Project #2:

Movie Mojo

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MOVIE INDUSTRY:

SEARCH FOR A SUCCESS DRIVER

▲ Marlon Brando in The Godfather, an example of a movie with a man in a hole story arc. Photograph: Allstar/Paramount

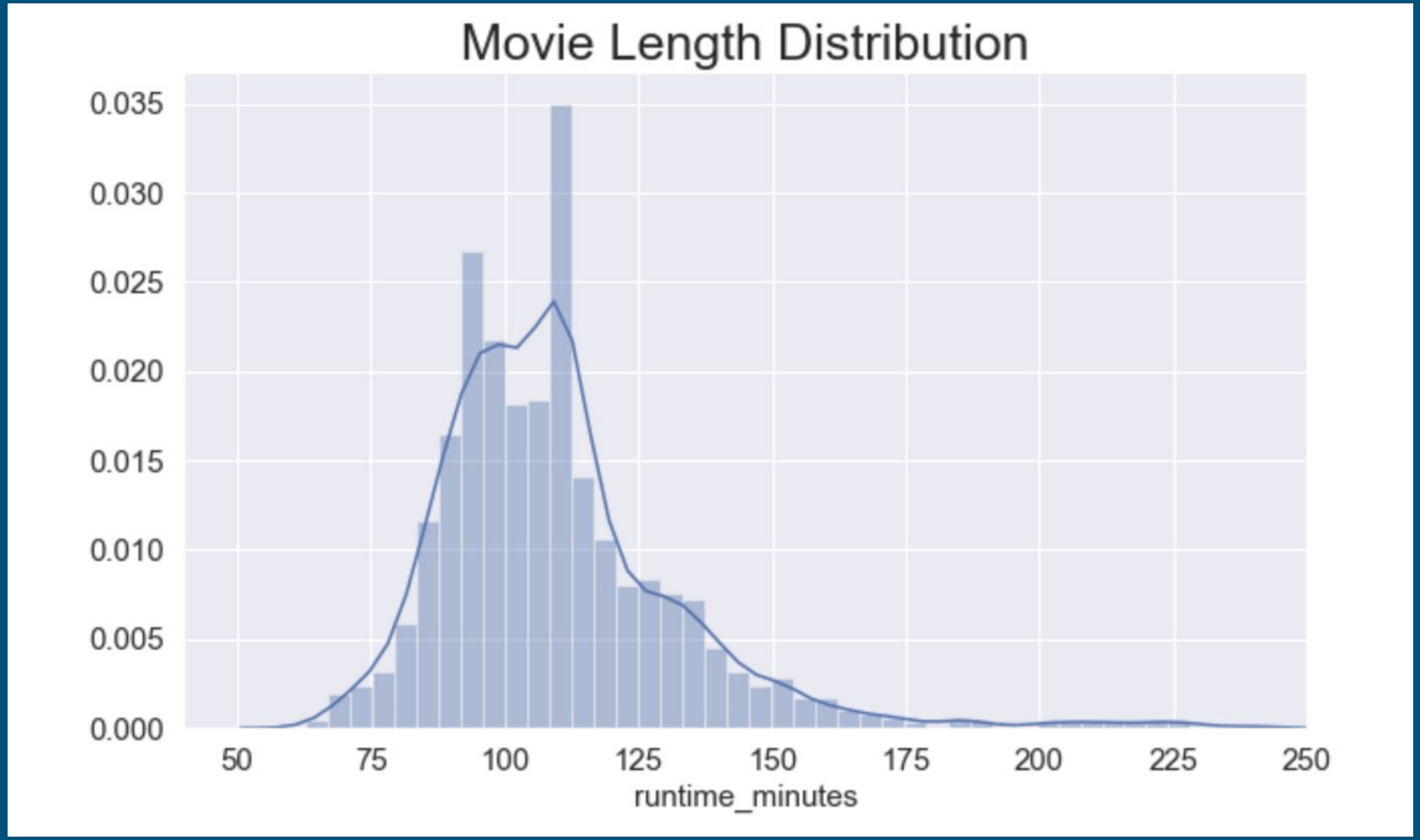
Is there a hidden component ?

Methodology:

- Data collection
- Analysis
- Modeling

Variables to consider:

- Length of a movie
- Rating
- Budget

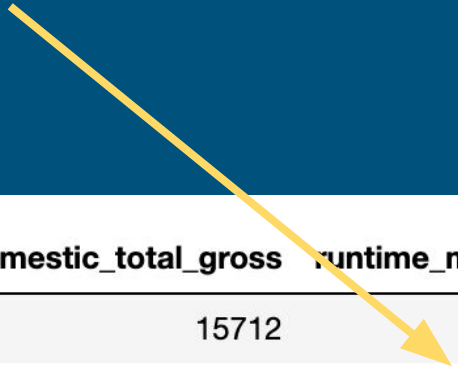

Movie Length Distribution
0.035
0.030
0.025
0.020
0.015
0.010
0.005
0.000
50
75
100
125
150
175
200
225
250
runtime_minutes

An 8-hour movie

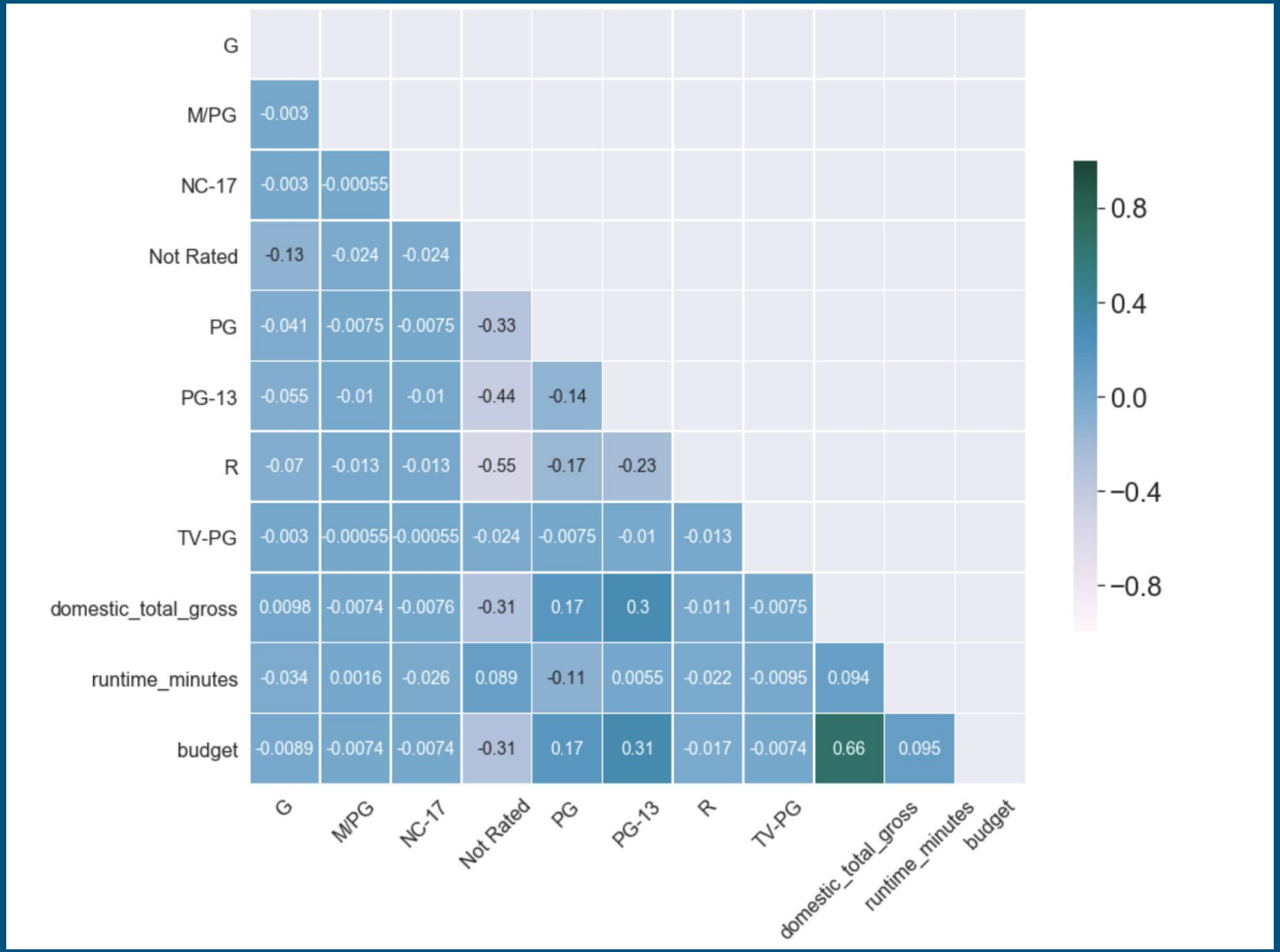
	movie_title	domestic_total_gross	runtime_minutes
1561	Eight Hours Don't Make a Day	19987	476.0
489	War and Peace	148503	422.0

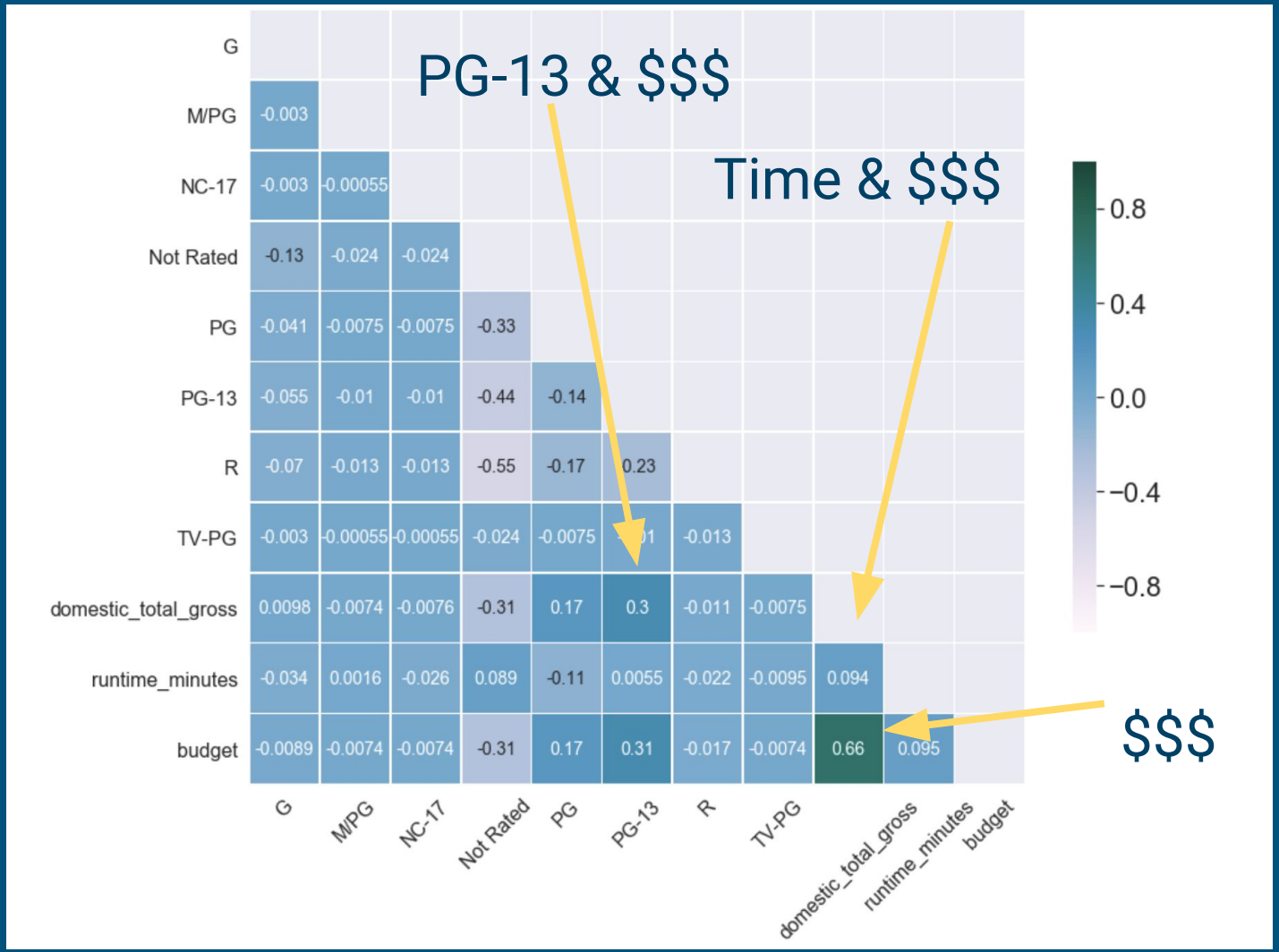
A 7-hour movie

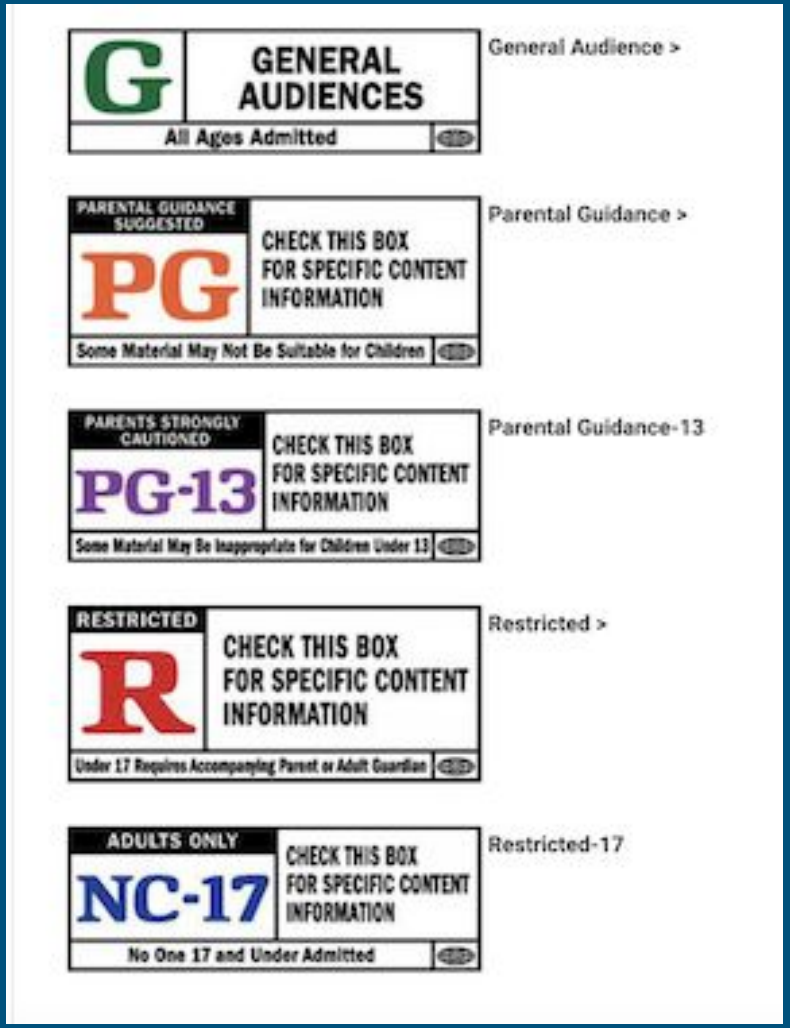
One-hour movies



	movie_title	domestic_total_gross	runtime_minutes	rating	budget
741	Trinity Seven The Movie 2: Heavens Library & C...	15712	63.0	R	0
1585	Just One Drop	60078	66.0	Not Rated	0
1491	The Road Movie	35757	67.0	Not Rated	0


G
M/PG -0.003
NC-17 -0.003 -0.00055
Not Rated -0.13 -0.024 -0.024
PG -0.041 -0.0075 -0.0075 -0.33
PG-13 -0.055 -0.01 -0.01 -0.44 -0.14
R -0.07 -0.013 -0.013 -0.55 -0.17 -0.23
TV-PG -0.003 -0.00055 -0.00055 -0.024 -0.0075 -0.01 -0.013
domestic_total_gross 0.0098 -0.0074 -0.0076 -0.31 0.17 0.3 -0.011 -0.0075
runtime_minutes -0.034 0.0016 -0.026 0.089 -0.11 0.0055 -0.022 -0.0095 0.094
budget -0.0089 -0.0074 -0.0074 -0.31 0.17 0.31 -0.017 -0.0074 0.66 0.095
G
M/PG
NC-17
Not Rated
PG
PG-13
R
TV-PG
domestic_total_gross
runtime_minutes
budget
0.8
0.4
0.0
−0.4
−0.8


PG-13 & $$$
Time & $$$
$$$
G
M/PG
NC-17
Not Rated
PG
PG-13
R
TV-PG
domestic_total_gross
runtime_minutes
budget
0.8
0.4
0.0
−0.4
−0.8



Just a little refresher...

Results:

$r^2 = 0.486$

Future Work:

- More data
- Better models
- Incorporate genres and reviews