

High Level Design (HLD)

Entertainer Data Analysis

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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.

1.Introduction

1.1 Entertainment Industry

Entertainment is an activity that gives people a chance to take a diversion from their routine work for a short span of time and to relieve the stress that has been accumulated. The person who performs these activities are called entertainers and all entertainment activities are put together by an industry called entertainment industry.

The Entertainment Industry has been a part of human life for centuries. It has been involved in human life in more than one way. It breaks the monotony of people's life, fills the void present in their life virtually, helps people to detach themselves from the reality for a temporary period and sometimes provides a hand in healing people from inside. There are economical benefits that are gained through this industry such as it generates employment opportunities and revenues. The industry also plays the role of psychological influencer.

The importance and influence of the entertainment industry in human life has exponential growth over the years. It influences each every day-to-day task in our life, even our perception towards anything is being influenced. The industry has become powerful over the years. Detaching it from human life is impossible

The entertainment industry has various sub industries in itself such as Digital entertainment, Electronic entertainment, Mass Media Entertainment, Exhibition Entertainment and Live Entertainment. This project deals with the various components of Mass Media Entertainment. The components of Mass Media Entertainment discussed are Film, Television etc.

1.2 Mass Media Entertainment

It is one of the sub entertainment industries. The industry uses the latest technologies to reach a mass audience. It has multiple segments in itself such as 'Television', 'Film' etc. It has been one of the significant factors contributing to the growth of the entertainment industry. It is not only used for entertaining a mass amount of people rather it is used for spreading messages too.

1.3 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.

2. General Description

2.1 Data Description

We have given 3 data sets mainly named as Entertainer basic Info which contains three columns: entertainer, Gender and Birth year. Then we have Entertainer Breakthrough Info data set which contains four columns: Entertainer, Year of Breakthrough, Breakthrough name and Year of first Oscar, Grammy, Emmy awards. At last we have Entertainer's last work of the year which has three columns: Entertainer, Year of last major work and Year of death. In addition to it we have added a data to our dataset as follows

- 1) **Debuting year** : contains the debuting year of actress, actor, musician or a tv actor as we have bifurcated our data mainly into Film, music and Television industries

- 2) **Difference between debuting year and breakthrough year** : In this column we have taken a difference between Debuting and Breakthrough year as to know how many years it takes in this respective industry to get a Popularity.
- 3) **Awards won by breakthrough** : In this column we have put how many prestigious awards (Oscar , Grammy and Emmy) a particular breakthrough has won .
- 4) **Oscar won ,Grammy won , Emmy won and other awards** : In these three columns we have taken how much a particular person has won among these prestigious awards and if a person has won other than Prestigious award we have put it in the Other award category.
- 5) **Rating** : For this column we have put an Imdb rating for Tv shows , film and other ratings for music according to their breakthrough.

2.2 Tools Used

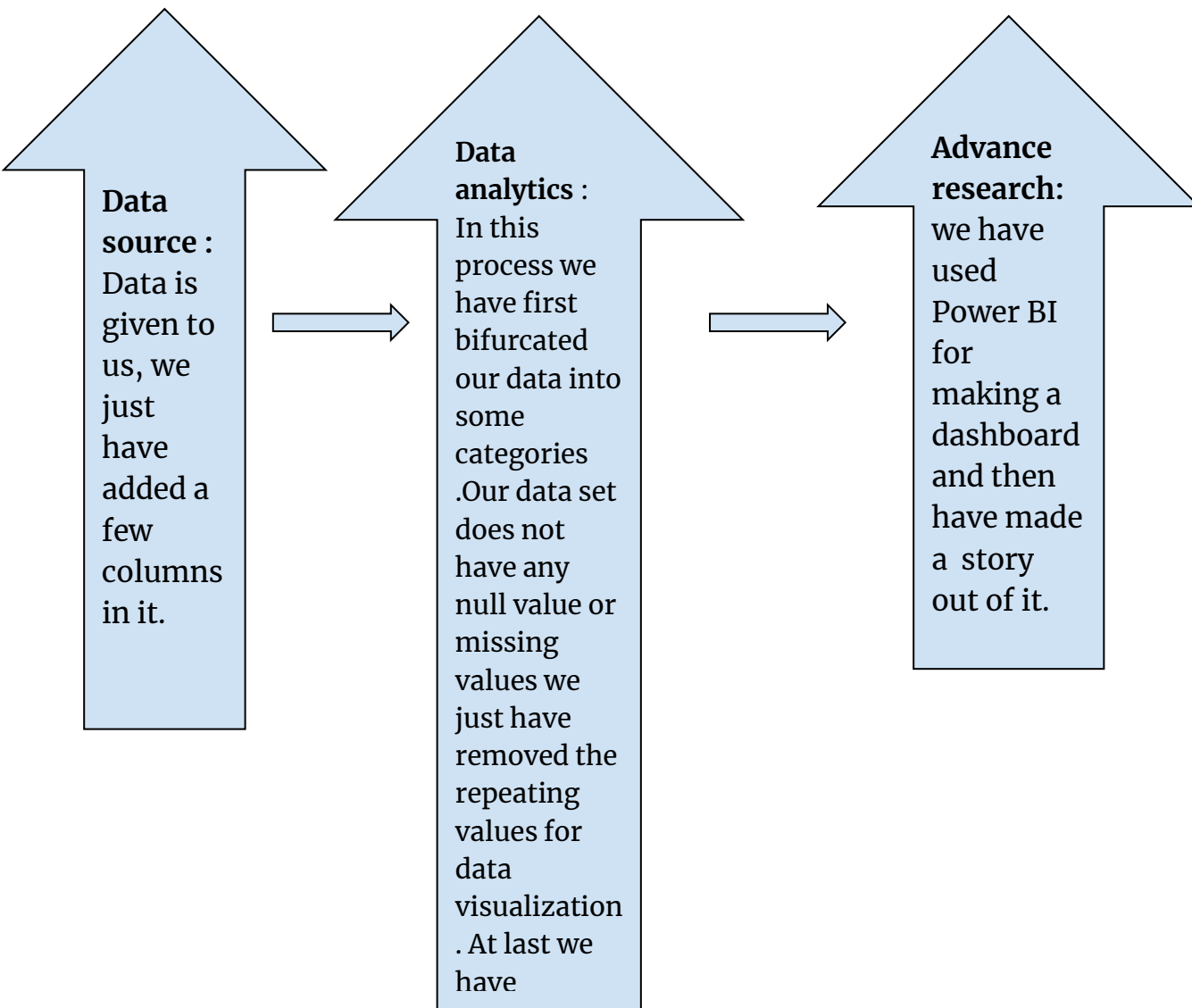




- Excel was used for cleaning and modifying data according to the study.
- Power BI was used for visualizing the data
- R software was used for finding the relationship between the columns '**Prestigious Award Won**' and '**Rating**' for the breakthroughs.

3. Design details

3.1 Functional Architecture



3.2 Optimisation

- The given data didn't contain a large amount of columns and it was sorted accordingly in three sheets.
- Whole given data as such was not used for the study purpose.
- 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**'.
- Needed columns for the study purpose were inserted.
- The needed columns from three sheets were entered in a single sheet for easy comparison.

3.2.1 Strategies

→ There were missing values in the columns that were used for analysis purposes. The missing values were handled

→ Given data was filtered based on various components of Mass Media Entertainment

Which are

- Film
- Music
- Television

Where the music industry uses the components of Mass Media for Entertaining people.

→ Visualization was used as a main key to understand and to satisfy the objective of the analysis.

→ Relationship between variables 'Rating' and 'Prestigious Awards Won' both data corresponding breakthrough was tested for the better understanding and for further proceeding towards the objective.

4 KPIs

4.1 KPIs (key performance indicators)

Key indicators displaying relationships between breakthroughs , awards , ratings and which mass media Industry is contributing more in the growth of the Entertainment Industry.

- 1) Comparing the number of individuals that got breakthrough in their early days in each industries.
- 2) Analyzing who's breakthrough has won an awards
- 3) Analyzing which industries has won how many awards for their breakthrough
- 4) Impact of rating on each sub industries and their awards
- 5) Analyzing the growth of each sub-Industries according to their ratings.