

Project Luther Design: Movie Remakes

Client:

Movie studio exploring the possibility of remaking a previously released film.

Client's question/need:

- How do remakes perform, both in general and relative to the original version of the film?
- What factors affect the performance of a remake?
- Do remakes of American films perform differently than remakes of foreign-language?
- Has the number of remakes being released increased over time?

My "population" of movies:

- Primary source: Wikipedia's [List of film remakes](#) and [List of English-language films based on foreign-language films](#)
- Secondary sources: movies tagged as remakes on the-numbers.com, box-office mojo, and IMDb.

Features per movie:

- Box-office grosses of original and remake
- Time between release of original and remake
- Country of origin of original
- Runtime, Budget
- Tape/DVD/Blu-Ray Sales of original