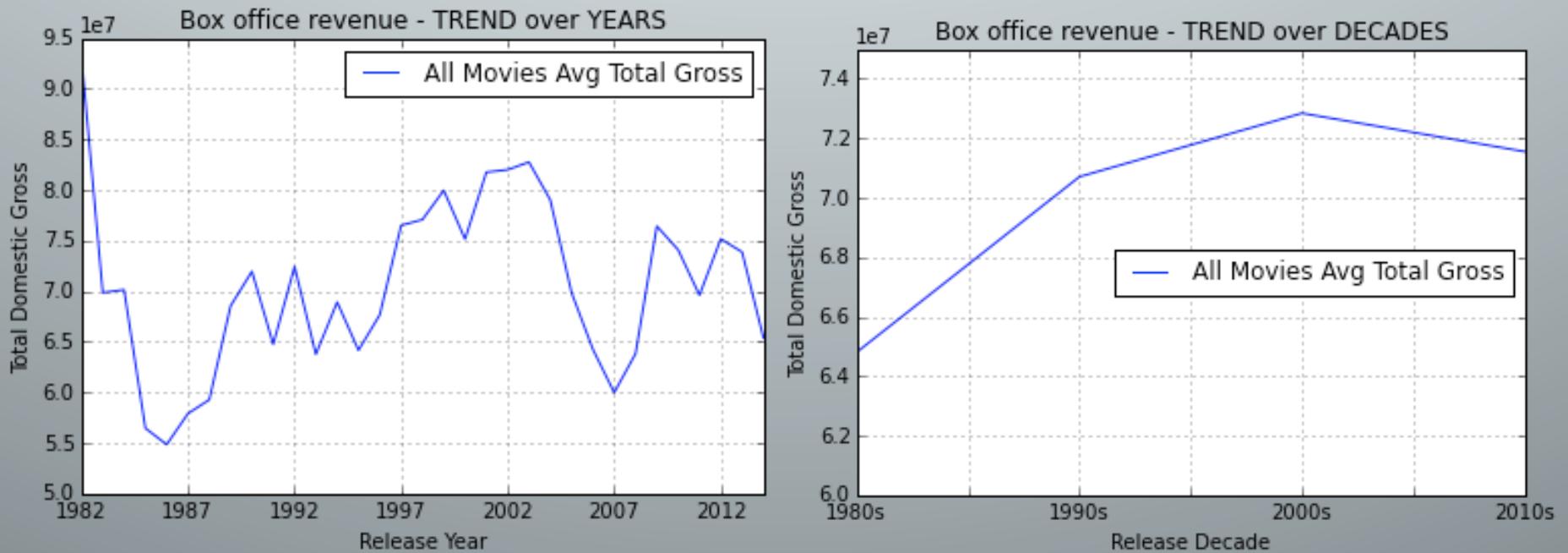




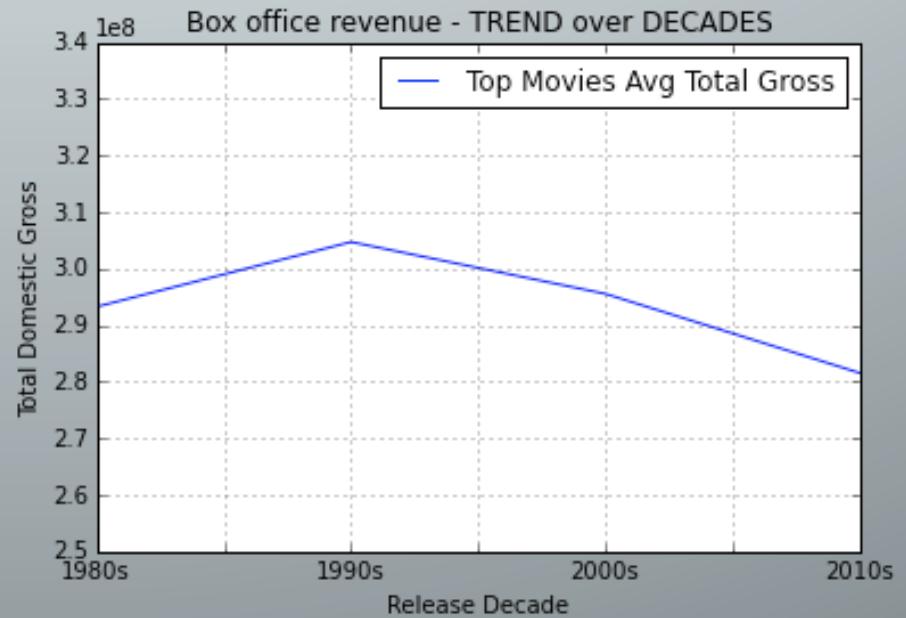
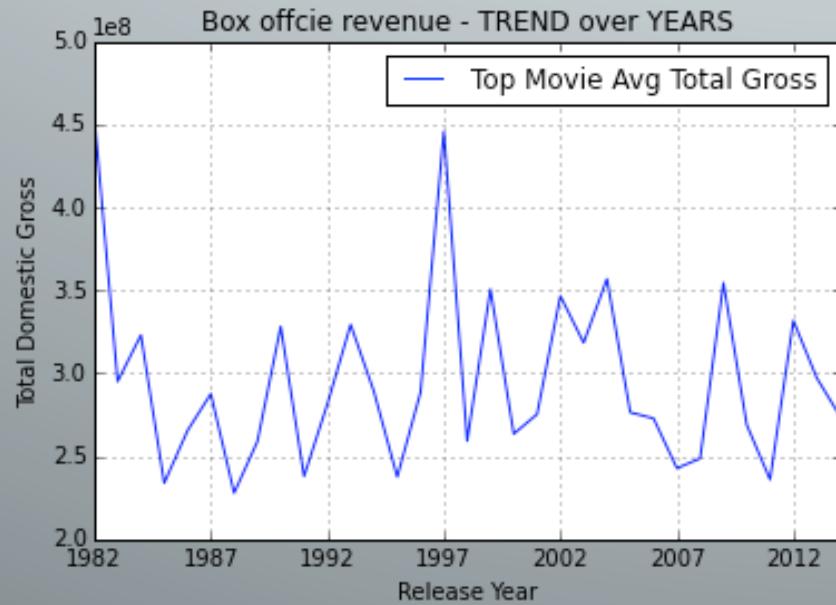


Achieving Box Office Results

Box Office Trends across All Wide Release Movies



Box Office Trends across #1 Movies (Wide Release)

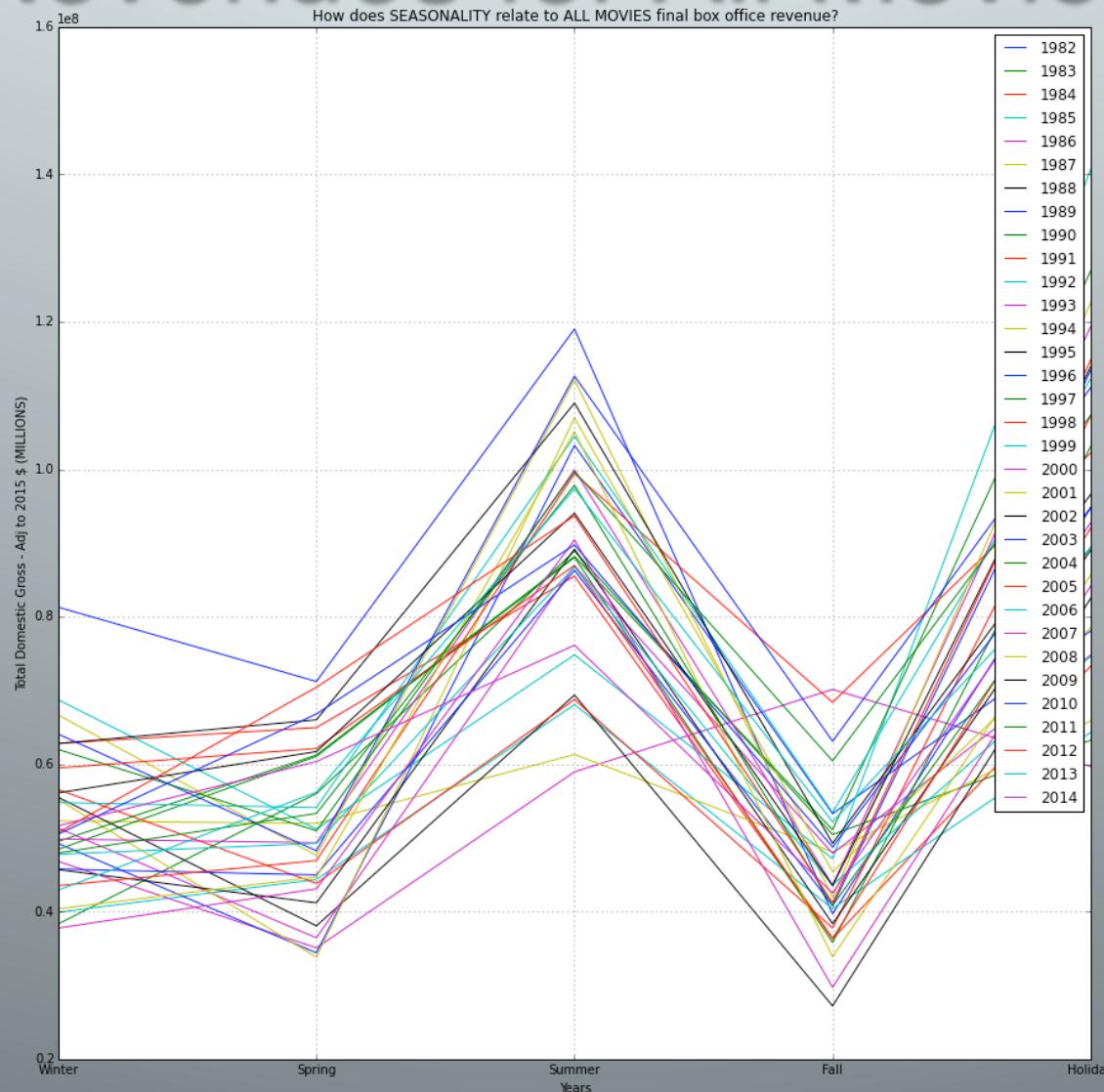


Alternate Movie Viewing Platforms

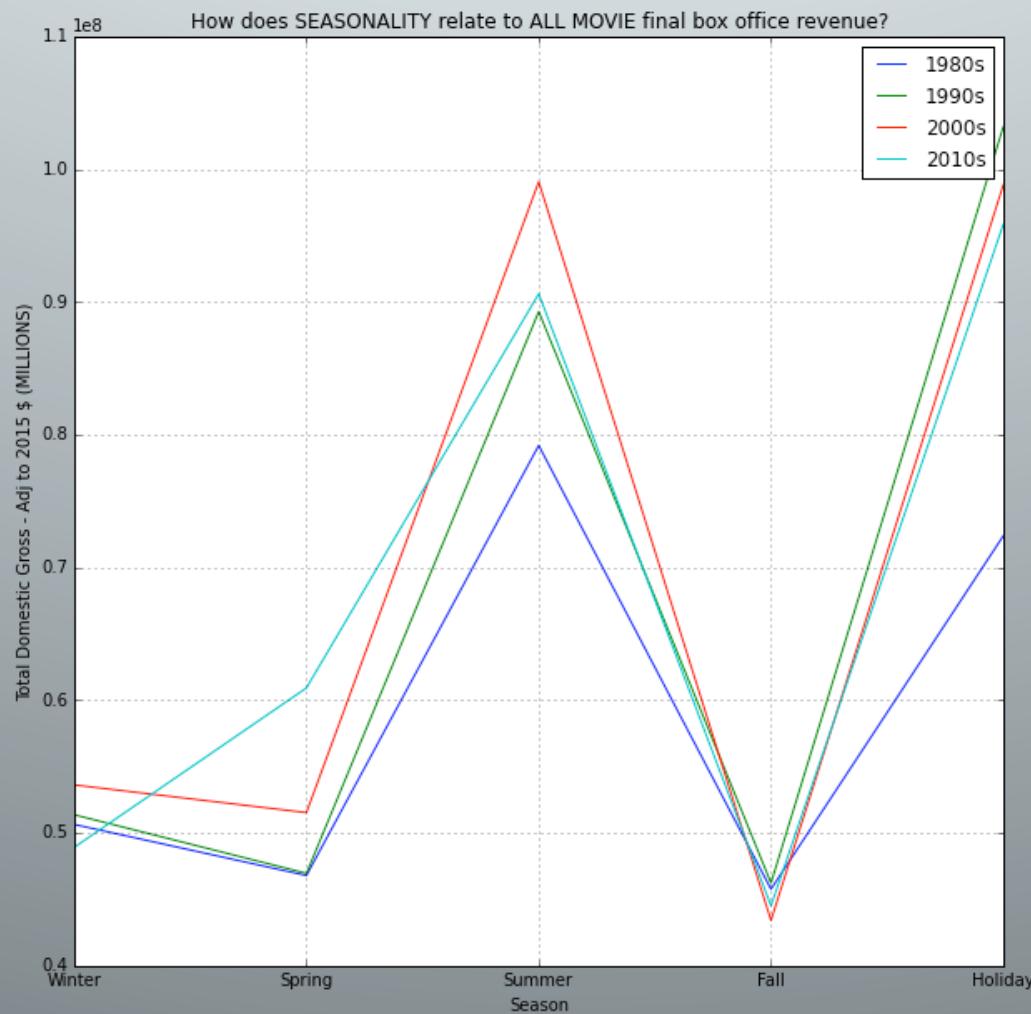




Seasonal Trends for Box Office Revenues for All Movies



Seasonal Trends for Box Office Revenues for All Movies



Getting People Back to the Cinema!



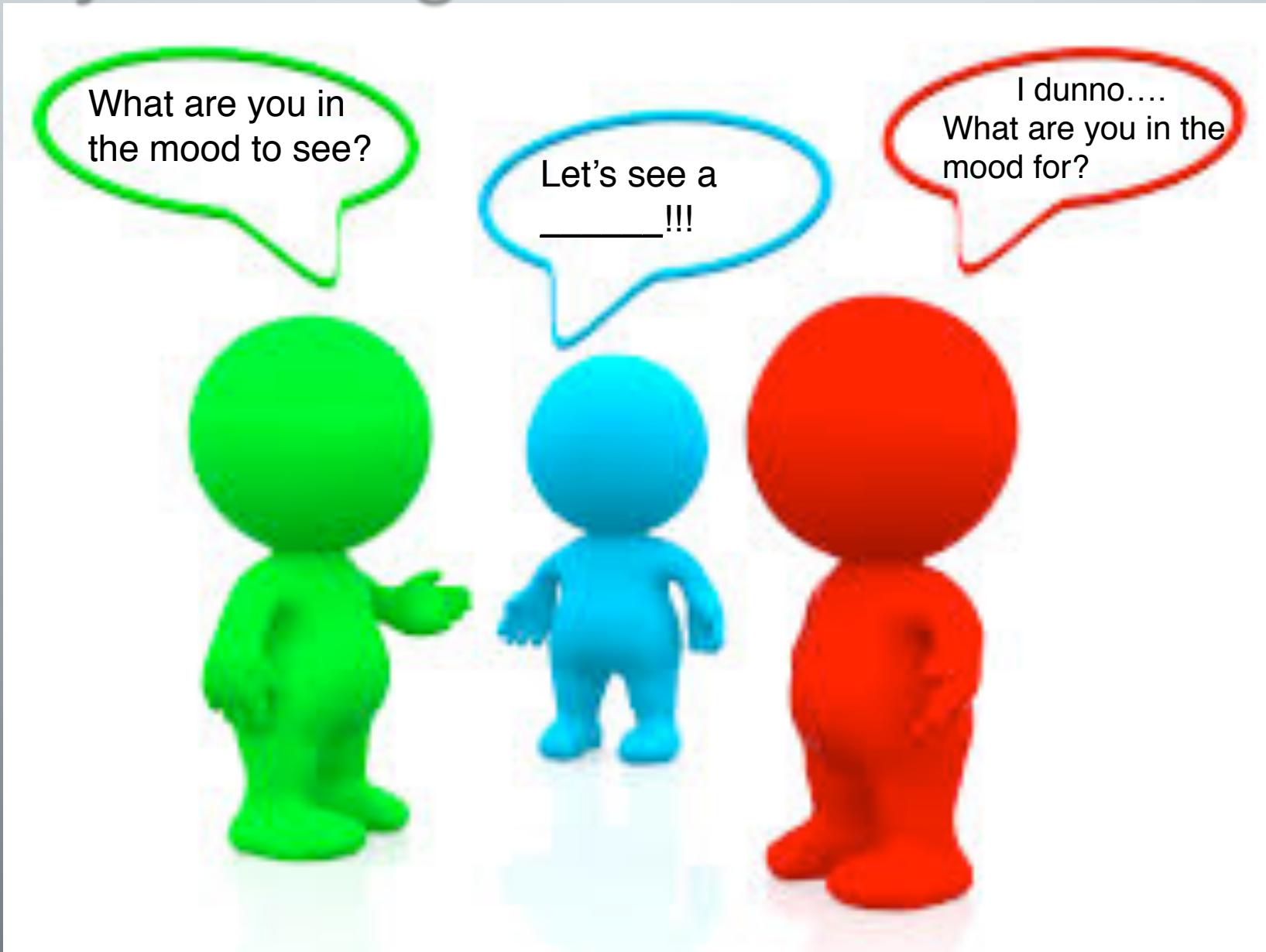
Do you recognize this conversation?



Do you recognize this conversation?



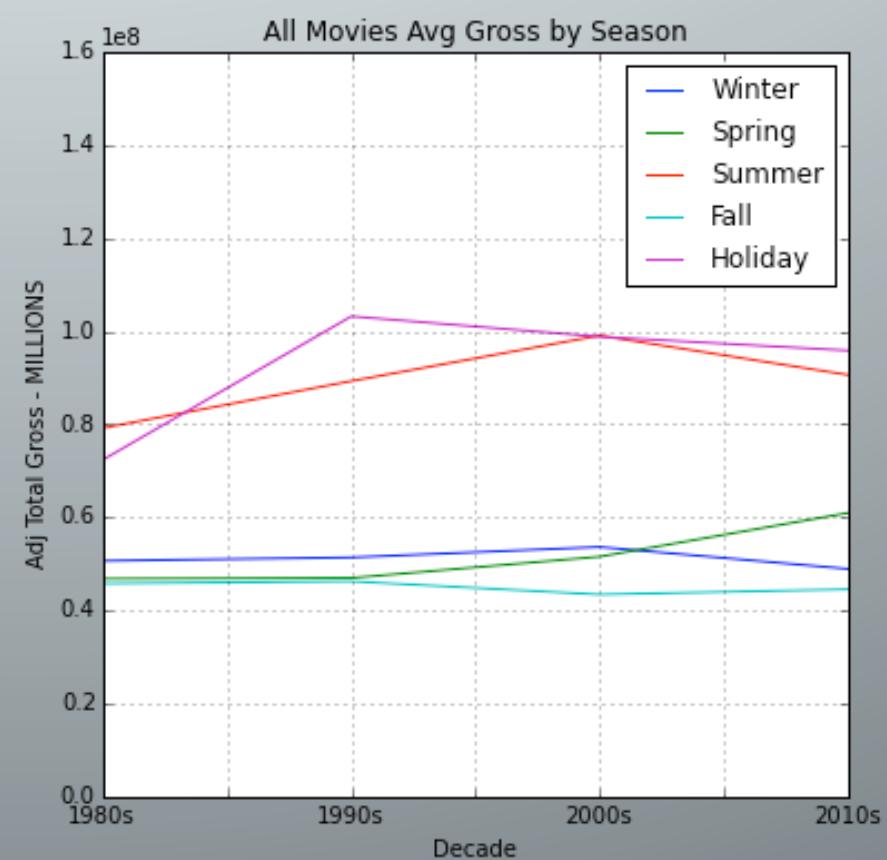
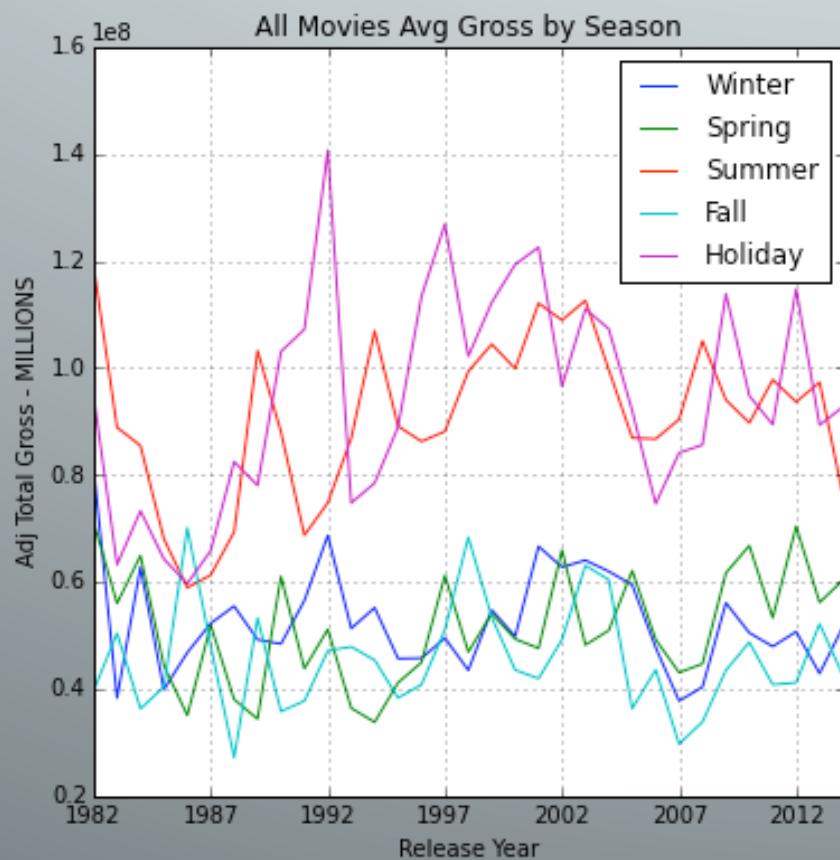
Do you recognize this conversation?



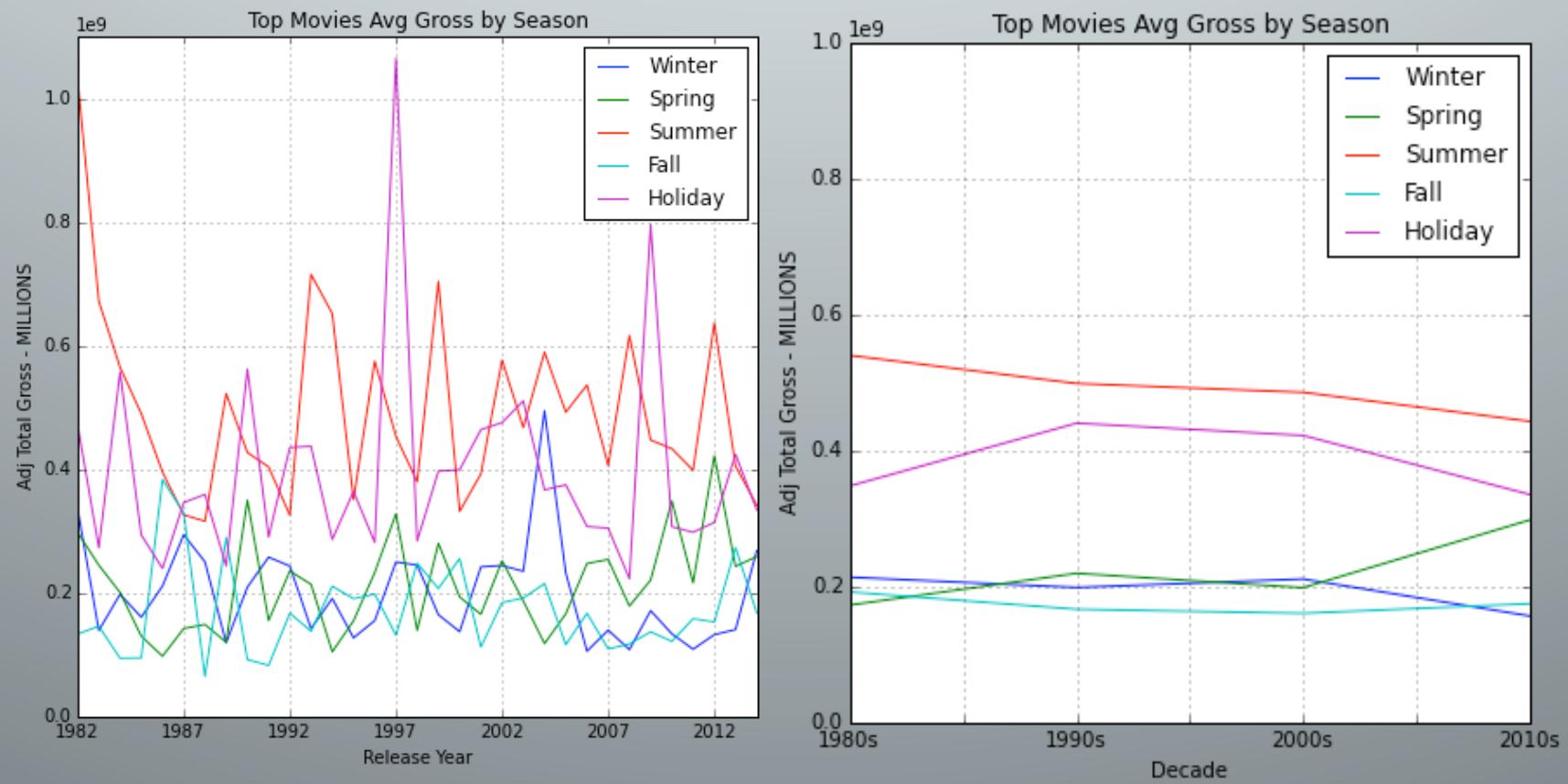
A photograph of a star-filled space background, featuring a prominent nebula with shades of pink, purple, and blue. The stars vary in size and color, creating a sense of depth and distance.

IT
ONLY
SEEMS
RANDOM.

Seasonal Trends for Box Office Revenues for All Movies



Seasonal Trends for Box Office Revenues for #1 Movies



By Genre????

By Genre????

DRAMA – 1997
(Holiday)



By Genre????

DRAMA – 1997
(Holiday)



ACTION – 2012
(Summer)



By Genre????

DRAMA – 1997
(Holiday)



COMEDY (Animation) –
2014 (Winter)



ACTION – 2012
(Summer)



By Rating????



By Rating????

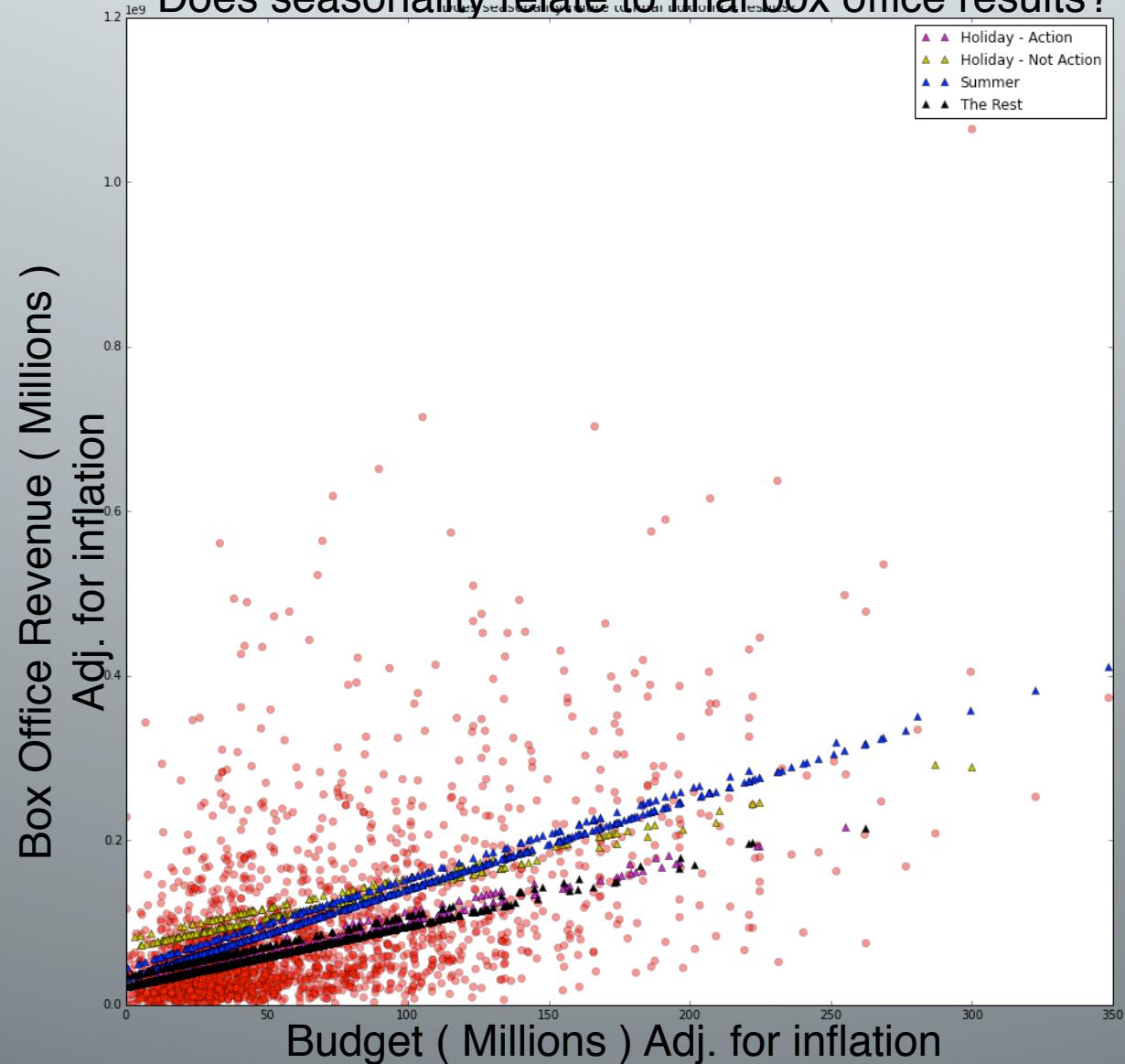


VS.



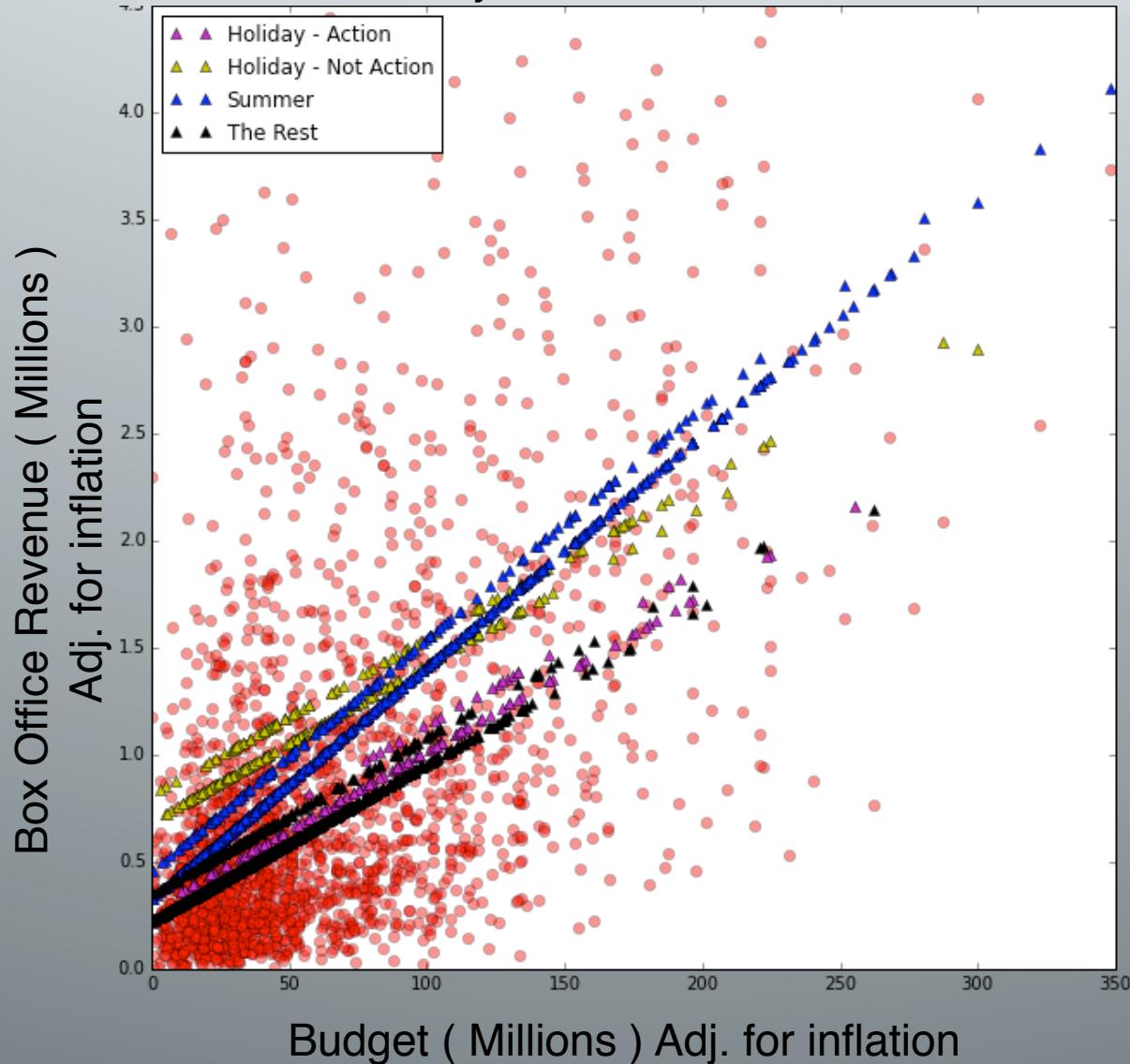
Insight:

Does seasonality relate to final box office results?



Closer Look:

Does seasonality relate to final box office results?



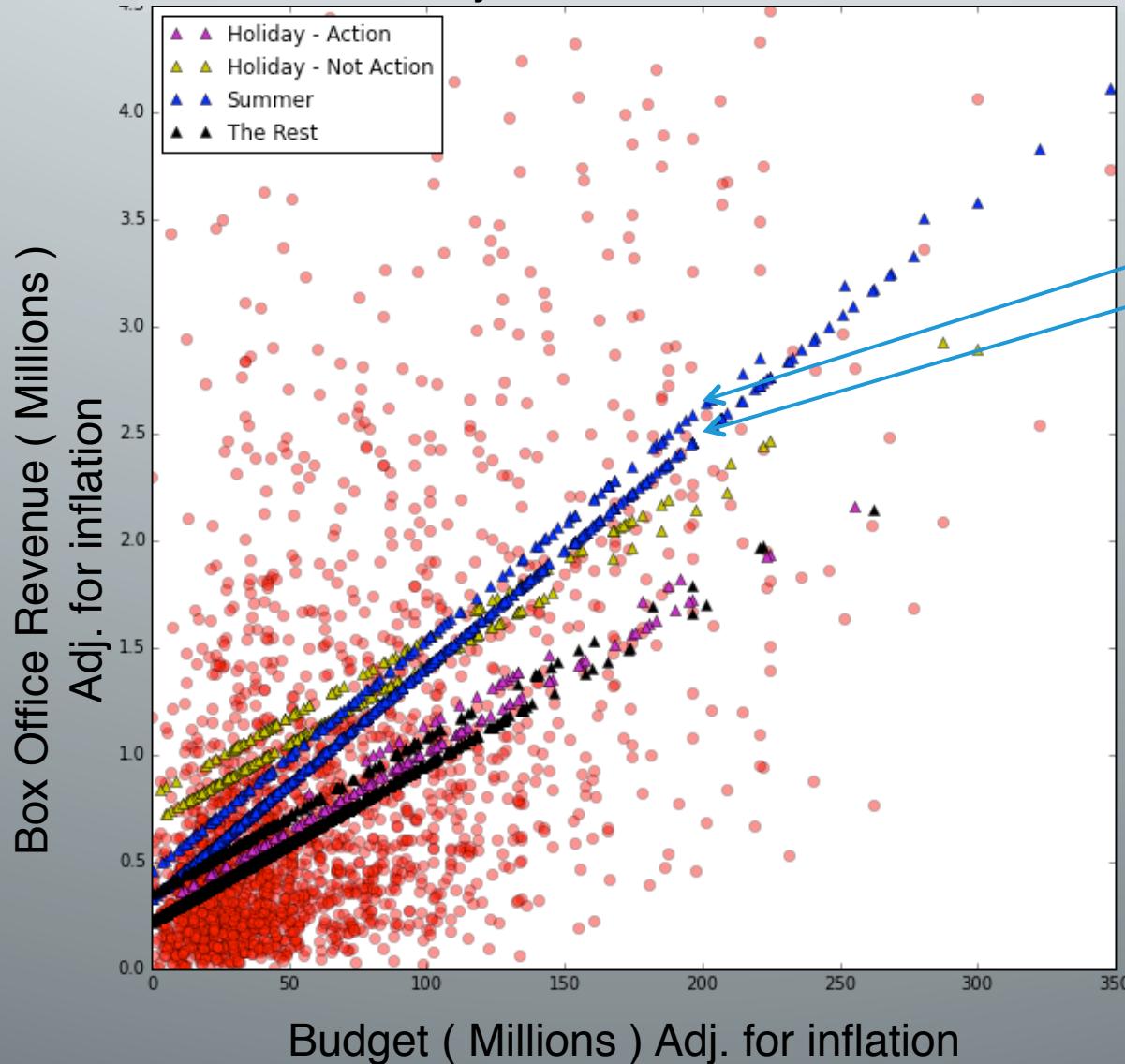
RATING:

Child vs. Adult

- 2 lines per significant Genre / Season Combo (color)

Closer Look:

Does seasonality relate to final box office results?



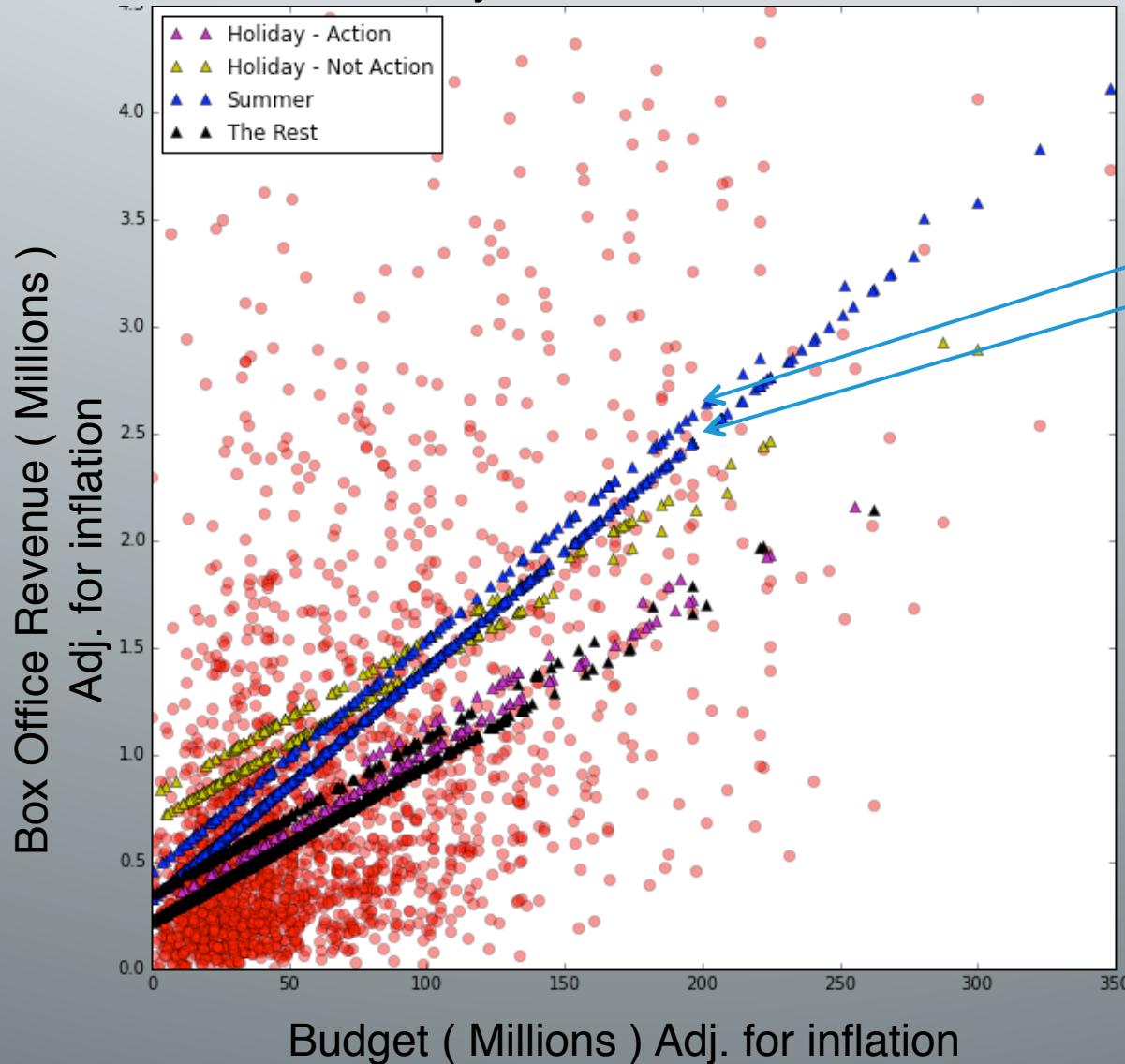
RATING:

Child vs. Adult

- 2 lines per significant Genre / Season Combo (color)
- Top line = Child

Closer Look:

Does seasonality relate to final box office results?



Closer Look:

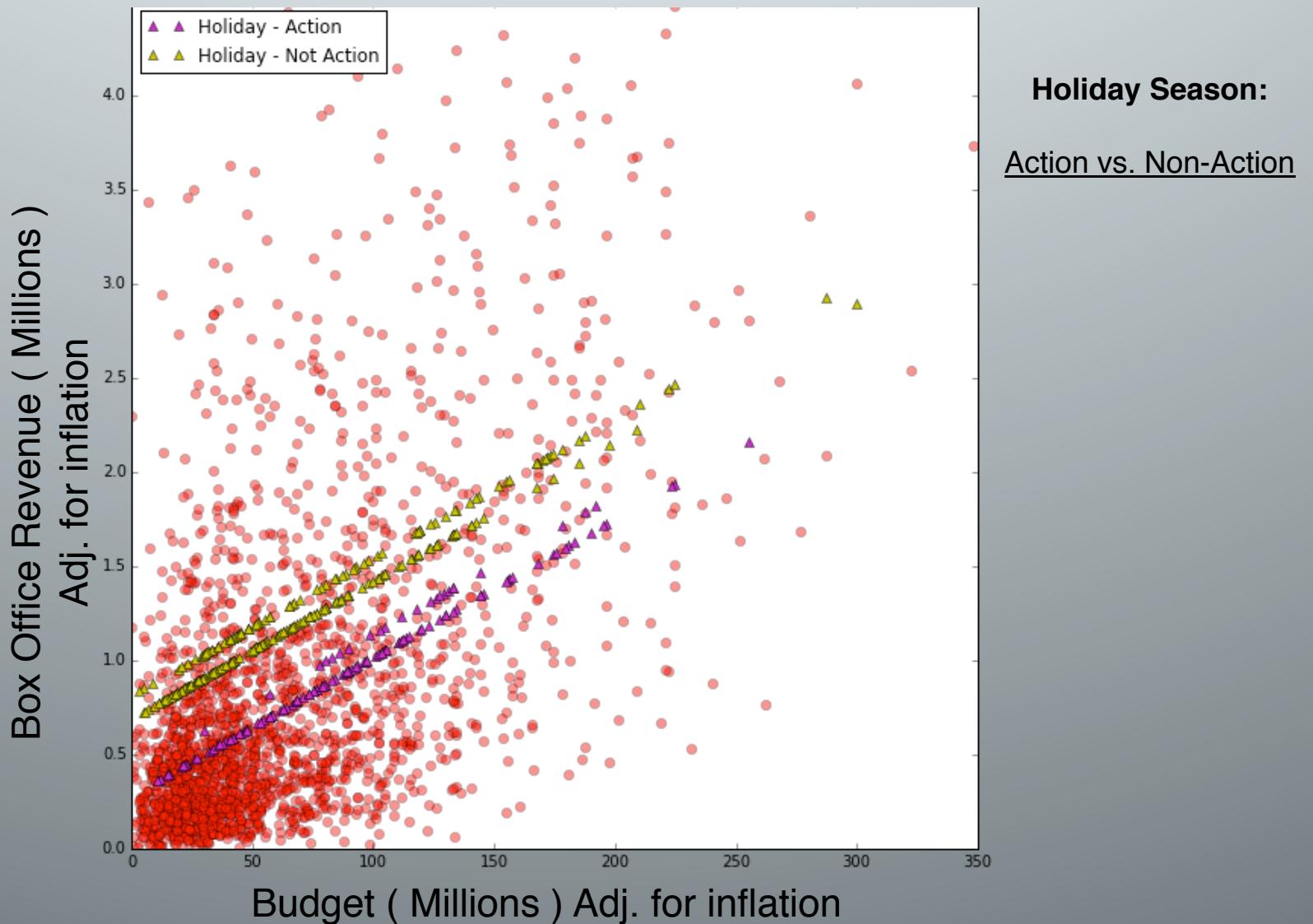
Does seasonality relate to final box office results?



- Movies rated for **CHILDREN** consistently earn more!!!

Closer Look:

Does seasonality relate to final box office results?



Closer Look:

Does seasonality relate to final box office results?



Closer Look:

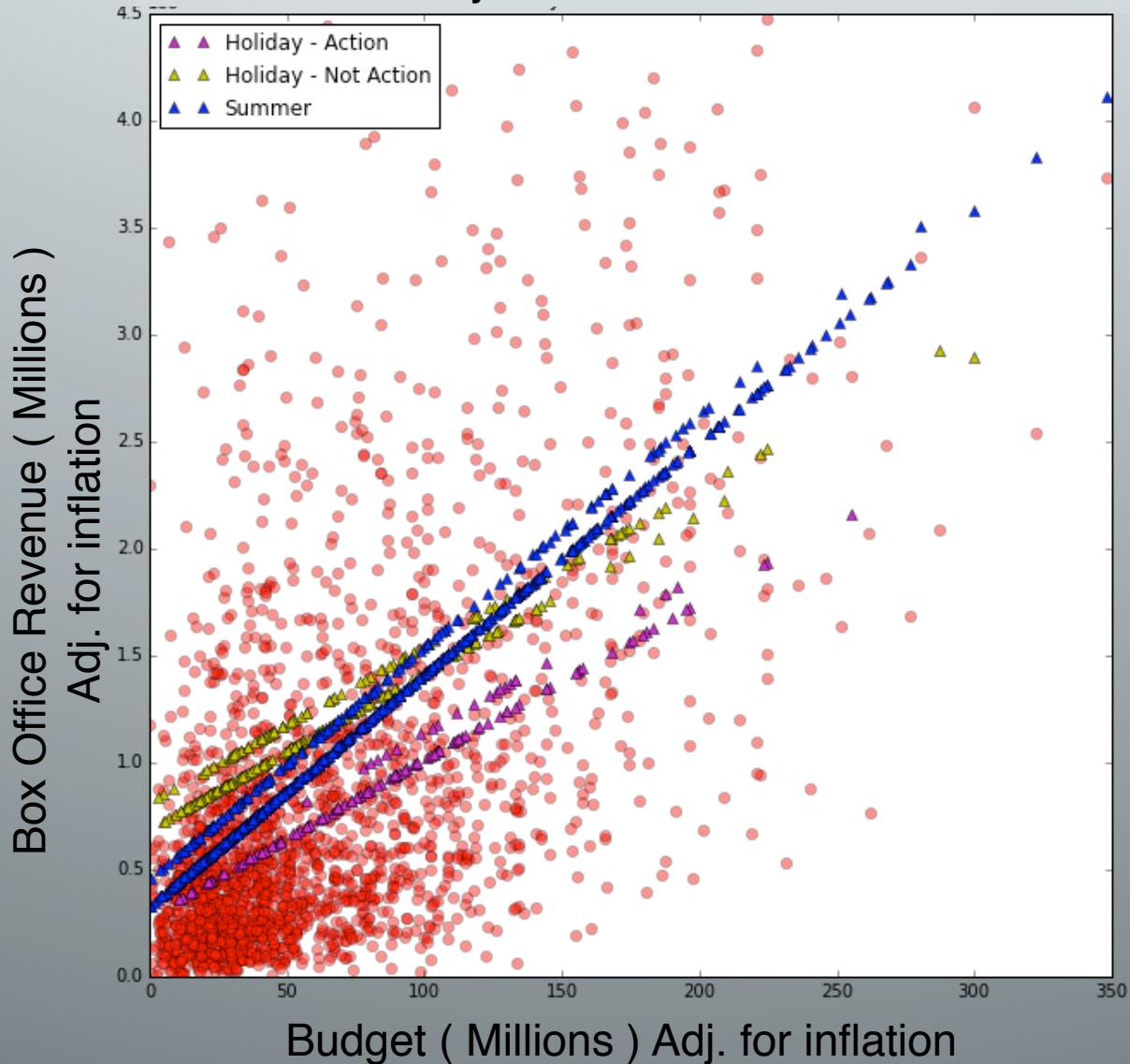
Does seasonality relate to final box office results?



- Action films do significantly worse in the HOLIDAY season

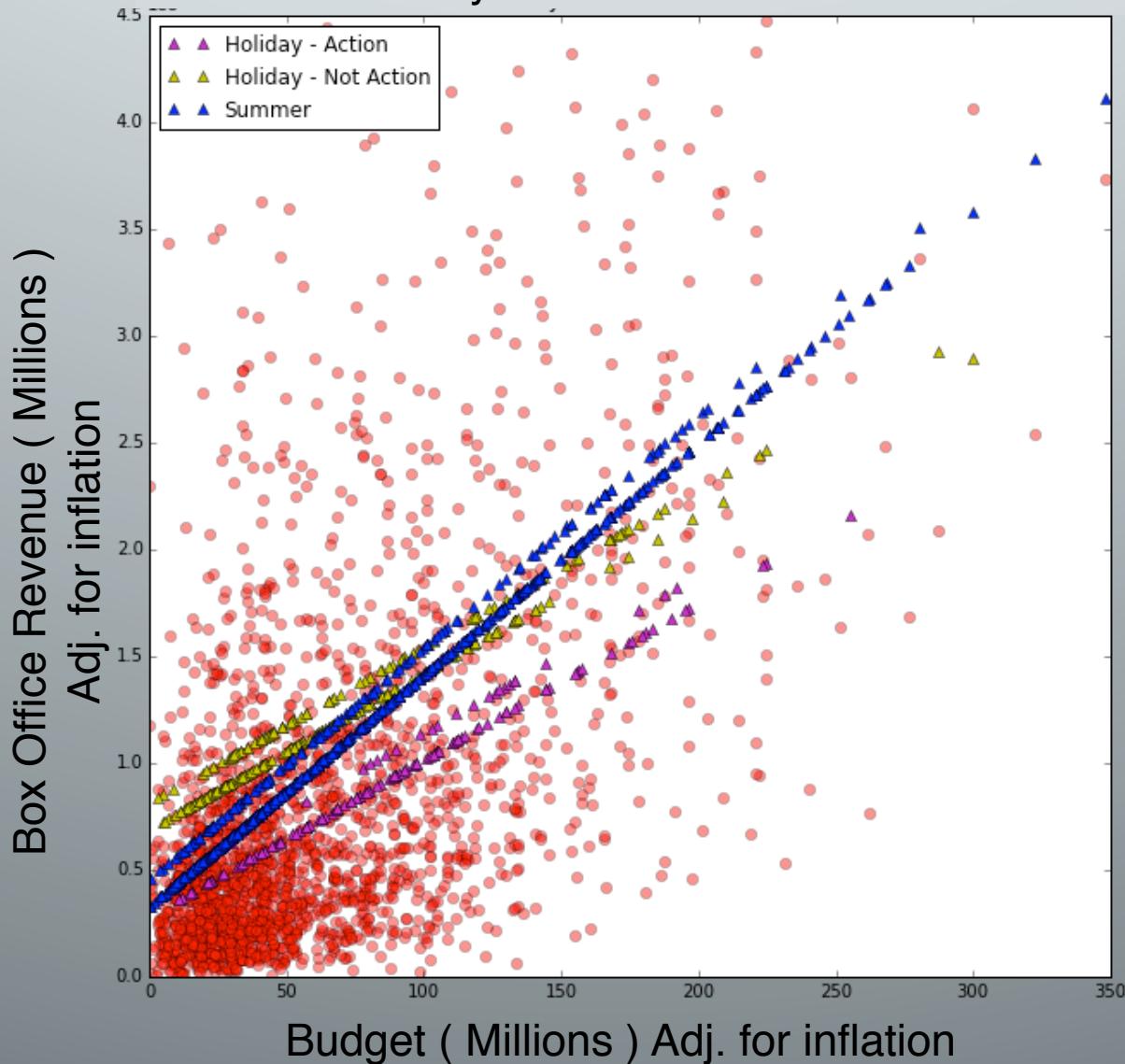
Closer Look:

Does seasonality relate to final box office results?



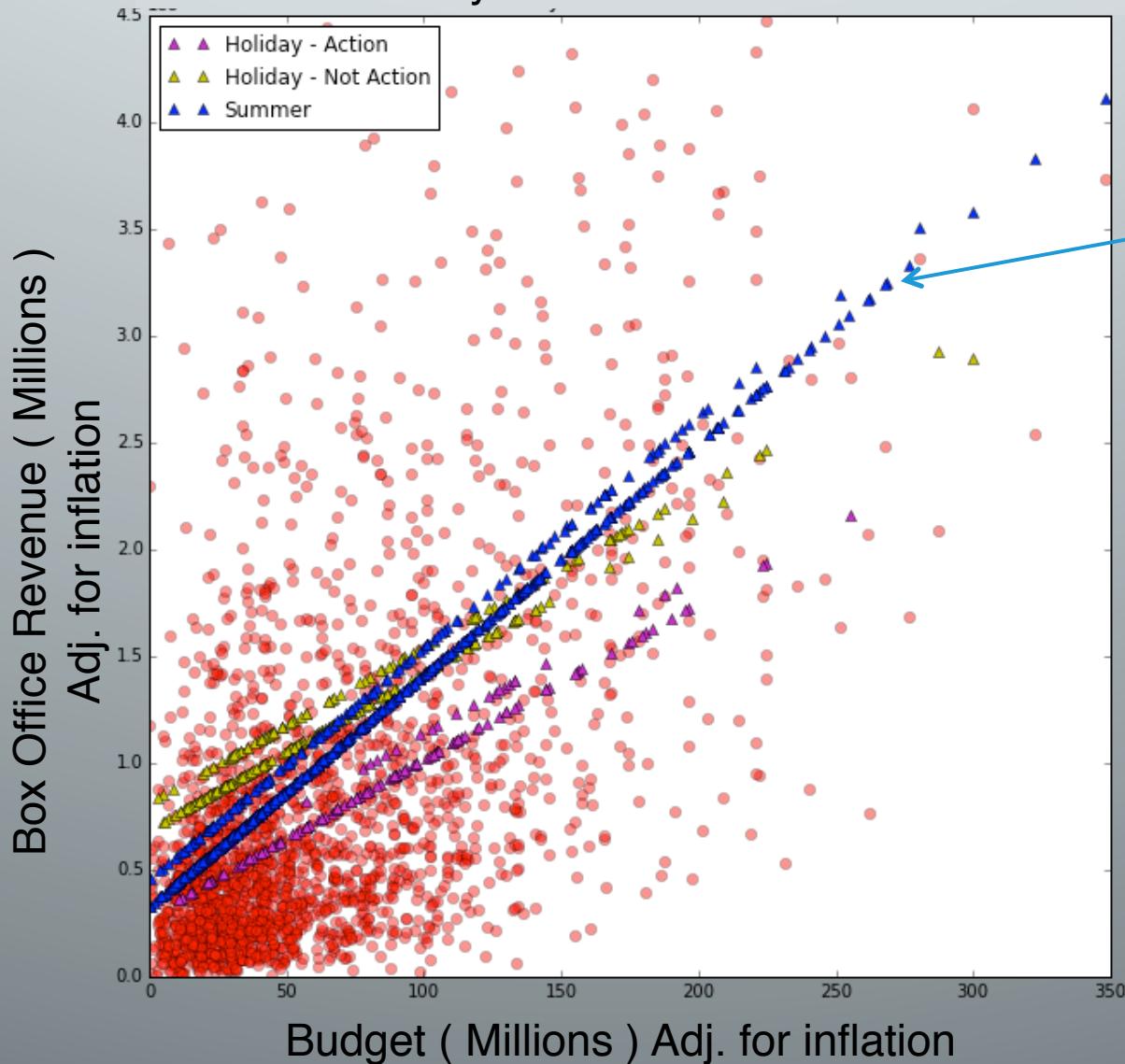
Closer Look:

Does seasonality relate to final box office results?



Closer Look:

Does seasonality relate to final box office results?



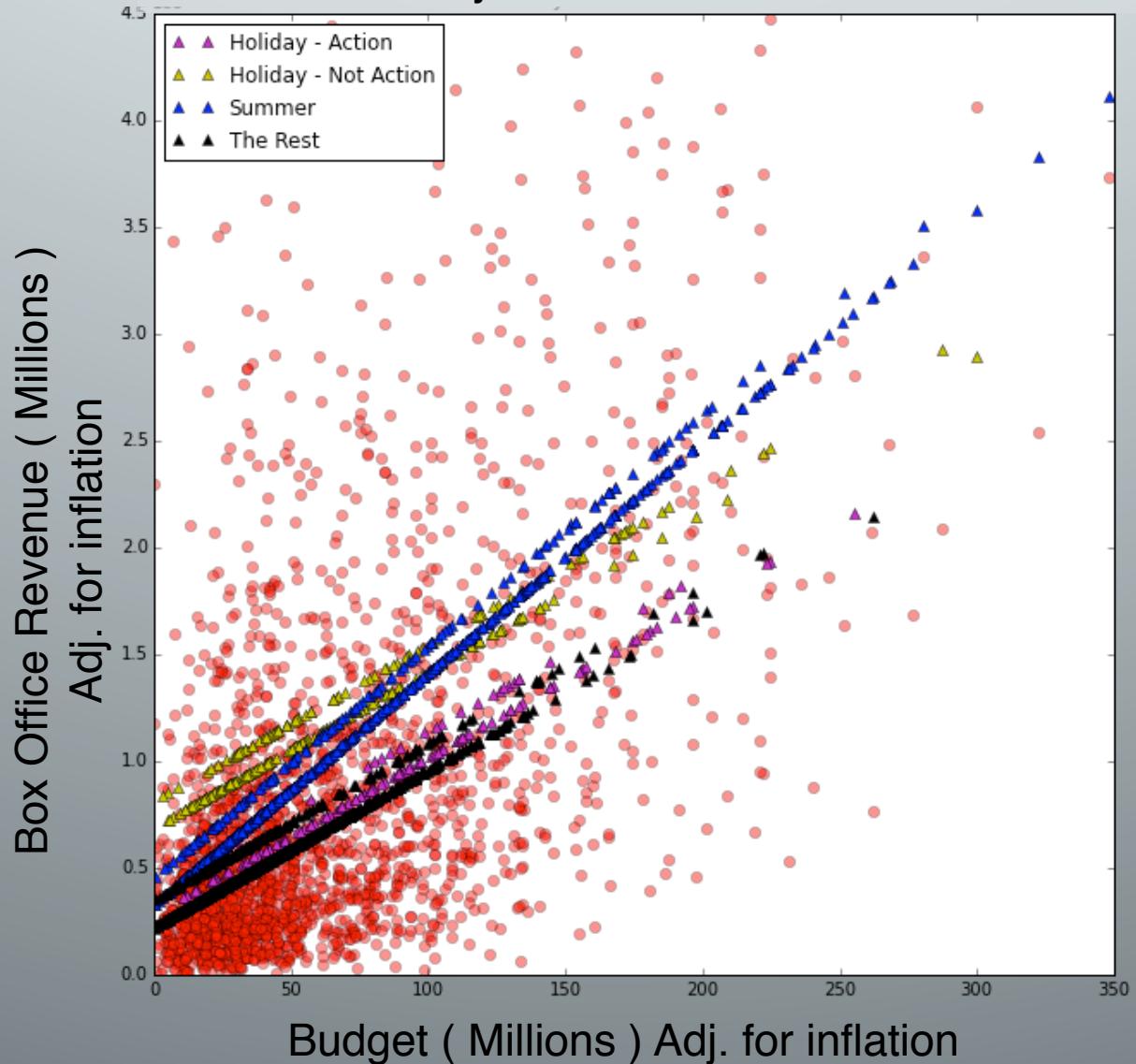
Summer Season:

ALL MOVIES

- Summer Movies have **BIGGER** Budgets
- Summer Movies earn **HIGHER** Revenue

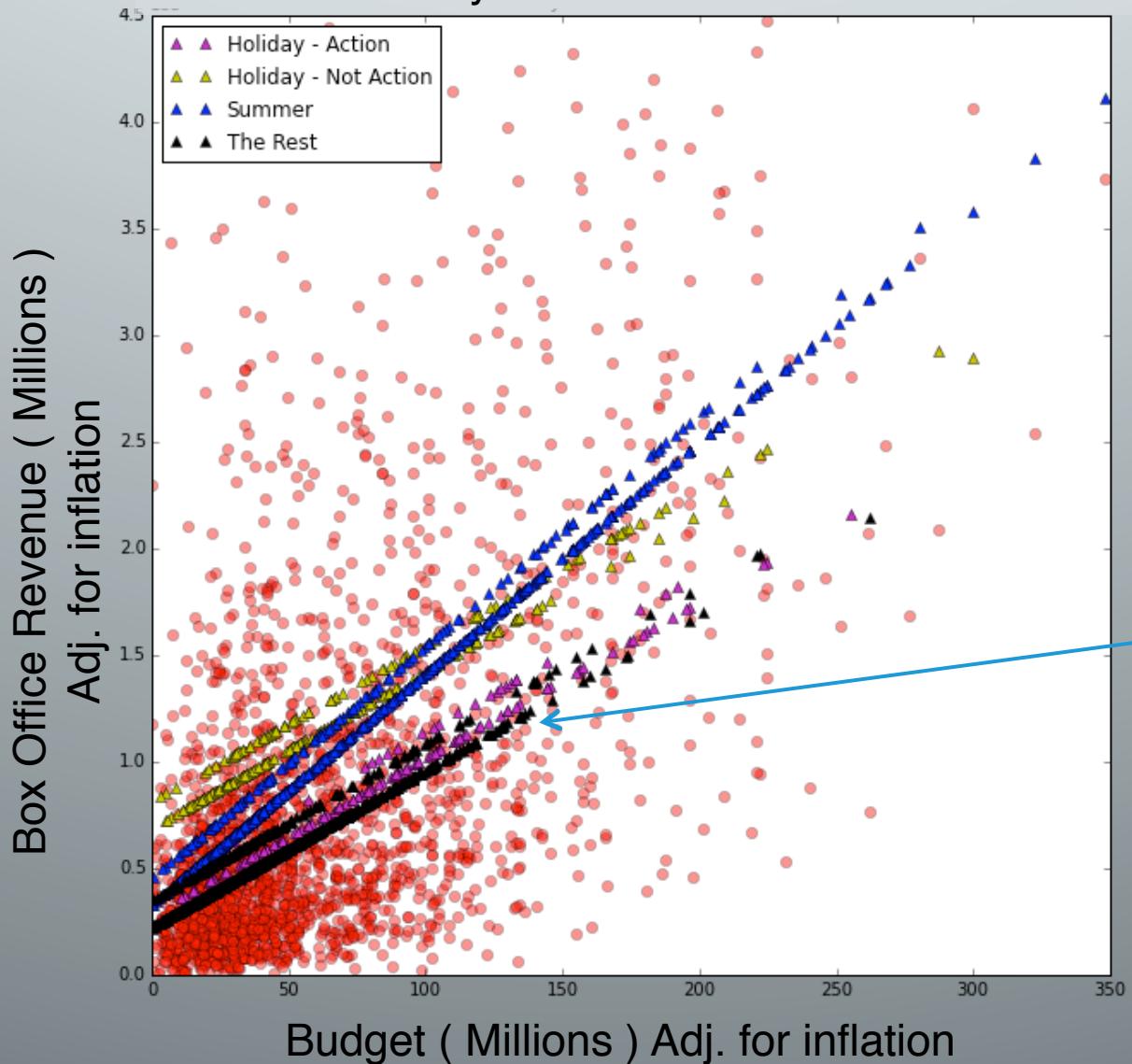
Closer Look:

Does seasonality relate to final box office results?



Closer Look:

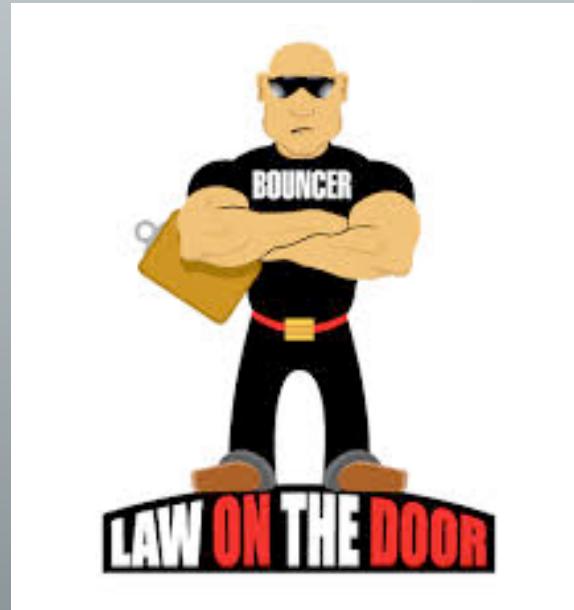
Does seasonality relate to final box office results?



Insight Takeaways:

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- **RATING:** Don't limit audience!!! Non-Adult films do better!!!



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- **HOLIDAY:** Action films do worse



Insight Takeaways:

- **RATING:** Don't limit audience!!! Non-Adult films do better!!!
- **SUMMER:** Big Budgets have BIGGER effect
- **HOLIDAY:** Action films do worse



NOT A GUARANTEE!!!



Produced, Written, & Edited by
Jessica Freaner



Special Thanks:

BOX OFFICE

MOJO

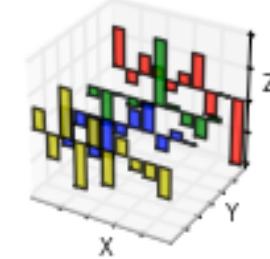
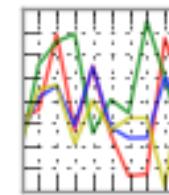
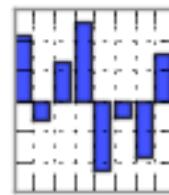
Special Thanks:

BOX OFFICE

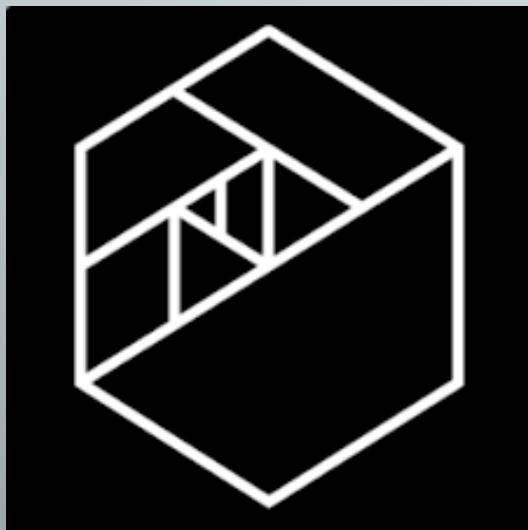
MOJO

pandas

$$y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$$



Special Thanks:

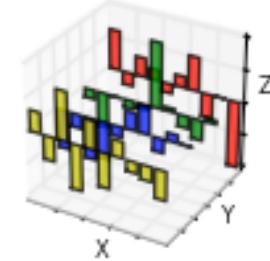
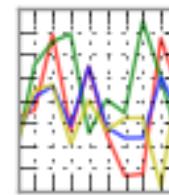
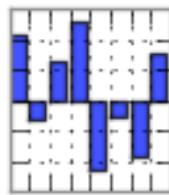


BOX OFFICE

MOJO

pandas

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MOJO

pandas

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