INTELLIGENCE ANALYTICS CHALLENGE 4.0

DATA DESCRIPTION

Forecasting box-office performance is one of the most important decisions that production houses and movie distributors are involved in before getting involved in a project. The U.S. is the third largest film market in the world in terms of tickets sold per year, ranking behind China and India. Please find attached the movie data from 1997 to 2017. Data dictionary has also been attached to help you understand all variables used. Study and leverage the data provided to help determine the unexpected behavior of movies. **You are required to answer all the questions listed below.**

QUESTIONS

- Why do some small budget films become blockbuster hits? Alternatively, why do some large budget films fail?

- How do movies fare in terms of genre? Comedy, science fiction?

- How well do you think that remakes, tent-poles and sequels perform?

- Does release date influence box office performance? Do movies released at the same time perform differently?

- If you were building a model to predict profitability of a movie at the box office. Which key variables would you consider? Bring out the relationships of these variables and their effect on profitability of a movie. Once you have studied the various relationships and have a robust model, what kind of model would you advise to a movie distributor on how he can maximize profit?

- Does rating of a movie have any effect on movie earnings?

- If you are running a movie production house, which Actor(s)/Director would you like to cast in your movie?

- Does a plot of a movie affect its earnings in any way?

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SUBMISSION INSTRUCTIONS:

What you should submit

- **The story**: A graphical representation that reflects the major findings of your data analysis.
- It can be a static image or an interactive).
- It can be in the form of charts, diagrams, or an infographic.
- **The background**: A brief description, one single-spaced page or less, describing what's great about your analysis and your graphic.
- **Highlight how your analysis helped you arrive at your conclusions.**
- **Highlight how your graphic illustrates your key findings.**

How you should submit

- Email your entry to iac4utdallas@gmail.com by 11:59 P.M. March 25, 2019.
- Attach the graphic and the description as separate files to a single email message with the subject "Entry for IAC- *<Team Name>*".
- Please ensure the submission is made by **only one member of the team** and with the registered email address.
- The following must be clearly displayed on the graphic and on the one page-description:
  (1) The name of the Challenge (Intelligence Analytics Challenge 4.0)
  (2) Each team member's name and college/university name.
- Convert static graphics to PDF format. The one-page description must also be in PDF format. There are free tools that do this, such as PDF Creator.
- Interactive graphics must be self-contained and run without special software on any Windows 10 PC. Web-based graphics must run using the Chrome browser.

What happens after you submit

- You will receive a confirmation email acknowledging your entry.
- Finalists will be notified by email on or around April 1, 2019.
- Finalists will participate in the final round on April 6, 2019.