

Project: Visualizing Movie Data

Step 3: Questions

- **Question 1:** How have movie genres changed over time?

Over the years a few genres had a huge increase in the number of times used in movies. Among these genres are 'Drama', 'Comedy', 'Action', 'Thriller', 'Horror' and 'Documentary.' Popularity of almost all the movies increased over time, however, the following genres had a particularly higher growth in popularity over the last 2-3 years. On the other hand, there is no significant difference among the genres in terms of adjusted profit (adjusted revenue-adjusted budget). The only exception is the 'Action' genre which had a tremendous increase over the last decade.

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

Apparently, these two production companies have been competitors over the years either in terms of movie quantity produced or movie popularities or the profit earned. It is particularly visible when we have a look at the movie profit graph. In the years when one company had relatively high profit, the other one had relatively low, and this tendency continues not one year. Although both companies had produced more or less the same quantity of movies over the decades, during the last 10 years Universal Pictures continuously overcomes Paramount Pictures in quantity of movies produced at least by 2-3 movies. However, it does not affect the popularity of Paramount Pictures, as in during the mentioned period the latter produced the most popular movie among all the movies of these two production company 'Interstellar' with the popularity of 24.95.

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

It is obvious from the visuals that movies not 'based on novels' overcome movies 'based on novels' in all the categories. They are not only more popular, and continue to grow in terms of popularity over the years, when movies 'based on novels' stay flat with this regard, but also are more profitable. Among the top 10 movies with the highest profit only one is 'based on novels'.

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- **Question 4:** How movie directors differ in terms of number of movies directed, movie popularity, spent budget, etc.?

It is not a secret that a director plays a key role in each movie's life. Very often, the popularity or success of the movie can be based solely on the director. With this regard, it is interesting to explore different attributes of movies among directors. Interestingly, a high budget of a movie does not ensure its popularity and vice versa. Some directors can produce a very popular movie with a comparatively low budget, for example Colin Trevorrow. Exploring the data further, we can find out that some directors, for example Woody Allen, are on top in terms of number of movies produced (all popularity ranks). However, if we filter the data based on movies popularity and increase the level, the figures change, in in different popularity niches different directors are on top. On the first place, if we count both popularity and number of movies produced, is Christopher Nolan, who has 10 movies in the highest popularity rank.

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