#### **Project Luther - Proposal**

#### **Client:** Movies International Marketing Consultancy (MIMC)

#### **Client's question/need:** Client is interested in learning more about the success and popularity of American movies in foreign countries so that they can decide where to direct their international marketing efforts.

#### **Description of my sample of movies:** I will do my analysis on all movies that grossed over $1 million domestically, scraped from boxofficemojo.com

#### **Characteristics of each movie:** I will look at the total gross by country for each movie. Then, I will try to find out which attributes of movies can determine its success in different countries, such as genre or specific actors or actresses.