



IT'S HARD OUT HERE...

HUSTLE & FLOW IN THE FILM INDUSTRY

RON OLSHANSKY-LUCERO
METIS SF FALL 2016

FILMS CONSIDERED

- 1990-2016
- about 1300 films (from top 2000 domestic adjusted gross)
 - more than 600 dropped for missing budget data
- online film database
- 8 original variables
- 15 additional variables

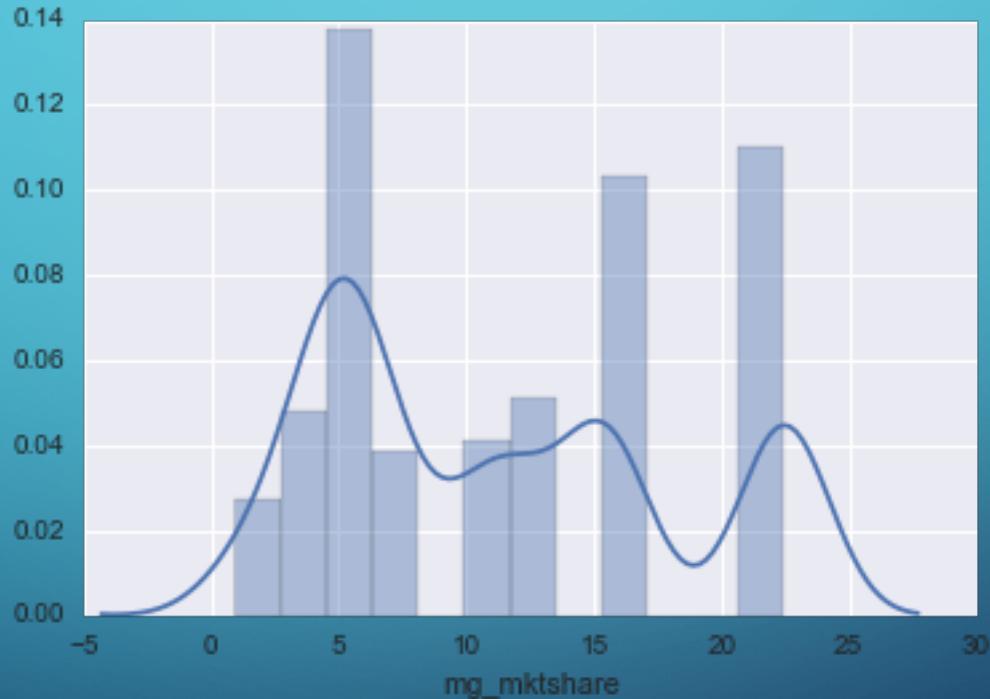
MAKING THE DATA CONFESS

- reclassified 2 ‘Unrated’ films to ‘PG’
- (manually!) regrouped 60 genres into 14 groups
- Linearising transformation on adjusted gross figures (log)
 - Improved relationship with numeric predictors
- (Tried to) group films by distributor and genre market share
 - (DATA STOPPED COOPERATING!!!!)

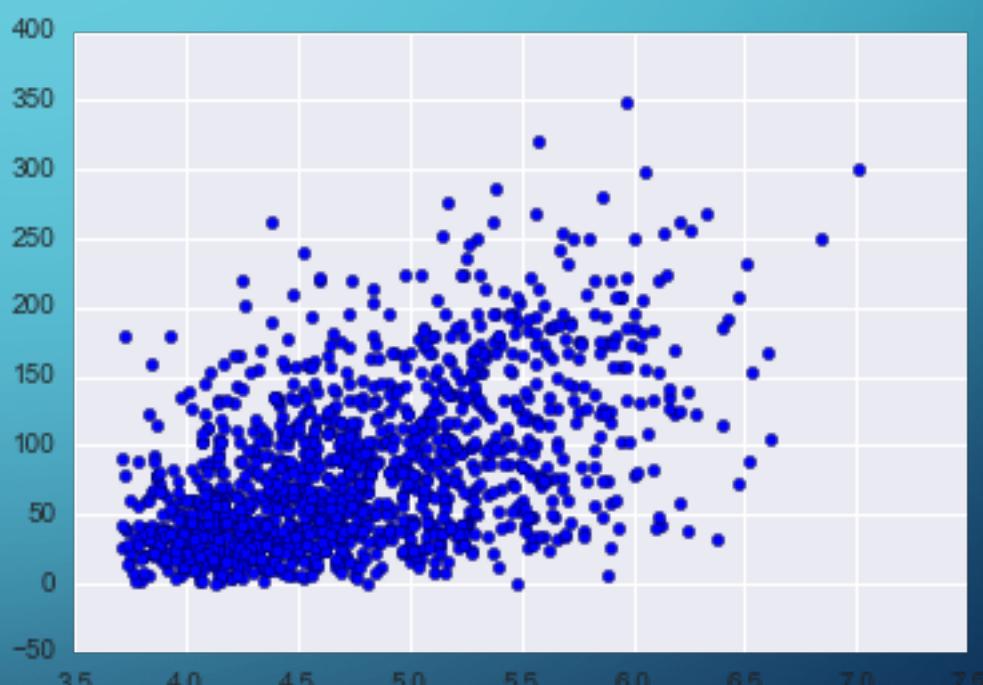
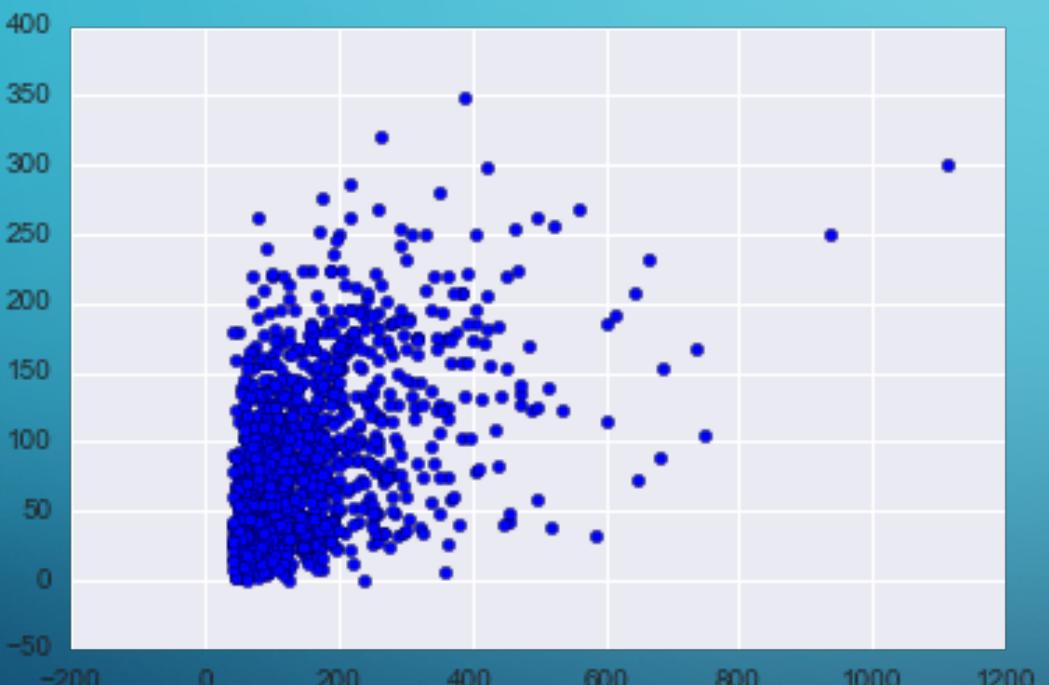
GENRES BY MARKET SHARE

- Top 4 (59%)
 - Action / Adventure (22%)
 - Comedy (15%)
 - Animation (12%)
 - Sci-Fi (10%)
- 'Specialty Genres' (41 %)

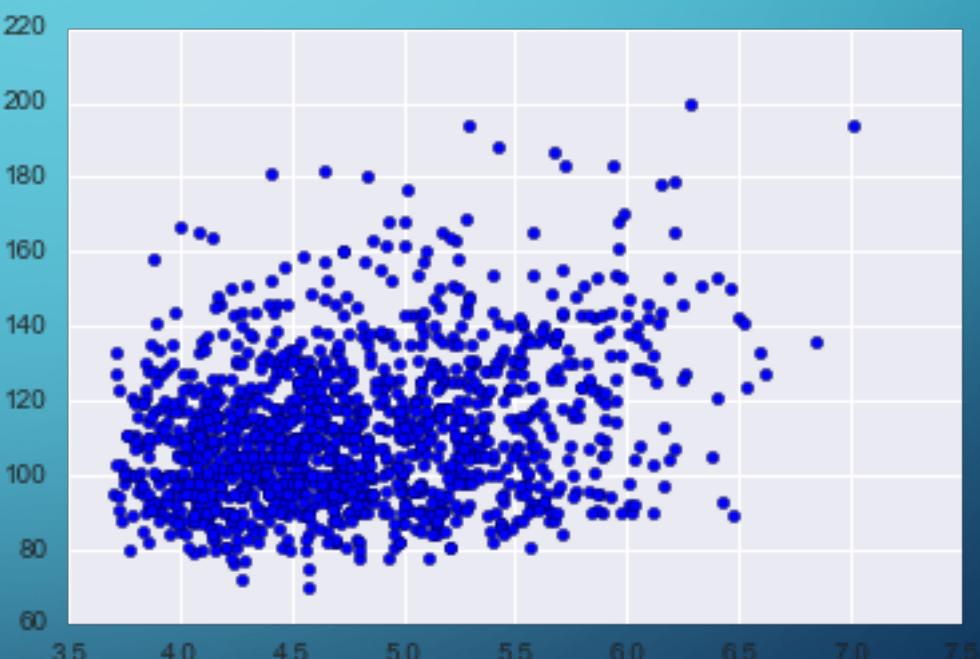
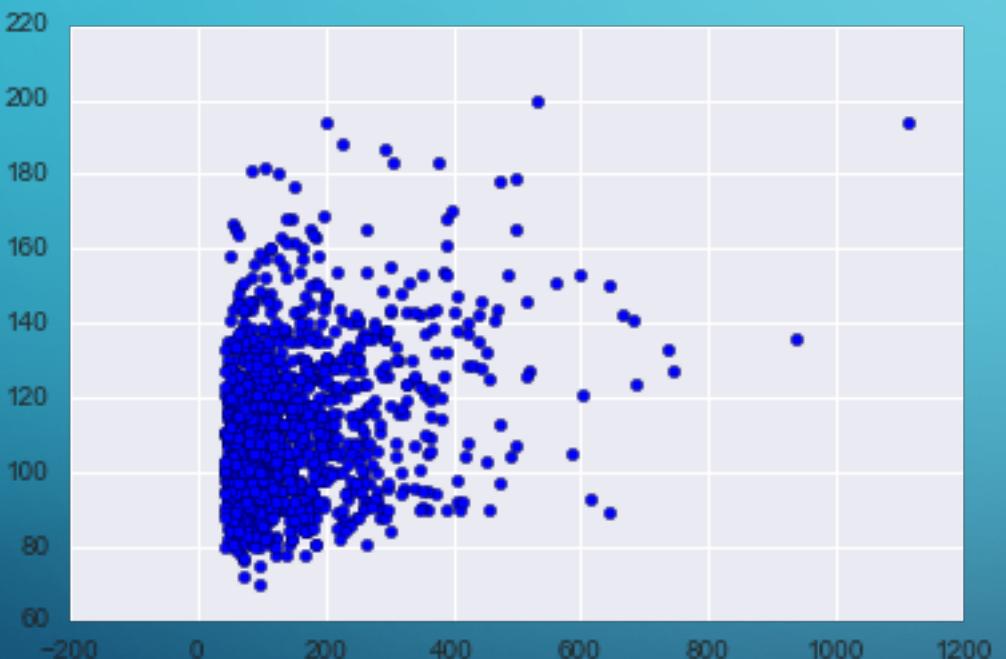
GENRES BY MARKET SHARE



LEVEL / LOG GROSS VS BUDGET



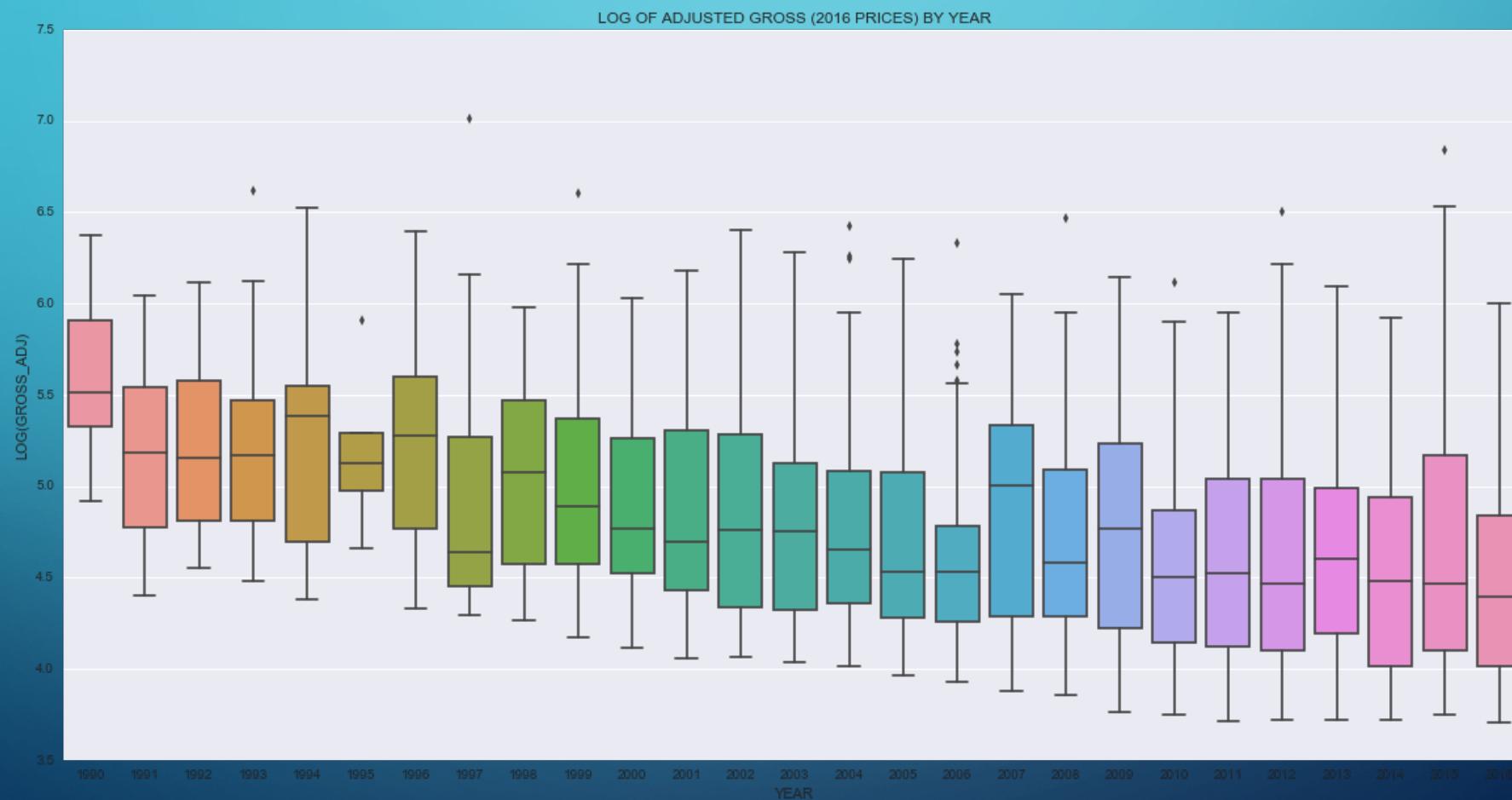
LEVEL / LOG GROSS VS RUNTIME



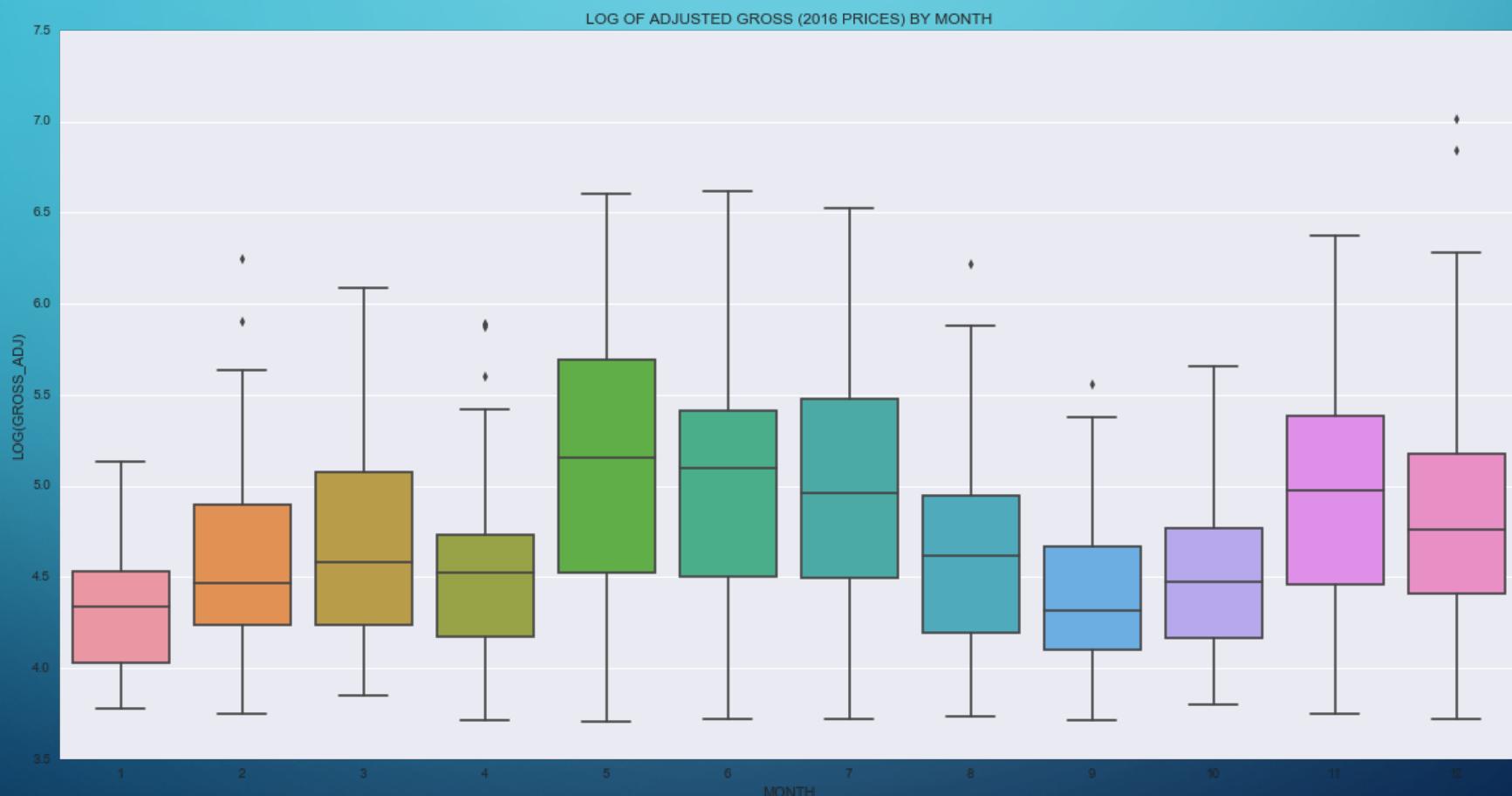
BEST MODEL

- Ridge CV Score: 0.41
 - Other models considered (interactions, dropping certain indicators): 0.36-0.39
- Most significant effects:
 - Year (-), Budget (+), Runtime (+), Rating Restriction (-),
 - Offseason vs Summer (-), Specialty Genre vs Top 4 (-)
 - Holiday vs Summer (-)

(LOG) GROSS VS YEAR



LOG (GROSS) VS MONTH



SEASONALITY

- Summer
 - Memorial Day, Independence Day
- Holiday
 - Veteran's Day, Thanksgiving Day, Christmas Day (Chinese Food and Movie Day)
- Offseason
 - New Years Day, MLK, GW birthday, Labor Day, Columbus Day