



**ROCKET** 

# RocketTech | Data Scientist

# ROCK THE CASE

## Briefing (1/2)

RocketMovie is a company that produces big hit movies. They have a data-driven approach and have the ambition to grow fast. They've hired you as a Data Scientist to help with the following project:

Ann is one of the Directors at RocketMovie and she needs help creating her next big hit and you will be responsible for providing her with recommendations. It is important that you take the following in consideration:

Ann wants to create a unique movie that appeals to a diverse audience. She wants to do something that has never been done before and that will put her on the map in the art world. The movie will need actors and actresses, so RocketMovie has hired the renowned Casting Director, Lee. Lee believes that the movie will be more successful if a very famous actor or actress is hired to play the main character. The actors or actresses will be easier to persuade when they play an atypical role. That means the movie has a genre where they hardly have any experience with. It's for the actors or actresses a big opportunity to develop themselves. Also, this will add to the goal of Ann to produce a unique movie. Clearly this project also has an economic interest. This movie could become a huge success if it is produced in the right way.

Ann has a film studio in mind where she successfully collaborated with in the past. However, this film studio recently did a couple of risky investments and made some losses over the last quarter. The management of the film studio announced that they will only produce movies with big profits.

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## Briefing (2/2)

To end up with a good recommendation, you will work with two data sets. Please find the description below.

1. Film-dataset. Contains a high amount of movies (3000+), each with relevant information that can add value to your recommendation. Data from the data sets contain: genre, budget, profit, imdb score and the amount of Oscars won.
2. Actors-data set. The 10 most important actors from each movie.
3. Feel free to use an extra data set, if it adds value to your recommendation.

RocketMovie expects you to give a recommendation about which genre(s) the new, unique movie should have, which actors should be involved and what the economic results will be. They also expect you to take the wishes of the other stakeholders into account. Make sure that your recommendation is complete and feel free to use other analyses or datasets if this will support and strengthen your recommendation.

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## The Case

We expect you to show us a document with the following information:

### Page 1 - Client Presentation

- Your recommendation
- Description and arguments (max. 20 sentences)
- Optional: Visualisation of your analysis

### Page 2 - Analysis Presentation

- Short description of your analysis (if you've written a code, attach the code as a separate document)
- Reasoning behind your recommendation
- What are the assumptions that you've made?
- Did you discover any inconsistencies and/or mistakes in the dataset and how did you experience it?
- What are the tools/methods that you've used?

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