

## Visualize movie data

Q1: How have movie genres changed over time?

In terms of number, drama and comedy were the most produced ones, ranking top among 20 genres. Thriller which only ranked 6<sup>th</sup> in 1960s, became popular among producers since 1970s. And its total number was only preceded by drama and comedy. Action had a relatively steady ranking. It ranked either the third or the fourth place among all the genres in 5 decades. As for romance, it went out of favor in 1970s and 1980s, but regained its popularity after 1990. Its ranking was fifth.

In terms of category, there were not many changes between 1960 and 2015, though there were no movies in some genres in a few years.

Q2: How do the attributes differ between Universal Pictures and Paramount Pictures?

Universal Pictures invested and earned less money than Paramount Pictures, while Paramount Pictures produced less movies. Movies of Paramount pictures, however, were more popular than those of Universal Pictures.

The five most profitable movies of Paramount Pictures are "Titanic", "Transformers: Dark of the Moon", "Transformers: Revenge of the Fallen", "Indiana Jones and the Kingdom of the Crystal Skull" and "Transformers". As for Universal Pictures, "Furious 7", "Minions", "Despicable Me 2", "Jurassic Park" and "E.T. the Extra-Terrestrial" are those with the highest profits.

Q3: How have movies based on novels performed relative to movies not based on novels?

Movies that are not based on novels outnumber those based on novels. Also, in the past 50 years, movies based on novels had more revenue on average than those not related to novels, though movies not adapted from novels seemed to enjoy greater popularity.

Q4: Is there any relationship between budget and popularity?

Among movies from 2013 to 2015, as the budget increases, the popularity also rises up. But we cannot say for sure because it only includes data between 2013 and 2015.

Variables that I used in my analysis include genres, popularity, revenue, budget, keywords, production companies.

Link:

<https://public.tableau.com/profile/cora6091#!/vizhome/project-three-movie-c-orarevised2/Q4>