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**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](http://en.wikipedia.org/wiki/List_of_film_remakes_A-M) and [List of English-language films based on foreign-language films](http://en.wikipedia.org/wiki/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