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Predicting Domestic Gross of Movies

Purpose

As watching movies becomes one of the most popular entertainments in 21st century, film industry is really commerciogenic. More and more people want to invest a movie or be a film producer. Thereupon, there are many questions we may consider. What kinds of movie can appeal to audience? How to make profit by producing movies? The goal of this research is to figure out how does factors from all aspects impact the box office of a movie based on the data from internet and predict the box office of movies which are going to released in 2017 fall.

Data collection

Factors from different aspects will be considered. And these factors can be found in different websites.

Production budget: <http://www.the-numbers.com/movie/budgets/all>

Genre: https://en.wikipedia.org/wiki/2016_in_film

Studio: <http://www.boxofficemojo.com/yearly/chart/?yr=2016>

MPAA: <http://www.boxofficemojo.com/yearly/chart/?yr=2016>

Data analysis

The collected data contains four variables: production budge, genre, studio and releasing date. Models will be created separately for each factor for finding the correlation between factors and domestic gross. Based on the models, I will try to

figure out if there are variables do not impact the total gross and predict the box office of movies. And I will try to find out if there are trends between years.