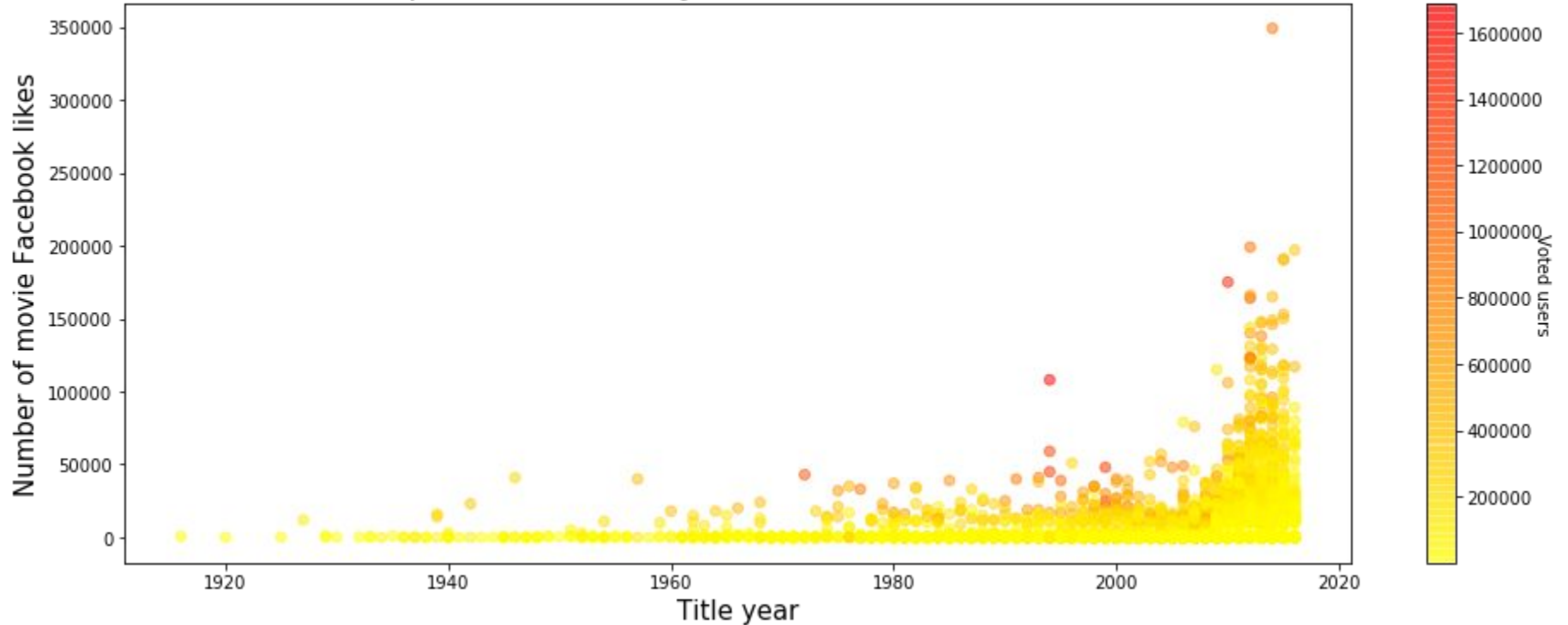


Promoting movies on Facebook: How many likes are you getting?

Rucheng Diao
20171205

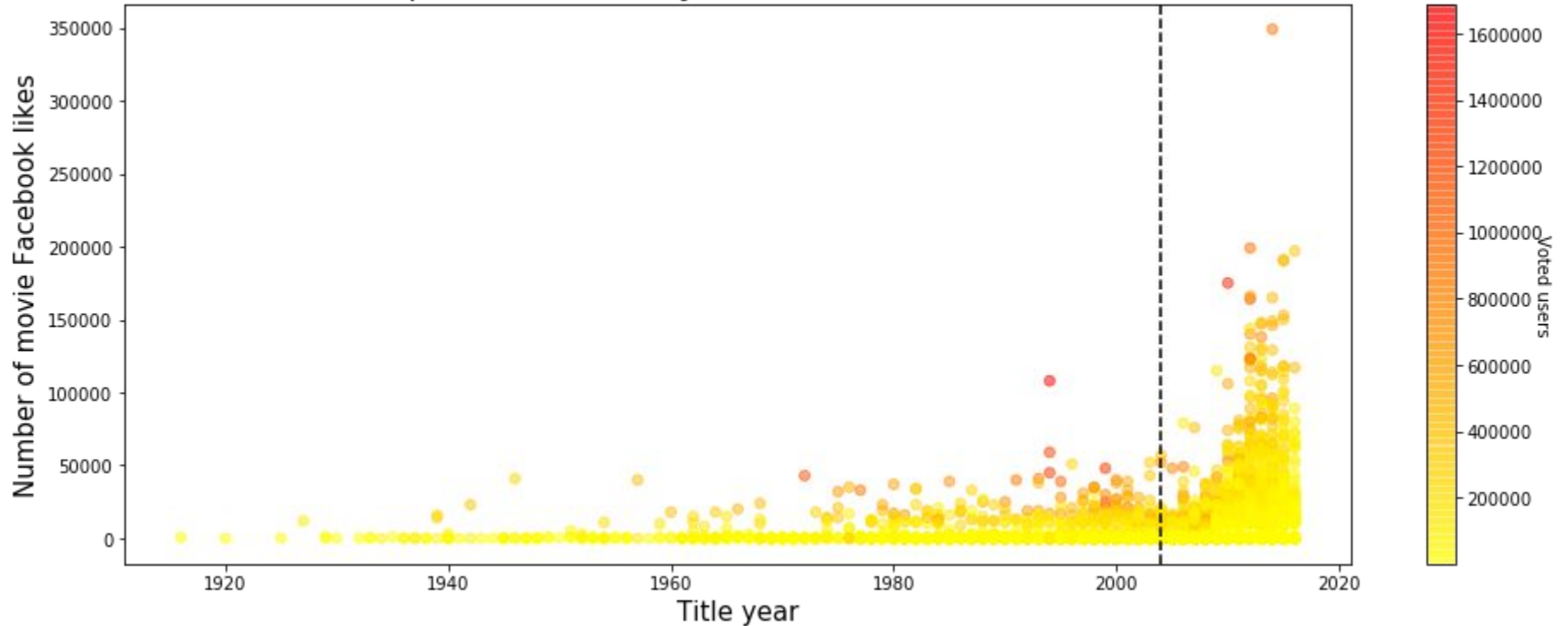
Number of likes of movies on Facebook over title years

Relationship between title year and Facebook likes of movie



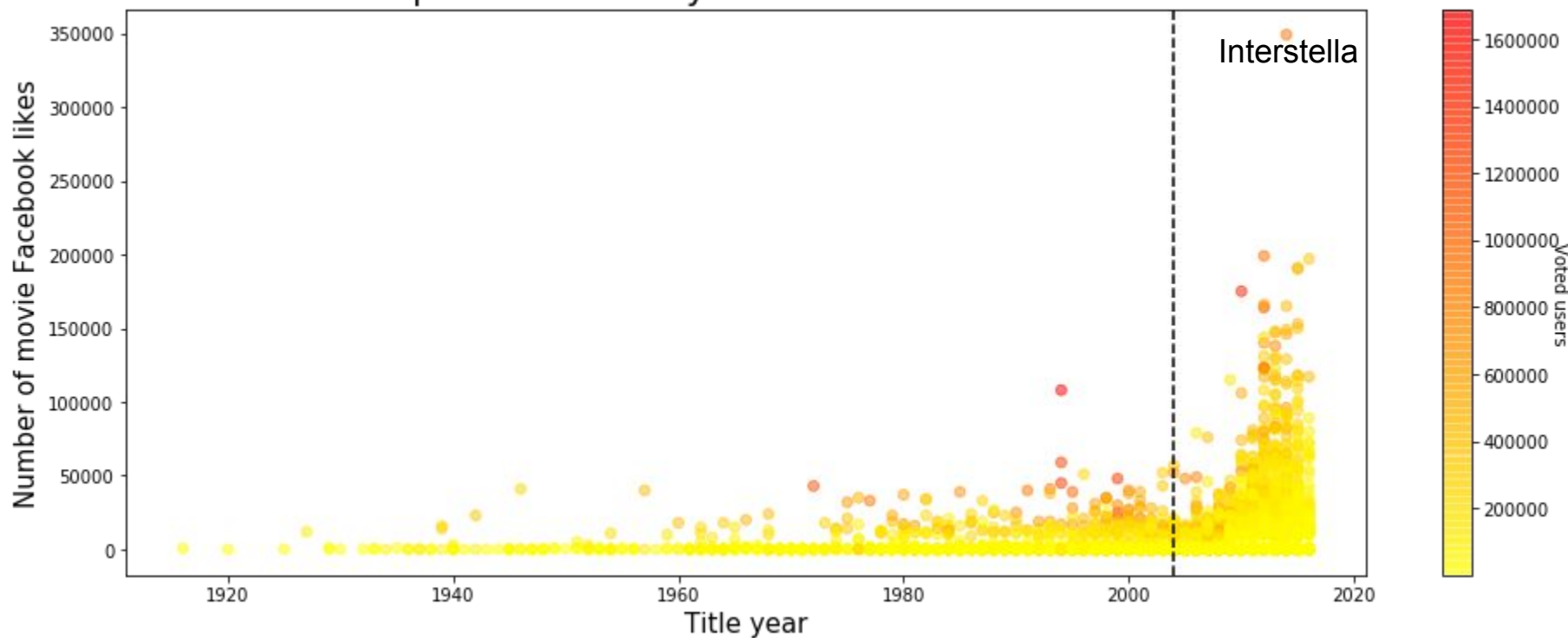
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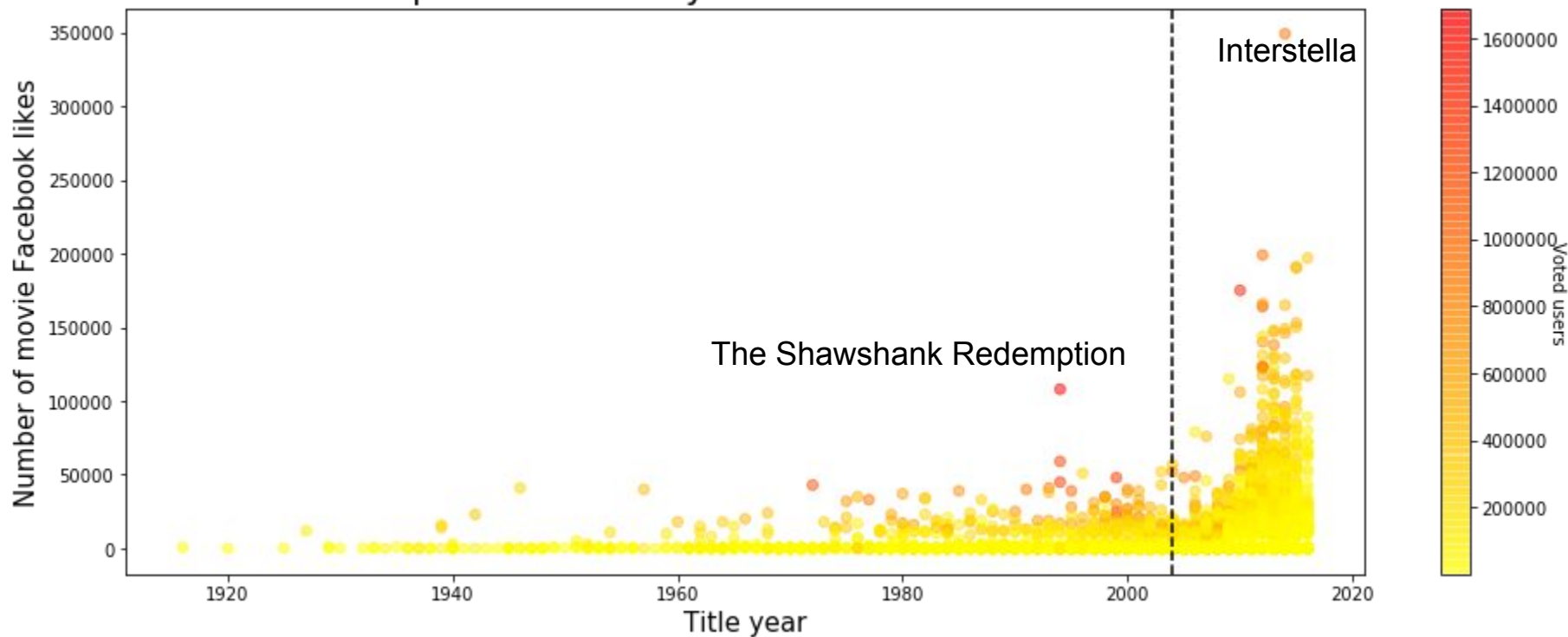
“The greatest movies of Facebook history”

Relationship between title year and Facebook likes of movie



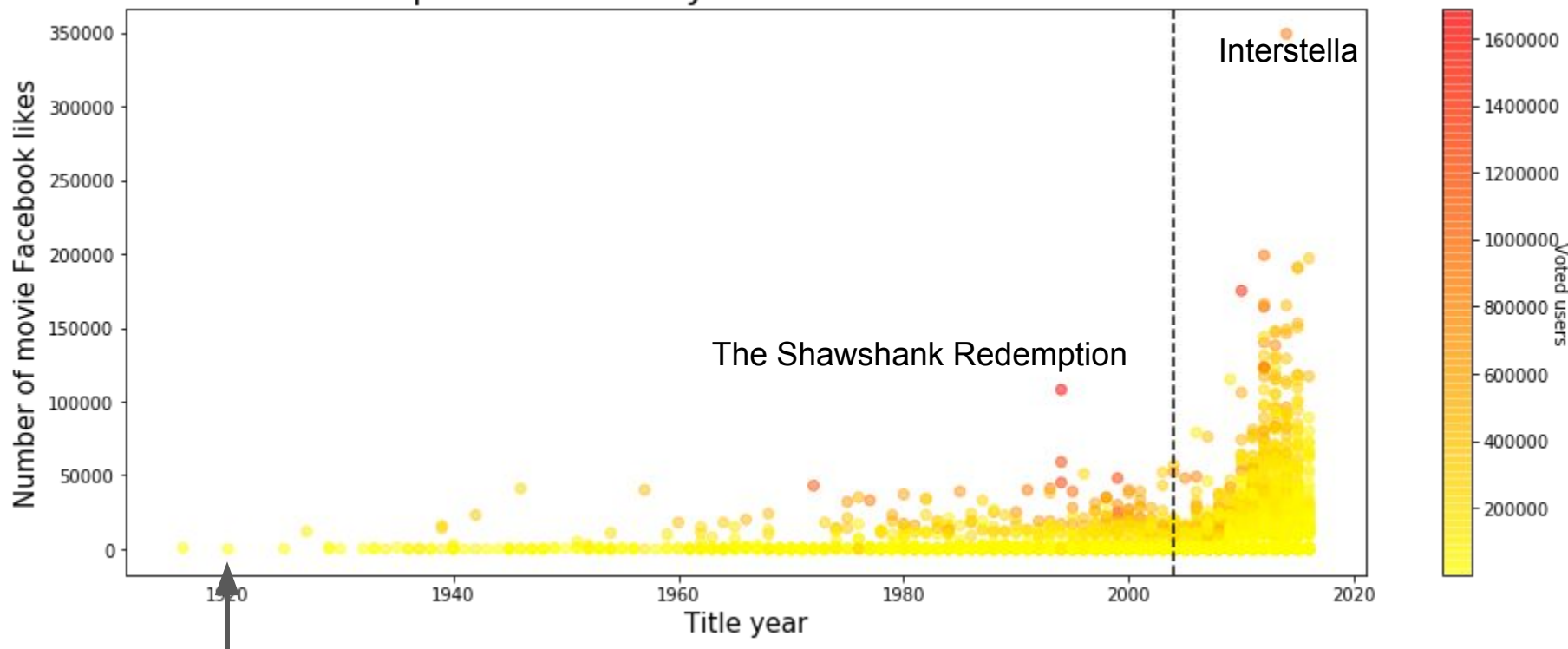
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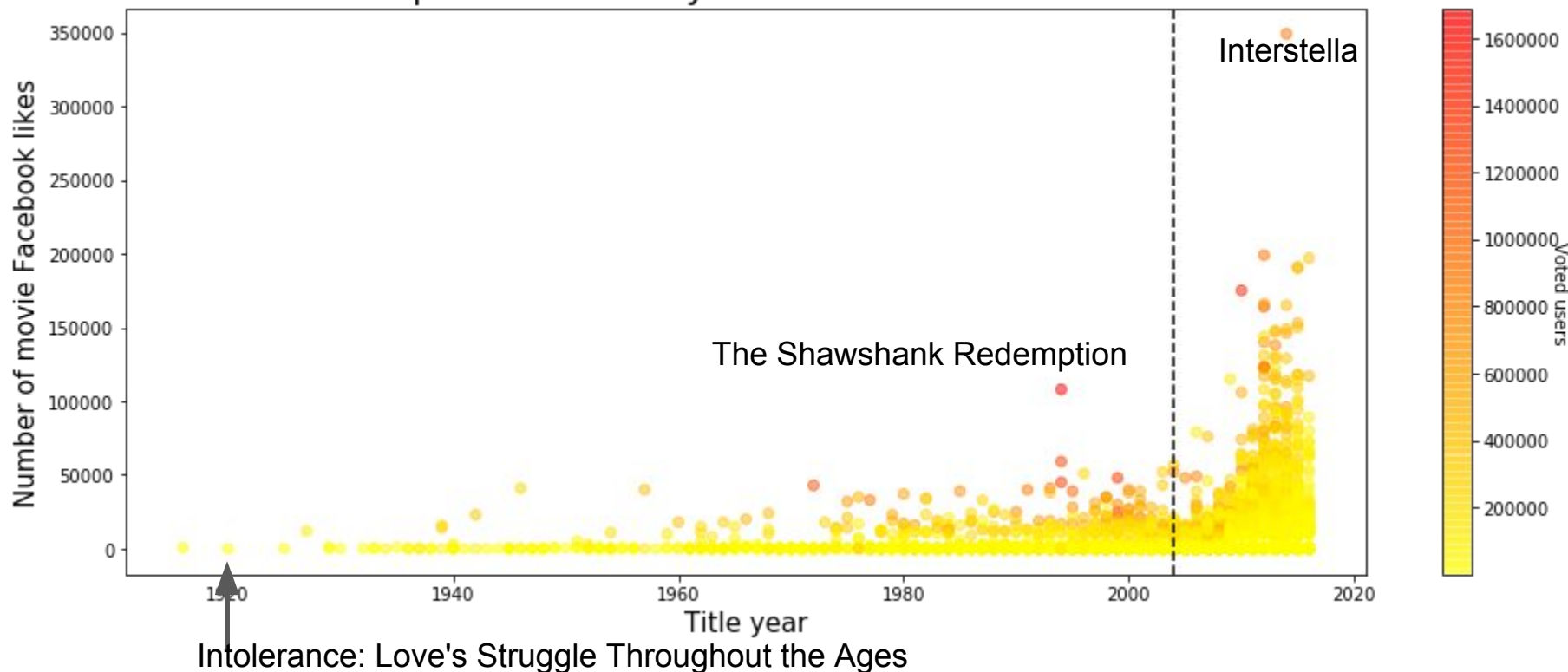
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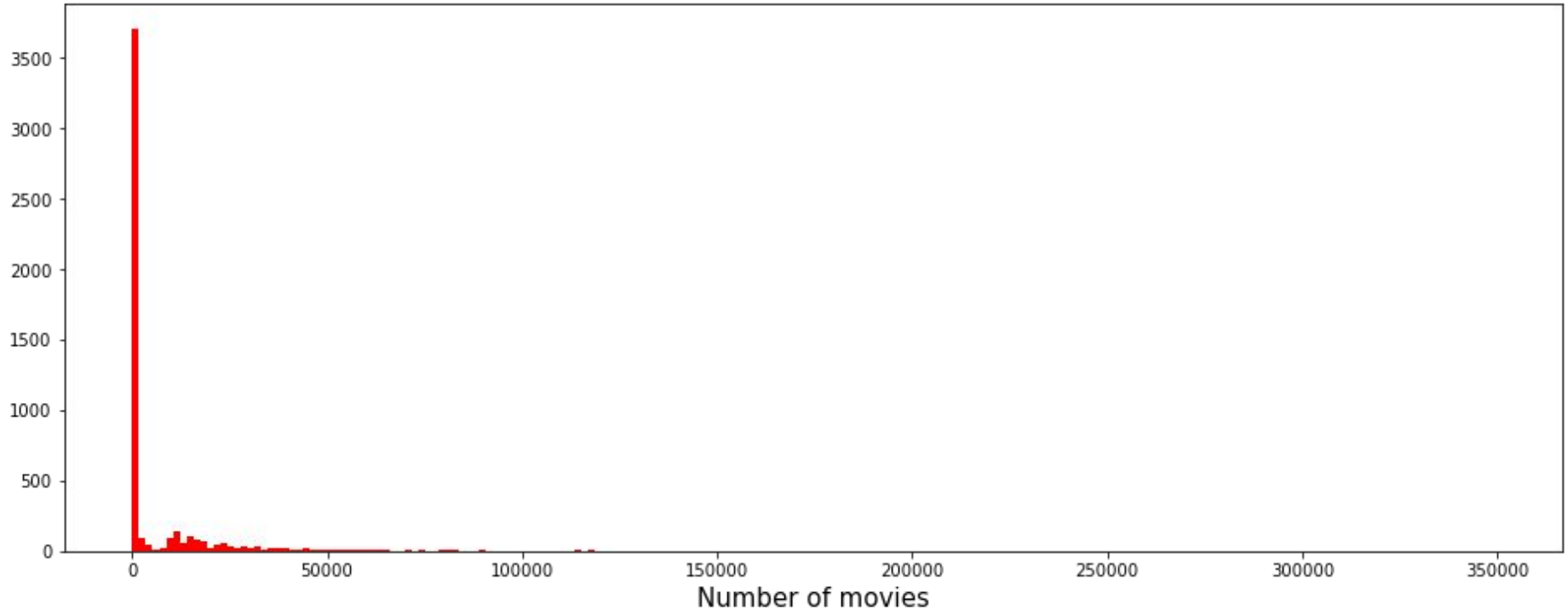
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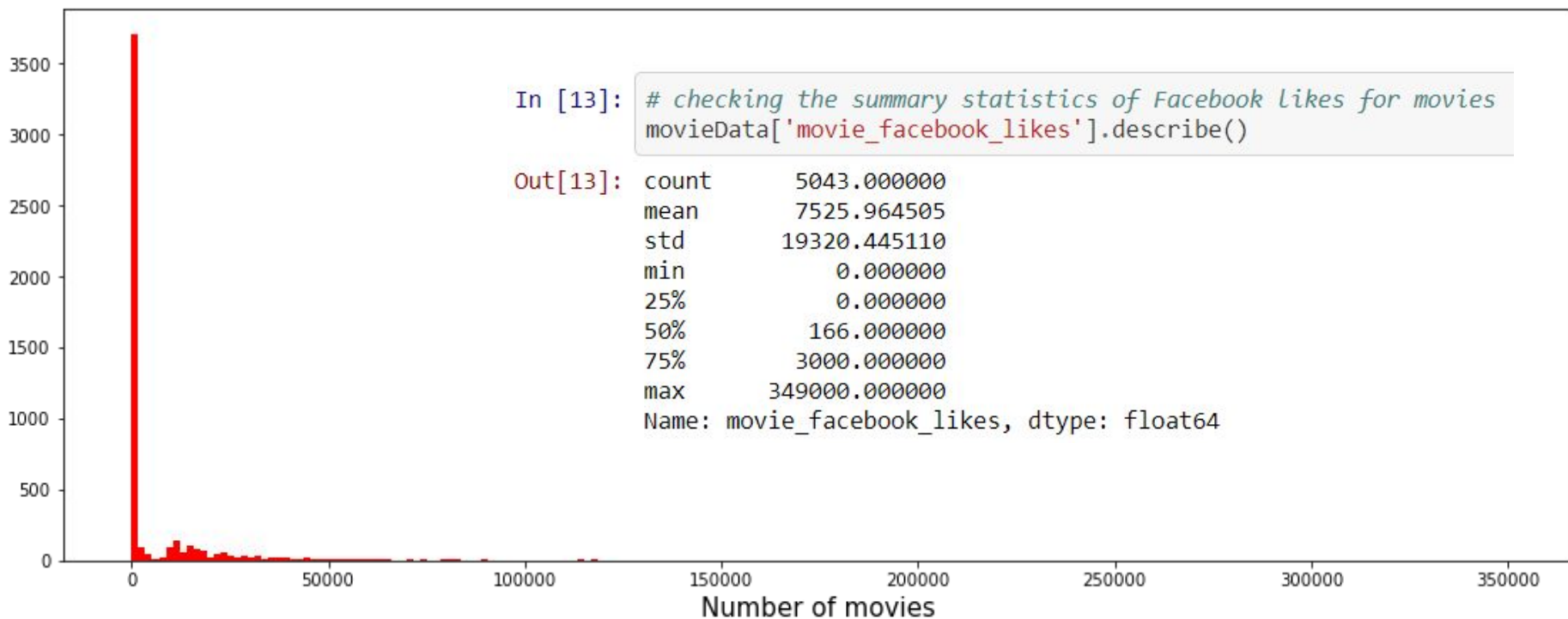
Start a Facebook page for your movie today...

Distribution of movie Facebook likes



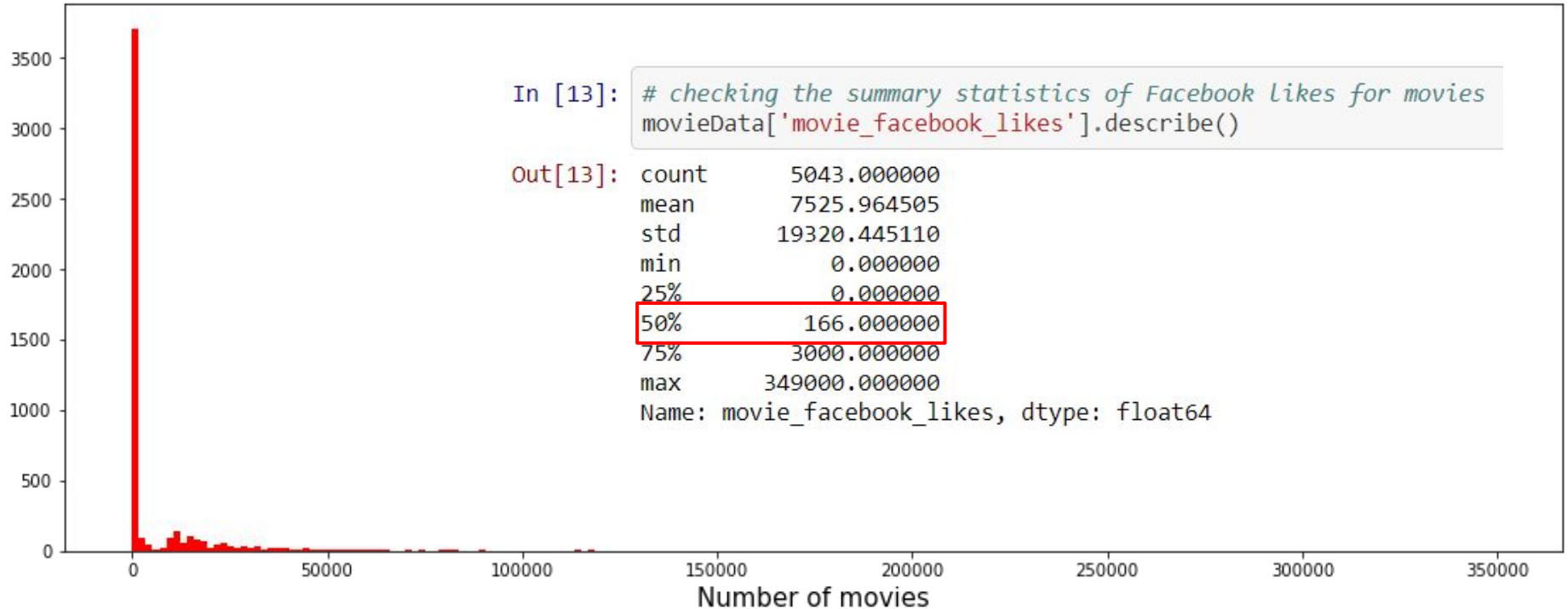
Start a Facebook page for your movie today...

Distribution of movie Facebook likes



... and defeat half of the movie with 166 likes!

Distribution of movie Facebook likes

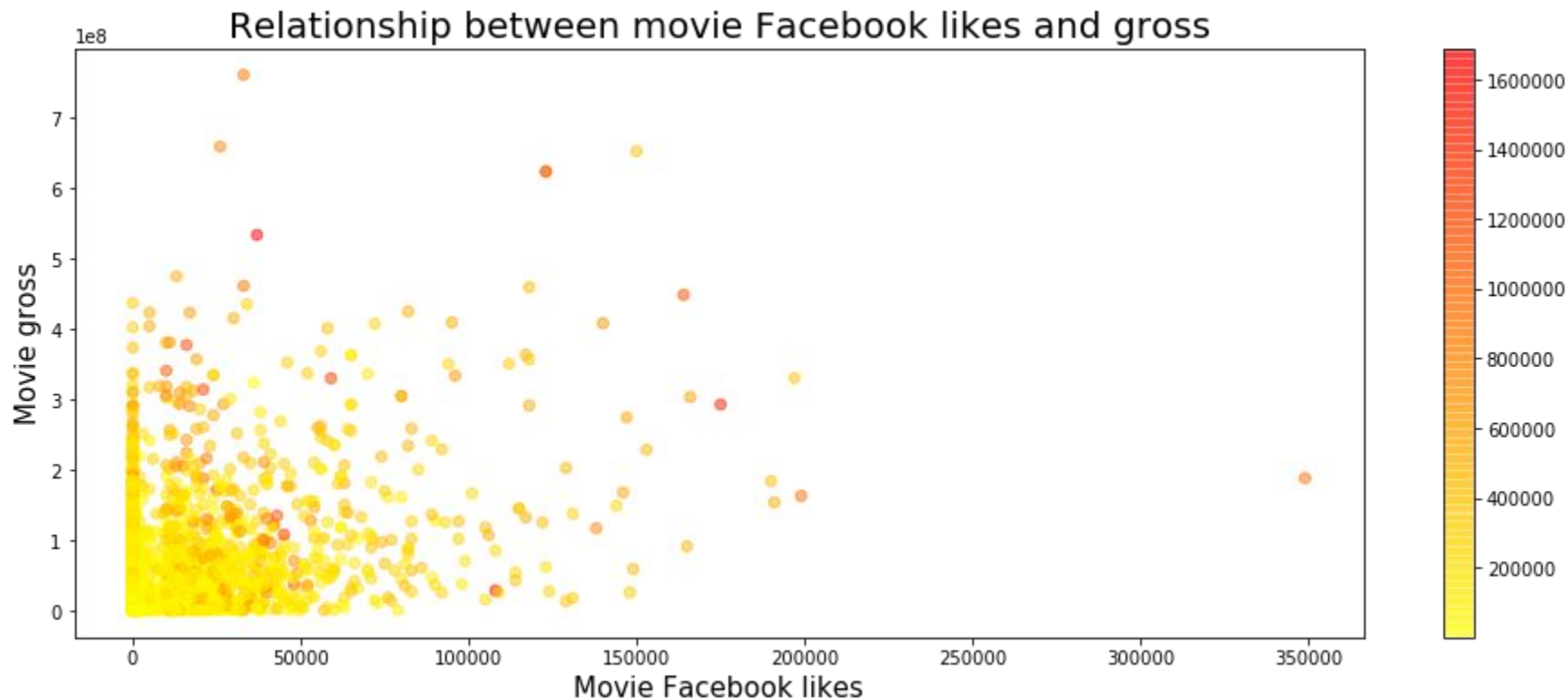


My hypothesis

More Facebook likes → more publicity → higher gross income

How to test it?

Movie gross vs Facebook likes: any relationship?



But here is a question:

Is the gross income comparable across years?

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- Is 7 million dollars in 1990 the same as 7 million dollars in 2010?

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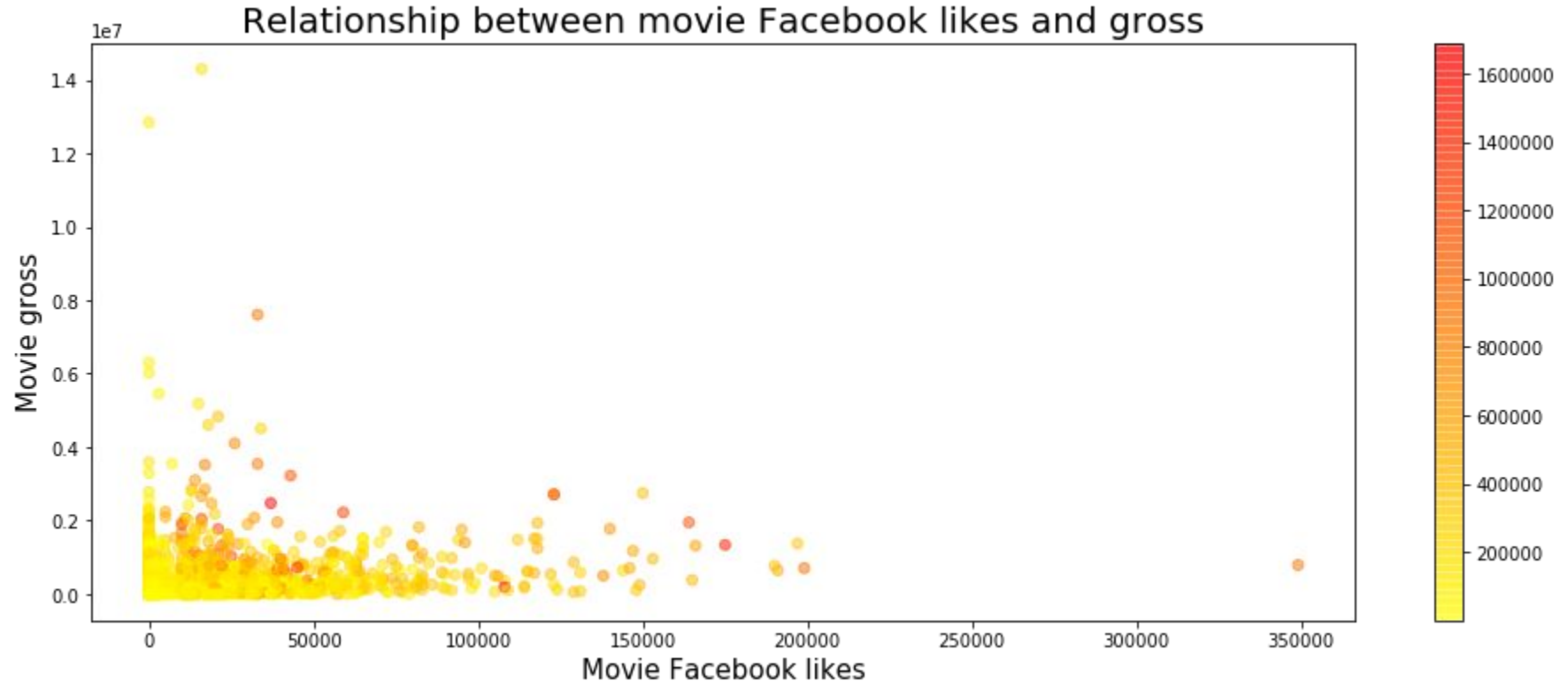
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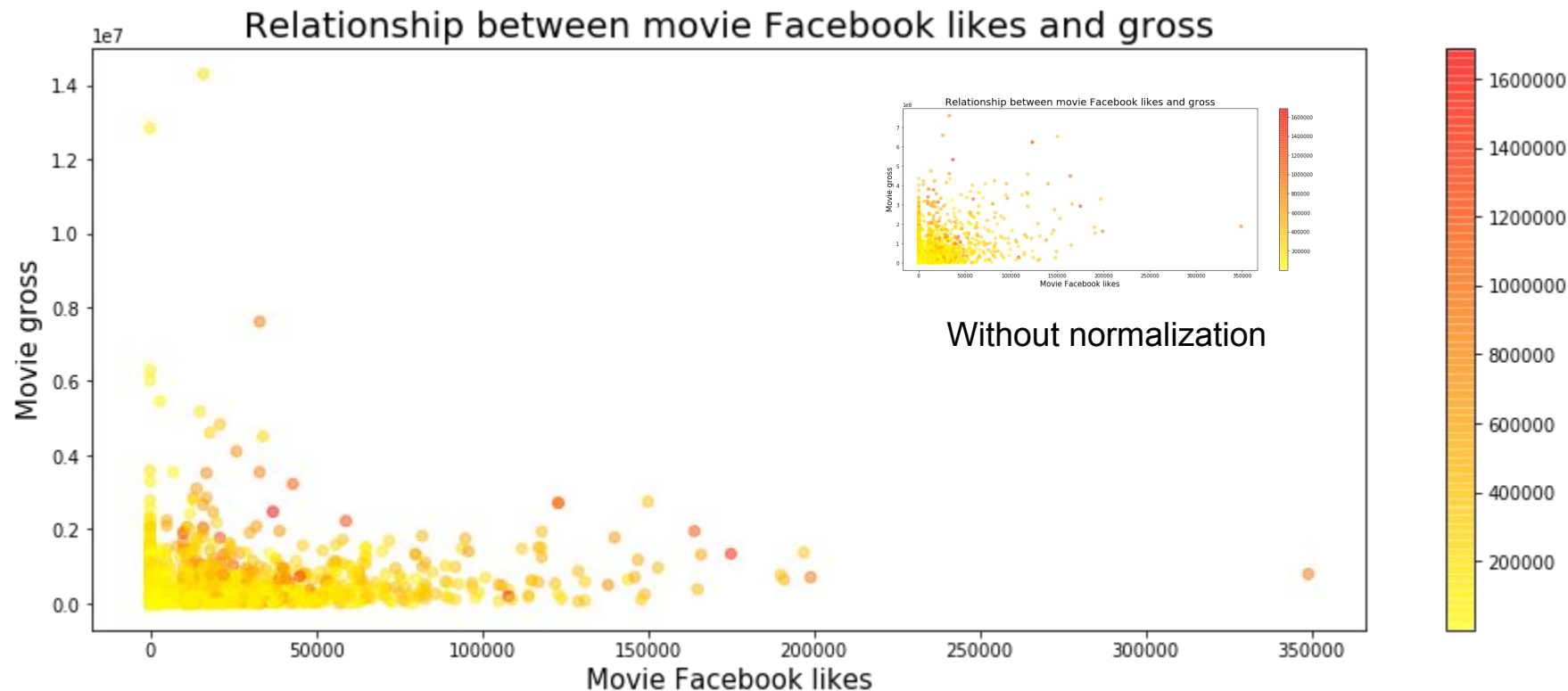
- Is 7 million dollars in 1990 the same as 7 million dollars in 2010?



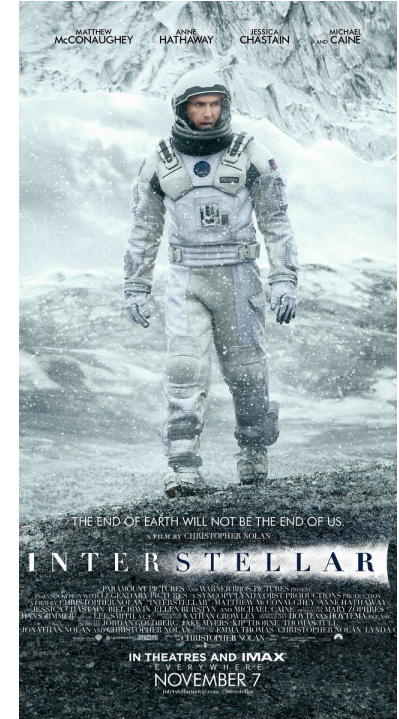
If we divide the gross with Consumer price index:



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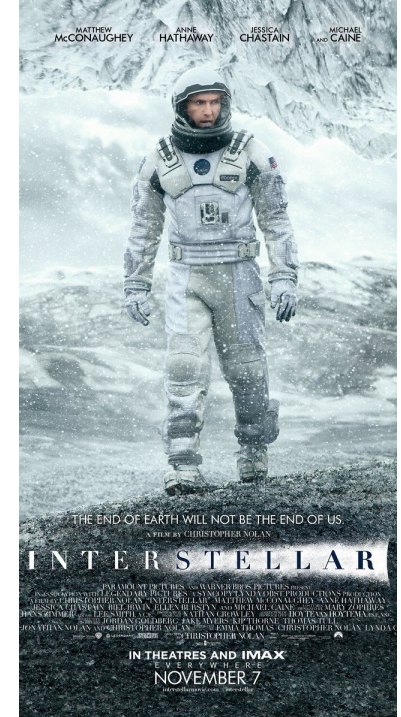


What is the key to successful Facebook promotion?



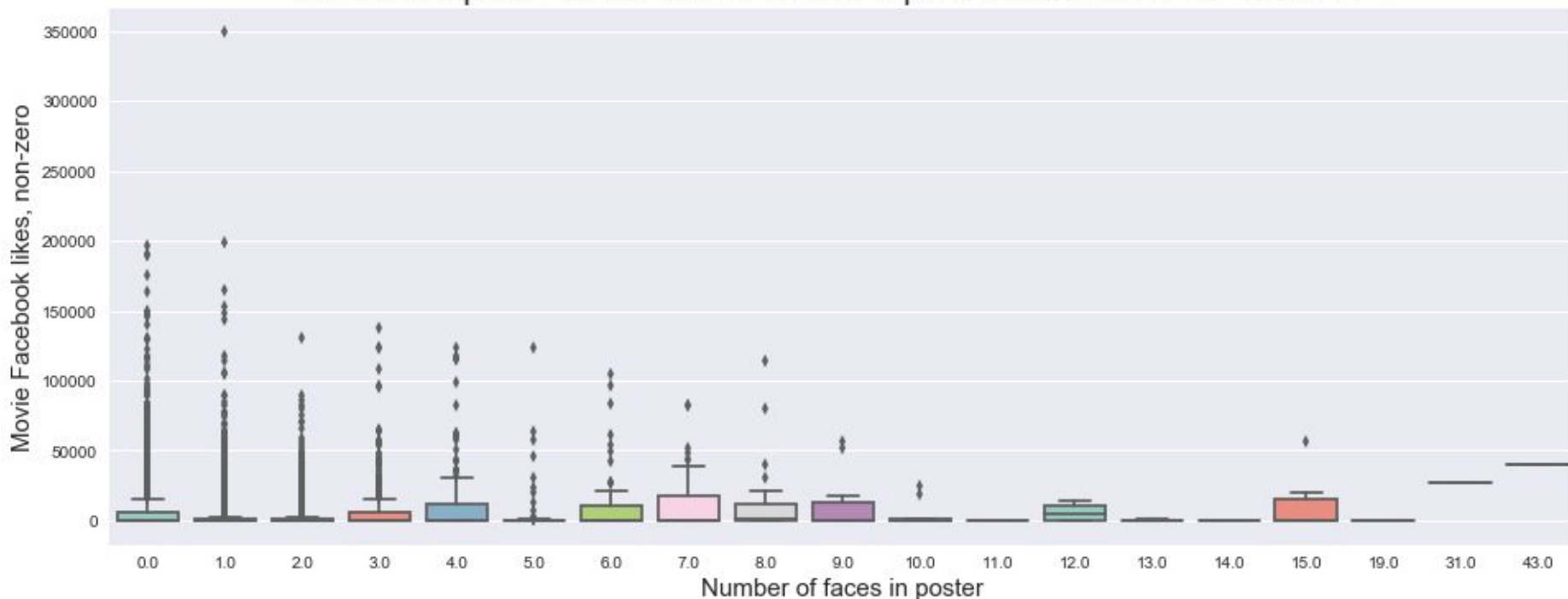
What is the key to successful Facebook promotion?

Poster - with one face on it!

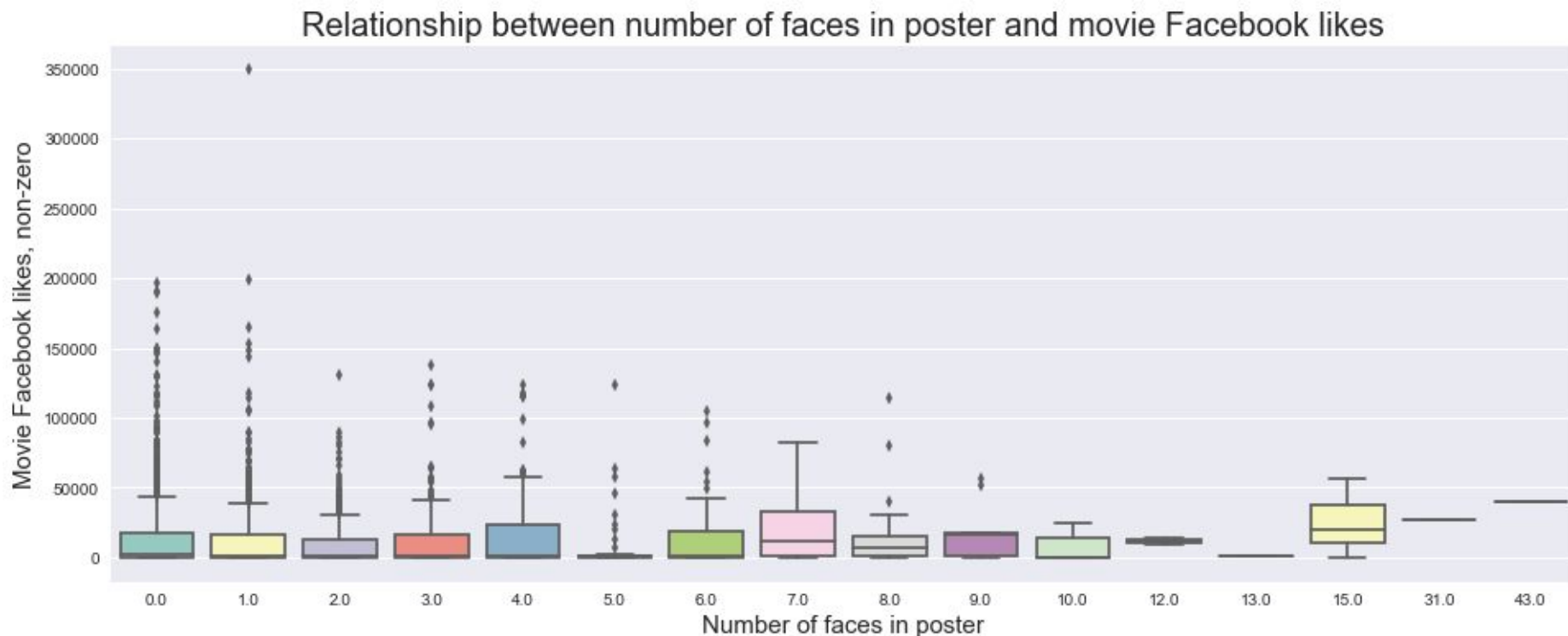


Movie Facebook likes vs number of faces in poster

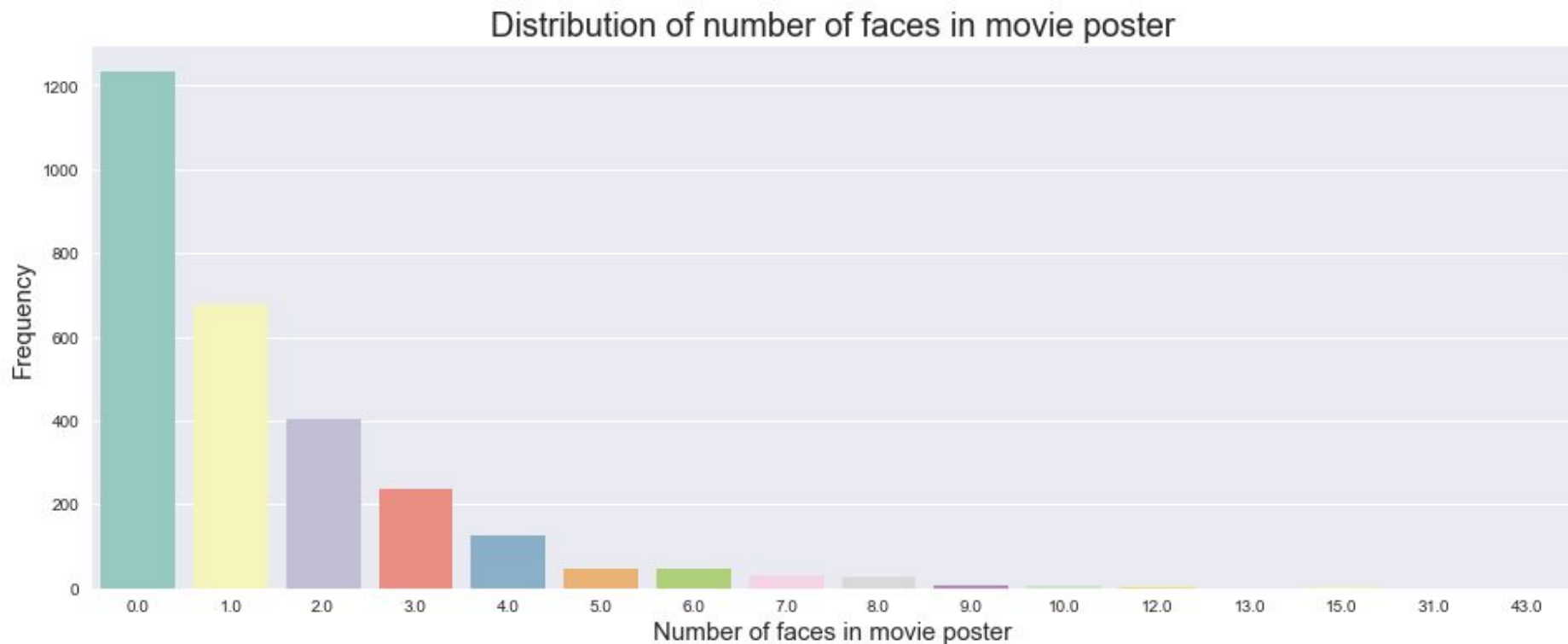
Relationship between number of faces in poster and movie Facebook likes



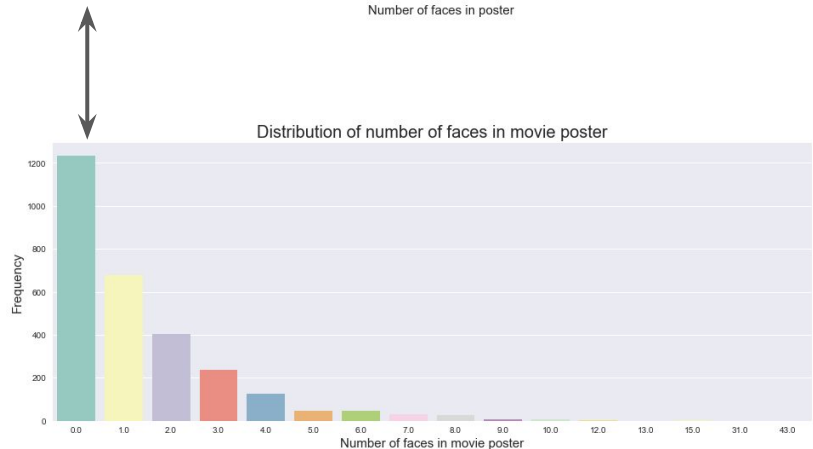
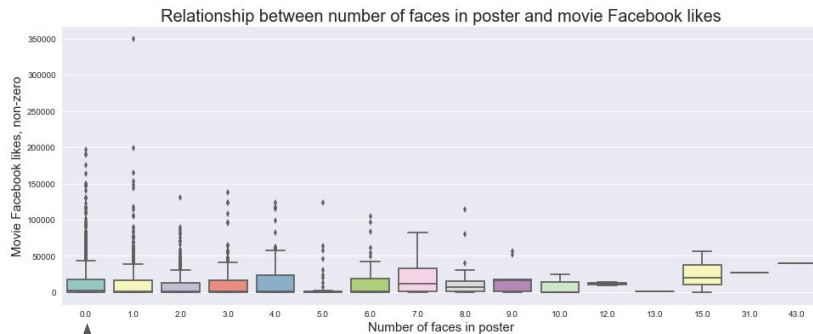
Let's ignore the movies with no Facebook likes at all:



How many faces, in general, are there in a poster?

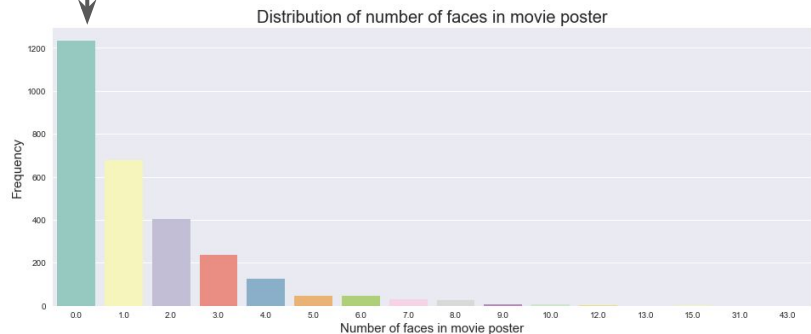
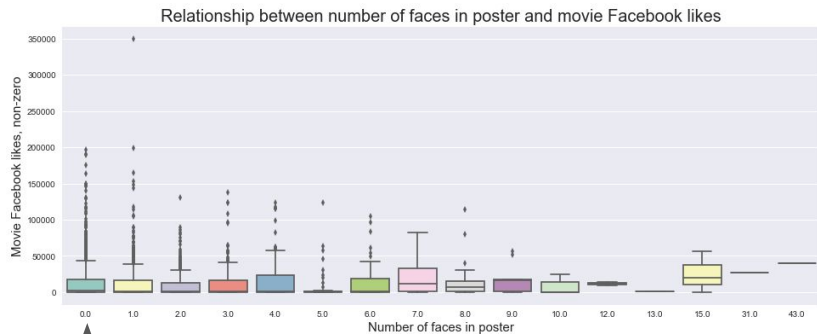


Strategies?

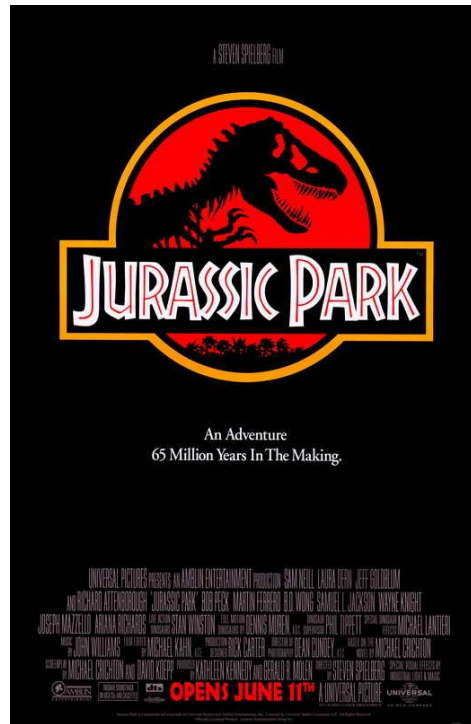


- 0 face
- 1 face
- 7 or 15 faces
- 31 or 43 faces

Strategies?

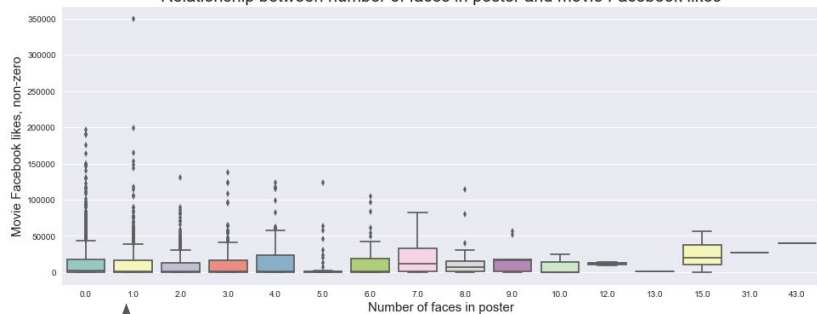


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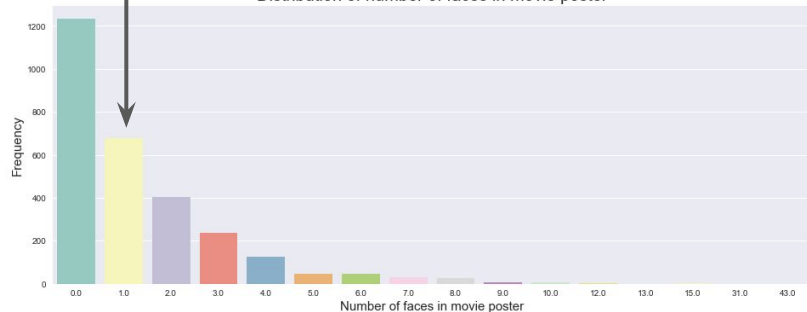


Strategies?

Relationship between number of faces in poster and movie Facebook likes



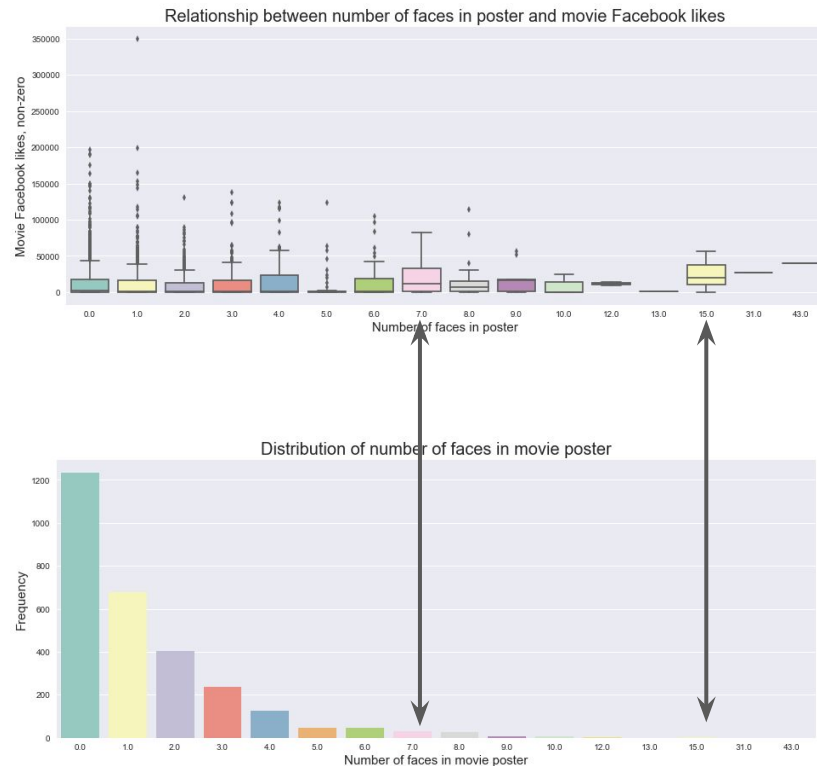
Distribution of number of faces in movie poster



- 0 face
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Strategies?

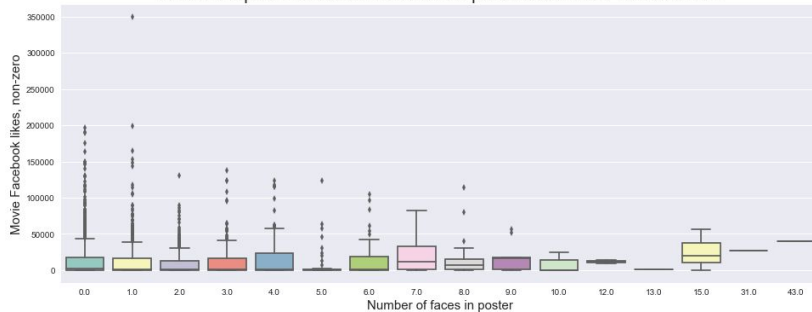


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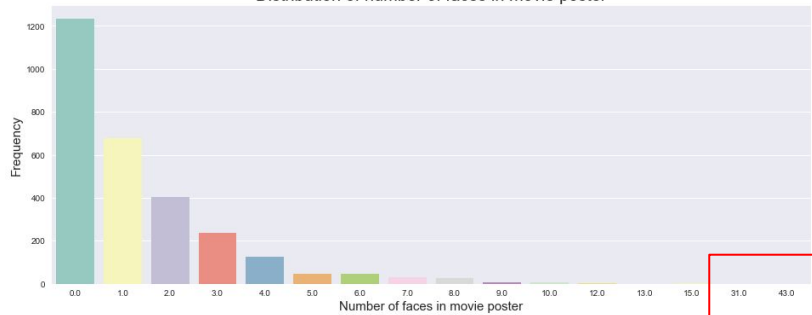


Strategies?

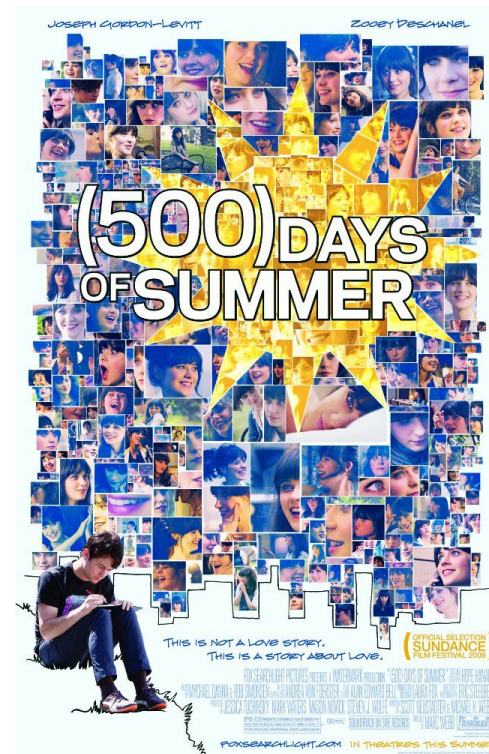
Relationship between number of faces in poster and movie Facebook likes



Distribution of number of faces in movie poster



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Thank you!

Questions, thoughts?

Where to find the codes:

https://github.com/GWC-DCMB/CapstoneProject/blob/master/20171202-gwc_exampleProject_movieLikes.ipynb