

# Project: Visualizing Movie Data

## Step 1: Data Cleanup and Attribute Selection

- Attributes considered for analysis are as follows -  
Budget, Revenue, Popularity, Release year , Genre, Production company, profit (calculated field)
- For questions 1 and 2 I have used alteryx to remove rows in the budget and revenue columns that had 0 in them.
- For question 3 I have removed the data rows with null values in the keywords column using alteryx.
- Delimiters have been used for separating columns like Genre, Production company and Keywords

## Step 2: Tableau Visualizations

The links for the Tableau Visualizations are enlisted below –

Q1 –

[https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q1\\_323/Dashboard1?publish=yes](https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q1_323/Dashboard1?publish=yes)

Q2 -

[https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q2\\_276/Dashboard1?publish=yes](https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q2_276/Dashboard1?publish=yes)

Q3 –

[https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q3\\_266/Dashboard1?publish=yes](https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q3_266/Dashboard1?publish=yes)

Q4 –

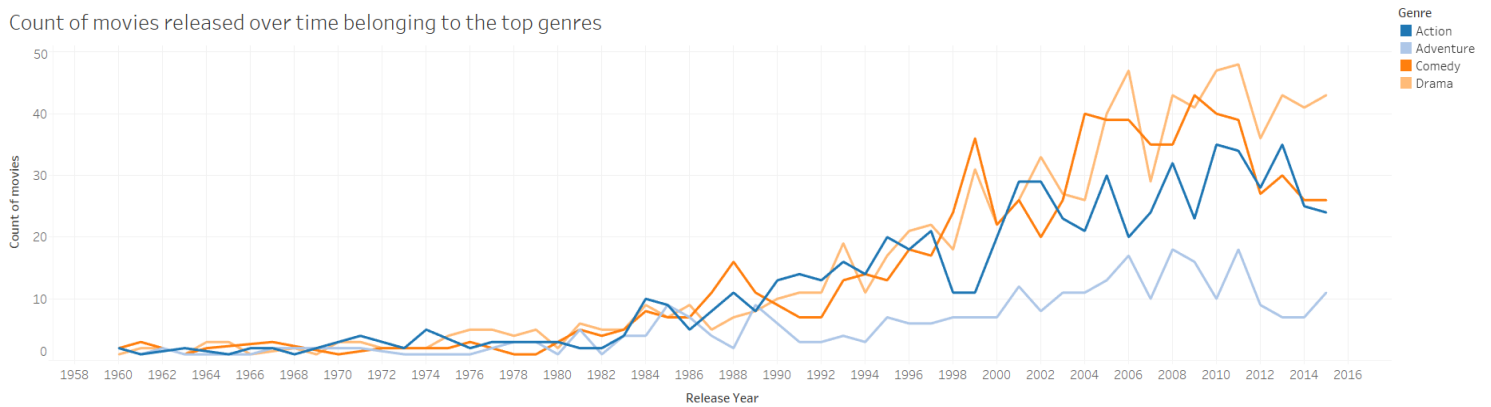
[https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q4\\_233/Story1?publish=yes](https://public.tableau.com/profile/sanskriti.bajaj#!/vizhome/Q4_233/Story1?publish=yes)

## Step 3: Questions

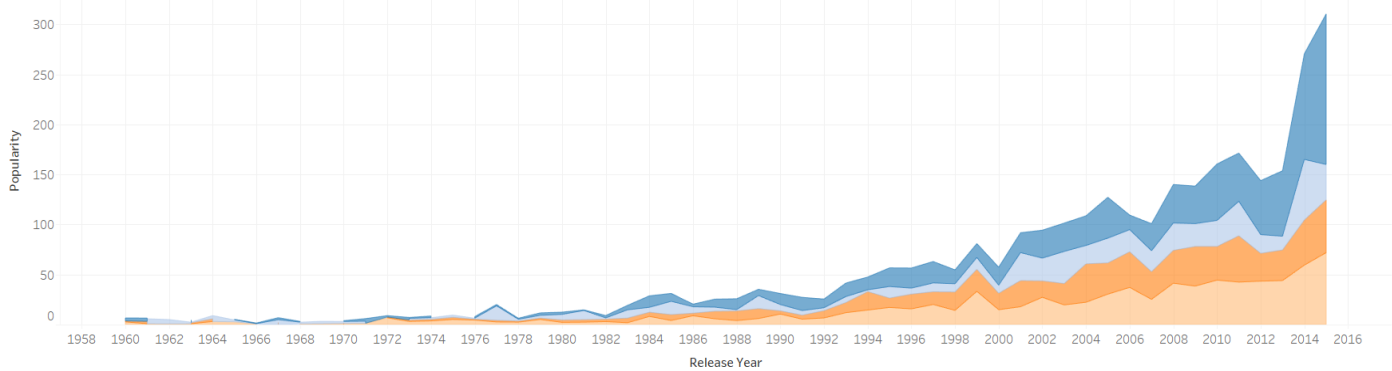
- Answer the following questions. Refer to your online visualizations to back up your answers:

○ **Question 1:** How have movie genres changed over time?

Count of movies released over time belonging to the top genres



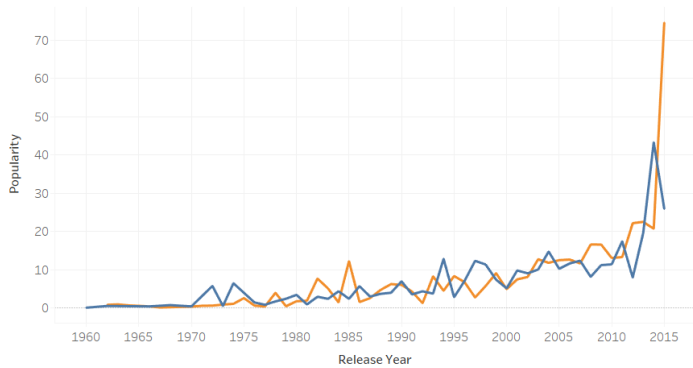
Popularity of top genres over time



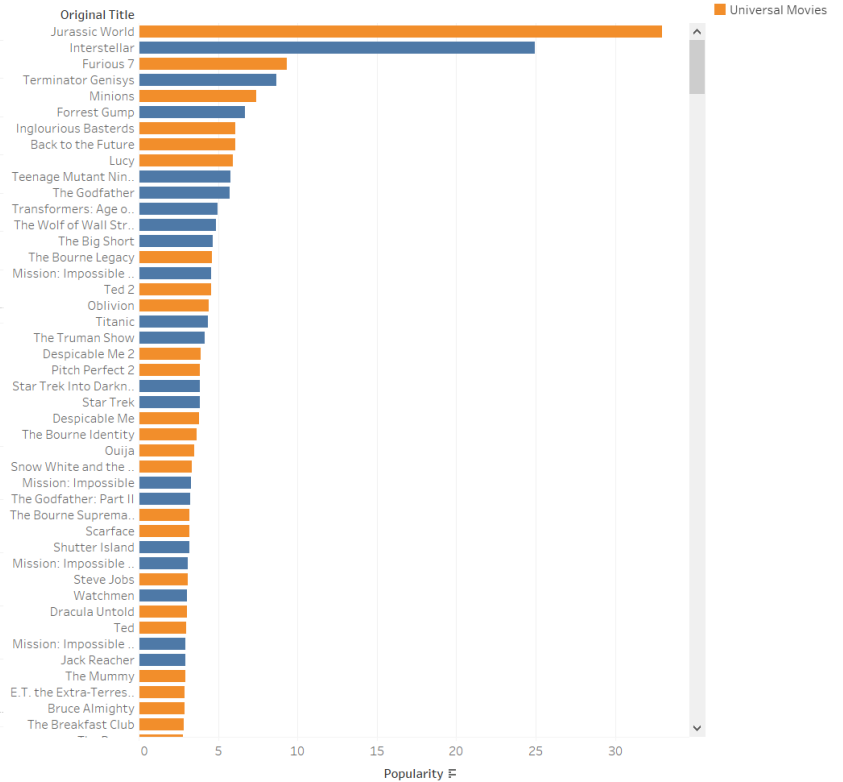
The top genres as per the profits generated are action, adventure, comedy, and drama. Over time the popularity of the action genre has increased the most. Lastly the genre with the highest count of releases is Drama.

## Question 2: How do the attributes differ between Universal Pictures and Paramount Pictures?

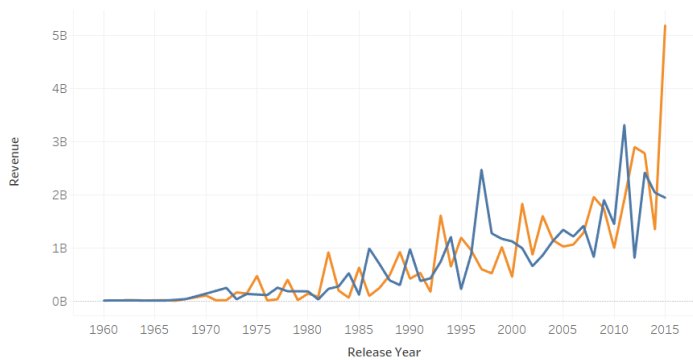
Popularity of movies released



Most popular movies by production company

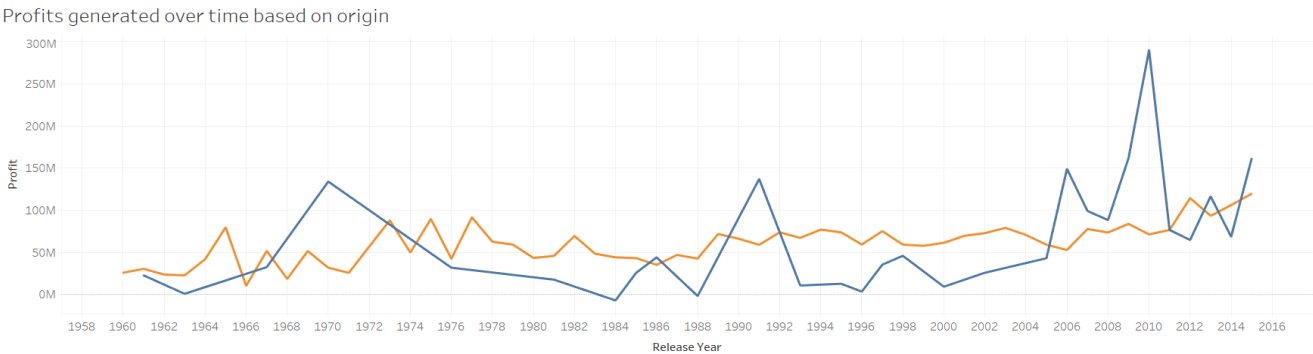
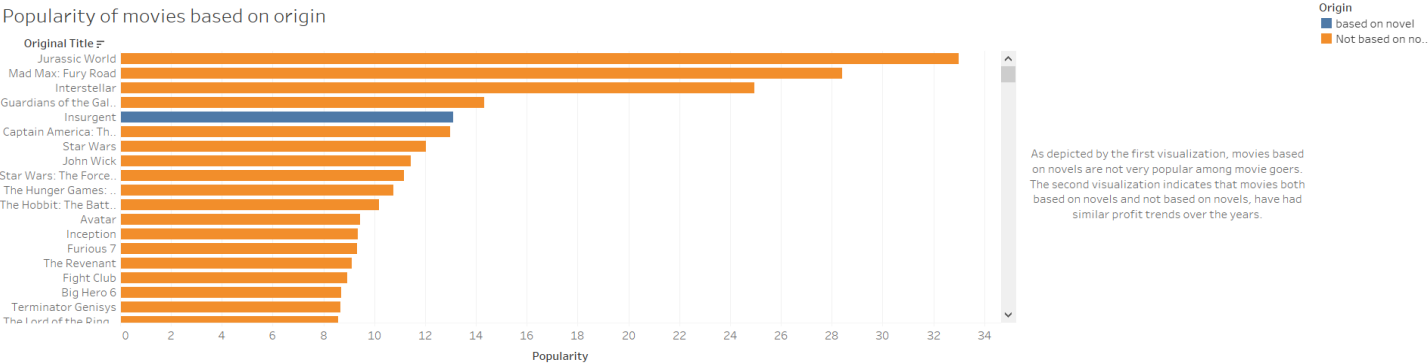


Revenue earned over the years



Over the years Universal has been more successful as a production company as compared to Paramount. Universal has released films that have gained popularity over the films produced by Paramount. The profits over the years have been higher for Universal as compared to that of Paramount.

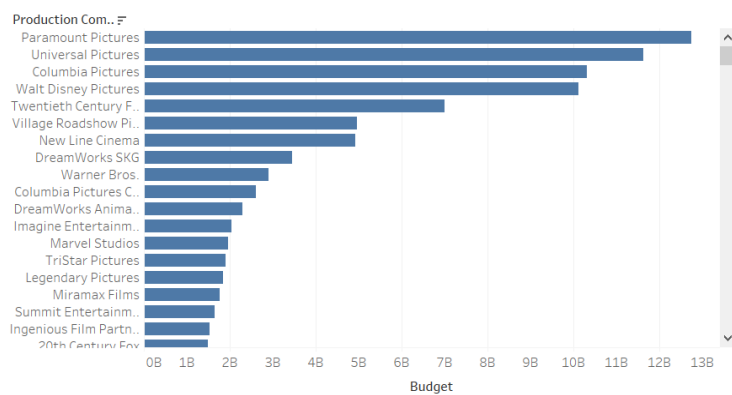
**Question 3:** How have movies based on novels performed relative to movies not based on novels?



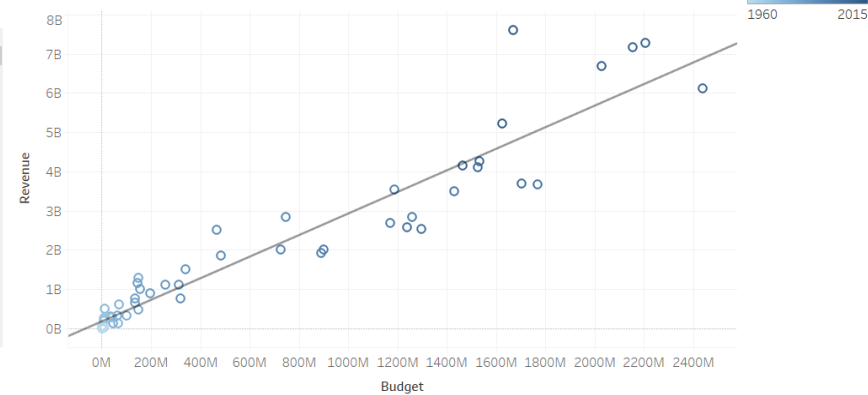
As depicted by the first visualization, movies based on novels are not very popular among movie goers. The second visualization indicates that movies both based on novels and not based on novels, have had similar profit trends over the years.

**Question 4:** Which production companies allocate the highest budget, how do the budget allocations look for these top production companies over time and how does the relationship between budget allocation and revenue generated look?

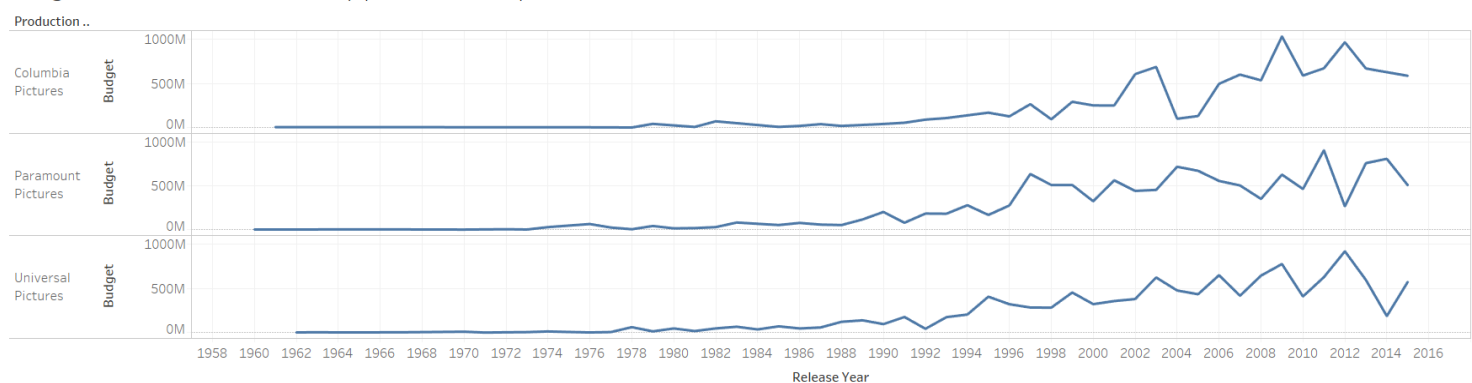
Top Production companies as per budget allocation



Relationship between budget allocated and revenue generated over



Budget allocation over time for top production companies



Paramount pictures, Universal pictures and Columbia pictures invested the highest in terms of movie budgets making them the top production companies. We see a similar trend in budget allocations over time for the top production companies, it has increased on an average. Finally there exists a positive relationship between size of budget allocation and revenue generated, implying a greater investment potentially yields greater returns.