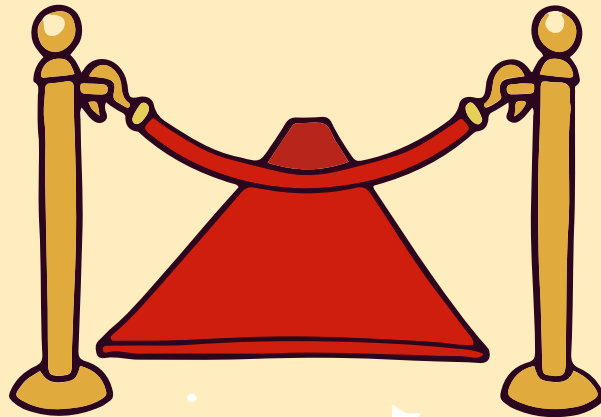# The Future of Film Franchises

Maira Asmat
Metis Regression Project

How valuable are movie franchises, and what contributes to that?

Data Sets

01

Box Office Mojo
- **Runtime**
- **Rating**
- **Distributor**
- **Release Date**

02

The Numbers
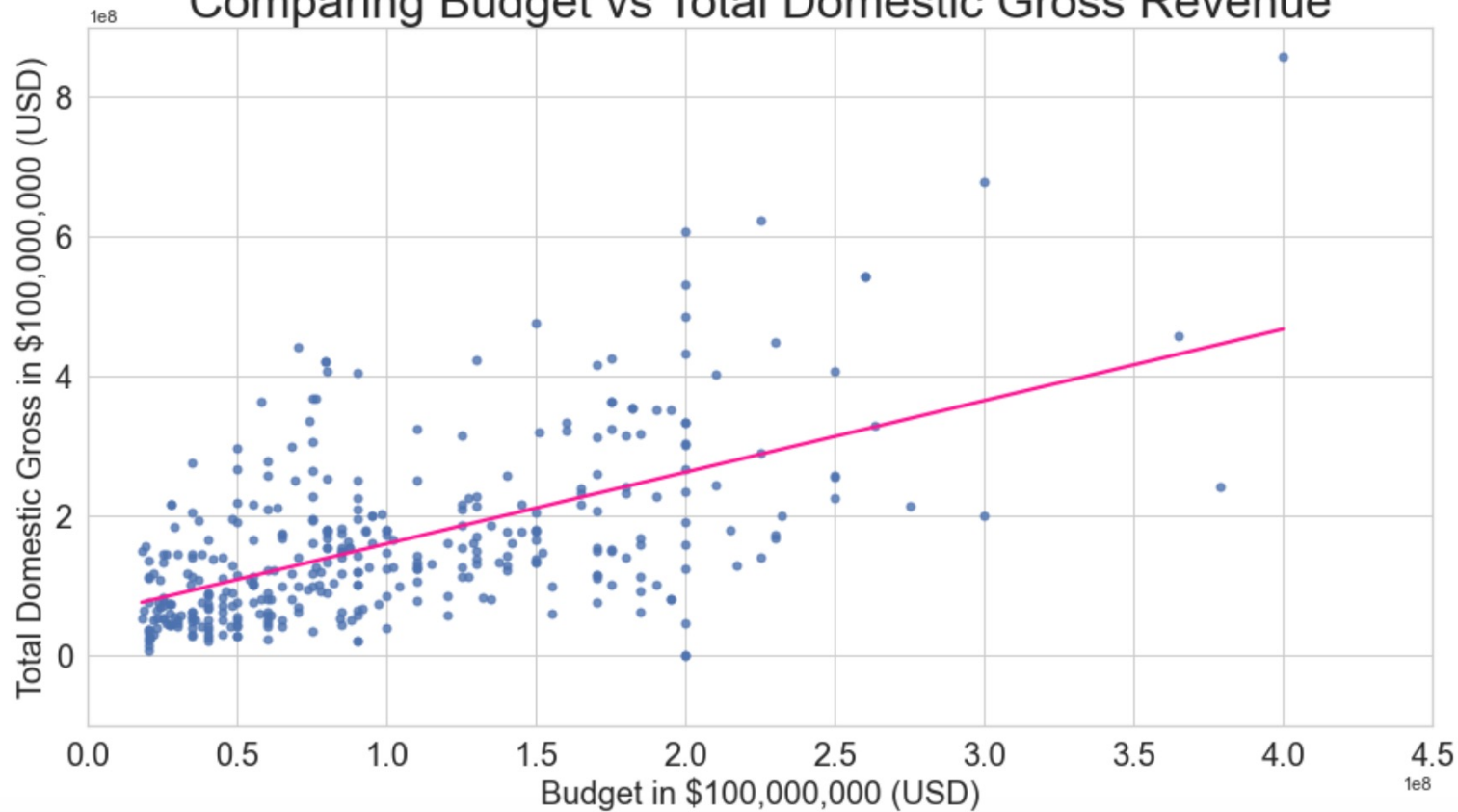- **Budget**
- **Domestic Gross**

03

IMDb
- **Genres**

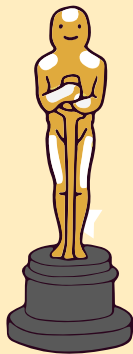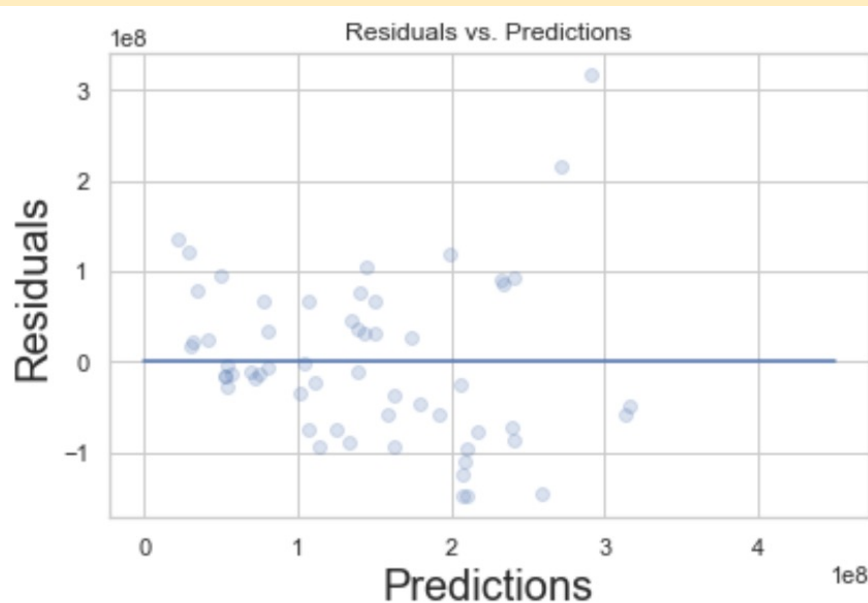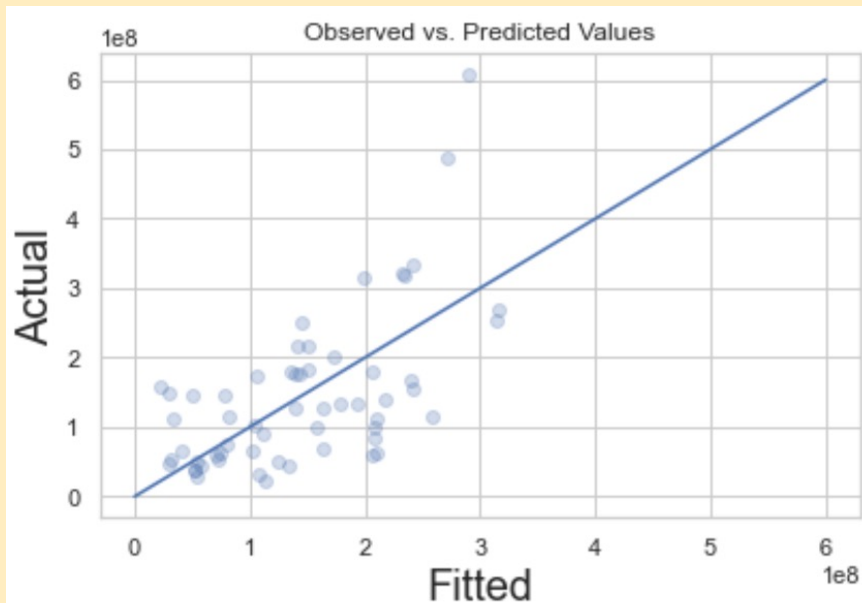Initial EDA

Comparing Run Time vs Total Domestic Gross Revenue
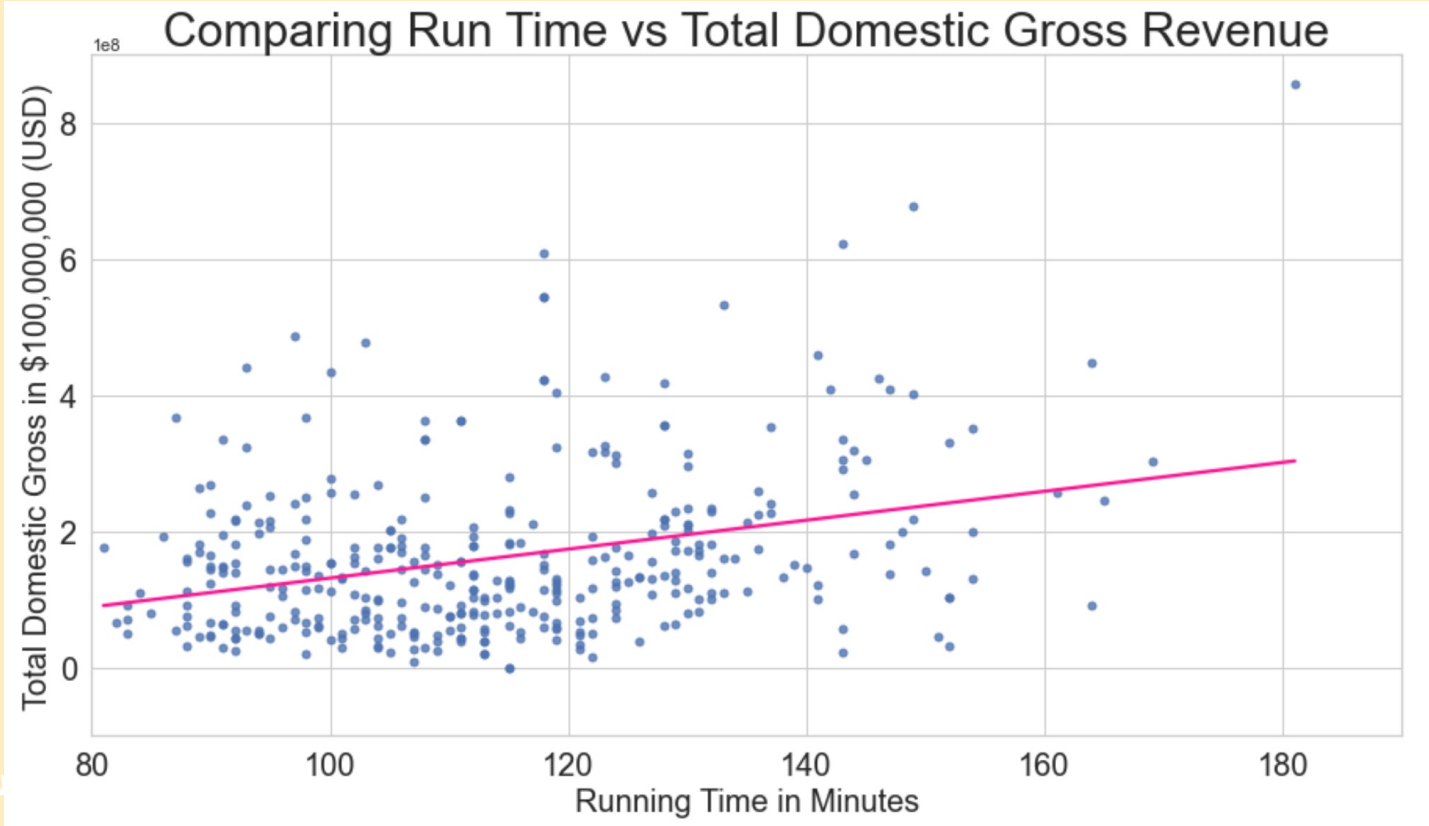
Comparing Budget vs Total Domestic Gross Revenue

Linear Regression Model

- R-squared value of 0.390 with +- 0.073

Observed vs. Predicted Values
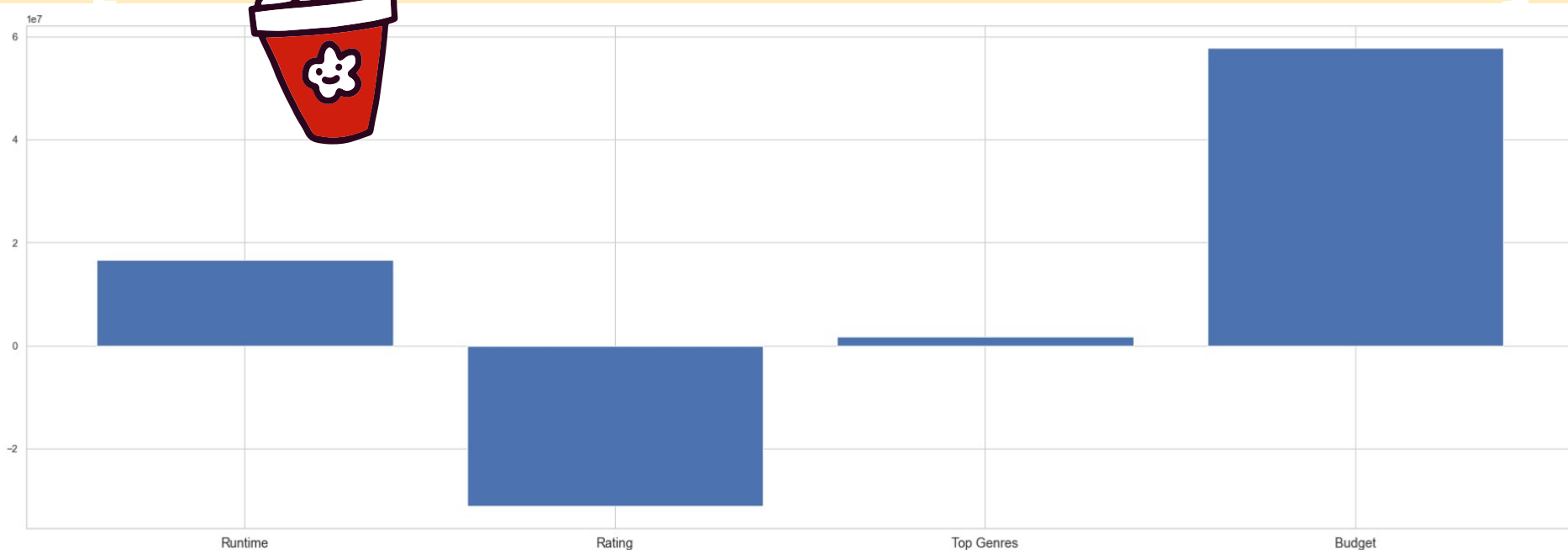

Residuals vs. Predictions

Comparison of Models

Model	R-Squared
Linear	0.390 with +- 0.073
Ridge	0.392 +- 0.072
Lasso	0.391

Scaled Relative Feature Strength

Future Work

- Introduce other features such as worldwide gross, opening theaters, maximum theaters, etc. that are more quantitative

- Improve model by adding more data points