Introduction

1: Most common people do not understand how box office or ticket sales work, one may assume that the more money you pour into the movie becomes profit, which is incorrect. When most companies make a movie, they either stay safe and invest less, or largely invest and hope for a blockbuster. What most people do not realize is that the film industry can be considered a gamble.

2: Production budget and availability is one of the major factors for a box office movie, but higher budget does not always equal higher ticket sales. According to data scientist Randy Olson, there is a weak correlation between production budget and ticket sales, but there is still a correlation (cite). Analyzing the sales data of over 11,000 films, Olsen makes the claim that “the more that’s spent on film production, the less likely the film will end up making that investment back.” When companies invest more into a movie, the outcome can be gamble as movies can either be a complete hit or an utter flop.

<http://www.randalolson.com/2014/12/29/does-a-bigger-film-production-budget-result-in-more-ticket-sales/>

3: [AFFECT OF CRITC SCORES ON A MOVIE’S SUCCESS]

<https://www.stat.berkeley.edu/~aldous/157/Old_Projects/kennedy.pdf>

4: [ADVERTISEMENT AND TRAILERS]

<https://www.researchgate.net/publication/322083844_Mining_Trailers_Data_from_YouTube_for_Predicting_Gross_Income_of_Movies>

5: Through the use of a neural network, the goal is to find what factors of a movie will cause it to succeed and what correlations are found within. [MORE STUFF ABT GOAL]

6: The neural network must be made next in python, using multiple libraries. The data must then also be collected from various sources that report production budgets, opening theater count, etc.