

Funko POP! Price Predictor

Chuck Cao

Agenda

- Background
- Purpose
- Data Source
- Assumptions
- Final Linear Model
- Further Work



Background

“Funko is built on the principle that everyone is a fan of something...”

Purpose

- Discerning collectors
 - Storage space
 - Budget
 - When to sell?



Purpose

- Discerning collectors
 - Storage space
 - Budget
 - When to sell?



Purpose

- Discerning collectors
 - Storage space
 - Budget
 - When to sell?



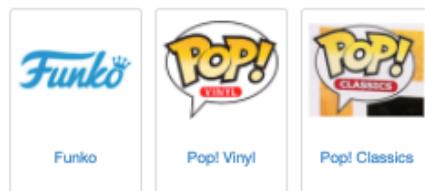
Data Source



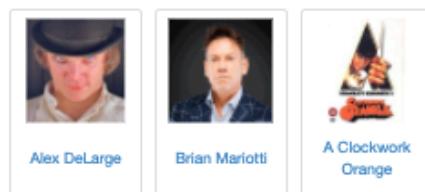
3 Photos

Related Subjects

Brand & Series



Other



Production Details

Material:
Plastic

Production Status:
Limited Edition

Characteristics

Clockwork Orange (Glow in the Dark)

Vinyl Art Toys | 2 Variants
Glow In The Dark



[Sell](#) [+Collection](#) [+Wish List](#)

All of these were signed by Brian Mariotti. It is believed that at least 6 were given to some of the biggest collectors at the time.

Statistics

202

In # of Collections

572

In # of Wish Lists

0

For Sale

Updated daily

\$13,300.00

Estimated Value

Days	Sales	Average	Low	Median	High
5 years	2	\$13,300.00	\$13,000.00	\$13,300.00	\$13,600.00

Updated daily

Get Accessories!

Pop Protector



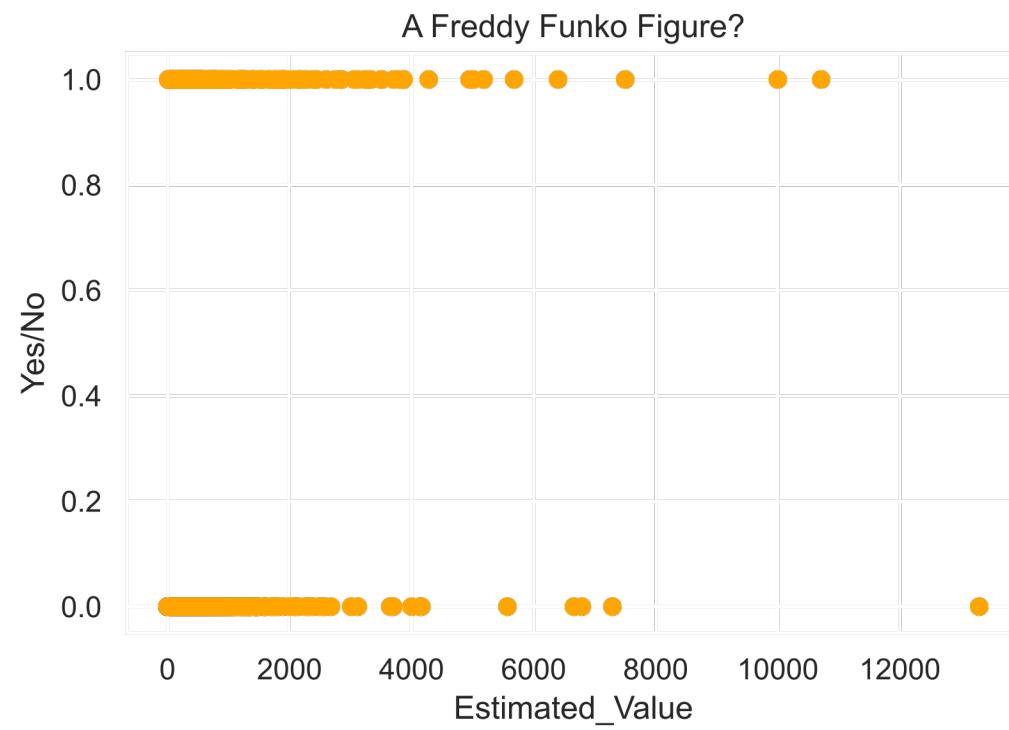
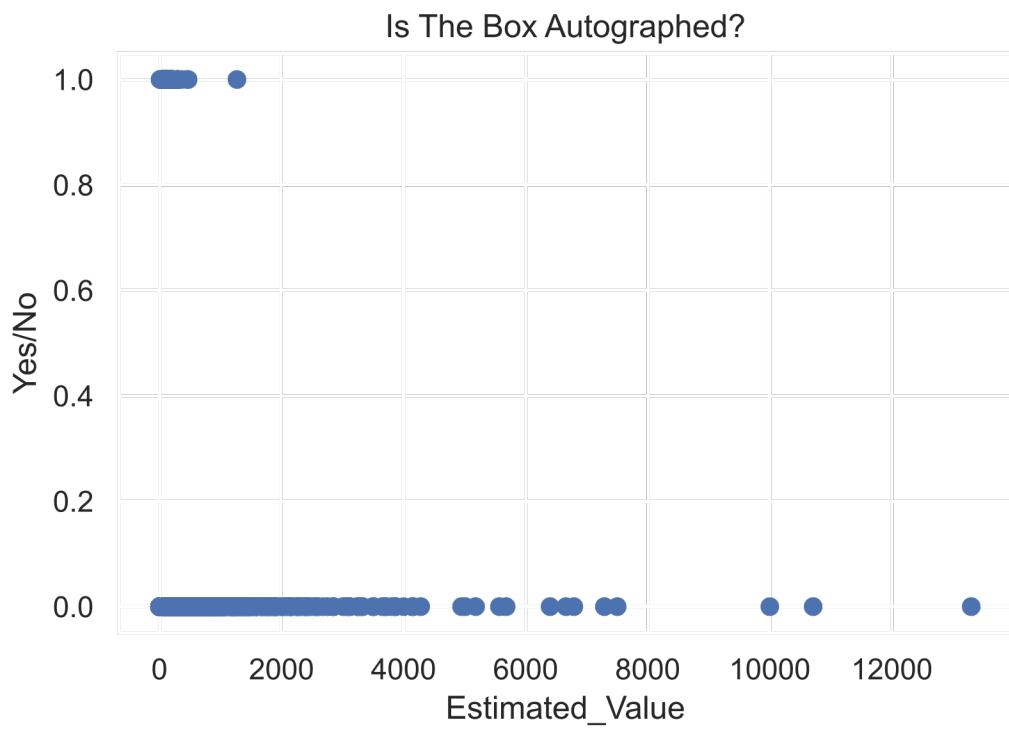
Price Points

Funko POP! Classics #04 Clockwork Orange (RARE) (#4 of 12)
\$13,600.00
February 18, 2017



Assumptions

- Estimated Value
- Vaulted
 - Age
 - # Produced
- Evergreen
 - Age
 - Series
- TV
- Movies
- Animation
- Games
- Pop! Rocks (Musicians)
- NFL
- Comic-Con
- Chase
- Freddy Funko
- Funko Channel Exclusive
- Retailer Exclusive
- Glow in the Dark
- Glitter
- Frosted
- Blind Packaging
- Bobblehead
- Number of Figures in Box
- Autographed



Final Linear Model

- Few_Produced: Less than 100
- Rarely_Produced: Less than 250
- Freddy_Funko: Funko Mascot
- Limited_Edition: Type of Series/Sticker
- Comic_Con: Exclusive to convention
- $36.72 + 14.94[\text{Few_Produced}] + 297.59[\text{Rarely_Produced}] + 142[\text{Freddy_Funko}] + 66.78[\text{Limited Edition}] + 37.72[\text{Comic_Con}] + 46.28[\text{FP}^*\text{RP}] + 346.08[\text{FP}^*\text{FF}] + 536.67[\text{LE}^*\text{FF}] + 629.67[\text{CC}^*\text{FF}] + 14.77[\text{RP}^*\text{FF}] + 484.9[\text{RP} + \text{LE}] + 297.38[\text{RP}^*\text{CC}] + 214.48[\text{LE}^*\text{CC}]$

Final Linear Model

- Less than 100: 14.94
- Less than 250: 297.59
- Freddy Funko: 142
- Limited_Edition: 66.78
- Comic_Con: 37.72
- Less than 100 and 250: 46.28
- Less than 100 FF: 346.08
- Limited Edition FF: 536.67
- Comic-Con FF: 629.67
- Less than 250 FF: 14.77
- Less than 250 LE: 484.9
- Less than 250 CC: 297.38
- CC Limited Edition: 214.48

Final Linear Model

- Less than 100: 14.94
- Less than 250: 297.59
- Freddy Funko: 142
- Limited_Edition: 66.78
- Comic_Con: 37.72
- Less than 100 and 250: 46.28
- Less than 100 FF: 346.08
- Limited Edition FF: 536.67
- Comic-Con FF: 629.67
- Less than 250 FF: 14.77
- Less than 250 LE: 484.9
- Less than 250 CC: 297.38
- CC Limited Edition: 214.48

Final Linear Model

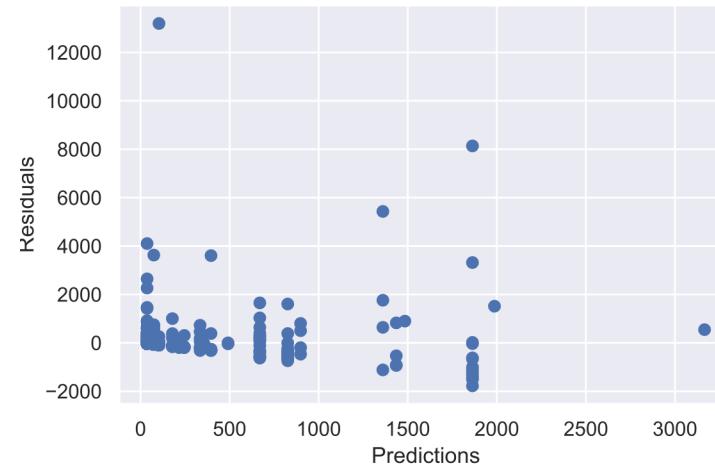
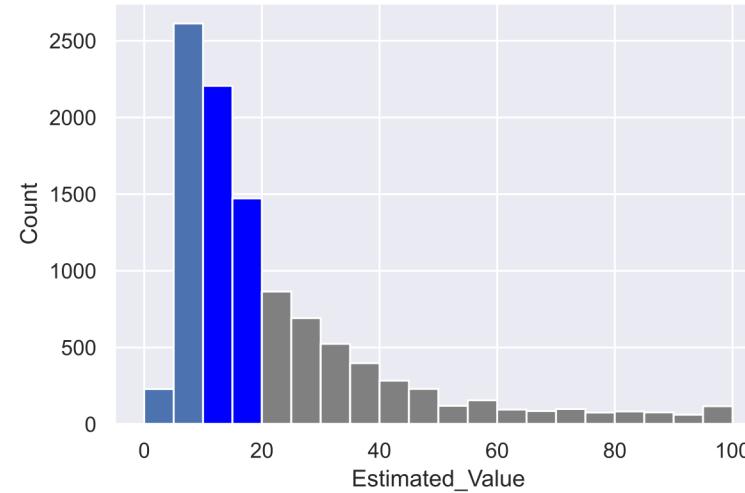
- Less than 100: 14.94
- Less than 250: 297.59
- Freddy Funko: 142
- Limited_Edition: 66.78
- Comic_Con: 37.72
- Less than 100 and 250: 46.28
- Less than 100 FF: 346.08
- Limited Edition FF: 536.67
- Comic-Con FF: 629.67
- Less than 250 FF: 14.77
- Less than 250 LE: 484.9
- Less than 250 CC: 297.38
- CC Limited Edition: 214.48

Test R-squared: 0.2284

Further Work

- Get Vaulted information
- Condition and individual price information
- 2-3 different linear models
- Try different model(s)

- Drill down
- Expand and look at other lines



A screenshot from a video game showing two large-scale characters in a city street at night. On the left, the Hulk is shown in a close-up, looking slightly to the right with a serious expression. He has his signature green skin, purple hair, and a large, muscular build. On the right, Iron Man stands in profile, facing left. He is wearing his iconic red and gold suit with the Arc Reactor glowing on his chest. They are positioned in front of a brick building with several windows; one window has a glowing orange light inside. The overall atmosphere is dark and dramatic.

QUESTIONS?

APPENDIX

