

## BENJAMIN OWUSU BEDIAKO

### Project 3: Visualizing Movie Data

Complete each section. When you are ready, save your file as a PDF document and submit it [here](#).

#### Step 1: Data Clean up and Attribute Selection

**The list of attributes chosen to dive further:-**

- i. Production\_companies
- ii. Genres
- iii. Budget\_Adj
- iv. Revenue\_Adj
- v. Release\_year
- vi. Tagline
- vii. Keywords
- viii. Vote\_average

#### Step 2: Tableau Visualizations

- Please make sure you follow the [rubric](#) and include Tableau Dashboards, Stories, and the appropriate visualizations (small multiples, scatter plot, bar chart, etc..) your reviewer expects your visualizations to contain. Remember: You need one Dashboard for every question (Q1-Q4) and in addition, you also need one Story, pertaining to a question of your choosing.
- Attach your visualizations as Tableau Workbooks in a zip file along with this report.

**IMPORTANT:** Please upload the workbooks to **Tableau Public** to allow reviewers to access your workbooks. Note that simply saving your file as a “.twbx” is not enough to allow all reviewers to access. [Instructions on how to do this](#).

#### Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
  - **Question 1:** How have movie genres changed over time?

**Answer:**

Movie productions have always been targeting audience, as (Dirks, n.d) argued that “*many films (movies) are considered hybrids and straddle several film (movie) genres.*” According to the **most\_popular\_movies\_genre\_1** and **most\_popular\_movies\_genre\_2** dashboards, it could be

see that Genre (Drama) has been growing rapidly fast and has been high in demand by audience between the years 1960 and 2015.

Furthermore, in more details, splitting the movies genre into two to see if there could be variations between the most popular movies genre or they would be the same. But it turns out to be that drama movie genre was on top of the movies genre, indicating high growth on the statistics.

Therefore I can conclude that drama exhibits the highest most popular movies genre which audience are interested in.

- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?

**Answer:**

According to the Two\_production\_companies\_annual\_budget dashboard on the universal pictures and the paramount pictures, it can be asserts that the median budget of universal pictures and paramount pictures as at 2015 are \$27,599,988 and \$19,779,991 respectively. Also the median revenue of universal pictures and paramount pictures as at 2015 are \$56,624,786 and \$97,265,144 respectively. This shows that paramount pictures has lower budget but higher revenue (gross margin).

- **Question 3:** How have movies based on novels performed relative to movies not based on novels?

**Answer:**

It was really tricky differentiating novel movies and non-novel movies but computing with **CONTAINS ([Keywords], “novel”)** in calculation field facilitates in grouping them. Furthermore, filtering out null from true and false in the Novel member to prepare the data. With a true data of median budget and revenue of \$14,737,457 and \$14,856,880 respectively; and false data of median budget and revenue of \$130,386 and \$0 respectively show that movies based on novel have higher in median budget and revenue than non-novel movies.

- What is your additional question that you proposed? What is the answer? How did you come up with this question?

#### **Question\_4: Who is the successful movie bestseller?**

**Answer:**

#### **STORY\_ FINDING THE BESTSELLER ON MOVIES GENRE AND THEIR RELEASED YEAR.**

In order to know the most successful movie bestseller, I filtered the revenue from the original title of movies. After getting the bestseller of movies, I gain filtered science fiction movies from the genres so I can get the bestseller based on genre from the original title. Furthermore, I filtered the release year of movies based on revenue. Therefore coming out with this question “who is the most successful movie bestseller” was based on the movie box office Mojo (IMDb.com) on how they rate movies based on revenue.

#### **Steps followed to come out with the question:**

- i. Identify the successful movie bestseller in all the genre with name of the original title and revenue
- ii. Find the movies bestseller in comedy genre against their revenue
- iii. Indicate the movie bestseller in Fantasy genre based on revenue
- iv. List the movie bestseller in action genre based on revenue
- v. Lastly, show the movies released year together with the original title and revenue.

Conclusion, following the steps will show how movies are rated that are based on revenues and their release year; and the kind of movies genre customers patronize most either by watching in movie theatres, buy to stream movies online or buy movie in shops and online.

#### **Reference:**

(Dirks, n.d). **Film Genres: Origins & Types.** Retrieved on the 17.8.2017 from <http://www.filmsite.org/filmgenres.html>

#### **Link to tableau (my profile):**

[https://public.tableau.com/profile/ benjamin.bediako](https://public.tableau.com/profile/benjamin.bediako)

[https://public.tableau.com/profile/benjamin.bediako#!/vizhome/Project 3 5/Scatter plot on Budget and revenue?publish=yes](https://public.tableau.com/profile/benjamin.bediako#!/vizhome/Project_3_5/Scatter_plot_on_Budget_and_revenue?publish=yes)