



Computing Vision Official Studio Recommendations

Capstone Project – WWHD?C



Agenda

01 Overview



- Business Understanding
- Introduction to Data

02 Recommendations



- Data Understanding
- Data Analysis
- Recommendation

03 Wrap-Up



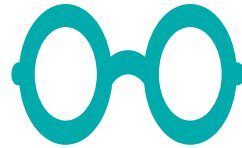
- Summary
- Next Steps
- Questions

Business Understanding



Data Exploration

Explore the datasets provided and merge useful information



Data Analysis

Analyze high performing movies and their attributes



Business Insights

Translate findings into actionable insights to optimize performance of the studio

Dataset 1: The Numbers



id	release_date	movie	production_budget	domestic_gross	worldwide_gross
1	Dec 18, 2009	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
2	May 20, 2011	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
3	Jun 7, 2019	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350
4	May 1, 2015	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
5	Dec 15, 2017	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747



The Numbers is a film industry data website that tracks box office revenue in a systematic, algorithmic way.



This data was used to analyze the Release Date, and the Production Budget

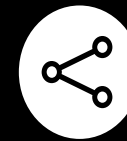
Dataset 2: IMDb

The IMDb logo is displayed in a bold, black, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance as if it's floating above a yellow rectangular background.

primary_title ↕	original_title ↕	start_year ↕	runtime_minutes ↕	genres ↕
↕	↕	↕	↕	↕
Sunghursh	Sunghursh	2013	175.0	Action, Crime, Drama
One Day Before the Rainy Season	Ashad Ka Ek Din	2019	114.0	Biography, Drama
The Other Side of the Wind	The Other Side of the Wind	2018	122.0	Drama
Sabse Bada Sukh	Sabse Bada Sukh	2018	NaN	Comedy, Drama
The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy, Drama, Fantasy



IMDb is an online database of information related to films, series, games and steaming.



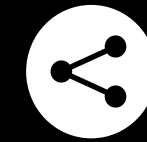
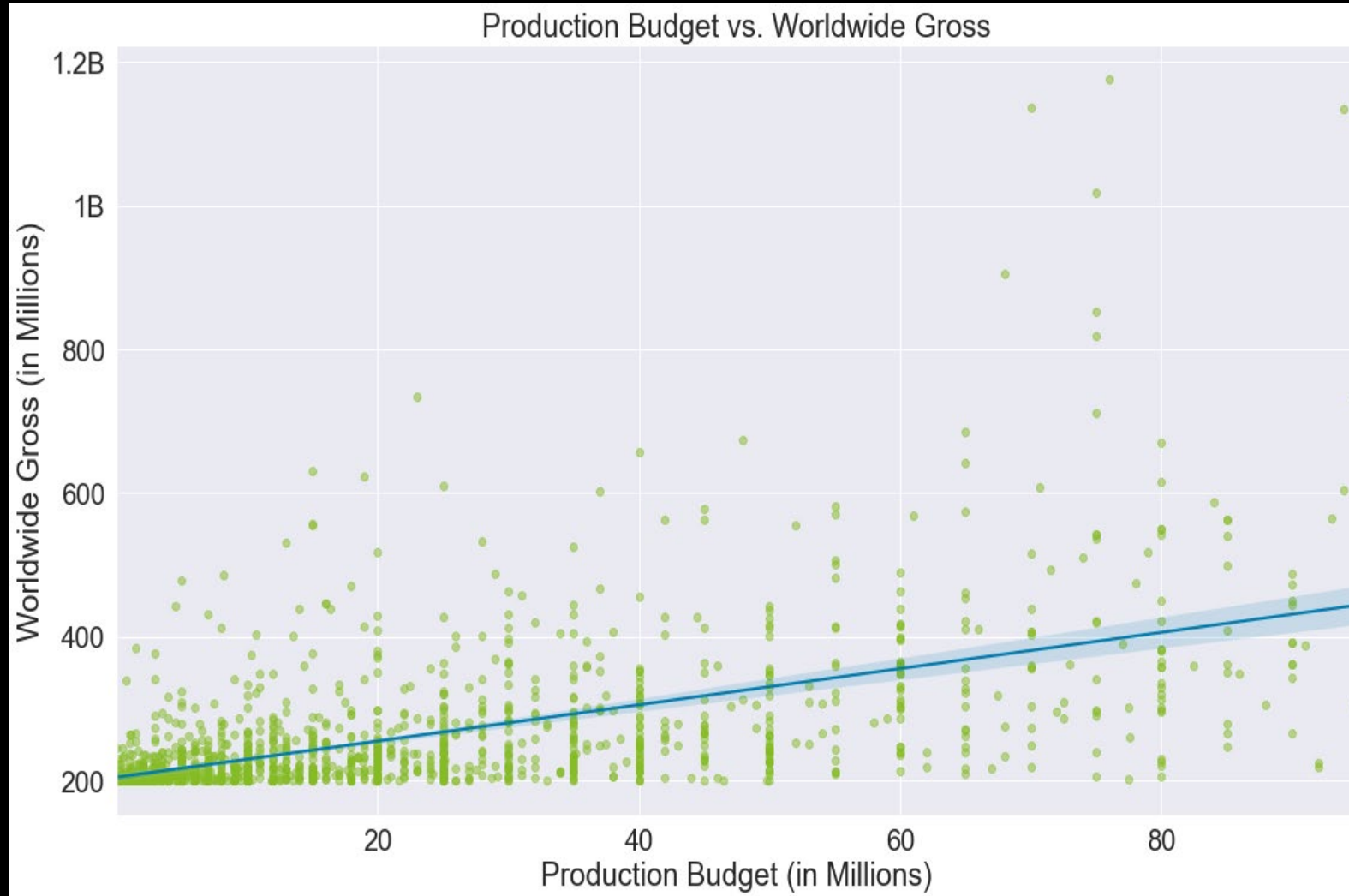
This data was used to analyze movie genres.

Defining Success

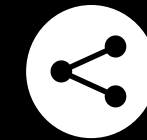
Generating the highest worldwide gross



Recommendation: Production Budget



There is a positive correlation between production budget and worldwide gross.

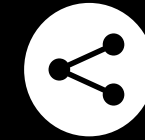
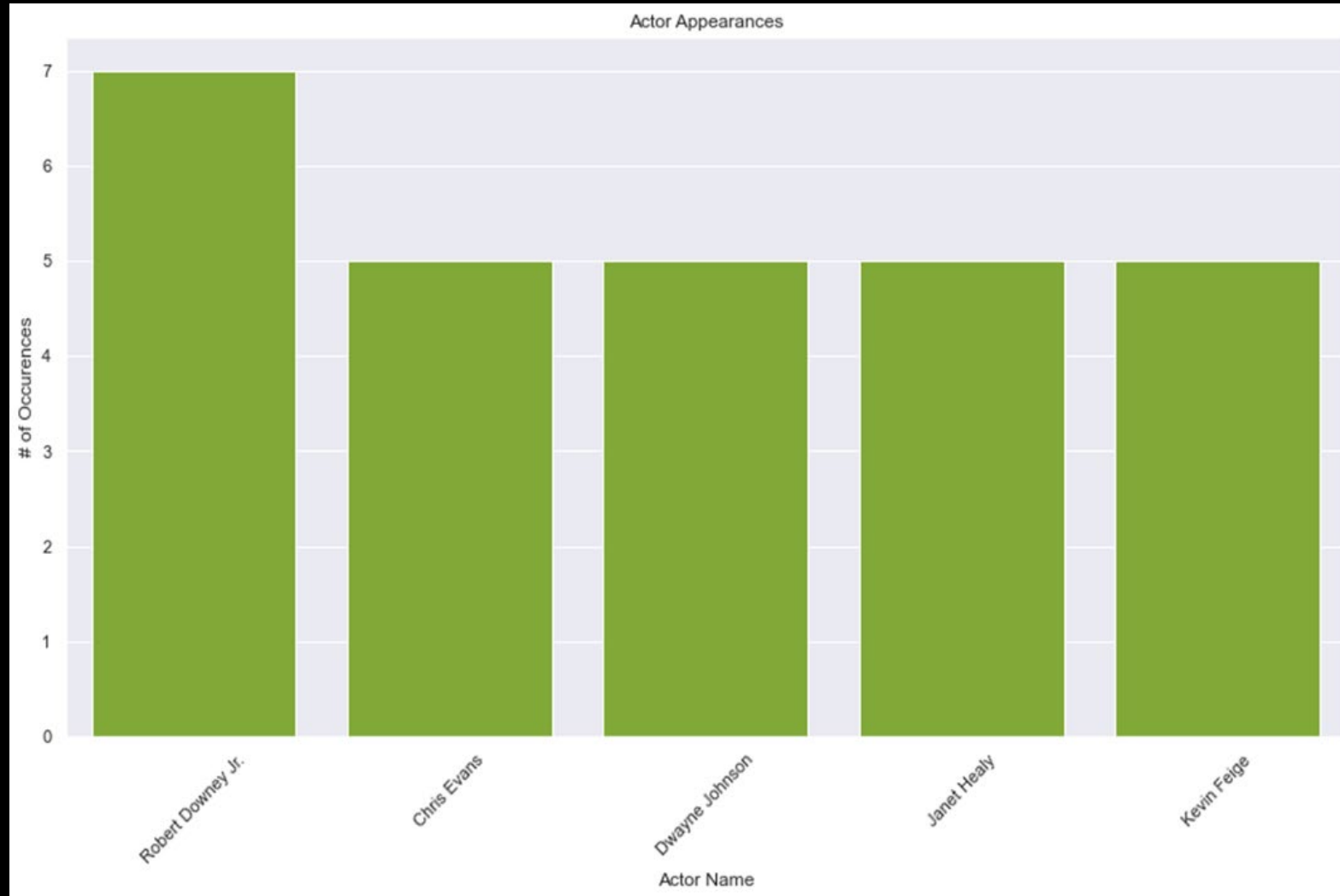


Most movies cost under 60M to produce. Low production movies tend to perform poorly.

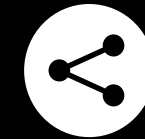


Plan for a higher budget to increase production value and worldwide gross.

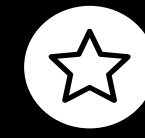
Recommendation: Production Budget Cont.



As budget increases, studios are able to hire top actors.

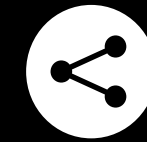
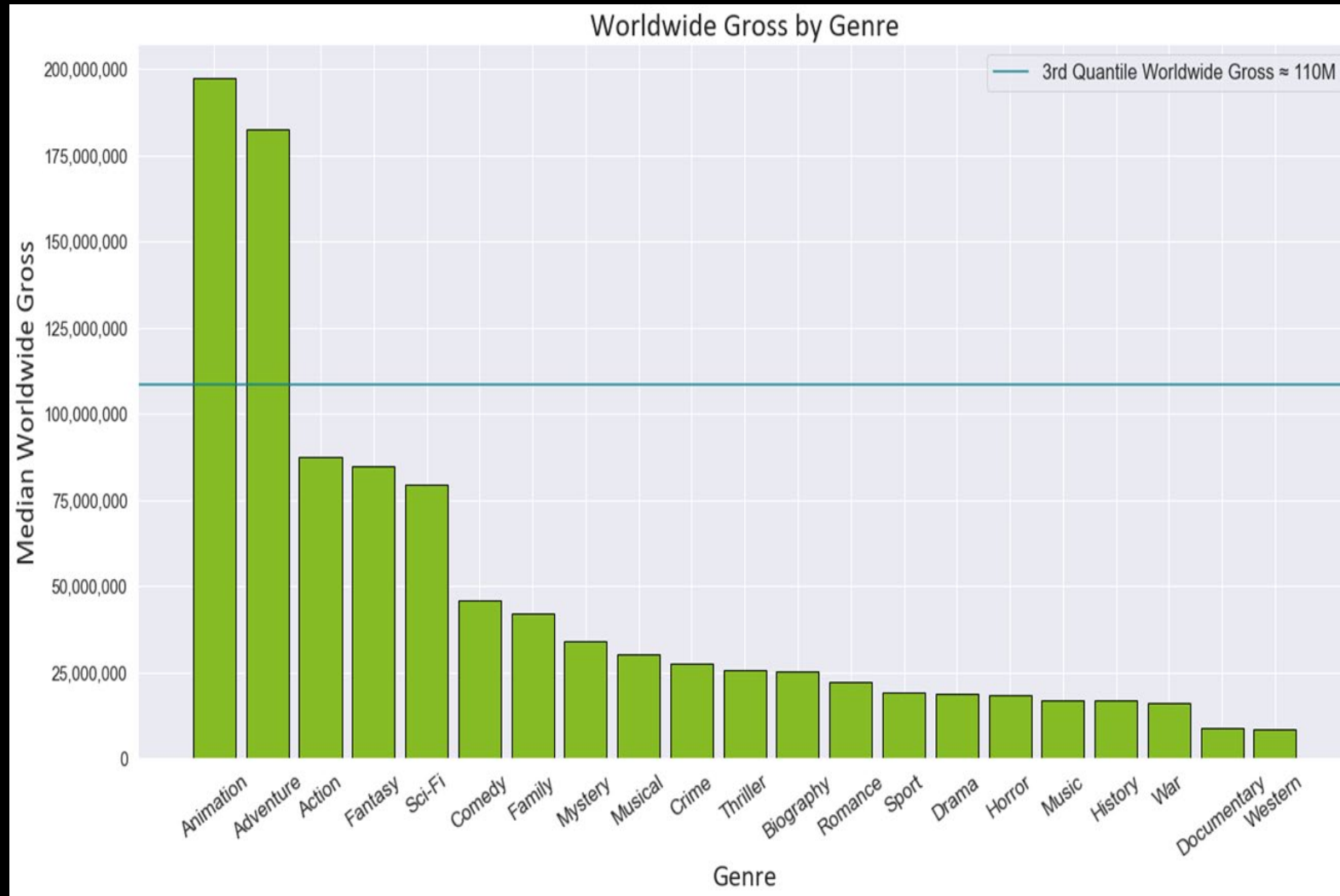


These are the top 5 occurring actors in the highest grossing films

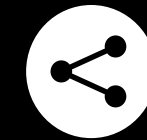


Top actors can increase visibility, which increases revenue

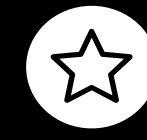
Recommendation: Genre



Animation and Adventure movies tended to outperform most other genres

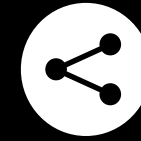
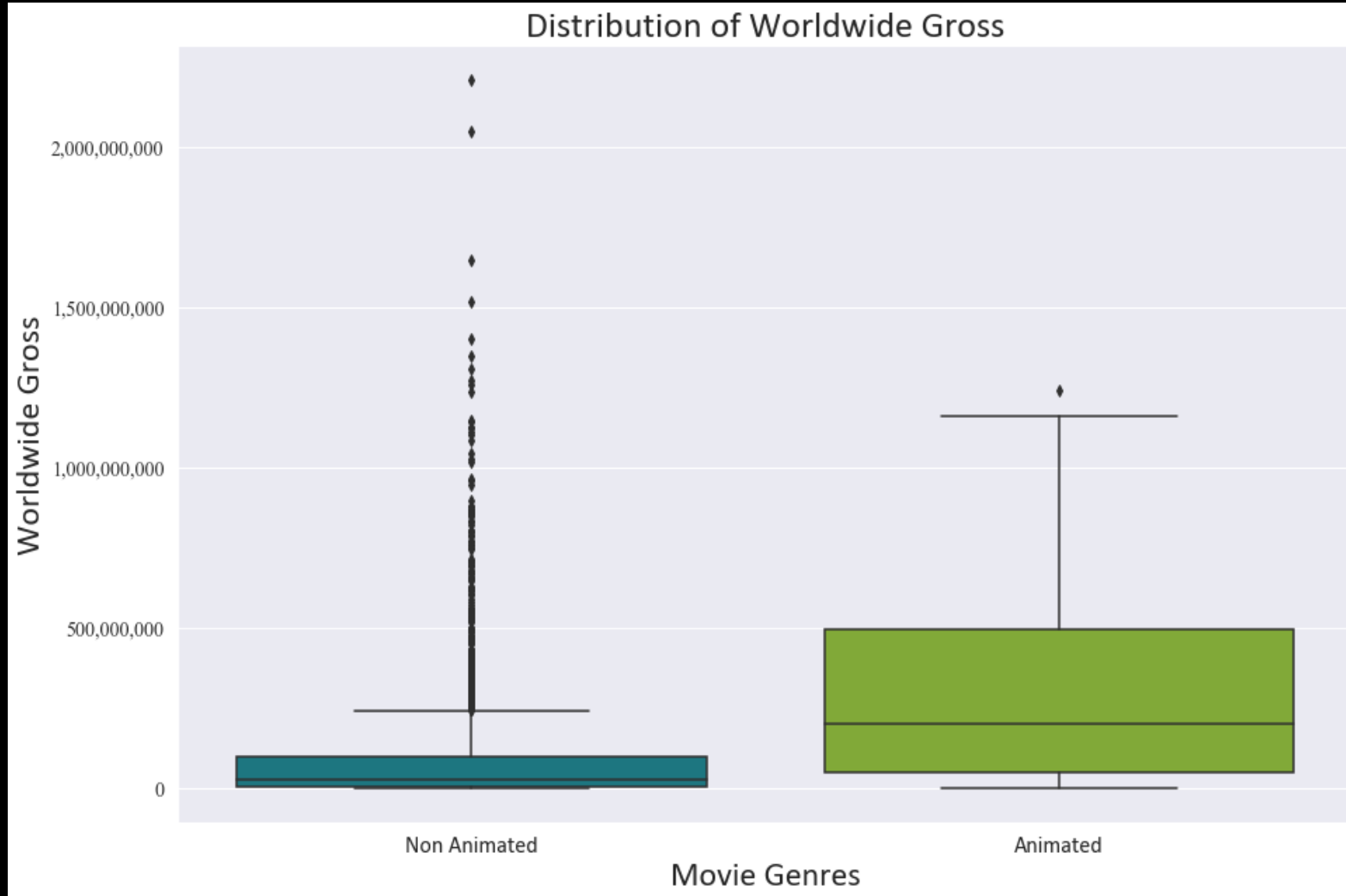


Avoid producing low-profiting genres such as Documentary and Western



Incorporate the top genres into the movies for higher potential payout

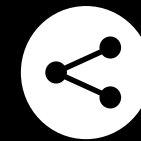
Statistical Analysis: Genre Cont.



1 Sample T-Test with Alpha of .05

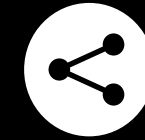
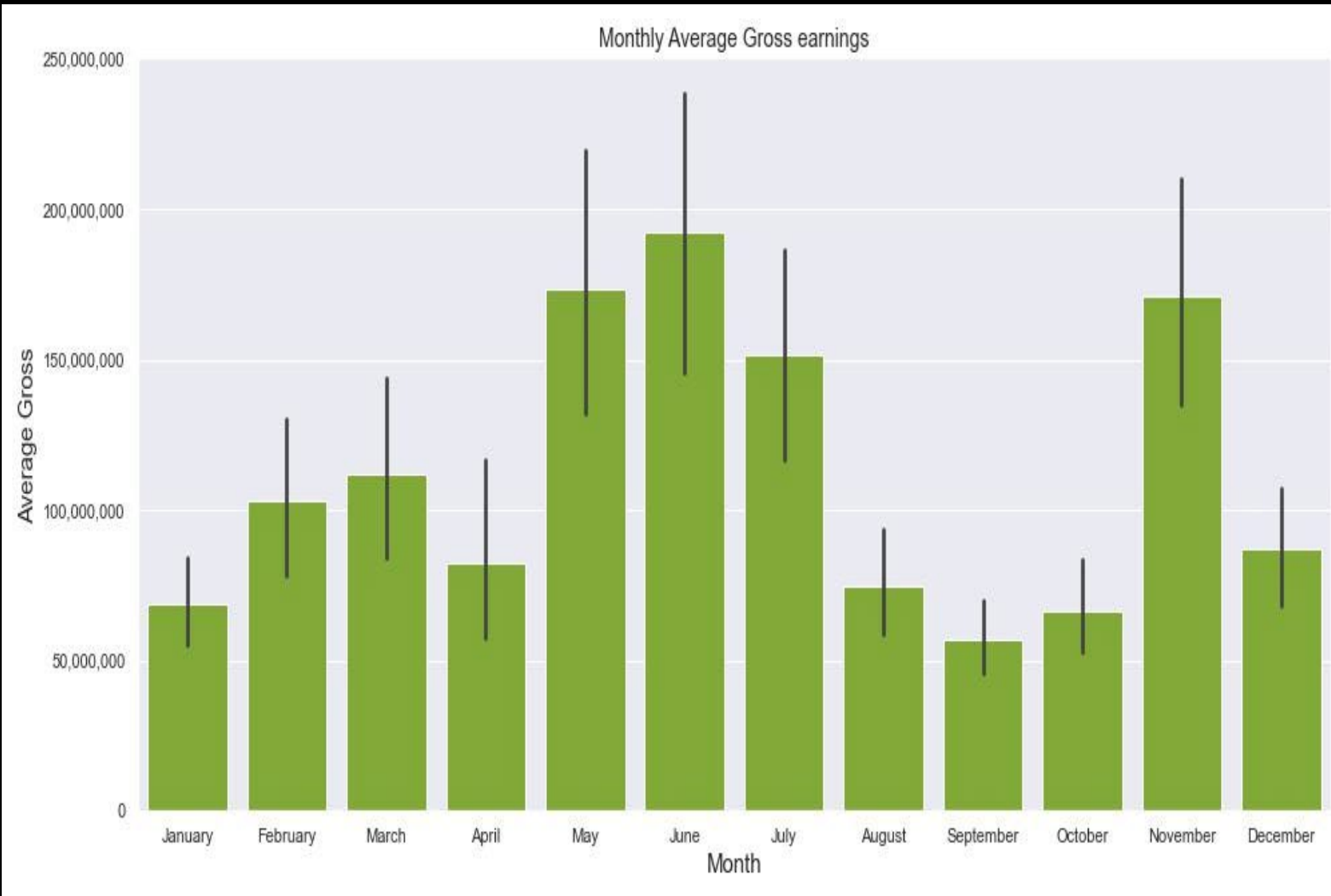


Able to say that Animated movies have a significantly higher gross than other genres.

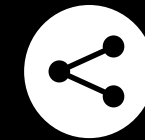


Data is heavily skewed to the right with many outliers.

Recommendation: Release Time



Average gross earnings is highest in the holiday seasons

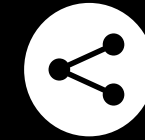
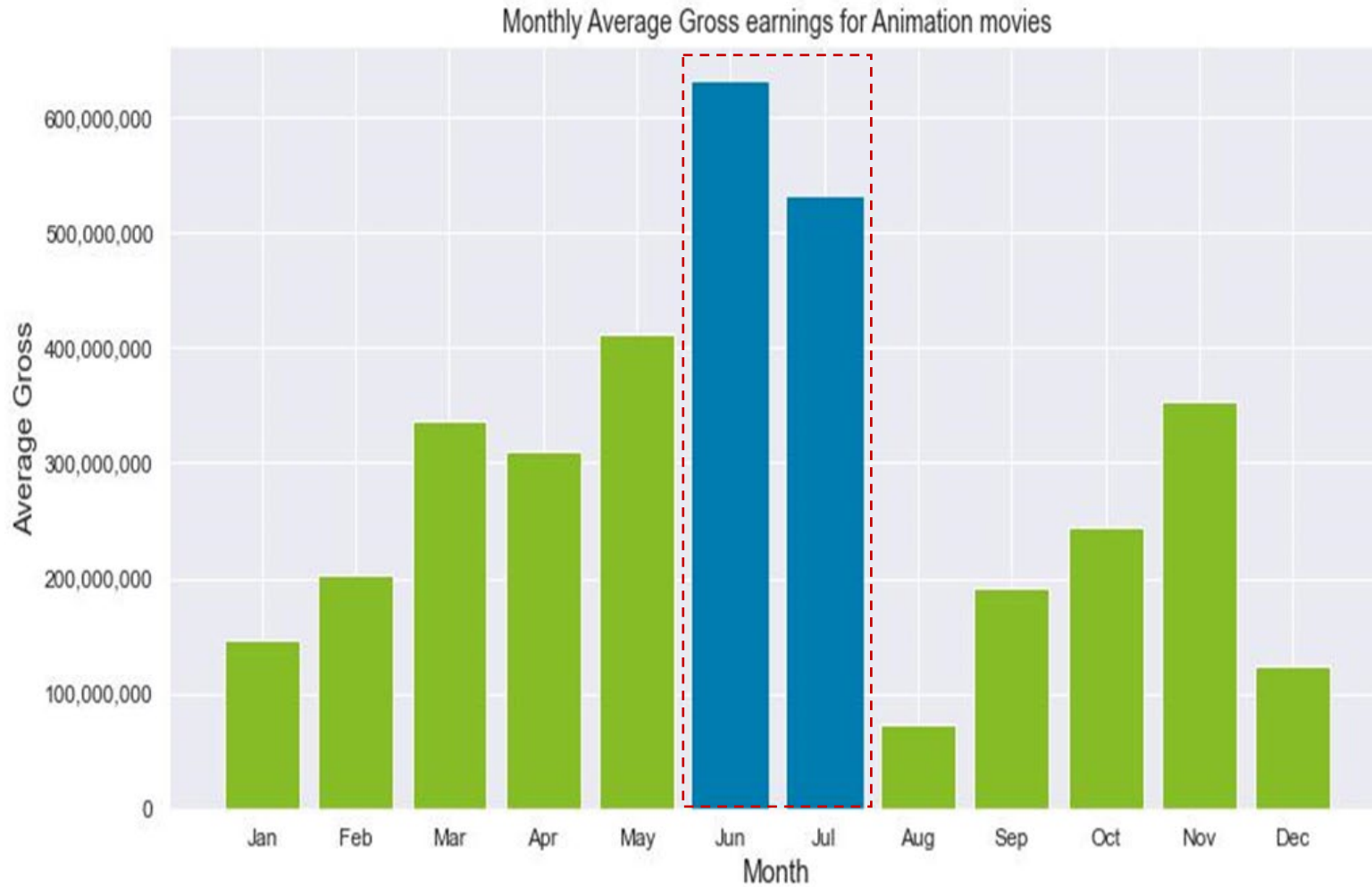


Avoid releasing movies in September and October

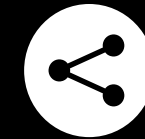


Aim to release the movies in holiday seasons to yield highest potential payout

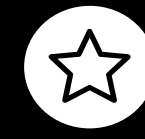
Recommendation: Release Time



Average gross earnings is highest for Animated movies in the Summer months.

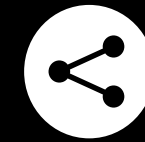
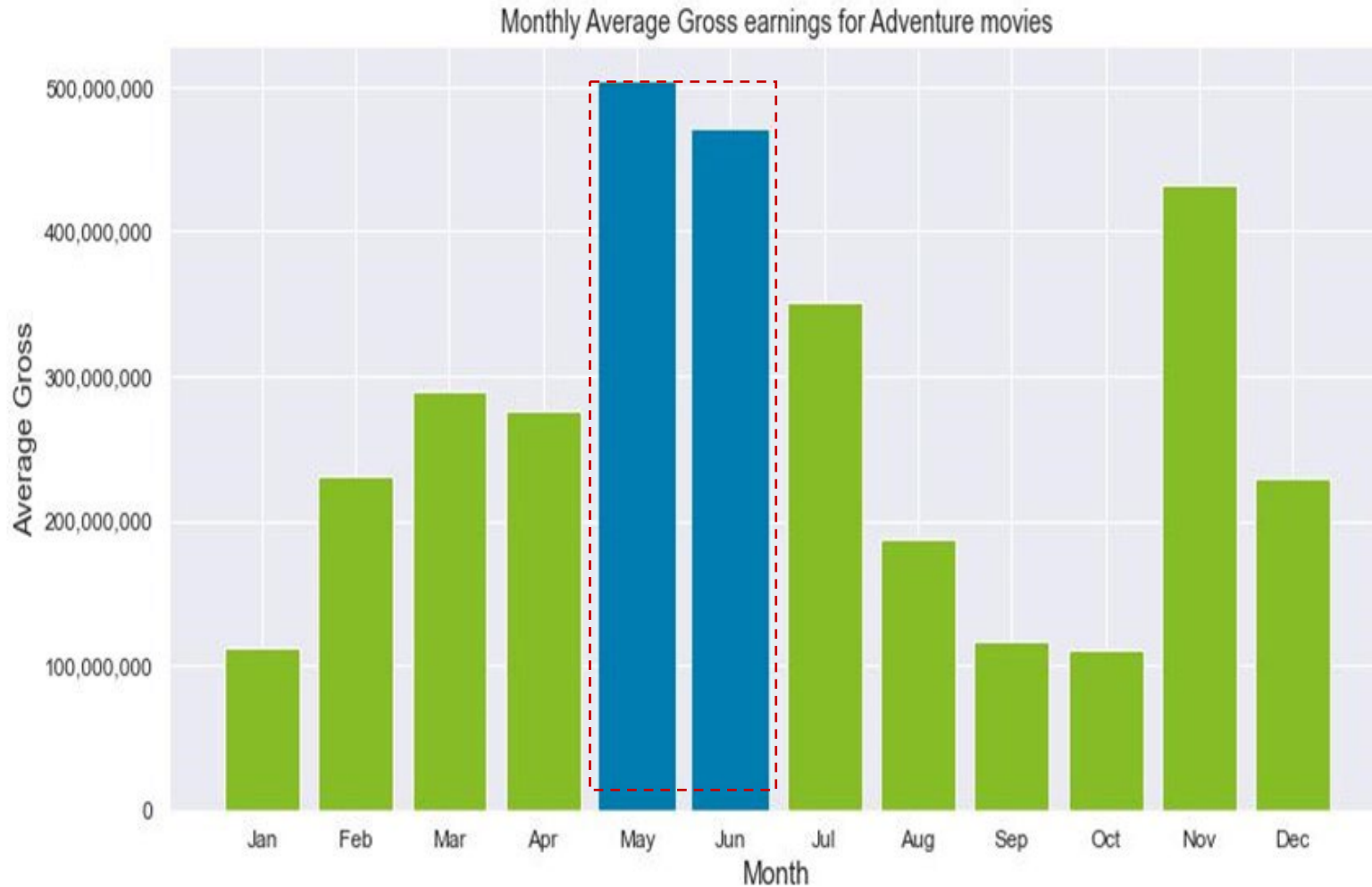


This could be due to students being off from school, and increased amounts of free time.

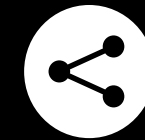


Plan on releasing Animated movies in the month of June or July for higher potential return.

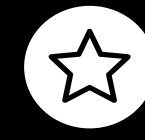
Recommendation: Release Time



Summer months yield the highest average gross earnings for Adventure movies.



This could be due to students being off from school, and increased amounts of free time.



Plan on releasing Adventure movies in the month of May or June for higher potential return.

Recommendation Summary



1>

Production Budget

After comparing production budget and worldwide gross, it was found that having a higher production budget can yield higher total gross.



2>

Movie Genre

From the analysis, the top profitable genres are Animation, and Adventure. Computing Vision should create a movie that incorporates these genres.



3>

Release Month

Performing analysis showed us that Computing Vision should release Animated movies in the months of June or July and an Adventure type movie in May or June .

Next Steps

How do we increase popularity of the movie?

Where and how should we advertise?

What actors, directors, and writers would be most valuable?

How should the production budget be allocated?

How do various genres interact with each other?

What is the ideal production budget?



Deloitte.

Thank You!

For additional information contact:

WWHD?C Contact

group4email@deloitte.com

Questions?



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