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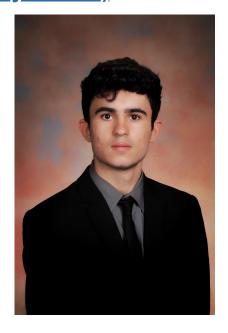
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 - 1.2 Group number 2
 - 1.3 Alex Bzdel abzdel@bryant.edu (mailto:abzdel@bryant.edu)
 - 1.4 Michael Fornal mfornal@bryant.edu (mailto:mfornal@bryant.edu)
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1 Team Information

- 1.1 Title: TMDB Box Office Revenue Prediction
- 1.2 Group number 2
- 1.3 Alex Bzdel <u>abzdel@bryant.edu</u> (mailto:abzdel@bryant.edu)



1.4 Michael Fornal - mfornal@bryant.edu (mailto:mfornal@bryant.edu)



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2 Abstract

In phase three of our project, we are improving on our baseline pipeline from phase 2 by intoducing the following new features.

hash_feats = ['production_countries_count', 'production_companies_count', 'spoken languages count', 'keyword count', 'cast count', 'crew count']

The main goal of this phase is to optimize our pipeline to produce the best Kaggle score using our additional features. We did this by searching for the best regression model and paramaters that will optimally score our model. We found that the optimal regression model is XGB and, when fit with our pipeline, we recived a private score of 2.13772 on Kaggle.

3 Project Description (data and tasks)

We are working with data from the TMDB box office, which describes a number of categorical features (eg. release_year, spoken_languages) and numeric features (eg. budget, runtime, homepage). Additionally we will be adding new hash features into our pipeline (eg.production companies, languages). We will use these features to predict the revenue of each movie in the test set. The challenge here is to predict the worldwide revenue for 4,398 movies in the test file given various information about the movie. The tasks to be completed in phase 3 require adding the hash features of production countries, spoken languages, keywords, along with the cast and crew. We also plan to intergrate a decision tree regression model (xgboost) to help improve our score and accuracy.

```
In [1]:
            DATA DIR = "./tmdb-box-office-prediction"
                                                        #same level as course repo in the
            #DATA DIR = os.path.join('./ddddd/')
            !mkdir $DATA DIR
            mkdir: cannot create directory './tmdb-box-office-prediction': File exists
           !ls -l $DATA DIR
In [2]:
            total 0
                                     139134 Mar 27
                                                   2019 TestAdditionalFeatures.csv
            -rwxr-xr-x 1 root root
            -rwxr-xr-x 1 root root
                                      94918 Mar 27
                                                    2019 TrainAdditionalFeatures.csv
            -rwxr-xr-x 1 root root
                                      61585 Feb 7
                                                    2019 sample submission.csv
            -rwxr-xr-x 1 root root 41868556 Feb 7
                                                    2019 test.csv
            -rwxr-xr-x 1 root root 28311747 Feb 7
                                                   2019 train.csv
            #! kaggle competitions download tmdb-box-office-prediction -p $DATA DIR
In [3]:
```

4 Data Import & notebook preperation

```
In [4]:
         ▶ from sklearn.pipeline import Pipeline, FeatureUnion, make_pipeline
            from sklearn.compose import ColumnTransformer
            from sklearn.model selection import train test split
            import seaborn as sns
            import numpy as np
            import pandas as pd
            from sklearn.model selection import train test split # sklearn.cross validat
            from sklearn.preprocessing import StandardScaler, OneHotEncoder
            from sklearn.linear model import LogisticRegression, LinearRegression
            from sklearn.impute import SimpleImputer
            from sklearn.base import BaseEstimator, TransformerMixin
            from time import time
            import xgboost as xgb
            from sklearn.metrics import mean squared error
            import pandas as pd
            import os
            def load_data(in_path, name):
                df = pd.read csv(in path)
                print(f"{name}: shape is {df.shape}")
                print(df.info())
                display(df.head(5))
                return df
            datasets={} # lets store the datasets in a dictionary so we can keep track d
            ds name = 'train'
            df train = load data(os.path.join(DATA DIR, f'{ds name}.csv'), ds name)
            #datasets[ds name] = trainOrig
            ds name = 'test'
            df_test = load_data(os.path.join(DATA_DIR, f'{ds_name}.csv'), ds_name)
            #datasets[ds_name] = testOrig
```

```
train: shape is (3000, 23)
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 3000 entries, 0 to 2999
Data columns (total 23 columns):
id
                         3000 non-null int64
                         604 non-null object
belongs to collection
budget
                         3000 non-null int64
genres
                         2993 non-null object
homepage
                         946 non-null object
                         3000 non-null object
imdb id
original language
                         3000 non-null object
                         3000 non-null object
original_title
overview
                         2992 non-null object
                         3000 non-null float64
popularity
poster path
                         2999 non-null object
production_companies
                         2844 non-null object
production countries
                         2945 non-null object
```

```
release date
```

3000 non-null object

5 EDA TMDB

```
In [6]: ▶ df_train.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 3000 entries, 0 to 2999
Data columns (total 23 columns):
                         3000 non-null int64
belongs_to_collection
                         604 non-null object
budget
                         3000 non-null int64
genres
                         2993 non-null object
                         946 non-null object
homepage
imdb id
                         3000 non-null object
                         3000 non-null object
original language
                         3000 non-null object
original_title
                         2992 non-null object
overview
                         3000 non-null float64
popularity
                         2999 non-null object
poster_path
production companies
                         2844 non-null object
                         2945 non-null object
production countries
release date
                         3000 non-null object
                         2998 non-null float64
runtime
                         2980 non-null object
spoken languages
status
                         3000 non-null object
tagline
                         2403 non-null object
title
                         3000 non-null object
                         2724 non-null object
Keywords
                         2987 non-null object
cast
                         2984 non-null object
crew
                         3000 non-null int64
revenue
dtypes: float64(2), int64(3), object(18)
memory usage: 539.2+ KB
```

In [7]: ► df_train.describe() #only 4 numerical features

_				-
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	id	budget	popularity	runtime	revenue
count	3000.000000	3.000000e+03	3000.000000	2998.000000	3.000000e+03
mean	1500.500000	2.253133e+07	8.463274	107.856571	6.672585e+07
std	866.169729	3.702609e+07	12.104000	22.086434	1.375323e+08
min	1.000000	0.000000e+00	0.000001	0.000000	1.000000e+00
25%	750.750000	0.000000e+00	4.018053	94.000000	2.379808e+06
50%	1500.500000	8.000000e+06	7.374861	104.000000	1.680707e+07
75%	2250.250000	2.900000e+07	10.890983	118.000000	6.891920e+07
max	3000.000000	3.800000e+08	294.337037	338.000000	1.519558e+09

In [10]: ► df_train.describe(include='all') #look at all categorical and numerical

homer	genres	budget	belongs_to_collection	id		Out[10]:	
	2993	3.000000e+03	604	3000.000000	count		
	872	NaN	422	NaN	unique		
http://www.transformersmovie.c	[{'id': 18, 'name': 'Drama'}]	NaN	[{'id': 645, 'name': 'James Bond Collection',	NaN	top		
	266	NaN	16	NaN	freq		
	NaN	2.253133e+07	NaN	1500.500000	mean		
	NaN	3.702609e+07	NaN	866.169729	std		
	NaN	0.000000e+00	NaN	1.000000	min		
	NaN	0.000000e+00	NaN	750.750000	25%		
	NaN	8.000000e+06	NaN	1500.500000	50%		
	NaN	2.900000e+07	NaN	2250.250000	75%		

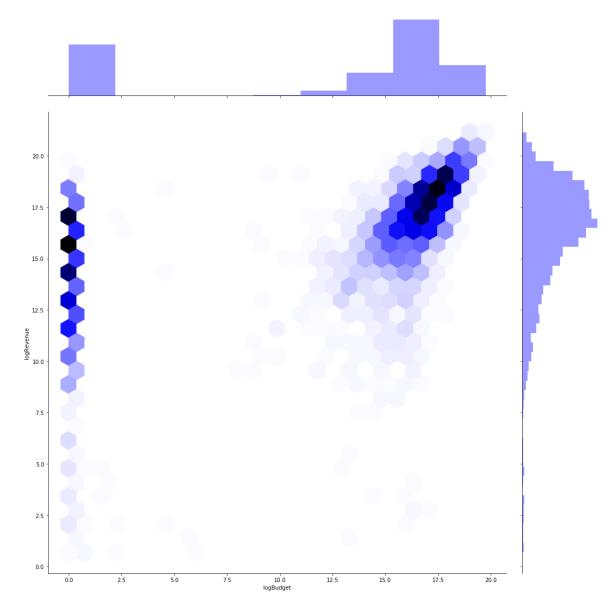
NaN 3.800000e+08

NaN

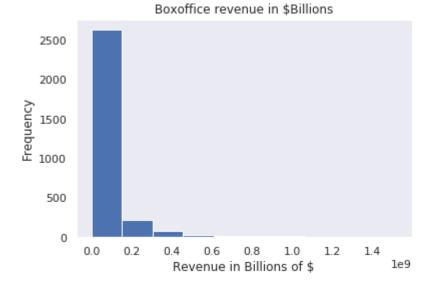
11 rows × 23 columns

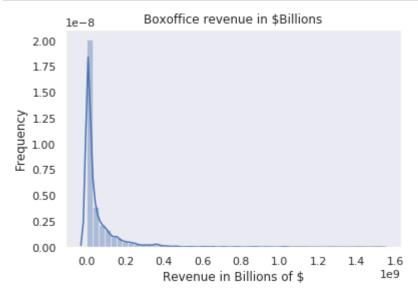
max 3000.000000

Out[7]: <seaborn.axisgrid.JointGrid at 0x7f24318fb150>



5.0.1 Distribution of the target column

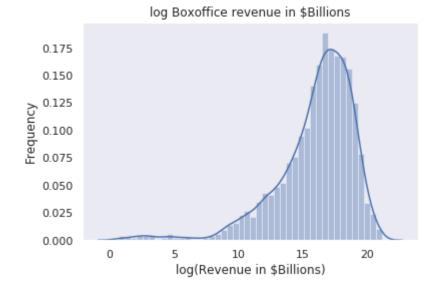




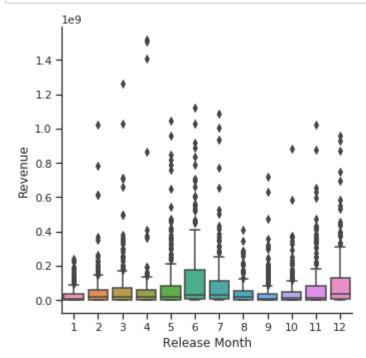
5.0.1.1 Take log of target variable (revenue)

Because revenue variable is skewed, let's calculate log of it.

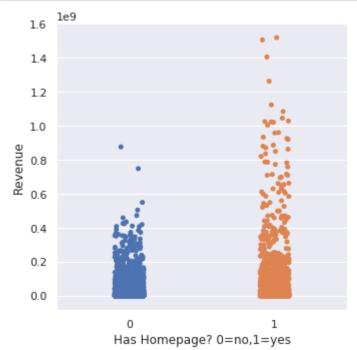
Out[10]: Text(0.5, 1.0, 'log Boxoffice revenue in \$Billions')



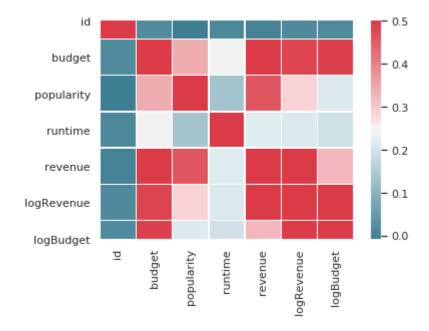
```
In [61]: #Run cells below before running
with sns.axes_style(style='ticks'):
    g = sns.catplot("release_month", "revenue", data=df_train, kind="box")
    g.set_axis_labels("Release Month", "Revenue");
```



```
In [59]:  #Run cells below before running
g=sns.catplot(x="has_homepage", y="revenue", data=df_train);
g.set_axis_labels("Has Homepage? 0=no,1=yes", "Revenue");
```



Out[14]: <matplotlib.axes._subplots.AxesSubplot at 0x7f242f0d1990>



6 Preprocessing

```
In [5]:
            df train['budget'].fillna('median')
            df_train['popularity'].fillna('median')
            df_train['runtime'].fillna('median')
            df_train.loc[df_train['id'] == 16,'revenue'] = 192864
                                                                             # Skinning
            df_train.loc[df_train['id'] == 90,'budget'] = 30000000
                                                                             # Sommersby
            df_train.loc[df_train['id'] == 118,'budget'] = 60000000
                                                                             # Wild Hogs
            df train.loc[df train['id'] == 149, 'budget'] = 18000000
                                                                             # Beethoven
            df train.loc[df train['id'] == 313, 'revenue'] = 12000000
                                                                             # The Cookout
            df_train.loc[df_train['id'] == 451, 'revenue'] = 12000000
                                                                             # Chasing Libe
            df train.loc[df train['id'] == 464, 'budget'] = 20000000
                                                                             # Parenthood
                                                                             # The Karate k
            df_train.loc[df_train['id'] == 470, 'budget'] = 13000000
            df_train.loc[df_train['id'] == 513,'budget'] = 930000
                                                                             # From Prada t
            df train.loc[df train['id'] == 797,'budget'] = 8000000
                                                                             # Welcome to [
            df train.loc[df train['id'] == 819, 'budget'] = 90000000
                                                                             # Alvin and th
            df_train.loc[df_train['id'] == 850,'budget'] = 90000000
                                                                             # Modern Times
            df train.loc[df train['id'] == 1112, 'budget'] = 7500000
                                                                             # An Officer of
            df_train.loc[df_train['id'] == 1131, 'budget'] = 4300000
                                                                             # Smokey and t
            df_train.loc[df_train['id'] == 1359,'budget'] = 10000000
                                                                             # Stir Crazy
            df train.loc[df train['id'] == 1542, 'budget'] = 1
                                                                             # All at Once
            df train.loc[df train['id'] == 1570, 'budget'] = 15800000
                                                                             # Crocodile Di
            df_train.loc[df_train['id'] == 1571,'budget'] = 4000000
                                                                             # Lady and the
            df train.loc[df train['id'] == 1714, 'budget'] = 46000000
                                                                             # The Recruit
            df_train.loc[df_train['id'] == 1721,'budget'] = 17500000
                                                                             # Cocoon
            df train.loc[df train['id'] == 1865, 'revenue'] = 25000000
                                                                             # Scooby-Doo 2
            df train.loc[df train['id'] == 2268, 'budget'] = 17500000
                                                                             # Madea Goes t
            df train.loc[df train['id'] == 2491,'revenue'] = 6800000
                                                                             # Never Talk t
            df_train.loc[df_train['id'] == 2602,'budget'] = 31000000
                                                                             # Mr. Holland
            df train.loc[df train['id'] == 2612, 'budget'] = 15000000
                                                                             # Field of Dre
            df train.loc[df train['id'] == 2696,'budget'] = 10000000
                                                                             # Nurse 3-D
            df_train.loc[df_train['id'] == 2801,'budget'] = 10000000
                                                                             # Fracture
            df test.loc[df test['id'] == 3889, 'budget'] = 15000000
                                                                           # Colossal
            df test.loc[df test['id'] == 6733, 'budget'] = 5000000
                                                                           # The Big Sick
            df_test.loc[df_test['id'] == 3197,'budget'] = 8000000
                                                                           # High-Rise
            df_test.loc[df_test['id'] == 6683,'budget'] = 50000000
                                                                           # The Pink Panth
            df_test.loc[df_test['id'] == 5704,'budget'] = 4300000
                                                                           # French Connect
            df test.loc[df test['id'] == 6109, 'budget'] = 281756
                                                                           # Dogtooth
            df_test.loc[df_test['id'] == 7242,'budget'] = 10000000
                                                                           # Addams Family
            df test.loc[df test['id'] == 7021, 'budget'] = 17540562
                                                                           # Two Is a Fami
            df test.loc[df test['id'] == 5591, 'budget'] = 4000000
                                                                           # The Orphanage
            df_test.loc[df_test['id'] == 4282,'budget'] = 20000000
                                                                           # Big Top Pee-we
            power six = df train.id[df train.budget > 1000][df train.revenue < 100]</pre>
            for k in power six:
                df train.loc[df train['id'] == k,'revenue'] = df train.loc[df train['id']
```

```
In [6]: N

target = "revenue"

X = df_train.drop(target, axis=1)
y = df_train[target]

X_train, X_valid, y_train, y_valid = train_test_split(X, y, train_size=0.7, t
X_train, X_test, y_train, y_test = train_test_split(X_train, y_train, test_si
```

6.1 Genre, Belongs to Collection and Homepage Binarization

```
In [8]:
            def proc_json(string, key):
                try:
                    data = eval(string)
                    return ",".join([d[key] for d in data])
                except:
                    return ''
            df_train.genres = df_train.genres.apply(lambda x: proc_json(x, 'name'))
            df test.genres = df test.genres.apply(lambda x: proc json(x, 'name'))
            genres = []
            for idx, val in df train.genres.iteritems():
                gen list = val.split(',')
                for gen in gen_list:
                    if gen == '':
                        continue
                    if gen not in genres:
                        genres.append(gen)
            genre_column_names = []
            for gen in genres:
                col_name = 'genre_' + gen.replace(' ', '_')
                df train[col name] = df train.genres.str.contains(gen).astype('uint8')
                df_test[col_name] = df_test.genres.str.contains(gen).astype('uint8')
                genre column names.append(col name)
In [9]:
        # de-jsonify production countries
            df_train.production_countries = df_train.production_countries.apply(lambda x:
```

```
df test.production countries = df test.production countries.apply(lambda x: f
```

```
In [10]:
          # collection
             df train['belongs to collection']=df train['belongs to collection'].apply(lam
             df_test['belongs_to_collection']=df_test['belongs_to_collection'].apply(lambout)
```

```
In [12]: # de-jsonify production_countries
df_test.production_countries = df_test.production_countries.apply(lambda x: production_countries.apply(lambda x
```

Let's get a count of how many production countries are involved in a production

6.1.1 Production Companies

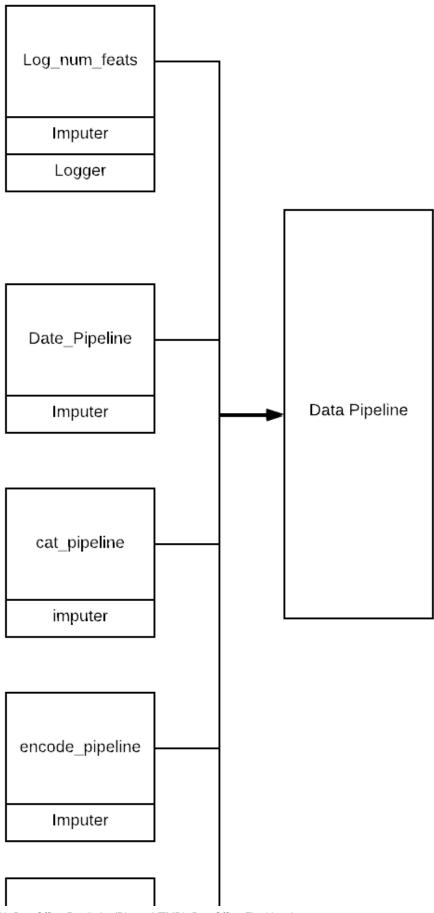
6.2 Keywords, cast, crew

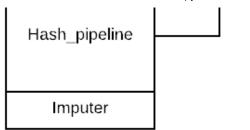
6.3 Fixing Release Date

```
In [19]:
         Out[19]: 1
         df test['release date'] = df test['release date'].fillna('7/14/07')
In [20]:
In [21]:
          df_test.release_date.isnull().sum()
   Out[21]: 0
In [22]:
          import re
             def yearfix(x): # run year fix, then date fix
                 """Regular expression to pull out the two digit year from release date an
                 r = re.match(r''(\d+/\d+/)(\d+)'',x)[2]
                 return int(r)
             def datefix(x):
                 """The dates only provide two digits for year. This is meant to fix this
                 The youngest movie is from 2019, so we'll say any year digits less than 1
                 Otherwise, we'll say they are from the 1900s."""
                 if x<19:
                    x = x + 2000
                    return x
                 if x >=19:
                     x = x + 1900
                     return x
             df test['release date'] = df test['release date'].fillna('7/14/07') # fill th
In [23]:
             df train['release year'] = df train['release date'].apply(lambda x: yearfix()
In [24]:
             df_train['release_year'] = df_train['release_year'].apply(lambda x: datefix()
             df train["release date"] = pd.to datetime(df train["release date"]) # set to
In [25]:
             df_train['release_month']=df_train["release_date"].dt.month # month of releas
             df test['release year'] = df test['release date'].apply(lambda x: yearfix(x))
             df test['release year'] = df test['release year'].apply(lambda x: datefix(x))
In [26]:

■ df_test["release_date"] = pd.to_datetime(df_test["release_date"]) # set to dd
             df test['release month']=df test["release date"].dt.month # month of release
```

7 Pipeline





```
In [29]:
          from sklearn.feature extraction.text import HashingVectorizer
             log_num_feats = ["budget", "popularity"]
             # num_feats = ["runtime"] not required, will explore later
             date_feats = ['release_year' , "release_month"]
             cat_feats = ['belongs_to_collection', 'has_homepage', 'released']
             encode_feats = ['genre_Comedy', 'genre_Drama', 'genre_Family', 'genre_Romance
                           'genre_Animation', 'genre_Adventure', 'genre_Horror', 'genre_Doc
                           'genre_Science_Fiction', 'genre_Mystery', 'genre_Foreign', 'genr
                           'genre_History', 'genre_TV_Movie']
             hash_feats = ['production_countries_count', 'production_companies_count', 'sr
                           'keyword_count', 'cast_count', 'crew_count']
             log_pipe = Pipeline([
                 ('imputer', SimpleImputer(missing_values=np.nan, strategy='median')),
                 ('logger', Log1pTransformer()),
                 #('scaler', StandardScaler()) # might delete later - just a test
             ])
             # num pipeline = Pipeline ([
                   ('imputer', SimpleImputer(strategy='median'),
                   ('scaler', StandardScaler()))
             # ])
             date pipeline = Pipeline ([
                  ('imputer', SimpleImputer(missing_values=np.nan, strategy='median'))
             ])
             cat_pipeline = Pipeline([
                     ('imputer', SimpleImputer(strategy='most_frequent')),
                   # ('ohe', OneHotEncoder(sparse=False, handle unknown="ignore"))
             ])
             encode_pipeline = Pipeline([
                     ('imputer', SimpleImputer(strategy='most frequent')),
             1)
             hash pipe = Pipeline([
                 ('imputer', SimpleImputer(strategy='most_frequent'))
             1)
             data pipeline = ColumnTransformer([
                 # name, pipeline, features
                 ('log_num_feats', log_pipe, log_num_feats),
                 # ('numerical_feats', num_pipeline, num_feats),
                 ('date_feats', date_pipeline, date_feats),
                 ('cat_feats', cat_pipeline, cat_feats),
```

```
('encode_feats', encode_pipeline, encode_feats),
   ('hash_feats', hash_pipe, hash_feats)
],
    remainder='drop', #passthrough or drop?
    n_jobs=-1
)

df_train_processed = data_pipeline.fit_transform(X_train)
```

```
In [32]: ► X_train, X_test, y_train, y_test = train_test_split(X_std, y_std, test_size=€
```

8 Modeling

```
In [34]:

    def mean_absolute_percentage_error(y_test, y_pred):

                 y_test, y_pred = np.array(y_test), np.array(y_pred)
                 return np.mean(np.abs((y_test - y_pred) / y_test)) * 100
             results = pd.DataFrame(columns=["ExpID", "Train RMSLE", "Test RMSLE", "Dollars
             def rmsle(y, y_pred):
                 return np.sqrt(mean squared error(y, y pred))
             def get_results(model, X, y, X_test, y_test, name='model_name', desc='expering
                 start = time()
                 model.fit(X, y)
                 y pred = model.predict(X)
                 train rmsle = np.sqrt(((y pred-y)**2).mean())
                 y pred test = model.predict(X test)
                 test_rmsle = np.sqrt(((y_pred_test-y_test)**2).mean())
                 dollarsover= test rmsle*1000000000
                 train time = np.round(time() - start, 4)
                 results.loc[results.shape[0]+1] = [name, np.round(train rmsle,2), np.round
```

	ExpID	Train RMSLE	Test RMSLE	Dollars Over	Train Time(s)	Experiment description
1	Initial Search	2.23	1.79	1.788279e+09	0.2475	Untuned linear
2	Initial Search	2.08	2.09	2.086000e+09	0.2607	Untuned kn

9 Evaluation, reporting and analysis

```
In [64]:
             from sklearn.model selection import GridSearchCV
             from xgboost.sklearn import XGBRegressor
             start = time()
             xgb1 = XGBRegressor()
             parameters = {'objective':['reg:squarederror'],
                            'learning_rate': [.03, 0.05, .07], #so called `eta` value
                            'max_depth': [5, 6, 7],
                            'min child weight': [3,4],
                            'silent': [1],
                            'subsample': [0.7,0.8,0.9],
                            'colsample bytree': [0.7],
                            'n estimators': [500,1000,2800]}
             grid = GridSearchCV(xgb1,
                                  parameters,
                                  cv = 2,
                                  n jobs = -1,
                                  verbose=True)
             grid.fit(X train, y train)
             print("Best parameters: {}".format(grid.best_params_))
             train time = np.round(time() - start, 4)
             train rmsle = grid.best score
             y pred = grid.predict(X test)
             test_rmsle = rmsle(y_test, y_pred)
             test mape = mean absolute percentage error(y test, y pred)
             dollarsover= test rmsle*1000000000
             results.loc[results.shape[0]+1] = ['Best Model: XGB Regressor', np.round(trai
                                                 train time, "XGB Regressor"]
             display(results)
```

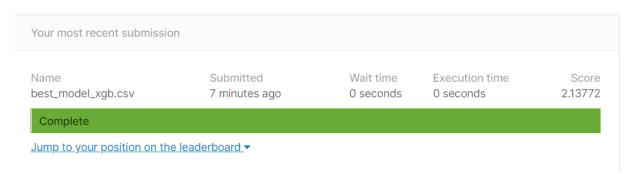
Fitting 2 folds for each of 162 candidates, totalling 324 fits

Best parameters: {'colsample_bytree': 0.7, 'learning_rate': 0.03, 'max_dept h': 5, 'min_child_weight': 4, 'n_estimators': 500, 'objective': 'reg:square derror', 'silent': 1, 'subsample': 0.8}

	ExpID	Train RMSLE	Test RMSLE	Dollars Over	Train Time(s)	Experiment description
1	Initial Search	2.23	1.79	1.788279e+09	0.2475	Untuned linear
2	Initial Search	2.08	2.09	2.086000e+09	0.2607	Untuned kn
3	Best Model: KN Regressor	0.22	0.18	1.758187e+08	25.5587	{'leaf_size': 30, 'n_neighbors': 5, 'p': 2, 'w

	ExpID	Train RMSLE	Test RMSLE	Dollars Over	Train Time(s)	Experiment description
4	Best Model: KN Regressor	0.22	0.18	1.758187e+08	31.3203	{'leaf_size': 30, 'n_neighbors': 5, 'p': 2, 'w
5	Best Model: XGB Regressor	0.52	0.14	1.391409e+08	2063.4620	XGB Regressor

9.1 Kaggle Submission



```
In [67]:
             # Time and score test predictions
             start = time()
             final model.fit(X train, y train)
             train time = np.round(time() - start, 4)
             trainAcc = final_model.score(X_train, y_train)
             start = time()
             testAcc = final model.score(X test, y test)
             test time = np.round(time() - start, 4)
             experimentLog = pd.DataFrame(columns=["Pipeline", "Dataset", "TrainAcc", "Tes
                                                             "Train Time(s)", "Test Time(s
             try: experimentLog
             except : experimentLog = pd.DataFrame(columns=["Pipeline", "Dataset", "Train/
                                                             "Train Time(s)", "Test Time(s
             experimentLog.loc[len(experimentLog)] = ["Pipeline with Optimised KNeighbors F
             experimentLog
```

Out[67]:

	Pipeline	Dataset	TrainAcc	TestAcc	Train Time(s)	Test Time(s)	Description
0	Pipeline with Optimised KNeighbors Regressor	Movie Classes	96.46%	67.20%	4.7014	0.0322	KNN pipeline with included features

10 Discussion

With the new features added to the pipeline, we were able to slightly increase our scores from phase 2. Our new features include:

- · production countries count
- production companies count
- keyword_count
- cast_count
- crew_count Some of these features involved using our proc_json function (defined in phase
 2), while some only involved taking the length of each list.

The results we were able to get through our new pipeline show a test accuracy of 64.06% which is an improvement from the 55.38% in phase 2. In comparison, our phase 1 baseline pipeline had 28.64% test accuracy for log baseline pipeline. We were unable to get a Kaggle score in phase 1, but in phase 2 our Kaggle score was 2.40318. We successfully improved our previous score from phase 2 thanks to our additional features and new gridsearch optimised XRB Regressor.

11 Conclusion

With this project, our focus was to be able to predict box office revenue for any movie. In order to do this, we created machine learning pipelines with custom features to predict the revenue from the box office. As we continue to improve our pipeline from the previous phase, features like 'production companies count', 'spoken languages count', 'keyword count', 'cast count', and

'crew_count' have been added and have allowed our pipelines to produce better accuracy scores which allowed our test dataset to be 64.06% accurate. We also used a different prediction model in XGBRegressor, which gave us more accurate scores. When submitting the scores to Kaggle, our score of 2.13772 shows that we are quite close to a model that can accurately predict these revenues.