

# Project: Visualizing Movie Data

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

## Data Clean-up and Attribute Selection

I have cleaned the movie data via Alteryx. I have followed the below steps:

1. Values of Genres and Production Companies have been converted into rows
2. Rows where revenue or budget was 0, have been removed

The variables chosen for further analysis are as below:

- Popularity
- Production company
- Genres
- Release Year
- Budget Adj
- Revenue Adj

## Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
  - **Question 1:** How have movie genres changed over time?

The Dashboard I have created shows the below analysis:

1. Year wise trending of Number of Movies released for every genre
2. Year wise trending of Revenue and Budgets for every genre
3. The Top 6 Genres in terms of counts are displayed

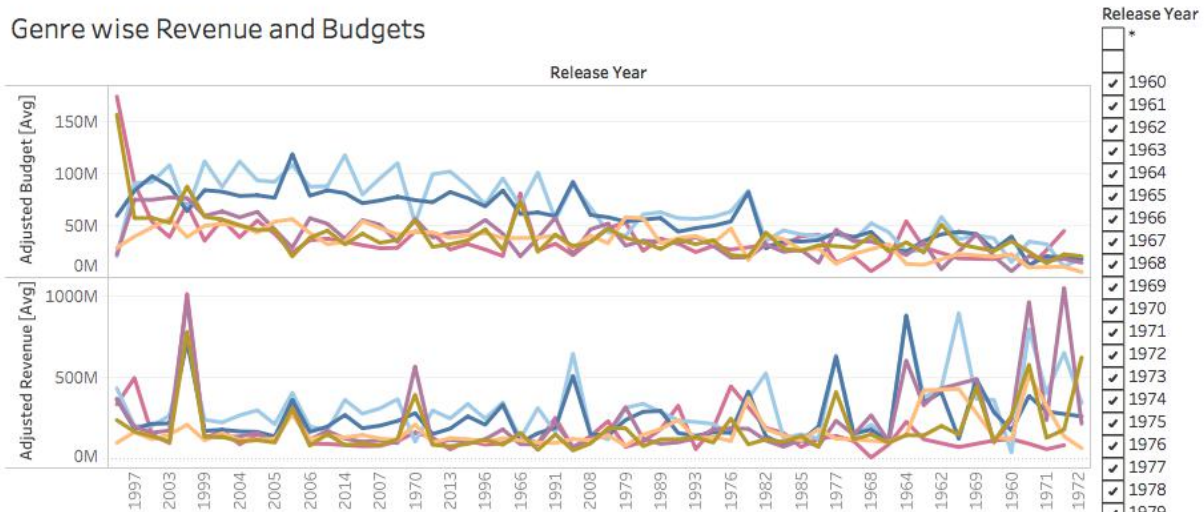
The Key Insights are as below:

1. Drama and comedy are the Top 2 genres in terms of count of movies released
2. For Drama- Number of movies are been increasing steadily since 1980. At the same time, the Average Revenue and Budgets have been almost constant

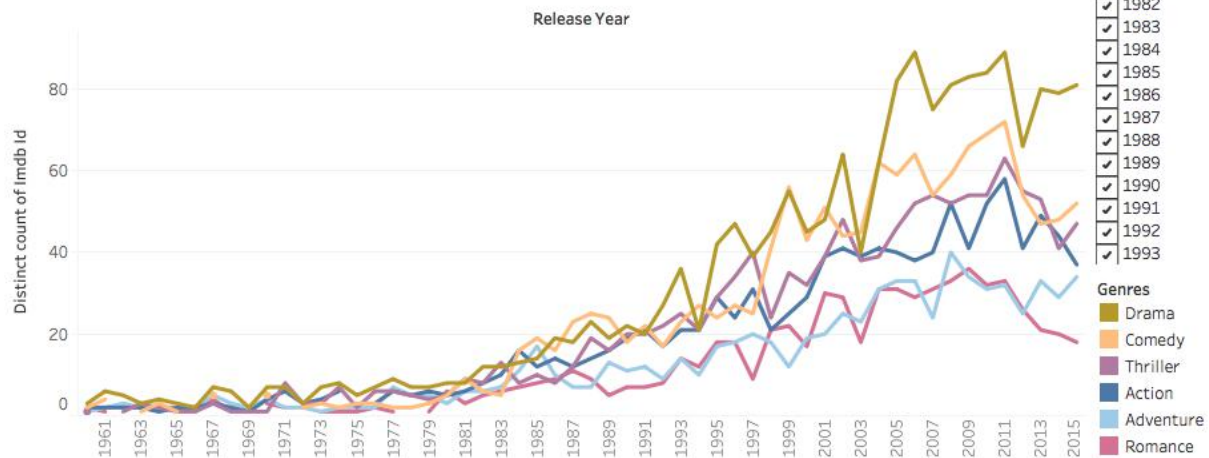
- For Comedy- Number of movies was increasing steadily from 1980 till 2011- post which it has dropped sharply. At the same time, the Average Revenue and Budgets have been almost constant
- For Thrillers- Number of movies was increasing steadily from 1979 till 2011- post which it has dropped sharply. At the same time, the Average Revenue and Budgets have been almost constant
- For Action- Number of movies was increasing steadily from 1976 till 2011- post which it has dropped sharply. At the same time- though Budgets are increasing, the Average Revenue has been almost constant

<https://public.tableau.com/profile/siddharth3961#!/vizhome/BAND-Q1-AnalyzingGenresvertimeintermsofMoviesRevenueandBudgets/Dashboard1?publish=yes>

Genre wise Revenue and Budgets



Genre wise count of Movies



o **Question 2: How do the attributes differ between Universal Pictures and Paramount Pictures**

<https://public.tableau.com/profile/siddharth3961#!/vizhome/BANDProject-Q2/Story1?publish=yes>

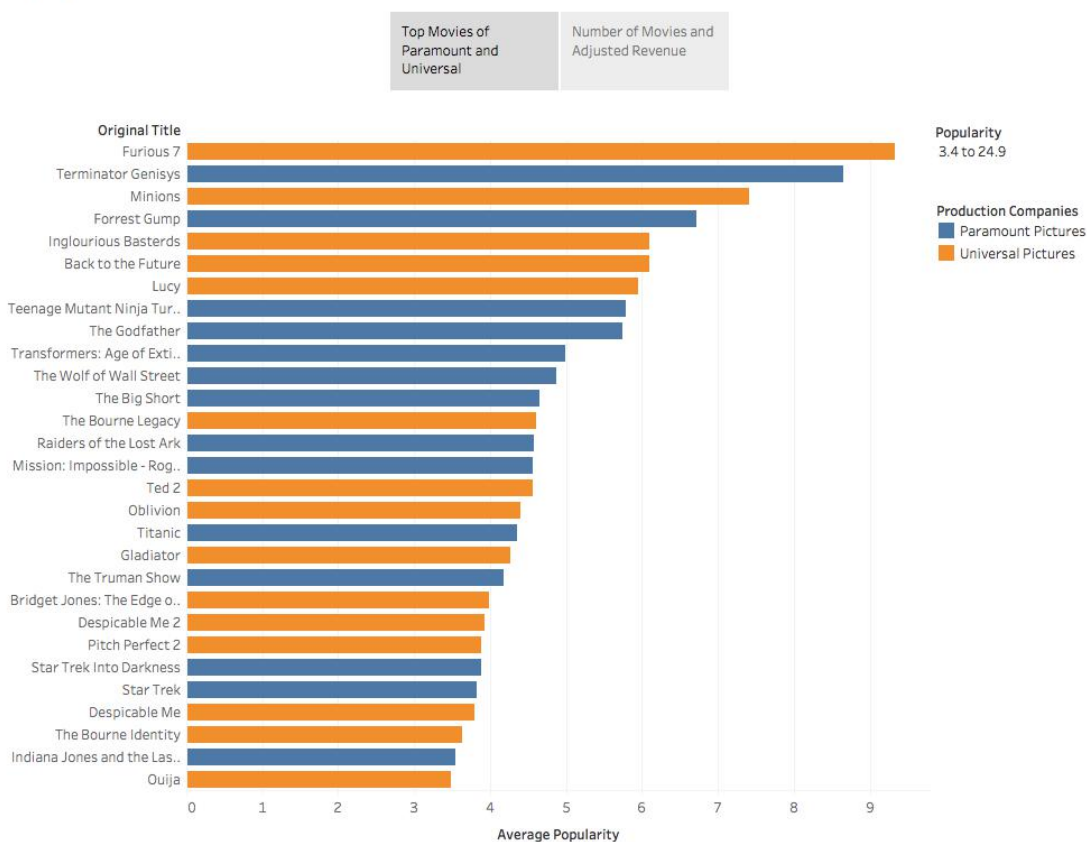
The Key Insights are as below:

1. Interstellar is the most popular movie
2. The Top 10 movies are equally split between the two production houses
3. The number of Movies for both was increasing steadily till around 2005- post which there was a sharp fall
4. The Revenue has sharp spikes for both and even otherwise has been steadily increasing
5. There was a sharp drop for Paramount in 2012 and for Universal in 2014

This story compares Paramount and Universal movies.

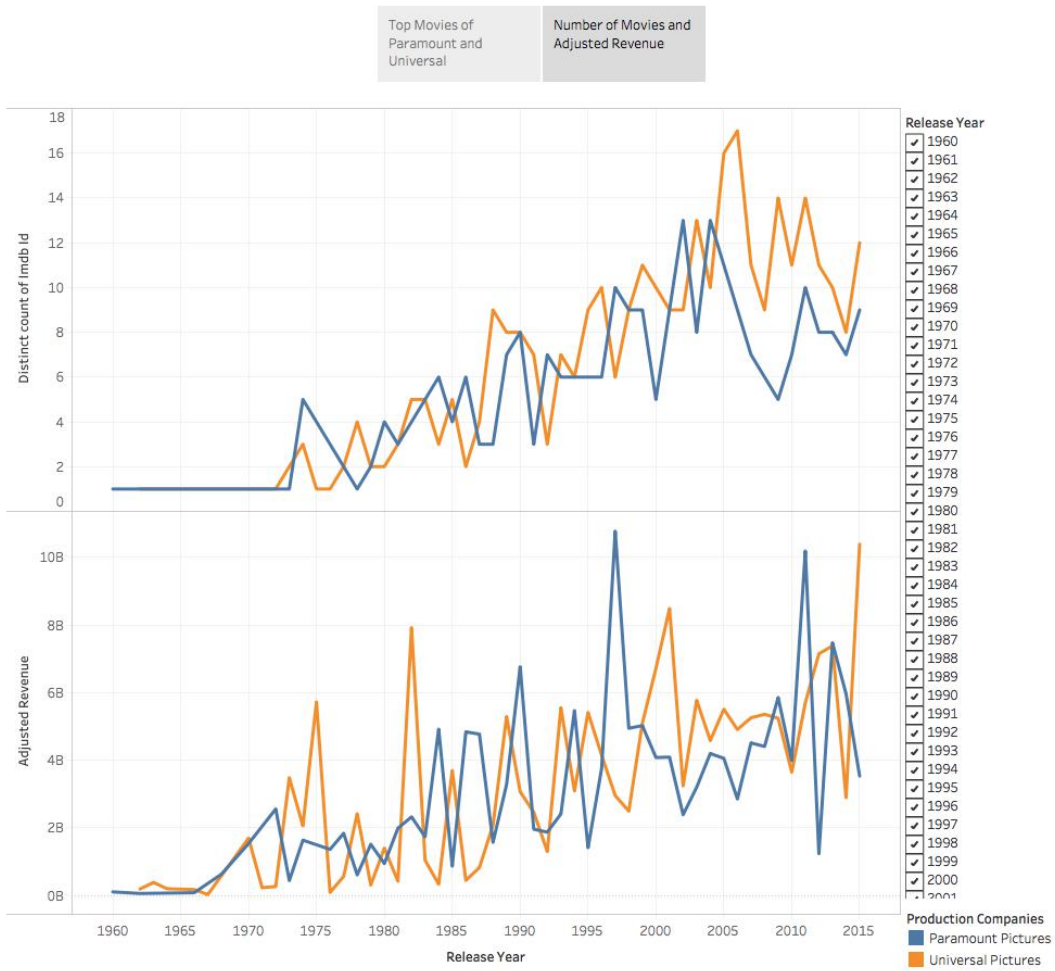
**1) By popularity of Top Movies**

**Story 1**



## 2) By Adjusted Revenue and Count of Movies with Year on the X-Axis

### Story 1



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

Below analysis compare the performance of movies based on novels vs other others.

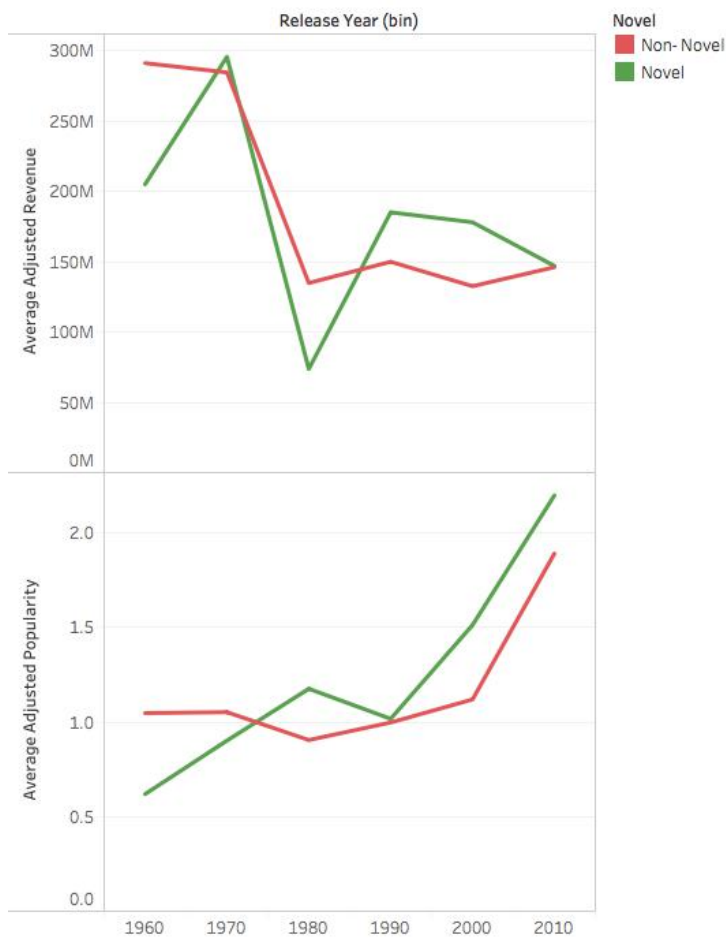
- 1) We first compare year on year average revenue per movie
- 2) Then we compare the average popularity in very year

The Key Insights are as below:

1. Novel based movies have not been released every year
2. In the last few years, novel based movies have been released every year and their revenue and popularity is similar to non-novel based books

<https://public.tableau.com/profile/siddharth3961#!/vizhome/BANDProject-Q3/Sheet2?publish=yes>

Comparison of Movies based on Novels with other Movies



The trends of average of Revenue Adj and average of Popularity for Release Year (bin). Color shows details about Novel.

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

My question is as below:

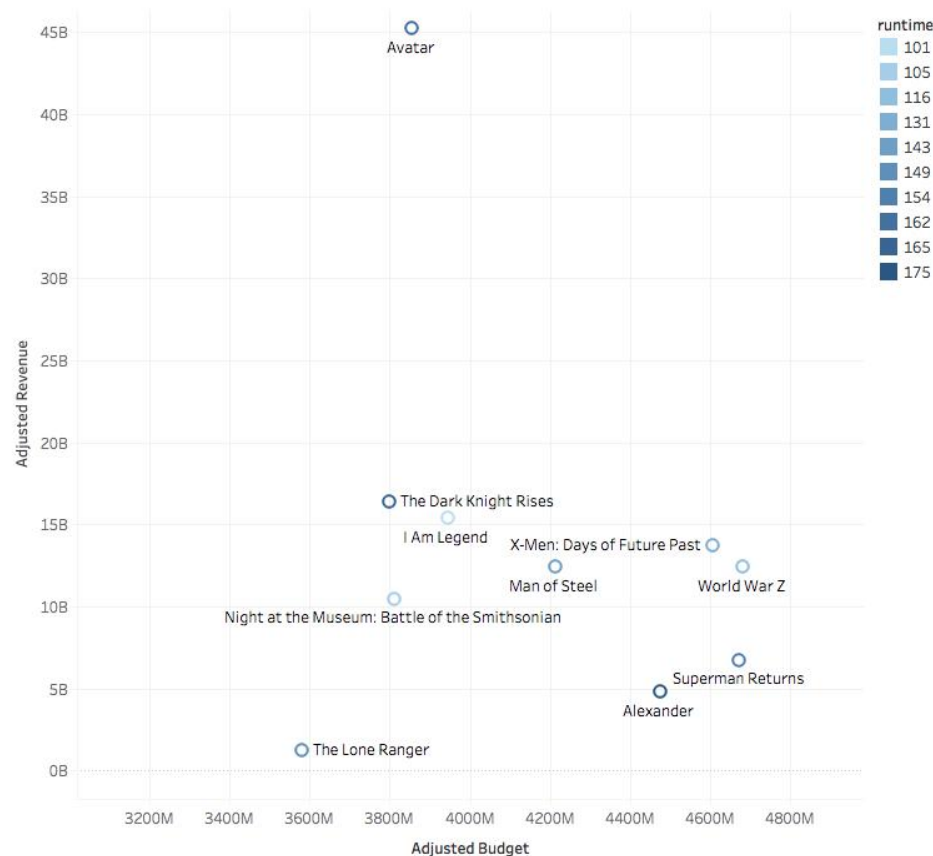
**How do Top 10 Most Popular Movies compare in terms of Revenue, Budgets and Run-time.**

<https://public.tableau.com/profile/siddharth3961#!/vizhome/BAND-Q4-MostPopularMovies/GenrewisecountofMovies?publish=yes>

Insights:

1. 6 out of Top 10 Most popular movies have Adjusted Revenue between 10B and 20B
2. In Addition, the 3<sup>rd</sup> dimension has been added where Colour represents the run-time- Two of the movies with the highest budgets have the lowest run-times

Top 10 Most Popular Movies



Sum of Budget Adj vs. sum of Revenue Adj. Color shows details about runtime. The marks are labeled by Original Title. The data is filtered on Popularity, which keeps 10 of 2,626 members.