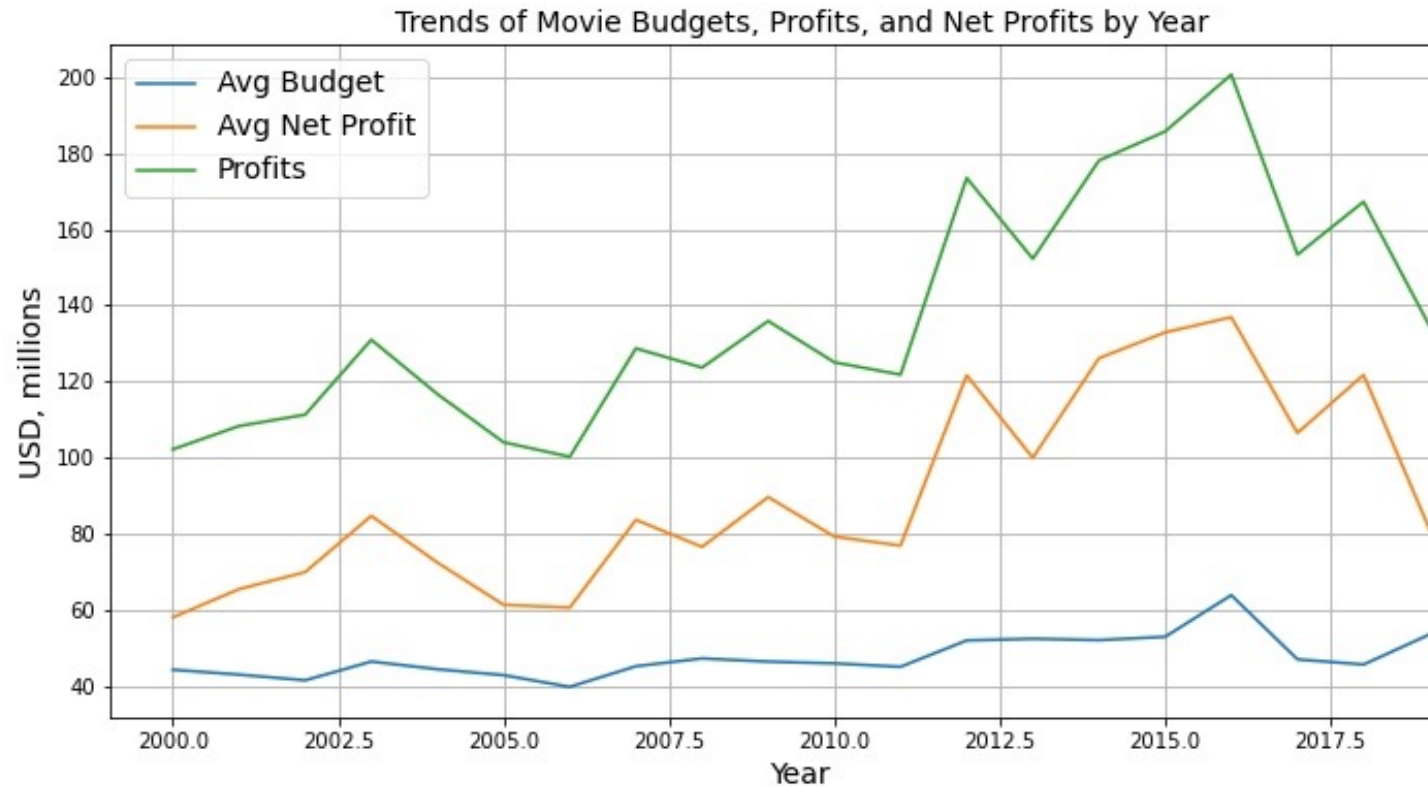


Phase 2 Project Presentation

Alexandra Yakovleva,
April 9 2024.

Movies: Creating Art, Creating Legacy, Making Money.



Business Problem.



Stakeholder:

A newly-established Too Big To Fail Corporation movie studio with no background in movie industry.



Stakeholder's questions:

1. What movies are currently performing well in box office?
2. What recommendations can we provide to improve potential box office performance?

Proposed Solution.



Identify the most profitable movie genres.



Identify key movie metrics* affecting box office success.



Explore the impact of selected metrics* for each genre.



Recommend optimal metric values* to maximize success for each genre.

Datasets.

K

Kaggle:

- [Oscar Awards.](#)
- [Golden Globe Awards.](#)
- [TMDB Dataset*.](#)
- [Movies with Content Ratings*.](#)

IMDb

IMDB Dataset.

M

The Numbers Box Office Dataset*.

**Dataset has movie budget and gross box office data.*

Data Manipulation.

01

For all datasets,
performed standard
data cleaning.

146000 movies

02

For TMDB, IMDB
datasets, added
various movie metrics
from corresponding
subsets.

50000 movies

03

Filtered out movies
released before 2000.

4000 movies

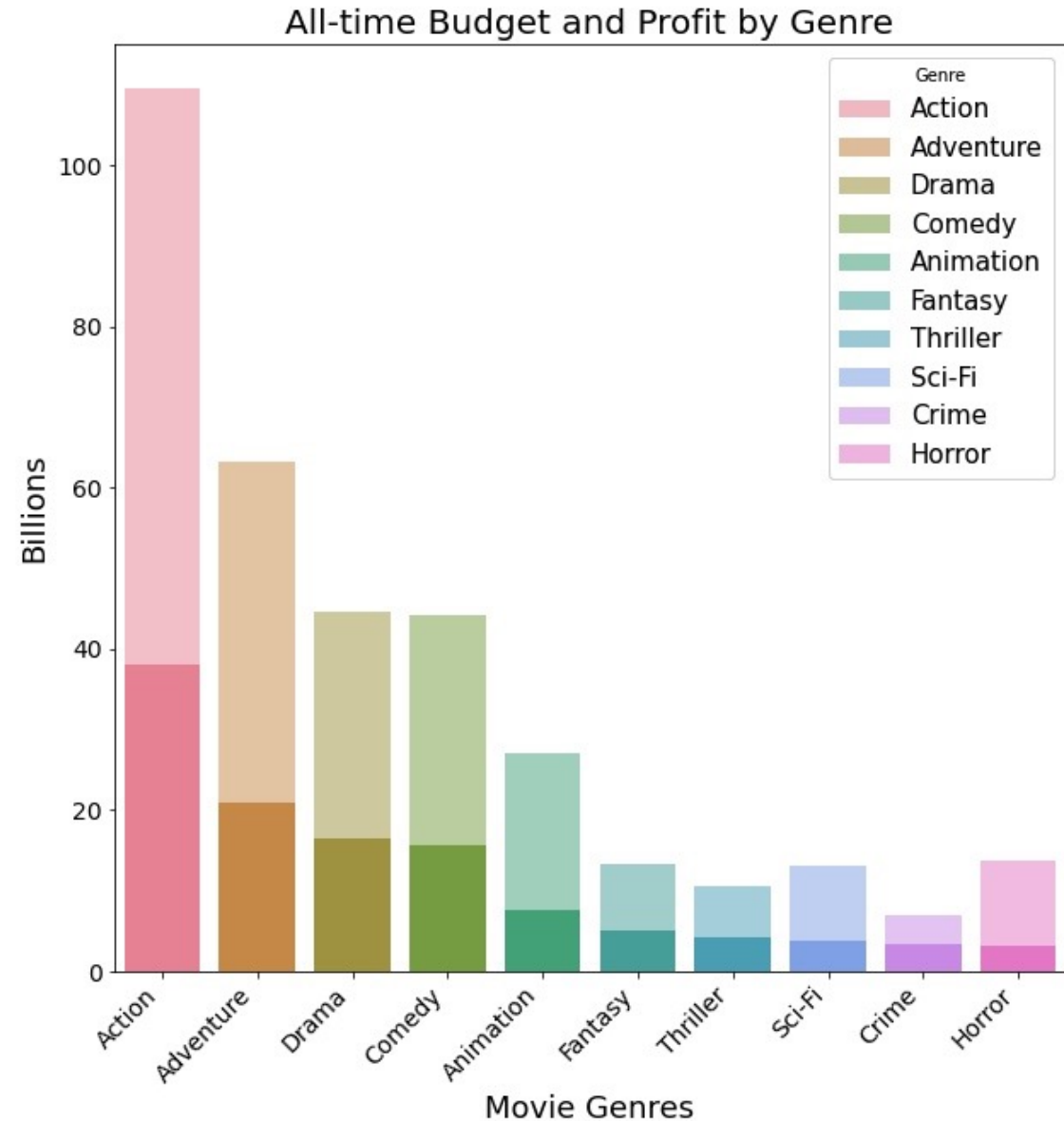
04

Combined TMDB,
IMDB datasets.

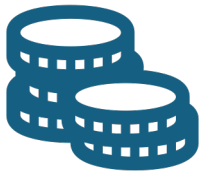
2700 movies.

Top 10 Most Profitable Genres.

- *Action is the most expensive and most profitable genre.*



Introducing Key Movie Profit Metrics.



BUDGET.



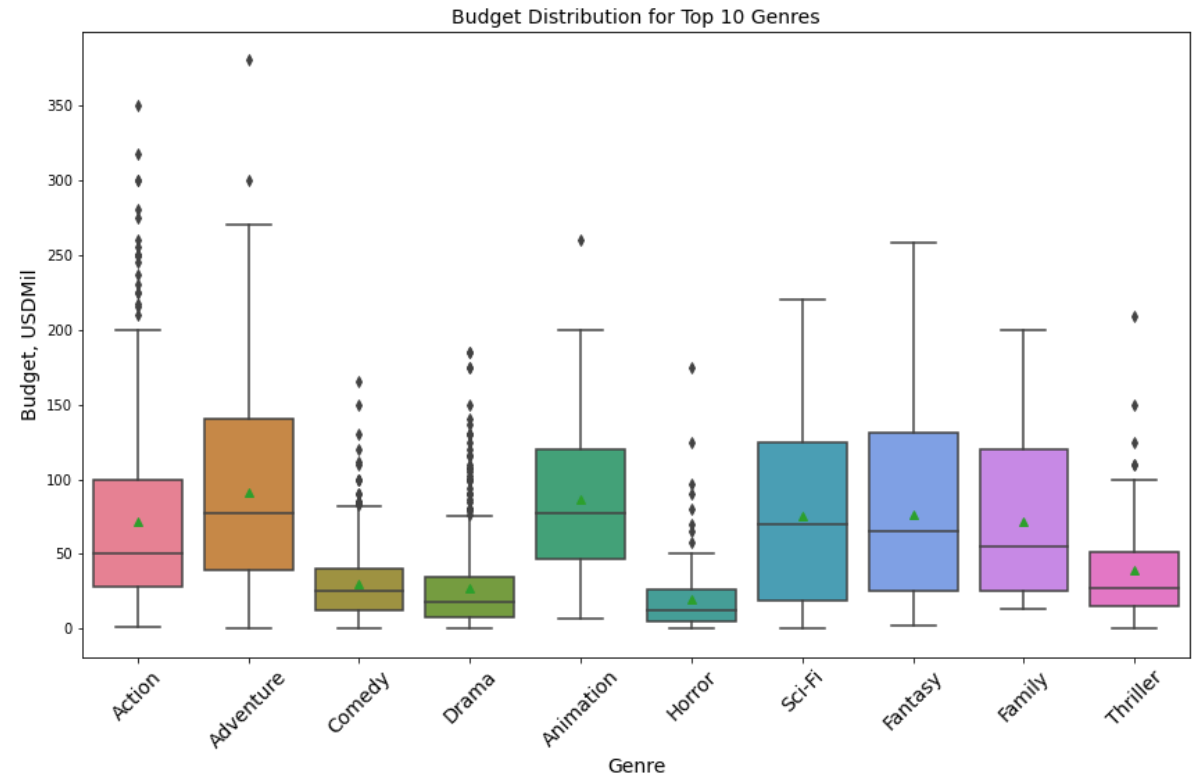
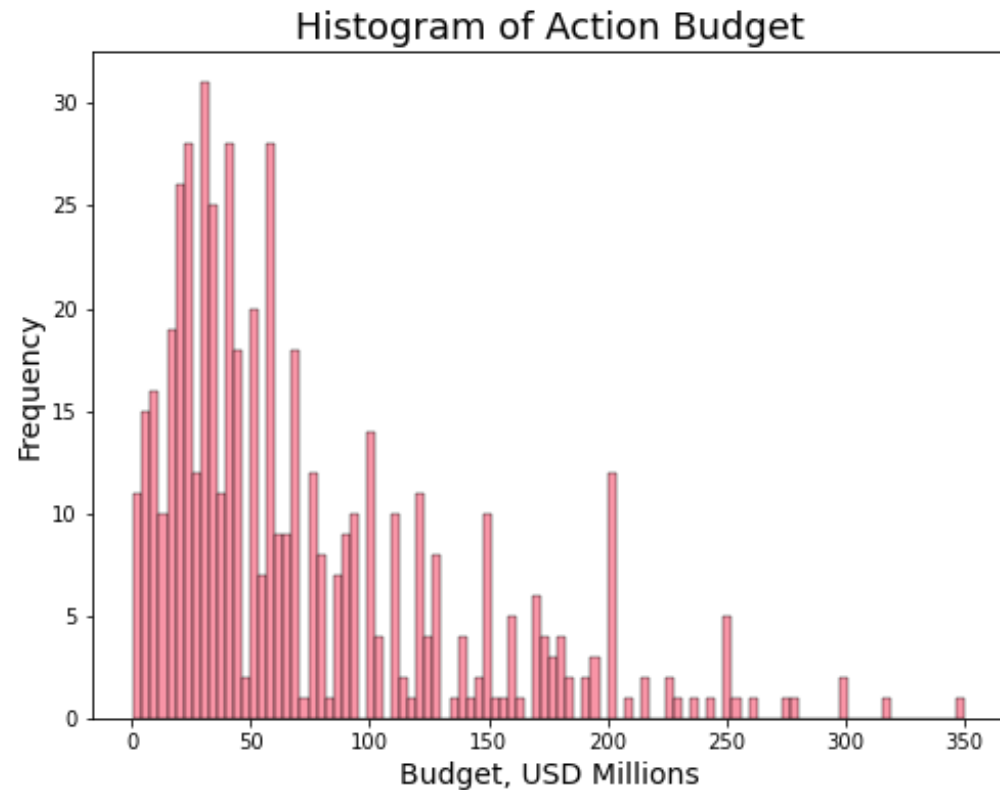
RELEASE TIME.



MOVIE DURATION.

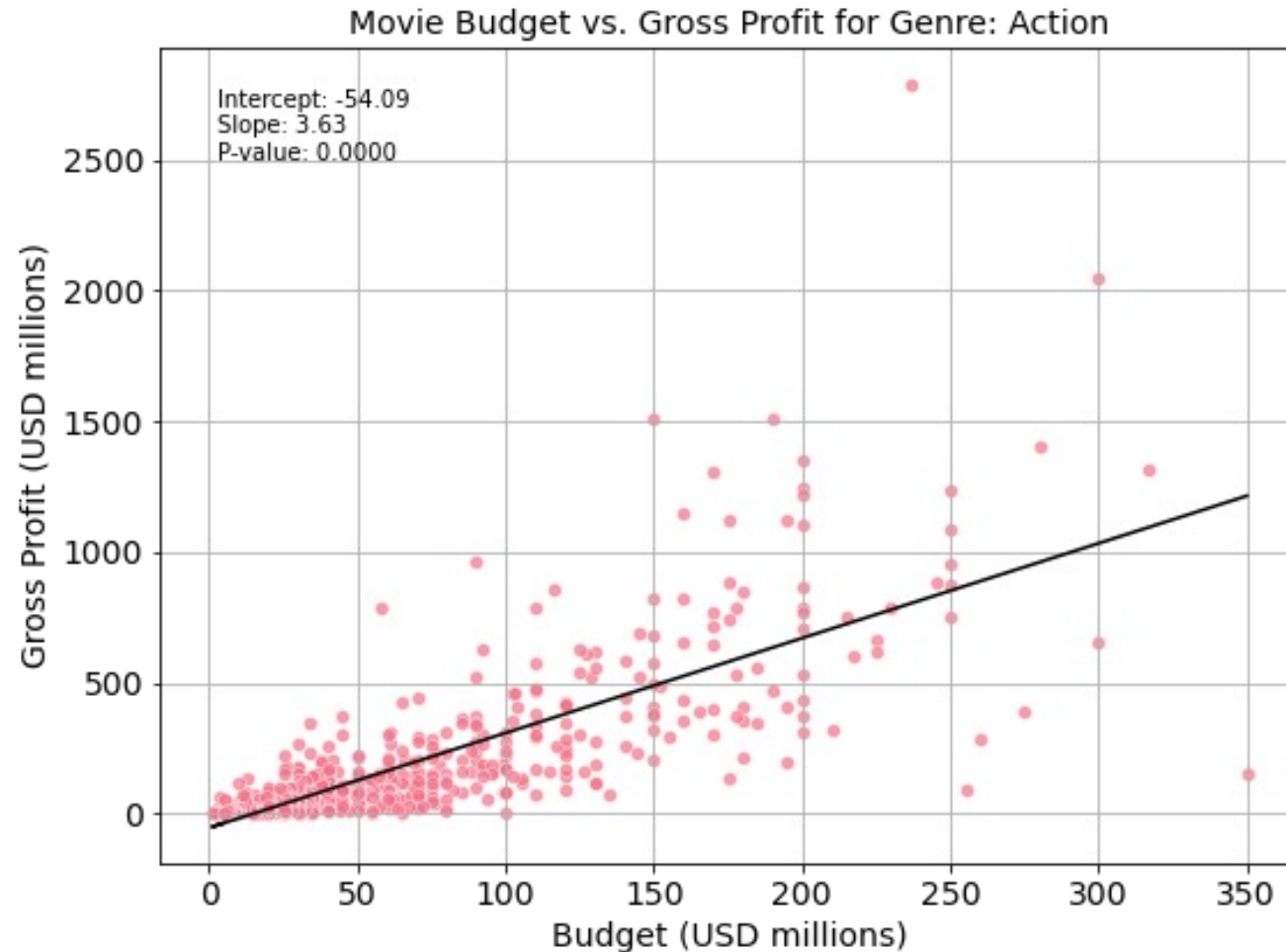
Action: Expensive to Make.

Median Action Budget is 50 millions.



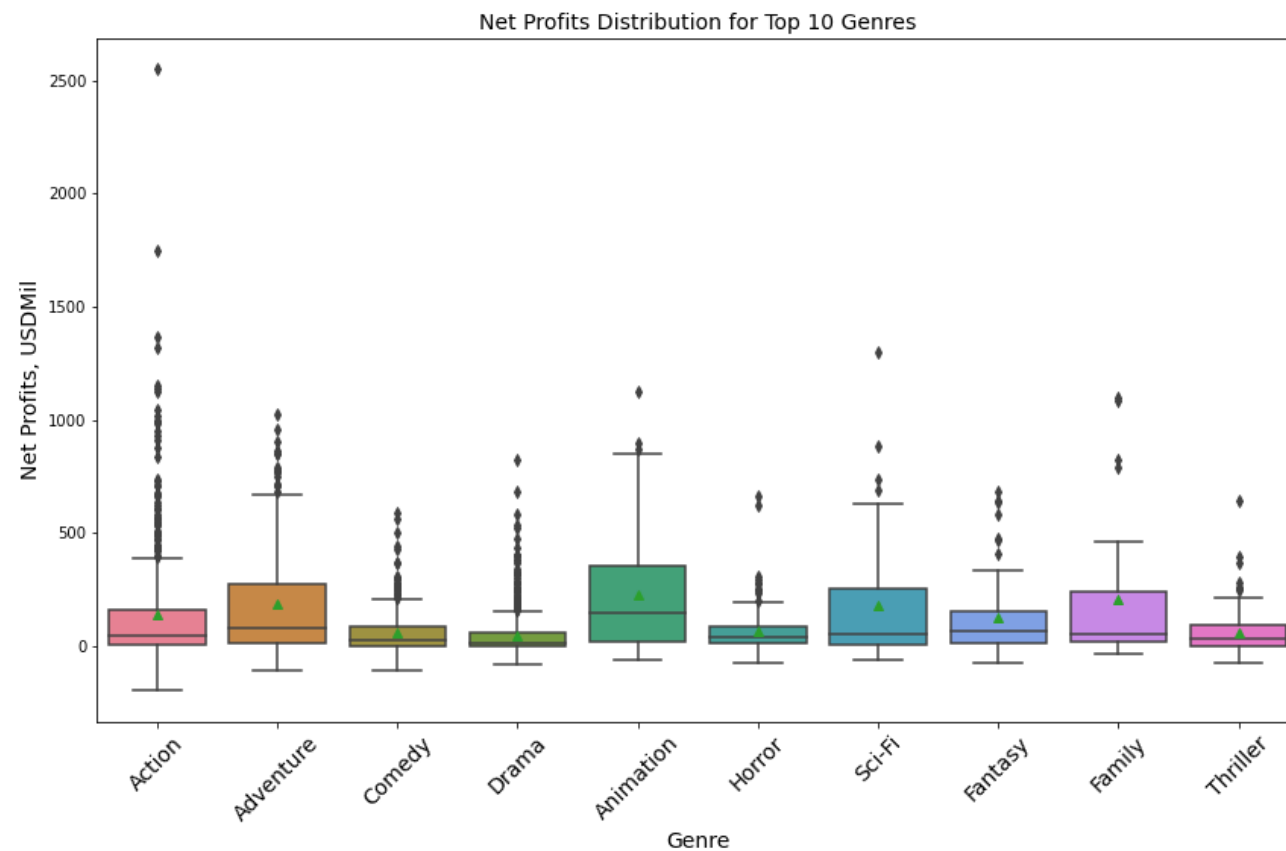
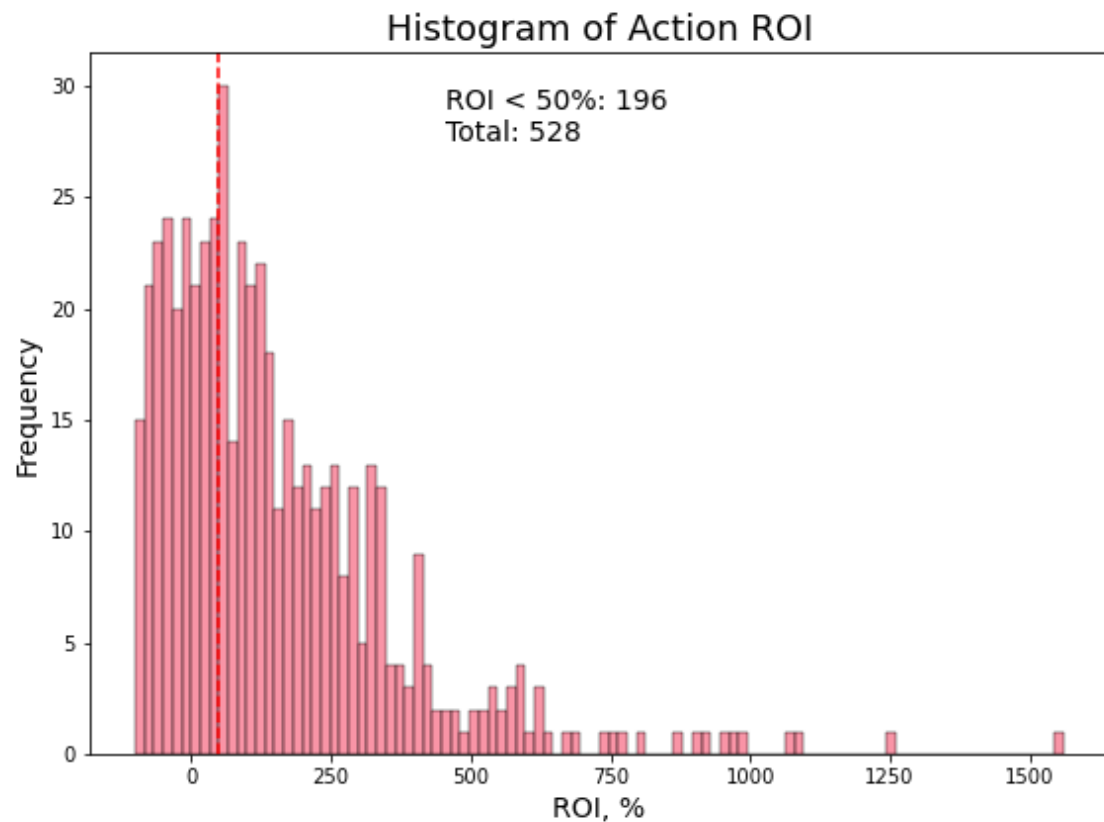
Action: Modelling Expected Profits.

For every million invested, average return is 3.63 millions.

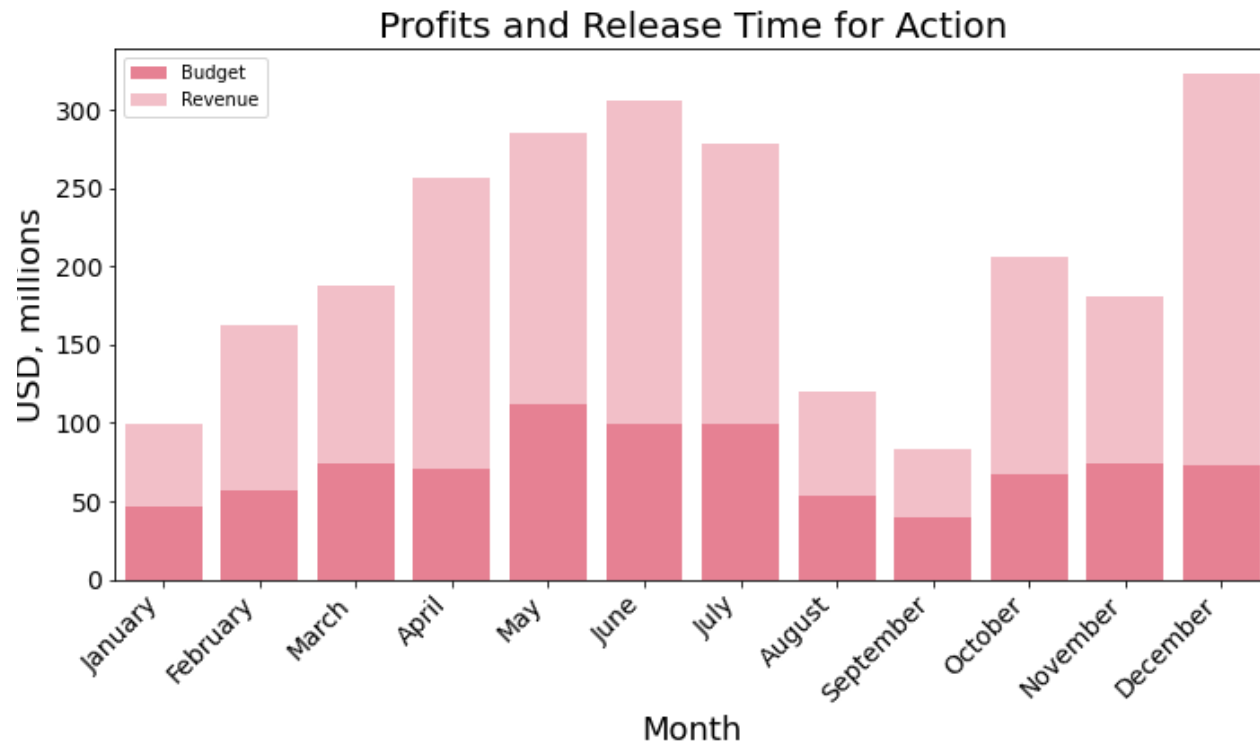


Action: Hight Risk and High Reward.

Action genre has 37% of movies with ROI<50%.

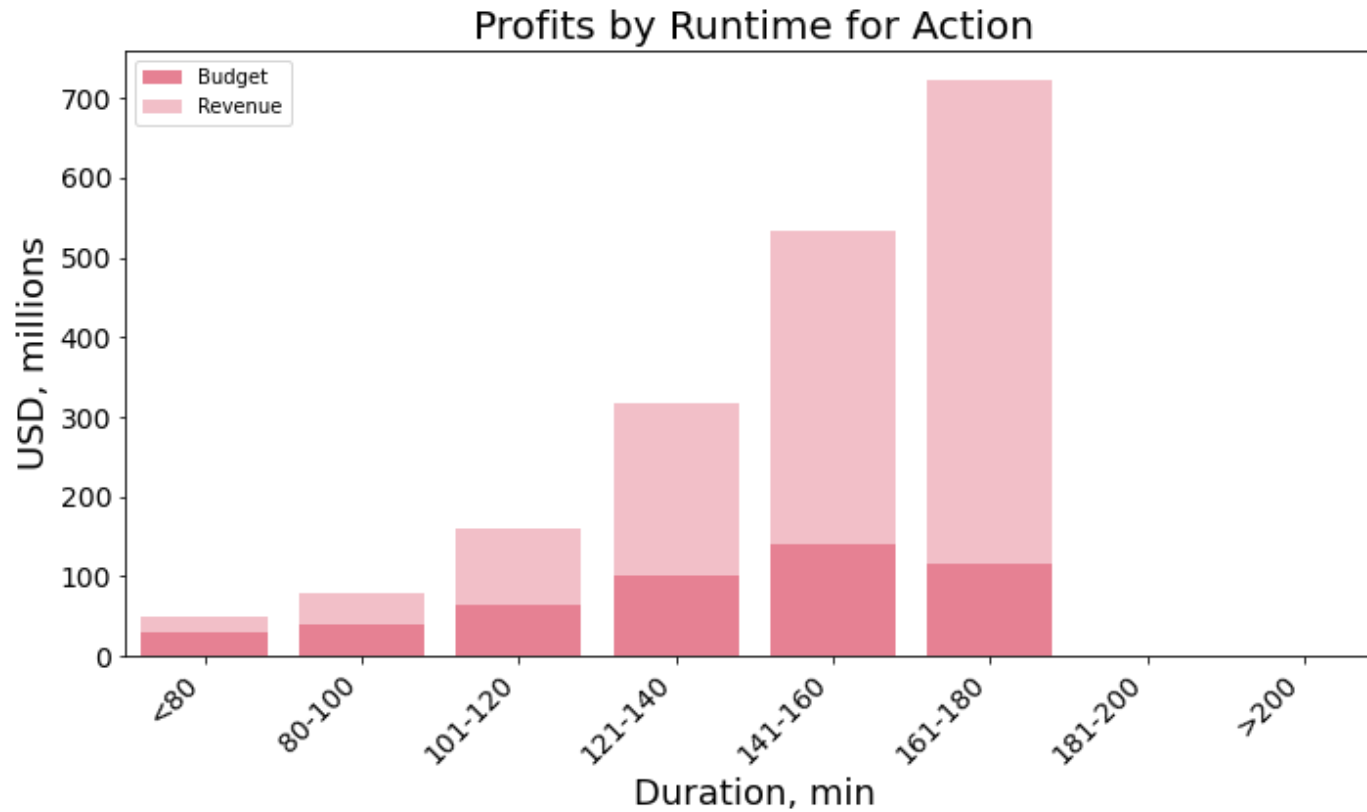


Action: Recommended Release Time.



- *Movies released in summer and holiday season have the largest gross b.o..*

Action: Recommended Movie Duration.



Longer movies perform better in box office.

Action: Conclusion.

Key Feature

Recommended Value

Budget

\$100+ million

Content Rating

PG, PG-13

Release Time

Early Summer, Christmas

Duration

2-3 hours

Subgenres

Adventure, Sci-Fi.

Expected Return Coefficient

3.6

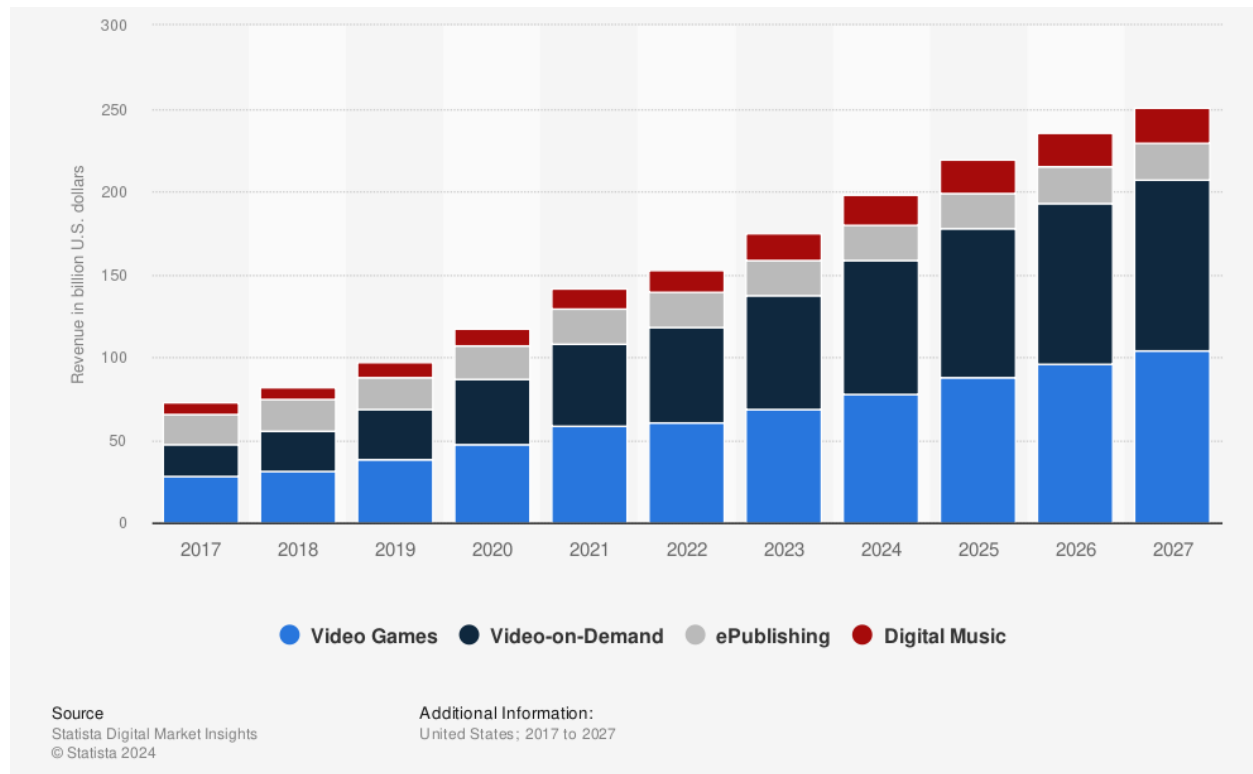
Hire Acclaimed Cast

No

Hire Acclaimed Crew

Yes

Future work.



- Source Better Data.
- Consider Franchise Revenue.
- Consider Movie Streaming Revenue.



Thank you!