

# Project: Visualizing Movie Data

[https://public.tableau.com/profile/karan.vazirani#!/vizhome/P3submissionKaranv1\\_0/Story1](https://public.tableau.com/profile/karan.vazirani#!/vizhome/P3submissionKaranv1_0/Story1)

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

## Step 1: Data Cleanup and Attribute Selection

- Clean up any missing information and choose the most important attributes you will explore further in your visualizations.
- List out the attributes (or variables) you plan to dive further with your visualizations. You should explore no more than 8 attributes.
- Please refer back to the [Data Cleanup course](#) to help you clean up your data.

## 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](#).

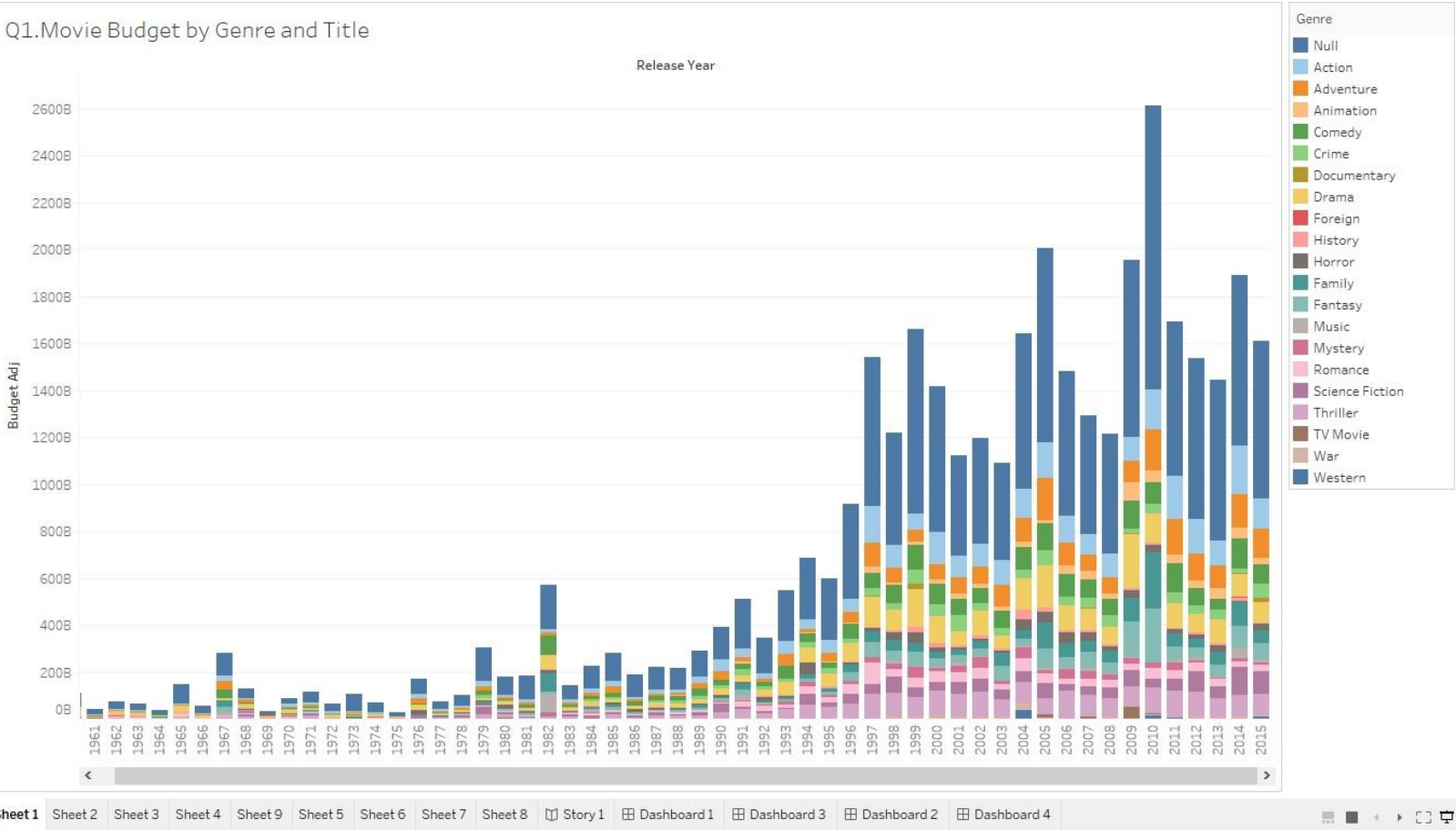
## Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:

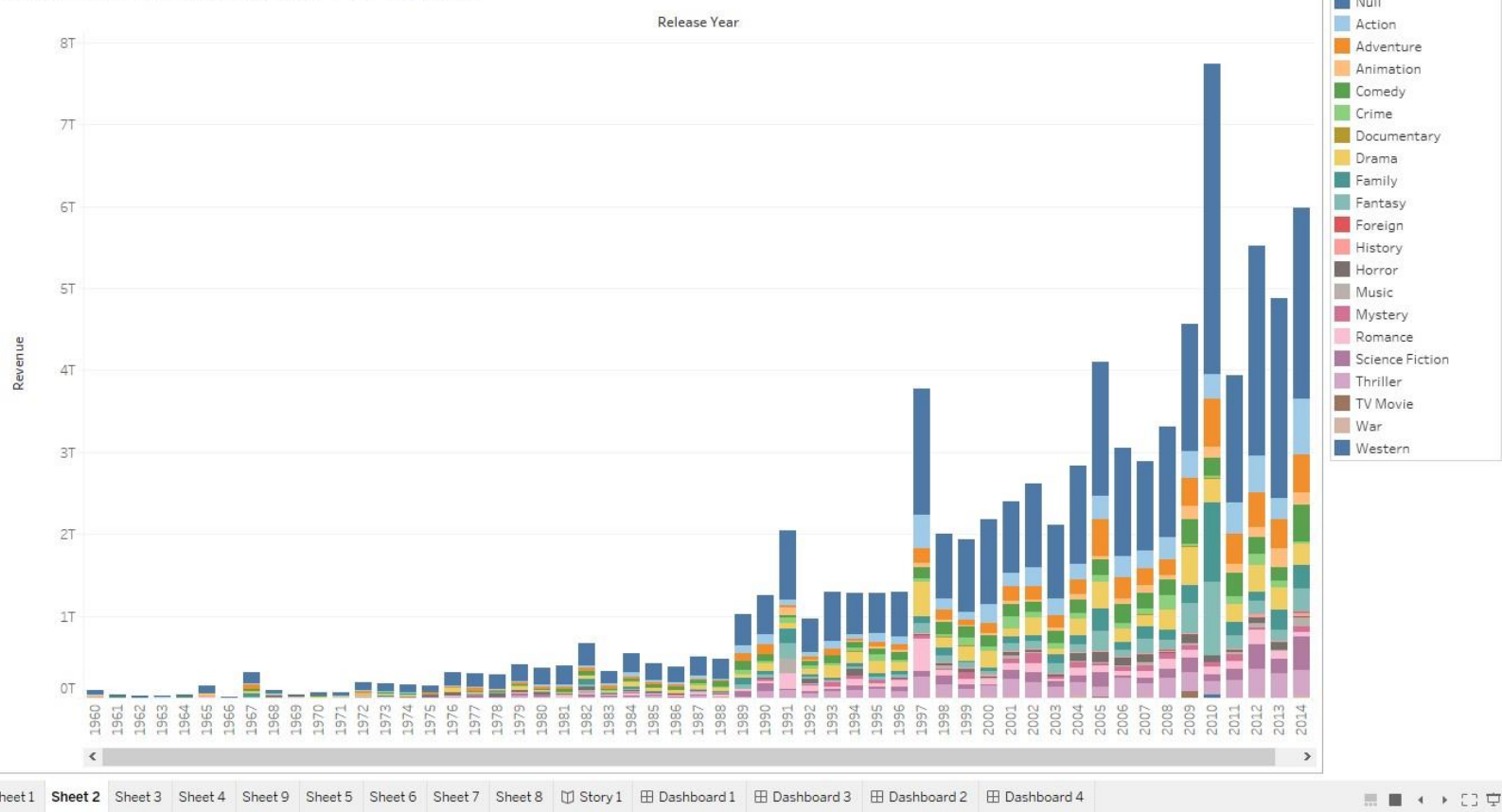
**The attributes used are : Budget , Revenue , Popularity , Genre , Original Title, Keywords , Release date , Production Companies**

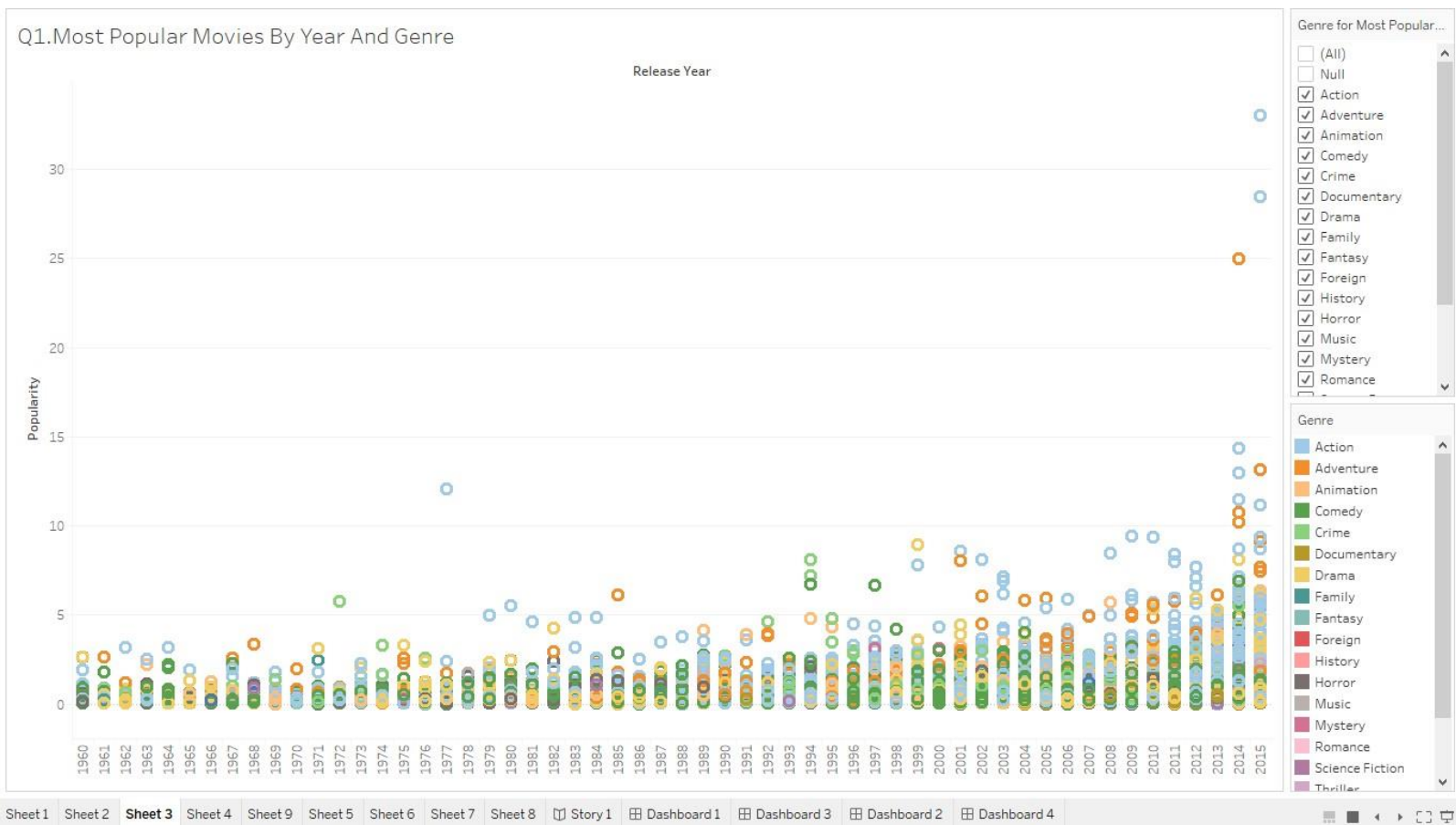
Question 1: How have movie genres changed over time? ANSWER 1:

Q1.Movie Budget by Genre and Title



Q1.Revenue by Genre and Title Over the years



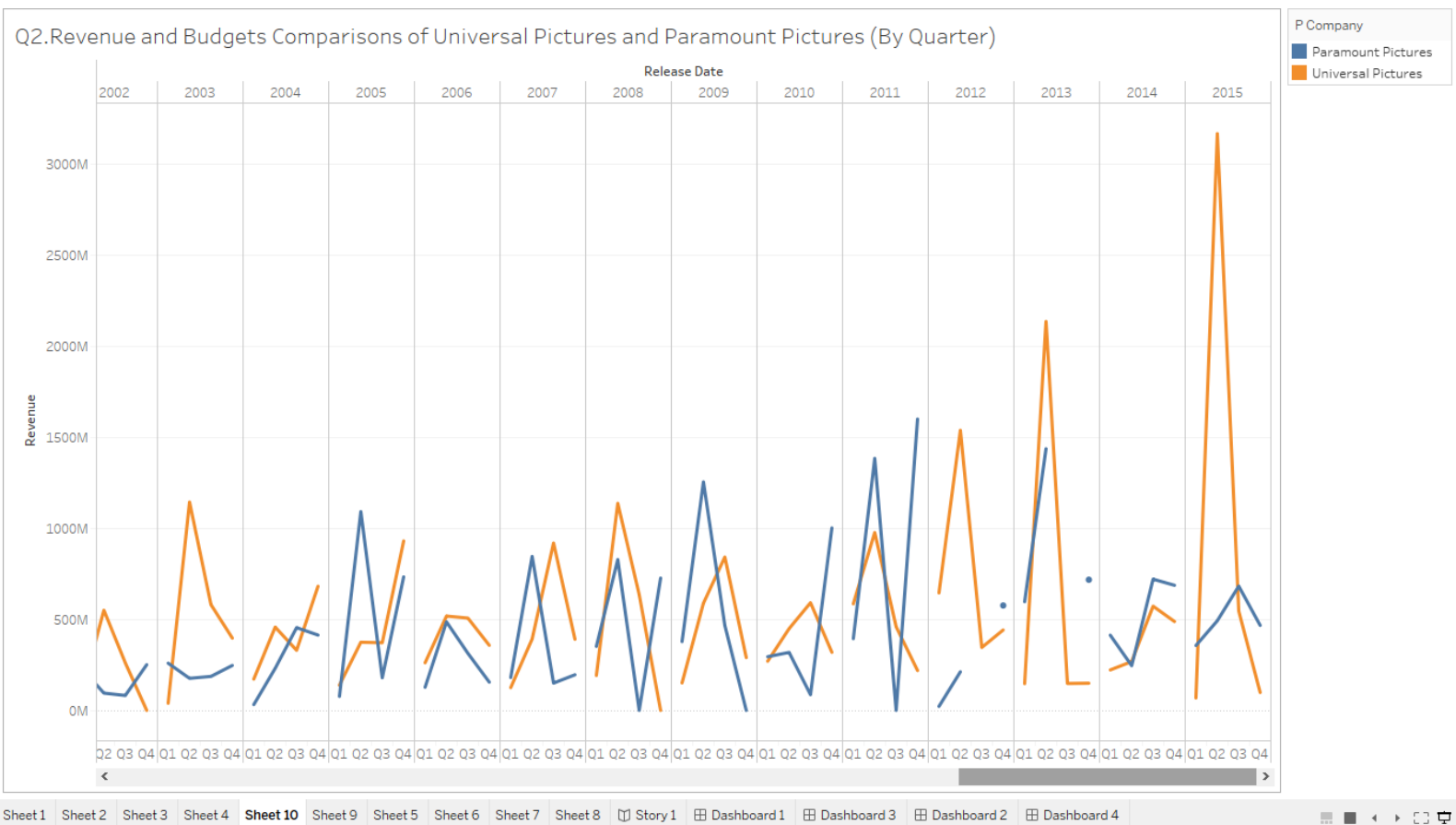


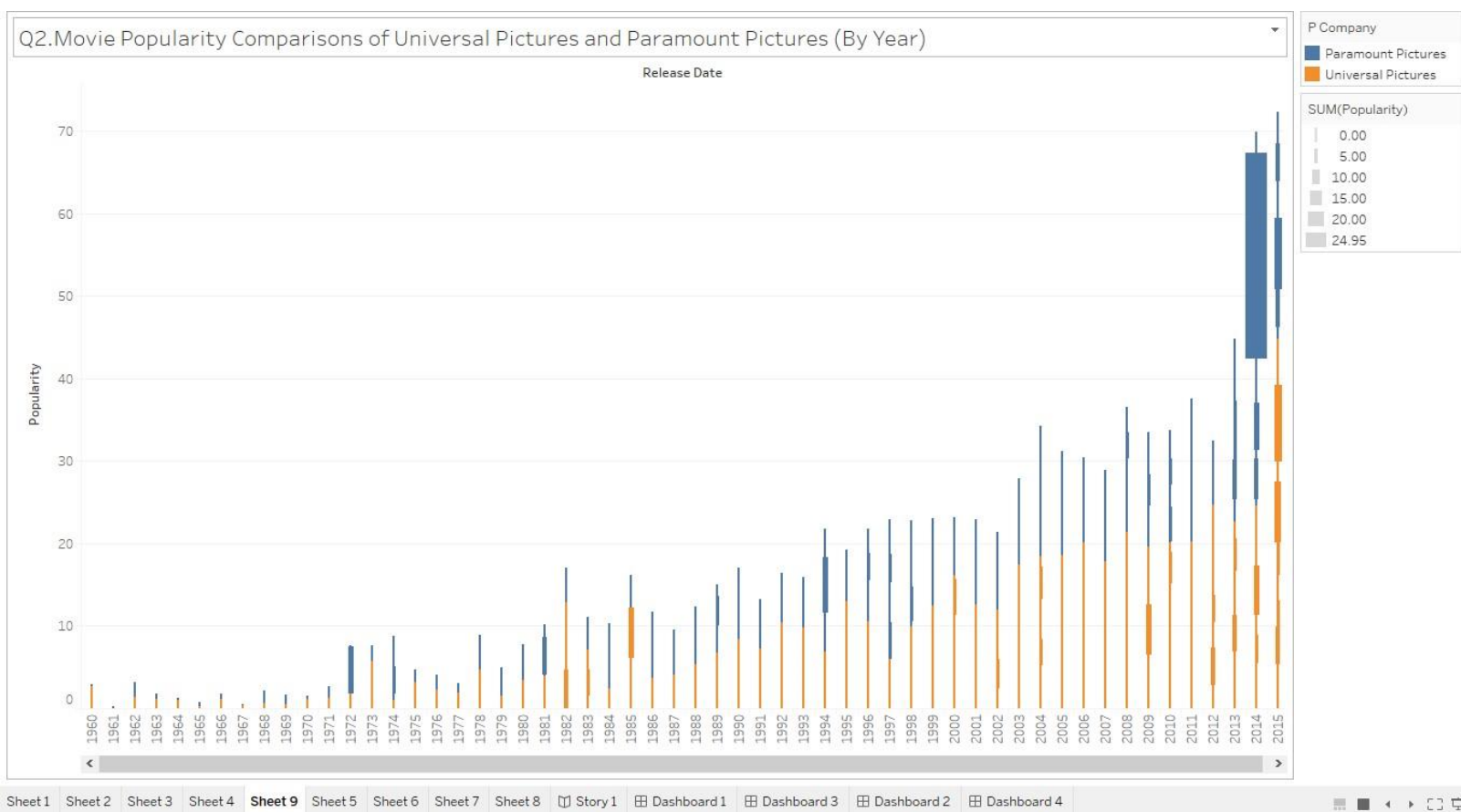
From Image 1, we notice how new Genre's have evolved as cinema industry has expanded over time. We can observe that Romance, Thrillers and Drama have really grown post the 1990's. We also see the emergence of new genres like Animation and fantasy after 1995.

The emergence and importance of these new genres can also be seen from Image 2. Fantasy and Animation movies have performed really well in terms of revenue post 2005. "Alice in Wonderland" which released in 2010 is a prime example. It grossed over 6 Billion dollars!

From Image 3, we can observe that 'Action' as a Genre has always been very popular since the 1970's, but its popularity has risen exponentially since 2008. 'Adventure' films have also kept pace with the rise of 'Action' and is the second most popular Genre of late. We can also observe that 'Crime' as a genre has lost popularity amongst the viewers. There is no notable popular 'Crime' movie post 1995.

- ANSWER 2:



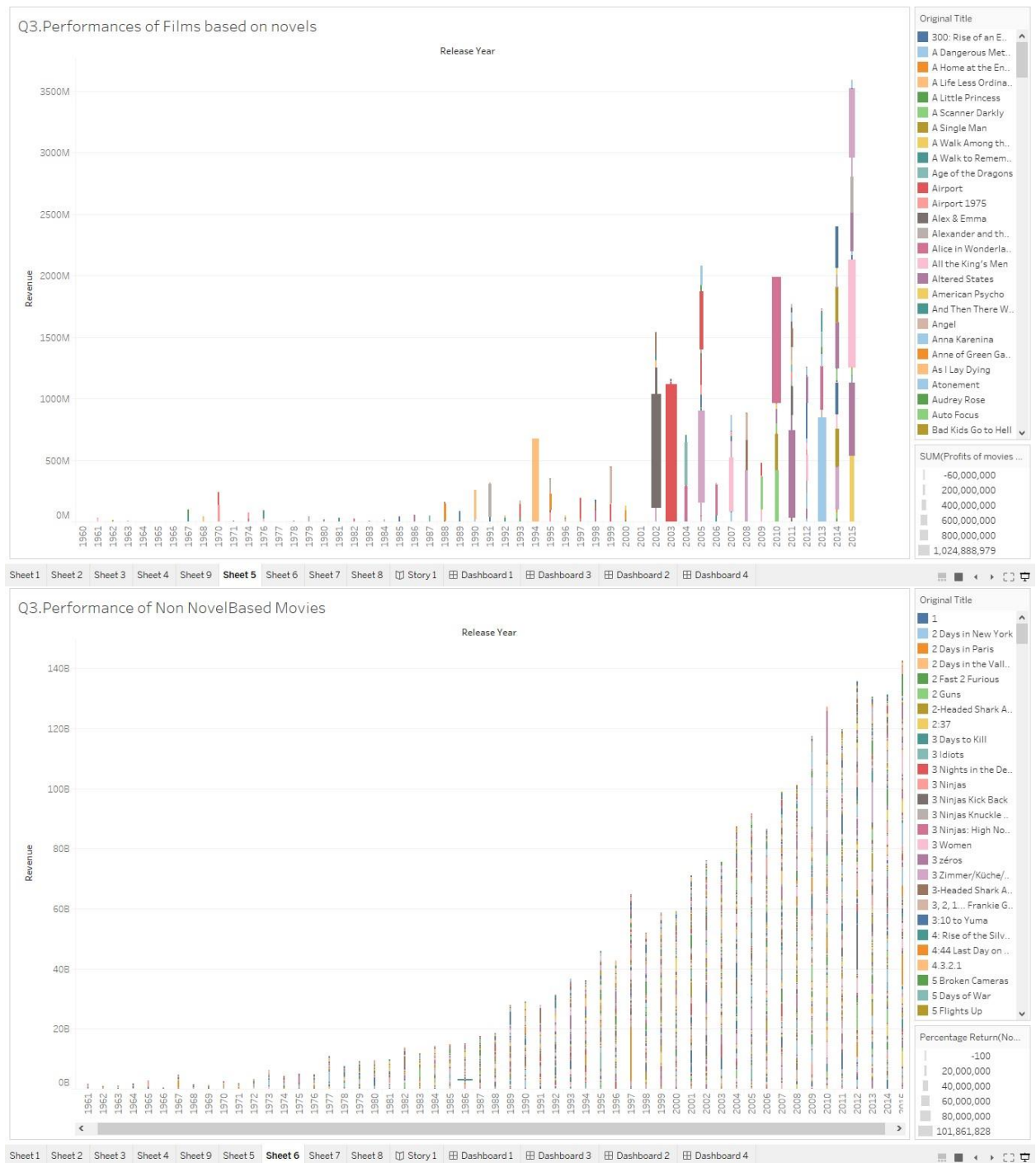


From the above three images, we can see, how the budgets and revenues of Both Universal and Paramount pictures have expanded over the years. When observed in Tableau, we notice that Paramount pictures started out as a dominant force as compared to Universal, But through the years Universal Pictures caught up and for a while the dominant roles reversed, however post 2000, Paramount pictures has made a strong comeback and in the last 5 years, have managed to beat Universal Pictures in terms of Revenue's and Budgets for movies.

On the popularity front however, Universal pictures seems to be more popular of the two since the 1990's However Paramount pictures have caught up with that in the last 2 years especially after the massive success of "Interstellar" in 2014.

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

Though they form a very small portion of the entire market, most movies based on novels rake in good returns for the producers when compared to other movies. This makes them a more reliable option as a film subject. This phenomenon can be especially observed post 2002.



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



Q4. How has comedy as a Genre performed in terms of revenues? Which are the most popular comedy movies? I picked this question more out curiosity. I enjoy this genre and was interested to see the most popular comedy movies

