Deloitte.

Computing Vision Analysis

Gilbert Crew

Our Team

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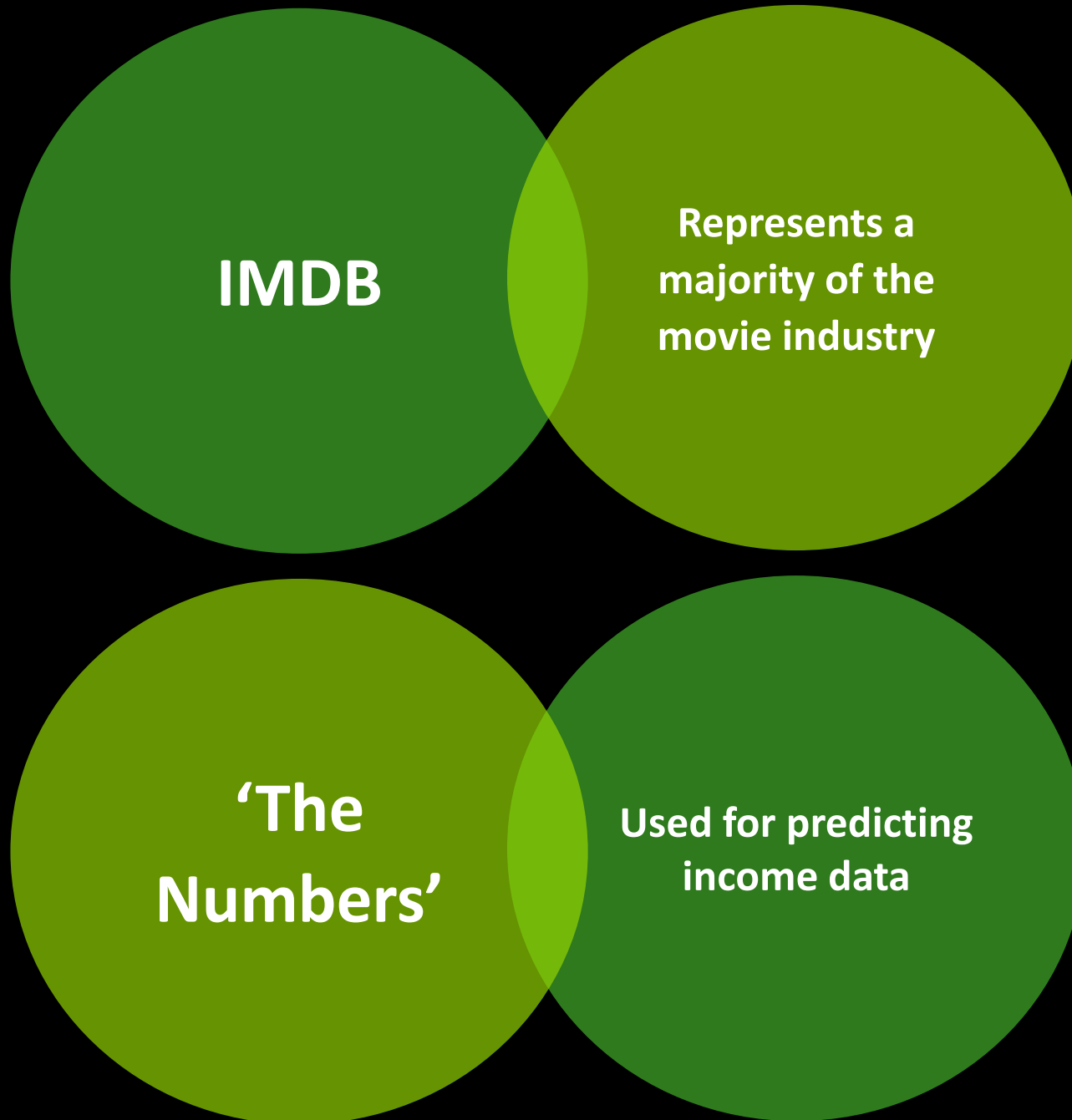
Chris Christensen

Overview

Problem

Big companies are creating original video content and to get in on the fun you have decided to create a new movie studio, but Computing Vision doesn't have much background in creating movies.

Goals

- Explore what types of films are currently doing the best
- Clean and prepare relevant data for analysis
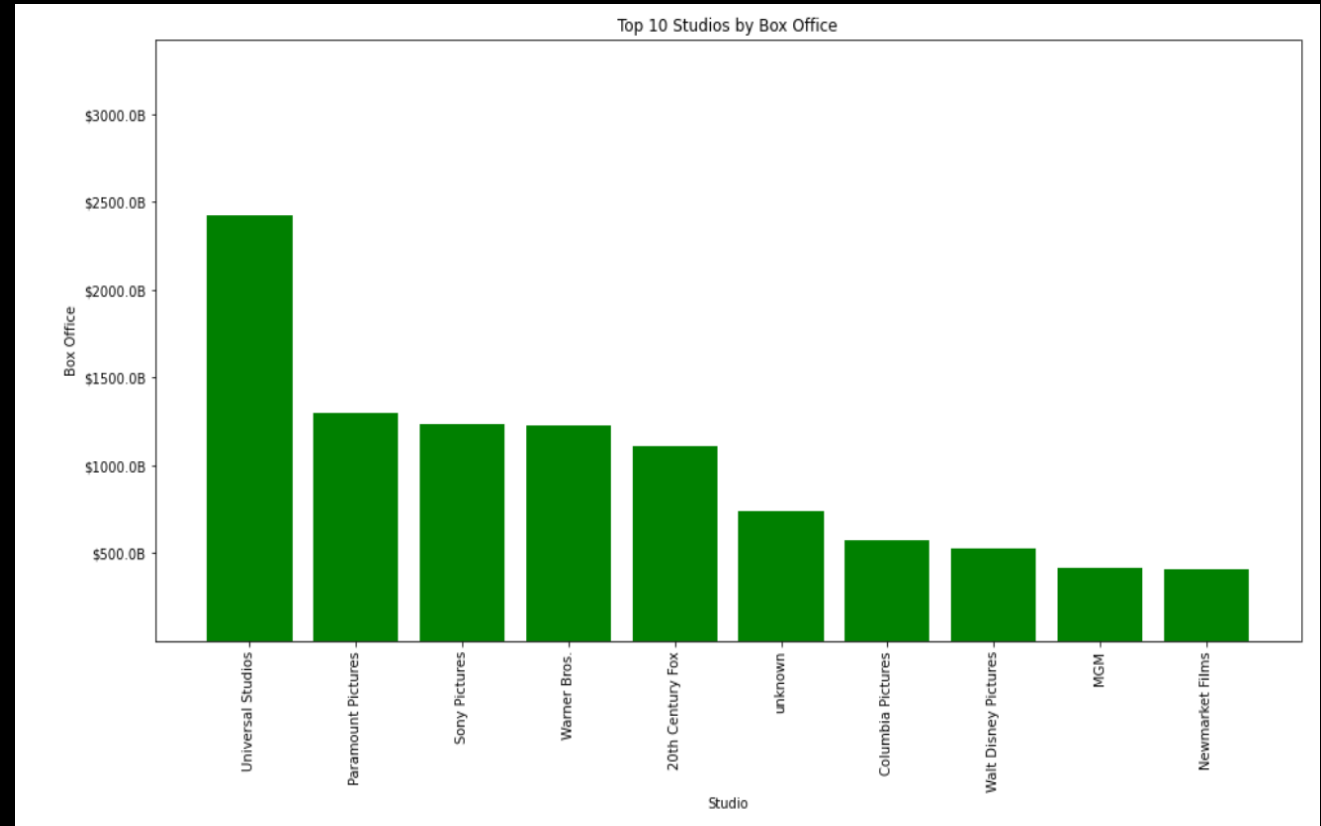- Translate findings into actionable recommendations

Data

IMDB — Represents a majority of the movie industry

'The Numbers' — Used for predicting income data

Why Top 100 Movies?

Summary: Studios graph by box office show us what the competitor studios are making based off box office data

Key Finding:

- **Data had a lot of missing values**
- **Missing movie titles**
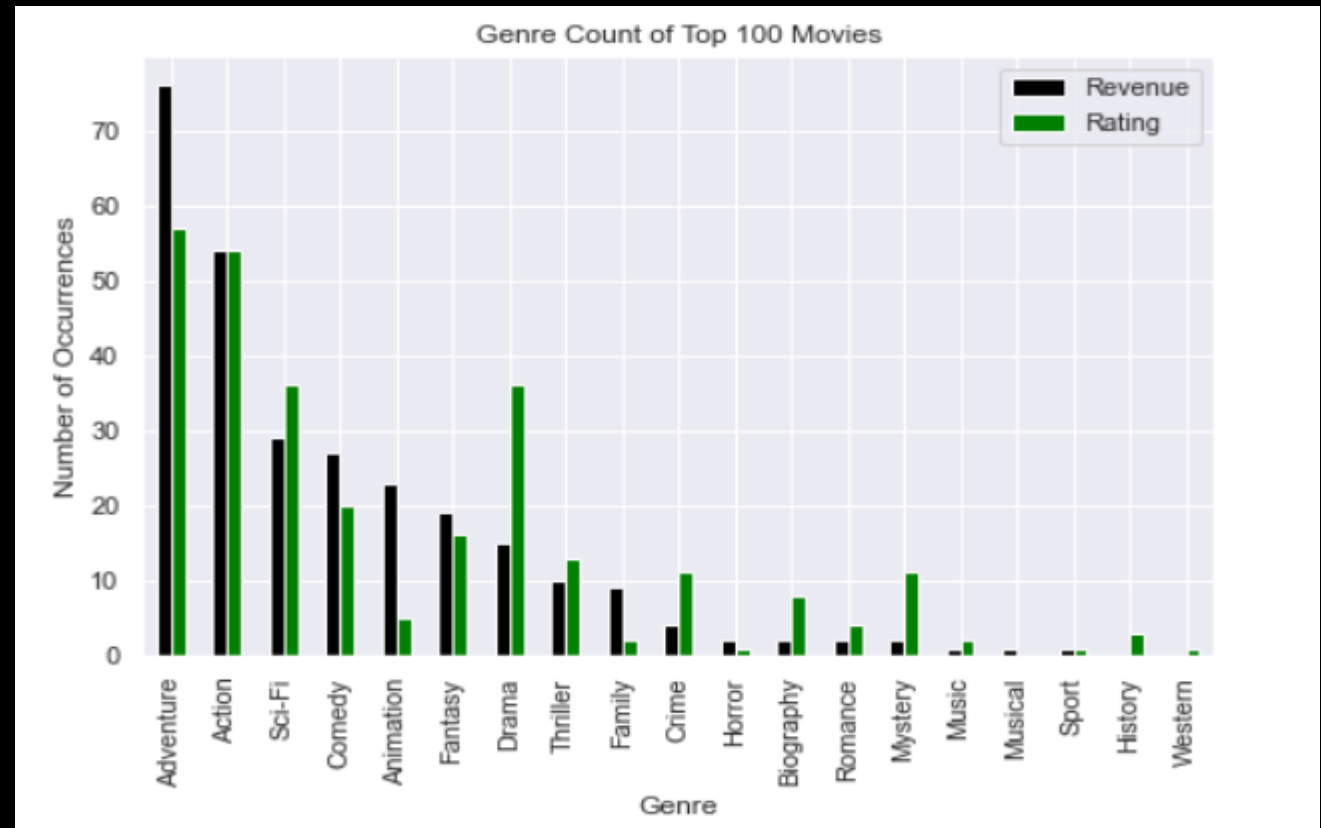- **Not representative of industry**

Genre

Summary: Our objective was to find the difference in rating and revenue based on genre

Key Finding:

- Most successful genre Action & Adventure movies
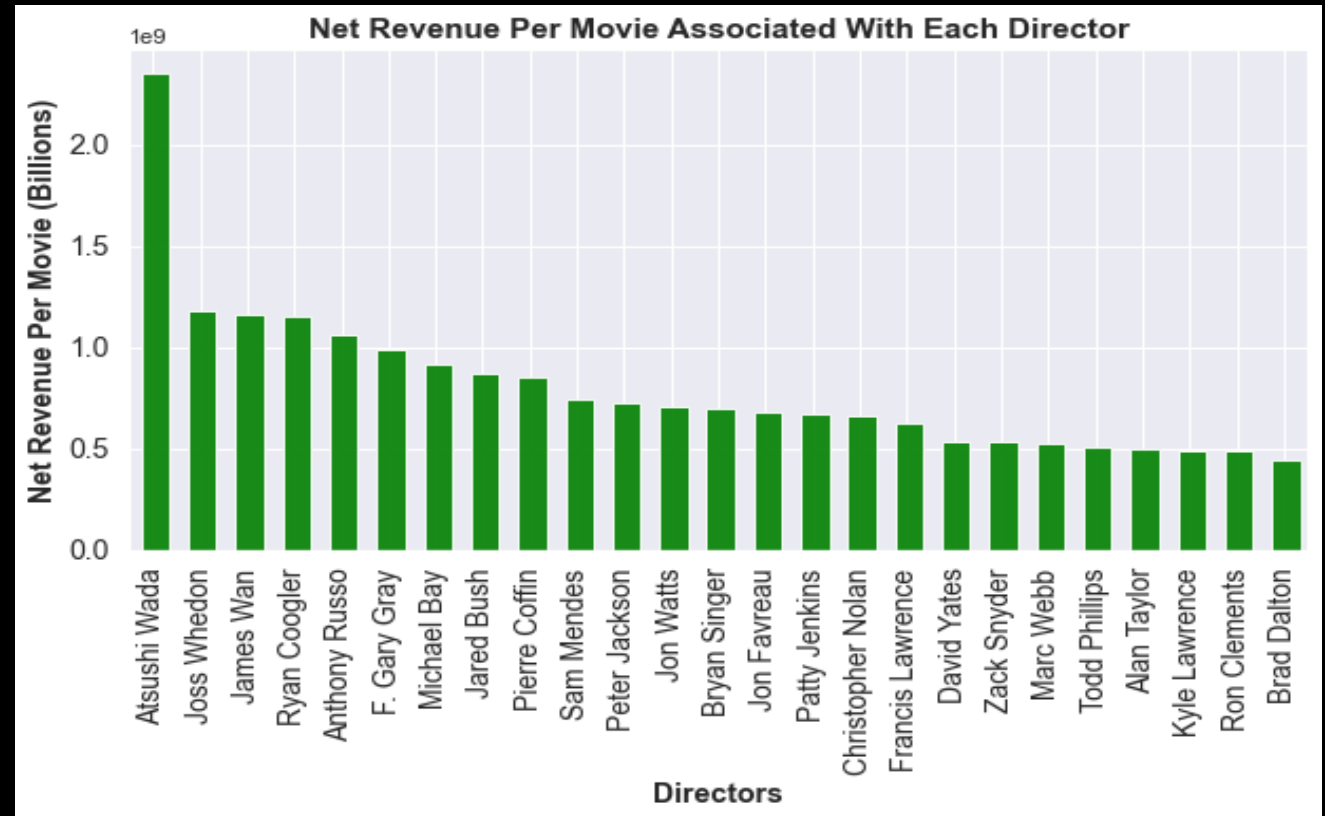- Least successful genre Western, History, Sport & Musical movies

Genre Count of Top 100 Movies

Principal Team
Directors

Summary: **Summary**: It is recommended to choose principals who have a high net revenue per movie in the top 100 movies.

Key Findings:

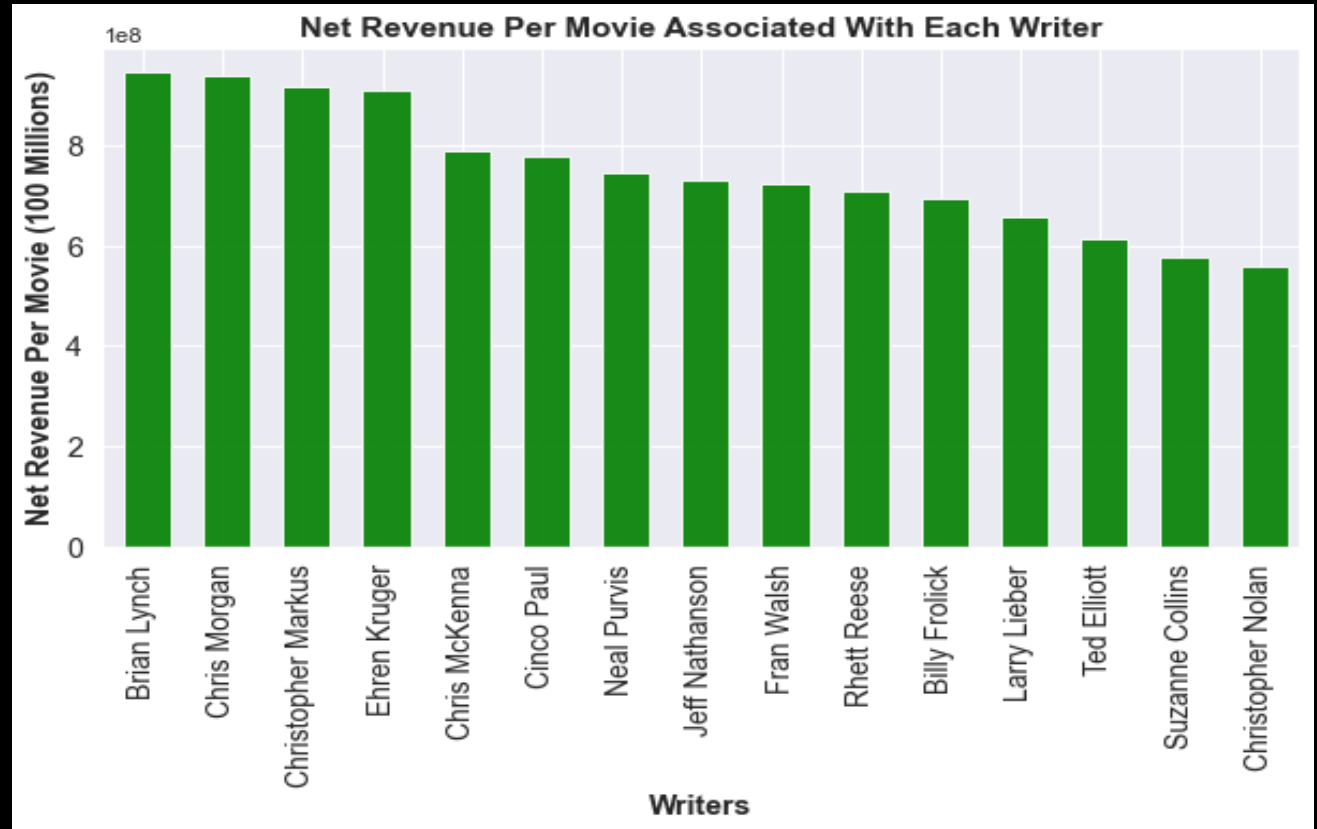- Suggested directors: Josh Whedon, James Wan, and Ryan Coogler

Net Revenue Per Movie Associated With Each Director

Principal Team
Writers

Summary: It is recommended to choose principals who have a high net revenue per movie in the top 100 movies.

Key Findings:

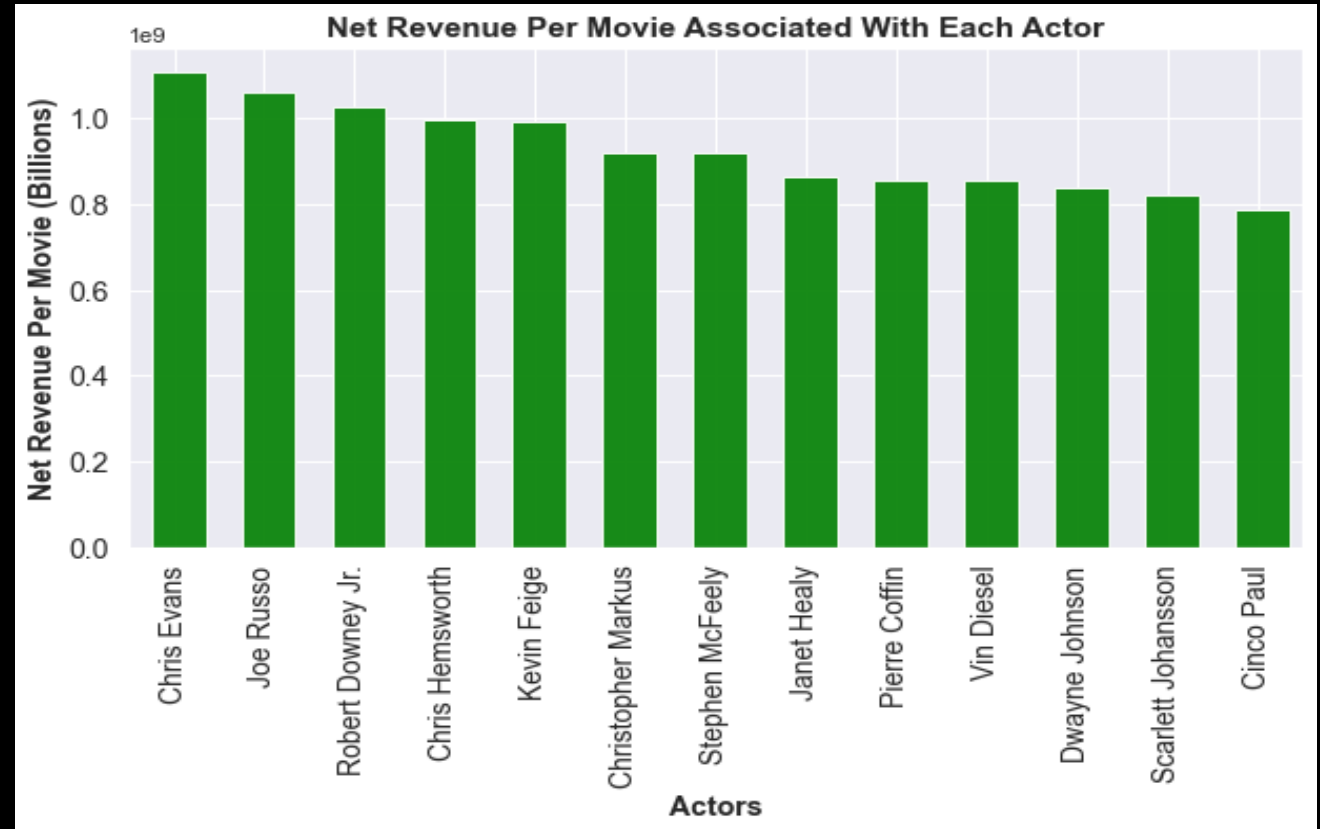- Suggested writers: Brian Lynch, Chris Morgan, and Christopher Markus

Net Revenue Per Movie Associated With Each Writer

Principal Team

Actors

Summary: It is recommended to choose principals who have a high net revenue per movie in the top 100 movies.

Key Findings:

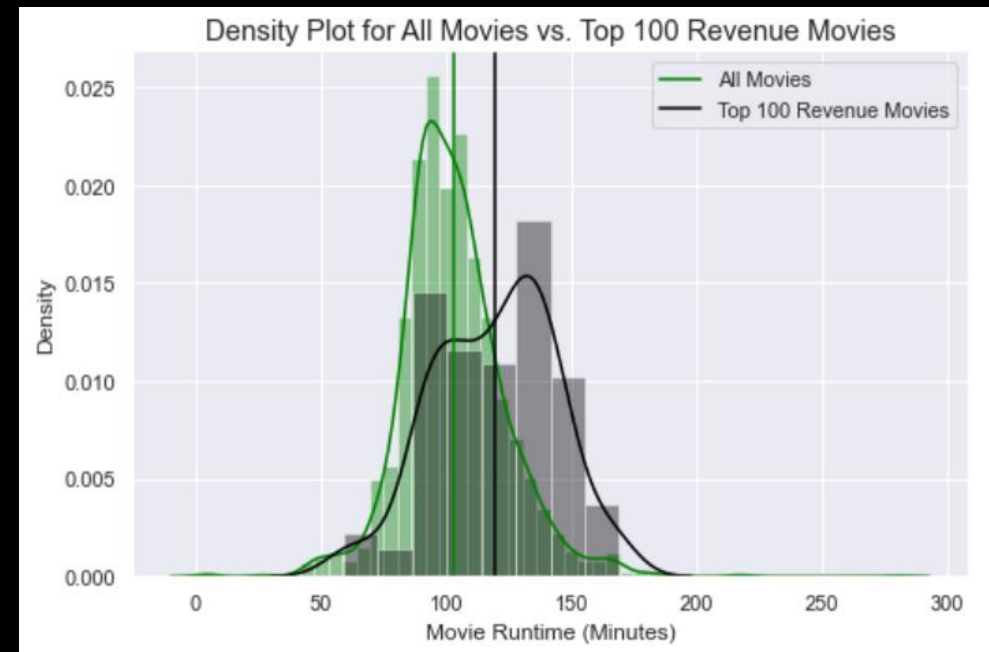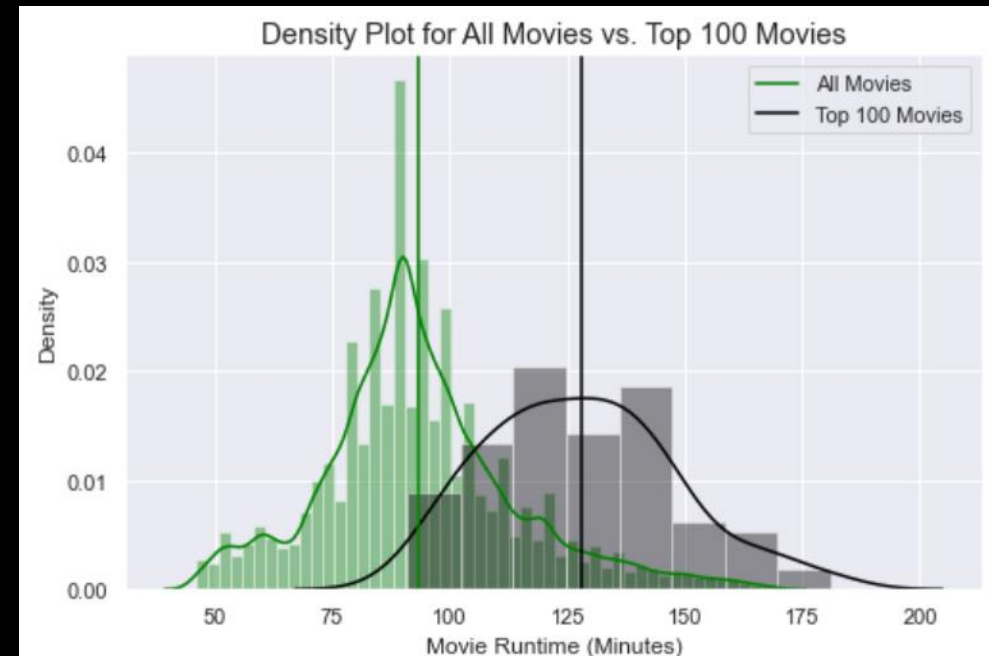- Suggested Actors: Chris Evans, Robert Downing Jr., and Chris Hemsworth

Movie Length

Summary: Our objective was to find out an observable trait that top movies had over the other movies.

Key Findings:

- Movie run time is greater for top rated movies

- Movie run time is greater for highest netting films

Recommendations

Genre

Key Findings:
- Most successful Action & Adventure movies
- Least successful Western, History, Musical, and Sports movies

Principal Team

Key Findings:
- Suggested Directors: Josh Whedon, James Wan, and Ryan Coogler
- Suggested Writers: Brian Lynch, Chris Morgan, and Christopher Markus
- Suggested Actors: Chris Evans, Robert Downing Jr., and Chris Hemsworth

Movie Length

Key Findings:
- Run time is greater for top rated movies
- Run time is greater for highest netting films
- Aim to have runtime around 118-130 minutes