Babo Theatres Dataset

Babo Theatres offer semi-annual movie passes to customers who want to watch many movies in their theatres. The file movie_sales.MTW and movie_sales.xlsx contain the below variables, and each row is one person who holds a semi-annual movie pass. Note that this is only a sample of 35 customers.

customer_number: unique customer ID number
gender: male or female
movies_watched: total number of movies watched during their last purchased semi-annual pass
total_spent: total amount spent on drinks and food (in $US)
avg_spent: average amount spent on drinks and food per trip to the theatre (in $US)
ever_bought_alcohol: dummy variable for customer ever buying alcohol at the theatre (1=yes)
spent_drinks: total amount spent on drinks (in $US)
spent_food: total amount spent on food (in $US)
movie_avg_rating: average movie rating for movies watched, as rated by RottenTomatoes.com (ranges from 0-100, with 100 being the best)
perc_drinks: total amount spent on drinks as a percent of "total spent" variable (0.01 is 1%)
fav_category: customer's favorite movie category. The dummy variables created from this are as follows:

- **drama:** customer's favorite movie category is drama (1=yes)
- **comedy:** customer's favorite movie category is comedy (1=yes)
- **action:** customer's favorite movie category is action (1=yes)
- **romance:** customer's favorite movie category is romance (1=yes)