

# METIS: PROJECT LUTHER

Eric Xu



# CLIENT

Horror film producer



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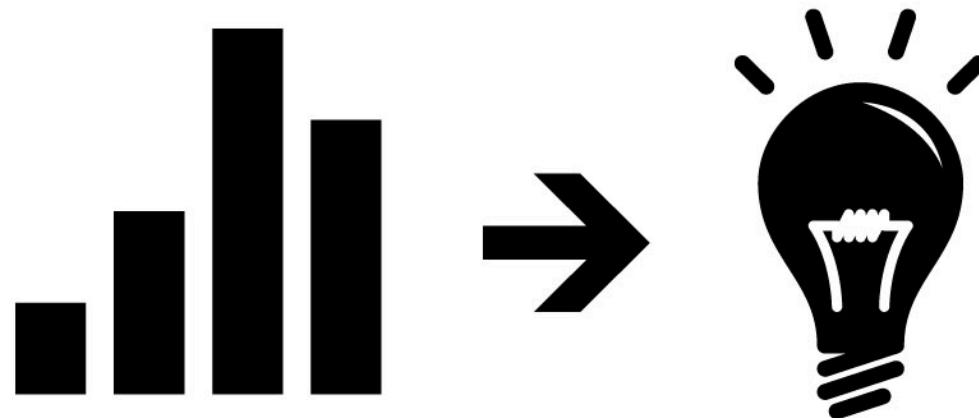
## Horror film producer

- Process of choosing
  - Horror film to produce
  - Studio/Distributor
- Plans to wide release film



# CLIENT'S REQUEST

*“Please provide me **insight** as to how I can increase the profit of the horror film I choose to produce.”*



# DATASET

All *horror* genre films from

**BOX OFFICE MOJO**



# DATASET

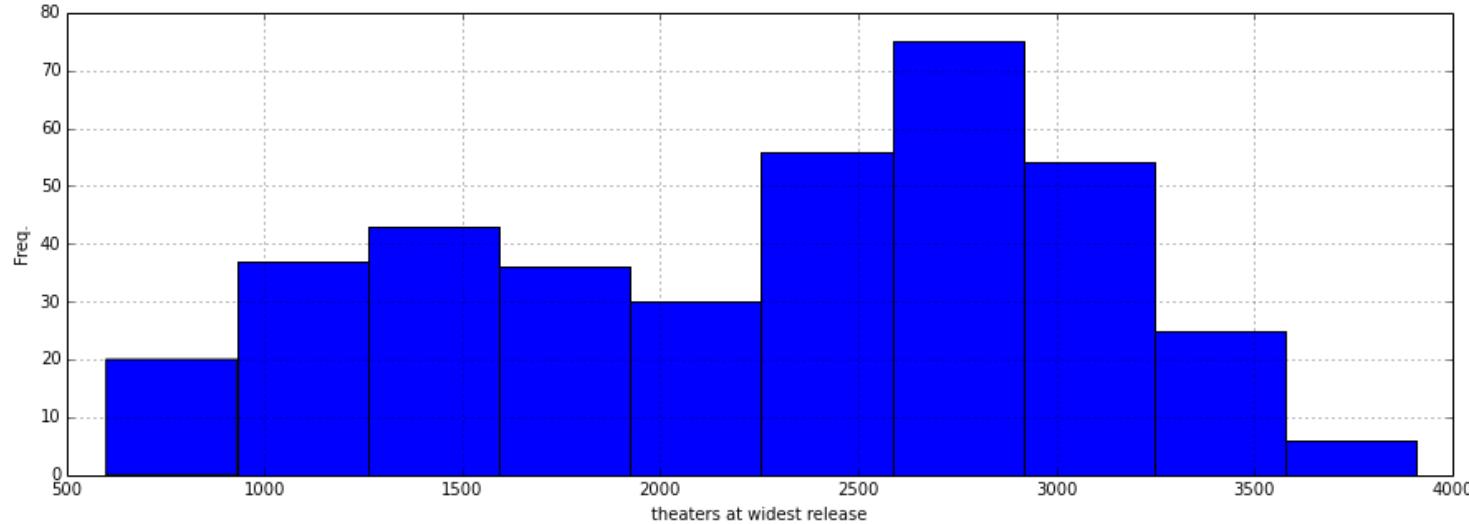
Dependent Variable

\$\$\$ ADJUSTED PROFIT \$\$\$

=

(gross – budget) / (months since film release)

# FEATURES



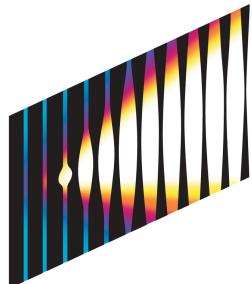
# of Theaters Released

# FEATURES

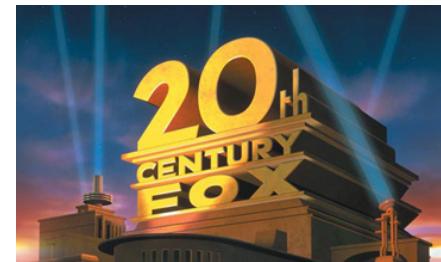


Month of Release

# FEATURES

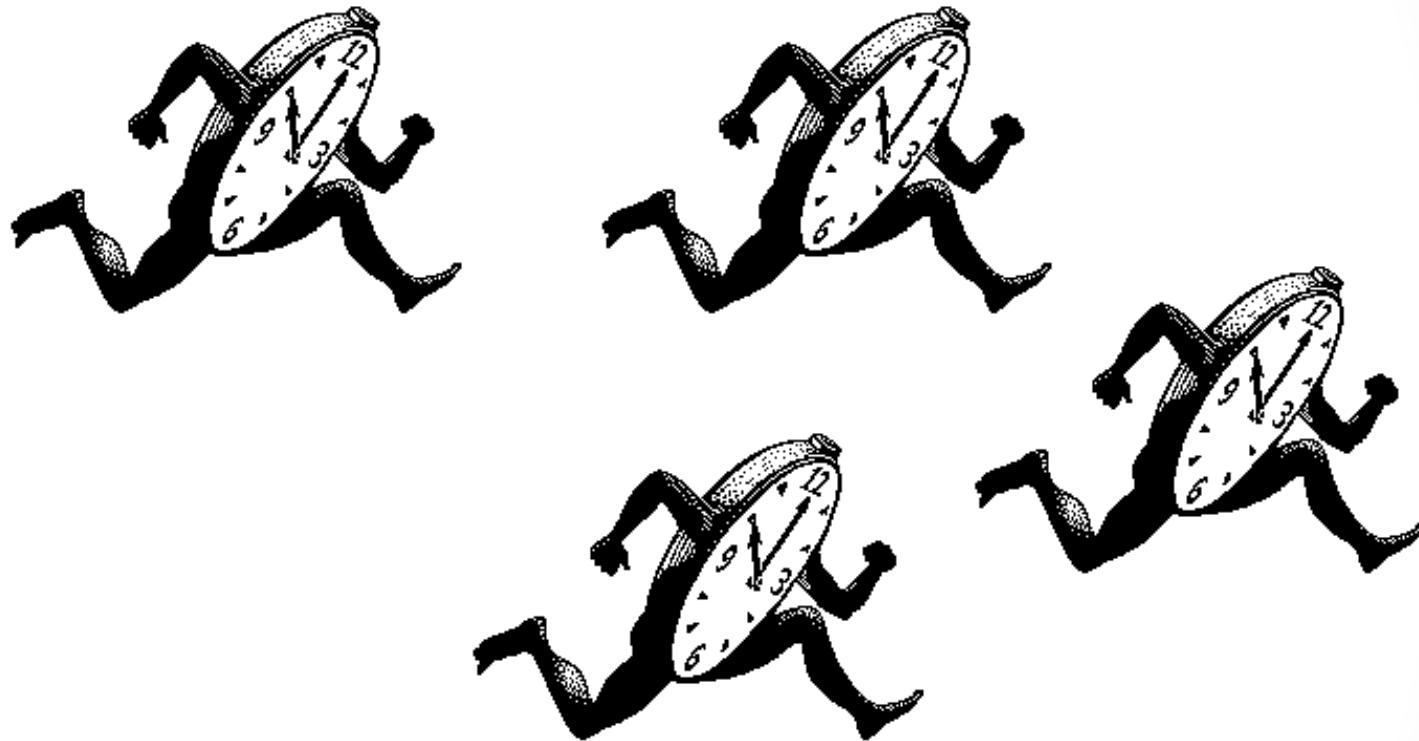


**SONY**  
PICTURES



Studio/Distributor  
Major conglomerate?

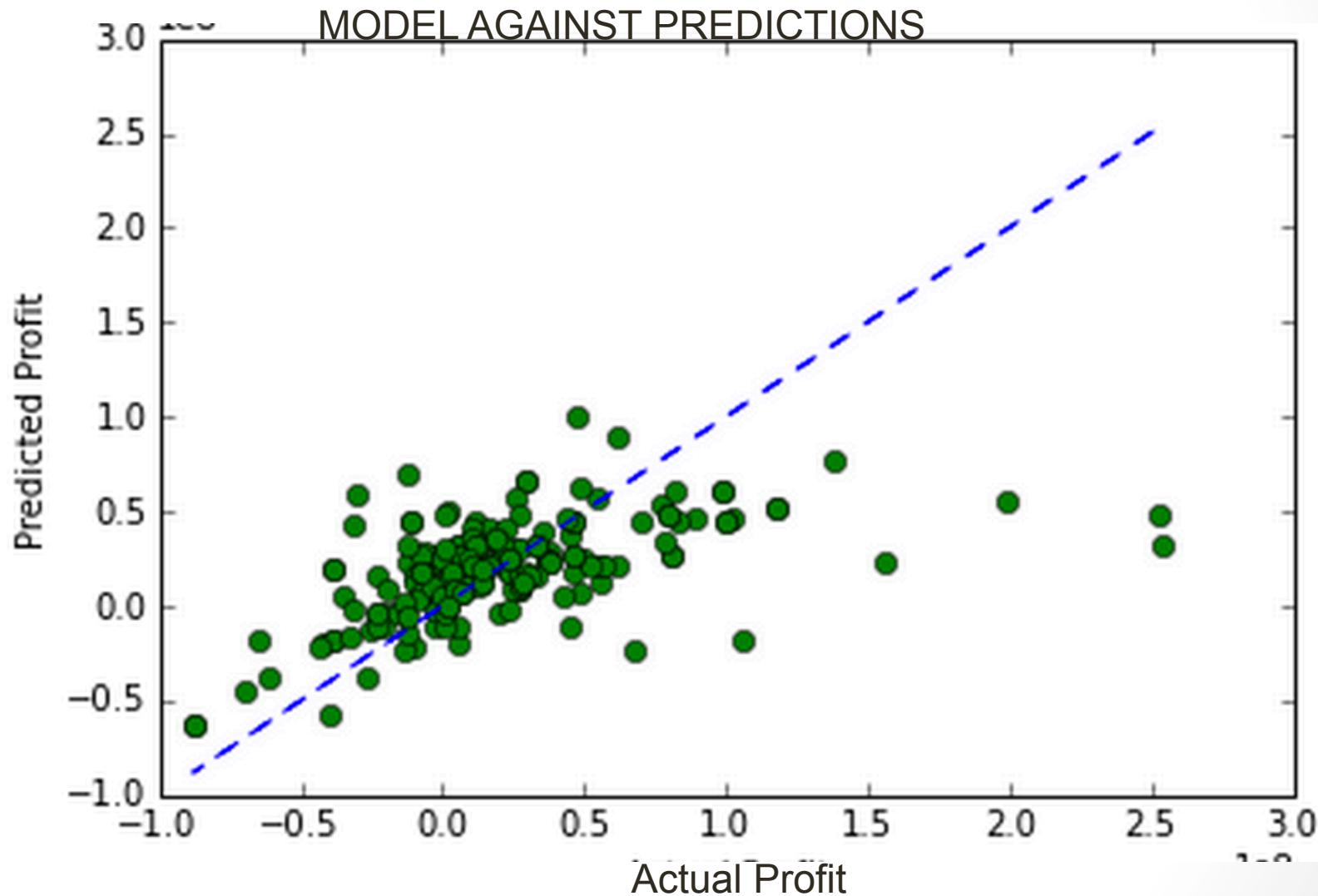
# FEATURES



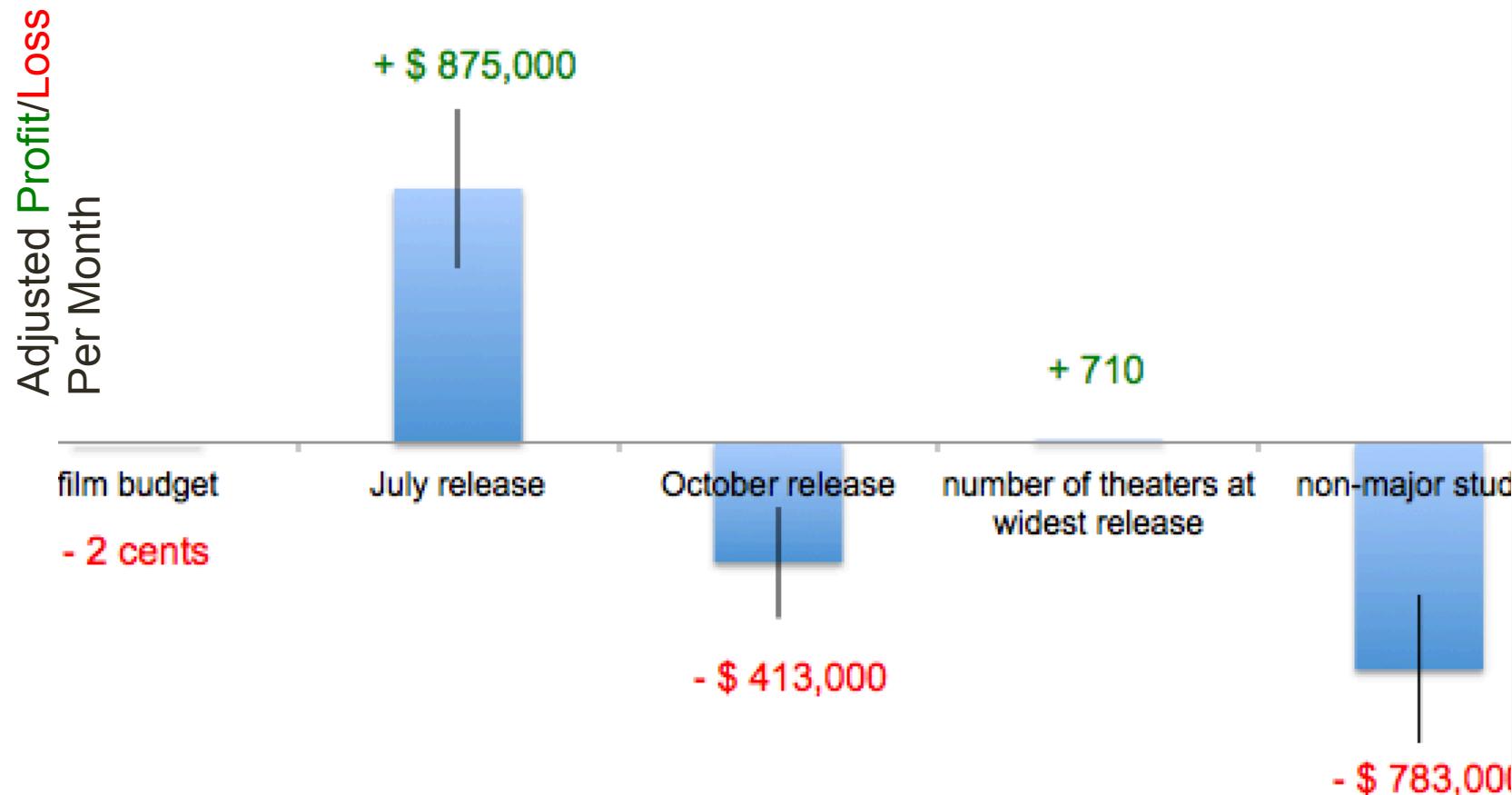
Runtime of movie

# RESULTS

$R^2 = 0.296$



# RESULTS



# INSIGHTS

- **Avoid** releasing around Halloween, release in summer around **July!**
- Choose a **major conglomerate studio**, like **Paramount**

A VIACOM COMPANY
- Increase number of theaters released if possible, but relatively less important
- Don't worry about **runtime** of movie and film **budget**

