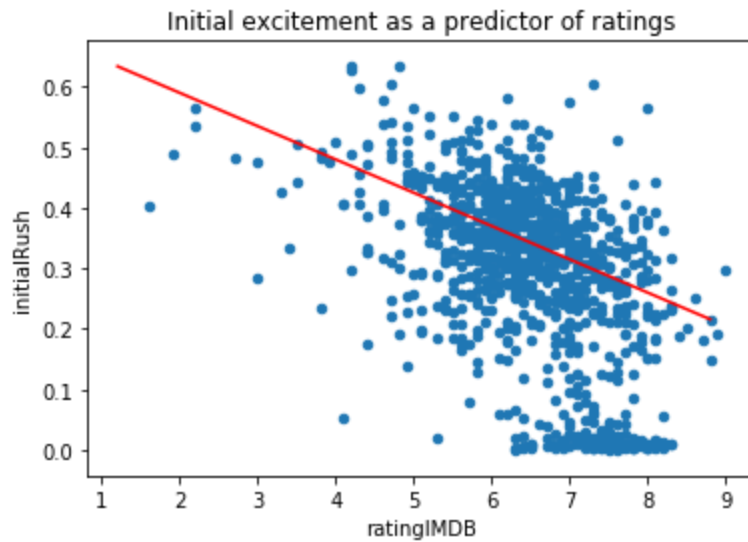


## Influences on Movie Ratings



In evaluating possibly significant influences on movie ratings, I found that proportion of the total gross of the movie which was collected on the opening weekend ('Initial Rush') correlated negatively with ratings of the movies as found on a popular movie related website. A univariate linear regression was used with the result trendline plotted in red.

This result suggests that overhyping a movie through excessive advertising could lead to more negative responses, perhaps due to setting too high a bar and missing expectations.