

**Deloitte.**



## **Computing Vision Movie Studio**

GROUP 1 - Allie Garrison, Cameron Narimanian, Cole  
Sussmeier, Matthew Rodberg, Ari Palacios

# 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



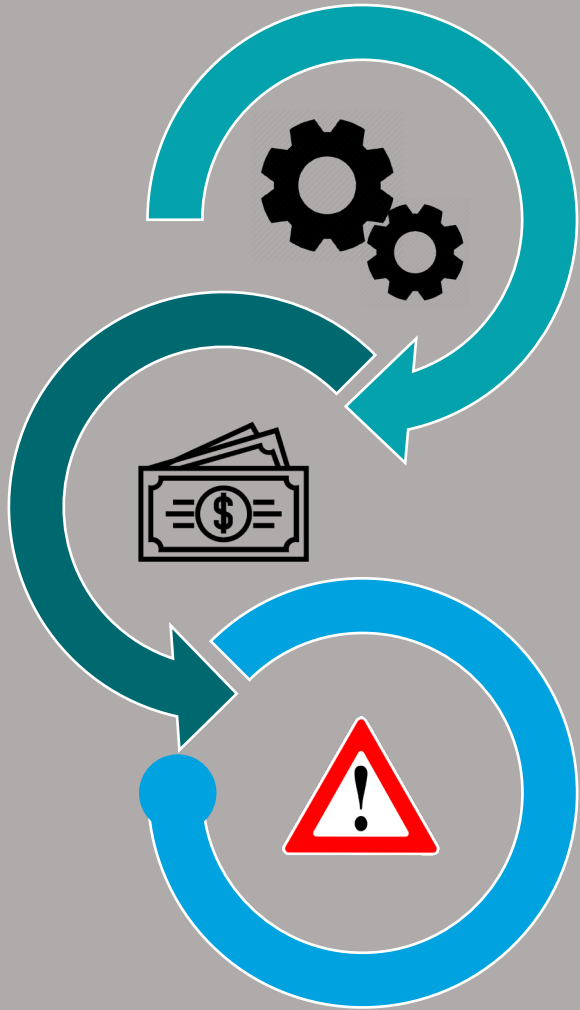
Identified metrics (profit by genre, runtime by top performers, ROI)



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



Genre

Budget

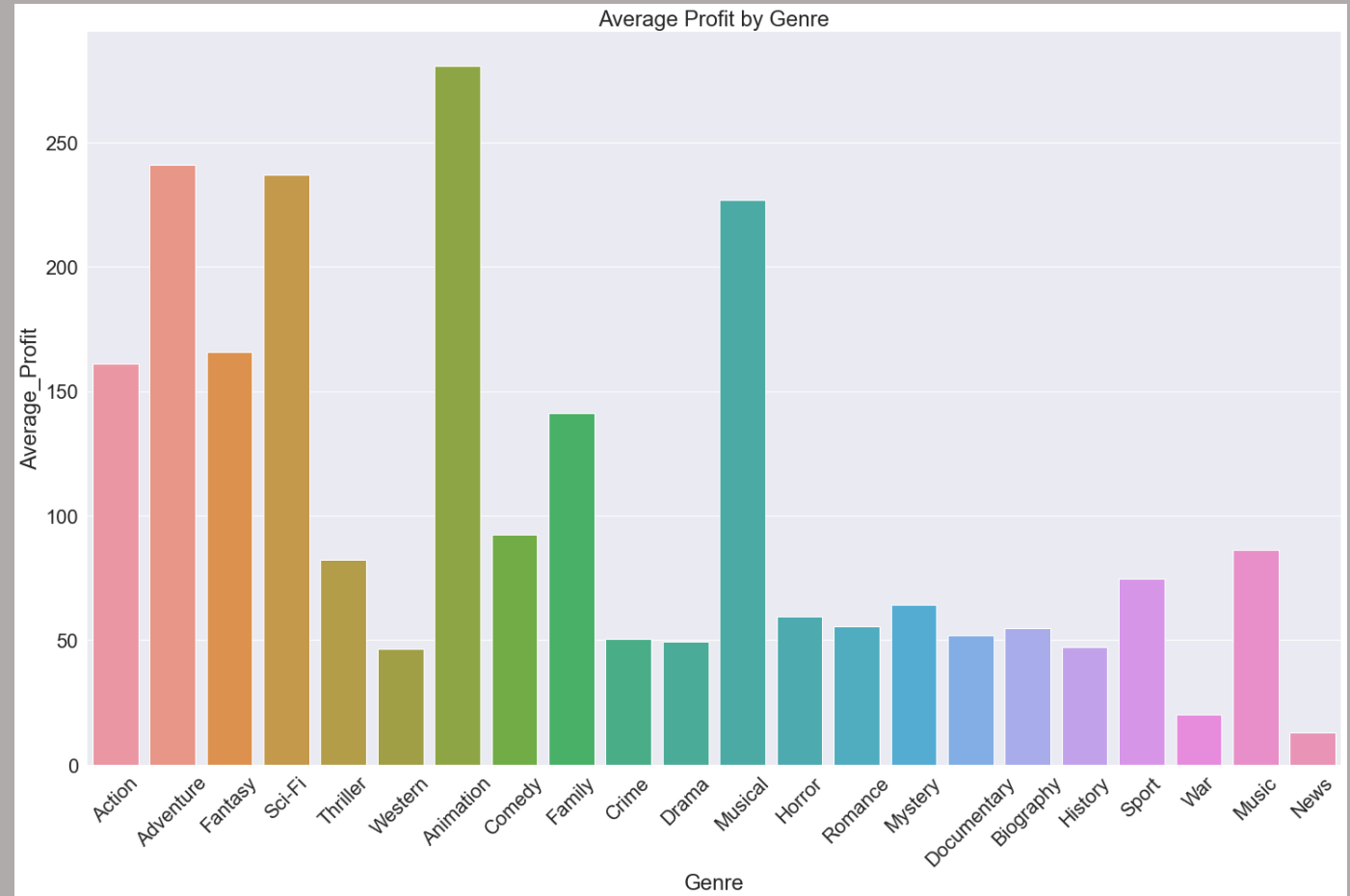
Runtime

# 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**

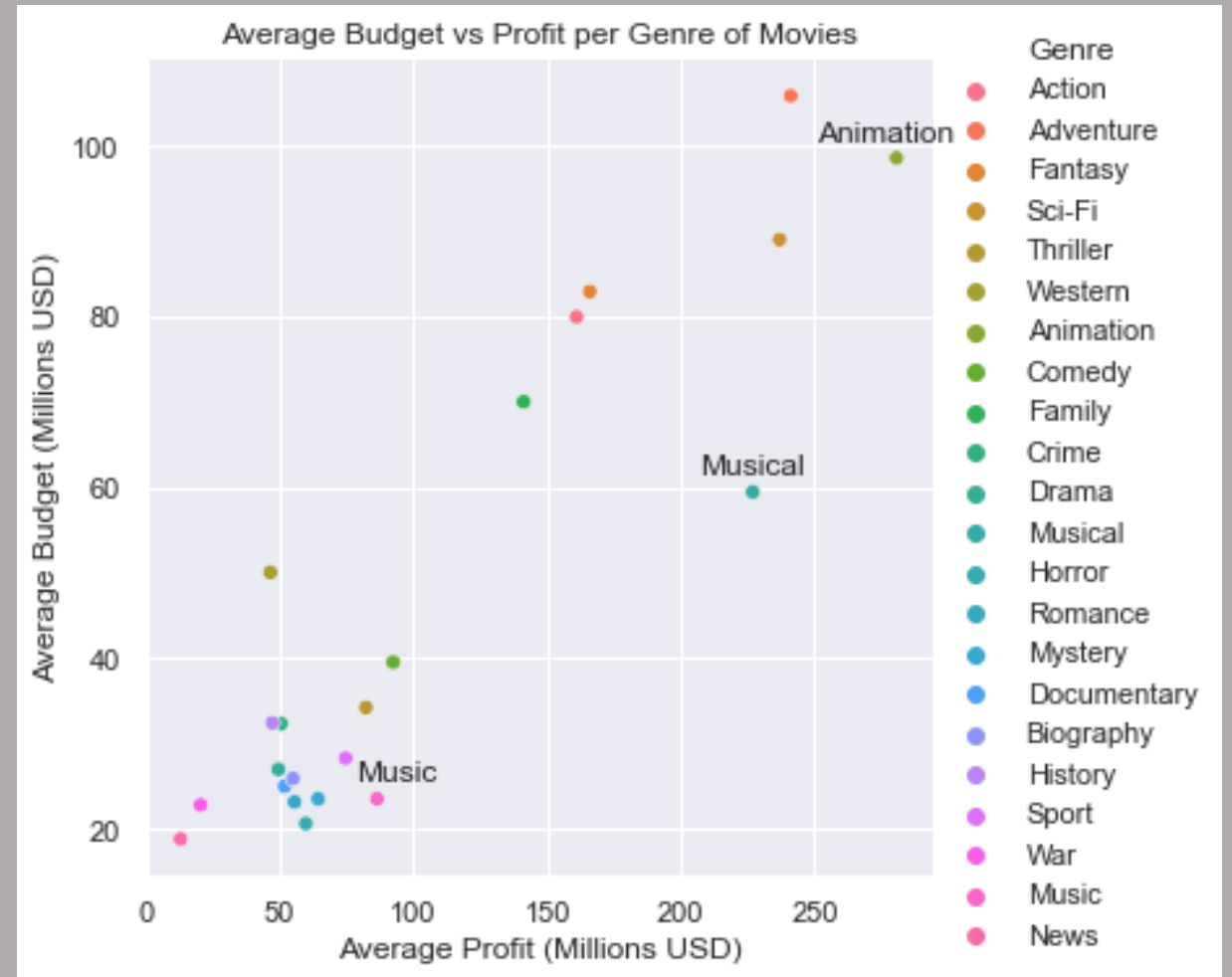




# Recommendation: Budget

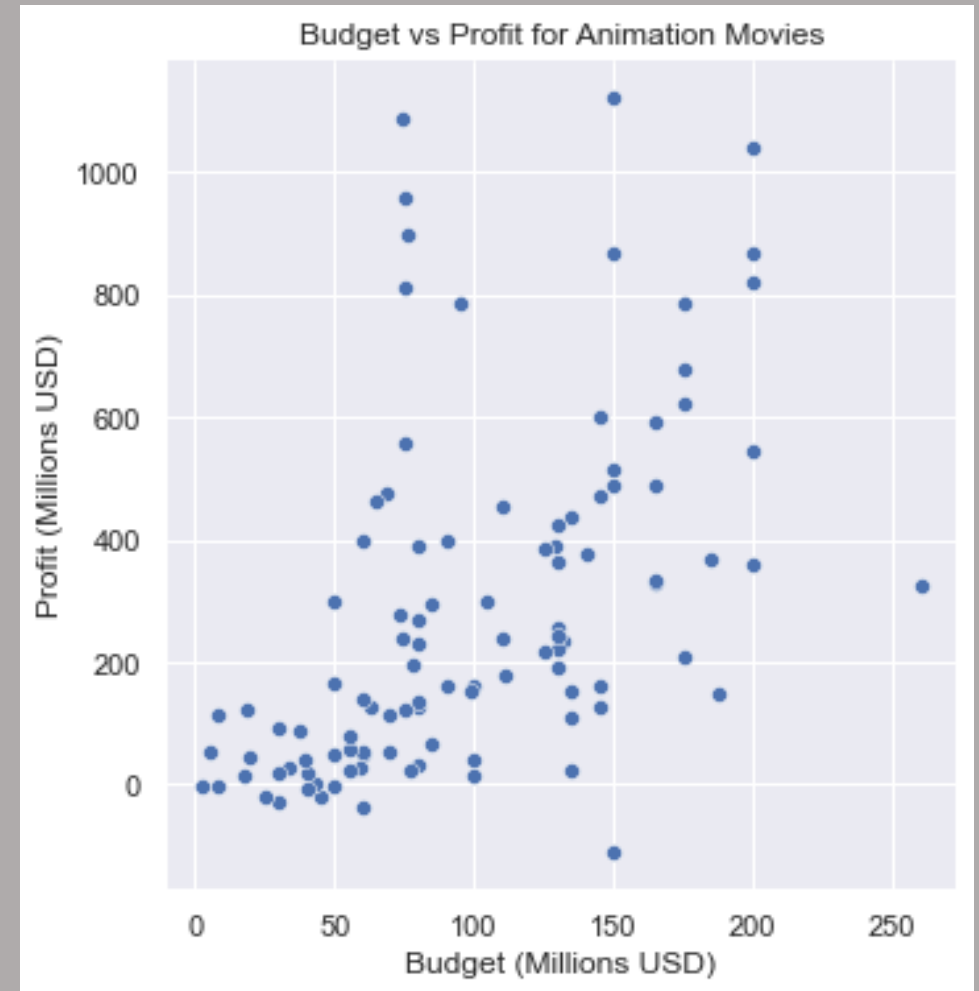
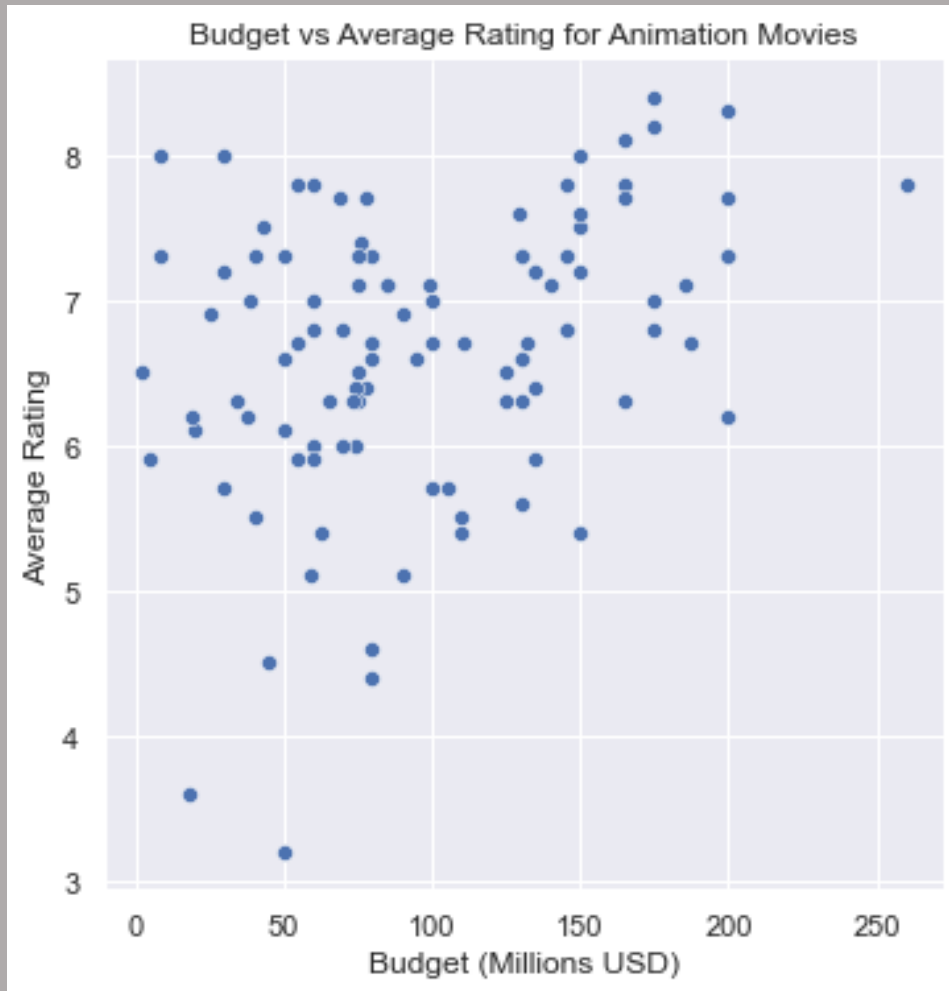
PT 1

**Average Profits has a  
.91 correlation with  
Average Budget**



# Recommendation: Optimal Budget

PT 2



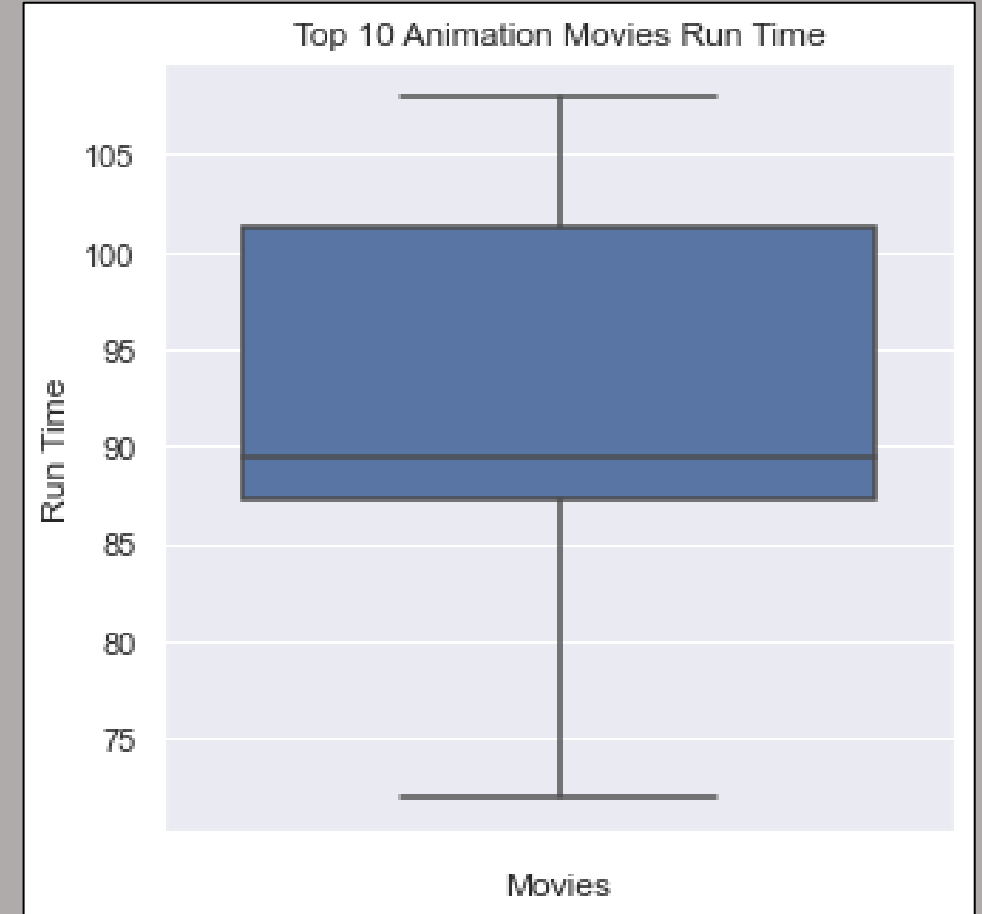
# Recommendation: Runtime

## → 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

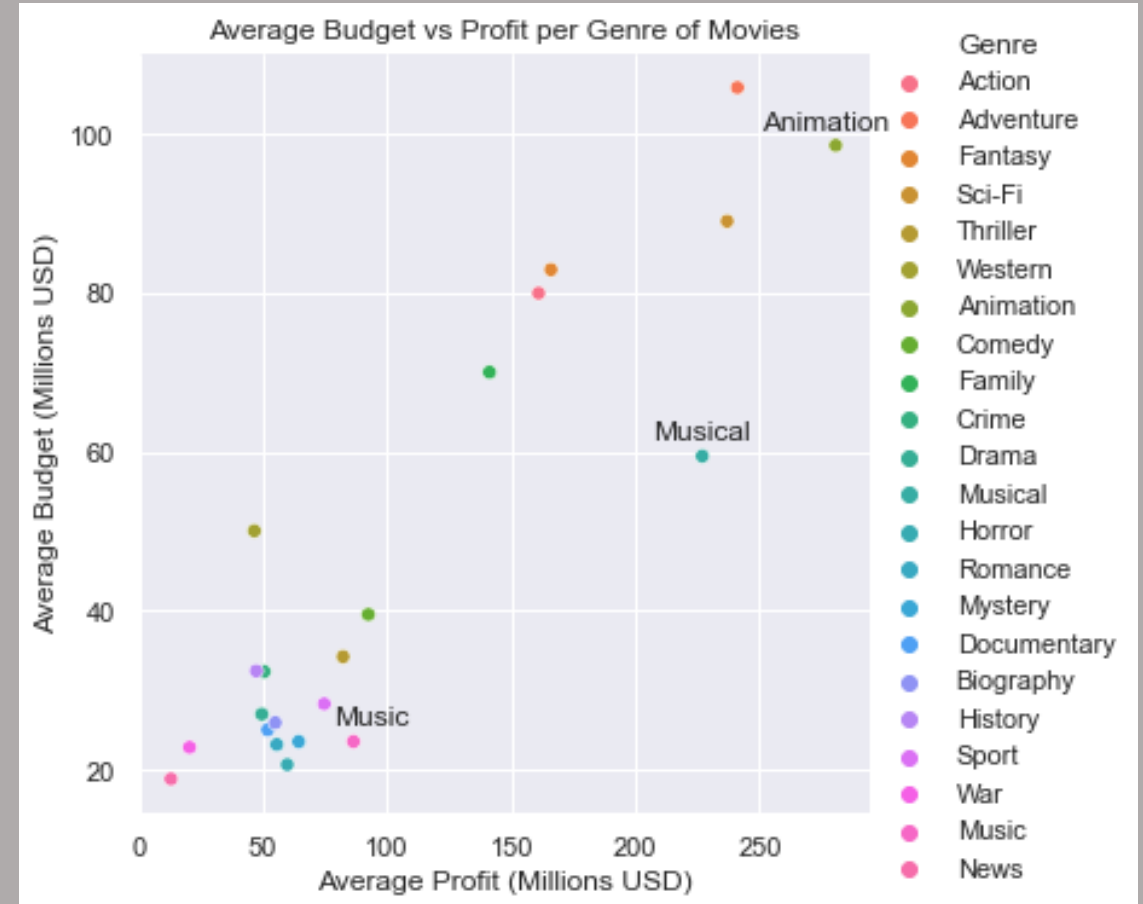
Focus on cultivating talented in-house animation or seeking contracted overseas animation

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 image features three concentric circles centered on a solid black background. The circles are rendered in a dark gray color, creating a subtle gradient effect. The innermost circle is the smallest, followed by a medium-sized circle, and then a large outer circle. The text "The End" is written in a white, elegant script font, positioned diagonally across the center of the circles.

*The End*

# Questions?



Allie Garrison, Cameron Narimanian, Cole Sussmier, Matthew Rodberg, Ari Palacios