

Capstone I Presentation

INTRO/Fun Fact!	INTRO/Movies & Our Data	Does More \$ = Better Movies?	Average Approval Index	Audience Approval declines more since '7..	Budget Per Minute Metric	More Spend = More Revenue, but NOT bet..	Audience Approval vs. Production Budget	Budget vs. Gross vs. Approval Index
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Do BIGGER budgets mean BETTER movies?

GPT-4

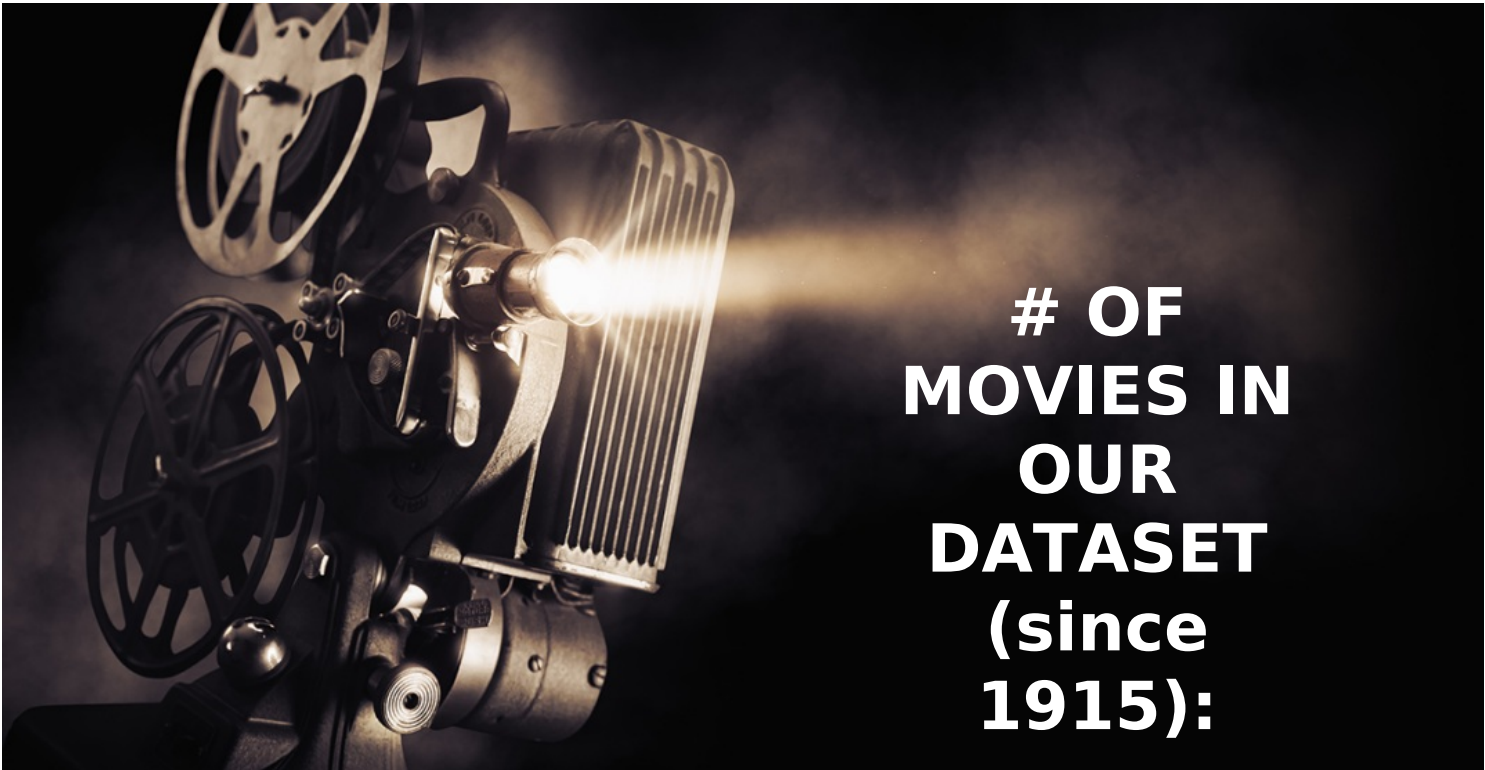
AL

How many feature films have been produced to date thus far?

data, the Internet Movie Database (IMDb) listed over 500,000 titles under the "feature film" category. Please remember, this includes international cinema, independent films, and major Hollywood productions.

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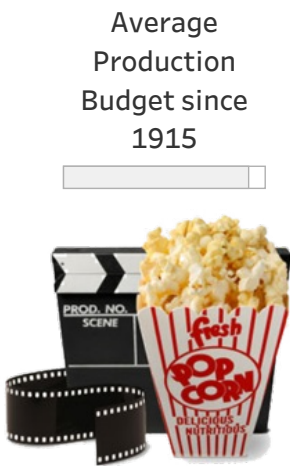
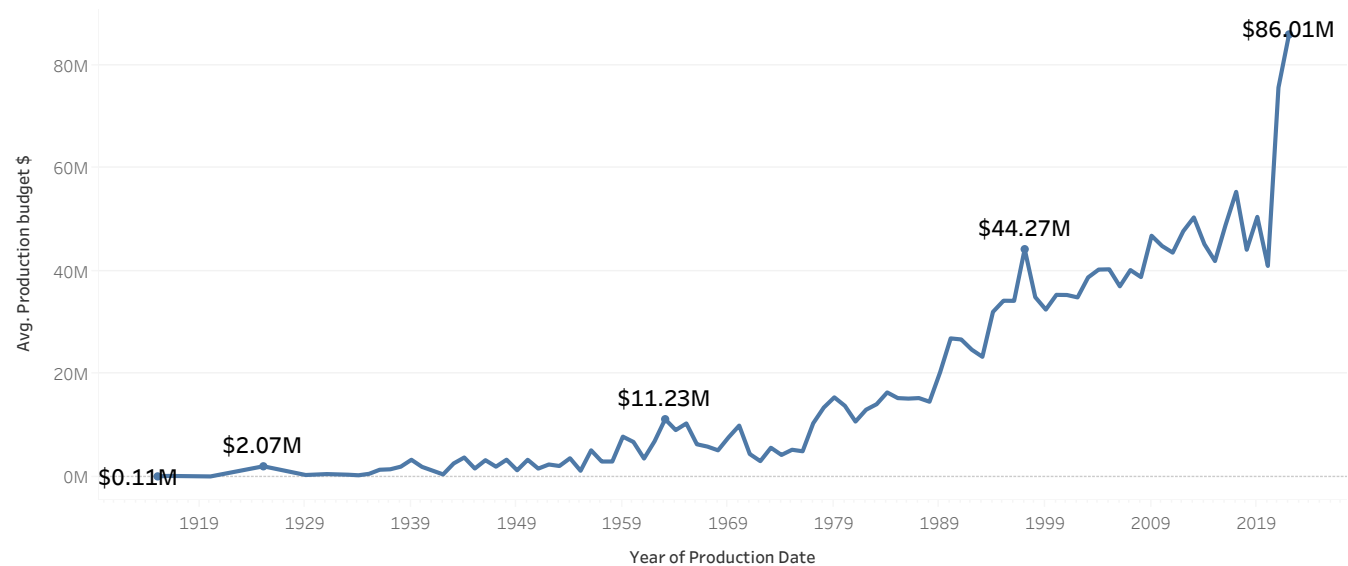
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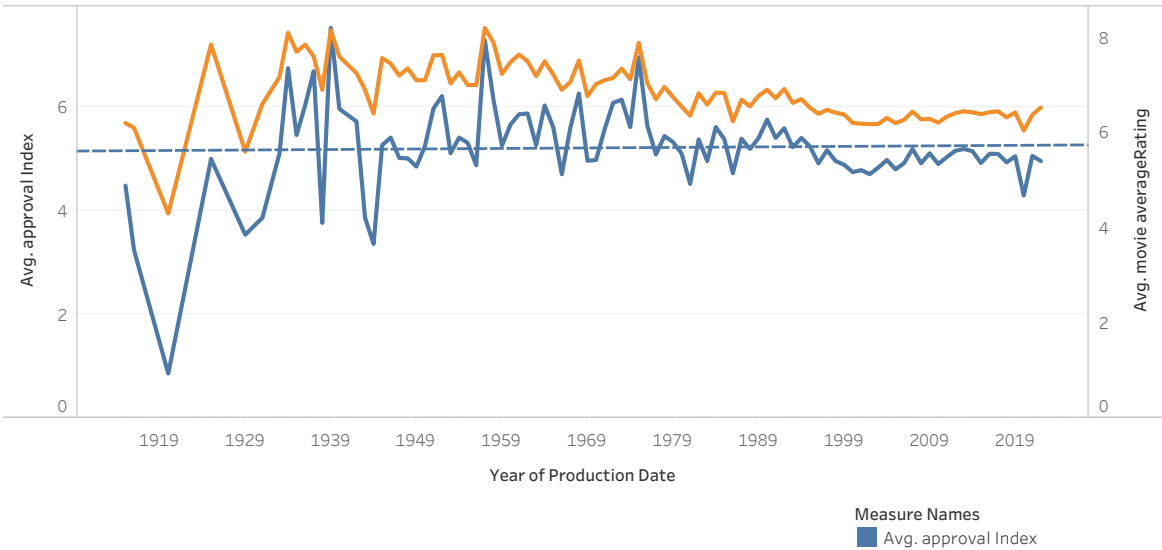
AMERICAN CINEMA: Does More Money = More Satisfied Audiences?



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We will use AVERAGE APPROVAL INDEX as our marker moving forward . . .



Average Movie
Approval Rating Since
1915 (0-10):



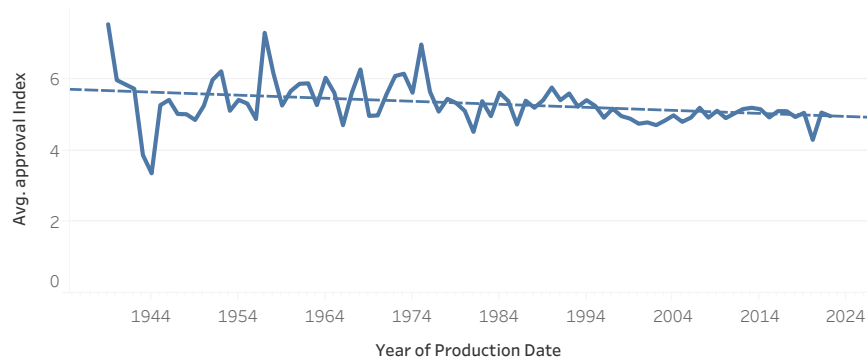
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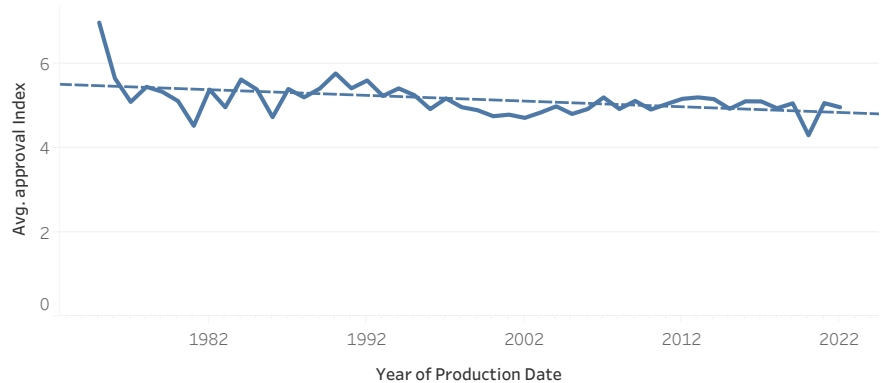
Slope declines from -2.33 to -3.69!



Cinema: Audience Approval (1939-2022) - since Golden Age to now



Cinema: Audience Approval (1975-2022) - recent history



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Budget per minute metric

Production Budget (\$)
Runtime (minutes)

=

Budget per minute (BPM)



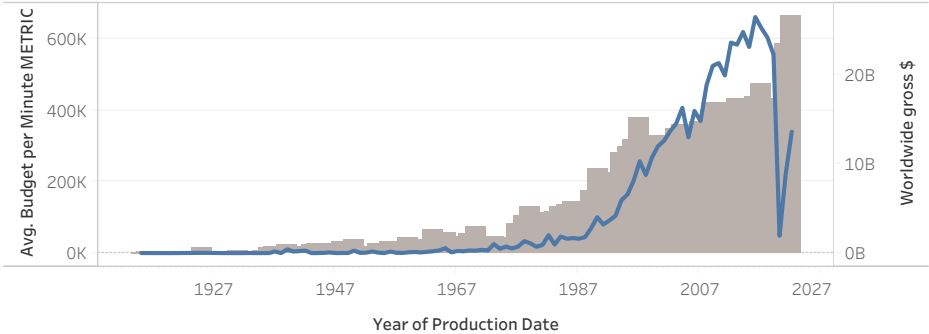
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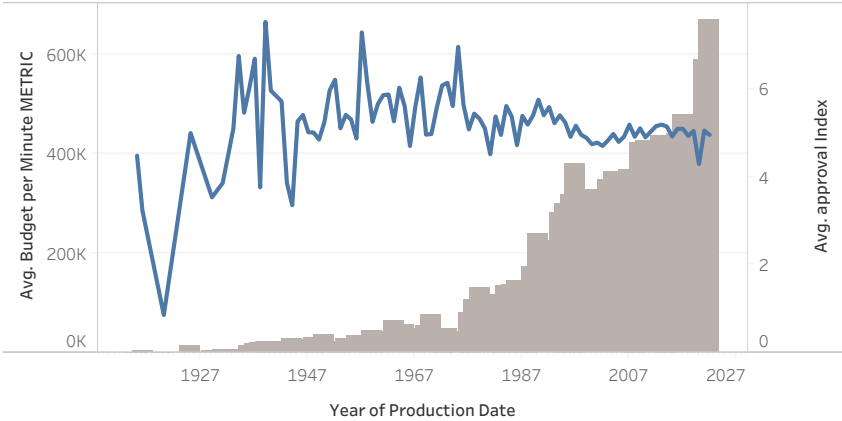
Measure Names
Avg. Budget per Minute ME..

Budget Per Minute seems to drive Worldwide Gross, to a point, however...



Measure Names
Avg. Budget per.. Avg. approve

Budget Per Minute does not appear to drive Audience Approval

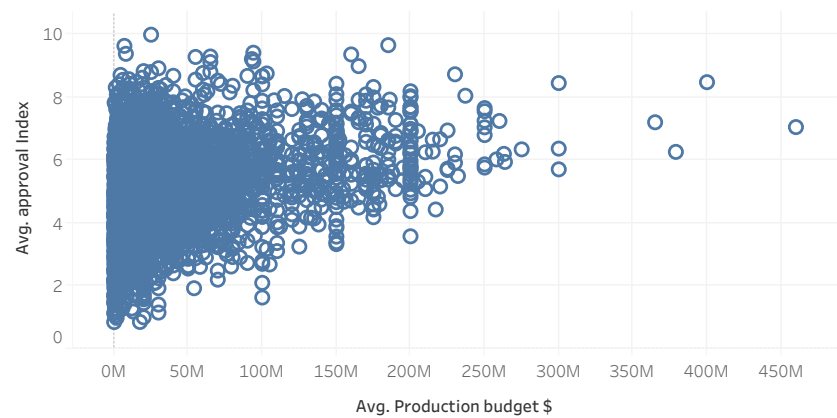
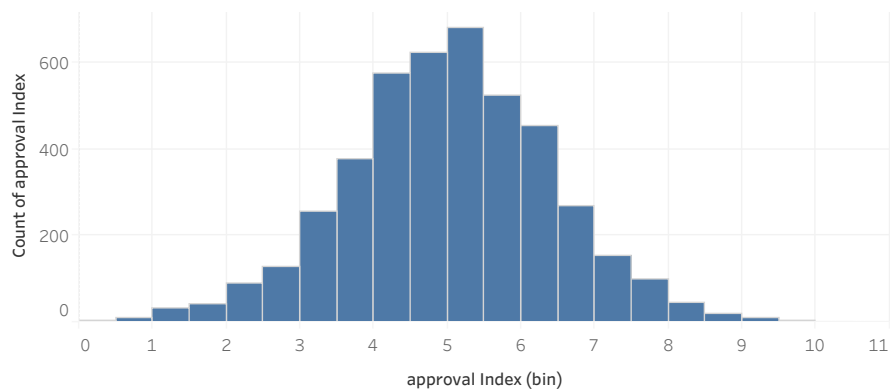


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Audience Approval is fairly normally distributed
&
Average Budget doesn't appear to drive Audience Approval!

Approval Index Histogram (All data; since 1915)



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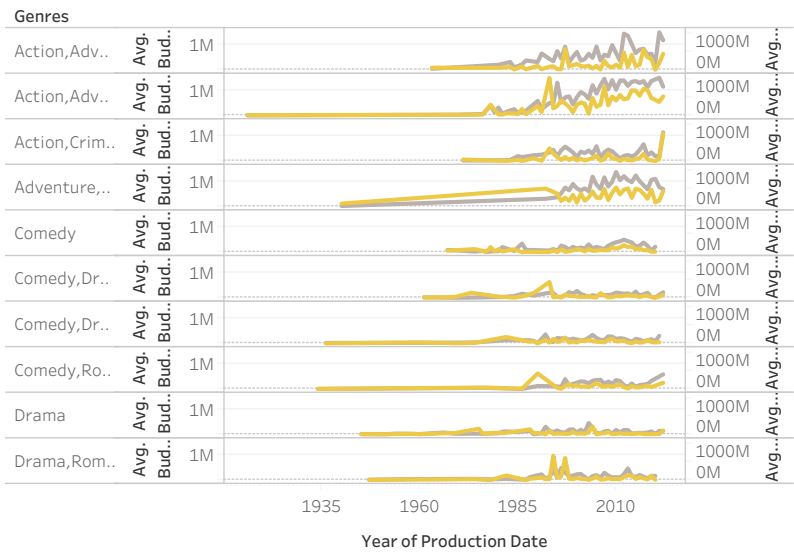
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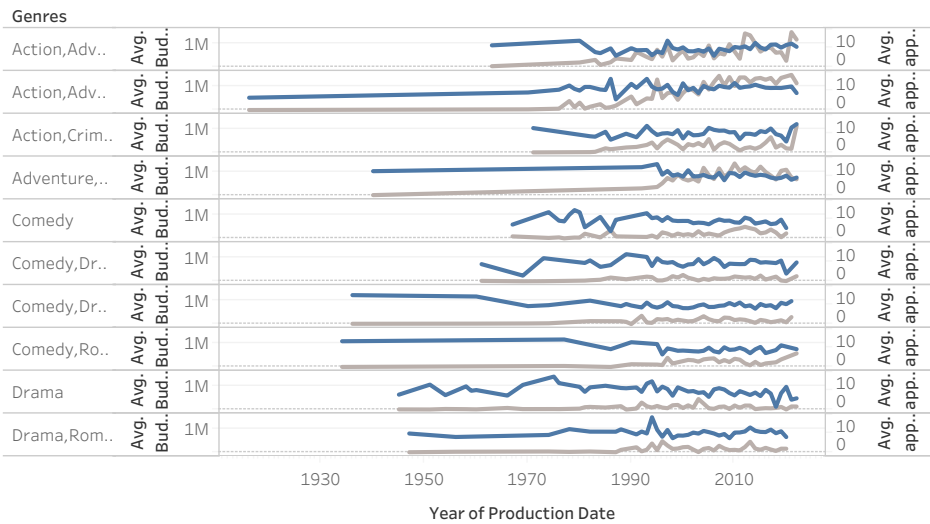
- Avg. Budget per Minute METRIC
- Avg. Worldwide gross \$

BPM correlates to Worldwide Gross, NOT Audience Approval

Budget per Minute and Worldwide Gross by Genre



Budget per Minute and Approval Index by Genre

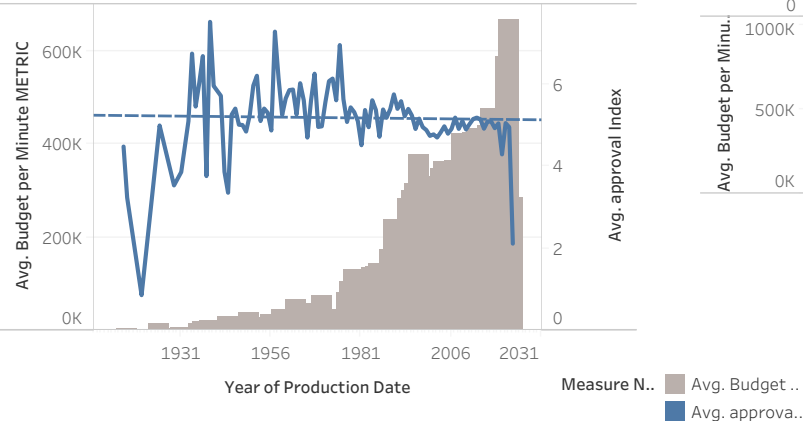


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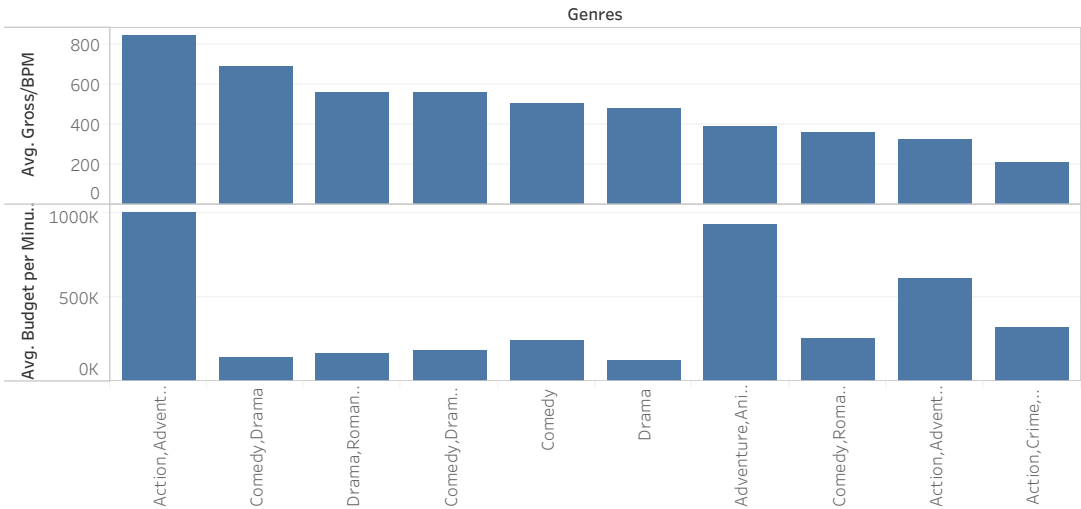
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As BPM continues to skyrocket, audience approval ..

Budget per minute vs approval Index



You don't have to spend money to make money!

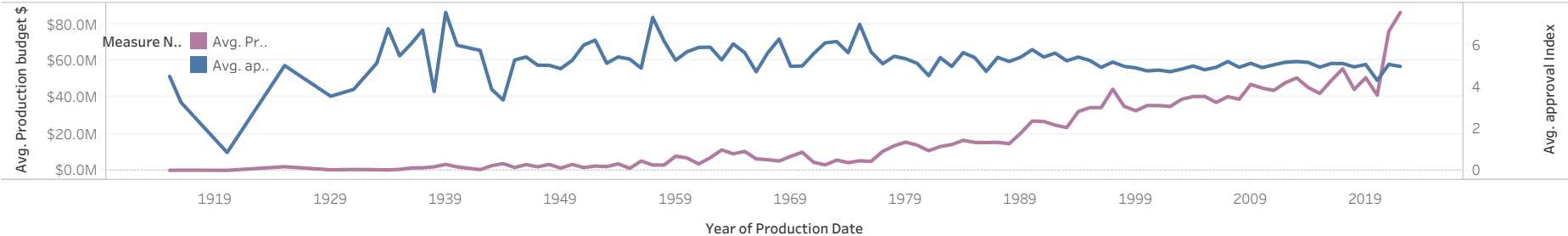


LOOKING AT THE TOP 10 GENRES: The genre of Action, Adventrue, Sci-Fi appears to have the healthiest Gross/BPM. What's worth noting here is that while [Comedy, Drama], [Drama, R..

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CONCLUSION: *YOU CAN'T BUY BETTER RATINGS*



SUMMARY OUTPUT		(production budgt and approval index)
Regression Statistics		
Multiple R	0.28214444	weak positive correlation between variables
R Square	0.07960549	8% of variance attributed to Prod. Budget
Adjusted R Square	0.07939521	
Standard Error	1.32860206	
Observations	4379	

When we do regression analysis with Production Budget as independent variable and Audience Approval as dependent variable, we find:

- There is a weak positive correlation
- Only 8% of the variance is attributable to Production Budget

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QUESTIONS?

