



Deloitte.

Computing Vision Analysis

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Our Team



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Overview



Problem

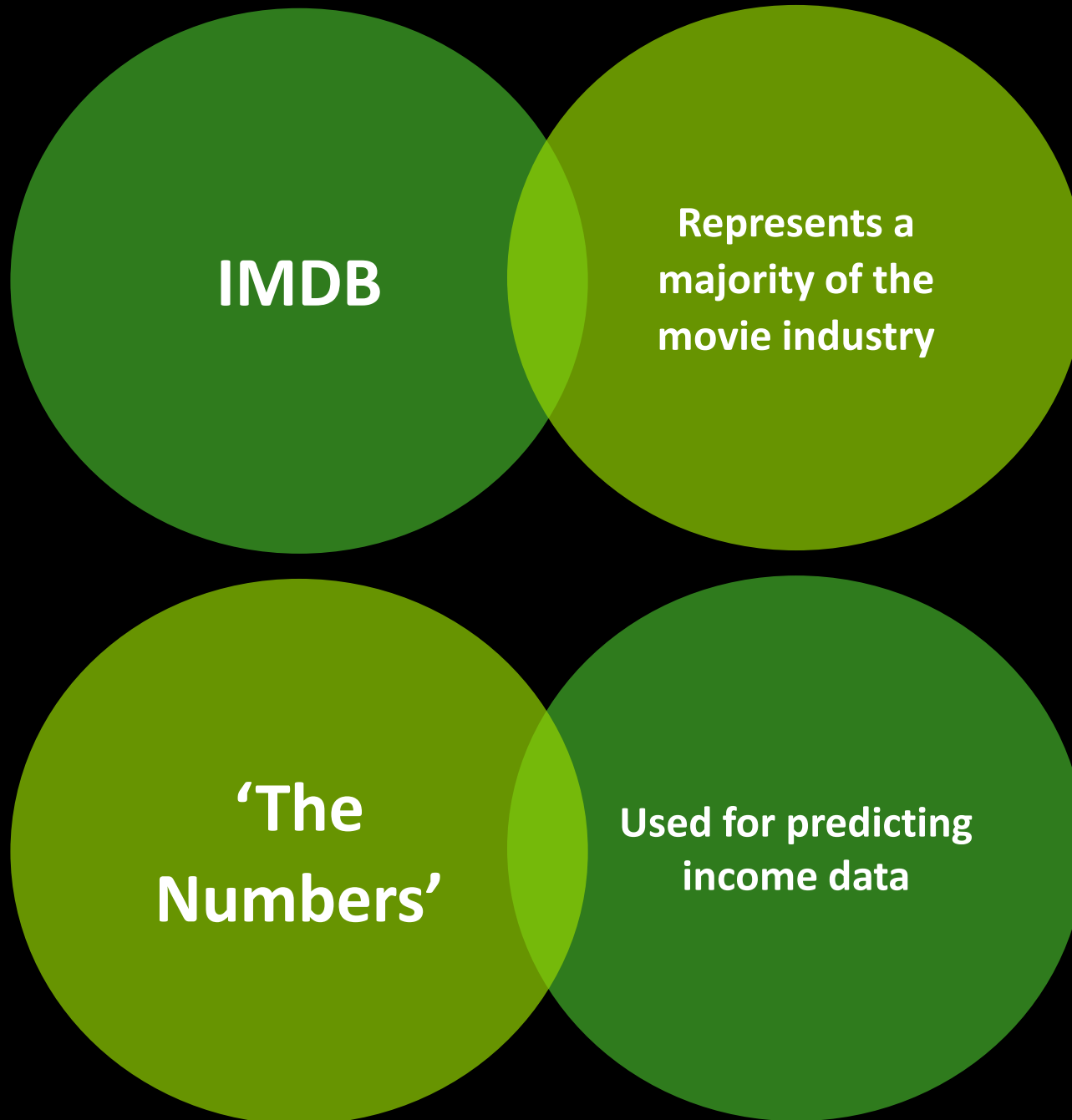
Big companies are creating original video content and to get in on the fun you have decided to create a new movie studio, but Computing Vision doesn't have much background in creating movies.



Goals

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

Data

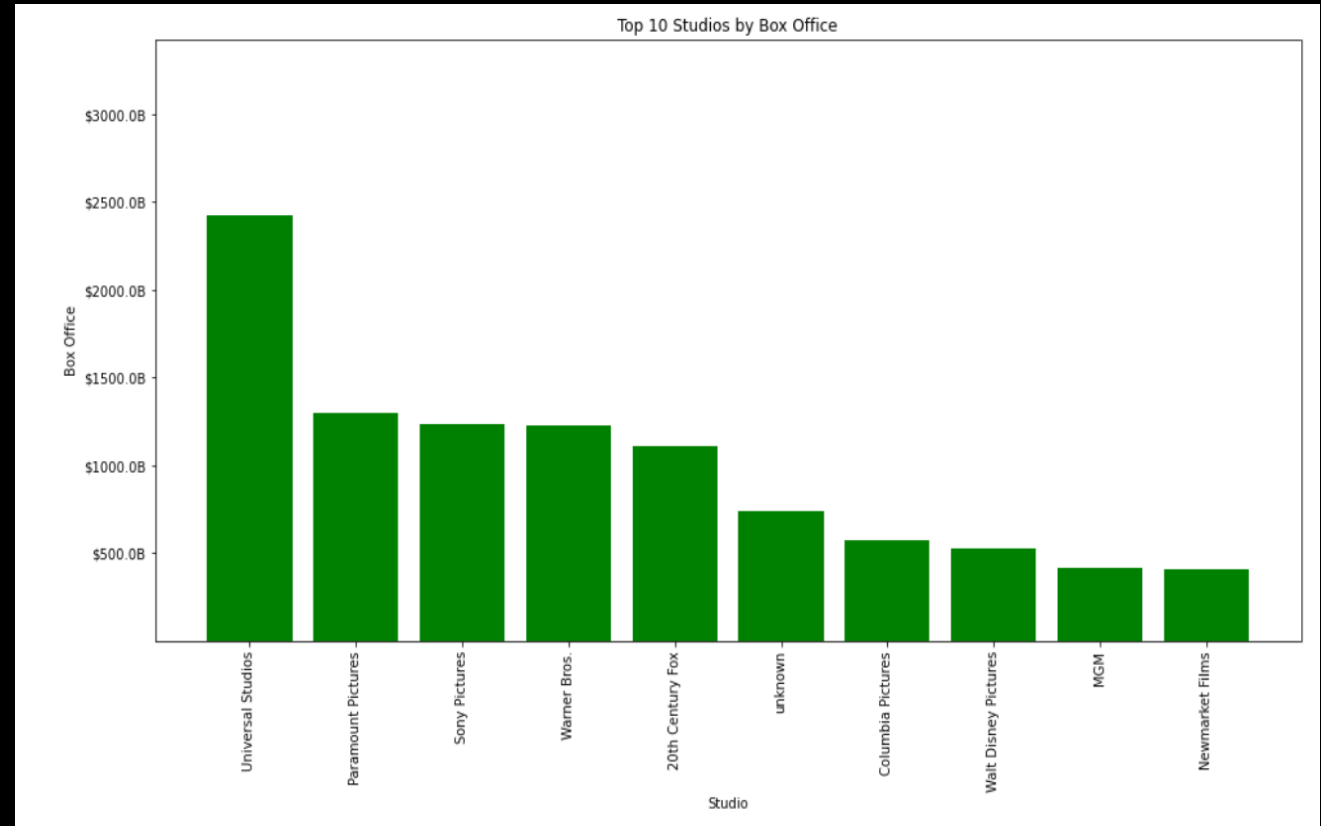


Why Top 100 Movies?

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

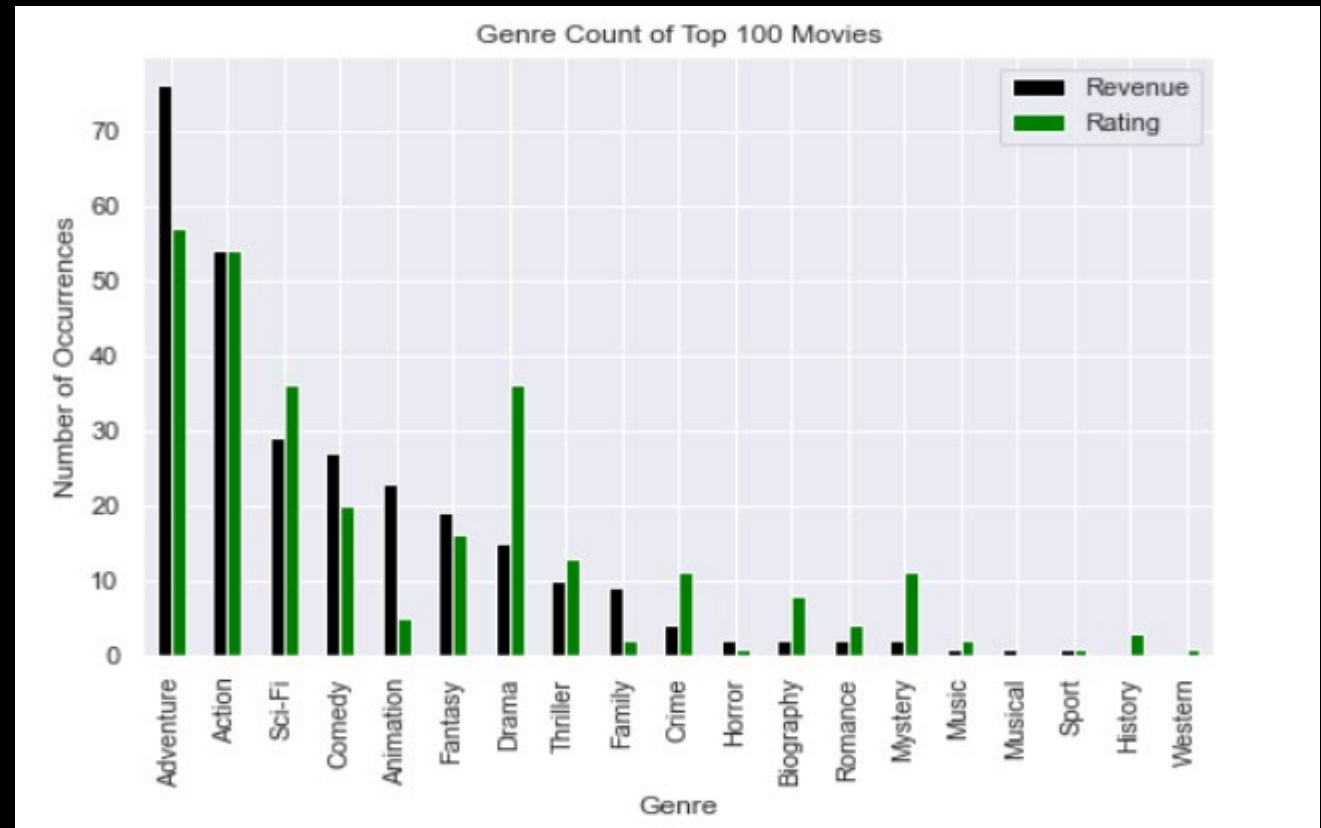


Genre

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



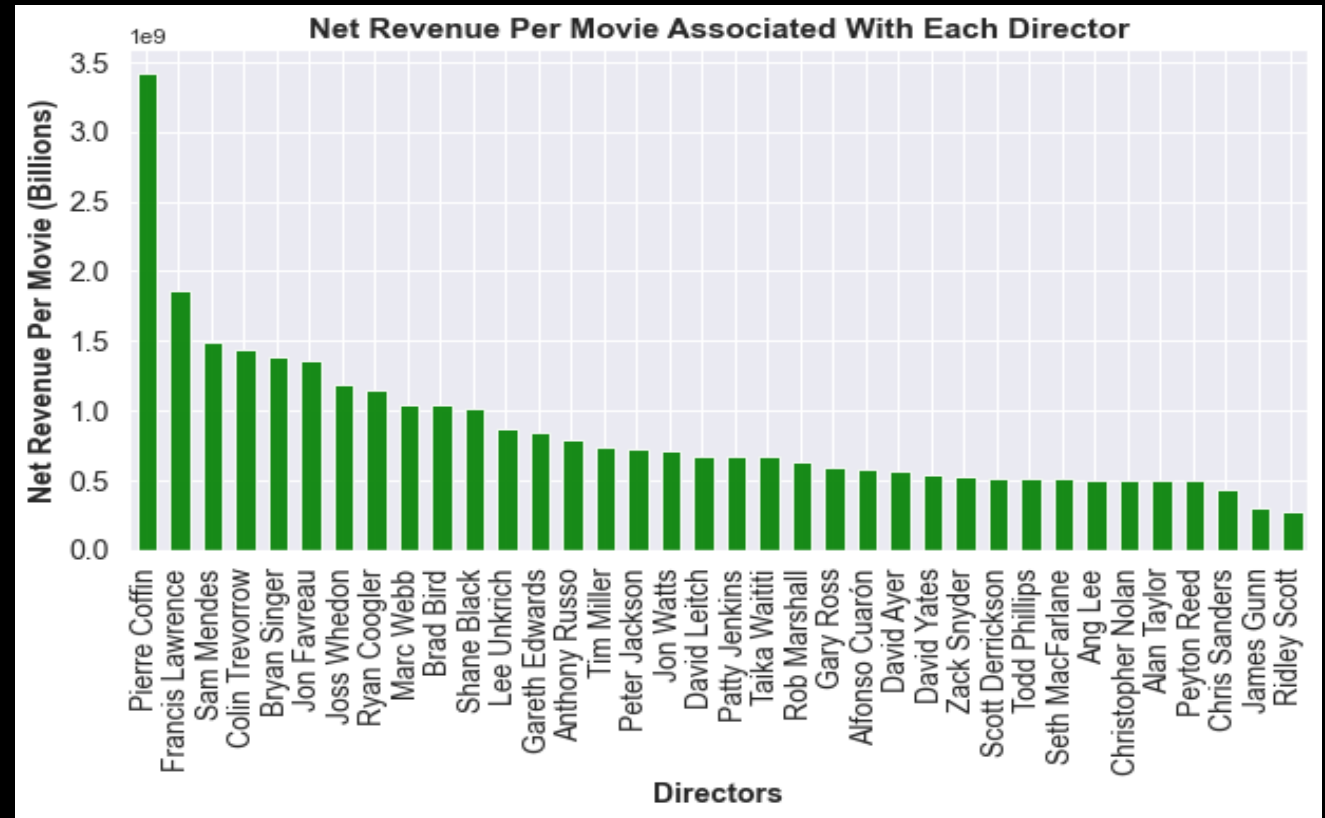
Principal Team

Directors

Summary: 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



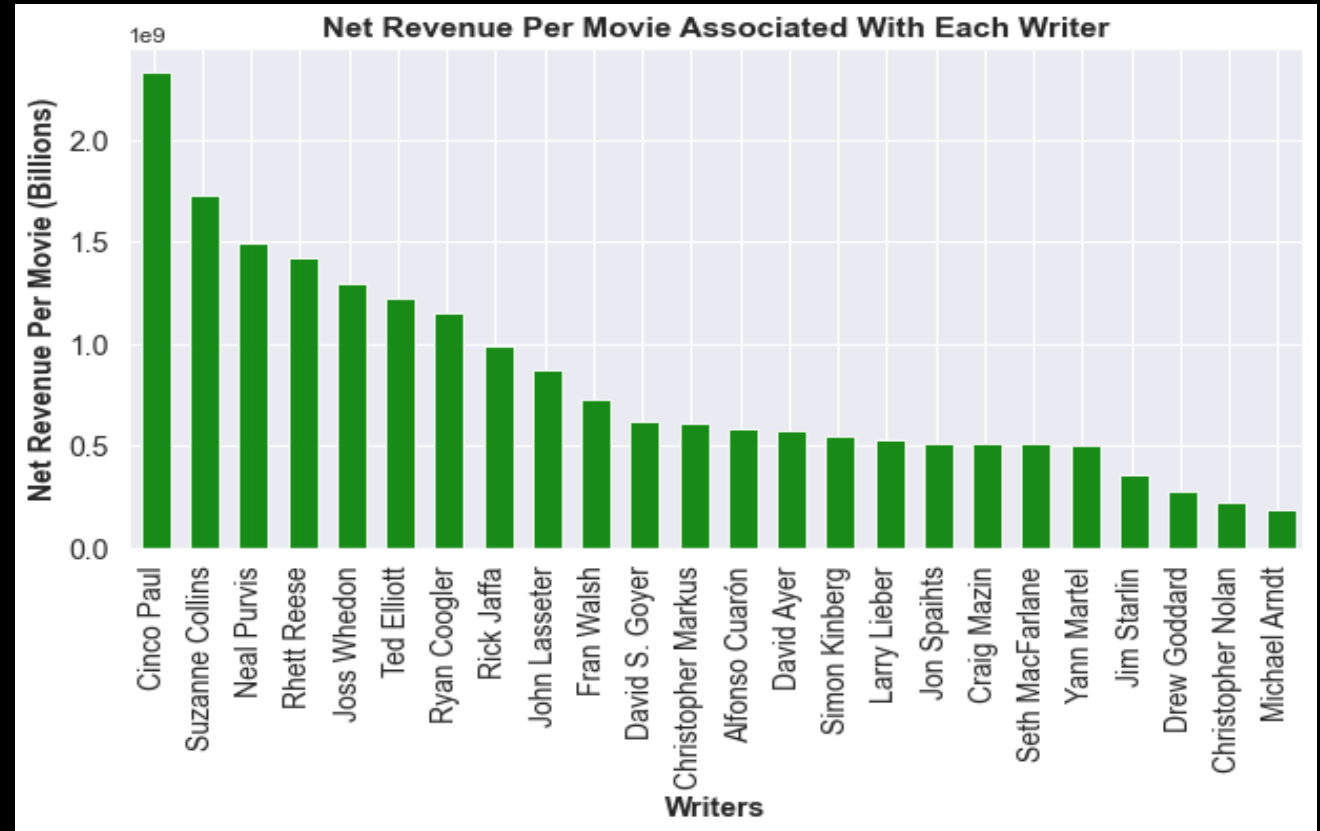
Principal Team

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



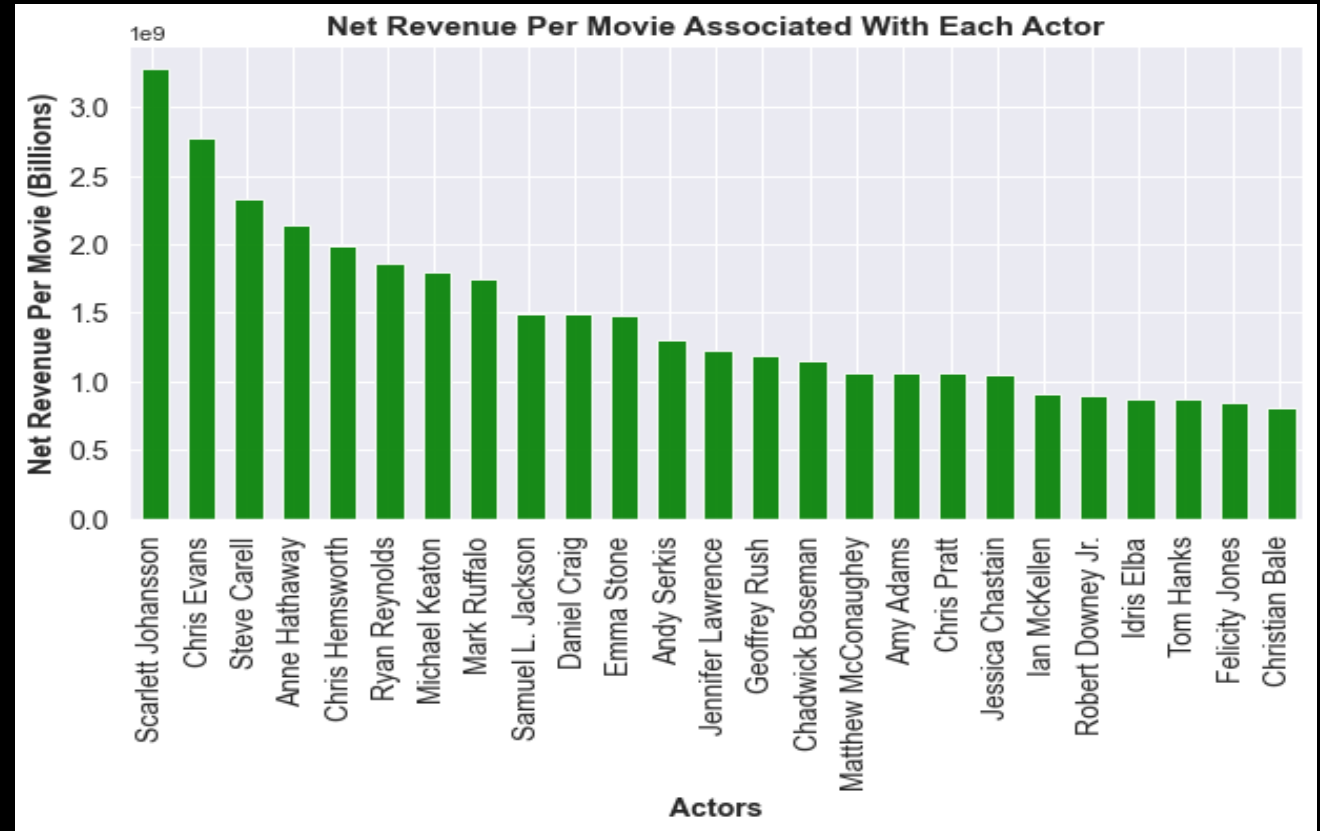
Principal Team

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

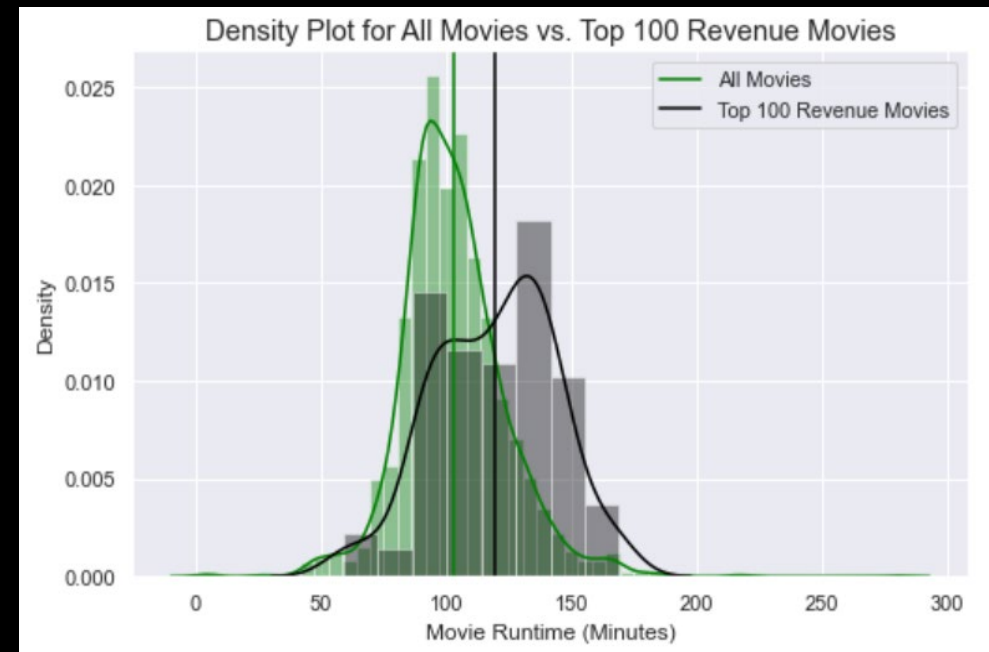
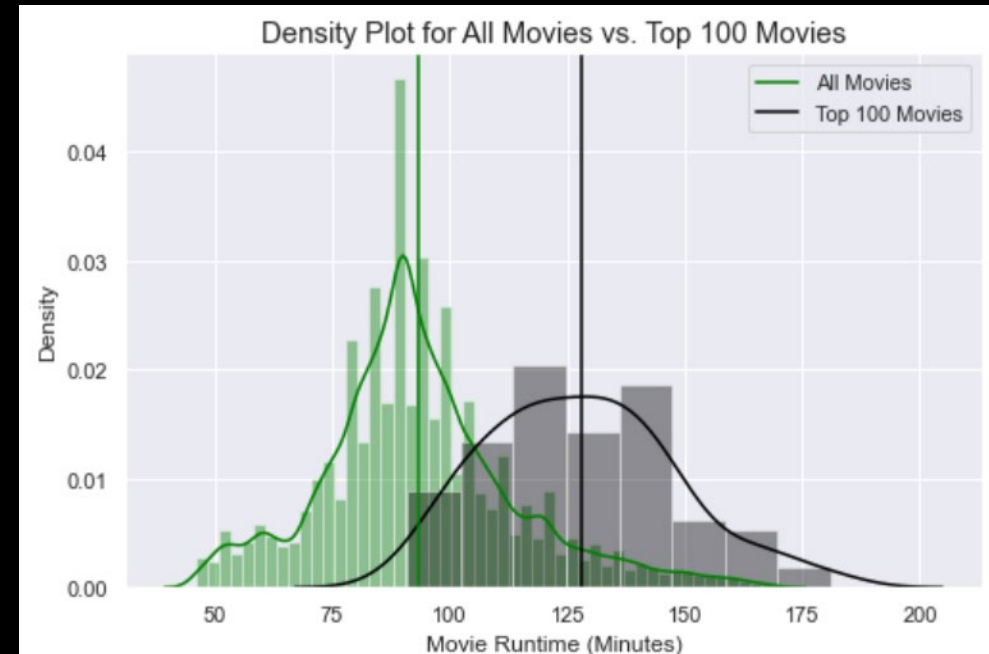


Movie Length

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: 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