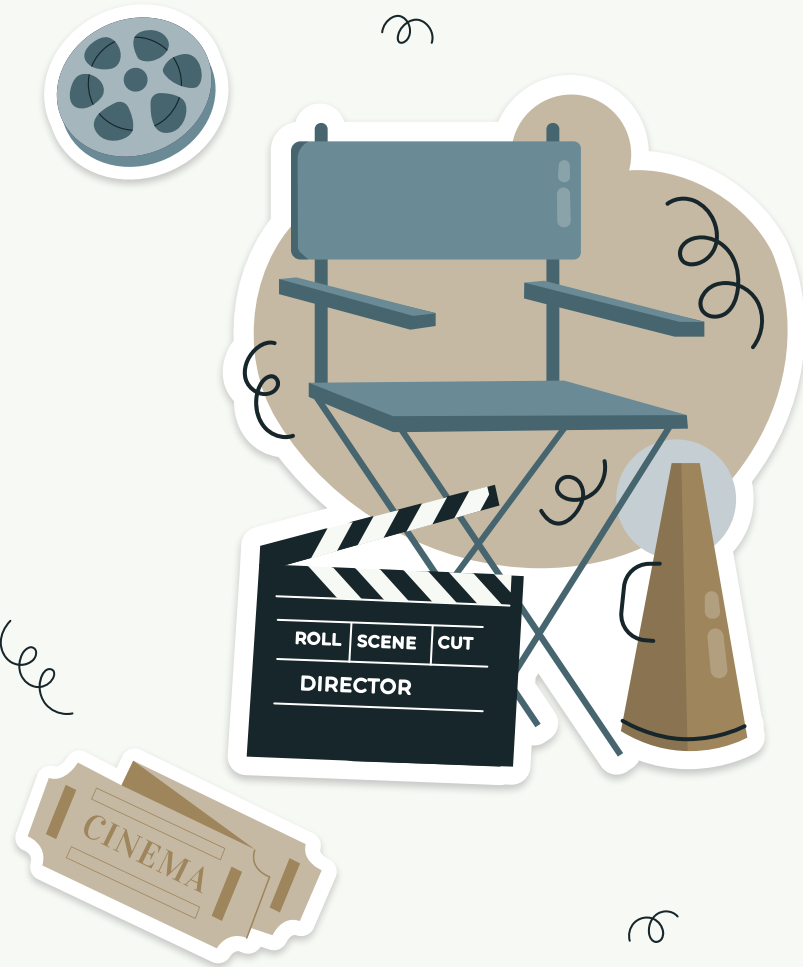


Data-Driven Cinema Insights into Movie Success

Nikki Wood, Data Science at Flatiron Schools



Project Overview

- The movie industry is a dynamic and ever-evolving landscape, where success is often determined by a multitude of factors. Data-driven insights have become increasingly crucial in navigating this complex terrain.
- Key Questions:
 - What factors influence a movie's performance?
 - How can production budgets be optimized for maximum return on investment?
 - How do we engage audiences and foster success?
- Leveraging data-driven approaches can unveil valuable insights, enabling informed decision-making and strategic planning.

Business Understanding

What are we doing?



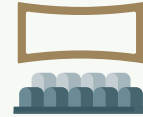
Industry Landscape

The movie industry is a highly competitive landscape with substantial investments at stake. Understanding the factors that captivate audiences and drive box office success is crucial.



Data-Driven Approach

Studios and filmmakers can harness data to make informed decisions and optimize resource allocation.



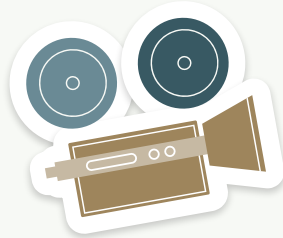
Key Objectives

Balancing production costs with potential returns. Fostering lasting connections with audiences. Identifying the critical elements that separate hit films from underperformers.

Data Understanding

Popular online
database for movie and
TV information

IMDB



Comprehensive source
for box office data and
analysis

Box Office Mojo



Rotten Tomatoes

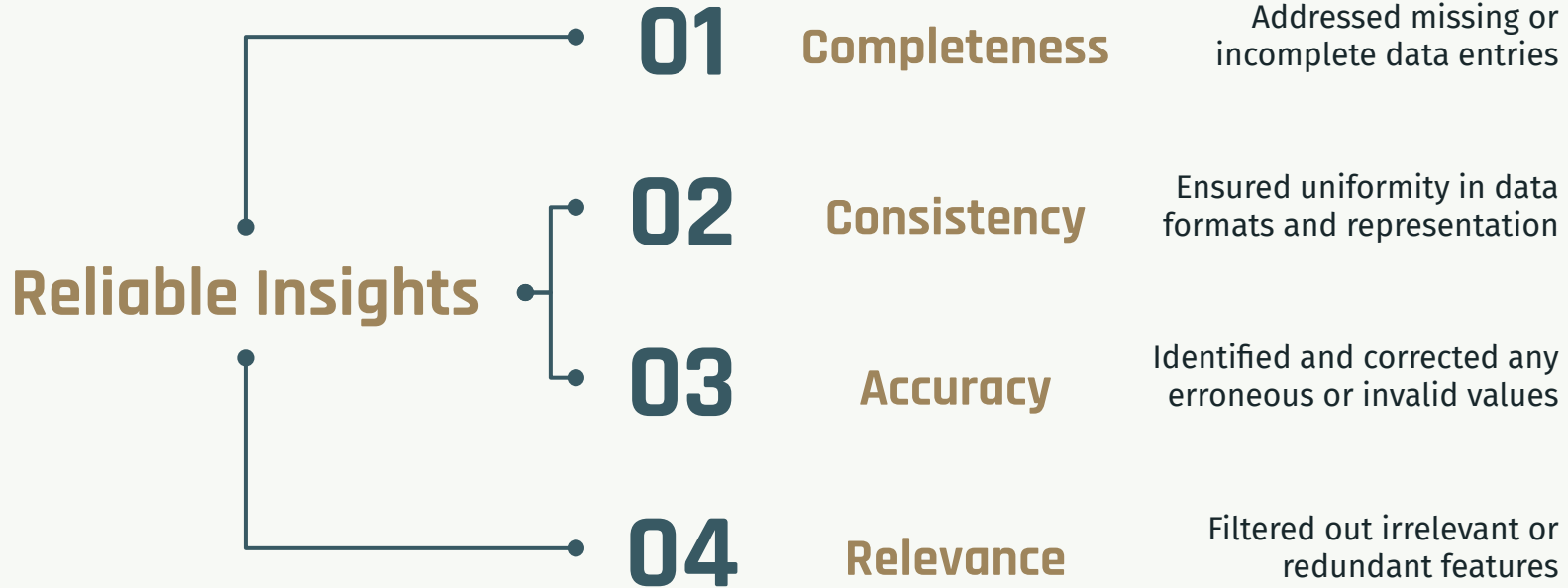
Review aggregator
providing critic and
audience rating



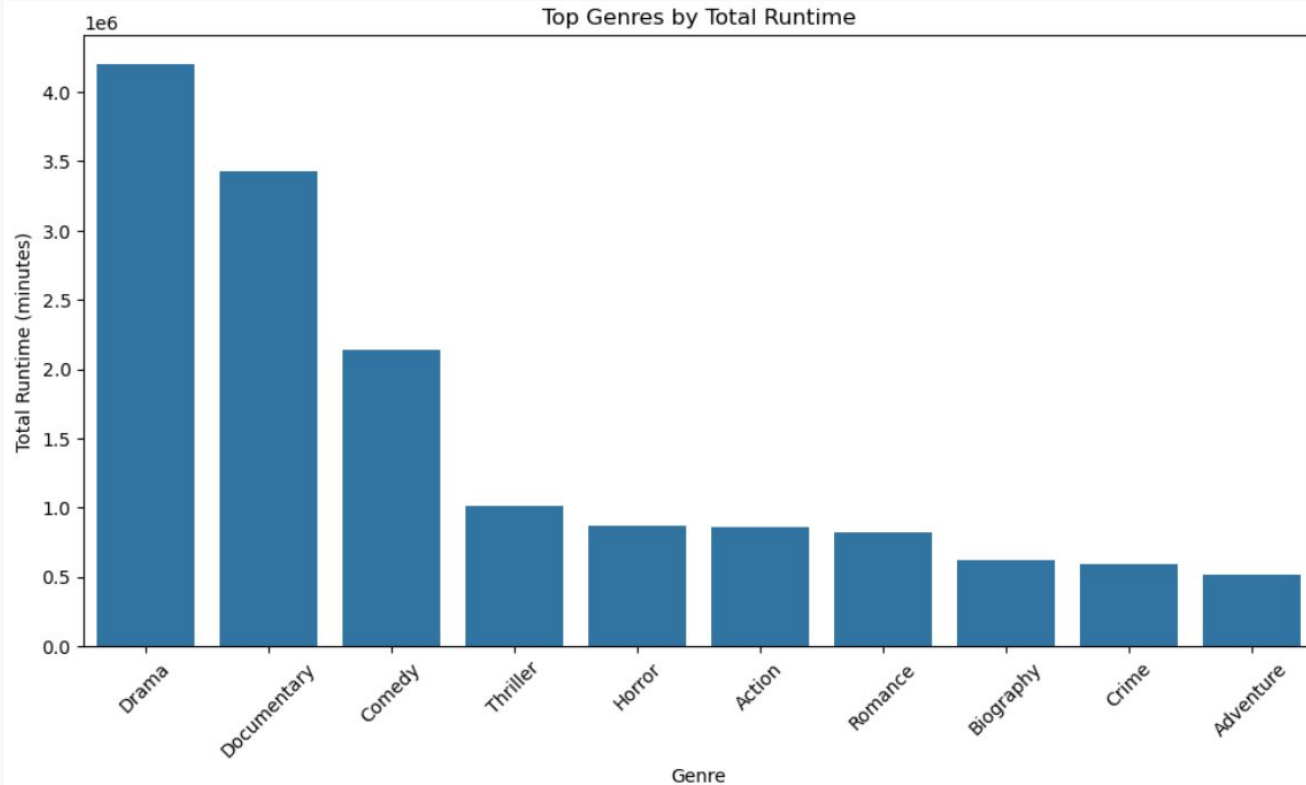
The Numbers

Movie industry data
and financial analysis
resource

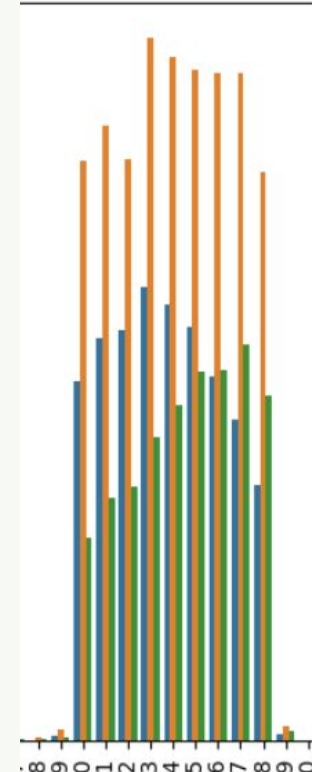
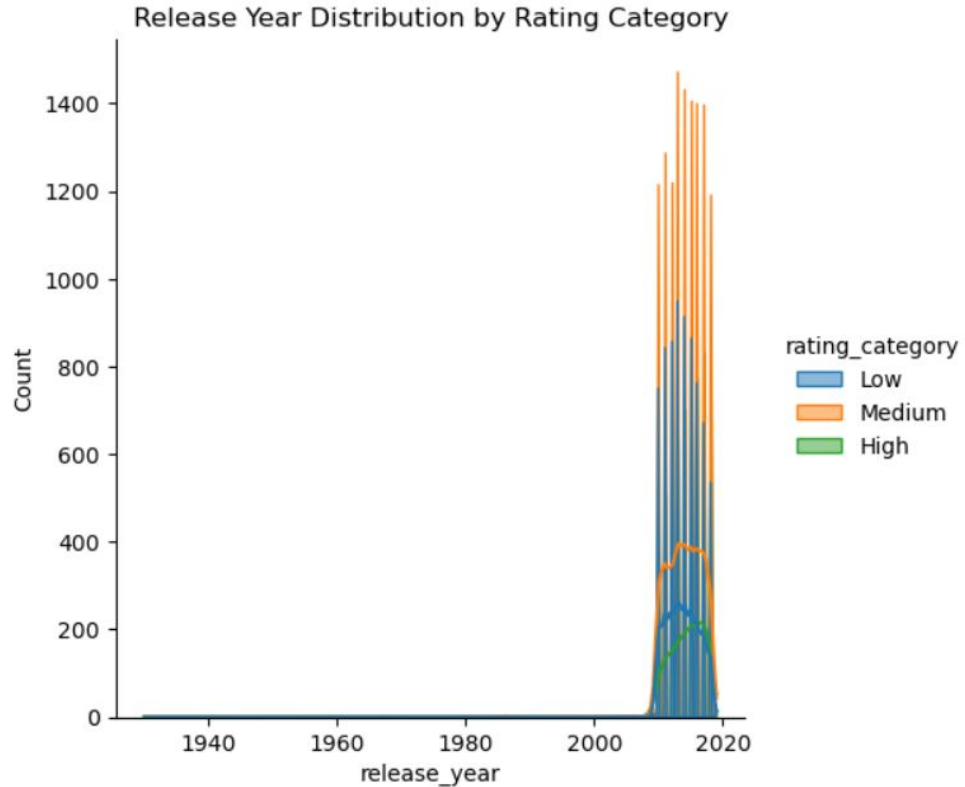
Cleaning the Data



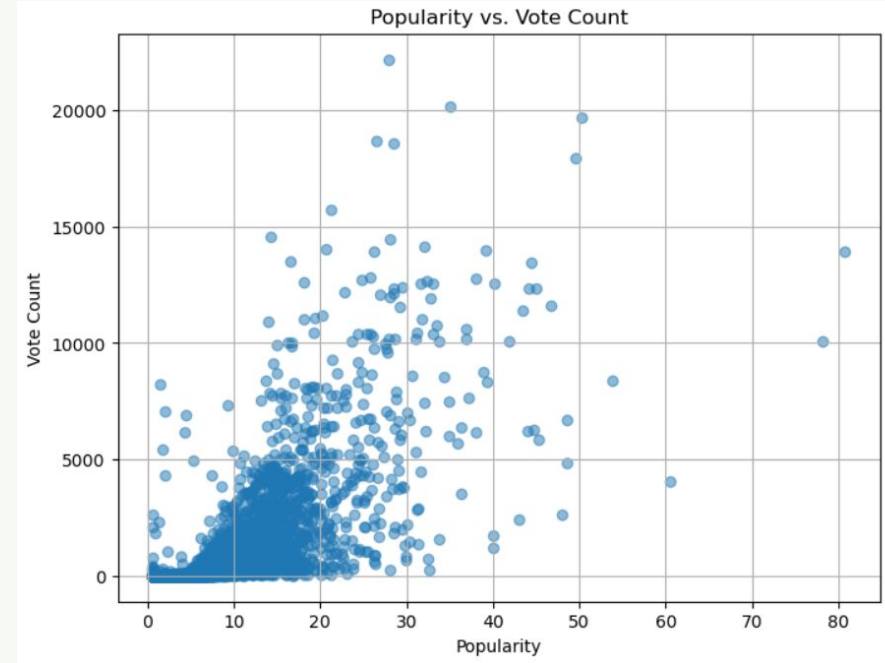
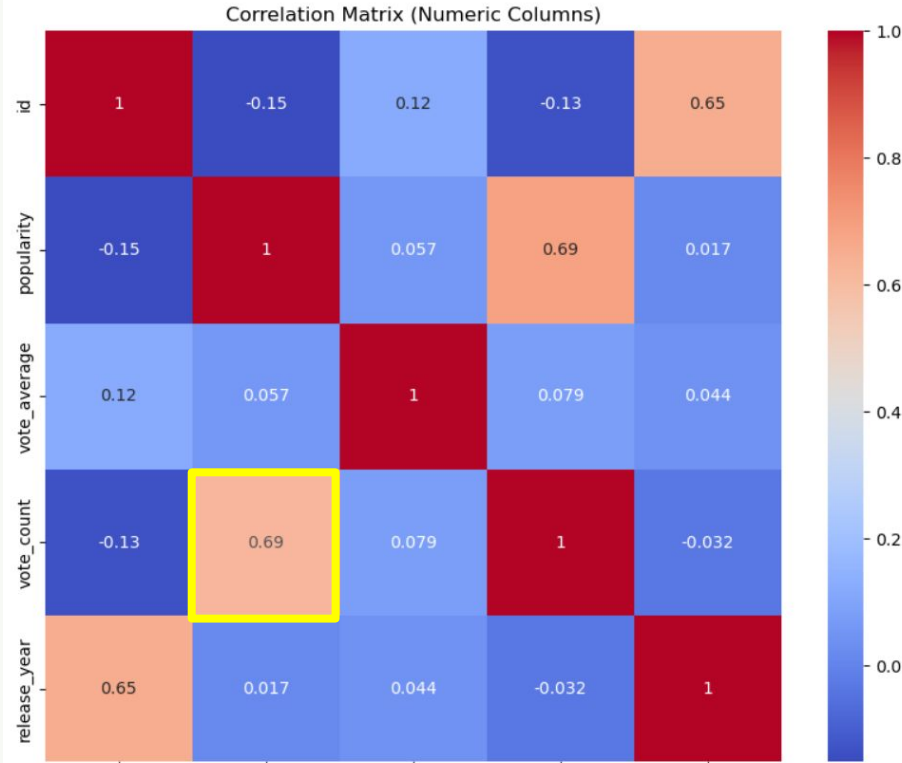
Data Analysis



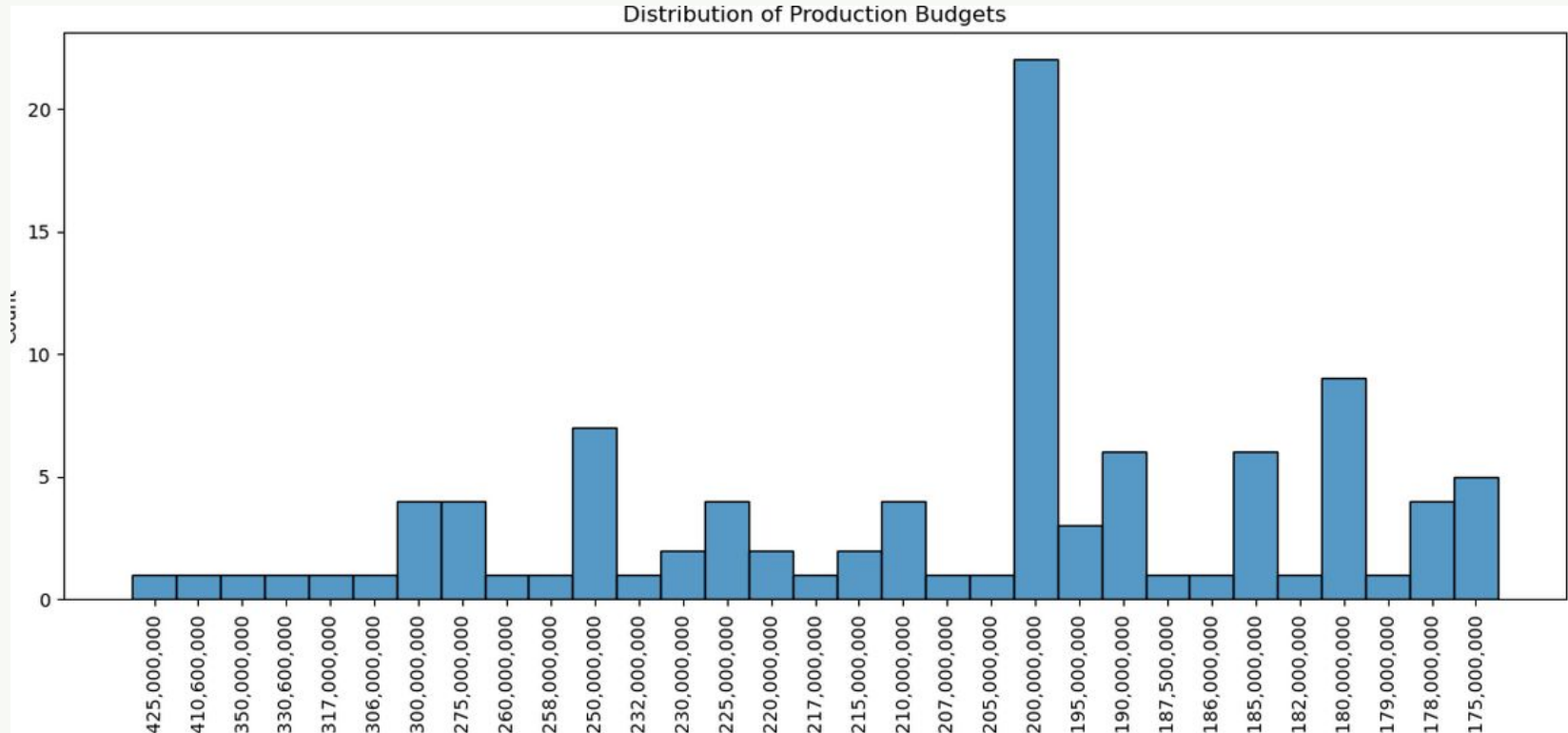
Data Analysis



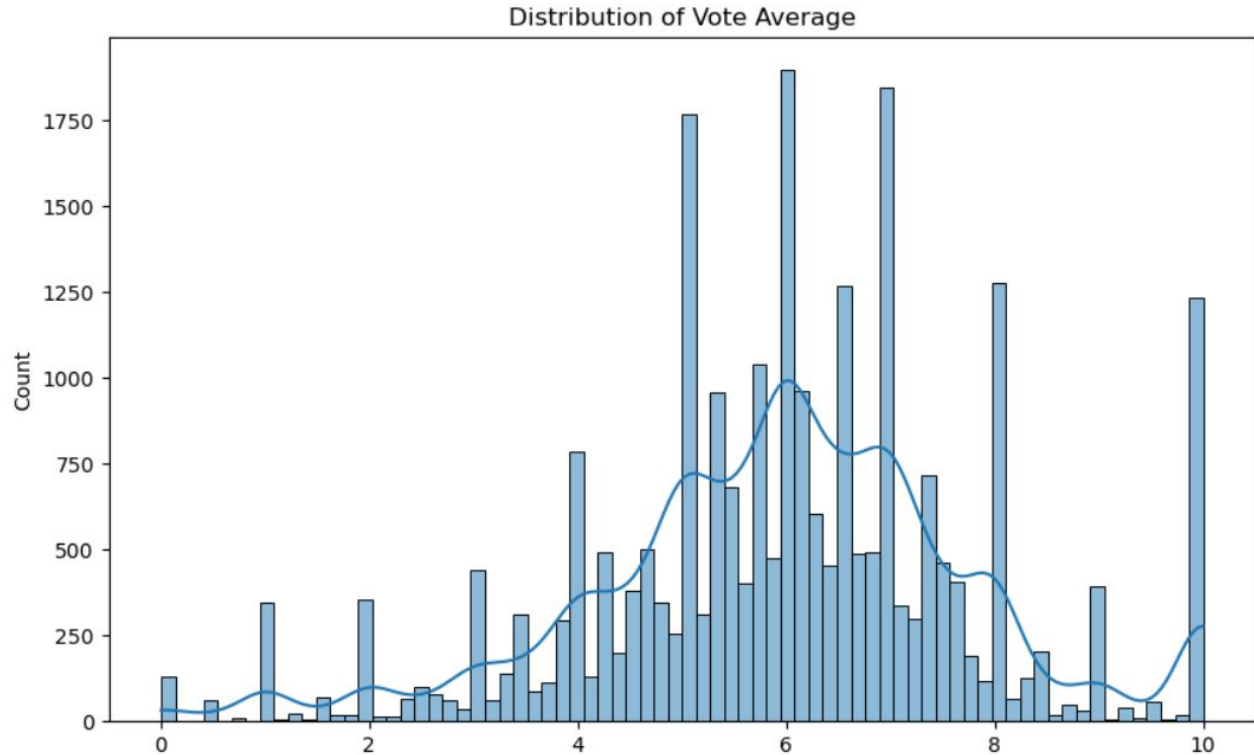
Data Analysis



Data Analysis



Data Analysis



Business Recommendations

Invest

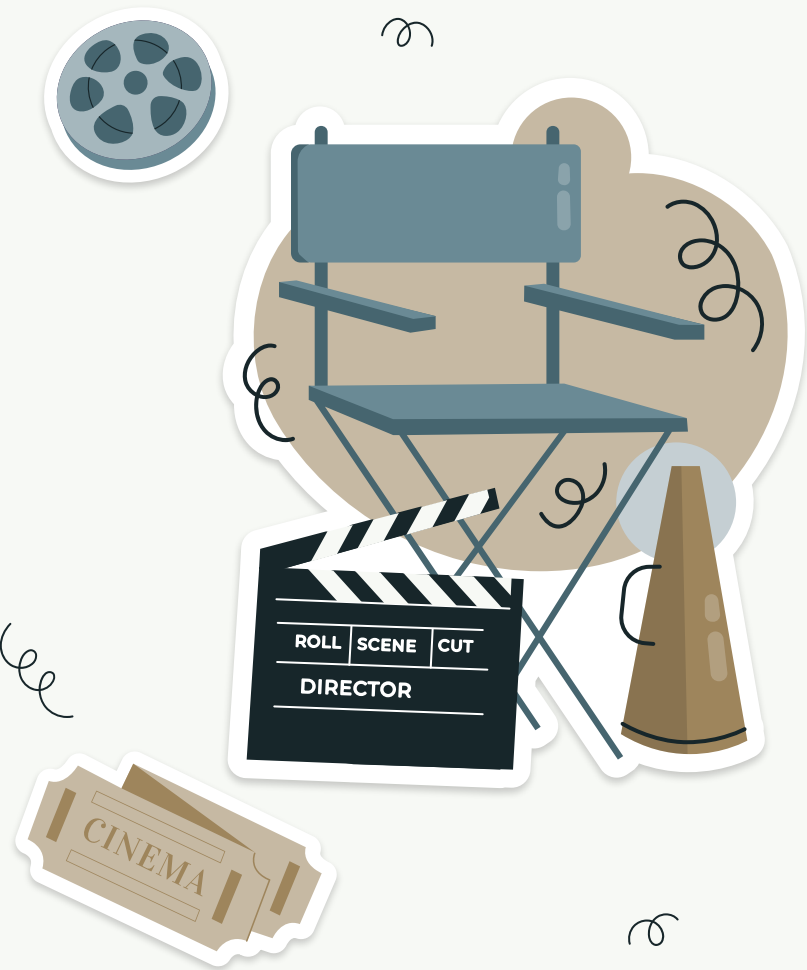
The data shows that investing at least \$200,000,000 into a movie

Cater to the Audience!

Our data shows that most popular movies tend to be genres that large audiences can consume. Drama, Documentary, and Comedy movies are great options!

Advertise

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury. Venus has a very toxic atmosphere



Thank you

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