PREDICTING DOMESTIC BOX OFFICE SUCCESS

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January 27, 2017

CAN WE PREDICT DOMESTIC GROSS BOX OFFICE RESULTS?

"No one can tell you how a movie is going to do in the marketplace… not until the film opens in darkened theatre and sparks fly up between the screen and the audience"

Jack Valenti, president and CEO of MPAA (198)

The movie business is considered one of the riskiest endeavors for investors.

DATA USED

IMDB: 2,000 movies from 1996 to 2016

Wikipedia: Oscar nominations

U.S. Dept of Labor BLS: Consumer Price Index

MODEL FEATURES

Movie Budget

Estimated movie budget in U.S. dollars adjusted for inflation.

Academy Award Nominations

Total academy award nominations for director, writer, and top three billed actors/actresses.

Genre

21 genres were considered with the possibility movies were categorized based mltiple genres.

MPAA rating

Based on the Motion Picture Association of America rating system

Release Month
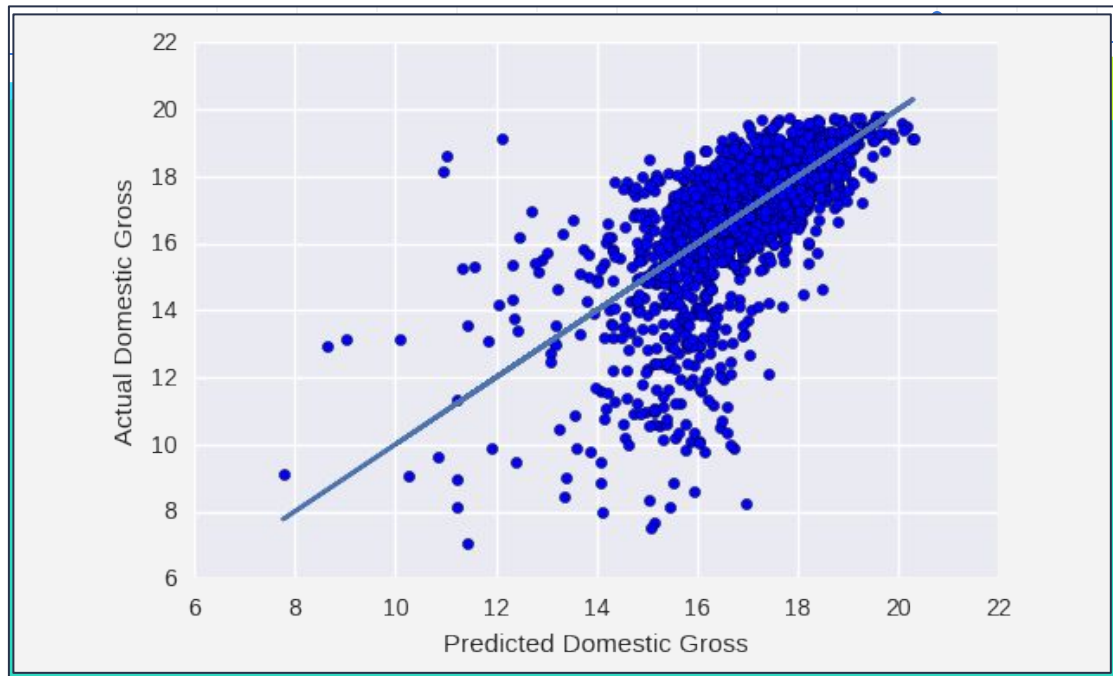
Month the movie was originally released.

Runtime

Total runtime of the movie in minutes.

MODEL PERFORMANCE

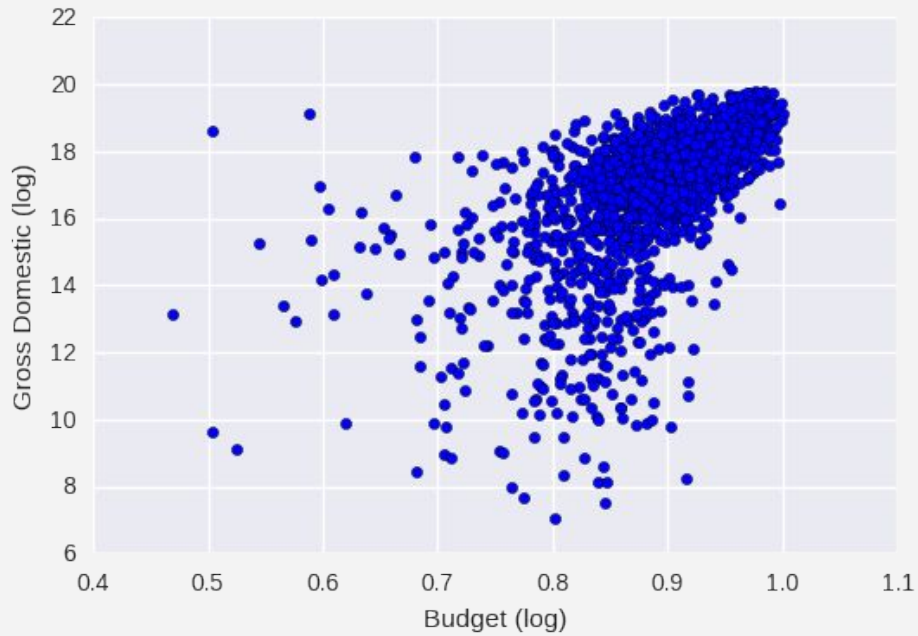|	OLS	Lasso
Features	49	49
R^2 (Test)	0.426	0.426

Model Performance

BUDGET

No way! Who would have thought?

Budget v Gross Domestic

OTHER IMPORTANT FEATURES

MPAA-Rating

Family friendly movies (G, PG, PG- 13)

Negative correlation for unrated movies

Nominations

Actors - more nominations

Director and writers:

- 1 to 4 nominations +
- 5 or more -

Genres

Positive:

- Documentary
- Horror
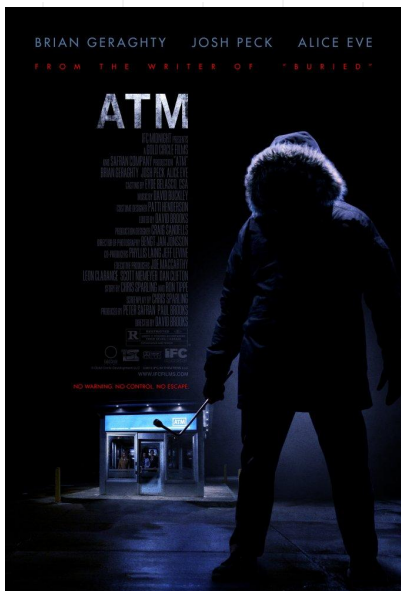- Comedy

Negative:

- Western
- Drama
- Crime

Month

Positive:

- January
- November
- July

Negative:
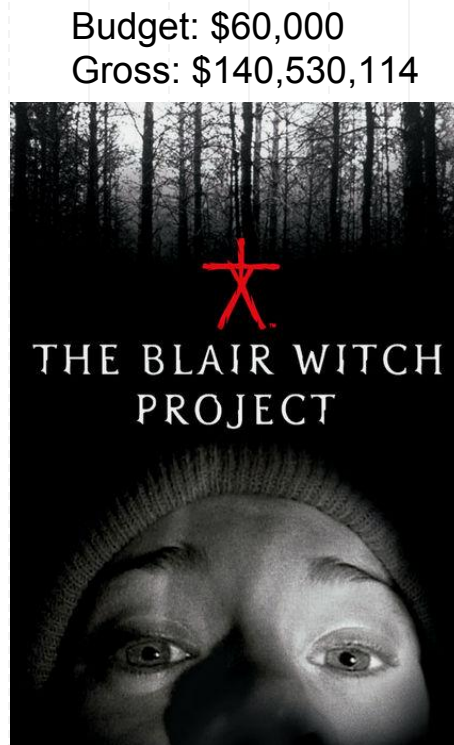
- October
- August
- May

Budget: $60,000
Gross: $140,530,114

Budget: $15,000
Gross: $107,917,283

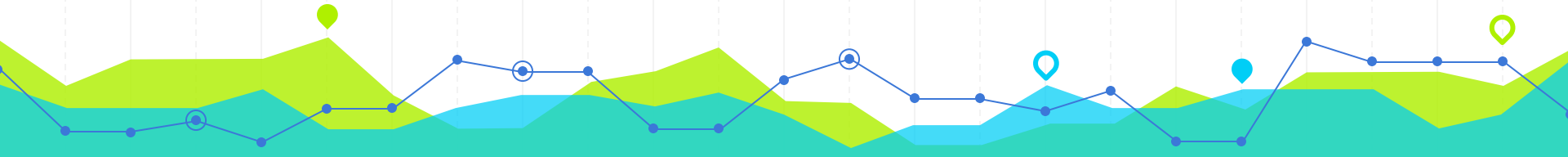Budget: $3,000,000
Gross: $3,010

Always make the audience suffer as much as possible.

-Alfred Hitchcock

ADDITIONAL CONSIDERATIONS

STAR POWER

FRANCHISE

STUDIO

THANK YOU!

Questions?