



# Entertainment Data Analysis

“The entertainment industry is a group of sub-industries devoted to entertainment. The entertainment industry describes the mass media companies that control the distribution and manufacture of mass media entertainment.”

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# Problem Statement

Normal life can be stressful, and people need to relax. Being entertained by others is a wonderful way to take time out of life. It can reduce stress and make life's issues easier to face. The media and entertainment industries include film, television, radio and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. The entertainment industry is a group of sub-industries devoted to entertainment. The entertainment industry describes the mass media companies that control the distribution and manufacture of mass media entertainment.



# Objectives

- To identify the **youngest and the oldest entertainers** as per their breakthrough year
- Which year Entertainment industry receive the **highest number of awards**
- Which **year** has the **most breakthrough**
- Who is the **most and least active Male and Female entertainer** with years

# The Process

- Data Collecting
- Data Cleaning
- Data Analysis
- Insights

# Data Collecting

- Data Collected in **three xlsx Files** in the name of **Entertainment-Basic info**, **Entertainment-Last work info**, and **Entertainment-Breakthrough info**
- There are **70 rows** and **10 columns**
- The files contain information about **famous Entertainers/Artists**



# Description of the Dataset

- **Entertainer:** It describes the names of the Entertainer
- **Gender:** This specifies the gender of the Entertainer
- **Birth Year:** It describes the Year of birth
- **Year of Breakthrough/#1 Hit /Award Nomination:** It describes the year of breakthrough of Entertainer
- **Breakthrough Name:** Name of the film with which they get their Breakthrough
- **Year of First Grammy/Oscar/Emmy:** The year in which they get their first award
- **Year of last Major Work:** It describes the last year of their career
- **Year Of Death:** It tells the Year in which the Entertainer died
- **Age at Breakthrough:** The age of the Entertainer at which they got their first breakthrough
- **Active Years:** It describes that for how many years they served the film industry

# Data Cleaning

- First, combine all three Excel in a **single Excel Sheet** using **VLOOKUP**
- Column '**Year of first Oscar/Grammy/Emmy**' has some **blank spaces**. Replaced them with the mode of that column
- There are **no duplicates** in the dataset
- There is a **right skewness** in the distribution of "**Age at breakthrough**" which indicates the outliers whether **in the distribution of "Active years"**, there is **no skewness** but a **wide range** in "Active Years". (I used python )
- Column '**Year of Death**' has some blank spaces. Replaced those with a placeholder '**Still Alive**'
- Created another column '**Active Years**' which is '**Year of Last Major Work**' minus '**Year of Breakthrough**' (using Excel)
- Created a new column '**Age at Breakthrough**' which is '**Year of Breakthrough**' minus '**Birth Year**'. (Using Excel)

**NOTE:** Tools Used, Excel And Python



# DATA ANALYSIS





# Important KPIs

- Total breakthrough name
- Average active years
- Average age at breakthrough
- Alive entertainer count
- Most active entertainer
- Least active entertainer
- Youngest Entertainer

# POWER BI DASHBOARD





# ENTERTAINER DATA ANALYSIS

**(The entertainment industry is a group of sub-industries devoted to entertainment. The entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.)**

DEEPA KUMARI



## Entertainment Data Analysis

Entertainer  
All

Year of Brea...  
All

70

Total Breakthrough Name

35

Average of Active Years

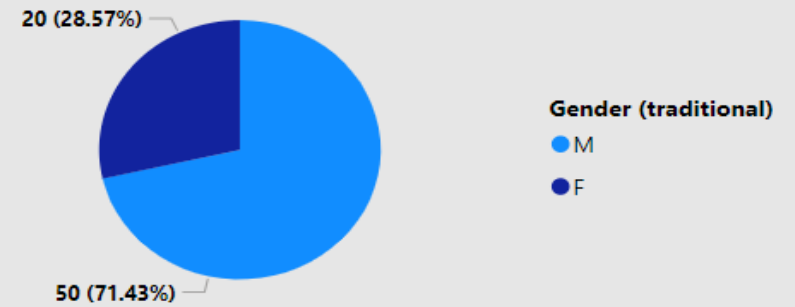
29

Average of Age at Breakthrough

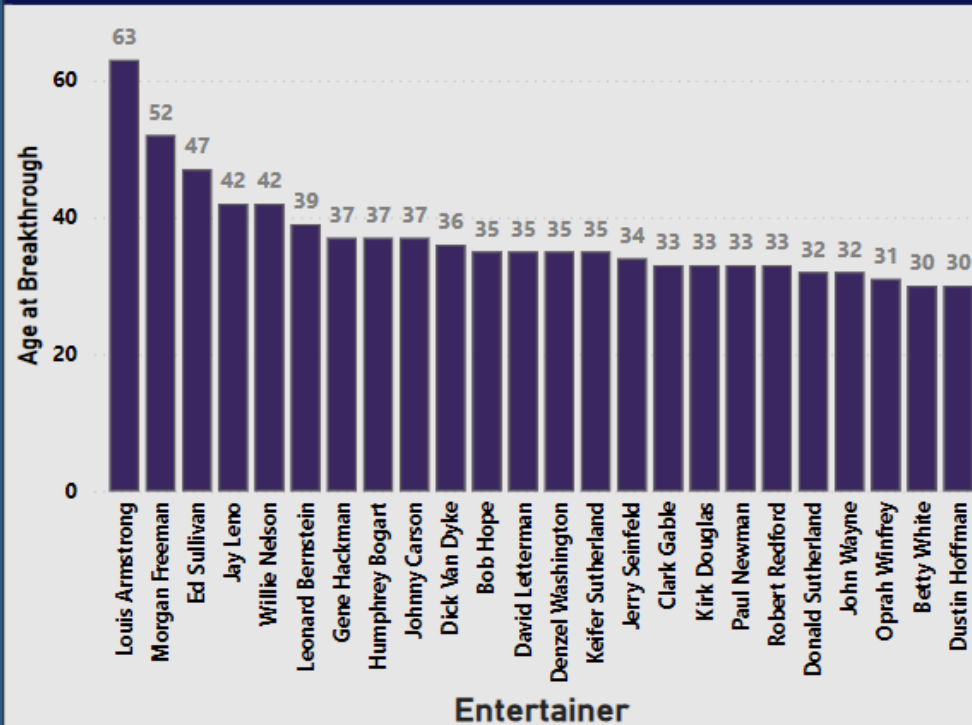
40

AliveEntertainersCount

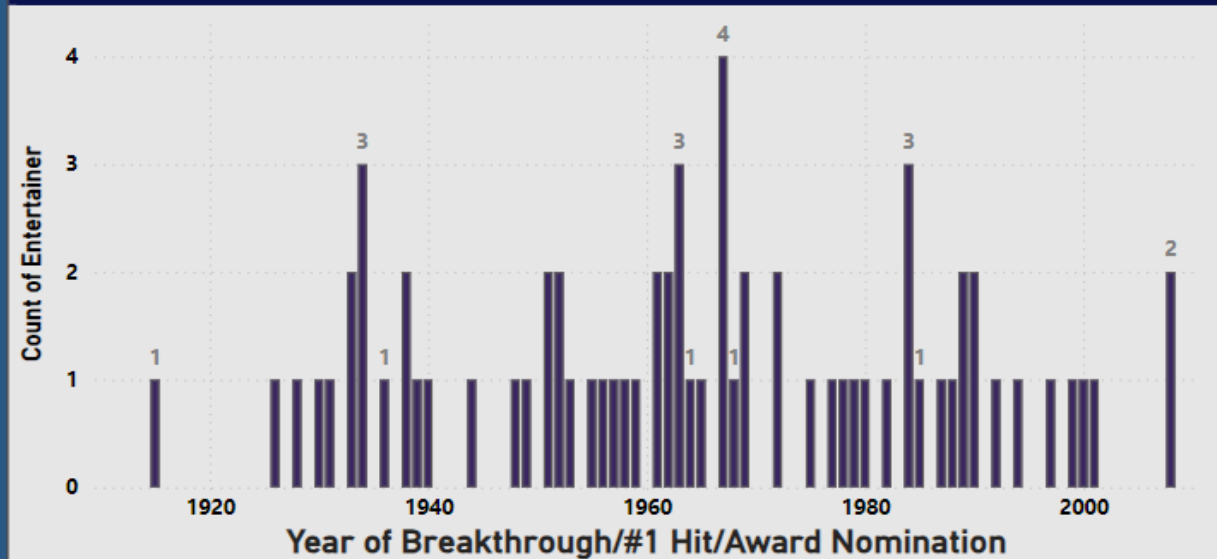
Count of Gender (traditional) by Gender (traditional)



Entertainer by age at Breakthrough



Number of Entertainers for Year : 70





Stevie Wonder

Youngest Entertainer

Tony Bennett (65 years)

Most Active Entertainer with Years

James Dean (2 years)

Least Active Entertainer with Years

Entertainer

All

Year of Breakthrough/#...

All

Adele, Debbie ...

Youngest Female Entertainer

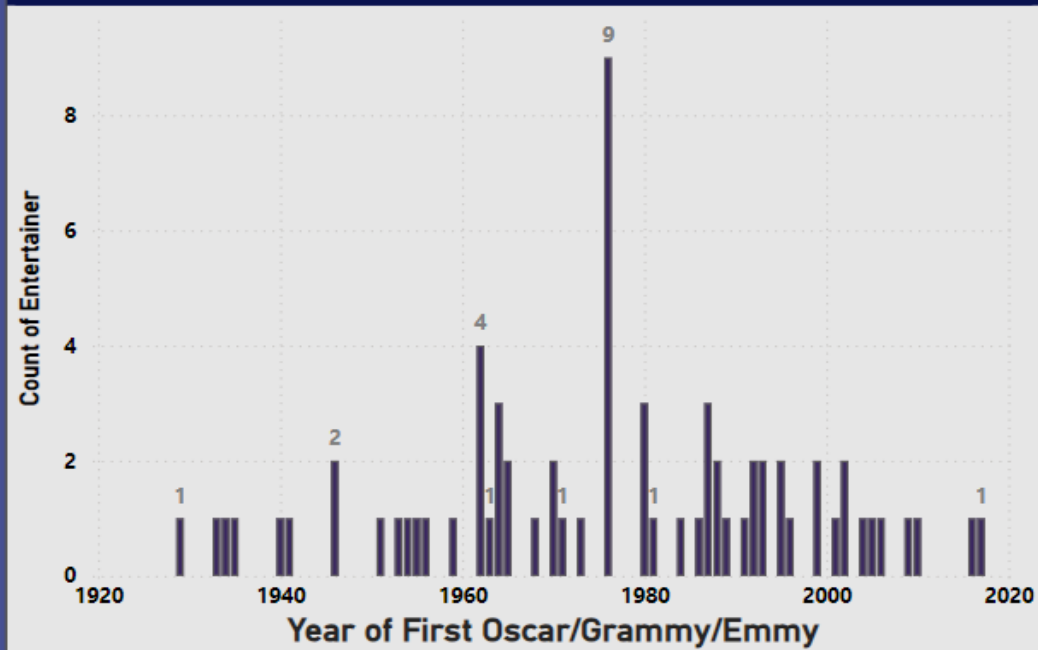
Betty White (64 years)

Most Active Female Entertainer with Years

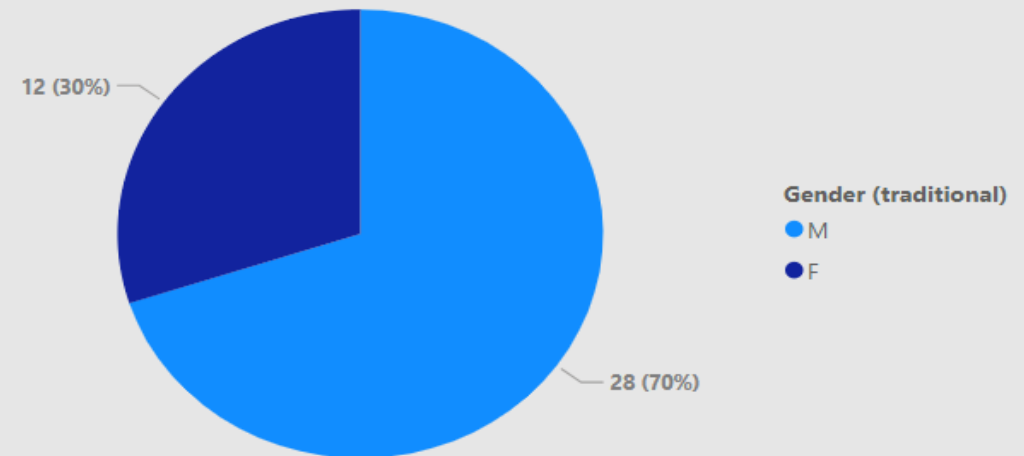
Clara Bow (7 years)

Least Active Female Entertainer with Years

Count of Entertainer by Year of First Oscar/Grammy/Emmy



AliveEntertainersCount by Gender (traditional)



# Insights

- There are a total of 20 Female Entertainer and 50 male entertainers
- The Year 1976 had the highest number of Entertainers to win any Oscar, Grammy, or Emmy award and the maximum number of awards received by Female Entertainers compared to males which was a record-breaking
- A total of 40 Entertainers are still alive. Out of 40 Entertainers still alive, 12 are female and 28 are male.
- “Adele” was the youngest female Entertainer at 20 at the time of her breakthrough.
- “James Dean” is the least active entertainer with 2 years of career
- “Clara Bow” is the least active Female Entertainer with 7 years of career
- “Betty White” is the most active female entertainer with total career of 64 years



# Insights

- There are a total of **70 breakthrough names** i.e. there are 70 movies which had given the breakthrough to entertainers
- **“Morgan Freeman”** got his first breakthrough at the **age of 52** and **“Louis Armstrong”** got his first breakthrough at the **age of 63**.
- Entertainers born **since the early 1900s** tended to have **longer careers** than those born **before the 1900s**
- **“Tony Bennett”**, the entertainer has the **longest career of 65 years**
- **“Charlie Chaplin”** is the **youngest entertainer** to get the earliest **breakthrough in 1915**
- The **youngest entertainer** to get the award is **“Stevie Wonder”** at the **age of 13**
- **Year 1962** saw the **most win of 4 Oscars/Grammy/Emmy Awards**. **Bing Crosby(M), Carol Burnett(F), Gregory Peck(M), and Leonard Bernstein(M)** won the awards that year.

**Thank You**