MoMA Art Collection Analysis

# Overview

This analysis explores the Museum of Modern Art (MoMA) dataset, covering artworks and artist details. The data was first cleaned and uploaded to SQL for querying, and insights were visualized in Power BI. Key focus areas included artwork modernity, artist frequency, acquisition trends, artwork types, and gender representation.

# Key Performance Indicators (KPIs)

|  |  |
| --- | --- |
| KPI | Value (Approximate) |
| Total Artworks | 145,000+ |
| Total Unique Artists | ~12,000+ |
| Most Represented Artist | Pablo Picasso |
| Most Common Medium | Lithograph |
| Peak Acquisition Year | 2008 |
| % Female Artist Representation | ~11% -13% |

# Insights from Analysis

## 1. Modernity of Artworks

Majority of artworks date from the 20th and 21st centuries. A small number originate from the late 19th century, showing MoMA's modern focus.

## 2. Most Featured Artists

Artists like Pablo Picasso, Henri Matisse, and Louise Bourgeois had the most artworks. Strong emphasis on renowned modernist artists.

## 3. Acquisition Trends

A noticeable spike in acquisitions post-2000, especially between 2006 and 2010. Indicates increased institutional growth or budget during that period.

## 4. Common Types of Artwork

Prints, paintings, and photographs were the most common types. Lithographs and etchings featured heavily, showing a trend toward collectible prints.

## 5. Gender Representation

Majority of artworks are attributed to male artists. Female artists and others are underrepresented, highlighting the gender gap in historical art collections.

# Visuals Created in Power BI

- Line chart: Artwork count by acquisition year  
- Bar chart: Top 10 artists by artwork count  
- Bar Graph: Gender representation  
- Line Chart : Artwork trends throughout years  
- Bar chart: Most common types of artwork

# Process Followed

1. Data Cleaning in Excel: Removed blanks, normalized dates, corrected artist names.  
2. SQL Queries:  
 - Aggregated data by artist, year, type, gender.  
 - Filtered for top artists and acquisition patterns.  
3. Power BI Dashboards:  
 - Interactive visualizations built using filtered queries.  
 - DAX used for KPI measures and rankings.

# Conclusion

The MoMA collection is predominantly modern and male-dominated, with strong representation of early-to-mid 20th-century artists. The museum saw peak acquisition in the early 2000s and maintains a large volume of print-based works. Gender analysis reveals opportunities for more inclusive representation.

***Prepared by:***

*Anupma Dwivedi  
Batch: Business Analytics Master Program*