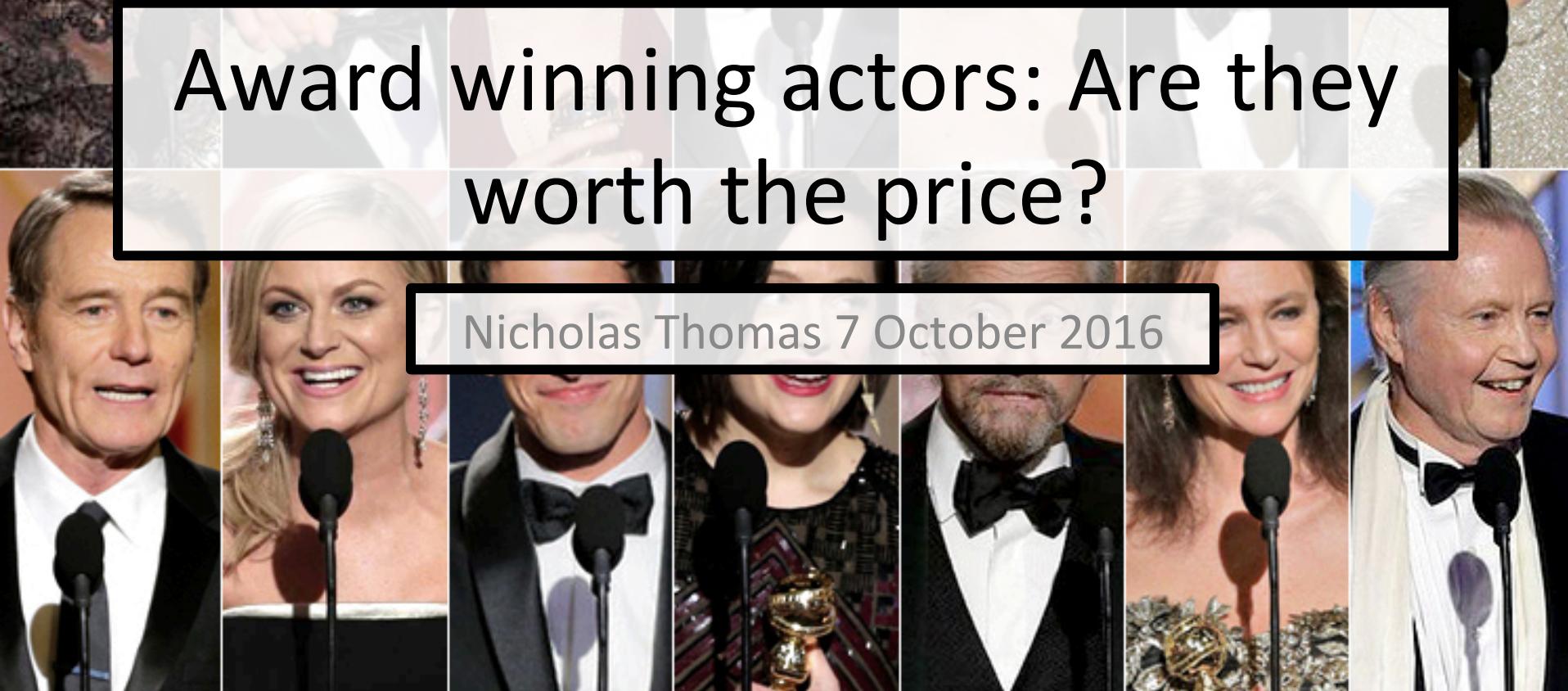


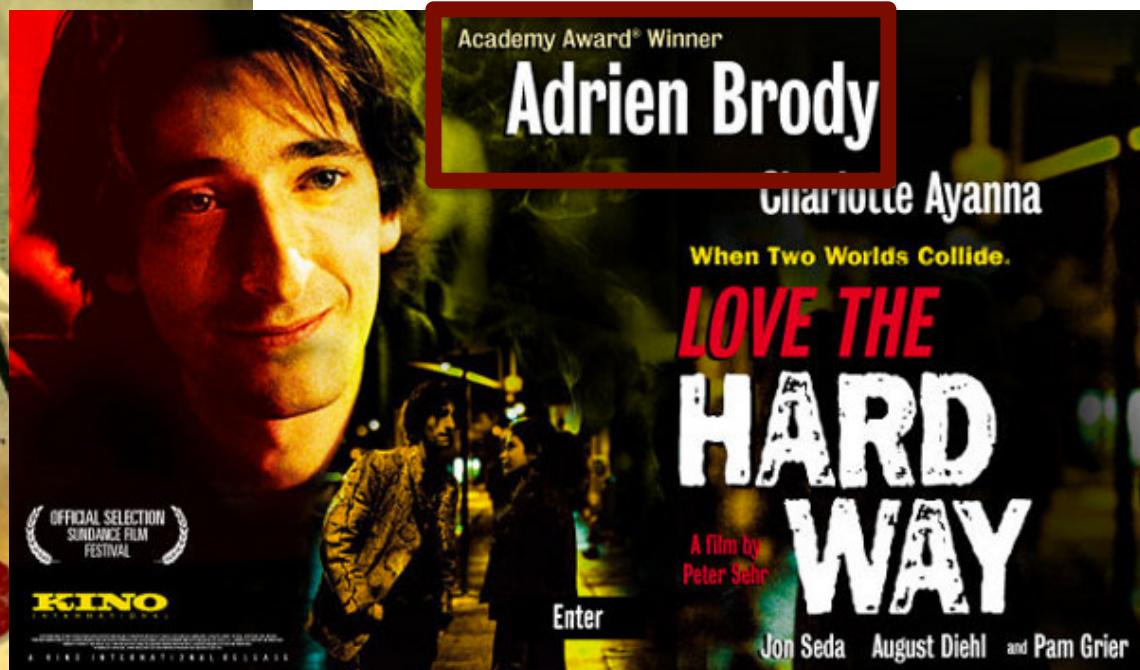


Award winning actors: Are they worth the price?

Nicholas Thomas 7 October 2016



ACADEMY AWARD®-WINNER BEN KINGSLEY



Forbes

Do Oscar Wins Boost Actors' And Actresses' Earning Potential?

“The regression proves that winning an Oscar [for Best Actor] increases a male winner’s salary by 81% holding all other variables constant...”

Central Question

Can Domestic Total Adjusted Gross Earnings of a film be predicted based on the number of awards won by starring actors?

Data Utilized

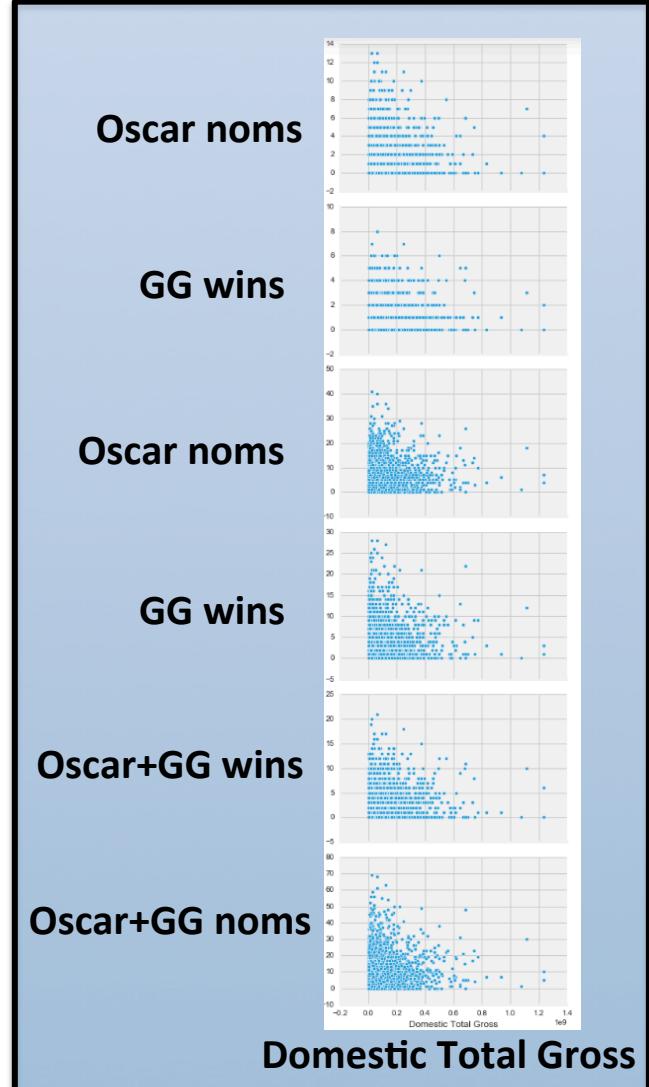
- Box Office Mojo: 12,000 movies from All Time Domestic Box Office
 - Actors
 - Adjusted Domestic Total Gross
 - Production Budget
- Wikipedia award records:
 - Golden Globes
 - Oscar

Award Categories Considered

- Golden Globe Awards (both wins and nominations) for:
 - Best Actor/Actress in a Drama
 - Best Actor/Actress in a Musical or Comedy
 - Best Supporting Actor/Actress
- Oscar Awards (both wins and nominations) for:
 - Best Actor/Actress in a Drama
 - Best Supporting Actor/Actress

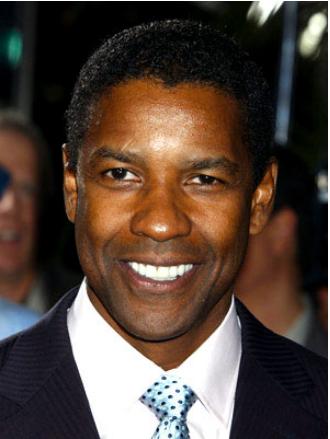
There was little correlation between features and Domestic Total Gross

	Domestic Total Gross
Domestic Total Gross	1.000000
Oscar wins	0.202811
Golden Globe wins	0.159132
Oscar nominations	0.224196
Golden Globe nominations	0.179923
Total Award wins	0.196455
Total Award nominations	0.211279

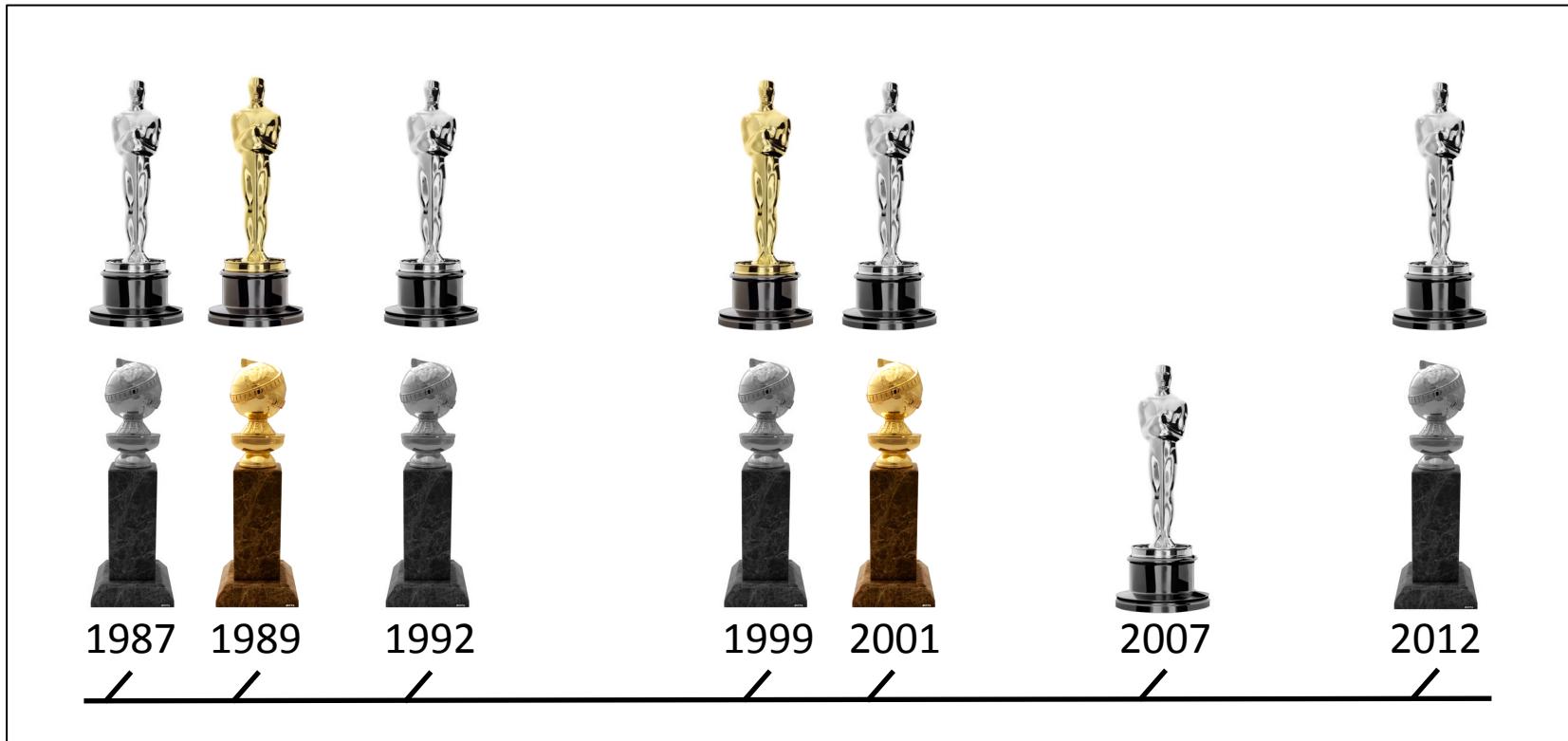


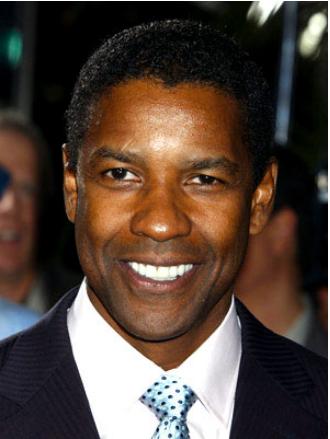
Model Results

Regression Type	R ²
OLS Regression	0.066
RidgeCV	0.041
Random Forest Regressor	0.053

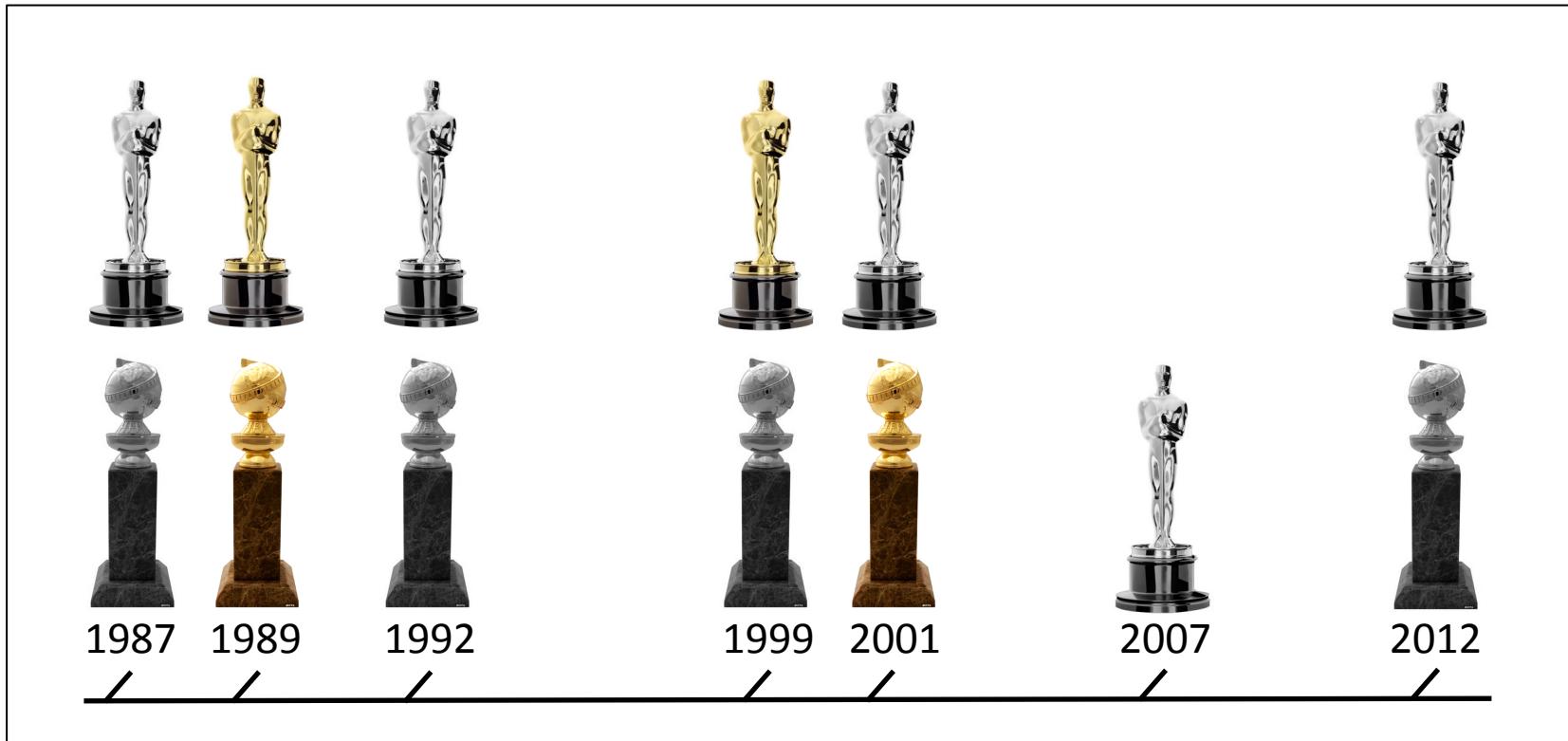


Denzel Washington Award Timeline



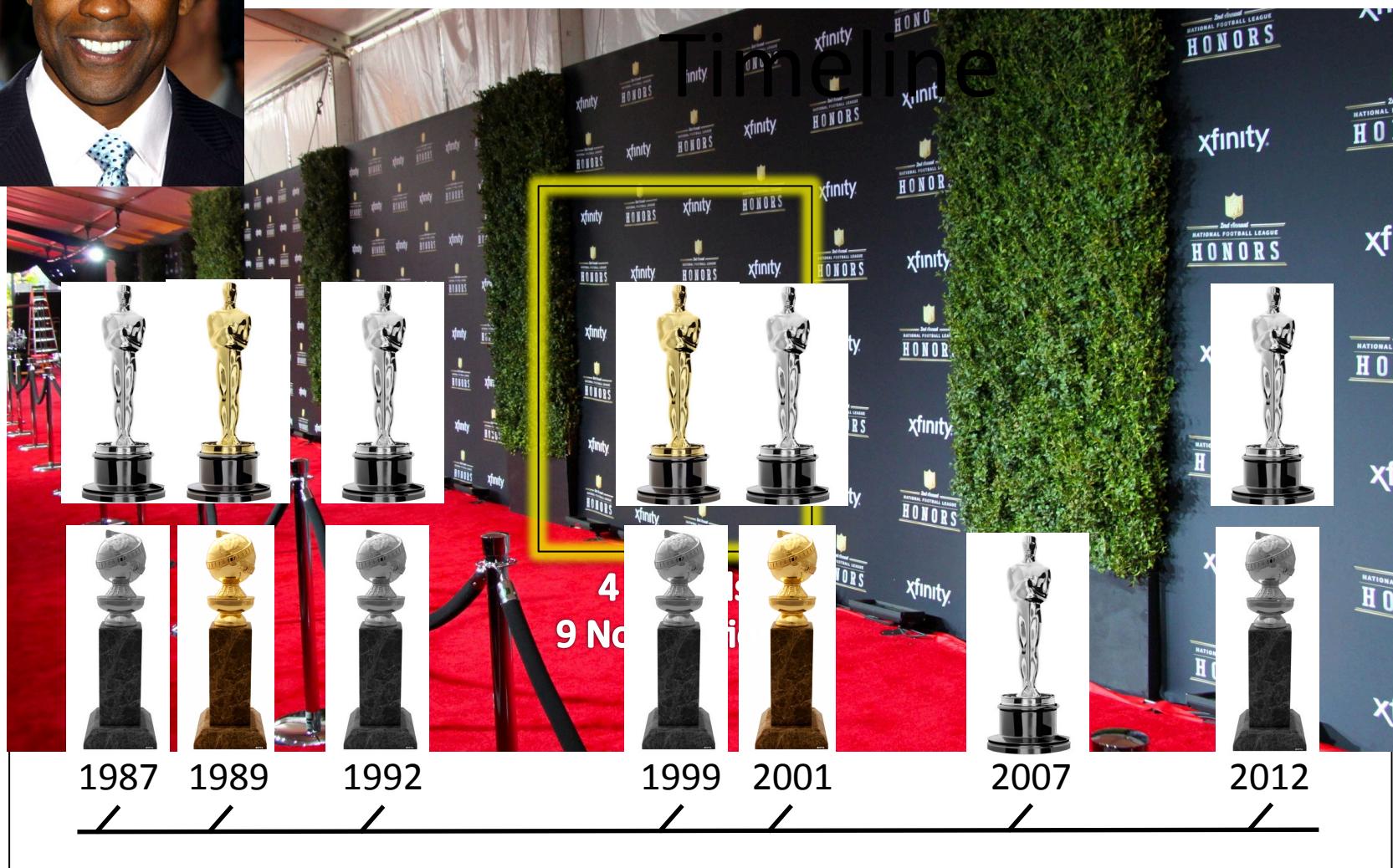


Denzel Washington Award Timeline





Denzel Washington Award



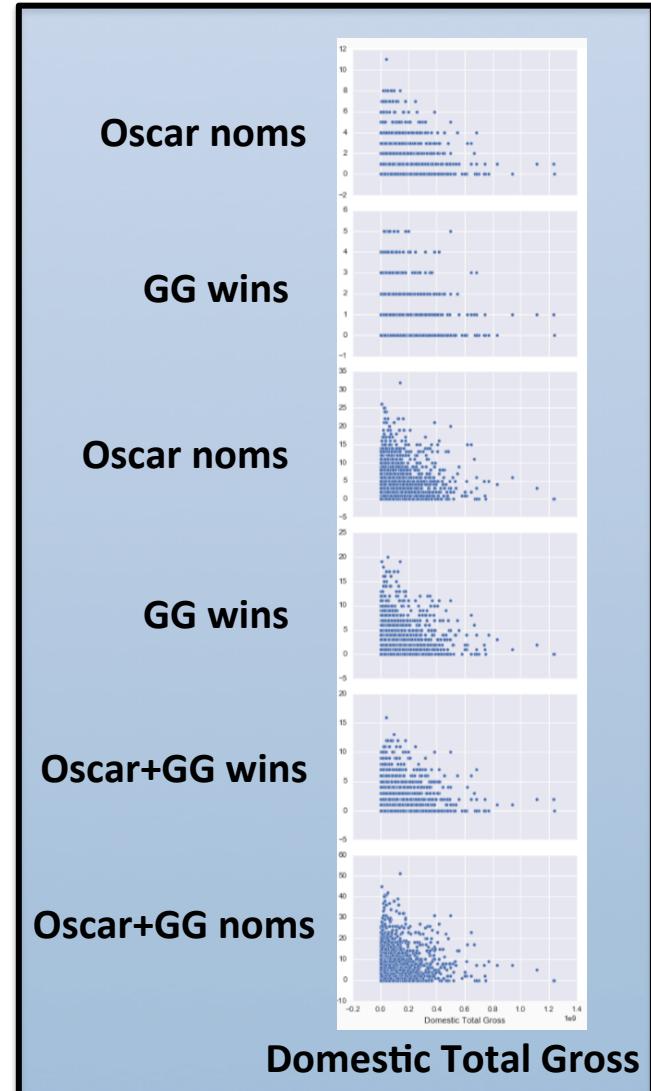


Denzel Washington Award Timeline



There was little correlation between adjusted features and Domestic Total Gross

	Domestic Total Gross
Domestic Total Gross	1.000000
Oscar wins	0.157235
Golden Globe wins	0.127770
Oscar nominations	0.172535
Golden Globe nominations	0.142523
Total Award wins	0.154864
Total Award nominations	0.165108



Model Results

Regression Type	R ²
OLS Regression	0.033
RidgeCV	0.019
Random Forest Regressor	0.031

Conclusions

- Given my assumptions, it appears that actor award history has little to do with Domestic Total Gross
- In the future:
 - Try scraping from better source
 - Scrape more features to test

Best Actor and Actress winners account for very few of the highest-paid film actors and actresses of 2015. None of the top ten **highest-paid actors**, which include Robert Downey Jr., **Bradley Cooper** and **Tom Cruise**, had Oscars to their name.

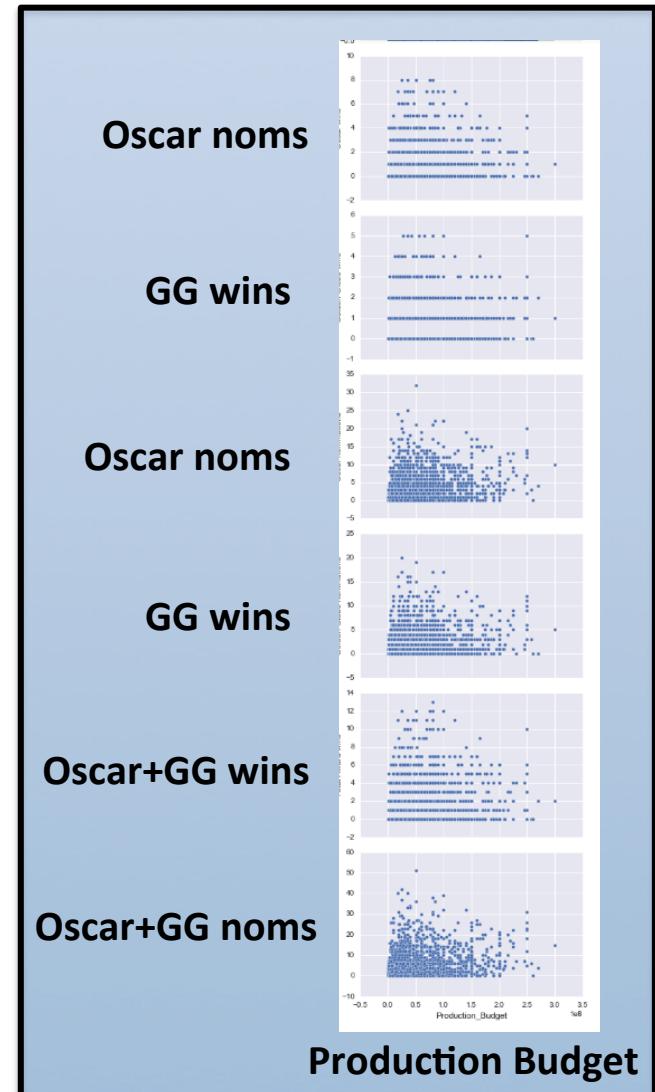
Questions?



Production Budget

Correlation between features and Production Budget

	Production_Budget
Production_Budget	1.000000
Oscar wins	0.207317
Golden Globe wins	0.190403
Oscar nominations	0.269373
Golden Globe nominations	0.214306
Total Award wins	0.213995
Total Award nominations	0.253802



Model Results

Regression Type	R ²
OLS Regression	0.091
RidgeCV	0.045
Random Forest Regressor	0.082