Project: Visualizing Movie Data

By : Alhanoof Alyabes
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Step 1: Data Cleanup and Attribute Selection

For this project, the attributes that will be explored are: Popularity, production company, release date, budget adj, revenue adj, genres. I used tableau for cleaning process. spilt columns and removing the null and zeros value from the chosen attributes. Even if I lost data from revenue and budget columns, this exclusion will help for more investigate as revenue ad budget are the main attributes will compare with the others attribute to get more efficient solution.

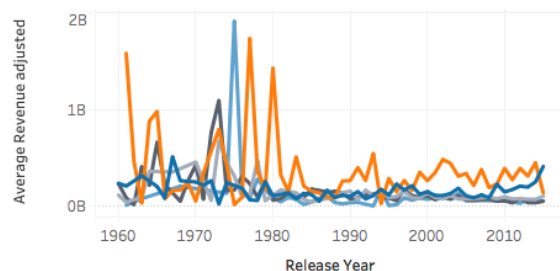## Step 2: Tableau Visualizations

https://public.tableau.com/views/Book1_31510/Q1?:embed=y&:display_count=yes&publish=yes
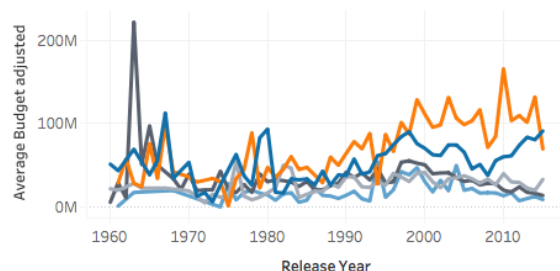
Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
    - **Question 1:** How have movie genres changed over time?
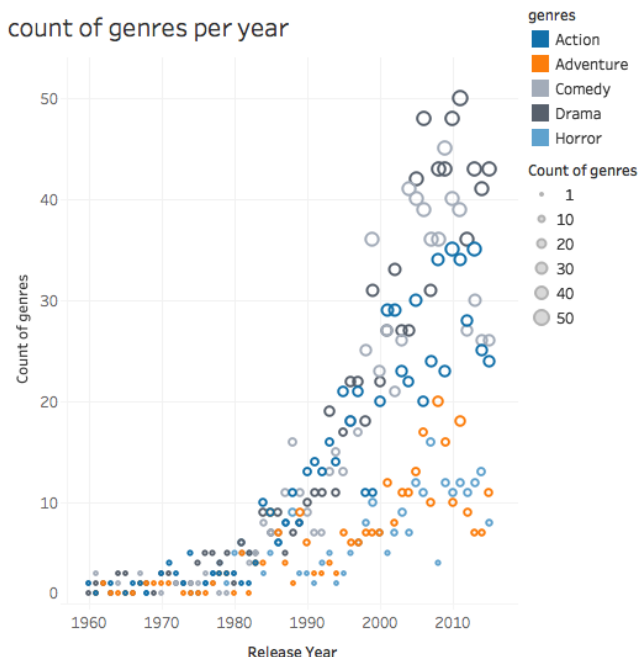

Q1 : Movie release by genre

genres are filter to top five: action, adventure, comedy, drama and horror for better study the relationship for budget and revenue. there is strong and positive direction after 1990 the most of them have growth with drama are highest and adventure, horror are lowest.

for budget, adventure has the highest followed by action while horror has the lowest. for revenue are related with budget, movies with high budget, have high revenue.
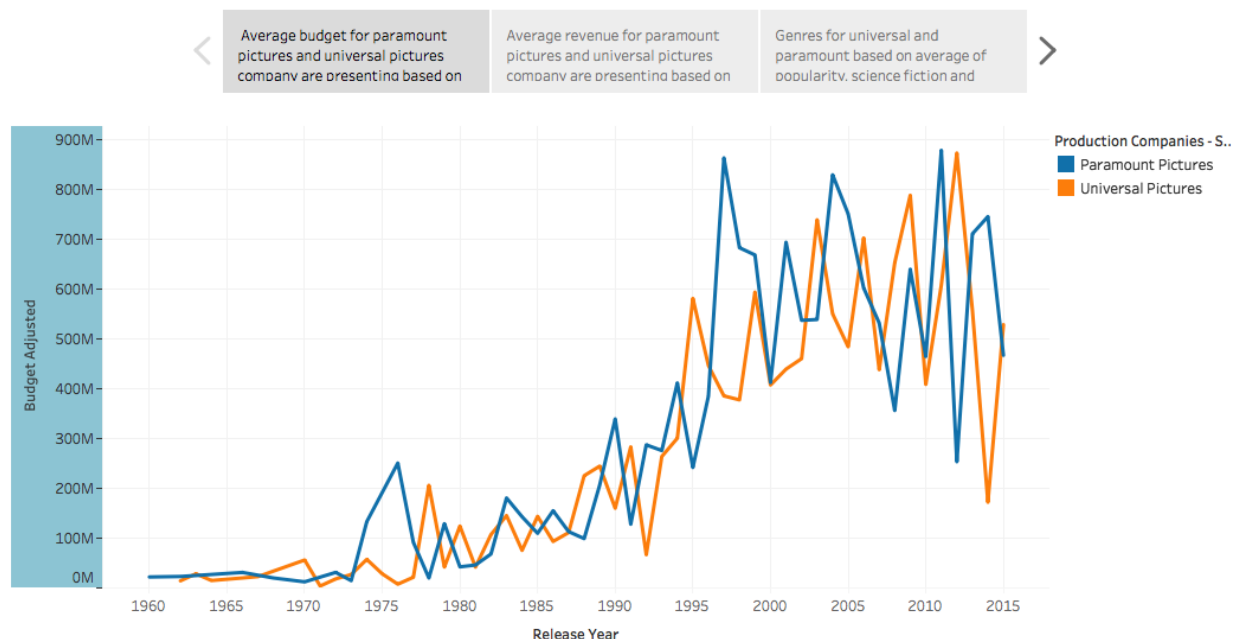
- ○ **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?

Universal Pictures releases more movies every year when compared to Paramount Pictures.

Average budget and revenue for paramount pictures and universal pictures company are presenting based on year released. universal pictures have higher revenue per movie when adjusted on average.
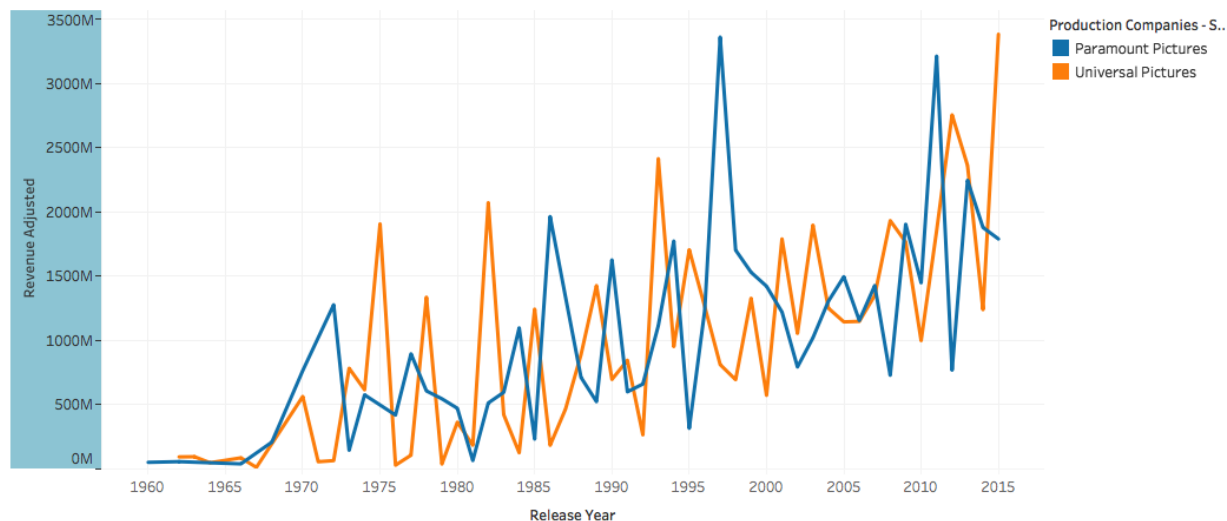
Genres for universal and paramount based on average of popularity. science fiction and adventure have highest popularity for paramount while family genre ore popularity with universal.
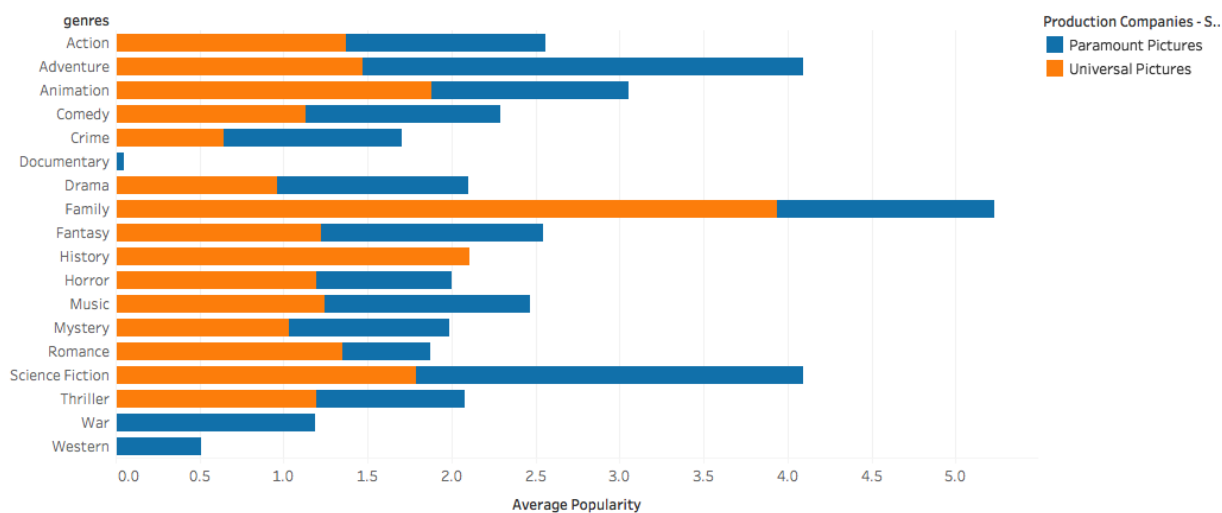
Story Q2

Story Q2

Production Companies - S..
- Paramount Pictures
- Universal Pictures

Revenue Adjusted (y-axis): 0M, 500M, 1000M, 1500M, 2000M, 2500M, 3000M, 3500M

Release Year (x-axis): 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2010, 2015

Story Q2

genres

Production Companies - S..
- Paramount Pictures
- Universal Pictures

Genres (y-axis): Action, Adventure, Animation, Comedy, Crime, Documentary, Drama, Family, Fantasy, History, Horror, Music, Mystery, Romance, Science Fiction, Thriller, War, Western

Average Popularity (x-axis): 0.0, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0, 3.5, 4.0, 4.5, 5.0

○ **Question 3:** How have movies based on novels performed relative to movies not based on novels?

even if the count of non-novel more than novel, the average revenue for novels are high than non-novels after 1990.

Q3 : Novel movie vs non novel movie
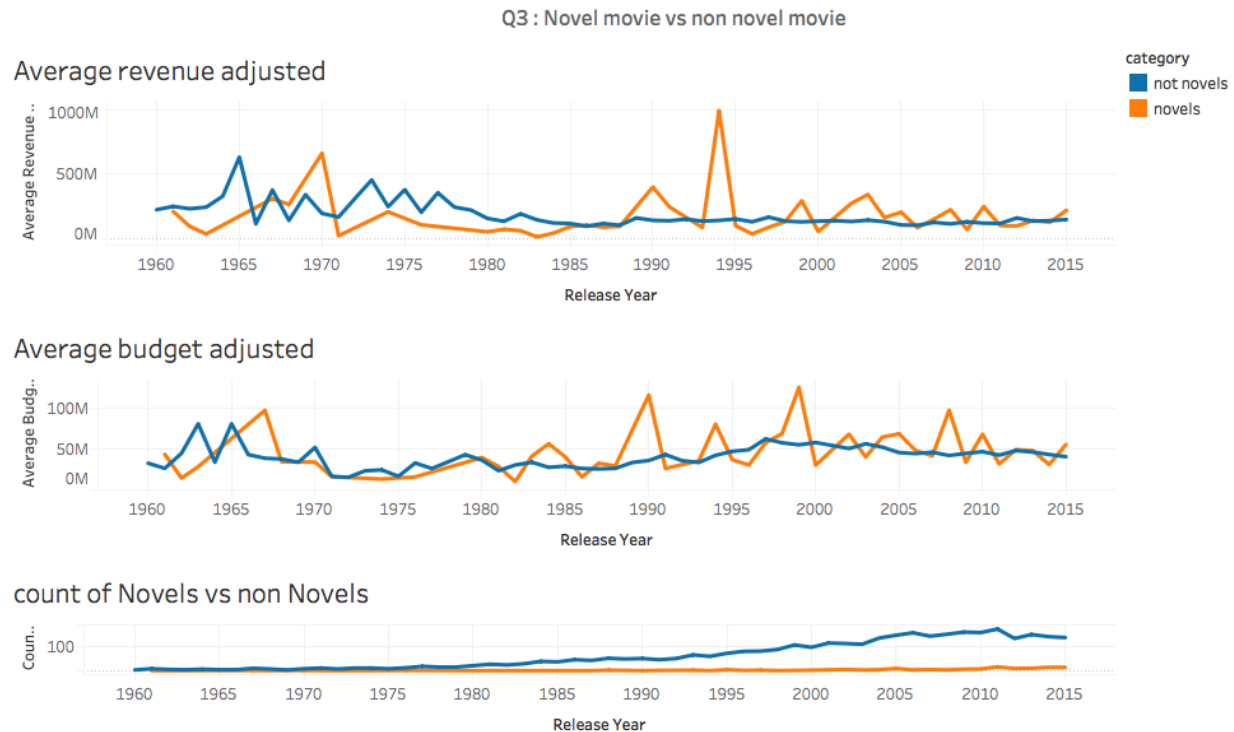
● What is your additional question that you proposed? What is the answer? How did you come up with this question?

What is the top genres based on average popularity and most popular directors for each of them to help the producers to take decision and work with

To answer this question:

- Identify the top genres based on average popularity and revenue
- The top five are chosen to complete the analysis
- Count of director for each of those genres
- Found that adventure genre has high revenue and popularity, and Steven Spielberg are more popular with this genre, Carlos for animation movie

- Use additional attribute, which is released by month for those genres. clearly found that most of the genres start at the last quarter of the year.

the reason for chosen this question is to give new producers a key insight for their future investment to select the appropriate genres based on the popularity .and the best time to release the movie. moreover, suggest of the best directors for each of this genre.