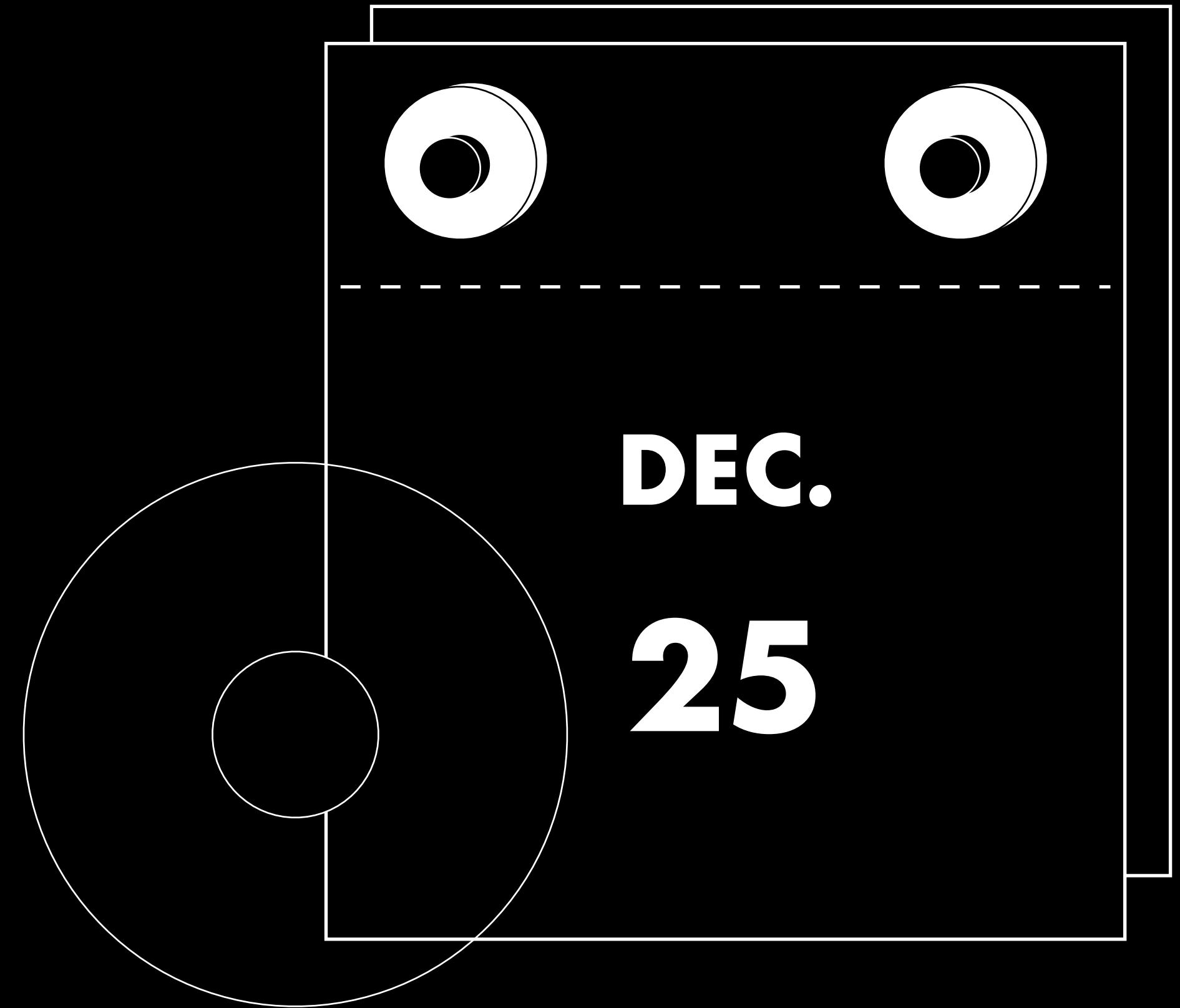


**WHAT TYPICAL MOVIE OF
DIFFERENT TYPE PEOPLE
WOULD LOVE TO SEE ON
SPECIAL DAYS OR IN
DIFFERENT SEASON?**

Yuri
2020.1.15



1.Introduction

People might rent dvds and see movies to commemorate something, especially on special days, such as New Year, Valentine's Day, Easter, Christmas, and so on. I want to explore if people would love to see different kind movie on special day. I filtered out popular films(top 10) for each type of films from the dataset of most popular films in Seattle library and figure out the pattern of days that typical movies of different type was out of library.

Typical movies that represent different type of films

2.Data Acquisition & Exploration

I filtered out **top 50 movies** that receive most love, there are fantasy fiction film, adventure, action, thrill, love, comedy, biographical film, etc.

Question:

So do people have special preference for different types of movies on special day?

	bibNumber	itemtype	title	deweyClass	Counts
	2469502	acdvd	Into the wild		15547
	2542732	acdvd	Burn after reading		14605
	2474843	acdvd	Michael Clayton		13996
	2474845	acdvd	No country for old men		13773
	2560429	acdvd	reader		13734
	2482761	acdvd	Atonement		13700
	2560415	acdvd	Doubt		13622
	2569682	acdvd	curious case of Benjamin Button		13583
	2569703	acdvd	Slumdog millionaire		13508
	2532278	acdvd	Vicky Cristina Barcelona		13354
	2485732	acdvd	Juno		13296
	2472916	acdvd	Darjeeling Limited		13090
	2560425	acdvd	Milk		12471
	2472920	acdvd	Gone baby gone		11985
	2461823	acdvd	Once		11894
	2560428	acdvd	Rachel getting married		11780
	2485720	acdvd	Charlie Wilsons war		11760
	2560427	acdvd	Quantum of solace		11633
	2480593	acdvd	golden compass		11430
	2522925	acdvd	Iron Man		11426

the dataset of most popular films

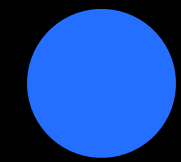
2.Data Acquisition & Exploration

title	Genre
Toy Story (1995)	Adventure
Jumanji (1995)	Fantasy
Grumpier Old Men (1995)	Comedy
Waiting to Exhale (1995)	Comedy
Father of the Bride Part II (1995)	Comedy
Heat (1995)	Action
Sabrina (1995)	Comedy
Tom and Huck (1995)	Adventure
Sudden Death (1995)	Action
GoldenEye (1995)	Action
American President\, The (1995)	Comedy
Dracula: Dead and Loving It (1995)	Comedy
Balto (1995)	Adventure
Nixon (1995)	Drama
Cutthroat Island (1995)	Action
Casino (1995)	Crime
Sense and Sensibility (1995)	Drama
Four Rooms (1995)	Comedy
Ace Ventura: When Nature Calls (1995)	Comedy
Money Train (1995)	Action
Get Shorty (1995)	
Copycat (1995)	
Assassins (1995)	Action
Powder (1995)	Drama
Leaving Las Vegas (1995)	Drama
Othello (1995)	Drama
Now and Then (1995)	Children
Persuasion (1995)	Drama
City of Lost Children\, The (Cit茅 des er	Adventure

IMDB Movie Genre Dataset

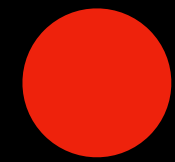
I found a Movie Genre Dataset from IMDB which helps to add Genre for each movie...

Typical movies of Different type



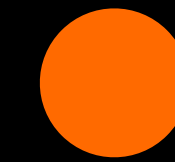
FANTASY/ADVENTURE

Iron Man
golden compass
dark knight
Indiana Jones and the kingdom of the crystal skull
Into the wild
Across the universe
Australia
Harry Potter and the Order of the Phoenix
Sherlock Holmes
Harry Potter and the goblet of fire



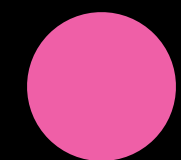
ACTION/THRILL/CRIME

Burn after reading
Gone baby gone
Quantum of solace
Changeling
assassination of Jesse James by the coward Robert Ford
Duplicity
Bourne ultimatum
In Bruges
Savages
State of play



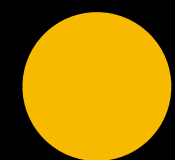
DRAMA

Michael Clayton
No country for old men
Doubt
Slumdog millionaire
There will be blood
Gran Torino
scaphandre et le papillon
serious man
Inglourious Basterds
Eastern promises



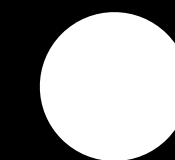
ROMANCE

Atonement
curious case of Benjamin Button
Vicky Cristina Barcelona
Once
Rachel getting married
Revolutionary Road
No reservations
Up in the air
Twilight
Lars and the real girl



COMEDY

Juno
Darjeeling Limited
Mamma mia
Miss Pettigrew lives for a day
27 dresses
Forgetting Sarah Marshall
Waitress
Dan in real life
Queen
Sweeney Todd the demon barber of Fleet Street



BIOGRAPHICAL FILM/ HISTORICAL FILM/ DOCUMENTARY

Milk
The reader
Charlie Wilson's war
Becoming Jane
Julie Julia
kite runner
Elizabeth the golden age
Frost Nixon
Sicko
blind side

2.Data Acquisition & Exploration

The last day of a year... ●●

```
SELECT
  bibNumber, itemtype, title, deweyClass,
  COUNT(bibNumber) AS Counts
FROM
  spl_2016.inraw
WHERE
  itemtype like 'acdvd' AND
  cout like '%-12-31%'
GROUP BY
  bibNumber,itemtype, title, deweyClass
ORDER BY Counts DESC
LIMIT 10000
```



	bibNumber	itemtype	title	deweyClass	Counts
▶	2615608	acdvd	Inglourious Basterds		79
	2542737	acdvd	Hancock		59
	2542732	acdvd	Burn after reading		55
	2501096	acdvd	Miss Pettigrew lives for a day		53
	2547993	acdvd	duchess		50
	2590143	acdvd	State of play		47
	2474843	acdvd	Michael Clayton		45
	2510149	acdvd	Mad men Season one		45
	2542742	acdvd	Mamma mia		44
	2485732	acdvd	Juno		43
	2613375	acdvd	hangover		43
	2469502	acdvd	Into the wild		43
	2470738	acdvd	assassination of Jesse James by the coward Robert Ford		43
	2560415	acdvd	Doubt		43
	2522924	acdvd	Indiana Jones and the kingdom of the crystal skull		42

2.Data Acquisition & Exploration

Valentine's day... ●●

```
SELECT
    bibNumber, itemtype, title, deweyClass,
    COUNT(bibNumber) AS Counts
FROM
    spl_2016.inraw
WHERE
    itemtype like 'acdvd' AND
    cout like '%-02-14%'
GROUP BY
    bibNumber,itemtype, title, deweyClass
ORDER BY Counts DESC
LIMIT 10000
```

	bibNumber	itemtype	title	deweyClass	Counts
▶	2553217	acdvd	Pineapple express		60
	2532278	acdvd	Vicky Cristina Barcelona		53
	2542732	acdvd	Burn after reading		53
	2469496	acdvd	Elizabeth the golden age		50
	2542751	acdvd	Tropic thunder		47
	2455522	acdvd	Bourne ultimatum		44
	2692959	acdvd	Salt		43
	2470737	acdvd	Across the universe		42
	2522925	acdvd	Iron Man		42
	2550604	acdvd	Changeling		42
	2384551	acdvd	devil wears Prada		40
	2461823	acdvd	Once		38
	2466638	acdvd	2 days in Paris		37
	2450933	acdvd	Sicko	362.10973	35
	2687365	acdvd	American		34
	2535455	acdvd	dark knight		34
	2485734	acdvd	Lars and the real girl		34
	2408118	acdvd	Queen		34

3.The Result of Dataset

```
SELECT
    title, date, COUNT(date) AS Counts, MIN(duration) AS days
FROM
    (
        SELECT
            title, DATE(cout) AS date,
            TIMESTAMPDIFF(HOUR, cout, cin) / 24.0 AS duration
        FROM
            spl_2016.inraw
        WHERE
            itemtype like 'acdvd' AND
            ( title like "Into the wild" OR
              title like "Burn after reading" OR
              title like "Michael Clayton" OR
              title like "No country for old men" OR
              title like "reader" OR
              title like "Atonement" OR
              title like "Doubt" OR
              title like "curious case of Benjamin Button" OR
              title like "Slumdog millionaire" OR
              title like "Vicky Cristina Barcelona" OR...
              title like "Harry Potter and the Order of the Phoenix"
            )
        )
    GROUP BY date, title, duration
) AS charts

GROUP BY title, date, days
ORDER BY Counts DESC
```

Movies	Checkout date	Checkout times	Duration (at least)
title	date	Counts	days
Slumdog millionaire	4/3/2009	71	0.75
curious case of Benjamin B	5/4/2009	62	1.9583
Julie Julia	12/9/2009	61	2
Up in the air	3/8/2010	59	1.0833
blind side	3/29/2010	57	1.0417
Slumdog millionaire	4/2/2009	56	1.6667
Indiana Jones and the kingo	10/14/2008	55	0.875
Sherlock Holmes	4/5/2010	54	2.75
dark knight	1/23/2009	53	0.8333
Mamma mia	12/12/2008	52	1
Iron Man	9/29/2008	50	2.1667
Inglourious Basterds	12/31/2009	50	2
Inglourious Basterds	12/30/2009	49	0.9167
Michael Clayton	4/9/2008	49	2.7917
dark knight	12/11/2008	49	2
Burn after reading	1/23/2009	49	1.875
Vicky Cristina Barcelona	1/28/2009	48	3.75
Doubt	4/9/2009	48	1.7917
Iron Man	9/30/2008	48	0.8333
golden compass	5/15/2008	47	1.0417
Doubt	5/4/2009	46	2.0417
Duplicity	8/27/2009	46	0.9583
Juno	5/1/2008	45	0.7917
Doubt	5/1/2009	44	1.0417
serious man	2/10/2010	44	0.0833
reader	5/2/2009	43	2.0833

4.Data Analysis

May/June/July

type	date	Counts
love	9-Jun	461
love	8-Jun	440
love	12-Nov	433
love	16-Jul	420
love	29-May	408
love	19-May	407
love	15-Jul	407
love	11-Jun	405
love	6-May	404
love	23-Jun	404
love	4-Jun	395
love	18-Jun	393
love	22-Apr	391
love	16-Jun	388
love	7-Apr	386
love	24-Jun	386
love	2-Jun	385

Last few days of a year

type	date	Counts
comedy	30-Dec	382
comedy	29-Dec	378
comedy	16-Jun	371
comedy	2-Jun	360
comedy	29-Sep	360
comedy	2-Jul	359
comedy	7-Jul	359
comedy	5-Jan	356
comedy	21-May	356
comedy	3-Jun	354
comedy	16-Jul	354
comedy	3-Jul	353
comedy	30-Apr	352
comedy	9-Jun	352
comedy	23-Dec	351
comedy	23-Jun	349

4.Data Analysis

Apr/May/Jun

type	date	Counts
biographical film/historical fi	21-Apr	363
biographical film/historical fi	7-May	339
biographical film/historical fi	30-Mar	335
biographical film/historical fi	3-Jul	335
biographical film/historical fi	2-Jun	333
biographical film/historical fi	16-Jun	332
biographical film/historical fi	8-May	329
biographical film/historical fi	14-May	329
biographical film/historical fi	3-Jun	325
biographical film/historical fi	1-Jun	324
biographical film/historical fi	24-Apr	323
biographical film/historical fi	28-Apr	322
biographical film/historical fi	23-Jun	322
biographical film/historical fi	29-Dec	322
biographical film/historical fi	29-May	318

March/April/ Last few days of a year

type	date	Counts
action/thrill/crime	26-Dec	386
action/thrill/crime	30-Dec	384
action/thrill/crime	14-Apr	383
action/thrill/crime	29-Dec	381
action/thrill/crime	16-Mar	377
action/thrill/crime	23-Apr	377
action/thrill/crime	24-Mar	371
action/thrill/crime	22-Feb	370
action/thrill/crime	14-Mar	368
action/thrill/crime	12-Nov	367
action/thrill/crime	9-Apr	366
action/thrill/crime	22-Mar	363
action/thrill/crime	30-Mar	361
action/thrill/crime	16-Apr	361

Apr/May/Jun

type	date	Counts
drama	16-Jun	429
drama	9-Apr	426
drama	7-May	421
drama	20-May	404
drama	24-Apr	397
drama	7-Jul	394
drama	10-Apr	390
drama	14-Jul	387
drama	22-Apr	384
drama	23-Apr	383
drama	2-Jul	383
drama	11-Apr	381
drama	10-May	381
drama	12-Jun	380
drama	9-Jul	377

Apr/Dec

type	date	Counts
fantasy/aventure	21-Apr	388
fantasy/aventure	10-Dec	386
fantasy/aventure	29-Dec	377
fantasy/aventure	2-Jan	374
fantasy/aventure	16-Jun	373
fantasy/aventure	5-Jan	372
fantasy/aventure	30-Dec	372
fantasy/aventure	17-Apr	368
fantasy/aventure	11-Dec	366
fantasy/aventure	15-May	365
fantasy/aventure	28-May	362
fantasy/aventure	9-Jun	357
fantasy/aventure	16-May	356
fantasy/aventure	14-Apr	354