

Data Analysis on the Film Industry

BY HITEN PATEL



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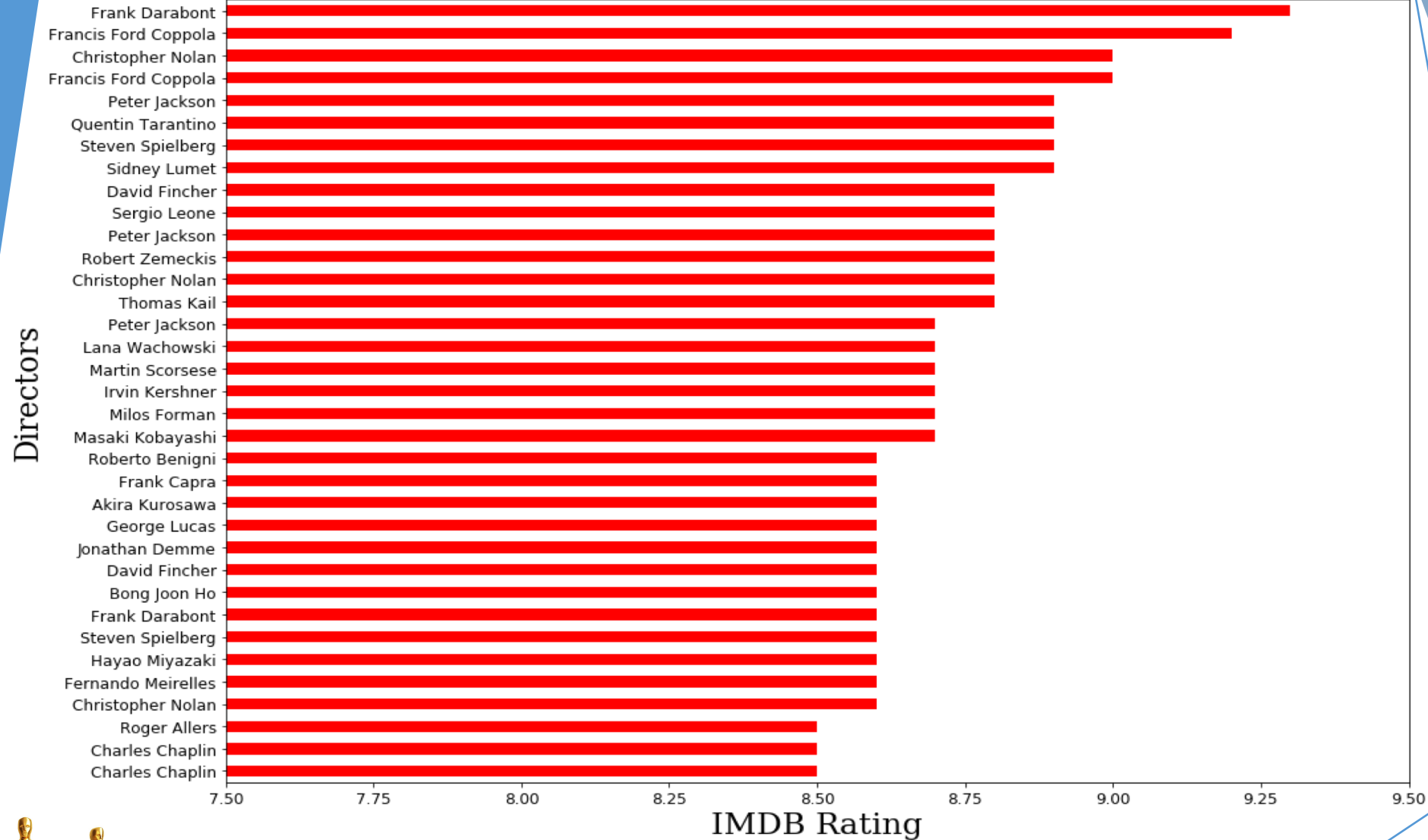


Methodology

- IMDBs Top 250 Films
- Ratings are calculated by a combination of fans and critics
- Focus on what the fans love
- Don't focus on the Box Office Numbers
- Alice in Wonderland (2010)
- Transformers: Age of Extinction (2014)
- The Godfather (1972)
- The Shawshank Redemption (1994)



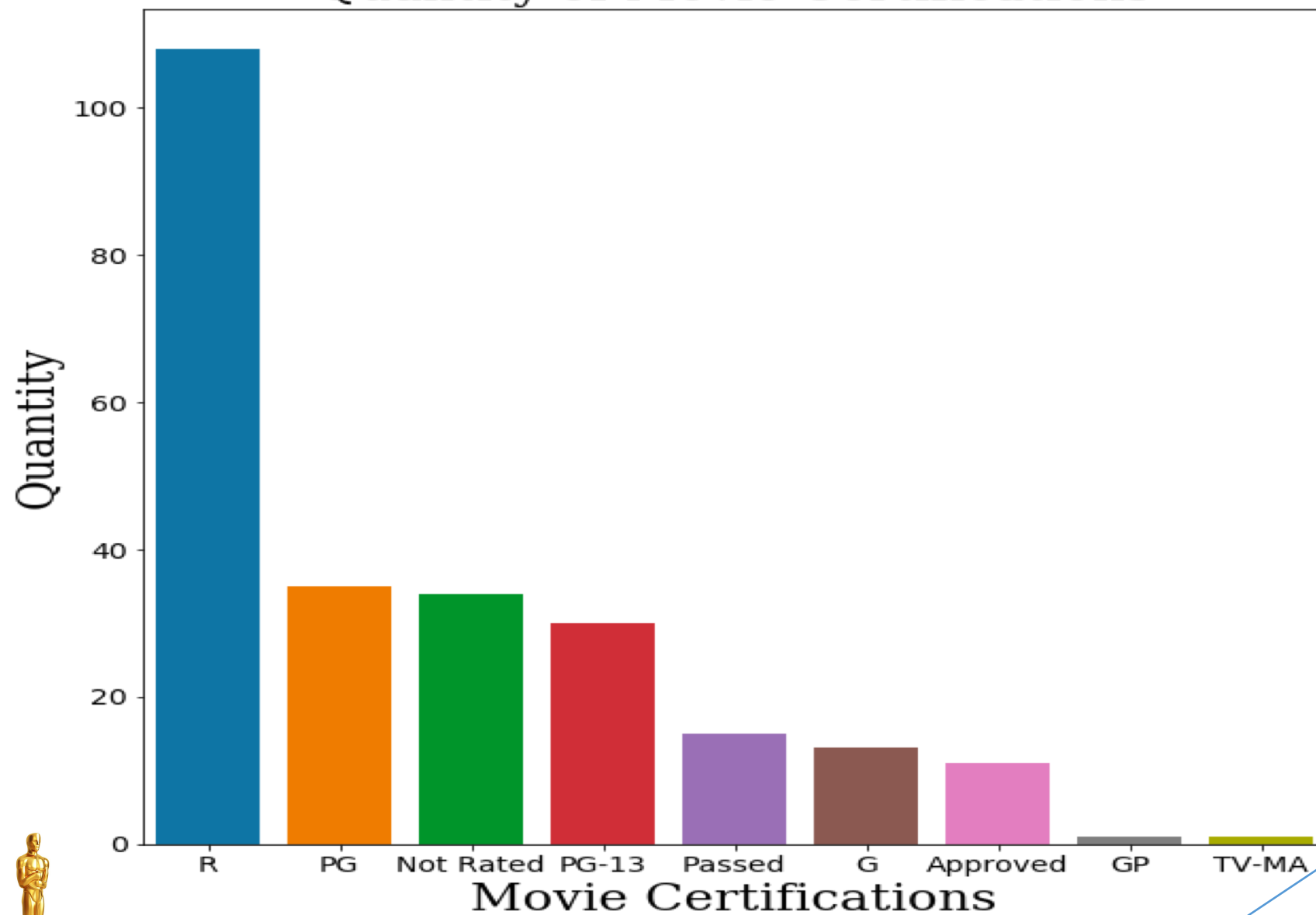
Directors with Highest IMDB Rating



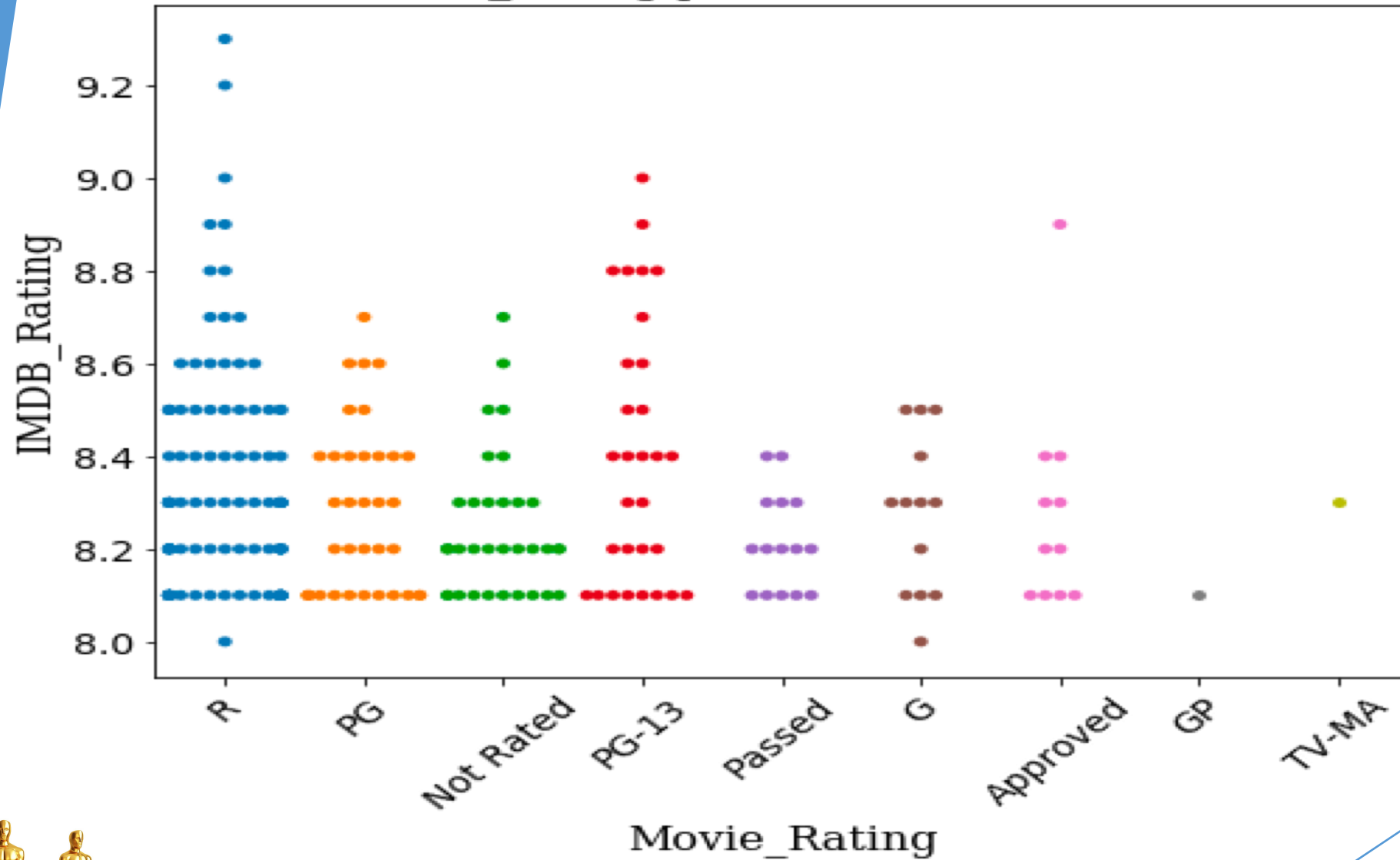
- Proposal #1: Hire either Frank Darabont, Christopher Nolan, Steven Spielberg or Francis Ford Coppola as your director



Quantity of Movie Certifications



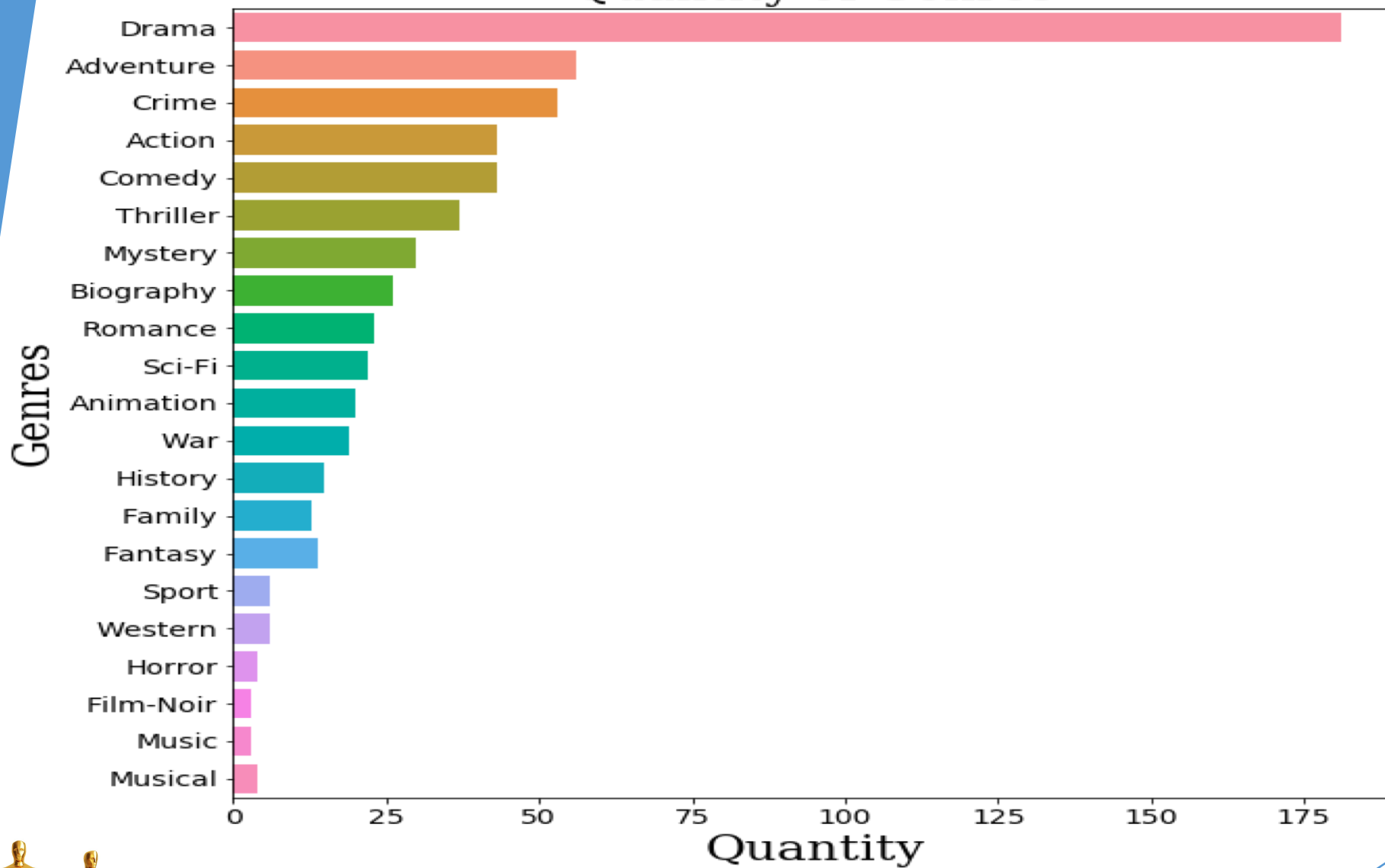
IMDB_Rating per Movie Certification



Proposal #2: The film needs to be classified as a Rated-R Movie Certificate



Quantity of Genres



Proposal #3: The film needs to be a Drama combined with Adventure and/or Crime.



Review Proposals

- Proposal #1: Hire either Frank Darabont, Christopher Nolan, Steven Spielberg or Francis Ford Coppola as your director
- Proposal #2: The film needs to be classified as a Rated-R Movie Certificate
- Proposal #3: The film needs to be a Drama combined with Adventure and/or Crime.



Back to the Future Plans

- Analyze the best writers to hire
- Analyze which types of films (genres) are more likely to win an Academy Award
- Analyze what's the best go-to-market strategy (Theaters, Netflix, Hulu, HBO) and when to hit the market(summer, winter, holidays)



THANK YOU, MICROSOFT

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