

Project: Visualizing Movie Data

Complete each section. When you are ready, save your file as a PDF document and submit it [here](#).

Step 1: Data Cleanup and Attribute Selection

- Clean up any missing information and choose the most important attributes you will explore further in your visualizations.
- List out the attributes (or variables) you plan to dive further with your visualizations. You should explore no more than 8 attributes.
 1. Universal vs. Paramount
 2. Popularity/Vote Count
 3. Budget Adj.
 4. Revenue Adj.
 5. Based on a Novel
 6. Profit Adj.
 7. Genres
 8. Release Date
- Please refer back to the [Data Cleanup course](#) to help you clean up your data.

Step 2: Tableau Visualizations

- Please make sure you follow the [rubric](#) and include Tableau Dashboards, Stories, and the appropriate visualizations (small multiples, scatter plot, bar chart, etc..) your reviewer expects your visualizations to contain. Remember: You need one Dashboard for every question (Q1-Q4) and in addition, you also need one Story, pertaining to a question of your choosing.
- Attach your visualizations as Tableau Workbooks in a zip file along with this report.

*****Anthony Nguyen Project 3 – Tableau Public Profile Link:**

<https://public.tableau.com/profile/anthony.nguyen6103#!/>

IMPORTANT: Please upload the workbooks to **Tableau Public** to allow reviewers to access your workbooks. Note that simply saving your file as a “.twbx” is not enough to allow all reviewers to access. [Instructions on how to do this](#).

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?
 - **Answer 1 Dashboard Tableau Public Link:**
https://public.tableau.com/views/Q1Dashboard-Nguyen_ATableauProject3Submission/Q1Dashboard?:embed=y&:display_count=yes&publish=yes

- **Answer 1 Story Tableau Public Link:**
https://public.tableau.com/views/Q1Story-Nguyen_ATableauProject3Submission/Q1Story?:embed=y&:display_count=yes&publish=yes
- **Answer 1:** There was no correlation between vote count, popularity, and budget from 1960-1987. Some genres would have low budgets with high vote counts and popularity. While other genres would have the highest budgets but low vote count and popularity. This changed from 1988-2015 where there was a strong correlation between vote count, popularity, and budget. As popularity and vote count increased, so did the budget. If the popularity, vote count, and budget increased, this had a positive effect on revenue and profit.
- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?
 - **Answer 2 Tableau Public Link:**
https://public.tableau.com/views/Q2Dashboard-Nguyen_ATableauProject3Submission/Dashboard1?:embed=y&:display_count=yes&publish=yes
 - **Answer 2:** The attributes differ slightly between Universal Picture (plus it's affiliates) and Paramount Pictures (plus it's affiliates). Universal has spent more on budget compared to Paramount Pictures. Also, Universal has more on total profit across all movie genres compared to Paramount. Both production companies have their 4 highest revenues across the same movie genres: Action, Adventure, Comedy, and Drama. The allocation of revenue in the top 4 genres is difference amongst Universal and Paramount.
- **Question 3:** How have movies based on novels performed relative to movies not based on novels?
 - **Answer 3 Tableau Public Link:**
https://public.tableau.com/views/Q3Dashboard-Nguyen_ATableauProject3Submission/Q3Dashboard?:embed=y&:display_count=yes&publish=yes
 - **Answer 3:** Movies based on novels have performed better than movies not based on novels. The attributes used to compare movies based on novels and movies not based on novels are as follows: budget, popularity, vote average, and profit. Movies based on novels have figures that are far greater than movies not based on novels across all attributes.
- What is your additional question that you proposed? What is the answer? How did you come up with this question?
 - **Question 4:** What are the top 5 highest profiting movie titles and movie genres of all time?
 - **Answer 4 Tableau Public Link:**
<https://public.tableau.com/views/Q4Dashboard->

[Nguyen_ATableauProject3Submission/Q4Dashboard?:embed=y&:display_count=yes&publish=yes](#)

- **Answer 4:** The top 5 profiting movie titles of all time are: Star Wars, Avatar, Titanic, The Exorcist, and Jaws. The top 5 profiting movie genres of all time are: Action, Adventure, Comedy, Drama, and Animation. I came up with this question by analyzing the data for question 1 and 2 at a macro level. In order to determine the correct answers for both questions 1 and 2, it is required to determine which genres have the highest profit. The same genres are consistent with the highest profits. Also, looking at the highest profiting genres, which of the top 5 highest profiting movie titles fall under the highest profiting genres. 3 of the top 5 profiting movie titles fall under the highest profiting genres: Action, Adventure, and Drama.