IS THERE IS A RELATIONSHIP BETWEEN A MOVIE'S ROTTEN TOMATOES RATING AND THE FILM'S OVERALL PROFITABILITY?

Rotten Tomatoes is a trusted website devoted to film reviews where people can access publications from a variety of film critics in the U.S. The website has become trusted measurement of quality for movies and TV. In my visualization, I will be exploring if there is a relationship between a movie's Rotten Tomatoes Tomatometer rating and the film's overall profitability.
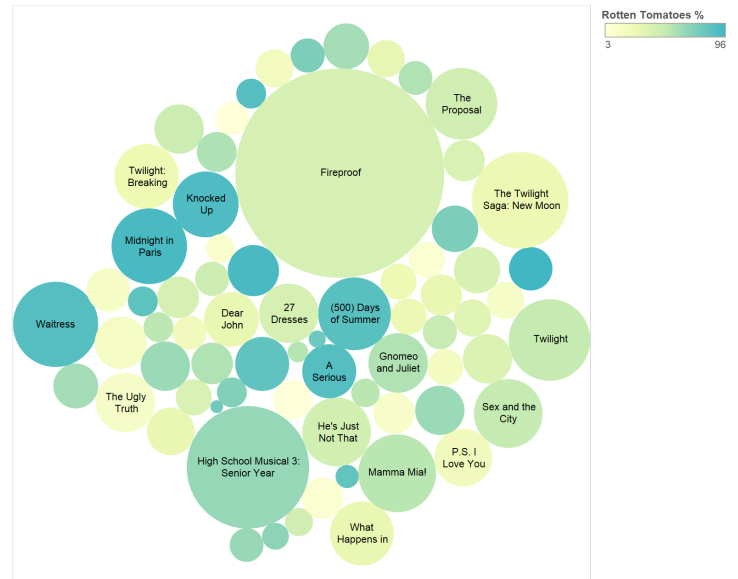
I found my initial data on http://vincentarelbundock.github.io/Rdatasets/datasets.html. There was only one outlier in the dataset that I excluded in my final visualization. I used a variety of software tools including Tableau and Adobe Illustrator to produce my final product.
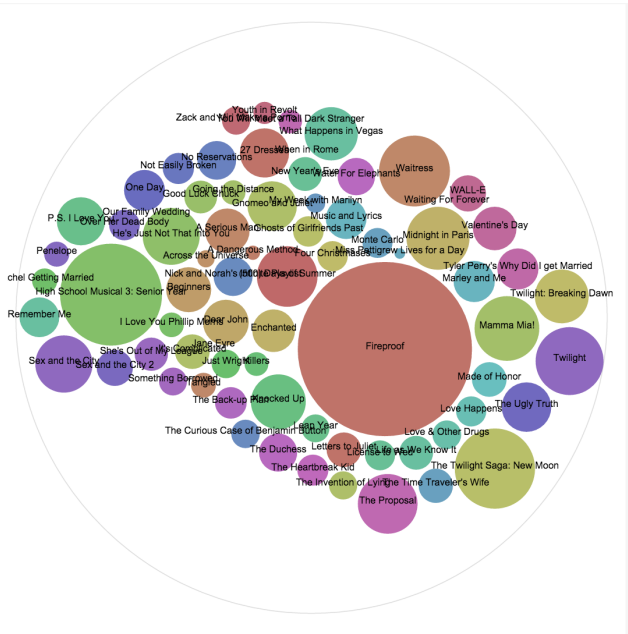
DATA SAMPLE

Film	SUM(Profitability)	SUM(Rotten Tomatoes %)	SUM(Worldwide Gross)
Zack and Miri Make a Porno	1.747541667	64	41.941
Youth in Revolt	1.09	68	19.62
You Will Meet a Tall Dark Stranger	1.211818182	43	26.66
When in Rome	Nulo	15	43.04
What Happens in Vegas	6.267647029	28	219.367646
Water For Elephants	3.081421053	60	117.094
WALL-E	2.896019067	96	521.283432
Waitress	11.0897415	89	22.179483
Waiting For Forever	0.005	6	0.025
Valentine's Day	4.184038462	17	217.57
Tyler Perry's Why Did I get Married	3.7241924	46	55.862886
Twilight: Breaking Dawn	6.383363636	26	702.17
Twilight	10.18002703	49	376.661
The Ugly Truth	5.402631579	14	205.3
The Twilight Saga: New Moon	14.1964	27	709.82
The Time Traveler's Wife	2.598205128	38	101.33
The Proposal	7.8675	43	314.7
The Invention of Lying	1.751351351	56	32.4
The Heartbreak Kid	2.129444167	30	127.76665
The Duchess	3.207850222	60	43.305978
The Curious Case of Benjamin Button	1.78394375	73	285.431
The Back-up Plan	2.202571429	20	77.09
Tangled	1.365692308	89	355.08
Something Borrowed	1.719514286	Nulo	60.183
She's Out of My League	2.4405	57	48.81
Sex and the City 2	2.8835	15	288.35
Sex and the City	7.221795791	49	415.253258
Remember Me	3.49125	28	55.86
Rachel Getting Married	1.384166667	85	16.61

MADE WITH TABLEAU

Sheet 1

MADE WITH RAW

MADE WITH PLOTLY