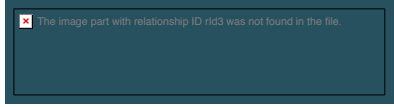
Sprint Review

ROI of an Oscar Win

SPRINT OBJECTIVES

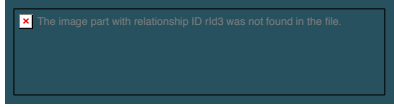
High-level goal: Demonstrate the effect of an Oscar win on immediate box office performance following the win.

Skill goal: Determine the data needed, establish ideal data models, create a database of relevant tables, and query for results.



PROCESS

1. Determine data and tables needed.
2. Construct data models.
3. Import data into SQLite.
4. Perform join to isolate values where the effects of an Oscar win may be observed.

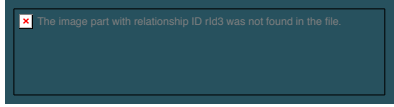


WHAT DATA DO I NEED?

Movie data: Name, budget, Oscar nominations, indicator if Oscar winner

Box office data prior to Oscars: Theater count, gross revenue, revenue-per-screen

Box office data after Oscars: Theater count, gross revenue, revenue-per-screen



TO WEB SCRAPE, OR NOT TO WEB SCRAPE?

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BEST PICTURE

Arrival

Fences

Hacksaw Ridge

Hell or High Water

Hidden Figures

La La Land

Lion

Manchester by the Sea

Moonlight - *WINNER!*

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ACTOR IN A LEADING ROLE

Casey Affleck, *Manchester by the Sea - WINNER!*

Andrew Garfield, *Hacksaw Ridge*

Ryan Gosling, *La La Land*

Viggo Mortensen, *Captain Fantastic*

Denzel Washington, *Fences*

Red Carpet Highlights!

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VISUALIZING DATA IN EXCEL

Box Office Mojo

IMDbPro

Adjuster: Actuals Go

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Features
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Box Office
Daily
Weekend
Weekly
Monthly
Quarterly
Seasonal
Yearly
All Time
International

Indices
Studios
People
Genres

Weekend Box Office

March 3-5, 2017
Weekend

Standard Chart | Studio Estimates | Screens & Showings | Studio

<<Last Weekend <Last Year View Index: By Year | By Weekend Next Weekend>>

TW	LW	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change		Average	Total Gross	Budget*	Week #
1	N	**Logan**	Fox	**$88,411,916**	-	4,071	-	$21,717	$88,411,916	$97	1
2	1	**Get Out**	Uni.	**$28,236,285**	-15.4%	2,938	+157	$9,611	$78,079,925	$4.5	2
3	N	**The Shack**	LG/S	**$16,172,119**	-	2,888	-	$5,600	$16,172,119	-	1
4	2	**The LEGO Batman Movie**	WB	**$11,702,364**	-39.1%	3,656	-401	$3,201	$148,684,165	$80	4
5	3	**John Wick: Chapter Two**	LG/S	**$4,804,238**	-48.7%	2,475	-479	$1,941	$82,945,210	-	4
6	N	**Before I Fall**	ORF	**$4,690,214**	-	2,346	-	$1,999	$4,690,214	-	1
7	7	**Hidden Figures**	Fox	**$3,826,330**	-34.1%	1,582	-440	$2,419	$158,766,769	$25	11
8	4	**The Great Wall**	Uni.	**$3,627,020**	-60.3%	2,314	-1,014	$1,567	$41,388,325	$150	3

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Movies_Database

Search Sheet

Home | Insert | Page Layout | Formulas | Data | Review | View

Paste | Calibri (Body) | 12 | Number | Conditional Formatting | Format as Table | Cell Styles | Cells | Editing

I11

	A	B	C	D	E	F	G
1	ID	Name	Studio	Budget_Dummy	Oscar Winner?	Oscar_Category	Unique ID
2	1	Get Out	Uni.	$4,500,000			1 Get Out
3	2	The LEGO Batman Movie	WB	$80,000,000			2 The LEGO Batman Movie
4	3	John Wick: Chapter Two	LG/S	$75,000,000			3 John Wick: Chapter Two
5	4	The Great Wall	Uni.	$150,000,000			4 The Great Wall
6	5	Fifty Shades Darker	Uni.	$55,000,000			5 Fifty Shades Darker
7	6	Fist Fight	WB (NL)	$75,000,000			6 Fist Fight
8	7	Hidden Figures	Fox	$25,000,000			7 Hidden Figures
9	8	La La Land	LG/S	$30,000,000	1	ACTRESS IN A LEADING ROLE	8 La La Land
10	9	Split	Uni.	$9,000,000			9 Split
11	10	Lion	Wein.	$12,000,000			10 Lion
12	11	Rock Dog	LG/S	$75,000,000			11 Rock Dog
13	12	A Dog's Purpose	Uni.	$22,000,000			12 A Dog's Purpose
14	13	Collide	ORF	$75,000,000			13 Collide
15	14	A Cure for Wellness	Fox	$40,000,000			14 A Cure for Wellness
16	15	Moana	BV	$75,000,000			15 Moana
17	16	I am Not Your Negro	Magn.	$10,000,000			16 I am Not Your Negro
18	17	Fences	Par.	$24,000,000	1	ACTRESS IN A SUPPORTING ROLE	17 Fences
19	18	Moonlight (2016)	A24	$4,000,000			18 Moonlight (2016)
20	19	Rings	Par.	$25,000,000			19 Rings
21	20	A United Kingdom	FoxS	$10,000,000			20 A United Kingdom
22	21	Sing	Uni.	$75,000,000	1	SHORT FILM (LIVE ACTION)	21 Sing
23	22	Manchester by the Sea	RAtt.	$9,000,000	1	ACTOR IN A LEADING ROLE	22 Manchester by the Sea
24	23	The Oscar Nominated Short Films 2017	Shrts.	$10,000,000			23 The Oscar Nominated Short Films 2017
25	24	Rogue One: A Star Wars Story	BV	$200,000,000			24 Rogue One: A Star Wars Story
26	25	Everybody Loves Somebody	PNT	$10,000,000			25 Everybody Loves Somebody
27	26	Arrival	Par.	$47,000,000	1	SOUND EDITING	26 Arrival
28	27	Passengers (2016)	Sony	$110,000,000			27 Passengers (2016)
29	28	Bitter Harvest	RAtt.	$10,000,000			28 Bitter Harvest
30	29	Ballerina (2017) [Canada Only]	EOne	$10,000,000			29 Ballerina (2017) [Canada Only]
31	30	The Founder	Wein.	$10,000,000			30 The Founder
32	31	Fantastic Beasts and Where To Find Them	WB	$180,000,000	1	COSTUME DESIGN	31 Fantastic Beasts and Where To Find Them
33	32	The Salesman	Cohen	$1,000,000	1	FOREIGN LANGUAGE FILM	32 The Salesman

Movies_Database

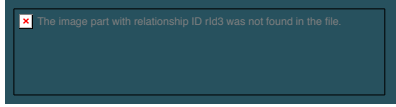
Ready 100%

DATA MODELS

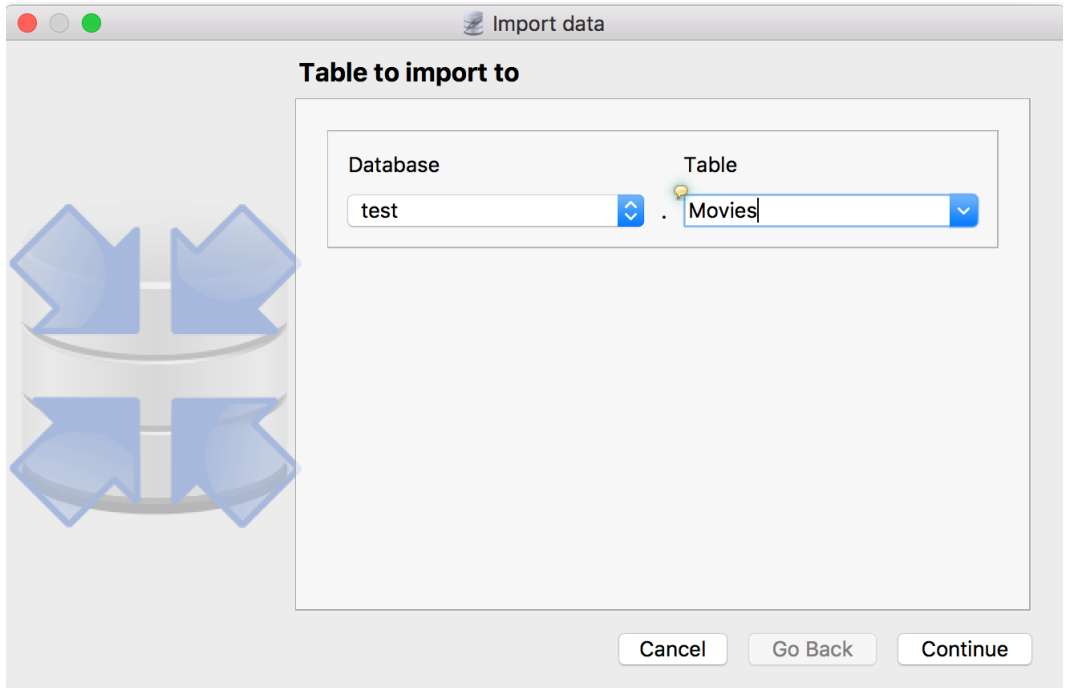
Movies
- ID Primary Key
- Name
- Budget
- Studio
- Oscar winner?
- Oscar category

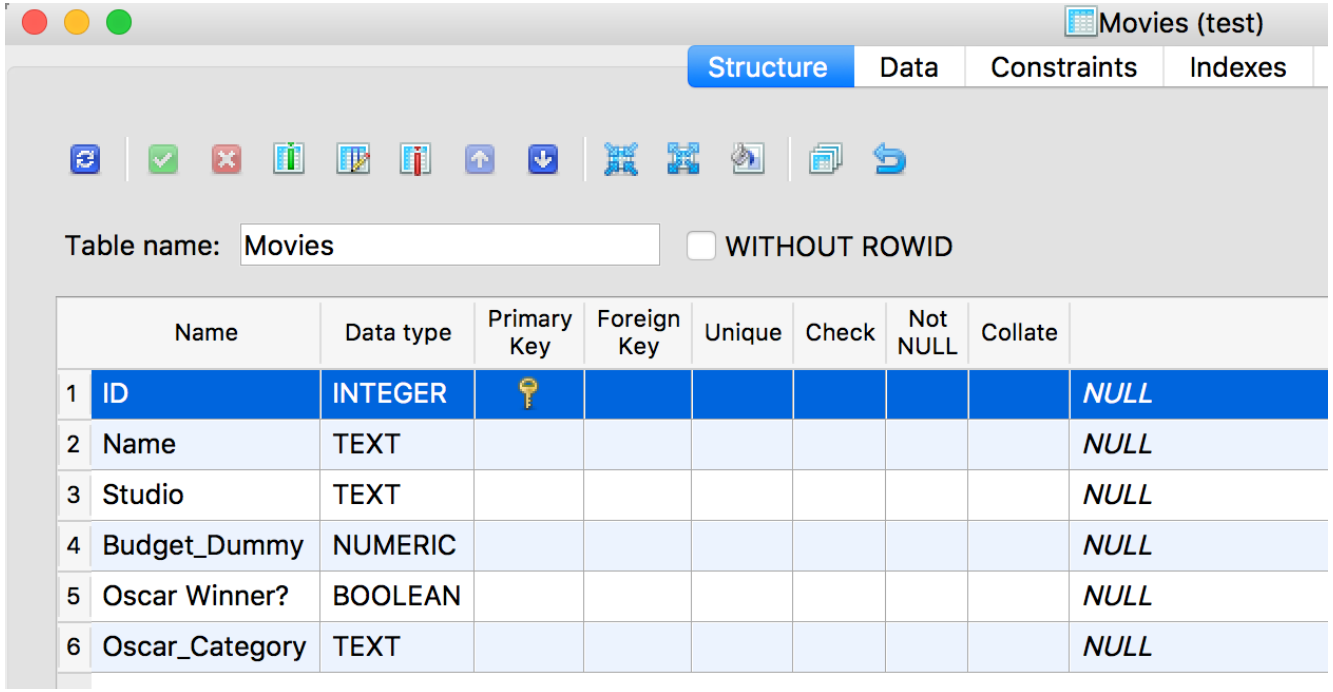
Pre_Oscars
- Movie ID Foreign Key
- Theater count
- Gross revenue
- Revenue per screen

Post_Oscars
- Movie ID Foreign Key
- Theater count
- Gross revenue
- Revenue per screen



SQL STUDIO IMPORT + DATA TYPES





	Name	Data type	Primary Key	Foreign Key	Unique	Check	Not NULL	Collate	
1	ID	INTEGER							*NULL*
2	Name	TEXT							*NULL*
3	Studio	TEXT							*NULL*
4	Budget_Dummy	NUMERIC							*NULL*
5	Oscar Winner?	BOOLEAN							*NULL*
6	Oscar_Category	TEXT							*NULL*

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SQL QUERY- FINAL

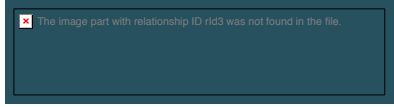
```
1 SELECT Pre_Oscars.Weekend_Gross, Pre_Oscars.Theater_Count, Pre_Oscars.Average, Post_Oscars.Weekend_Gross,
  Post_Oscars."Theater_Count ", Post_Oscars.Average, Movies.Name, Movies."Oscar Winner?"
2 FROM Pre_Oscars
3 INNER JOIN Post_Oscars on Post_Oscars.Movie_ID = Pre_Oscars.Movie_ID
4 INNER JOIN Movies on Movies.ID = Pre_Oscars.Movie_ID
5 WHERE Movies."Oscar Winner?" = 1
```

SYNTAX

Pre_Oscars.Weekend_Gross

=

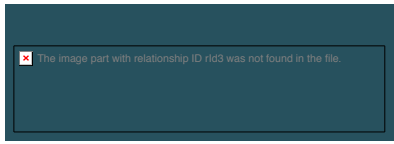
Select the Weekend_Gross column of data from Pre_Oscars table



SQL QUERY – TRANSLATED

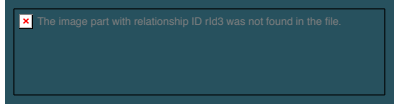
```
SELECT
Pre_Oscars.Weekend_Gross, Pre_Oscars.Theater_Count,
Pre_Oscars.Average, Post_Oscars.Weekend_Gross,
Post_Oscars.Theater_Count, Post_Oscars.Average,
Movies.Name, Movies."Oscar Winner?"
```

Select all the column headers needed from the respective tables.



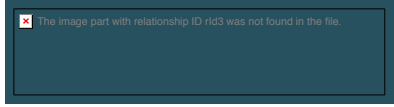
FROM Pre_Oscars
INNER JOIN Post_Oscars on Post_Oscars.Movie_ID = Pre_Oscars.Movie_ID

Keying off of the Pre_Oscars table, perform a join with Post_Oscars table off of the Movie_ID field. *(Movie_ID is a foreign key on both tables to the Movies table, where it serves as a primary key.)*



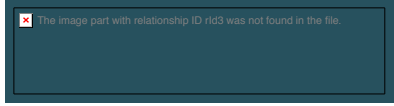
INNER JOIN Movies on Movies.ID = Pre_Oscars.Movie_ID

Perform another join of the Movies table off of the Movie_ID key, where the value in Pre_Oscars matches the value in the Movies table.



WHERE Movies."Oscar Winner?" = 1

Filter to only return values of Oscar Winners, which are indicated with the Boolean value of 1 in the Movies table.



SQL QUERY – OUTPUT

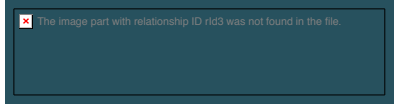
Grid view | Form view

1 | Total rows loaded: 8

	Weekend_Gross	Theater_Count	Average	Weekend_Gross:1	Theater_Count:1	Average:1	Name	Oscar Winner?
1	$4,689,292	1,733	$2,706	$2,986,489	1,411	$2,117	La La Land	1
2	$776,093	597	$1,300	$303,427	284	$1,068	Fences	1
3	$488,275	391	$1,249	$391,490	283	$1,383	Sing	1
4	$480,978	397	$1,212	$262,184	387	$677	Manchester by the Sea	1
5	$245,028	443	$553	$88,571	79	$1,121	Arrival	1
6	$168,513	210	$802	$129,047	192	$672	Fantastic Beasts and Wh...	1
7	$162,161	97	$1,672	$251,036	115	$2,183	The Salesman	1
8	$55,643	60	$927	$157,287	107	$1,470	Hacksaw Ridge	1

NEXT STEPS, FUTURE PROJECT?

1.) Insert a column that calculates the percentage change in the per-screen-average from Pre-Oscars to Post-Oscars.
2.) Refine analysis by incorporating weights for movie budget, theater count, length of time in release.



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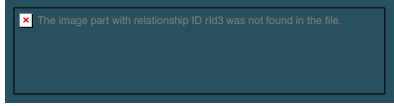
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