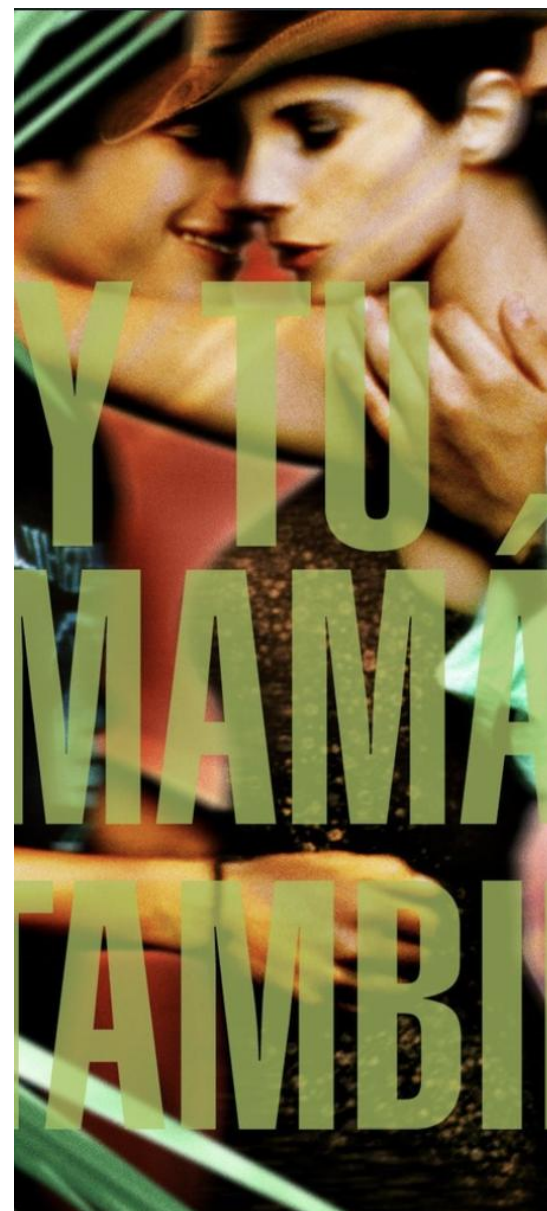
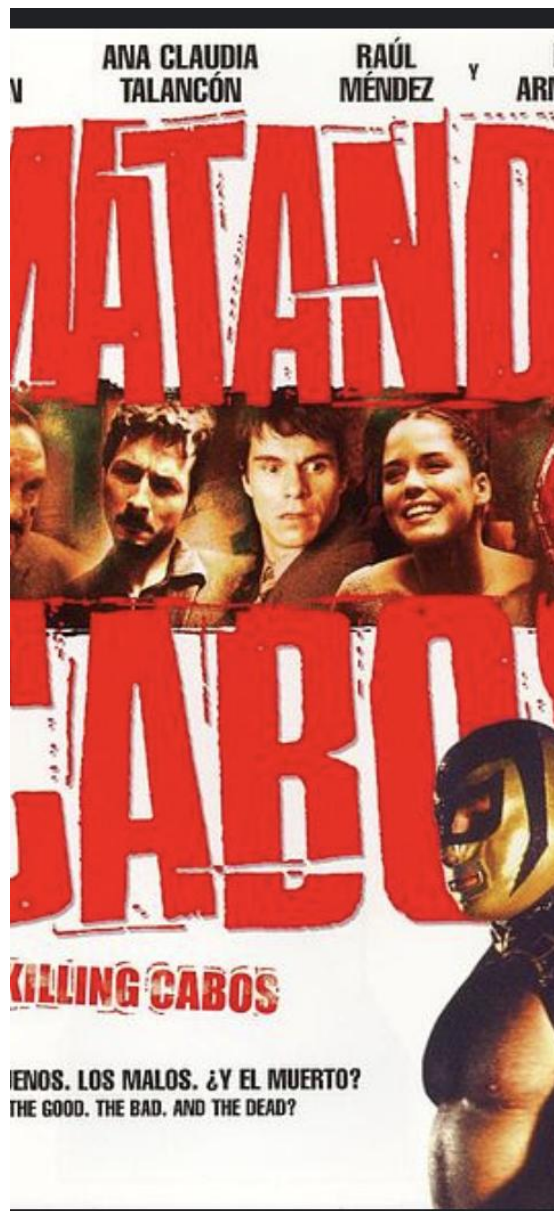




Optimalisering av Kinoprogrammering med KI og Dataanalyse

Sergio Chávez





KI

Sergio Chávez

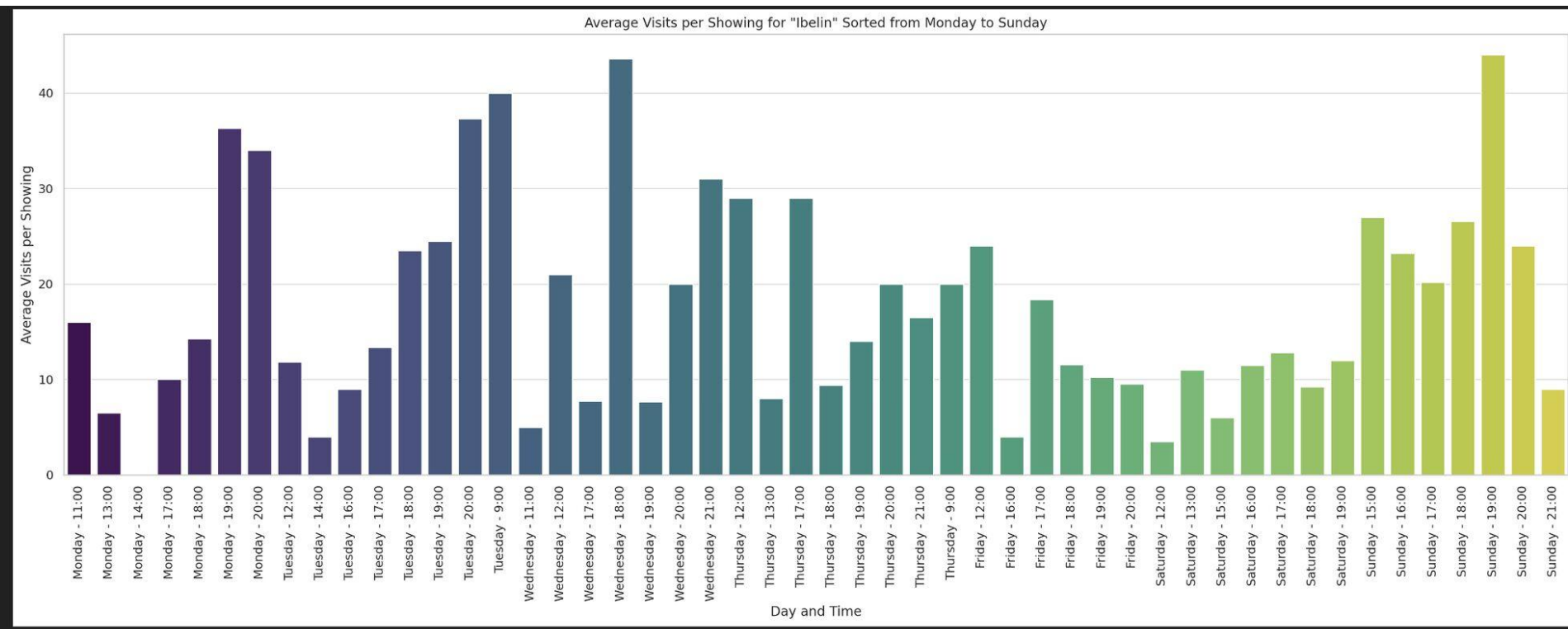


KI i Kinoprogrammering

- Hvor ofte skal vi holde kinoen ?
- Hvor lenge skal vi holde åpent?
- Hvilke filmer skal vi sette opp til hvilke tidspunkter?
- Sesonger

Filmfokusert analyse

- Analyserer gjennomsnittlig besøk ved å bruke Chatgpt «Ibelin». En detaljert analyse av daglige og timebaserte trender, fremhever fordelene ved bruk av dataanalyse til å skreddersy programmet vårt etter publikums preferanser.



Sesongbasert analyse



Tynset Kino Dataanalytiker

For the analysis regarding the best times to publish a movie during the Easter vacation, I used data from the Easter vacation periods spanning from Wednesday to Monday for the years 2022 and 2023. Specifically, the dates for these periods were:

- **2022:** April 13 (Wednesday) to April 18 (Monday)
- **2023:** April 5 (Wednesday) to April 10 (Monday)

These periods were chosen based on the standard Easter vacation timing and the requirement to focus on the days from Wednesday to Monday during the Easter weeks for both years.



Tynset Kino Dataanalytiker

Here are the best times to publish a movie for each day during the Easter vacation, based on the highest average visits from the previous years. Each day is listed with the three highest average visits:

Wednesday

1. 17:00 - Average visits: 64.86
2. 18:00 - Average visits: 43.78
3. 15:00 - Average visits: 42.00

Thursday

1. 17:00 - Average visits: 36.15
2. 18:00 - Average visits: 30.18
3. 14:00 - Average visits: 28.29

Friday

1. 13:00 - Average visits: 79.33
2. 14:00 - Average visits: 32.25
3. 17:00 - Average visits: 31.64

Saturday

1. 13:00 - Average visits: 27.64
2. 12:00 - Average visits: 24.09
3. 14:00 - Average visits: 16.83

Sunday

1. 17:00 - Average visits: 31.40
2. 16:00 - Average visits: 24.63
3. 14:00 - Average visits: 22.43

Monday

1. 15:00 - Average visits: 42.69
2. 16:00 - Average visits: 35.15
3. 14:00 - Average visits: 26.14

These times represent the optimal moments for movie screenings to maximize attendance on each specific day of the Easter vacation. [↗-]

Topp 3 Filmer per Tidsluke basert på Gj.snittbesøk og Antall Forestillinger

Her er en oppdatert tabell som viser de tre mest populære filmene for hver tidsluke basert på gjennomsnittlige besøk (Snittbesøk) samt antall forestillinger (Forestillinger) for hver film.

Tidspunkt	Topp 1 Film (Forestillinger)	Snittbesøk	Topp 2 Film (Forestillinger)	Snittbesøk	Topp 3 Film (Fores
00:00	The Exorcist: Believer (1)	0	Five Nights At Freddy's (1)	0	Doggy Style (1)
08:00	Frost (1)	275	Den første julen i Skomakergata (1)	33	MAVKA – Skogens s
09:00	Den første julen i Skomakergata (1)	192	Paw Patrol: Superfilmen (1)	82	Trolls trommer samr
10:00	Den første julen i Skomakergata (2)	120	Trolls trommer sammen (1)	66	Paw Patrol: Superfil
11:00	Den første julen i Skomakergata (1)	199	Trolls trommer sammen (1)	85	Paw Patrol: Superfil
12:00	Den første julen i Skomakergata (1)	147	Paw Patrol: Superfilmen (2)	55	Den første julen i Sk
13:00	Den første julen i Skomakergata (3)	192	Den første julen i Skomakergata (1)	53.5	Lars er LOL (2)
14:00	Den første julen i Skomakergata (1)	271	Den første julen i Skomakergata (1)	53.5	Lars er LOL (1)
15:00	Den første julen i Skomakergata (2)	166	Den første julen i Skomakergata (1)	230	Lars er LOL (1)
16:00	Den første julen i Skomakergata (1)	131	MAVKA – Skogens sjel (1)	35.75	There's something i
17:00	Lars er LOL (1)	79	There's something in the barn (1)	79	Sulis 1907 (1)
18:00	There's something in the barn (1)	77	Past Lives (1)	62	Sound of Freedom (
19:00	Stjernekamp 2023 – Finale (1)	242	Sulis 1907 (1)	73	Five Nights At Fredc
20:00	Five Nights At Freddy's (3)	101	Killers of the Flower Moon (1)	67	Barbie (1)
21:00	Five Nights At Freddy's (2)	87	There's something in the barn (1)	40	Killers of the Flower
22:00	Five Nights At Freddy's (2)	50	The Nun 2 (1)	27	Saw X (1)
23:00	Five Nights At Freddy's (1)	44	The Exorcist: Believer (1)	27	Saw X (1)

Forklaring av Tabell:

Evalueringer etter

Vinterferie

Sommerferie

Høstferie

Julehøytiden



Skriv
sesongevalueringer

Hva fungerte? Hva bør
endres til neste år?



Bruk av KI på andre data (Mailchimp)

Based on the updated analysis of your data, here are the insights into the best times to send your newsletter:

Best Days of the Week:

1. **Saturday** has the highest open rate at approximately 47.57%, with a click rate of about 5.47%.
2. **Friday** follows closely with an open rate of around 45.97% and a click rate of 3.84%.
3. **Wednesday** has an open rate of 37.60% and a click rate of 4.66%.

Best Hours of the Day:

1. **15:00 (3 PM)** stands out with the highest open rate at 52.25% and a click rate of 8.29%.
2. **22:00 (10 PM)** has a notable open rate of 50.45% but a click rate of 0.00%.
3. **16:00 (4 PM)** shows a strong open rate of 47.88% with a click rate of 6.35%.

Recommendations:

- **Optimal Sending Time:** Based on the data, sending your newsletter on **Saturday afternoons at 3 PM** could potentially yield the highest engagement in terms of both open and click rates.
- **Alternative Options:** Friday also appears to be an effective day for sending newsletters. Considering the engagement levels across different hours, early afternoons and late evenings show promising open rates but aim for times when click rates are also high to ensure active engagement.

It's important to consider your audience's specific habits and preferences, as these general trends might vary depending on factors like your industry, the nature of your content, and the demographics of your subscribers. A/B testing with different days and times can further refine your strategy to maximize engagement. [\[>\]](#)

Mailchimp analyse

- Analysen avslørte at: Ukedag og tid på dagen kombinert med antall totale mottakere og vellykkede leveranser bare forklarte omtrent 39 % av variasjonen i åpen rate i treningsdatasettet." ChatGPT

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Tips for bruk av KI

How to give Claude context



Who

Tell Claude about yourself if it's relevant ("I'm a marketing manager working on a campaign")



What

Be specific about your task ("I need to write a blog post about sustainable fashion")



Why

Share your goals ("This needs to appeal to Gen Z customers")



How

Mention any preferences ("Keep it under 500 words and include statistics")



IMAX

Cinema Experience Redefined