# Project1 Base VICK

August 23, 2024

# 1 Box Office (1999-2019) Data Visualization

```
[1]: from pathlib import Path import pandas as pd import scipy.stats as stats import numpy as np import matplotlib.pyplot as plt import seaborn as sns from scipy.stats import linregress
```

# 1.1 Data Frame

```
[2]: # Filepath
filepath = "random_v3_df.csv"

# Read the CSV file, converting relevant columns to correct data types
df = pd.read_csv(filepath)
df.shape
```

[2]: (2276, 10)

```
[3]: df.head()
```

4

```
[3]:
                                  title_without_year
                                                      year main_genre MPAA-Rating \
     0
                                  Avengers: Endgame
                                                       2019
                                                                Action
                                                                             PG-13
                                                       2009
                                                                             PG-13
     1
                                             Avatar
                                                                Sci-Fi
     2
       Star Wars: Episode VII - The Force Awakens
                                                       2015
                                                                Sci-Fi
                                                                             PG-13
     3
                                     Jurassic World
                                                       2015
                                                             Adventure
                                                                             PG-13
     4
                                      The Lion King
                                                       2019
                                                                Family
                                                                                 PG
        Runtime
                                          Distributor
                                                            Budget_$
                                                                        Domestic_$
     0
            181
                 Walt Disney Studios Motion Pictures
                                                        $356,000,000
                                                                      $858,373,000
     1
            162
                                Twentieth Century Fox
                                                        $237,000,000
                                                                      $749,766,139
     2
            138
                                                        $245,000,000
                 Walt Disney Studios Motion Pictures
                                                                      $936,662,225
     3
            124
                                   Universal Pictures
                                                        $150,000,000
                                                                      $652,270,625
```

Walt Disney Studios Motion Pictures

\$260,000,000

\$543,638,043

```
0 $1,939,128,328 $2,797,501,328
     1 $1,993,811,448 $2,743,577,587
     2 $1,131,561,399 $2,068,223,624
     3 $1,018,130,012 $1,670,400,637
     4 $1,113,305,351 $1,656,943,394
[4]: df["main_genre"].value_counts()
[4]: main_genre
    Comedy
                    385
    Drama
                    374
     Thriller
                    223
    Action
                    207
    Romance
                    156
    Adventure
                    155
    Sci-Fi
                    111
    Crime
                    103
    Fantasy
                     99
                     84
    Family
    Horror
                     82
                     74
    Mystery
    Biography
                     51
    Animation
                     37
    Music
                     31
    History
                     25
    War
                     22
    Sport
                     21
    Western
                     13
    Musical
                     12
    Documentary
                     11
    Name: count, dtype: int64
[5]: # Create Profit Column
     # Convert `Budget_$` and `total_revenue_$` columns to numeric, after removing _{\hspace*{-0.1em}\sqcup}
     →'$' and '.'
     df['Budget_$'] = df['Budget_$'].astype(str).str.replace(r'[$,]', '', regex=True)
     df['total_revenue_$'] = df['total_revenue_$'].astype(str).str.replace(r'[$,]',__
     df['Budget_$'] = pd.to_numeric(df['Budget_$'])
     df['total_revenue_$'] = pd.to_numeric(df['total_revenue_$'])
     # Calculate Profit
     df['profit'] = df['total_revenue_$'] - df['Budget_$']
```

International\_\$ total\_revenue\_\$

### 1.2 Regression Model: All Genres

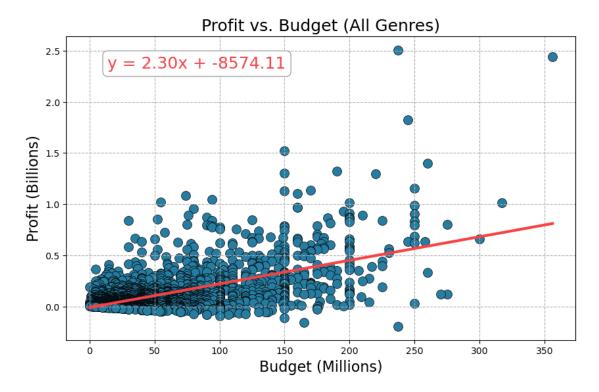
```
[6]: # Define linear regression model
    def create_linear_regression_plot(df, x_col, y_col, x_label, y_label, title):
         # Perform linear regression
        slope, intercept, r_value, p_value, std_err = linregress(df[x_col],_
      →df[y col])
        # Find movie with highest and lowest profit
        highest_profit_movie_index = df[y_col].idxmax()
        highest_profit_movie = df.loc[highest_profit_movie_index,__
      highest_profit_year = df.loc[highest_profit_movie_index, 'year']
        highest_profit = df[y_col].max() / 1_000_000_000
        filtered_df = df[df['title_without_year'] != highest_profit_movie]
        lowest_profit_movie_index = filtered_df[y_col].idxmin()
        lowest_profit_movie = filtered_df.loc[lowest_profit_movie_index,__
      lowest_profit_year = filtered_df.loc[lowest_profit_movie_index, 'year']
        lowest_profit = filtered_df[y_col].min() / 1_000_000
        \# Create scatter plot, keeping x-values in millions and converting y-values
      →to billions
        plt.figure(figsize=(10, 6))
        plt.scatter(df[x_col] / 1_000_000, df[y_col] / 1_000_000_000, s=100,
      ⇒color='#277DA1', label='Data Points', edgecolors='black', linewidths=0.5)
        # Add linear regression line
        plt.plot(df[x_col] / 1_000_000, (slope * df[x_col] + intercept) /_{\square}
      41_000_000_000, color='#F94144', label='Linear Regression', linewidth=3)
        # Equation annotation
        plt.annotate(f'y = {slope:.2f}x + {intercept / 1_000:.2f}',
                     xy=(df[x_col].min() / 1_000_000, df[y_col].max() /__
      41_000_000_000,
                     xytext=(20, -20),
                     textcoords='offset points',
                     color='#F94144',
                     fontsize=18,
                     bbox=dict(boxstyle="round,pad=0.3", fc="white", ec="gray", u
      \rightarrow lw=0.7)
        # Labels and title
        plt.xlabel(f'{x_label} (Millions)', fontsize=16)
        plt.ylabel(f'{y_label} (Billions)', fontsize=16)
        plt.title(title, fontsize=18)
```

```
# Add gridlines
  plt.grid(axis='both', linestyle='--')
  # Display r-squared value
  print(f"The r-squared is: {r_value**2}")
  # Print highest and lowest profit movies
  print("\nHighest Profit:")
  print(f"- Title: {highest_profit_movie}({highest_profit_year})")
  highest_profit_budget = df.loc[highest_profit_movie_index, 'Budget_$'] / ___
→1_000_000
  print(f"- Budget: ${highest_profit_budget:.2f} Million")
  highest_profit_revenue = df.loc[highest_profit_movie_index,__
# Format revenue dynamically
  if highest_profit_revenue >= 1_000_000_000: # Check if over 1 billion
      highest_profit_revenue /= 1_000_000_000
      print(f"- Revenue: ${highest_profit_revenue:.2f} Billion")
  else:
      highest_profit_revenue /= 1_000_000
      print(f"- Revenue: ${highest_profit_revenue:.2f} Million")
  if highest_profit >= 1:
      print(f"- Profit: ${highest profit:.2f} Billion")
  else:
      highest_profit_millions = highest_profit * 1000
      print(f"- Profit: ${highest_profit_millions:.2f} Million")
  print("\nBiggest Flop:")
  print(f"- Title: {lowest profit movie}({lowest profit year})")
  lowest_profit_budget = df.loc[lowest_profit_movie_index, 'Budget_$'] /__
-1_000_000
  print(f"- Budget: ${lowest_profit_budget:.2f} Million")
  lowest_profit_revenue = df.loc[lowest_profit_movie_index, 'total_revenue_$']
  # Format revenue dynamically
  if lowest profit revenue >= 1 000 000 000:
      lowest_profit_revenue /= 1_000_000_000
      print(f"- Revenue: ${lowest_profit_revenue:.2f} Billion")
  else:
      lowest_profit_revenue /= 1_000_000
      print(f"- Revenue: ${lowest_profit_revenue:.2f} Million")
```

```
print(f"- Loss: ${-lowest_profit:.2f} Million")
# Find highest and lowest budget movies
highest_budget_index = df['Budget_$'].idxmax()
highest_budget_movie = df.loc[highest_budget_index, 'title_without_year']
highest_budget_year = df.loc[highest_budget_index, 'year']
highest_budget = df['Budget_$'].max() / 1_000_000
lowest_budget_index = df['Budget_$'].idxmin()
lowest_budget_movie = df.loc[lowest_budget_index, 'title_without_year']
lowest_budget_year = df.loc[lowest_budget_index, 'year']
lowest_budget = df['Budget_$'].min() / 1_000_000
# Print highest and lowest budget movies with revenue and profit
print("\nHighest Budget:")
print(f"- Title: {highest_budget_movie}({highest_budget_year})")
print(f"- Budget: ${highest_budget:.2f} Million")
highest_budget_revenue = df.loc[highest_budget_index, 'total_revenue_$']
# Format revenue dynamically
if highest budget revenue >= 1 000 000 000:
   highest_budget_revenue /= 1_000_000_000
   print(f"- Revenue: ${highest budget revenue:.2f} Billion")
else:
   highest_budget_revenue /= 1_000_000
    print(f"- Revenue: ${highest_budget_revenue:.2f} Million")
highest_budget_profit = df.loc[highest_budget_index, y_col] / 1_000_000_000
if highest_budget_profit >= 1:
   print(f"- Profit: ${highest_budget_profit:.2f} Billion")
else:
   highest_budget_profit_millions = highest_budget_profit * 1000
    print(f"- Profit: ${highest_budget_profit_millions:.2f} Million")
print("\nLowest Budget:")
print(f"- Title: {lowest_budget_movie}({lowest_budget_year})")
# Retrieve and format lowest budget
lowest_budget = df.loc[lowest_budget_index, 'Budget_$']
if lowest budget >= 1 000 000:
    lowest_budget /= 1_000_000
   print(f"- Budget: ${lowest budget:.2f} Million")
else:
   lowest_budget /= 1_000
   print(f"- Budget: ${lowest_budget:.2f} Thousand")
```

```
# Ensure lowest_budget_revenue is always assigned
         lowest_budget_revenue = df.loc[lowest_budget_index, 'total_revenue $']
         # Format revenue dynamically
         if lowest_budget_revenue >= 1_000_000_000:
             lowest_budget_revenue /= 1_000_000_000
             print(f"- Revenue: ${lowest_budget_revenue:.2f} Billion")
         else:
             lowest_budget_revenue /= 1_000_000
             print(f"- Revenue: ${lowest_budget_revenue:.2f} Million")
         lowest_budget_profit = df.loc[lowest_budget_index, y_col] / 1_000_000_000
         if lowest_budget_profit >= 1:
             print(f"- Profit: ${lowest_budget_profit:.2f} Billion")
         else:
             lowest_budget_profit_millions = lowest_budget_profit * 1000
             print(f"- Profit: ${lowest_budget_profit_millions:.2f} Million")
         # Show plot
         plt.show()
[7]: # Call the function
     create_linear_regression_plot(df, 'Budget_$', 'profit', 'Budget', 'Profit',
      ⇔'Profit vs. Budget (All Genres)')
    The r-squared is: 0.3448866008133383
    Highest Profit:
    - Title: Avatar (2009)
    - Budget: $237.00 Million
    - Revenue: $2.74 Billion
    - Profit: $2.51 Billion
    Biggest Flop:
    - Title: The Polar Express (2005)
    - Budget: $165.00 Million
    - Revenue: $11.91 Million
    - Loss: $153.09 Million
    Highest Budget:
    - Title: Avengers: Endgame (2019)
    - Budget: $356.00 Million
    - Revenue: $2.80 Billion
    - Profit: $2.44 Billion
    Lowest Budget:
    - Title: Paranormal Activity (2009)
    - Budget: $15.00 Thousand
```

- Revenue: \$193.36 Million - Profit: \$193.34 Million



Analysis: When we analyze every movie across the board, the data shows us that a movie's budget is approximately 35% the reason behind its success.

### 1.3 Regression Models: Individual Genres

```
filtered_df = genre_df[genre_df['title_without_year'] !=_
→highest_profit_movie]
  lowest_profit_movie_index = filtered_df[y_col].idxmin()
  lowest_profit_movie = filtered_df.loc[lowest_profit_movie_index,__
lowest_profit_year = filtered_df.loc[lowest_profit_movie_index, 'year']
  lowest_profit = filtered_df[y_col].min() / 1_000_000
  \# Create scatter plot, keeping x-values in millions and converting y-values
→to billions
  plt.figure(figsize=(10, 6))
  plt.scatter(genre_df[x_col] / 1_000_000, genre_df[y_col] / 1_000_000_000,_u
s=100, color='#277DA1', label='Data Points', edgecolors='black',
⇒linewidths=0.5)
  # Add linear regression line
  plt.plot(genre_df[x_col] / 1_000_000, (slope * genre_df[x_col] + intercept)
→/ 1_000_000_000, color='#F94144', label='Linear Regression', linewidth=3)
  # Equation annotation
  plt.annotate(f'y = \{slope: .2f\}x + \{intercept / 1_000: .2f\}',
                xy=(genre_df[x_col].min() / 1_000_000, genre_df[y_col].max() /_u
\hookrightarrow 1_{000_{000_{000}}}
                xytext=(20, -20),
                textcoords='offset points',
                color='#F94144',
                fontsize=18,
                bbox=dict(boxstyle="round,pad=0.3", fc="white", ec="gray", __
\rightarrow lw=0.7)
  # Labels and title
  plt.xlabel(f'{x_label} (Millions)', fontsize=16)
  plt.ylabel(f'{y label} (Billions)', fontsize=16)
  plt.title(f'{title} ({genre_filter})', fontsize=18) # Dynamically include_
⇔genre filter in title
  # Add gridlines
  plt.grid(axis='both', linestyle='--')
  # Display r-squared value
  print(f"The r-squared is: {r_value**2}")
  # Print highest and lowest profit movies
  print("\nHighest Profit:")
  print(f"- Title: {highest_profit_movie}({highest_profit_year})")
```

```
highest_profit_budget = df.loc[highest_profit_movie_index, 'Budget_$'] / ___
-1_000_000
  print(f"- Budget: ${highest_profit_budget:.2f} Million")
  highest_profit_revenue = df.loc[highest_profit_movie_index,__
# Format revenue dynamically
  if highest_profit_revenue >= 1_000_000_000: # Check if over 1 billion
      highest_profit_revenue /= 1_000_000_000
      print(f"- Revenue: ${highest_profit_revenue:.2f} Billion")
  else:
      highest_profit_revenue /= 1_000_000
      print(f"- Revenue: ${highest_profit_revenue:.2f} Million")
  if highest_profit >= 1:
      print(f"- Profit: ${highest_profit:.2f} Billion")
  else:
      highest_profit_millions = highest_profit * 1000
      print(f"- Profit: ${highest_profit_millions:.2f} Million")
  print("\nBiggest Flop:")
  print(f"- Title: {lowest_profit_movie}({lowest_profit_year})")
  lowest_profit_budget = df.loc[lowest_profit_movie_index, 'Budget_$'] /__
-1_000_000
  print(f"- Budget: ${lowest profit budget:.2f} Million")
  lowest_profit_revenue = df.loc[lowest_profit_movie_index, 'total_revenue_$']
  # Format revenue dynamically
  if lowest_profit_revenue >= 1_000_000_000:
      lowest_profit_revenue /= 1_000_000_000
      print(f"- Revenue: ${lowest_profit_revenue:.2f} Billion")
  else:
      lowest_profit_revenue /= 1_000_000
      print(f"- Revenue: ${lowest_profit_revenue:.2f} Million")
  print(f"- Loss: ${-lowest_profit:.2f} Million")
  # Find highest and lowest budget movies within the filtered genre
  highest_budget_movie_index = genre_df['Budget_$'].idxmax()
  lowest_budget_movie_index = genre_df['Budget_$'].idxmin()
  # Print Highest Budget Movie details
  print("\nHighest Budget:")
```

```
print(f"- Title: {genre_df.loc[highest_budget_movie_index,__

    'title_without_year']}({genre_df.loc[highest_budget_movie_index, 'year']})")

  print(f"- Budget: ${genre_df.loc[highest_budget_movie_index, 'Budget_$'] / ___
→1 000 000:.2f} Million")
  # Calculate and print revenue
  highest_budget_revenue = genre_df.loc[highest_budget_movie_index,_
if highest_budget_revenue >= 1_000_000_000:
      highest budget revenue /= 1 000 000 000
      print(f"- Revenue: ${highest_budget_revenue:.2f} Billion")
  else:
      highest_budget_revenue /= 1_000_000
      print(f"- Revenue: ${highest_budget_revenue:.2f} Million")
  # Calculate and print profit
  highest_budget_profit = (genre_df.loc[highest_budget_movie_index,_

    'total_revenue_$'] - genre_df.loc[highest_budget_movie_index, 'Budget_$'])

  if highest_budget_profit >= 1_000_000_000:
      highest budget profit /= 1 000 000 000
      print(f"- Profit: ${highest_budget_profit:.2f} Billion")
  else:
      highest_budget_profit /= 1_000_000
      print(f"- Profit: ${highest_budget_profit:.2f} Million")
  # Print Lowest Budget Movie details
  print("\nLowest Budget:")
  print(f"- Title: {genre_df.loc[lowest_budget_movie_index,__
d'title_without_year']}({genre_df.loc[lowest_budget_movie_index, 'year']})")
  lowest_budget = genre_df.loc[lowest_budget_movie_index, 'Budget_$']
  if lowest_budget < 1_000_000:</pre>
      print(f"- Budget: ${lowest budget / 1 000:.2f} Thousand")
  else:
      print(f"- Budget: ${lowest_budget / 1_000_000:.2f} Million")
  lowest_budget_revenue = genre_df.loc[lowest_budget_movie_index,_
# Format revenue
  if lowest_budget_revenue >= 1_000_000_000:
      lowest_budget_revenue /= 1_000_000_000
      print(f"- Revenue: ${lowest_budget_revenue:.2f} Billion")
  else:
      lowest_budget_revenue /= 1_000_000
      print(f"- Revenue: ${lowest_budget_revenue:.2f} Million")
```

```
# Calculate profit/loss
  lowest_budget_profit_loss = (genre_df.loc[lowest_budget_movie_index,__
# Conditional formatting for profit/loss
  if lowest_budget_profit_loss >= 0:
     label = "Profit:"
      if lowest_budget_profit_loss >= 1_000_000:
         lowest_budget_profit_loss /= 1_000_000
         unit = " Million"
      else:
         lowest_budget_profit_loss /= 1_000
         unit = " Thousand"
  else:
      label = "Loss:"
     lowest_budget_profit_loss = abs(lowest_budget_profit_loss)
      if lowest_budget_profit_loss >= 1_000_000:
         lowest_budget_profit_loss /= 1_000_000
         unit = " Million"
      else:
         lowest_budget_profit_loss /= 1_000
         unit = " Thousand"
  print(f"- {label} ${lowest_budget_profit_loss:.2f}{unit}")
  # Show plot
  plt.show()
```

#### **1.3.1** Action

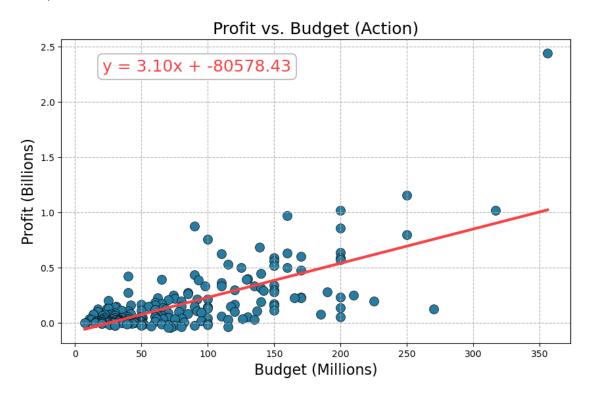
#### Highest Budget:

- Title: Avengers: Endgame (2019)

- Budget: \$356.00 Million - Revenue: \$2.80 Billion - Profit: \$2.44 Billion

#### Lowest Budget:

- Title: Pootie Tang (2001)
- Budget: \$7.00 Million
- Revenue: \$6.63 Million
- Loss: \$372.83 Thousand



Analysis: Action movies have whopping 0.49 r-squared value meaning that an action movie's success is highly dependant on its budget.

## 1.3.2 Drama

```
[10]: create_linear_regression_plot_genre(df, 'Budget_$', 'profit', 'Budget', \subsets 'Profit', 'Profit vs. Budget', 'Drama')
```

The r-squared is: 0.1536530870897737

#### Highest Profit:

- Title: The Lord of the Rings: The Return of the King (2003)

Budget: \$94.00 MillionRevenue: \$1.14 BillionProfit: \$1.05 Billion

### Biggest Flop:

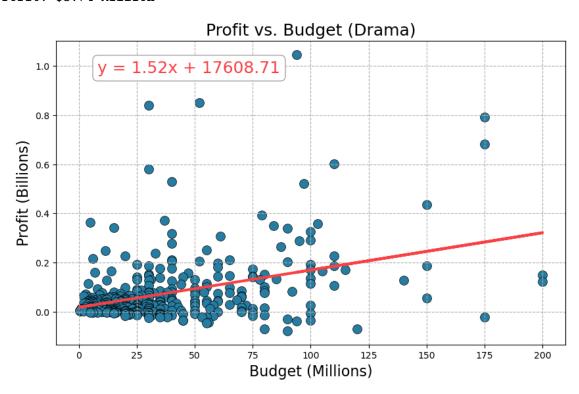
- Title: The Promise (2017)
- Budget: \$90.00 Million
- Revenue: \$12.45 Million
- Loss: \$77.55 Million

#### Highest Budget:

- Title: Titanic (2012)
- Budget: \$200.00 Million
- Revenue: \$350.45 Million
- Profit: \$150.45 Million

# Lowest Budget:

- Title: Sleight (2017)
- Budget: \$250.00 Thousand
- Revenue: \$3.99 Million
- Profit: \$3.74 Million



Analysis: A dramatic movie's success seems to be less dependant on its budget as its r-squared value is only 0.15.

### **1.3.3** Comedy

```
[11]: create_linear_regression_plot_genre(df, 'Budget_$', 'profit', 'Budget',

- 'Profit', 'Profit vs. Budget', 'Comedy')

The r-squared is: 0.24981478020975345

Highest Profit:

- Title: Despicable Me 3 (2017)

- Budget: $80.00 Million
```

### Biggest Flop:

- Title: The Adventures of Pluto Nash (2002)

- Budget: \$100.00 Million - Revenue: \$7.10 Million - Loss: \$92.90 Million

- Revenue: \$1.03 Billion - Profit: \$954.80 Million

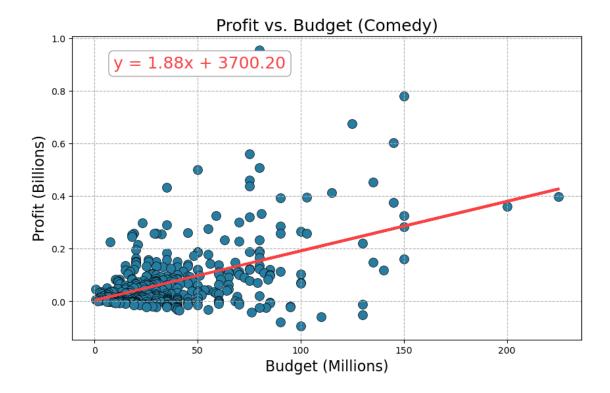
# Highest Budget:

- Title: Men in Black 3 (2012)
- Budget: \$225.00 Million
- Revenue: \$624.03 Million
- Profit: \$399.03 Million

#### Lowest Budget:

- Title: Napoleon Dynamite (2004)

- Budget: \$400.00 Thousand - Revenue: \$46.12 Million - Profit: \$45.72 Million



Analysis: Comedies are moderately higher than dramas, but other major factors are still at play for their success.

#### 1.3.4 Romance

The r-squared is: 0.24690718699610936

#### Highest Profit:

- Title: The Twilight Saga: Breaking Dawn - Part 2 (2012)

Budget: \$120.00 MillionRevenue: \$829.75 MillionProfit: \$709.75 Million

# Biggest Flop:

- Title: Gigli (2003) - Budget: \$54.00 Million - Revenue: \$7.27 Million - Loss: \$46.73 Million

### Highest Budget:

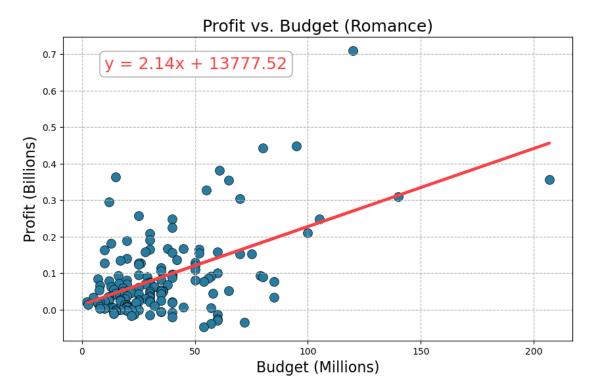
- Title: King Kong (2005)

- Budget: \$207.00 Million - Revenue: \$562.36 Million - Profit: \$355.36 Million

Lowest Budget:

- Title: Boys Don't Cry (1999)

- Budget: \$2.00 Million - Revenue: \$23.08 Million - Profit: \$21.08 Million



Analysis: Romantic movies are about the same as comedies.

#### 1.3.5 Sci-Fi

```
[13]: create_linear_regression_plot_genre(df, 'Budget_$', 'profit', 'Budget', \
\( \text{'Profit'}, 'Profit vs. Budget', 'Sci-Fi') \)
```

The r-squared is: 0.3277254556220426

Highest Profit:

- Title: Avatar (2009)
- Budget: \$237.00 Million
- Revenue: \$2.74 Billion
- Profit: \$2.51 Billion

# Biggest Flop:

- Title: Stealth (2005)
- Budget: \$135.00 Million
- Revenue: \$79.27 Million
- Loss: \$55.73 Million

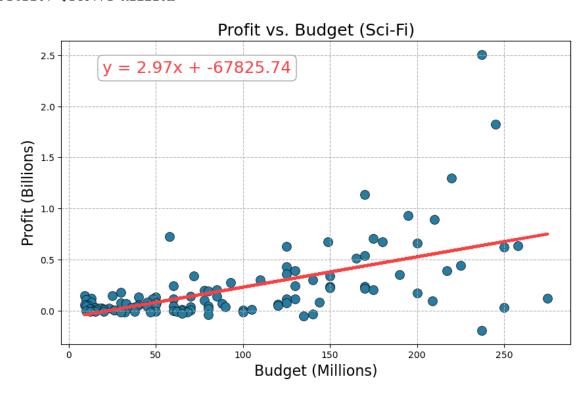
# Highest Budget:

- Title: Solo: A Star Wars Story (2018)

- Budget: \$275.00 Million - Revenue: \$392.92 Million - Profit: \$117.92 Million

#### Lowest Budget:

- Title: Escape Room (2019)
- Budget: \$9.00 Million
- Revenue: \$155.71 Million
- Profit: \$146.71 Million



Analysis: Sci-Fi movies have a higher r-squared value which is to be expected, but it still seems like it's not the most important factor in its success.

### 1.3.6 Sport

### Biggest Flop:

- Title: The Legend of Bagger Vance (2000)

- Budget: \$80.00 Million - Revenue: \$39.46 Million - Loss: \$40.54 Million

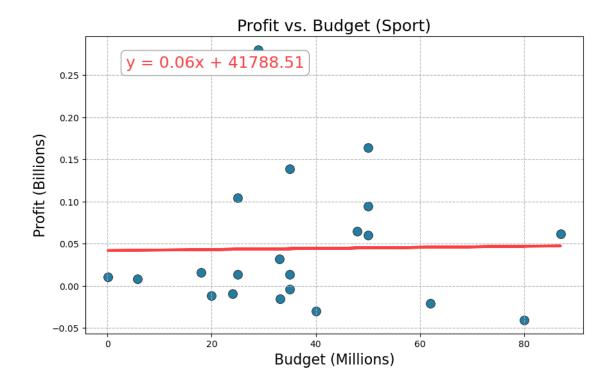
# Highest Budget:

- Title: Seabiscuit (2003) - Budget: \$87.00 Million - Revenue: \$148.34 Million - Profit: \$61.34 Million

#### Lowest Budget:

- Title: Facing the Giants (2006)

- Budget: \$100.00 Thousand - Revenue: \$10.24 Million - Profit: \$10.14 Million



Analysis: Movies about sports are a considerably smaller sample size, but there appears to be no correlation at all between a sports movie's budget and its box office success.

## 1.3.7 Documentary

The r-squared is: 0.0525869512860423

# Highest Profit:

- Title: Jackass: The Movie (2002)

- Budget: \$5.00 Million - Revenue: \$79.49 Million - Profit: \$74.49 Million

# Biggest Flop:

- Title: Capitalism: A Love Story (2009)

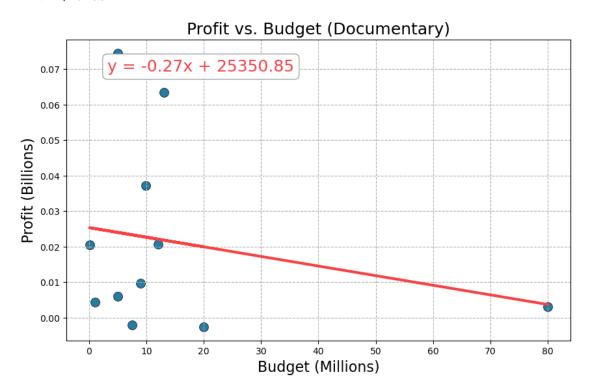
- Budget: \$20.00 Million - Revenue: \$17.44 Million - Loss: \$2.56 Million

#### Highest Budget:

- Title: Oceans (2010)
- Budget: \$80.00 Million
- Revenue: \$83.09 Million
- Profit: \$3.09 Million

#### Lowest Budget:

- Title: Super Size Me (2004)
- Budget: \$65.00 Thousand
- Revenue: \$20.65 Million
- Profit: \$20.58 Million



Analysis: A documentary's budget only accounts for about 5% of its success.

[]: