

Project: Visualizing Movie Data

Step 1: Data Cleanup and Attribute Selection

Most important attributes I will explore in further visualizations are:

- Popularity
- Average vote
- Budget (adjusted)
- Revenue (adjusted)
- Genres
- Keywords (to determine if movie is based on novel)
- Production company
- Release date

Movies without budget or revenue were removed.

Step 2: Tableau Visualizations

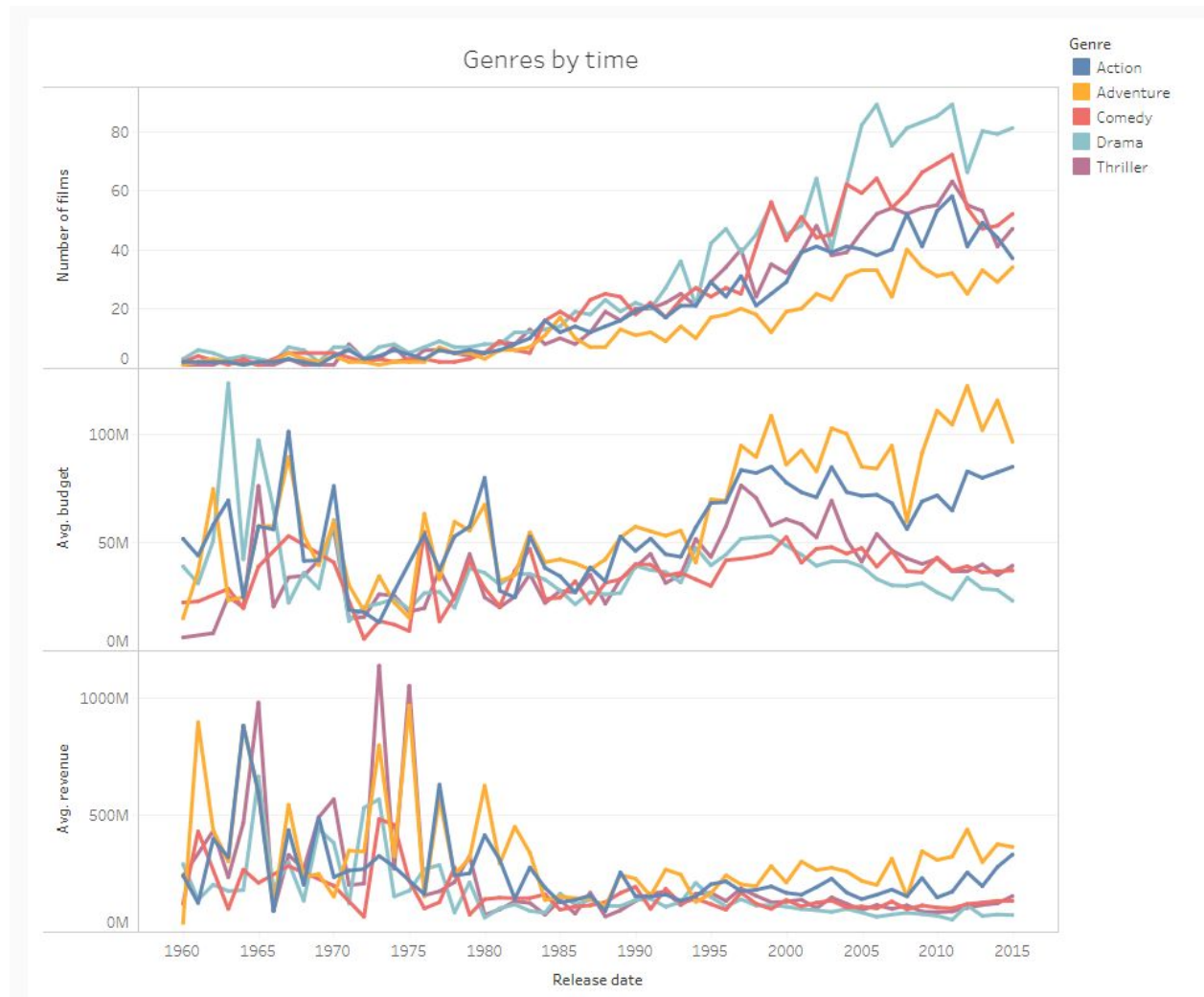
1. https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/1_Genres
2. https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/2_Producti
[onCompany](https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/2_Producti)
3. https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/3_Basedon
[novels](https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/3_Basedon)
4. https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/4_Months

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?

https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/1_Genres

We can see on the plot how the number of films released in top 5 genres changes over years, also how changes average budget and revenue. We can see that drama and comedy have more releases than others genres, but on the other side the adventure and actions have bigger budgets and revenue. In 60's drama used to have bigger average budgets than others genres, this changed over years. We can also see that for early years changes in budgets and revenue were bigger, now average year budget and revenue are more stable.

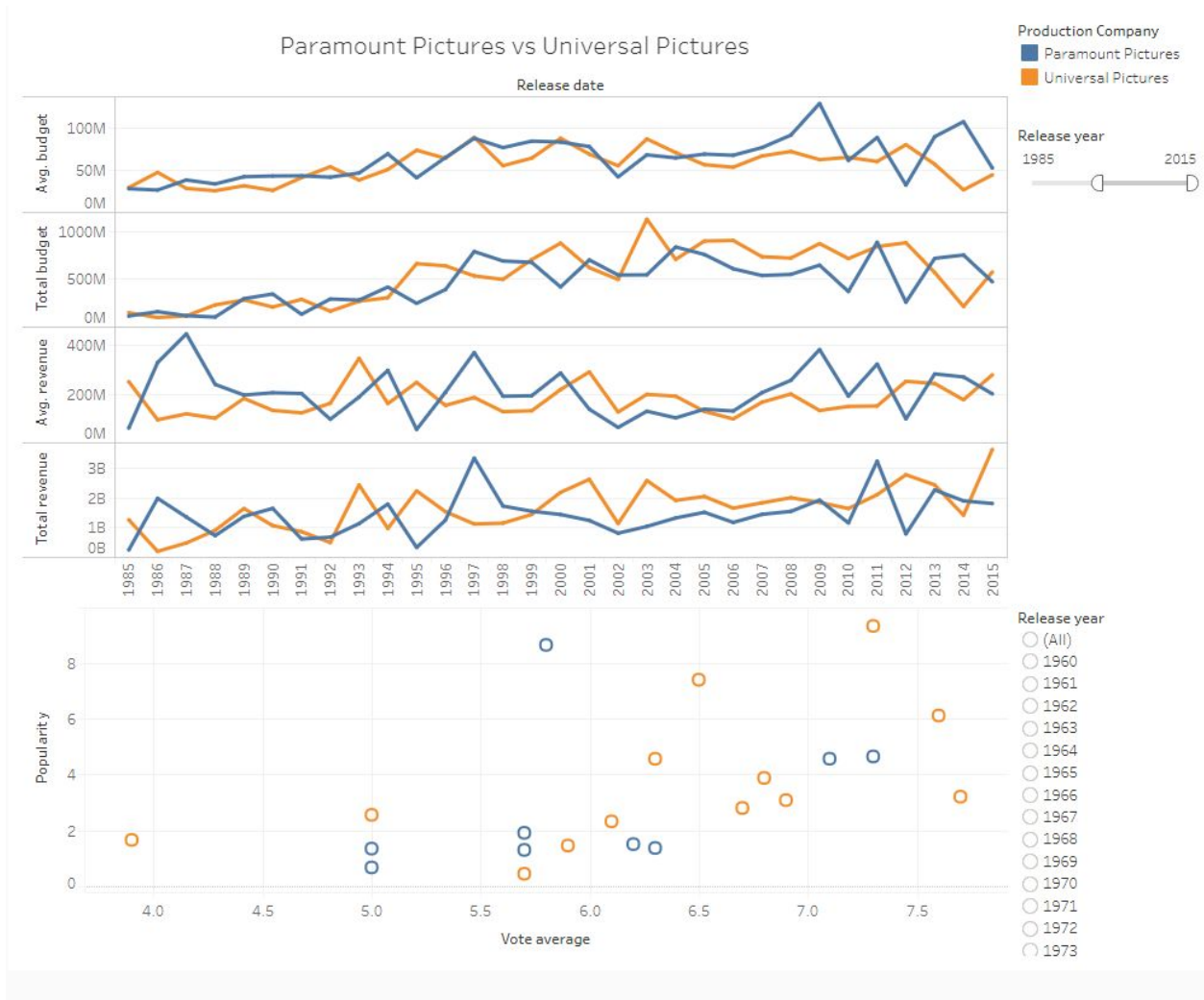


- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?

https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/2_ProductionCompany

I have prepared 2 visualizations to compare Universal Pictures and Paramount Pictures. On first plots we can see how average and total budgets and revenue differ for those production companies. Paramount Pictures seems to have bigger average budgets and revenue, but Universal Pictures have bigger totals for most years.

On the second visualization we can see how films released in particular year differ in popularity and average vote for Universal Pictures and Paramount Pictures.

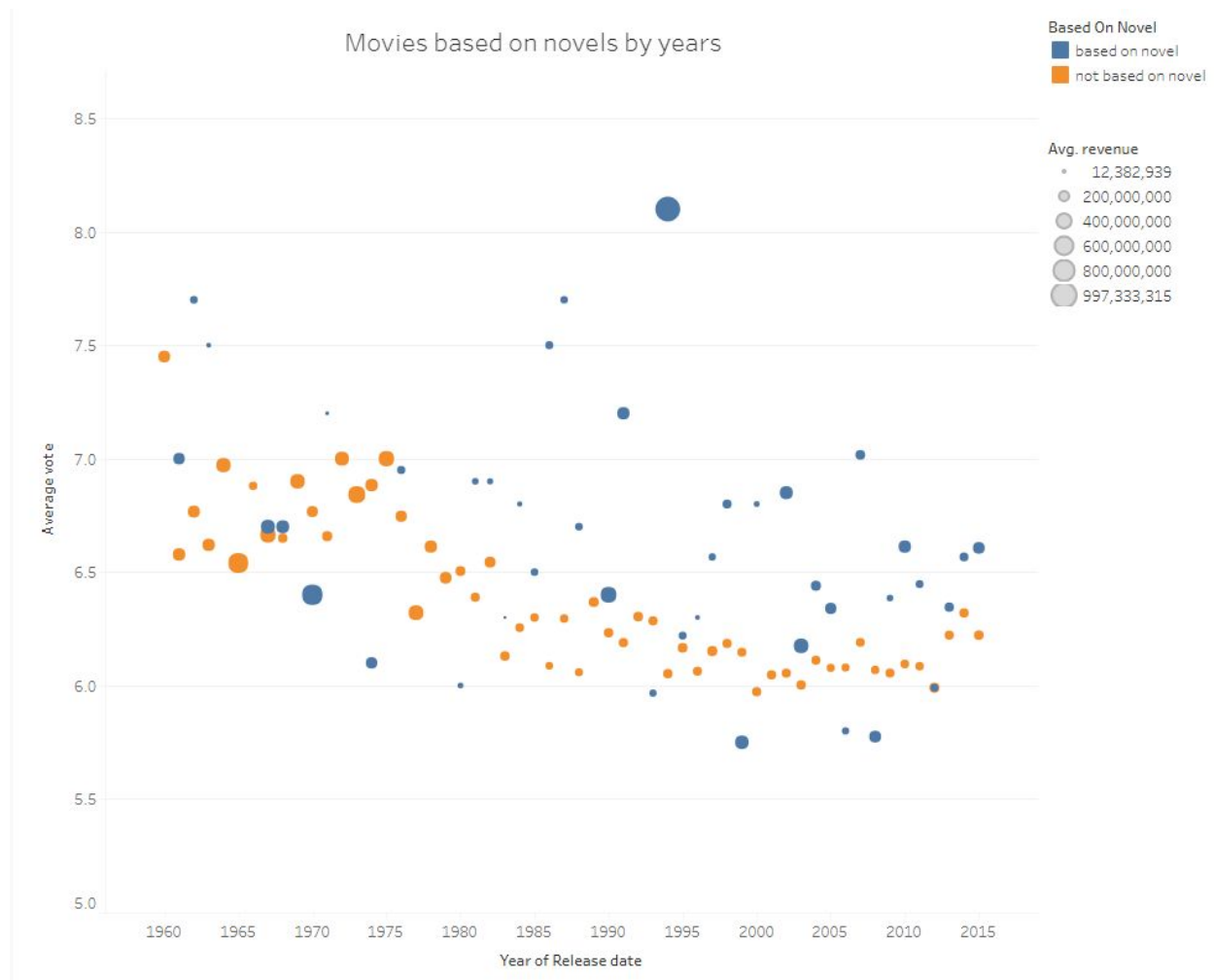


- **Question 3:** How have movies based on novels performed relative to movies not based on novels?

https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/3_Basedonnovels

On plot we can see how averages of votes for films based on novel vs not based change over time, additionally size of points indicate average revenue for those films. After 1980 we can see that films based on novels started to perform better.

(Films without keywords were filtered)



- What is your additional question that you proposed? What is the answer? How did you come up with this question?

https://public.tableau.com/profile/adrianna.tokarska#!/vizhome/Book2_23918/4_Months

My additional question is: How the time of the year impact movies productions?

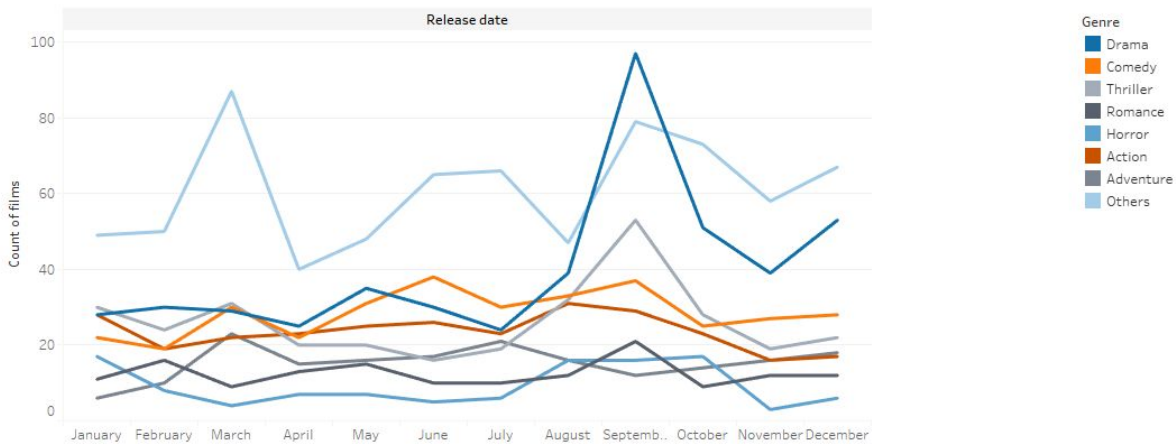
I come up with this question while I have been making visualizations about genres over time. I was expecting that some genres of movies are more popular during particular time of year, for example romance in February.

How the time of the year impact movies productions?

I was expecting that some genres of movies are more popular during particular time of year, for example romance in february. We can see that September is the most 'popular' month for releasing films.

We can see that September is the most 'popular' month for releasing films however, films released in June have the biggest average popularity.

Average budget and revenue plots for films by month are similar to popularity.



I've made visualization to check this theory and found out something interesting. From plot we can see that there seems to be no strong connection between time of the year and number of released films in specific genre.

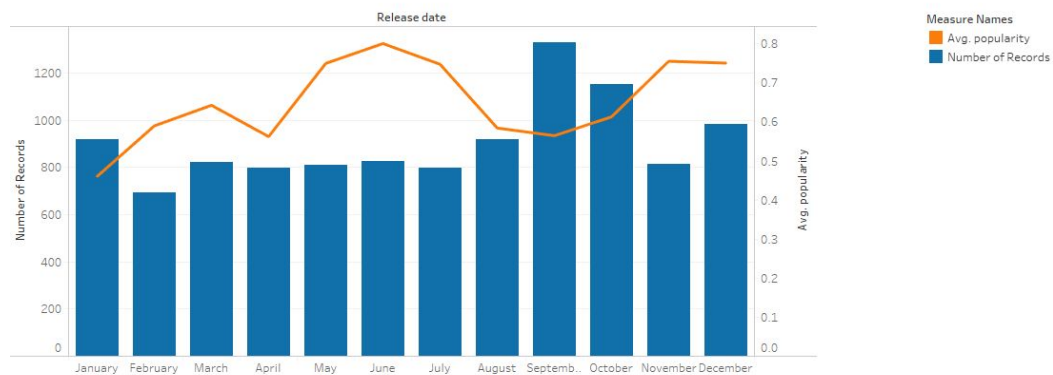
September is very 'popular' month for releasing films.

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On the other hand popularity, budget and revenue are bigger when for month when fewer films are released. This can be explained by “dump months”

(https://en.wikipedia.org/wiki/Dump_months)

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