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MAT259: Data Query

Does an Academy Award nomination or win for the Best Picture category have an impact on a movie's popularity?

For the following investigation, I will use the following movies. Each movie was released in 2009. *The Hurt Locker* won best picture at the 82nd Academy Awards, while *Inglorious Bastards* received a nomination. *Sherlock Holmes* was commercially successful, but did not garner any nominations.

Movie	Box Office	Nomination	Oscar Win
The Hurt Locker	49,230,772	Yes	Yes
Inglorious Bastards	\$321,455,689	Yes	No
Sherlock Holmes	\$525,028,679	No	No

Important Dates:

- **December 15th, 2009** – *Inglorious Bastards* released on DVD
- **January 12th, 2010** – *The Hurt Locker* released on DVD
- **February 2nd, 2010** - Academy Award Nominations Announced
- **March 7th, 2010** - 82nd Academy Awards Ceremony
- **March 30th, 2010** – *Sherlock Holmes* released on DVD

Queries

The Hurt Locker

Pre-Oscar Nomination:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout) > '2010-01-12') AND (DATE(cout) < '2010-02-02');
```

266 rows affected; 22.7ms

Nomination Phase:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout) > '2010-02-02') AND (DATE(cout) < '2010-03-07') ORDER BY cout;
```

560 rows affected; 24.2 ms

Post-Ceremony:

First Month:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-07') AND (DATE(cout)<'2010-04-07') ORDER BY cout;
```

542 rows affected; 2.69s

Total:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-07') ORDER BY cout;
```

6866 rows affected; 39.5ms

Inglorious Bastards

Pre-Oscar Nomination:

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvd" AND (DATE(cout)>'2009-12-15') AND (DATE(cout)<'2010-02-02') ORDER BY cout;
```

58 rows affected; 5.4ms

Nomination Phase:

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvd" AND (DATE(cout)>'2010-02-02') AND (DATE(cout)<'2010-03-07') ORDER BY cout;
```

50 rows affected; 7.4ms

Post-Award Phase:

First month:

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-07') AND (DATE(cout)<'2010-04-07') ORDER BY cout;
```

30 rows affected; 10.3s

Total:

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-07') ORDER BY cout;
```

581 rows affected; 12ms

Sherlock Holmes

First Month of release:

```
SELECT title, cout, itemtype FROM inraw WHERE title = "Sherlock Holmes"
AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-30') AND
(DATE(cout)<'2010-05-01') ORDER BY cout;
```

374 rows; 112s

Total:

```
SELECT title, cout, itemtype FROM inraw WHERE title = "Sherlock Holmes"
AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-30') ORDER BY cout;
```

8316 rows affected; 66.1ms

Analysis:

For *The Hurt Locker*, there were 266 checkouts before it received a nomination. There were more than twice as many checkouts for the movie after it received a nomination, and when the movie won Best Picture, the number of checkouts remained the same. On the contrary, the popularity of *Inglorious Basterds* decreased after the award ceremony, but the movie was already not very popular prior to receiving a nomination. *Sherlock Holmes* was very successful in terms of its box office sales, but the movie did not receive any Oscar nominations. Notwithstanding, the movie was more popular in its first month of being released than the other two movies. While a significant number of queries need to be conducted to determine the affect of an award nomination on its popularity, there is evidence that while an award nomination and win may increase popularity, the success of a movie commercially may be better at determining its popularity as far as home media rentals.