2. The data was collected using ParseHub (an open source web scraping tool) on <https://www.boxofficemojo.com/yearly/chart/?yr=xxxx&p=.htm> where “xxxx” equals to the year that we want to collect data on. We pull the first 100 movies of every year into our data base. We the use R to sort and process our data by year and then by opening data. We further divide each year into quarters and perform several analysis such as calculating the mean, standard deviation and variance of each year, and also the percentage of each quarter’s performance versus its released year in order to have an estimate on how well each quarter did.

3.

Year = qualitative - Interval

Movie name = qualitative - Nominal

Total grossing = quantitative - Ratio

Opening week = quantitative - Ratio

Opening date = quantitative - Interval