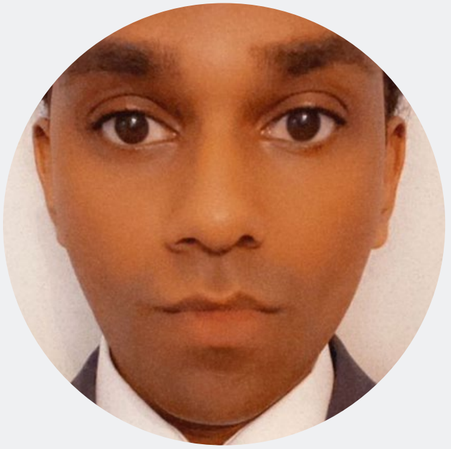
Capstone Project

Dollywood

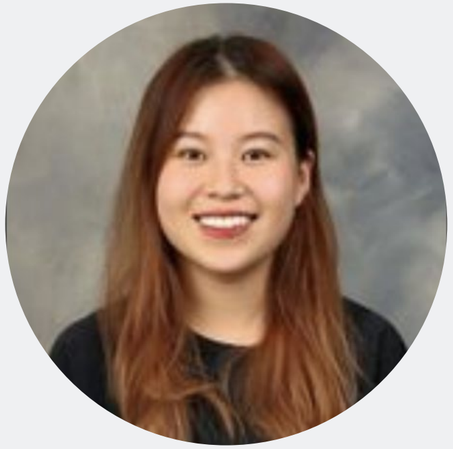
DREAM TEAM

Thomas
aka the longest
notebook

Enoch
aka the
coding pro



Augusth
aka the positive
reinforcement guy



Krystal
aka the one who
made this slide

You need to know these first

Goal

- to help our client Computing Vision break into Movie Industry

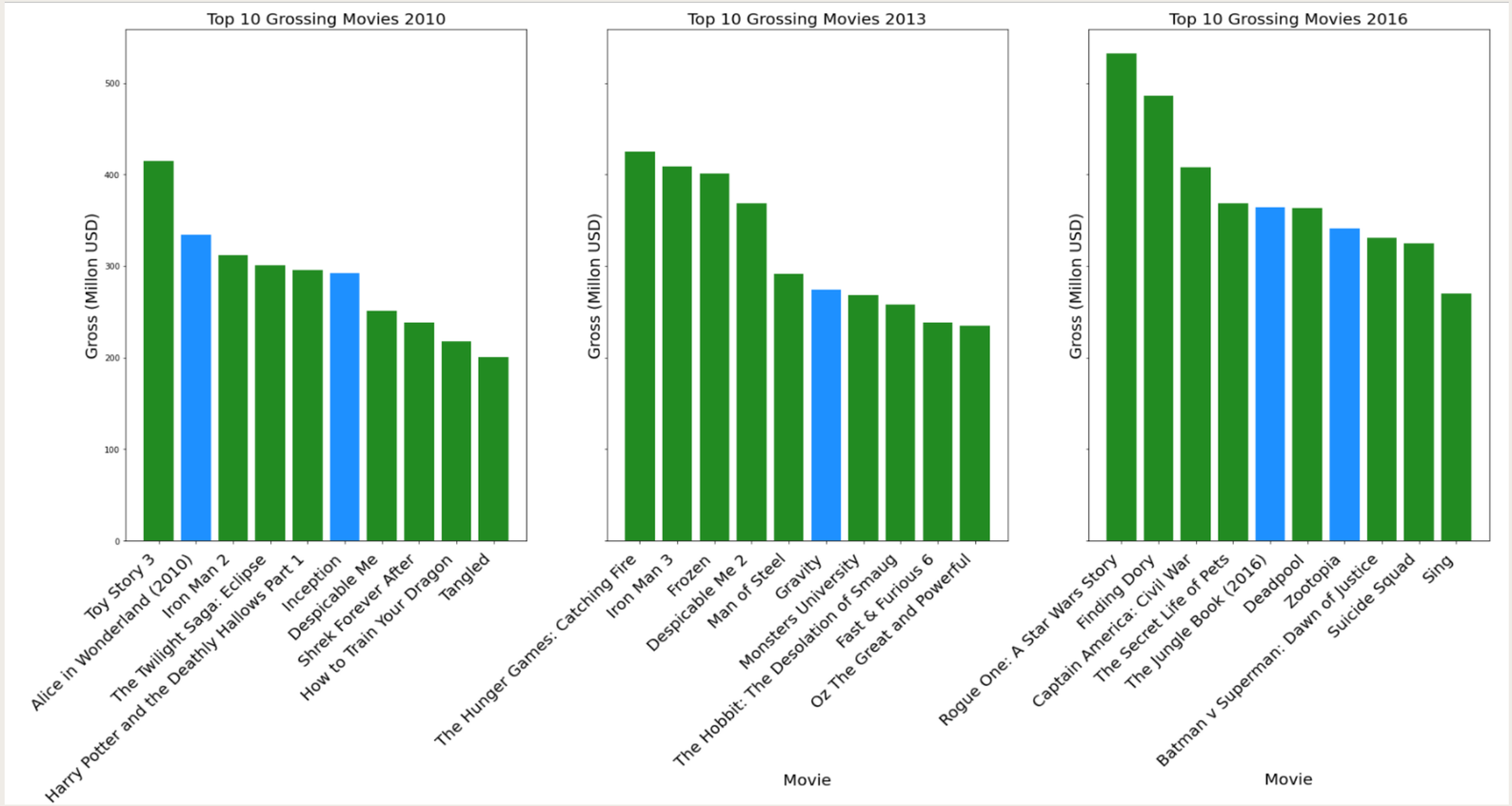
Data

Methods

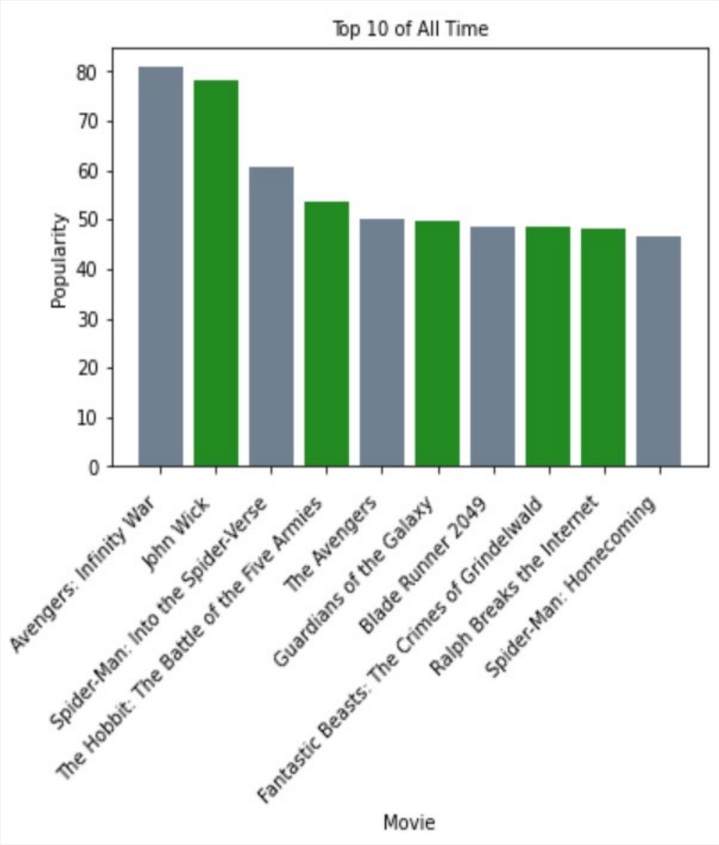
Results:

1. Genre
2. Released Time
3. Production Budget

GENRES

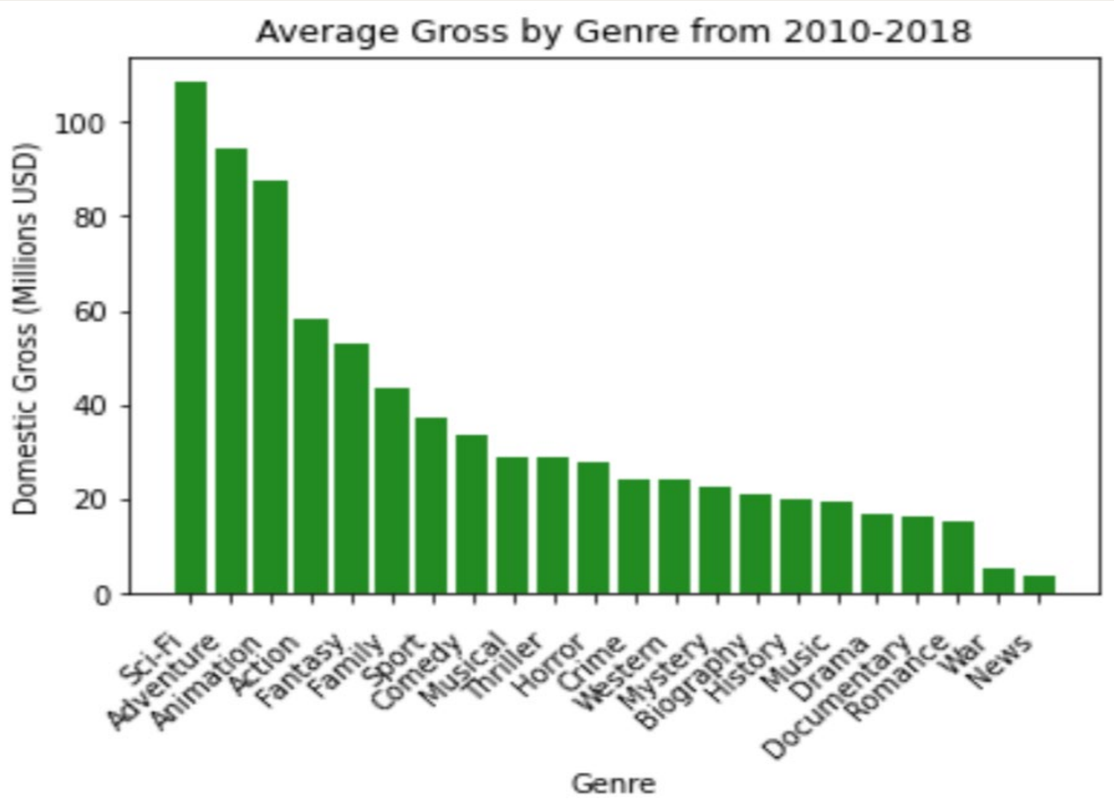


From 2010 to 2018, lists of the top 10 grossing movies show the same pattern.
Every year superhero focused and franchise based movies seem to do the best.

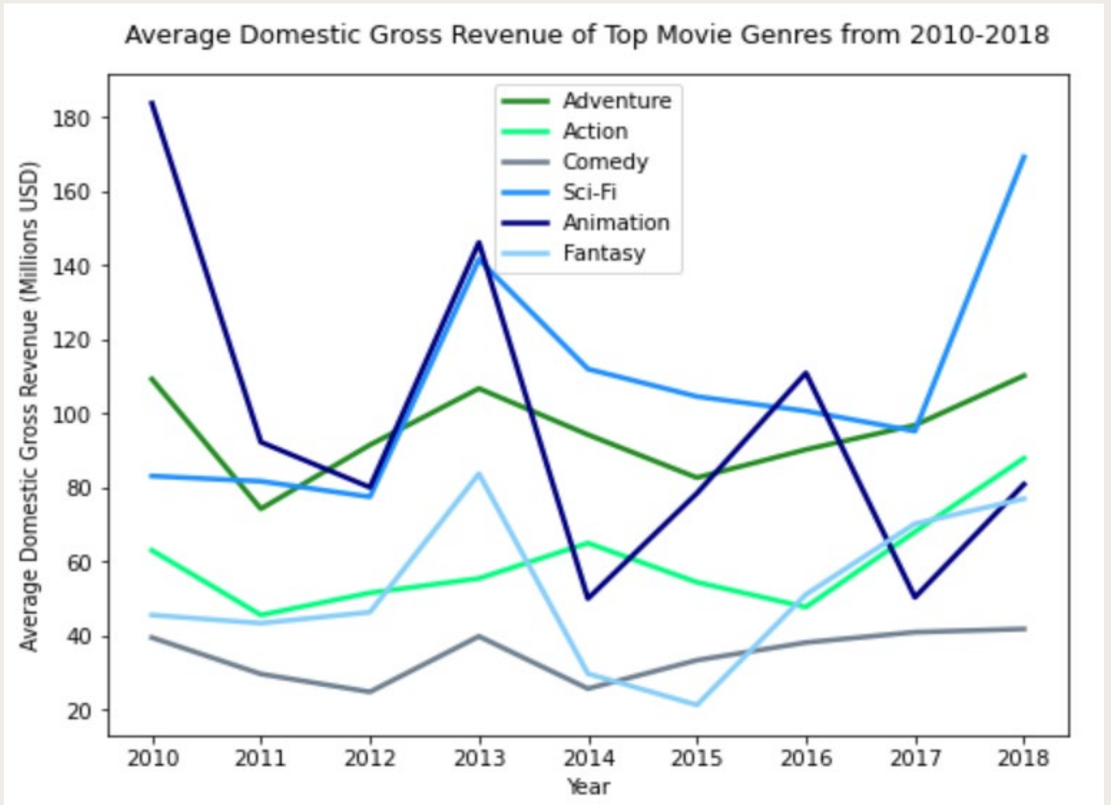


All of these movies are franschise based and 5/10 are superhero movies.

GENRES



- Science-fiction is the domestic highest grossing genre
- Adventure and Animation rank second and third with small differences



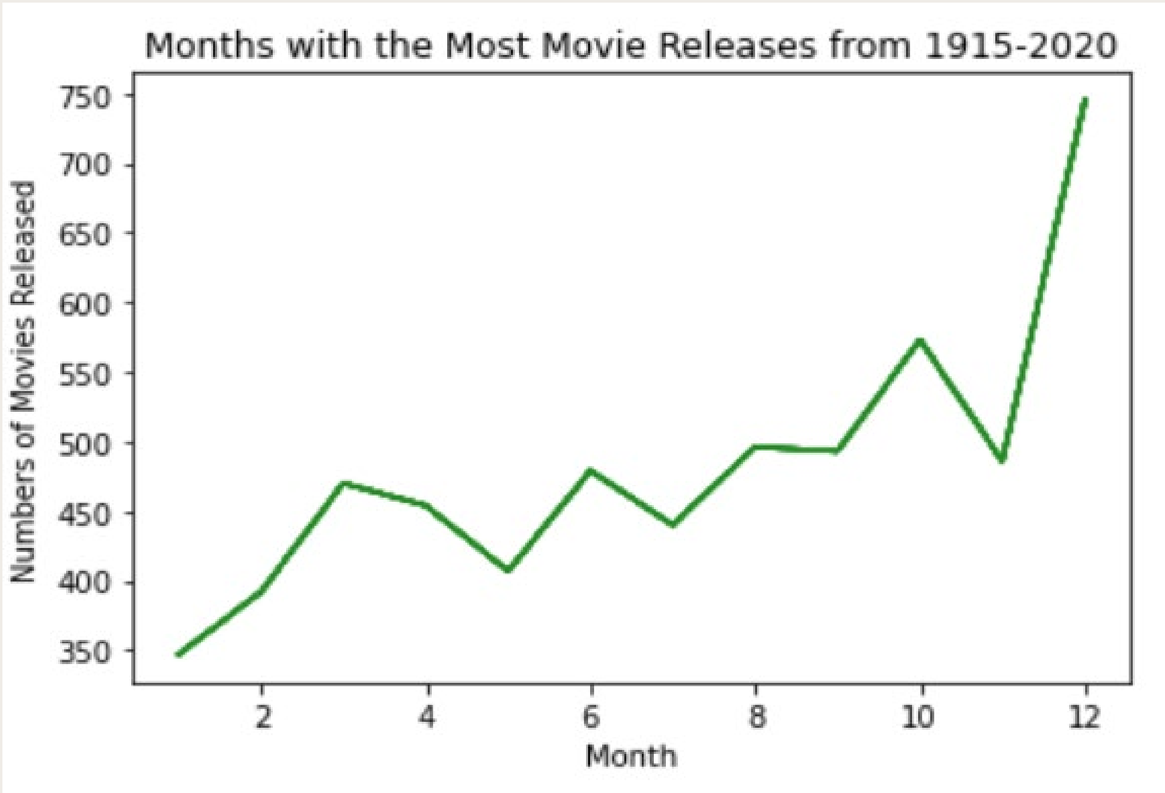
- Science-fiction is still going strong
- Followed by Adventure and Action with steady rate

RECOMMENDATION

According to this Data a new studio should invest in establishing an action based franchise which would connect all its movies. If possible this franchise should also be superhero based as superhero movies can do a great job at encapsulating all the top genres such as Sci-Fi, Action and Animation.

BEST RELEASE MONTHS

The summer holidays (May-July) are the largest most profitable range of months



The trend for movies releases are steered towards the end of the year.

RECOMMENDATION

- If Computing Vision wants to maximize profit the largest and most profitable range of months to release content is during the summer holidays (May – July).
- If Computing Vision wants to gain film notoriety (for example awards such as the Oscars, Golden Globes, etc.) the best time to release content is towards the end of the year as voter deadlines are then.

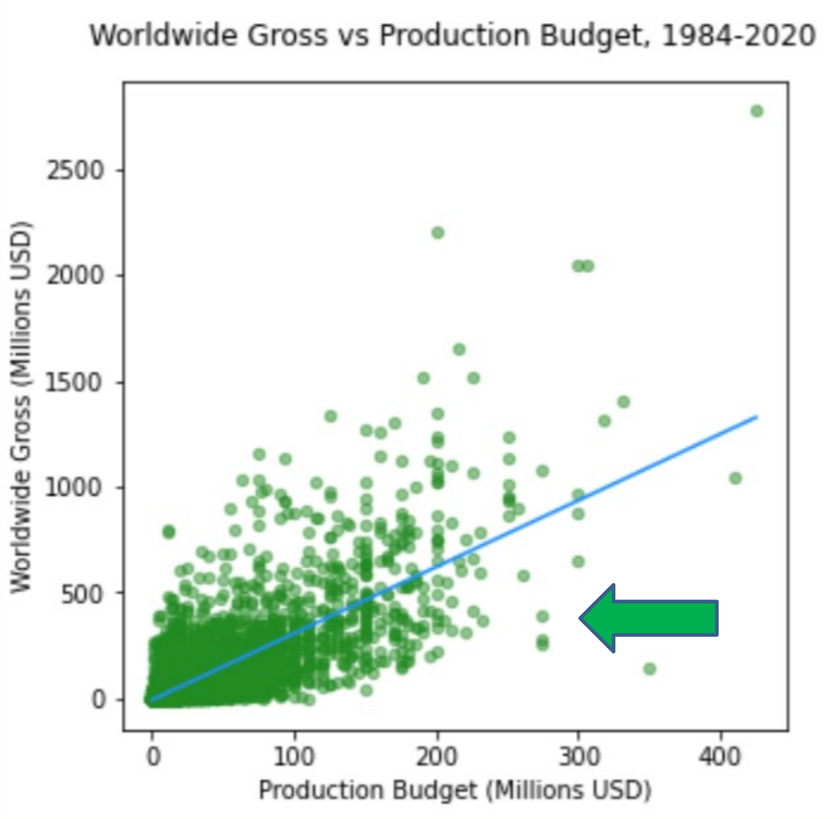
BUDGET VS REVENUE

R-squared: 0.557
Coef: 3.1405
P > |t|: 0.000

- Coefficient: An increase in 1 dollar in production budget is associated with an increase in 3.14 dollars in worldwide gross, statistically significant at all reasonable levels.

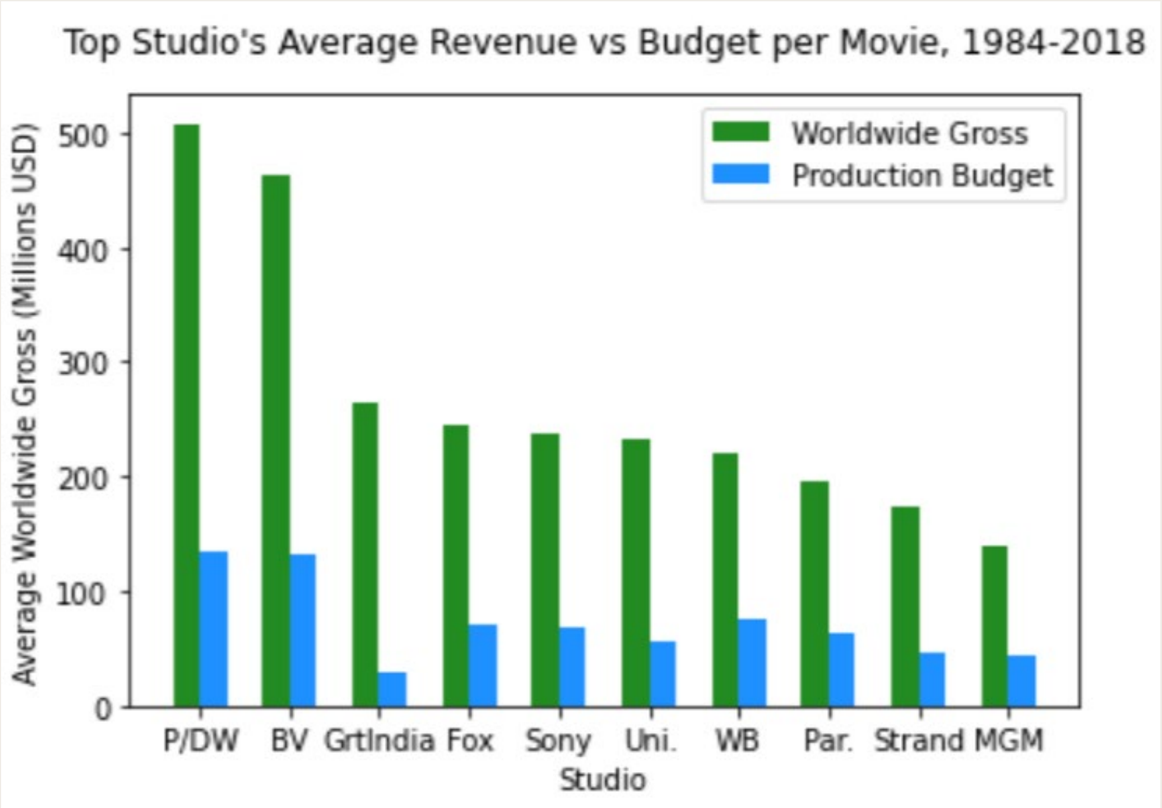
- R-squared: Production budget explains 55.7% of the sample variation of worldwide gross.

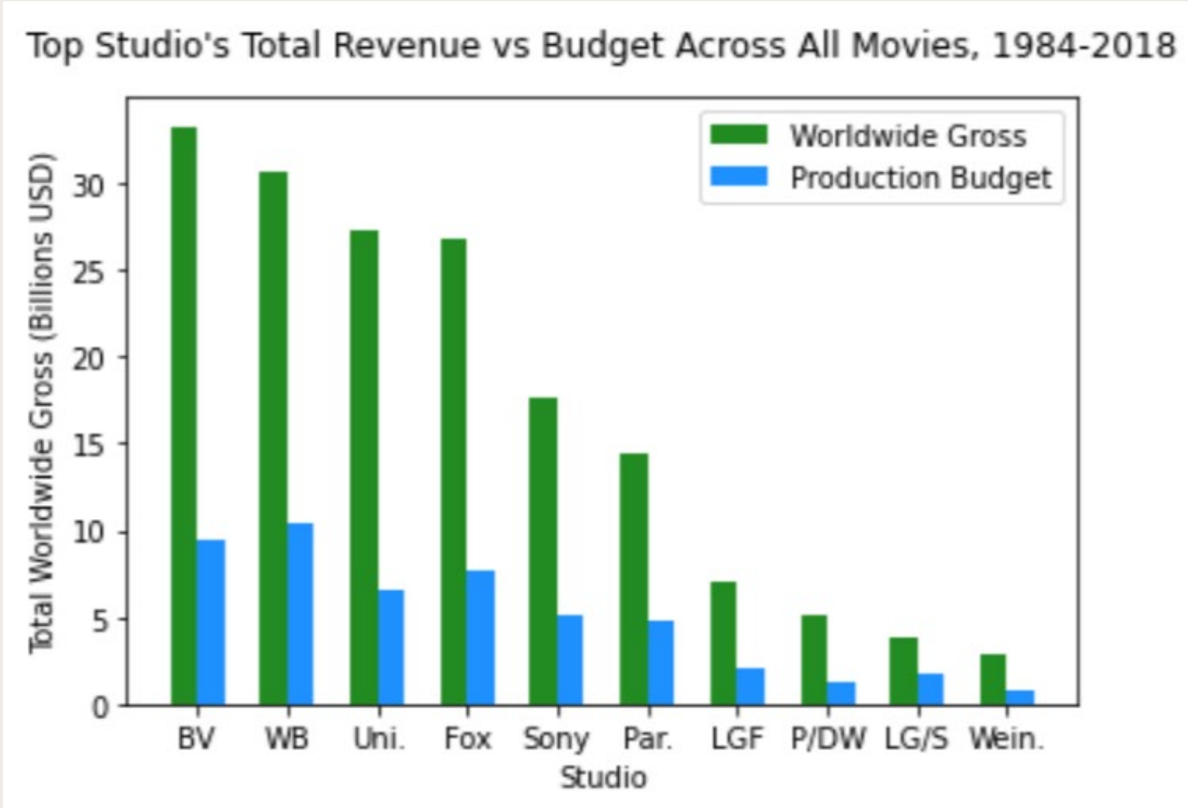
- Limitations: Simple linear regression has issues of omitted variable bias and did not test for heteroskedasticity.



Scatterplot shows the correlation between budget and gross with a line of best fit, each point represents a movie

BUDGET VS REVENUE



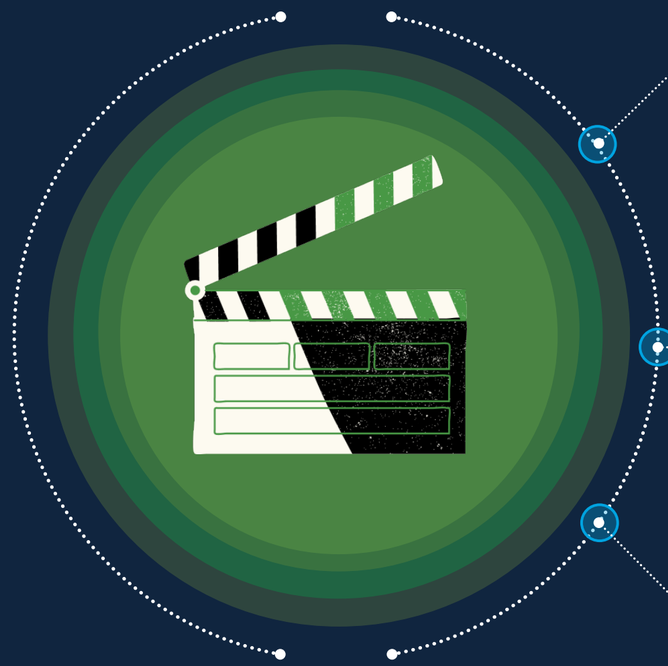


Top competitors specifically spend between 43,000,000 USD and 130,000,000 USD in their production budget per movie.

RECOMMENDATION

Taking into account the typical budgets of competitors and the positive relationship between production budget and worldwide gross, that also looks to have the possibility of diminishing returns, we recommend that Computing Vision keeps their movie budgets greater than 43,000,000 USD and less than 200,000,000 USD.

CONCLUSION



Invest in action and animation
Establish a franchise (preferably superhero focused) that can be built upon with sequels and prequels.

Maximizing profit => May to July.
Gaining film popularity => November to December.

Movie budgets greater than 43,000,000 USD and less than 200,000,000 USD.

THANK YOU FOR LISTENING

(THAT'S ALL FOR TODAY)