Movie Analysis

Cinemungers Consulting
NO ONE MUNGES DATA LIKE US

Objective & Recommendations:

Identify what causes movies to be **successful**
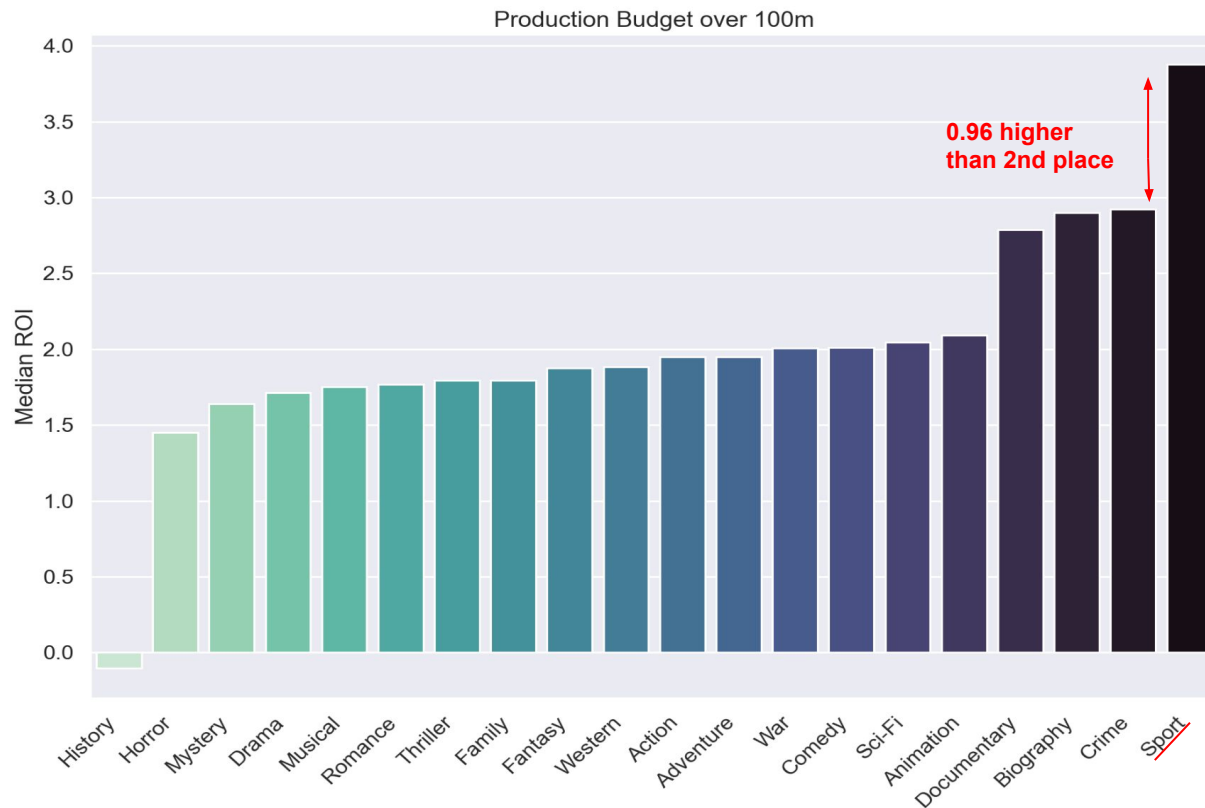
Recommendations based on the probability of profit and total return

Top 6 Genres

Genre	Animation	Family	Adventure	Sci-Fi	Mystery	Fantasy
Safety	87%	84%	81%	75%	73%	80%
Potential	1.80	1.46	1.40	1.37	1.36	1.25
Score	1.56	1.23	1.13	1.03	1.00	1.00

Production Budget over 100m

Director

TARGET: Animation - Jon Favreau

AVOID: Inexperience, Outliers

Seasons

TARGET: Summer

AVOID: Spring, Autumn

Runtime

TARGET: > 151 Minutes

AVOID: < 40 Minutes

Recommendations

	GENRE	DIRECTOR	SEASON	RUNTIME
TARGET	Animation Sport (> 100m)	Jon Favreau	Summer	Extended Films (> 150 min)
AVOID	Western	Inexperience	Spring Autumn	Short Films (< 40 min)

Next Steps:

Next Question: Do certain **actors**, **writers**, and **composers** have high **correlation with ROI**?

Next Objective: Build a **predictive model** that performs **more complex features**

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