Deloitte.

Computing Vision Analysis

Gilbert Crew

Our Team

Ryan Burger

Hannah Bowman

Telma Ashton

Reece Boyce
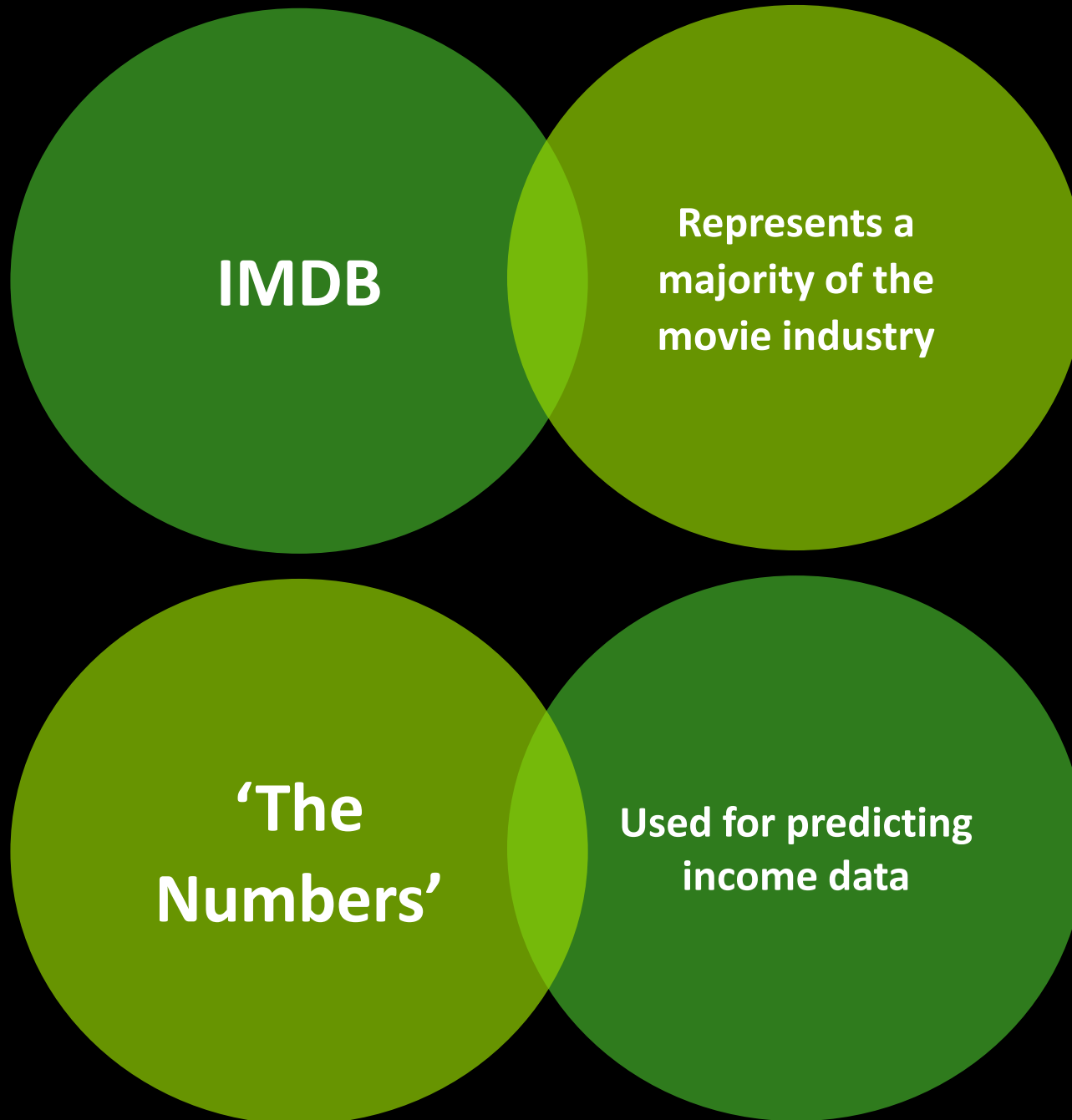
Chris Christensen

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
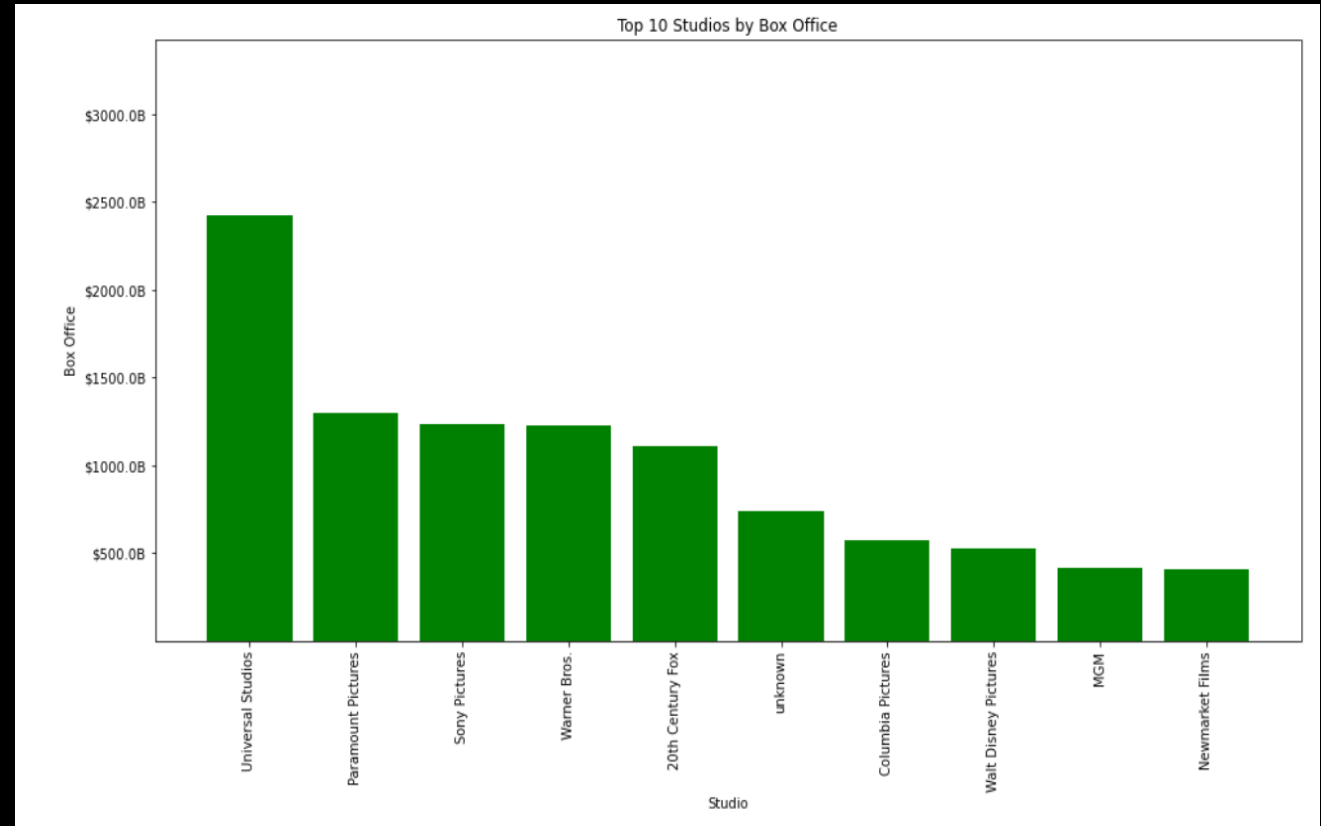• Translate findings into actionable recommendations

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 Findings:

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

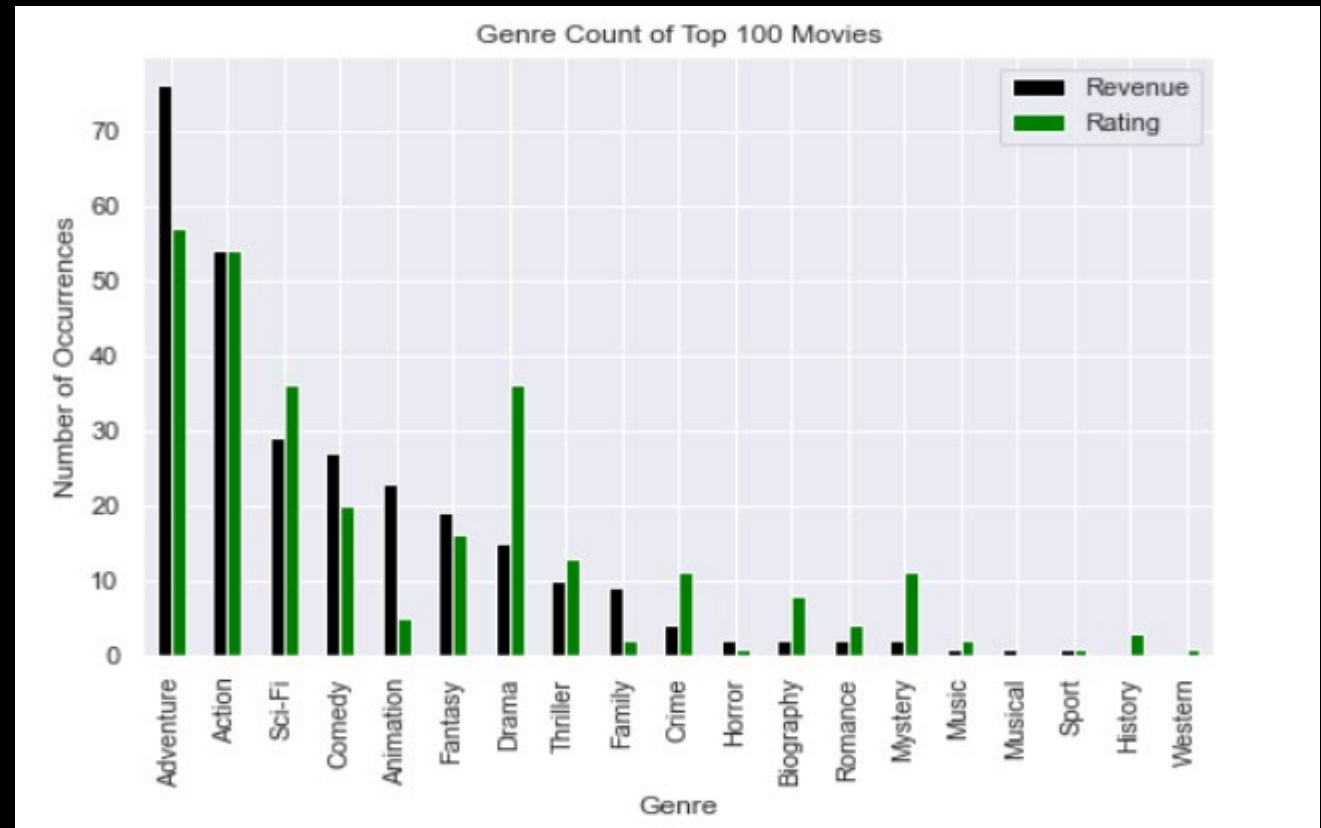

Top 10 Studios by Box Office

Genre

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

Key Findings:

- Most successful genre Action & Adventure movies

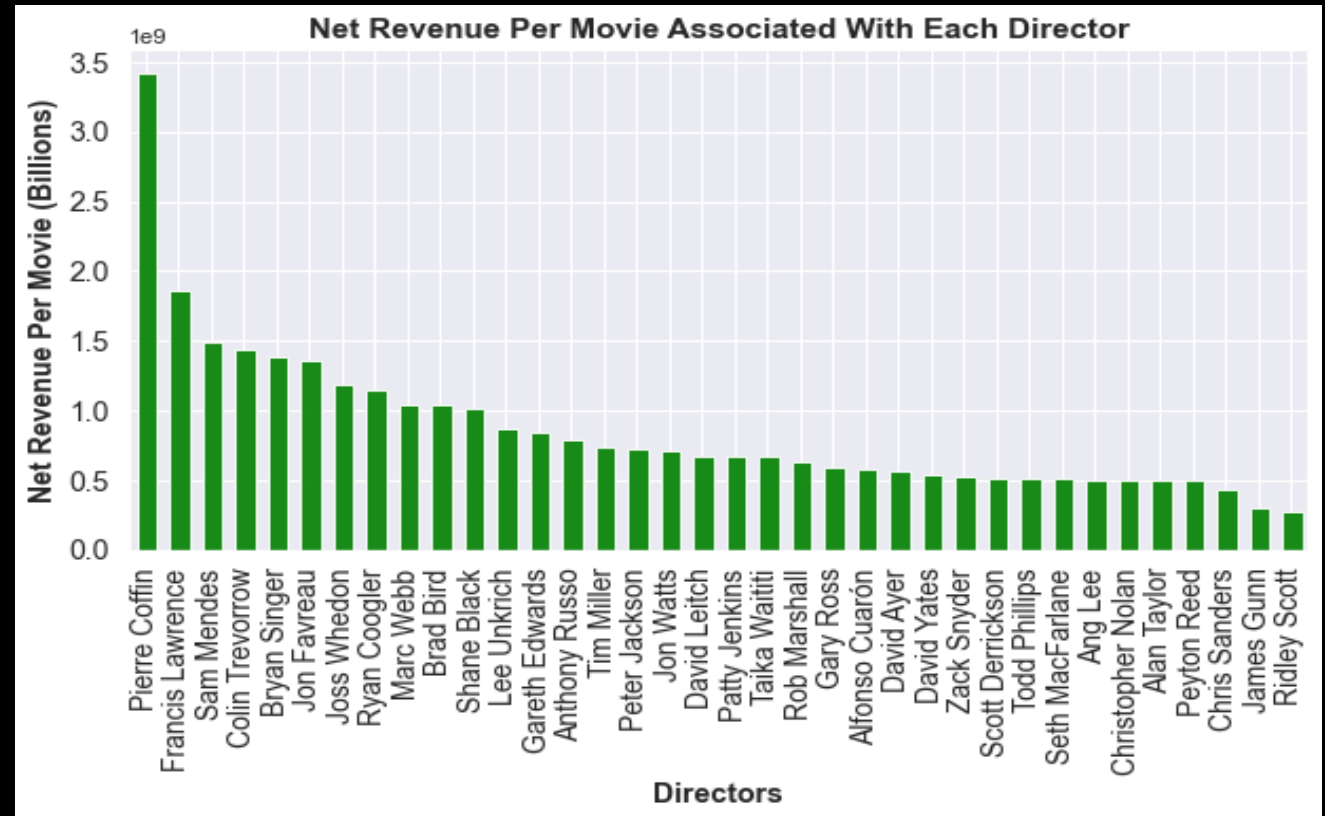- Least successful genre Western, History, Sport & Musical movies

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:

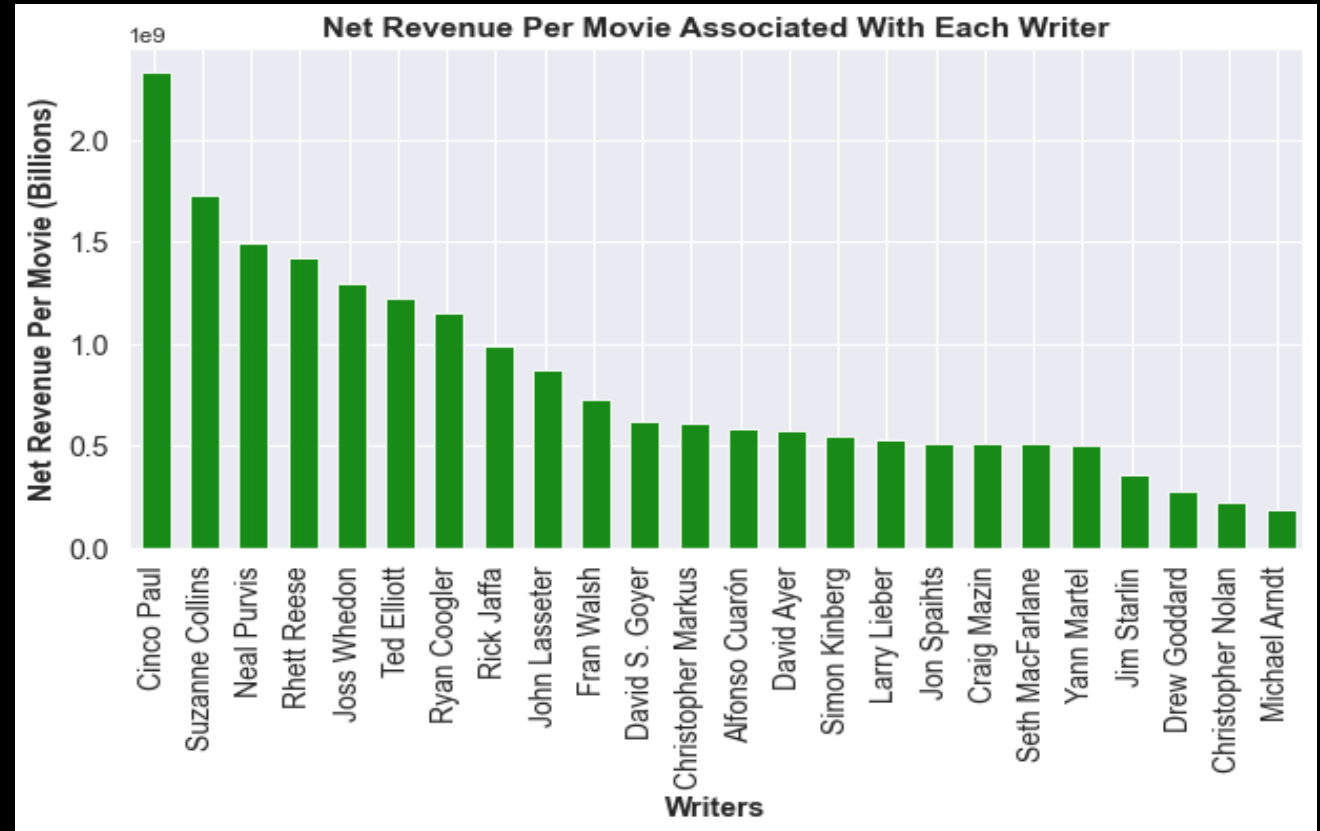- Suggested directors: Pierre Coffin, Francis Lawrence, and Sam Mendes

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:

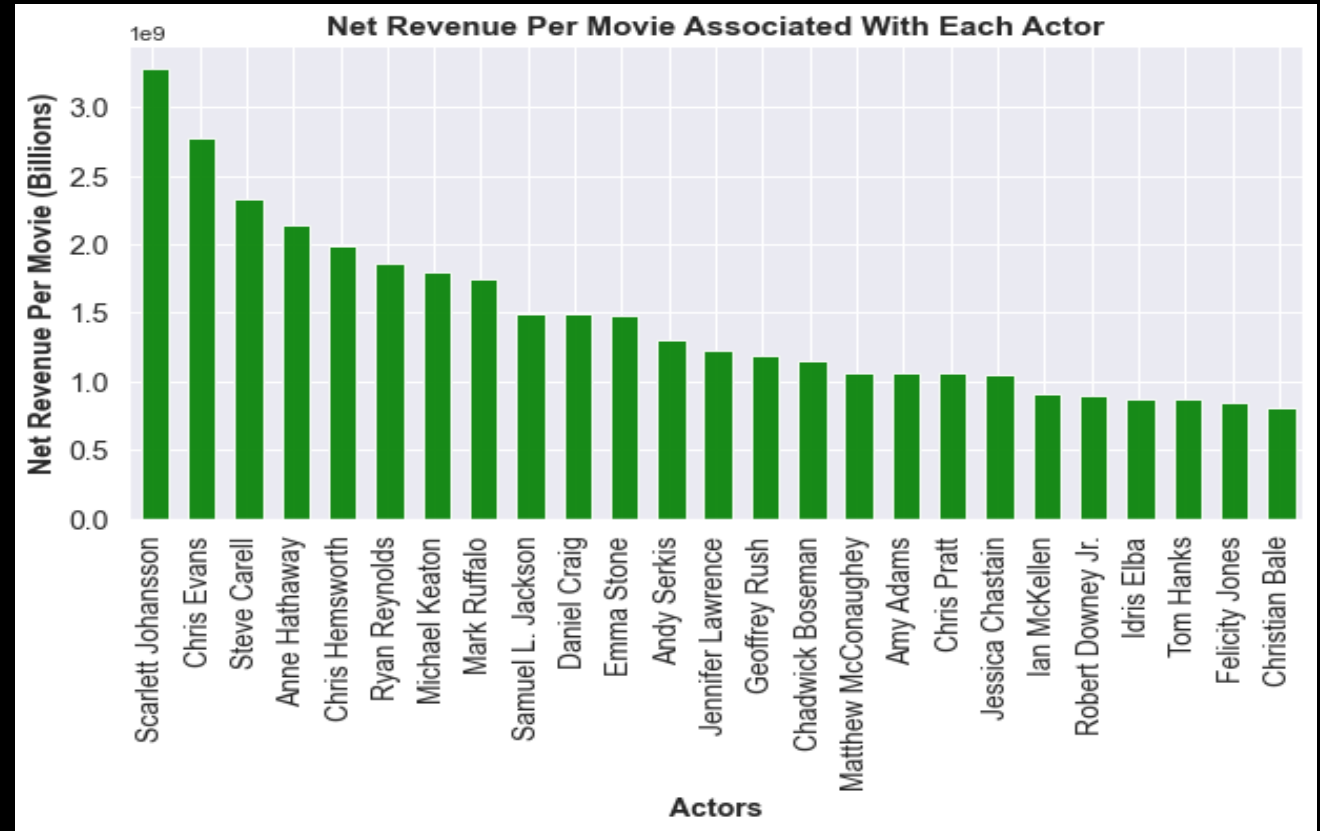- Suggested writers: Cinco Paul, Suzanne Collins, and Neal Purvis

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:

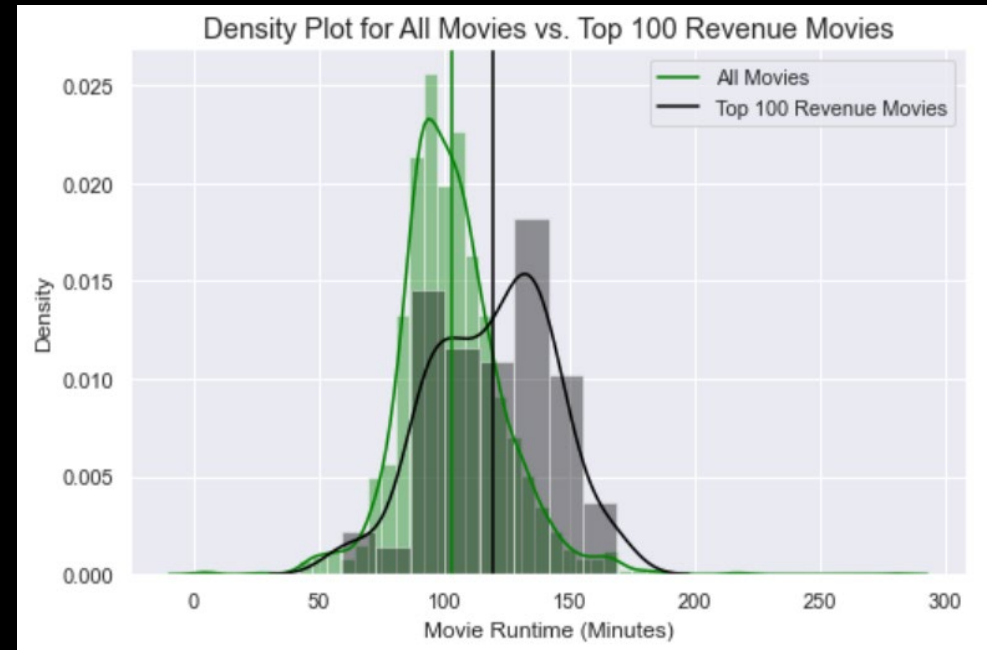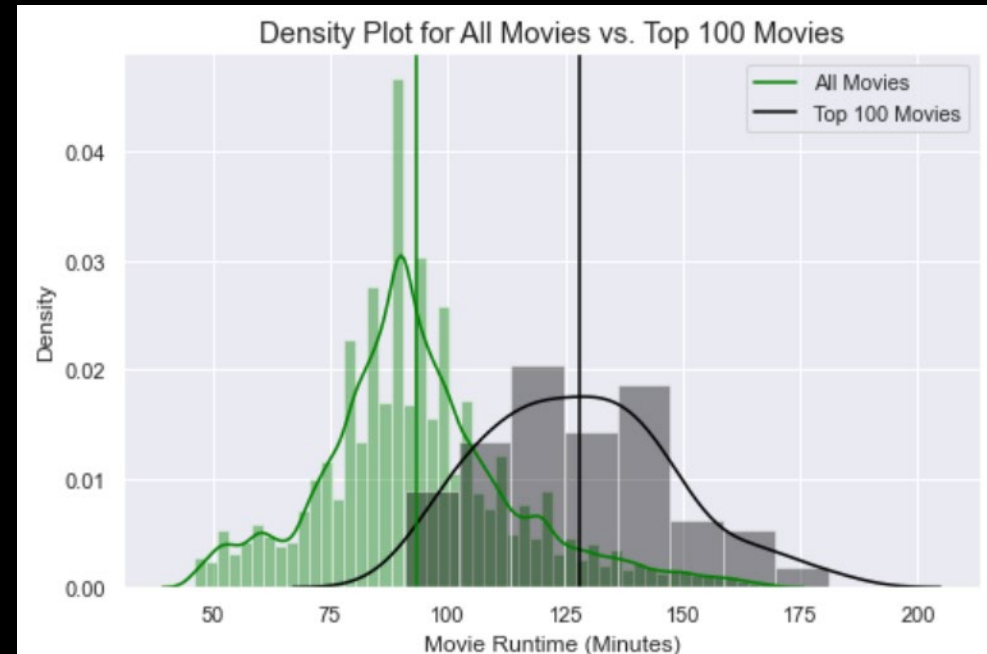- Suggested Actors/Actresses: Scarlett Johansson, Chris Evans, and Steve Carell

Net Revenue Per Movie Associated With Each Actor

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

Density Plot for All Movies vs. Top 100 Movies

Density Plot for All Movies vs. Top 100 Revenue Movies

Recommendations

Genre

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

Principal Team

Key Findings:
- Suggested Directors: Pierre Coffin, Francis Lawrence, and Sam Mendes
- Suggested Writers: Cinco Paul, Suzanne Collins, and Neal Purvis
- Suggested Actors/ Actresses: Scarlett Johansson, Chris Evans, and Steve Carell

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