

Question #1, 2

# Overview of Box Office Gross

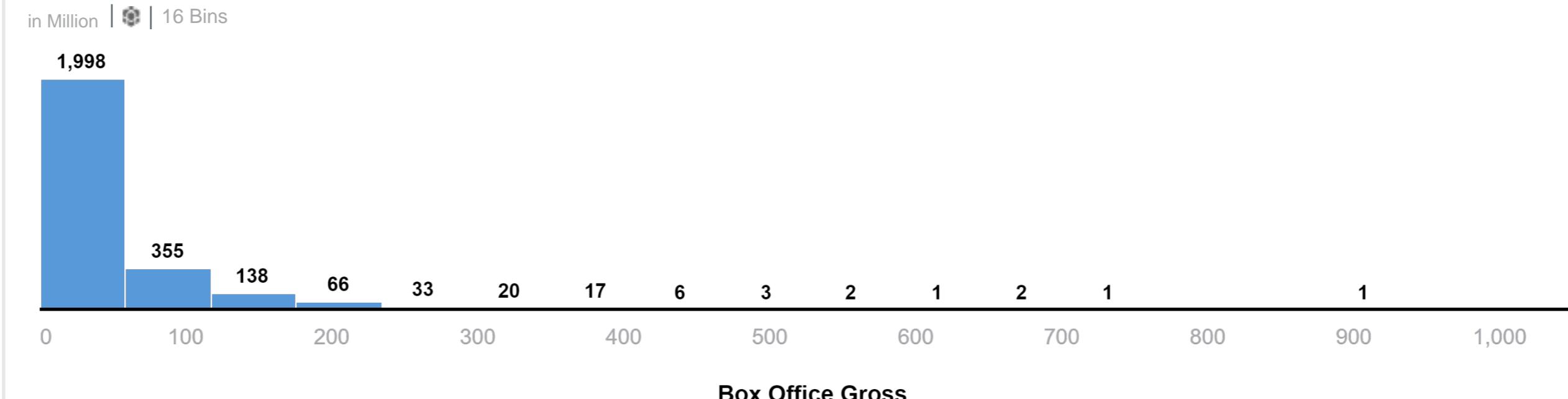
## Summary of Box Office Gross

**121,408,339,995.00**

Total records  
Min (1)  
Max (1)

2,643  
0.00  
936,662,225.00

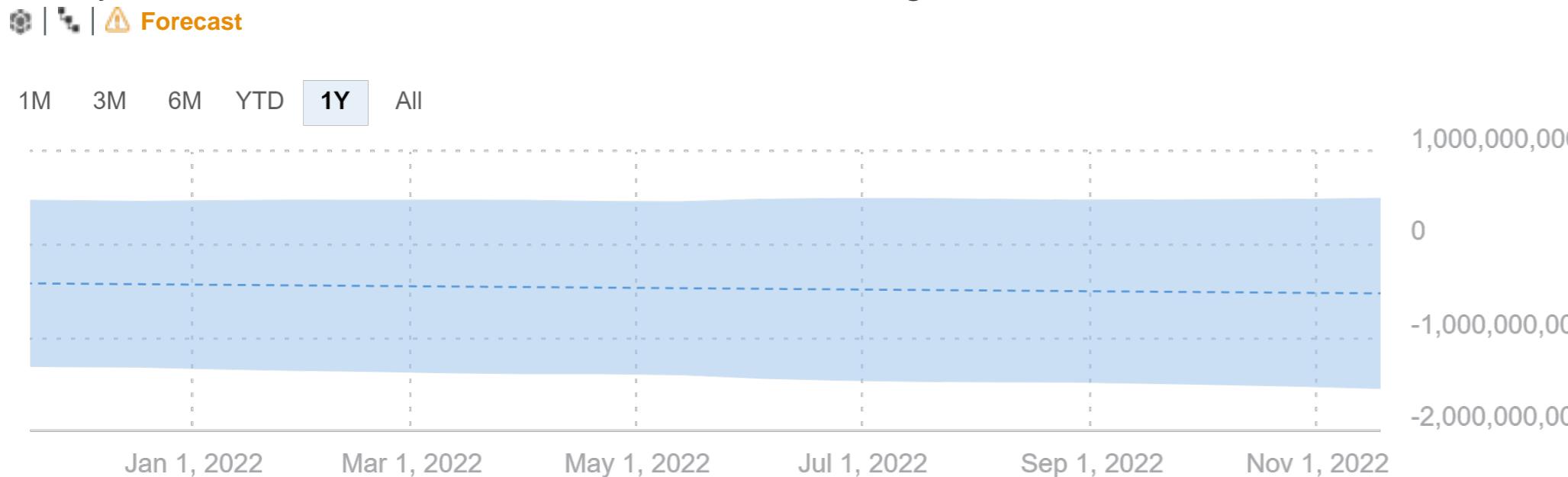
Analyze the distribution of **Box Office Gross** to see the **record frequency**.



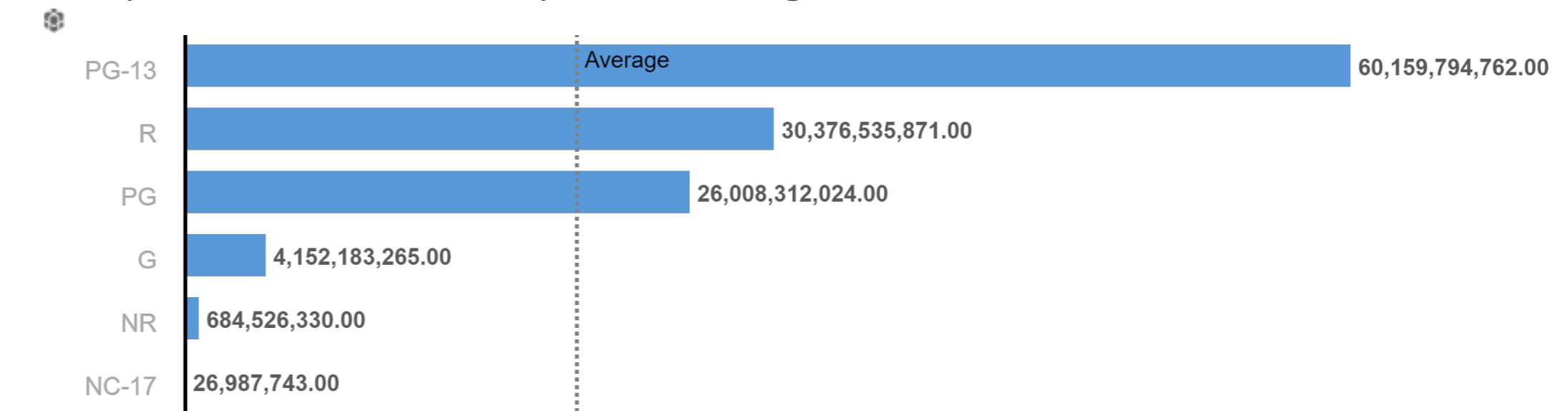
Explore more insights

- [Discover the key influencers of Box Office Gross](#)
- [Explore the unexpected values for Box Office Gross](#)
- [Simulate Box Office Gross from key influencers](#)

Analyze how **Box Office Gross** has been trending over time.

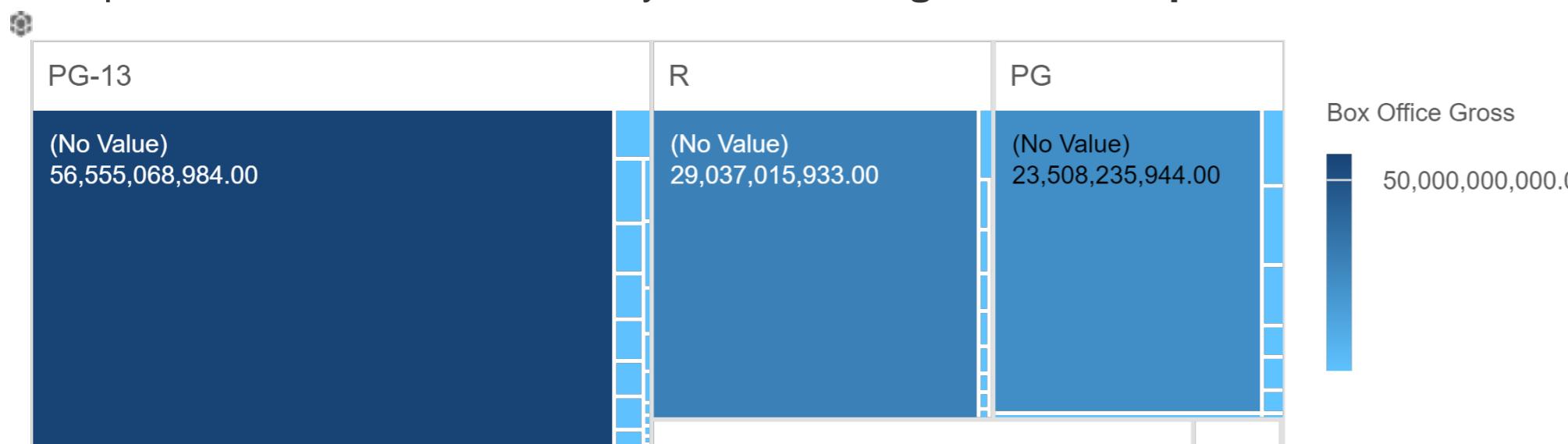


Analyze **Box Office Gross** by **movie\_rating\_MPAA**.



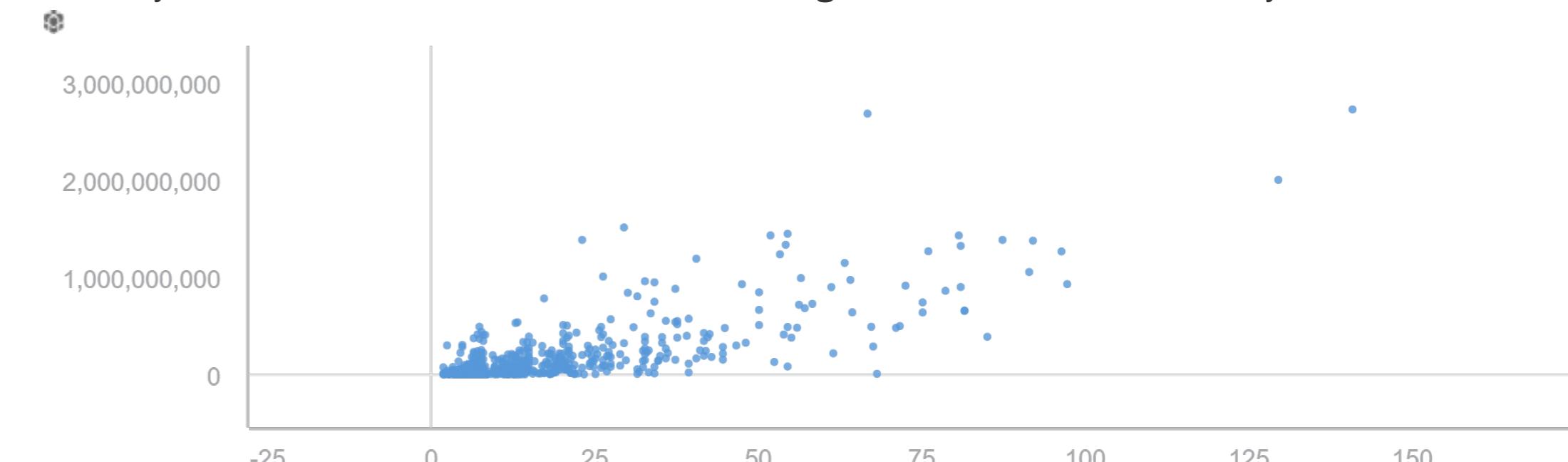
💡 The Box Office Gross for **PG-13** is the top contributor, 197% above the average.

Compare the **Box Office Gross** by **movie\_rating\_MPAA** and **production\_2**.



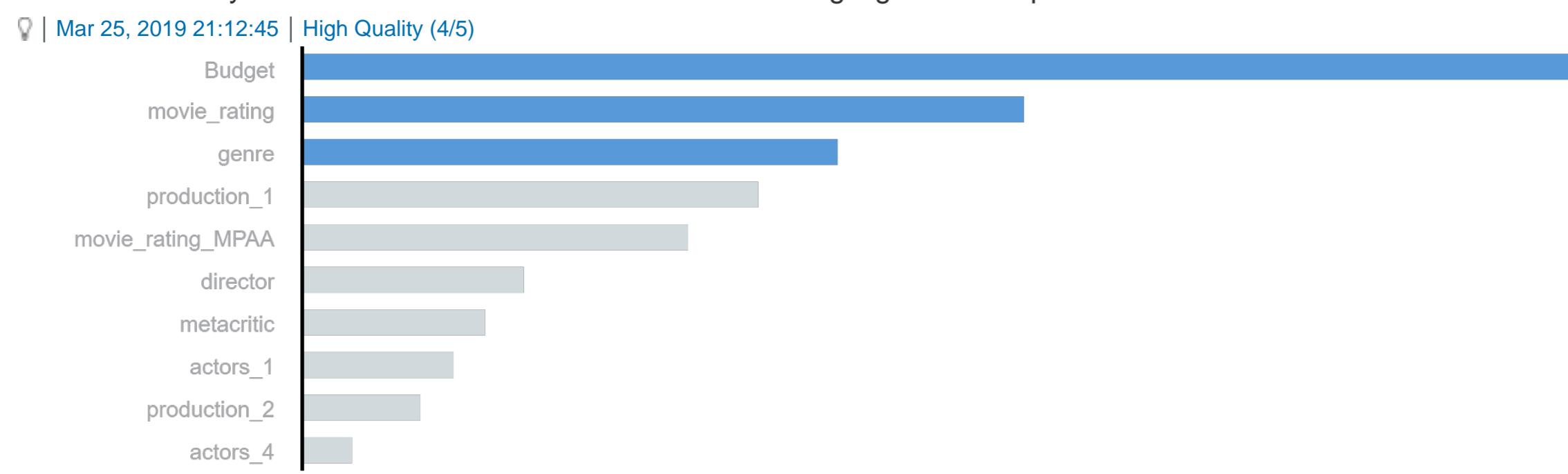
💡 The Box Office Gross for **PG-13+(No Value)** is the top contributor, 3440% above the average.

Identify the association between **movie\_rating** and **Box Office Gross** by **actors\_1**.



# What are the key influencers for Box Office Gross?

We found 10 key influencers for Box Office Gross and have highlighted the top 3:



## Summary

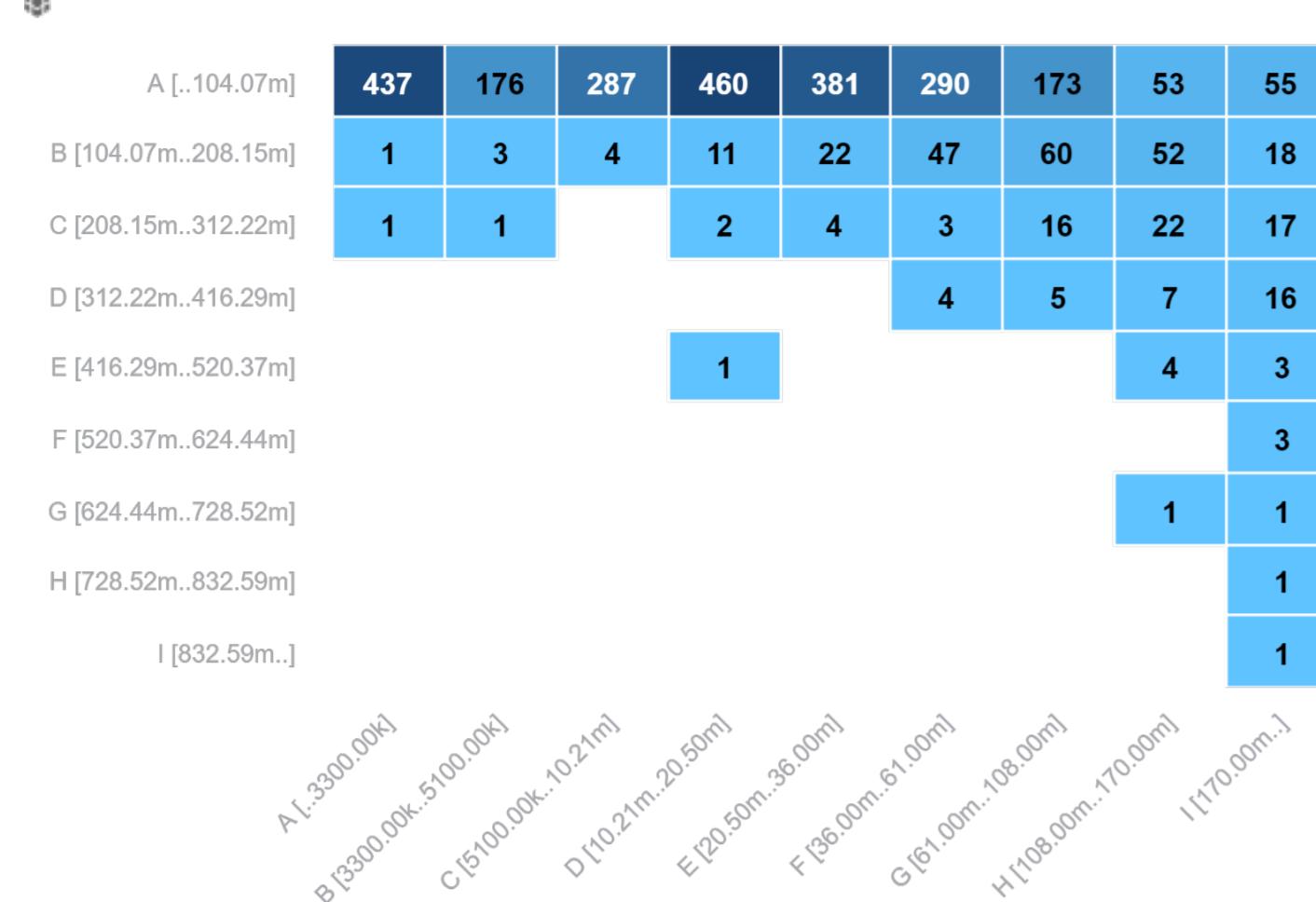
The predictive algorithm driving Smart Discovery identified 10 columns as key influencers of Box Office Gross. These key influencers are the dimensions or measures within IAC4dataDescriptionCopyxl that impact Box Office Gross the most. Budget has the highest influence, followed by movie\_rating.

## Insight Quality - High Quality (4/5)

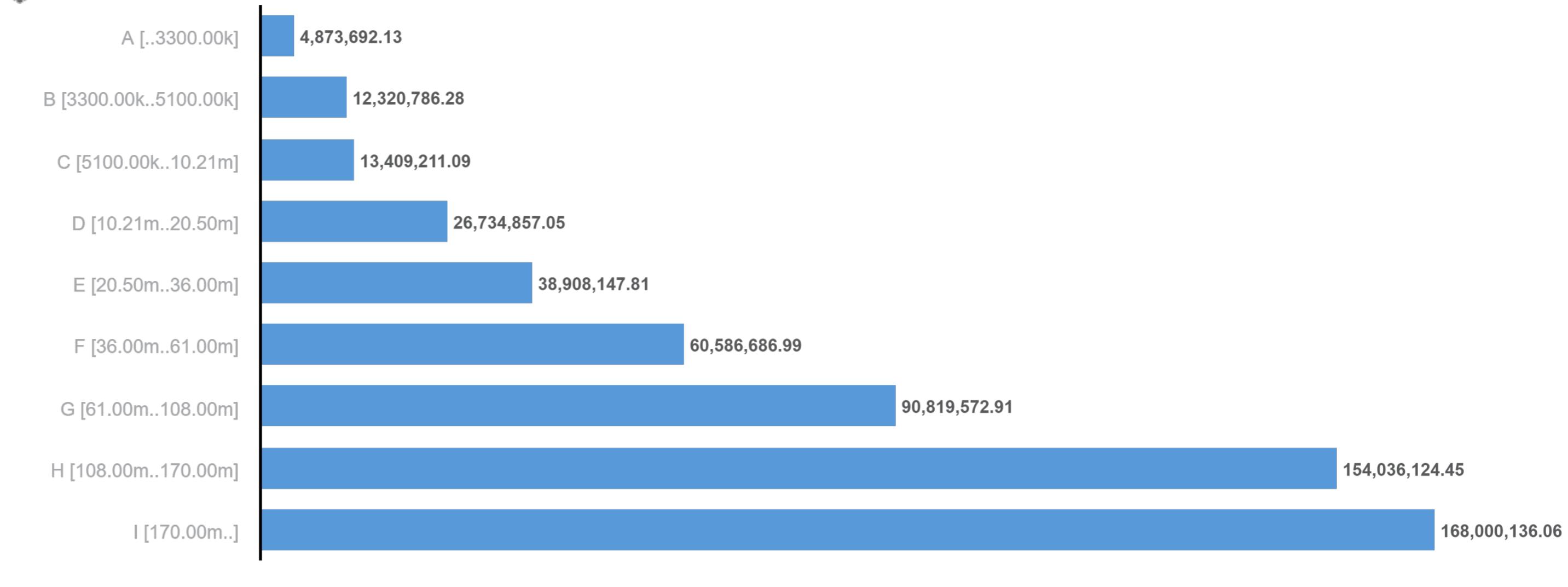
After analyzing IAC4dataDescriptionCopyxl for potential key influencers, the underlying predictive model indicates high confidence in these influencers.

## How does Budget influence Box Office Gross?

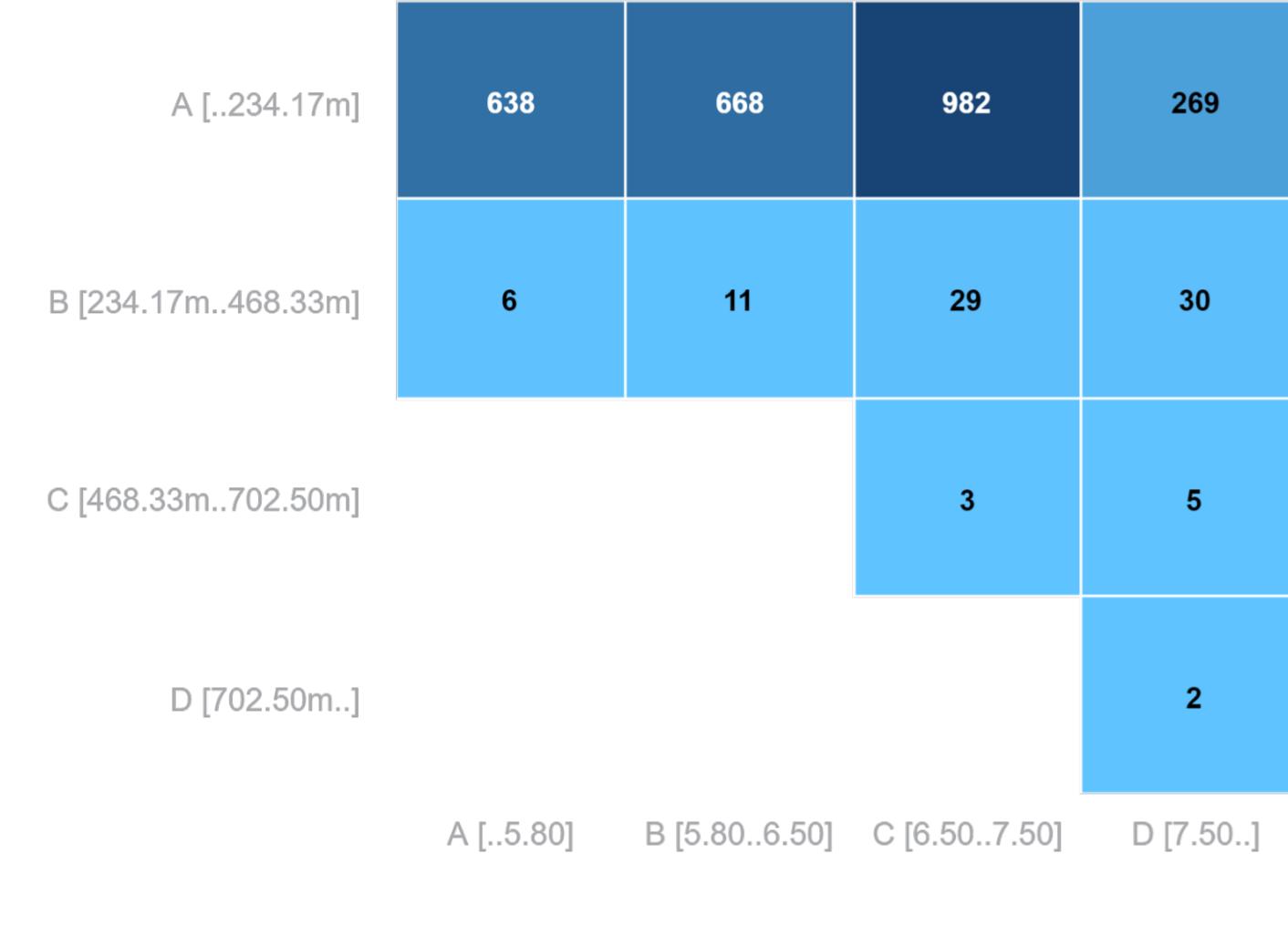
Compare the records per Box Office Gross and Budget.



Compare how Budget impacts Average Box Office Gross.



Compare the records per Box Office Gross and movie\_rating.

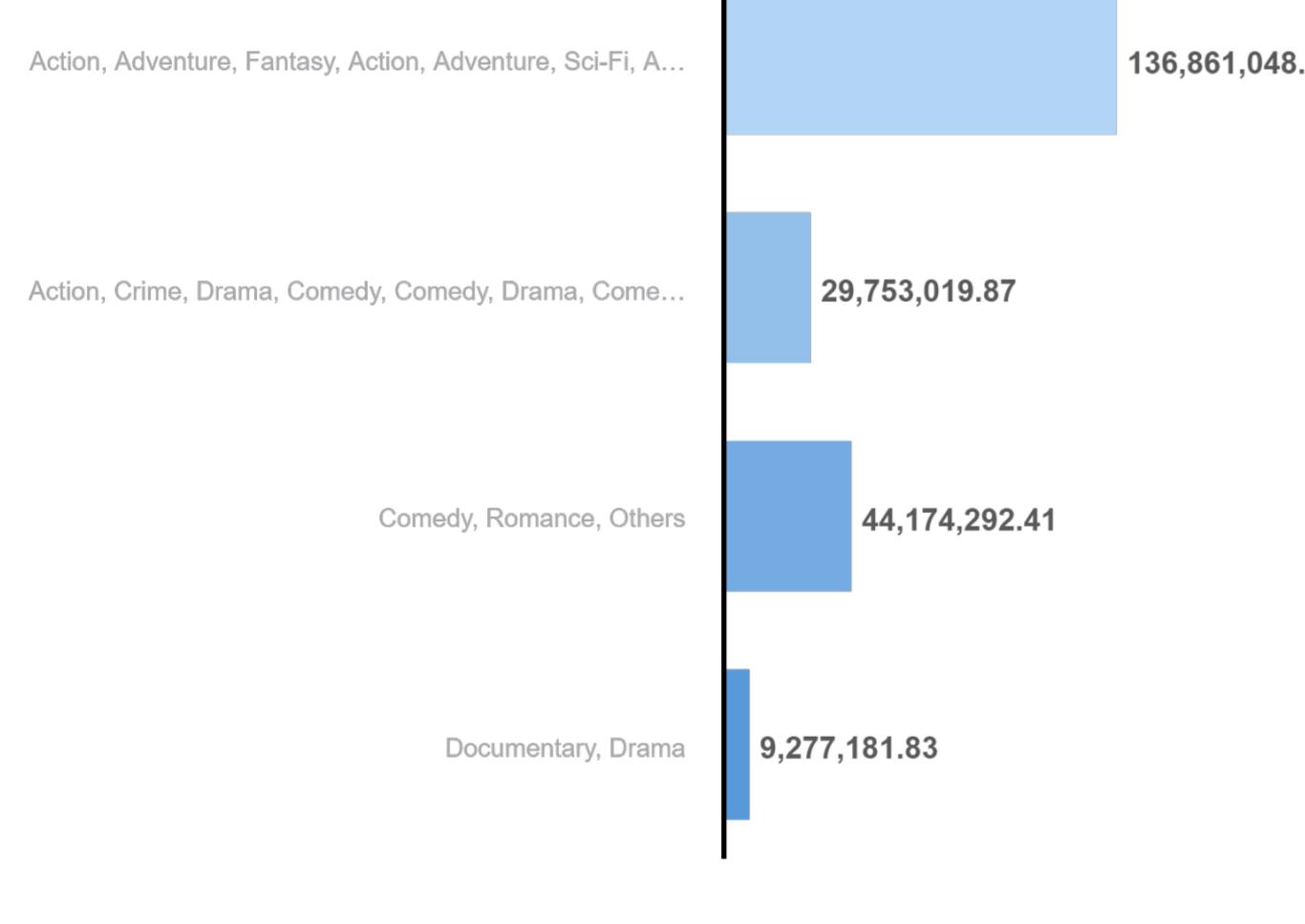


Compare how movie\_rating impacts Average Box Office Gross.

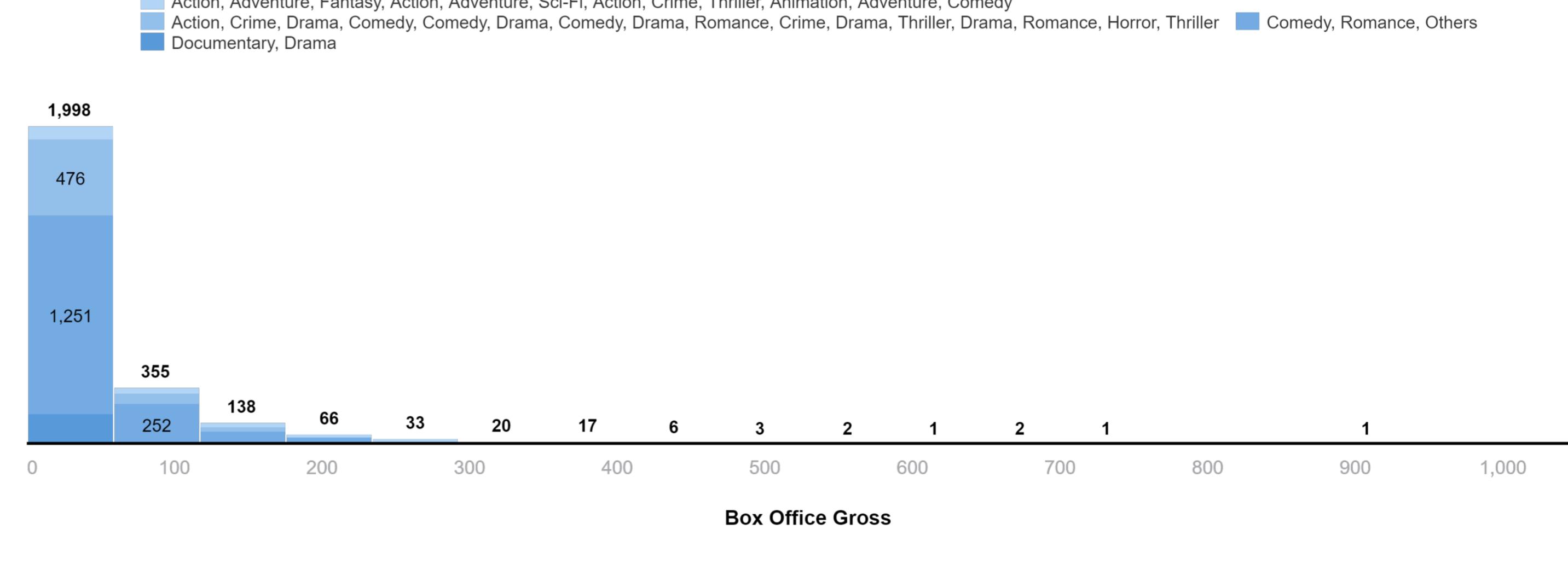


## How does genre influence Box Office Gross?

Compare the Average Box Office Gross of each genre group.

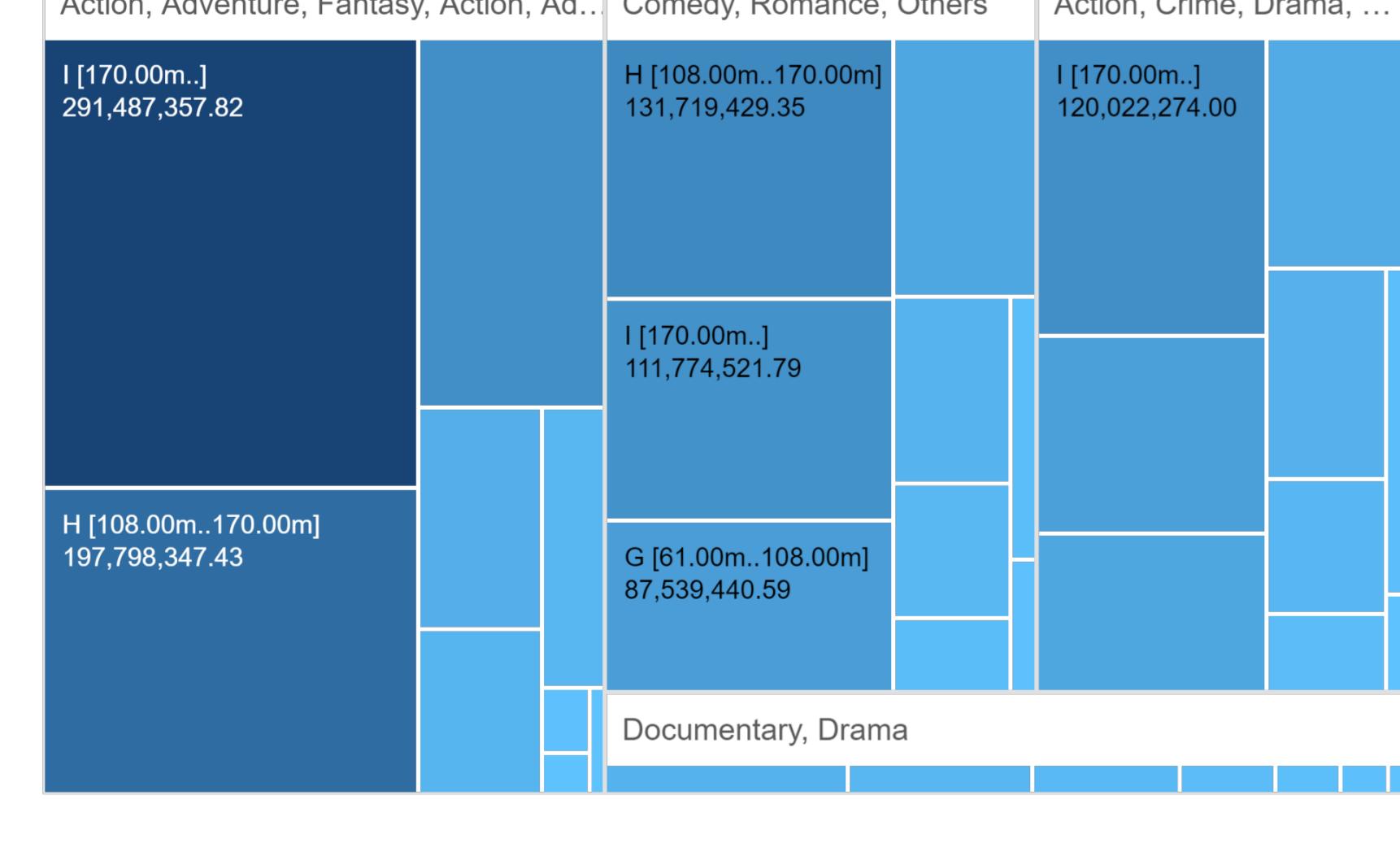


Analyze the record frequency by Box Office Gross to see the difference in distribution per genre group.

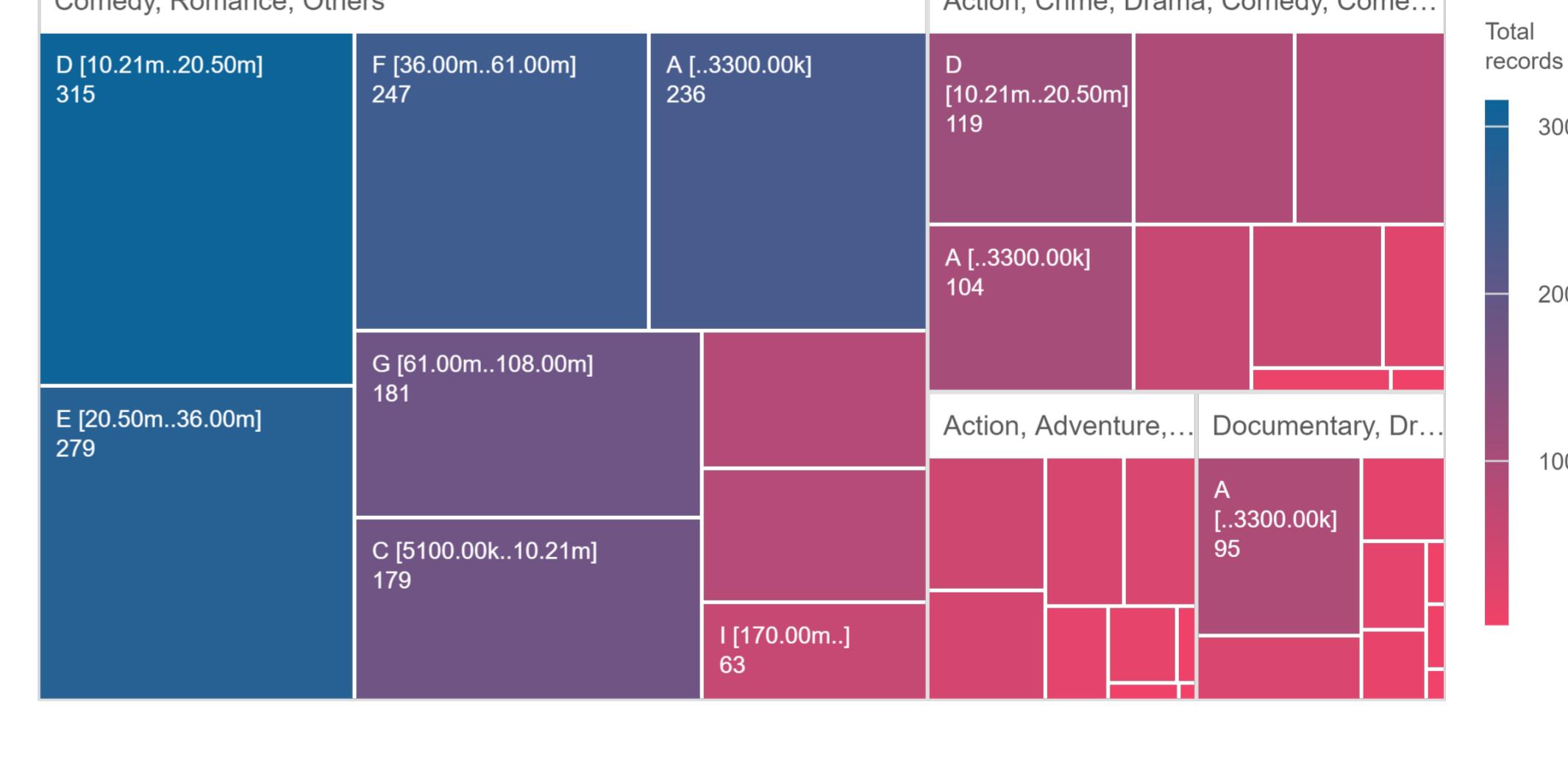


## How does the relationship of genre and Budget influence Box Office Gross?

Analyze the Average Box Office Gross between genre group and Budget.

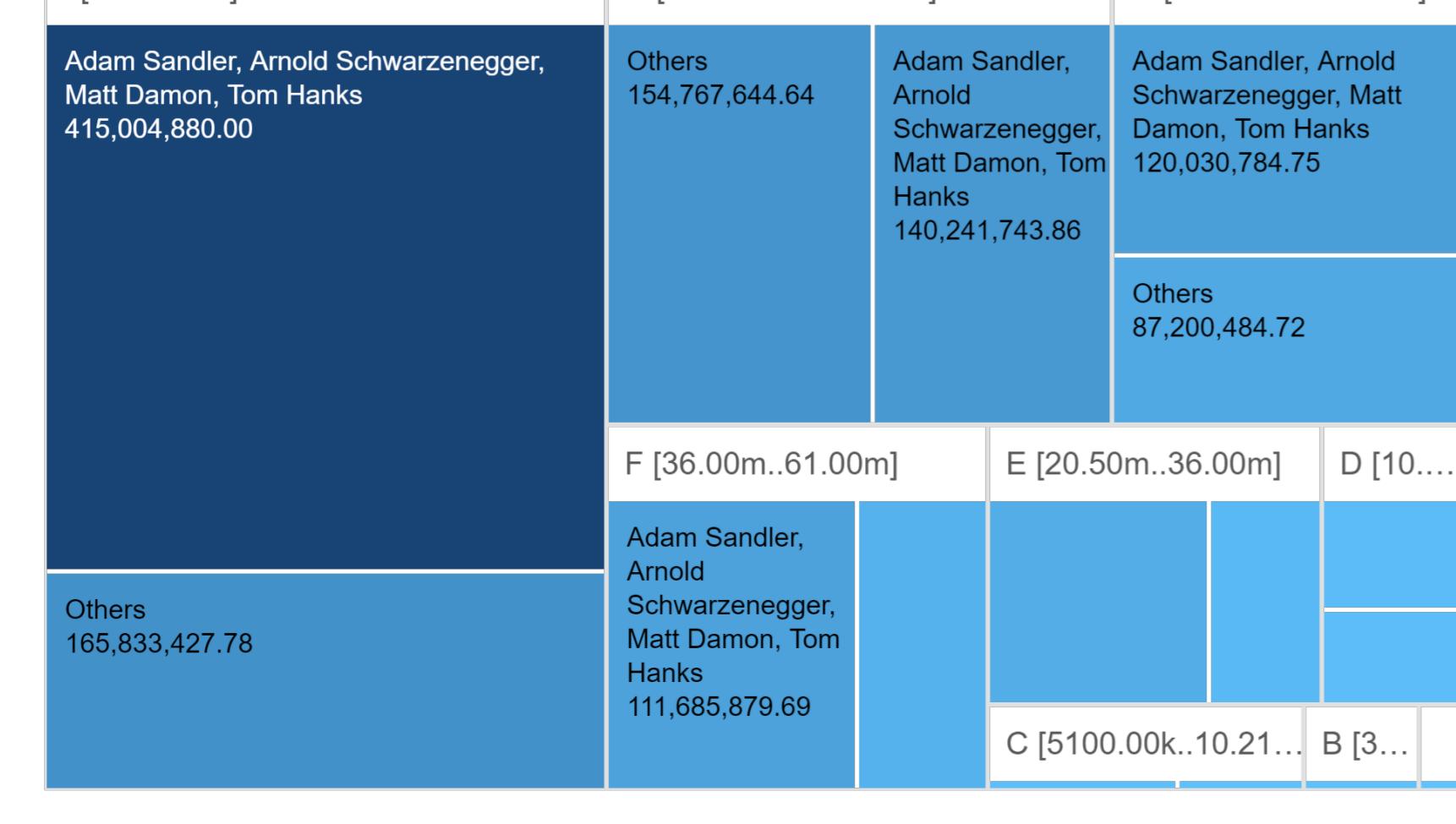


Compare the records distribution across genre group and Budget.



## How does the relationship of Budget and actors\_1 influence Box Office Gross?

Analyze the Average Box Office Gross between Budget and actors\_1 group.



# What are the unexpected values within Box Office Gross?

We found 61 records which were unexpected.

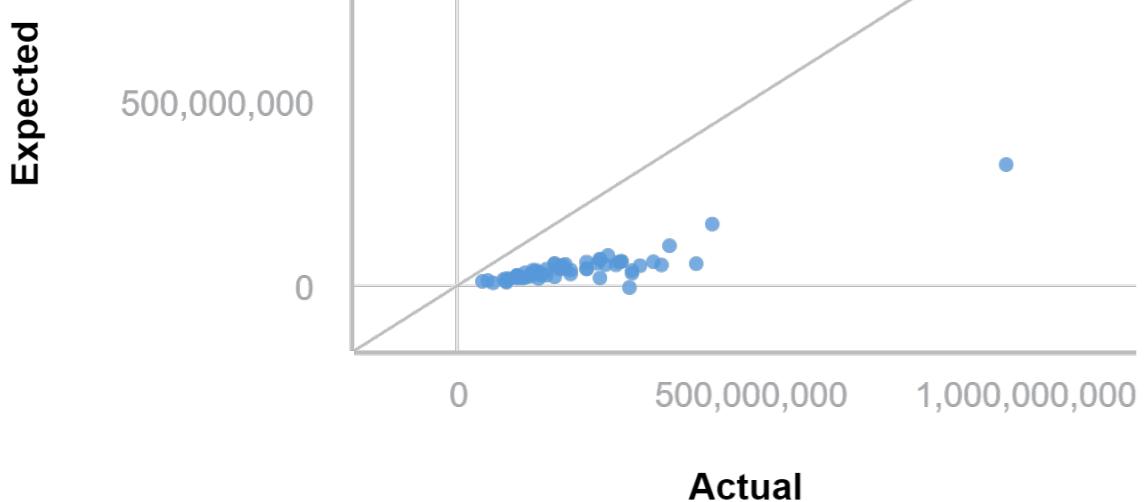
⌚ | Mar 25, 2019 21:12:45 | High Quality (4/5)

Edit Columns

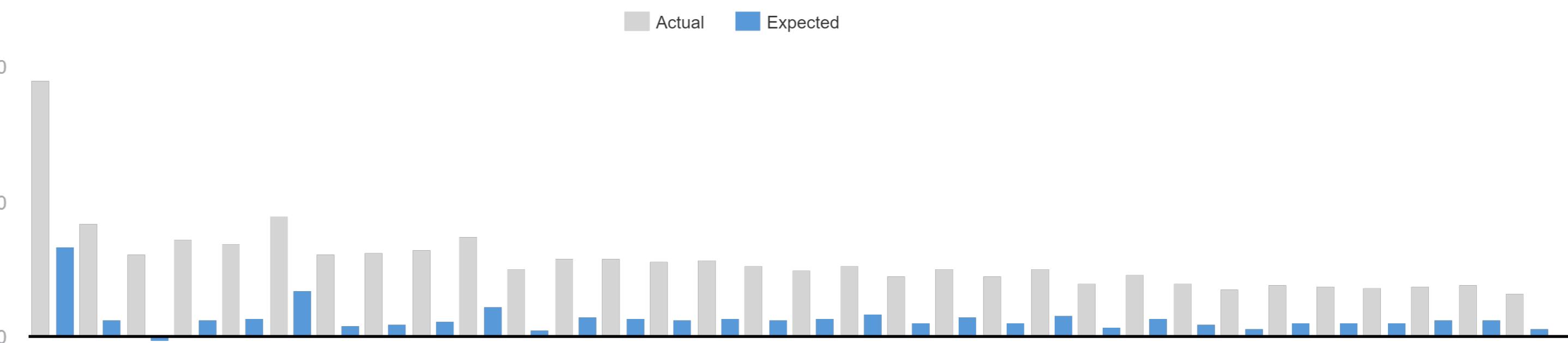
	Box Office Gross Actual	Box Office Gross Expected	Box Office Gross Difference	Box Office Gross % Difference	Budget	movie_rating	genre	production_1	movie_rating_MPAA	director	metacritic
1	936,662,225.00	325,163,949.37	611,498,275.63	188 %	245,000,000.00	8.10	Action, Adventure	Walt Disney Pictures	PG-13	J.J. Abrams	
2	408,010,692.00	57,002,973.06	351,007,718.94	616 %	78,000,000.00	7.20	Adventure, Sci-Fi	Lionsgate	PG-13	Gary Ross	
3	295,983,305.00	-7,671,342.50	303,654,647.50	-3958 %	100,000.00	2.50	Horror	N	NR	Jared Masters	
4	350,126,372.00	53,519,657.19	296,606,714.81	554 %	58,800,000.00	7.30	Action, Biograph	Warner Bros. Pictures	R	Clint Eastwood	
5	336,045,770.00	62,014,444.93	274,031,325.07	442 %	74,000,000.00	6.40	Animation, Action	Universal Pictures	PG	Kyle Balda, Pier	
6	435,110,554.00	164,201,963.98	270,908,590.02	165 %	10,500,000.00	7.90	Family, Sci-Fi	Universal Pictures	PG	Steven Spielberg	
7	296,623,634.00	31,116,146.73	265,507,487.27	853 %	50,000,000.00	4.60	Adventure, Drama	Summit Entertainment	PG-13	Chris Weitz	

Identify the association between the actual and expected Box Office Gross.

⌚ | Mar 25, 2019 21:12:45 | High Quality (4/5)



⌚ | Mar 25, 2019 21:12:45 | High Quality (4/5)



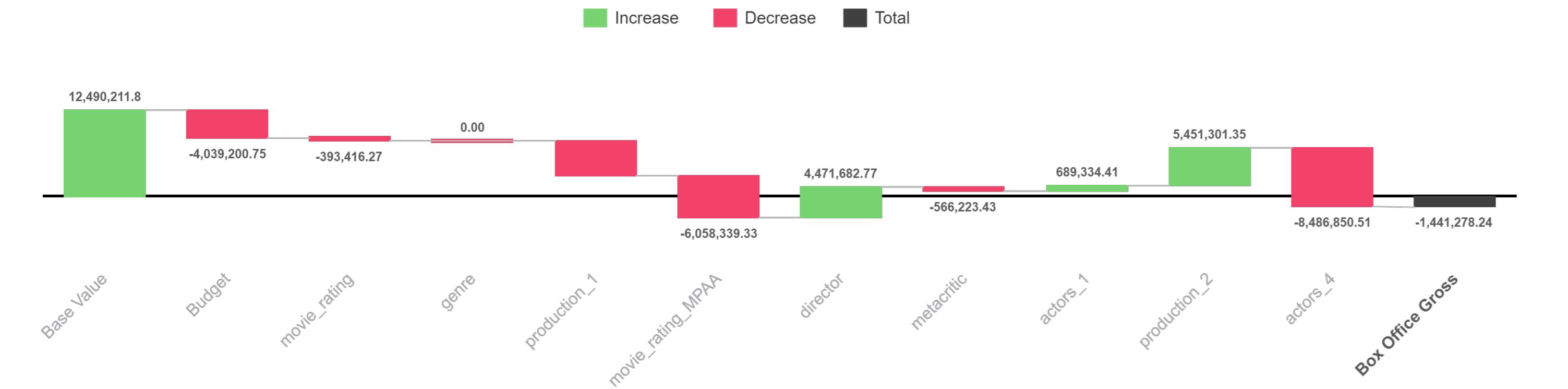
# How do my influencers affect Box Office Gross?

Expected Box Office Gross  
⌚ | Mar 25, 2019 21:12:45 | High Quality (4/5)

**-1,441,278.24**

How do my influencers contribute to the expected Box Office Gross?

⌚ | Mar 25, 2019 21:12:45 | High Quality (4/5)



Modify the influencer settings below to simulate a potential Box Office Gross:

Budget	movie_rating
15,000,000,022.00	5.75
genre	production_1
Action	20th Century Fox
movie_rating_MPAA	director
G	A.R. Murugadoss
metacritic	actors_1
1	Aamir Khan
production_2	actors_4

# Box Office Gross per genre for Actual

| genre Filter



# Overview of Box Office Gross

## Summary of Box Office Gross

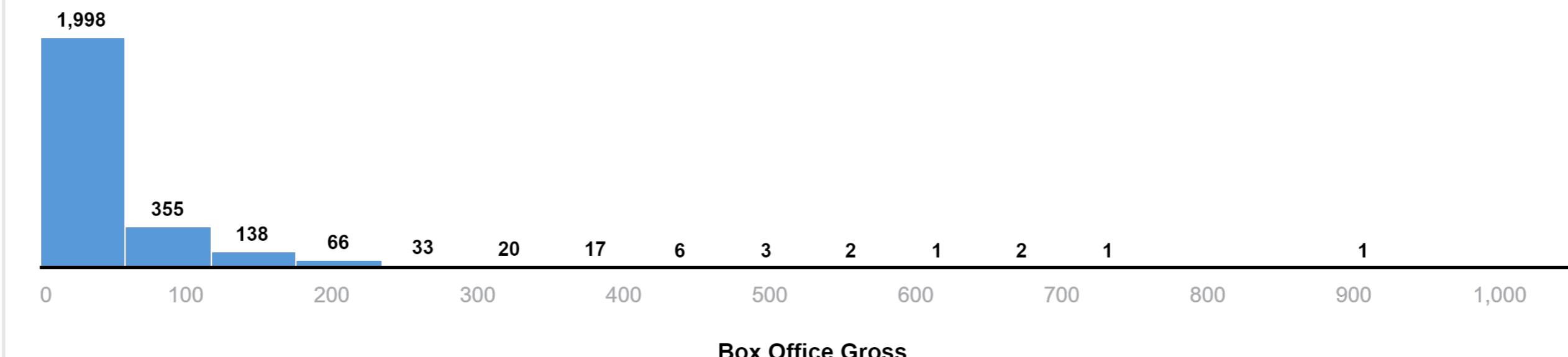
**121,408,339,995.00**

Total records (1)  
Min (2)  
Max (2)

2,643  
0.00  
936,662,225.00

Analyze the distribution of **Box Office Gross** to see the record frequency.

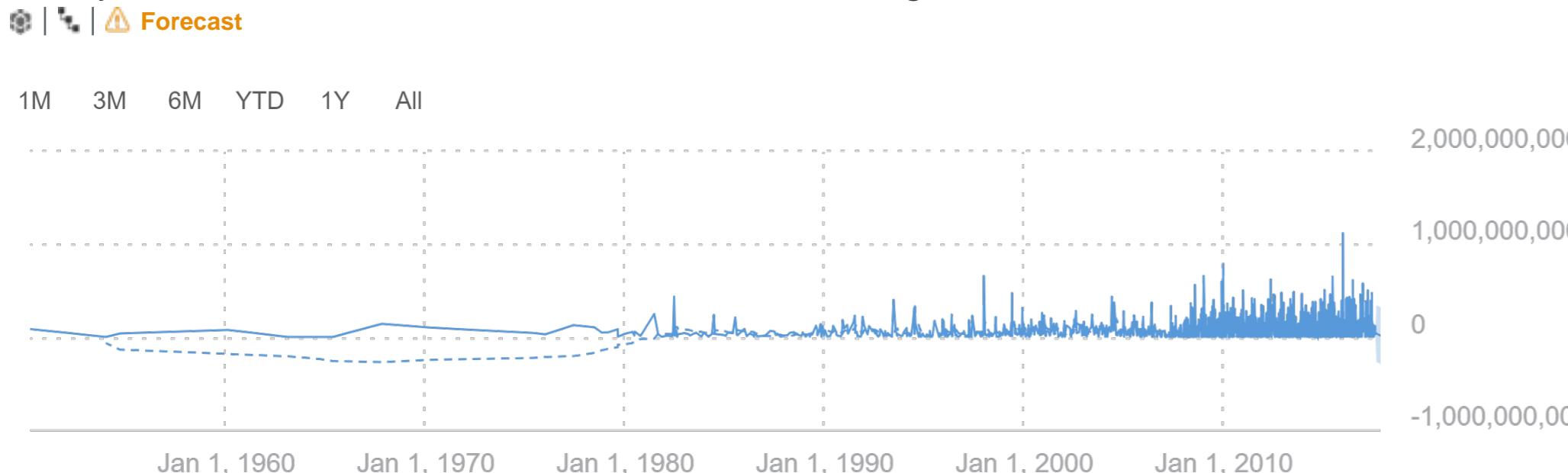
in Million | 16 Bins



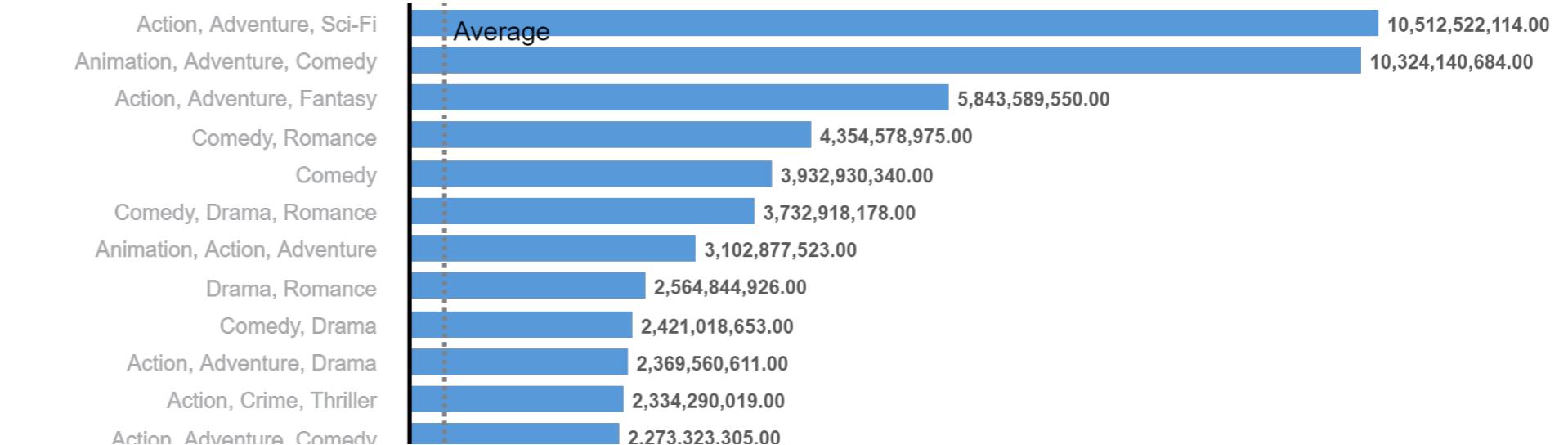
Explore more insights

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- [Explore the unexpected values for Box Office Gross](#)
- [Simulate Box Office Gross from key influencers](#)

Analyze how **Box Office Gross** has been trending over time.

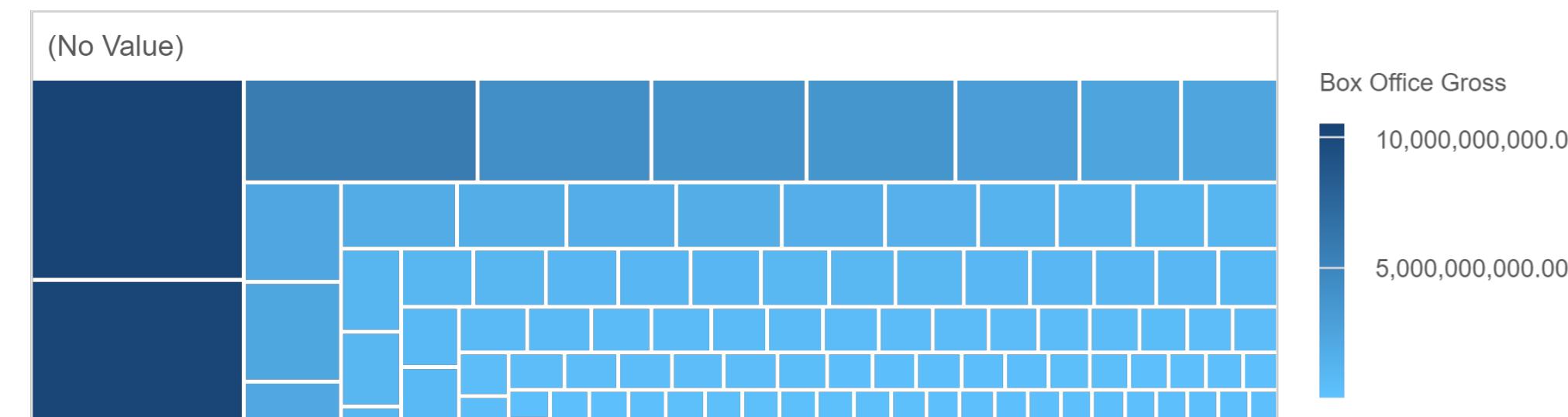


Analyze **Box Office Gross** by genre.



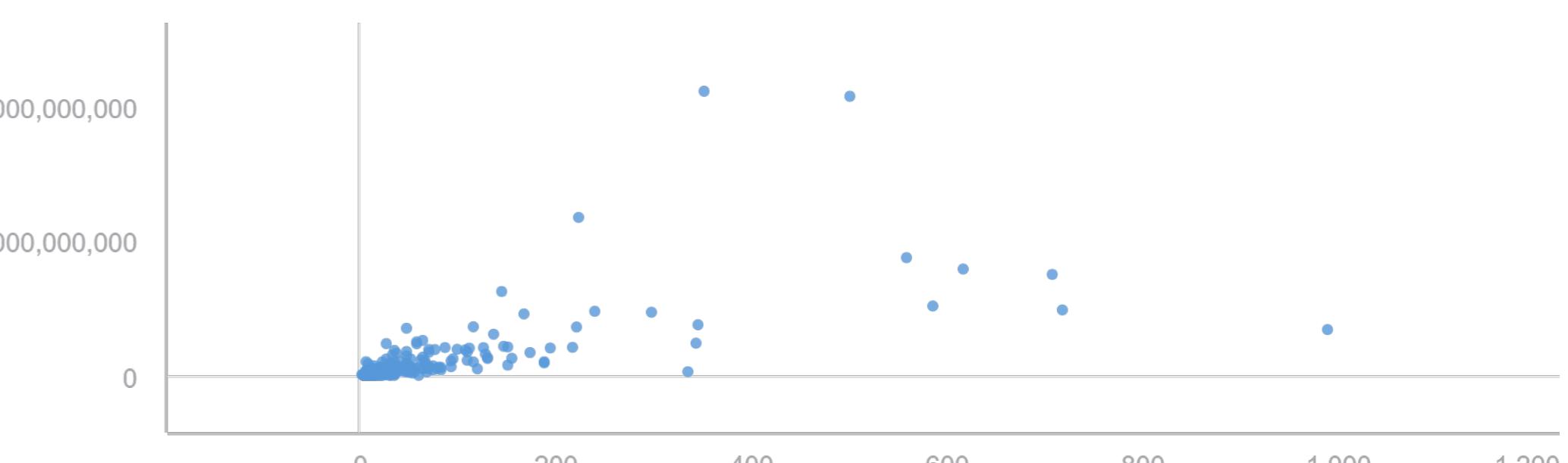
The Box Office Gross for Action, Adventure, Sci-Fi is the top contributor, 2705% above the average. The Box Office Gross variation was driven significantly by movie\_rating\_MPAA, PG-13.

Compare the **Box Office Gross** by Account Type and genre.



The Box Office Gross for (No Value)+Action, Adventure, Sci-Fi is the top contributor, 2705% above the average. The Box Office Gross variation was driven significantly by movie\_rating\_MPAA, PG-13.

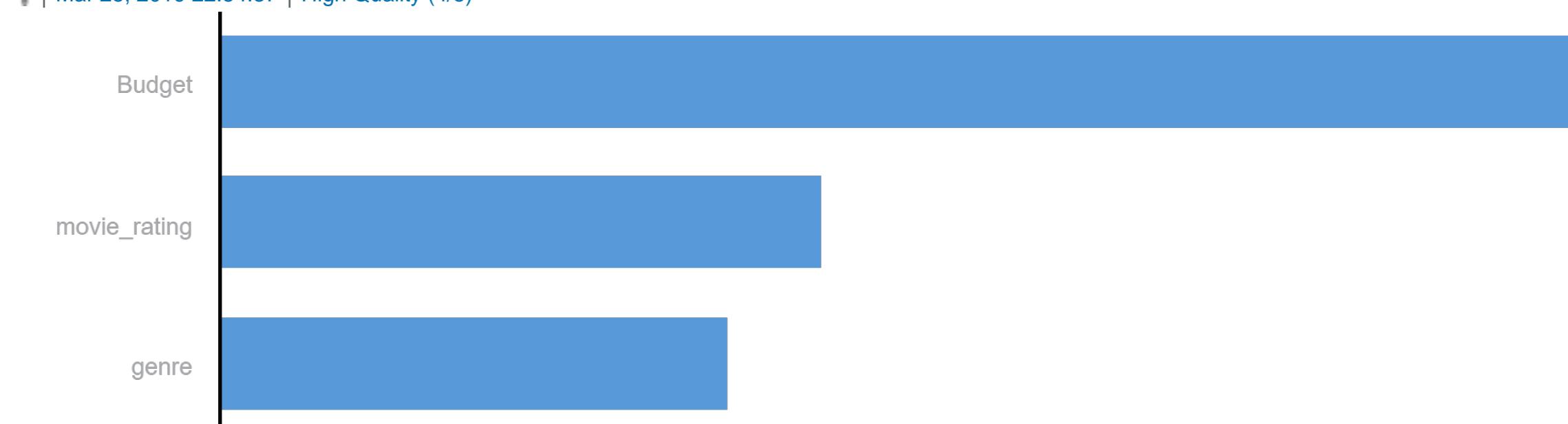
Identify the association between **movie\_rating** and **Box Office Gross** by genre.



## What are the key influencers for Box Office Gross?

We found 3 key influencers for Box Office Gross.

⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)



### Summary

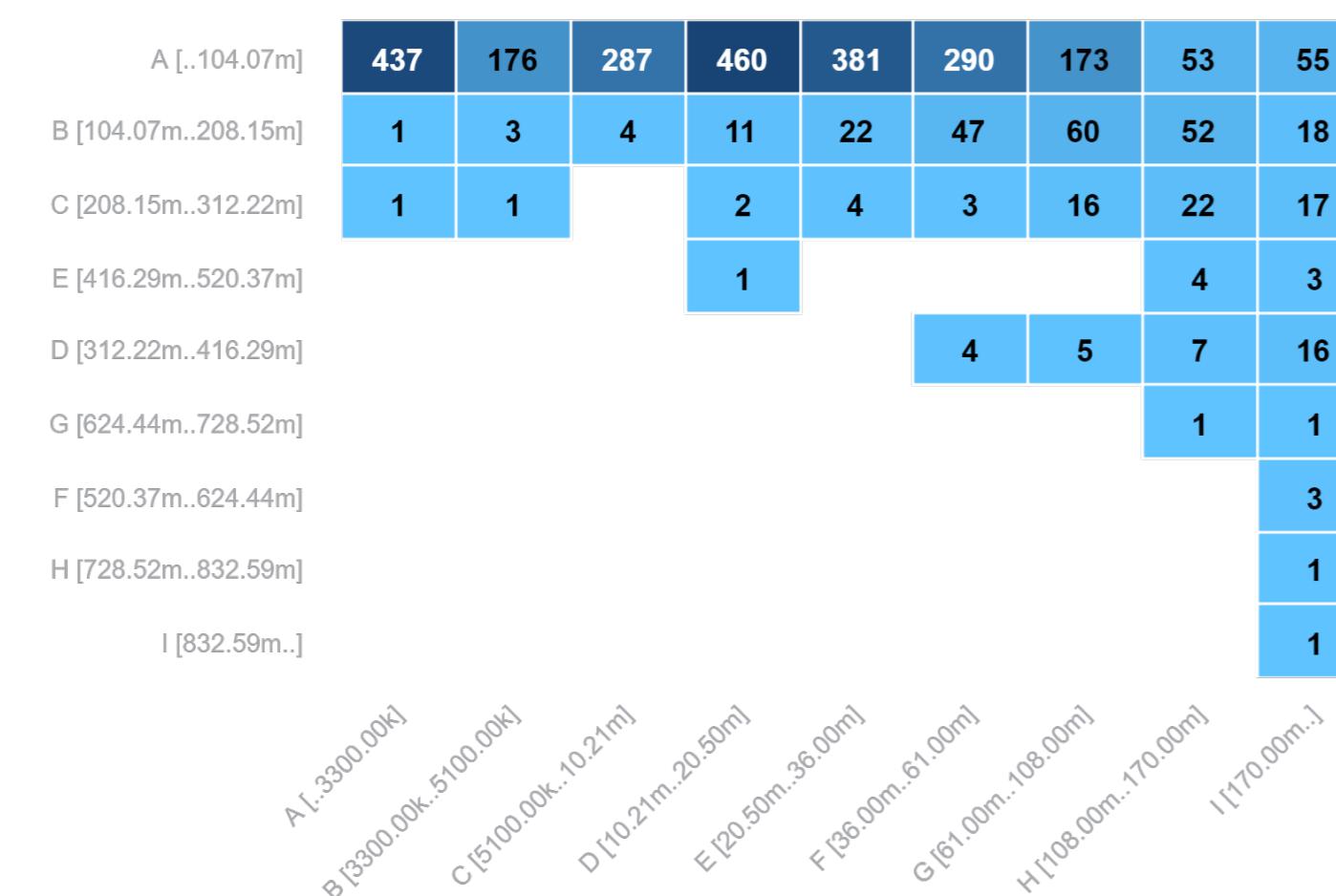
The predictive algorithm driving Smart Discovery identified 3 columns as key influencers of Box Office Gross. These key influencers are the dimensions or measures within IAC4dataDescriptionCopyxl that impact Box Office Gross the most. Budget has the highest influence, followed by movie\_rating.

### Insight Quality - High Quality (4/5)

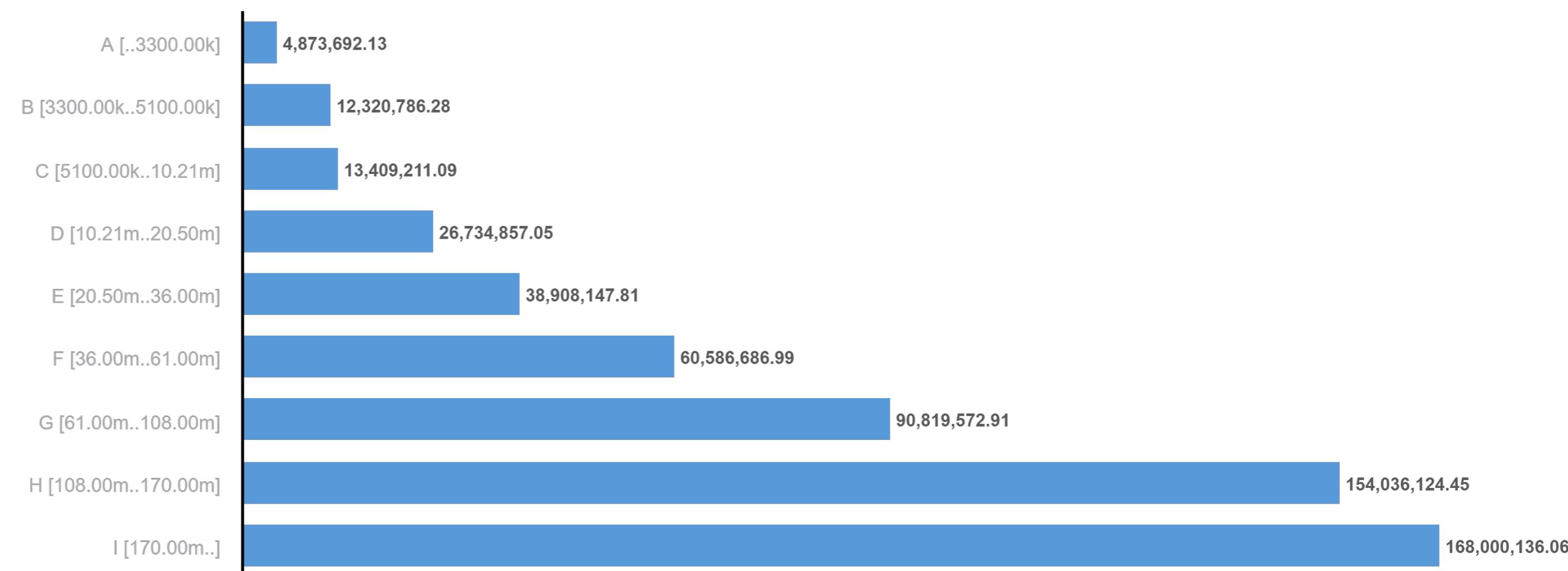
After analyzing IAC4dataDescriptionCopyxl for potential key influencers, the underlying predictive model indicates high confidence in these influencers.

## How does Budget influence Box Office Gross?

Compare the records per Box Office Gross and Budget.

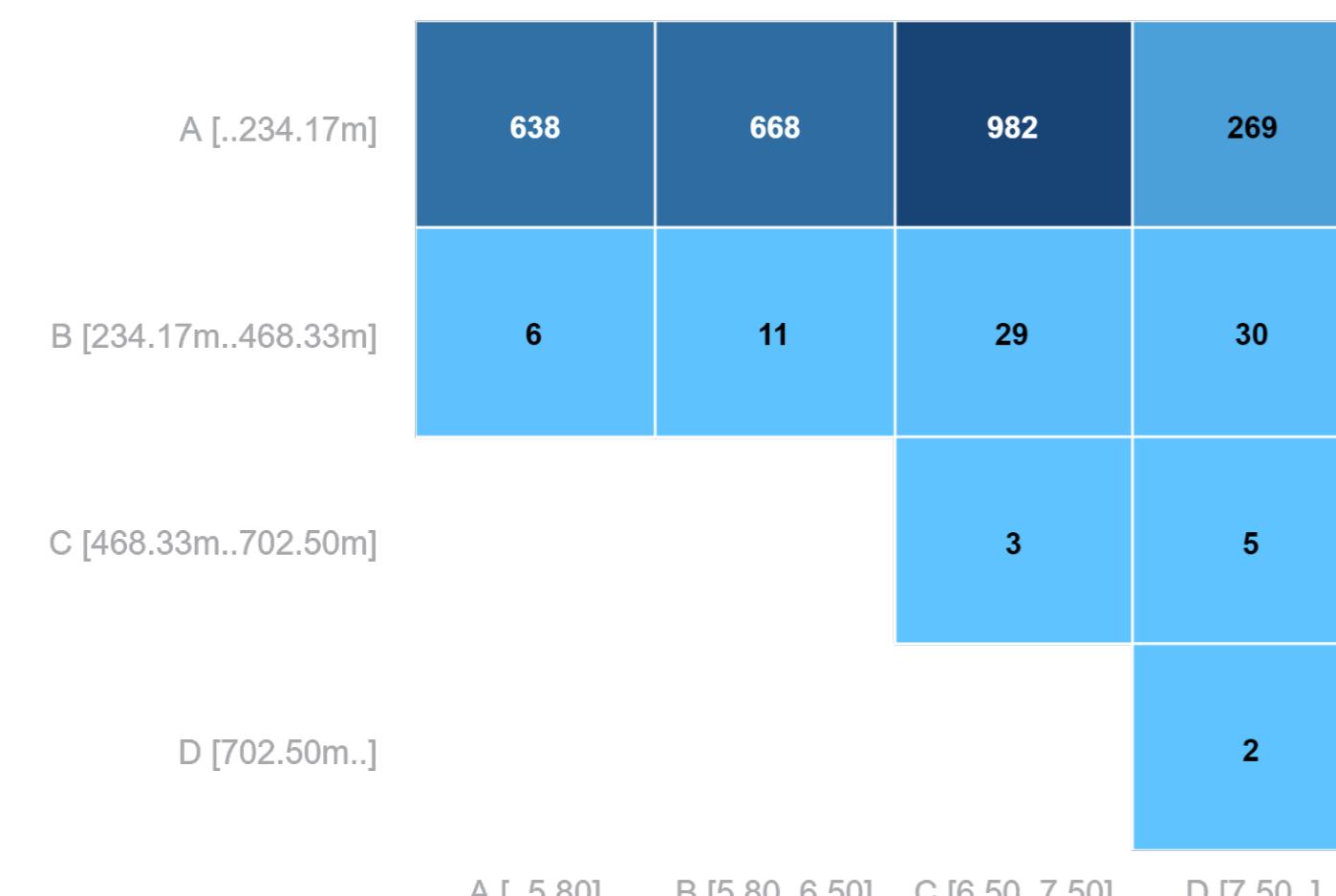


Compare how Budget impacts Average Box Office Gross.

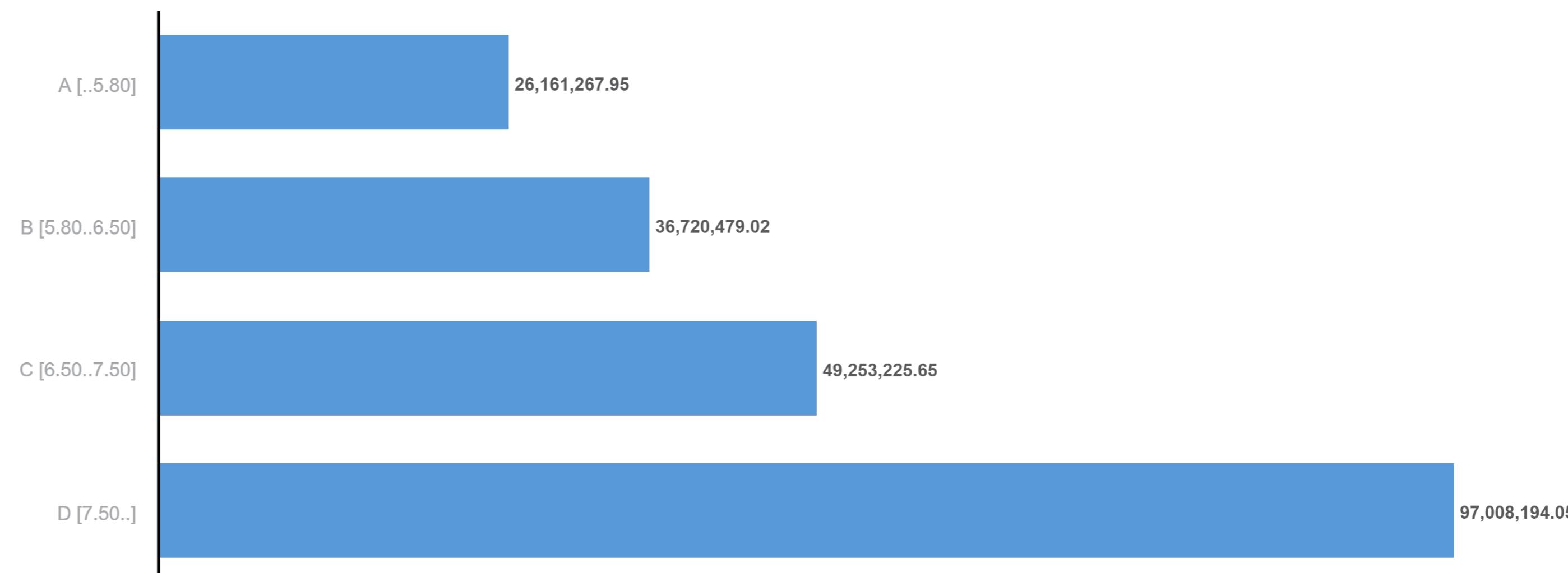


## How does movie\_rating influence Box Office Gross?

Compare the records per Box Office Gross and movie\_rating.

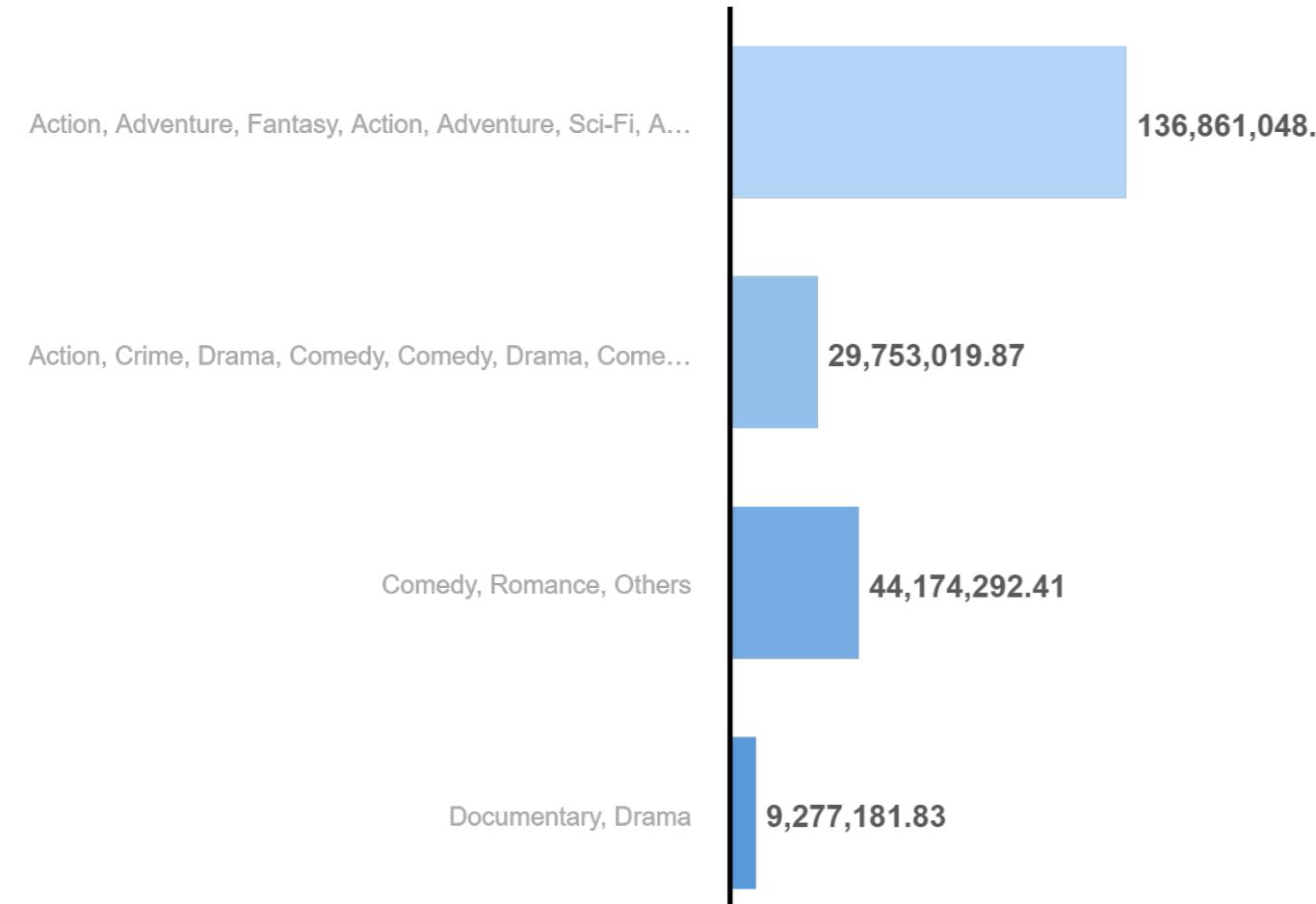


Compare how movie\_rating impacts Average Box Office Gross.

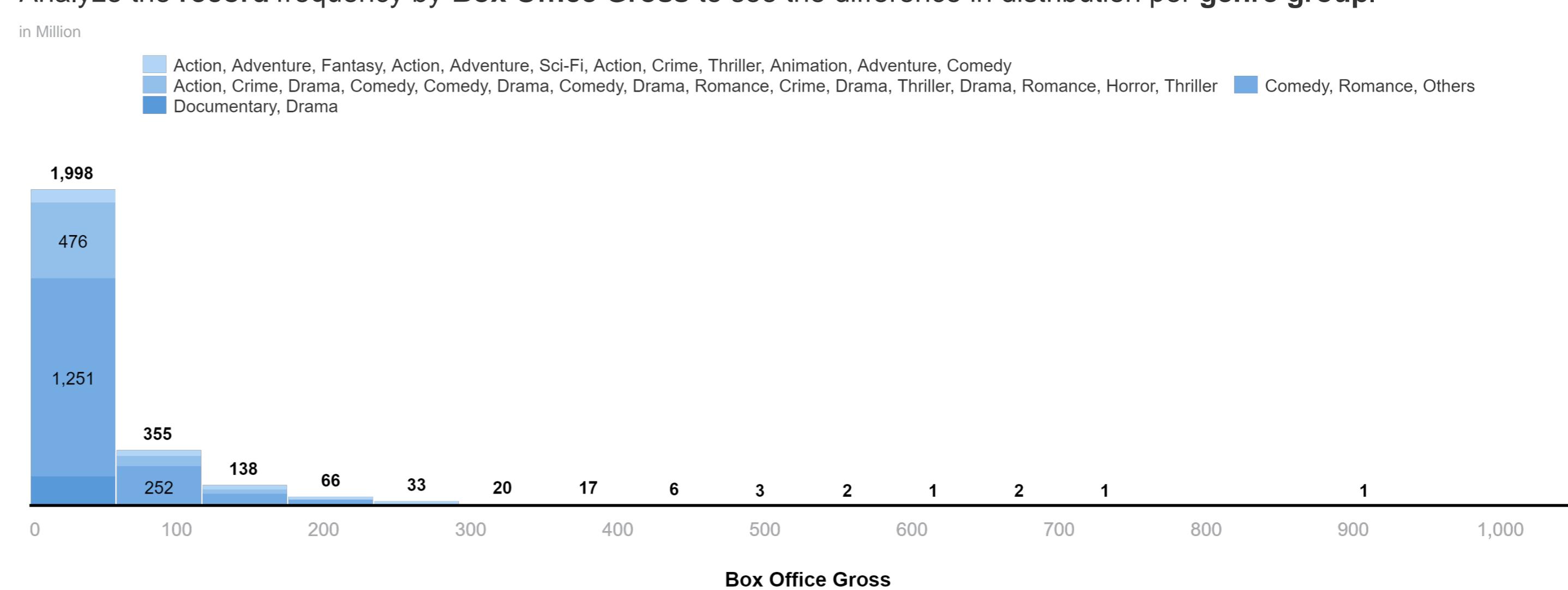


## How does genre influence Box Office Gross?

Compare the Average Box Office Gross of each genre group.



Analyze the record frequency by Box Office Gross to see the difference in distribution per genre group.



# What are the unexpected values within Box Office Gross?

We found 67 records which were unexpected.

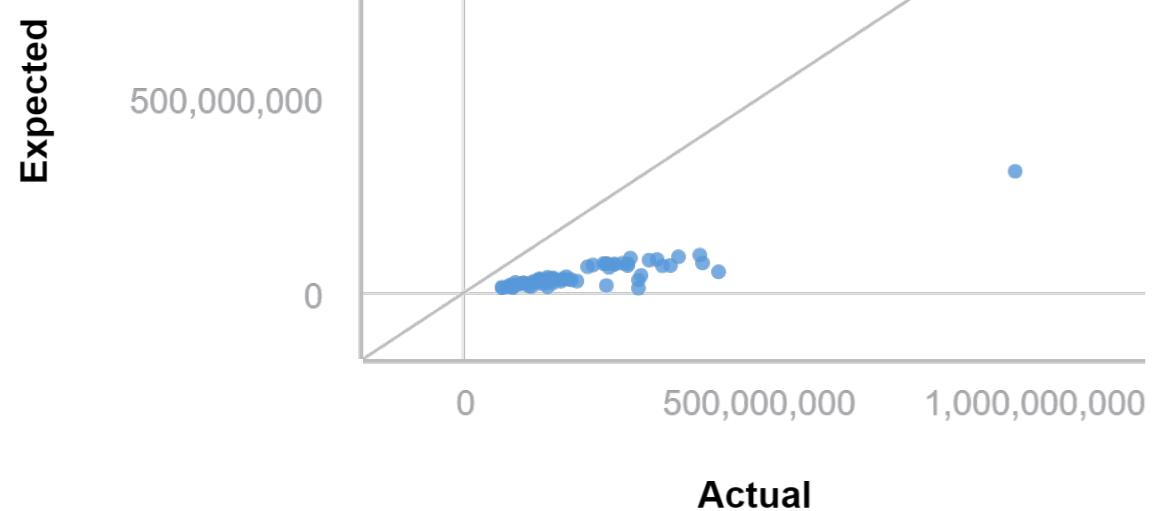
⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)

Edit Columns

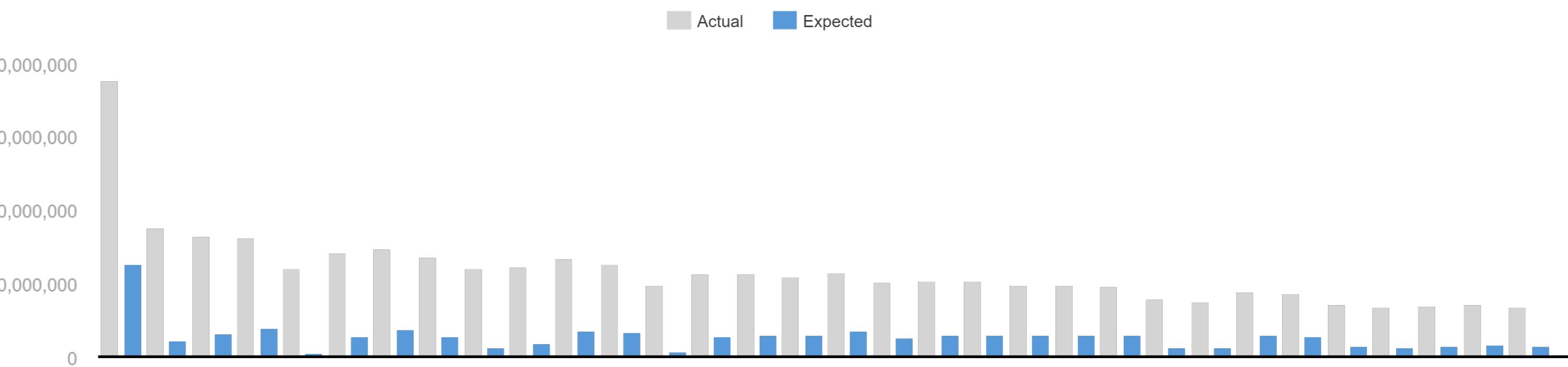
	Box Office Gross Actual	Box Office Gross Expected	Box Office Gross Difference	Box Office Gross % Difference	Budget	movie_rating	genre	Box Office Gross	
1	936,662,225.00	310,755,478.21	625,906,746.79	201 %	245,000,000.00	8.10	Action, Adventure	936,662,225.00	
2	435,110,554.00	50,929,456.13	384,181,097.87	754 %	10,500,000.00	7.90	Family, Sci-Fi	435,110,554.00	
3	408,010,692.00	73,713,076.40	334,297,615.60	454 %	78,000,000.00	7.20	Adventure, Sci-Fi	408,010,692.00	
4	402,453,882.00	94,073,999.99	308,379,882.01	328 %	63,000,000.00	8.10	Adventure, Sci-Fi	402,453,882.00	
5	295,983,305.00	8,574,311.52	287,408,993.48	3352 %	100,000.00	2.50	Horror	295,983,305.00	
6	350,126,372.00	67,449,303.47	282,677,068.53	419 %	58,800,000.00	7.30	Action, Biograph	350,126,372.00	
7	363,070,709.00	89,724,457.42	273,346,251.58	305 %	58,000,000.00	8.00	Action, Adventure	363,070,709.00	

Identify the association between the actual and expected Box Office Gross.

⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)



⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)



## How do my influencers affect Box Office Gross?

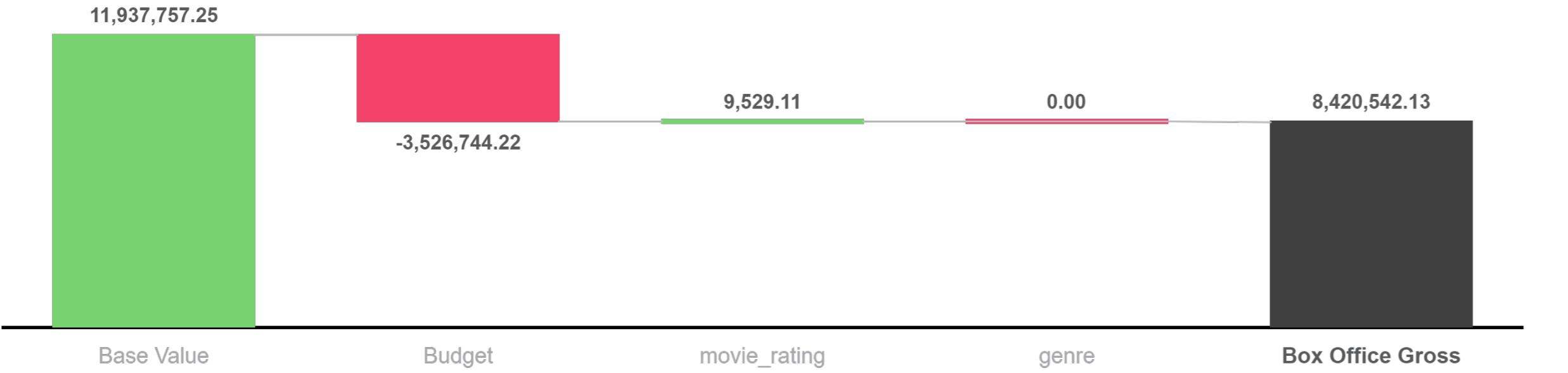
Expected Box Office Gross  
⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)

# 8,420,542.13

How do my influencers contribute to the expected Box Office Gross?

⌚ | Mar 25, 2019 22:54:37 | High Quality (4/5)

Increase   Decrease   Total



Modify the influencer settings below to simulate a potential Box Office Gross:

Budget

15,000,000,022.00

movie\_rating

5.75

genre

Action

# Appendix

IAC1

<https://daa5a.us2.sapanalytics.cloud/sap/fpa/ui/tenants/daa5a/bo/story/1AD4C2E720D9157E5C32B79C72E58659>

## Overview of Box Office Gross

### Summary of Box Office Gross

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the distribution of Box Office Gross to see the record frequency.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze how Box Office Gross has been trending over time.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze Box Office Gross by movie\_rating\_MPAA.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Identify the association between movie\_rating and Box Office Gross by actors\_1.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the Box Office Gross by movie\_rating\_MPAA and production\_2.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

## Key Influencers (1)

Compare the Average Box Office Gross of each genre group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the records per Box Office Gross and Budget.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the records per Box Office Gross and movie\_rating.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the record frequency by Box Office Gross to see the difference in distribution per genre group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare how Budget impacts Average Box Office Gross.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare how movie\_rating impacts Average Box Office Gross.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the Average Box Office Gross between genre group and Budget.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual
IAC4dataDescriptionCopyxl	Average Box Office Gross	Ranking: Top 50

Compare the records distribution across genre group and Budget.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the Average Box Office Gross between Budget and actors\_1 group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the records distribution across Budget and actors\_1 group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

## Question 2

Box Office Gross per genre for Actual

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual
IAC4dataDescriptionCopyxl	genre	Comedy, Sci-Fi

## Overview of Box Office Gross (1)

### Summary of Box Office Gross

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the distribution of Box Office Gross to see the record frequency.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze how Box Office Gross has been trending over time.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze Box Office Gross by genre.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Identify the association between movie\_rating and Box Office Gross by genre.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the Box Office Gross by Account Type and genre.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

## Key Influencers (2)

Compare the Average Box Office Gross of each genre group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the records per Box Office Gross and Budget.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare the records per Box Office Gross and movie\_rating.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Analyze the record frequency by Box Office Gross to see the difference in distribution per genre group.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

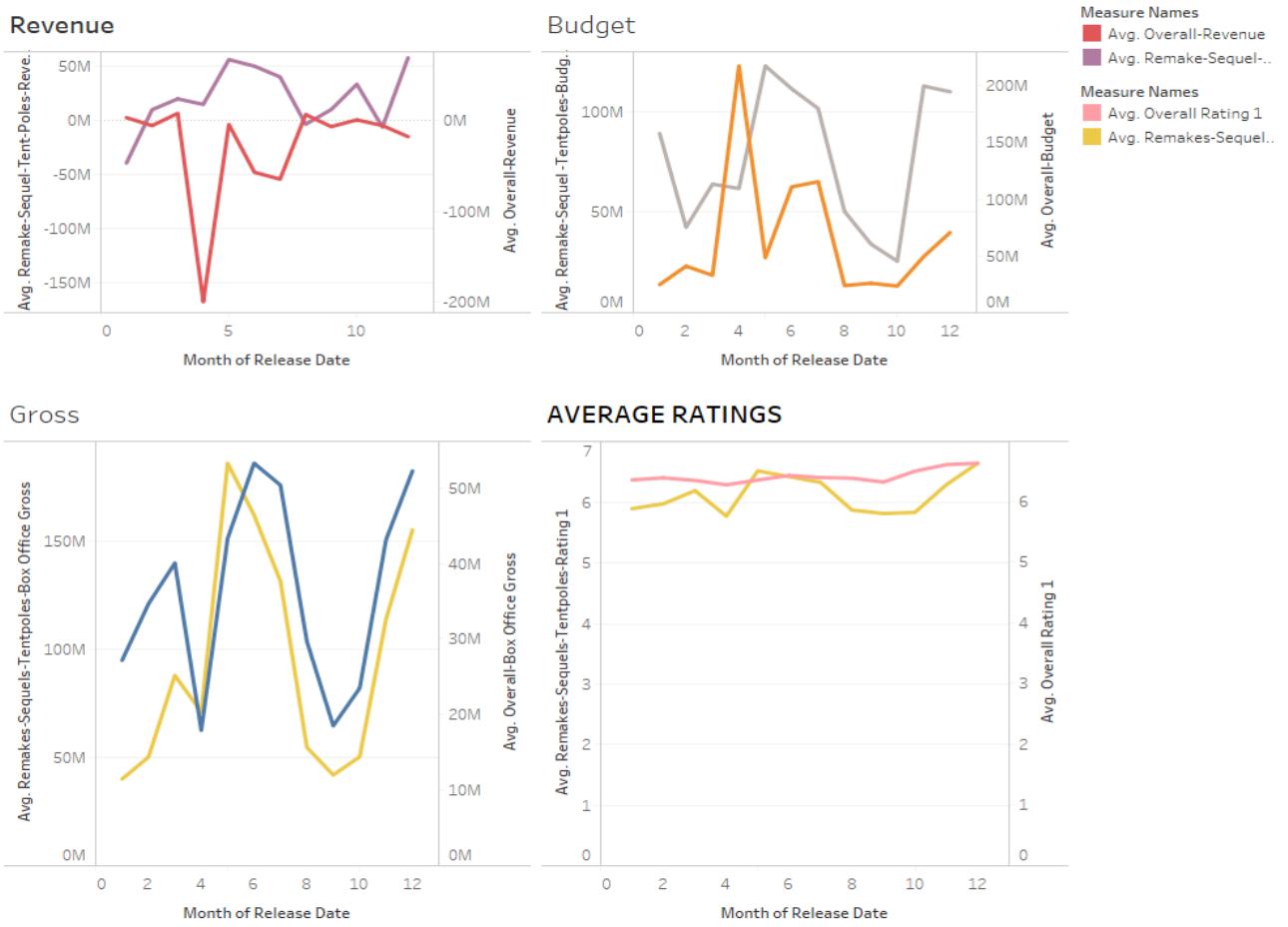
Compare how Budget impacts Average Box Office Gross.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

Compare how movie\_rating impacts Average Box Office Gross.

Model	Dimension	Value
IAC4dataDescriptionCopyxl	Category	Actual

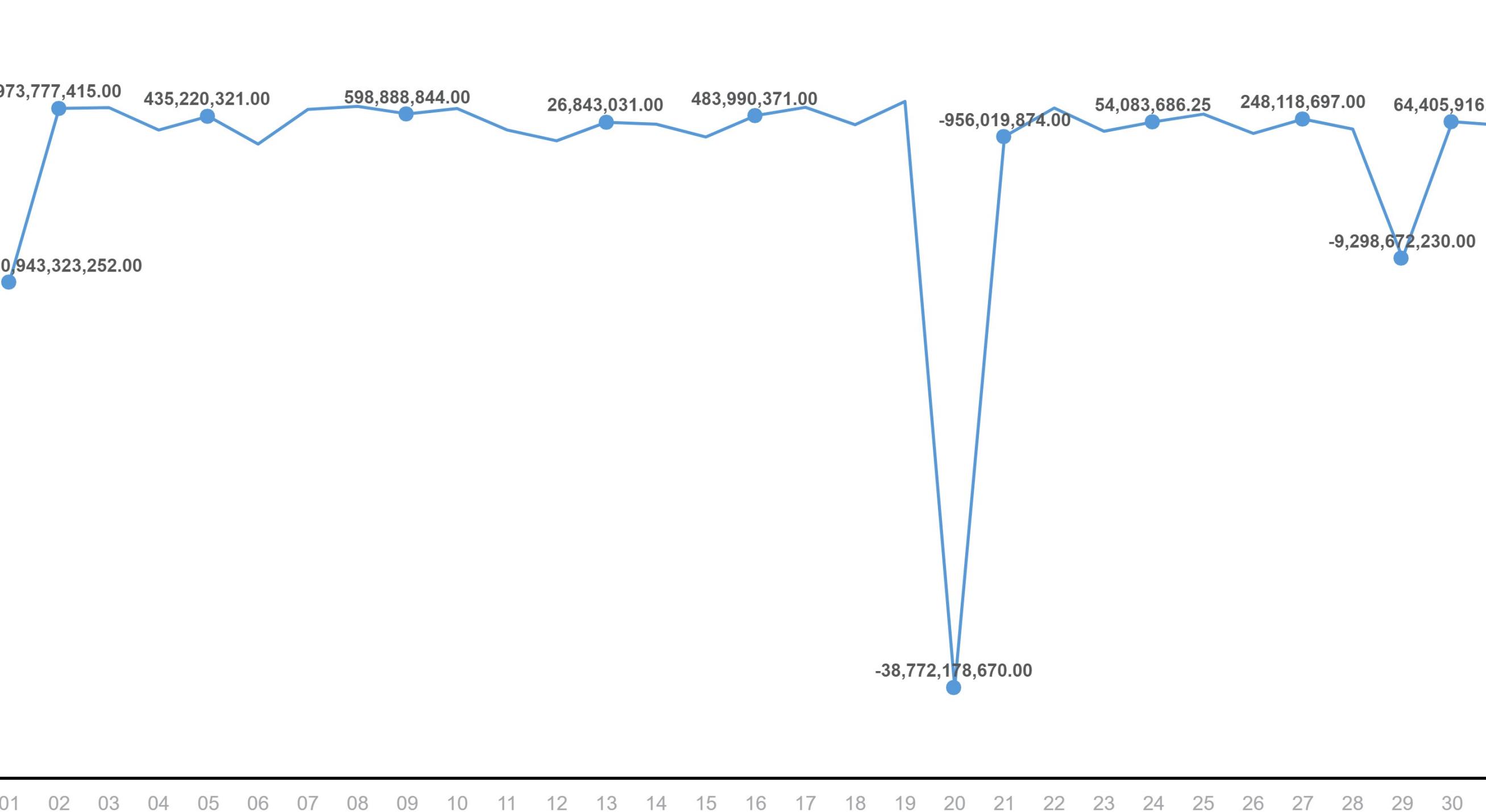
# Question #3





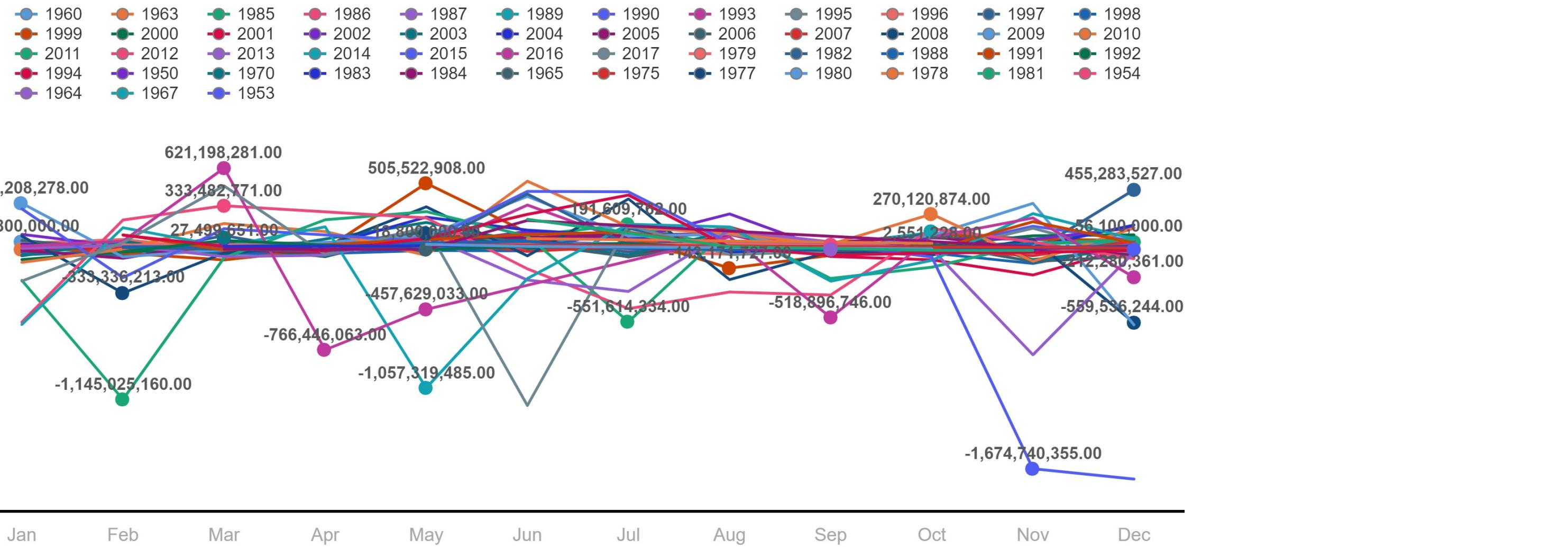
# Question #4

## Profit per release\_date for Actual

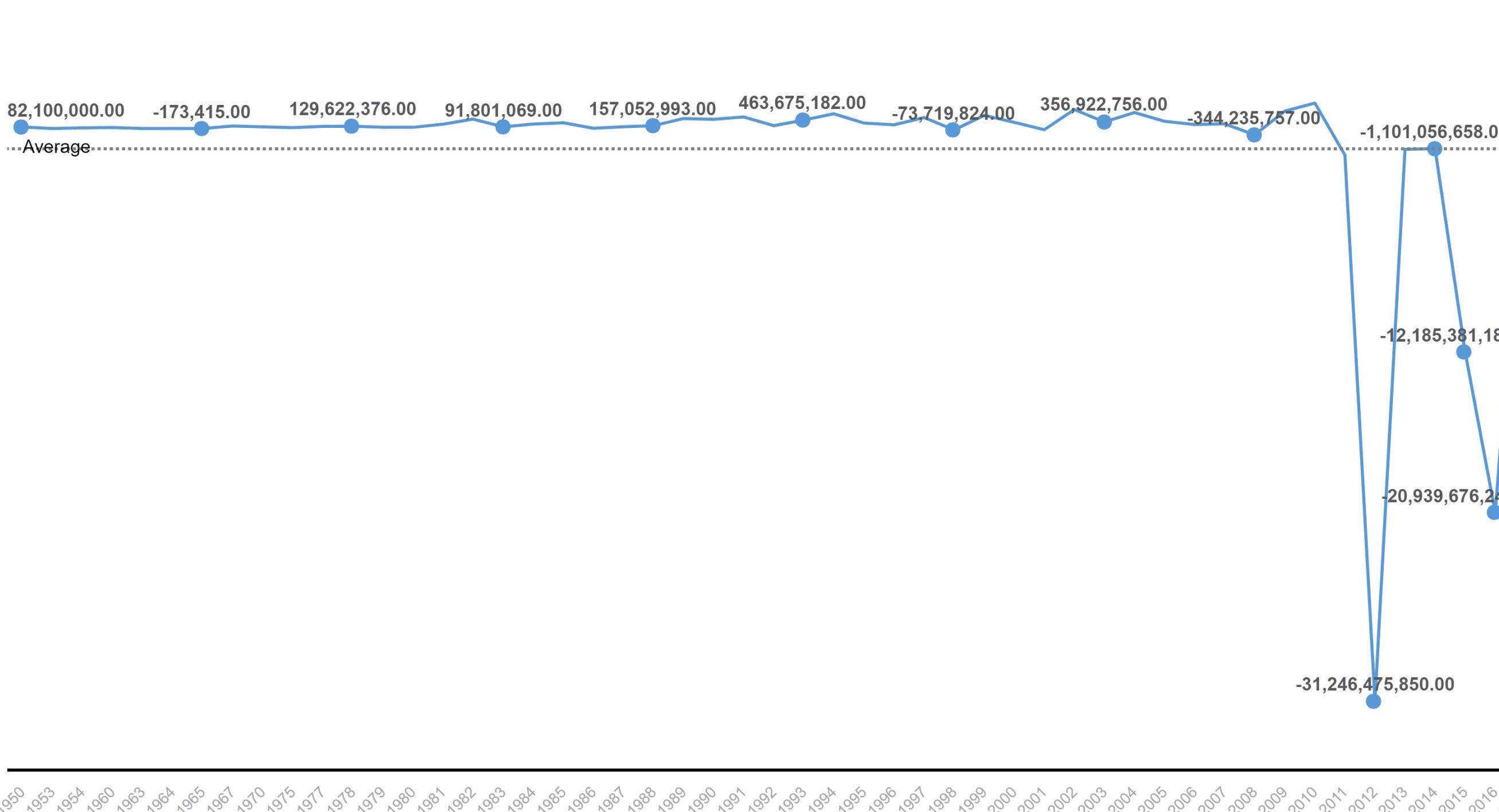


fit per release\_month, release\_year for Actual

### lease\_year + release\_month Filter



## Profit per release\_year for Actual



**💡** The Profit for 2012 is the top contributor, 2751% above the average. The Profit variation was driven significantly by **release\_date, 20**.

# Question #5

## Overview of Profit

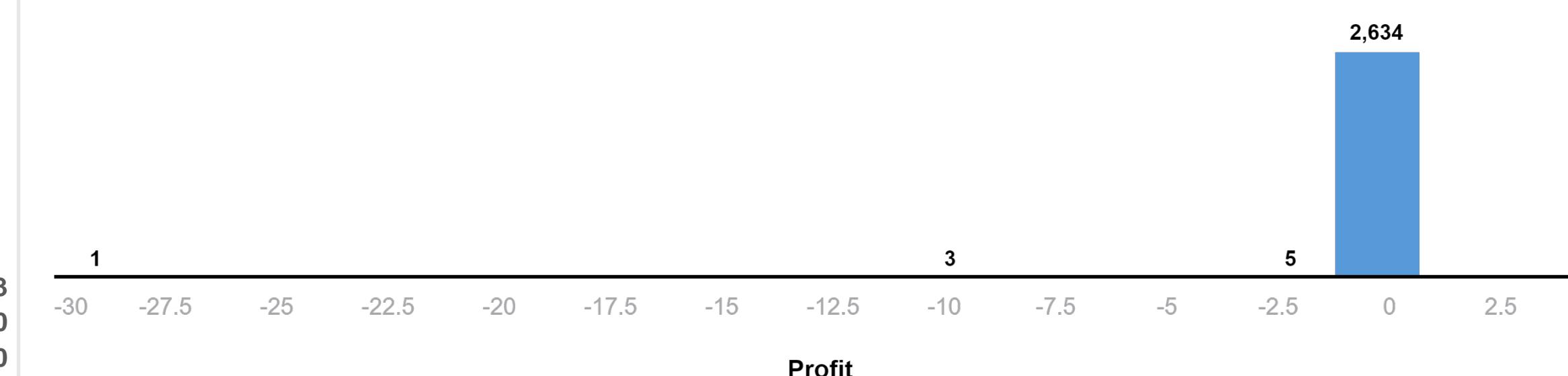
## Summary of Profit

**-54,570,190,958.75**

Total records  
Min  
Max



in Billion |  | 16 Bln



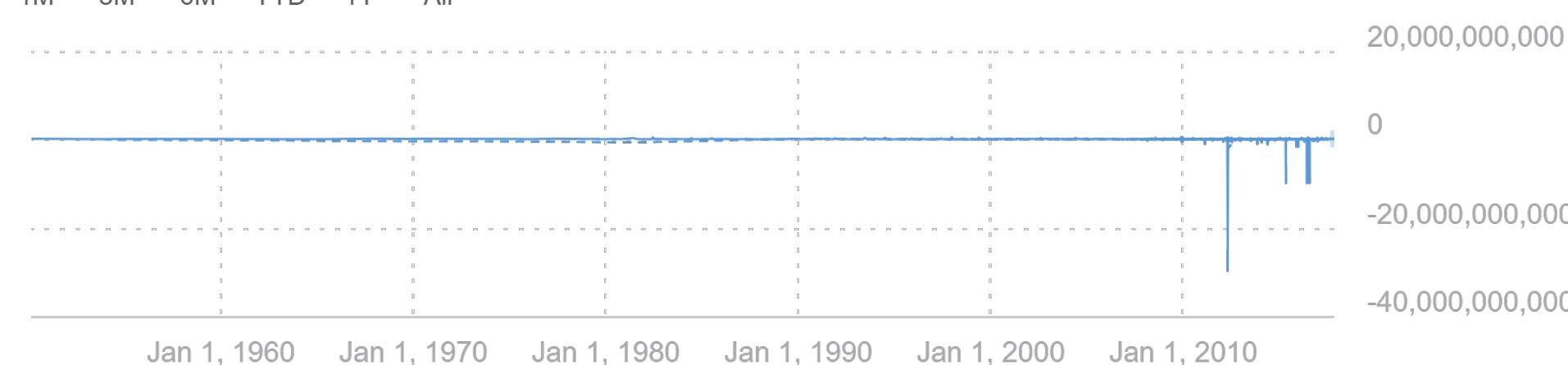
## Explore more insights

- Discover the key influencers of Profit
  - Explore the unexpected values for Profit
  - Simulate Profit from key influencers

Analyze how **Profit** has been trending over time

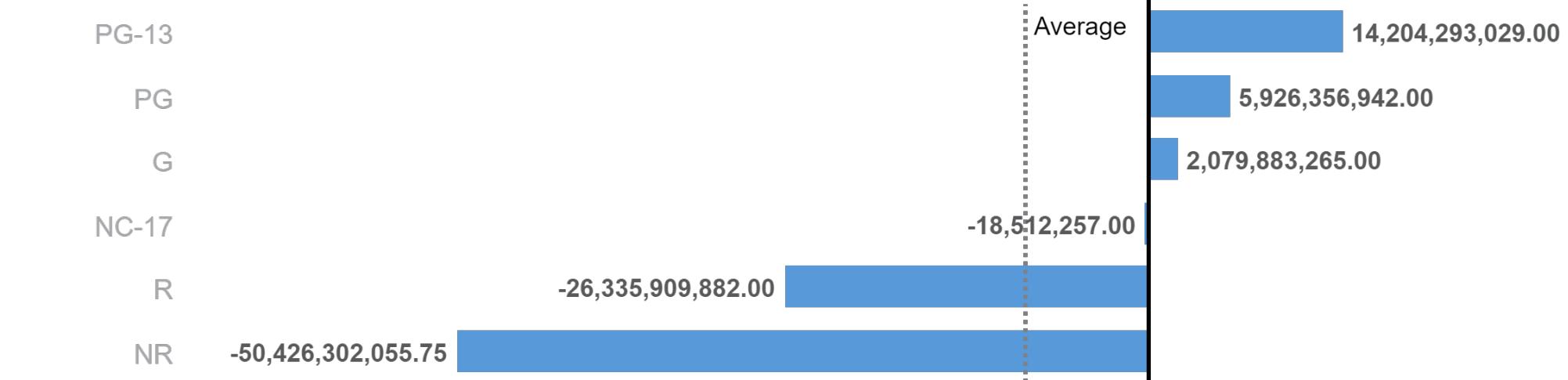
 |  |  Forecast

1M 3M 6M YTD 1Y A



## Analyze Profit by rating.

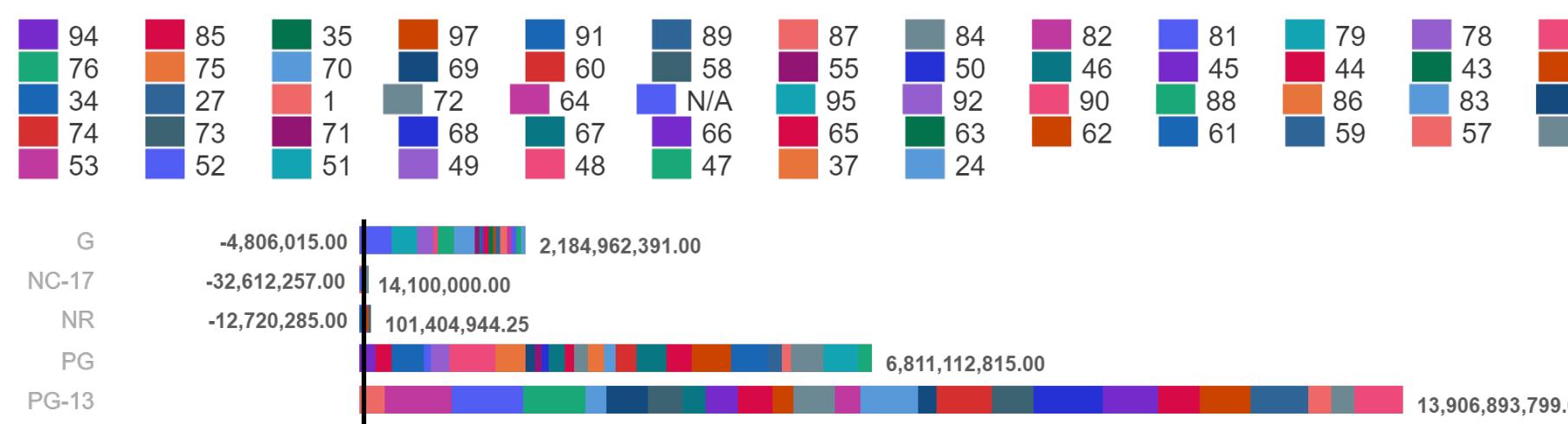
1



 The Profit for NR is the top contributor, 454% above the average.

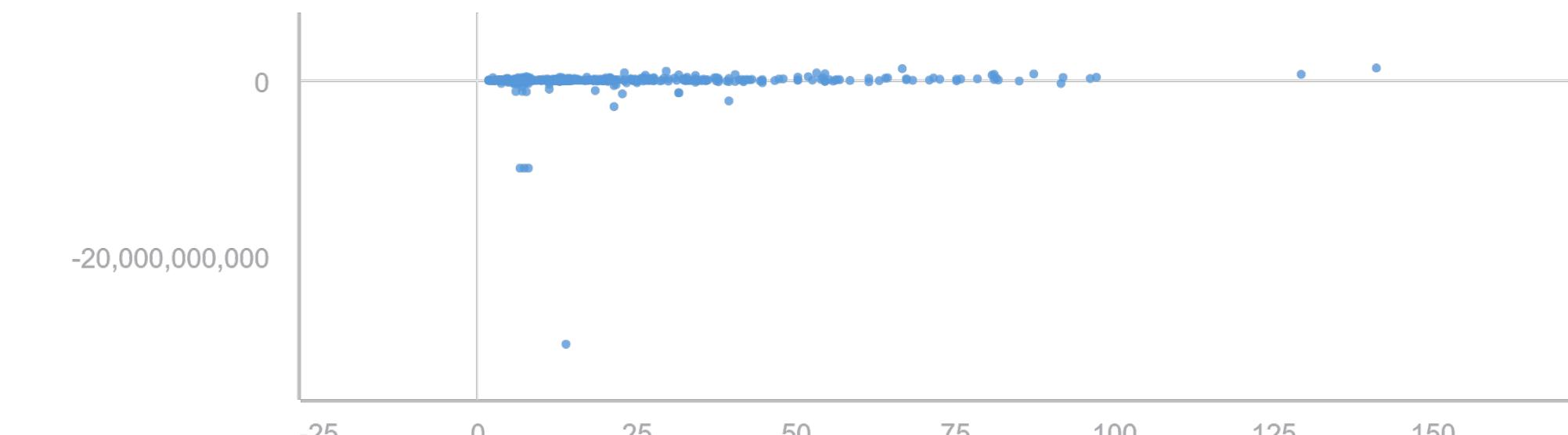
## Compare the Profit by rating and metacritic

 | Top N (AUTO)



Identify the association between **movie\_rating** and **Profit** by **actors\_1**.

1

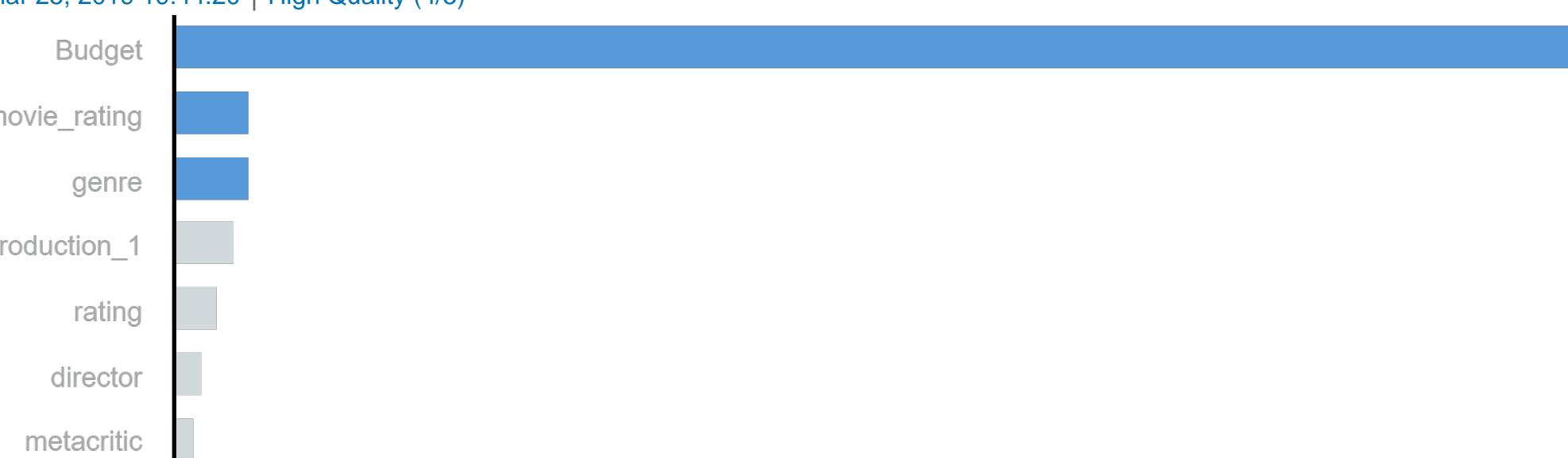


 The Profit for PG-13+81 is the top contributor, 334% above the average.

# What are the key influencers for Profit?

We found 7 key influencers for Profit and have highlighted the top 3:

⌚ | Mar 25, 2019 19:44:20 | High Quality (4/5)



## Summary

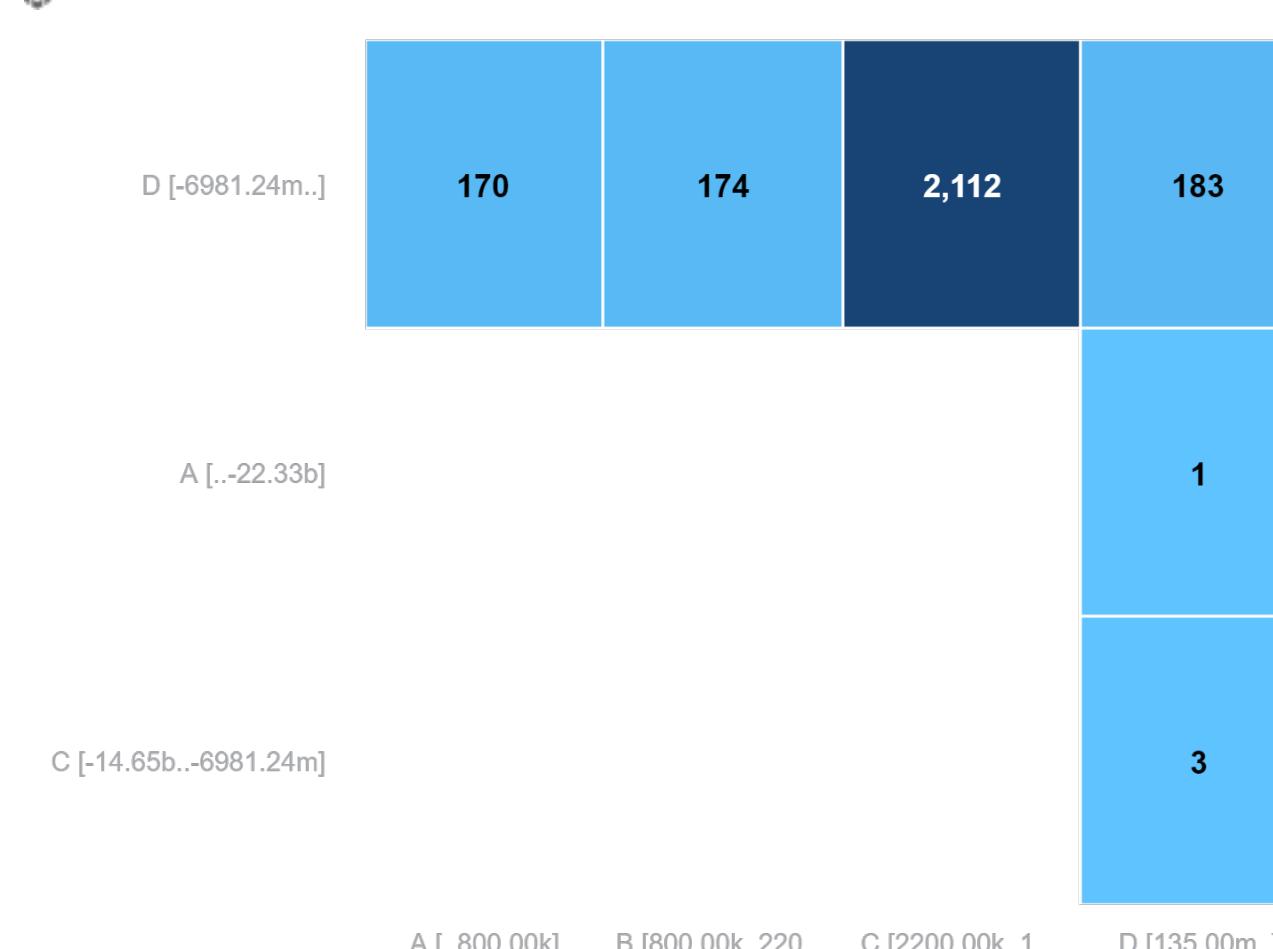
The predictive algorithm driving Smart Discovery identified 7 columns as key influencers of Profit. These key influencers are the dimensions or measures within Question5 that impact Profit the most. Budget has the highest influence, followed by movie\_rating.

## Insight Quality - High Quality (4/5)

After analyzing Question5 for potential key influencers, the underlying predictive model indicates high confidence in these influencers.

## How does Budget influence Profit? 💡

### Compare the records per Profit and Budget.

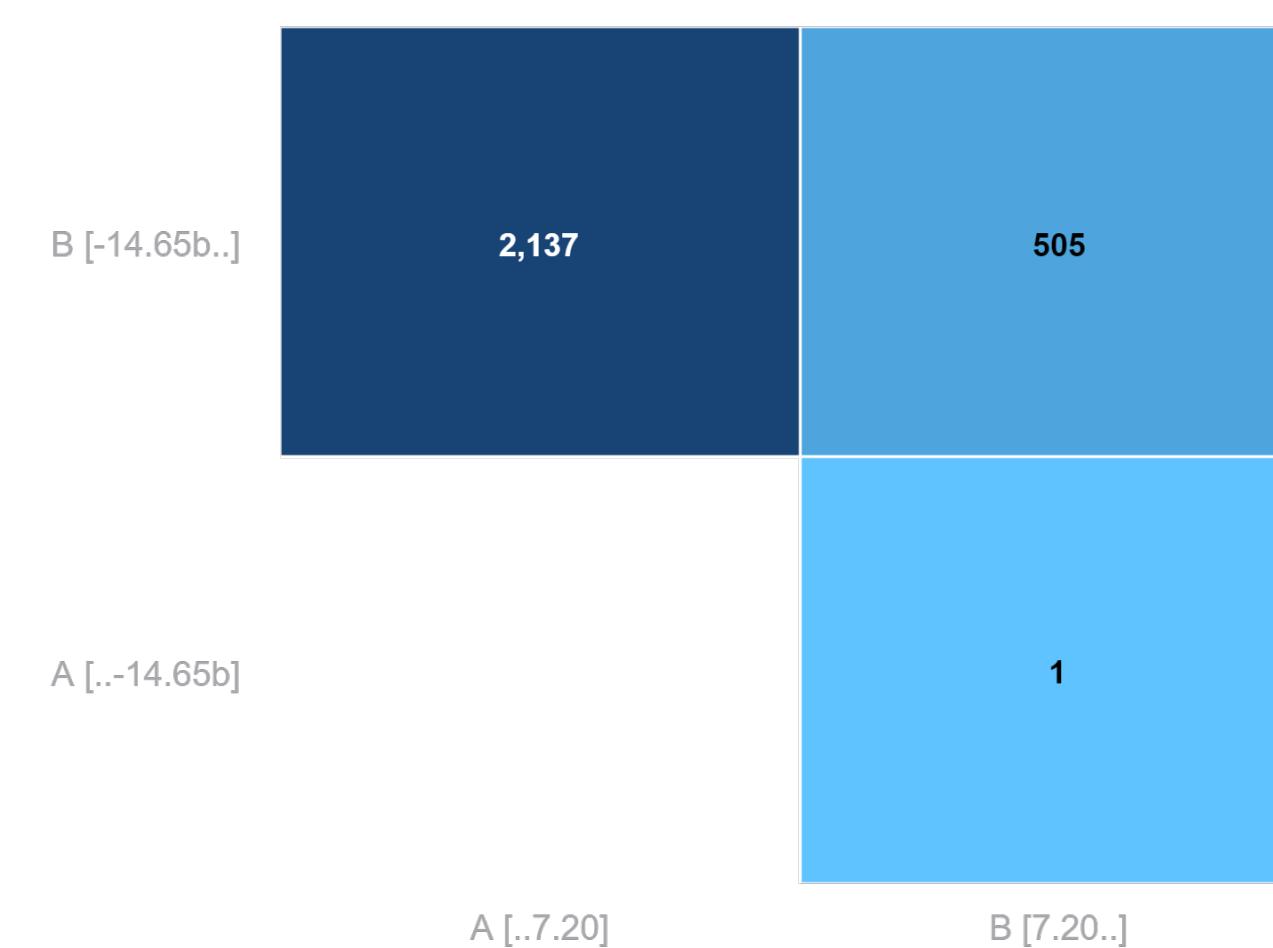


### Compare how Budget impacts Average Profit.



## How does movie\_rating influence Profit? 💡

### Compare the records per Profit and movie\_rating.

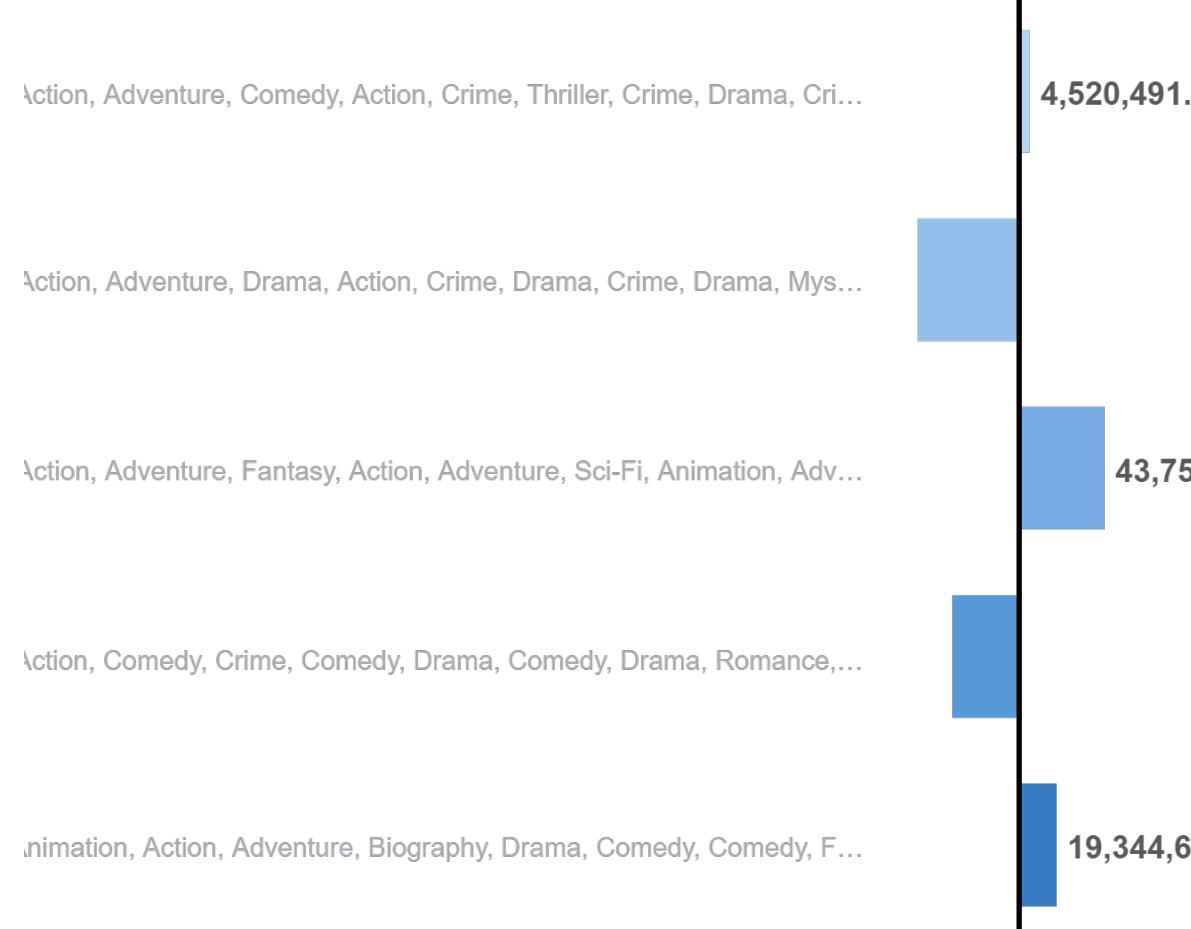


### Compare how movie\_rating impacts Average Profit.



## How does genre influence Profit? 💡

### Compare the Average Profit of each genre group.



### Analyze the record frequency by Profit to see the difference in distribution per genre group.

in Billion | ⚡ | 16 Bins

- Action, Adventure, Drama, Action, Crime, Drama, Crime, Drama, Mystery, Drama, Drama, Thriller
- Action, Comedy, Crime, Comedy, Drama, Comedy, Drama, Romance, Documentary, Drama, Romance, Others
- Action, Adventure, Comedy, Action, Crime, Thriller, Crime, Drama, Crime, Drama, Thriller
- Action, Adventure, Fantasy, Action, Adventure, Sci-Fi, Animation, Adventure, Comedy
- Animation, Action, Adventure, Biography, Drama, Comedy, Family, Comedy, Romance, Horror, Horror, Thriller



# What are the unexpected values within Profit?

We found 70 records which were unexpected.

Edit Columns

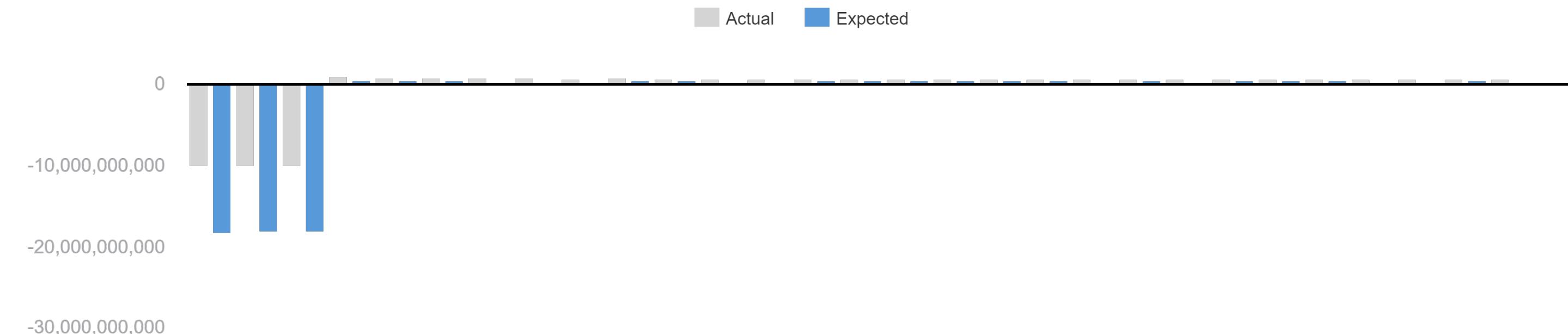
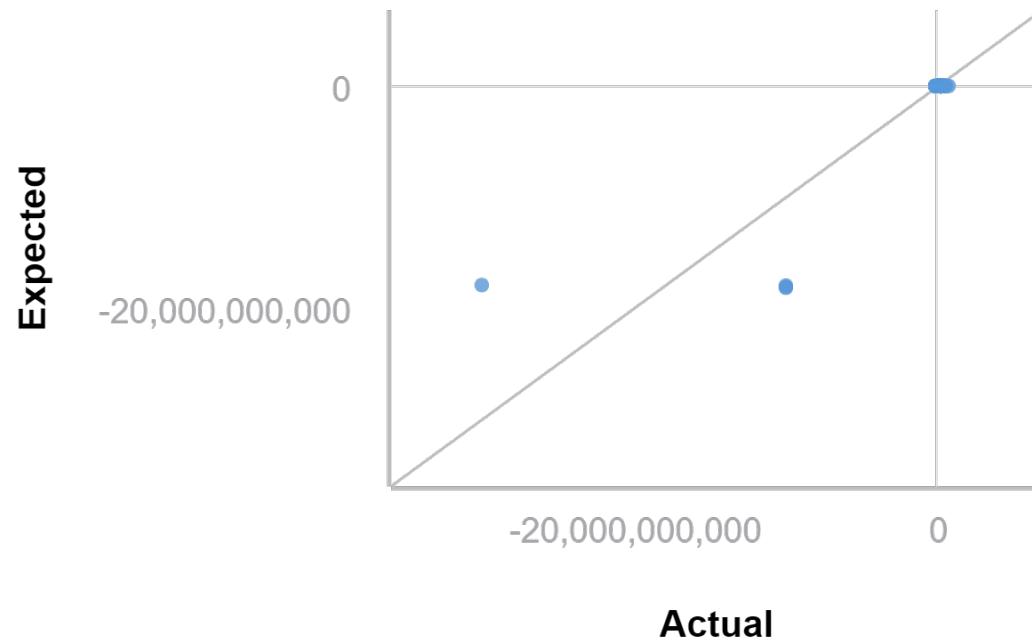
💡 | Mar 25, 2019 19:44:20 | High Quality (4/5)

	Profit Actual	Profit Expected	Profit Difference	Profit % Difference	Budget	movie_rating	genre	production_1	rating	director	metaci
1	-9,999,736,790.0	<b>-18,213,698,757</b>	8,213,961,967.18	-45 %	10,000,000,000.0	6.80	Drama	N	NR	Jun-hee Han	
2	-9,997,994,527.0	<b>-18,132,964,321</b>	8,134,969,794.26	-45 %	10,000,000,000.0	8.10	Drama, Mystery,	N	NR	Chan-wook Park	
3	-9,997,870,232.0	<b>-18,036,028,361</b>	8,038,158,129.58	-45 %	10,000,000,000.0	7.50	Action, Drama, F	Redpeter Film	NR	Sang-ho Yeon	
4	691,662,225.00	<b>5,367,638.80</b>	686,294,586.20	12786 %	245,000,000.00	8.10	Action, Adventure	Walt Disney Pict	PG-13	J.J. Abrams	
5	523,507,625.00	<b>7,553,192.30</b>	515,954,432.70	6831 %	237,000,000.00	7.80	Action, Adventure	20th Century Fc	PG-13	James Cameron	
6	502,270,625.00	<b>33,086,929.80</b>	469,183,695.20	1418 %	150,000,000.00	7.00	Action, Adventure	Universal Picture	PG-13	Colin Trevorrow	

Identify the association between the actual and expected Profit.

💡 | Mar 25, 2019 19:44:20 | High Quality (4/5)

💡 | Mar 25, 2019 19:44:20 | High Quality (4/5)



# How do my influencers affect Profit?

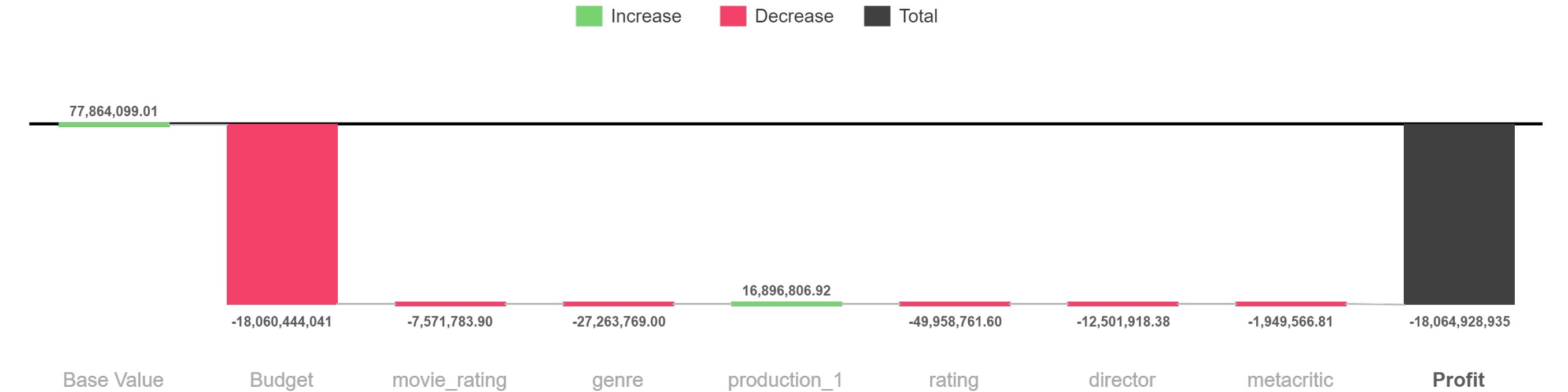
## Expected Profit

⌚ | Mar 25, 2019 19:44:20 | High Quality (4/5)

# -18,064,928,935.24

## How do my influencers contribute to the expected Profit?

⌚ | Mar 25, 2019 19:44:20 | High Quality (4/5)



Modify the influencer settings below to simulate a potential Profit:

Budget

15,000,000,022.00

movie\_rating

5.75

genre

Action

production\_1

20th Century Fox

rating

G

director

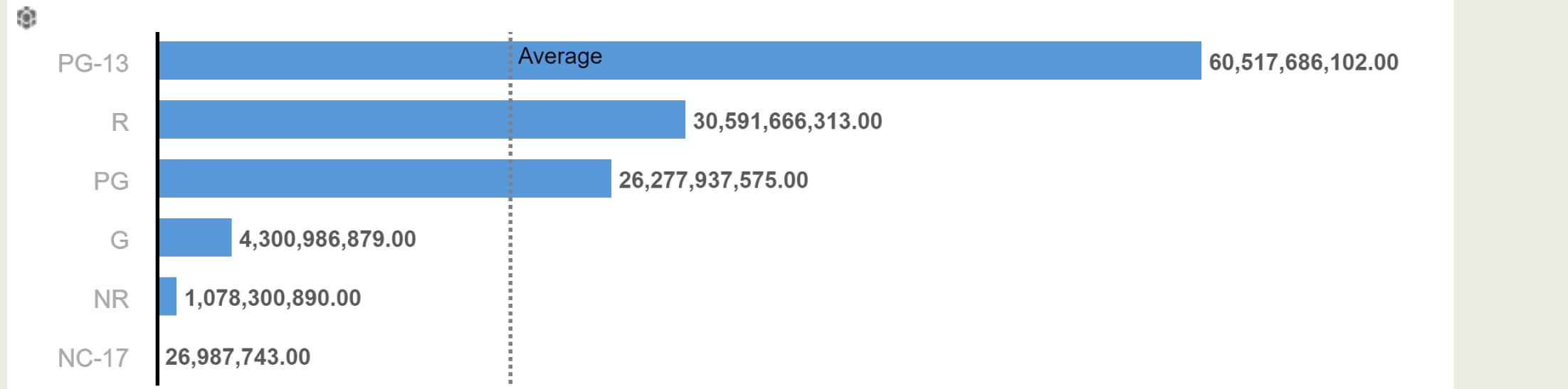
A.R. Murugadoss

metacritic

1

# Question #6

## Analyze Box Office Gross by rating.



The **Box Office Gross** for **PG-13** is the top contributor, 196% above the average.

# What are the key influencers for Box Office Gross?

We found 2 key influencers for Box Office Gross.

⌚ | Mar 24, 2019 13:40:49 | High Quality (4/5)



## Summary

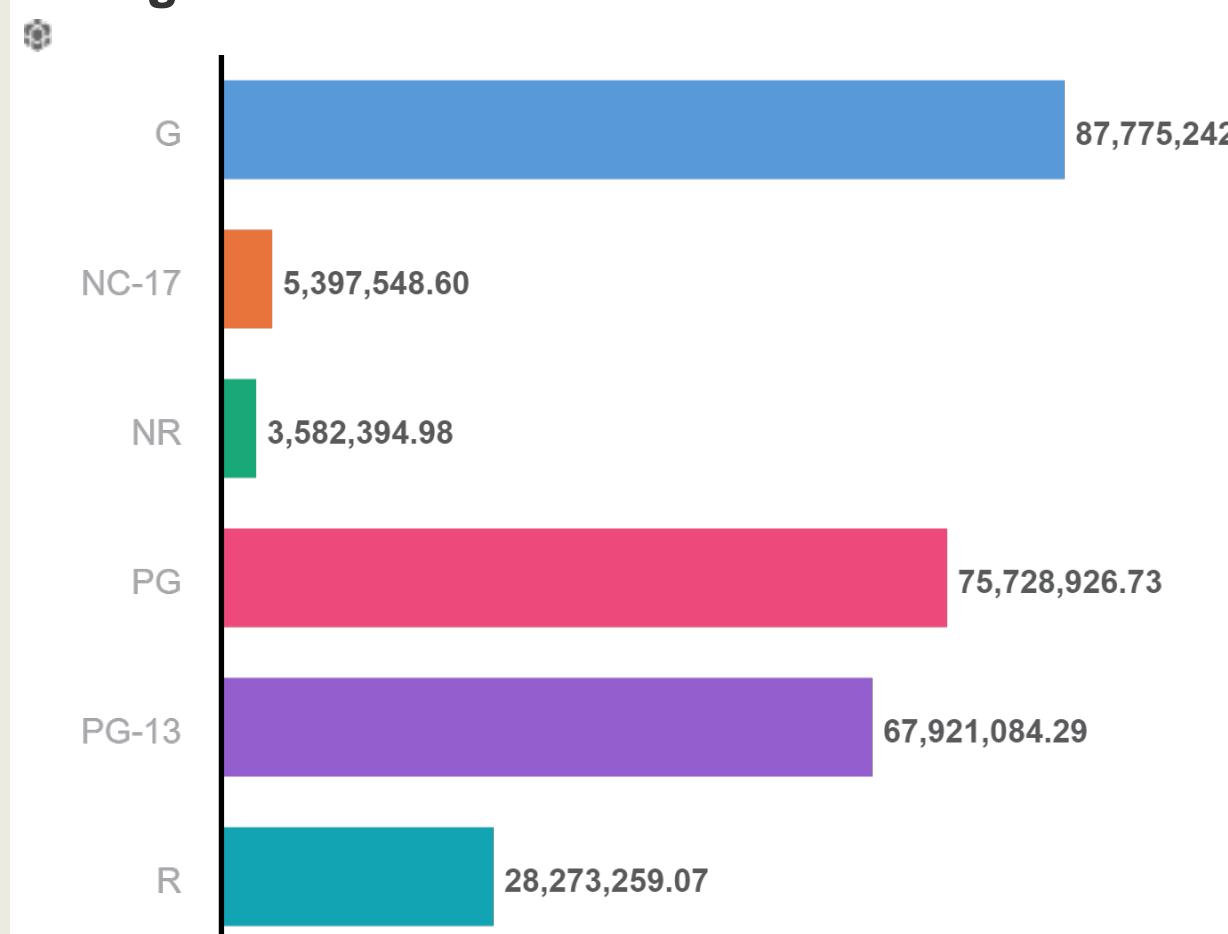
The predictive algorithm driving Smart Discovery identified 2 columns as key influencers of Box Office Gross. These key influencers are the dimensions or measures within Q7 that impact Box Office Gross the most. rating has the highest influence, followed by movie\_rating.

## Insight Quality - High Quality (4/5)

After analyzing Q7 for potential key influencers, the underlying predictive model indicates high confidence in these influencers.

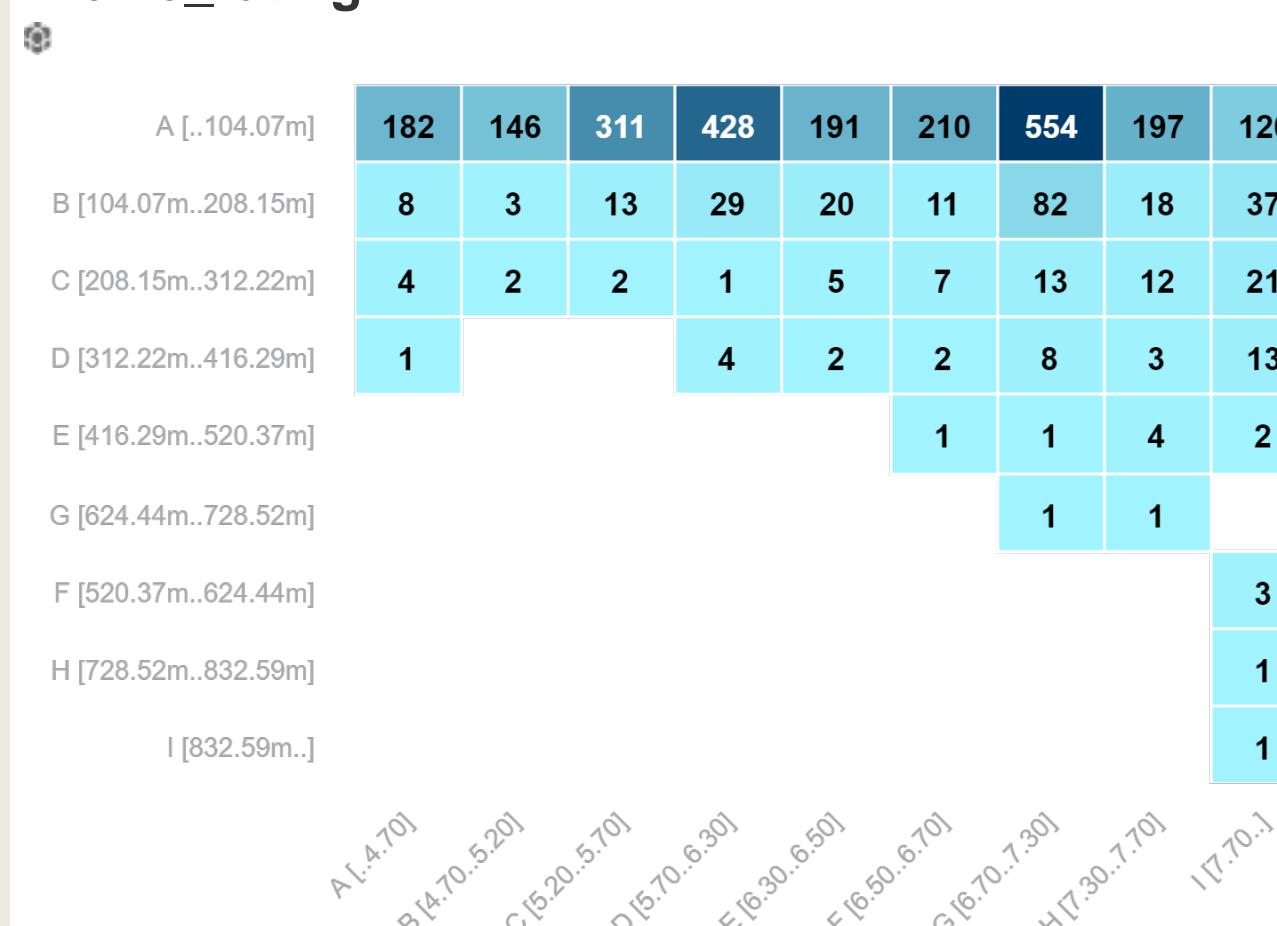
## How does ratinginfluence Box Office Gross?

Compare the Average Box Office Gross of each rating.

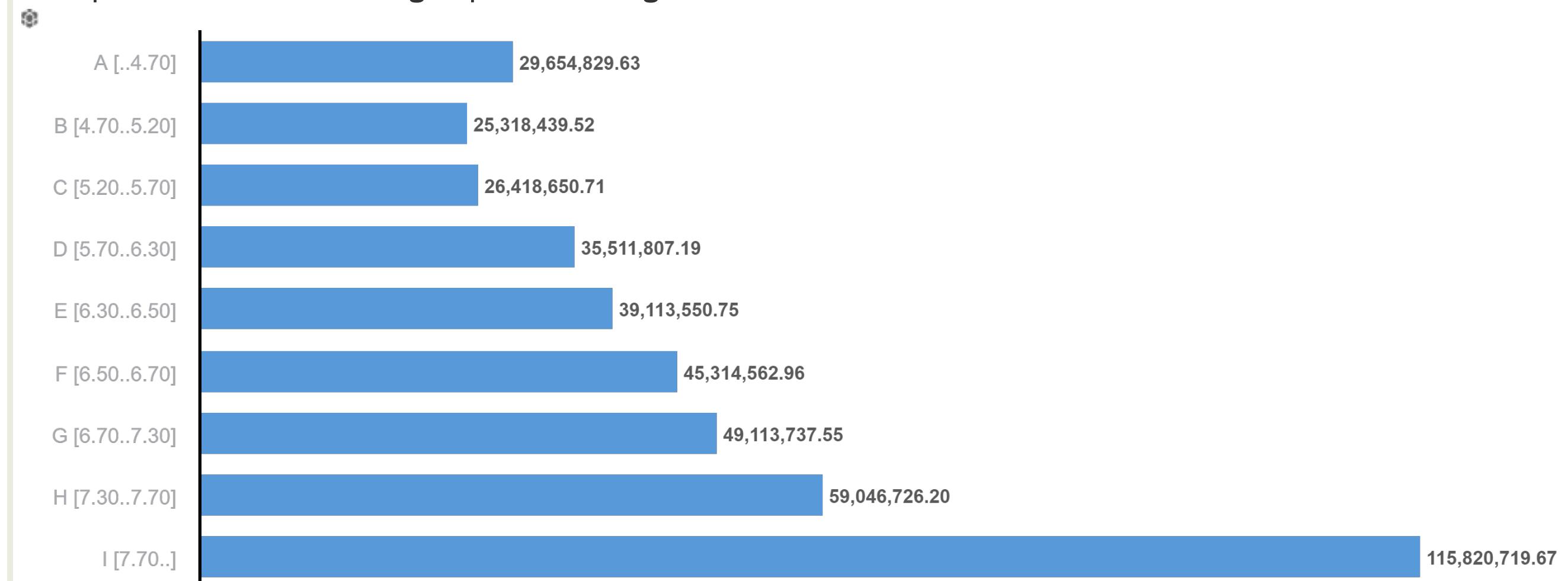


## How does movie\_ratinginfluence Box Office Gross?

Compare the records per Box Office Gross and movie\_rating.



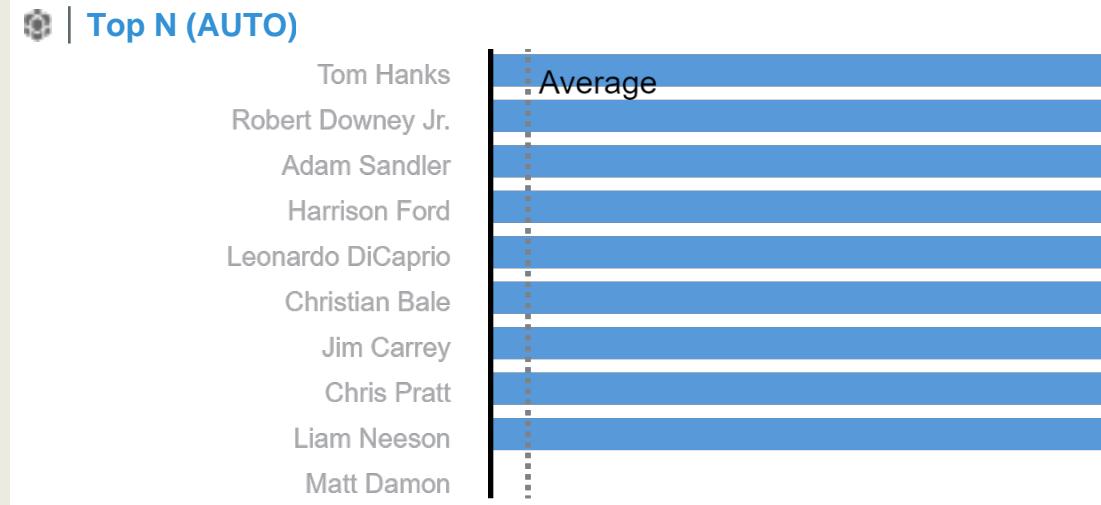
Compare how movie\_rating impacts Average Box Office Gross.



# Question #7

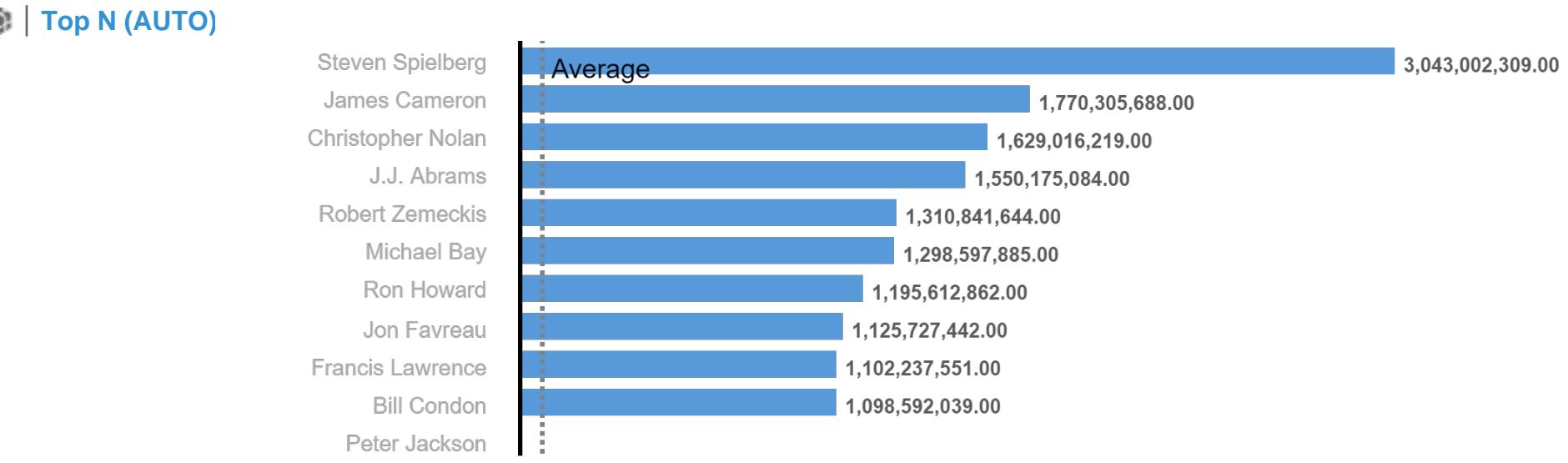
# Overview of Box Office Gross

## Analyze Box Office Gross by actors\_1.



💡 The **Box Office Gross** for **Tom Hanks** is the top contributor, 3116% above the average. The **Box Office Gross** variation was driven significantly by [director\\_3, Unassigned](#).

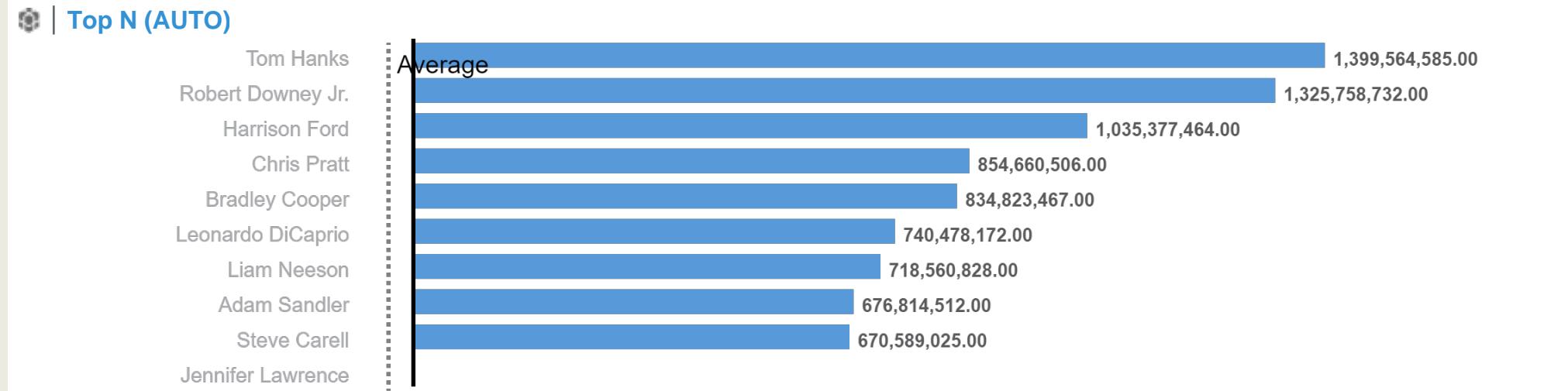
## Analyze Box Office Gross by director\_1.



💡 The **Box Office Gross** for **Steven Spielberg** is the top contributor, 3934% above the average.

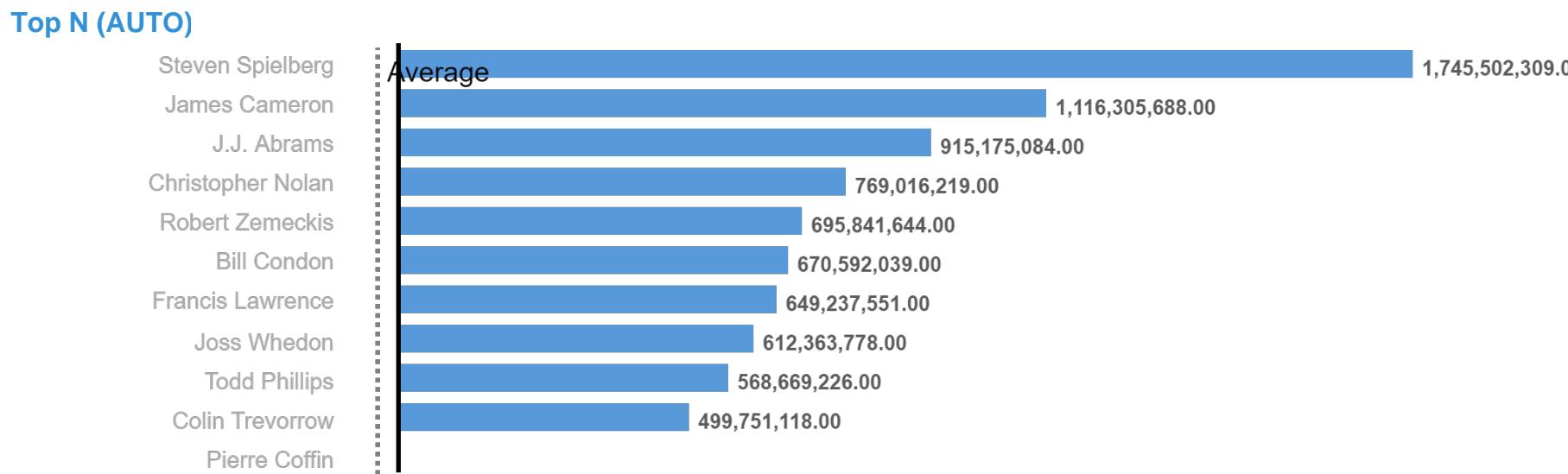
# Overview of Profit

## Analyze Profit by actors\_1.



💡 The Profit for Tom Hanks is the top contributor. The Profit variation was driven significantly by director\_3, Unassigned.

## Analyze Profit by director\_1.

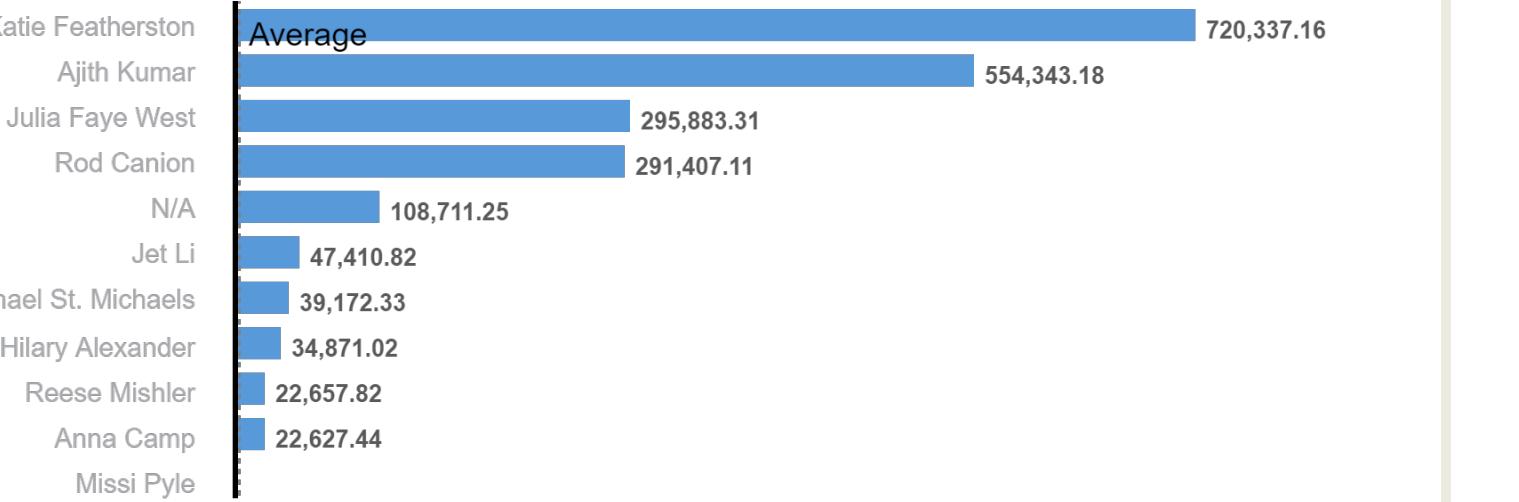


💡 The Profit for Steven Spielberg is the top contributor.

# Overview of Profit %

## Analyze Profit % by actors\_1.

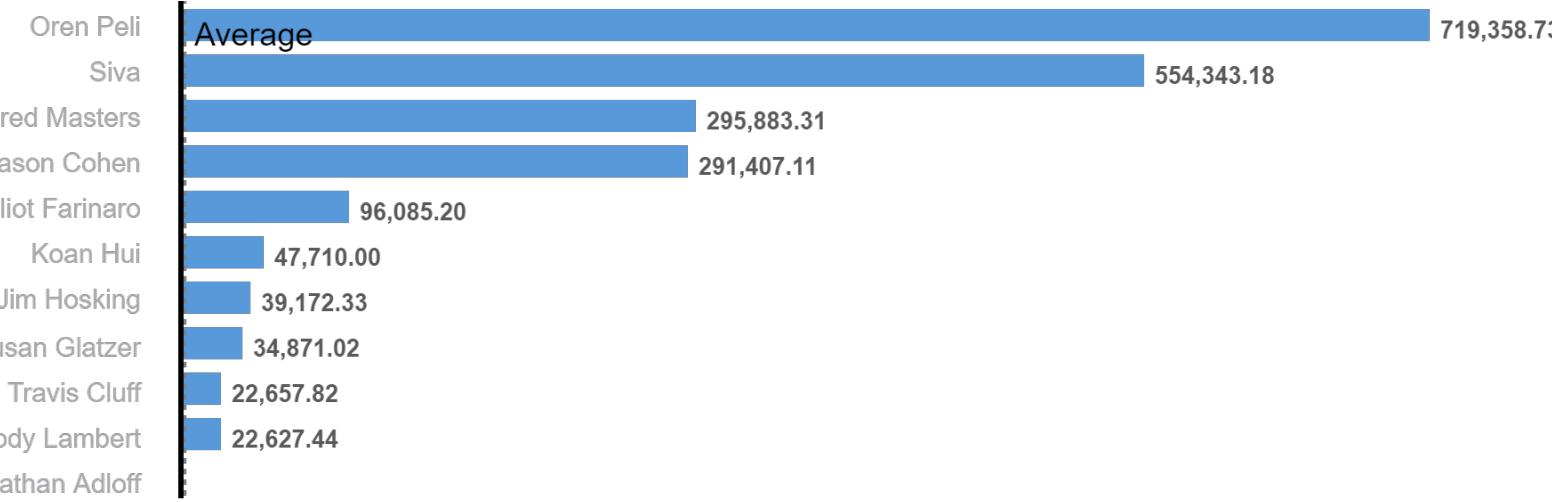
| Top N (AUTO)



The Profit % for **Katie Featherston** is the top contributor, 43641% above the average.

## Analyze Profit % by director\_1.

| Top N (AUTO)



The Profit % for **Oren Peli** is the top contributor, 48675% above the average.

# Appendix

## Question 7

<https://eda06.us2.sapanalytics.cloud/sap/fpa/ui/tenants/eda06/bo/story/E3FCBAE686F3A78B88388330AA763E55>

### Overview of Box Office Gross

Analyze Box Office Gross by actors\_1.

Model	Dimension	Value
Question7	Category	Actual

Analyze Box Office Gross by director\_1.

Model	Dimension	Value
Question7	Category	Actual

### Overview of Profit

Analyze Profit by actors\_1.

Model	Dimension	Value
Question7	Category	Actual

Analyze Profit by director\_1.

Model	Dimension	Value
Question7	Category	Actual

### Overview of Profit %

Analyze Profit % by actors\_1.

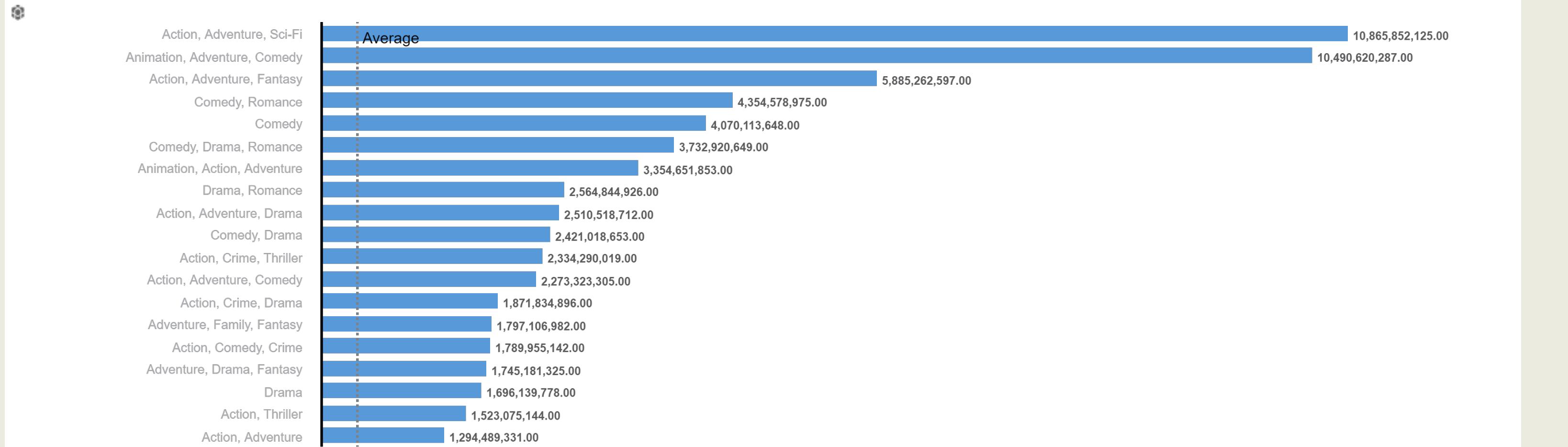
Model	Dimension	Value
Question7	Category	Actual

Analyze Profit % by director\_1.

Model	Dimension	Value
Question7	Category	Actual

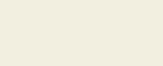
# Question #8

# Analyze Box Office Gross by genre.



The **Box Office Gross** for **Action, Adventure, Sci-Fi** is the top contributor, 2802% above the average.

# What are the key influencers for **Box Office Gross**?

How does **genre** influence **Box Office Gross**? 

Compare the **Average Box Office Gross** of each **genre group**.

