

# The Movie Database Data with Tableau Vizualizations

## Business and Data Understanding

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Variables to explore:

Popularity, Profit, Keywords, Runtime, Genres, Production Companies, Release Date, Vote Count, and Vote Average

Over time the genres have each experienced different change in their profit. Action has increased sharply within the past 10 years, whereas Adventure has decreased recently. Each of the genres has experienced a decrease in the number of runtime minutes except for Family and Animation. Of the four top performing genres Action leads the pack with 57 billion dollars since 1960.

Universal tends to outperform Paramount in most areas, of the four top performing genres, only in Drama did Paramount have more movies. Universal's genre that makes the most money is in Action, whereas Paramount's is in Drama. Over time, Universal has gained more profit in most genres. In 2011, Paramount has a stand-out-year with 1.478 billion dollars earned versus Universal's 632 million.

Since 2000, 3.16% of movies have been based on novels. These movies generally have outperformed their non-novel based movies except in 2006 and 2009. Comedies that are based on novels bring in a similar average profit to the non-novel based movies, but adventure movies based on novels outperform non-novel based movies by 2:1.

The average of movies has gone down over time, while the number of votes being received is on the rise. Further analysis would need to be performed to see if the number of votes per movie has gone up or down. The highest rated movies are documentaries, whereas the lowest rated movies are Horrors.