INFS 5116 – DATA VISUALISATION

Assessable Exercise 3 (SP2 2023)

Due 21 May by 11pm

General instructions:

- This exercise is worth 6% of your final mark and it is due no later than **11pm on Sunday 21 May**.

- The exercise will be marked out of 20.

- You will need to submit your work via learnonline in pdf format.

Assessment task: What are the drivers of box office success?

For this assessment exercise you will be working with Tableau and a dataset called *Hollywood Movie Dataset*. There is a link to this dataset and its data dictionary on the course website.

Use Tableau to create a set of visualisations that would help you answer the following question: *What are some of the drivers of box office success?*

Your visualisations should include a **box plot**, a **tree map**, a **heat map** and a **correlation matrix** plus **another chart of your choice** as appropriate for the data. Make sure that you use variables according to their type, e.g. if a variable is treated as numerical in your visualisation then it is in fact numerical. [**Hint:** Check variable types defined in Tableau and adjust as needed based on the variable information in the data dictionary.]

Also explore the story line descriptions provided in the dataset. Are there common terms? Are certain words or phrases unique to descriptions of eventual blockbusters or particular genres? Choose your own question to focus on here and generate an appropriate **word cloud**.

Overall, you should have 6 to 7 graphics (four types of graphics specified above, a word cloud plus one or two other graphics of your choice).

In putting your submission together, focus on **storytelling with graphics**:
- What is your definition of box office success?
- How do your visualisations help you answer the question posed for this assessment task: *What are some of the drivers of box office success?*
- What conclusions can be drawn from your visualisations?
- ***Integrate your visualisations and comments into a narrative.***
- Be brief; no more than a page of text overall!