

Regression Analysis for Domestic Box Office with the Bass Diffusion Model and Monte Carlo Simulation Business Problem Movie studio making decisions on creative content focusing on domestic Box Office Revenue

Data The Numbers Yearly Box Office revenue 11 years Weekly Box Office Revenue 11 years Distributor, Genre, Source, Creative Type, Inflation Adjusted Domestic Bo IMDB Daily Dumps 8 mil records movies, principals, Actors actresses, Directors

Methods Created Actor Influence-formula Created Director Influence-formula Classified each move in a Franchise or Not Each movie fit to Bass Model for 3 coefficients M (market size, initially set to 1,000,000), p (coefficient of innovation, initially set to 0.003) and q (coefficient of imitation, initially set to 0.5).

Results

Future Work

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Languages

Jupyter Notebook 99.6%Python 0.4%