**Assignment 2-1**

Group assignment (20’)

* Github collaboration (final codes) – due Nov 2
* Report – due Nov 2
* Presentation at next class
  + Think about who, what, and how
  + Think about your storyline
* Grade will be given after next class

Netflix’s CEO is impressed with your initial findings. Now he asked a few follow-up questions

* Does higher rating movie also have a higher adjusted gross revenue?



The trend line is close to flat. Except some outliers, adjusted gross revenue is mostly not related to IMDb\_Rating.

* Shall we make a short movie or a long movie?



There is a trend that if the duration is longer than 180 mins, the adjusted gross revenue will rise sharply. But this trend is led by several dots and the up-right side. Therefore, we cannot reach a general conclusion that longer movie generates higher adjusted gross revenue, but there is an opportunity.

* If a movie does well in US, does it also usually do well overseas?



The rising trend is led by most points, so yes, if a movie does well in US, it also usually does well overseas.

* Now you have explored many variables and how they affect revenue, please recommend a strategy for Netflix’s next investment in a movie.

Five genres to focus: musical, science-fiction, adventure, fantasy and drama

One market: US

May try to make longer movie.