Phase 2 Project
Box Office Films

// FLATIRON SCHOOL

Agenda

- Project Prompt
- Project Deliverables
- Schedule

Project Prompt

Project Prompt

You are charged to explore the data to find what makes a movie successful

Provide 3 concrete recommendations to a “new” movie studio on what films to produce - support via statistical testing

Utilize Simple Linear Regression to quantify a numeric response variable relationship (revenue, ROI, budget, etc...)

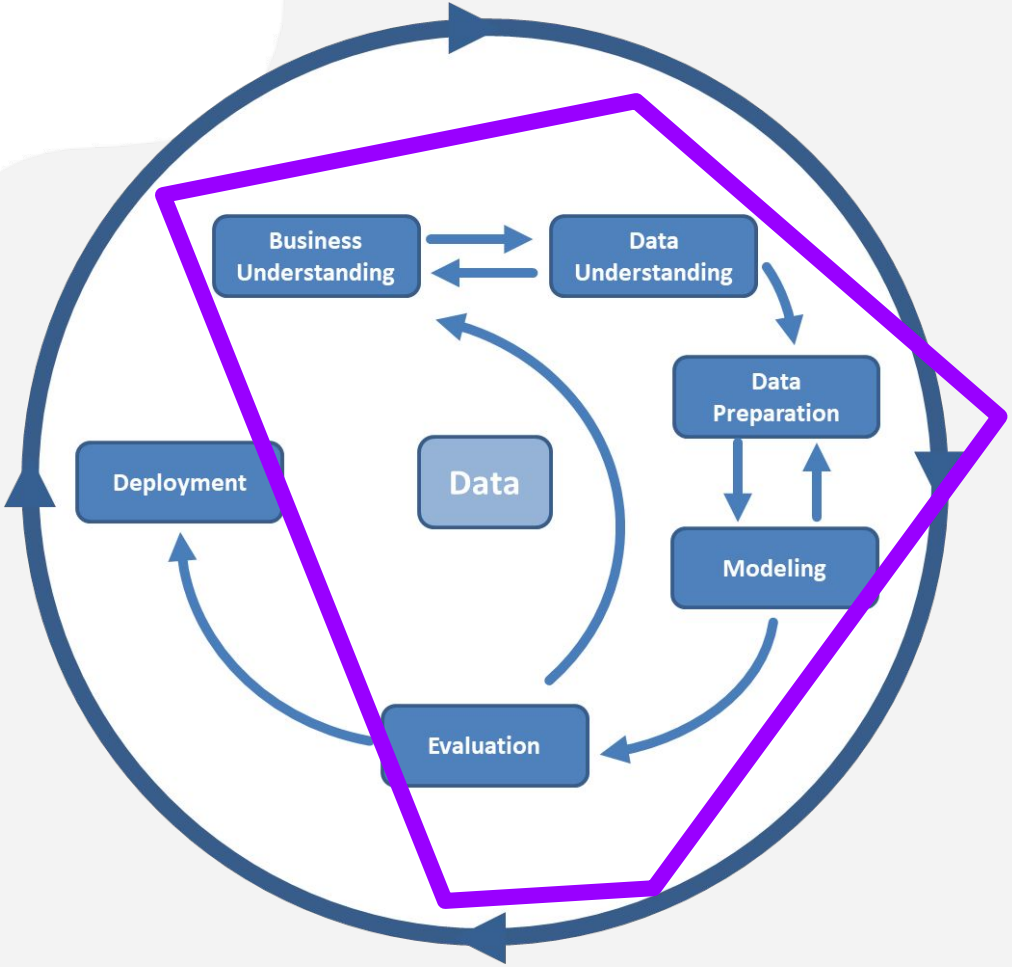
Project Deliverables

DS Process: CRISP-DM

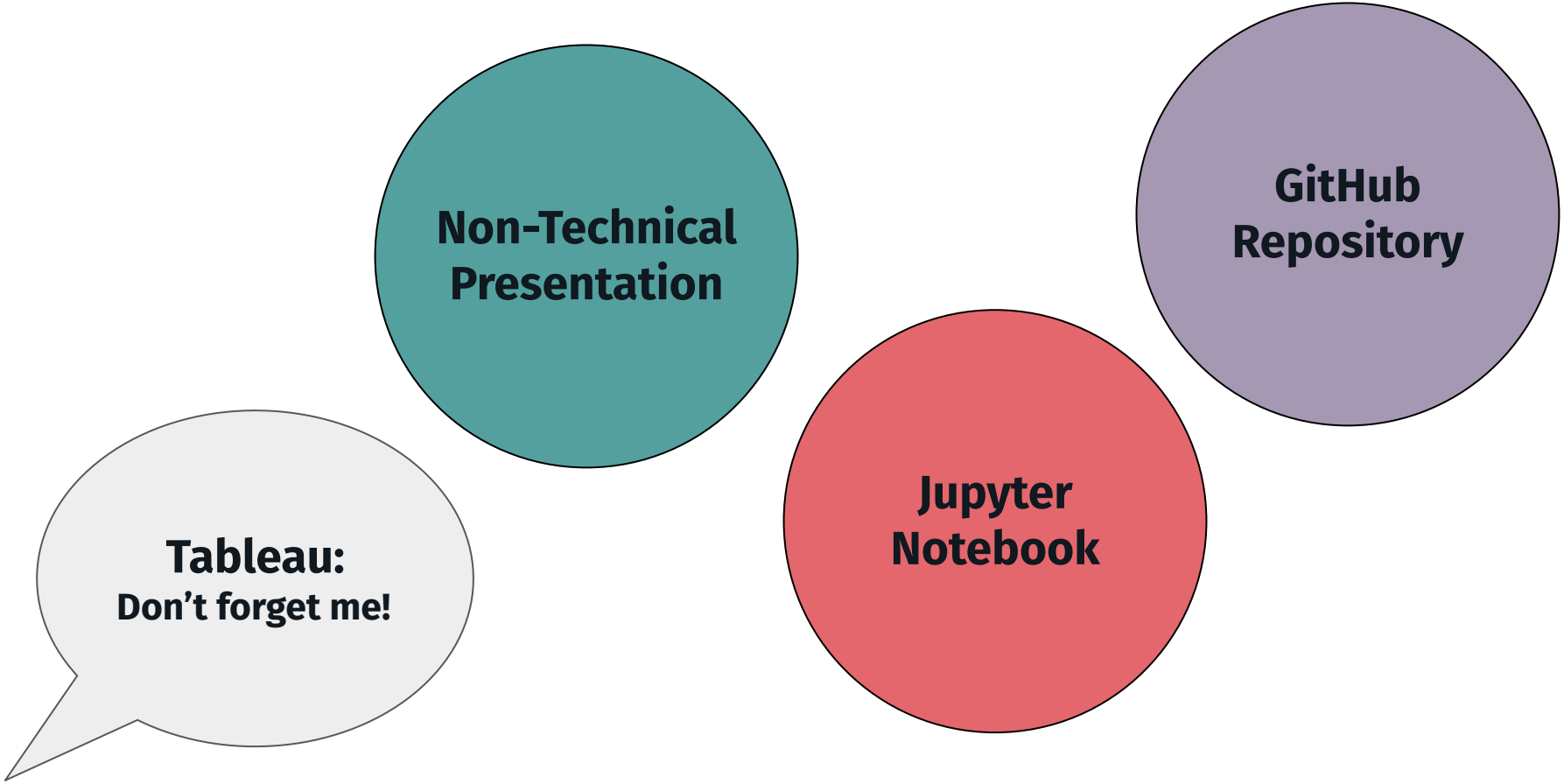
Consider the **CRISP-DM** process and headers while creating each deliverable.

Modeling:

1. **Statistical Tests**
2. **Simple Linear Regression**



Project Deliverables



Non-Technical Presentation

- Slide deck for a **five minute** presentation
- **Non-technical audience**
- Professional style
  - Light on text
  - Effective template
  - Legible and labeled visualizations

Example slide deck

Non-Technical Presentation

Tell a Story:

Beginning

- Overview
- Business Understanding
- Stakeholder
- Key Business Questions

Middle

- Data Understanding
- Visuals from EDA
- **Statistical Results (non-technically!)**

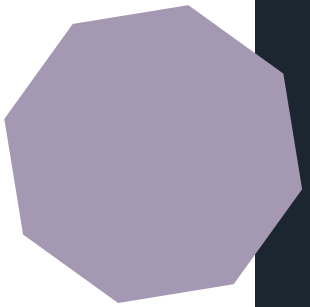
End

- Recommendations
- Next Steps
- Thank You Slide

GitHub Repository

- Where your project lives and grows - want to see a consistent commit history throughout
- **This will be part of your portfolio at the end of this course!**
- Recommend **starting your repository from scratch** rather than forking the template repository

Example repository and templates



GitHub Repository

Must-Haves

1. **README.md**
   - More detail on the next slide
2. **Commit History**
   - Commit history with clear messages
   - Contributions throughout the project period
3. **Organization**
   - Clear folder structure
   - Clear naming conventions for files and folders
   - Technical notebooks and presentation file are easily located
4. **Notebook**
   - Final technical notebook on main level of repo
   - Working notebooks (if applicable) in subfolders
5. **.gitignore**
   - Ignores large files as well as junk files
   - GitHub's python .gitignore template
   - **PRO TIP: Add the unzipped sql database file to your .gitignore immediately**

GitHub Repository

README Sections

Your README should act as a **high-level technical summary**

- **General Overview**
- **Business Understanding**
  - Include stakeholder and business questions
- **Data Understanding**
  - Source of data (either describe or link)
  - Description of data (high level, go into more detail in your technical notebook)
- **Modeling**
  - Describe techniques or methods
  - Written interpretation of results (final model)
- **Conclusion**
  - Summary of conclusions / recommendations
- **Repository File Structure**
  - (nice-to-have not need-to-have)

Jupyter Notebook

- Blends code, markdown, and visualizations to tell the **full story** of your project (content may overlap with your non-technical presentation and README)
- Includes **justifications and rationale** for every decision made throughout the project
- Notebook should be free of errors and run from top to bottom
- Use CRISP-DM steps as markdown headers to divide your final notebook into **sections**

Important Links

- **Project Description**
  - Explains the project goal, dataset, and deliverables
  - Contains rubric explanations
- **Checklist Overview**
  - Use to check off requirements
- **Submission and Review Instructions**
  - Github URL
  - 3 PDFs
    i. Repository main page
    ii. Main notebook
    iii. Presentation

Steps to Get Started

Read Project Description

First Things First

1. Create github repo
2. Add group members as collaborators
3. Separate branches & notebooks

Plan Ahead

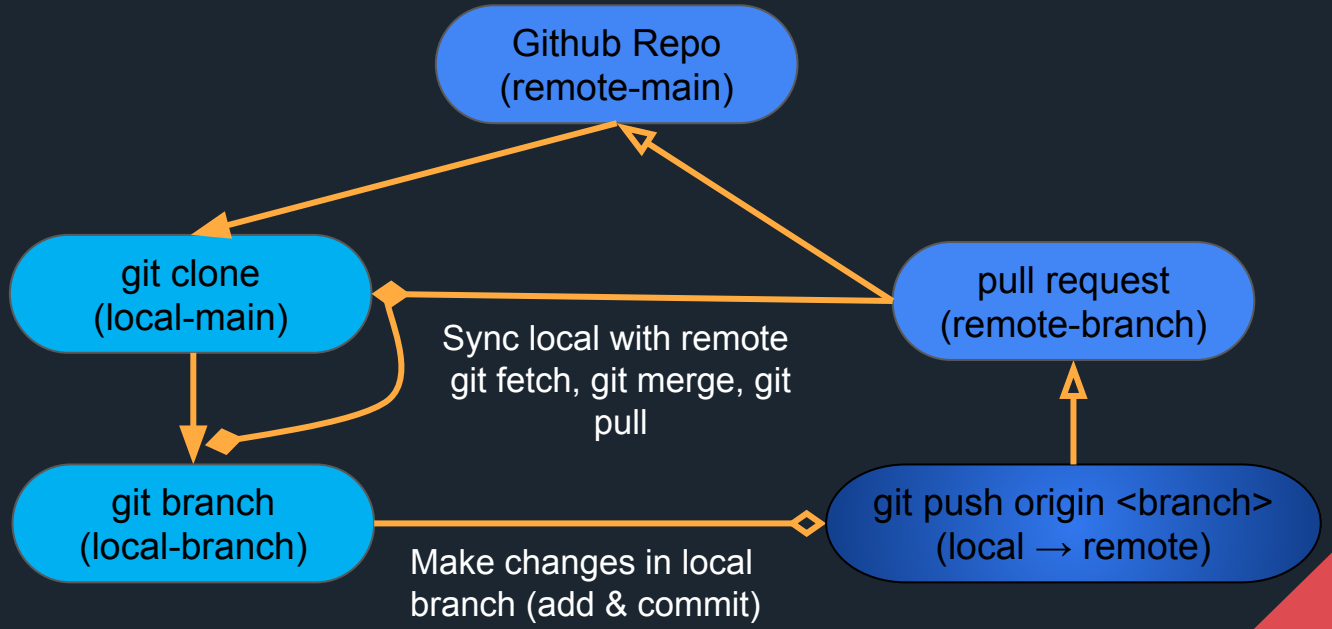
- Set group meet times
- Strategy for pull requests/git
- Utilize project 'board' if desired: Notion, Trello, or Monday

Think Data

- Master 'cleaned' dataset
- Might not be able to use all data files
- Joins, merges, etc
- Metric of choice

Gitflow for Branching Work

(Avoid merge conflicts)



Questions?