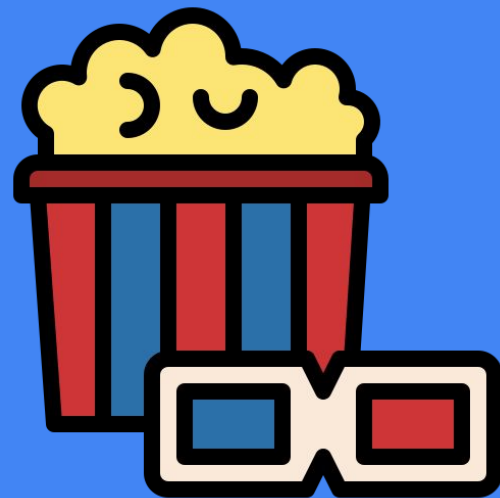


# Predicting the Lifetime Gross Earnings of Movies

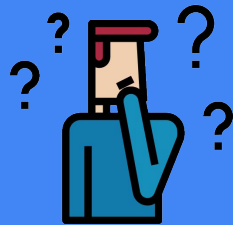
Stanley Guo



Decide which  
movies to  
invest in



# Data



Scraped movies from Box Office Mojo

3144 Movies

NC-17, R, PG-13, PG, G

# Methodology



## Outcome

Predict a movie's lifetime gross earnings

## Features

Domestic opening

Run time

Action

Release season

Domestic distributor

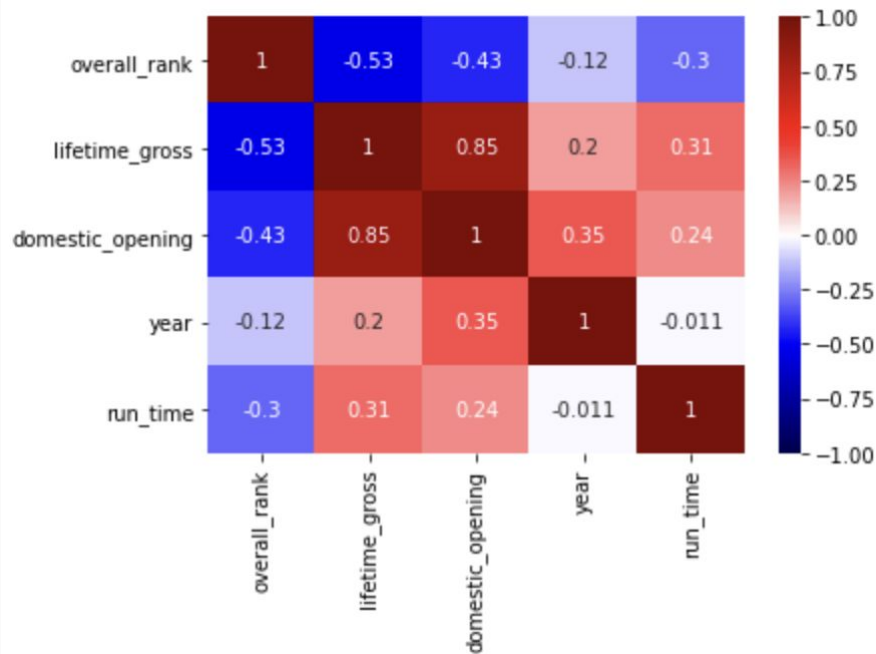
# Base Model



## Features Focused On:

Domestic Opening

Run Time





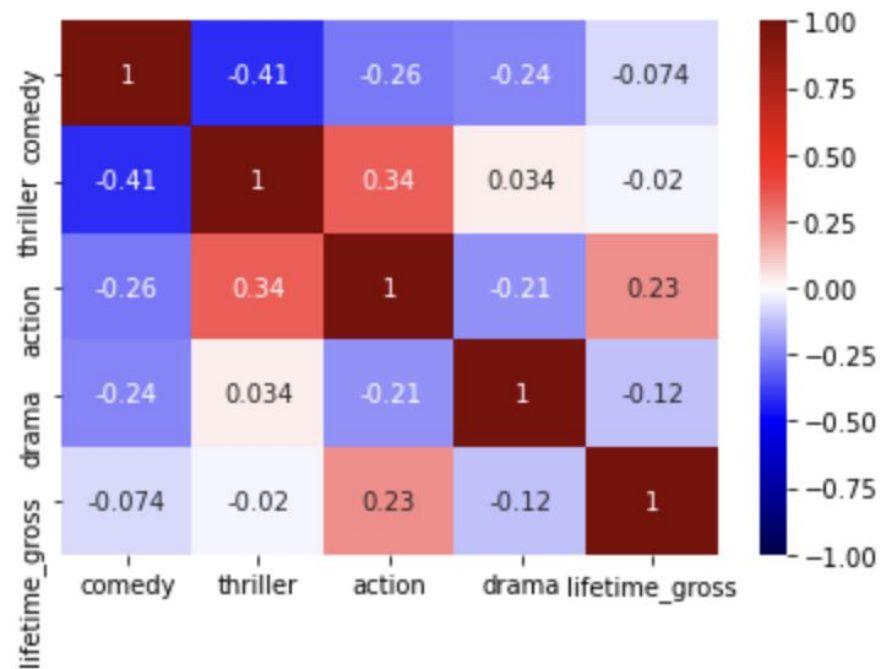
# Genre Feature Engineering

## Features Focused On:

Domestic Opening

Run Time

Action



# Release Season Feature Engineering



## Features Focused On:

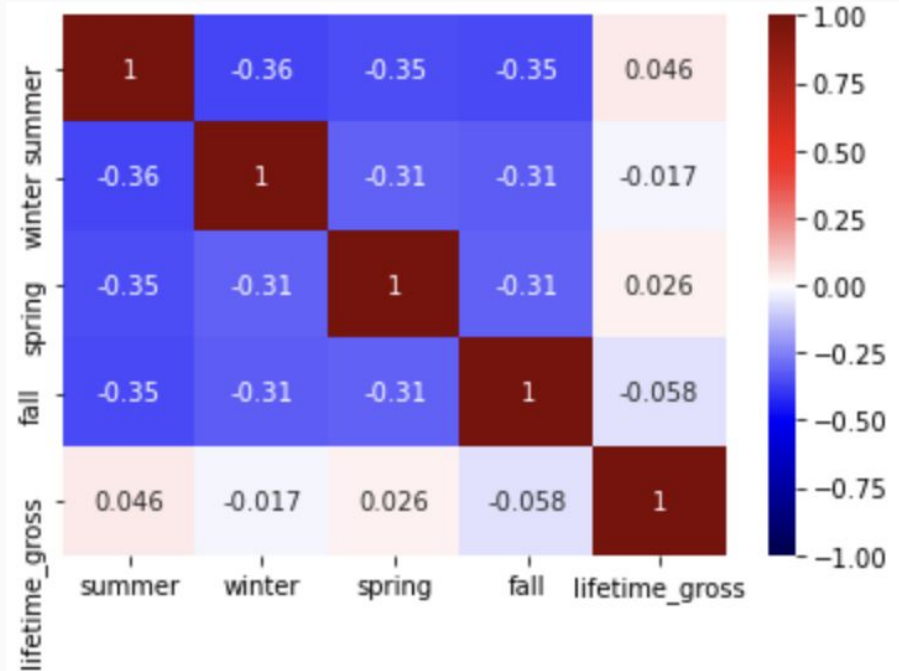
Domestic Opening

Run Time

Action

Summer

'Summer Blockbuster'



# Domestic Distributor Feature Engineering



## Features Focused On:

Domestic Opening

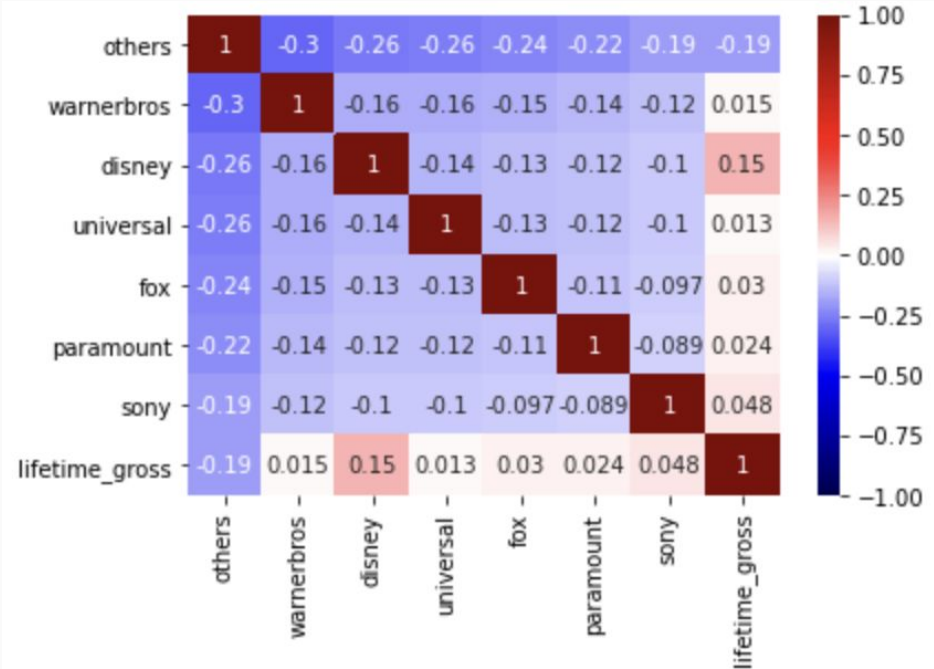
Run Time

Action

Summer

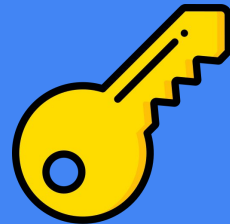
Disney

$R^2$  of 0.7514





# Key Features



Domestic Opening

Run Time

Genre

Release Season

Distributor

# Future Work



Directors

Cast

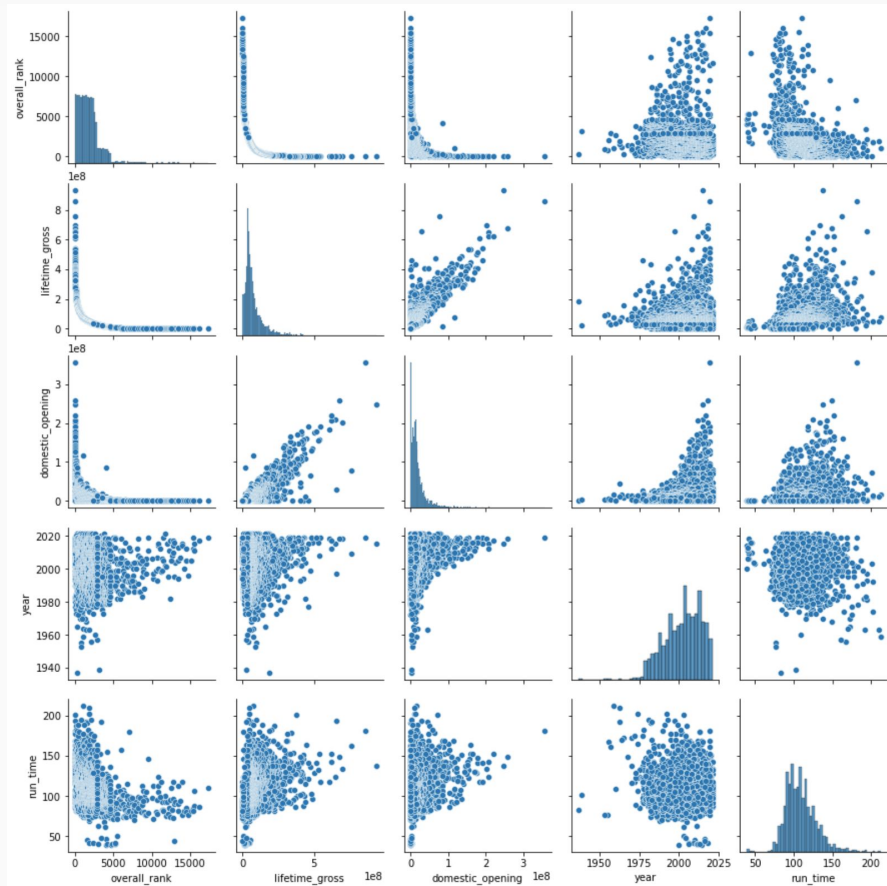
Crew

Sequels

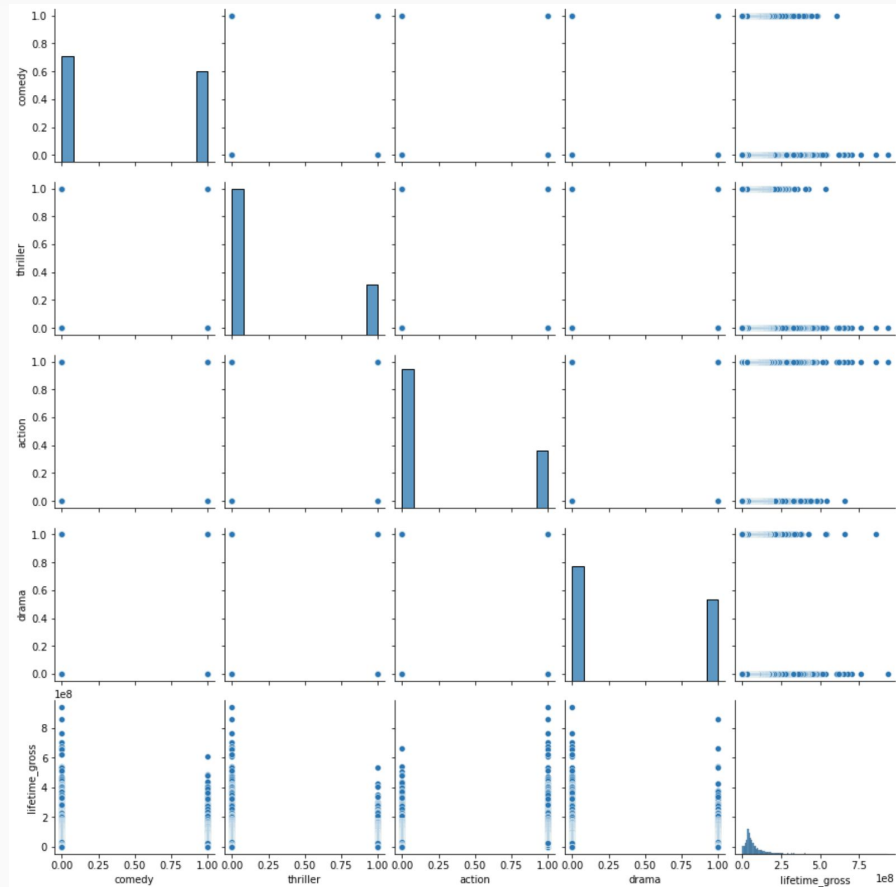
Franchises

Thanks for  
listening!

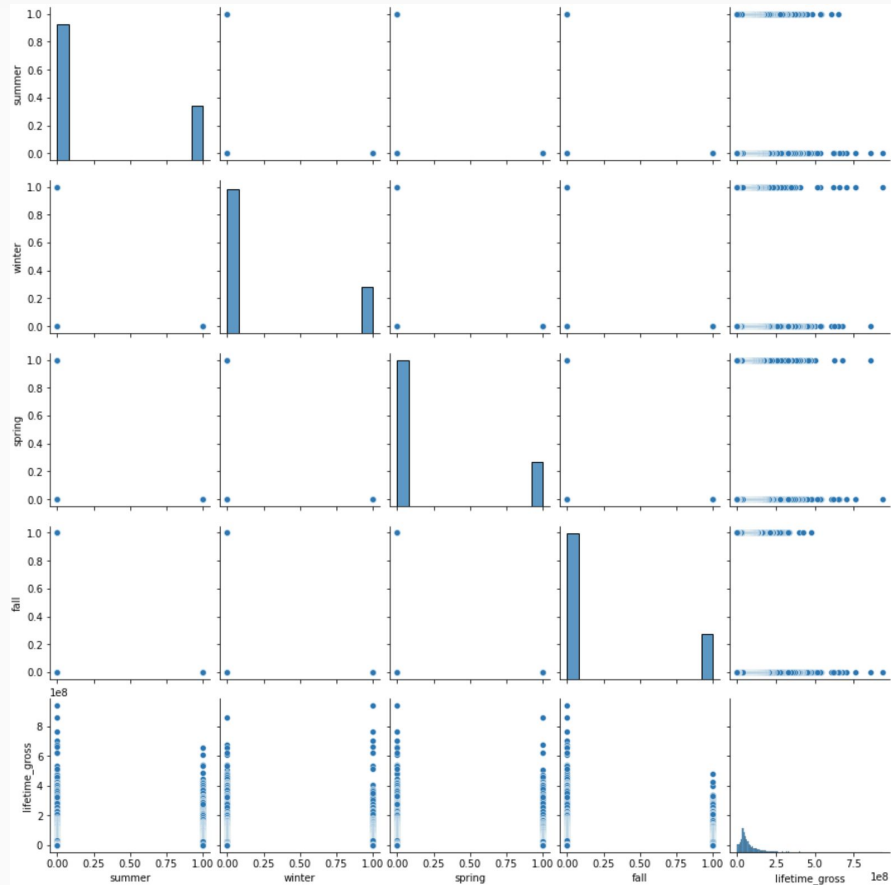
# Appendix



# Appendix



# Appendix



# Appendix

