**Examining the Possibly Diminishing Role of Star Power in Film Profitability**

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**The Premise/Problem:**

According to the *L.A. Times* and BBC News, the presence of star power in movies of the 21st century no longer guarantees exponentially higher box office performance it once did before the rise of streaming services and social media platforms. By star power, we define this as a Hollywood A-lister who plays the starring role.

**The Objective:**

We will perform an analysis of the film industry over time to determine whether the claims of diminishing star power by the news outlets are accurate and look at other variables (e.g. social media use by stars, genre/themes, spaces of advertisement, share of global audience, technological effects presence) that in today’s context, have a more important correlation with the financial profitability of a movie.

**Data to be Used:**

We will use datasets from the IMDB database and either scrape Instagram or Twitter or find a data set that has extracted that data to analyze celebrity social media followings or film social media followings.

**Aggregation Plan & Storyline:**

We will aggregate data sets to show first: the historical financial performance of the movie industry from the 1950s-present, this will give the audience a high-level view of the general trend. We will then isolate the average box office performance (or average total profit) by decade with star power against those that did not. Breaking this down further, we will isolate these financial performances by genre and no star power/ star power status. We then will perform case studies on two or three A-list celebrities (e.g. Leonardo DiCaprio, Tom Cruise, Christian Bale) and their financial performance at the box office over time. Following the celebrity financial performances, we will assess their level of social media involvement to see if there is any correlation in their financial performances in the 2010-2019 decade. We also will perform time-lapse analysis of the shares of the global market that contribute to the movie industry’s profits and film industry share as well to assess trends. From these visuals, we will tie together our analysis of whether star power is still powerfully relevant in a film’s financial performance or if another variable is proving to be a more significant driver.