 ndsecond / capstone-pod-7

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✎

Group One Final Notebook

Import all necessary Libraries

```
# Importing relevant libraries
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
import sqlite3
%matplotlib inline
import scipy.stats as stats
from math import sqrt

tmdb = pd.read_csv("data/zippedData/tmdb.movies.csv.gz")
tmdb.head()
```

```
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```

	Unnamed: 0	genre_ids	id	original_language	original_title	popularity	release_date
0	0	[12, 14, 10751]	12444	en	Harry Potter and the Deathly Hallows: Part 1	33.533	2010-11-19
1	1	[14, 12, 16, 10751]	10191	en	How to Train Your Dragon	28.734	2010-04-27
2	2	[12, 28, 878]	10138	en	Iron Man 2	28.515	2010-06-18
3	3	[16, 35, 10751]	862	en	Toy Story	28.005	1995-11-17
4	4	[28, 878, 12]	27205	en	Inception	27.920	2010-07-16

```
tn_budgets = pd.read_csv("data/zippedData/tn.movie_budgets.csv.gz")
tn_budgets.head()
```

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	id	release_date	movie	production_budget	domestic_gross	worldwide_gross
0	1	Dec 18, 2009	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
1	2	May 20, 2011	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
2	3	Jun 7, 2019	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350

	id	release_date	movie	production_budget	domestic_gross	worldwide_gross
3	4	May 1, 2015	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
4	5	Dec 15, 2017	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747

To clean this dataframe, the only things to do would be convert production_budget, domestic_gross, and worldwide_gross to integer data types and change release_date to datetime data type.

Data Cleaning

```
# change release_date column from str to datetime
tn_budgets['release_date'] = pd.to_datetime(tn_budgets['release_date'])

# cleaning the production_budget column of dollar signs and commas and changing data type f
tn_budgets['production_budget'] = tn_budgets['production_budget'].str.replace('$', '')
tn_budgets['production_budget'] = tn_budgets['production_budget'].str.replace(',', '')
tn_budgets = tn_budgets.astype({'production_budget': 'int64'})

# cleaning the domestic_gross column of dollar signs and commas and changing data type from
tn_budgets['domestic_gross'] = tn_budgets['domestic_gross'].str.replace('$', '')
tn_budgets['domestic_gross'] = tn_budgets['domestic_gross'].str.replace(',', '')
tn_budgets = tn_budgets.astype({'domestic_gross': 'int64'})

# cleaning the worldwide_gross column of dollar signs and commas and changing data type from
tn_budgets['worldwide_gross'] = tn_budgets['worldwide_gross'].str.replace('$', '')
tn_budgets['worldwide_gross'] = tn_budgets['worldwide_gross'].str.replace(',', '')
tn_budgets = tn_budgets.astype({'worldwide_gross': 'int64'})

# Find the net revenue and assigning the values to the new column named Net Revenue
tn_budgets['Net Revenue'] = tn_budgets['worldwide_gross'] - tn_budgets['production_budget']
tn_budgets.describe()
```

```
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```
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```

	id	production_budget	domestic_gross	worldwide_gross	Net Revenue
count	5782.000000	5.782000e+03	5.782000e+03	5.782000e+03	5.782000e+03

	id	production_budget	domestic_gross	worldwide_gross	Net Revenue
mean	50.372363	3.158776e+07	4.187333e+07	9.148746e+07	5.989970e+07
std	28.821076	4.181208e+07	6.824060e+07	1.747200e+08	1.460889e+08
min	1.000000	1.100000e+03	0.000000e+00	0.000000e+00	-2.002376e+07
25%	25.000000	5.000000e+06	1.429534e+06	4.125415e+06	-2.189071e+07
50%	50.000000	1.700000e+07	1.722594e+07	2.798445e+07	8.550286e+06
75%	75.000000	4.000000e+07	5.234866e+07	9.764584e+07	6.096850e+07
max	100.000000	4.250000e+08	9.366622e+08	2.776345e+09	2.351345e+09

Genre Analysis

```
genre_df = pd.merge(tmdb, tn_budgets, left_on=['title'], right_on=['movie'])
genre_df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 2385 entries, 0 to 2384
Data columns (total 17 columns):
#   Column                Non-Null Count  Dtype
---  -
0   Unnamed: 0            2385 non-null   int64
1   genre_ids             2385 non-null   object
2   id_x                  2385 non-null   int64
3   original_language     2385 non-null   object
4   original_title        2385 non-null   object
5   popularity            2385 non-null   float64
6   release_date_x        2385 non-null   object
7   title                 2385 non-null   object
8   vote_average          2385 non-null   float64
9   vote_count            2385 non-null   int64
10  id_y                  2385 non-null   int64
11  release_date_y        2385 non-null   datetime64[ns]
12  movie                 2385 non-null   object
13  production_budget     2385 non-null   int64
14  domestic_gross        2385 non-null   int64
15  worldwide_gross       2385 non-null   int64
16  Net Revenue           2385 non-null   int64
dtypes: datetime64[ns](1), float64(2), int64(8), object(6)
memory usage: 335.4+ KB
```

We see that we have shrunk the dataset to 2385 but believe that to be sufficient enough to conduct further analysis.

genre_df

```
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.dataframe thead th {
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```
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```

	Unnamed: 0	genre_ids	id_x	original_language	original_title	popularity
0	1	[14, 12, 16, 10751]	10191	en	How to Train Your Dragon	28.734
1	2	[12, 28, 878]	10138	en	Iron Man 2	28.515
2	3	[16, 35, 10751]	862	en	Toy Story	28.005
3	2473	[16, 35, 10751]	862	en	Toy Story	28.005
4	4	[28, 878, 12]	27205	en	Inception	27.920
...
2380	26323	[]	509316	en	The Box	0.600
2381	26425	[10402]	509306	en	The Box	0.600
2382	26092	[35, 16]	546674	en	Enough	0.719
2383	26322	[]	513161	en	Undiscovered	0.600
2384	26508	[16]	514492	en	Jaws	0.600

2385 rows × 17 columns

```
# We notice some duplicates and choose to remove those.
genre_df = genre_df[genre_df['title'] != 'Home']
genre_df = genre_df.drop_duplicates(subset='title')
```

genre_df

```
<style scoped> .dataframe tbody tr th:only-of-type { vertical-align: middle; }
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```
.dataframe thead th {
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```

```
</style>
```

	Unnamed: 0	genre_ids	id_x	original_language	original_title	popularity
0	1	[14, 12, 16, 10751]	10191	en	How to Train Your Dragon	28.734
1	2	[12, 28, 878]	10138	en	Iron Man 2	28.515
2	3	[16, 35, 10751]	862	en	Toy Story	28.005
4	4	[28, 878, 12]	27205	en	Inception	27.920
5	5	[12, 14, 10751]	32657	en	Percy Jackson & the Olympians: The Lightning T...	26.691
...
2376	25825	[28, 878]	448764	en	Molly	1.400
2377	26040	[]	509314	en	The Box	0.840
2382	26092	[35, 16]	546674	en	Enough	0.719
2383	26322	[]	513161	en	Undiscovered	0.600
2384	26508	[16]	514492	en	Jaws	0.600

1923 rows × 17 columns

We are ultimately left with 1923 rows in the dataset which we still believe to be ok.

We decide we want our target variable to be Net Revenue, so we subtract production budget from worldwide gross. We make the assumption that in order to produce the movie, all of the production budget was used and ONLY the production budget. In other words, no more and no less than the production budget was spent in the creation of a movie.

```
genre_df['Net Revenue'] = genre_df['worldwide_gross'] - genre_df['production_budget']
genre_df.head()
```

```
<style scoped> .dataframe tbody tr th:only-of-type { vertical-align: middle; }
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```
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```

	Unnamed: 0	genre_ids	id_x	original_language	original_title	popularity	release_date
0	1	[14, 12, 16, 10751]	10191	en	How to Train Your Dragon	28.734	2010-07-01
1	2	[12, 28, 878]	10138	en	Iron Man 2	28.515	2010-06-18
2	3	[16, 35, 10751]	862	en	Toy Story	28.005	1995-11-17
4	4	[28, 878, 12]	27205	en	Inception	27.920	2010-07-16
5	5	[12, 14, 10751]	32657	en	Percy Jackson & the Olympians: The Lightning Thief	26.691	2010-07-09

```
# We realize the genre codes are in long strings. We remove the brackets and commas and split
```

```
genre_df['genre_ids'] = genre_df['genre_ids'].str.replace("[", "")
genre_df['genre_ids'] = genre_df['genre_ids'].str.replace("]", "")
genre_df['genre_ids'] = genre_df['genre_ids'].str.replace(",", "")
genre_df['genre_ids'] = genre_df['genre_ids'].apply(lambda x: x.split(" "))
genre_df['genre_ids'][0]
```

```
['14', '12', '16', '10751']
```

We found a key on the TMDb website that says what genre each number code relate to. Below we use a for loop to change them in the dataframe.

```
for lst in genre_df['genre_ids']:
    for i in range(len(lst)):
        if lst[i] == '12':
            lst[i] = 'Adventure'
        elif lst[i] == '14':
            lst[i] = 'Fantasy'
        elif lst[i] == '28':
            lst[i] = 'Action'
        elif lst[i] == '16':
            lst[i] = 'Animation'
        elif lst[i] == '35':
            lst[i] = 'Comedy'
        elif lst[i] == '80':
            lst[i] = 'Crime'
        elif lst[i] == '99':
            lst[i] = 'Documentary'
        elif lst[i] == '18':
            lst[i] = 'Drama'
        elif lst[i] == '10751':
            lst[i] = 'Family'
        elif lst[i] == '36':
            lst[i] = 'History'
        elif lst[i] == '27':
            lst[i] = 'Horror'
        elif lst[i] == '10402':
            lst[i] = 'Music'
        elif lst[i] == '9648':
            lst[i] = 'Mystery'
        elif lst[i] == '10749':
            lst[i] = 'Romance'
        elif lst[i] == '878':
            lst[i] = 'SciFi'
        elif lst[i] == '10770':
            lst[i] = 'TV Movie'
        elif lst[i] == '53':
            lst[i] = 'Thriller'
        elif lst[i] == '10752':
            lst[i] = 'War'
        elif lst[i] == '37':
            lst[i] = 'Western'
```

genre_df

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| | Unnamed:
0 | genre_ids | id_x | original_language | original_title | popularity |
|------|---------------|---|--------|-------------------|---|------------|
| 0 | 1 | [Fantasy, Adventure, Animation, Family] | 10191 | en | How to Train Your Dragon | 28.734 |
| 1 | 2 | [Adventure, Action, SciFi] | 10138 | en | Iron Man 2 | 28.515 |
| 2 | 3 | [Animation, Comedy, Family] | 862 | en | Toy Story | 28.005 |
| 4 | 4 | [Action, SciFi, Adventure] | 27205 | en | Inception | 27.920 |
| 5 | 5 | [Adventure, Fantasy, Family] | 32657 | en | Percy Jackson & the Olympians: The Lightning T... | 26.691 |
| ... | ... | ... | ... | ... | ... | ... |
| 2376 | 25825 | [Action, SciFi] | 448764 | en | Molly | 1.400 |
| 2377 | 26040 | [] | 509314 | en | The Box | 0.840 |
| 2382 | 26092 | [Comedy, Animation] | 546674 | en | Enough | 0.719 |
| 2383 | 26322 | [] | 513161 | en | Undiscovered | 0.600 |
| 2384 | 26508 | [Animation] | 514492 | en | Jaws | 0.600 |

1923 rows × 17 columns

To make the genre column easier to analyze, we use the `.explode()` function to create a unique row for each genre in the list. For instance, if a movie has 4 genres listed then it will now have 4 rows, each with a different one of the listed genres.

```
genre_df_exploded = genre_df.explode('genre_ids')
```

```
#remove rows with empty genres
genre_df_exploded = genre_df_exploded[genre_df_exploded['genre_ids'] != '']
```

We can now use groupby to find the average net revenue by genre. Note, if a movie has multiple rows, its revenue will be considered in multiple categories.

```
average_group = genre_df_exploded.groupby(['genre_ids'])['Net Revenue'].mean().sort_values(
average_group
```

```
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```
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```

| | genre_ids | Net Revenue |
|----|-----------|--------------|
| 0 | Animation | 2.439302e+08 |
| 1 | Adventure | 2.421081e+08 |
| 2 | Fantasy | 2.058034e+08 |
| 3 | Family | 1.920874e+08 |
| 4 | SciFi | 1.782768e+08 |
| 5 | Action | 1.589646e+08 |
| 6 | Comedy | 8.484031e+07 |
| 7 | Thriller | 6.275487e+07 |
| 8 | Crime | 6.079877e+07 |
| 9 | Music | 5.508409e+07 |
| 10 | War | 5.469261e+07 |
| 11 | Mystery | 5.270099e+07 |
| 12 | Romance | 5.111473e+07 |
| 13 | Drama | 4.583196e+07 |
| 14 | Western | 4.506243e+07 |
| 15 | Horror | 4.048204e+07 |
| 16 | History | 3.560990e+07 |

| | genre_ids | Net Revenue |
|----|-------------|--------------|
| 17 | Documentary | 3.013668e+07 |
| 18 | TV Movie | 2.918712e+07 |

```
#groupby genre on count
count_group = genre_df_exploded.groupby('genre_ids')['Net Revenue'].count().sort_values(asc
count_group
```

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| | genre_ids | Net Revenue |
|----|-------------|-------------|
| 0 | Drama | 872 |
| 1 | Comedy | 584 |
| 2 | Thriller | 518 |
| 3 | Action | 472 |
| 4 | Adventure | 298 |
| 5 | Horror | 258 |
| 6 | Crime | 241 |
| 7 | Romance | 233 |
| 8 | SciFi | 217 |
| 9 | Family | 187 |
| 10 | Fantasy | 178 |
| 11 | Mystery | 139 |
| 12 | Animation | 123 |
| 13 | History | 70 |
| 14 | Documentary | 69 |
| 15 | War | 47 |
| 16 | Music | 47 |

| | genre_ids | Net Revenue |
|----|-----------|-------------|
| 17 | Western | 24 |
| 18 | TV Movie | 10 |

Final Plot

```
#average net revenue by movie genre
ax = sns.barplot(data=average_group, x='genre_ids', y='Net Revenue', color='#990000')
ax.set_xticklabels(ax.get_xticklabels(), rotation=75);
ax.set_title('Average Net Revenue by Movie Genre', fontsize = 14, weight = 'bold')
ax.set_ylabel('Average Net Revenue (hundred millions)', weight='bold')
ax.set_xlabel('Movie Genre', weight='bold');
sns.set_style('whitegrid')
```



Studio Analysis

```
bom = pd.read_csv('data/zippedData/bom.movie_gross.csv.gz')
bom
```

```
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```

| | title | studio | domestic_gross | foreign_gross | year |
|-----|---|--------|----------------|---------------|------|
| 0 | Toy Story 3 | BV | 415000000.0 | 652000000 | 2010 |
| 1 | Alice in Wonderland (2010) | BV | 334200000.0 | 691300000 | 2010 |
| 2 | Harry Potter and the Deathly Hallows Part 1 | WB | 296000000.0 | 664300000 | 2010 |
| 3 | Inception | WB | 292600000.0 | 535700000 | 2010 |
| 4 | Shrek Forever After | P/DW | 238700000.0 | 513900000 | 2010 |
| ... | ... | ... | ... | ... | ... |

| | title | studio | domestic_gross | foreign_gross | year |
|------|-----------------------------|------------|----------------|---------------|------|
| 3382 | The Quake | Magn. | 6200.0 | NaN | 2018 |
| 3383 | Edward II (2018 re-release) | FM | 4800.0 | NaN | 2018 |
| 3384 | El Pacto | Sony | 2500.0 | NaN | 2018 |
| 3385 | The Swan | Synergetic | 2400.0 | NaN | 2018 |
| 3386 | An Actor Prepares | Grav. | 1700.0 | NaN | 2018 |

3387 rows x 5 columns

Cleaning Studio columns to remove duplicates

```
bom['studio'].unique()
bom['studio'] = bom['studio'].str.strip('()')
bom['studio'] = bom['studio'].str.strip('NL')
bom['studio'] = bom['studio'].str.strip()
bom['studio'] = bom['studio'].str.strip()
bom['studio'] = bom['studio'].str.replace('BV', 'Walt Disney')
bom['studio'] = bom['studio'].str.replace('P/DW', 'Pixar')
bom['studio'] = bom['studio'].str.replace('Uni.', 'Universal')
bom['studio'] = bom['studio'].str.replace('Par.', 'Paramount')
bom['studio'] = bom['studio'].str.strip()
```

Feature Creation create year column & Join Merge Bom & Tn_budgets

```
## Adding a year column
tn_budgets['year'] = pd.DatetimeIndex(tn_budgets['release_date']).year
### Merging bom dataframe and Tn budgets
bom_budgets = pd.merge(tn_budgets, bom[['studio', 'title', 'year']], left_on=['movie', 'year']
### Creating a column called net that calculates the difference between worldwide_gross and
bom_budgets['net'] = bom_budgets['worldwide_gross'] - bom_budgets['production_budget']
```

Groups by studio and find the top ten Studio by net profit

```
#Reduces the amount of digits displayed
pd.set_option('display.float_format', lambda x: '%.3f' % x)
net_studio = bom_budgets.groupby("studio")['net'].mean().to_frame(name = 'average_net').reset_index()
top10_studio = net_studio.sort_values(by=['average_net'], ascending= False, na_position='first')
```

Bargraph of top ten studio by Average net revenue

```
sns.set_style("whitegrid")
#setting figure size
plt.figure(figsize =(9,7))
#creating bar plot
ax_studio = sns.barplot(data=top10_studio, x='studio', y='average_net', color='#990000' )
```

```
#setting title and axis names
ax_studio.set_title('Average Net Revenue by Studio', fontsize = 14, weight = 'bold')
ax_studio.set_ylabel('Average Net Revenue (hundred millions)', fontsize = 12, weight = 'bold')
ax_studio.set_xlabel('Studio', fontsize = 12, weight = 'bold')
ax_studio.set_xticklabels(ax_studio.get_xticklabels(), rotation=75);
plt.show()
```



Bar Graph of top ten studios whose production cost is in the 25th interquartile range

```
#grouping by studios by production cost
studio_cost = bom_budgets.groupby("studio")['production_budget'].mean().to_frame(name = 'average_cost')
#creating quartiles to find what inter quartile ranges of cost
studio_cost_qt = studio_cost['average_cost'].quantile([0.25, 0.5, 0.75])
# Selecting only studios in the 25th quartile or lower
low_budget_studios = studio_cost[studio_cost['average_cost'] <= 6407142.857]
list_low = list(low_budget_studios['studio'])
low_cost_studios = bom_budgets[bom_budgets['studio'] == 'Viv' ]
#looping through a the list of every studio that is in the 25th quartile and appending it to a new list
for i in list_low:
    low_cost_studios = bom_budgets[bom_budgets['studio'] == i].append(low_cost_studios)
pd.set_option('display.float_format', lambda x: '%.3f' % x)
low_net_studio = low_cost_studios.groupby("studio")['net'].mean().to_frame(name = 'average_net')
top10_low = low_net_studio.sort_values(by=['average_net'], ascending= False, na_position='first')
```

```
sns.set_style("whitegrid")
#creating bar plot
ax_studio_low = sns.barplot(data=top10_low, x='studio', y='average_net',color='#990000' )
#setting figure size
plt.figure(figsize =(9,7))
#setting title and axis names
ax_studio_low.set_title('Average Net Revenue by Studio', fontsize = 14, weight = 'bold')
ax_studio_low.set_ylabel('Average Net Revenue (hundred millions)', fontsize = 12, weight = 'bold')
ax_studio_low.set_xlabel('Studio', fontsize = 12, weight = 'bold')
ax_studio_low.set_xticklabels(ax_studio_low.get_xticklabels(), rotation=75)
plt.show()
```



<Figure size 648x504 with 0 Axes>

Release Date Analysis

Hypothesis

Alternative hypothesis is that movies released in the summer season will generate a higher net revenue than the population average

$$H_a = \mu < M$$

Null hypothesis is that movies released in the summer season will not generate a higher net revenue than population average

$$H_0 = \mu \geq M$$

```
# Taking month out of release date and creating new column with the values
tn_budgets["release_month"] = tn_budgets["release_date"].dt.month

# Creating a variable that groups the release_month and Net Revenue columns and calculated
by_month = tn_budgets.groupby("release_month")["Net Revenue"].mean()
```

Map average gross revenue by month

```
# Plotting the data from by_month into a bar graph
by_month.plot(kind='bar', title='AVG Net Per Month', ylabel='Mean Net',
              xlabel='Release Month', figsize=(6, 5))

<AxesSubplot:title={'center':'AVG Net Per Month'}, xlabel='Release Month', ylabel='Mean Net'>
```



From this chart we notice that movies released in summer generate a higher Net Revenue

```
# Create dictionary to assign month to season to properly evaluate the data
season_month = {
    12:'Winter', 1:'Winter', 2:'Winter',
    3:'Spring', 4:'Spring', 5:'Spring',
    6:'Summer', 7:'Summer', 8:'Summer',
    9:'Fall', 10:'Fall', 11:'Fall'}

# map through data and create new column with movie release season
tn_budgets['release_season'] = tn_budgets["release_month"].map(season_month)
tn_budgets.sort_values(by=["release_season"])
by_season = tn_budgets.groupby("release_season")["Net Revenue"].mean().reset_index()

# Create new dataframe that groups the release_season and Net Revenue columns to see avg net
season_mean = tn_budgets.groupby("release_season")["Net Revenue"].mean().reset_index()
```

season_mean

```
<style scoped> .dataframe tbody tr th:only-of-type { vertical-align: middle; }
```

```
.dataframe tbody tr th {
    vertical-align: top;
}
```

```
.dataframe thead th {
    text-align: right;
}
```

```
</style>
```

| | release_season | Net Revenue |
|---|----------------|--------------|
| 0 | Fall | 47803627.875 |
| 1 | Spring | 65128830.067 |
| 2 | Summer | 76676469.389 |
| 3 | Winter | 51863328.816 |

```
season_count = tn_budgets.groupby("release_season")["Net Revenue"].count().reset_index()
season_count
```

```
<style scoped> .dataframe tbody tr th:only-of-type { vertical-align: middle; }
```

```
.dataframe tbody tr th {
    vertical-align: top;
}
```

```
.dataframe thead th {
    text-align: right;
}
```

```
</style>
```

| | release_season | Net Revenue |
|---|----------------|-------------|
| 0 | Fall | 1552 |
| 1 | Spring | 1331 |
| 2 | Summer | 1415 |
| 3 | Winter | 1484 |

```
import scipy.stats as stats
from math import sqrt
x_bar = season_mean["Net Revenue"][2] # sample mean of summer
n = season_count["Net Revenue"][2] # number of sample inputs
sigma = tn_budgets["Net Revenue"].std() # sd of all inputs
```



```
mu = tn_budgets["Net Revenue"].mean() # all inputs mean
```

```
z_value = (x_bar - mu)/(sigma/sqrt(n))  
z_value
```

```
4.319856231441833
```

```
p_value = stats.norm.sf(z_value)  
print('p_value = 0.000007806531178731228')  
p_value
```

```
p_value = 0.000007806531178731228
```

```
7.806544209520419e-06
```

```
# Plot out the by_season variable that allows us to evaluate average net revenue by season  
ax = sns.barplot(data=by_season, x='release_season', y='Net Revenue', color='#990000', orde  
ax.set_xticklabels(ax.get_xticklabels());  
ax.set_title('Average Net Revenue by Release Season', fontsize=12, weight='bold')  
ax.set_ylabel('Average Net Revenue (ten millions)', weight='bold')  
ax.set_xlabel('Release season', weight='bold')
```

```
Text(0.5, 0, 'Release season')
```



Conclusion

alpha = .05

z score = 4.319

p score = 0.000007806531178731228

After running the z score and p score, we can reject the null hypothesis with 99.9 percent confidence

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Languages

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