

ASM Homework 1

Linear Model for IDMB data

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13/10/2019

The IMDB dataset contains information of 940 films between 2000 and 2016. The data has been obtained from the <http://www.imdb.com> webpage. The data includes the *movietitle* of the film, its *genre* (*Action/Comedy/Drama/Terror*) and the following attributes:

Table 1: Dataset statistics

variable	class	min	mean	median	max
gross	integer	3330	57813236.78	33428175.0	760505847
budget	integer	400000	40484550.00	24000000.0	300000000
duration	integer	74	108.89	104.0	280
titleyear	integer	2000	2007.59	2007.5	2016
directorfl	integer	0	757.21	56.0	22000
actor1fl	integer	0	9006.78	2000.0	640000
actor2fl	integer	0	2391.69	756.0	137000
actor3fl	integer	0	891.11	501.0	19000
castfl	integer	0	13466.36	4867.5	656730
facenumber_in_poster	integer	0	1.62	1.0	31

We first check for any missing values and see that there are no NAs. Given the range of gross and budget we can switch to working in unit numbers by dividing by a million.

```
imdb<- imdb%>%
  mutate(gross = gross/1000000,
        budget = budget/1000000)
```

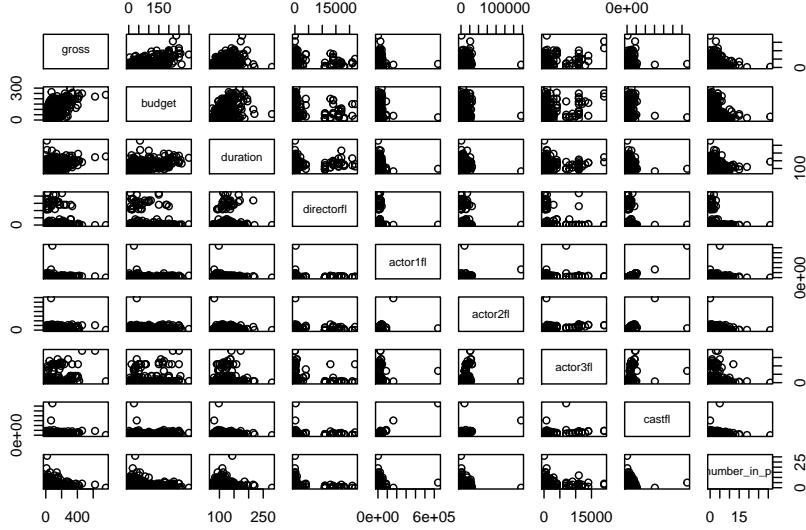
Exploratory Data Analysis

We are interested in predicting the gross of a movie basic on its characteristics. First let's analyze the target variable.

	gross
nobs	940.000000
NAs	0.000000
Minimum	0.003330
Maximum	760.505847
1. Quartile	11.816543
3. Quartile	70.756664
Mean	57.813237
Median	33.428175
Sum	54344.442575
SE Mean	2.515068
LCL Mean	52.877432
UCL Mean	62.749041
Variance	5946.031921
Stdev	77.110518
Skewness	3.099129
Kurtosis	14.530608

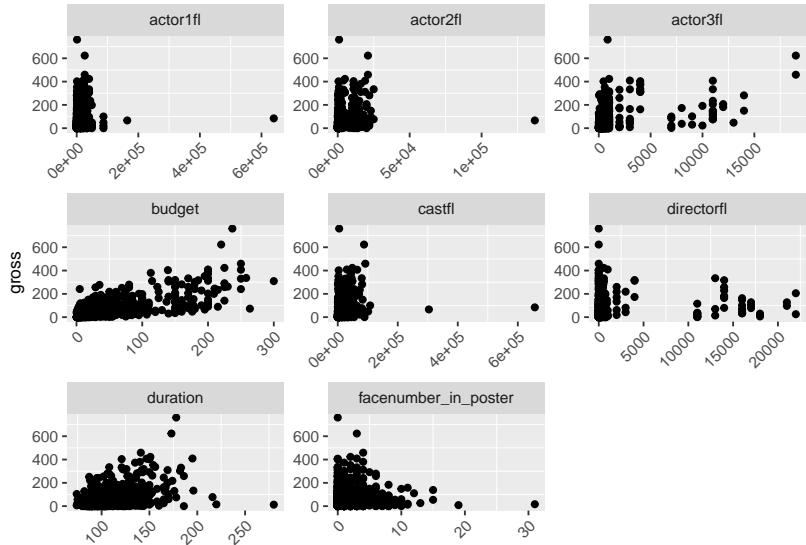
Using the basicStats we obtain the excess kurtosis, $K(X) - 3$ and we see that we have a considerable positive one and that it has a right skewed distribution. So, it is not normal. We should consider that the skewness and kurtosis could be due to outliers.

We look at an overview of the relationship between all variables in our dataset:



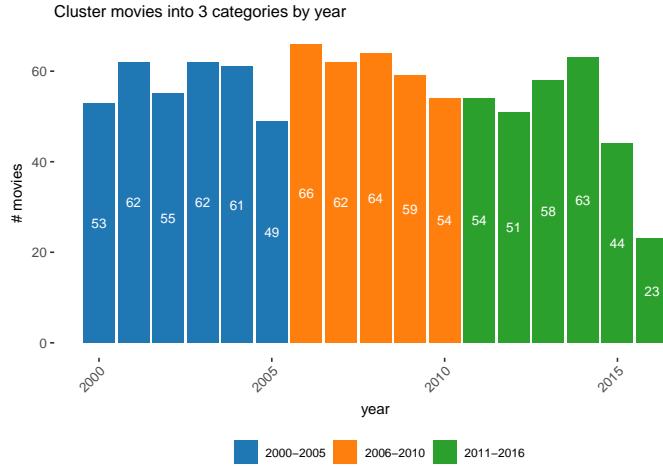
In this plot we observe that some variables seem to be correlated, such as *actor1fl* with *castfl*, as well as, *budget* with *duration*. However, this correlation would present a problem, in the form of multicollinearity, in the case that both variables were to be included in the final model.

We now look closer into the relation between *gross* and all the numerical variables.



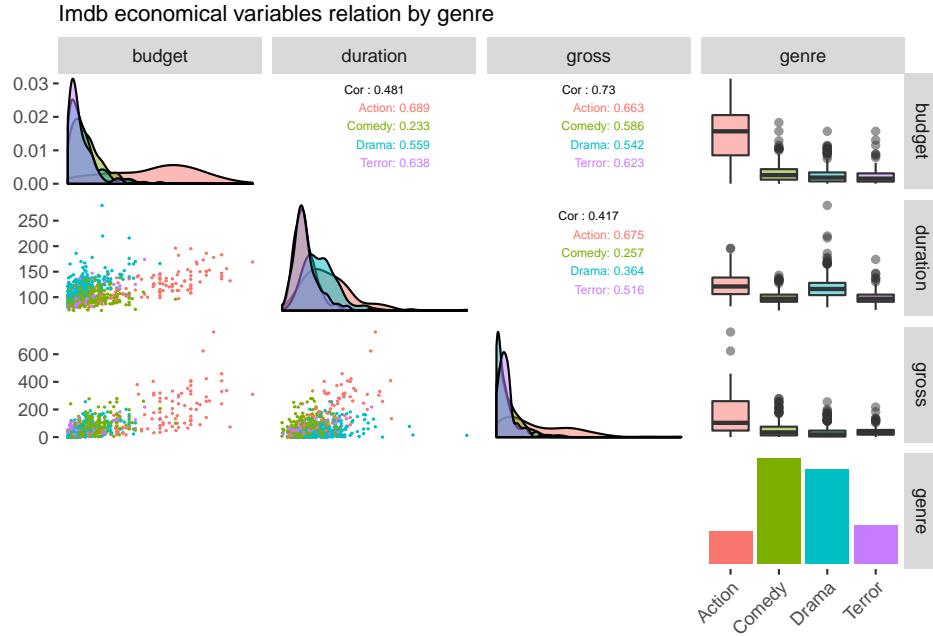
We observe more of a linear relation between the pairs of *gross* and *budget*, as well as with, *duration*. We can't discern any pattern between the pairs of *gross* and the Facebook variables: *directorfl*, *actor1fl*, *actor2fl*, *actor3fl*, *castfl*. The *actor3fl*, *directorfl* could be separated in 2 clusters at the cutoff point of 5000 likes and for the latter at the cutoff point of 10000 likes.

We create a categorial variable (*yearcat*) with 3 levels: 2000-2005, 2006-2010 and 2011-2016 based on the *titleyear* of the movie.



yearcat	movies	avgMovies	pcn
2000-2005	342	57.00	0.36
2006-2010	305	61.00	0.32
2011-2016	293	48.83	0.31

The movies are roughly uniformly distributed between the three categories. However, on average, more movies were released between the years 2006 and 2010. In addition, based on the significant difference between 2016 and all the previous years it is highly probable that we don't have data for the whole year. So, we have two categorical variables: the *year category* and the *genre*. Let's see how the economical variables relates to *genre*.

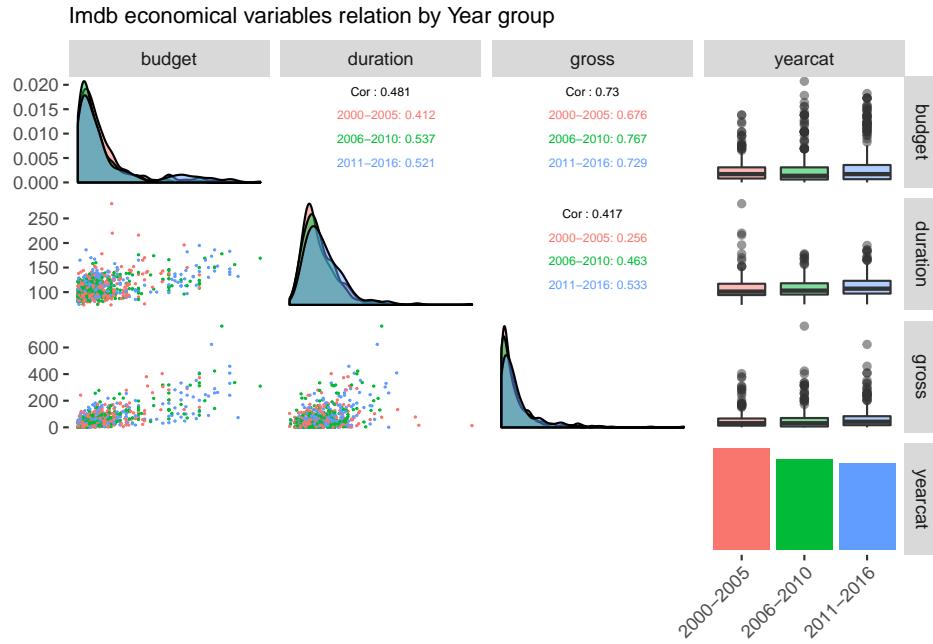


We observe two outliers in the Action genre based on their *gross* value, which turn out to be blockbusters.

```
imdb %>% dplyr::filter(gross > 600) %>% pull(movietitle)
```

```
## [1] "Avatar"      "The Avengers"
```

The distribution of *gross* for the Action genre is skewed to the right and has a higher IQR than the rest of the genres. However, it is also the genre with the smallest number of movies. Similarly, *budget* has excess kurtosis with more heavier tails than *gross* especially for the action movies. In the linear relation that we observed before between *gross* and *budget* we add now the genre which confirms this relation, particularly more for the Action movies.



On the other hand, we don't observe any differences between the different years.

Fit complete model

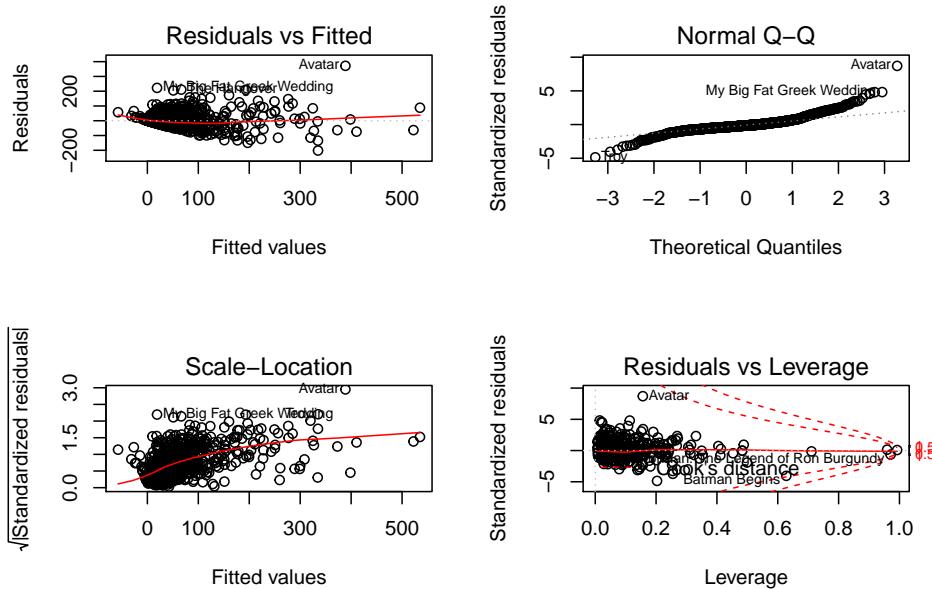
We first fit the complete model including as predictors, all the numerical variables, the two categorical variables, the categorical-categorical interactions and the interaction between numerical-categorical.

```
mc<-lm(gross~.*(genre+yearcat), imbd)
```

Table 2: Complete model

r.squared	adj.r.squared	sigma	statistic	p.value	df	logLik	AIC	BIC	deviance	df.residual
0.6591029	0.6362473	46.50683	28.8377	0	60	-4912.025	9946.05	10241.65	1903339	880

Roughly 64% of the variance found in the response variable (*gross*) can be explained by the predictor variables. The obtained p-value (*Omnibus test*) indicates that the overall model is significant.



From the *Normal Q-Q* plot we see that there is assymetry in the distribution and we can conclude that normality of the residuals is not met. From the *Scale vs Location* plot, we seek to validate the assumption of homoskedasticity, which does not seem to hold in our case. What's more, from the *Residual vs Fitted* plot we observe, a non random distribution of the points along the *y-axis*. All in all, we can't validate this model. We look into this with more detail with the final model.

Select significant variables

We use the stepwise procedure, by using the *BIC* criterion, to select the significant variables. Since our objective is the interpretability of the model we choose as starting point the null model, in contrast to starting form the complete.

```
m0 <- lm(gross~1, imdb)
m1<-step(m0,scope=list(upper=mc), direction="both",
          k=log(nrow(imdb)), trace = 0)
summary(m1)

##
## Call:
## lm(formula = gross ~ budget + actor3fl + duration + genre + duration:genre,
##      data = imdb)
##
## Residuals:
##    Min     1Q   Median     3Q    Max 
## -216.59 -23.62   -8.88   16.16  414.66 
## 
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)    
## (Intercept) -2.269e+02  2.408e+01 -9.424 < 2e-16 ***
## budget       8.362e-01  5.992e-02 13.955 < 2e-16 ***
## actor3fl     6.171e-03  8.624e-04  7.156 1.68e-12 ***
## duration     2.075e+00  2.163e-01  9.595 < 2e-16 ***
## genreComedy  1.808e+02  3.229e+01  5.599 2.85e-08 ***
## genreDrama   2.205e+02  2.781e+01  7.927 6.41e-15 ***
## genreTerror  2.116e+02  3.716e+01  5.694 1.67e-08 ***
## duration:genreComedy -1.390e+00  2.980e-01 -4.666 3.53e-06 ***
## duration:genreDrama -1.936e+00  2.348e-01 -8.246 5.55e-16 ***
## duration:genreTerror -1.719e+00  3.425e-01 -5.017 6.28e-07 ***
## --- 
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## 
## Residual standard error: 48.77 on 930 degrees of freedom
## Multiple R-squared:  0.6039, Adjusted R-squared:  0.6 
## F-statistic: 157.5 on 9 and 930 DF,  p-value: < 2.2e-16
```

Contrary to the complete model, we see that just 60% of the variance can be explained, although, the obtained p-value indicates that the overall model is significant. However, we see that neither *actor1fl*, *actor2fl*, *castfl*, *directorfl*, *facenumber_in_poster* nor *yearcat* are included. For this reason, we consider exploring the stepwise procedure starting from the complete model.

```
m1<-step(mc,direction="both",k=log(nrow(imdb)), trace = 0)
summary(m1)

##
```

```

## Call:
## lm(formula = gross ~ budget + duration + actor1fl + actor2fl +
##     castfl + genre + yearcat + budget:yearcat + duration:genre +
##     actor1fl:genre + castfl:genre, data = imdb)
##
## Residuals:
##    Min      1Q  Median      3Q     Max 
## -220.59  -22.63   -7.31   14.33  364.11 
##
## Coefficients:
##                               Estimate Std. Error t value Pr(>|t|)    
## (Intercept)              -2.257e+02  2.367e+01 -9.538 < 2e-16 ***
## budget                  9.984e-01  9.146e-02 10.916 < 2e-16 ***
## duration                2.031e+00  2.122e-01  9.568 < 2e-16 ***
## actor1fl                -7.284e-03  8.989e-04 -8.103 1.70e-15 ***
## actor2fl                -3.135e-03  1.037e-03 -3.022  0.00258 ** 
## castfl                  5.718e-03  6.329e-04  9.036 < 2e-16 ***
## genreComedy              1.745e+02  3.146e+01  5.546 3.82e-08 ***
## genreDrama               2.218e+02  2.712e+01  8.178 9.58e-16 ***
## genreTerror              2.087e+02  3.618e+01  5.768 1.10e-08 *** 
## yearcat2006-2010         -2.321e+00  5.005e+00 -0.464  0.64289  
## yearcat2011-2016          1.460e+01  5.144e+00  2.838  0.00464 ** 
## budget:yearcat2006-2010  3.773e-02  9.337e-02  0.404  0.68624  
## budget:yearcat2011-2016 -4.085e-01  9.043e-02 -4.518 7.07e-06 *** 
## duration:genreComedy    -1.336e+00  2.942e-01 -4.541 6.33e-06 *** 
## duration:genreDrama     -1.970e+00  2.330e-01 -8.452 < 2e-16 *** 
## duration:genreTerror    -1.717e+00  3.369e-01 -5.099 4.16e-07 *** 
## actor1fl:genreComedy    4.942e-03  1.074e-03  4.602 4.77e-06 *** 
## actor1fl:genreDrama     3.686e-03  1.133e-03  3.254  0.00118 ** 
## actor1fl:genreTerror    3.622e-03  1.384e-03  2.616  0.00903 ** 
## castfl:genreComedy      -3.340e-03  7.326e-04 -4.559 5.84e-06 *** 
## castfl:genreDrama       -2.189e-03  7.194e-04 -3.043  0.00241 ** 
## castfl:genreTerror      -2.311e-03  8.920e-04 -2.590  0.00974 ** 
## ---                        
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 46.94 on 918 degrees of freedom
## Multiple R-squared:  0.6378, Adjusted R-squared:  0.6295 
## F-statistic: 76.96 on 21 and 918 DF,  p-value: < 2.2e-16

```

Similarly to the complete model, we see that roughly 63% of the variance can be explained and the obtained *p*-value indicates that the overall model is significant. In this case, we see that *actor3fl* is not included but *actor1fl*, *actor2fl*, *castfl* and *yearcat* are . Likewise, *directorfl* and *facenumber_in_poster* are not included in the model. We decide to continue our analysis with this last model.

When dealing with categorical variables we should use the *Anova* method. The *p* – value obtained will allow us to say if the interaction variables are significant.

Table 3: Anova Table for stepwise obtained model

	Sum Sq	Df	F value	Pr(>F)
budget	451562.811	1	204.9586927	0.0000000
duration	57494.785	1	26.0961613	0.0000004
actor1fl	105109.261	1	47.7077744	0.0000000
actor2fl	20120.519	1	9.1324510	0.0025808
castfl	157996.703	1	71.7127207	0.0000000
genre	57405.772	3	8.6852532	0.0000110
yearcat	1002.444	2	0.2274985	0.7965685
budget:yearcat	100096.586	2	22.7162922	0.0000000
duration:genre	161348.911	3	24.4114153	0.0000000
actor1fl:genre	46982.500	3	7.1082558	0.0001007
castfl:genre	47667.865	3	7.2119486	0.0000871
Residuals	2022527.831	918	NA	NA

We see that the interaction variables *budget:yearcat*, *duration:genre*, *actor1fl:genre* and *castfl:genre* are significant, so we keep them in our model. Although the variable *yearcat* seems to not be significant, we decide to keep it in our model due to its interaction being significant.

Check for multicollinearity

Strong associations between predictors will increase standard errors, and therefore increase the probability of a *type-II error*, as well as affect the value of the coefficients. In order to detect it in our model, the diagnostic that we will use is the *variance-inflation factor*.

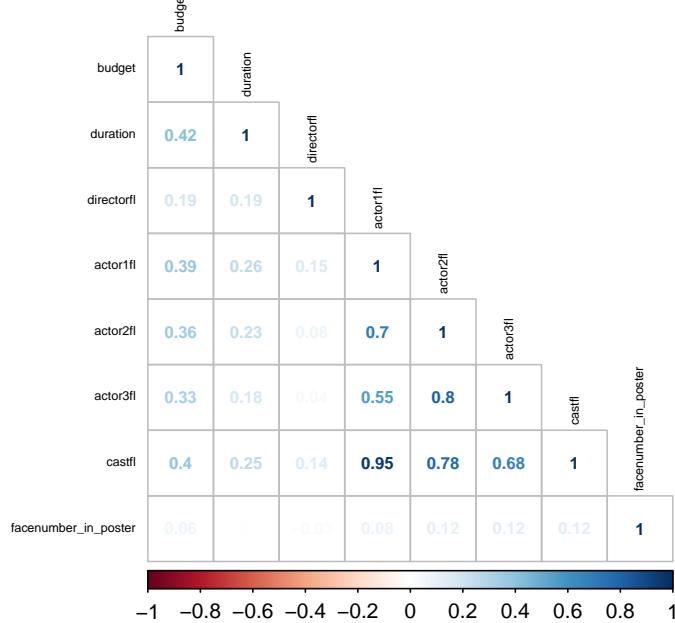
Table 4: VIF for stepwise obtained model

	GVIF	Df	GVIF^(1/(2*Df))
budget	8.800183	1	2.966510
duration	8.298531	1	2.880717
actor1fl	198.636593	1	14.093849
actor2fl	17.143583	1	4.140481
castfl	132.845959	1	11.525882
genre	72188.876411	3	6.452753
yearcat	3.227704	2	1.340366
budget:yearcat	13.103015	2	1.902580
duration:genre	81351.402009	3	6.582550
actor1fl:genre	94415.699560	3	6.747984
castfl:genre	67158.366057	3	6.375536

From the normalized inflation factor (second column in the previous output) we conclude that *actor1fl* and *castfl* may be causing multicollinearity in the model. This could be perhaps due to a correlation between them as we saw in the exploratory analysis. Consequently, the coefficients can't be directly interpreted.

By definition a categorical variable that is included in an interaction term (as well as the interaction terms themselves) will have a high VIF factor and hence there is no reason to further investigate.

The following figure confirms our suspicions about the correlated variables:



To proceed we would need to select which of this three correlated variables (*actor1fl*, *actor2fl* or *castfl*) would result in a better model and whether the *VIF* factor will be corrected.

```
lm.actor1 <- update(m1,.~.-(castfl+actor2fl+castfl:genre))
```

Table 5: Model with actor1fl

r.squared	adj.r.squared	sigma	statistic	p.value	df	logLik	AIC	BIC	deviance	df.residual
0.5933054	0.5862554	49.59978	84.15725		0	17	-4994.972	10025.94	10113.17	2270708

Table 6: VIF for Model with actor1fl

	GVIF	Df	GVIF^(1/(2*Df))
budget	8.708186	1	2.950963
duration	8.216017	1	2.866360
actor1fl	40.551250	1	6.367986
genre	70086.199392	3	6.421041
yearcat	3.174304	2	1.334788
budget:yearcat	12.552239	2	1.882263
duration:genre	76965.709029	3	6.522031
actor1fl:genre	66.617846	3	2.013408

```
lm.actor2 <- update(m1,.~.-(castfl+actor1fl+castfl:genre+actor1fl:genre))
```

Table 7: Model with actor2fl

r.squared	adj.r.squared	sigma	statistic	p.value	df	logLik	AIC	BIC	deviance	df.residual
0.5965761	0.5909125	49.31985	105.3348		0	14	-4991.177	10012.35	10085.04	2252446

Table 8: VIF for Model with actor2fl

	GVIF	Df	$\text{GVIF}^{(1/(2*Df))}$
budget	8.649875	1	2.941067
duration	8.096795	1	2.845487
actor2fl	1.093484	1	1.045698
genre	70443.208041	3	6.426480
yearcat	3.161674	2	1.333458
budget:yearcat	12.451950	2	1.878492
duration:genre	75540.191566	3	6.501741

```
lm.cast <- update(m1,.~.-(actor1fl+actor2fl+actor1fl:genre))
```

Table 9: Model with castfl

r.squared	adj.r.squared	sigma	statistic	p.value	df	logLik	AIC	BIC	deviance	df.residual
0.6092279	0.6024539	48.61915	89.93689		0	17	-4976.201	9988.402	10075.63	2181808

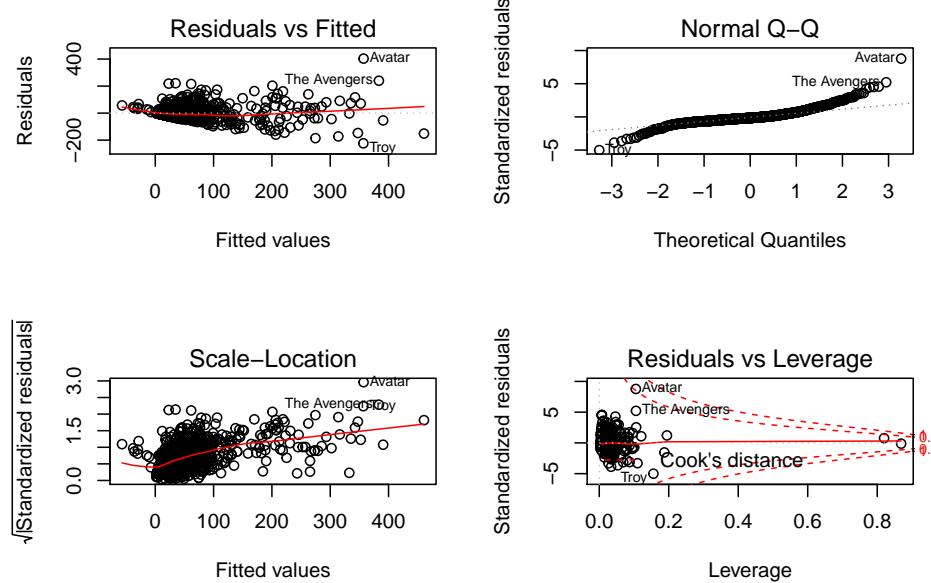
Table 10: VIF for Model with actor2fl

	GVIF	Df	$\text{GVIF}^{(1/(2*Df))}$
budget	8.715421	1	2.952189
duration	8.249398	1	2.872177
castfl	15.691127	1	3.961203
genre	70346.302233	3	6.425006
yearcat	3.177529	2	1.335126
budget:yearcat	12.728134	2	1.888823
duration:genre	77858.748432	3	6.534583
castfl:genre	26.744898	3	1.729313

Comparing the R^2 between the 3 models we see that we do not obtain a significantly better model with any of the variables. On the other hand, looking at the change in the VIF we can conclude that best correction is obtained by the *castfl* model. Given that we lack expert domain knowledge to guide us we decide to keep *castfl* as it is an added variable of the likes of the whole movie cast (it includes the other measures).

```
m1 <- update(m1,.~.-(actor1fl+actor2fl+actor1fl:genre))
```

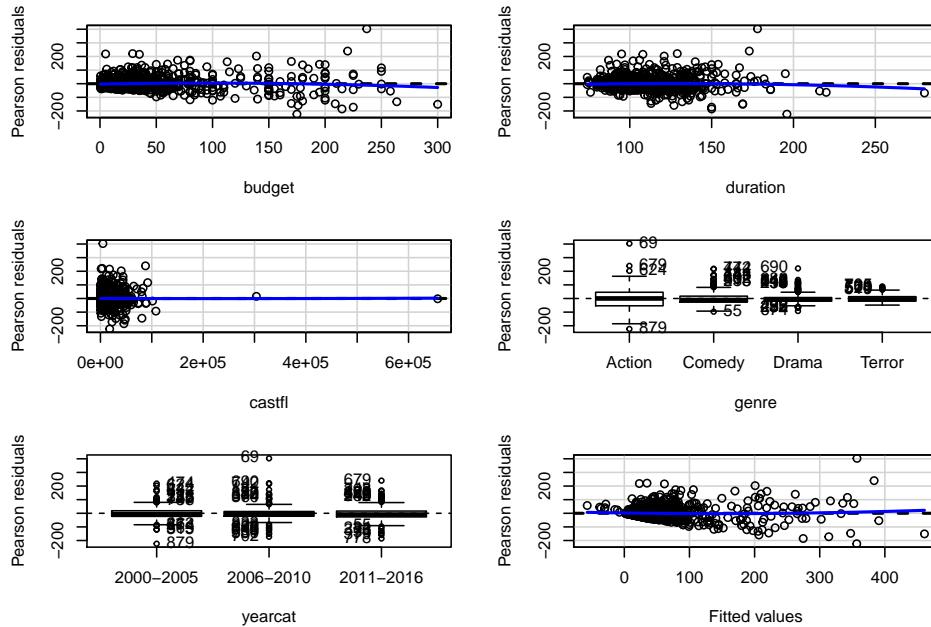
Validate model's assumptions



From the *Normal Q-Q* plot we see that there is still asymmetry in the distribution and we can conclude that normality of the residuals is not met.

We look at the *Residual vs Fitted* plot in more detail by plotting it for each predictor.

```
car::residualPlots(m1)
```



```
##          Test stat Pr(>|Test stat|) 
## budget      -2.3411   0.01944 *  
## duration     -1.3569   0.17513  
## castfl       0.1328   0.89440  
## genre        
## yearcat      
## Tukey test    1.5148   0.12983  
## ---        
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

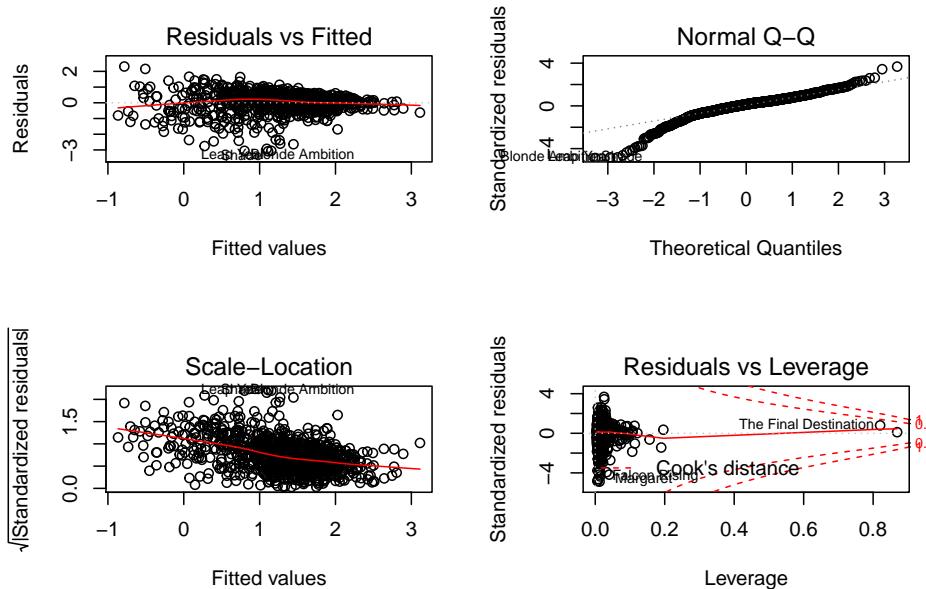
Looking at both the figures, as well as, the curvature test, we conclude that a quadratic term is not needed for any of the variables.

From the *Scale-Location* plot, we seek to validate the assumption of homoskedasticity, which does not seem to hold in our case. Consequently, we consider a log transformation to both *gross* and *budget* measures and see whether the obtained model better meets the assumptions.

```
mlog <- lm(log10(gross) ~ log10(budget) + duration + castfl + genre + yearcat +
            budget:yearcat + duration:genre + castfl:genre,
            data = imdb)
```

Table 11: Model with log transformation

r.squared	adj.r.squared	sigma	statistic	p.value	df	logLik	AIC	BIC	deviance	df.residual
0.4966142	0.4873327	0.6358247	53.50573	0	18	-899.0525	1836.105	1928.177	372.7397	922



We now have better agreement with the model's assumptions at the cost of a decrease in the model's R^2 .

In the *Residuals vs Leverage* plot, of the our refined model, without the logs, there are some points that are influential and could be considered to be outliers. However, in the transformed model they do not appear to be so.

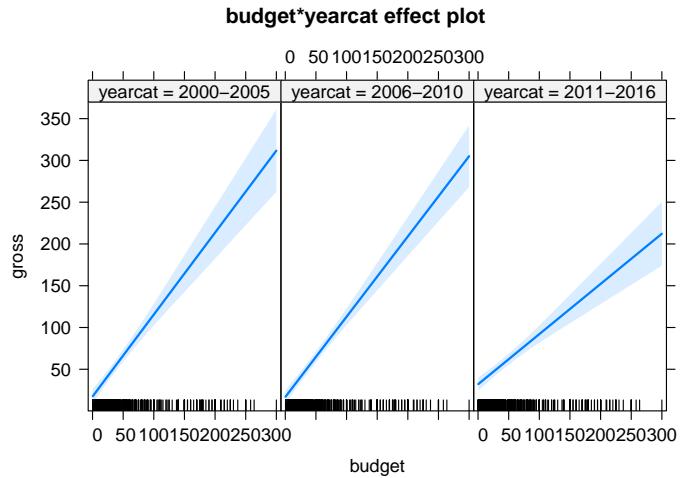
Having mentioned that, we decide to keep the previous model as it has a better fit with our data and a more intuitive interpretation.

Model interpretation

For the model interpretation, we will use the *effect* plots to interpret the coefficients of our final model, taking into account the interaction terms.

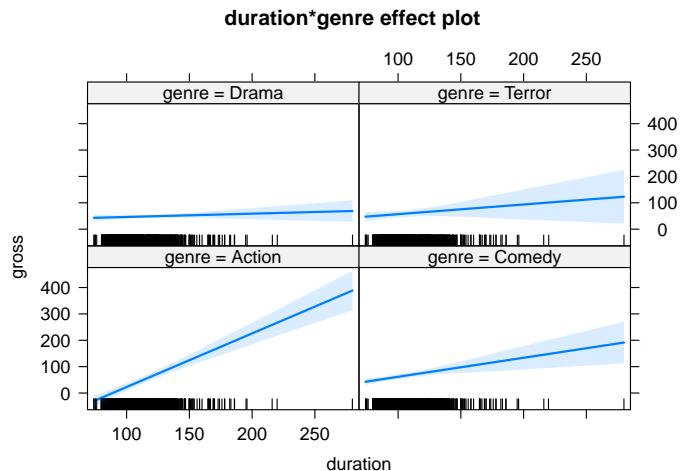
In first place, we look at the effect of the budget variable.

```
m1.effects <- effects::allEffects(m1)
plot(m1.effects, "budget:yearcat")
```



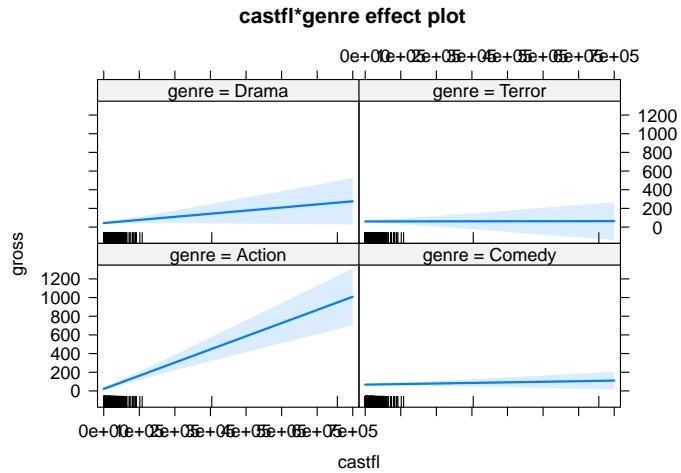
We clearly see a similar linear increase across all categories of the *yearcat* variable, being almost identical for *2000-2005* and *2006-2010* and slightly flatter for *2011-2016*. This means that the more budget a movie has, the more probable it is it has a bigger revenue. Specifically, it means that for every additional million dollars of budget we have an increase of 0.9809901, 0.9608053 and 0.6008523 million dollars in gross revenue, respectively for each category.

```
plot(m1.effects, "duration:genre")
```



Overall, the duration of Drama and Terror movies cause a lesser increase to the gross revenue than Action and Comedy. Specifically, for every increase in 1 minute the gross revenue increases 0.1255314 and 0.3669757 million dollars for Drama and Terror respectively. On the other hand, for every increase in 1 minute in Action and Comedy movies gross revenue increases 2.0325769 and 0.7215926 million dollars respectively.

```
plot(m1.effects, "castfl:genre")
```



Contrary to the effect of *duration*, we now causes a higher increase to the gross revenue compared to Terror and Comedy. Specifically, for every thousand cast likes the gross revenue increases 1.4093738 and 0.3329645 million dollars for Action and Drama respectively. On the other hand, for every thousand cast likes in Comedy and Terror movies gross revenue increases 0.0616537 and 0.0052251 million dollars respectively.

In conclusion, the defining attributes that make up a movie (i.e. budget, duration and cast) seem to have a time invariant, but genre dependent, relation to the gross revenue.