Low Level Design

Entertainment Data Analysis

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| Version | Date | Author | Comments |
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Reviews:

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**Overview:**

Media and entertainment have become an integrated part of the lives of people, meaning that people now a days are very enthusiastic about trying new content in terms of watching it and choosing it.

Single-channel days of no choice and no integration and consultation to viewers are gone, now these dynamics are changing, there are millions of watching options to choose from and they are also available to be streamed across various devices and are really getting user friendly.

The Media and Entertainment Industry also combines and collects the same kind of data from various sources to be able to understand the viewer behaviour and improve themselves in the way which will make them excel and be the favourite of the viewers amongst all of them.

**Objective:**

The objective of the project is to perform data visualization techniques to understand the insight of the dataset. This project aims apply various Business Intelligence tools such as Power BI, Excel to get a visual understanding of the data.

**Process:**

* Analyzing the Data
* Creating the Story Line
* Adding new data
* Data Cleaning
* Creating Power BI Report 🡪 Dashboard

**Analyzing data –** In analyzing the data we look at the

* NaN values
* Find the relationship between the attributes

as the amount of data was less, we perform the above task over powerBI and Excel. Otherwise we could have used My SQL /python also for analyzing.

**Creating Story Line –** Story line has been created after the analyses so that appropriately we can answer them in visual form (charts, matric… etc) with the help of data.

**Added New Data –** this step was permitted by the Project Description, as per the story line created, we required further more dataset in order to perform computation.

**Data cleaning –** this process is the repetition of step one over new data added.

**PowerBI report –** After above transformation over data, now with the help of transformed data we can made the powerBI report/ dashboard using:

* **Cards –** for displaying the more focused values.
* **Bar chart –** for showing the project\_budget V/S project\_name/Breakthrough in order to decide the average budget for the new project.
* **Donut chart –** for showing the Famous Entertainer amongst the age group in order to decide the entertainer for the brand promotion based on the targeted audience of the company.

**Test Case:**

1. Finding the budget of the new Project?

Ans: By analysing the previous breakthrough movies, plotting them over the graph and also finding the average budget.

1. Finding the famous entertainer?

Ans: By analysing previous data of entertainer, its projects, project popularity & the popularity amongst the age group (Teen, Kid, Adult).

Test case:

Select multiple entertainers as per your choice and can see their popularity in the age group.