



Studio Pod Analytics  
Computing Vision: Film Type Discovery



# Our Experienced Team

We have several excited practitioners here to share their analysis with you!



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# Agenda

Overview of what we will be reviewing in this presentation

01

DS Process: CRISP-DM

02

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03

Analysis Generation

04

Recommendation 1

05

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07

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08

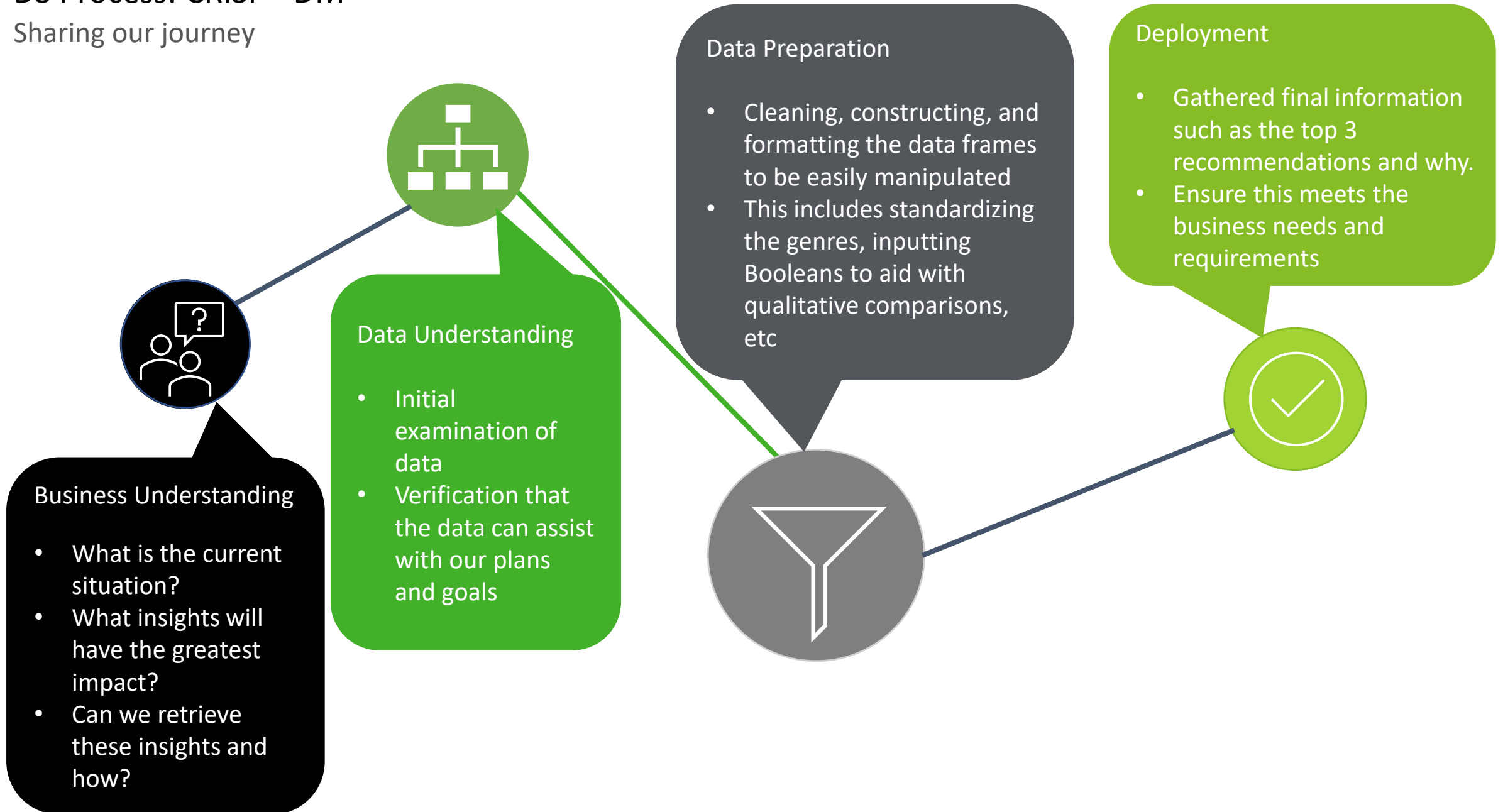
Acknowledgments

09

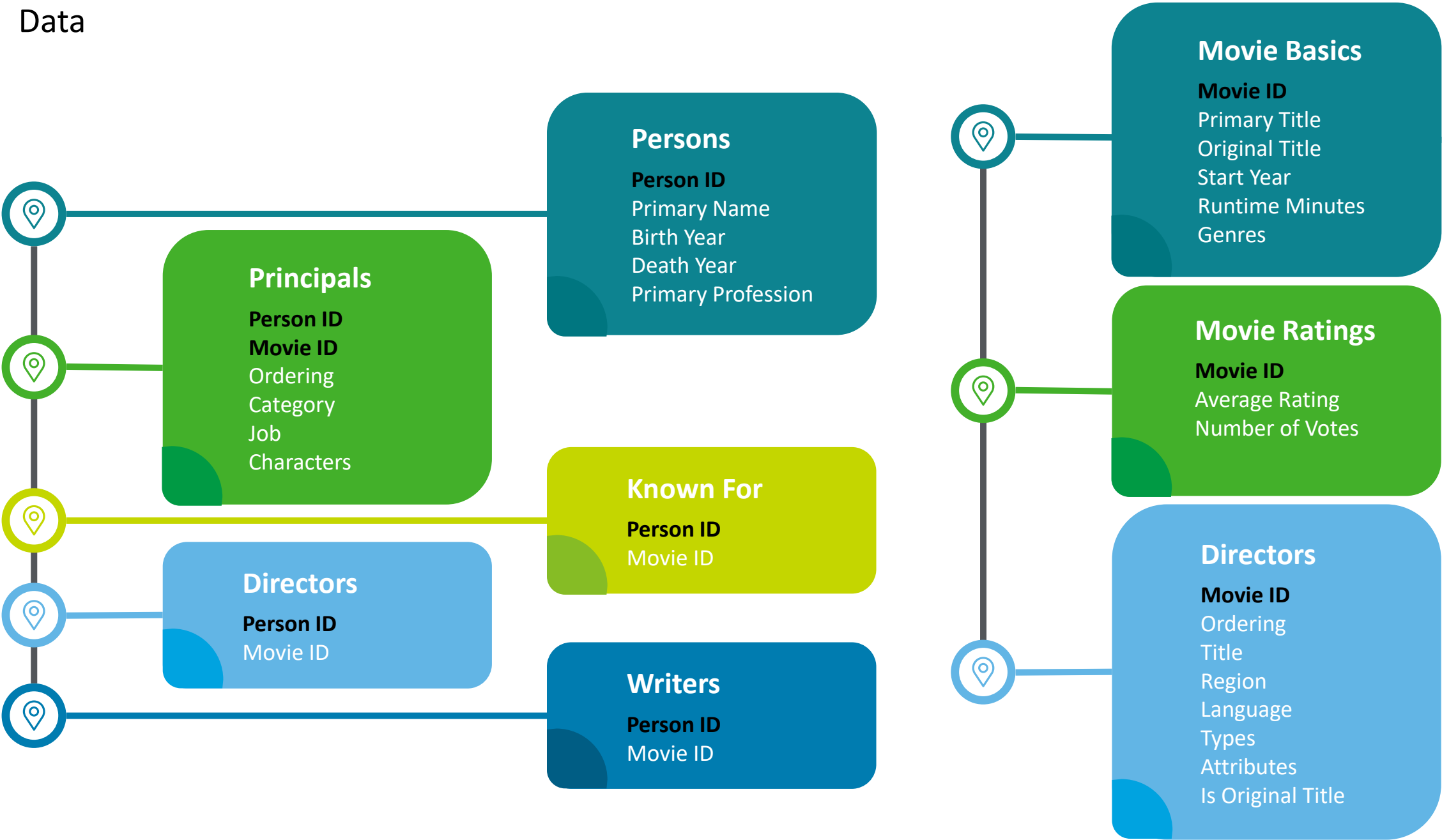
Thank You

# DS Process: CRISP - DM

Sharing our journey



Data



# Analysis Generation

Three questions that drove our analysis on box office films:

## Data Description

Five data sets from reputable movie review websites with over 300,000 rows of data.

## Genres

**Question:** Are any of the genres undervalued?

**Value:** Identifying genres with high likability and low quantity of material exposes an opening in the film industry for Computing Vision to successfully create in while facing minimal competition.

## Actors

**Question:** Which actors and actresses are the most popular? What is the most optimal cast size?

**Value:** Choosing the right number of actors and actresses that are performing at the top of their industry can draw an immense amount of attention and praise from reviewers.

## Directors

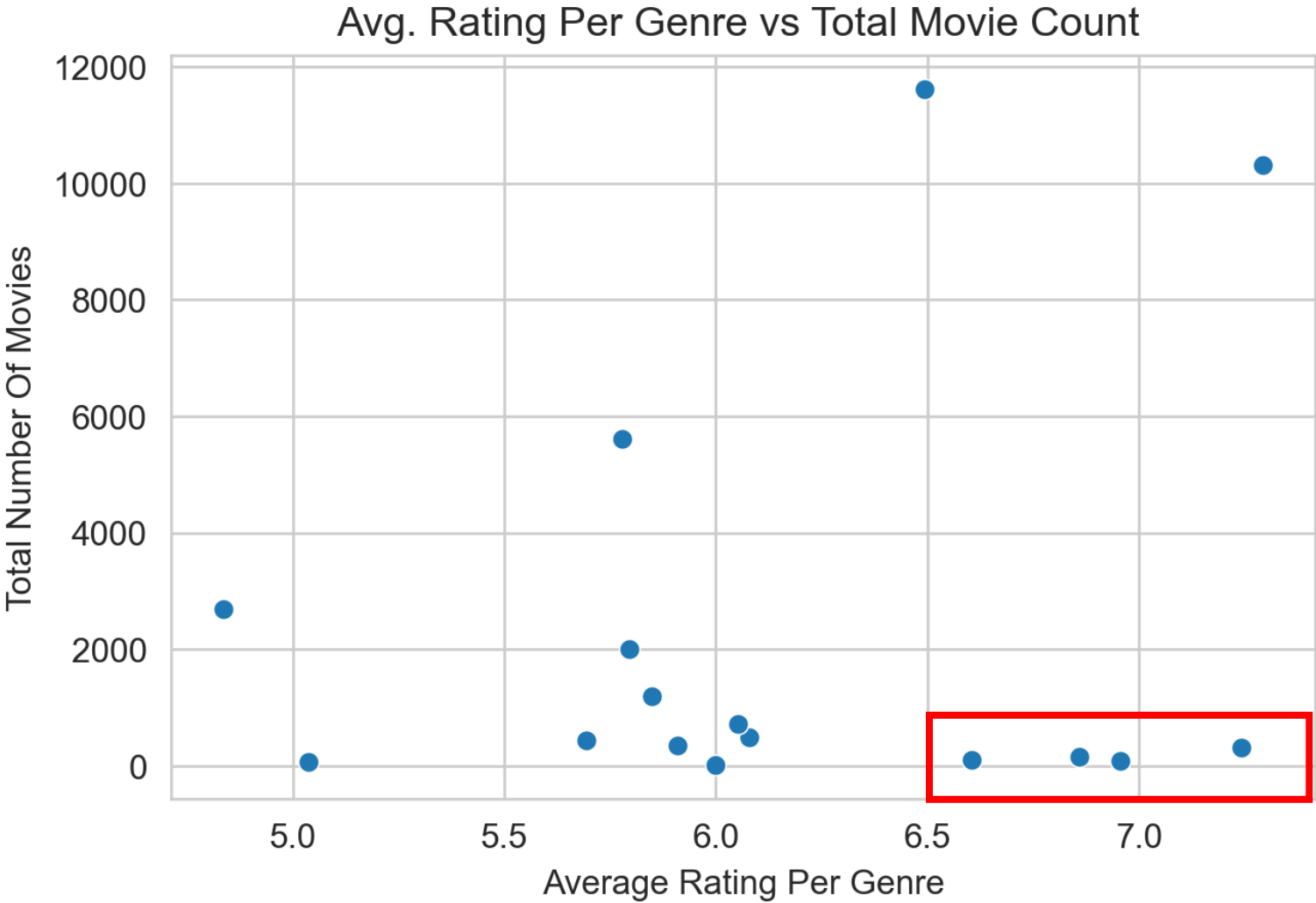
**Question:** Which directors receive the highest praise from critics?

**Value:** A director with a portfolio of high-quality productions can aid in establishing Computing Vision as a highly regarded movie studio.

# Recommendation 1 - Genre

Breakdown of movie genres across the industry according to the average rating and quantities of movies in each genre

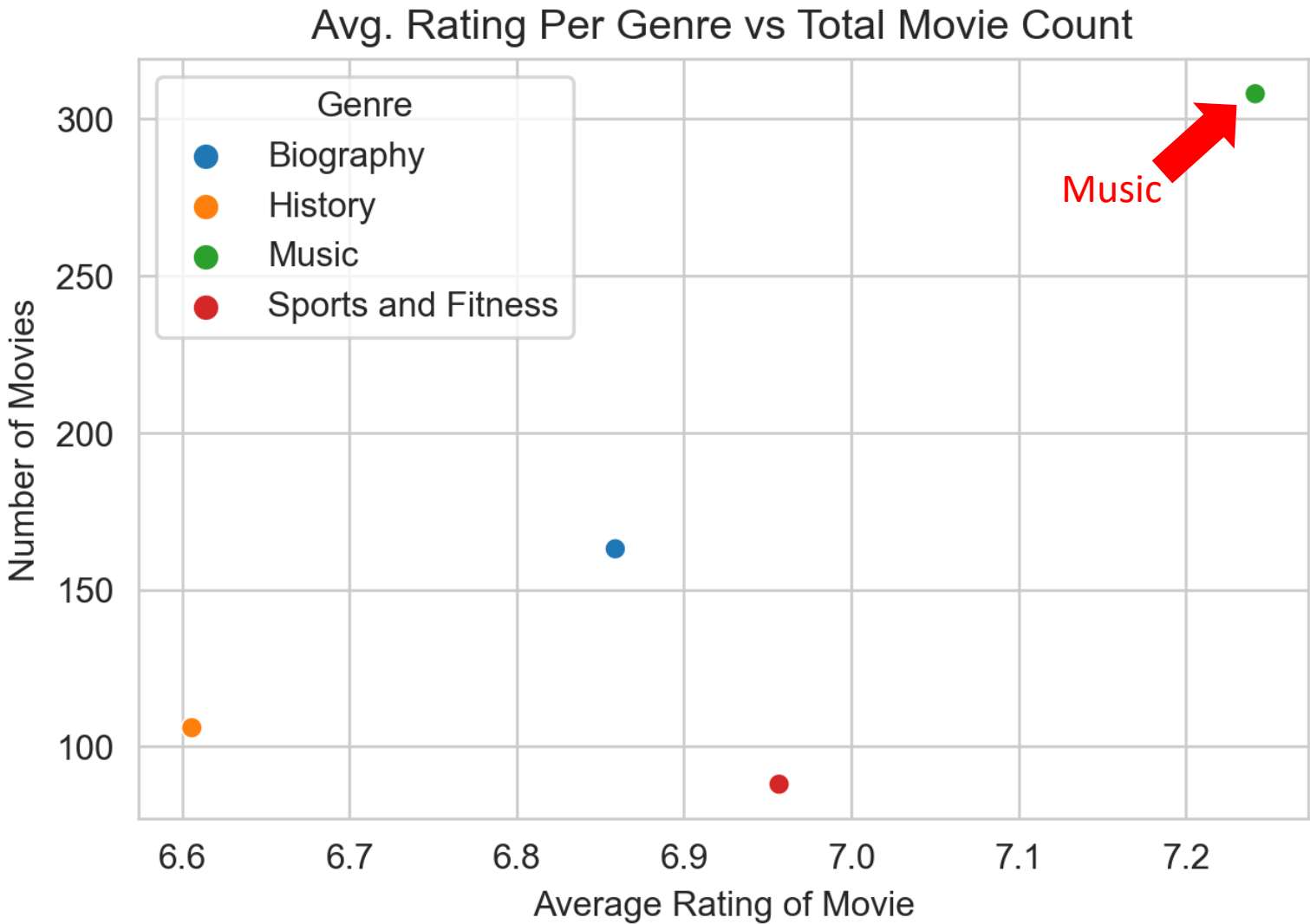
Scatter Plot Data	
Average Rating	
6.1/10	
Average Total Number of Movies	
2262	



# Recommendation 1 - Genre

The music genre is the most lucrative genre due to its above average ratings and market size.

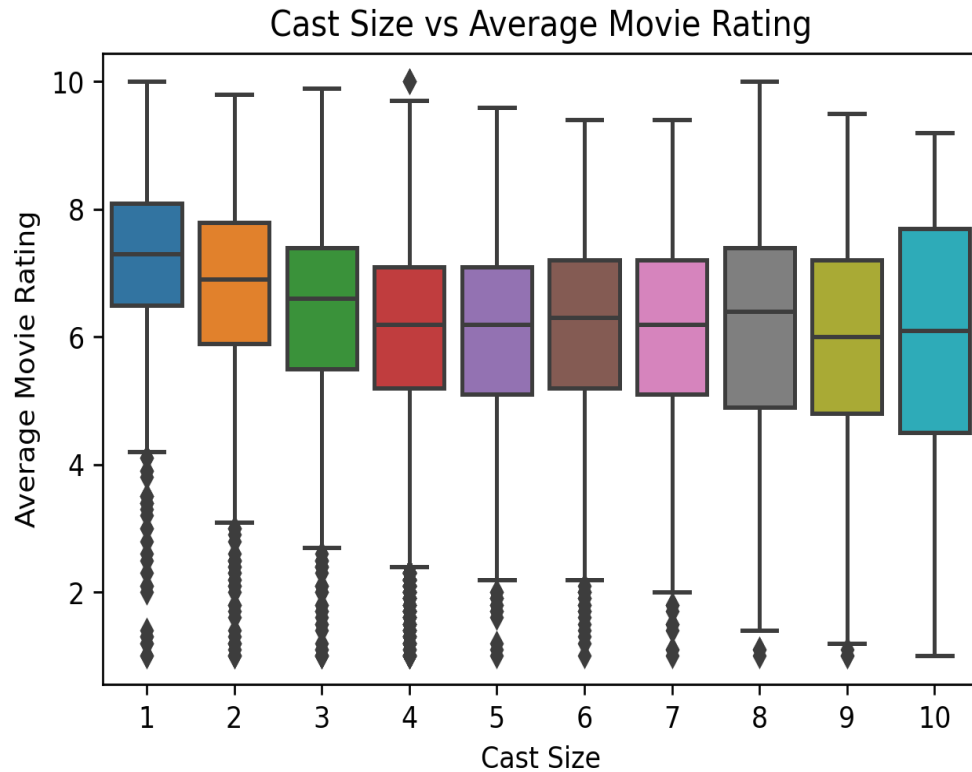
Scatter Plot Data	
Average Rating	
6.9/10	
Music Genre Rating	
7.2/10	
Average Total Number of Movies	
166	
Music Genre Number of Movies	
308	
Statistical Test	
Hypothesis Test	
Passed	



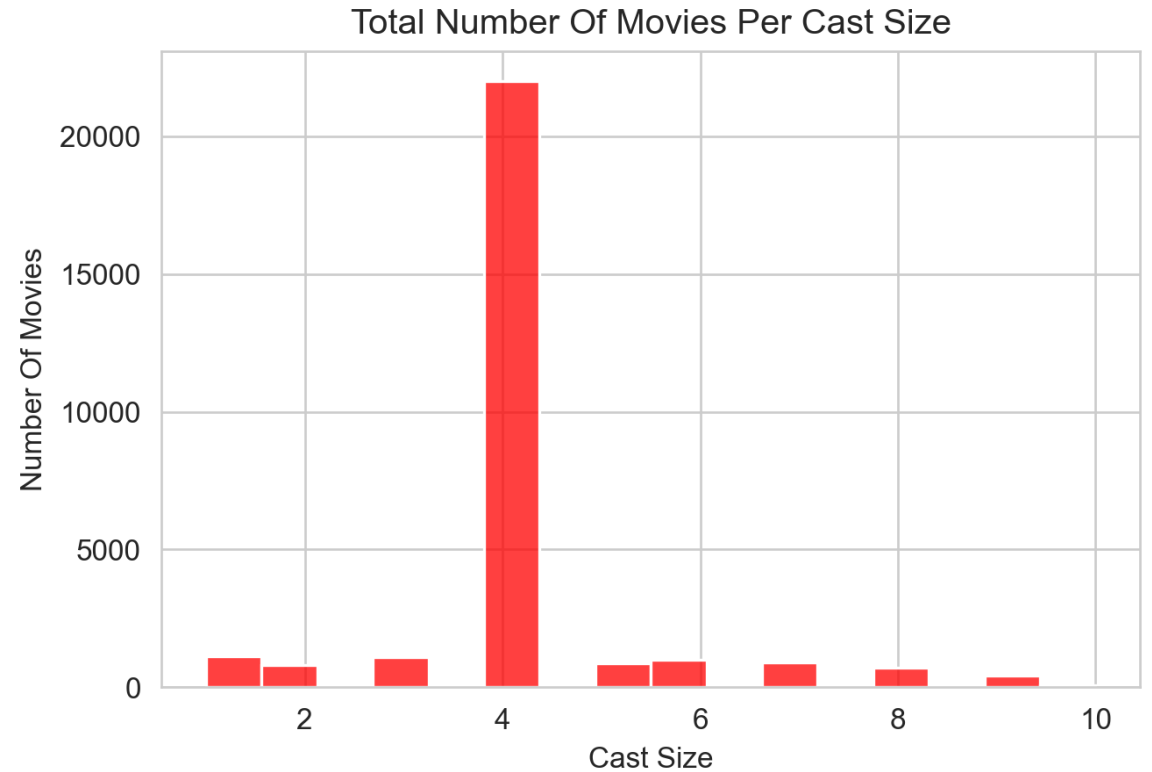


## Recommendation 2 - Cast

Correlation between movie cast size and average moving rating



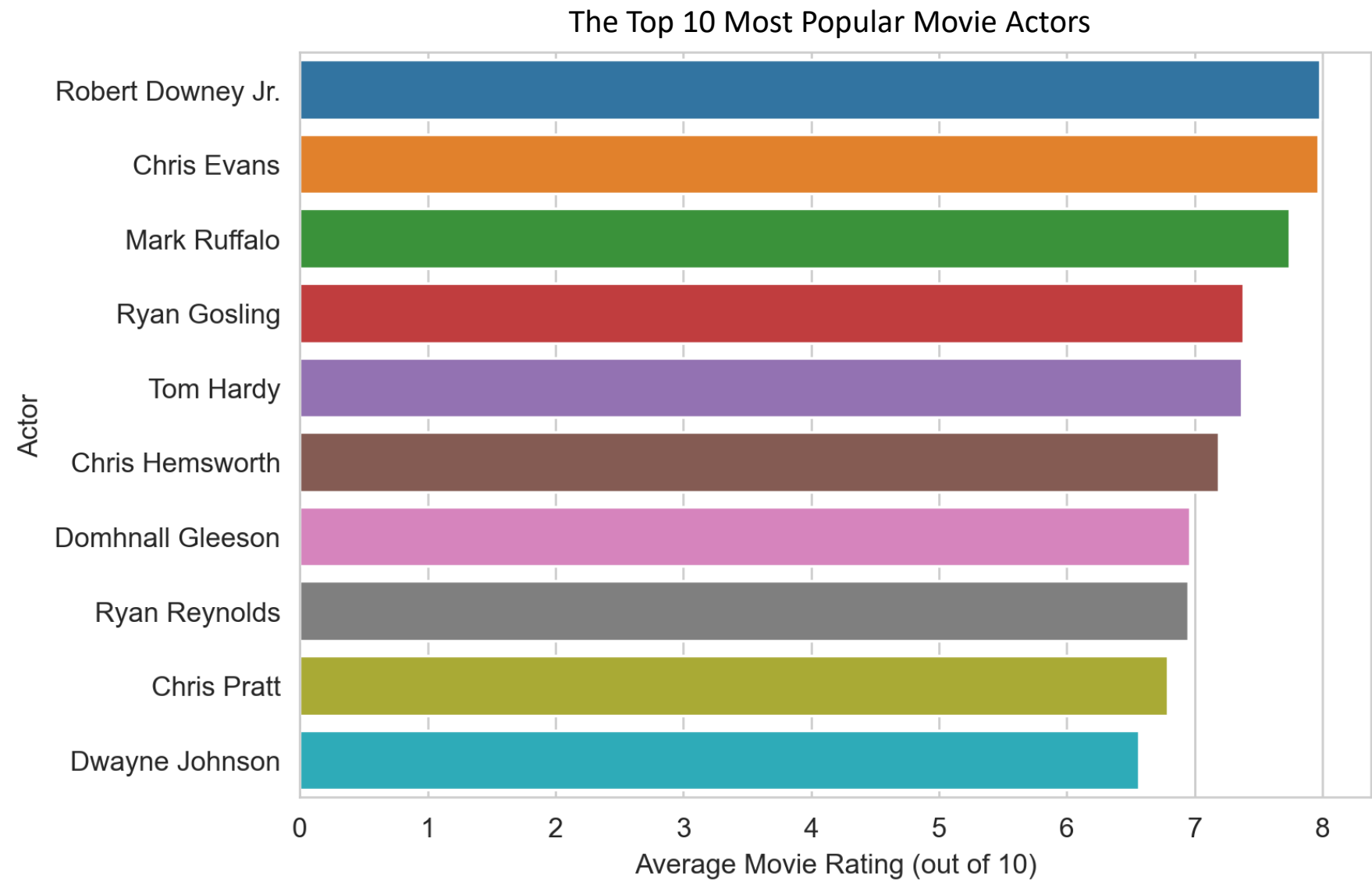
Cast size does not affect movie overall rating



The most popular cast features four main characters

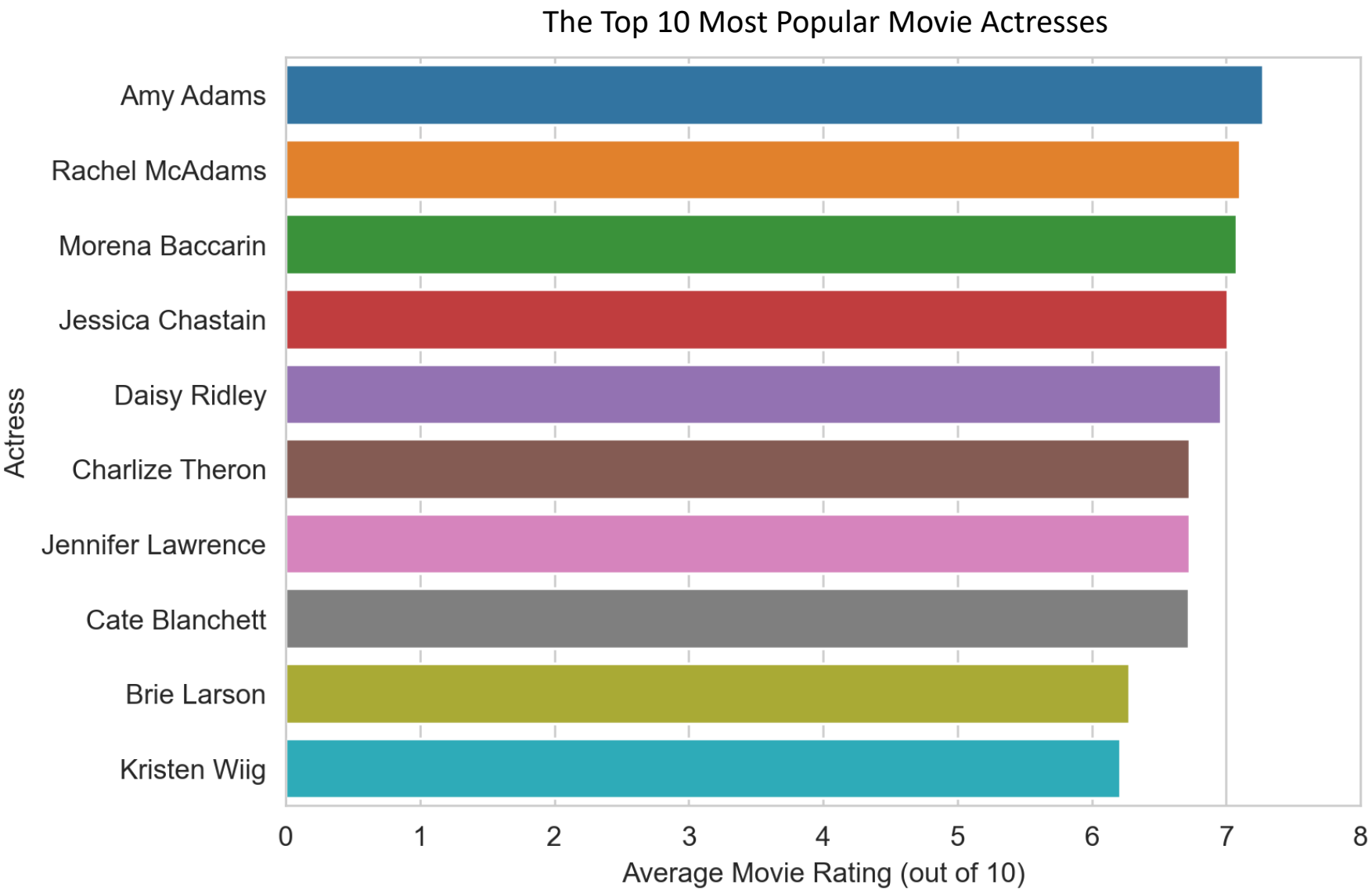
# Recommendation 2 - Cast

Top 10 most popular actors with most reviews ordered by rating in descending order from 2015 onwards



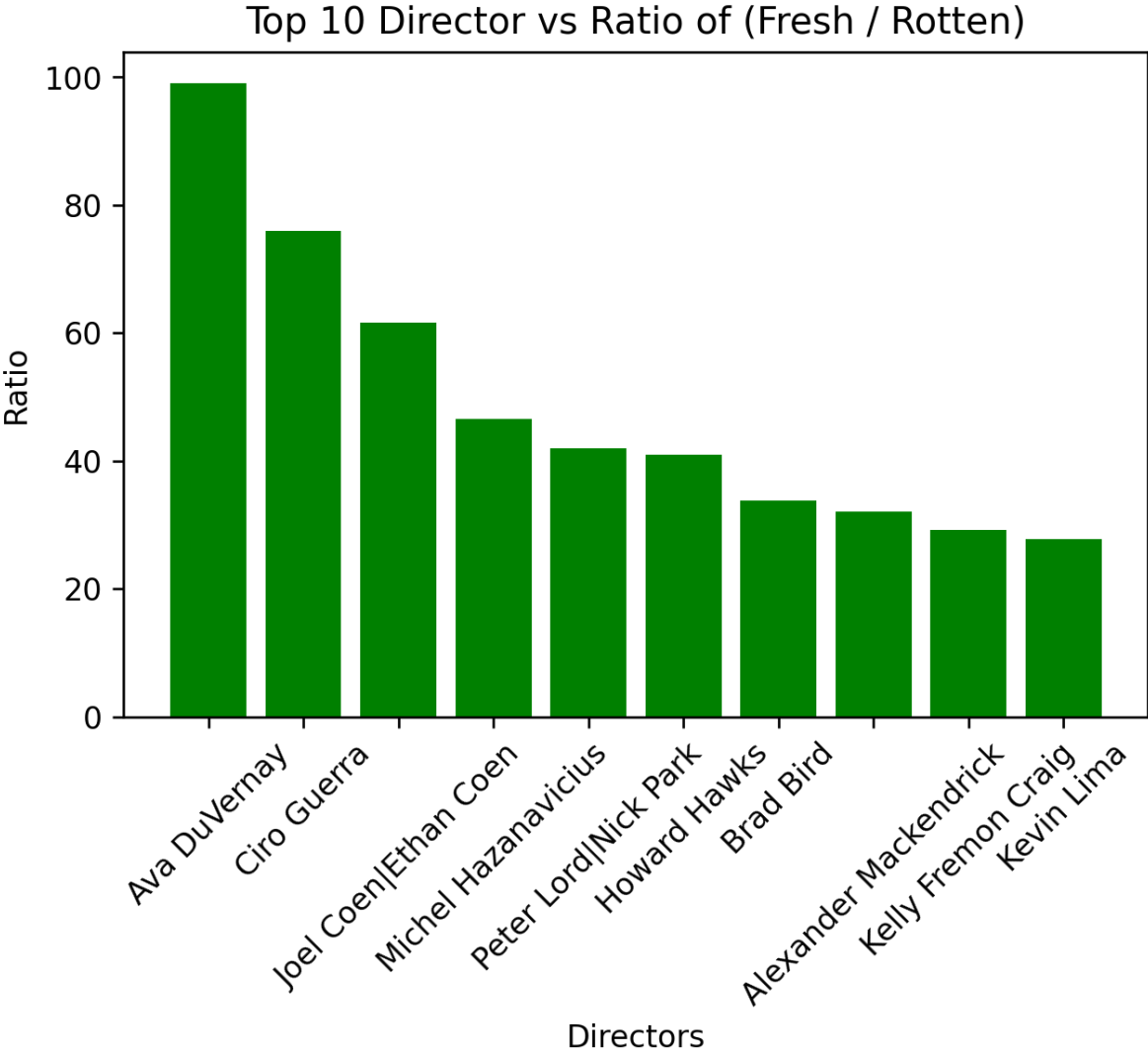
# Recommendation 2 - Cast

Top 10 most popular actresses with most reviews ordered by rating in descending order from 2015 onwards



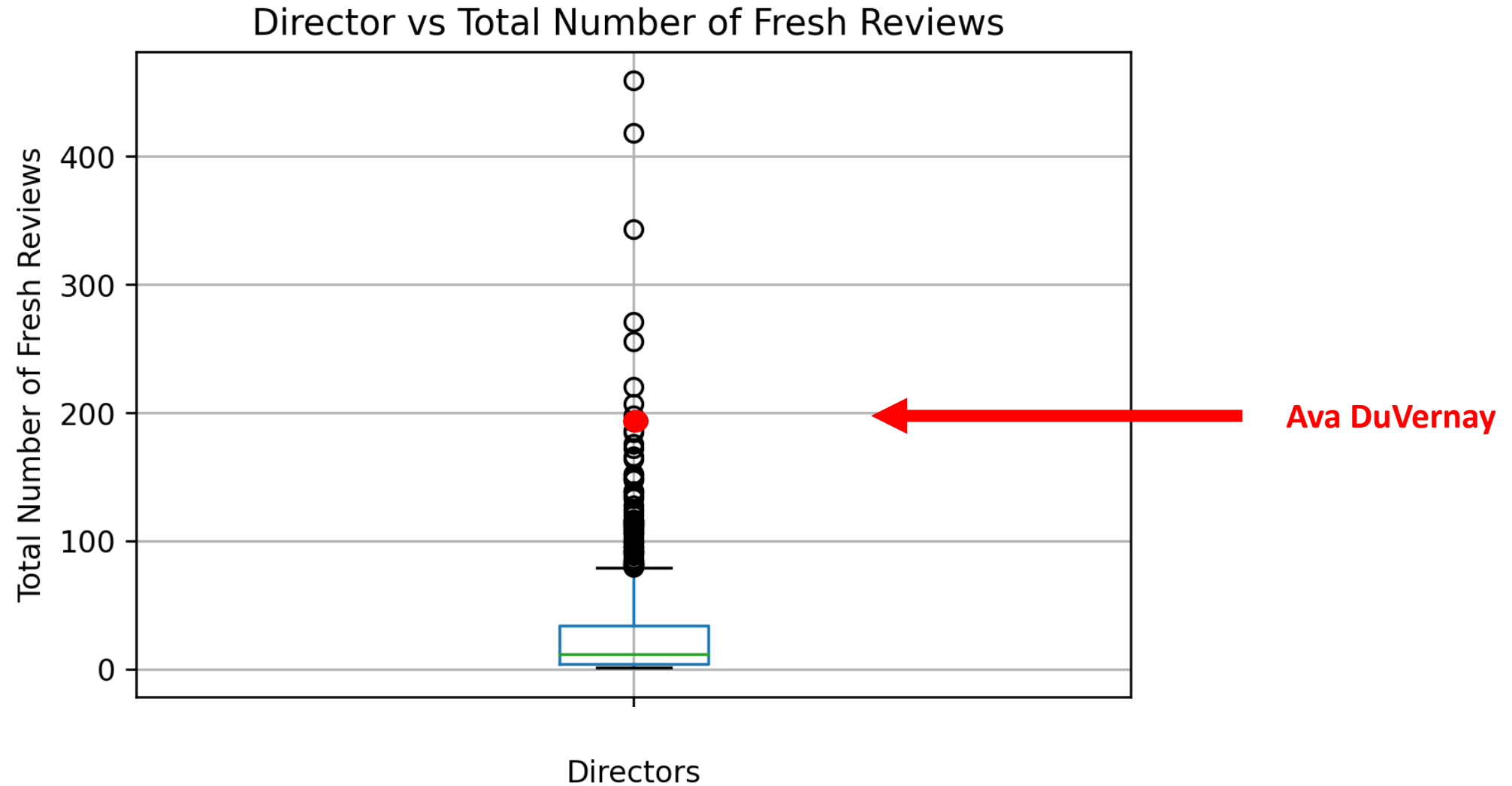
# Recommendation 3 - Directors

The bar plot below shows the directors verses their ratio of rotten reviews to rotten reviews  
Ava has the highest ratio with means she is most balanced and highly regarded positively



## Recommendation 3 - Directors

Ava Duvernay is the director we recommend due to her favorable reviews and ratings



# Recommendation Summary

3 recommendations based on statistical analysis

1

Genre Recommendation

Create a movie that falls into the music genre

2

Cast Recommendation

Cast four main actors and actresses from the lists of top performers

3

Director Recommendation

Hire Ava DuVernay as the movie director

# Acknowledgments

Special Thank You!

Flatiron Instructor  
William Wang

Flatiron Instructor  
Nesli Bisgin

Deloitte  
Program Coordinator  
Tina Lhotak

Deloitte  
Program  
Coordinator  
Amy Huttenhoff

Deloitte  
Program Coordinator  
Laura Tolliver

Mentor  
Lionel Medal

Flatiron Program  
Coordinator  
Jordan Schraeder

AI Cohort 4

Guest Speakers

**THANK YOU!**  
QUESTIONS