**Project Outline**

**Hypothesis:** Multi-character marvel franchises are more successful than single character films, regardless of demographic

**Project Title**: Unnamed future marvel franchise – Top Secret!!!

**Team Members**: Paul, Pauline, Tevin, Aditi, Ogidan

**Project Description/ Outline**:

* Analyze success rate & popularity of previous marvel films/ franchises - by gender, age, location, relative to population density – in terms of dollars earned, viewers, etc.
* Create a popularity score for past movies and apply it to our new franchise, in order to predict its future success
* Identify an existing character to pitch as a new Marvel movie franchise

**Research Questions to answer**:

* What defines a successful movie quantitatively
* What are the top marvel franchises
* What are the demographics of viewers of each marvel franchise
* What is the relative recognition of characters who do not have a franchise vs. those who do. E.g. Vision as compared to Iron Man
* What characters interact with each other in the Marvel universe

**Datasets to be used**:

Marvel API

OMDb API/ Rotten Tomatoes API

Maybe: Census API, Fandango, Comichron, Dataset with movie success rates by location

**Rough breakdown of tasks**:

1. Pulling data and data wrangling
2. Merging relevant datasets by movie/ character, etc.
3. Analyzing & visualizing data to answer research questions