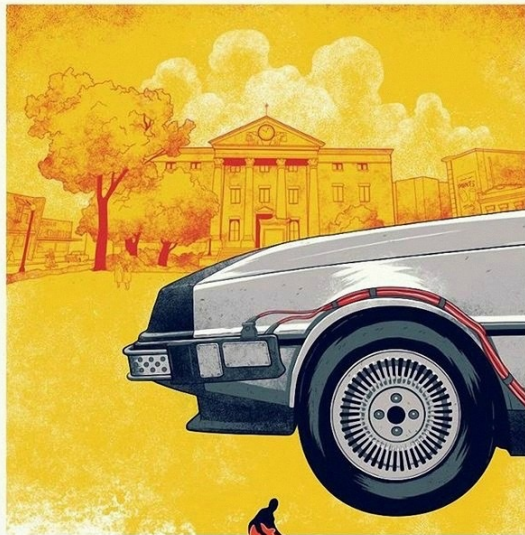


# Trilogy Trajectories



Back to the  
FUTURE

Dustin Schwenk



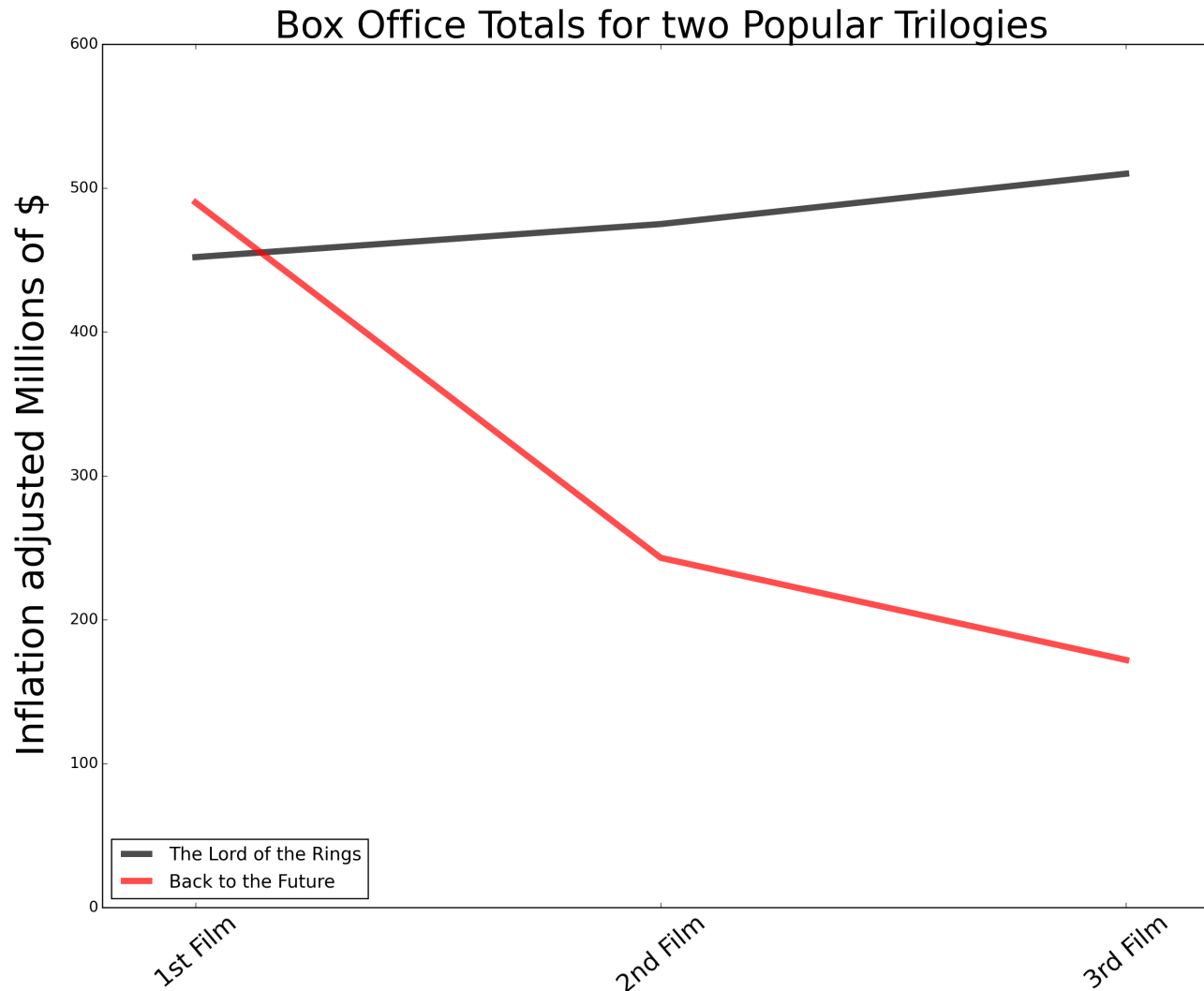
BACK TO THE  
FUTURE  
II



BACK TO THE  
FUTURE  
III

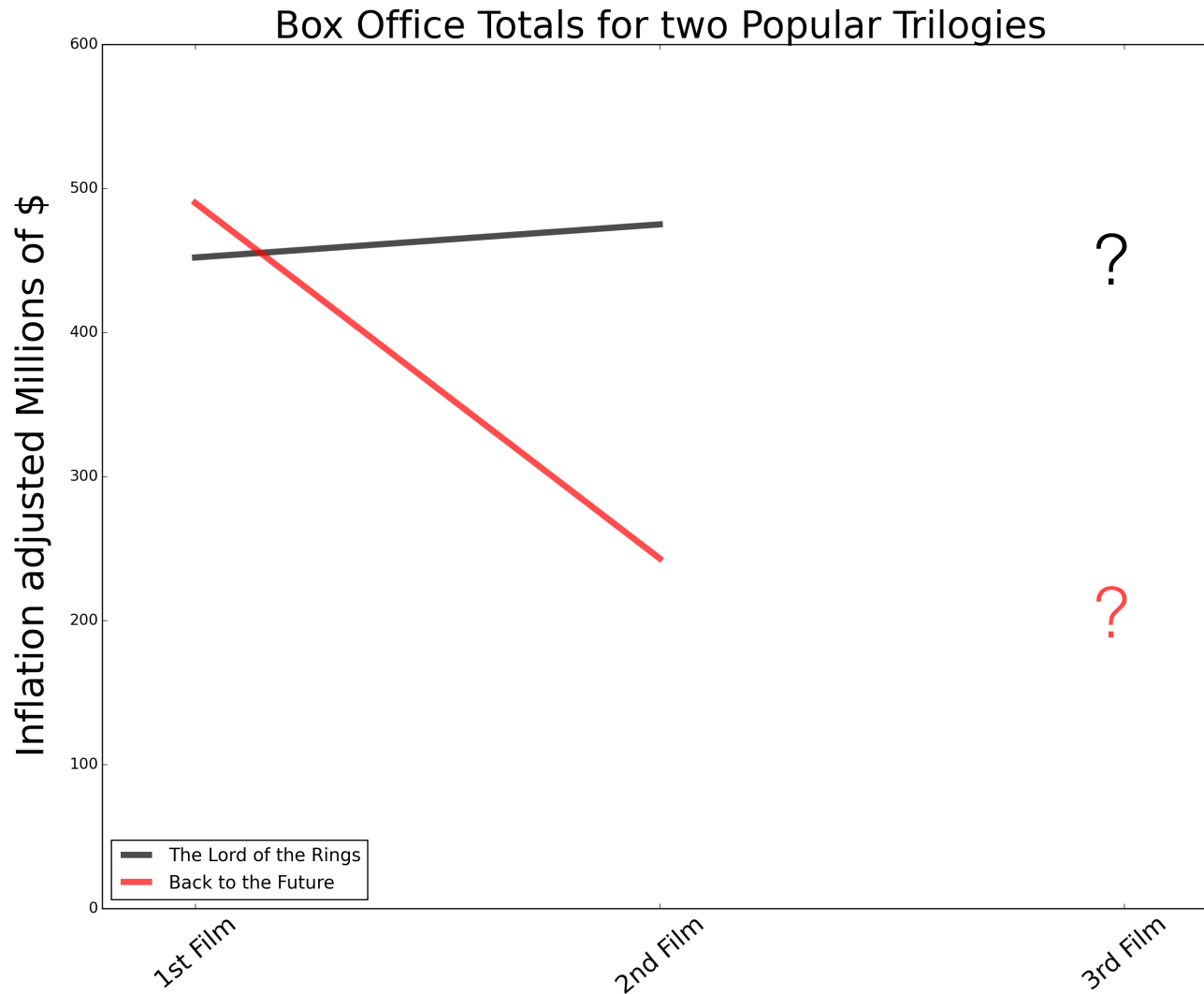
Project Luther

# A Tale of Two Trilogies



- What influences the success of the third film?

# A Tale of Two Trilogies

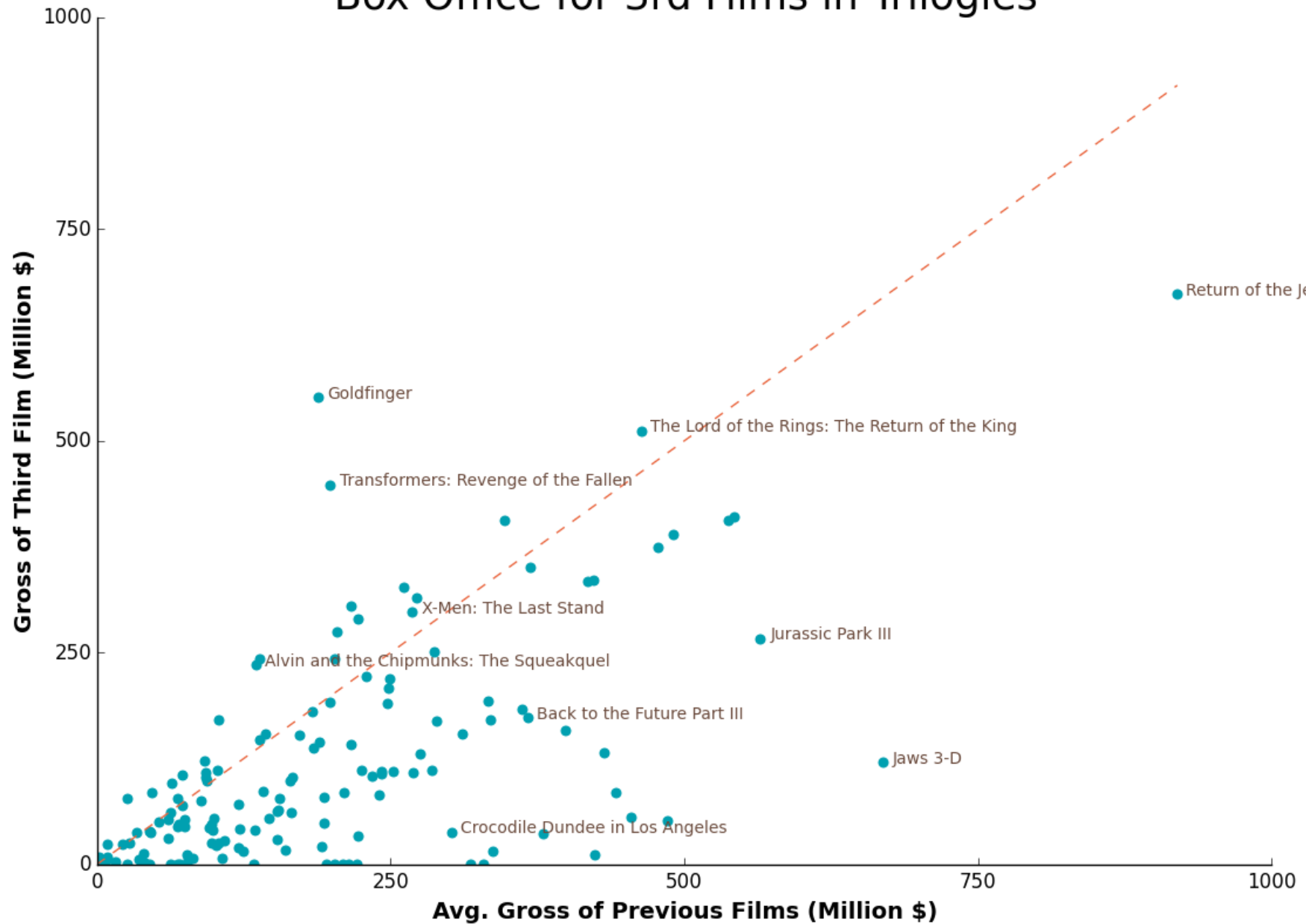


Knowing:

- Previous series grosses
- Things we know, or can influence about the third film

- Can we predict the box office?

## Box Office for 3rd Films in Trilogies



- Data drawn from 151 franchises with 3 or more films

# Feature Selection

## Features Explored

average gross of previous films

Metacritic rating of previous films

Metacritic rating of third film

time between films

change genre

change MPAA rating

change director

Elastic  
Net



## Features Selected

average gross of previous films

Metacritic rating of third film

time between films

change genre

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# Feature Selection

## Features Explored

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## Features Selected

average gross of previous films

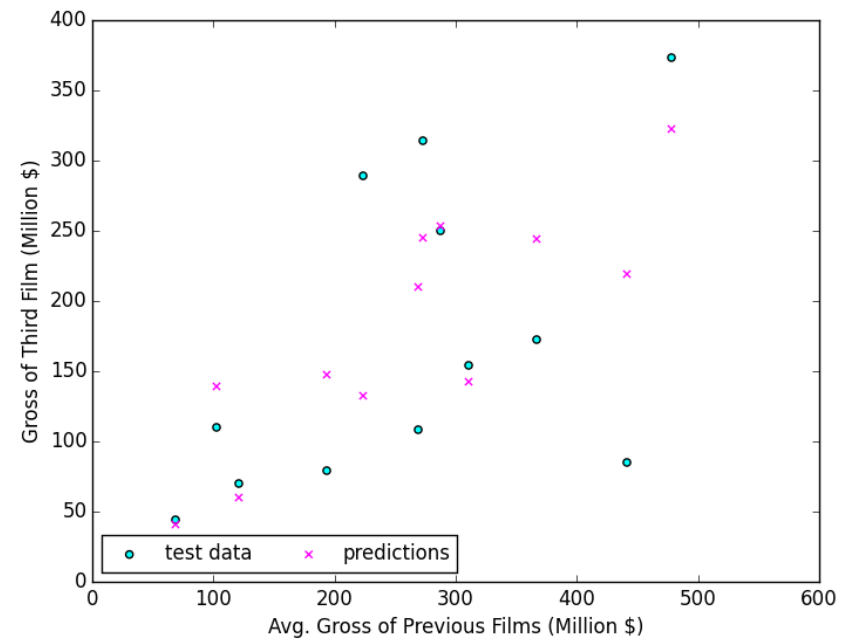
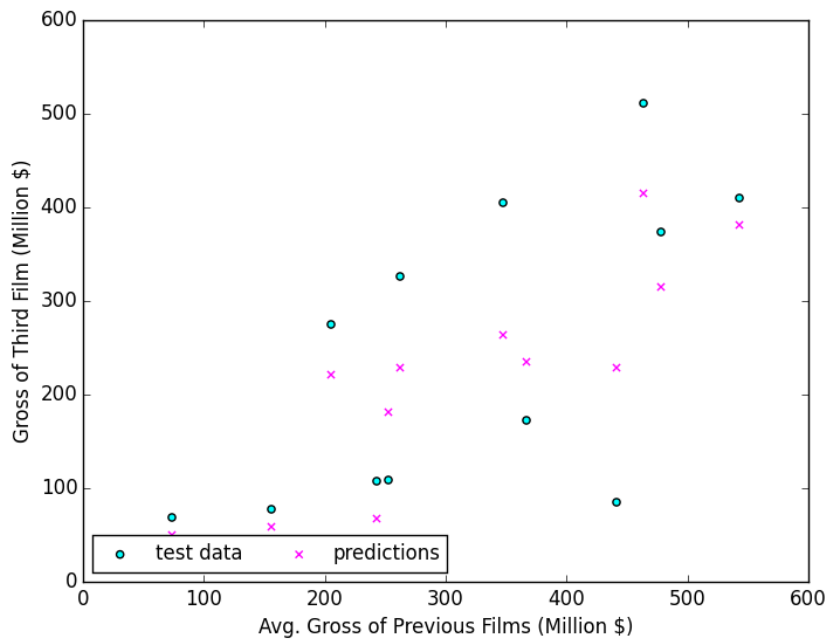
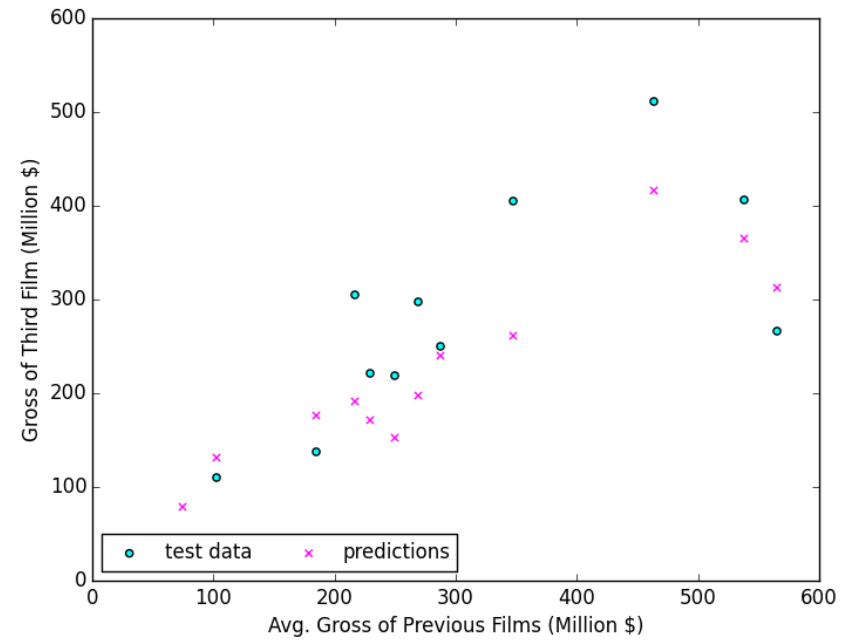
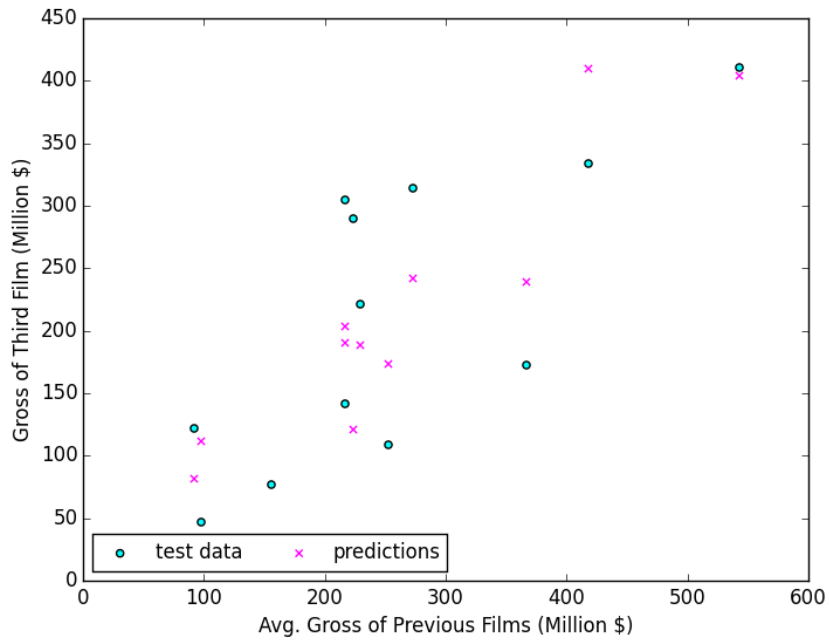
Metacritic rating of third film

time between films

change genre

change director

# Test Set Predictions

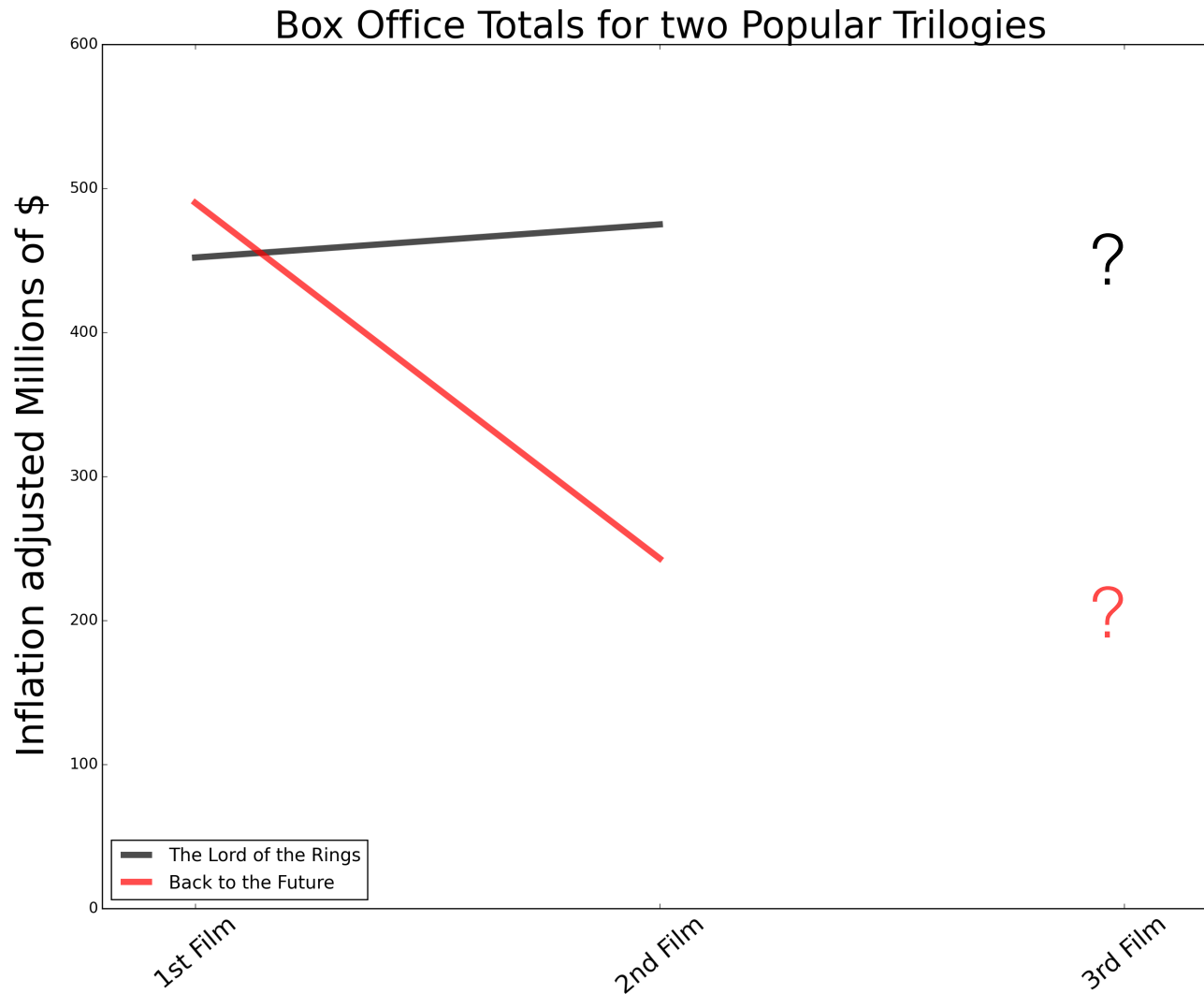


# Model Parameters

Feature	Coefficient
average gross of previous films	0.60 x previous films
Metacritic rating of third film	\$2.5 M
time between films	-\$12 M per/year
change genre	-\$9.3 M
change director	-\$1.6 M

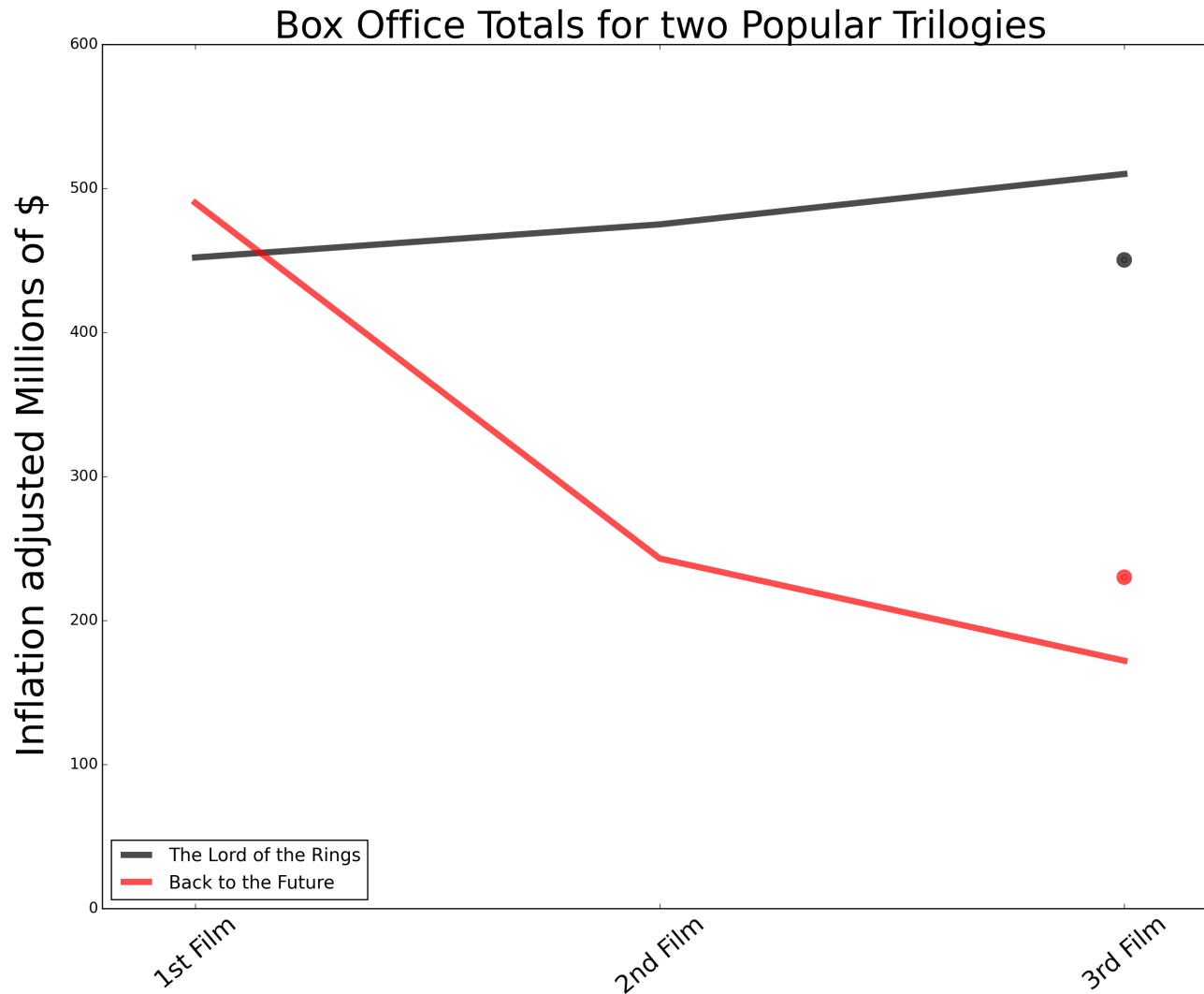


# A Tale of Two Trilogies



- Returning to the original question, how does the model do?

# A Tale of Two Trilogies



Improve with:

- Cast data
- Budget
- Capture the existing trend

- Returning to the original question, how does the model do?

# Insights

- Films series ease prediction by minimizing unknowns
- Make a sequel sooner than later
- Keep it in the same genre
- If the director is being difficult—replace them