

Project 2 Proposal

Predicting Opening Weekend Sales for Animated Movies

Client:

McDonald's

Problem:

McDonald's considering partner with an animated movie and feature it on their Happy Meal toys? Among those upcoming in 2020, which one should they choose?

MVP:

An MVP would be an Opening Weekend Sales Prediction Model, trained and validated on historical data scraped from boxofficemojo.com. We would use it to predict for upcoming animated movies and pick the 'hit' one.

Data:

historical data for individual movies scraped from boxofficemojo.com

Variable	Type	Description
Opening Weekend Sales	Continuous	Y variable
Projected Budget	Continuous	
Director LGT*	Continuous	LGT of the Director's movies <i>before</i> the movie
Actor LGT	Continuous	Average LGT for 3 Leads <i>before</i> the movie
Composer LGT	Continuous	LGT for the main composer <i>before</i> the movie
Holiday Season	Nominal	Which holiday season the release falls on, if any
Sequel	Nominal (Y/N)	Whether or not the movie is a sequel
MPAA Rating	str	
Distributor	str	
Run Time	int	
# concurrent releases	int	

LGT*: Life Gross Total