

Cinemetrics

Insights into Movie Success

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Project Overview

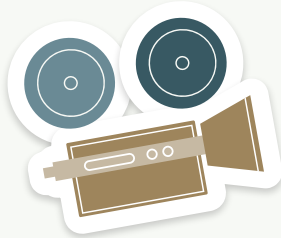
- What makes a movie 'successful'?
 - Audience appeal
 - Genre
 - Profitability
 - Production Budgets
 - Domestic / Worldwide Gross Revenue
 - Industry Norms
 - Runtimes



Data Understanding

Popular online
database for movie and
TV information

IMDB



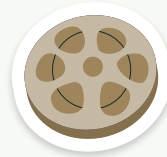
Comprehensive source
for box office data and
analysis

Box Office Mojo



Rotten Tomatoes

Reviews, viewer
engagement, and
public response



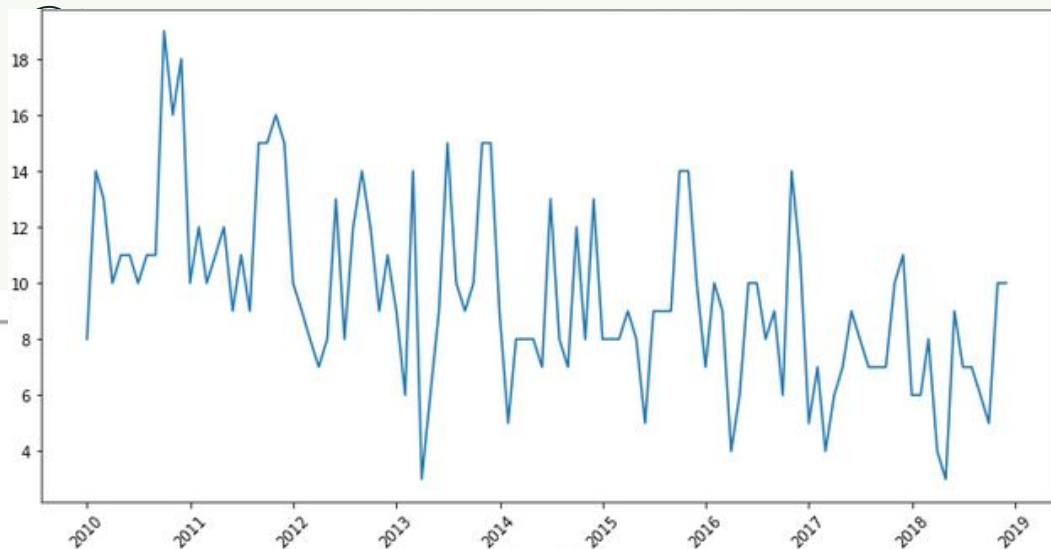
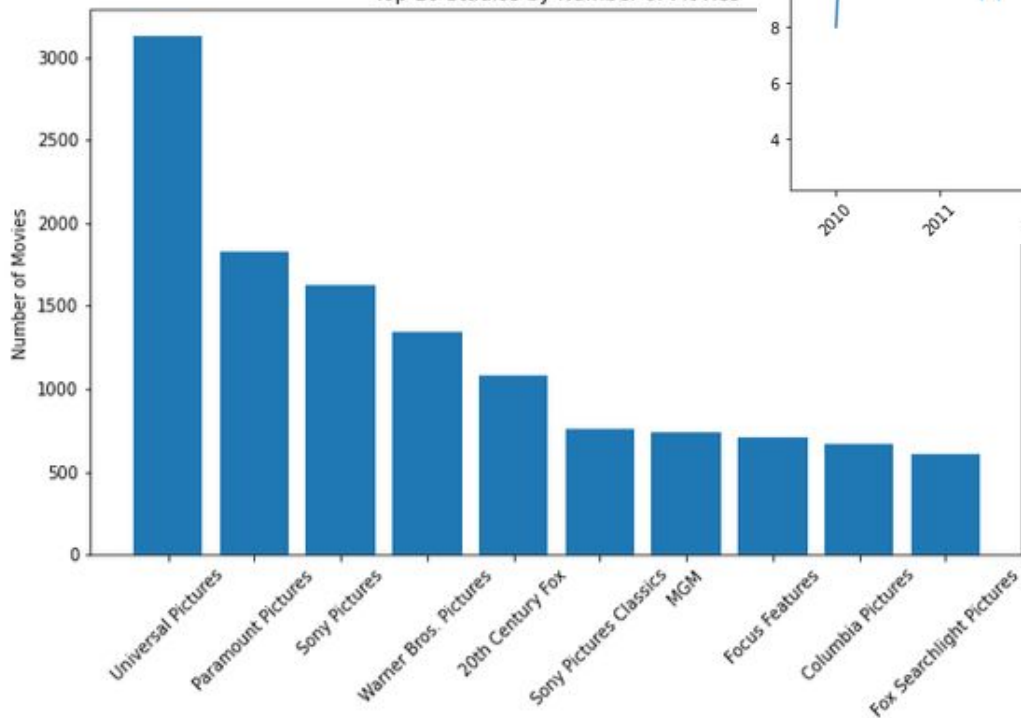
The Numbers

Movie industry data
and financial analysis
resource

Data

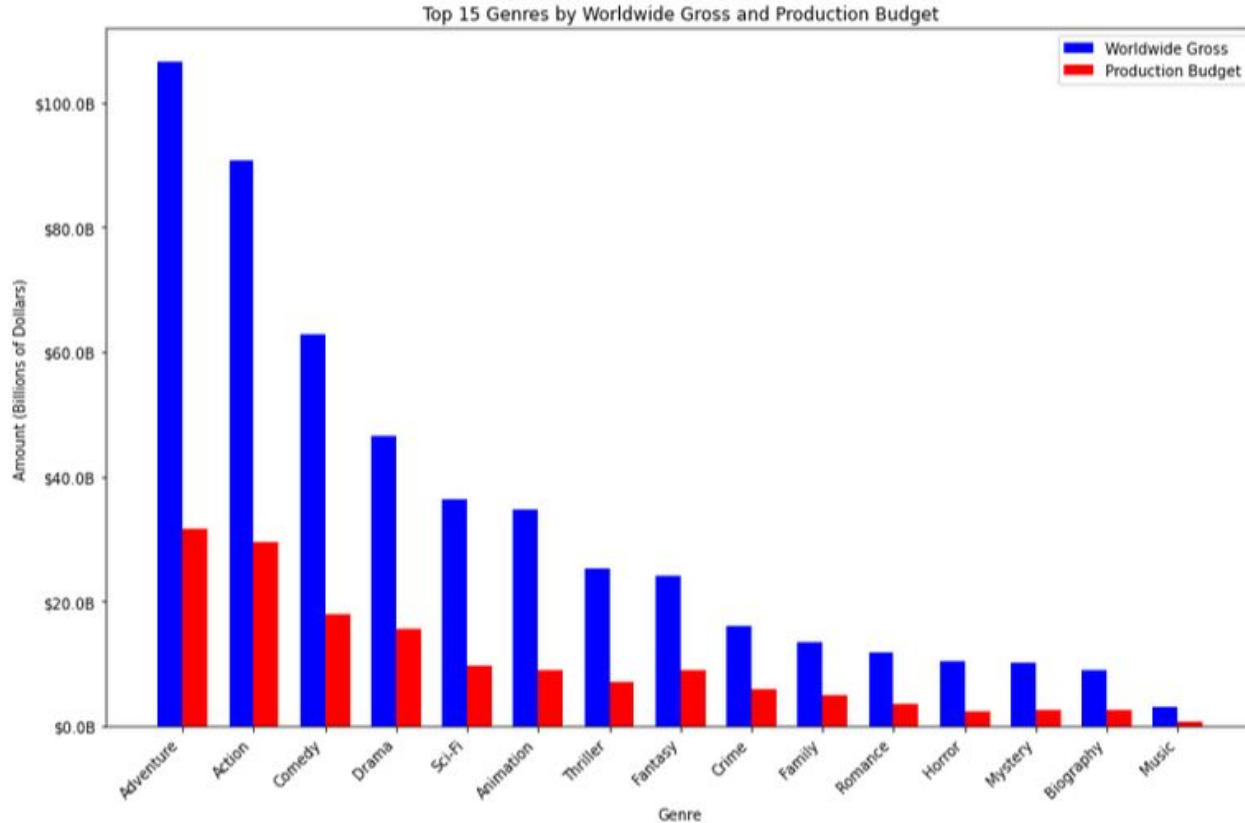
Understanding

Top 10 Studios by Number of Movies



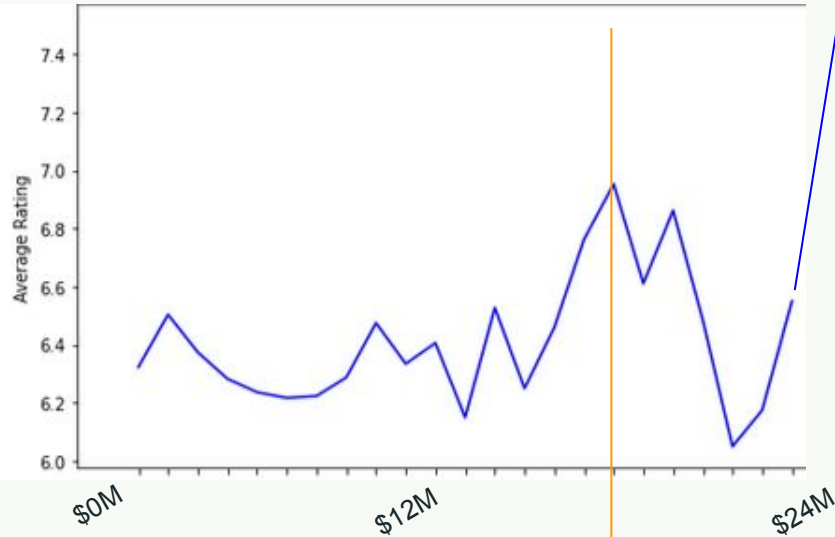
Data Analysis

- What genres are most popular?
- What genres perform the best?

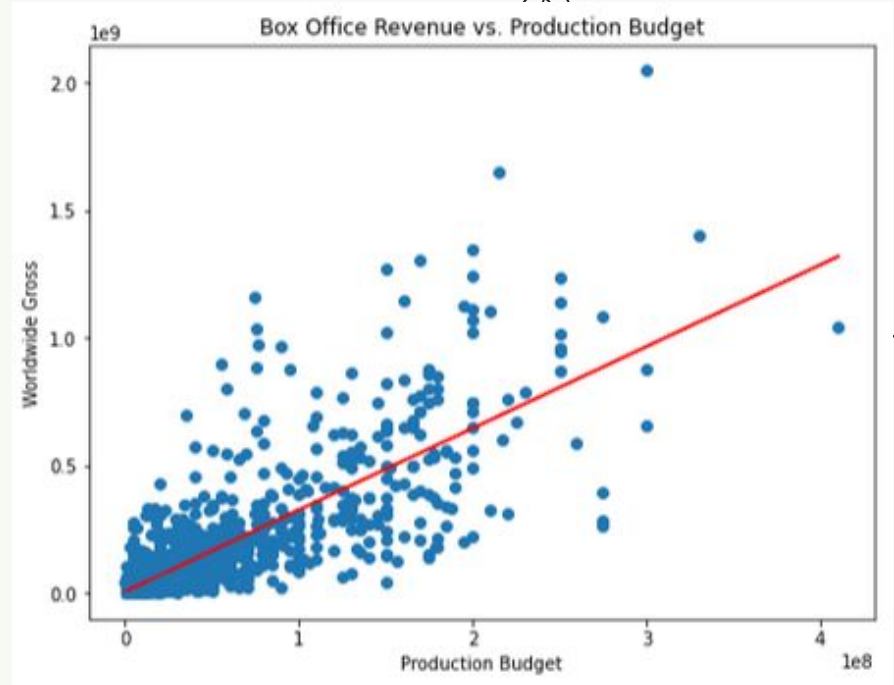


Data Analysis

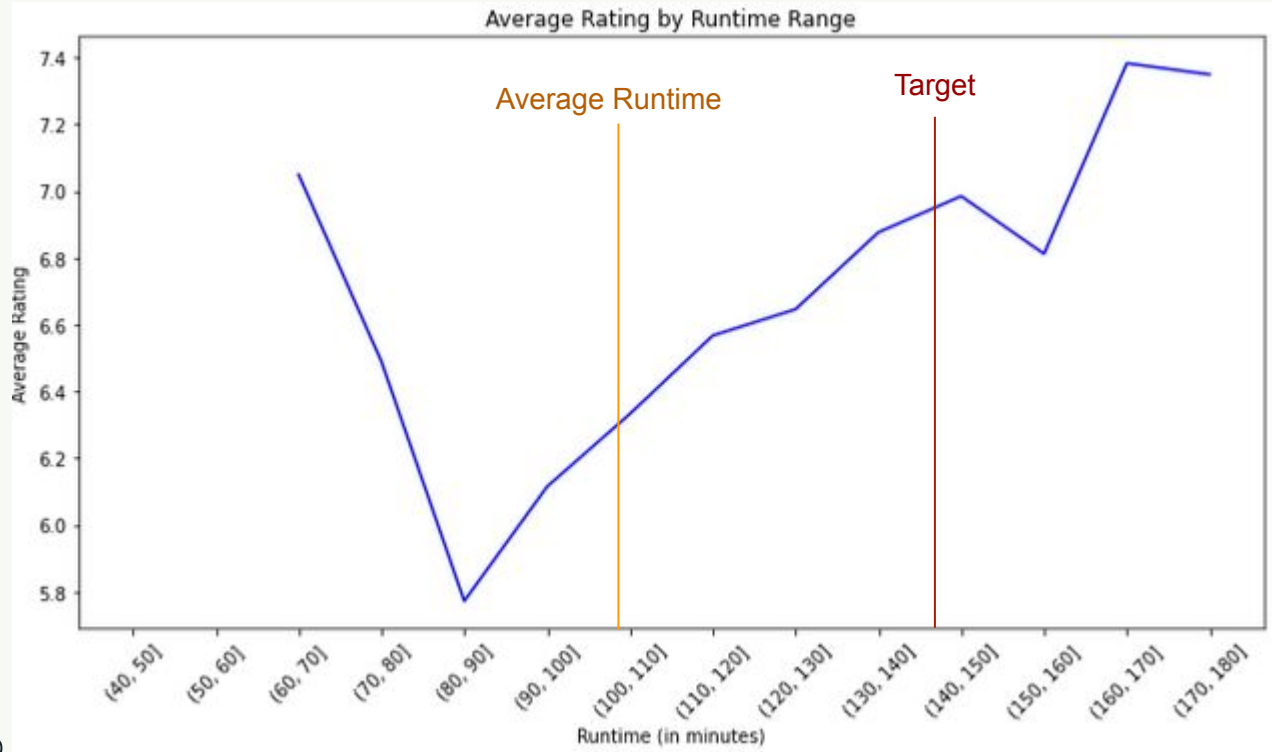
Budgets matter! We saw an increase in gross revenue when increasing the production budget.



The Sweet Spot:~ **\$16 Million**



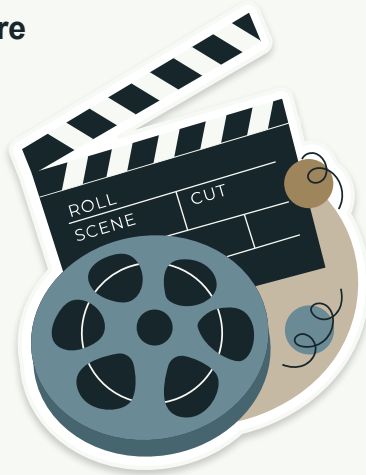
Data Analysis



Data Analysis

Top 10 Writers by Weighted Score

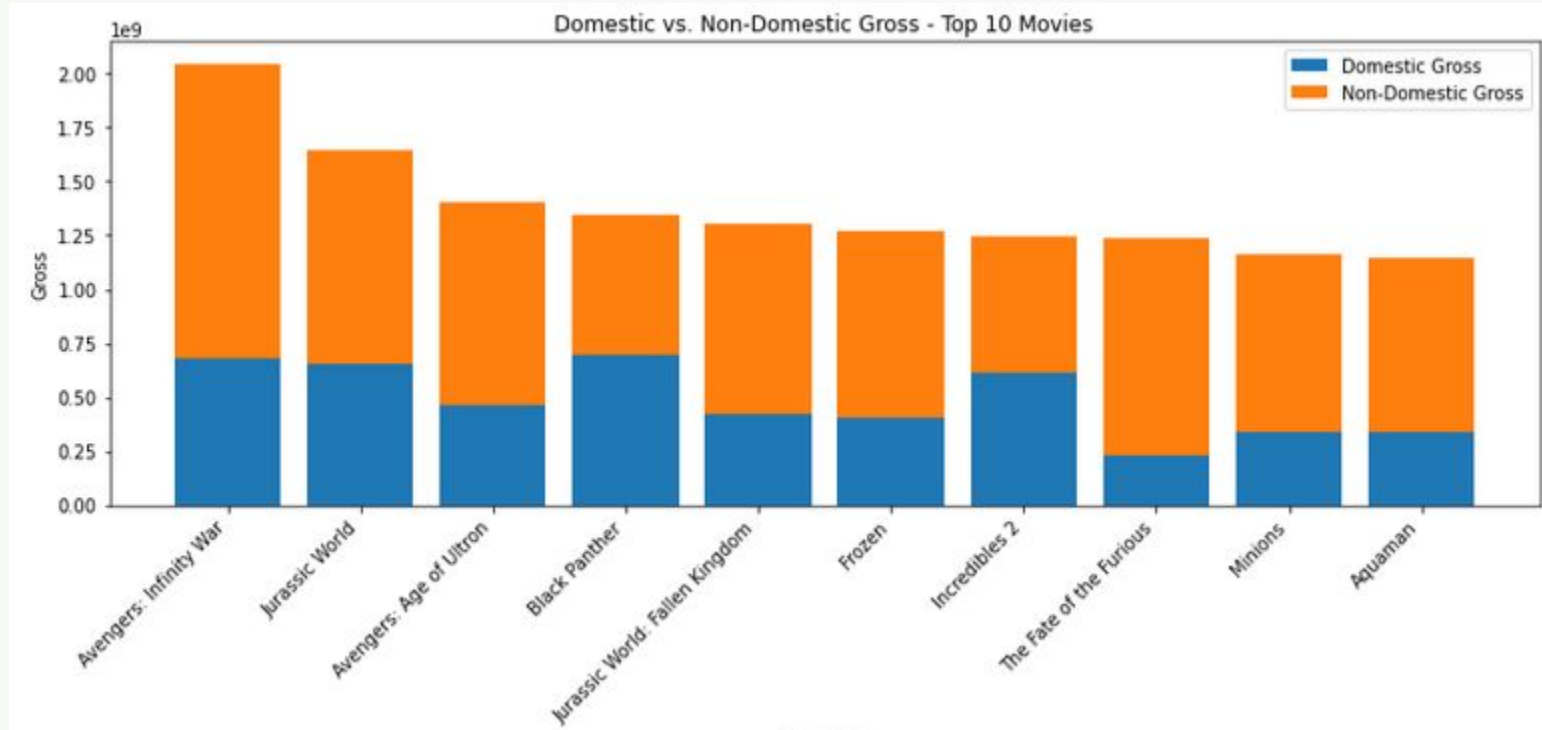
- Adam McKay
- Allan Loeb
- Amanda Silver
- Dan Gilroy
- Christopher Nolan
- Fran Walsh
- Jeff Nichols
- Dan Fogelman
- Guillermo de Toro
- Christopher McQuarrie



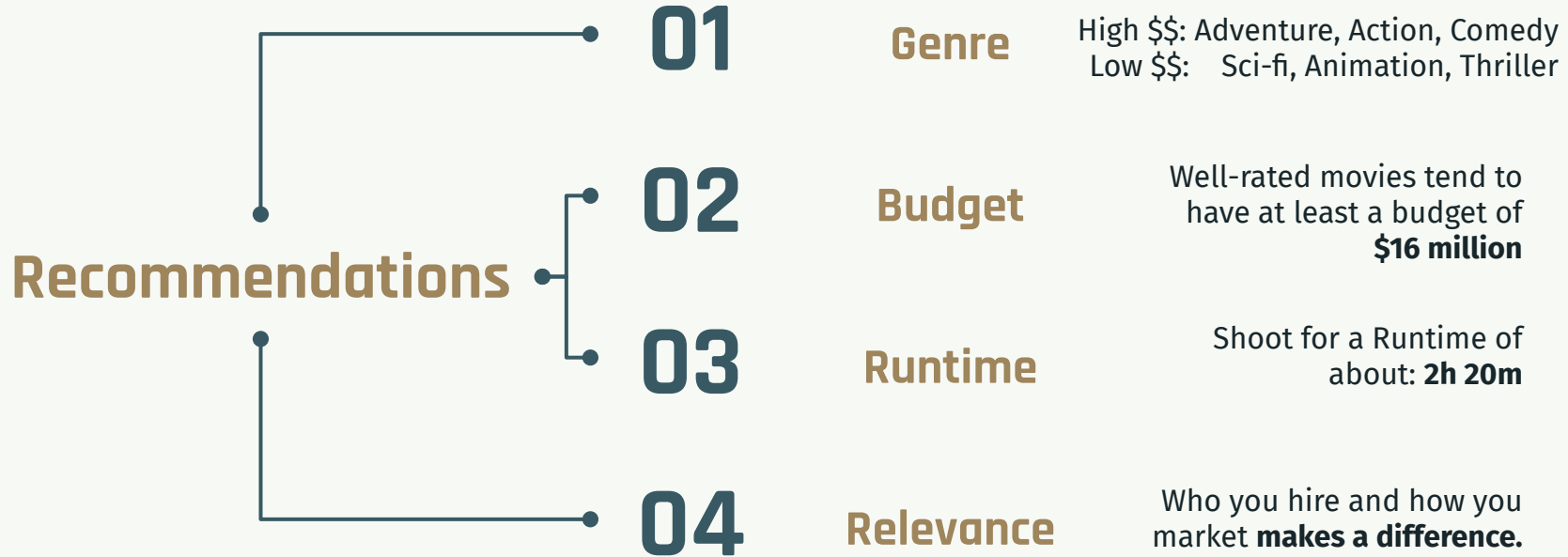
Top 10 Directors by Weighted Score

- Steven Spielberg
- Clint Eastwood
- Ridley Scott
- Francis Lawrence
- Peter Berg
- Shawn Levy
- Jaume Collet-Sera
- Zack Snyder
- Jon M. Chu
- Steven Soderbergh

Data Analysis



Movie Insights



Next Steps

Research

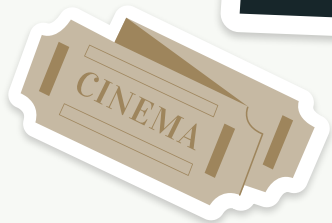
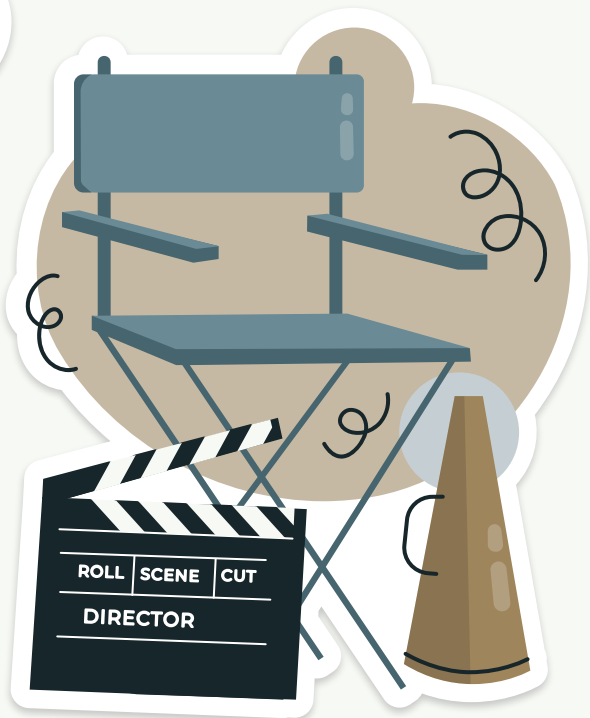
Determine a budget range and identify a genre that typically performs well within that budget.

Advertise

Promote globally to maximize accessibility and reach.

Recruit

Attract renowned writers or directors to boost ratings.



Thank you

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