

Appendix

Figure 1: Multiple Linear Regression of weekendsales against remaining variables
Dependent variable: weekendsales

	Estimate	Std. Error	t-value	p-value	significance
(Intercept)	-6.655e+08	4.539e+08	-1.466	0.143648	
screens	1.133e+03	4.333e+02	2.615	0.009359	**
year	3.286e+05	2.251e+05	1.459	0.145469	
production	-1.041e+01	1.169e+03	-0.009	0.992901	
openingsales	1.280e+00	1.105e-01	11.582	< 2e-16	***
weeklysales	3.051e-01	3.433e-02	8.889	< 2e-16	***
viewcount	6.594e-02	1.918e-02	3.437	0.000668	***
teasertrailer	-2.633e+05	5.647e+05	-0.466	0.641327	
teaser	-9.051e+04	1.375e+06	-0.066	0.947579	
numbertrailer	5.775e+04	3.599e+05	0.160	0.872641	
sequel	1.784e+05	7.200e+05	0.248	0.804497	
fox	-7.688e+05	1.020e+06	-0.754	0.451448	
paramount	5.671e+05	1.082e+06	0.524	0.600547	
warnerbros	-4.063e+04	9.297e+05	-0.044	0.965169	
columbiasony	-1.790e+05	8.570e+05	-0.209	0.834659	
disney	2.341e+06	1.067e+06	2.195	0.028890	*
universal	-8.688e+05	7.707e+05	-1.127	0.260465	
other_studios	NA	NA	NA	NA	
star_power	-3.750e+02	2.546e+03	-0.147	0.883017	
genre	-2.033e+05	6.296e+05	-0.323	0.746954	
season	-8.081e+04	1.856e+05	-0.435	0.663567	
critic_rating	1.886e+04	9.627e+03	1.959	0.051028	.
advertising	5.406e-02	3.403e-02	1.589	0.113191	

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Goodness of fit:

Multiple R^2	Adjusted R^2	F-statistic	DF	p-value
0.9872	0.9863	1129	308	< 2.2e-16

Figure 2: Correlation test between weekendsales, openingsales and weeklysales

	weekendsales	openingsales	weeklysales
weekendsales	1.0000000	0.9898050	0.9891759
openingsales	0.9898050	1.0000000	0.9884102
weeklysales	0.9891759	0.9884102	1.0000000

Figure 3: Principal Component Analysis (PCA)

Importance of components:

	PC1	PC2	PC3
Standard deviation	1.1349	0.9959	0.8487
Proportion of Variance	0.4294	0.3306	0.2401
Cumulative Proportion	0.4294	0.7599	1.0000

Figure 4: Multiple Linear Regression of revenue against remaining variables

Dependent variable: revenue

	Estimate	Std. Error	t-value	p-value	significance
(Intercept)	3.099e+01	9.537e+01	0.325	0.745473	
screens	2.847e-04	8.981e-05	3.170	0.001679	**
year	-1.660e-02	4.730e-02	-0.351	0.725792	
production	4.339e-04	2.448e-04	1.773	0.077221	.
viewcount	4.182e-08	3.306e-09	12.651	< 2e-16	***
teasertrailer	-1.570e-02	1.190e-01	-0.132	0.895090	
teaser	9.124e-02	2.885e-01	0.316	0.752048	
numbertrailer	8.553e-02	7.516e-02	1.138	0.256015	
sequel	7.262e-01	1.451e-01	5.006	9.33e-07	***
fox	-4.206e-01	2.136e-01	-1.969	0.049817	*
paramount	-5.642e-01	2.259e-01	-2.498	0.013014	*
warnerbros	-2.754e-01	1.954e-01	-1.409	0.159734	
columbiasony	-2.042e-01	1.803e-01	-1.133	0.258245	
disney	6.471e-01	2.221e-01	2.914	0.003828	**
universal	-3.512e-03	1.625e-01	-0.022	0.982767	
other_studios	NA	NA	NA	NA	
star_power	2.415e-03	5.172e-04	4.669	4.51e-06	***

genre	-7.672e-02	1.327e-01	-0.578	0.563616	
season	7.822e-02	3.862e-02	2.025	0.043686	*
critic_rating	6.752e-03	1.965e-03	3.437	0.000669	***
advertising	3.416e-09	7.128e-09	0.479	0.632161	

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Goodness of fit:

Multiple R^2	Adjusted R^2	F-statistic	DF	p-value
0.7384	0.7224	46.06	310	< 2.2e-16

Figure 5: ANOVA test of revenue against remaining variables
Dependent variable: revenue

	Df	Sum Sq	Mean Sq	F-value	p-value	Significance
screens	1	390.33	390.33	472.1433	< 2.2e-16	***
year	1	4.730e-02	-0.351	0.725792	0.959895	
production	1	2.448e-04	1.773	0.077221	3.298e-06	***
viewcount	1	3.306e-09	12.651	< 2e-16	< 2.2e-16	***
teasertrailer	1	1.190e-01	-0.132	0.895090	0.135690	
teaser	1	2.885e-01	0.316	0.752048	0.821666	
numbertrailer	1	7.516e-02	1.138	0.256015	0.094037	.
sequel	1	1.451e-01	5.006	9.33e-07	1.325e-06	***
fox	1	2.136e-01	-1.969	0.049817	0.153897	
paramount	1	2.259e-01	-2.498	0.013014	0.052175	.
warnerbros	1	1.954e-01	-1.409	0.159734	0.041128	*
columbiasony	1	1.803e-01	-1.133	0.258245	0.033512	*
disney	1	2.221e-01	2.914	0.003828	5.614e-06	***
universal	1	1.625e-01	-0.022	0.982767	0.533768	
star_power	1	5.172e-04	4.669	4.51e-06	1.400e-07	***
genre	1	1.327e-01	-0.578	0.563616	0.819343	
season	1	3.862e-02	2.025	0.043686	0.105686	
critic_rating	1	1.965e-03	3.437	0.000669	0.000549	***
advertising	1	7.128e-09	0.479	0.632161	0.632161	
Residuals	310	256.28	0.83			

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Figure 6: Multiple Linear Regression of revenue against studio variables
Dependent variable: revenue

	Estimate	Std. Error	t-value	p-value	Significance
(Intercept)	-0.7064	0.1341	-5.270	2.50e-07	***
fox	1.2603	0.3304	3.815	0.000163	***
paramount	0.5835	0.3677	1.587	0.113513	
warnerbros	1.3746	0.2877	4.778	2.69e-06	***
columbiasony	0.5556	0.3006	1.848	0.065493	.
disney	2.5545	0.3472	7.357	1.56e-12	***
universal	1.1102	0.2612	4.251	2.79e-05	***

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Goodness of fit:

Multiple R^2	Adjusted R^2	F-statistic	DF	p-value
0.1885	0.1734	12.5	323	1.122e-12

Figure 7: ANOVA test of revenue against studio variables
Dependent variable: revenue

	Df	Sum Sq	Mean Sq	F-value	p-value	Significance
fox	1	9.02	9.021	3.6644	0.056469	.
paramount	1	0.12	0.122	0.0496	0.823918	
warnerbros	1	22.27	22.268	9.0452	0.002841	**
columbiasony	1	0.00	0.001	0.0003	0.987319	
disney	1	108.77	108.766	44.1804	1.276e-10	***
universal	1	44.49	44.487	18.0705	2.790e-05	***
Residuals	323	795.18	2.462			

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

