03_killer_graph

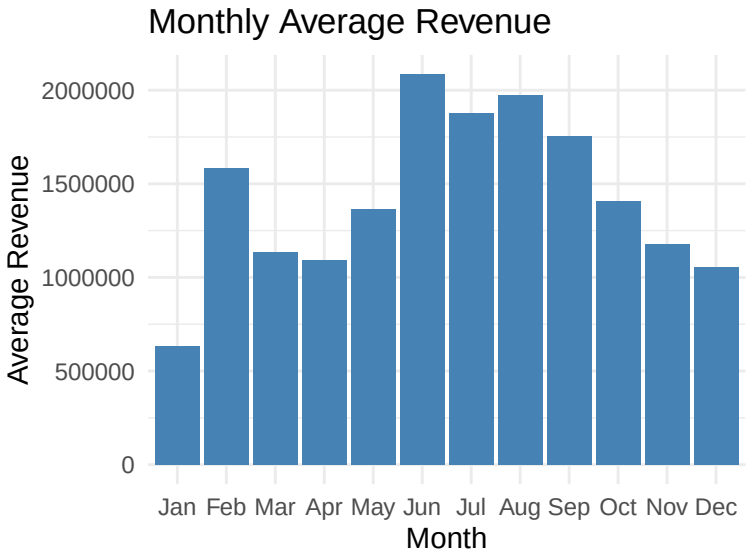
2023-09-16

Introduction

The dataset I'm working with is on horror movies and consists of approximately 35,000 titles since the 1950s with 20 variables. I will just be working with release_date and revenue. The question of interest to me is which month of the year should a horror movie be released? People's first thought is October should be best since that's the month of Halloween. But is this what the data suggests?

Results

The killer graph is a bar graph which answers our question. On the x-axis we have the months of the year, while on the y-axis we have the average revenue. We can read it by comparing the heights of each bar. A higher bar corresponds to a higher average revenue. Therefore, we can conclude that June has the highest expected revenue for a horror film. Not only that, but there are 4 other months with higher average revenue than the expected lead, October.



A bar graph of average horror movie revenue for each month of the year. We see that October is smaller than 5 other months.

Discussion

A testable hypothesis is whether there is a month that is significantly higher in average revenue than October. This would statistically tell us whether horror movies should be released outside of the month of Halloween.