

Cinemetrics

Insights into Movie Success

Nikki Wood, Data Science at Flatiron School



Project Overview

- What makes a movie 'successful'?
 - Audience appeal
 - Popular genres
 - Profitability
 - Production Budgets
 - Domestic / Worldwide Gross Revenue
 - Industry Norms
 - Runtimes



Data Understanding

Popular online
database for movie and
TV information

IMDB



Comprehensive source
for box office data and
analysis

Box Office Mojo



Rotten Tomatoes

Reviews, viewer
engagement, and
public response



The Numbers

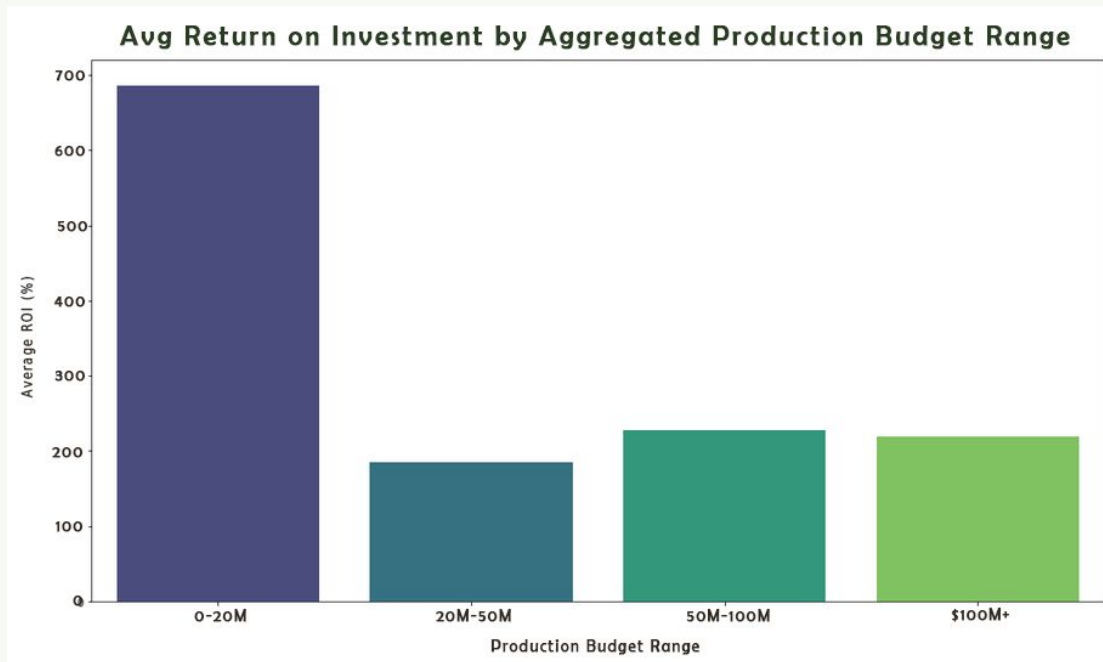
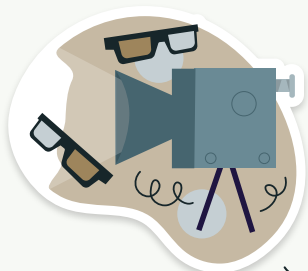
Movie industry data
and financial analysis
resource



How much to invest into the production budget?

Prioritizing:

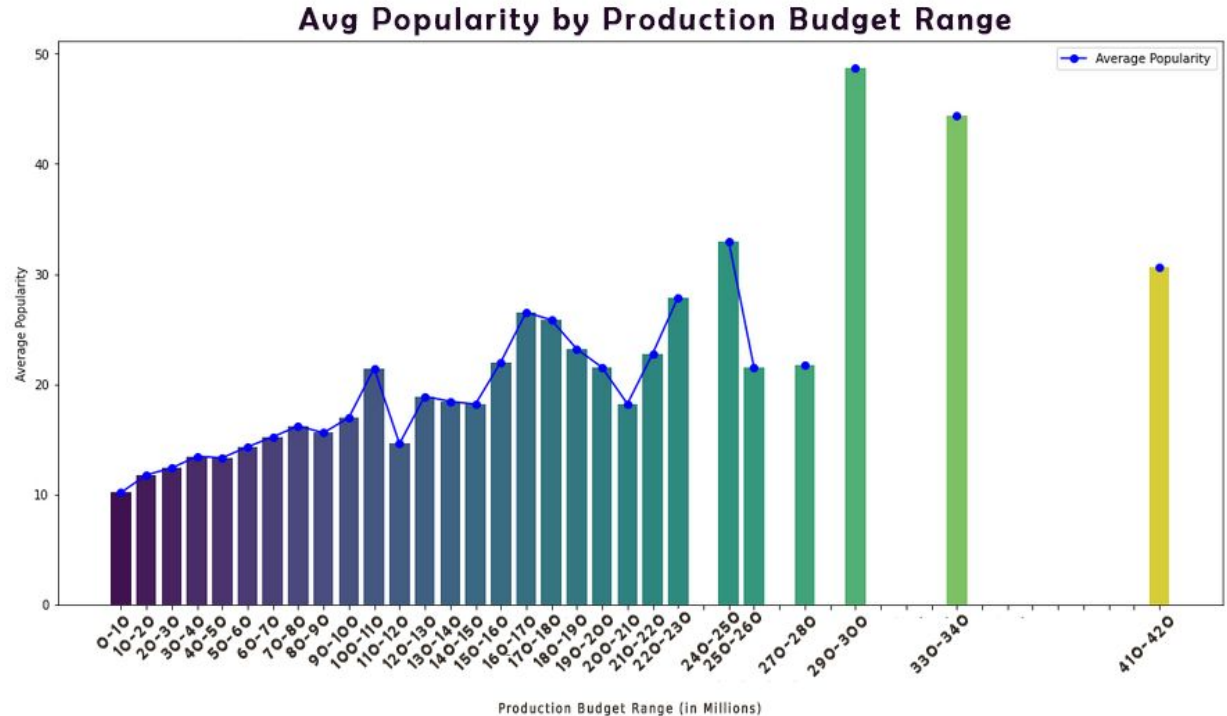
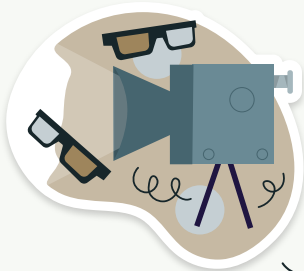
- **Return on Investment (ROI):**
- **Popularity**



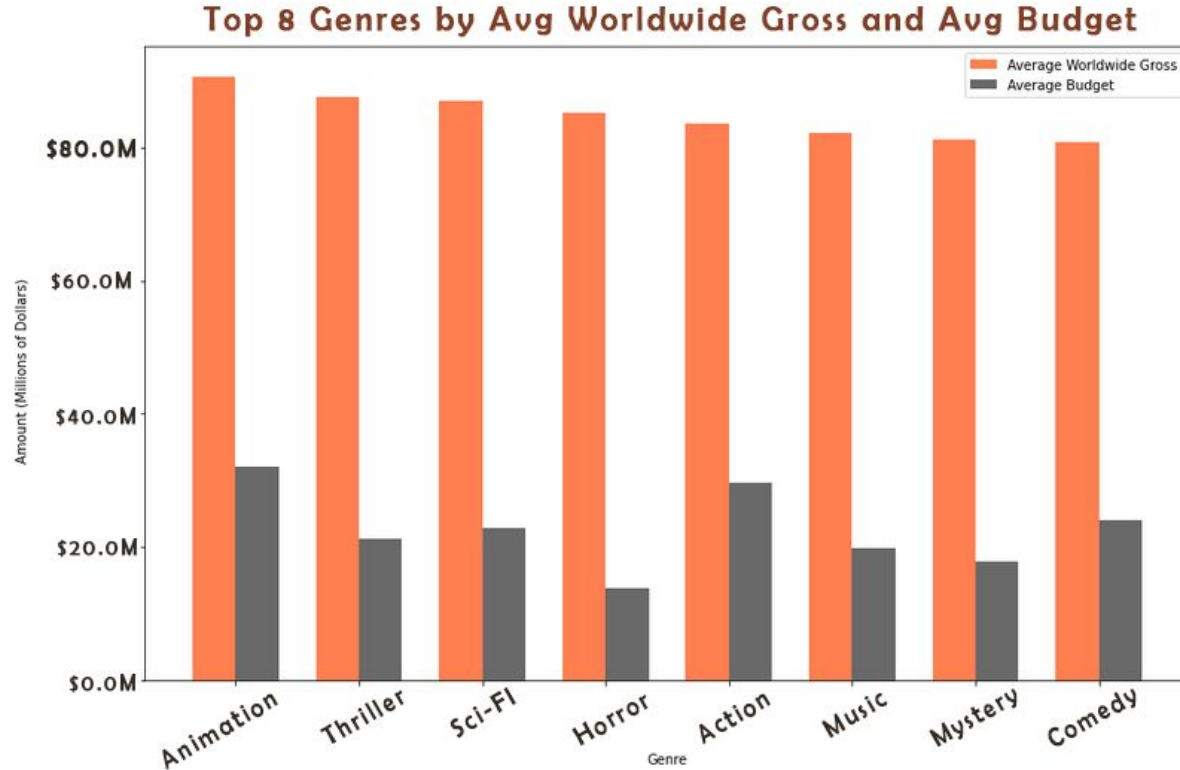
How much to invest into the production budget?

Prioritizing:

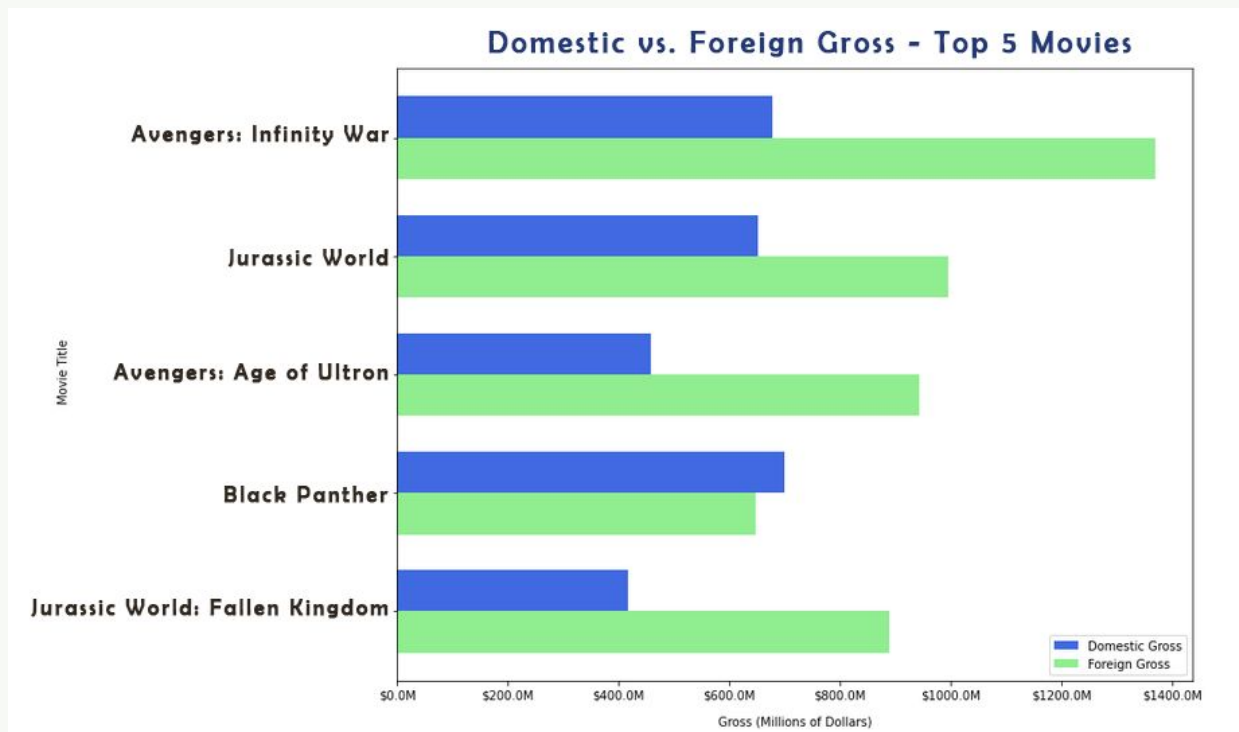
- Return on Investment (ROI):
- **Popularity**



What genres will be the most profitable?



Does Foreign Gross matter?



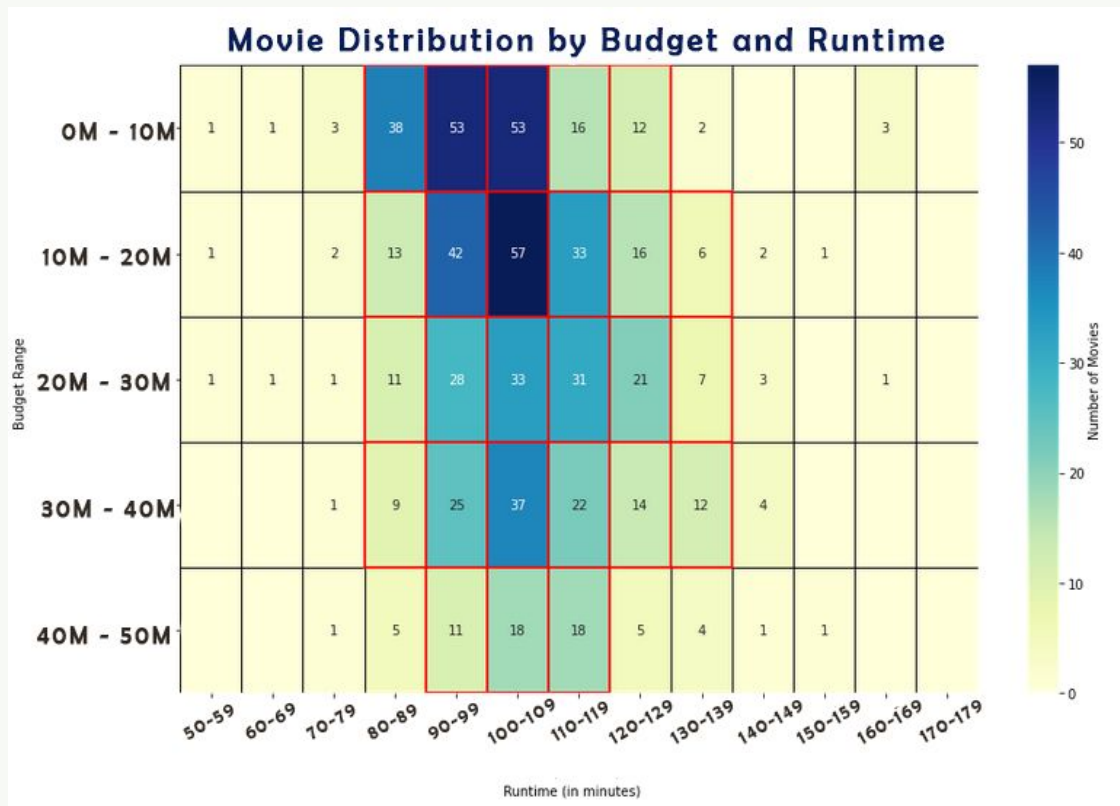
What runtime can we afford?

Return on Investment (ROI):

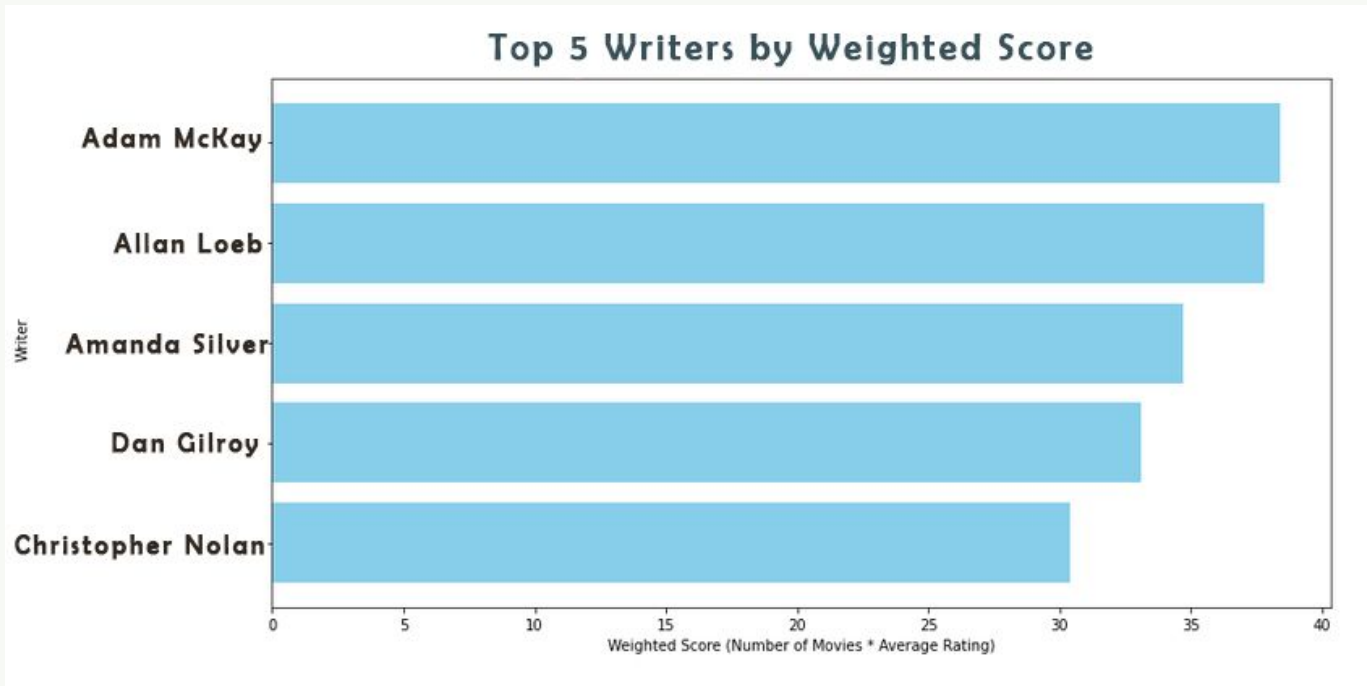
- \$0 - \$20M

Popularity:

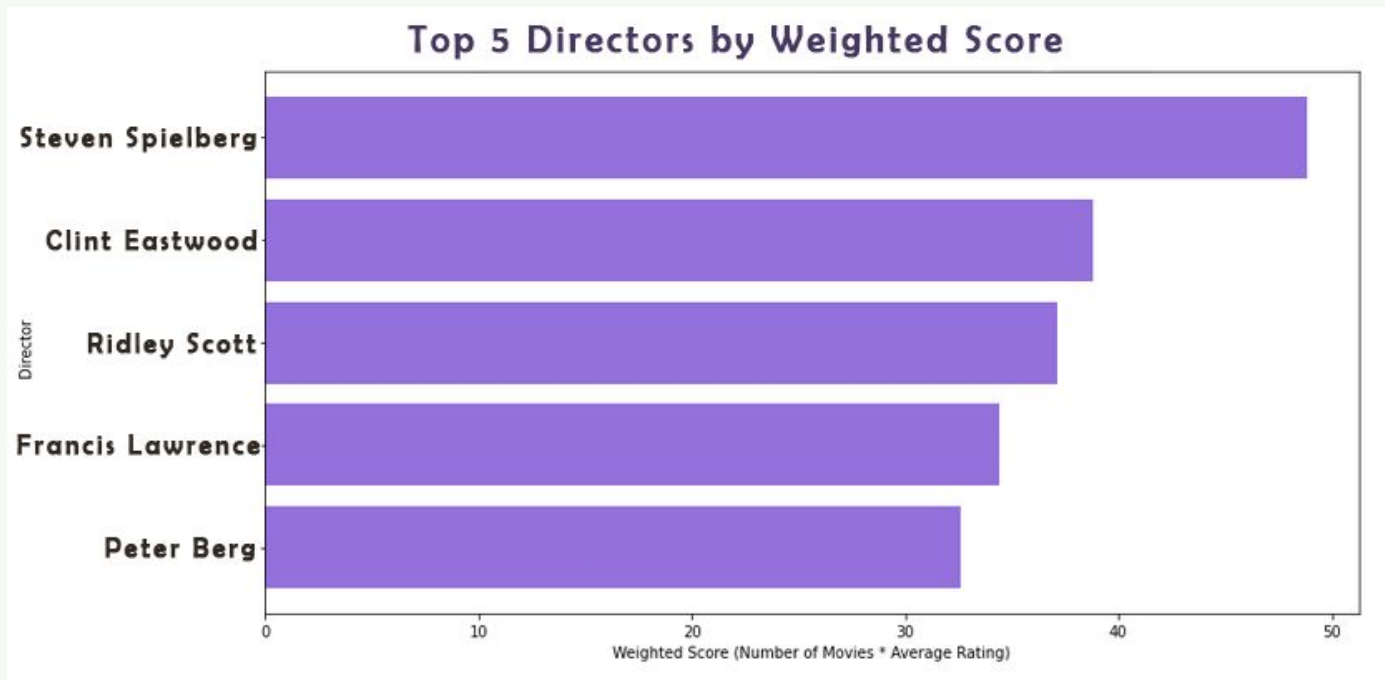
- \$20M - \$50M



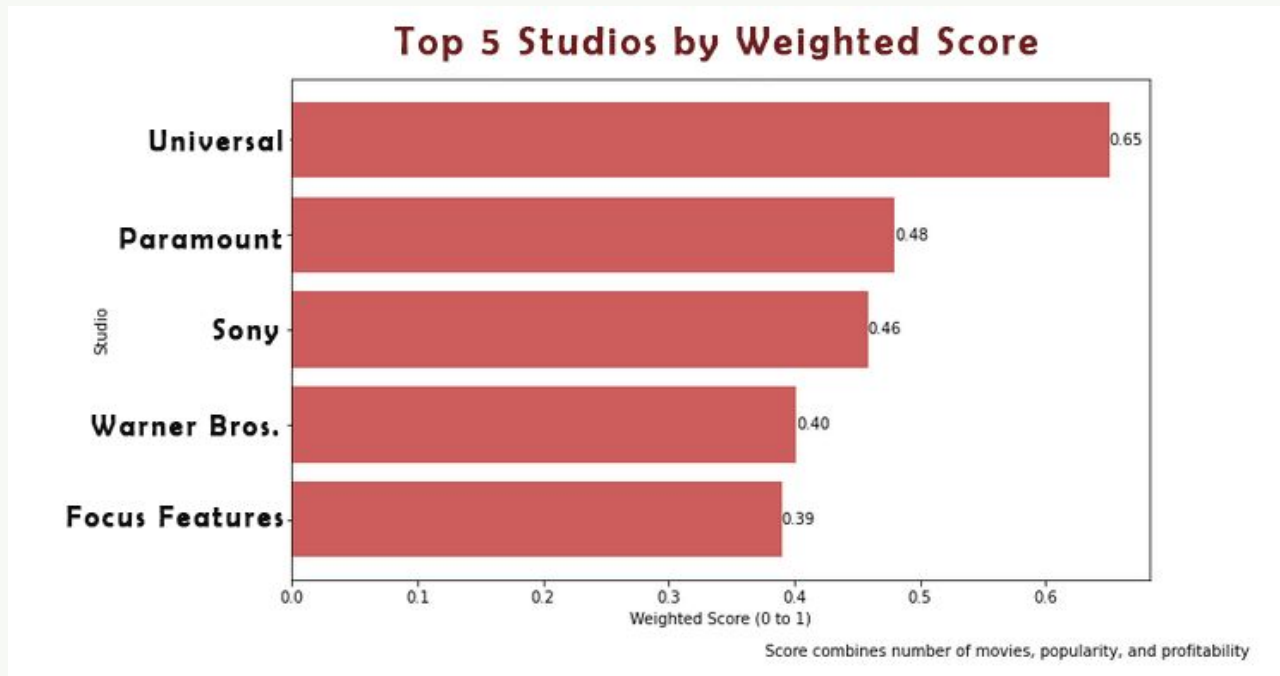
What writers should we work with?



What directors should we work with?



What production studio should we work with?



Next Steps

01

Budget

For maximum ROI:
For portfolio growth:

\$0-20 million
\$20-50 million

02

Recruit

Well-known: writers, directors, production studio

03

Genre

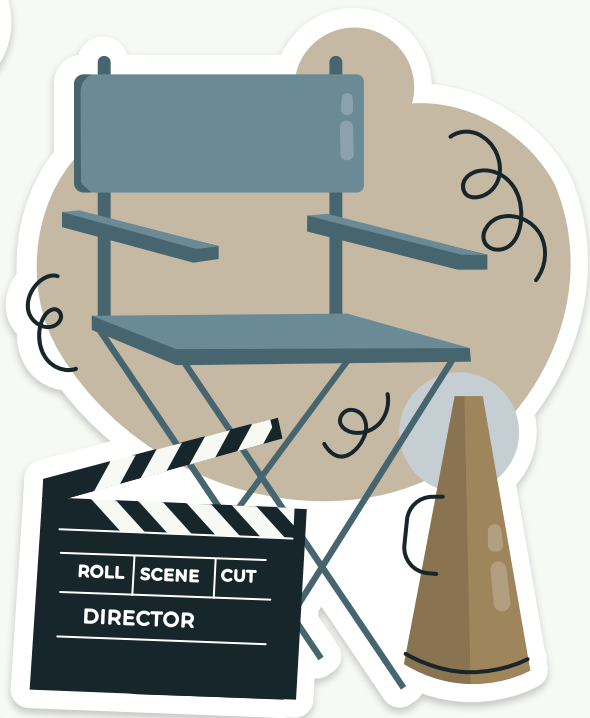
Low \$\$:
High \$\$:

Horror, Music, Mystery
Animation, Thriller, Sci-Fi

04

Runtime

Aim for 1.5 to 2 hours



Thank you

Nikki Wood, Data Science at Flatiron School

