

# A PEEK INTO ANIMATION MOVIES

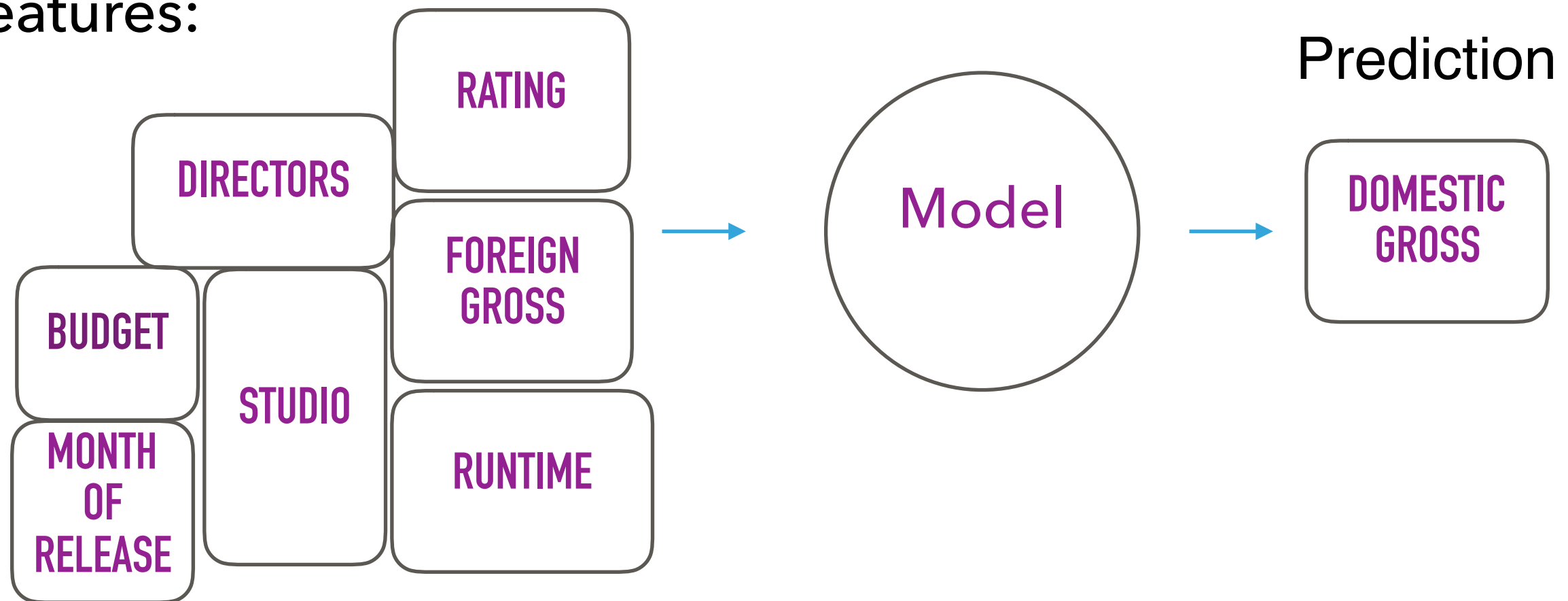
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- Keerthi Pamulaparthi

# THE DATA

Features:



Source:

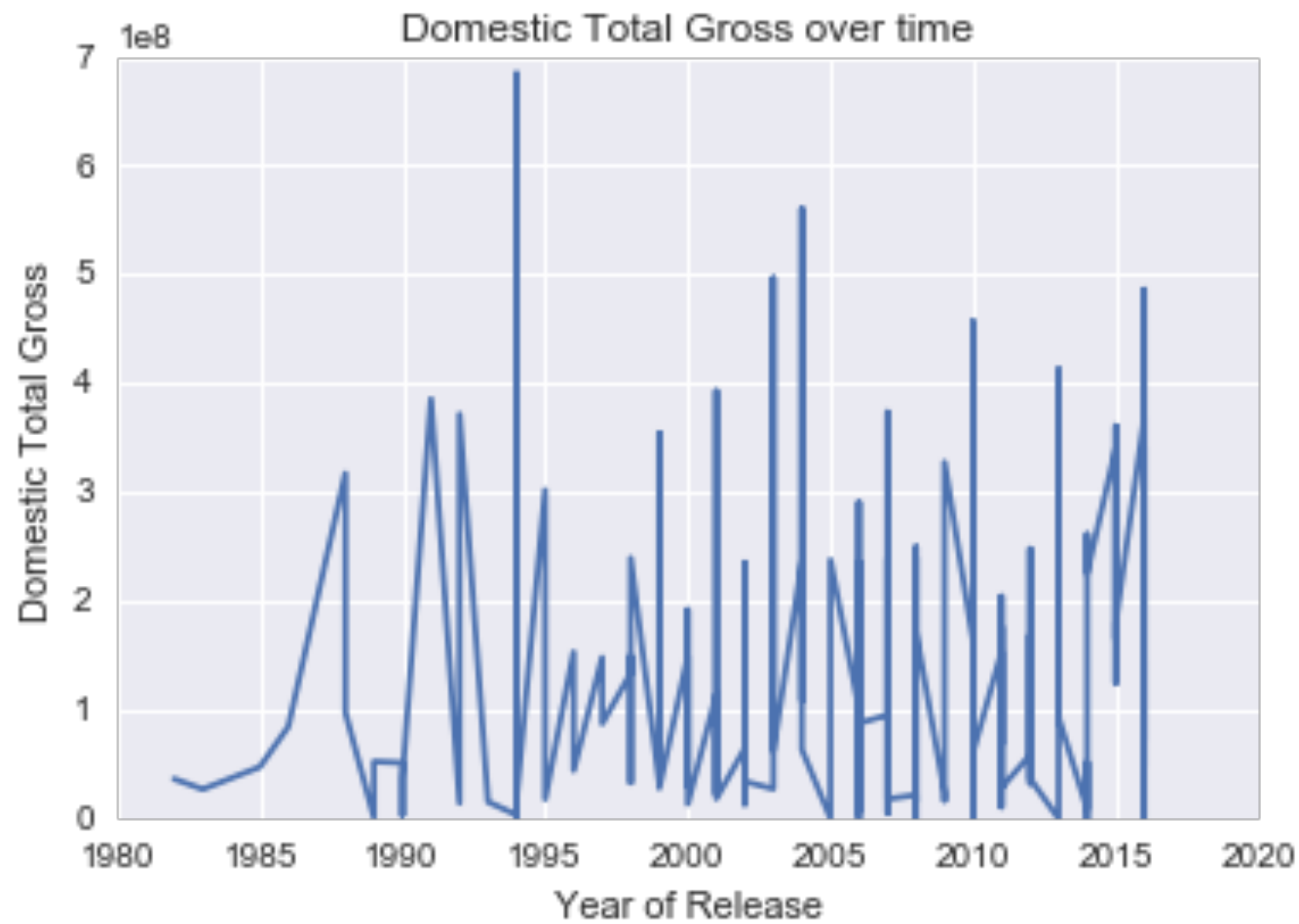


# movies:

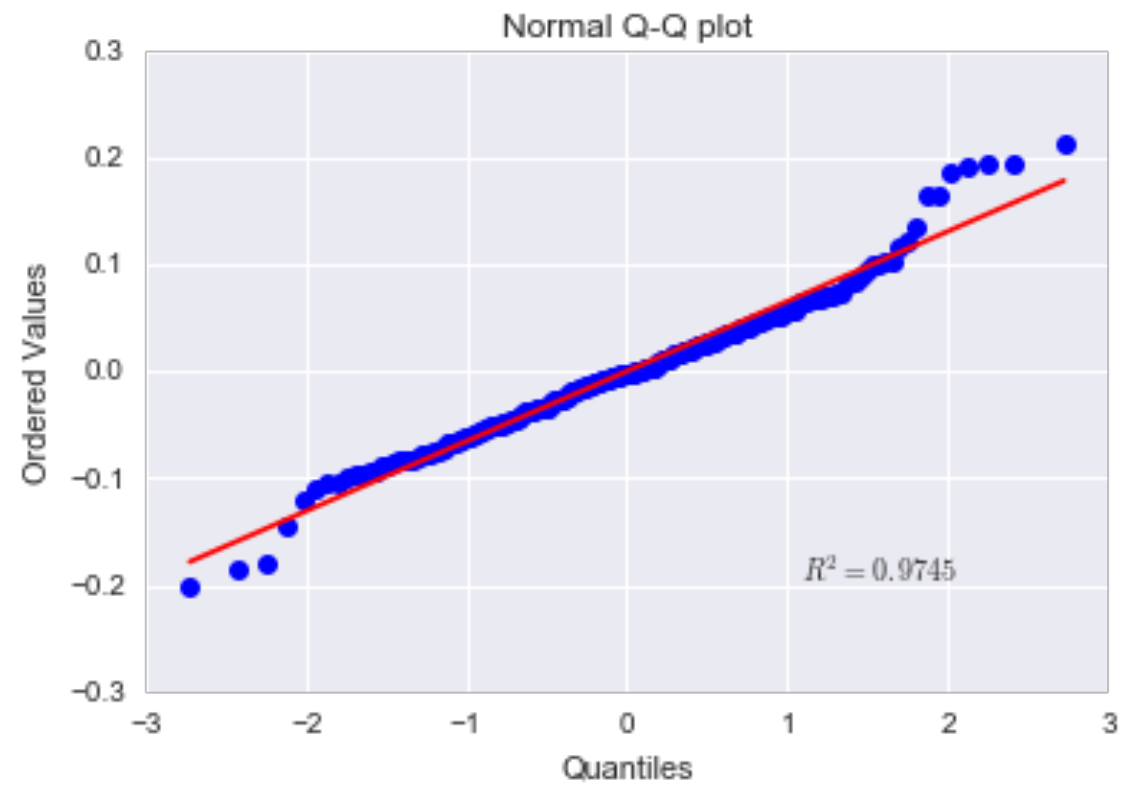
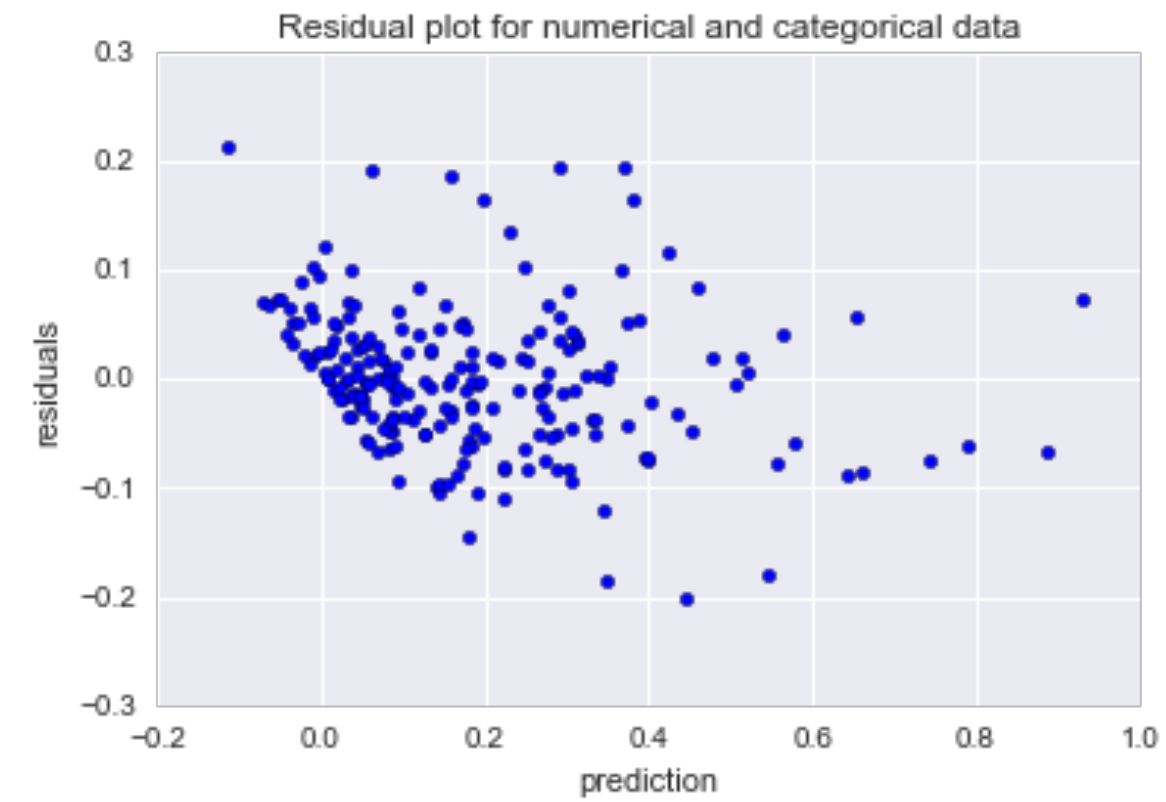
216

# NUMBERS SPEAK

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# CHECKS



# REGRESSION

Data

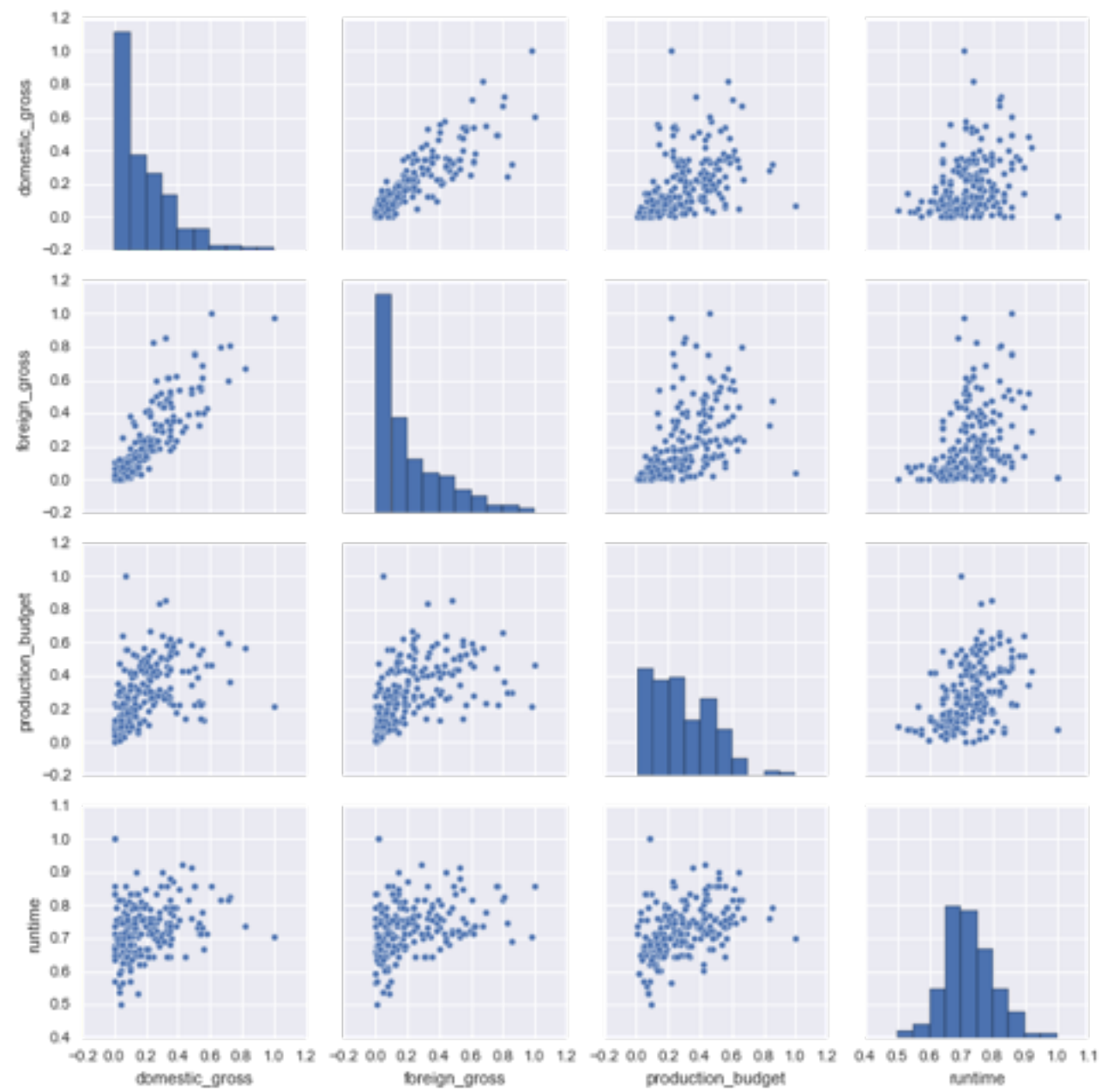


Train | Test

60%

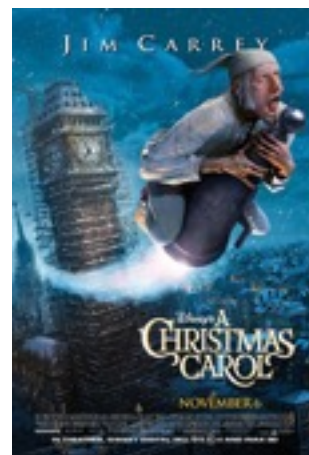
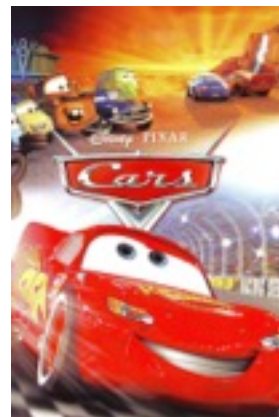
40%

Test set score:  $-2.3444850543040067e+26$  !!!



# LASSO REGULARIZATION

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## Top Features

- ▶ Foreign Gross
- ▶ Rob Minkoff
- ▶ Universal, Studio
- ▶ Andrew Adamson, Kelly Asbury & Conrad Vernon
- ▶ Andrew Stanton
- ▶ Robert Zemeckis
- ▶ Pete Docter, David Silverman & Lee Unkrich
- ▶ John Lasseter
- ▶ Phil Lord & Chris Miller (II)
- ▶ John Lasseter & Lee Unkrich

# FURTHER EXPLORATION

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## Top Features

- Foreign Gross
- **R** - only 6 movies in my data set
- Month (September)
- **PG** - 145 movies in my data set
- Production Budget

# CONCLUSION

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## Big Return on Animation Movies

- ▶ Go for the Directors and Studio
- ▶ Release in foreign countries
- ▶ Production budget is not as important as Directors/Studio



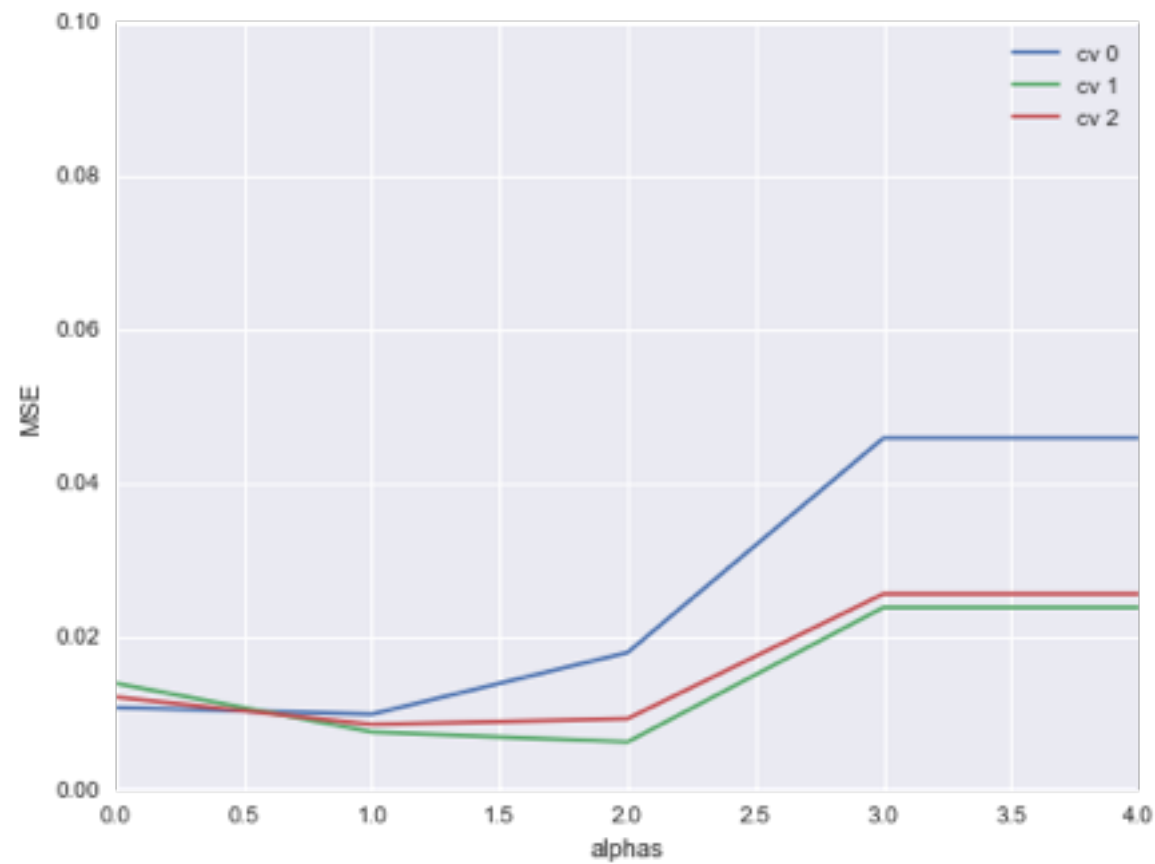
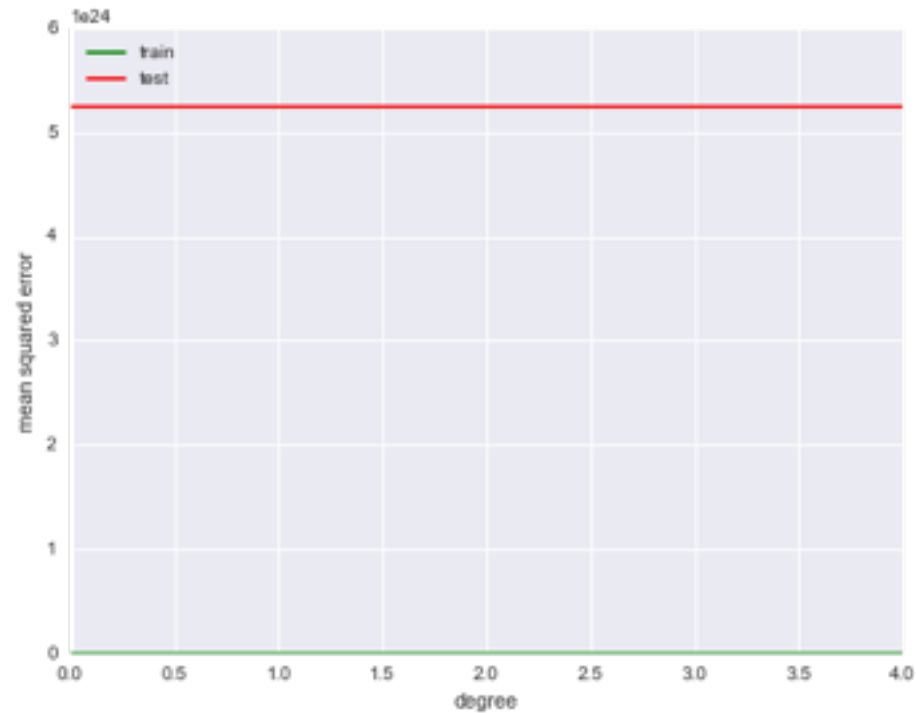


# LASSO REGULARIZATION

Features: Numerical and Categorical

**Train Score: 0.901**  
**Test Score: 0.751**

$\alpha = 0.000931$



Features: All - Directors and Studios

**Train Score: 0.778**  
**Test Score: 0.766**

$\alpha = 0.0021$

