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Reflect on the Question

Analyze the Data

Draw Conclusions

Primary Research Questions

1. Are some studios more successful in keeping their films in theaters longer?
2. Do some studios earn a greater percentage of their earnings domestically than others?

(10 points possible)

Write Your Conclusion

Answer the question and support your answer with statistics:

This analysis examined top-grossing films produced by five major studios. Visual examination of the data through boxplots shows no violation of approximate equality of variance assumption across the five major studios. Analysis revealed a difference in the number of days a film spent in the theater, by studio

(F(4,146)= 5.534 , $p < 0.05$). In a Tukey HSD test, Fox films stayed in the theater significantly longer (155 days) than both Universal (130 days) and Sony Studios (114 days). Sony studios was also significantly lower than Warner Brothers studios (146 days).

An additional analysis did not reveal a significant difference in the percentage of earnings domestically, across the five different studios ($F(4,146)=2.097$, $p=$ 0.083).

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