

COMCAST

NBCUniversal Analytics Challenge

Jordan Dunn, Tee Gildemeister, Andrew Hughes



History

OVERALL

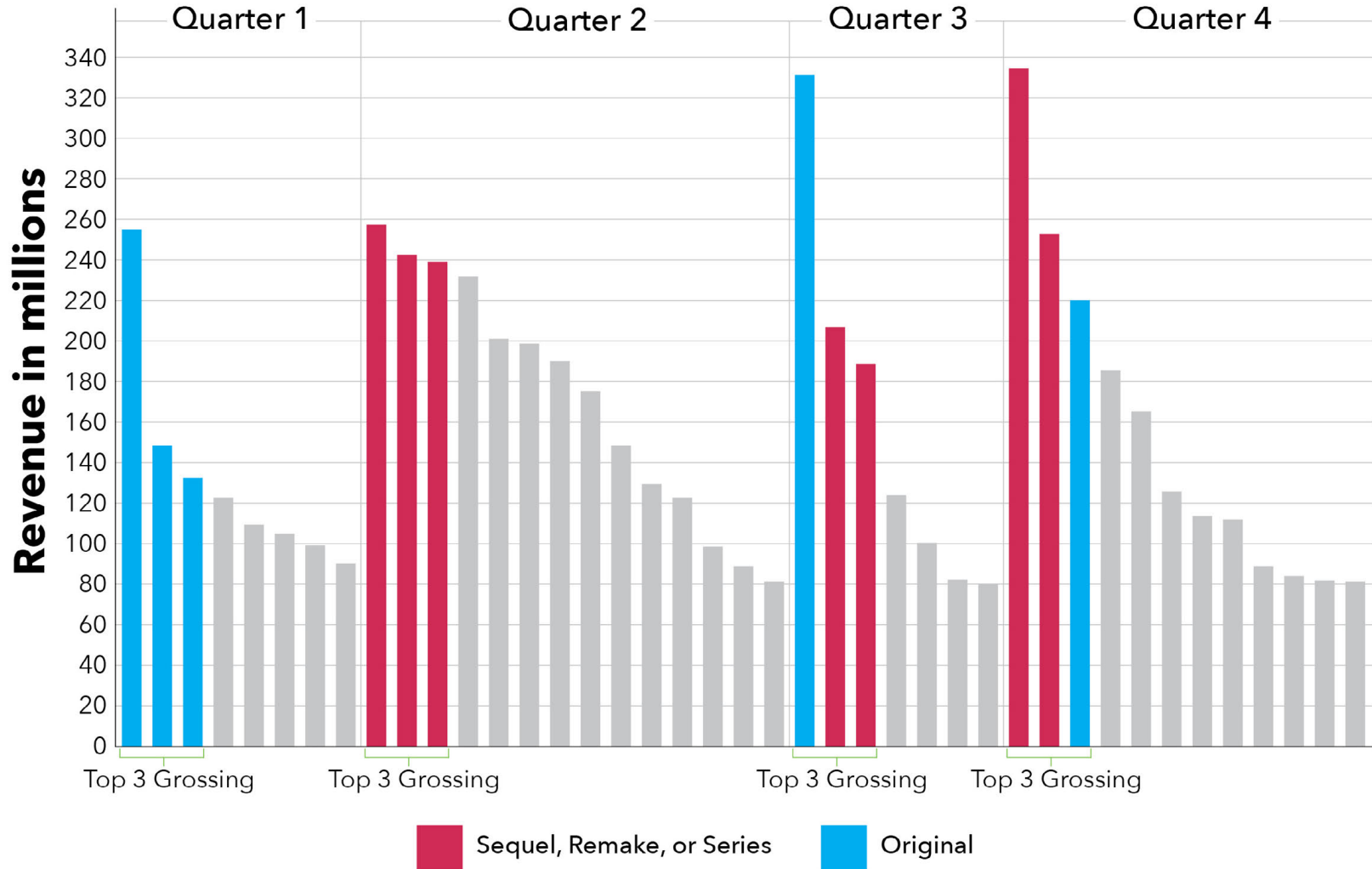
Top Three Grossing Movies
by Quarter



2017-2018

EXAMPLE: TOP GROSSING MOVIES BY QUARTER 2014

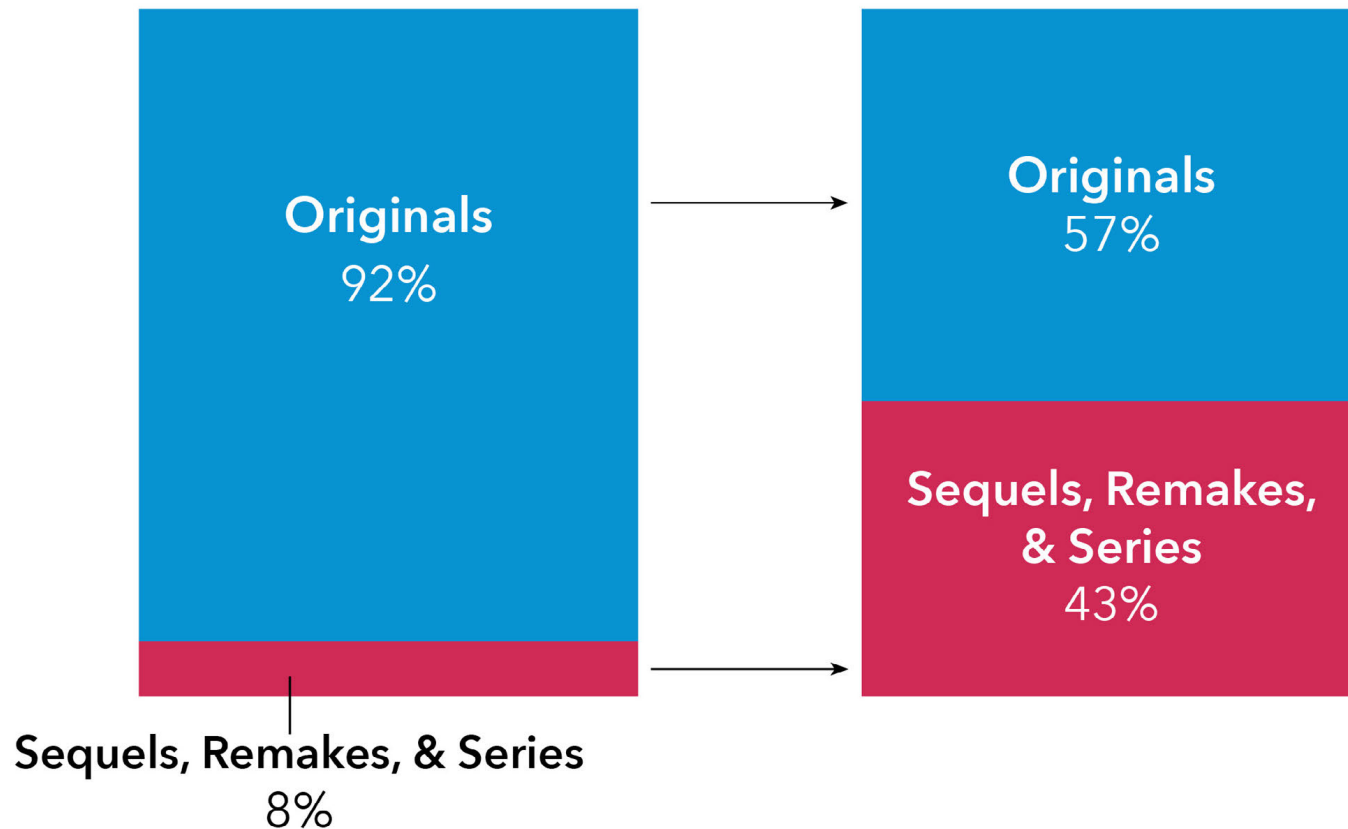
Above 80m in Revenue



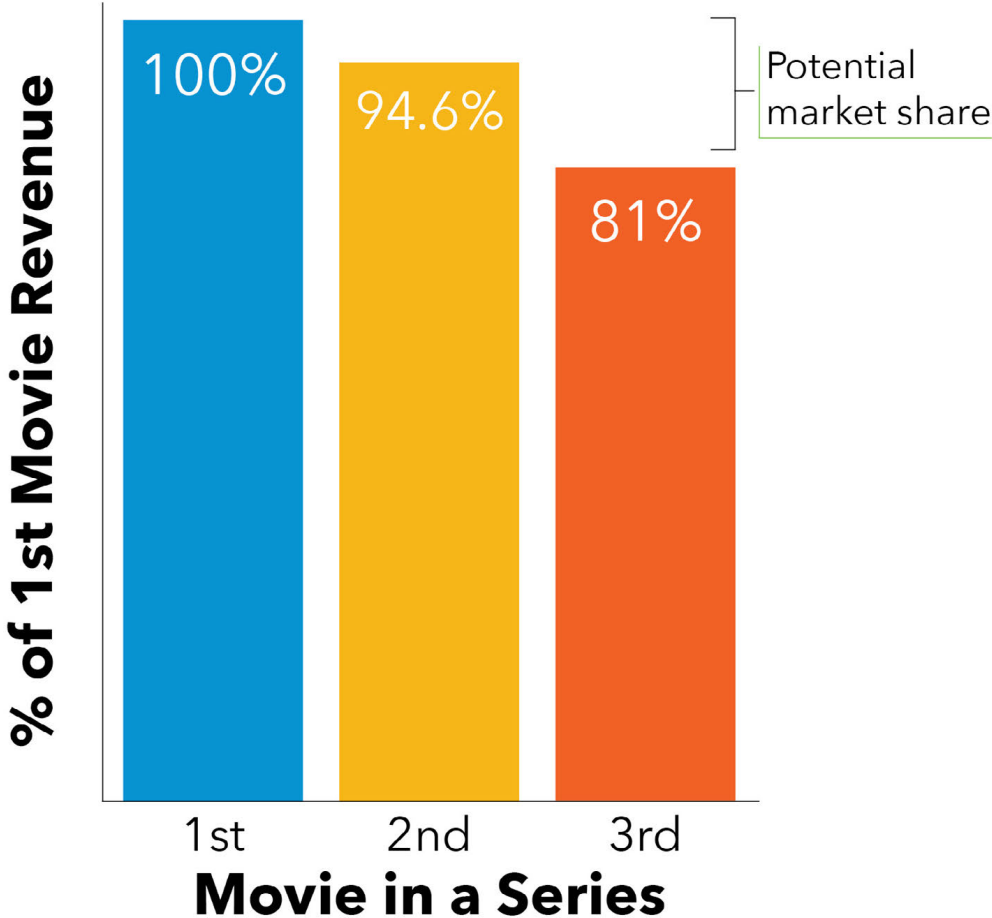
AVERAGE PERCENTAGE PER QUARTER

Total Movies Made
2010-2017

Total Revenue Made
2010-2017



PERCENT DIFFERENCE BETWEEN SEQUEL REVENUES



Team Chemistry

AVERAGE ROI

2000-2017

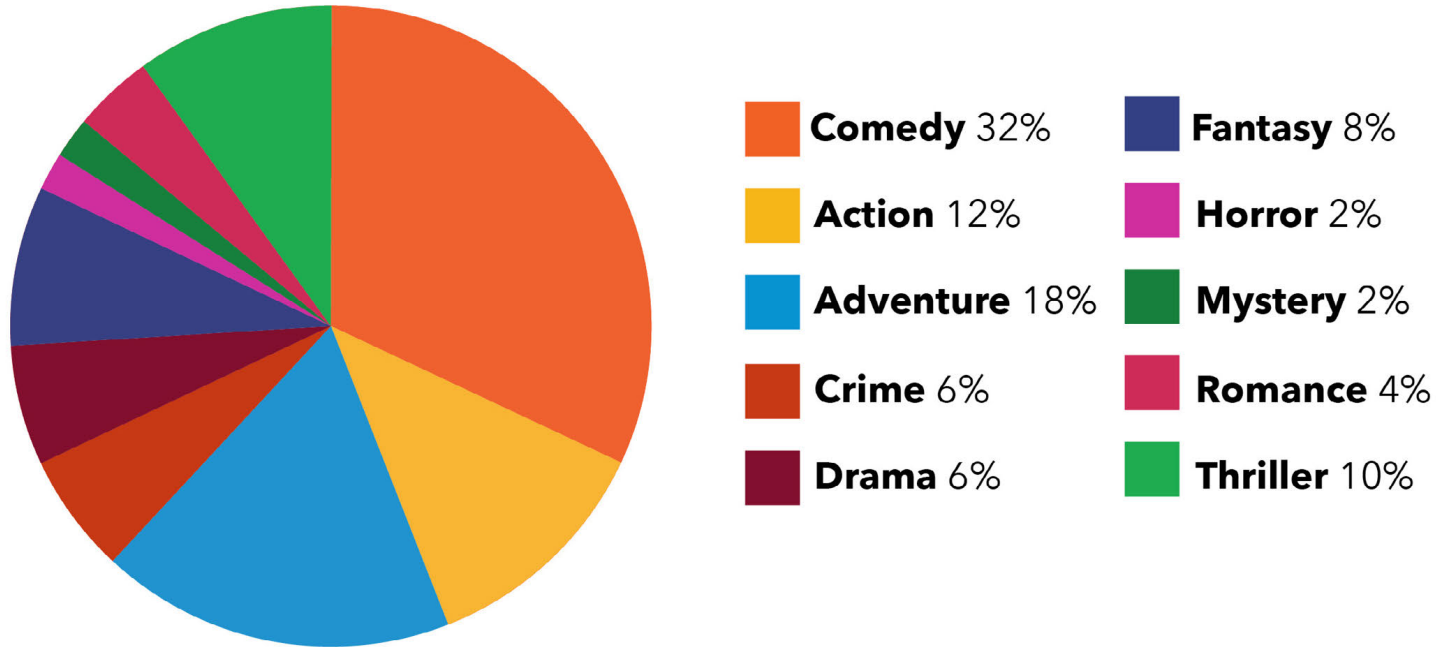


**Strong Actor-Director
Pairing**



Average Movie

GENRES WITH STRONG ACTOR-DIRECTOR PAIRINGS



Predictability

BIG BUDGET FILMS

Over \$100 million

Feature	Coefficient	Standard Error	T-Statistic	P-Value
Intercept	179311183	9445376	18.984	2.00e-16
Budget	63116485	8659608	7.289	8.06e-16
Runtime	16289880	7556406	2.156	0.0324

R²: 0.2828

Residual Standard Error: 114,400,000

Adjusted R²: 0.2753

Degrees of Freedom: 191

P-value: 1.63e-14

F-Statistic: 37.66

SMALL BUDGET FILMS

Under \$40 million

Feature	Coefficient	Standard Error	T-Statistic	P-Value
Intercept	19382328	1036611	18.698	2.00e-16
Budget	13939040	639901	21.783	2.00e-16
Crime	-5261685	1301441	-4.043	5.69e-05
Comedy	4098892	1283416	3.194	0.00145
Thriller	-13895839	4433473	-3.134	0.00177
Runtime	2684520	868000	3.093	0.00204
PG-13	2714359	1276215	2.127	0.03368
Mystery	14685530	7239542	2.029	0.04278

R²: 0.3945

Residual Standard Error: 18,920,000

Adjusted R²: 0.3902

Degrees of Freedom: 980

P-value: 2.20e-16

F-Statistic: 91.22

FINAL MODEL

TOTAL SAMPLE

All 1,500 films

Feature	Coefficient	Standard Error	T-Statistic	P-Value
Intercept	61351328	2503743	24.504	2.00e-16
Budget	59920712	1614332	37.118	2.00e-16
Action	-15826485	3239199	-4.886	0.00000114
Drama	-13606376	2990884	-4.549	0.00000581
Runtime	6936115	1617389	4.288	0.00001912
PG-13	6773611	2659456	2.547	0.011

R²: 0.6181

Adjusted R²: 0.6168

P-value: 2.20e-15

Residual Standard Error: 49,630,000

Degrees of Freedom: 1,525

F-Statistic: 493.6

History

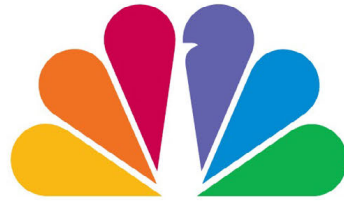
Sequels, remakes, and series consistently outperform originals

Team Chemistry

Strong actor and director pairs, especially in comedy, are bound to do well

Predictability

Time of year, weather, and economic trends have little impact on success



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