**Project Luther**

Dara Elass

**Client:** Movie studio

**Question:** What is the predicted total gross of the movie on opening weekend?

**Movie Focus:** Action movies (training set: pre-2014 movies; test set: 2014 movies)

**Factors:**

* Actors: who are they? How many big names in this movie? Any successful duos/combinations of actors (ex: Jackie Chan and Chris Tucker).
* Competition: other big actors in movies at the same time? Similar story lines going to be released/just got release/will be released in the same time period?
* Time of year: holiday season? Is there a certain time when action movies do better, and is this movie being released in that time?
  + Rank months of most successful action movies release times and use in model
* Budget
* Director’s revenue/movie