PROJECT ONE

ENTERTAINER DATA ANALYSIS

INTRODUCTION

The Entertainer Data Analysis project aims to provide a comprehensive examination of the entertainment industry by analyzing data related to various entertainers, including actors, musicians, and other public figures. The project leverages data analytics to gain insights into trends, popularity, and the impact of entertainers on culture and society.

The objective of this project is to collect data on entertainers and using Tableau to create a detailed dashboard, this project will analyze their performance and impact. The dashboard will visualize trends, popularity metrics, and audience demographics. This will provide stakeholders with comprehensive insights into the entertainment industry.

PROBLEM STATEMENT

Normal life can be stressful, and people need to relax. Being entertained by others is a wonderful way to take some time out of life. It can reduce stress and make life's issues easier to face. The media and entertainment industry consists of film, television, radio and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. The entertainment industry is a group of sub-industries devoted to entertainment. The entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.

DATASET INFORMATION

The data was split into three parts:

- Entertainer Basic Info,
- Entertainer Breakthrough Info, and
- Entertainer Last Work Info.

→ Combined the datasets into a single file named “Entertainer Final Data”.

→ Also, Given data was not sufficient for analysis part , more information was required so added other information as well.

→ Number of awards and nominees won by them, awards from breakthrough performances were added to the data. The data is in the form of numeric and alphabetic values.

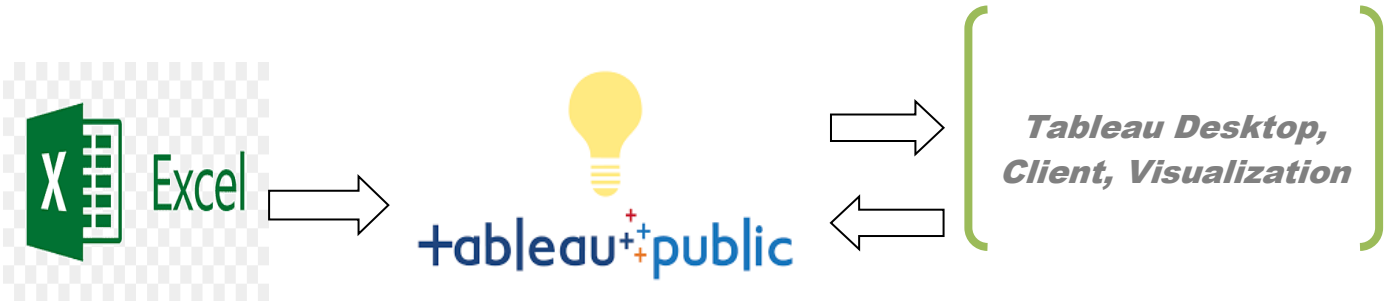
→ Additional data was obtained from IMDb's official website.

→ Source: IMDB

EXPECTED OUTCOMES

- Comprehensive reports on trends and popularity in the entertainment industry.
- Insights into the cultural and social impact of entertainers.
- Predictive models for future trends and rising stars.
- Visualizations and dashboards for stakeholders to easily understand and interact with the data.

ARCHITECTURE:



Data Source **Connecting data source to Tableau**

- The architecture of the Entertainer Data Analysis project involves collecting and integrating data from sources like IMDBpy, local MySQL databases, and CSV files.
- After Excel, I pushed this dataset in Pandas (Python library) pandas will manipulate the tables and merged them into one table. Then converted the table into excel file to push into Tableau server to make a dashboard. A connection is then established between Tableau and the database to import the "Entertainer Final Data" file.
- In Tableau, interactive dashboards are created, utilizing various visualization tools and customization options.
- Screen of **Tableau** desktop, client and various charts and **dashboard** screen of Tableau are present at client side.

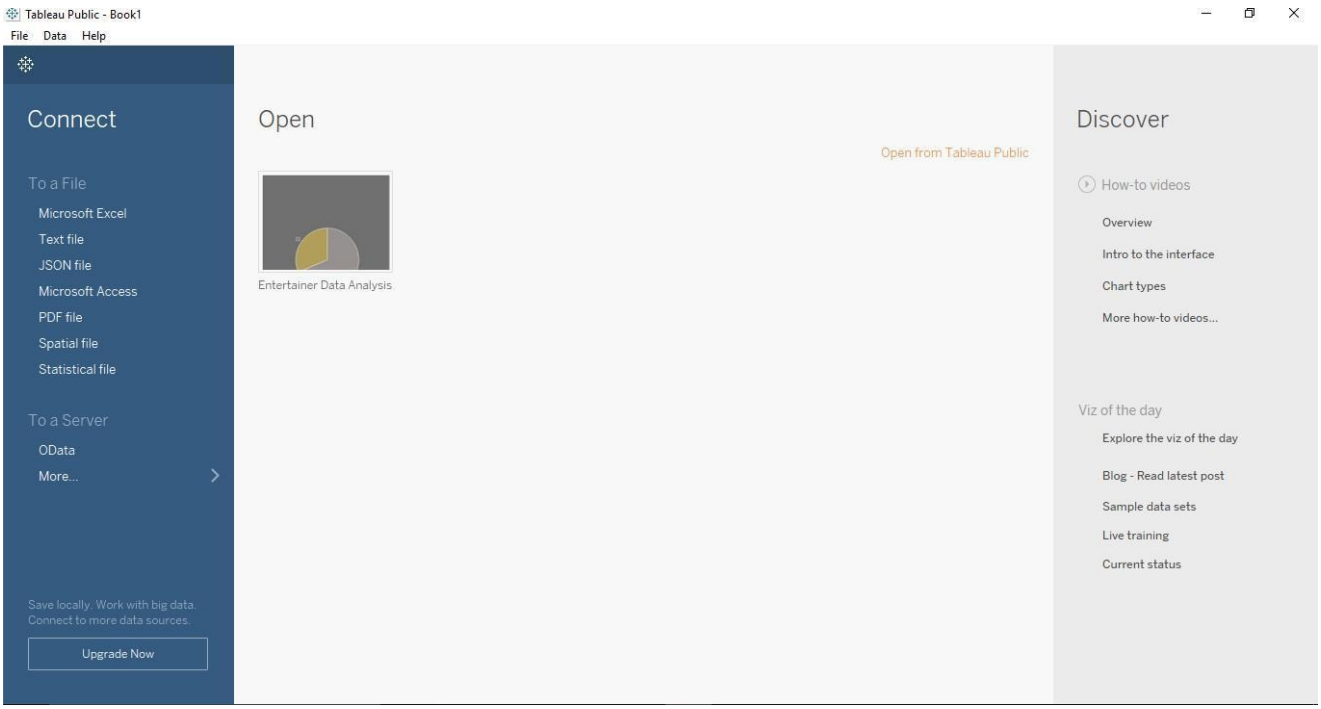
- After selecting the data in the form of rows and columns it will go inside the tableau server. In the tableau server, it understands the query and generates the best recommended charts based on selected data and returns it into the tableau screen.

- If a client is not **satisfied** with the result, he/she has to select data accordingly otherwise make required changes to show the expected result.

CONNECT DATA WITH TABLEAU AND DEPLOYMENT:

- First of all, open Tableau Public on your desktop. At the first screen, it will ask you to connect your files from various sources like MS Excel, SQL Server, Tableau Server etc.

- First screen of Tableau looks like:

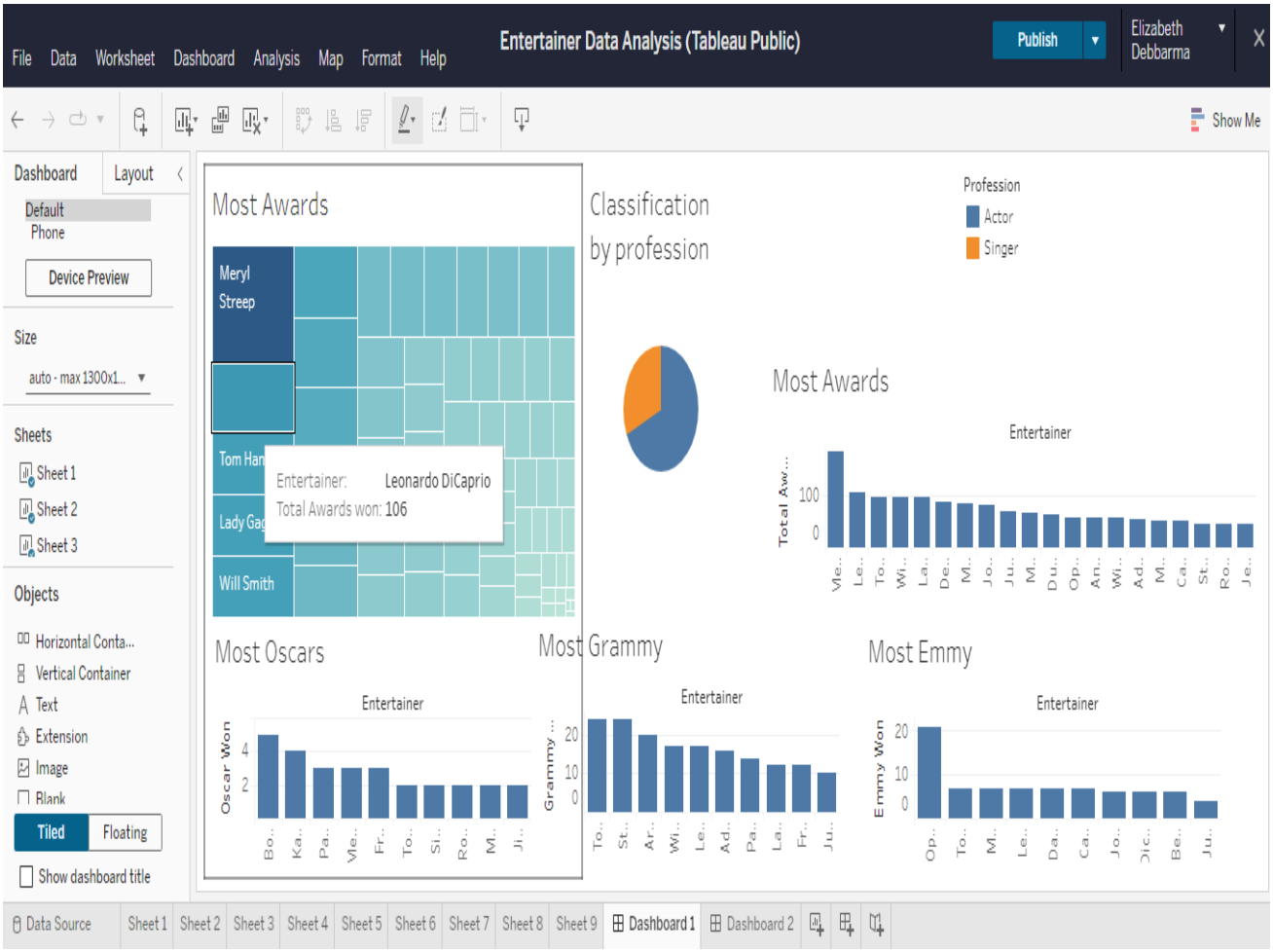


- Make sure the internet connection is connected well while working with tableau, otherwise it will show the error.

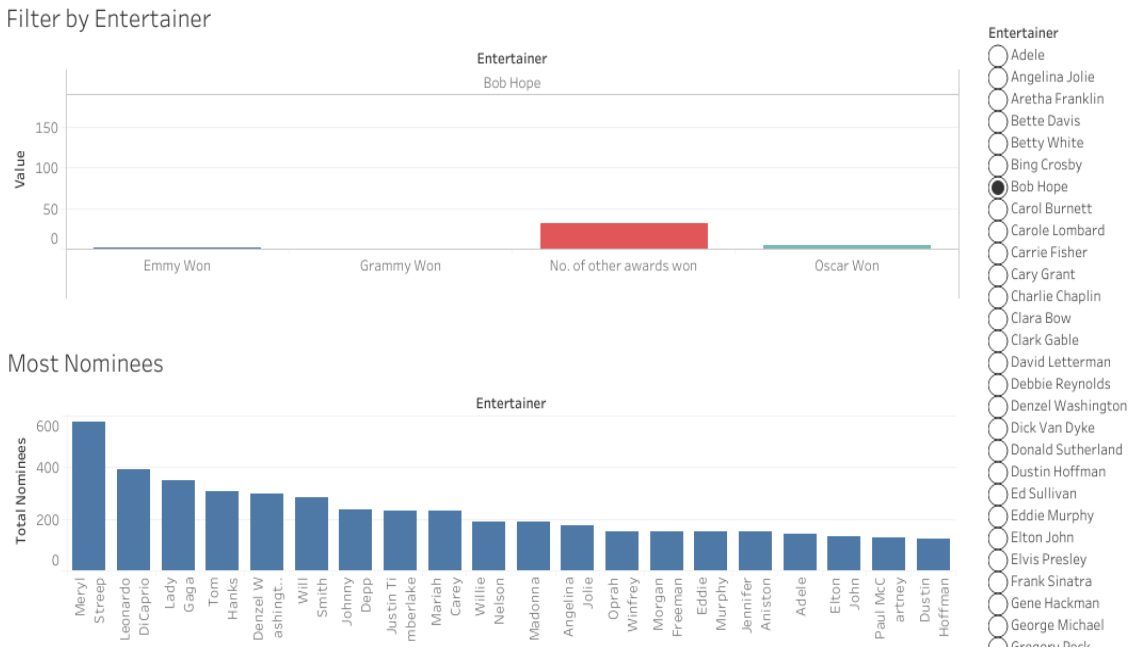
- After completion of work, you can simply press ctrl + s or save it from the file menu. It will let you to tableau public's website and ask you for signing in. After sign-in, your work will be saved on tableau's website. There, all can see the work.

- In **Tableau** we can make professional dashboards as you can in the dashboards provided to you on Tableau public server.

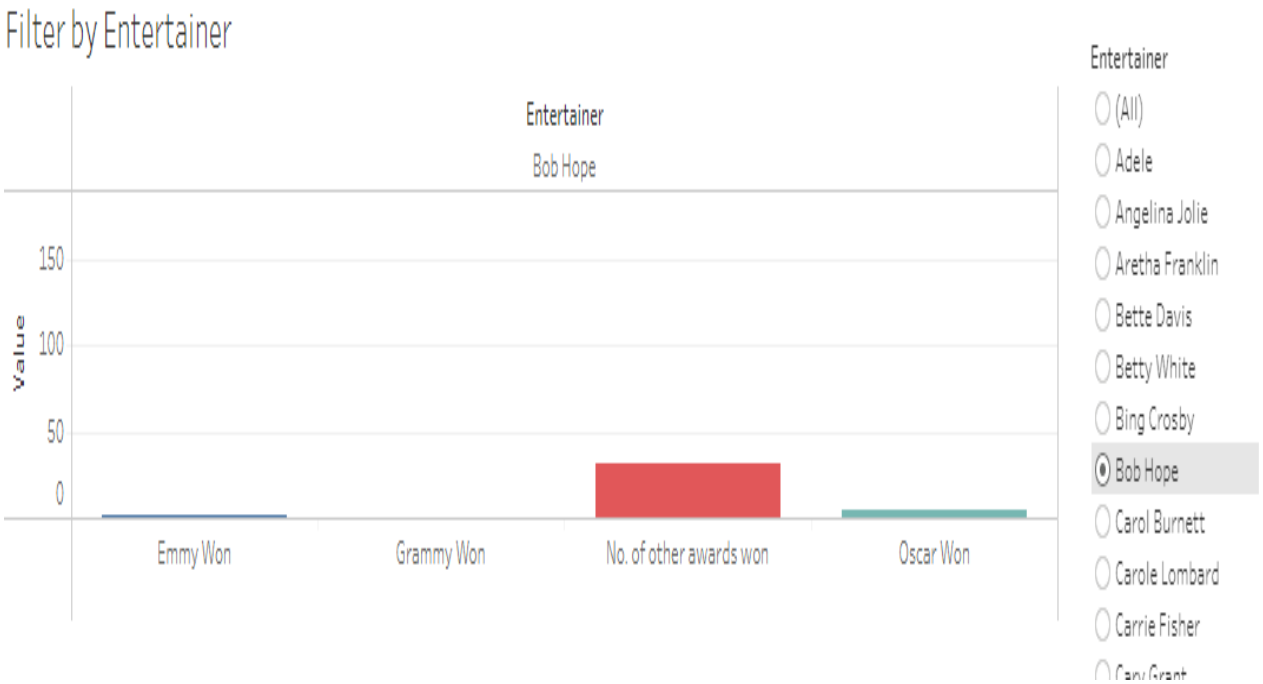
DASHBOARDS:



- **Here I have merged all the sheets into Dashboard 1 including Most Awards, Most Oscars won, Classification by profession, Most Grammy, Most Emmy won. Here, in Classification by profession the orange represents singer and Blue represents Actor by profession.**



This is Dashboard 2, including all Entertainers and Most Nominees.



This is Dashboard 3.

TOOLS USED:

- **Visualization Tools**: Tableau,
- **Excel**

SOME INSIGHTS FROM THE REPORT:

- Meryl Streep is the entertainer who received highest number of awards among other entertainers
- Top 6 entertainers who received most of the awards**:**
    - Meryl Streep
    - Lady Gaga
    - Leonardo DiCaprio
    - Mariah Carey
    - Justin Timberlake
    - Will Smith
- James Dean has the highest average rating of movies among others
- Highest number of movies (55) released till date was on 1998
- Highest average rating of movies was on 1949
- Donald Sutherland acted in highest number of movies till date, which was 198 movies.
- As it is a entertainer's analysis project, based on the end user need they can consume a lot of insights from the dashboard.
- For the filtering purpose based on the end user need, in entertainers analysis page, there is a drop down filter to select the particular entertainer.
- In Movie analysis page, Included several filters like rating and year, so the end user can filter the data according to their interest.

CONCLUSION:

The Entertainer Data Analysis project aims to provide valuable insights into the entertainment industry, helping stakeholders make informed decisions. By leveraging advanced data analytics techniques, the project will uncover patterns and trends that are not immediately apparent, offering a deeper understanding of the industry's dynamics**.**