

# **Entertainer Data Analysis**

## **High Level Design**

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## **Abstract**

Normal life can be stressful, and people need to relax. Being entertained by others is a wonderful way to take some time out of life. It can reduce stress and make life's issues easier to face. The media and entertainment industry consists of film, television, radio and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. Entertainment industry is a group of sub-industries devoted to entertainment. Entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.

## **Given Tasks**

**Task #1** - In a word document write the process and data added to the current dataset. In addition, mention the theme on which you will be creating the dashboard.

**Task #2** - You can add your data as per your convenience.

**Task #3** – Do the data preparation part.

**Task #4** – Build the dashboards

**Task #5** – Build a Storyline

## **Scope**

- My main theme is on the number of awards won by entertainers throughout their life. I have made two dashboards showing their award winning performance. Dashboards show the highest number of nominees, Oscar awards, Emmy awards, Grammy awards and other awards etc. so that each and every one can analyze which entertainer is the best according to their thought process.
- My main theme is to **create dashboards** on top entertainers with their highest number of awards and nominees and make visualizations on it.
- My main theme is , this data should be used for some **useful purpose** to clients who are using this data.

## **Problem Statement**

- Normal life can be stressful, and people need to relax. Being entertained by others is a wonderful way to take some time out of life. It can reduce stress and make life's issues easier to face. The media and entertainment industry consists of film, television, radio and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. Entertainment industry is a group of sub-industries devoted to entertainment. Entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.
- **Task #1** - In a word document write the process and data added to the current dataset. In addition, mention the theme on which you will be creating the dashboard.
- **Task #2** - You can add your data as per your convenience.
- **Task #3** – Do the data preparation part.
- **Task #4** – Build the dashboards
- **Task #5** – Build a Storyline

## **General Description**

- My **main theme** is on the number of awards **won** by entertainers throughout their life. I have made two dashboards showing their award winning performance. Dashboards show the highest number of nominees, *Oscar awards*, *Emmy awards*, *Grammy awards* and *other awards* etc. so that each and every one can analyze which entertainer is the best according to their thought process.

## Tools Used

- I have used **Pandas** (Python library) for data **Manipulation** (for merging the tables).
- I have used **Business Intelligence** tools like **MS Excel** and **Tableau** for making analysis and visualization.
- **MS Excel** is used to make data proper and attractive view and add some **additional data** into the given data so that I can make *visuals* on it.
- **Tableau** is used to make graphs and charts according to selected data and make **dashboards** using the charts.

## Optimization

- I don't need that much optimization for my data because in my data Entertainer's name, birth year, death year, career changing performance, it's first mega award nominee year etc. are already given into three parts.
- I added some extra information like how many awards that entertainer won, total nominees, total *Oscars*, *Emmies* and *Grammies*, award from career changing performance and I added it manually from IMDB's official website ([IMDB](https://www.imdb.com)).
- So, total awards are already written in data.
- Just because there are lot number of entertainers, I only kept them up to first ten candidates i.e. **top 10 entertainers**, most *Oscars*, most *Emmies*, most *Grammies* etc. for that I used filters in that respective data column so that it will look meaningful and attractive.

## **KPIs (Key Performance Indicators)**

- **Dashboards** will be implemented to display and indicate certain **KPIs** and relevant indicators.
- As and when, the system starts to capture the historical/periodic data for a user, the dashboards will be included to display charts over time with progress on various indicators or factors.
- Key Indicators displaying top entertainers:
  - Total Nominees
  - Total Awards
  - Most Oscars
  - Most Emmies
  - Most Grammys
  - Other Awards
  - Award form breakthrough (career changing performance)

## **Deployment**

- Any company or organization wants to analyze data and visual data for better understanding. For that, companies are already using the best **business intelligence** technologies for better **data analysis** and **visualization** and **Tableau** is one of them.
- Tableau has its various services. One can use tableau public for making good visuals because tableau public is free of cost, anyone can use it and it will be deployed on its own **tableau server**, from there any one can see your work, **dashboards** etc. You can also share the **sharable link** for those who want to see your work.