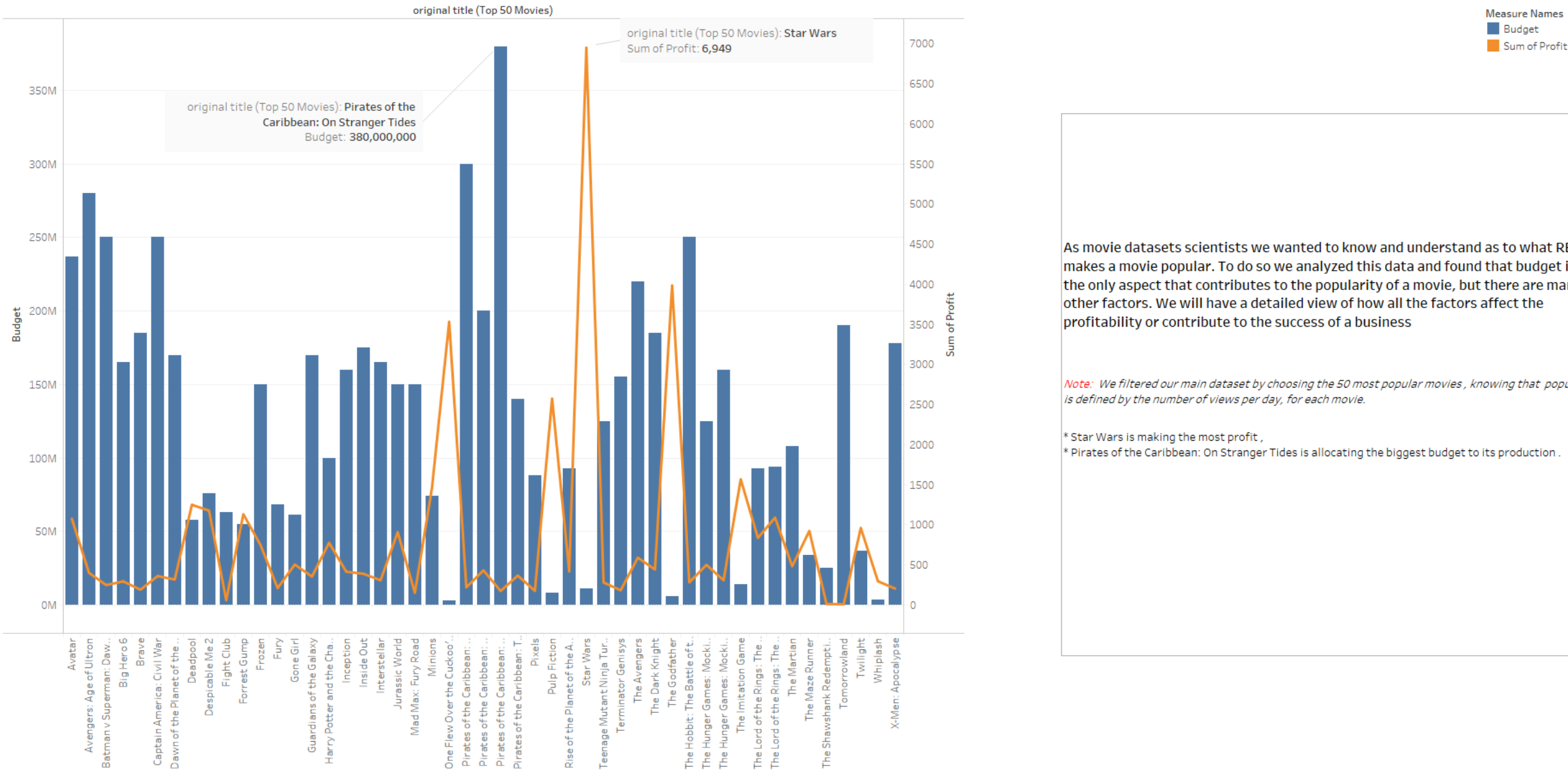


Data visualisation project with SQL & Tableau

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What are the factors that affect the popularity of a movie ?

TOP 50 MOST POPULAR MOVIES : BUDGET VS PROFIT 1972 to 2016



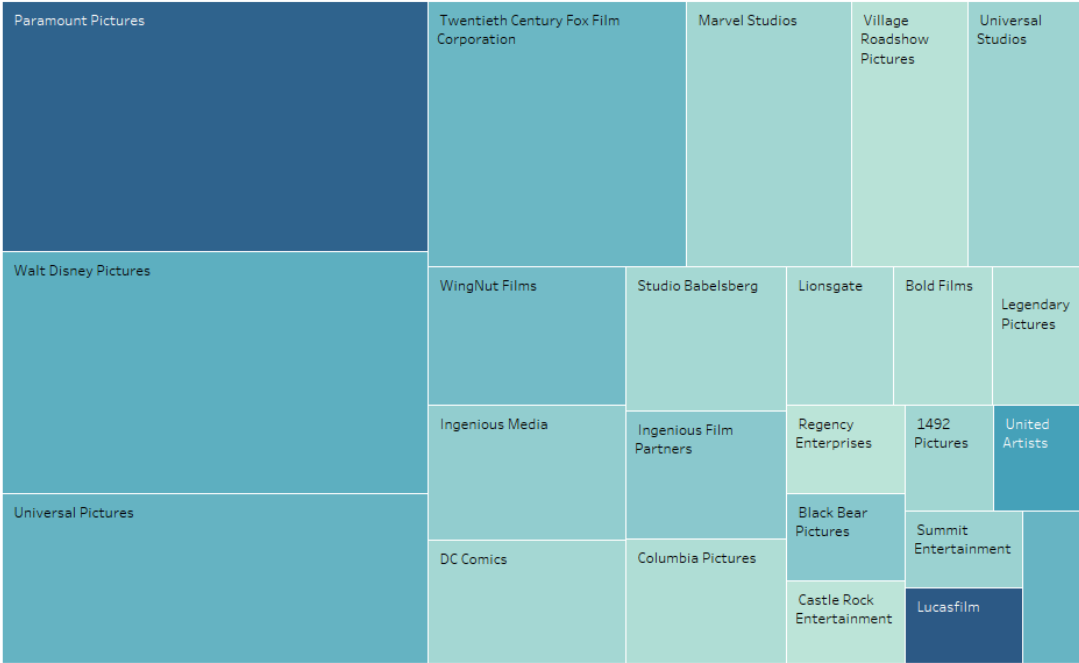
As movie datasets scientists we wanted to know and understand as to what REALLY makes a movie popular. To do so we analyzed this data and found that budget is not the only aspect that contributes to the popularity of a movie, but there are many other factors. We will have a detailed view of how all the factors affect the profitability or contribute to the success of a business

Note: We filtered our main dataset by choosing the 50 most popular movies, knowing that popularity is defined by the number of views per day, for each movie.

- * Star Wars is making the most profit,
- * Pirates of the Caribbean: On Stranger Tides is allocating the biggest budget to its production.

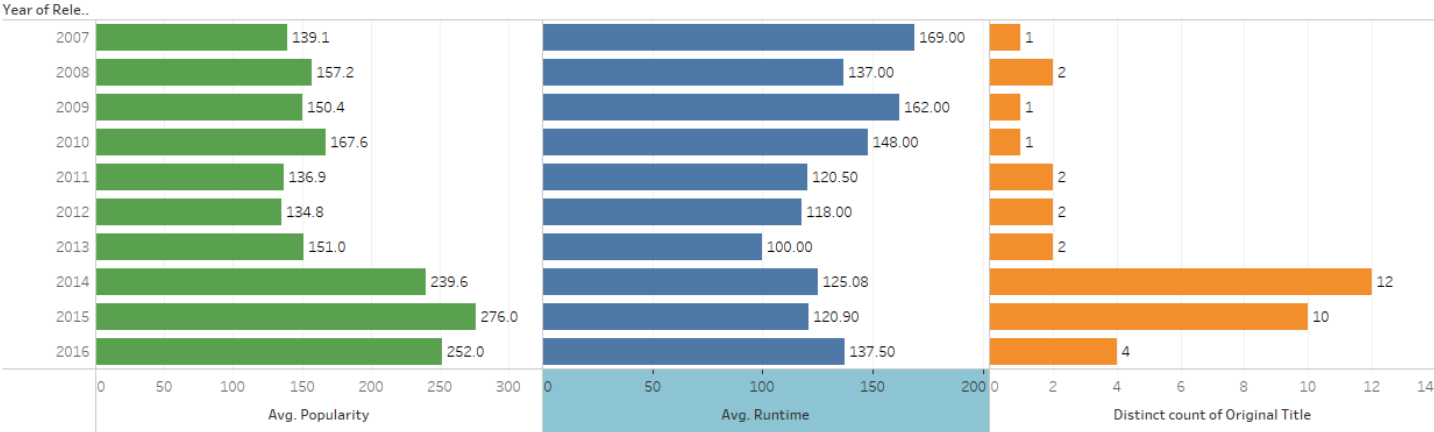


Profit and popularity distribution among production companies



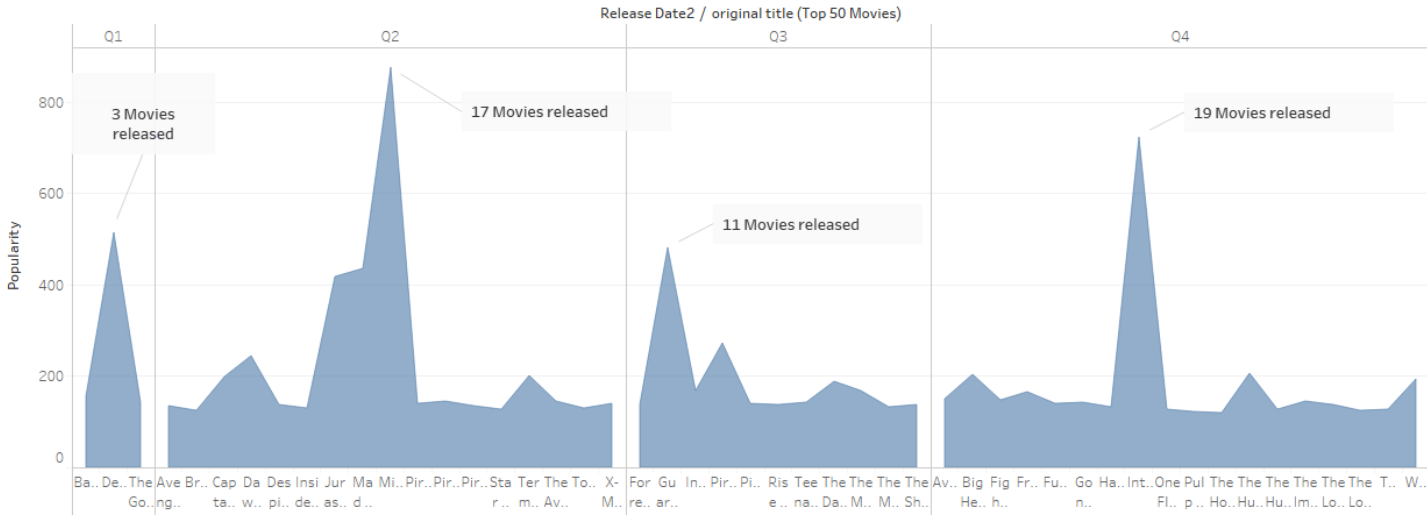
Profitability and popularity are in general, positively correlated. The production company that was the most profitable and also one of the most popular on Netflix within the dataset: "Paramount Pictures". This phenomenon could be explained due to the fact that Paramount Pictures has produced more than one movie and among them Interstellar, which is the second most popular movie from the dataset (720 views on a daily basis). An exception to the pattern is "LucasFilm" who has produced only one movie from the dataset: Star Wars which is part of the least popular although it has generated the most profit as shown before.

EVOLUTION OF MOVIES OVER 10 YEARS



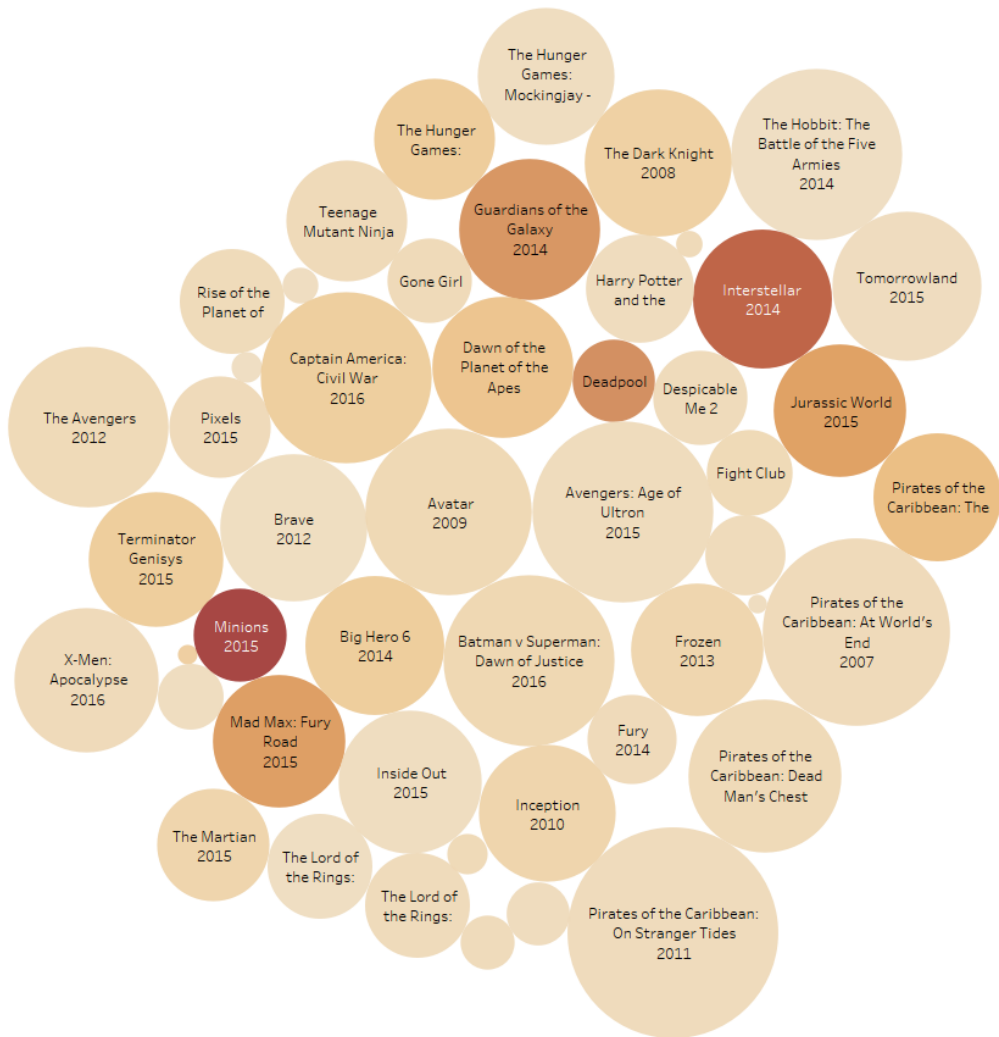
Note : The movie industry has evolved over time. They've expanded their reach, changed the duration of the movies and increased the budgets to gain popularity and increase profits.

Number of movies released through Quarters





Budget and Popularity distribution among the top 50 movies



Note :

As we can see in this graph, the budget is not as related to the popularity as the profit of movies. Indeed, we can see that Interstellar and Minions are the two most popular movies, where on the other hand "Pirates of the Caribbean : On Stranger Tides" is one of the least popular and possesses one of the highest budget.

Overall conclusion :

Many factors affect a movie's popularity and a certain pattern usually arises between these factors.

The time of the year in a movie is released: the most popular movies have been released in the second quarter and last quarter of the years, so generally a few months after the new year and towards the end of the year. It has also been noted that the relationship between the profit that a movie, and production company makes with its popularity is stronger than a movie's budget with its popularity level.

The pattern analyzed concerning the average run time of a movie and its popularity is interesting. The movie industry has evolved with the years and longer movies have become more and more popular from 2013 onwards, which was not the case in the past. Based on our dataset, we could conclude that a popular movie nowadays has an average time of 130 minutes or over, does not necessarily have a big budget, but is highly profitable for its production company.