

# **Entertainer Data** **Analysis**

## **Low Level Design**

**Author: Syed Mujtaba**

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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**

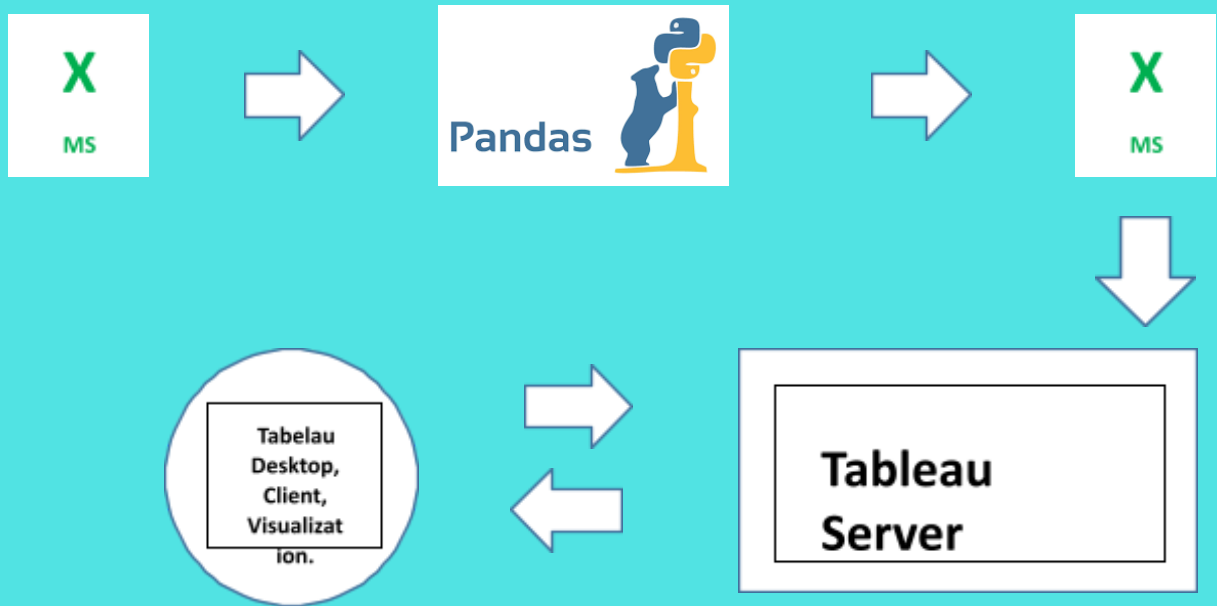
- **Task #1** - In a word document write the process and data added to the current dataset. In addition, mention the theme on which you will be creating the dashboard.
- **Task #2** - You can add your data as per your convenience.
- **Task #3** – Do the data preparation part.
- **Task #4** – Build the dashboards
- **Task #5** – Build a Storyline

## **Scope**

- My main theme is 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.

## Architecture

- The **architecture** of entire project is shown below:



- Our entire data source is our **Excel** file.
- After **Excel** I am pushing this dataset in **Pandas** (Python library) in pandas in manipulated the tables and **merged** them into one table using the **.concat** function. Then in converted that table into excel file to push into **Tableau** server to make a **dashboard**.
- This excel file is connected to the **Tableau** server. From the server, data can be shown and **accessed**
- **Tableau** server has various architectural components regarding how to solve the query.
- The functionalities show the result according to a query entered by the end user or client.
- Screen of **Tableau** desktop, client and various charts and **dashboard** (screen) of Tableau are present at client side.
- Client entered the query to show the **graph**. After selecting the data in the form of rows and columns it will go inside the tableau server. In the tableau server, it understands the query and generates the best recommended charts based on selected data and returns it into the tableau screen.
- Based on recommended charts, clients can make the visual aspect the same.
- If a client is not **satisfied** with the result, he/she has to select data accordingly otherwise make required changes to show the expected result.

## Data Description

- Data was given into three parts in excel file which are Entertainer – Basic Info, Entertainer – Breakthrough Info and Entertainer - Last work Info.
- Basic Info includes name, gender and birth year of the entertainer.
- Breakthrough Info includes year of breakthrough/#1 hit/award nomination, breakthrough name, year of first Oscar/grammy/emmy along with name of entertainers.
- Last work Info includes last major work (arguable), year of death (if they are) along with names of entertainers.
- Glimpse of Entertainer – **Basic Info**:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Entertainer	Gender (traditional)	Birth Year												
2	Adele	F	1988												
3	Angelina Jolie	F	1975												
4	Aretha Franklin	F	1942												
5	Bette Davis	F	1908												
6	Betty White	F	1922												
7	Bing Crosby	M	1903												
8	Bob Hope	M	1903												
9	Carol Burnett	F	1933												
10	Carole Lombard	F	1908												
11	Carrie Fisher	F	1956												
12	Cary Grant	M	1904												
13	Charlie Chaplin	M	1889												
14	Clara Bow	F	1905												
15	Clark Gable	M	1901												
16	David Letterman	M	1947												
17	Debbie Reynolds	F	1932												
18	Denzel Washington	M	1954												
19	Dick Van Dyke	M	1925												
20	Donald Sutherland	M	1935												
21	Dustin Hoffman	M	1937												
22	Ed Sullivan	M	1901												
23	Eddie Murphy	M	1961												

- Glimpse of Entertainer – **Breakthrough Info**:

	A	B	C	D	E	F	G
1	Entertainer	Year of Breakthrough/#1 Hit/Award Nomination	Breakthrough Name	Year of First Oscar/Grammy/Emmy			
2	Adele	2008	19	2009			
3	Angelina Jolie	1999	Girl, Interrupted	1999			
4	Aretha Franklin	1967	I Never Loved a Man (The Way I Love You)	1968			
5	Bette Davis	1934	Of Human Bondage	1935			
6	Betty White	1952	Life with Elizabeth	1976			
7	Bing Crosby	1931	Several Songs	1962			
8	Bob Hope	1938	The Big Broadcast of 1938	1940			
9	Carol Burnett	1959	The Garry Moore Show	1962			
10	Carole Lombard	1934	Twentieth Century				
11	Carrie Fisher	1977	Star Wars				
12	Cary Grant	1933	She Done Him Wrong, I'm No Angel	1970			
13	Charlie Chaplin	1915	The Tramp	1929			
14	Clara Bow	1926	Mantrap				
15	Clark Gable	1934	It Happened One Night	1934			
16	David Letterman	1982	Late Night with David Letterman	1981			
17	Debbie Reynolds	1952	Singin' in the Rain				
18	Denzel Washington	1989	Glory	1989			
19	Dick Van Dyke	1961	Bye Bye Birdie, The Dick Van Dyke Show	1964			
20	Donald Sutherland	1967	The Dirty Dozen	1995			
21	Dustin Hoffman	1967	The Graduate	1980			
22	Ed Sullivan	1948	Toast of the Town	1956			
23	Eddie Murphy	1980	Saturday Night Live	2001			

## ➤ Glimpse of Entertainer – Last work Info:

➤ After this, I combined this data into one Table using Pandas as this screenshot describes how I merged the tables using `.concat` function. As this screenshot shows I worked in **Jupyter Notebook** as it is easy and perfect for **Data Analysis** and **Data Science**. And named this file as **Entertainer-final\_dataset**

➤ Here the image shows how I saved the table in **excel** format as it is easy to apply in the **tableau** server and build the **dashboard** as per our convenience. As named **main\_data.xlsx**

The screenshot shows a Jupyter Notebook titled 'Entertainer-final\_dataset'. The code in the cells is as follows:

```
In [36]: main=pd.concat([main1,e1],axis=1)

In [43]: main.head()

Out[43]:
```

	Entertainer	Gender (traditional)	Birth Year	Year of Breakthrough/#1 Hit/Award Nomination	Breakthrough Name	Oscar/Grammy/Emmy	Year of First Major Work (arguable)	Year of Last Major Work (arguable)	Year of Death
0	Adele	F	1988	2008	19	2009.0	2016	NaN	
1	Angelina Jolie	F	1975	1999	Girl, Interrupted	1999.0	2016	NaN	
2	Aretha Franklin	F	1942	1967	I Never Loved a Man (The Way I Love You)	1968.0	2014	NaN	
3	Bette Davis	F	1908	1934	Of Human Bondage	1935.0	1989	1989.0	
4	Betty White	F	1922	1952	Life with Elizabeth	1976.0	2016	NaN	

```
In [45]: #saving this file into excel file

In [46]: new_file = "main_data.xlsx"

In [47]: main.to_excel(new_file)

In [ ]:
```

➤ After this, I combined this data into one sheet named **Entertainer-final-data**, but this data was not sufficient to do analysis and make a dashboard on it. For this, I have added some external information like awards they won, nominees etc. from **IMDb's** official website (IMDb).

A1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	Entertainer	Profession	Gender (traditional)	Birth Year	Year of Breakthrough/#1 Hit/Award Nomination	Total Awards Won	Total Nominees	Breakthrough Name	Award Won from Breakthrough	Year of First Oscar/Grammy/Emmy	Year of First Major Work	Year of Death	Oscar Won	Grammy Won	Emmy Won	Other Awards			
1	Adele	Singer	F	1988	2008	26	94	Girl, Interrupted	Grammy	2009	2016	2016	1	6	0	6			
2	Angelina Jolie	Actor	F	1975	1999	29	67	Never Loved a Man (The Way I Love You)	No Award	1968	2014	1989	0	20	0	9			
3	Aretha Franklin	Singer	F	1942	1967	24	34	Of Human Bondage	No Award	1935	1989	1989	0	1	0	3			
4	Bette Davis	Actor	F	1908	1934	27	74	Life with Elizabeth	Emmy	1976	2016	2016	0	2	5	32			
5	Betty White	Actor	F	1922	1952	39	79	Several Songs	Grammy	1971	1971	1971	0	1	0	6			
6	Bob Hope	Actor	M	1903	1938	39	49	The Big Broadcast of 1938	No Award	1937	2003	2003	0	0	1	38			
7	Carolee Lombard	Actor	F	1930	1933	49	59	The Gay Divorcee	Emmy	1932	2016	2016	0	0	6	42			
8	Carol Burnett	Actor	F	1933	1934	1	2	Twentieth Century	No Award	1942	2016	2016	0	0	0	1			
9	Charlie Chaplin	Actor	M	1889	1897	7	27	Star Wars	Other	2016	2016	2016	0	1	0	6			
10	Charlize Theron	Actor	F	1980	1999	12	34	She Done Him Wrong	No Award	1970	1986	1986	0	0	0	3			
11	Charlie Chaplin	Actor	M	1889	1915	24	34	The Tramp	No Award	1929	1929	1929	1	0	0	23			
12	Clara Bow	Actor	F	1905	1926	1	1	Marina	No Award	1934	1934	1934	0	0	0	1			
13	Clark Gable	Actor	M	1901	1934	4	11	It Happened One Night	Emmy	1934	1934	1934	0	0	0	3			
14	Clark Gable	Actor	M	1901	1934	4	11	It Happened One Night	Emmy	1934	1934	1934	0	0	0	3			
15	David Letterman	Actor	M	1947	1992	20	38	Late Night with David Letterman	Emmy	1981	2016	2016	0	0	7	10			
16	David Letterman	Actor	M	1947	1992	20	38	Late Night with David Letterman	Emmy	1981	2016	2016	0	0	7	10			
17	David Letterman	Actor	M	1947	1992	20	38	Late Night with David Letterman	Emmy	1981	2016	2016	0	0	7	10			
18	Denzel Washington	Actor	M	1954	1989	86	273	Glory	Emmy	1989	2016	2016	2	0	0	64			
19	Dick Van Dyke	Actor	M	1925	1961	21	41	Bye Bye Birdie	Emmy	1964	2016	2016	0	0	5	6			
20	Donald Sutherland	Actor	M	1925	1967	22	53	The Virginian	No Award	1999	2016	2016	0	0	1	21			
21	Dustin Hoffman	Actor	M	1937	1967	63	107	The Graduate	Other	1969	2016	2016	2	0	2	58			
22	Eli Sullivan	Actor	M	1931	1968	3	3	Test of the Town	Other	1968	1973	1973	0	0	0	20			
23	Eddie Murphy	Actor	M	1961	1980	43	144	Saturday Night Live	Emmy	2001	2016	2016	0	1	1	41			
24	Elton John	Singer	M	1947	1972	27	59	Honky Tonk	No Award	1967	2016	2016	0	5	0	9			
25	Elvis Presley	Singer	M	1935	1956	35	20	Heartbreak Hotel	No Award	1959	1959	1959	0	0	0	7			
26	Frank Sinatra	Singer	M	1915	1940	34	76	I'll Never Smile Again	No Award	1948	1960	1960	1	12	0	21			
27	Gina Lollobrigida	Actor	F	1930	1967	23	22	Born Free	Other	1971	2016	2016	2	0	0	31			
28	George Michael	Singer	M	1963	1984	6	23	Wake Me Up Before You Go	No Award	1989	2016	2016	0	2	0	4			
29	Gregory Peck	Actor	M	1916	1944	36	59	The Keys of the Kingdom	No Award	1962	1991	2003	1	0	0	35			
30	Greta Garbo	Actor	F	1905	1930	11	37	Anna Christie	Other	1944	1941	1941	0	0	0	31			
31	Humphrey Bogart	Actor	M	1899	1936	6	19	The Petrified Forest	No Award	1951	1956	1957	1	0	0	5			
32	James Dean	Actor	M	1931	1955	7	11	East of Eden	Other	1955	1955	1955	0	0	0	7			
33	Jay Leno	Actor	M	1960	1992	6	33	The Tonight Show	Emmy	1999	2016	2016	0	0	2	4			
34	Jennifer Aniston	Actor	F	1969	1994	43	106	Friends	Emmy	2002	2016	2016	0	0	1	42			
35	Jerry Seinfeld	Actor	M	1954	1989	29	67	Seinfeld	Emmy	1993	2016	2016	0	0	1	3			
36	Jerry Seinfeld	Actor	M	1954	1989	29	67	Seinfeld	Emmy	1993	2016	2016	0	0	1	3			
37	Jerry Seinfeld	Actor	M	1954	1989	29	67	Seinfeld	Emmy	1993	2016	2016	0	0	1	3			
38	John Lennon	Singer	M	1940	1963	22	55	I Want to Hold Your Hand	Other	1965	1960	1960	1	8	0	13			
39	John Wayne	Actor	M	1907	1939	62	142	Stagecoach	No Award	1939	1939	1939	0	0	0	26			
40	Johnny Carson	Actor	M	1925	1962	6	29	The Tonight Show	Emmy	1975	1975	1975	0	0	5	10			
41	Johnny Depp	Actor	M	1963	1987	73	232	21 Jump Street	No Award	2016	2016	2016	0	0	0	73			
42	Johnny Depp	Actor	M	1963	1987	73	232	21 Jump Street	No Award	2016	2016	2016	0	0	0	73			
43	Justin Timberlake	Singer	M	1981	2002	156	186	No Strings Attached	No Award	2004	2016	2016	0	0	4	41			
44	Katherine Hepburn	Actor	F	1907	1933	28	65	Morning Glory	Emmy	1933	1934	2003	4	0	1	23			
45	Kiefer Sutherland	Actor	M	1966	2001	21	62	Champion	Emmy	2006	2016	2016	0	0	0	20			
46	Kurt Cobain	Actor	M	1972	1992	34	53	Champion	No Award	1992	2016	2016	0	0	0	34			
47	Lady Gaga	Singer	F	1986	2008	68	239	The Fame	Other	2010	2016	2016	1	12	0	55			
48	Leonard Bernstein	Actor	M	1918	1957	62	162	West Side Story	No Award	1962	1969	1969	0	1	0	21			
49	Leonardo DiCaprio	Actor	M	1974	1997	301	395	Inception	No Award	2010	2016	2016	0	0	0	100			
50	Louis Armstrong	Singer	M	1901	1964	2	4	Hallelujah	Grammy	1993	1970	1971	0	2	0	6			
51	Madonna	Singer	F	1966	1984	48	66	Like a Virgin	No Award	1982	2016	2016	0	5	0	43			

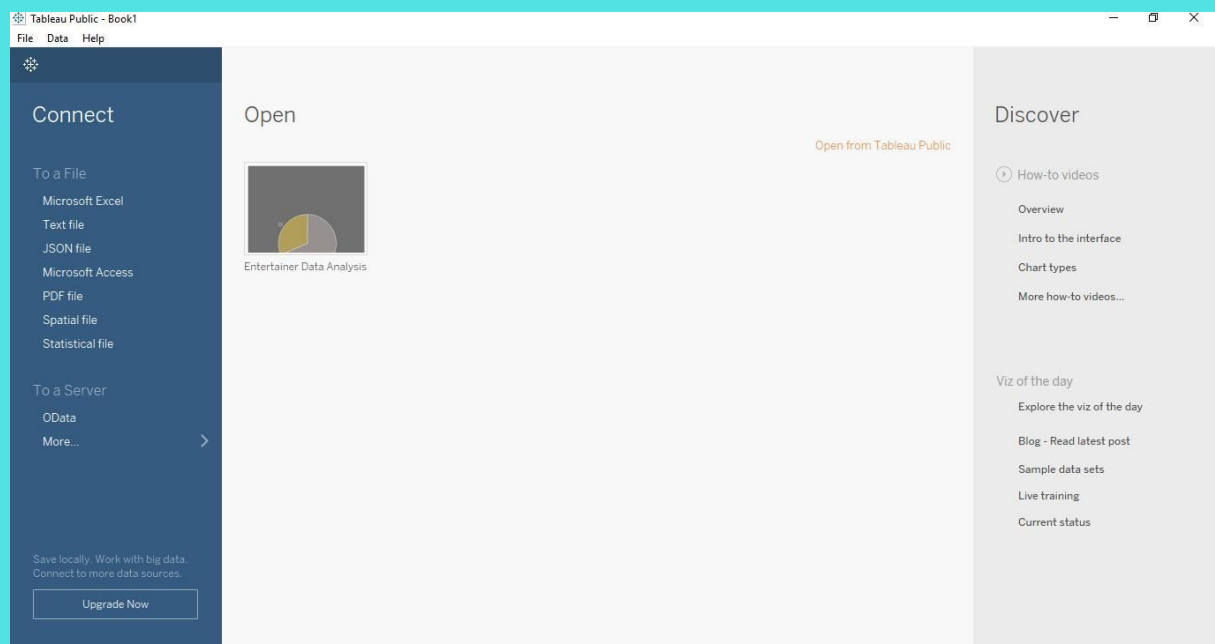
➤ Then I pushed the data into the Tableau server as you will see in the last page.

- **Entertainer:** Name of the entertainer.
- **Gender (traditional):** Gender of that entertainer
- **Birth Year:** Birth year of that entertainer
- **Year of Breakthrough/#1 hit/Award Nomination:** Here, breakthrough means super hit or career changing performance. Column shows year of breakthrough
- **Breakthrough Name:** Name of breakthrough. It can be either a musical album or TV show or movie.
- **Year of first Oscar/Grammy/Emmy:** Year of first mega award they won.
- **Year of Last Major Work (arguable):** Last major show or movie or album. You can also say last appearance.
- **Year of Death:** Entertainer's year of death, if they die.
- **Award won from Breakthrough:** Any award/s from breakthrough. I only wrote about the mega awards they won in this column. If they had other awards for breakthroughs, I wrote "other", if they didn't, I wrote "No Award". If they have a mega award, I wrote that award name.
- **Total Awards Won:** Total awards that entertainer won throughout.
- **Total Nominees:** Total nominees for which they have chosen for award.
- **Profession:** Category of entertainer either singer or actor. Pop stars and dancers are included in singers and TV hosts and TV actors are included in actors.
- **Oscar won:** Number of total Oscar awards they won.
- **Grammy won:** Number of total Grammy awards they won.
- **Emmy won:** Number of total Emmy awards they won.
- **Other Awards:** Number of other awards they won apart from Oscar, Grammy and Emmy



## Connect Data with Tableau & Deployment

- First of all, open Tableau Public on your desktop. At the first screen, it will ask you to connect your files from various sources like MS Excel, SQL Server, Tableau Server etc.
- First screen of Tableau looks like:



- Make sure the internet connection is connected well while working with tableau, otherwise it will show the error.
- After completion of work, you can simply press ctrl + s or save it from the file menu. It will let you to tableau public's website and ask you for signing in. After sign-in, your work will be saved on tableau's website. There, all can see the work.
- In **Tableau** we can make professional dashboards as you can in the dashboards provided to you on Tableau public server