Abstract

Posting online reviews and rating a movie is a very popular way to obtain information about movies. An online data set of reviews of the movies was taken from IMDB site. This paper uses two models to predict movie theatre capacity for the weekly released movies. The diffusion model, Sawhney and Eliashberg (1996) model predicts the capacity of movie theatre through time-to-decide and time-to-act parameters. The Hierarchical Bayes model consists of three models which are regression model, standard logit model and nested logit model and their efficiency is explained with detail. Finally, these two models are compared and their accuracy is determined.

References

Cultural Economics, 26, 53-64.

**Index Terms**

Computer Science

Artificial Intelligence

**Keywords**

Attendance Prediction; Dynamic Prediction; Autoregressive Model; Diffusion Model; Sentiment Analysis; Data Mining; Linear Regression Models; Canibalization; Hierarchical Bayesian Approach