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| 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]](#footnote-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. [↑](#footnote-ref-1)