

# Data-Backed Film Production:

Leveraging IMDb Metadata to Establish Long  
Room Productions' Creative Strategy

Group 8



**LONG ROOM**  
PRODUCTIONS

# Long Room Productions

- New film production venture, founded TCD graduates
- Investors: mix of ex-entertainment executives and angel investors
- **Founding mission:** rapidly scale up and compete with the world's biggest production houses (Warner Bros. and Universal Pictures).
- Challenge: lack of historical data



# **What film should Long Room Productions First Produce?**

**Establish a place in the global market through data-backed creative strategy.**

**Exploring key features:**

- **Genre**
- **Optimal Runtime**
- **Directorial and Creative Talent**



# IMDB Dataset

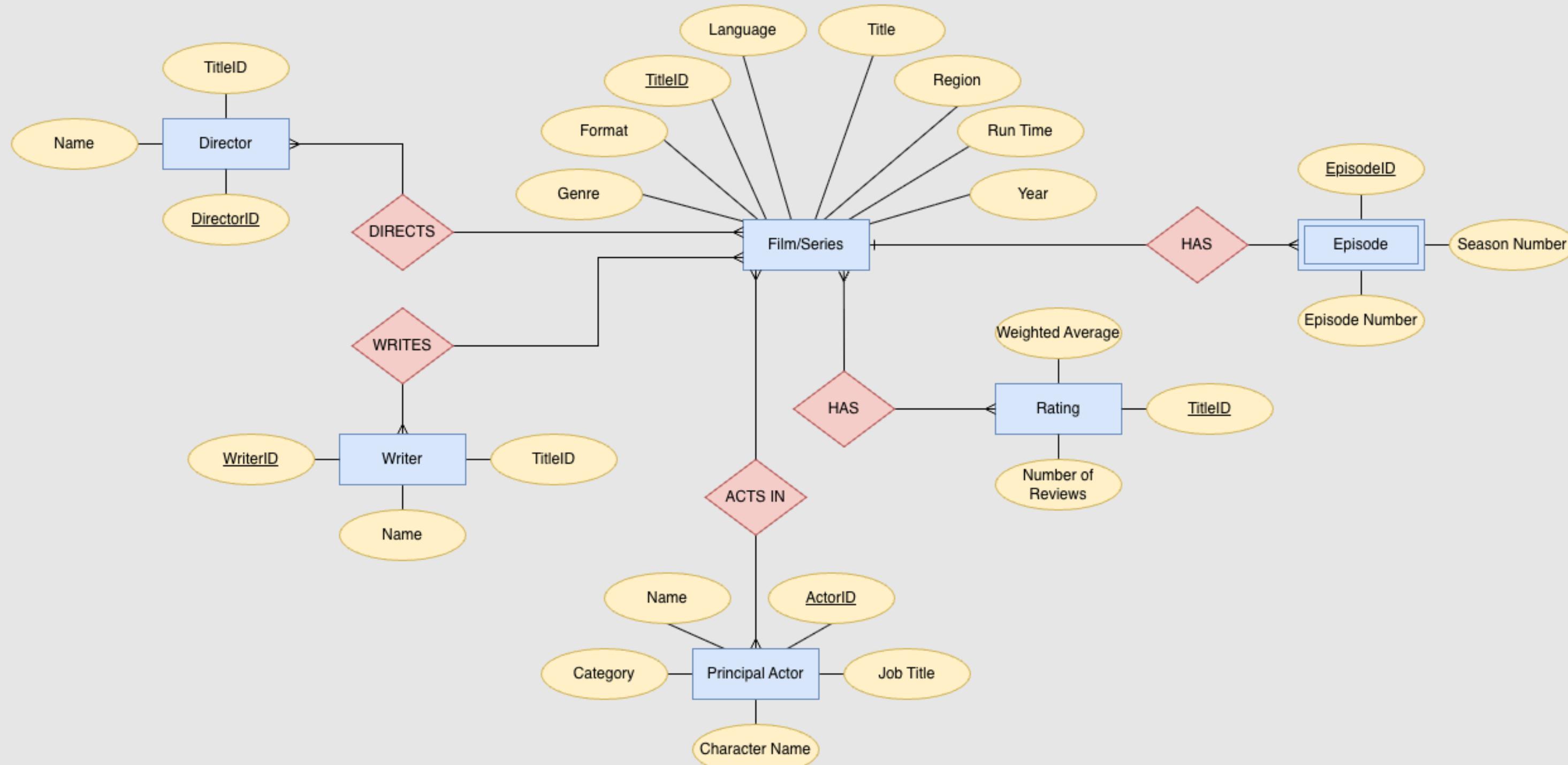
- Titles of productions
- Directors
- Actors
- Writers
- Episodes
- Ratings





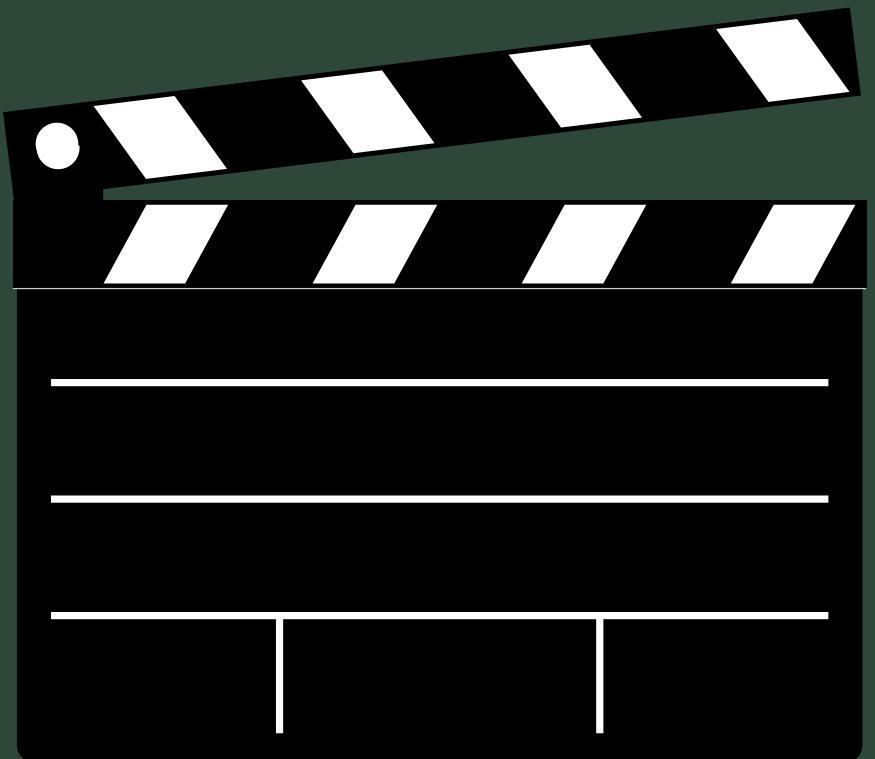
# Data Selection

## IMDb Non-Commercial Database



# Scope & Data Transformations

- Focus on movies (no series, shorts, etc.)
- Exclude adult titles
- Narrow the scope to 2005-2025
- Drop duplicates & missing rating data



A dark studio set featuring a professional video camera on a tripod with a large black diffuser and microphone. To its right is a vintage-style 8mm film projector on a tripod, with a large spool of film in front of it. A smaller light stand with a white panel is positioned behind the projector. The background is a plain, light-colored wall.

**6.7/10**

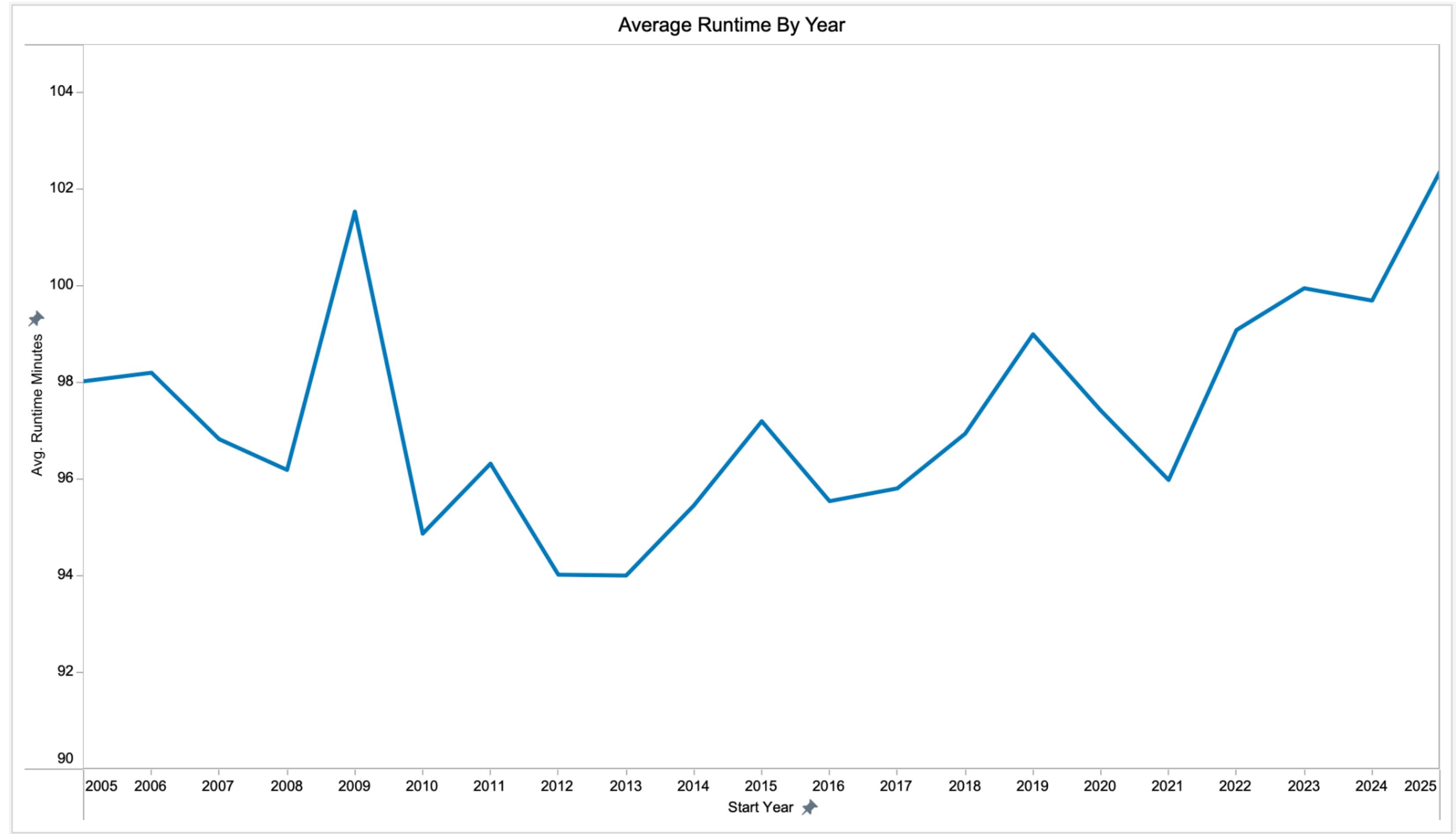
Average Film Rating

**92 min**

Average Film Runtime

**278,310**

Total Productions

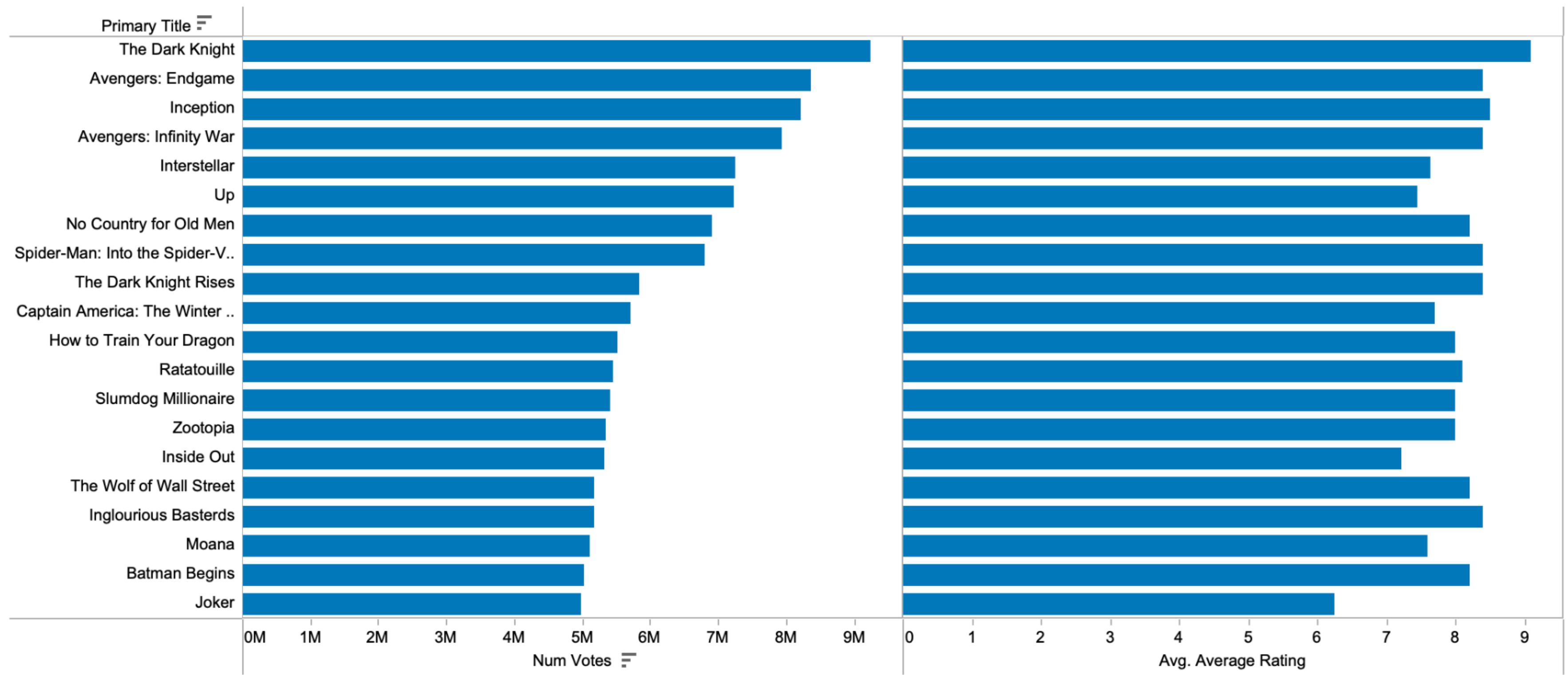


# Recommendations for Optimal Runtime

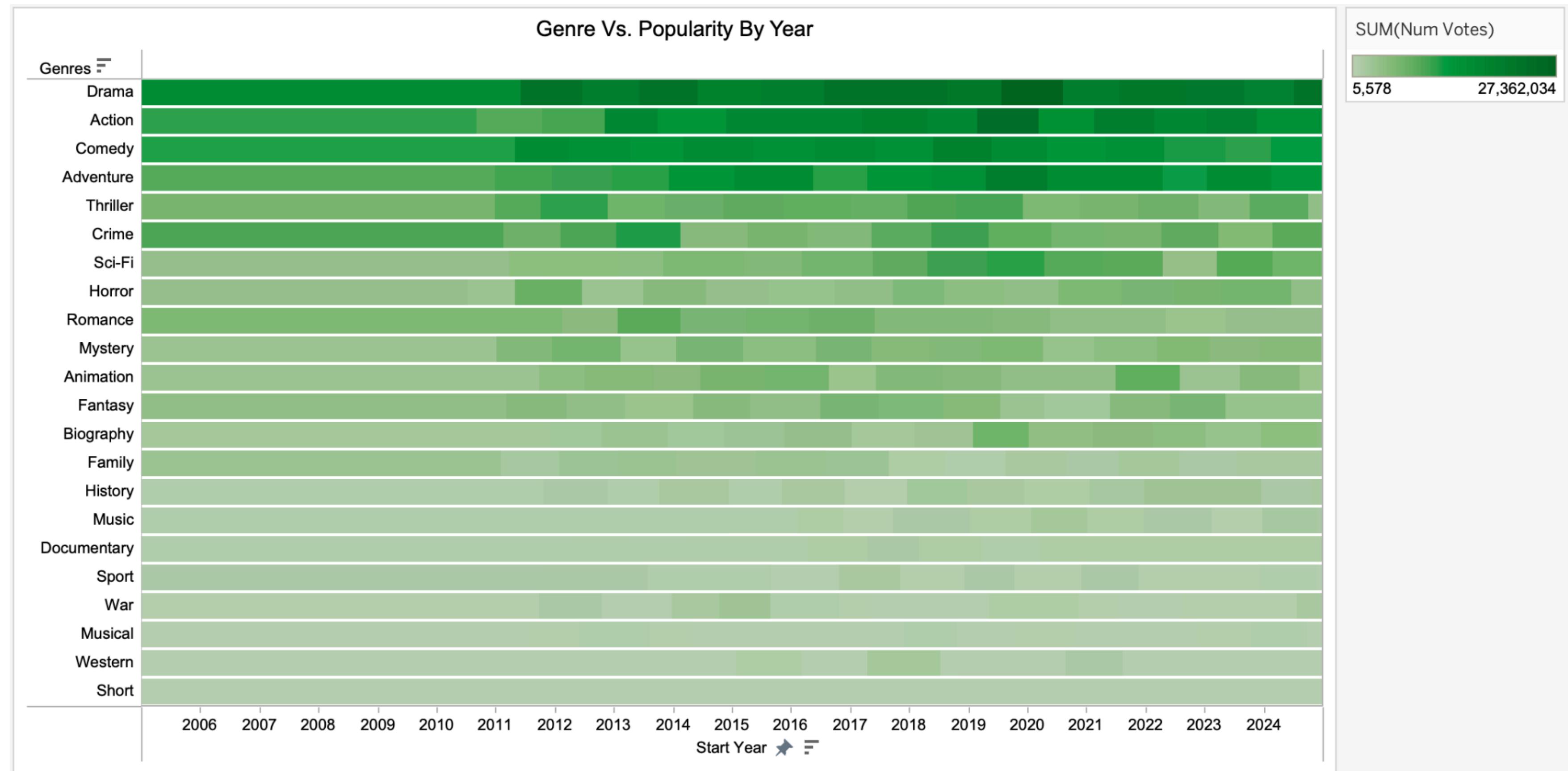
- Gradual increase in average film runtime (97 min in 2005 to 102 min by 2025)
- Long runtimes risk fatigue
- **Target runtime: 95 min to 110 min**



## Top 20 Films By Popularity and Rating



## Genre Vs. Popularity By Year

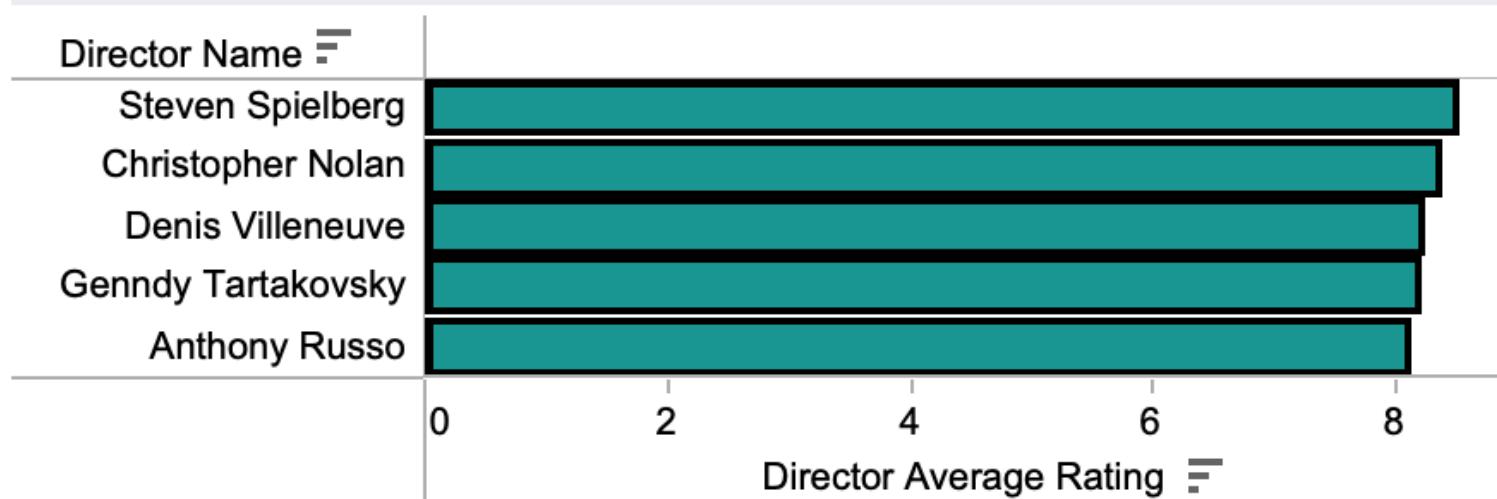


# Recommendations for Genre Direction

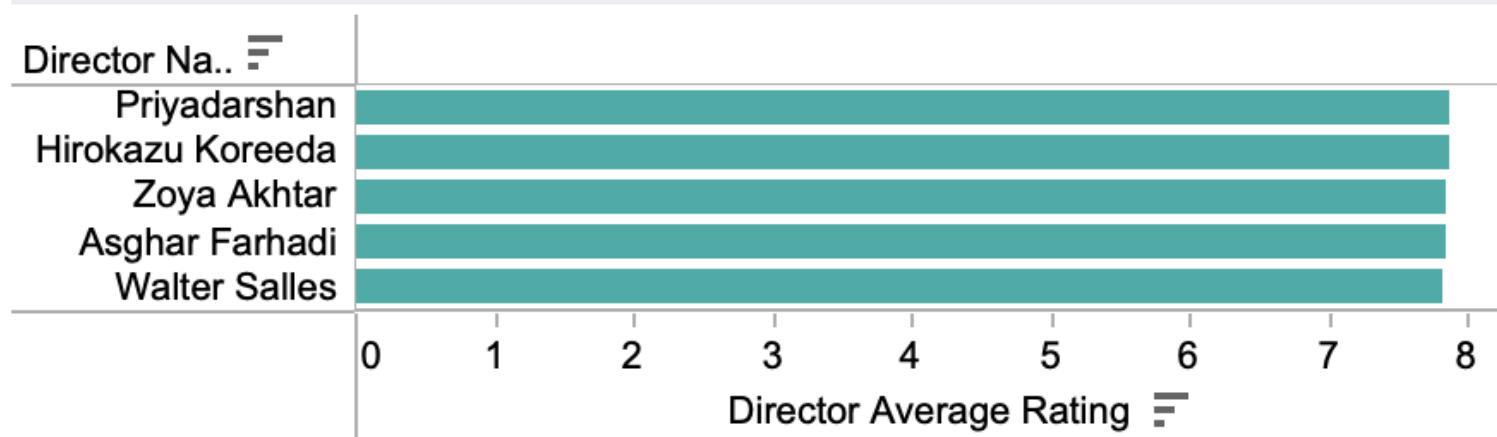
- **Drama** consistently dominant in terms of popularity and ratings
- **Incorporate elements** of sci-fi/action to increase audience engagement



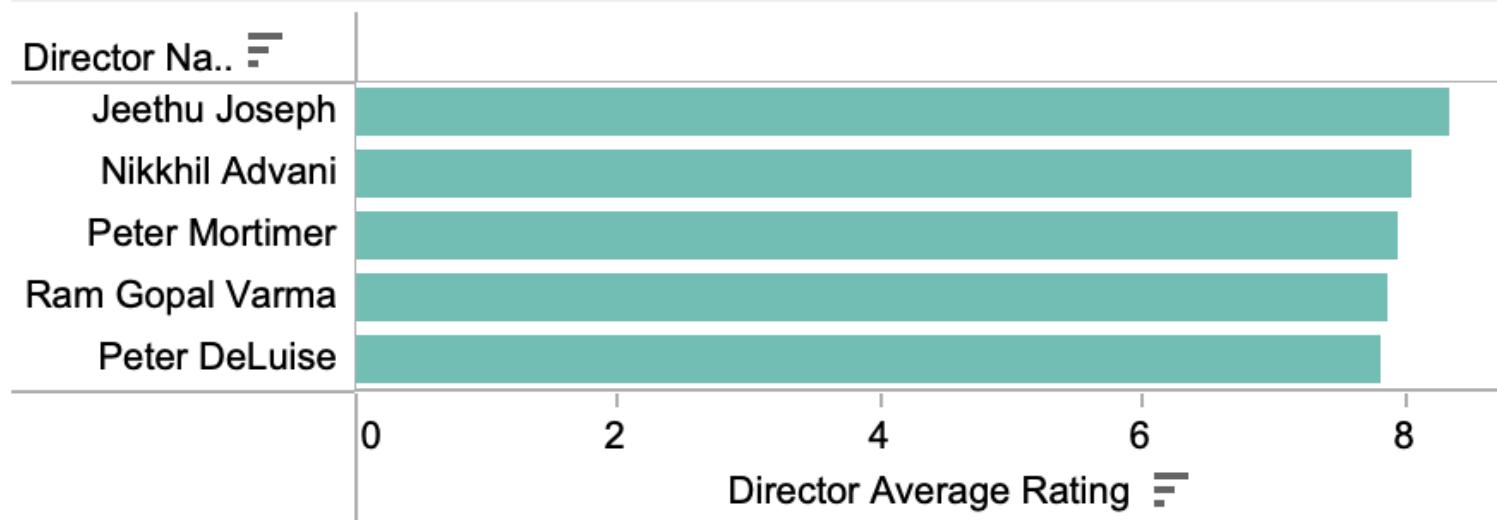
## Blockbuster Visionaries — Directors Loved by the Masses



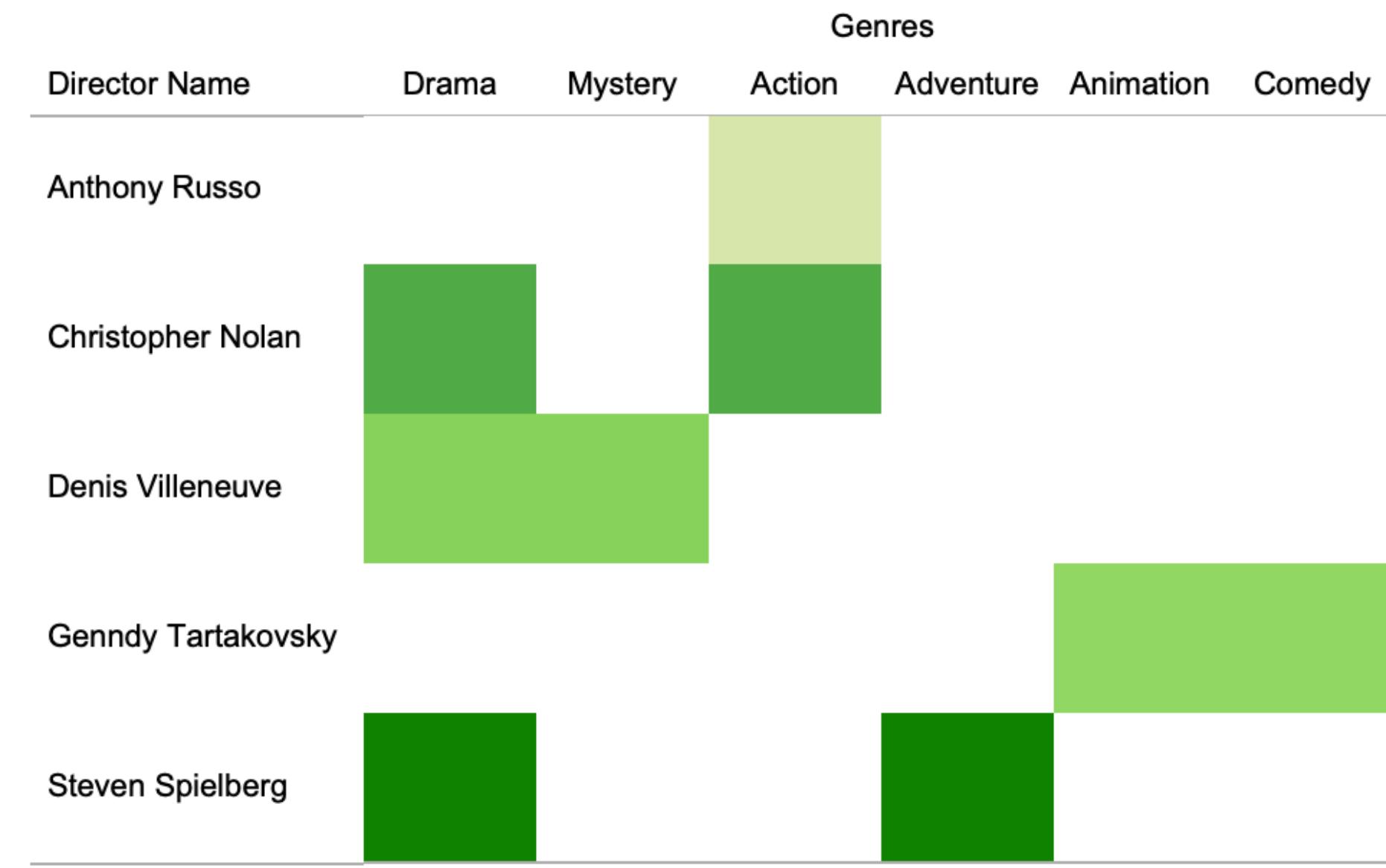
## Balanced Storytellers — Directors Valued for Both Art & Appeal



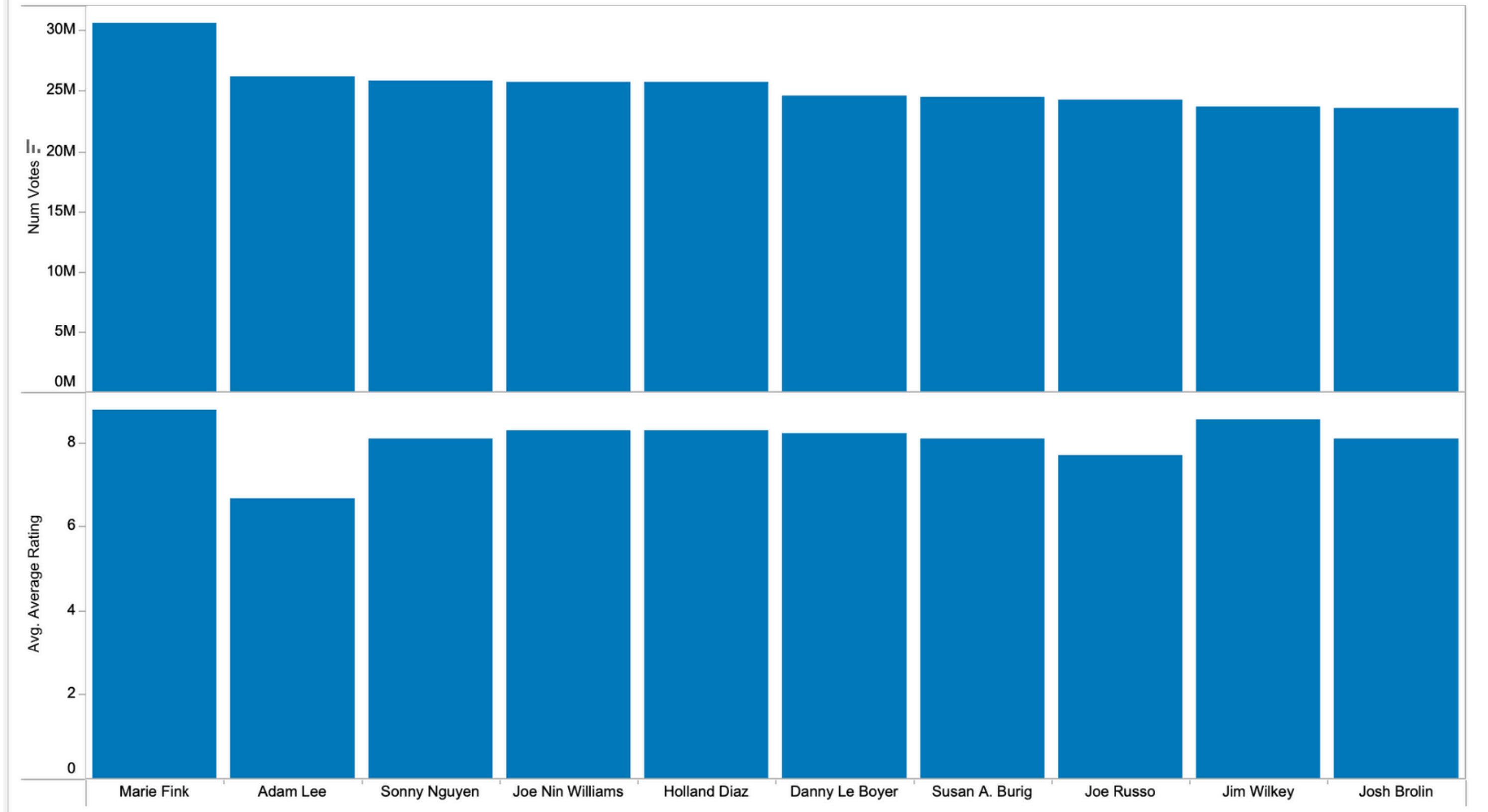
## Hidden Gems — Brilliant Directors with Cult Followings



## The “Hit Zone” Hypothesis- Directors



### Top 10 Actors By Popularity and Rankings



# Recommendations for Talent

## Directors

- Collaborate with **emerging directors** in the Balanced Storyteller category
- Adopt **“Hit Zone” approach** - align director's strengths with appropriate genre

## Actors

- **Dual casting strategy** - pair a recognizable actor with emerging performers





# Thank You



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Tableau Dashboard  
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