

# Project Luther

By Kaushik Vasudevan

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## Proposal to Fox Studios:

We are Movielitcs, a Movie Analytic company, and using movie data, our company can predict how long a movie will be in release for. As a studio, one crucial element of planning release dates for different movies is the number of days the previous movie released is in theaters. Many studios plan around opening movies at the same time as “Blockbusters” or try and target specific holidays such as Christmas.

Once a movie is released, your studio can use our model to predict when the movie will come **out** of theaters, and knowing that date months in advance, you can plan accordingly what date you want to release the next movie. So far, our company has used three features to create a prediction model. Once hired we will add more variables to our model to give you the best prediction analysis in the business. We look forward to working with you in the future.

## Features Used So Far:

- Runtime
- Metascore
- Budget

*Fig 1. Graph of Projected Number of Days a Movie is in theaters versus the actual Number of Days a Movie is in theaters.*

