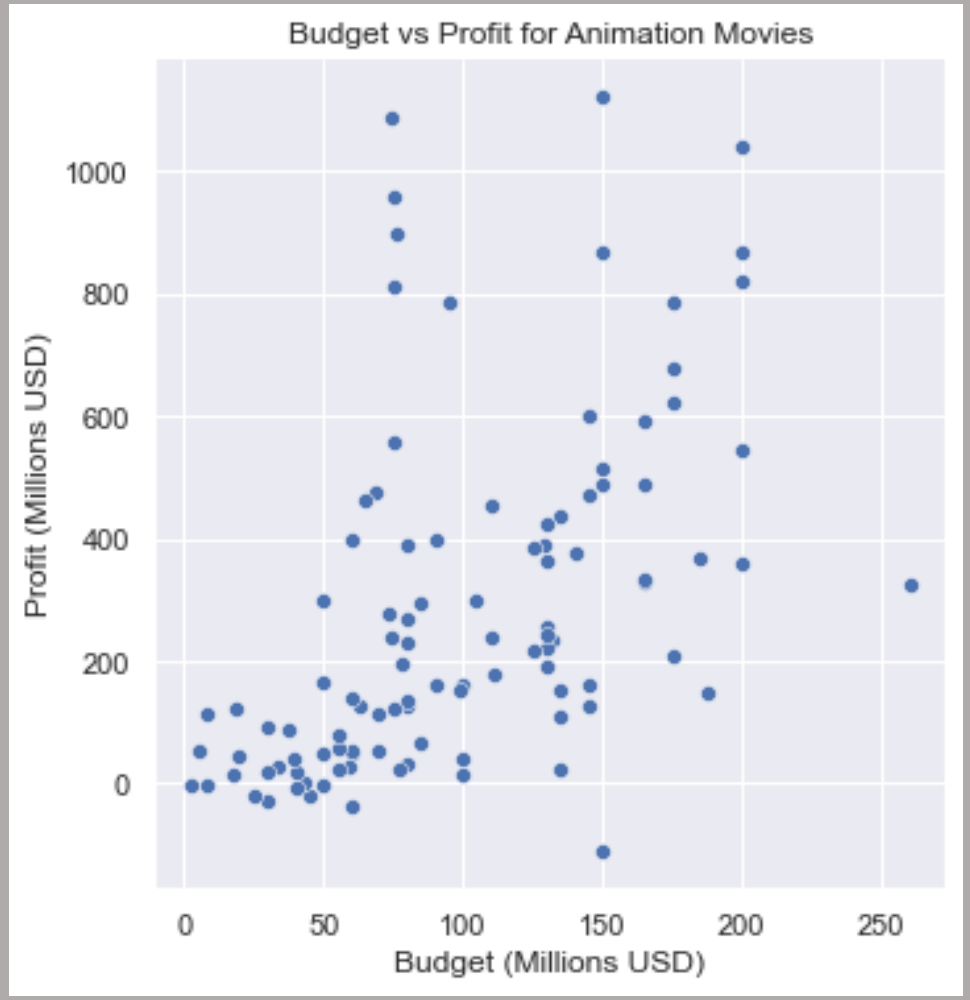
Average Profits has a .91 correlation with Average Budget



Recommendation: Optimal Budget

PT 2





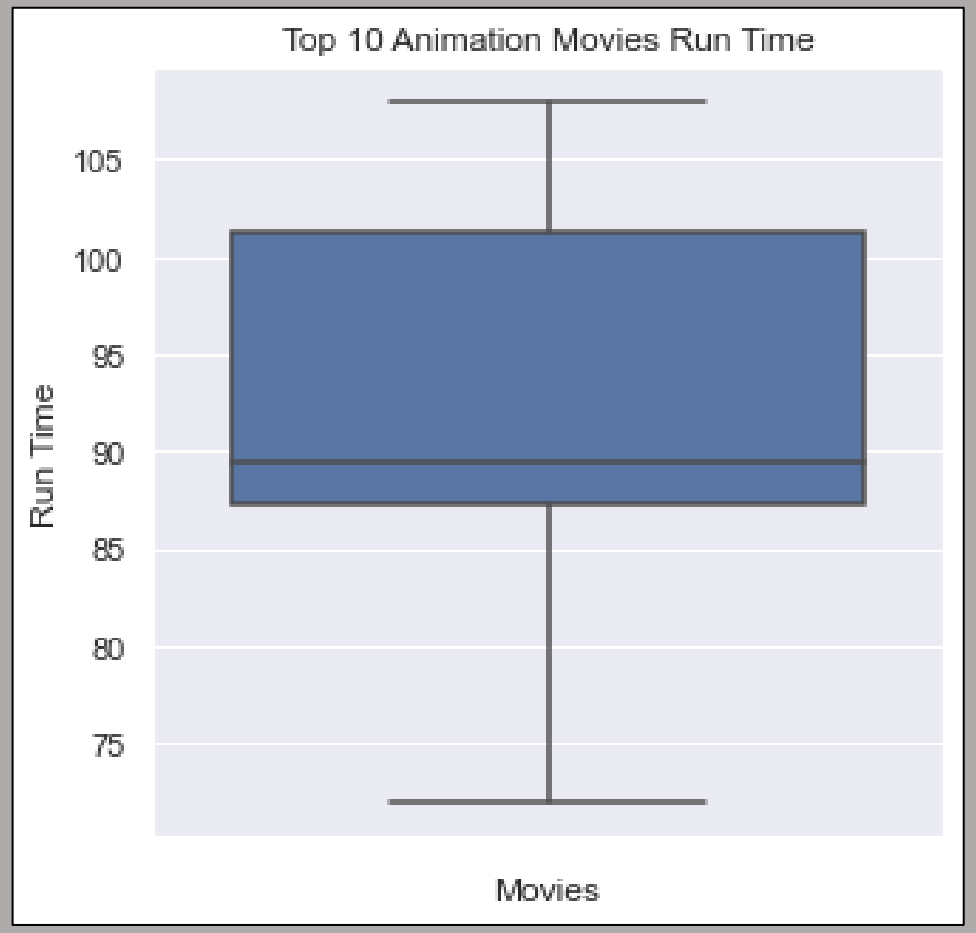
Recommendation: Runtime

Optimal Movie Runtime

- 87 Minutes to 101 Minutes

10 Highest Rated Movies

- 91 Minutes



Recommendations For Computer Vision

Overall

Animated movies generate superior returns

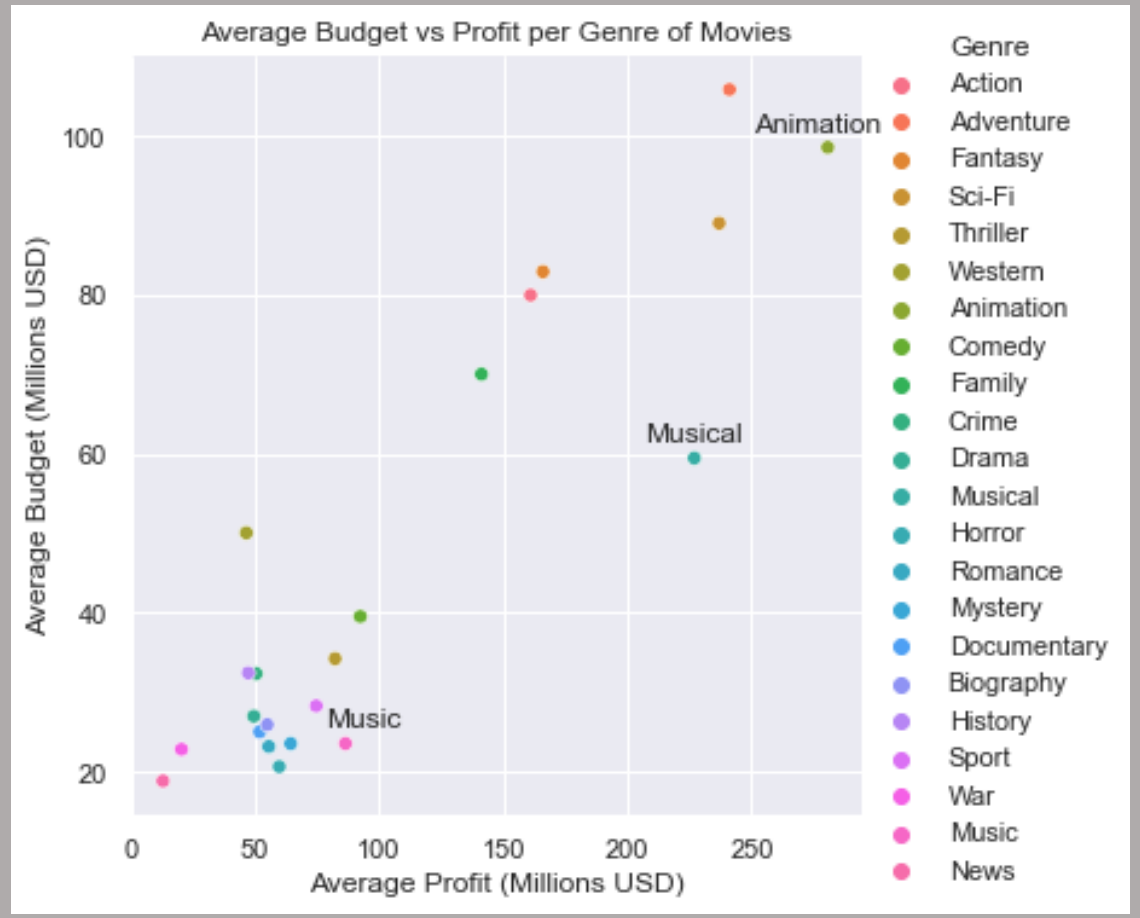
Higher Investment = Higher Return

87 Minutes to 101 Minutes is the optimal runtime

Recommendation Summary

Next Steps

- Focus on cultivating talented in-house animation or seeking contracted overseas animation
- Musical and Music offer profitable options
- Invest heavily
- Examine the genres per company ie Disney, Fox, etc
- Check casting, directors, and writers for profitability correlation



The End

Questions?

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