

ENTERTAINER DATA ANALYSIS

Prepared by:

Amirta V

Sneha Arun

Sudhanshu Dandriyal

Vaibhav Joshi



CONTENTS



- Abstract
- Data Sharing Agreement
- Data Description
- Data Preparation For Analysis
- Theme
- Analysis
- Conclusion

Abstract



This project investigates the contribution of various components of Mass Media Entertainment such as 'FILM' , 'TELEVISION' and 'MUSIC' to the growth of the entertainment industry. The given data is either nominal or categorical in nature. The Key Performance Indicators used for the project are 'Difference between breakthrough year and debuting year', ' Rating of the breakthrough', 'Prestigious awards won by breakthrough' and 'Category of the breakthrough (Film/Music/Television). Visualization was used as a primary technique to draw insights. Other than that correlation was too used to draw conclusions and insights from the data.

Data Sharing Agreement

>Sample file name:

- Project

>Number of columns:

- 20

>Columns name :

-

>Columns data type:

- There are 20 columns out of which 6 have categorial data type and others are numeric data type.

Data Description

- The data on Entertainer was provided to us to work on.
- The data contained information about 71 entertainers and was provided in three excel files namely Basic information, Breakthrough, Last work.
- As the names of the file mentioned the same information on each of the entertainer was given respective files.
- The data's in three files were combined in one single file and further process were conducted in that file



Data Preparation for Analysis

- **Insertion :**

Needed columns for the analysis purpose were added to the existing data such as '**Debuting year**' , '**Difference between debuting year and breakthrough year**', '**Awards won by breakthrough**', '**Oscor won ,Grammy won , Emmy won and other awards**', '**Rating**' and '**Components of Mass Media Entertainment(Music/Television/Film)**'.

- **The columns that has not been used for analysis :**

The irrelevant columns to our analysis were removed such as '**Gender of the Entertainer**', '**Year of Death**', '**Major Work**', '**Year of First Oscar/Grammy/Emmy**'.

- **Missing Value:**

The column '**Awards won by breakthrough**' had missing values when the breakthrough didn't win any prestigious award. so those rows were filled with 'No Award' for the analysis purpose.



THEME

**Contribution of
various sub
industries to the
growth of
Mass media
entertainment**

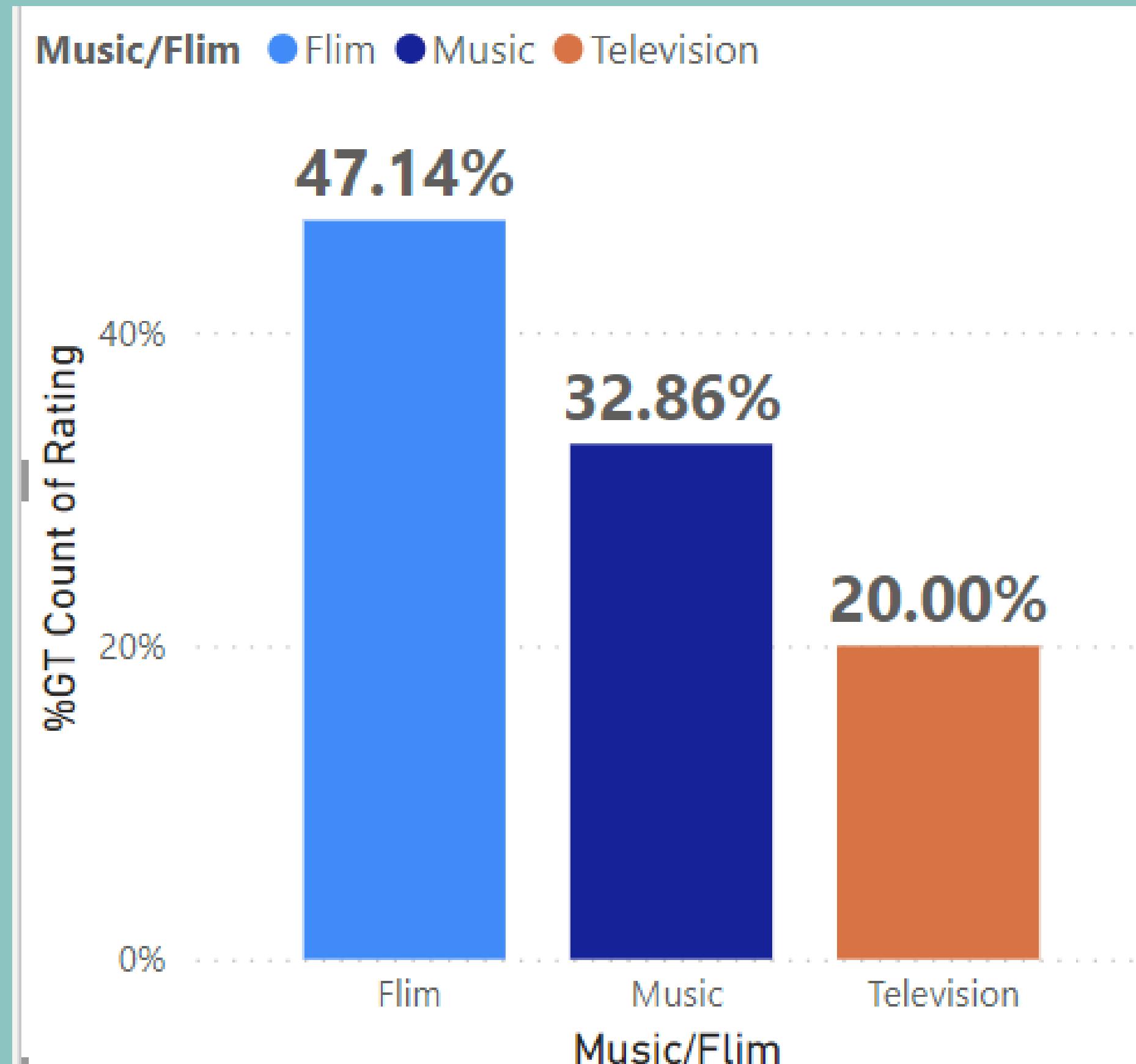
ANALYSIS



From **Graph 1** it can be inferred that among the given 71 entries of entertainers

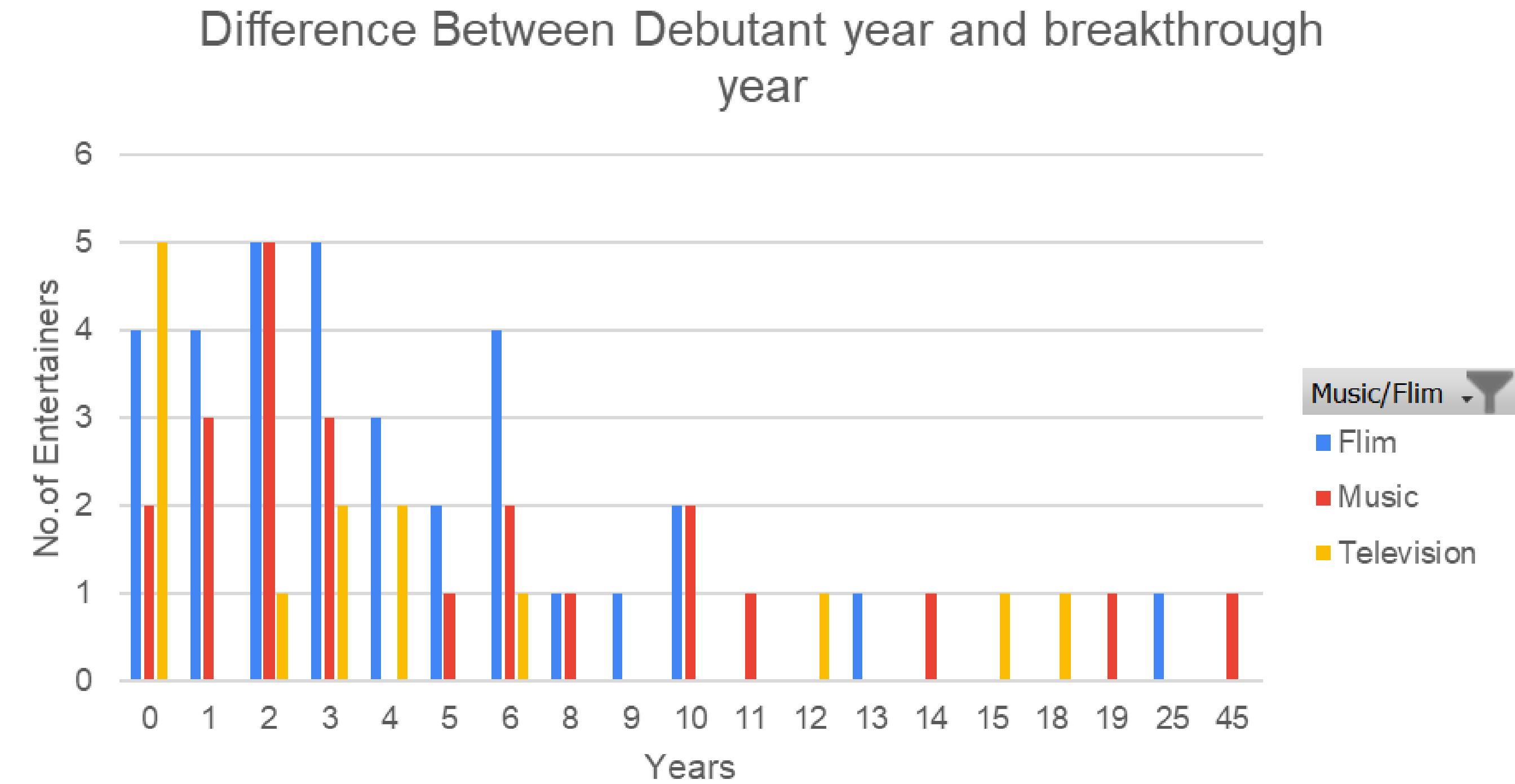
- 47.14 % of entertainers belong to film industry
- 32.85 % of entertainers belong to music industry
- 20 % of entertainers belong to television industry

from the above insights it can be concluded that high percentage of entertainers are from film industry.



GRAPH 1: Number of Entertainers in each Component of Mass Media Entertainment

Count of difference between debutin year and breakthrough year



**GRAPH 2:Difference Between Debutant Year and 1st Breakthrough Year of Entertainers
Belonging to Different Subindustries of Mass Media Entertainment**

GRAPH 2 shows the count of entertainers belonging to various sub industries who have achieved their 1st breakthrough at which year of their career.

- The x axis represents the difference between 1st breakthrough year and debutant year in terms of year.
- The y axis represents the count of entertainers.

From the graph it can be inferred that highest number of entertainers **(5)** from **Television** industry had their 1st carrier breakthrough on the same year off their debut. Followed by **Film** industry **(4)** and **Music** industry **(2)**.

It can be also inferred that totally **9** entertainers from **Television industry**, **23** entertainers from **Film industry** and **14** entertainers from **Music industry** had their 1st carrier Breakthrough within five years of their Debut year.

This shows that people belonging to **Film industry** attain 1st breakthrough in their carrier at a fast rate than any other industry. As the success rate of **Film industry** is huge it could be one of the significant factor for the growth of **Mass Media Entertainment**.

Average of Rating

AVERAGE RATING OF VARIOUS CATEGORIES



GRAPH 3:Average Rating of Various Categories

This graph depicts about the average rating of the Industries ,Rating is a set of figures used to show how popular the particular Industry programs are. From this graph we can see that the average rating of Television Industry is more than any other industry, hence people are more inclined toward these industries when it comes to Released their stress or to enjoy .Which futher indicates that the reach of this industry is greater than any other industry. After Television , Film Industry are most watched industries than Music industry.

Correlation Test

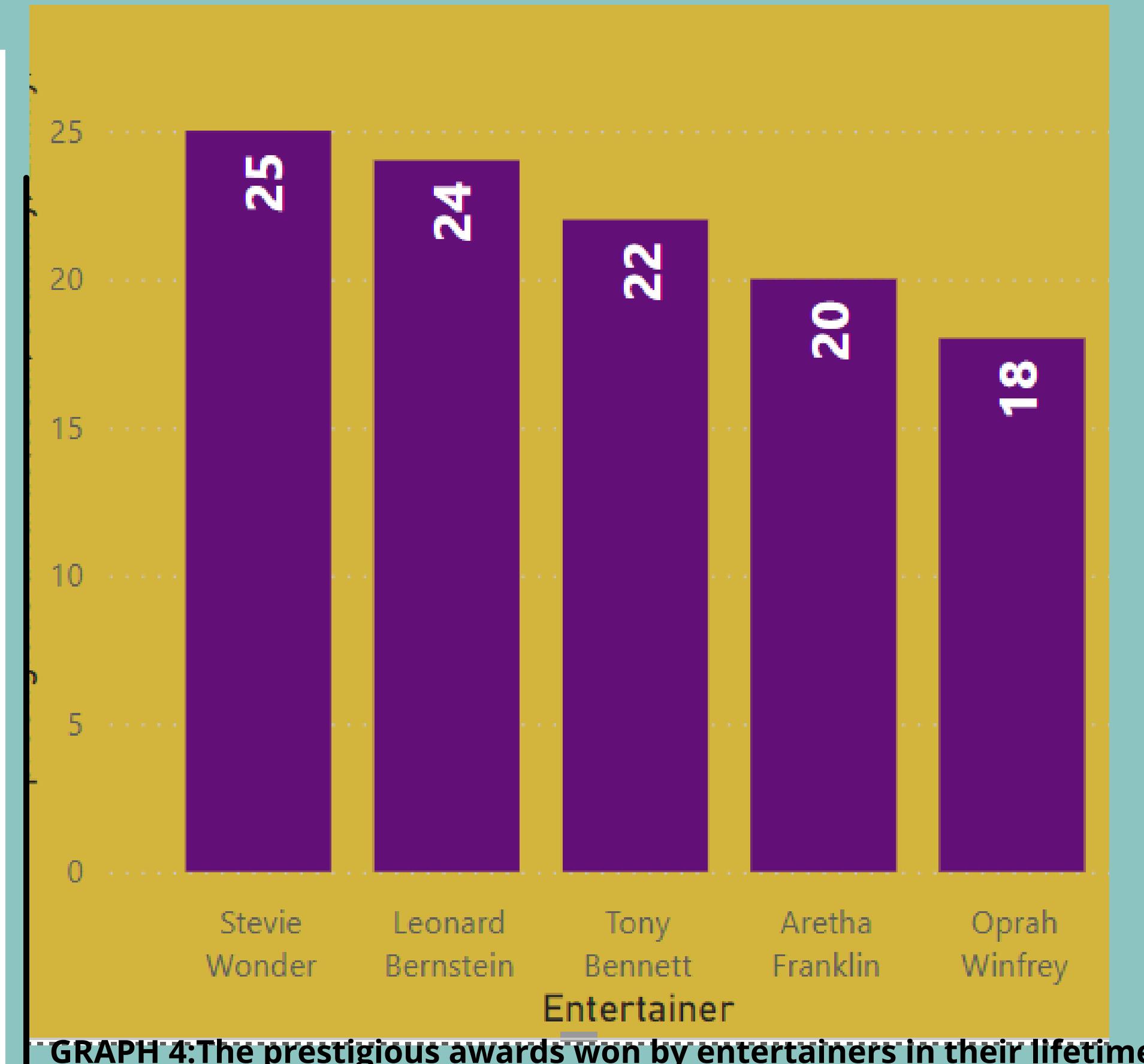
- Variable 1 :Prestigious award won for breakthrough
 - 0- if the entertainer has not won any prestigious award for the breakthrough
 - 1 - if the entertainer has won prestigious award (Emmy, Oscar and Grammy)
- Variable 2 : Ratings given for the breakthrough
- Result: From the results obtained by conducting the correlation test it can be concluded that there is no correlation between rating and prestigious award won.
- It is interpreted as a music album/Movie/ Television show winning prestigious awards does not guarantee its commercial success. These both aspects contribute to the growth of the industry in their own way

Coorelation Test	
p value	0.4516
coorelation coefficient	0.09142248

TABLE 1:Correlation test

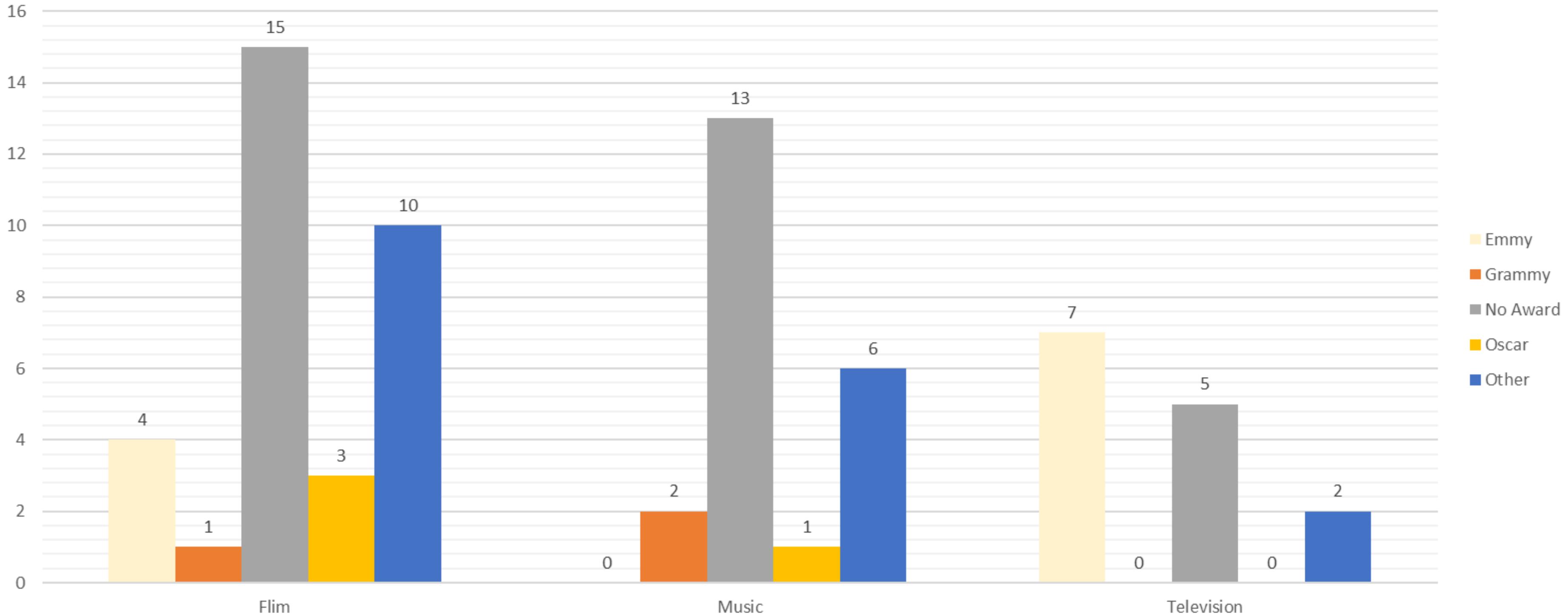
In this graph we have taken the top 5 prestigious award winner from the all the sub-Industries. Prestigious awards is the sum of Oscar, Emmy, Grammy .From this graph we can see that when it comes to awards music Industries is the one of most award winning Industries than any other industry , since among the top 5, 4 of them belong to music industry and one of them(**Oprah Winfrey**) is from television industry.

winning award elevates the name of that particular sub industry among people. So, by getting high attention music industry contributes significantly for the growth of **Mass Media Entertainment**



GRAPH 4: The prestigious awards won by entertainers in their lifetime

Awards won by Each sub industry



GRAPH 5:Award won by each sub industries based on the entertainers listed under each sub-industry

Oscar awards is given to film industry, Emmy awards is given to television industry while the Grammy awards is given to the music Industry.

From this graph we can see as it is obvious that respective industries have higher number of awards won by their breakthrough in their corresponding given prestigious awards but irrespective of their major awards film industries have also won 4 Emmy and 3 Grammy awards while the music industry has not won any Emmy awards But has won 1oscar awards by their breakthrough. When it come to Tv industry their breakthrough has not won any prestigious awards than its respective domain award which is an Emmy award. From this we can say that film industry has more rich content and the reach of film industry is more than any other industry also the avg rating of film is just point less than tv industry which also proves this fact.



Conclusion

We have analysis that among the Television ,Film and music industries about who has more influence among the peoples or who has more reached among the audiences .From our study we have found that the Television industries has more success rate than other industries since the difference between debutant and breakthrough year is significantly less than other Industries. Also when it comes in term of prestigious awards Television industry again comes out to be on top. From this we can conclude that people watches more Television than any other medium to entertain themself or to release their stress.