



LEGENDARY

GOAL

USE CASES

FIND CONSEQUENTIAL RELATIONSHIPS BETWEEN MOVIE BOX OFFICE DATA AND CENSUS DATA

MARKETING CAMPAIGNS
PRODUCTION AND DISTRIBUTION ANALYTICS
PRODUCT PLACEMENT

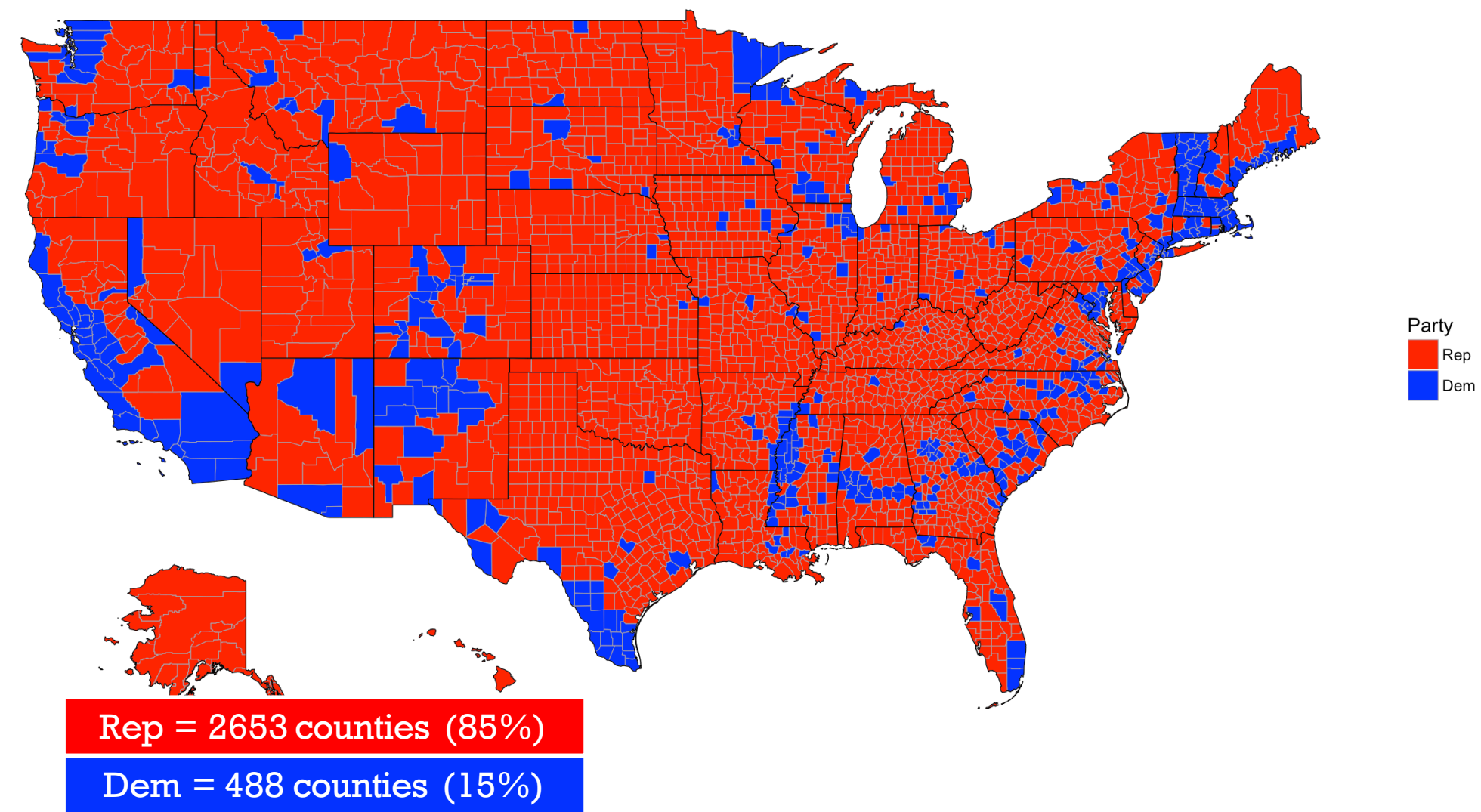
METHODS

POLITICS

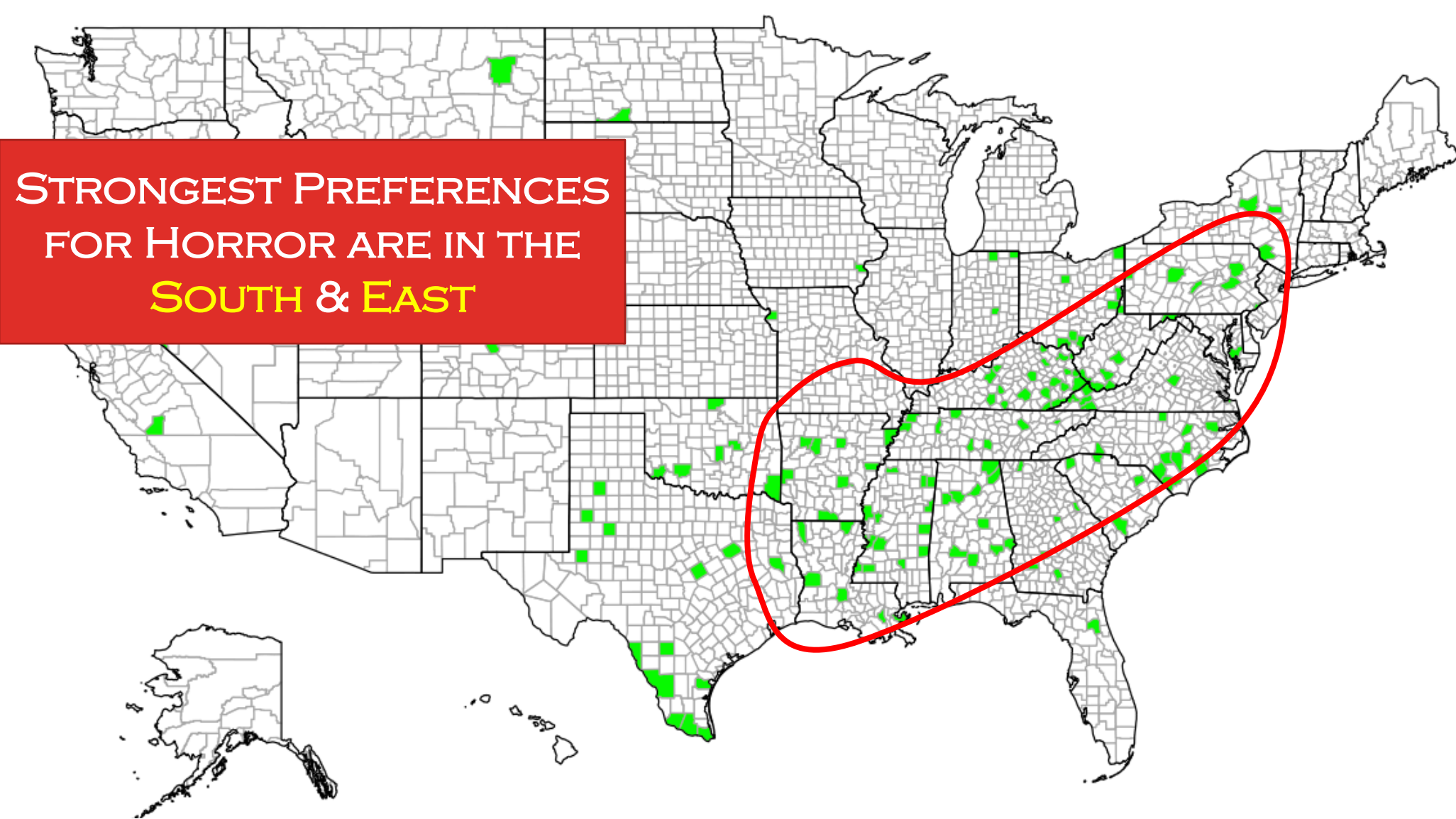
CHOROPLETH VISUALIZATION
HIERARCHICAL CLUSTERING
HEAT MAPS

GEOGRAPHY

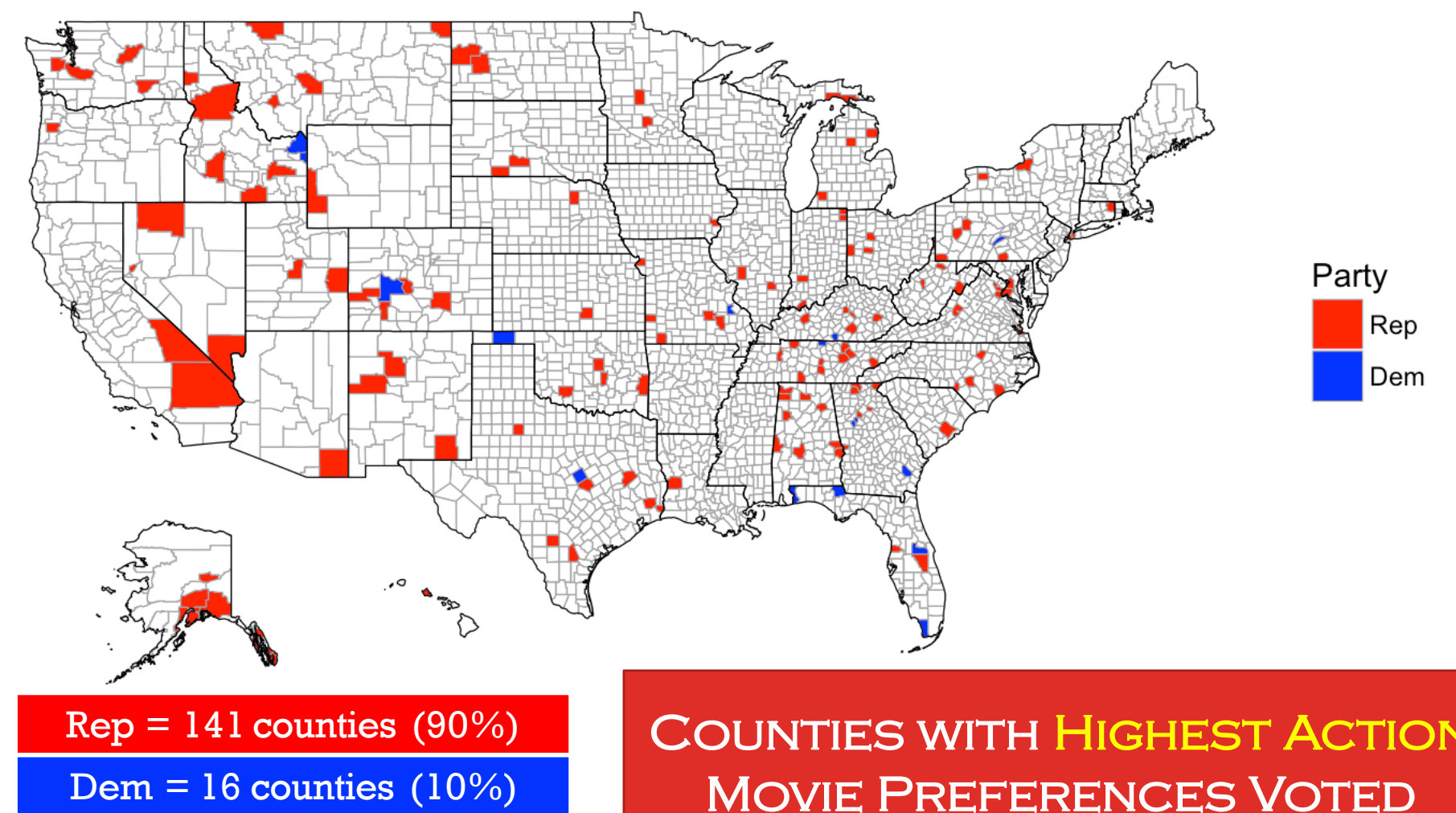
2016 US Presidential Election County Map



Horror Preference Highest Decile

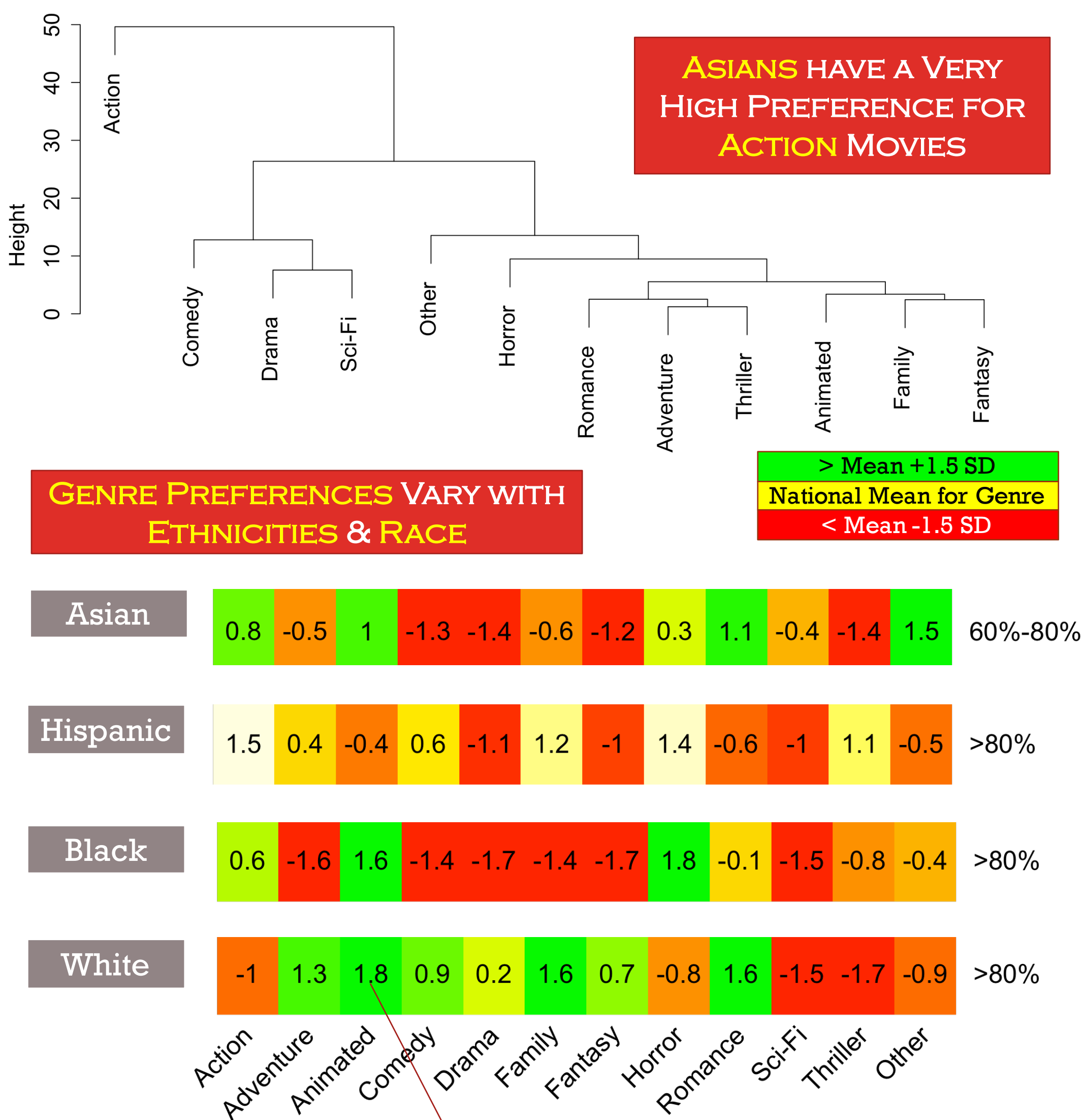
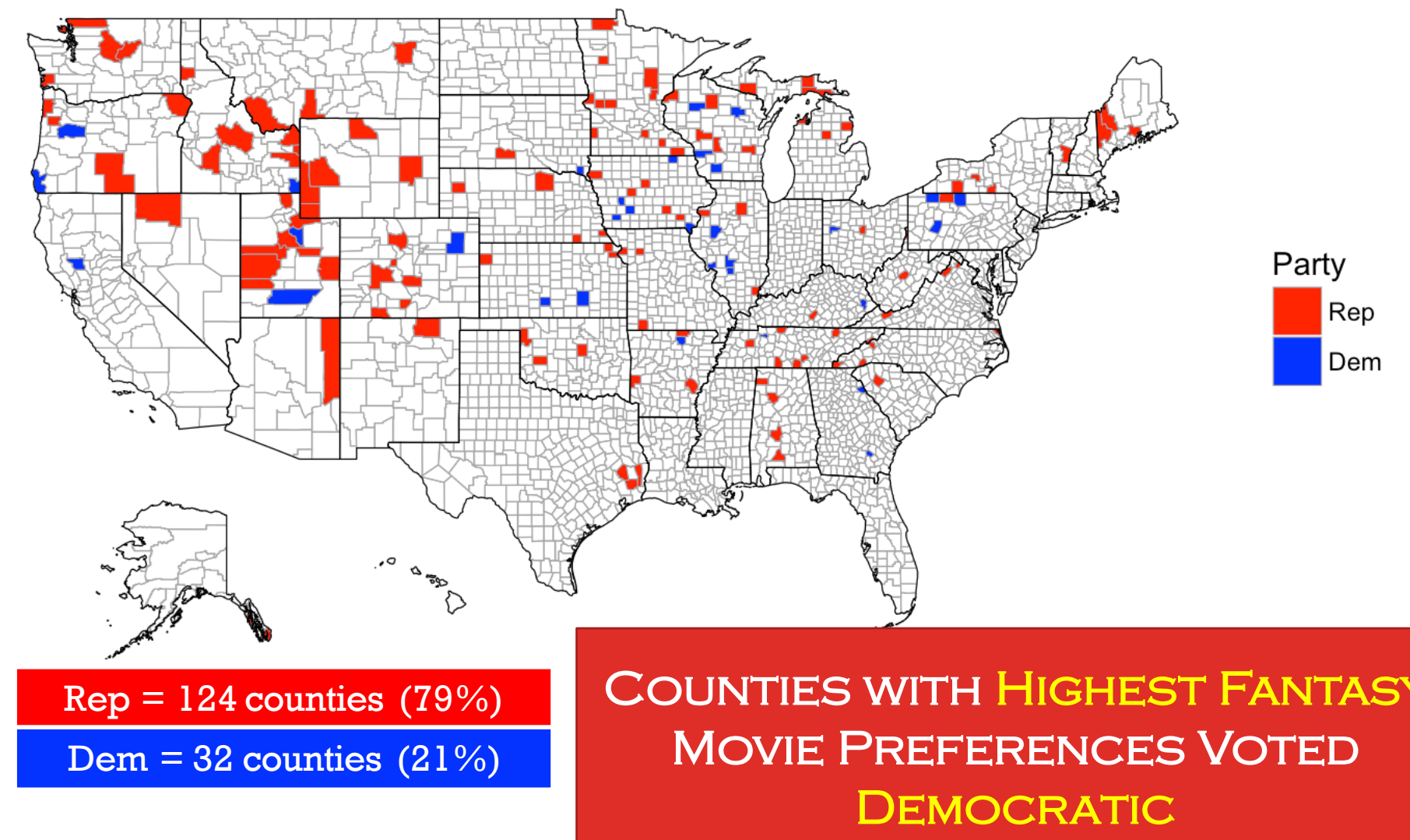


Action Preference Highest Decile & 2016 US Presidential Elections



ETHNICITY & RACE

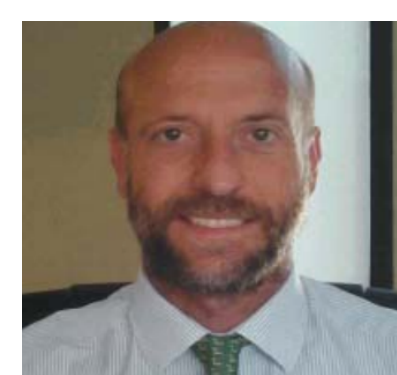
Fantasy Preference Highest Decile & 2016 US Presidential Elections



ANIMATED MOVIE PREFERENCE FOR WHITE POPULATION IS 1.8σ ABOVE NATIONAL AVERAGE

A-LAB 2017

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