

Name	Definition	Possible values	Type (SAS VA Original)
BoxOfficeClass	Success class of the movie at the cinema based on gross receipts (GrossBoxOffice).	1 to 9 (1 = “flop”, 9 = “blockbuster”)	Ordinal Category
Competition	Level at which each movie competed for the same pool of entertainment dollars against movies released at the same time.	High, Medium, Low	Ordinal Category
MPAARating	Movie rating assigned by the Motion Picture Association of America (MPAA).	G, PG, PG13, R, NC17, UR	Ordinal Category
OriginalScreenPlay	If the movie was based on an original screen play.	Yes, No	Binary Category
ShortStoryline	Short description of the script/story.	Free text	Category
YearEnd	Year the movie was shown in cinemas.	December 2000 to December 2010	Ordinal Category
EstimatedBudget	Estimated movie budget.	3,000 to 665,015,113	Measure
Genre_	Content category movie belonged to. Movies can belong to multiple categories.	Action, Adventure, Animation, Biography, Comedy, Crime, Drama, Family, Fantasy, History, Horror, Musical, Mystery, Other, Romance, SciFi, Sport, Thriller, War, Western	Binary Measure
GrossBoxOffice	Gross box office receipts.	50,076 to 2,039,472,387	Measure
MaxScreenCount	Maximum number of cinema screens the movie was shown at.	2 to 4,468	Measure
MovieID	Unique identifier for each movie.	10001 to 12339	Measure
MovieLength	Movie runtime in minutes.	45 to 219	Measure

SpecialEffects	The level of technical content and special effects (animation, sound, visual effects) used. ¹	1 to 5 (1 = lowest, 5 = highest)	Ordinal Measure
StarValue_Cast/Director/Producer	Star value of the director, producer and cast (as per recent past box office success).	1 to 5 (1 = lowest, 5 = highest)	Ordinal Measure
Year	Year the movie was shown in cinemas.	2000 to 2010	Ordinal Measure

¹ Movies with high technical content, as well as animation films, are given a rating of high. Movies with moderate special effects were given a medium rating, and movies with little or no special effects were given a low technical effects rating.