

Entertainer Data Analysis

Low 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.
- Let's enjoy the weekend by having some binge watch!!!
Hola Data Analysts, find me out the best shows for my weekend.
- Technology is making entertainment a more data-oriented experience.
- Content creators can leverage the data to generate new practices and innovative opportunities to create better quality content and create new material for consumers.
- New technologies like smartphones and digital media allow consumers to connect to a new entertainment world enabled by these disruptive technologies.

Given Tasks

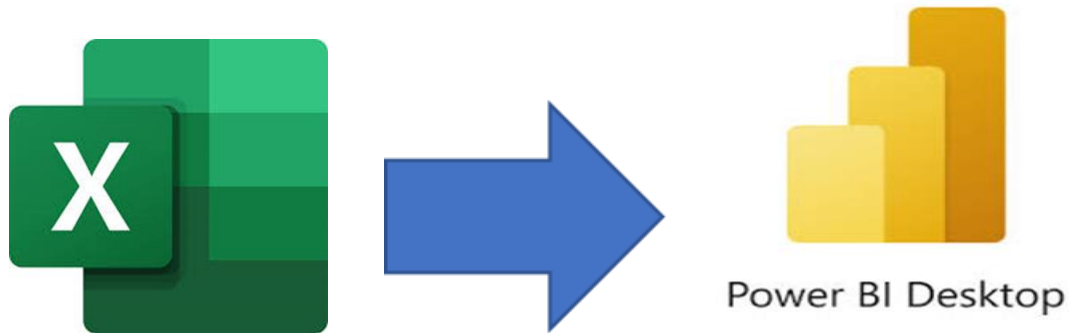
- 1. In a word document write the process and data added to the current dataset. In addition, mention the theme on which you will be creating the dashboard.*
- 2. You can add your data as per your convenience.*
- 3. Do the data preparation part.*
- 4. Build the dashboards*
- 5. Build a Storyline*

Scope

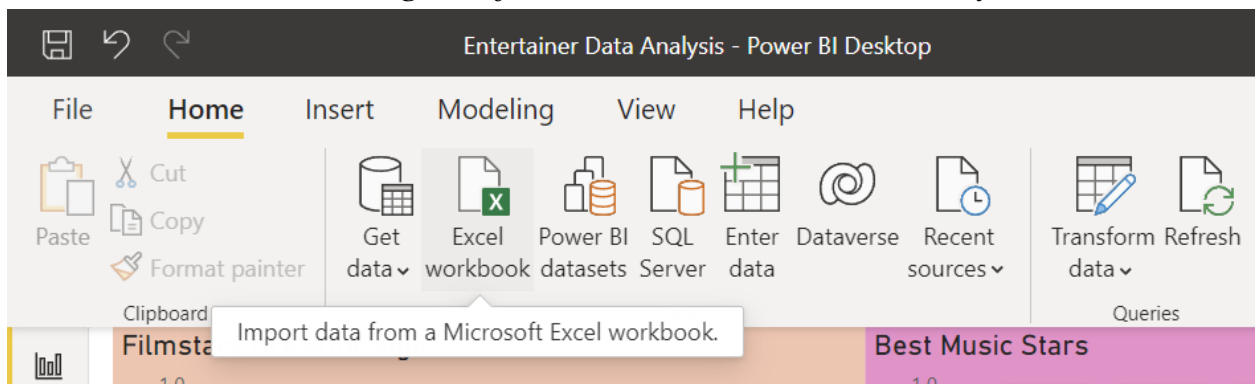
The scope of this analysis is to see which among the components of Mass Media Entertainment plays a significant role in the growth of Mass Media Entertainment through visualization and correlation. In a large picture this information will let people know which component will lead to more growth of the industry and as well as which among them has to be improved for the sustainable growth of Mass Media Entertainment. Eventually the growth of Mass Media Entertainment will lead to the growth of the whole Entertainment Industry.

Architecture

- *The entire architecture of Entertainer Data Analysis Project is:*



- *The entire Data was stored in a single Excel File named as Entertainer Data Analysis which consists of 20 columns.*
- *We used PowerBI Desktop for visualizing Data and getting useful insights from the data.*
- *In PowerBI Desktop, clicking on Getting Data from Excel Workbook and loading the file Entertainer Data Analysis:*



- *Selecting Excel Sheet and clicking on Transform Data:*

Entertainer Data Analysis LLD

Entertainer Data Analysis - Power BI Desktop

File Home Insert Modeling View Help

Clipboard

Navigator

Display Options

- Entertainer Data Analysis.xlsx [1]
 - Sheet1

Sheet1

Oscar Won	Grammy Won	Emmy Won	Other Awards	prestigious awards(oscar, grammy, emmy)
1	15	0	16	
1	0	0	57	
0	20	0	9	
2	0	1	31	
0	2	5	32	
1	1	0	16	
0	0	1	38	
0	1	6	42	
0	0	0	1	
0	1	0	6	
0	0	0	12	
1	0	0	23	
0	0	0	1	
1	0	0	3	
0	0	7	13	
0	0	0	20	
2	0	0	84	
0	1	5	15	
0	0	1	21	
2	0	2	59	
0	0	0	3	
0	1	1	41	
2	6	0	19	

Load Transform Data Cancel

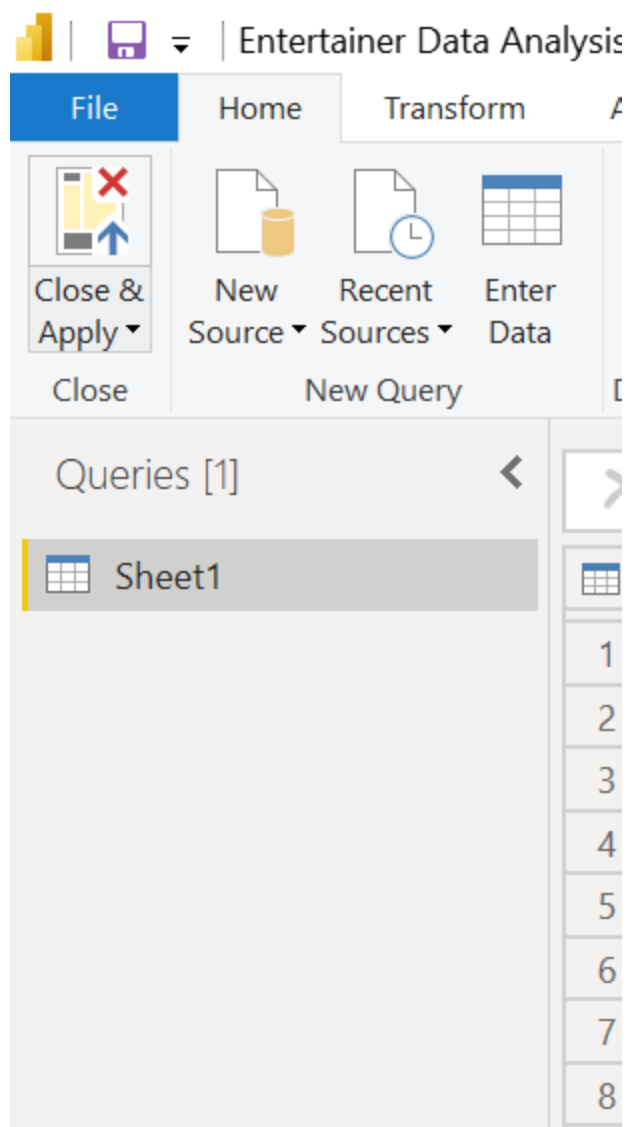
Transforming Data Type of column Breakthrough Name from Any to Text:

Entertainer Data Analysis LLD

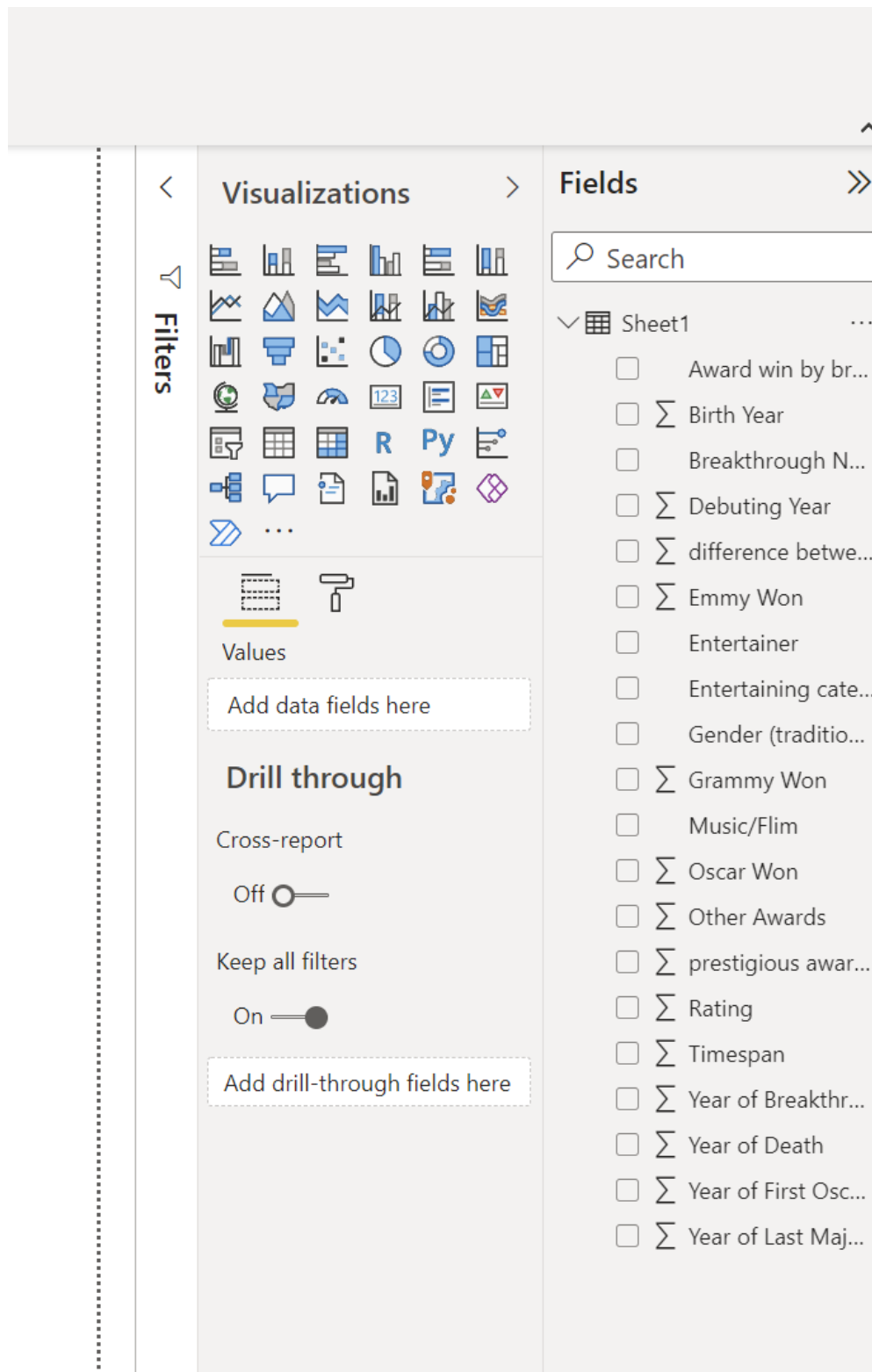
The screenshot shows the Power Query Editor interface. The 'Data Type: Any' dropdown menu is open, displaying various data types. The background table contains the following data:

Actor	Gender	Genre	Year	Title	Award
Burnett	F	Film	23	Girl, Interrupted	Oscar
Lombard	M	Film	58	Of Human Bondage	No Award
Fisher	F	Film	34	The Big Broadcast of 1938	No Award
Grant	M	Film	21	Twentieth Century	No Award
Chaplin	M	Film	41	Star Wars	Other
Bow	M	Film	34	She Done Him Wrong	No Award
Letterman	M	Film	53	The Tramp	No Award
Reynolds	F	Film	11	Mantrap	No Award
Washington	M	Film	36	It Happened One Night	Oscar
Van Dyke	M	Film	54	Singin' in the Rain	Other
Sutherland	M	Film	35	Glory	Oscar
Hoffman	F	Film	51	The Dirty Dozen	No Award
Illivan	M	Film	49	The Graduate	Other
Murphy	F	Film	43	Bonnie and Clyde	No Award
John	M	Film	49	The Keys of the Kingdom	Other
Presley	M	Film	15	Anna Christie	No Award
Sinatra	M	Film	26	The Petrified Forest	Other
Hackman	F	Film	4	East of Eden	Emmy
Michael	M	Film	45	You Can't Take it With You	No Award
Peck	F	Film	45	Our Dancing Daughters	Other
Garbo	M	Film	46	Stagecoach	Emmy
Bogart	M	Film	62	Morning Glory	Emmy
Dean	M	Film	58	Champion	Other
		Film	25	Titanic	Grammy
		Film	51	Streetcar Named Desire	Emmy
		Film	41	The Deer Hunter	No Award
		Film	52	Driving Miss Daisy and Glory	No Award
		Film	31	The Color Purple	Other
		Film	52	Cat on a Hot Tin Roof	Other
		Film	53	Lawrence of Arabia	Other
		Film	57	Butch Cassidy and the Sundance Kid	No Award

- *All other data types are matching with columns present. Hence applying this change by clicking on Close & Apply button present in Home Tab:*

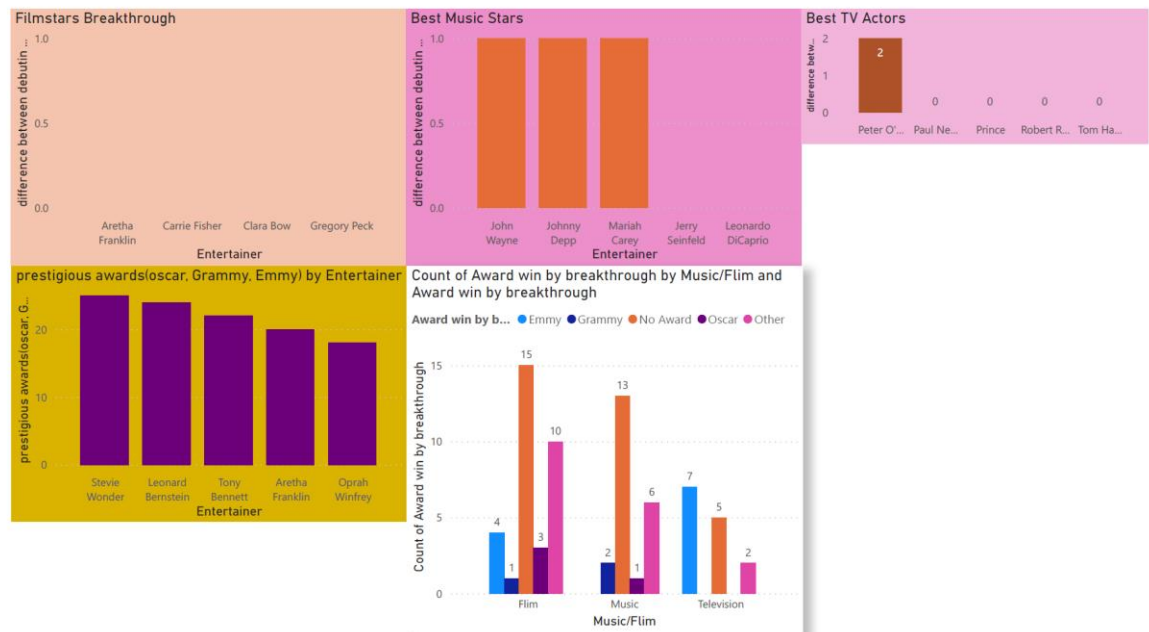


- *The data gets loaded and now creating visuals based on various visualization charts present in Visualizations Pane of PowerBI Desktop:*



- *Creating all necessary charts and making a colourful dashboard:*

Entertainer Data Analysis LLD

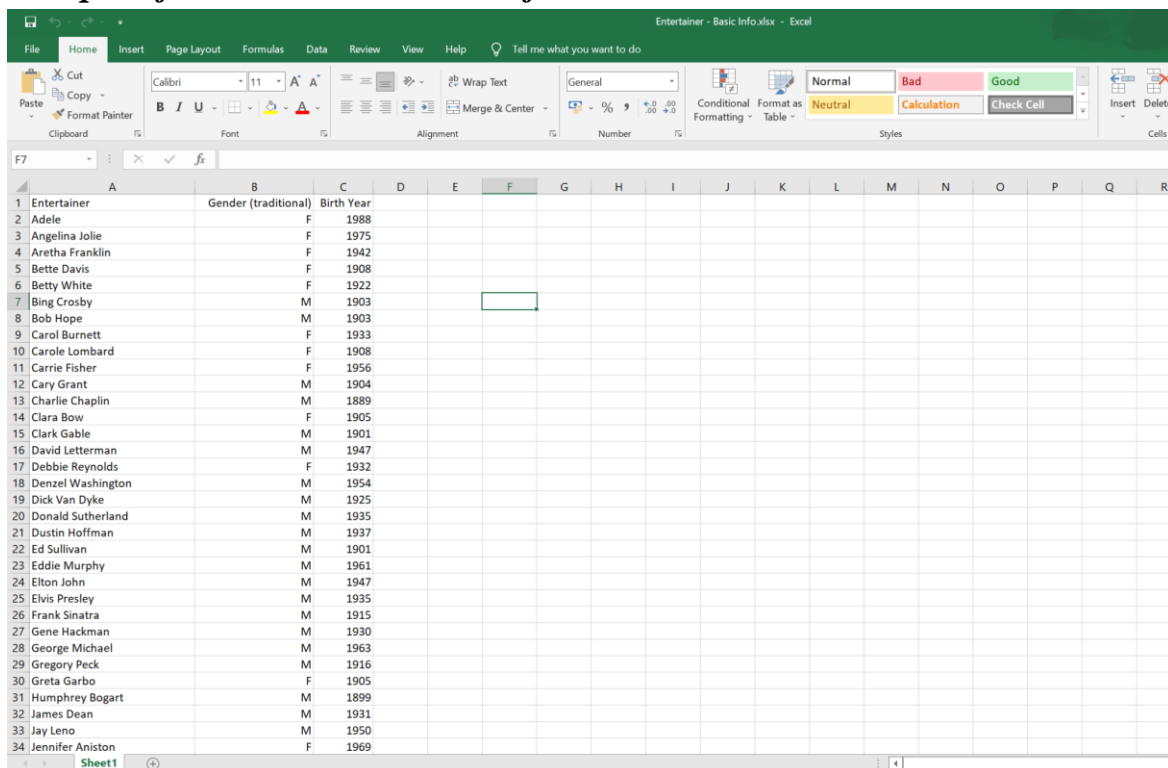


Data Description

- Data was given into three parts: (1) Entertainer— Basic Info, (2) Entertainer — Breakthrough Info and (3) Entertainer — Last work Info.
- I combined them into a single file named "Entertainer Data Analysis".
- We have added data from our part for getting more insight.
- Source: <https://www.imdb.com/>

Provided Data

Glimpse of Entertainer – Basic Info:



The screenshot shows an Excel spreadsheet titled "Entertainer - Basic Info.xlsx". The spreadsheet has three columns: A (Entertainer Name), B (Gender (traditional)), and C (Birth Year). The data is listed from row 1 to row 34. The names are listed in column A, gender in column B, and birth year in column C. The names are: Adele, Angelina Jolie, Aretha Franklin, Bette Davis, Betty White, Bing Crosby, Bob Hope, Carol Burnett, Carole Lombard, Carrie Fisher, Cary Grant, Charlie Chaplin, Clara Bow, Clark Gable, David Letterman, Debbie Reynolds, Denzel Washington, Dick Van Dyke, Donald Sutherland, Dustin Hoffman, Ed Sullivan, Eddie Murphy, Elton John, Elvis Presley, Frank Sinatra, Gene Hackman, George Michael, Gregory Peck, Greta Garbo, Humphrey Bogart, James Dean, Jay Leno, and Jennifer Aniston.

Entertainer	Gender (traditional)	Birth Year
Adele	F	1988
Angelina Jolie	F	1975
Aretha Franklin	F	1942
Bette Davis	F	1908
Betty White	F	1922
Bing Crosby	M	1903
Bob Hope	M	1903
Carol Burnett	F	1933
Carole Lombard	F	1908
Carrie Fisher	F	1956
Cary Grant	M	1904
Charlie Chaplin	M	1889
Clara Bow	F	1905
Clark Gable	M	1901
David Letterman	M	1947
Debbie Reynolds	F	1932
Denzel Washington	M	1954
Dick Van Dyke	M	1925
Donald Sutherland	M	1935
Dustin Hoffman	M	1937
Ed Sullivan	M	1901
Eddie Murphy	M	1961
Elton John	M	1947
Elvis Presley	M	1935
Frank Sinatra	M	1915
Gene Hackman	M	1930
George Michael	M	1963
Gregory Peck	M	1916
Greta Garbo	F	1905
Humphrey Bogart	M	1899
James Dean	M	1931
Jay Leno	M	1950
Jennifer Aniston	F	1969

Glimpse of Entertainer – Breakthrough Info:

Entertainer Data Analysis LLD

Entertainer - Breakthrough Info.xlsx - Excel

A	B	C	D	E	F	G	H	I	J
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					
24	Elton John	1972	Honky Chateau	1987					
25	Elvis Presley	1956	Heartbreak Hotel	1959					
26	Frank Sinatra	1940	I'll Never Smile Again	1946					
27	Gene Hackman	1967	Bonnie and Clyde	1971					
28	George Michael	1984	Wake Me Up Before You Go-Go	1988					
29	Gregory Peck	1944	The Keys of the Kingdom	1962					
30	Greta Garbo	1930	Anna Christie	1954					
31	Humphrey Bogart	1936	The Petrified Forest	1951					
32	James Dean	1953	East of Eden	1955					
33	Jay Leno	1992	The Tonight Show	1995					
34	Jennifer Aniston	1994	Friends	2002					

Glimpse of Entertainer – Last work Info

Entertainer - Last work Info.xlsx - Excel

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Entertainer	Year of Last Major Work (arguable)	Year of Death												
2	Adele	2016													
3	Angelina Jolie	2016													
4	Aretha Franklin	2014													
5	Bette Davis	1989													
6	Betty White	2016													
7	Bing Crosby	1974	1977												
8	Bob Hope	1972	2003												
9	Carol Burnett	2016													
10	Carole Lombard	1942	1942												
11	Carrie Fisher	2016	2016												
12	Cary Grant	1966	1986												
13	Charlie Chaplin	1967	1977												
14	Clara Bow	1933	1965												
15	Clark Gable	1960	1960												
16	David Letterman	2015													
17	Debbie Reynolds	2006	2016												
18	Denzel Washington	2016													
19	Dick Van Dyke	2015													
20	Donald Sutherland	2016													
21	Dustin Hoffman	2016													
22	Ed Sullivan	1973	1974												
23	Eddie Murphy	2016													
24	Elton John	2016													
25	Elvis Presley	1977	1977												
26	Frank Sinatra	1980	1998												
27	Gene Hackman	2004													
28	George Michael	2004	2016												
29	Gregory Peck	1991	2003												
30	Greta Garbo	1941	1990												
31	Humphrey Bogart	1956	1957												
32	James Dean	1955	1955												
33	Jay Leno	2014													
34	Jennifer Aniston	2016													

<i>Column Name</i>	<i>Description</i>
<i>Entertainer</i>	<i>containing name of Entertainer</i>
<i>Gender</i>	<i>Female /Male</i>
<i>Birth Year</i>	<i>containing birth year of Entertainers</i>
<i>Year of Breakthrough/#1 Hit/Award Nomination</i>	<i>having year of breakthrough</i>
<i>Breakthrough Name</i>	<i>Name of breakthrough of Entertainer</i>
<i>Year of First Oscar/Grammy/Emmy</i>	<i>Year in which Entertainer won First Oscar/Grammy/Emmy</i>
<i>Year of Last Major Work (arguable)</i>	<i>Year of Last Major work done by Entertainer</i>
<i>Year of Death</i>	<i>Year of Death of Entertainers</i>

Data added to the current Dataset

<i>Column Name</i>	<i>Description</i>
<i>Entertaining Category</i>	<i>added as per the entertaining category like actress/singer as per breakthrough name</i>
<i>Debuting Year</i>	<i>The year of start of career of entertainer</i>
<i>Difference between breakthrough year and debuting year</i>	<i>Getting insight about how long it takes for an Entertainer to get breakthrough in an industry</i>
<i>Movie/Film/Television</i>	<i>Classifying the breakthrough name based on Movie/Film/Television</i>
<i>Award won by breakthrough</i>	<i>classified whether the breakthrough got an Oscar award or some other award</i>

<i>Oscar Won</i>	<i>The total number of Oscar awards won by Entertainer</i>
<i>Grammy Won</i>	<i>The total number of Grammy awards won by Entertainer</i>
<i>Emmy Won</i>	<i>The total number of Emmy awards won by Entertainer</i>
<i>prestigious awards (oscar, Grammy, Emmy)</i>	<i>total of columns Oscar Won, Emmy Won, Grammy Won for further analysis</i>
<i>Other awards</i>	<i>Count of other awards won by Entertainer</i>
<i>Rating</i>	<i>The rating of breakthrough</i>
<i>Timespan</i>	<i>Difference between Debuting Year and year of last major work(arguable) for further analysis</i>

Connect Data with PowerBI & Deployment

- *Provided data along with added Data was merged into another single Excel file named Final Dataset.*
- *The file Final Dataset.xlsx was loaded into PowerBI Desktop version.*
- *Firstly we transformed fields of file Final Dataset using Power Query Editor present in PowerBI desktop.*
- *The data type of columns were set according to our analysis requirement.*
- *Then we loaded the data into PowerBI.*
- *All visual charts required were added in PowerBI after loading the data.*
- *After creating all visual charts and adding them into Dashboard, we simply saved the PowerBI file using Ctrl+S and named it as Dashboard. The default extension of PowerBI file is .pbix*