

## User Manual: Producer's Edge

### 1. Main Dashboard



The application serves as a central hub for movie producers. The main screen offers intuitive navigation to three core modules:

- **Concept & Title Analysis:** Validates plot ideas and research competitor titles.
- **Talent & Casting:** Discovers high-performing actor pairs and top-grossing directors.
- **Market Trends:** Analyses genre combinations to identify profitable market opportunities.

## 2. Module 1: Concept & Title Analysis

**Functionality:** This screen evaluates the financial potential of movie concepts (Query 1) or analyses competitor titles (Query 2).

### Key Features:

- **Unified Search Bar:** Allows input of keywords (e.g., "Apocalypse") or specific titles.
- **Search Modes:**



- *Search by Plot Concept:* Performs a Full-Text Search on movie overviews.
- *Search by Title:* Finds specific films for competitor analysis.
- **Results:** As shown in the screenshot, the system displays key financial metrics including Budget, Revenue, and a calculated **ROI Ratio**, helping producers estimate the profitability of similar concepts.

A screenshot of the same application showing search results for the keyword "Apocalypse". The search bar at the top contains "Apocalypse". The "Search by Plot Concept" button is highlighted with a pink outline. The search results table below shows three movies with their financial metrics:

ROI Ratio	Revenue	Budget	Release Year	Movie Title
2.8	\$540M	\$190M	2013	World War Z
3.8	\$769M	\$200M	2009	2012
4.4	\$552M	\$125M	2004	The Day After Tomorrow

### 3. Module 2: Talent & Casting Intelligence

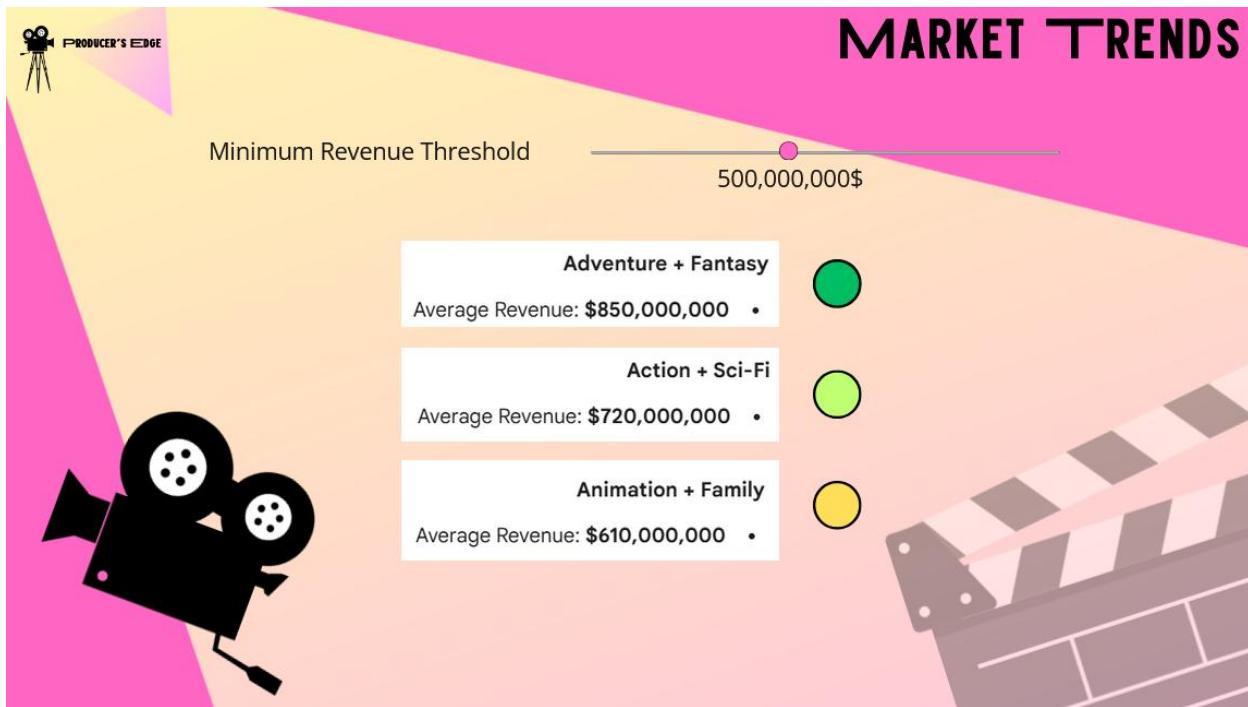


**Functionality:** A split-screen dashboard focusing on the human capital of film production (Queries 3 & 4).

#### Key Features:

- **Top Directors (Left Panel):** Users select the number of directors to display (e.g., Top 5). The system ranks them by total lifetime revenue (e.g., Steven Spielberg - \$10.5B).
- **Power Couples (Right Panel):** Users set a "Minimum Movies Together" filter. The system identifies actor pairs with proven on-screen chemistry and displays their average viewer rating (e.g., De Niro & Joe Pesci, 8.1 Rating).

#### 4. Module 3: Market Trends & Genre Analysis



**Functionality:** Identifies profitable market niches by analysing genre combinations (Query 5).

#### Key Features:

- **Revenue Filter:** A slider allows users to set a minimum revenue threshold (e.g., \$500,000,000) to exclude low-budget films from the analysis.
- **Leaderboard:** The dashboard displays a ranked list of the most lucrative genre pairs. For example, "Adventure + Fantasy" is shown as a top-performing combination with an average revenue of \$850M.