



BUDT704 GROUP 17

MOVIE BUSTERS

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INTRODUCTION

We aim at using historical film data to tease out hidden patterns which can help filmmakers like editors, writers, directors and actors in taking the right decision.

DATA CLEANING (KAI)

1

Data Scraping

2

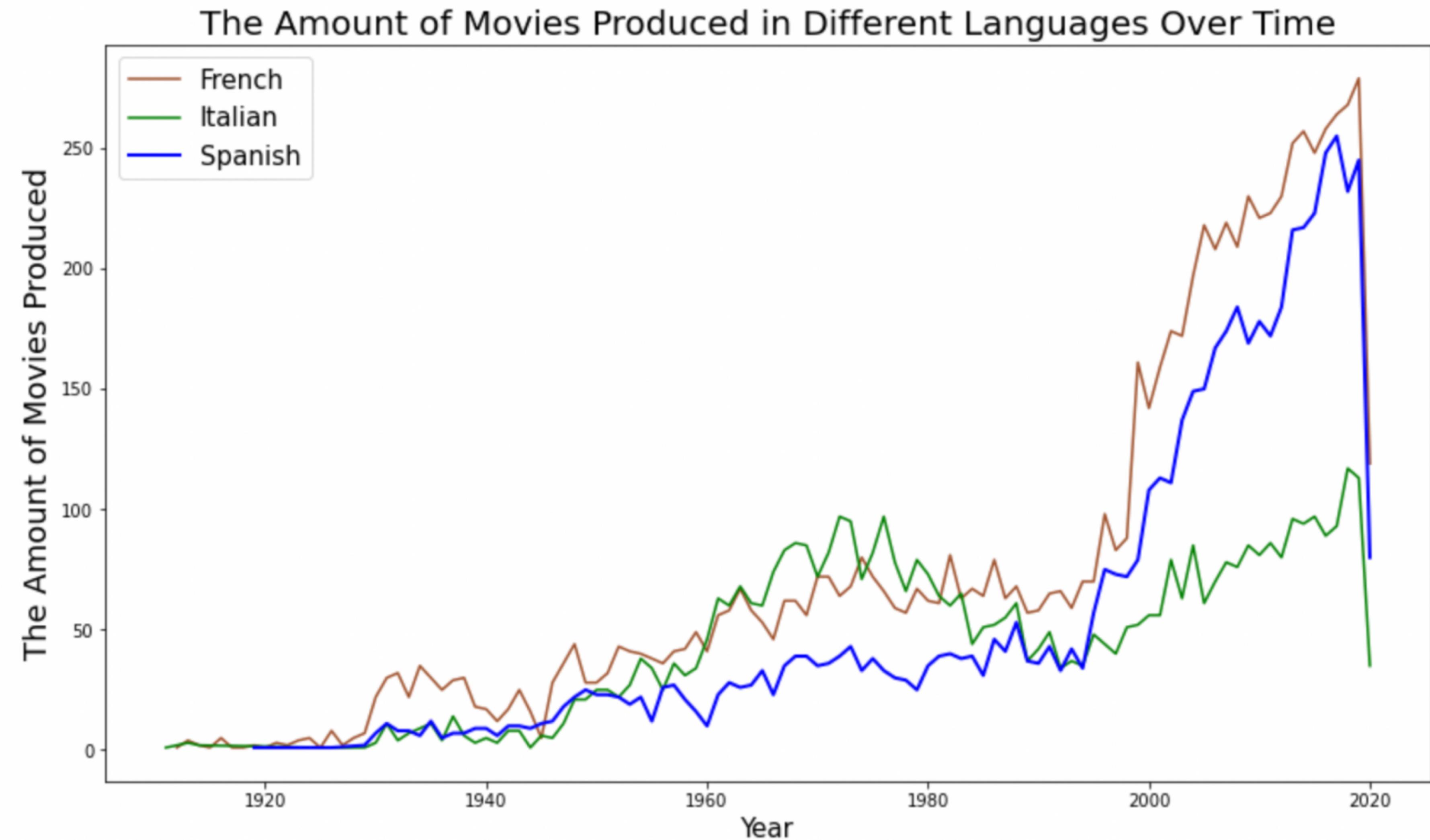
**Data
Manipulation**

3

**Data
Transformation**

Top 3 MOVIE LANGUAGES (EXCLUDING ENGLISH)

- Growth in French movies
- Rise and Fall in Italian movies



PROFITABLE ACTORS

For over 100 years now, movies have been cast by a process that is both inefficient and time-consuming.

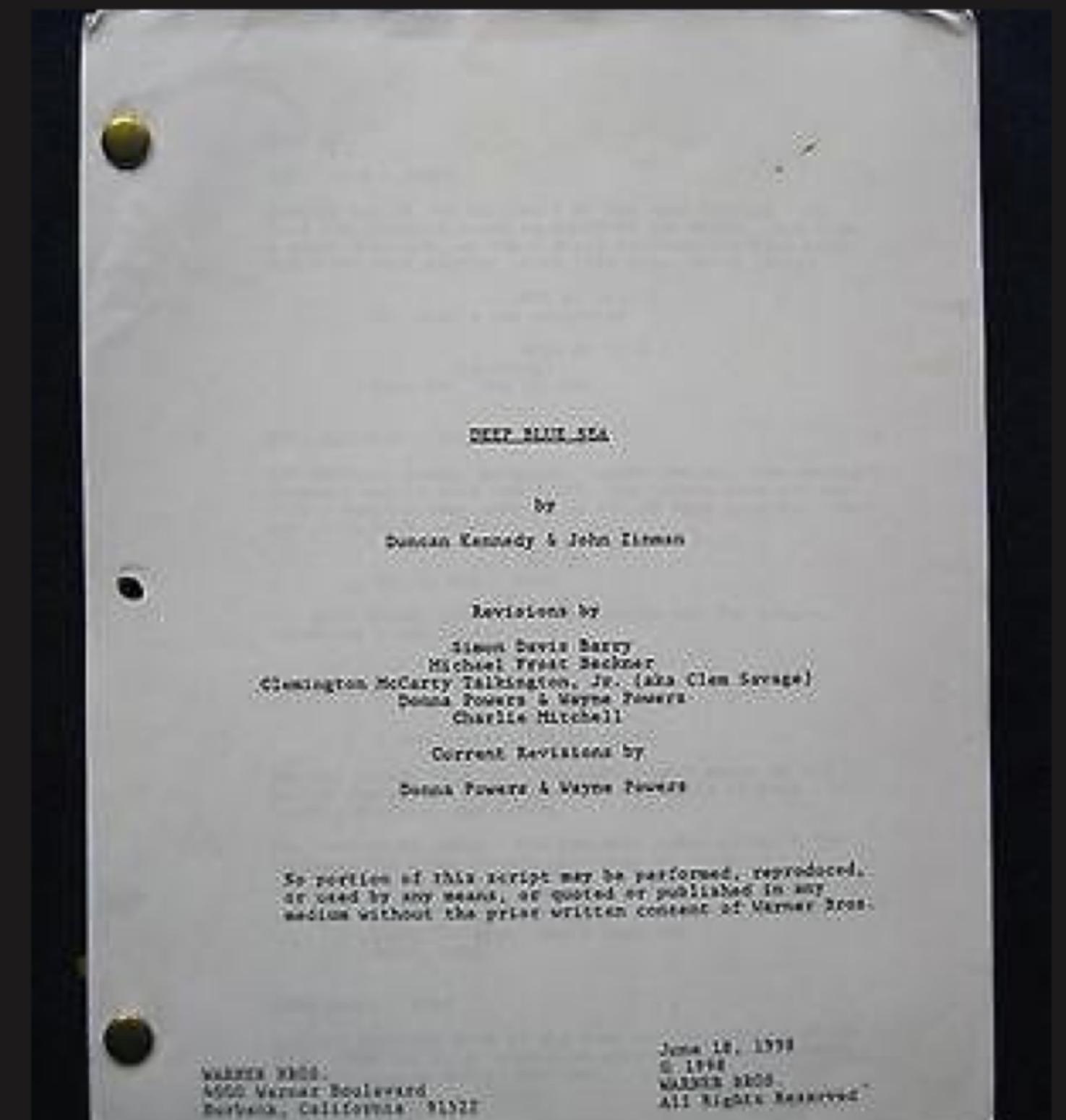
- Actors influence movie performance
- Data Informed casting decisions

Actor	coefficient
michael madsen	-1.479877
mohan babu	-1.239373
eric roberts	-1.231256
michael paré	-1.191731
gulshan grover	-1.180733
...	...
anant nag	1.342022
lee cobb	1.378815
burt lancaster	1.380791
william holden	1.416696
kamal haasan	1.962575

1096684 rows × 1 columns

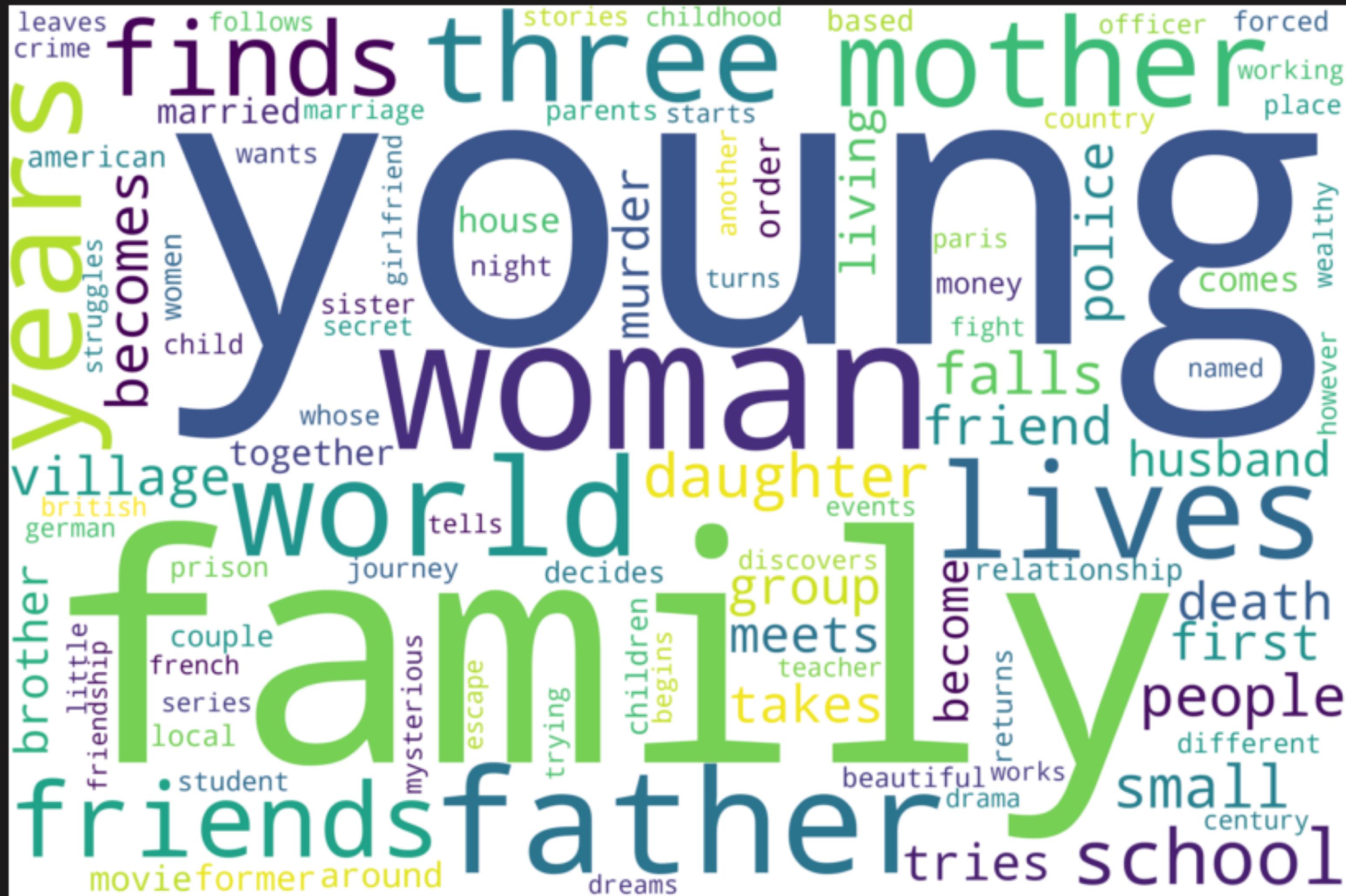
ANALYZING MOVIE DESCRIPTIONS

- Filmmaking depends on a number of factors
- Writing is based on creativity
- And influenced by business parameter



Identify narrative elements that appeal to the audience

ANALYZING MOVIE DESCRIPTIONS



CONCLUSION

- Film makers should try to produce movies in the fast growing industries to maximize revenue.
- Film makers should carefully decide which actors/actresses to display in a movie to help the film be more profitable .
- Using certain words in the movie description can help movies be more successful and appeal more to the audience.

How can this help the film industry? Why is the information meaningful?

- Know which films to invest in and produce
- Know which actors/actresses to choose or to stay away from
- Will be able to gauge how well the movie will do before releasing it

**Thank You for Your
Listening!**

ANY QUESTIONS?

