



KYAW LINN NAING



NG YU HUI



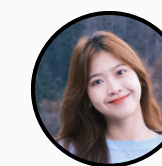
JEMIMA PHUA



SEAN LEE JUN WEI



TAN JIE NI



CHU KAY KHINE

BACKGROUND

29 screens across
4 locations



The company is currently facing challenges in negotiating **fair film rental terms** with distributors and **optimising movie session planning**.



PROBLEM STATEMENT

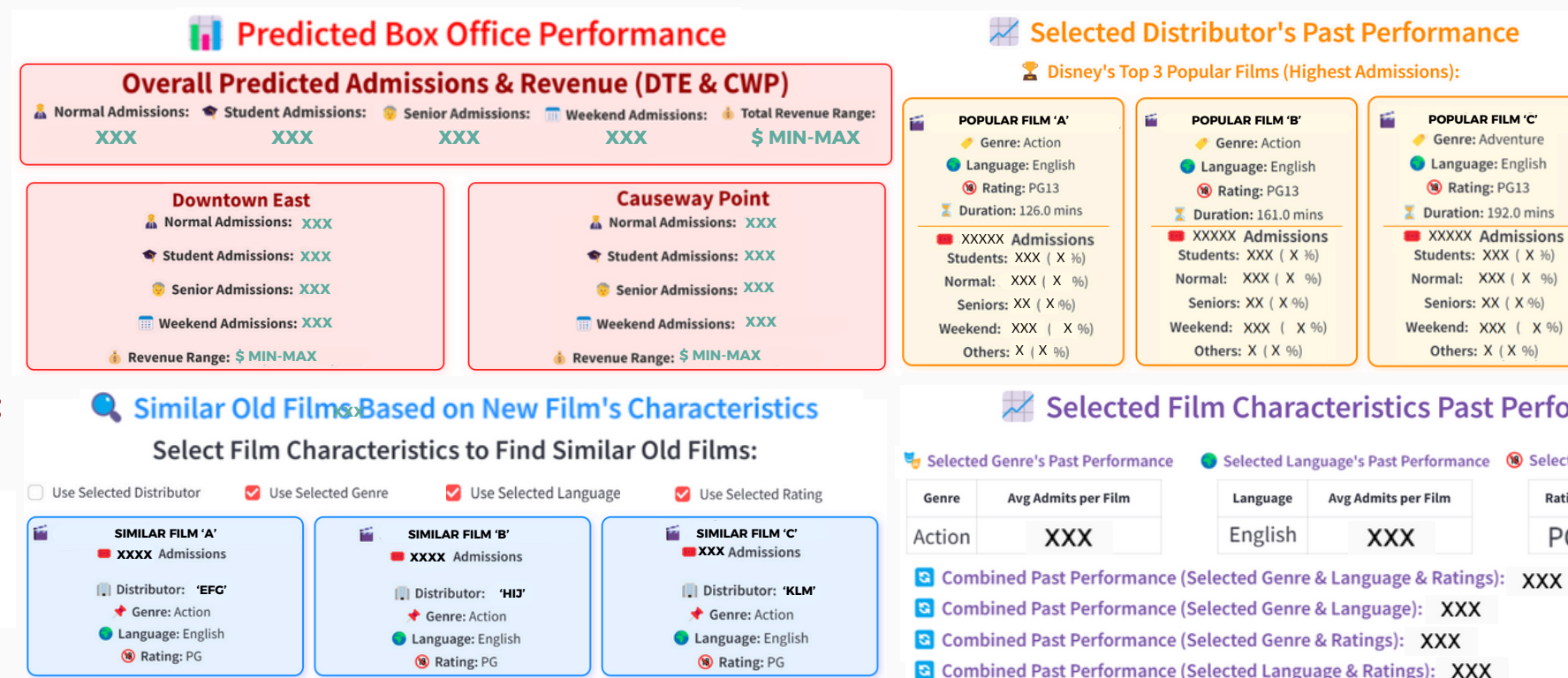
How can Cathay Cineplexes **predict** the performance of a prospective movie, and subsequently **optimize** the programming for the movie?



App Used:
Streamlit



BOX OFFICE PREDICTION DASHBOARD



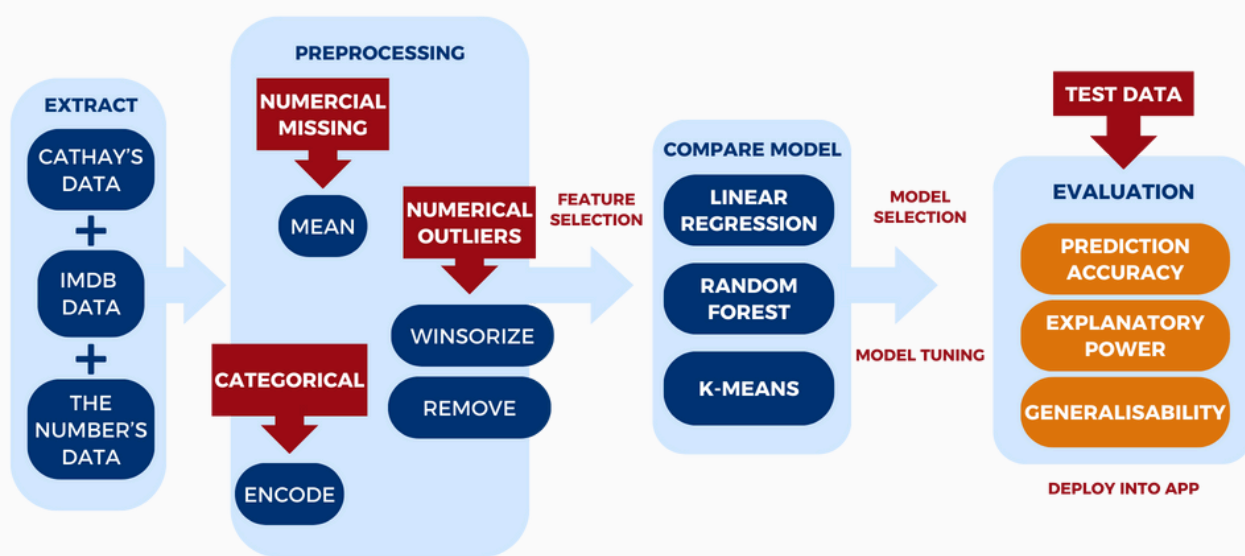
User Input: Distributor & film characteristics

(Distributor, MPAA Rating, Film Duration, Language, Genre, Lead Actor Names, Film Director Name, Film Budget, Production Company, Film Release Month, Popularity Score)

Output:

- Predicted Total Revenue
- Outlet-Level Predictions
- Selected distributor's past performance
- Similar old films based on input

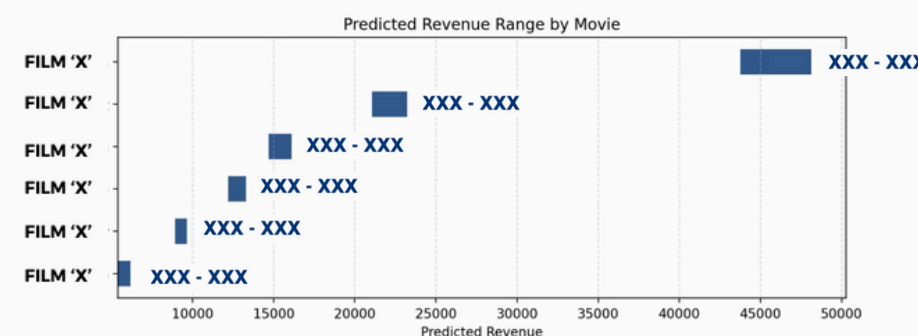
OUR APPROACH



SESSION OPTIMISATION DASHBOARD

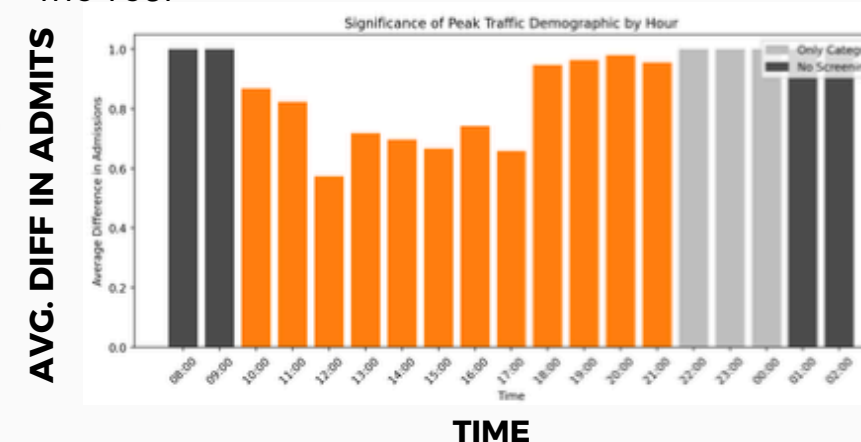
TOP MOVIE BY PREDICTED REVENUE RANGE

Chart visualizes the gap between each movies to display the significance of gaps between rankings



HOURLY ADMISSIONS SIGNIFICANCE

Significance shows how much more admissions the top demographic is bringing in compared to the rest



User Input:

Outlet, Month, Day

Output:

- Outlet Historical Information (Time trends, Demographic trends, Movie comparisons)
- Ranking of Movies/ demographic