

Phase 1 Project

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Flatiron Cohort: 81720-ONL-DS-FT

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The (Beginner) Data Scientist

Leah Pope



About Me

- ❖ Full Time, Online, Flatiron DS Student
- ❖ Alabama native
- ❖ Software Engineering professional
- ❖ Likes software, data, books, and cats

The Business Problem

Microsoft has decided to create a new movie studio

Microsoft Movie Studio (MMS) desires actionable insights into what types of films to create

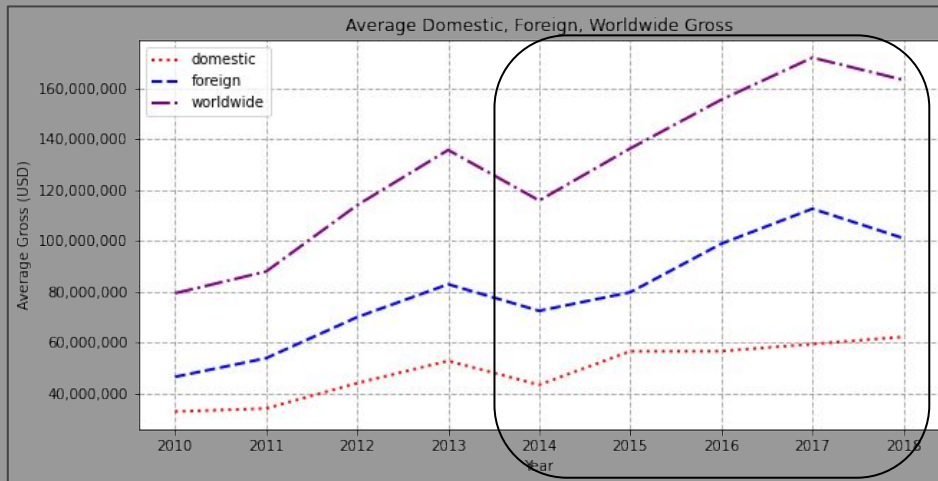
Use data from three major movie info services:

- ★ Box Office Mojo
- ★ IMDb
- ★ Rotten Tomatoes

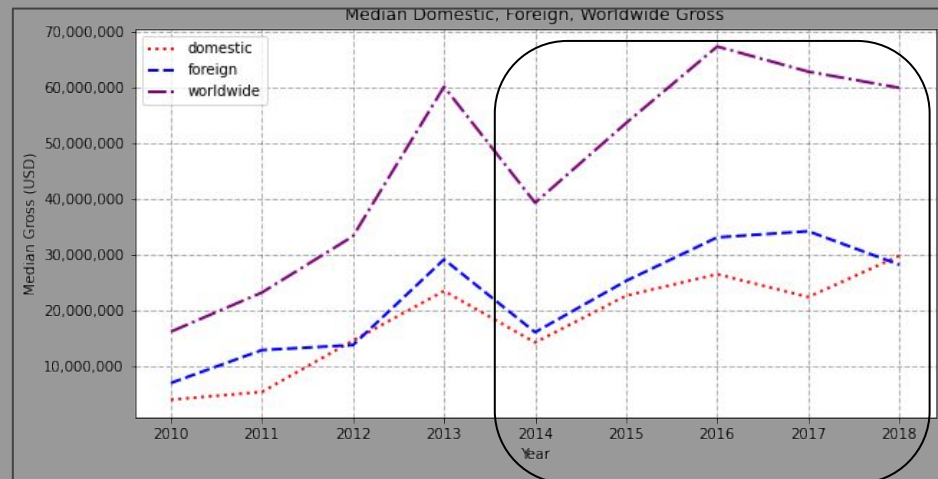


Question 1

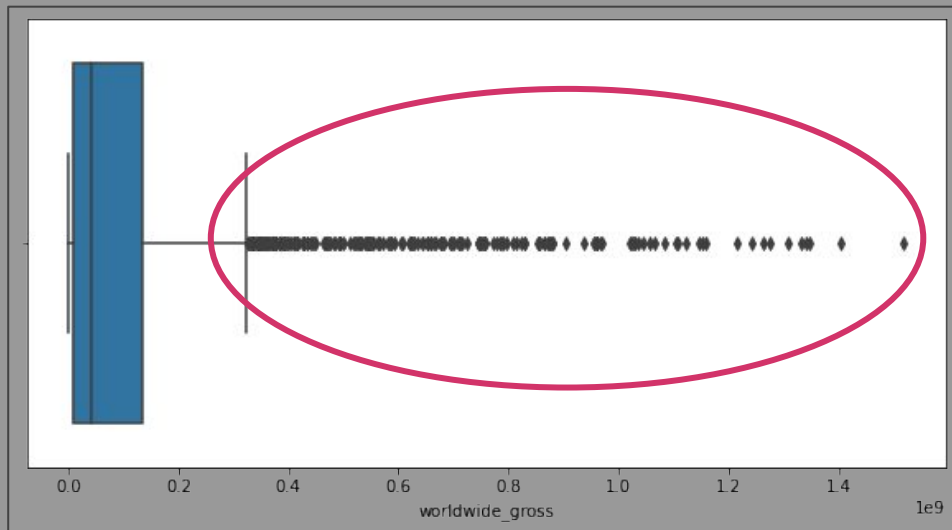
What insights we can gain from gross amount?



**Blockbuster
Goals**



Gross to meet/beat



Why the big difference in goals?

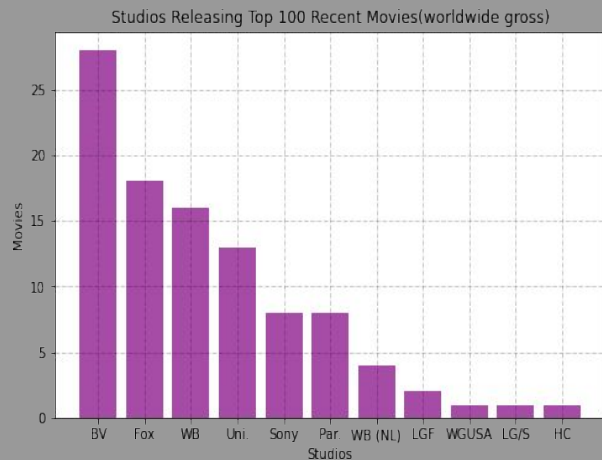
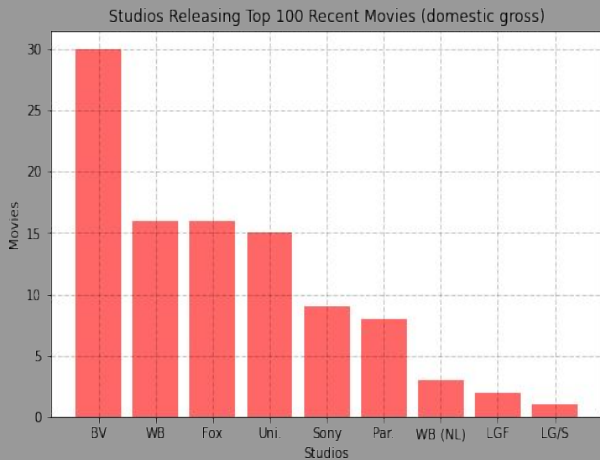
Blockbuster gross numbers

Question 2

Which studios are Worthy Rivals?

Thank you, Simon Sinek!

<https://ideas.ted.com/how-having-the-right-kind-of-rival-can-help-you-thrive-in-a-changing-world/>

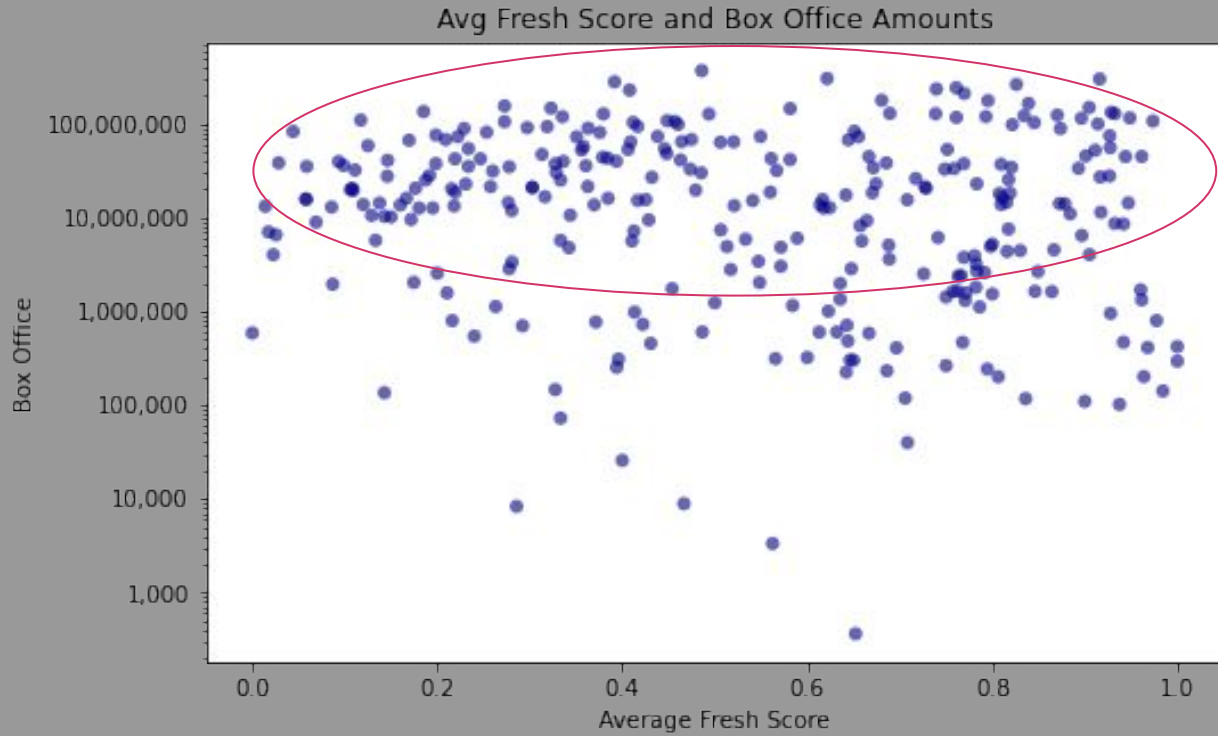


The Ones to Watch

- ★ Buena Vista (BV)
- ★ Warner Brothers (WB)
- ★ Fox
- ★ Universal (Uni)
- ★ Sony
- ★ Paramount (Par.)
- ★ Warner Brothers/New Line (NL)
- ★ Lions Gate Films (LGF)
- ★ LG/S
- ★ HC
- ★ Well Go USA Entertainment (WGUSA)

Question 3

Do critics really count?



No real upwards trend visible

Recommendations Review

- ★ To be competitive, goals should match median gross
- ★ To play big, goals should match average gross
- ★ Focus competition analysis on **11** current major studios
- ★ Ratings and Box Office? No conclusive relationship



Future Work

Gross to Meet or Beat - International Box Office by Regions

Worthy Rivals - Run again with more data

Do Critics Really Count? - Clean up messy critics' ratings

Fresh Ideas - 1) Genre analysis 2) Explore “star-power”

Thank You!

I'd also like to thank ...

- *Fellow Flatiron Cohort members*
- *Instructor [Rafael Carrasco](#) & Ed Coach [Talia Salzberg Horowitz](#)*
- *My Family*

Questions? Reach out!

Appendix

- ❖ Complete Data Analysis on my [GitHub](#)
- ❖ WIP on [GitHub](#)
 - Top Movie Genres analysis
 - *Do Critics Count?* analysis on IMDb ratings

